



NORTHERN CALIFORNIA RECYCLING ASSOCIATION



NCRA ANNUAL REPORT 2024

- **Membership:** 536 individual members, up from 243 members in 2021, and more than 2,000 California contacts
- **Networking Events:**
 - Nine in-person networking events - Recycling Update, Green Drinks, Zero Waste in Sacramento and Yolo County Landfill & Compost Tour, Annual Members Meeting, and Coastal Clean-Up and Member Appreciation Picnic, plus a Young Professionals Green Drinks Happy Hour in collaboration with SWANA Gold Coast Chapter and the Petaluma Reusable Cup Tour and the North Bay Zero Waste Week Reuse Fair and Clothing Swap in collaboration with Zero Waste Sonoma and Zero Waste Marin
 - For the fifth year, helped Zero Waste USA hold the virtual National Zero Waste Conference
 - NCRA Players performed to a happy crowd of 400 at the California Resource Recycling Association Conference
- **Education:** The February Introduction To Recycling Class Day 1 was held at Recology SF's Tunnel Road [Environmental Learning Center](#), starting with a presentation on San Francisco recycling and composting programs, followed by an Artist in Residence Studio visit and Transfer Station site walk-through. Heavy rain cut the tour short but the 39 students received a good idea of what went on on-site. Day 2 was on line as planned. The early 2025 class is in development.
- **Webinars:** Presented 17+ committee-organized webinars on Advocacy, Zero Food Waste, Gable Top and Aseptics Carton Recycling with Zero Waste Schools, DEI Equity Scan, and a wide variety of Zero Waste topics.
- **Zero Waste Week Tour:** The Zero Waste in Sacramento and Yolo County Landfill & Compost Tour was a journey of eco-friendly practices and community-driven initiatives including Atrium 916. There were 24 tour attendees plus 6 who joined for the fabulous Zero Waste lunch at Veg Cafe.
- **Members Meeting:** The May Annual Members Meeting was again held at StopWaste in Oakland. The presentation was well received and 39+ people registered, plus 14 via Zoom.
- **Lobby Day:** The June NCRA Visits the Capitol was our first legislative day in more than a decade! Thirty-five registrants heard presentations from the NCRA Zero Waste Advocacy Committee, California Product Stewardship Council and Californians Against Waste on legislation basics, EPR, and how to lobby effectively. Additionally, attendees learned of NCRA's priority bills and best practices for meeting with legislators and legislative staff. Later that day, meetings were held with staff members of Assemblymembers Ting and Wood, and Senators Blakespear and Weiner.
- **New Bylaws:** The Restated 2024 NCRA Bylaws were ratified in June. Thank you to the board members, staff, and members who worked tirelessly to get out the vote and all that voted.

- **Recycling Update**

- The 2024 Recycling Update, held at the Freight & Salvage, was also very successful, with 20 amazing speakers and more than 477 registrants - in-person and on-line, including youth and job seekers from around Northern California.
- The 2025 Recycling Update, will be held on Tuesday, March 18, at Oakland Scottish Rite Center in Oakland and via Zoom. We expect another fabulous event with a further expanded focus on social equity, and recycling, repair and reuse innovation. Visit our [website](#) for more information and details about our Zero Waste Week activities as they unfold.

=====

We invite you to become a general sponsor or networking sponsors for the post-RU Green Drinks and other industry events. If having your logo displayed on the promotional materials for these activities is of interest, please note that on the [Sponsorship Form](#).

BENEFITS

- Year-round [exposure](#) to more than 2,500 Northern California Recycling and Zero Waste professionals via our website, newsletter, event emails and social media
- Sponsor logos displayed on the Recycling Update program and on-screen during breaks
- Sponsors formally thanked from the stage throughout the day

SPONSORSHIP LEVELS - each ticket includes 12-months of membership

- Bronze** - \$500 = 1 ticket
- Silver** - \$1,000 = 2 tickets
- Gold** - \$1,500 = 4 tickets
- Platinum** - \$2,000+. For every additional \$500 receive two more tickets! So \$2,000 = 6 tickets and \$5,000 = 18 tickets. Share them with your associates, constituents and customers!
- Green Drinks** - \$5,000 = 18 tickets
Be the life of the highly sought after networking event following Recycling Update, with the opportunity to showcase your organization during the event.

If you or your organization is interested in being a sponsor, please:

1. Complete the web form at the bottom of the website [Sponsor page](#).
2. Use the same form to upload your logo – jpg, png, or gif. The file size limit is 1MB.
3. Our 2024 W-9 is attached to each Sponsorship invoice. It can also be found on the [website](#).

You are also welcome to use the form to make comments or ask questions. Alternatively, you may send a note to Portia at execdir.ncrarecycles@gmail.com.

Thank you for considering this request and for your continued support of NCRA.

Freddy Coronado, Board President
Portia Sinnott, Executive Director



NORTHERN CALIFORNIA RECYCLING ASSOCIATION

PLATINUM



GOLD



SILVER



BRONZE

