WHERE WE’VE BEEN

15,213 people educated through webinars, presentations, meetings, and outreach

30 entities received $255,000 in funding to purchase nearly $550,000 worth of equipment

8,676 individuals called or used the online recycling guide for recycling assistance

2,370 volunteer hours at a value of $58,515

13,260 pounds of recyclables collected at our first Lincoln Earth Day CHaRM event

7 awards presented to organizations and individuals for their outstanding achievements at our Annual Awards Luncheon

NRC visited 46 Nebraska communities
As Annie Leonard once said, “There is no such thing as ‘away.’ When we throw anything away it must go somewhere.” In 2018, recycling came into focus in a big way in the mainstream media with stories about plunging commodity pricing and stockpiles of materials with export market fluctuations initiated by China. Recycling became a “hot topic” with people questioning whether it was indeed the solution. Despite this attention and coverage, the fact remains that recycling is not dead. Recognizing that recovered materials are worthy of recovery – even when at times they have low economic value – is the appropriate attitude to adopt when considering the hidden costs of waste disposal and the positive benefits of environmental stewardship.

The Nebraska Recycling Council’s mission “to maximize the economic and environmental benefits of resource recovery” is now more important than it has ever been. The challenges that face the recycling industry also present us with opportunity, a chance to look inward, a chance to make sure that not only are we recycling, but rather, we are recycling right. Now is the time for review, for thinking outside the box, seeking efficiencies, collaborations and thinking in systems.

Each day, the Nebraska Recycling Council works hard with our partners to improve recycling within Nebraska. On behalf of the Board of the Nebraska Recycling Council, we thank you for your commitment and continued support.

The Nebraska Recycling Council proudly shares its first annual report since WasteCap Nebraska and the Nebraska State Recycling Association merged on March 31, 2017 to become a single, unified organization. We gratefully stand on the shoulders of government, business and industry members, grant funders, donors, volunteers, board and staff members who took a leap of faith in support of the merger, who believe in the power of collaboration, and who possess deep respect for our commonwealth.

This young organization (with a long history) created its first strategic plan and vision for the future in 2018. This annual report reflects both the aspirations and accomplishments we moved forward last year. We work for a safe and healthy future in which all materials are reserved for their highest and best use, where landfills are the last resort, and where the admonition, ‘Waste Nothing’ is our North Star.

Onward,

Julie Diegel
Executive Director
SUCCESSSES WORTH CELEBRATING

Where We Are Going

Goal 1. NIC supports the effectiveness of recycling programs in communities and organizations by sharing expertise, resources, best practices, and data.

Our Vision

To be the authority on sustainable materials management in Nebraska for a future where all materials and resources are reserved for their highest and best use and landfills are the last resort.

Our Mission

To maximize the economic and environmental benefits of resource recovery in Nebraska.

Thank You to Our Members


Supporting Our Mission

2018 Revenue

- Contractual: 1%
- Donations: 8%
- Membership: 14%
- Other: <1%
- Grants: 77%
- Total: $315,955

2018 Expenses

- Operations: 68%
- Program Services & Personnel: 14%
- Investments/Reserves: 17%
- Fundraising: 1%
- Total: $315,955
The Nebraska Recycling Council has been a valuable resource for our Zero Waste programs in Wayne. Their expertise, encouragement and leadership has helped the Wayne Green Team find success in a variety of ways, such as securing a large grant for over 30 recycling bins from Keep America Beautiful, preventing a proposal to charge for recyclables dropped off at our Transfer Station, funding a Zero Waste marketing campaign to educate our public on how to reduce waste in Wayne, and so much more. Plus, they offer so many valuable seminars and workshops, providing us with best practices and ideas to continue efforts in Wayne. Thanks to the NRC’s connections, we even started a glass recycling program in Wayne. We consider NRC one of our most valuable partners and look forward to continuing to work with them on our journey to zero waste.”

Sandy Brown, Chair; Wayne Green Team

The NRC has been invaluable to the Trust by getting our funds out to the recyclers across the State.”

Mark Brohman, Executive Director, Nebr. Environmental Trust

The recycling equipment grant we received from NRC is the only reason we were able to purchase new recycling bins. Doing so has allowed us to expand recycling into building and locations that previously didn’t have recycling. This will dramatically increase the amount of materials we are diverting from the landfill, and it’s making our employees and visitors happy as well.”

Melanie Stewart, Sustainability Manager, UNMC