



NORTHERN CALIFORNIA RECYCLING ASSOCIATION



CONSIDER SPONSORING THE NORTHERN CALIFORNIA RECYCLING ASSOCIATION IN 2025!

For almost five decades, NCRA has been a trailblazer in the path to Zero Waste and a universal circular economy. We've remained steadfast to our vision of a world without incineration, landfilling or disposables - especially in times when the opposition has Goliath-level power and resources. That couldn't be more true in times like the present.

- We will never cease in fighting for ethical materials' management or the highest and best use, always.
- We challenge the societal norms of single-use disposables and offer an alternative to a cleaner, healthier planet.
- We champion the causes of edible food rescue, composting, reuse and repair and recycling education.
- We advocate for Zero Waste legislation in our state's capitol building.
- We commit to doing our work through an inclusive, ethical lens, and to never stop learning how we can do better.
- We connect like-minded individuals across the state to learning opportunities, litter clean-ups, job openings, field trips, best practices, and a broader mission to end waste.
- We hold Recycling Update, one of the most popular one day recycling and Zero Waste conferences in the US.

Our Board of Directors is a patchwork of dedicated professionals that work in the spaces of waste and recycling education, policy, advocacy and implementation. We're proud of the values NCRA has stuck to since 1978, as well as the ways we've grown and changed. Our Board and small-yet-mighty staff are enthusiastic about the work that lays ahead in our future, but we need some help getting there.

Please consider sponsoring NCRA in 2025 as a way to support our crucial work. The attached Annual Report shows some accomplishments and highlights from the past year; we'd be eternally grateful if you helped us expand that list for ensuing years.

In Zero Waste Advocacy,
The NCRA Board of Directors and Staff