THE SCRAP EXCHANGE
IS A 501 (C)(3) NONPROFIT
ORGANIZATION WITH
A MISSION TO PROMOTE

CREATIVITY,
ENVIRONMENTAL
AWARENESS,
AND COMMUNITY
THROUGH REUSE

Lakewood Shopping Center
2050 Chapel Hill Road
Durham, NC 27707
919.688.6960
scrapexchange.org

New in 2017

Scrap Thrift
2020 Chapel Hill Road
Suite 31
Durham, NC 27707
919.402.8989

Photo by Diego Trabucco Panizo

L-R: Cathy Kielar, Vice President Scrap Exchange Board of Directors with Ann May Woodward, Executive Director.
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ABOUT THE SCRAP EXCHANGE

MISSION

The Scrap Exchange is a nonprofit organization with a mission to promote creativity, environmental awareness, and community through reuse.

OVERVIEW

Since 1991, The Scrap Exchange has been collecting industrial discards and materials for arts and education. To fulfill its mission, the organization collects these materials and distributes them through its national-model creative reuse center, which includes a retail store, art gallery, design center, workshop/open studio space, administrative offices, and warehouse/storage areas.

The Scrap Exchange provides a wide range of programs and services to the community, including collection and drop-off donation services for materials, low-cost resale of reclaimed materials in its retail store, and an extensive outreach program that provides hands-on, creative arts programming, both locally and regionally. The organization also offers volunteer and job-skill development programs that serve people with disabilities, school and community groups, individuals pursuing court-ordered community service, Teen Court offenders, and senior citizens.

In 2017, the organization served more than 1,106,333 individuals, businesses, municipalities, and other nonprofit organizations across the Southeast. This number is reflected through the scope of services as outlined in this Annual Report.

2017 HIGHLIGHTS

RAD Durham Partners with Self-Help Ventures Fund

The Scrap Exchange’s RAD Durham project repaid the $2.5M bridge loan received from the N.C. Capital Initiative to purchase the north end of the Lakewood Shopping Center with a bridge loan from the Self-Help Ventures Fund. The Self-Help loan included funding to repay the original loan along with $1M from Duke University’s Office of Regional and Community Affairs and $1.3M in additional funding to be used for tenant upfit and other project management expenses.

The Scrap Exchange Hosts Creative Reuse Con

In October, The Scrap Exchange hosted the first ever conference devoted exclusively to Creative Reuse. More than 40 attendees from 3 countries and 17 states traveled to Durham for a three-day conference that explored best practices and allowed participants to share their creative reuse industry expertise.

Scrap Thrift Opens

On December 14, The Scrap Exchange opened a retail thrift store along with a new donations processing area in 18,000 sf of space leased as part of the RAD Durham project. This accomplished a goal set in 2015 when the organization began working with the Cascade Alliance and greatly expanded the types of materials collected.
January
Completed project work with the NCSU team tasked with creating maps and surveys for use in future planning for the Reuse Arts District.

February
Loaned several reuse sculptures to Google Fiber for their Grand Opening Celebration. The Make N Take program was highlighted in the Together for the Triangle video promoting Google Fiber’s new high speed internet service.

March
The Cameron Gallery presented the work of Jean-Michel Dissake, a reuse artist from the country of Cameroon in central Africa who exhibited his work for the first time in the United States.
Participated in Materials Day as part of the Reggio Emilia Wonder of Learning international traveling exhibit. All Scrap Exchange arts programs were showcased, including Events by the Truckload, Junk Jams, Build It!, and Take-Apart Station.

April
Celebrated its 26 year anniversary and hosted the annual open call Friends & Family show.

May
Deputy Director Madeline James competed in the Ellerbe Creek Watershed Association’s Annual Beaver Queen Pageant as Gleanda the Good Beaver. Gleanda educated the audience about the importance of reuse and keeping our watersheds clean.

June
Executive Director Ann May Woodward was featured in the book The Fabric of Durham by Chris Berg.

July
The Cameron Gallery presented “To Cut is to Think,” an expansive exhibit of 25 collage artists curated by Scrap friend Jim Kellough. The show drew the largest gallery crowd of 2017.

August
Deputy Director Madeline James participated as a speaker on a webinar produced by the State of Texas Alliance for Recycling on “Innovative Reuse Business Models”. She was joined on the panel by a representative from iFixit and a consultant who worked with the clothing designer Eileen Fisher to develop the Fisher Found clothing line.

September
Depaved 10,000 square feet of blacktop with funding from the Triangle Community Foundation. Future plans include community green space and special event venue.

October
Featured on Xploration Station, a science-based television network airing throughout the United States and around the world. The episode titled “Art Takes on the Future,” was hosted by local entrepreneur and futurist Chuck Pell.
Presented Creative Reuse CON, a two day advanced skill-sharing event for established reuse centers. The event was attended by 34 attendees from 16 states and 3 international attendees from Canada and Australia.

November
Hosted Alex Eaves from Stay Vocal and his traveling tiny house. Alex was in Durham for the screening of his film, REUSE. Because You Can’t Recycle The Planet.
Hosted Meso-plo-[dine] 2017, a learning immersion and benefit event for the Cape Lookout Studies Program and the proposed Bonehenge Whale Center in Beaufort, NC.

December
Soft opening of The Scrap Exchange’s new 18,000 square foot thrift store, Scrap Thrift.
The Scrap Exchange provides a collection service to businesses that have excess stock, production byproducts, or other unwanted materials with a reuse value. This essential service allows valuable materials to be collected and reused rather than being sent to a landfill. In 2017, there were 246 pickups recorded from 109 different suppliers and individual donors.

**COLLECTIONS REPORT**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pickups</td>
<td>246</td>
<td>336</td>
<td>-22%</td>
</tr>
<tr>
<td>Suppliers</td>
<td>109</td>
<td>96</td>
<td>+14%</td>
</tr>
<tr>
<td>Weight (in pounds)</td>
<td>50,875</td>
<td>80,238</td>
<td>-37%</td>
</tr>
<tr>
<td>(in tons)</td>
<td>27.83</td>
<td>40.1</td>
<td></td>
</tr>
</tbody>
</table>

**COLLECTIONS BY COUNTY**

**Durham (116)**

**Orange (52)**
Aventine (3), Kalisher Manufacturing (1), Luthiers Workshop (13), Maralée Brown (3), Marge Miles (1), Carolina Meadows Recycling Club (3), Orange County Individuals (9), Orange County Solid Waste (9), PTA Thrift (8), Signs Now (2), Southeastern Camera (1), The Clean Machine (9), Trader Joe’s (1), Weaver St. Market (1)

**Wake (63)**
Advantage Conveyor (1), AATCC (1), Apex Gallery (2), Bob Barker Company (1), Duncan Parnell (9), Edge Office (10), Fania Greenwood (4), Gensler Architects (2), Jerry’s Art-O-Rama (1), Karen Saks (12), MAS -Mid Atlantic (1), Midos Fabrics (3), NC State Fashion (1), NC State Waste (2), Rainbow Upholstery (1), SAS (6), Seaboard Wine (1), Vallen (1), Wake County individuals (11), Whole Foods Raleigh (2)

**Other Counties (15)**
Alamance (1), Davidson (1), Granville (4), Guilford (3), Person (6)

**TOTAL PICKUPS**

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>PICK UPS</th>
<th>TOTAL PICKUPS</th>
<th>POUNDS</th>
<th>TONS</th>
<th>DONORS</th>
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<tbody>
<tr>
<td>Durham</td>
<td>116</td>
<td>16,923</td>
<td>8.5</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td>52</td>
<td>10,742</td>
<td>5.4</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Wake</td>
<td>63</td>
<td>12,845</td>
<td>6.4</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>4,540</td>
<td>2.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alamance</td>
<td>1</td>
<td>500</td>
<td>0.3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Davidson</td>
<td>1</td>
<td>500</td>
<td>0.3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Granville</td>
<td>4</td>
<td>455</td>
<td>0.2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Guilford</td>
<td>3</td>
<td>6,050</td>
<td>3.0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Person</td>
<td>6</td>
<td>2,860</td>
<td>1.43</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>246</td>
<td>50,875</td>
<td>27.83</td>
<td>109</td>
<td></td>
</tr>
</tbody>
</table>
In 2017, The Scrap Exchange recorded 12,038 drop-off donations from businesses and residents totaling 241 tons—a 65% increase from 2016. Donations included materials such as art and craft supplies, fabric, paper, wood and flooring scraps, ceramic molds, vintage items, and architectural samples, along with more conventional thrift items such as clothes, books, and other household items. The Scrap Exchange saw a dramatic jump in drop off donations in the last month of the year upon the opening of the new Scrap Thrift with the donation center on the front of the building.

### 2017 DROP-OFF DONATIONS

<table>
<thead>
<tr>
<th>MONTH</th>
<th>POUNDS</th>
<th># OF DONATIONS</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>34,640</td>
<td>866</td>
</tr>
<tr>
<td>February</td>
<td>29,800</td>
<td>745</td>
</tr>
<tr>
<td>March</td>
<td>37,360</td>
<td>934</td>
</tr>
<tr>
<td>April</td>
<td>32,160</td>
<td>804</td>
</tr>
<tr>
<td>May</td>
<td>40,560</td>
<td>1,014</td>
</tr>
<tr>
<td>June</td>
<td>46,600</td>
<td>1,165</td>
</tr>
<tr>
<td>July</td>
<td>47,320</td>
<td>1,183</td>
</tr>
<tr>
<td>August</td>
<td>40,120</td>
<td>1,003</td>
</tr>
<tr>
<td>September</td>
<td>35,840</td>
<td>896</td>
</tr>
<tr>
<td>October</td>
<td>38,640</td>
<td>966</td>
</tr>
<tr>
<td>November</td>
<td>42,760</td>
<td>1,069</td>
</tr>
<tr>
<td>December</td>
<td>55,720</td>
<td>1,393</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>481,520</strong></td>
<td><strong>12,038</strong></td>
</tr>
</tbody>
</table>

240.76 Tons*

*Number off drop off donations were tallied by donation staff upon receipt of each donation. Tonnage was calculated using an average of 40 pounds per donation based on which had been the consistent average weight for the prior 2 years.*
The retail store offers a wide variety of unique materials and sells many items that would otherwise be difficult to find, prohibitively expensive, or available only in much larger quantities. Most of these items would end up in the landfill if The Scrap Exchange did not exist to take them in.

The store receives new items daily via drop-off donations and through a collections service that serves businesses and individuals within an approximately 50-mile radius of Durham. The Scrap Exchange retail store is a popular resource for artists, teachers, families, and those working on do-it-yourself (DIY) home and craft projects. Materials available include fabric; sewing notions and supplies; paper; office supplies (notebooks, envelopes, folders); vinyl records and cassette tapes; craft supplies; science and lab equipment; plastic; metal; wood; and much more.

The retail store sells materials at roughly 50% to 75% below the original retail price. Materials are sold individually or in bulk. In August 2017 the fill-a-bag zone was changed to fill-a-bucket to reduce plastic bag use and offer more consistency in container size. To start 2017, a small bag sold for $5, a medium-sized bag sold for $10 and a large, 18-gallon bag sold for $20. In August, this changed to a 1 gallon bucket for $3 and a 5 gallon bucket for $8. Items sold individually are either priced by the item or sold in bulk at a per-pound rate. Gift certificates in any denomination were also available.

The retail store was open for business seven days a week. Retail hours were 11 A.M. to 7 P.M. Sunday through Friday and 10 A.M. to 7 P.M. on Saturdays.

The store was open for 356 days in 2017 and processed 70,133 cash register transactions, a 25% increase from 2016. Store sales in 2017 were $847,763, a 30% increase over 2016 sales.
**Scrap Thrift** brought in an additional $36,362 in retail sales from its opening on December 14 through the end of the year bringing the grand total retail sales to **$884,125**.

**SCRAP THRIFT OPENS**

On December 14, The Scrap Exchange opened a retail thrift store along with a new donations processing area in 18,000 sf of space leased as part of the RAD Durham project. This accomplished a goal set in 2015 when the organization began working with the Cascade Alliance and greatly expanded the types of materials collected.

Scrap Thrift brought in an additional $36,362 in retail sales from its opening on December 14 through the end of the year bringing the grand total retail sales to $884,125.

**SPECIAL PROMOTIONS AND SALES EVENTS**

**Teacher Appreciation Month**

During the month of August, The Scrap Exchange offered a 20% discount on all store purchases to teachers with current identification from their school (or homeschool identification), to thank them for their work and to reward them for their support of The Scrap Exchange. During Teacher Appreciation Month The Scrap Exchange gave an additional $2,157 in % discounts compared to other months in the year.

**Discount Days**

Discount days included Military Monday, Teacher Tuesday, and Senior Wednesday. Patrons with corresponding ID were offered a 10% discount on all purchases on those days. Weekday discounts were designed to help distribute foot traffic throughout the week and offer an incentive to come on days other than Saturdays.

**Frequent Scrapper Program**

In 2017, the Frequent Scrapper punch card program was changed to offer a punch for every $10 spent rather than a punch for each shopping trip where $10 or more was spent. Once a customer collects ten punches, they receive $10 off their next purchase of $10 or more. In 2017, an average of $1,250 per month ($15,000 total) in Frequent Scrapper discounts were redeemed, a 199% increase over our monthly average from 2016, when the program was introduced.
The Scrap Exchange provides a national model for hands-on educational arts and environmental programming. It offers on-site activities for scheduled and walk-in participants as well as a traveling creative arts service that is adaptable to a range of community events. Participants actively engage in a creative process to learn about the conservation of resources, the importance of reusing materials, and creative strategies for using and sourcing discards.

In 2017, The Scrap Exchange continued to provide 5 program offerings: Make-N-Take (creating art using our unique materials), Junk Jams (drum circles using handmade upcycled percussion instruments), Build It! (an imaginative play-based experience), Take Apart Station (dismantling electronics to investigate and harvest parts) and Art Parties (craft parties with our unique materials).

The Scrap Exchange provides these services in its Make-N-Take Room and Design Center at its retail creative reuse arts center location, and across the southeast. In 2017, The Scrap Exchange participated in events in North Carolina, South Carolina, and Virginia.

**EVENTS BY THE TRUCKLOAD**

This traveling, hands-on creative arts program gives children and adults the opportunity to explore and create while highlighting the value of items that might otherwise be discarded. The Scrap Exchange partners with fairs, festivals, municipalities, schools, after-school programs, child-care centers, hospitals, and corporations to offer these events. This is a fee-for-service program. **Approximately 400,000 participants are estimated to have been served by this programming.**

**Events The Scrap Exchange participated in 2017:** Family Night at Shive Elementary, Durham Resistance Rodeo, NileFest, Wake Forest Dirt Day, Easter Egg Hunt/Brunch at Oak Church, Middle Creek Elementary School Spring Carnival, Los Trompos at Ackland Art Museum, Person County Library Earth Day Celebration, Town of Kernersville Earth Day Celebration, Laurel Park Elementary STEAM Night, Earth Day Farmers Market at Duke School, Materials Day for Wonder of Learning, Earth Day at Mauney Library, NVCC Green Festival, MerleFest, Earth Day at The Franciscan School, ArtFields, Fuqua Class Reunion, Girls on the Run 5K and Family Festival, MakerLab at Northgate Mall, Fayetteville Observer Kidtopia, Arts for All, Carthage Buggy Festival, Town of Wendell Art Walk, Beaver Queen Pageant, Statesville Art in the Park, Summer Kickoff Party at Chapel Hill Public Library, Chatham County Library Summer Kick Off, Summer Reading Kick off for YMCA, Summer Reading Kickoff for Durham County Library, Children's Festival, Summer Reading Kickoff for Moore County Library, Adult Nights: Superhero Science, Tons of Fun/Carrboro 4th of July, Uncle Sam Jam!, Danville 4th of July, Durham Central Park July 4th Parade, 4th of July- City of Kings Mountain, ADF Kids Party, Knightdale Station Market, BugFest, Octoberfest, Carrboro Music Festival, DSA Dia De Los Muertos- Altar Making, NC Pride Night Festival, TROSA BBQ and Friends, NetApp Family Day, Masonic Homecoming, Charlotte Mini Maker Faire, Swansboro Mullet Festival, Pineville Fall Festival, Lakewood Block Party and Pig Pickin,’ The BBQ Festival in Lexington, Trick or Treat the Trail, DSA Dia De Los Muertos Parade, Fashion Makerspace at NCMA, Bayer Crop Science Holiday Party, Holiday Celebration at Duke Gardens, Scrappy Holiday at Fullsteam Brewery, First Night Raleigh: Children’s Celebration!

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In total, The Scrap Exchange participated in or hosted over **800 events in 2017**

<table>
<thead>
<tr>
<th>TYPE OF EVENT</th>
<th># OF EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Classes</td>
<td>74</td>
</tr>
<tr>
<td><em>(318 participants)</em></td>
<td></td>
</tr>
<tr>
<td>School Events</td>
<td>17</td>
</tr>
<tr>
<td>Birthday Parties</td>
<td>42</td>
</tr>
<tr>
<td><em>(568 participants)</em></td>
<td></td>
</tr>
<tr>
<td>Workshops</td>
<td>53</td>
</tr>
<tr>
<td>Exhibits/Presentations</td>
<td>13</td>
</tr>
<tr>
<td>Team Building Workshops</td>
<td>4</td>
</tr>
<tr>
<td>Community Events and Meetups</td>
<td>55</td>
</tr>
<tr>
<td>Open Studio Groups</td>
<td>145</td>
</tr>
<tr>
<td>General Events</td>
<td>61</td>
</tr>
<tr>
<td>Room Rentals</td>
<td>231</td>
</tr>
</tbody>
</table>
SCHOOL EVENTS AND EDUCATIONAL WORKSHOPS

The Scrap Exchange guides groups in age-appropriate discussion about creative reuse. Workshop leaders introduce materials, explain technical skills related to building projects, talk about the environmental impact of using reclaimed materials, and facilitate a hands-on work session.

School events and workshops are a fee-for-service program that are subsidized by grant funding and general operating funds. On average, school events cost sponsoring organizations $1.75 per child, and workshops average $4.30 per participant. (As a point of comparison, school programming from other organizations generally runs in the range of $5 to $10 per participant.)

In 2017, the organization served more than 3,300 students at school-based events and through workshops in schools and the community.

Schools The Scrap Exchange visited in 2017: Cedar Fork Elementary, Brassfield Elementary, Heritage High School, Orange County Schools, York Elementary, Farmington Woods Elementary School, Fox Road Elementary, Durham Academy, Lakewood Elementary, Lakewood Montessori Middle School, East Mooresville Intermediate, Community Schools Summer Program, Chesterbrook Academy, Frank Porter Graham Elementary School, Bright Horizons

Educational Workshops were led by The Scrap Exchange for these groups in 2017: Mt. Level’s 4H Club, Book Harvest, United Way, Bright Horizons North Durham, Kehillah, Brodgen Middle School, Lucas Middle School, East Regional Library, Town of Cary, Excelsior Classical Academy, Orange High School, White Rock, Willow Oak, Camp Starfish, Bright Horizons Enrichment Center, Parkwood United Methodist Church, Croasdaile Country Club Workshop, Orange County Sportsplex, Granville Co. 4-H, Moving On Programs- Durham, Kindercare, YMCA of the Triangle, Little Stepping Stones, The Goddard School of Durham, Levin JCC, Childcare Network, North Carolina School of Science and Math, Childcare Development Center, The New School Montessori, Hopewell Academy, Duke Faculty Club Summer Camp, Chesterbrook Academy Elementary, Bethesda Childcare, Cedars of Chapel Hill, Ravenscroft School, Cub Scouts

(continued on page 12)

In 2017, The Scrap Exchange served more than 3,300 students at school-based events and through workshops in schools and the community.
OPEN STUDIO

This on-site program allows individuals or groups of up to 60 to participate in 1.5 hours of self-directed art-making in The Scrap Exchange Make-and-Take Room, or one hour in the Design Center. In 2017, this program was available by reservation or walk-in at a cost of $5 per participant.

In 2017, approximately 2,900 people participated in this program, including the following groups who visited The Scrap Exchange for scheduled make-and-take sessions:

Listed in order by name of sponsoring organization: Clubhouse at Bright Horizon, Holly Springs Elementary, Beaver Lodge, YMCA Track Out, Diverse Family Services, Durham Art Guild, Kiddie Academy, Kids R Kids Morrisville, Kids R Kids RTP, The Learning Experience, Pave Schools, Kemberstone Academy, Noah’s Ark, NC School of Science and Math, Refugee Outreach Club, Duke HDRL, Daisy Scouts, Dreamworks Academy, Pathways for People, Prestonwood Country Club, Holly Springs Club House, Girl Scout Troop #77, Epworth Preschool, CHCCS, Helena Elementary School, Glenwood Elementary, Hope Valley Elementary School, Girl Scout Brownie Troop 272, Montessori Community School, Lowes Grove Elementary, Embrace, St. David’s, Healthy Start Academy, East Cary Middle School, Community Preschool at Lakewood, DBBA Youth Program, Kids R Kids Cary, Camp High Hopes, Primrose, New Beginnings, Trinity Baptist Summer Day Camp, Kids are Kids Wake Forest, Boys & Girls Clubs of Central Carolina, YMCA Meadowmont Day Camp, Bethesda Christian Academy, Burlington Schools, Divine Grace, American Dance Festival, Calvary Childcare Ministry, Divine Grace Summer Camp, FBC Academy, The Learning Experience, El Futuro, Kindercare Raleigh, Gorman Christian Academy, YMCA of the Triangle, Camelot Academy, Knightdale Parks and Recreation, The Daniel Center for Math and Science, Bright Horizons at The Forum, Newcomers Literacy Program, La Petite Academy, Wakefield Creative School, Morehead Kindergarten Camp, Highland Children Center, Childcare Network 61, Blue Ribbon Mentor Advocate, A Safe Place, Knightdale Parks and Recreation, Triangle Learning Center, Lollipop Kids, FBC Academy, Kindercare of Kilmarn, National Association of Professional Organizers, Camelot Academy Middle School, Durham Regional Temple, Wright School, Kiddie Academy Holly Springs, Lakewood Montessori Middle School, Washington Elementary School, Daisy Troop, Abundant Love Academy, Troop 951

CREATIVE PROGRAMMING FOR CHILDREN

In 2017, 2,900 people participated in creative hands-on programming.

WORKSHOPS FOR PROFESSIONALS

In 2017, the organization served 95 professionals through team building workshops and professional development workshops at schools and in the community.

Professional development workshops are designed to teach professional educators how to effectively use reclaimed materials in the classroom and to promote sustainability and creative problem solving skills.

TEAM BUILDING WORKSHOPS

Participants will work collaboratively to design and build a thematic art project using our fun, colorful, and unique materials. At the same time, they enhance their collective creativity and problem solving skills.
These workshops offer an opportunity for groups to “think outside the box” and provide a fun, informal environment for professionals in any field to exchange ideas and relate to co-workers.

In 2017, The Scrap Exchange offered professional development and team building programming for the following groups and organizations:

**Listed in order of occurrence throughout the year:** Duke Engage, UNC School of Government, National Co-op Grocers

### DESIGN CENTER AT THE SCRAP EXCHANGE

The Design Center continues to be an integral part of The Scrap Exchange operations, with 74 traditional creative classes and 55 free meetups held in 2017. Free community meetups continued to be popular: Sewing programs took place from 2 P.M. to 6 P.M. on the second and fourth Sundays while Altered Book Club took place on the third Sunday of each month from 2 P.M. to 5 P.M. During the summer and early fall, Craft Nights were held on Wednesdays from 4 P.M. to 7 P.M. In addition, the Design Center was also open for use during monthly Third Friday events.

### CREATIVE CLASSES AND COMMUNITY MEET-UPS

The Scrap Exchange offers Creative Classes throughout the year, utilizing the Design Center at its retail location. Outfitted with specialized equipment including sewing machines, a die-cut machine, sergers, hot iron press, button-makers and more, the Design Center helps the organization offer additional services to the community in the form of expanded class series and meet-ups.

Creative Classes offer community members the chance to learn skills and techniques to create art from reclaimed materials. Classes are led by local artists and craftspeople interested in sharing their knowledge and experience. All Creative Classes are held on-site in the Design Center or Make-N-Take Room.

The Scrap Exchange offered the following classes and community meet-ups in 2017:

**Ongoing Classes and Meet-ups:** 2nd Sunday Sewing, 4th Sunday Sewing, Altered Book Club

**Creative Classes:** Beginning Knitting, Beginning Embroidery, Custom Framing Made Easy, Beginning Sergers, Beginning Crochet, Valentine’s Day Workshop, Sewing Infinity Scarves, Knitting in the round, Crochet in the Round, Jersey Knit Skirts, Sewing Reusable Tote Bags, Windowsill Herbs in Glass Jars, Crochet Granny Squares, Crochet Flowers, Potting Succulents in Mugs/Jars, Bohemian Wrap Skirts, Pinhole Cameras, Eastern Mountain Leather Shoes, Sprouts and Microgreens (Homegrown living foods), Natural Cosmetics, Shell Magnets with Air Plants, Woven Cover Bookbinding, Pollinator Hotels Class, Crochet and Sip, Repurposing Leather Scraps, Weaving for Beginners, Lap Quilts, Costume Making and Repairs, Alternative Gift Making, Gifts that Grow with Found Pottery, and Beginning Quilting

### ROOM RENTAL/USE

In addition to offering its own programs on site, The Scrap Exchange provides other organizations with access to low-cost classroom and meeting space through the rental and donation of time in its Make-and-Take Room and Design Studio. In 2017, The Scrap Exchange provided space for the following programs, groups, and organizations:

Throughout the year, The Scrap Exchange participates in community events that bring art and education to the public and help fulfill its mission of promoting creativity, environmental awareness, and community through reuse.

In 2017, The Scrap Exchange scaled back on community events in order to focus resources on the opening of the Scrap Thrift store. More than 3,500 people participated in events below.

 Listed in order of occurrence throughout the year: Monthly Third Fridays gallery openings (12), Swap-O-Rama-Rama, Musical Chairs, CenterFest

**SWAP-O-RAMA-RAMA**

The Scrap Exchange’s annual community clothing swap took place on Saturday, February 18th from 10 a.m. to 3 p.m. This community clothing swap and DIY clothing altering event was held in the Design Center and Design Center Annex with a suggested donation of $10 per participant. The event was well attended and generated $442 in revenue.

**MUSICAL CHAIRS**

In early March, close to 125 artists, musicians and community members came together for Musical Chairs 2017, a joint fundraiser at the Durham Arts Council to support The Scrap Exchange and Durham Medical Orchestra. Twelve artists adorned old chairs in a style inspired by the orchestra. These chairs were presented to a panel of judges who awarded prizes to the best in show at the gala. Then the decorated chairs were auctioned off to guests, with proceeds from the event going to benefit both organizations. Musical Chairs generated $3,108 in revenue for The Scrap Exchange.
Established in 2003, The Scrap Exchange’s in-house art gallery continues to be a mainstay of the organization. The Cameron Gallery, located in the back of the main retail sales floor, is named in honor of Dan Cameron and the Dan Cameron Family Foundation.

In 2017, this program was supported by the Durham Arts Council’s Annual Arts Fund and the N.C. Arts Council, a division of the Department of Natural & Cultural Resources.

What You Make of It
Solo exhibit by Charron Andrews
May 19 – June 10

The Cameron Gallery welcomed Charron Andrews for a solo exhibition titled What You Make of It. A self-described “shrinemaker,” Charron created engaging heartfelt vignettes that reflected her memories, images, and feelings growing up in a big Catholic family in Detroit. Home, neighborhood, and family — especially girls and women from her early childhood — inspired, shaped, and populated her intimate assemblage work.
Unpacking the Past, Designing the Future
The Scrap Exchange and Lakewood in Partnership
December 16 – February 11

Unpacking the Past, Designing the Future explored the layered physical and personal histories of Durham’s Lakewood neighborhood and The Scrap Exchange. Using personal narratives collected from a wide range of voices as well as handmade “artifacts” (significant objects interpreted and re-created by The Scrap Exchange artists), Unpacking... examined the past, present, and future of this lively area.

The exhibit showcased work completed by N.C. State School of Architecture students in the Public Interest SEED (Social/Economic/Environmental Design) program and was curated by Julia Gartrell, Katy Clune, and the Museum of Durham History.

SPECIMEN: A Collection of Plant Artistry
Exhibit by Living Art Designer, Aisha Sanders
February 17 – March 11

Cameron Gallery presented, SPECIMEN: A Collection of Plant Artistry. The installation drew visitors deeper into the fascinating world of plants. Living Art Designer, Aisha Sanders, assisted viewers in experiencing the artistic nature of plants by individually displaying and framing plant specimens. The up-cycled “frames” were art pieces in themselves, but also served as a backdrop highlighting some truly amazing natural masterpieces.

Cameroun: L’Elan Vital
Cameroun: L’Elan Vital, Jean Michel Dissake
March 17 – April 11

The Cameron Gallery welcomed Jean Michel Dissake in his first U.S. sculpture exhibit, Cameroun: L’Elan Vital (translated, Cameroon: Force of Nature). Constructed of found materials, the exhibit was an amazing fusion of painting and sculpture, inspired by the customs of the Pongo village on the banks of the Mongo River and informed by a contemporary sensibility. Dissake’s intention was to find a balance between the natural environment and the human footprint.

Mr. Dissake demonstrated his sculpture techniques during a brief residency period that included the creation of site-specific sculptures using materials from The Scrap Exchange.
The Scrap Exchange celebrated 26 years as a pioneer and leader in the creative reuse industry with the 2017 edition of the Friends and Family Show in the Cameron Gallery. Friends and Family is the annual open-call, non-juried art show open to all members of The Scrap Exchange community. It is a true celebration of the creative spirit present within all of us.

To Cut is to Think
23 Collage Artists Curated by Jim Kellough
June 16–July 15
The Cameron Gallery hosted 23 collage makers who brought their special dialects of the language of design. Using lost images and re-use materials, they moved things around until an uncanny, daydreaming encounter told them it was time to cut and paste. Curated by long-time friend of the Scrap, Jim Kellough, To Cut is to Think was the best attended show of the 2017 season.

A Cat-like Whimsy
Rio Aubry Taylor
July 21 – August 13
The Cameron Gallery presented A Cat-like Whimsy by Rio Aubry Taylor, a multidisciplinary cartoon artist specializing in abstracted narrative and experimental comics. Xe possesses an MFA from the Center for Cartoon Studies (CSS) has been referred to as “the trippiest of the CCS cartoonists”. Taylor’s work has been featured alongside such comic luminaries as Alison Bechdel, Lynda Barry, and Art Spiegelman. Xir current long-form project, JETTY, is an ongoing work of brutal psychedelia focusing on transgender issues through an intersectional feminist lens.

Seed to Soil to Seed: Ad Infinitum
Sara Good
August 18 – September 9
The Cameron Gallery presented Seed to Soil to Seed: Ad Infinitum by installation artist Sara Good from Nashville, Tennessee. The installation was considered part of a larger body of garden and soil-related sculptural works inspired by Henry Thoreau’s last manuscript, The Dispersion of Seeds. As part of that body, it continued the botanical concern, and shared with found materials, expertly crafted using a time-intensive handmade processes.

Where We Find Home
Twelve Photographers, Curated by Jeremy Lange
September 16-October 15
The Cameron Gallery partnered with professional photographer Jeremy Lange to present its first photography exhibition as part of the Click! Photography Festival. The exhibition, a collection of 12 photographers from around the country, explored the contemporary landscape of the southern United States. With an emphasis on the voice of...
the photographer, the images were direct, personal, and at times experimental, but ultimately reached out into the larger world to engage, question and ultimately embrace the places in which we work and live.

**Blind Field**  
Kelly Johnston  
October 20 – November 11

The Cameron Gallery hosted installation artist Kelly Johnston in *Blind Field* which incorporated found objects and hair in a body of work directly relating to identity, possession and status. The objects were encapsulated in sheets of bio plastic or covered by paint. The plastic rendered items immobile, in a static field, ready to be examined. Paint was used to mask and hide objects from view. The interruptive force of these personal identity objects suggested the ways in which people sustain productive and creative processes that attempt to but do not always succeed in resisting the limitations imposed by their political environment.

**The Holiday Art & Craft Show**  
Open call show with all works for sale from $25-$150  
November 17 – January 6

The Cameron Gallery hosted an open-call *Holiday Art Show*. The show was open to all artists who incorporate reclaimed materials or found objects into their work.
Volunteers help the organization work toward achieving its mission by processing materials for creative arts and educational programming and offering general operational assistance. The organization’s volunteer base includes young people and special needs adults, students, seniors, court-ordered community service volunteers, church and community groups, and service-oriented individuals from across the community.

PARTNER ORGANIZATIONS
National Caucus & Center On Black Aged, Inc. (NCBA), RE-Employability, Partners for Youth Opportunity (PYO), NC Community Development Initiative (NCCDI), Achieve Academy of Durham (AAD) with NC Works Nextgen, Duke Engage Program, Church World Services (CWS), National Charity League, Residential Services, Inc., Partner for Pathways, The Arc of the Triangle, Cape Fear Vocational Services, Carolina Living and Learning Center, UNC – Apples Service Program, Duke Service Fraternity (Alpha Phi Omega), Duke Community Service Center, NC Central Academic Community Service Learning Program, NC State, Durham Technical Community College, University of South Carolina (Alternative Spring Break), Riverside High School, Durham School of the Arts, Southern High School, NC School of Science and Math, Voyage Academy, Jordan High School, City of Durham Office of Corrections, Teen Court and Restitution Programs, Volunteer Center of Durham (website), Activate Good (website), Volunteer Match (website), Levin Jewish Community Center, Northern Wake National Homeschool Honor Society, Wake Young Women’s Leadership Academy NHS, UVa Club of the Triangle Board, Octagon Club (from DSA), MERCK – Service Groups, Cisco Service Groups, NHS from School for Creative, Bright Horizons Summer Group, Institute of Civic Engagement (ICE) – TNVLC, Project Build – Duke (Building Undergraduate Involvement in the Life of Durham), Reach Out, Panther Creek Key Club, Duke Service Days with the following departments: Freshman Service Day, PA programs, School of Medicine, School of Law and Durham Technical College Service Day..

SPECIAL NEEDS VOLUNTEERS
Volunteers from the Durham Public Schools including Durham School of the Arts, Riverside High School and Southern High School brought groups to volunteer on a weekly basis.

Durham Public Schools (DPS) - Volunteers from the Durham Public Schools including Durham School of the Arts, Jordan High School, Riverside High School and Southern High School brought groups to volunteer nearly 5 days each week.

Residential Services Inc., RSI - Residential Services have been volunteering with us for several years on an on-going basis. Two difference groups from that organization come to volunteer on a weekly basis.

ALTERNATIVE BREAK – UNIVERSITY OF SOUTH CAROLINA
For the second year in a row, a group of 12 from the University of South Carolina for their Alternative Break (Spring Break) over a period of 5 days for a total of 250 hours. They made a huge impact on the organization in just one week!
JOB TRAINING/INTERNSHIP PROGRAMS

The Scrap Exchange partners with area organizations that coordinate internships for students and that help individuals with barriers to employment return to the workforce. As the host organization, The Scrap Exchange trains and supervises the participants while the sponsoring organization sets and manages pay and wages. Following the training period, participants may be offered permanent employment and move on to The Scrap Exchange payroll.

In 2017, The Scrap Exchange worked with the following agencies:

**Duke Engage** — DukeEngage provides one-time funding for Duke undergraduates who wish to pursue an immersive (minimum of eight weeks) service experience by meeting a community need locally, domestically or internationally. Their mission: “DukeEngage empowers students to address critical human needs through immersive service, in the process transforming students, advancing the University’s educational mission, and providing meaningful assistance to communities in the U.S. and abroad”. The second 6 weeks of the summer internship is located in Durham, England. In 2017, we hosted two individuals who volunteered with us for 6 weeks.

**NCBA** — As one of the largest minority focused organizations in the country, NCBA works to facilitate sharing resources, information and experiences across the spectrum of policy makers, legislators, advocacy and service organizations for aging professions to address issues to assist seniors with challenges in a changing and increasing senior population. We hosted 4 individuals placed with us from NCBA.

**Partners for Youth Opportunity: Durham** — PYO: Durham, an initiative of Durham Congregations in Action, serves local at-risk youth. Participants are teens who are currently enrolled in high school or a GED program and at risk in at least one of the following categories: eligible for free or reduced lunch; have a parent or sibling incarcerated; have a history of truancy or suspension; are academically delayed or at risk of retention; or are subject to an environmental or home risk factor. Students receive on-the-job training and coaching through paid internship positions that last from September to May. The Scrap Exchange host two interns from PYO.

**ReEmployability** — One individual was placed with The Scrap Exchange and several other placements were scheduled, however the participants were ready to return to their permanent jobs and thus not in need of a temporary placement.

**NC Community Development Initiative — (NCCDI)** - The N.C. Community Development Initiative leads North Carolina’s collaborative community economic development effort, driving innovation, investment and action to create prosperous, sustainable communities. Two NCCDI summer interns were hosted in 2017.

The Scrap Exchange logged a total of **12,992 volunteer hours** in 2017.
The Scrap Exchange attends conferences and trade shows where it sells materials and promotes its programs to industry representatives. It also offers presentations to individuals and groups interested in learning about its programs and how to start a reuse center.

Listed in order of occurrence throughout the year: Carolina ShowFest, ASK: A Day for Child Development Professionals

CONSULTING SERVICES

The inaugural Creative Reuse CON (conference) was launched in 2017, building on the success of the Creative Reuse Bootcamp program. The conference was designed as an advanced skill-sharing event for established reuse centers, but also included information relevant to start-up organizations.

The two-day event held on October 18-19, 2017 was attended by 34 attendees from 16 states and 3 international attendees from Canada and Australia. The conference featured 19 presenters from eight organizations spearheading presentations, panel discussions and lively round table conversations. Attendees also participating in a hands-on art project led by Bryant Holsenbeck, and an invigorating junk jam parade led by board member Cathy Kielar. Twenty of the attendees stayed an additional day to participate in Reuse Arts District tours, hands-on materials management, and instructional overviews on the Make N Take and Junk Jam programs.

Creative Reuse CON generated $6,027 in revenue, facilitated connections and collaborations within the creative reuse industry, and provided a platform for sharing “best practices” and resources.
For complete details about the Creative Reuse CON, visit: http://scrapexchange.org/special-events/creative-reuse-con/

CHARITABLE DONATIONS TO THE COMMUNITY

“Dear Scrap Exchange, our school is hosting an upcoming fundraising event and we would greatly appreciate it if we could get a donation of....”

As a community resource center and as part of our mission to promote community, The Scrap Exchange processes many requests for donations throughout the year. We want materials to go back out into use in the community and encourage individuals to come here and utilize our resources. Many of our requests come from schools or teachers but we also donate to faith communities, performing arts groups, festivals, summer camps and organizations that serve individuals with special needs. In 2017 The Scrap Exchange donated to approximately 100 organizations totaling over $4000 in supplies.

WHO WE DONATED RESOURCES TO

In 2017, The Scrap Exchange donated materials and services valued at $4,041 to 86 organizations.

- Faith Communities 35%
- Schools 30%
- Children & Families 12%
- Arts & Theatre Groups 15%
- Misc 5%
CASCADE ALLIANCE
The Scrap Exchange continued to work with the Cascade Alliance in 2017. Funded through a grant from the Robert Wood Johnson Foundation, the Cascade Alliance was established in 2014 to provide technical support, financial support, and mentorship to organizations working to develop waste-based social enterprises to support community development and create jobs for vulnerable populations. Based in Eugene, Oregon, the Cascade Alliance is managed through the St. Vincent de Paul Society of Lane County.

Cascade Alliance representatives traveled to Durham in September and November to provide hands-on support for the launch of the new Scrap Thrift. They reviewed operations, answered questions, and helped troubleshoot problem areas.

Cascade Alliance funding supported the purchase Gaylord boxes for the warehouse and retail fixtures (pictured above) for Scrap Thrift. In addition, they provided materials to be sold, including books and a tractor trailer load of discard/overstock furniture from a national furniture retailer.

*The Scrap Exchange extends its heartfelt thanks to the Cascade Alliance.*

DUKE LAW SCHOOL COMMUNITY ENTERPRISE CLINIC
The Duke Law School Community Enterprise Clinic is a resource for non-profit organizations and low-wealth entrepreneurs working to improve the quality of life in low-wealth communities through community economic development strategies. Throughout 2017, Ann May Woodward worked closely with Andrew Foster, director of the Community Enterprise Clinic, to develop the Reuse Arts District vision and to secure financing for the project.

DUKE UNIVERSITY “FUQUA ON BOARD” PROGRAM
The Fuqua on Board program matches students from Duke’s Fuqua School of Business with Durham-area nonprofits to serve as nonvoting board members from October of the students’ first year to October of their second year. Pairs of students work closely with a board mentor, participate regularly in board meetings, and attend relevant committee meetings. Students serve as board associates, gaining valuable insight into the governance and inner workings of nonprofit organizations while providing the nonprofits with fresh perspectives and critical business skills.

Jacob Porter and Lauren Niculescu were the Fuqua on Board 2016–2017 students. They worked with management on board strategy including onboarding, planning, and execution. Mengjie (Janet) Yang and Nate Smith were the 2017-2018 students.

LEGAL SERVICES
Matt McGuire of Alston + Byrd continued to represent The Scrap Exchange as pro bono general counsel, providing support and guidance on legal issues. The law firm assisted with legal questions that arose throughout the year, including liability questions relating to insurance and personnel matters. The Scrap Exchange offers its deepest thanks to Matt McGuire and to Alston + Byrd for their support and ongoing representation.

The Scrap Exchange has worked with Kennon Craver law firm and attorney Will Anderson since the purchase of its first property in 2013. The law firm has provided additional pro bono services for the lease of Lakewood Shopping Center.
The Scrap Exchange purchased its facility in the Lakewood Shopping Center in December 2013 and moved operations to the building in August 2014.

**RAD DURHAM, LLC**

In May 2016, The Scrap Exchange board voted to create RAD Durham, LLC, a single-member LLC to purchase the northern end of the Lakewood Shopping Center for $2,500,000 from Fund 15, LLC. The purchase was completed in August 2016 using a $2,500,000 loan from Initiative Capital, a project of the NC Community Development Initiative.

In 2017, The Scrap Exchange continued to work on implementing phase one of the Reuse Arts District vision, and to plan for future development.

In August, the loan received from Initiative Capital was repaid with a $4,800,000 bridge loan made by Self-Help Credit Union through its Self-Help Ventures Fund. This new loan repaid the original $2,500,000 loan and also provided $1,300,00 in funding for tenant upfit renovations and to support management and administration of the renovations. Included in the Self-Help funding was a $1,000,000, 0% interest loan from the Duke Office of Durham and Regional Affairs, administered by Self-Help.

In March, the design firm of Coulter Jewell Thames was contracted to develop a master plan for the site. The initial phase of planning began with a focus on zoning, easements, parking requirements, possibilities for vertical construction, and next steps.

From January through March, Little Green Pig leased vacant spaces in the shopping center to present a roving, interactive theater performance.

In June, Carolina Friends School held film classes in the space.

In October, El Futuro signed a Letter of Intent for Suite 23 with plans to relocate from downtown Durham in spring 2018.

Also in October, the printing and design firm Supergraphic began storing printing equipment and supplies in Suite 24, with the intent to lease space beginning in 2018.

**2017 TENANTS**

<table>
<thead>
<tr>
<th>Suite 23</th>
<th>Makin’ Choices: relocated to North Durham in July.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suite 24</td>
<td>Space available for lease; occupied by TriBio Lab/RAD Lab citizen science lab beginning in November.</td>
</tr>
<tr>
<td>Suite 25</td>
<td>TriBio Lab/RAD Lab (Aug-Oct); Freeman’s Creative: retail store and creative community center, opened in November.</td>
</tr>
<tr>
<td>Suite 26</td>
<td>El Centro Hispano: continued to operate for the full year.</td>
</tr>
<tr>
<td>Suite 27</td>
<td>Space available.</td>
</tr>
<tr>
<td>Suite 28/29</td>
<td>Leased on a month-by-month basis by The Scrap Exchange for use as a materials warehouse.</td>
</tr>
<tr>
<td>Suite 30</td>
<td>Durham Economic Resource Center (DERC): ceased active operations in May; space available for lease.</td>
</tr>
<tr>
<td>Suite 31/32</td>
<td>Scrap Thrift: Renovations began in August; lease signed in October; retail store and donations receiving center opened in December.</td>
</tr>
<tr>
<td>Suite 33/34</td>
<td>Available for lease.</td>
</tr>
</tbody>
</table>

**RAD PARTNERS AND TEAM MEMBERS:**

**Leasing:**
Derek Mangum (Maverick Partners) & Will Anderson (Kennon Craver)

**Financial Modeling:**
Peter Cvelich (Reaching Roots Development)

**Project Management:**
Doreen Sanfelici (FeliciLabs)

**Financing & Construction Oversight:**
Tucker Bartlett, Brika Eklund, Brian Schniederaman, Alison Moy, Julia Malinowski, Joel Horne, Jodi Kovach (Self-Help)

**Community Partners:**
Dr. Phail Wynn, Maime Webb Bledsoe, Sam Milgrese (Duke Office of Durham and Regional Affairs)
Andrew Foster (Duke Law School Community Enterprise Clinic)

**Administrators:**
Ann May Woodward, Rebecca Currie, Adam Rust (The Scrap Exchange).
The Scrap Exchange generates the majority of income needed for operations from fee-for-service programming and retail sales of materials. Additional funding is provided by individual donors and grants.

### Funding Report 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scrap Shop Sales</td>
<td>$868,544</td>
<td>$669,697</td>
<td>$440,006</td>
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<tr>
<td>Thrift Store Sales</td>
<td>37,772</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Artist Marketplace Sales</td>
<td>0</td>
<td>0</td>
<td>131</td>
</tr>
<tr>
<td>Gallery Sales</td>
<td>5,847</td>
<td>7,834</td>
<td>4,440</td>
</tr>
<tr>
<td>Online Sales</td>
<td>8,510</td>
<td>11,257</td>
<td>23,752</td>
</tr>
<tr>
<td><strong>Total Retail Sales</strong></td>
<td><strong>$920,672</strong></td>
<td><strong>$688,787</strong></td>
<td><strong>$468,329</strong></td>
</tr>
<tr>
<td>Events by the Truckload</td>
<td>59,255</td>
<td>75,350</td>
<td>77,349</td>
</tr>
<tr>
<td>Off-site Workshops</td>
<td>5,275</td>
<td>7,691</td>
<td>4,789</td>
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<tr>
<td>Open Studio</td>
<td>16,417</td>
<td>16,100</td>
<td>16,271</td>
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<tr>
<td>Parties</td>
<td>9,715</td>
<td>12,031</td>
<td>12,103</td>
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<tr>
<td>In-store Workshops and Classes</td>
<td>15,690</td>
<td>9,623</td>
<td>11,870</td>
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<tr>
<td>Other Events</td>
<td>3,796</td>
<td>1,325</td>
<td>0</td>
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<tr>
<td><strong>Total Outreach Income</strong></td>
<td><strong>$110,147</strong></td>
<td><strong>$122,120</strong></td>
<td><strong>$122,382</strong></td>
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<tr>
<td>Memberships</td>
<td>0</td>
<td>0</td>
<td>11,722</td>
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<tr>
<td>Fundraising &amp; Community Events</td>
<td>3,625</td>
<td>8,306</td>
<td>14,336</td>
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<tr>
<td>Individual Contributions</td>
<td>85,673</td>
<td>59,253</td>
<td>38,222</td>
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<tr>
<td>Grants</td>
<td>25,938</td>
<td>44,706</td>
<td>49,625</td>
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<tr>
<td><strong>Less Fundraising Expense</strong></td>
<td>(1,551)</td>
<td>(2,775)</td>
<td>(1,064)</td>
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<tr>
<td><strong>Total Fundraising</strong></td>
<td><strong>$115,237</strong></td>
<td><strong>$109,490</strong></td>
<td><strong>$107,746</strong></td>
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<tr>
<td>Consulting Services</td>
<td>5,915</td>
<td>5,539</td>
<td>9,412</td>
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<tr>
<td>Other Income¹</td>
<td>140,688</td>
<td>63,699</td>
<td>5,198</td>
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<tr>
<td><strong>TOTAL INCOME</strong></td>
<td><strong>$1,292,660</strong></td>
<td><strong>$989,636</strong></td>
<td><strong>$713,067</strong></td>
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</tbody>
</table>

**Profit & Loss**

- Income: 1,292,660
- Expenses: 1,251,711
- Net Income: 39,952

2017 includes income of $126,385 and expense of $262,924 from the RAD project.

### In-Kind Donations

**Vehicles**

- Board member Emily Hill donated a Chevy Astrovan to be used as needed in operations

**Equipment and Consulting**

- Cascade Alliance donated consulting services, retail racks, books, furniture and gaylord boxes for the new Scrap Thrift store.

In 2017, the organization raised **$32,072** from individual donors.
**ANNUAL FUND DRIVE AND INDIVIDUAL DONORS**

“The Scrap Exchange is so Durham in its grit, its creative spirit, its ethical purpose, its ability to make fun and function out of trash.”

— Steve Schewel (Scrap Supporter ... and Mayor of Durham)

In 2017 The Scrap Exchange was excited to pilot a summer drive to fund signage. Through the generous donations from smaller group of funders we were able to pay for the wayfinding to the Scrap Thrift including our lighted sign. Upgrading the front of the store was a game changer for the revitalization efforts underway with the Reuse Arts District.

**Thanks to the follower donors who helped make this effort a success:** 2 Anonymous Donors, Michael Amend, Carol Anderson, Jeanette Stokes, Sharon Thompson, Shirley Few, Alison Fiori, Anne Gregory, Cathy Kielar, Ellen Ciompi, Richard McCleary, Bonnie Moellenbrock, Molly McCoy Straus, Lee Ann Tilley, Ann May Woodward

At year end, we kicked off the Give A Scrap 2017 annual drive. Many donors participated by re-imagining a photo that was sent in the mail or by coming into the Third Friday event to make art and offer a contribution. #GiveAScrap2017 was integrated into the Giving Tuesday campaign. Year end support plays an important role in supporting our operating expenses into the new year.

**Thanks to the follower donors:** Abby Durden, Adam Rust, Adrienne Fox, Alice O’Connor, Alicia A. Harrison, Alison Fiori, Allen, Diane, and Darcy Wold, Amanda Hughes, Ann Leininger, Ann May Woodward, Anne and Jim Drennan, Anne Gregory, April Ariyah, Ashley Melzer, Barbara Dean, Barbara Lau, Beth Taylor, Beverly Price, Bill Fick, Bobi and Michael Gallagher, Bonny Moellenbrock, Brian Green and Ray Lingle, Bruce and Doreen Sanfelici, Bryan Smith, Bryan Holsenbeck, Carol and Kurt Uphoff, Carol Anderson, Carol Retsch-Bogart, Caroline Sherman, Catherine Barnett, Cathy and Blaise Kielar, Cathy and Randy Lambe, Cathy Davis, Chari Smith and Ira Diamant, Charlotte Walton and Mark Koyanagi, Chris Dreps and Sylvia Becker-Dreps, Christine Westfall, CT Woods-Powell and Rick Powell, Cynthia and James Lowe, Cynthia Henmon Diehl, Dan Callahan, Daniel and Judy Clune, Daniel Ellison, Daniel Mullaney and Darcy Martin, Danielle Lalitree, Dave DeVito, David and Marie Sappenfield, David Stein, Deborah Christie, Diane Currier, Elizabeth Amend, Elizabeth DuBose, Elizabeth Livingstone and Joseph Halby, Elizabeth Mangum, Ellen and Arturo Ciompi, Emily Hill, Emily Wexler, Ethel Simonetti, Gail and Phil Cooley, Gina Likins, Ginger and Michael Miley, Heidi Hannapel, Helen Drivas and Denny O’Neal, Huston Paschal, Jane and G.M. Green, Jason Nelson, Jennifer McGovern and Steve Unruhe, Jill Miller, Jill Shiflett, Jim Kellough, Jinny and V Van Baekler, Joan Rebeck, JoAnn Dennings, Joanne Abel and Rama Mills, John and Margaret Woodward, Joya Wesley, Julian Chachula Jr., Karen Stineheffer, Karin Abell, Katherine O’Brien, Kathleen Sullivan, Kathrynn Pollak, Katy Clune, Laura Biediger, Laura Ciompi and Robert Sanner, Laurie Cone, Laxmi Hummel, Lee Ann and Larry Tilley, Len Stanley, Libby and Douglas Hedstrom, Lisa Powell, Lorri White, Lucy Hayhurst, Margaret Berthiaume, Maria Carr, Mark Allen Kennedy, Mark Zumbach, Martha Dyer, Martha Keravouri, Mary Jane Rivers, Mary R. Amend, Melinda and James Box, Meredith Marley, Merry Rabb, Michael and Caron Amend, Molly Matlock, Molly McCoy Straus, Mona and L Tanner Crawford, Mayra and Brian Kileff, Nancy Sorak, Nathan Rogers, Ninian Beall Jr., Pat Hoffman, Patricia Harris, Patricia Osten, Patrick Emerson, Rachel Colon, Rebecca J. Carver, Rebecca Shenhouse, Richard and Lonna Harker, Richard McCleary, Richard McCleery, Sarah L Bingham, Sharon Goodall, Sharon Thompson, Shauna and Thomas Farmer, Sheila Kerrigan and Steve Clarke, Shimar Recycling, Stephen Dovenitz, Stephen Tell, Steve Schewel and Lao Rubert, Sue Budinger, Susan Booth, Tammy Wells-Anger and Ronald Angerer, Taylor Mingo, Tim Ross, Tom and Sarah Dawson, Tom Burhman, Tom Price, Zachary and Kelly Perin

**YELLOW BRICK ROAD**

As a way to celebrate its “forever” home upon locating to Lakewood in 2014, The Scrap Exchange created the Yellow Brick Road. Donors continue to purchase bricks designed by artist Sara “No H” McCreary to support facility and campus development. The name of each donor or a message is painted on a brick in honor of their donations.

**Some of our 2017 additions include:** Speak Truth to Power, Burt’s Bees, Love All Your Neighbors, In Appreciation of all our Amazing Volunteers

Through the Yellow Brick Road in 2017 The Scrap Exchange raised $3,580 to support facility maintenance and improvements.

**GRANTS**

Grants received by The Scrap Exchange in 2017 (payments received throughout the year) totaled $52,725 to support operating and educational programming.

**Grant support included funding from:** Durham County, Durham County Soil and Water, Durham Arts Council, Durham Merchants Association Charitable Giving, Dan Cameron Family Foundation
The marketing department evolved again in 2017 with the hiring of Diana Shark as the full-time marketing and special events coordinator. Diana focused much of her attention on increasing brand awareness, revamping outreach brochures, creating professional marketing materials for the Reuse Arts District and overseeing the creation of the new Creative Reuse Conference on October 18-20. Attendance at the inaugural conference exceeded expectations with 37 attendees that included 20 existing creative reuse centers, 3 former boot camp attendees, 3 start-up organizations and 3 international attendees.

Social media marketing tasks were redirected to Diana’s oversight and a new posting schedule was implemented in May 2017 with several staff members responsible for specific content. Daniel Bagnell continued as the primary contributor to Instagram.

SOCIAL MEDIA MARKETING AND ONLINE PROMOTION

Facebook and Twitter remained the major venues for social media marketing.

On Facebook, 2,645 followers were added in 2017. Prior to the new posting schedule mentioned above, clicks to the Scrap website were minimal (0-1) for the first quarter of 2017. Starting in May 2017 with the new schedule, website clicks increased with peak periods in May and June at 8-9 clicks. The post reach and viewer reactions (like, share, etc.) all follow a similar pattern during the year.

On Twitter, 5,073 followers were added due to increased daily attention on the channel. The Increase in followers followed track similar to Facebook with first quarter averaging 22 per month. May saw a huge increase of 4,840 followers and the top tweet that month was a Call for Artists for the collage show.

An additional six Pinterest boards were added in 2017, focusing on project using materials that can be found at The Scrap Exchange. These projects were shared on additional social media channels in attempts to drive traffic to certain materials with limited success. There are currently 752 followers on Pinterest.

In 2017 Instagram was used to showcase unusual merchandise in the store and the personality of the Scrap Exchange through “The Adventures of Mongo”. A series of Mango videos created for the year end appeal, #GiveAScrap, were popular in the region and trended highly across the state of North Carolina for several days.

INFORMATION STATION, INFORMATION KIOSKS, AND PRINT COLLATERAL

A standardized suite of informational brochures and marketing collateral continued to be offered. Collateral included tri-fold brochures that were redesigned to address each segment of The Scrap Exchange programming audience. Brochures are presented in acrylic display stands at the “information station” greeter counter, at retail checkout counters, and in the donations drop-off area. A new donation receipt was designed to include the organization’s mission, a comprehensive list of materials, and information on how donations served the
Durham community in 2016. Information kiosks with each of these brochures were sent to all outside events.

In addition to tri-fold brochures, flyers of varying sizes were frequently handed out to promote retail sale events along with full-color, wallet sized business cards with information about the store and a map. A large full-color postcard with an overview of program offerings, including the Cameron Gallery, classes, makerspaces, events and workshops is also available in store and at events.

Inventory levels for all materials are checked on a weekly basis to make sure that information is always available.

**EVENTBRITE**

The use of Eventbrite continued in 2017 to collect ticket sale payments and registrations for all Scrap Exchange classes and most events.

Sixty-eight different free and ticketed events were promoted through Eventbrite in 2017. Eventbrite was used in events such as Rags to Riches Theatre events, Creative Reuse CON, Creative Classes, and Swap-O-Rama Rama. The total amount of revenue generated for all events and classes marketed on Eventbrite in 2017 totaled $13,811.

**NOTABLE MEDIA**

February 1, 2017 – The Scrap Exchange was highlighted in Google Fiber’s video announcement of the opening of its new location in Raleigh. https://www.youtube.com/watch?v=QfJPFP8QpwI.


September 2017 - The Scrap Exchange was featured in Xploration Earth 2050, a science-based television network consisting of educational programming that airs throughout the United States and the world. The award-winning program’s mission is to inspire kids to become interested in STEM (science, technology, engineering, math), and ultimately pursue CAREERS in STEM-related fields. The story focused on various reuse and arts related businesses and was broadcast to a national audience. http://www.xplorationstation.com/stories/S4-Ep.-2-Art--Takes-on-the-Future-Recap

November 6, 2017 - Scott Mason, WRAL’s Tar Heel Traveler, interviewed Ann May Woodward and reuse artist, Bryant Holsenbeck about The Scrap Exchange’s national role as the leader in the creative reuse industry. http://www.wral.com/lifestyles/travel/video/17095817/ Assistant store manager Diego Trabucco continued as the primary event photographer documenting in store events. These images have been used in various promotional materials for the organization including print and web graphics.

http://www.heraldsun.com/lifestyles/entertainment-briefs-civil-rights-mural-chronicled/article_899cab12-e72-11e6-9d90-4b976c481a46.html


http://www.heraldsun.com/lifestyles/choose-your-adventure-company-presents-this-is-not-a-novel/article_B4ad8a0d2-f965-11e6-86a-b722b-d90912.html


http://www.heraldsun.com/lifestyles/ready-to-be-played-musical-chairs-benefit-is-sunday/article_1d52994e-060-11e6-976f-fb60e1ec01d.html

http://www.heraldsun.com/lifestyles/artsculture/article141118138.html


http://www.heraldsun.com/opinion/article143936394.html


http://www.heraldsun.com/opinion/article154632099.html


STAFF

In January, Diana Shark was hired as a full time Marketing and Special events coordinator.

In February, Outreach and Education Manager Chellie Lapoint left The Scrap Exchange to pursue a teaching position at Durham Tech and Anna Graves was promoted from outreach and education assistant to outreach and education manager.

In March, Ann Rebeck was hired as Development Director.

In October, operations manager Phoebe Brush resigned to pursue a career in the for profit world after 9 years of dedication to The Scrap Exchange. Catrina Lloyd was hired as full time operations manager. Robin Stevens was hired as the Thrift Store Manager.

With the soft opening of Scrap Thrift on December 14, 2017, the retail staff was split between the Scrap Shop and the new Scrap Thrift store. Sage Washington was promoted to retail manager overseeing the Scrap Shop. Jeff Zern transitioned from his role as retail manager and took on the new role of warehouse lead.

The Scrap Exchange operated with 15 permanent management staff positions by year end.

In addition to the management teams for the Thrift Store and Scrap Shop, a rotating group of part-time and full-time workers served in the stores as cashiers and materials processors. At year’s end, 21 individuals were employed as retail store staff, 3 of whom were employed full-time (regular schedule of more than 30 hours per week).
hours a week), allowing them to receive full benefits (health care benefit of $200 per month, short-term disability insurance, and dental insurance).

The organization employed a rotating staff of approximately 35 seasonal part-time outreach workers for facilitating creative arts programming.

The total number of W-2 tax forms issued in 2017 was 104.

GOALS FOR 2018

• Continue to stabilize the Lakewood Shopping Center by leasing the remaining five units
• Develop a master plan for the Reuse Arts District campus to promote recreation, art, community gathering, and events
• Collaborate with new tenants and other businesses in the Lakewood neighborhood to optimize revitalization efforts
• Initiate strategic planning for the National Center for Creative Reuse, a philanthropic entity focused on: expanding the global reuse revolution; funding, training and consultation for future creative reuse centers; information hub for the creative reuse industry providing research and data analysis, economic development, resource recovery, job creation, arts education support and public policy
• Bring back special community events such as DIY Fest and Smashfest

BOARD OF DIRECTORS

The Scrap Exchange extends thanks to all board members for their support, leadership, and hard work.

Officers
President Ellen Ciompi
Vice President Cathy Kielar
Secretary Richard McCleery
Treasurer Adam Rust

Members
Katy Clune Karen Stinehelfer
Jason Nelson Patricia Harris
Emily Hill Lauren McCullough
Jim Lewis Zach Perin

Fuqua on Board
Nate Smith Mengjie Yang

OTHER MENTIONS CONTINUED:

https://levinjcc.org/calendar/mitzvah-corps-scrap-exchange-2/
http://dmomusic.org/event/musical-chairs-opus-two/
http://www.whereevent.com/detail/The-Scrap-Exchange-Third-Friday-at-The-Scrap-Exchange
http://www.rivtak.com/workshops-and-markets/
http://www.reachoutnc.org/event-registration/
http://www.littlegreenpig.com/
http://dpfc.net/make-mlk-day-count-book-harvest-momsrising/
http://yesweekly.com/on-a-mission/
http://www.artsnownc.com/durham-time-february-third-friday-art-walk/
http://www.artsnownc.com/may-third-friday-durham/
http://kmherald.com/fuse-is-lit-for-july-th-big-bang-p11023-144.htm
http://www.artsnownc.com/july-third-friday-durham/

Blogs:

WRAL:
http://abc11.com/1874606/

ABC 11:

Other Video:
http://www.xplorationstation.com/stories/S4-Ep.-2-Art--Takes-on-the-Future-Recap
In 2017, management staff included:
Executive Director, Ann May Woodward;
Deputy Director, Madeline James; Finance Director, Rebecca Currie; Development Director, Ann Rebeck; Operations Manager, Catrina Lloyd; Marketing and Special Events Coordinator & Gallery Coordinator, Diana Shark; Outreach and Education Manager, Anna Graves; Program Manager/ Collections & Design, Daniel Bagnell; Volunteer Coordinator and Dispatch Coordinator, Cappye Mott; Warehouse Lead, Jeff Zern; Scrap Shop Manager, Sage Washington; Scrap Shop Assistant Manager, Diego Trabucco Panizo; Thrift Store Manager, Robin Stevens; Thrift Store Assistant Manager, Rachel Manconi; Warehouse/Building Manager, Jeremy Parker.

Full-time store staff at the end of 2017 were:
Shanika Burton, Cade Carlson, and Lacey Music.

In 2017, part-time store workers were:

A group of temporary part-time staff were hired to process materials and prepare the Thrift Store for opening. Those staff members were:
Eleanor Bruton, Kyle Johnston, Maceo S. King-Currie, Branden Miller, David Rigsbee, Sherry Smith, and Kenyetta Wright.

Cleaning services in 2017 were provided by Randell Galliard and Larry Harrell.