Indiana University Office of Sustainability

Academic Year Internship Final Report

Presented by: Erica Bramlet, Hoosier to Hoosier Community Sale Coordinator
Why a Community Sale?

Every summer, thousands of students leave Bloomington in a hurry, often with no thought to the consequences of the items they leave behind. Not only do tens of tons of reusable items end up in the landfill, the environmental costs related to transportation of these items to Terre Haute, IN are extraordinary. Hoosier to Hoosier is an attempt to divert these reusable goods from the landfill during student move-out, while preventing additional resource consumption by selling collected items to students and community members, and raising funds for local charities and other organizations.

Although many students are thoughtful and do donate, local organizations are often overwhelmed, which is where Hoosier to Hoosier comes in. By helping students avoid fees for goods left behind and saving landfill space, all for a good cause, the H2H initiative has filled a niche once void of sustainability.

History of H2H

Under Steve Akers’ direction, Residential Programs and Services (RPS) has been collecting reusable items in the residence halls for local charities including Backstreet Mission, Teachers’ Warehouse, and Salvation Army, since 2002. Then, in 2009, an intern named John Patishnock with a vision of a sustainable move-out
process was hired through the IU Office of Sustainability. Inspired by the Trash to Treasure Sale at his alma mater, Penn State, armed with a student-won grant, and paired with RPS’s Steve Akers and City of Bloomington’s Jacqui Bauer, the first Hoosier to Hoosier Community Sale process was begun. One notable difference of H2H from the inspiration sale, however, is the focus on all students, both on- and off-campus. After all, 75% of students at IU live off-campus. By focusing on all students, H2H aims to divert the entire waste stream associated with their move-out.

Hoosier to Hoosier is a partnership between United Way of Monroe County, Habitat for Humanity of Monroe County, City of Bloomington, IU Office of Sustainability, and IU Residential Programs and Services.
The first sale, held in August 2010, raised $10,469 in gross revenue and diverted approximately 20 tons from the landfill. Throughout the summer, over 100 volunteers helped coordinate the sale, which drew over 900 shoppers.

The second year of the community sale, held August 20, 2011, raised $17,603, diverted 27 tons from the landfill, and with the help of over 200 volunteers, attracted over 1,800 shoppers. The donations were split amongst United Way of Monroe County (51%), Habitat for Humanity of Monroe County (39%), the Indiana University Office of Sustainability (5%), and the City of Bloomington’s Department of Economic and Sustainable Development (5%).

Planning for the third annual sale began in October, 2011, after selection of the intern / sale coordinator and meetings with mentors Steve Akers and Jacqui Bauer.

Goals

The goal of the sale is not to collect as much as possible, which makes goal-setting tricky. H2H aims to fill a niche and only collect items that would have otherwise gone to the landfill, not overlap existing services. Thus, our 2012 goals fell on the conservative side, taking into account how much we thought was still
getting thrown out that could be re-used. Thus, we aim to divert over 32 tons of waste from the landfill and raise over $20,000 this August.

Another goal of the H2H initiative is to focus on encouraging everyday sustainable choices. We plan to raise awareness of the environmental friendliness of this event by inspiring students who donate, volunteers, and shoppers alike by incorporating education, Resource Use & Recycling Working Group goals into the sale regime, and working with student groups throughout the process that already have sustainable initiatives, like selling reusable water bottles. All of these projects will be worked on throughout the summer and will hopefully cause students, faculty, staff, and community members to realize that making small steps toward sustainability is easy.

2012 Sale

The Hoosier to Hoosier Community Sale is organized and carried out by an enormous number of volunteers. Many of these volunteers serve on one of two committees—Outreach and Logistics, led by Jacqui Bauer and Steve Akers, respectively. These committees meet approximately biweekly, and are indirectly guided throughout the process by the Steering Committee, comprised of representatives from IU Office of Sustainability, IU RPS, City of Bloomington,

**STEERING**

The Steering Committee meets about once a month and deals with general sale guidance. Subcommittee heads report to all members about topics ranging from sale goals, organizational structure, budgetary items, etc. This year’s steering committee includes:

- Erica Bramlet, IUOS Intern & Sale Coordinator
- Jacqui Bauer, Outreach Committee Chair & City of Bloomington Sustainability Coordinator
- Steve Akers, Logistics Committee Chair & IU-RPS Associate Director of Environmental Operations
- Bill Brown, Director of Sustainability for Indiana University
- Emilie Rex, Assistant Director of Sustainability for Indiana University
- Susan Yoon, United Way Resource Development Assistant Director
- Noma Maier, Habitat for Humanity ReStore Manager

**LOGISTICS**

The Logistics Committee, led by Steve Akers, has met about once every three weeks throughout the spring 2012 semester. This subcommittee discusses and decides upon topics including residence hall, Greek, and off-campus collections; sale venue; trailer and truck reservations; pre-sorting; and supplies. Future tasks of the Logistics committee will include weighing donations, bedbug inspection, sale mapping, pricing, and post-sale pickup. Members include:
• Steve Akers, Logistics Committee Chair & IU-RPS Associate Director of Environmental Operations
• Erica Bramlet, IUOS Intern & Sale Coordinator
• Alexi Lamm, IUOS Intern & Previous Sale Coordinator
• Meredith Dowling, IUOS No Waste Coordinator
• Susan Yoon, United Way Resource Development Assistant Director
• Noma Maier, Habitat for Humanity ReStore Manager
• Stephanie Retrievi, IU Adviser & Community Member
• Jenna Graham, United Way Intern
• Chrissy Hursh, Habitat for Humanity Intern
• Bill Brown, Director of Sustainability for Indiana University
• Hugh Kremer, Local Business Owner & Community Member

**OUTREACH**

The Outreach Committee, led by Jacqui Bauer, meets biweekly and handles topics such as publicity language, and the overall publicity plans for donation, volunteer recruitment, and sale day. This year especially the outreach committee is trying to reach off-campus students and international students for donations. The mediums involved include the H2H website, posters, local media, social media, and more. Future outreach committee tasks will involve volunteer reminders, volunteer day management, and information gathering on donations, volunteer hours, and publicity effectiveness. Members include:

• Jacqui Bauer, Outreach Committee Chair & City of Bloomington Sustainability Coordinator
• Erica Bramlet, IUOS Intern & Sale Coordinator
• Jenny Gibson, IU Staff & Community Member
• Bettina Kehoe, Community Member
• Ian Ermatinger-Salas, Student
• Bill Brown, Director of Sustainability for Indiana University
What Comes Next?

**Collection**

Collection efforts begin on-campus this year on April 22 in the residence halls, to be followed with pre-sorting. Donation locations will be found in floor lounges and/or center buildings. Recruitment for Greek house cooperation has begun, along with meetings with local landlords to seek out ways to streamline the donation process.

This year, we are piloting a special collection effort program in Forest Residence Center called “Green Your Move-Out”. It will involve staff members making personal contact with residents to encourage donations, donation areas on every floor, extra signage, and a special event during finals week challenging residents to “stuff the truck” with items they would otherwise throw out.

Collection will continue throughout the summer at Greek houses and off-campus locations. We have designated 2-3 days a month for which we have reserved a truck and set up volunteer days for on-call pickups.

**Sorting & Sale Day**

As donations roll in, pre-sorting will happen to reduce the amount of work in the week leading up to the sale. It will be crucial to keep H2H media outlets up
to date so public accessibility can be maximized. Committees will also possibly undertake a re-use creativity campaign in which re-use ideas will be posted via social media, as well as a possible video montage for future publicity purposes of the Hoosier to Hoosier process—from volunteers to shoppers and more.

Before the sale, other activities that must be undertaken include mapping out the sale; pricing; weighing donations; inspecting for bedbugs; arranging for post-sale pickup; tracking information on how people heard about the sale, volunteer hours, and publicity effectiveness; and of course, sale publicity.

**Recommendations**

H2H should eventually become a system. Students should be aware of their options at move-out, landlords should promote and collect items to benefit both their own checkbooks and the environment, businesses should have annual volunteer days, and incoming students should be made aware of the sale so they can delay the consumer rush. All of these steps would lower the time commitment of everyone involved in H2H and make the sale a more sustainable, stand-alone project. Another way to do this would be to start a student group to plan complementary events throughout the year, drum up collection and sorting volunteers, and help man the sale. Not only would this build students’ resumes by
giving experience in event planning and sustainability measures, it would help out the community and raise general awareness of the event.

Appendices

**Timeline**

<table>
<thead>
<tr>
<th>Month</th>
<th>Events/Activities</th>
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<tbody>
<tr>
<td>October</td>
<td>Intern selected</td>
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<tr>
<td>November</td>
<td>Committee call-out, Brainstorming, Research potential partners</td>
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<tr>
<td>December</td>
<td>Steering committee begins meeting</td>
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<tr>
<td>January</td>
<td>Subcommittee meetings begin, Publicity materials, Fieldhouse reserved</td>
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<tr>
<td>February</td>
<td>Truck dates reserved, Publicity materials</td>
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<tr>
<td>March</td>
<td>Volunteer recruitment, Publicity, Off-campus meetings, Trailers reserved</td>
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<tr>
<td>April</td>
<td>Publicity surge, “Stuff the Truck” plans, ReSale Trail partners lined up</td>
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<tr>
<td>May-August</td>
<td>“Stuff the Truck” Collections, Volunteer days, Sale organized, Publicity blitz</td>
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**SALE DAY**

**August 11, 2012**
**Tentative sorting list**

Coats
Sweatshirts

Men’s Shirts  short sleeved, long sleeved
Men’s Pants    shorts, pants
Women’s Tops   tanks, short sleeved, long sleeved
Women’s Bottoms  shorts, pants, skirts, dresses
Undergarments & socks
Shoes
Pajamas & robes

IU Gear         clothes, hats, banners, etc.
Accessories    bags, jewelry, belts, hats, winter wear
Bedding & towels sheets, pillows, blankets, comforters, towels
School supplies & books
Holiday        costumes, décor, etc.
Kitchen Items  dishes, utensils, pots/pans, storage containers
Appliances     coffeemakers, microwaves, mini-fridges, lamps, fans
Electronics    MP3/CD/DVD/VHS, video games, radios, clocks, cords
Storage        bins, shelving, etc.
Housewares     mops/brooms, cleaners/detergents, caddies, laundry
                baskets, hangers, vacuum, trash cans, etc.
Personal hygiene  (opened & unopened—shampoo, soap, Kleenex, etc.)
Miscellaneous  hangers, exercise, toys, rugs, mirrors, etc.

**Give to center’s Custodial Supervisor:**
Personal items found    wallets, thumb drives, IDs, etc.
Perishable food

**For non-perishable food, use box & move to Hoosier Hills Food Bank barrel in each center**
**Volunteer descriptions**

**May 3, 4: Residence Hall Sorting Volunteer Days**

Volunteers will be assigned to one or more of the twelve residence centers and join a group volunteer activity to sort and prepare donated items. The activity will be to sort clothing by type (men’s pants, women’s tops, shoes, etc.) and bag all of it for transport to the sale storage location. Additionally, items will require cleaning like microwaves, small refrigerators, etc. In sum, this is a sorting and cleaning activity to prepare items for storage and eventual unpacking and display for the 8/11/12 sale date. You do not need to bring anything other than a snack to eat. Each site will provide cleaning items, gloves, and anything else necessary to accomplish this important activity. H2H will contact you and tell you where to report for your volunteer sorting activity.

**May 7, 8: Pick-up & Sorting Volunteer Days**

Volunteers will be assigned to either transportation or storage. Transportation volunteers will work with a small group picking up donated items with the H2H trucks from residence halls and greek houses and then transporting to the sale storage location. The storage volunteers will be working at the storage trailers receiving the items from the transportation volunteers and sorting/organizing all items for storage. Volunteers ought to dress for active work and potentially warm weather. We will supply gloves, drinking water, and lots of appreciation. An important note: These activities will require some heavy lifting. While we will work as a team, this work is somewhat physically demanding. H2H will contact you and tell you where to report for your volunteer sorting activity.

**August 11: Hoosier to Hoosier Community Sale (Volunteer or just attend!)**

We need YOU! Volunteers will be assigned to a variety of sale day activities. You may be an information person, a roving helper/carrier, a roving tally person, a tally table person, an area helper in household, furniture, clothing, etc. Working the sale is a fun and active experience where you be a Hoosier helping other Hoosiers. Answering questions, identifying item cost, keeping items tidy and organized – we need YOU. And you will have an opportunity to shop the sale too! Come, experience, and be a part of Bloomington’s largest Community Sale!

Volunteers play a vital role in making the Hoosier to Hoosier Community Sale happen, from collecting and sorting donations, to publicizing the sale, to hosting the sale itself. No experience necessary. Without volunteers, there would be no H2H. Thank you for considering being a part of this important event!
Volunteer for the Hoosier to Hoosier Community Sale!

H2H is entirely volunteer-powered. Thank you for considering being a part of this event!

* Required
First Name *

Last Name *

Email Address *

Phone Number *

Are you 18 or over? *
[ ] Yes
[ ] No

Emergency Contact Number *

What dates can you volunteer? *
Sorting duties include bagging, labeling, cleaning, and organizing. Volunteering on a pick-up day would entail similar duties, along with some heavy lifting. Sale day duties range from helping customers load their purchases to writing receipts to ensuring general sale smoothness. If there is another way you would like to be involved, please email us at h2h@indiana.edu and let us know!
[ ] May 3 -- Residence Hall Sorting (10 AM - 12 PM)
[ ] May 3 -- Residence Hall Sorting (1 PM - 3 PM)
[ ] May 4 -- Residence Hall Sorting (10 AM - 12 PM)
[ ] May 4 -- Residence Hall Sorting (1 PM - 3 PM)
May 7 -- Pick-Up & Sorting (9 AM - 12 PM)
May 7 -- Pick-Up & Sorting (12 PM - 3 PM)
May 8 -- Pick-Up & Sorting (9 AM - 12 PM)
May 8 -- Pick-Up & Sorting (12 PM - 3 PM)
August 11 -- Sale Day

These dates don’t work for me, but please contact me about other opportunities.

Hoosier to Hoosier Waiver *
ASSUMPTION OF RISK AND RELEASE OF LIABILITY This Assumption of Risk and Release of Liability pertains to the undersigned’s voluntary participation in the "Hoosier to Hoosier Move-out Sale" ("Event") being facilitated by The Trustees of Indiana University on behalf of the Office of Sustainability located on the Bloomington, Indiana campus on various dates throughout the months of May, June, July, and August, 2012. I, the undersigned, state that I wish to participate in the "Event" and that my participation is wholly voluntary. In consideration of the opportunity to participate, I hereby state: 1. I understand that certain risks, both known and unforeseen, are inherent in an "Event" of this type and that I fully accept those risks. These risks may include, but are not limited to, such things as lifting of heavy objects, strains, sprains, cuts, bruises and broken bones, incidents related to my own medical condition, and other physical, mental, and emotional injury. 2. I understand and agree that my participating in the "Event" is being done on my own personal time and is not subject to the Worker’s Compensation Laws of the State of Indiana. 3. I understand and agree that Indiana University does not provide insurance to cover medical expenses for injuries that may be sustained by my voluntary participation in the "Event", or damage to my personal property, and that Indiana University strongly recommends that I carry my own health, medical and property insurance for purposes of potential losses related to my voluntary participation in this Program. 4. I release and fully discharge The Trustees of Indiana University, its officers, agents and employees, from any and all liability in connection with my participation in the "Event", for or on account of any injury to or illness of my person or death, or for or on account of any loss or damage to any personal property or effects owned by me.

I have read and understand.

Electronic Signature *
Type your full legal name.

Legal Guardian’s Signature
If you are under 18, put your legal guardian’s full name here.

Questions/Comments
Publicity Material

Classroom Slide:

Moving? Have too much stuff? Donate it! April through August.

Dorm Collection: April 22-May 4
Donate over the summer: h2h@indiana.edu
More info: www.indiana.edu/~h2h

Sale Day: August 11, 2012
Volunteers needed too!

Donation Flyer:

Moving? Donate Your Stuff to Hoosier

Supported by: City of Bloomington, Indiana University Habitat for Humanity, United Way
Proceeds support Habitat for Humanity and United Way.

www.indiana.edu/~h2h