

Wastewise refocuses on fundraising

"Wastewise should make its financial needs known to the public."

This comment yielded the greatest support from the survey of Wastewise users. Almost 300 surveys were completed during a two week period in April.

Most users think Wastewise should use fundraisers to support the centre, expand educational programs, stock used building materials and accept all recyclable materials.

The survey indicated that there is neither strong support for, nor opposition to, a user fee for accepting recyclables and higher prices for used items for sale.

It takes just over \$12,000 per month to operate the centre; \$4,400 for wages, \$3,300 for rent (includes \$800 for property tax), \$2,500 for management/fundraising and \$1,900 for maintenance, phone, office, advertising, audit, and recyclables processing.

This April was the centre's second best month of sales bringing in \$5,300.

To help narrow the gap between expenses and revenues, the centre has added building materials and is offering more, individually priced "select items."

A new fundraising committee will oversee projects like the recent, Gingerbread Lady performance donated by Georgetown Little Theatre. Gertrude-Mai Muise and Sheila Burns have agreed to participate in this committee and are looking for more volunteers.

A membership program is being offered which extends businesses, individuals and families, opportunities to become more involved with and informed about Wastewise.

Non-members recycling at Wastewise will be asked to contribute one dollar to our new fund "A Dollar Makes a Difference" each time they bring recyclables. This fund will enable Wastewise to continue offering a convenient, one-stop service for recyclable materials which extend well beyond Halton Region's blue box and depot programs. In so doing, Wastewise will continue diverting materials from disposal while demonstrating that markets exist.

As well as volunteers for the fundraising committee, Wastewise needs: desk-top publishing services, a marketing expert and two, high-quality signs made.

Call Wastewise at 873-8122 if you can help.

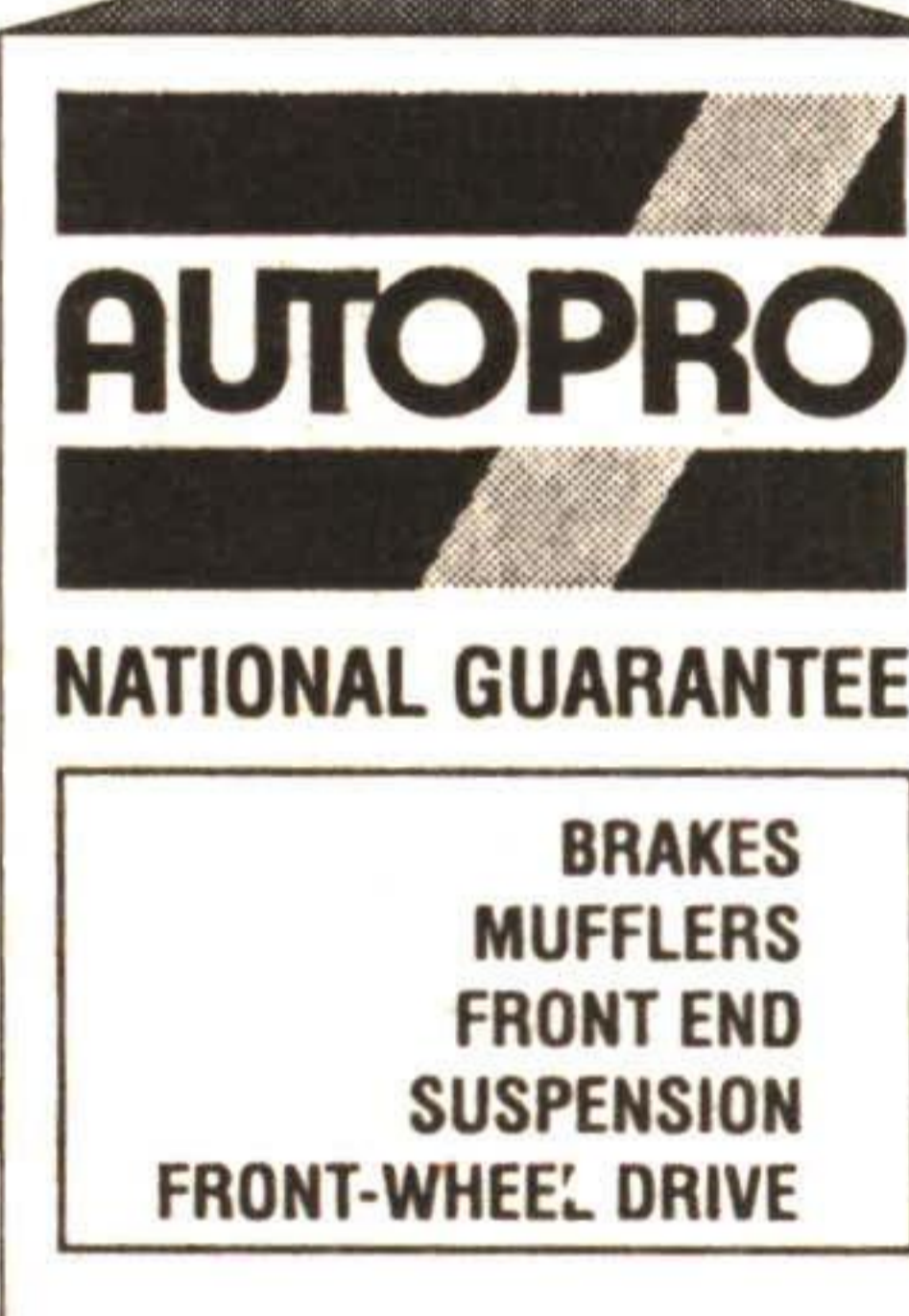
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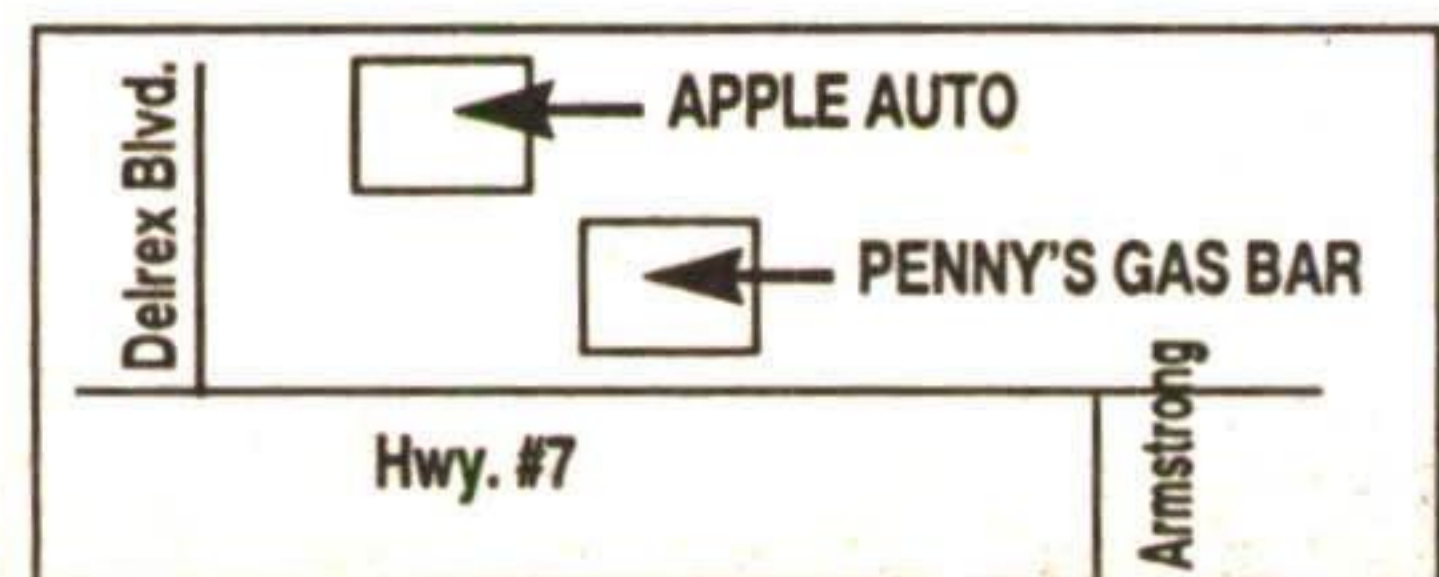
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