

PROJECT SCHOOL BOARD

BUILDING COMMUNITY WITH RECYCLING

PROJECT SCHOOL BOARD: *The Holistic, Whole State Solution to Plastics Pollution*

Plastics are recyclable. All Plastics. In all places.

This is what residents in communities throughout the entire state of Nebraska will come to know through Project School Board.

Getting the "Last Pound"

"Hard-to-Recycle" Plastics will be a term from a bygone era. Film, flexible, and similar plastics such as fast food packaging used to be destined for the landfill. Material Recovery Facilities (MRFs) had no easy way to capture them and there was no viable end market recognizing their value. This is everyone's problem as these plastics find their way into natural habitats, local waterways, and oceans.

It takes a village

Project School Board partners with shop classes, local contractors (woodworkers, deck builders, etc.), and civic organizations to turn those once hard-to-recycle plastics into projects the entire community can be proud of. Through the Hefty ReNew Bag program and regional MRF, First Star Recycling, communities will have the ability to start or expand their recycling program to include all residential plastic packaging.

When residents see the result of their recycled plastics back in the form of a civic project, it reinforces the mindset that recycling works for their community and that plastic packaging - once thought to be worthless - is a resource to be valued.



Full circle

Hefty® ReNew® Bag is an easy, efficient way for residents to collect hard-to-recycle plastics. Through its proprietary process, First Star Recycling is the only MRF in the nation able to capture the contents

of the Hefty® ReNew® Bag and process into valuable pellets and lumber. These products will be used in the projects local students build for their community.





Building Communities with Recycling



Program Impact

For every dollar invested, an additional 20 lbs. of all types of plastics will be recovered and recycled each year that otherwise would not have been.

Acting locally, thinking globally

If an entire state can solve the problem of "hard-to-recycle plastics", the other 49 will follow. And the world will not be far behind.

The five-year investment needed to establish or expand plastic recycling in all 530 Nebraska towns and villages over the next five years:

- \$3.5M = \$10,000 average cost of each community project (i.e. gazebo, wheelchair ramp, trail, bench, etc.)
- \$750K = basic recycling equipment needs in the communities (bins, drop sites, etc.)
- \$750K = Management and educational materials

When it comes to "waste", there is no time to waste!

Your company is one of a select group invited to be part of the solution. Project School Board is gathering steam as local partners are lining up to take part. Residents are ready to recycle. Is your brand ready to help make it a reality?

Gifts needed to make a difference in a community... and a different world... for our kids!

<u>Annual Gift</u>	<u>5-year commitment</u>	<u>Gifts Needed</u>
\$250,000	\$1,250,000	1 - Drives Project School Board to Launch
\$100,000	\$500,000	2
\$50,000	\$250,000	4
\$25,000	\$125,000	10
\$10,000	\$50,000	10 - Funds the project for one small, rural community

All donors will be proportionally recognized in communications heralding the work of Project School Board