



# What is ReClaim?





***re • claim***

***rī-klām***

*recover (waste material) for reuse;  
recycle.*



# Agenda

- Introduction
- How It Works
- Other Benefits
- Measuring Progress
- Questions?



# Introduction

**ReClaim was started in 2018 in order to:**

- Reduce waste in our community,
- Help home and business owners save money on demolition costs,
- And ultimately, to support Habitat's mission of providing safe, affordable housing

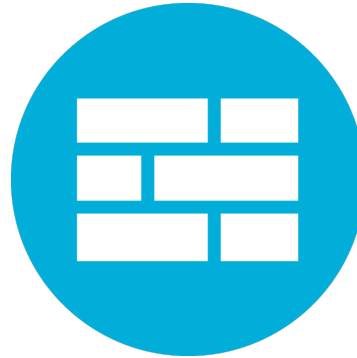


# Other Benefits



## Tax Deduction

All donated reclaimed items are tax deductible, meaning property owners can save a lot of money during tax season.



## Historical Preservation

ReClaim also saves items that may otherwise have been lost forever – including many antiques!



## Community Partnerships

The impact of ReClaim goes beyond the house or building where the work takes places.



## How It Works

Go to  
[www.habitatlacrosse.org/reclaim](http://www.habitatlacrosse.org/reclaim)  
for more information

*\*Habitat for Humanity La Crosse Area is fully licensed and insured.*

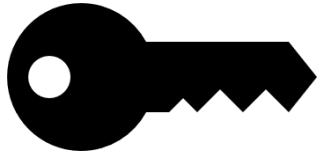
# Acceptable ReClaim Items

## ReClaim commonly accepts:

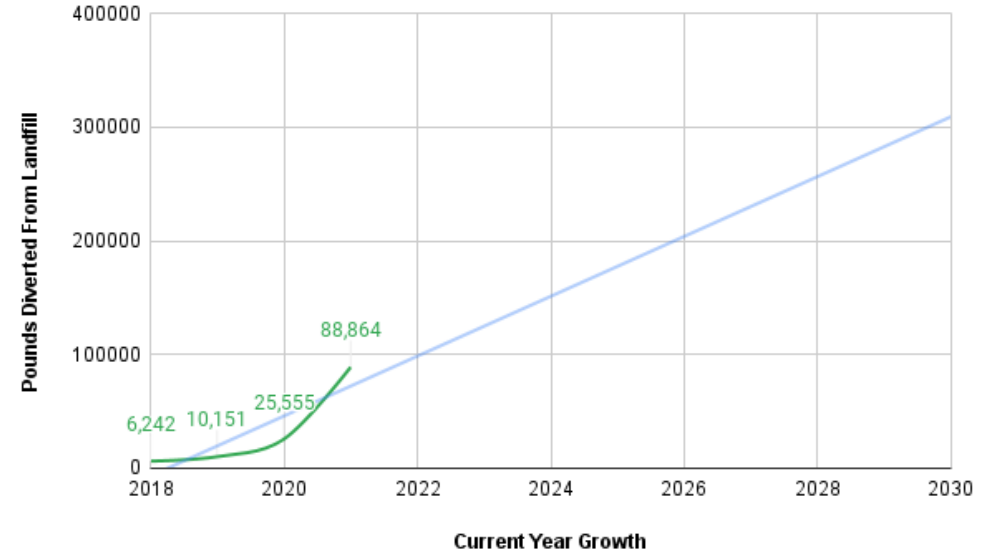
- *Kitchen cabinets*
- *Bathroom cabinets*
- *Hand rails*
- *Faucets*
- *Doors*
- *Door knobs*
- *Hardwood flooring*
- *Light fixtures*
- *Sinks*
- *Toilets*
- *Water heaters*
- *Windows*
- *Appliances*
- *And more!*



# Measuring Progress

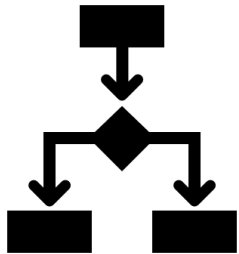


**Key Performance Indicator:**  
Pounds diverted from the landfill



## Importance:

Every year, ReClaim diverts more from the landfill and will only continue to make a meaningful environmental impact on our community!



## Data/Outcome:

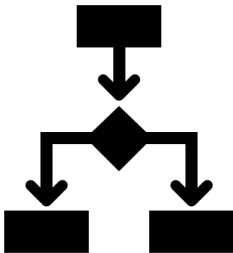
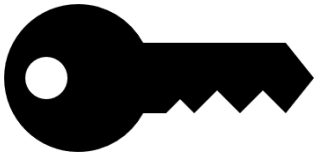
2018-6,242 lbs.  
2019-10,151 lbs.  
2020-25,555 lbs.  
2021 -88,864 lbs.  
2022-58,284 lbs.\*

**TOTAL: 189,096 lbs.**

*\*As of June 2022*



# Measuring Progress



### Importance:

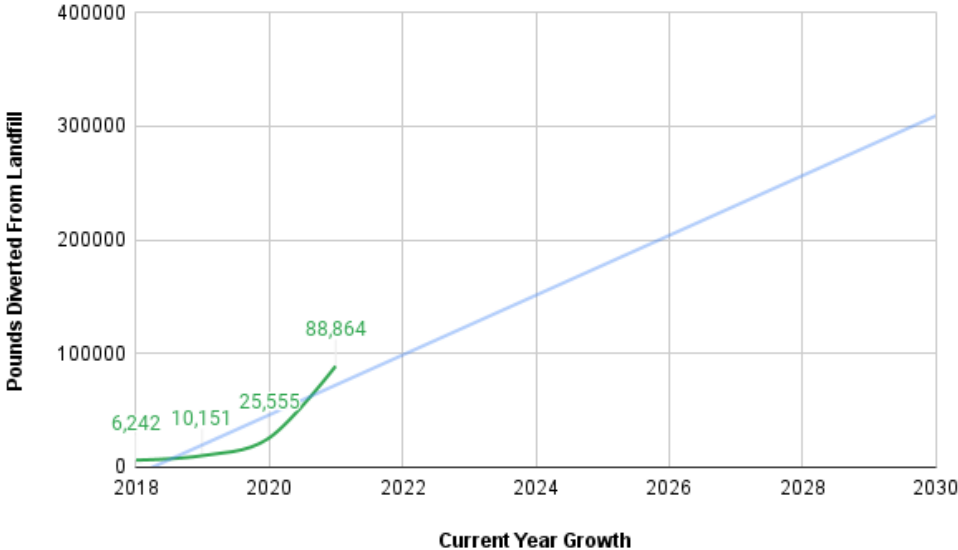
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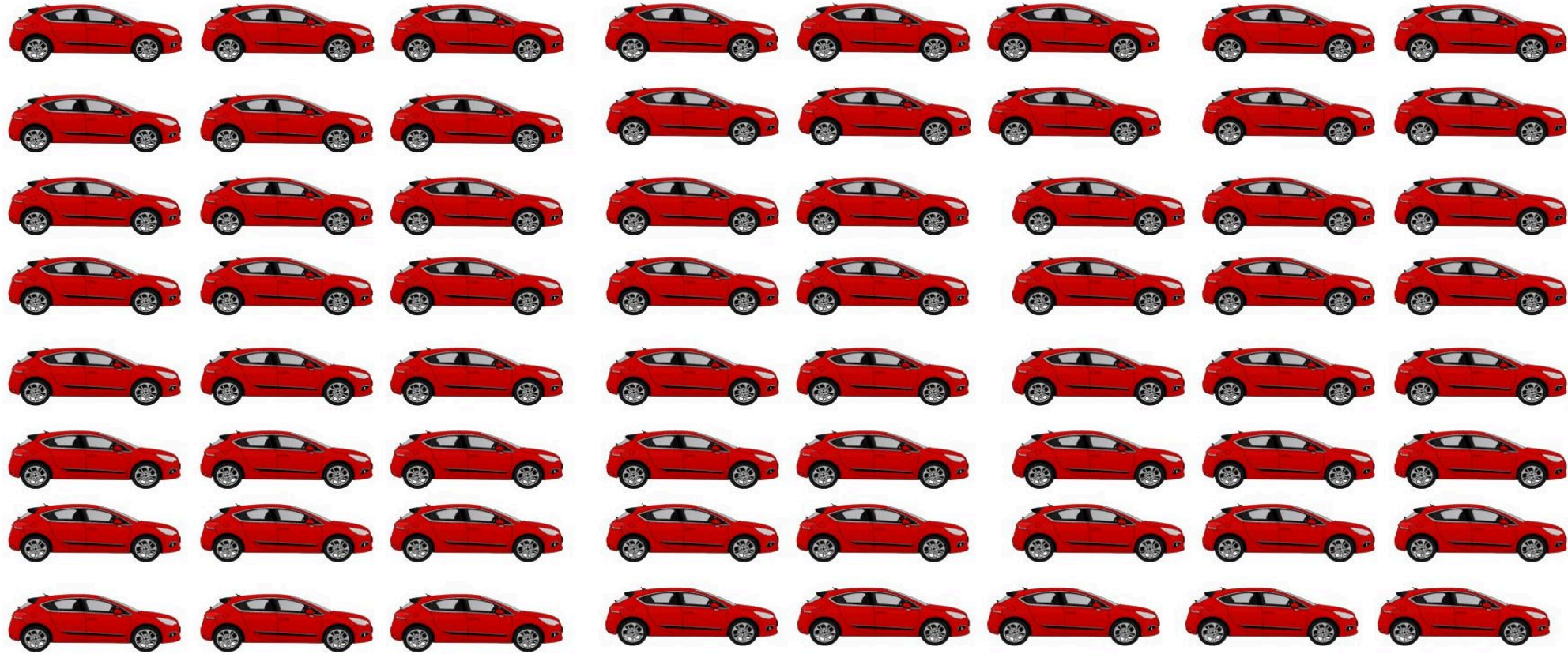
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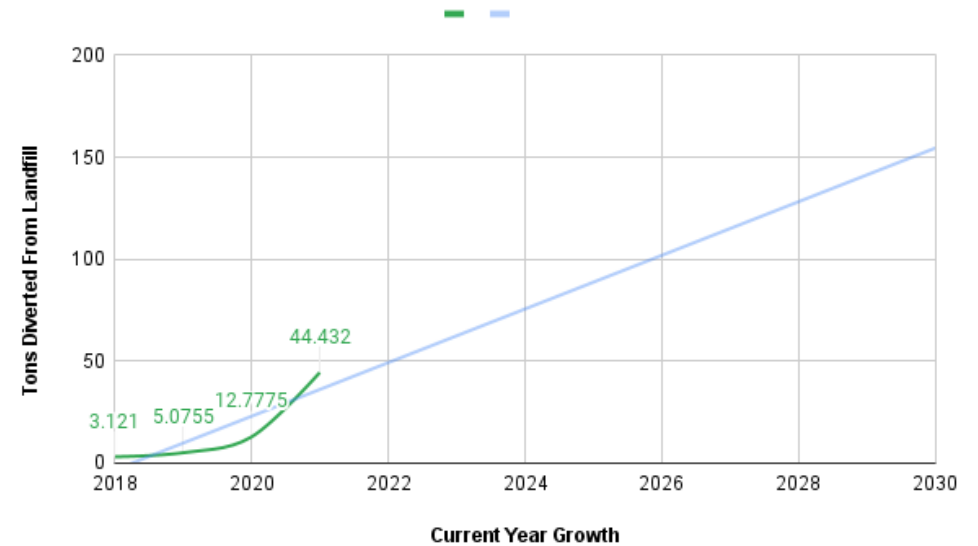
# Measuring Progress

**189,096 lbs. = about 63 cars worth of material diverted from the landfill!**



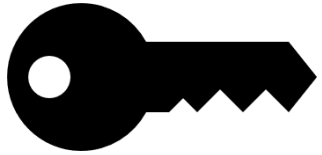
# Measuring Progress

- ReClaim has diverted approximately 100 tons so far from the landfill, with only one part-time staff and little to no advertising.
- The program is on trend to grow over 5x by 2030, without any changes to our current strategy.
- With plans to hire full-time staff, increase advertising, and receive more funding, ReClaim can grow exponentially!



*In 2019, 12,759 tons total was diverted from the La Crosse County landfill, ReClaim is on current trend to salvage over 150 tons a year without any changes.*

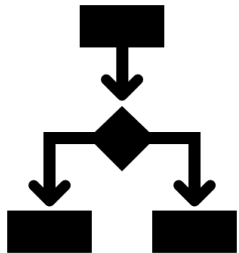
# Measuring Progress



**Key Performance Indicator:**  
Value of items removed



**Importance:**  
The more items reclaimed, the more funds go into Habitat programs such as building and repairing homes, providing for veterans, and more!



**Data/Outcome:**

2018-\$4,161  
2019-\$6,767  
2020-\$17,037  
2021-\$59,242  
2022 -\$38,857

**TOTAL: \$126,064**

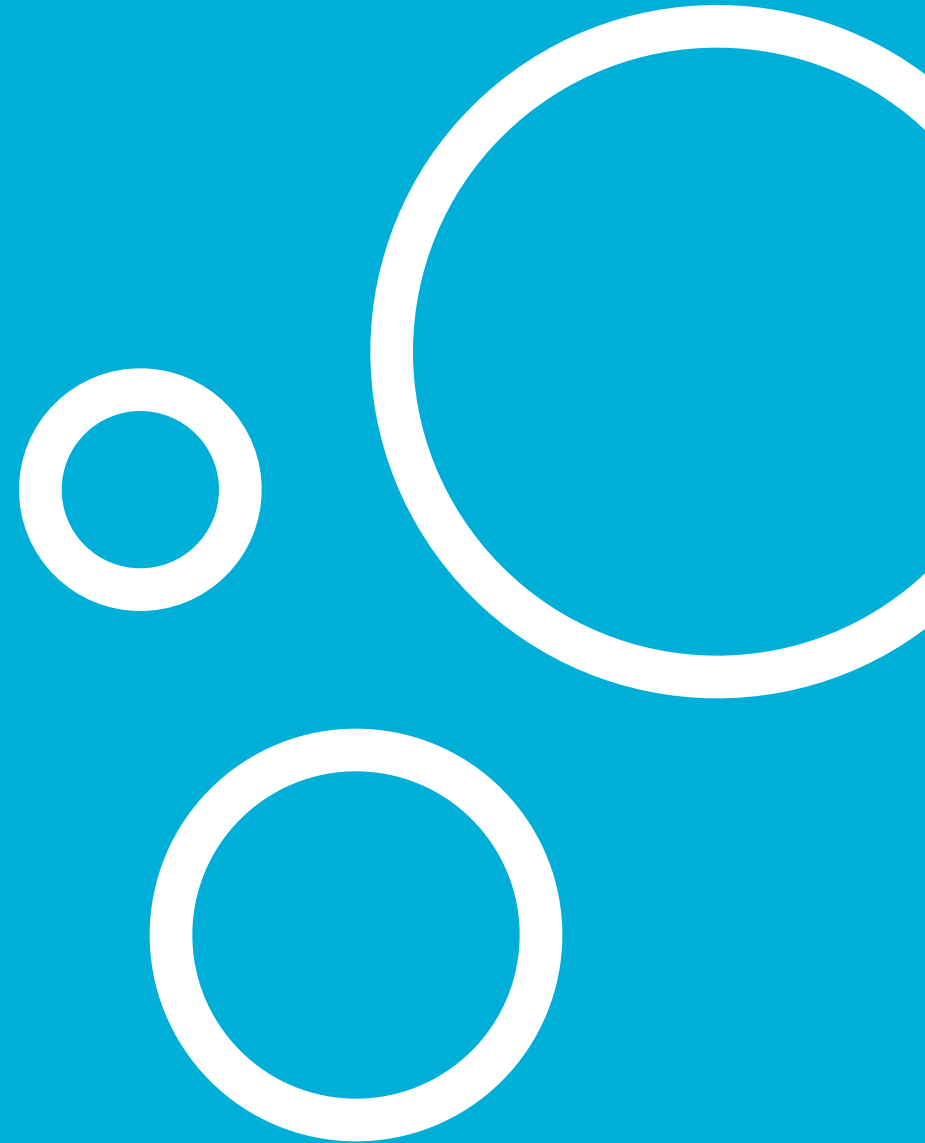
# Measuring Progress



# Questions?



# Thank you!



# Contact Us

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