



Sustainable Work.  
Stronger Communities.



CASCADE ALLIANCE



*The Cascade Alliance is all about sharing more than 50 years of experience and demonstrated expertise turning discarded books, clothing, mattresses, glass and other items into a stable revenue stream and source of secure, quality jobs. The result: financial stability for your organization, a cleaner, more sustainable environment for all, and the opportunity for a healthier, more secure life for the most vulnerable in your community.*

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### **What is a waste-based business?**

Broadly defined, it's any business that uses items diverted from the waste stream as a resource for meeting a nonprofit's mission. These items may come from dumps, transfer stations, corporate contacts, or individual donations. They can be reused (such as books sold online or in a thrift shop), remanufactured (old window glass transformed into sun catchers, vases, and architectural glass); or recycled (mattress foam, springs and toppers from deconstructed mattresses are sold as commodities).

### **What are the benefits?**

- ▶ Full-time permanent jobs for people who often struggle to find employment
- ▶ Revenue that reduces a nonprofit's dependence on grants and donations
- ▶ Higher recycling and waste-diversion rates that improve the local environment

### **What's your mission?**

Our goal is to help you achieve your specific mission, whether it's creating jobs and providing affordable housing for the most vulnerable or improving the environment for all. We work with you to determine the best options for creating a path to increased self-reliance that enables you to minimize your dependence on grants and donations. For some organizations it might be retail thrift, for others a mattress recycling operation. It all depends on the local economy, the regulatory environment, the materials that are actually in the waste stream in your area and the resources that you bring to the table.

At the St. Vincent de Paul Society of Lane County and at replication sites in several states, we have created a financially stable social services network that has created hundreds of quality jobs. Through the Cascade Alliance, we are replicating this success by providing the advice, tools and processes you need to establish a source of steady revenue while creating permanent jobs for those who need them most.

### **What does the Cascade Alliance provide?**

Organizations who work with us must demonstrate a commitment to helping create jobs that lead to better health, typically through access to health insurance or other health services.

For these organizations, we provide:

- ▶ Free consulting, including regular phone calls and in-person visits as necessary from our staff
- ▶ Sample business plans, budgets, information on commodities markets
- ▶ Best practices in reuse, upcycling and recycling businesses
- ▶ Nationwide networking with other alliance members

**The Cascade Alliance is managed by the St. Vincent de Paul Society of Lane County and supported by the Robert Wood Johnson Foundation.**

**For more information about SVdP's proven track record of success with waste-based business, please visit our website at [www.svdp.us](http://www.svdp.us).**

### **To learn more about the Cascade Alliance:**

- ▶ Visit [www.cascadealliance.org](http://www.cascadealliance.org), or
- ▶ Contact Sue Palmer  
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[cascadealliance.org](http://cascadealliance.org)

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