

# **Final Report: Hoosier to Hoosier Community Sale**

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## **Executive Summary**

Dumpsters fill quickly near student housing during spring move-out. As students take internships, study abroad, graduate, or go home, they cannot take everything. Landlords and campus housing can charge fees for belongings left behind, so students, pressed for time, throw away usable items. Although many students do donate items, the enormity of donations can overload community organizations, so Hoosier to Hoosier is an initiative of Indiana University and the City of Bloomington, in collaboration with United Way of Monroe County and Habitat for Humanity of Monroe County, to

- Divert reusable items from the landfill during student move-out
- Prevent additional resource consumption by selling collected items to students and community members, and
- Raise funds for local charities and other organizations.

This internship position serves as the coordinator for the Hoosier to Hoosier community sale. The coordinator serves to create avenues for communication and organization between partner organizations. Within Indiana University alone, the sale involves the Department of Sustainability (IUOS), Residential Programs and Services (RPS), and Athletics. Outside of the university, the City of Bloomington, Habitat for Humanity, and United Way all play critical roles. In addition to the collaborators mentioned above, volunteer groups, fraternity houses, sorority houses, apartment complexes, and media venues for publicity are integral for the success of the program. The potential to divert a significant amount of waste from the landfill is significant, but the administrative cost is also high. The challenge of the internship is to create an efficient process to a sustainable sale.

## **Brief History/ Rationale**

Under the direction of Steve Akers, RPS has collected items from the dorms since 2002. Collections went to charity organizations in Monroe County, such as Backstreet Mission, Teachers' Warehouse, and Salvation Army. Last year John Patishnock, an intern with the IUOS, Jacqui Bauer, and Steve Akers, among others, launched the first annual Hoosier to Hoosier Community Sale in an effort to divert reusable student move-out waste from the landfill. The first year was based on the successful Trash to Treasure Sale at Patishnock's undergraduate alma mater, Penn State, and funded by a student-won grant. The first year of Hoosier to Hoosier raised approximately \$10,000 and diverted an estimated 20 tons from the landfill. It involved over 100 volunteers and hosted over 900 shoppers. The program also had a number of lessons learned.

- People do not typically donate on drop-off days
- Volunteers tend to commit last-minute. In order to spread out the workload over the summer among numerous volunteers, recruitment efforts should largely focus on the short term rather than focusing on sale day.
- Patrons at the sale come to shop. Shoppers typically ignored extras such as a concession stand, tours of the Hall of Champions, and information booths run by local non-profits.
- It is important to schedule reliable volunteers and confirm they will come after the sale for clean up.
- Greek houses require specific dates to arrange pick-up, and it is important to involve house mothers, so they do not allow others to pick up the donations
- Dollies have a tendency to disappear when no one is watching.

## **Methods**

Hoosier to Hoosier (H2H) is a reuse program that aims 1) to divert reusable items from the landfill during student move-out, 2) to prevent additional resource consumption by selling collected items to students and community members, and 3) to raise funds for local charities and other organizations. Aside from a small portion set aside for administrative costs, all the proceeds from the 2011 sale will go to Habitat for Humanity, United Way, IUOS and the City of Bloomington.

H2H aims to include the entire Bloomington community in an environmentally friendly event that benefits students and the community alike, and that is the appeal of the program. It is a valuable opportunity to raise awareness of small steps people can take to live more sustainably. Whether people are donating, buying, or volunteering, H2H had the possibility to inspire people to think about how they can live in a more sustainable way.

## **Goals**

The goals for the 2011 Hoosier to Hoosier program are to:

1. Increase attendance to 1200 attendees.
2. Involve 150 volunteers.
3. Gross \$20,000 from sales.
4. divert over 20 tons from the landfill

However, these goals alone can be misleading. H2H focuses on diverting student move-out waste from the landfill. Therefore, H2H collects from student housing, on and off campus. That is to say, the goal of the sale is not to collect from the city residents or collect as much as possible or to raise as much money as possible. H2H avoids duplicating services offered by other organizations, which also collect donations to give away or sell. Thus, collection publicity materials for H2H direct potential donors to these organizations, e.g. Backstreet Mission, Habitat for Humanity ReStore, My Sister's Closet, Opportunity House, Salvation Army, and St. Vincent De Paul.

Furthermore, in line with the goal of diverting waste, the prices at the sale are low, much as they would be at a garage sale. Last year, window air conditioning units began at \$10.00 per unit. School supplies were 10 for \$1.00, and furniture sold for as low as \$5.00 for a wood office-sized desk. Prices dropped throughout the day to sell as much as possible. Unsold items went to Habitat for Humanity / ReStore, Salvation Army, and Goodwill.

This year's sale preparation began with the selection of the IUOS intern/coordinator, and it has since continued through the planning of committees and subcommittees. See Appendix B for a planning timeline of the 2011 sale.

## **Committees and Subcommittees**

The current structure of Hoosier to Hoosier relies on a steering committee and three subcommittees: donation logistics (collection through sale day), publicity, and volunteer coordination. See Table 1 for details on the membership of this year's committees.

The steering committee met for the first time in November of 2010, and the subcommittees began meeting in January 2011 when they chose chairs and evaluated the previous sale.

### ***Steering Committee***

The steering committee meets once a month and handles general topics affecting the sale as well as updates from each committee. Membership includes representatives from the partner organizations, the sale coordinator, and the chairs of three subcommittees. Topics specific to this committee include:

- Goals of the sale
- Organizational structure of the sale
- Budget

### ***Donation Logistics Subcommittee***

The donation logistics committee began as two committees, collection and sorting/sale day. As the committees met over the school year, it became increasingly obvious the membership overlapped, as did the subject matter. The committees met back-to-back, and the official membership of the collection committee was increasingly handling business for both committees in hour and a half meetings. In March, the committees officially merged with one agenda for one hour and fifteen minutes, meeting twice a month.

Over the course of the meetings, this committee has handled:

#### Collection

- Strategy for collection, emphasizing efficiency
- Collection arrangements: on and off-campus
- Transportation for donations
- Collection inspection
- Storage

#### Sale Day

- Logistics
- Supplies
- Venue for the sale

### ***Publicity Subcommittee***

The publicity committee meets monthly and has handled:

- Consistent publicity language

- Publicity plan for sale day and collection
  - Print media
  - Internet
  - Radio/TV
  - Posters/Flyers/ etc. (See Appendix C)

### ***Volunteer Coordination Subcommittee***

This committee meets approximately every three weeks and has handled:

- Volunteer groups for all volunteer days
- Volunteer sign-up web interface
- Information on assigned tasks for volunteers

### **Evaluation**

H2H is connecting organizations in the community. It is a successful partnership between the City of Bloomington, Indiana University, Habitat for Humanity, and United Way to divert waste from the landfill, reduce consumption, and raise money for charity. The numbers from the first year show it was a clear success, and the success was possible due to the collaborations between organizations, resulting in a better sale than any one organization could conduct alone. The sale drew community members and students as both volunteers and shoppers. It drew students new to the Bloomington campus, giving newcomers a first impression about the values of Indiana University and the City of Bloomington.

### ***Successes***

As H2H continues into its second year, the planning period up to date has involved numerous organizations, and it has been successful in linking to new potential partners for collection, which have committed to distributing information to their residents, including Parker Real Estate Management and Jeanne Walters Real Rentals. H2H has also maintained relationships with past partners, including Renaissance Rentals and Olympus Properties, and the collection committee continues to contact new potential partners off campus and on campus. New on campus partners include, IU Real Estate and several sorority houses.

H2H has seen successes in other areas as well. The volunteer subcommittee has connected with volunteer groups continuing commitments such as Kelly Cares and with new volunteer groups such as the North-American Interfraternity Conference, the Bloomington South Environmental Club, Monroe County Religious Leaders, and the Student Recreational Sports Center (SRSC). These relationships continue to be built as the sale progresses. Publicity is making connections as well, and all the committees are recording their progress as a map for next year.

Ideally, H2H could become a self-sustaining system. Landlords would know how to collect items for H2H. Students would know they could buy furniture, clothes, and supplies every fall. Volunteer groups and businesses would plan their annual H2H volunteer days. Although H2H is not yet at this point, the lower the administrative cost for the people involved, including the future coordinator, the more sustainable H2H will be. Throughout the planning stages, a few possibilities for improvement have presented themselves.

### **Recommendations**

Several factors would contribute to the sustainability of the sale. Among these are greater student involvement, expanded volunteer base, increased revenue, and improved records.

### **Student Involvement**

One way to make H2H more sustainable is to increase student involvement. One option for accomplishing this is to find or start a student group to support it. Currently, many of the people involved have full time jobs with H2H partner organizations and do not have significant time to commit to planning the sale. Furthermore, H2H focuses on student waste, but less than half the committee members planning H2H are students. Greater student involvement would expose students to the experience of planning a large event, educate them about sustainability, and lighten the workload for the community members and organizational representatives currently planning the sale. H2H is currently evaluating the options for increasing student involvement for the 2011 and 2012 sales.

### **Expanded Volunteer Base**

An increased volunteer base would lessen the time commitment for the people currently involved in H2H, and make a commitment to H2H more manageable. In the first year of the sale, 2010, many volunteers spent almost every Saturday at the stadium. and conducted ad hoc collections in private vehicles. This level of commitment is commendable but impossible to expect on a sustained basis. Thus, H2H should continue efforts to expand its volunteer base and create sustained relationships with volunteer organizations.

### **Increased Revenue**

More donations and higher prices would also make the sale more sustainable. Currently, the Indiana University of Sustainability (IUOS) employs an intern to coordinate the sale. However, the intern alone costs a potential \$6,000. Additionally, the university and city donate the time of the employees who organize the sale. Local businesses support the sale through in-kind donations. In an attempt to increase the self-sufficiency of the sale, it would be advantageous to increase donations to the sale, which aligns with the goal of diverting items from the landfill, and to increase the prices at the sale. Response to the sale has been tepid from many off campus complexes, but improving these relationships may lead to increased cooperation and collections. Furthermore, prices could be increased at the sale to increase revenue. An office-sized wood desk may sell at \$10.00 as well as it would at \$5.00 and 100% more money. With this in mind, the 2011 sale is reevaluating prices.

To further the goal of increasing sustainability of the sale, this year the sale will have a budget including in-kind donations, such as printing done by IUOS, tarps loaned by RPS, or trucks loaned from Jeanne Walters or Habitat for Humanity. This should provide a clearer idea of the true cost of the sale and be a useful evaluative tool. However, it is important to look also at the benefits of the sale, which are difficult to quantify. It is possible to estimate the tipping fees saved by reselling donations or the amount students saved by shopping at the sale as opposed to a new-item retailer, but it is more difficult to quantify the value of not having the items in the landfill, the fuel saved by avoiding pickup and processing by City sanitation trucks, or the savings of energy embodied in the goods (for manufacturing, transport, etc.). Ideally, a budget over a number of years could help quantify at some of the value the community places on H2H by looking at the time and goods they choose to commit to the sale.

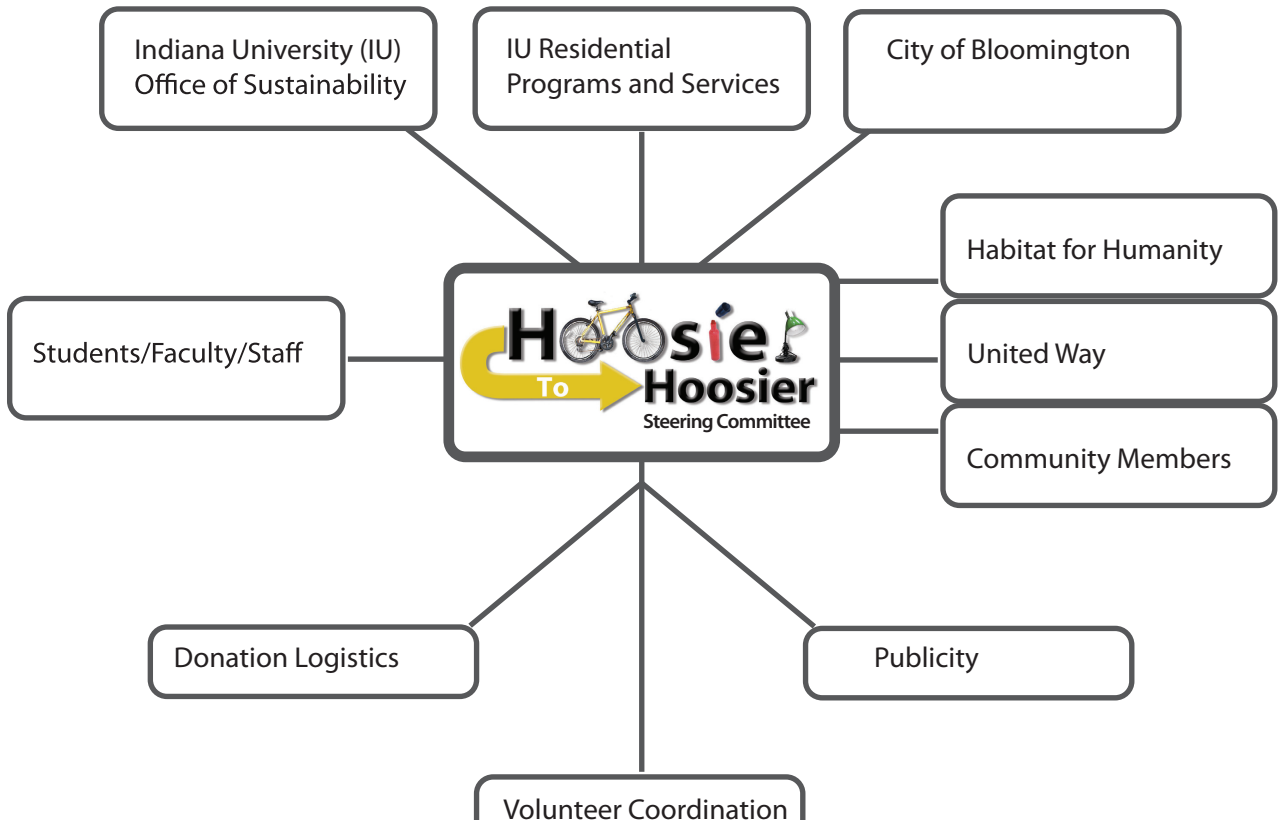
### **Improved Records**

Finally, improved records would improve the H2H organization. Internships with IUOS are for an academic year or a summer, and students are at IU for a limited time before they graduate. Thus, the position of coordinator of the sale as an internship is one of high turnover, which maintains continuity through mentors and the members of the steering committee. In order to lose as little as possible in the transition from one intern/ coordinator to the next, interns should document contacts, timelines, and other useful information for the next coordinator, increasing the speed at which the new intern can take over the sale knowledgably. H2H should continue to expand upon the documents created during the planning of last year's sale to increase the ease of planning for the future. Additions this year include a membership contact sheet, a unified list of volunteer leads and contacts, and an expanded publicity timeline.

## **Conclusion**

As the coordinator of the H2H community sale, this internship serves to create avenues for communication and organization between partner organizations, including RPS, IUOS, IU Athletics, Habitat for Humanity, United Way, the City of Bloomington, volunteer groups, fraternity houses, sorority houses, apartment complexes, and media venues. The potential to divert a significant amount of waste from the landfill is substantial, and the results of H2H in the first year show H2H is achieving its goals of diverting items from the landfill, reducing consumption, and raising money for charity. As the sale moves into its second year, the challenge of the internship is to improve the efficiency and sustainability of the sale. The sale is young, but if H2H continues to gain momentum, it will become a model for sales at other universities, which seek to collect both on and off campus.

Contact Name	Position	Donation	Publicity	Volunteer
Steve Akers	IU RPS Associate Director of Environmental Operations	Chair		
Alexi Lamm	H2H Coordinator/Intern	Chair	1	1
Bettina Kehoe	Community Member	1	1	
Diane Henshel	SPEA Professor	1		1
Jenny Gibson	IU Staff/Community Member			Chair
Noma Maier	Habitat for Humanity, ReStore Manager	1		
Sandy Merritt	Community Member	1		Chair
Susan Yoon	Resource Development Assistant Director, United Way of Monroe County	1		
Andrew Rector	SPEA Grad Student			
Bet Savich	Bloomington Volunteer Network			1
Bill Brown	IU Director of Sustainability		1	
Emilie Rex	IU Assistant Director of Sustainability		1	
Jacqui Bauer	Sustainability Coordinator, City of Bloomington		Chair	1
Jenna Graham	United Way Intern			
Madeline Doherty	Greeks Go Green Representative			




APPENDIX B

**Timeline 2011 Sale**

November/December	Secure venue Hold meeting of steering committee Research off campus collection at other universities Begin meeting with apartment landlords and Greek houses Research potential volunteer organizations Revise logo Prepare promotional materials for collection
January	Organize information for incoming student notification Research ways to reach incoming students
February	Arrange transportation for pick-ups Website Updates
March	Begin Publicity Venue change: Gladstein Fieldhouse
April	Arrange pick-up sites: On-campus: dorms, apartments, Greek houses Off-campus apartments Coordinate volunteers for collecting goods Publicity for collection
May	Collection of all dorm items and transport to storage facility Pick-ups Inspect goods for bedbug infestation Secure volunteers for sale prep (sorting/ organizing, etc.)
June	Organize donations Pick-ups Design promotional materials for sale Secure volunteers for sale prep (sorting/ organizing, etc.)
July	Organize donations Pick-ups Secure volunteers for sale day Secure moving supplies: dollies, etc. Print Sale Day promotional materials
August	Organize donations Publicize Sale: posters, newspapers, social media, radio, television Sale Setup Sale! Clean-up Thank yous Evaluation

Publicity Materials

**Donate** Reusable items to

**Hoosier**  **Hoosier**  
To **Community Sale** *Cheap, Nice stuff*

**May 5** Drop-off donations  
Gladstein Fieldhouse, 2-6:00 pm  
Or **Arrange Pick-up**  
Contact us or another organization (listed on the back)

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

**We accept**

- Clothes
- Furniture
- Housewares
- Working Appliances
- Unopened, non-perishable Food
- Almost anything but mattresses

**Proceeds support:**

- Habitat for Humanity of Monroe County
- United Way of Monroe County

Food will go to Hoosier Hills Food Bank.

<http://www.indiana.edu/~h2h>  
or email [h2h@indiana.edu](mailto:h2h@indiana.edu)

**Donate** Reusable items to

- Goodwill
- Backstreet Mission
- Habitat for Humanity ReStore
- My Sister's Closet
- Opportunity House
- Salvation Army
- St. Vincent De Paul

**Non-perishable food items can be taken to**

- Hoosier Hills Food Bank
- Mother Hubbard's Cupboard

# Volunteer



**May**  
**2-6** Pre-sorting Donations  
**5** Donation Drop-off  
**9-10** Donation Collection

**Information & Registration**  
<http://www.indiana.edu/~h2h>  
or contact [h2h@indiana.edu](mailto:h2h@indiana.edu)

**Proceeds support:**  
• Habitat for Humanity of Monroe County  
• United Way of Monroe County  
*Food will go to Hoosier Hills Food Bank.*

**Sale Day:** August 20, 2011, Gladstein Fieldhouse

Supported by: City of Bloomington, Indiana University, Habitat for Humanity, United Way

**Donate**  
Reusable items to the



**5** **May, Drop-off donations**  
**Gladstein Fieldhouse, 2-6:00 PM**

**Off campus?** Drop-off donations or  
check with your landlord

**Need pickup?** Contact us to arrange it

#### Information

<http://www.indiana.edu/~h2h>  
or contact [h2h@indiana.edu](mailto:h2h@indiana.edu)

#### Proceeds support:

- Habitat for Humanity of Monroe County
  - United Way of Monroe County
- Food will go to Hoosier Hills Food Bank.*

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