

2018

ANNUAL REPORT

ECO-INDUSTRY



Model Eco-Home (Eco-Home) 728 Cole St. SF CA 94117

Eco-Industrial Hub (Eco-Hub) 1566 Howard St. SF CA 94103

Office Headquarters 99 Saint Germain Ave. SF CA 94114



Matter Of Trust.org

Join Eco-Enthusiasts
For Renewable Resources

team@MatterOfTrust.org +1415-242-6041

VISION

We envision humanity harmonizing with Earth and resonating as matter of trust.

MISSION

Our mission is to concentrate on the positive, link surplus with needs, promote naturally abundant renewable resources, and provide inspirational eco-sites.

At Matter of Trust, we develop systems for sorting recyclables and compostables into useful stockpiles. Focusing on convenience and efficiency, we learn what households and businesses need most from community reuse programs. By gathering perspectives and incentives, we find motivations and create new zero-waste framework opportunities everyone can embrace.

Our eco-factory, model home and urban edible garden are inspirational spaces where the public can share and learn about highlighted innovations. We build and operate these inclusive, accessible hubs, packed with visually intriguing exhibits for kids of all ages. Our continuous research into deconstructable designs and natural materials enables us to endorse optimal choices. By producing transformative events and organizing impactful roundtables, we illuminate and encourage synergetic partnerships.

Our global networking platforms applaud peer-recognized abilities, effective communication and feedback loops up and down the corporate ladder, ecologizing within and between industries. Celebrating mastery of high and low-tech skill sets, we value apprentice and internships. Matter of Trust champions the widespread advancement of green careers in all sectors. Mobilizing volunteers around the world, we consolidate information, collaborate with experts and offer solutions for clean air, water and energy. By open-sourcing our data, content, tutorials, curricula and in-house media, we supply eco-educational tools and rally enthusiasts of healthy living for mind, body, and soil.

Mother Nature is a catalyst and is always in balance. By beautifully integrating the necessities for life into enduring cycles, she orchestrates matters at both the micro and macrocosmic scales. We follow her lead and only nurture the possibilities that we DO want for the planet.



A WORD FROM OUR PRESIDENT AND OUR CHAIRWOMAN...

2018 was our first full year at our new Eco-Industrial Hub. It was another busy year growing our popular Clean Wave - Hair Mats program. We are looking forward to an exciting 2019 as we finally got all the permits signed off for our model Eco-Home with its edible urban garden. We are meeting with green designers and hosting soft-launch sustainable trunk-sales and pop ups. Much of the year was devoted to Governor Brown's Global Climate Action Summit (GCAS) in San Francisco, as we launched a new online network where humanity can add their climate solutions to the mix: TheHumSum.net. Three big takeaways from GCAS were: 1) We see a shift from carbon credits to green bonds when it comes to climate financials and funding potential. 2) A trend of NGOs becoming Green Businesses. Every company should have a sustainability department. Many of the services which used to be nonprofit are now welcome in an eco-commerce market:



LISA GAUTIER
PRESIDENT & FOUNDER

Organics, renewables, sustainable materials, green building, carbon-farming, eco-tourism, green jobs, climate friendly menus, eco-luxe and DIY are all trending while positively impacting the environment. Now to find out if capitalism will squash or lift the best of the best? Will this free up more funding for research and social services? 3) The time has come for consolidation after the recent flourishing period of eco-information / good news overload. Not even looking at the bad news, so much is happening all over the world and independently in the environmental sector that vital inventions are getting lost in the shuffle at this crucial time. Matter of Trust's HumSum.net, Eco-Home, Model Factor fit into this new paradigm and we are really looking forward to what the future holds for environmental mobilizations!



JANET STANDEN
CHAIRWOMAN

HAIR MATS - CLEAN WAVE PROGRAM

Our clean wave program is growing quickly thanks to our physical visitor space with eco-industrial hub and model factory. People really enjoy seeing the felting machines in action. Students and Arc volunteers are vital to helping us move the fiber and produce the mats. We have been working closely with the University of Technology in Sydney and the US Air Force. Their validation and research have been very helpful in propelling this 18-year-old program forward over the last twelve months!

THE PYRAMID PROJECT



As part of our global awareness campaign, we were approached by artist / architects Hadin Charbel and Deborah Lopez to build a large hair mat panel teepee / pyramid in Bangkok, Thailand for the Fol(i)cle exhibition. With 1,200 visitors it was a huge press success!

FROM ATHENS TO NEW HAMPSHIRE...

When we opened the Matter of Trust Eco-Industrial Hub with model factory, our goal was to inspire others to take up the Clean Wave program and create local green businesses. We have been working with researchers and end users in order to make this a replicable model. The first year already has us partnering with a couple in Athens, Greece and getting a foothold near Dartmouth in New Hampshire. We are very excited about these new eco-businesses! We are working on bringing hair mats into trucking fleet lots and harbors. Jennifer Thomas, who was part of the Matter of Trust team in San Francisco in 2013-16 before moving back east, is establishing hair mat pilot studies at ski resorts.

EMMA TARLO, LONDON HAIR EXHIBIT



Matter of Trust was featured in Emma Tarlo's book: Entanglement.

Emma is a professor at the University of London and for the month of July 2018, Matter of Trust Hair mats and other extraordinary hair items were on display in the University's renowned library.

<http://hairhumanstories.co.uk>

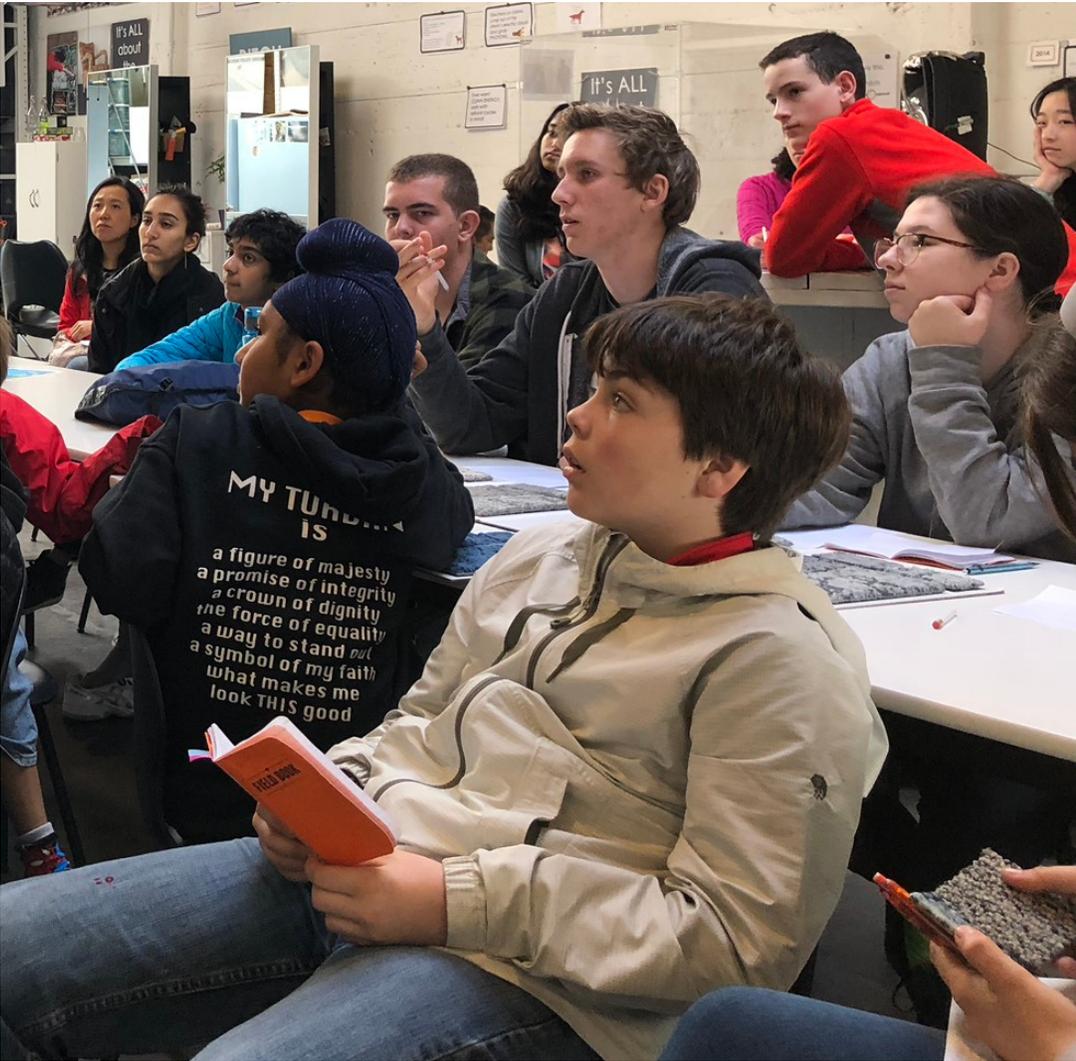
ECO-HOME & URBAN EDIBLE GARDEN

728 Cole Street, San Francisco CA 94117 has come a long way! The permits have all been signed off by the city and the exhibit space is getting ready for green designers with sustainable products to be installed at the Matter of Trust Model Eco-Home. Suaro Cervantes is the brilliant artist who painted the waterfall mural for the Eco-Hub's Clean Water section. He has returned to create a stunningly beautiful forest grove, below. Wes Allen, MofT's Built Exhibits Lead, is preparing the edible permaculture garden, chicken tractor, dog poo composter and garden guest room "Model Tiny Home" installation. We look forward to welcoming you in sunny Cole Valley / Haight Ashbury. Check out the Eco-Home YouTube video made by our 2018 Summer interns. We hope you enjoy following the latest updates on our website and social media.



ECO-INDUSTRIAL HUB

Thanks to Todd Ditto, MofT Board Member and Hamlin's school teacher, we have established a field trip format that combines student service days with eco-education. Thanks to our Digital & Print Exhibit Lead, Briana Tran, our wall exhibits, colorful maps, flyers and feedback forms are made to flow in sync with the style of the upcoming Eco-Home.





We are very proud to have partnered with the UN Foundation and SF Department of the Environment on The Hum Sum for the Global Climate Action Summit. Governor Brown invited over 4,500 movers and shakers from cities, states and provinces around the world. Everyone brought climate commitments (purchasing, funding, legislative, business...). Now, our vision of inclusion, consolidation and convenience is key to the continuing development of TheHumSum.net, our public input platform complementing future high level delegate conferences.



Shout out to our partners at SFUSD for their amazing student art GCAS posters! Kyle (SFUSD Student artist) was part of the student group hosting the Youth Sustainability Summit on Saturday, September 15th, 2018.



SO MUCH GOOD NEWS TO TRACK

We reached out to our wonderful, worldwide compost and carbon farming online community for September's Global Climate Action Summit. One of the big takeaways for many at the conference was the difficulty everyone is having to keep on top of all the latest climate solutions being discovered. Without even looking at the bad news, just the sheer volume of positive articles is overwhelming, and when research gets lost in the shuffle, reinventing the wheel is a likely outcome. If the goal is to rapidly move the needle to reverse global warming, we need better directories and search tools. To this end, we brought in web engineers Pablo Ferrari and Patricia Cangas to integrate eco-innovation news archives into TheHumSum.net. Many of these resources belong to our Global Compost Project partners, with whom we look forward to developing this platform!



Global Compost Project.org
Sort • Pile • Map • Spread • Graze • Thrive!

CONSOLIDATING RESOURCES

We have done extensive research and development in 2018, and are excited to launch the next step for what we believe to be the most needed component for online, in-kind giving. Just as the climate innovation and research explosion has made it difficult to find specific answers, the plethora of donation and recycling sites makes this space hard to navigate. We are now concentrating on how to connect all of the major reuse sites together in a directory where a powerful AI search becomes an integral part of diverting waste while sorting goods and materials into resources. A one-stop shop is vital to the success of convenient matching and large-scale impact on the environment.



Excess Access
Linking surplus with needs

CLIMATE SOLUTIONS GROUP

During the Global Climate Action Summit, Reinhard Hohlwein and Kevin Drew organized a series of lectures at the Officers' Club in the Presidio, San Francisco. Sold out rooms for lectures and panels, these were a highlight for many during this week of high profile events. Matter of Trust was their fiscal sponsor and has a long-term partnership with Reinhard and Kevin, who are climate experts in what needs to be done at the local levels, around the world, when it comes to compost, carbon farming, solid waste management and more!



SONOMA FOOD RUNNERS

June Michaels is always at the forefront bringing relief in times of crisis and saving waste when it comes to meals! We are very proud to be her fiscal sponsor, delighted that this year she has received a van from Sonoma County and glad to see how her program is advancing to help even more people in need!



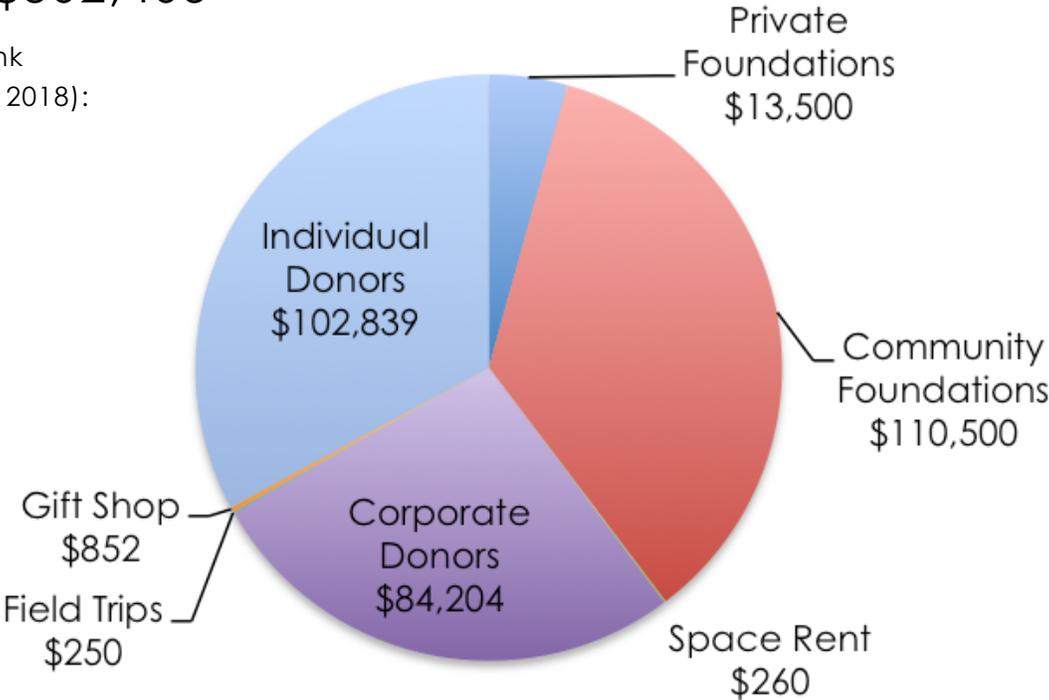
HEART OF THE CITY FARMERS' MARKET

Once again a huge shout out to Kaiser for funding this vital market which helps so many low income residents get fresh produce in the food desert of San Francisco's Tenderloin! Now, in our 5th year as their fiscal sponsor, we especially wish to congratulate Kate Creps, who became a new mom this year! She tirelessly runs this EBT (Electronic Benefit Transfer, aka food stamps) program, which is a very popular part of this, the oldest farmers' market in the city.

INCOME

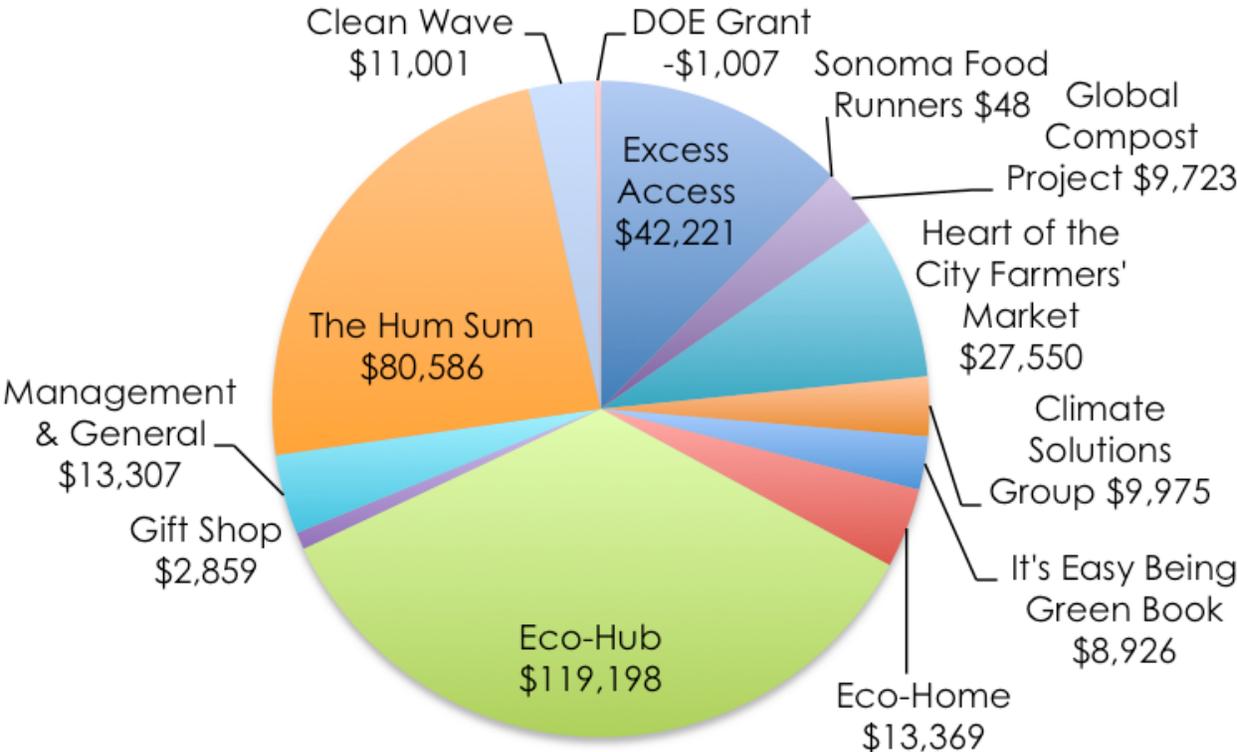
Total: \$302,405

Cash in bank
(January 1, 2018):
\$172,036



EXPENSES

Total: \$337,756



20 YEARS & COUNTING, WHAT'S NEXT...



The Matter of Trust Team is particularly well situated to view the future as hopeful and green! We are so lucky to work on optimistic environmental programs and daily meet the experts who are finding solutions to climate challenges. Yes, the news can be overwhelming. And yes, we are only referring to the positive stories! However, this is a tribute to the ingenuity and adaptability of the human race. We see compassion for life on this planet, empathetic outreach for environmental justice, fresh ideas and inspiration everywhere we turn. Thank you for joining in and please send us your comments, questions, suggestions and feedback. Happy 20th Anniversary Matter of Trust family! Here's to many more!



Our 2018 Board: Janet Standen (Chair), Peter de Vries, Lisa Craig Gautier, Patrice Olivier Gautier, Travis Cripps, Maria Surricchio, Terry Craig, Laura Adkins, Todd Ditto, Serena Mcilwain