



# WISR

*Women in Solid-Waste & Recycling*

# STRATEGIC PLAN & VISION



## MISSION & VISION

**Vision: Women are empowered with the tools and support they need to be successful leaders, thereby diversifying the decision-makers in the waste and recycling industry.**

**Mission: To diversify the decision makers in the waste and recycling industry by empowering women to take on leadership roles through networking, professional development and training.**

## Introduction

Women in Solid Waste & Recycling (WISR) is a non-profit and the first of its kind networking and professional development organization for all women in the solid-waste and recycling industry.

The waste and recycling industry has grown and evolved significantly since the early days of the twentieth century and while more women are coming into the industry, more needs to be done to both attract women into the industry and to equip them to take on leadership positions. This organization, founded by industry experts Rachel Oster & Erin Merrill, was created to ensure women have the tools and support they need to be successful leaders in the industry.

# THE RESULTS ARE IN: WOMEN WANT TO NETWORK AND THEY WANT TO LEAD

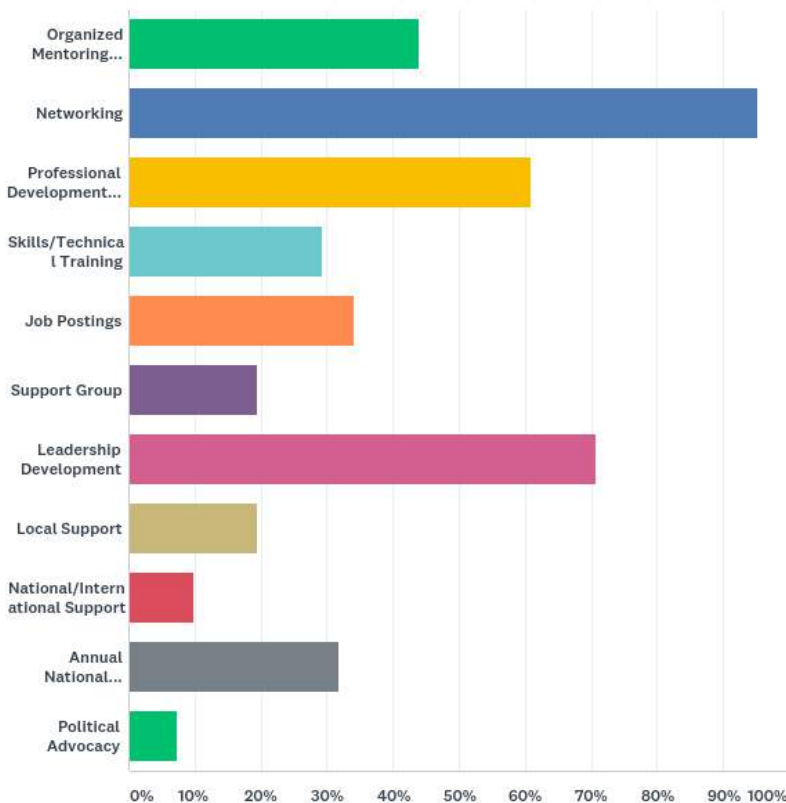


To kick off our program and ensure we are addressing the greatest needs of women in the industry, we have initiated a survey to determine what services would be most useful in their leadership development journey. We will use these results to further guide and develop programs and educational sessions.

In 2018, we are launching chapters in Sacramento, Los Angeles and Salt Lake City, where initial networking efforts have already taken place and women have indicated a strong interest in participating in this effort. Chapters will then be established in the San Francisco Bay Area, the Pacific Northwest, Atlanta and in areas where there is sufficient interest to start up a chapter. In addition, WISR will host networking opportunities at major waste events such as WasteExpo, WasteCon, CRRC Annual meeting and Compost 2019.

## WISR PROGRAMS & GLOBAL SURVEY

What are you looking for from a women's organization? (choose top 5)



WISR will present opportunities at the grass-roots level to prepare women for leadership by organizing chapters in key industry centers, providing national and chapter-based opportunities for networking, leadership development, career mapping and mentoring, as well as learning more about industry operations and innovation. It also offers the opportunity to women in the public and private sectors, as well as academia, to forge important relationships.

Chapters will offer quarterly programs, including:

- Professional development/skills training
- Site tours
- Networking
- Leadership training

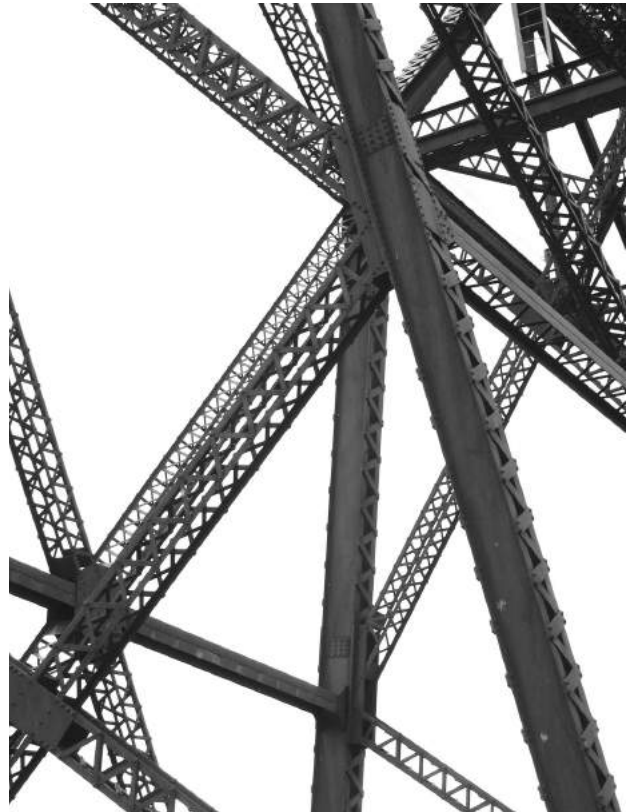
In addition, we will establish opportunities for mentoring at all levels in an organization.

At the national level, WISR will conduct national events such as gatherings at major waste events and offer webinars and larger educational opportunities. In addition, the national organization will offer general administration services, fundraising and crowdsourcing, membership recruitment, advice and assistance for chapter development as well as the promotion of events.



## Structure of the Program

The organization is staffed by volunteers experienced in waste industry operations, nonprofit leadership and business development. This effort will be coordinated by the Executive Director and the founders, Rachel Oster and Erin Merrill and staffed by volunteers. Sharon Kneiss, former President & CEO of NWRA is acting as the Executive Director. The plan is to hire a part-time Executive Director (when sufficient funds are generated) and move to a full-time ED when the organization is fully funded. The ED will work with the Board of Directors to develop and maintain the strategic and business plans, work with Chapter leaders, write a regular newsletter, manage the database, coordinate fundraising, coordinate all programs and manage contractors and volunteers. S/he will work with volunteers to identify and develop new Chapters and recruit strategic partnerships. We also plan to contract with a webmaster, as well as seek the services of a strong marketer/fundraiser. We have identified volunteer leaders in LA, Sacramento and Salt Lake City who will organize chapters in those metropolitan areas. Volunteers will manage chapters, fundraise, build strategic partnerships, assist in writing grants, create webinars, event planning, provide career coaching, and business planning, as well as facilitate programs. Chapters will be encouraged to meet quarterly.



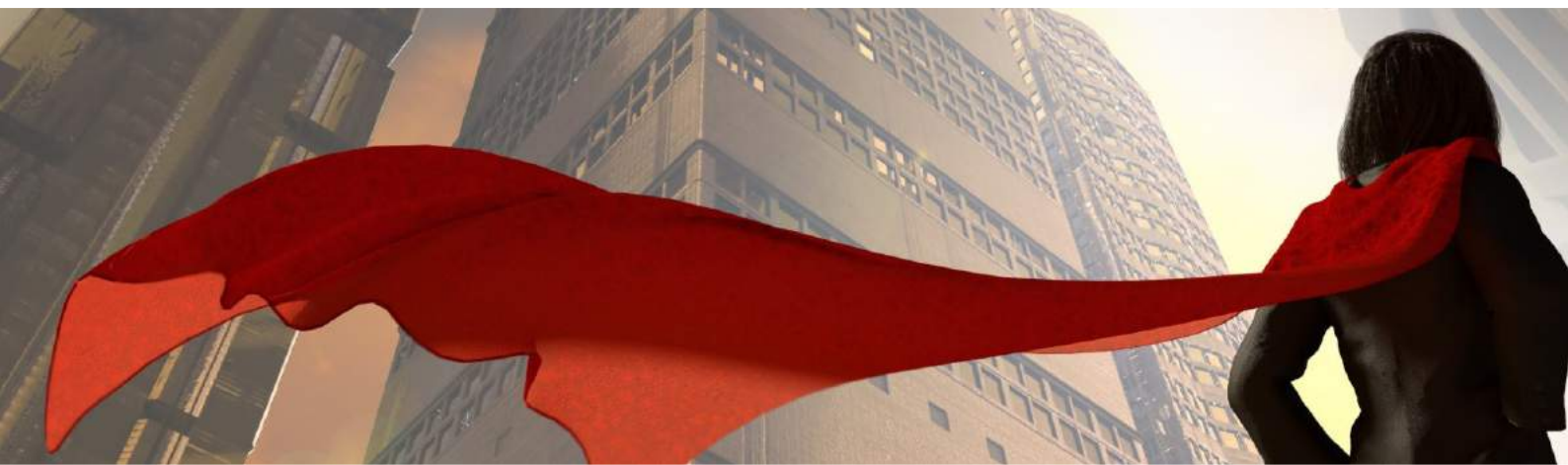
"If this industry wants to evolve, to tackle the world's wastefulness problem, to achieve "zero waste" and commoditize the waste stream; it is vital to focus on marketing to, educating, and integrating women into its ranks." WISR Co-Founder Rachel Oster

## Board of Directors

The Board will consist of nine members, of which two are the founders and two are Level 1 founding sponsors. In addition, we will recruit thought leaders in the industry to fill the remaining seats and are currently developing criteria for the types of participants we will seek to ensure diversity and a focus on promoting leadership in the industry. These Board members will have 3-year staggered terms.

The Board will convene 3-4 times per year, some remotely and some in conjunction with national waste events. We are in the process of developing Bylaws for Board approval.





## Fundraising

The estimated budget needs for the first year of operation is \$61K. Funding from founding partners, program sponsors, advertisers and membership dues will provide the needed support for our programs. We will continue to seek additional forms of support such as grants. Our plan for fundraising includes:

### Level 1 – two opportunities at \$20,000 for two years of benefits



- o One board seat
- o Ten free memberships
- o Employee spotlight sent to the mailing list through WISR four times a year
- o First access to presentation and sponsorship opportunities (tours, event sponsor, professional development)
- o Press Release/Social Media push
- o Listed as prime level founding sponsor on website
- o Recognition at events

### Level 2 - support at \$5,000/yr.



- o 5 memberships
- o Annual employee spotlight sent to the mailing list through WISR
- o First access to presentation and sponsorship opportunities
- o Listed as medium level founding sponsor on website
- o Recognition at events

### Level 3 - support at \$2,500/yr.



- o 2 memberships
- o Listed as founding sponsor on website
- o Recognition at events

# Fundraising, cont...

In addition to founding sponsors, we will seek additional funds in the following ways:

## Membership fees (\$7,500)

- All members will be charged a \$100 annual membership fee
- We will begin collection of membership fees in mid-2018
- The goal is to collect \$7,500 in membership fees in 2018 and \$12,500 in 2019

## Event Sponsors (\$ sought per program)

- We will seek sponsorships to cover or help defray the cost of national and chapter events such as meet & greets, professional development programs, and tours.

## Grants (\$0-5K)

- Explore the potential for grants from the government and foundations
- May take a few years to build a reputation and find funders

## Fundraising events

- We will explore opportunities for events such as galas, virtual runs, etc. at national events.
- This is a longer-term effort

