



Empowering communities to turn construction and demolition waste into local resources.

Greetings Reuse Advocates,

What an incredible year!!

Having served the building material reuse industry for over 25 years, together we proved in 2019 that our organization still has tremendous capacity to continue evolving and growing our impact. Through Joe Connell's visionary leadership, we began to think bigger than ever before and found a new path forward by inviting a much broader constituency to the table.

Here's a review of what we were able to accomplish this year:

Step One: Rethink Everything! With six new members joining our board of directors, we took a hard look at what inspires us to do this work, what we want to achieve, and how we can manifest that vision. Together we realized that it all comes down to people. Our organization is driven by connecting and supporting people positioned to convert what would otherwise be wasted into resources for our local communities. To draw in more diverse viewpoints, capabilities, and resources toward this effort, we realized that the Building Materials Reuse Association (BMRA) needed to rethink something as fundamental as our name. In 2019, we rebranded and became "Build Reuse." We developed a new logo and overhauled our website. The response to these changes has been overwhelmingly positive and effective, with many new folks now discovering us and getting involved.

Step Two: Scale Up! 2019 also brought an exciting new opportunity to create a "Reuse for Communities" Toolkit with support from the Roberts Economic Development Fund (REDF). This initiative is part of a pilot program in Atlanta to systematically scale up material reclamation and reuse by 1) convening municipal, community, and industry leaders poised to support the expansion of reuse, 2) building a local job market that values the ability to save and reuse materials, 3) executing deconstruction training for individuals with barriers to employment and 4) documenting the entire process through the toolkit to facilitate replication within other cities. This year we built a highly engaged committee in Atlanta of over 100 individuals, established key organizational partners, secured an EPA grant for the pilot through our local partner, Lifecycle Building Center, and are now on track to initiate the first phase of deconstruction training by Q2 2020.

Step Three: Engage Our Community! Our board chair, Mike Gable, along with Joe and our conference committee, delivered a phenomenal Decon+Reuse Conference in October at Pittsburgh's beautiful Phipps Conservatory with speakers and attendees from across the U.S. and around the globe. We kicked things off with a lively Decon Summit led by Dave Bennick; learned about the history of urban renewal and our American culture of "rebirth" through destruction with Francesca Russello Ammon; enjoyed Elma Durmisevic's talk on reversible building design; attended sessions on topics such as appraisals, preservation, public policy, workforce development, social justice, and commercial decon; and shared our ideas, challenges, and visions for our future. For easy access to some of this fantastic content, visit:

<https://buildreuse.org/drc19-presentations/>

Despite these amazing successes, our fundraising efforts this year fell far short of our projections. As a result, we've had to make a hard decision to temporarily transition our leadership structure back to a "working board" until our financial reserves and fundraising performance meet the levels required to cover the expense of a paid Executive Director position. Toward this end, the Build Reuse board will be increasing engagement with you to gauge your capacity to participate directly as a volunteer, including involvement in one of our committees (*contacts in italics below*):

- **Fund Development & Membership** (*Shannon Goodman, shannon@lifecyclebuildingcenter.org*)
- **Communications & Outreach** (*Stephanie Phillips, Stephanie.Phillips@sanantonio.gov*)
- **Decon + Reuse Conference** (*Kevin Gastelewicz, kgastel@aswdetroit.org*)

Build Reuse Project Support

In 2020, we will focus on creating more value for our members and our reuse community. Toward that end, our goal between now and January 31st is to raise \$5,000 to support development of two infographics that will be available through Build Reuse. The first would be targeted for distribution by local governments to promote the benefits of building material reuse and how to connect to reuse locally. The second infographic will "walk" a first time material donor through the steps involved in pursuing a material donation appraisal, which was a targeted outcome of the Appraisal Session at the conference. The development of both infographics will be created by the graphic designer who worked on our new Build Reuse logo!

We will also be contacting you all in early 2020 to participate in a Master's in Sustainable Business Practices project (Duquesne University) to collect national data on the number of organizations working in deconstruction and reuse, quantities and economic impacts of building materials reuse by building type and material type, and the number of jobs created.

Your support will ensure that the successes of 2019 are just the beginning of what we can accomplish. We appreciate everything that you already do to help create new connections and advocate for reuse; we cannot do this work without you!

Please support our work by visiting (and sharing within your networks!) the following links:

MEMBERSHIP (new or renewing): buildreuse.wildapricot.org/membership

CORPORATE OR INDIVIDUAL SPONSORSHIP: <https://buildreuse.wildapricot.org/donate>

FUNDLY CAMPAIGN: fundly.com/build-reuse-in-communities-across-the-us

Thank you!

Build Reuse Executive Board of Directors

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