WCA SOCIAL ENTERPRISE

American Architectural Salvage

CREATING BENEFITS THROUGH BUILDING MATERIALS REUSE AND RECYCLING

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Westmoreland Community Action

Mission:

Westmoreland Community Action strengthens communities and families to eliminate poverty.
Westmoreland Community Action

Agency Growth

1990 - 5 Programs, 60 staff, $1.2 Million Annual Budget, 1,000 consumers

2017 - 26 Programs, 200 staff, $15 Million Annual Budget, 12,000 consumers
Westmoreland Community Action

Poverty Statistics
2011-2015

Westmoreland County

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>361,251</td>
</tr>
<tr>
<td>Poverty Rate</td>
<td>10.4%</td>
</tr>
<tr>
<td>Families</td>
<td>6.9%</td>
</tr>
<tr>
<td>Single Mothers</td>
<td>36.6%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>5.4%</td>
</tr>
</tbody>
</table>
Social Enterprise

WHS, Inc. and Greensburg Construction

Mission:

To lease to non-profits at a lesser rate while making donations to low-income programs.
Social Enterprise

- Purchases 1st building – 24,000 sq. ft.
  - 1995
- Lease to two non-Profits
- 2016 – Own 7 office buildings, apartment building and Parking lot
  - 100,000 sq. ft.
  - 6 are paid off
  - $5 million in assets
- Purchased Greensburg Construction in 2004
  - $800,000 in annual revenue
  - Made profit last 8 years
Social Enterprise

WCA – Social Enterprise Research

- Job Creation/Training
- Tax Paying Entity
- Good Community Partner
- Quality Service/Business

- Restaurant
- Catering
- Lawn Service
Social Enterprise

What Does WCA Do Best?
• Community and Economic Development
Social Enterprise

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- Community and Economic Development
Social Enterprise

Missed Opportunities

One example: S. 6th Street, Jeannette
Shop Demo Depot

Shop Demo Depot is a nonprofit organization created to help reduce waste of natural resources through the re-use of building materials.

Acting as a clearing house for donated and salvaged materials, we convert the items into charitable dollars used to support the three Community Action Agencies involved.
Shop Demo Depot

- Formation of Shop Demo Depot
- Clearinghouse for donated and salvaged materials
- Converted items to charitable dollars
Shop Demo Depot

Facility
6 Acres
American Architectural Salvage
American Architectural Salvage

Mission:

To reduce landfill waste and to promote the resell and reuse of goods while financially supporting Community Action initiatives that help those in need.
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Community Mission

- Hire people from the community
- Purchase from the community
- Taxpaying entity
- Self-sustaining by the 5th year
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Start – Up

- Pooling resources -- $330,000
- Development experience
- Construction relationships
- Business contacts
- Temporary location (2)
- Hire key staff
- Build clients/donations
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Partnerships/Collaborations – Donations of Funds or Goods:

$330,000 ARRA

Pittsburgh Partnership for Neighborhood Development (PPND)
PNC Charitable Trust
DCED

PNC Bank
First national Bank
S & T Bank
Standard Bank

Mellon Foundation
Eden Hall Foundation
McCune Foundation

Dept. of Health and Human Services, OCS
Standard Charitable Foundation
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Facility
American Architectural Salvage

Marketing and PR

Marketing Team
- Website (www.AmericanArchitecturalSalvage.com) (.net, .org)
- Signage
- Radio
- E-mail Blasts
- Constant Contact
- Facebook
- Fundraiser – Bambrewzle
- Comcast TV Ads
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Building Goods Donations

- General (Public, Craig’s List)
- Business (Wal-Mart, Lowe’s, Home Depot)
- Construction Companies
- Private Contractors
- Demolition Companies
- Trade Specific Manufacturers
  - For example, Kitchen and Bath
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Location

- Temporary/Permanent – Greensburg, Smithton
- Smithton, PA
  - 15% Poverty
  - 22% Children in Poverty
- Jones Brewery
  - Shirley Jones – Partridge Family
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Cook’s Lumber Site
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Poverty Statistics
2011-2015

Mt. Pleasant

Population 10,734
Poverty Rate 8.7%
Families 10.2%
Single Mothers 40.1%
Unemployment 5.5%
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Phase II

- Deconstruction – Inventory source for Shop Demo Depot
- Staff/Training
- Partner with Demolition Contractors & Communities and County
- Penn Dot
- Recycling Location – Electronics
- Other Recycling Opportunities
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Staff Breakdown – Over 3 Years

1 Retail Manager
1 Asst. Retail Manager
1 Deconstruction Manager
1 Asst. Decon. Manager
5 Warehouse Workers
1 Marketing Specialist
2 Maintenance Workers

9 Deconstruction Workers
3 Shipping and Receiving
2 Cashiers
1 Administrative Assistant
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Off Shoot Businesses

- Furniture Refinishing
- Furniture Repair and Repurposing
- Demolition
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Contracts

- Planning Departments (Contracts)
- Demolition Contractors
- City Redevelopment Authorities
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Partnerships

- City & County Trail (Great Allegheny Passage)
- Every Community/WCA Reputation
- Chamber/AAS
- Sony
- Banks ($ & Furniture)
- Black Dog Salvage (DIY Network)
- Community Arts and Reintegration Project (CARP)
- Elliott Company
Rehab Projects

- Installation of T-5 High bay lighting in Buildings 1, 2, and 4
- Repairs to the foundation, floors and walls in Building 2
- Installation of a new metal roofing on Building 2
- Renovations to interior of Building 4
- Installation of new heating and A/C equipment
- Installation of 25 DayStar skylights
- Installation of 8 large ceiling fans
- New fence around property

Rehab projects were funded by grants from the Hillman Family Foundations, the Richard King Mellon Foundation, and the McCune Foundation.
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Future Funding

- Foundations
- Tax Credit (NAP Banks)
- Discretionary Monies
- Workforce Investment Dollars
Ultimate Goals

- Be in the black – 5th Year
- Generate Funds – (Staff, Business, WCA)
- Employ Most Needy
- Capture Consistent Purchasing Audience
- Expand Hours of Operation
- Franchising

Training

- Re-use People of America (Velvet Crow Bar)
- Inventory Management
- Public Speakers/Soft Skills
- Interviewing skills
- Resume building
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Difficulties

- Not Enough Staff
- Growing Pains (Finances/Location)
- Not Marketed Appropriately
- Different Backgrounds of Staff
- Turnover (Training/Consistent)
- Donations
- Average Daily Revenue
- Demolition Contractors
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Successes

- Opening Store/Develop Plan
- Using Our Strengths – WCA & Partnerships
  - Economic Development
- Location
- Purchasing Facility
- Supportive Funding
Thank You

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