



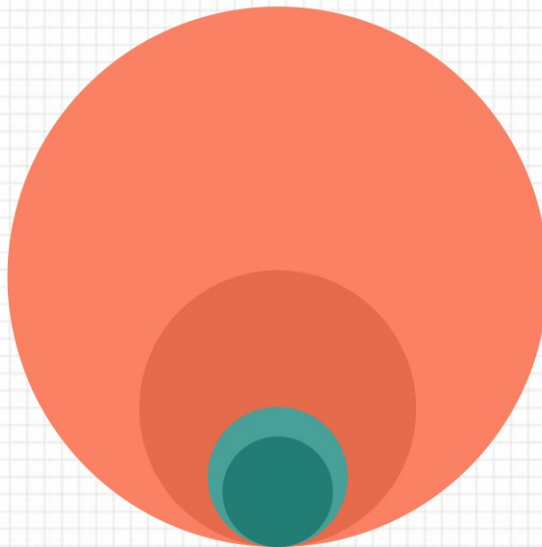
Annual Report

April 2016 - March 2017



Impact

MATERIALS DONATIONS (TONS)



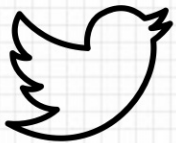
■ 2013 ■ 2014 ■ 2015 ■ 2016

**380% INCREASE
IN MATERIALS
DONATIONS
OVER LAST
YEAR**

**ACR HAS
DIVERTED
84+ TONS
TO DATE!**



GROWING ENGAGEMENT AND AWARENESS



436 followers
+20%



5,680 followers
+49%



1,570 followers
+330%



**935 new
email
subscribers**
(+35%)

**TOTAL EMAIL
SUBSCRIBERS: 3,591**



PRAISE FROM THE COMMUNITY

"AUSTIN NEEDED
THIS! So thankful
you exist." - Google

"This place is so cool. I've been crafting my whole life and I've always lamented how expensive crafting supplies are. While there's not the guarantee of finding a particular material, as there would be at Hobby Lobby or Michael's, you'll be hard pressed not to find something here. I bought two bags full of supplies, and it only cost me ten dollars to boot! Love the work they're doing as a store, and volunteering with them is equally great." - Facebook

"The people here are amazing!
And so is the wide variety of
craft supplies, fabrics, yarn etc!
Thank you for all the donors,
staff and volunteers who
support such a green mission.
This place truly keeps Austin
(Affordably) Creative."
- Facebook

"I agree with other
reviewers that every
city should have a place
like this. Even after
reading the reviews, I
wasn't expecting it to
be as good as it
was...and yet!" - Yelp



HIGHLIGHTS

FIRST FULL YEAR IN OPERATION!

Expanded center hours from 8 to 36 per week

LED OR PARTICIPATED IN 70 EVENTS

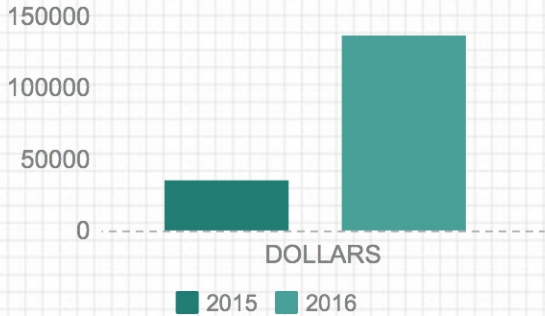
Hired 5 staff members

5283 VOLUNTEER HOURS DONATED
(+1000 HOURS OVER LAST YEAR)

**Our First Grant:
City of Austin Art of Reuse
5 Workshops / 100+ Participants**

FINANCIAL HEALTH

SALES



ADMIN COSTS AS % OF REVENUE



**236%
INCREASE
IN TOTAL
REVENUES**

**13%
INCREASE IN
CASH
DONATIONS**



THE REUSE CENTER





**Our Community:
Staff, Volunteers, Shoppers,
Educators, Artists, Crafters,
Parents, Kids, Donors,
Sustainability Partners,
Workshop Participants,
Event Attendees, and more!**

