

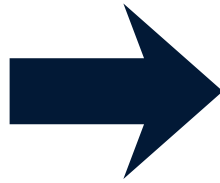
NH RECYCLES

WWW.NHRECYCLES.ORG

2025 IMPACT REPORT

A YEAR OF COOPERATIVE MARKETING,
EDUCATION, AND TECHNICAL ASSISTANCE





Northeast Resource Recovery Association Rebrands as New Hampshire Recycles

On May 19, 2025, New Hampshire Recycles, the oldest and largest cooperative-model recycling nonprofit in the US, announced it has changed its name from the Northeast Resource Recovery Association (NRRA) to New Hampshire Recycles (NH Recycles). The new name and logo were shared near the close of the Recycling Conference & Expo.

*"Our new name, NH Recycles, better reflects our service area and the work we do," said Reagan Bissonnette, Executive Director of NH Recycles. **"While our name may have changed, our services have not** — we continue to welcome and support our members within and beyond New Hampshire, including those in Vermont, Massachusetts, Maine, and Connecticut. **We've had more than one name over the past four decades, but our commitment to our members remains the same."***

NH Recycles began 44 years ago, founded by four New Hampshire towns that joined together to pool resources and achieve economies of scale for marketing recyclables. What started as a small cooperative effort has grown into a regional model for collaborative recycling. While towns outside New Hampshire joined as members over the years, reaching nearly 450 members today, the New Hampshire-need remained constant. Today, over 90% of NH Recycles' services are used by New Hampshire members, and 90% of New Hampshire's 235 municipalities are members of NH Recycles. NH Recycles specializes in enabling small, rural communities to manage their own recycling programs. The name change followed nearly a year of Board meetings, work sessions, and staff conversations.

For more information, visit www.nhrecycles.org



BOARD OFFICERS

JOAN CUDWORTH - President

ROGER GUZOWSKI - Vice President

MARK RICHARDSON - Treasurer

DAWN QUIRK - Secretary

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STEVE BEAN

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JOHN FAY

KEN FILPULA

JOHN HALSTEAD

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ERIN PARADIS

JOSH WHIPPLE

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STAFF

REAGAN BISSONNETTE - Executive Director

PAULA DOW - Finance & HR Director

KIM MITCHELL - Finance & HR Coordinator

LIZ DUNCAN - Finance Coordinator

MARILYN WEIR - Finance Specialist

DENISE LUSSIER - Office Assistant

BRIAN PATNOE - Member Services Director

BONNIE BETHUNE - Senior Member
Services Representative

STEVE BEAN - Municipal Recycling Advisor

SAM FORESTA - Logistics Coordinator

LINDSAY DOW - Administrative Specialist

ANDREA FOLSOM - Education & Grants Manager



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear Members, Partners, and Friends,

This past year marked an exciting new chapter for our organization. With our rebrand to NH Recycles, we built on more than four decades of cooperative marketing and recycling leadership while strengthening our focus on serving our municipal member communities.

Our cooperative marketing programs helped members manage 76.9 million pounds of recyclables and returned \$2.6 million through the sale of materials. These numbers reflect over 7,400 orders our staff coordinated, helping municipalities across New England manage and move valuable commodities.

In FY 2025, we launched Recycle Right North Country, our most ambitious education effort yet—bringing hands-on recycling training, signage, and resident outreach to 30 small and rural towns. We also hosted 124 events, including our 2025 Recycling Conference & Expo, Member Operations and Marketing Meetings, and regional tours that together earned operators nearly 2,100 NHDES credit hours.

We also celebrated milestones across our team—welcoming Kim Mitchell as Finance & HR Coordinator and Steve Bean as Municipal Recycling Advisor, honoring Bonnie Bethune for her outstanding career, celebrating Paula Dow's continued dedication to the organization, and thanking our dedicated board members for their service.

As we look to 2026, we remain focused on empowering communities through practical education, transparent market access, and data-driven tools that make recycling more effective for everyone. Thank you for being part of this shared success.

With appreciation,

A handwritten signature in blue ink, appearing to read 'RB', enclosed within a simple oval outline.

REAGAN BISSONNETTE
EXECUTIVE DIRECTOR, NH RECYCLES



Program Impact at a Glance

FY 2025 was a transformative year for NH Recycles — marked by rebranding, expanding impact statewide, and launching the Recycle Right North Country initiative. With strong member engagement, data-driven education, and collaborative partnerships, NH Recycles continues to lead toward a more resilient, informed, and responsible materials economy.

2,090

NHDES credit hours
earned through NH
Recycles events &
webinars

441

Members Served in
FY25

25

Member Facility
In- Person Site Visits
by NH Recycles Staff

298

Recycling
Conference & Expo
Attendees

46

Fall Bus Tour
Attendees

138

Operators attended
6 Member Operations
& Marketing (MOM)
Meetings





76.9

**Million pounds of
materials managed
in Fiscal Year 2025.**

\$2.6

**Million dollars returned
to Members through
the sale of recyclables.**

Success Stories: FY25

This year, NH Recycles members achieved meaningful operational, financial, and educational successes with the support of NH Recycles' cooperative marketing, technical assistance, and educational outreach. These are just a few stories that reflect how partnership, persistence, and shared problem-solving continue to make recycling strong.

1 Benefit of Cooperative Marketing & Member Savings

- **Andover, NH** joined NH Recycles' aluminum can program, earning competitive pricing with no hauling fee - a win that brought the town back into the cooperative fold.
- **Amherst, NH** reported saving over \$1,100 after switching to a new NH Recycles vendor for electronics.
- **Bradford, NH** saw improved non-ferrous metal revenue after adopting two-stage separation, *earning \$2,141.86 on a single load* — turning a challenging adjustment into new revenue.

2 Investing in Infrastructure

- **Franconia, NH** completed the purchase of a horizontal baler with NH Recycles' guidance and received a \$5,000 NH the Beautiful grant, allowing them to expand baling to cardboard, plastics, and aluminum, and open to the public for an additional day.
- **Hinsdale, NH** sent its first full load of baled cardboard (OCC) to market — saving on hauling and simplifying logistics.

3 Education and Engagement

- **The 2025 Recycling Conference & Expo** survey results show the event was widely regarded as highly successful, combining expert presentations, practical workshops, and strong networking in a friendly and well-managed setting. Highlights include: *"The best organized conference I've attended in years," "This year's topics hit on everything important to operators," and "It's like 12 months of education in two days!"*
- **Bristol, NH's** Sustainability Committee used NH Recycles' educational videos to enhance its local environmental film series.
- **Kendal at Hanover** (retirement community) praised NH Recycles' Recycling 101 presentation: *"People keep stopping me in the hall and saying how much they learned... We are lucky that you do all you do."*

4 Policy and Leadership

- **NH House of Representatives:** While NH Recycles does not take positions for or against legislation, the organization was asked to provide educational testimony, both independently and through the Solid Waste Working Group, to help legislators understand how proposed bills could affect member communities. These requests reflect the *increasing recognition of NH Recycles as a trusted statewide voice with expertise in recycling and waste reduction.*

5 Regional Collaboration

- **City of Lebanon, NH** received approval for its new solid waste permit to accept cardboard and mixed paper — a development that benefits nearby towns such as Cornish seeking local outlets.
- **Swanzy, NH** facilitated free distribution of hundreds of Gaylord boxes to transfer stations across the region, illustrating the cooperative spirit that defines NH Recycles.

NH RECYCLES

Financial Highlights

NH Recycles ended the fiscal year on another positive note. Despite the difficult markets of late, we managed to meet our budget goals for cooperative marketing fees. The pre-audited net income from operations as of September 30, 2025 was \$48,361. **This revenue is primarily the result of the timing of our EPA grant expenditures.** Our current EPA grant is a three-year award, and it has been challenging to estimate the amount of expenses from one fiscal year to the next. We also had to shift the timing of some of the workplan, which also means having to shift some of the grant revenues and expenses to next fiscal year. Other revenues and expenses were as we expected overall.

For the past several years, the Board of Trustees has committed to building NH Recycles' reserves to ensure that we can weather any potential storms that may

lie ahead. The Board initially set minimum reserve goals of \$402,000. As of this fiscal year ending September 30, 2025, we have achieved a total of \$366,000 toward those goals. **This is a critical component to the overall health of our organization.** As we know, there have always been uncertainties in the recycling industry. That remains true today, and our goal is to position ourselves to meet any challenges that may arise so we can continue providing the best possible service to you, our members.

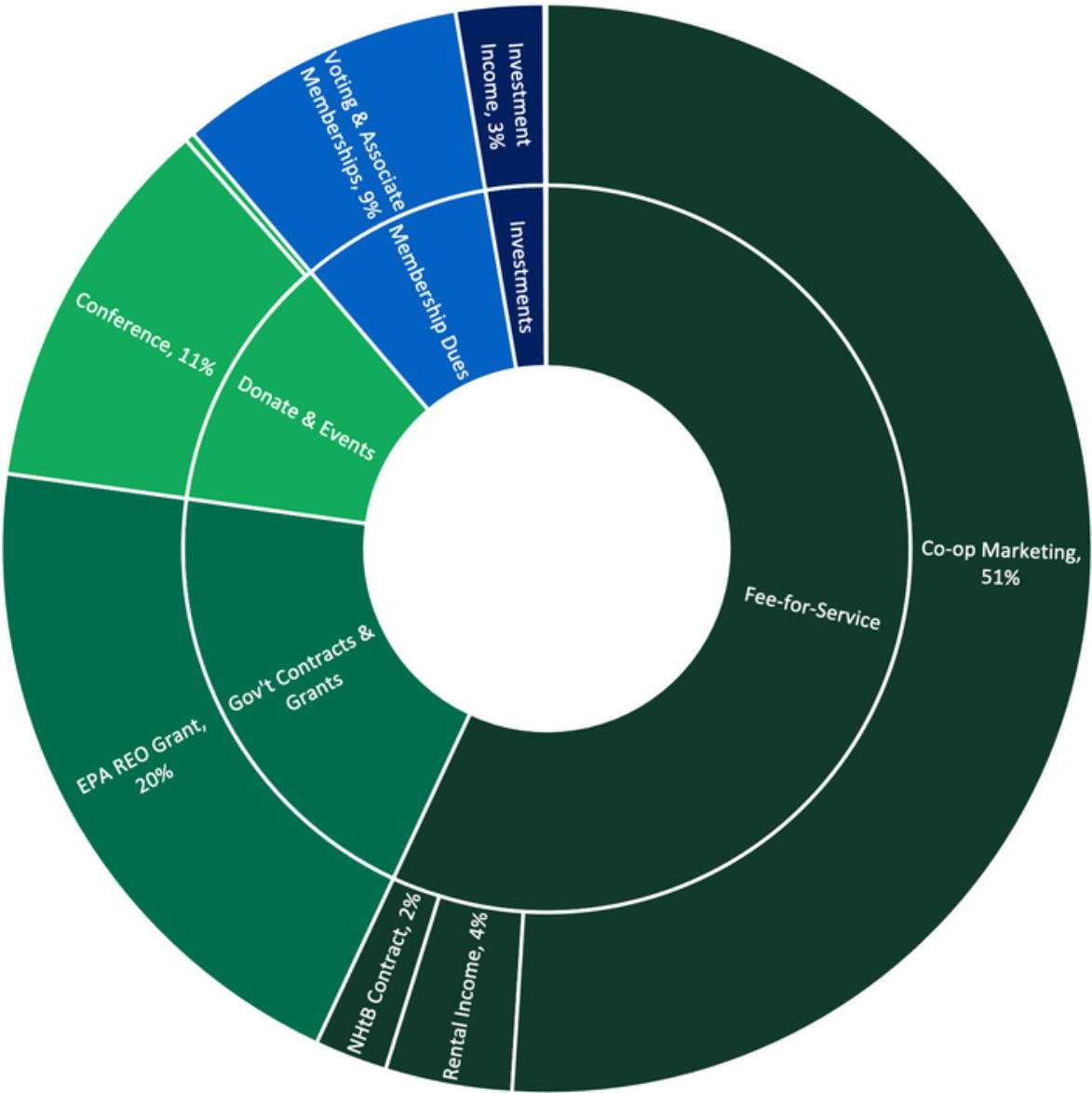
Today, NH Recycles is in the best financial position in its history! The mortgage on our office building will be satisfied next summer, we have made great progress in meeting our reserve goals, and we will continue to make fiscally responsible decisions going forward to ensure sustaining and protecting our financial health.



Revenue Mix

NH Recycles’ revenue in FY 2025 totaled \$1.15 million, with more than half (51%) generated through fee-for-service cooperative marketing that directly supports member recycling programs. Grants and government contracts, including the EPA Recycle Right North Country initiative, accounted for 20%, while conference income, memberships, and investments provided most of the remaining revenue.

Together, this mix of earned income, membership support, and grant funding provides a stable financial foundation that allows NH Recycles to sustain its educational programming, member benefits, and cooperative recycling initiatives across New England.



Recycle Right North Country

Through a three-year EPA Recycling Education and Outreach (REO) Grant, NH Recycles launched the Recycle Right North Country initiative to strengthen recycling in 30 North Country NH communities. The campaign aims to increase recycling participation, reduce contamination, and build long-term confidence among both residents and transfer station operators. By combining education, data, and local partnerships, the initiative brings practical recycling solutions to some of New Hampshire's most rural communities.

Preparation

The first half of FY25 focused on research, preparation, and relationship-building. NH Recycles hired a Municipal Recycling Advisor, conducted baseline data collection, and engaged local leaders to shape campaign messaging. Staff developed custom educational materials - including pamphlets, signage, and radio ads - and piloted the Recycling 101 presentation. These efforts established the groundwork for a unified, data-driven outreach campaign and ensured that materials reflected the specific needs of rural operators and residents.

Campaign Launch

The Recycle Right North Country campaign publicly launched at the 2025 Recycling Conference & Expo, where 24 North Country operators attended a dedicated training track focused on improving recycling education and market understanding. NH Recycles released three short videos following aluminum, cardboard, and glass from local transfer stations to end markets, bringing transparency to what happens after recyclables leave the bin. Staff also delivered numerous presentations, conducted site visits, purchased 47 new transfer station signs, gave out Recycling Rewards to residents caught "recycling right," and shared newly created print, digital, and radio content designed to spread consistent, local recycling guidance. **By summer's end, NH Recycles had reached all 30 target communities, connecting residents and operators with clear, practical recycling education.**



Recycle Right North Country Highlight

North Country Residents Rewarded for Recycling Right

In FY 2025, NH Recycles brought its Recycle Right Rewards program to three North Country partner communities, recognizing residents for recycling right. At each event, NH Recycles staff spent several hours distributing free recycling bins and totes, local gift cards, and educational materials while answering common questions about contamination, accepted materials, and where recyclables go after drop-off.

Key Takeaway: **Behavior change on the ground matters.** Engaging residents in friendly, rewarding ways helps improve participation and reduce contamination in rural communities.

Why It Matters

1.

The event created positive reinforcement for recycling behavior, strengthening community-resident engagement and reducing confusion.

2.

The event framed recycling not only as an environmental act, but as a transparent system where residents can see how their sorted materials are processed.

3.

The event also surfaced key resident questions (e.g., "Why isn't mixed paper accepted anymore?") offering critical feedback loops for NH Recycles.



Celebrating Our Team

This year, NH Recycles celebrated the people behind our success. HR and Finance Director Paula Dow marked an incredible 35 years with the organization - her dedication and steady guidance have supported decades of members. We also honored Senior Member Services Representative Bonnie Bethune, who retired after 22 years of advancing cooperative recycling and supporting municipal member communities. And we were thrilled to welcome Steve Bean as our new Municipal Recycling Advisor and welcome back Kim Mitchell as our new Finance and HR Coordinator. **Together, they reflect the dedication, cooperative spirit, and organizational values of NH Recycles.**



Northeast Recycling Council Environmental Leadership Award

Outstanding Program

NH Recycles was honored with the **Environmental Leadership Award for Outstanding Program** from the Northeast Recycling Council (NERC) for its proactive work expanding composting education and food waste diversion across New Hampshire. The recognition highlighted NH Recycles' leadership ahead of the state's first food waste disposal ban, including creation of the state's only Composting & Food Waste Diversion Map, the Composting Toolkit, and a hands-on Composting Bus Tour and Workshop Series developed with NHDES and the Maine Composting School. NH Recycles was also the lead author of the Wasted Food Brief for the NH Food and Agriculture Strategic Plan, helping shape statewide waste reduction goals.





THANK YOU!

We'd like to thank our staff, board, volunteers, and most especially our Members for your continued support of NH Recycles and commitment to improving recycling!

