

Every 2<sup>nd</sup>  
Counts

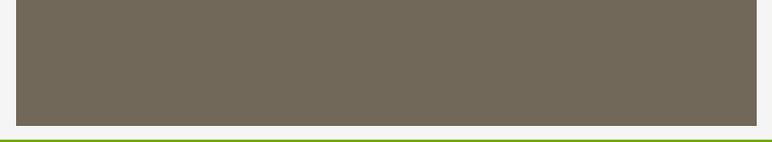
Don't throw it away,  
donate TODAY!

# Overview

- **Every 2<sup>nd</sup> Counts** is the only non-profit support program to bridge the gap between visitors and non-profits serving the North Lake Tahoe-Truckee area. Based on community need, our program fosters the repurposing of unwanted non-perishable food and clothing by collaborating with local property management companies and businesses creating a less wasteful and positive environment.

# Selling Points

- How often do you go on vacation and leave unwanted food and clothing in your vacation rental?
- If it was easy to help others and support local nonprofits, would you donate ?
- Now you Can! Just leave unwanted items in your rental unit in the Every 2<sup>nd</sup> Counts bag.



# Every 2<sup>nd</sup> Counts Video

# Target Group / Demographics

## **North Lake Tahoe Visitors:**

- 1 million people visit North Lake Tahoe each year
- Rented Home/Condo visitors spend an average of \$207/person/day
- Rented Home/Condo visitors spend \$120.4 million/year

## **Truckee Donner Visitors:**

- Over 21% of overnight visitors stay in Rented Homes/Condos
- Rented Home/Condo visitors spend \$29 million/year, an average \$120 person/day
- Overnight visitors account for \$214 million/year

# Needs Assessment

- Phone surveys conducted with nonprofit agencies.
- Survey Monkey sent to property management companies.
- Survey Monkey questionnaire for visitors.

# Results:

## **Nonprofits**

- Expressed overwhelmingly that there is a need for used clothing and food items within the North Lake Tahoe/Truckee region.
- Service infrastructure for distribution of food and used clothing already exists in the area and more donations are needed.

# Results:

## Property Managers

- **40%** of visitors leave one grocery bag of non-perishable food items and up to **20%** leave clothing.
- Property managers typically find one item of clothing left behind **60%** of the time.

# Results:

## Visitors

- **91%** expressed interest for utilizing a service that allowed them to donate unused/unwanted food and clothing to a local nonprofit organization.
- **50%** expressed it is likely/very likely that they would leave non-perishable food.
- **16%** expressed it is likely/very likely that they would leave unwanted clothing items.

# Impacts:

- Strong need for donations
- Genuine interest/willingness to donate
- Support from property management companies to participate
- Significant donation source is not being tapped
- Weakest link is getting the donations to the non-profits

# Marketing

- Rack cards in rental properties to raise awareness of donation program
- Keychain attached to unit key
- Magnet in unit with internet access code
- Labelled bag inside rental unit for donations
- Tags for items too large/bulky for the bag
- Tax deductible donation receipts

# Rack Card

## Every 2<sup>nd</sup> Counts

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 Every 2<sup>nd</sup> Counts  
[www.Every2ndCounts.com](http://www.Every2ndCounts.com)

## Every 2<sup>nd</sup> Counts

Don't throw it away, donate TODAY!

Please use the bag provided to leave any unwanted or unused clothing and non-perishable food items.

Doesn't fit in the bag? Please use the tags provided in the bag and attach to larger items.



 Every 2<sup>nd</sup> Counts  
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Every 2<sup>nd</sup>  
Counts

Don't throw it away,  
Donate TODAY!

Wireless Password:  
NS1234

## Every 2<sup>nd</sup> Counts Magnet

Magnet with internet access  
code in unit



Every 2<sup>nd</sup> Counts  
Reusable Bags

### Every 2nd Counts - 2015 Budget

Partership Contributions													0.00
													0.00
<b>Income Totals</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$5,000.00</b>
<b>EXPENSES</b>													
Purchase - Donation Bags				1000.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1700.00
Purchase - Key Chains				1500.00	0.00	100.00	0.00	0.00	100.00	0.00	100.00	100.00	1800.00
Purchase - Rack Cards				150.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00
Purchase - Magnets				1000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1000.00
Purchase - Miscellaneous Advertising and Promotional Materials				250.00	10.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	350.00
													0.00
													0.00
<b>Expenses Totals</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$3,900.00</b>	<b>\$ 110.00</b>	<b>\$ 215.00</b>	<b>\$ 115.00</b>	<b>\$ 115.00</b>	<b>\$ 215.00</b>	<b>\$ 115.00</b>	<b>\$ 215.00</b>	<b>\$ 215.00</b>	<b>\$5,000.00</b>
<b>Net Income/Loss</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(3,900.00)</b>	<b>(110.00)</b>	<b>(215.00)</b>	<b>(115.00)</b>	<b>(115.00)</b>	<b>(215.00)</b>	<b>(115.00)</b>	<b>(215.00)</b>	<b>(215.00)</b>	<b>0.00</b>
<b>Ending Balance</b>	<b>\$5,000.00</b>	<b>\$5,000.00</b>	<b>\$5,000.00</b>	<b>\$1,100.00</b>	<b>\$ 990.00</b>	<b>\$ 775.00</b>	<b>\$ 660.00</b>	<b>\$ 545.00</b>	<b>\$ 330.00</b>	<b>\$ 215.00</b>	<b>\$ -</b>	<b>\$ -</b>	

# Budget:

Item	Quantity	Total Cost
Rack Cards	1000	\$150.00
Bags	1000	\$1700.00
Keychains	1000	\$1800.00
Magnets	1000	\$1000.00
Miscellaneous Advertising and Promotional Materials	N/A	\$350.00
<b>TOTAL</b>		<b>\$5000.00</b>

# Conclusion

- Nonprofits expressed the need for donations in the North Lake Tahoe - Truckee area.
- The additional donations through Every 2<sup>nd</sup> Counts will help limit waste and increase the level of engagement with our local community and nonprofits.

# Next Steps...

- Partner with nonprofit and property management companies
- Produce and distribute marketing / program materials
- Aim to be within 250 units by the end of the year
- With additional program support through an established partner, Every 2<sup>nd</sup> Counts could go...GLOBAL
- #DonateToday