



Every 2nd
Counts

Don't throw it away,
donate TODAY!

Overview

- **Every 2nd Counts** is the only non-profit support program to bridge the gap between visitors and non-profits serving the North Lake Tahoe-Truckee area. Based on community need, our program fosters the repurposing of unwanted non-perishable food and clothing by collaborating with local property management companies and businesses creating a less wasteful and positive environment.

Selling Points

- How often do you go on vacation and leave unwanted food and clothing in your vacation rental?
- If it was easy to help others and support local nonprofits, would you donate ?
- Now you Can! Just leave unwanted items in your rental unit in the Every 2nd Counts bag.



Every 2nd Counts Video

Target Group / Demographics

North Lake Tahoe Visitors:

- 1 million people visit North Lake Tahoe each year
- Rented Home/Condo visitors spend an average of \$207/person/day
- Rented Home/Condo visitors spend \$120.4 million/year

Truckee Donner Visitors:

- Over 21% of overnight visitors stay in Rented Homes/Condos
- Rented Home/Condo visitors spend \$29 million/year, an average \$120 person/day
- Overnight visitors account for \$214 million/year

Needs Assessment

- Phone surveys conducted with nonprofit agencies.
- Survey Monkey sent to property management companies.
- Survey Monkey questionnaire for visitors.

Results:

Nonprofits

- Expressed overwhelmingly that there is a need for used clothing and food items within the North Lake Tahoe/Truckee region.
- Service infrastructure for distribution of food and used clothing already exists in the area and more donations are needed.

Results:

Property Managers

- **40%** of visitors leave one grocery bag of non-perishable food items and up to **20%** leave clothing.
- Property managers typically find one item of clothing left behind **60%** of the time.

Results:

Visitors

- **91%** expressed interest for utilizing a service that allowed them to donate unused/unwanted food and clothing to a local nonprofit organization.
- **50%** expressed it is likely/very likely that they would leave non-perishable food.
- **16%** expressed it is likely/very likely that they would leave unwanted clothing items.

Impacts:

- Strong need for donations
- Genuine interest/willingness to donate
- Support from property management companies to participate
- Significant donation source is not being tapped
- Weakest link is getting the donations to the non-profits

Marketing

- Rack cards in rental properties to raise awareness of donation program
- Keychain attached to unit key
- Magnet in unit with internet access code
- Labelled bag inside rental unit for donations
- Tags for items too large/bulky for the bag
- Tax deductible donation receipts

Rack Card

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 Every 2nd Counts
www.Every2ndCounts.com

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Please use the bag provided to leave any unwanted or unused clothing and non-perishable food items.

Doesn't fit in the bag? Please use the tags provided in the bag and attach to larger items.



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Keychain



Tax Deductible Donation Receipt

Every
2nd
Counts

Donor:
Donation(s):

Item(s)	Value
Total	

This confirms that the items listed above were given by the donor to Every 2nd Counts and were valued by the donor for income tax purposes.

No goods or services were received in exchange for this/these donation(s).

Every 2nd Counts
Mailing Address
Phone
Website

Please retain this receipt for income tax purposes.



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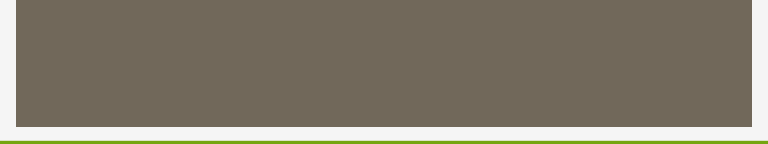
Wireless Password:
NS1234

Every 2nd Counts Magnet

Magnet with internet access
code in unit



Every 2nd Counts
Reusable Bags



Every 2nd Counts - 2015 Budget

Partership Contributions													0.00
													0.00
Income Totals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$5,000.00
EXPENSES													
Purchase - Donation Bags				1000.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1700.00
Purchase - Key Chains				1500.00	0.00	100.00	0.00	0.00	100.00	0.00	100.00	0.00	1800.00
Purchase - Rack Cards				150.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00
Purchase - Magnets				1000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1000.00
Purchase - Miscellaneous Advertising and Promotional Materials				250.00	10.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	350.00
													0.00
													0.00
Expenses Totals	\$ -	\$ -	\$ -	\$3,900.00	\$ 110.00	\$ 215.00	\$ 115.00	\$ 115.00	\$ 215.00	\$ 115.00	\$ 215.00	\$ 215.00	\$5,000.00
Net Income/Loss	0.00	0.00	0.00	(3,900.00)	(110.00)	(215.00)	(115.00)	(115.00)	(215.00)	(115.00)	(215.00)	(215.00)	0.00
Ending Balance	\$5,000.00	\$5,000.00	\$5,000.00	\$1,100.00	\$ 990.00	\$ 775.00	\$ 660.00	\$ 545.00	\$ 330.00	\$ 215.00	\$ -	\$ -	

Budget:

Item	Quantity	Total Cost
Rack Cards	1000	\$150.00
Bags	1000	\$1700.00
Keychains	1000	\$1800.00
Magnets	1000	\$1000.00
Miscellaneous Advertising and Promotional Materials	N/A	\$350.00
TOTAL		\$5000.00

Conclusion

- Nonprofits expressed the need for donations in the North Lake Tahoe - Truckee area.
- The additional donations through Every 2nd Counts will help limit waste and increase the level of engagement with our local community and nonprofits.

Next Steps...

- Partner with nonprofit and property management companies
- Produce and distribute marketing / program materials
- Aim to be within 250 units by the end of the year
- With additional program support through an established partner, Every 2nd Counts could go...GLOBAL
- #DonateToday