

Shred & e-Cycle Project Report

On Saturday, November 2, from 9 am until noon, Able & Willing (AWIEF) and the Jefferson Ruritan Club (JRC) provided a service to the community to raise funds for JRC Scholarship Fund and AWIEF projects in Africa. The service consisted of shredding documents and recycling electronics, both in a secure and environmentally responsible way. Suggested donations were \$10/box of documents or electronics, where a box is the equivalent of a file size box measuring 10 x 12 x 16 inches.

Results

3,667 lb. of documents were shredded.
over 2,000 lb. of electronics were recycled.

All paper and electronic documents were securely destroyed.

Gross income: \$2,140 Expenses: \$428

Net income: \$744 for Jefferson Ruritan Scholarship Fund; \$968 for Able & Willing projects in Africa.

NOTE: proceeds were apportioned first by donor designations and the remainder in proportion to number of volunteers and trucks from JRC vs. AWIEF. Truck with big trailer counted four volunteers, a pickup counted as one volunteer.

Paper documents were shredded on site by mobile equipment from ALL-SHRED (www.allshredmd.com), headquartered near Jefferson. Electronic media were wiped in compliance to government standards by e-End (<http://www.eendusa.com>) of Frederick. E-end also recaptures the heavy metals and toxic chemicals to avoid contaminating our environment and recycles usable electronics whenever possible.

E-end donated 30 recycled laptops to Able & Willing for their schools in the Democratic Republic of Congo. The laptops are all of a single model to make them easy to configure and maintain.

Operations

This was the fourth e-cycle & document shredding event held at the Jefferson Ruritan Center and was the most efficient operation. There were 15 volunteers from Ruritan and Able & Willing and 5 staff members from ALL-SHRED and E-end. 3 volunteers greeted drivers, handed out brochures and directed traffic into one of four lanes that were marked by traffic cones. Two lanes were for electronics and two for document shredding. 5 volunteers served as cashiers who processed the donations for the drivers who remained in their vehicles. 6 volunteers unloaded the vehicles. 1 Volunteer served refreshments and lunch to the other volunteers.

Publicity

Publicity consisted of yard signs, flyers, newspaper articles, websites, email notices and newsletters. Publicity was not as extensive as for the March 30 event. This may account for the 1/3 less gross revenue and less than half the total pounds of documents and electronics processed.

Volunteers from AWIEF and JRC placed over 80 yard signs, which was less than the 140 yards signs placed for the March 30 event. Most signs were placed in the Jefferson community. Nearly 20 were placed outside of the community as far as Frederick, Brunswick and Point Of Rocks. The yard signs for the March 30 event did not indicate a donation was expected. The yard signs were modified for the November 2 event and included a two line notice: "\$10/box donation, tax deductible".

One article, a local brief, was published in the Frederick News Post on Friday, a day before the event. The March 30 event had two articles published in the FNP during the previous week. The Brunswick Citizen published an article the week before both events.

11/12/2013

Thousands of email notices were sent with the attached flyers by friends and local organizations. Announcements were made in newsletters and websites of local organizations. These publicity measures account for the large majority of donors who live outside of the Jefferson community and they clearly indicated that donations were expected.

Acknowledgements

Able & Willing and Jefferson Ruritan Club thank the many volunteers who helped and the many donors who brought their documents and electronic items for safe disposal and recycling.