

# Annual Report 2020

**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



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## MISSION

Matter of Trust's mission is to link surplus with needs.

We do this by:

- Developing and implementing replicable systems and programs that prioritize recycling, repurposing, and renewable resources.
- Mobilizing research on convenient and practical clean air, water, energy, and healthy soil solutions.
- Providing inclusive and inspirational online platforms and visitor centers that showcase planet-friendly choices for at-home and at-work.

We present optimistic plans for humanity, especially today's youth, celebrating nature's abundance and applying ecology, the study of life in environments.

## A Word from Our ...

My Goodness, what a year! 2020 was so hard on so many, and there are far fewer nonprofits globally now than there were in 2019. MofT is very lucky and grateful to have been able to keep on all staff and to add new interns and employees. We made extra sure we earned this good fortune and took a deep dive into our website, our built exhibits at the [Eco-Home](#) and [Eco-Hub](#), and our [Hum Sum](#) platform. As always, I am blown away by what our small organization accomplishes. Our team is made of only 20 to 25 people, including volunteers and interns, and we have a small budget, but we tackle big challenges and deliver on even bigger dreams!

This year, we joined the world in Zoom-ing our way through projects. It was both more efficient and more exhausting. We all need a digital cleanse, and we waffle between enthusiasm and burnout. Our older team members, young interns, part-time new moms, designers, writers, ecologists, high-tech engineers, and low-tech experts all meet weekly to discuss and further our goals. Somehow we make it work! This community helped us personally and professionally, and as 2021 stumbles along, we can face it head on with confidence and optimism.

Finally, we want to say a HUGE thank you to all of our donors & partners. We are so appreciative of your continuing support!



**LISA GAUTIER**

President



**JANET STANDEN**

Chairwoman



# Eco-Hub COVID Closures & Re-openings



**David N. weighing oil spill clean up hair mats made at the Moft Eco-Hub**

For the majority of 2020, much of our staff worked online. California's stay-at-home orders, issued to reduce the spread of the virus, forced us to temporarily close our factory doors, which impacted our production of [Clean Wave](#) mats. As soon as the stay-at-home orders were lifted and we could safely return to our [Eco-Hub](#), we got back to work. Starting late June, we began bringing in felters, while taking every precaution to keep our team members safe.

As the virus recedes and social distancing restrictions are eased, we will ramp up production. We have lots of room for growth, and by increasing our number of partnerships and broadening our funding base, we can expand our reach, nationally and internationally. We have grand plans for the [Clean Wave program](#), ultimately opening hundreds of felting satellites around the world.

Our videographer, Grace, created excellent tutorials about the [fiber-collection](#) and [mat-making process](#). We are sharing these on social media and with all prospective [felting partners](#).

## **A word about our COVID-related safety measures:**

We currently have four staffers working to produce hair mats at our [Eco-Hub](#). We have staggered their schedules so that they come in on specific days and at different times to ensure that we are keeping everyone safe and are abiding by all of San Francisco's COVID guidelines. We also thoroughly clean all work spaces in the [Eco-Hub](#) daily, and we provide staff with masks and gloves. All team members, who are like family to us, are our top priority, and we take their health and safety extremely seriously.



# Expanding Our Satellite Felting Locations

1. San Francisco, California
2. Eufaula, Oklahoma
3. Port St. Joe, Florida
4. Santiago, Chile
5. Wales, UK
6. Helsinki, Finland
7. Moudon, Switzerland
8. Tokyo, Japan
9. London, England
10. Bruxelles, Belgium
11. Someren, Netherlands
12. Strasbourg, France
13. Athens, Greece
14. Barcelona, Spain
15. Karachi, Pakistan



## US Air Force & SFEnvironment



We have maintained a close working relationship with the Air Force, and we're thrilled that the AF has renewed its contract for our Clean Wave hair mats for another year. To meet AF requirements, we complete reports monthly plus meet regularly with their personnel and partners. We will use AF funds to continue research and to open additional US satellites (we now have US satellites in Eufaula, Oklahoma and Port St. Joe, Florida).

In 2020, the city of San Francisco purchased hair mats for the used motor oil recycling depots. Our close relationship with SFEnvironment continues to open doors to additional projects and partnerships.

## Research & New Editions

In July of 2020, the University of Technology Sydney released their paper which found that our hair mats "can be just as good as synthetic fabrics at cleaning up crude oil spills on hard surfaces." Our thanks to Megan Murray, PhD at UTS!

Veronica M. and David H. are overhauling our eco-tips book, It's Easy Being Green. The first edition came out in 2013, and our 2nd edition primarily updating links and statistics. In this 3rd edition, we are extending each section and adding the latest ecological research and developments. Much of this is being incorporated into our exhibits, as well.



# Eco-Home



Our Eco-Home edible garden, with bee hives, and chicken enclosure, continues to grow. Our team members could safely work on outdoor projects, even with COVID restrictions in place.

Our Affordable Housing research program will be a permanent exhibit at our Eco-Home when it's complete. This is a large project involving more than 25 scenarios; low-income, homeless, renter, landlord, case-worker, philanthropist... including data collection on solutions from around the world. Part of this project will include Tiny Tiny Home sustainable models creating a charming fairy garden of inspiration for field trips!



## Peace of Mind Kits



Pre-made disaster packs are widely available, but the majority rely heavily on single-use plastic and batteries. Our goal for this program is to transform these kits into the most eco-friendly, low-waste, affordable, and sustainable alternatives possible.

Our summer intern, Anna, successfully took on this challenge. Please click [here](#) to learn more.

# Eco-Home Flooring Exhibit



We spent much of 2020 expanding our existing Eco-Home exhibits, and we created new ones as well. Our Eco-Flooring wall offers insights into a dozen different eco-flooring options, including bamboo, ceramic tiles, concrete, cork, hempcrete & hempwood, linoleum, natural stone, reclaimed hardwood, recycle carpet, recycled glass, rubber, and wool carpet.

Each material on our Eco-Flooring wall has its own benefits and drawbacks, and some materials are better suited to certain areas and climates than others. We offer visitors a side-by-side comparison of options that can beautify their homes while reducing their carbon footprint.

## Eco-Home Sink-2-Seat Exhibit

Morgan, our Built Exhibit's Lead also made our Sink 2 Seat which offers visitors an up-close look at an innovative sink-to-toilet plumbing configuration that reduces water usage in bathrooms. The purpose of a toilet-sink is to redirect clean water from the tank's infill valve to the hand washing sink, which then diverts the greywater back into the tank. Filling the toilet tank with the water you use to wash your hands reduces waste, which is good for the environment and for your pocketbook.

Many people are initially put off by this system, but you never touch water from the bowl of the toilet. The water that enters the toilet's tank is clean tap water. The sink is positioned higher than the tank so that gravity feeds the water back to the toilet.





# Eco-Home COVID Closures

COVID forced us to cancel our Eco-Home's 6 annual, week-long open house events. This did give our staff more time for research deep dives and comprehensive documentation, allowing us to create even richer exhibits for 2021 and beyond. In true environmental charity style, we'll simply recycle these flyer designs with new dates!



**Bee My Valentine**

Postponed Due to COVID Shelter In Place Mandate

Feb 8 - Feb 17  
11am - 4 pm

**Upcoming Exhibits:**

- The Birds and The Bees - Fun Facts
- You're Growing on Me Garden Tour
- Love is in the Clean Air - How to Planet Your Date Night
- Earth Friendly Bedrooms

Our Partners: SF Environment, Matter of Trust Eco-Home

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**Spring Greening**

**POSTPONED**  
until shelter in place is lifted

**Exhibits:**

- Happy Earth Day to You! 50 Years
- Hemp, Hemp Hooray to 420!
- Hoarding to Minimalism - Smart Storage
- Drawdown Carbon Solutions
- How Does Your Urban Garden Grow
- Spring Greening for Your Home

**Happy Earth Day 50th**

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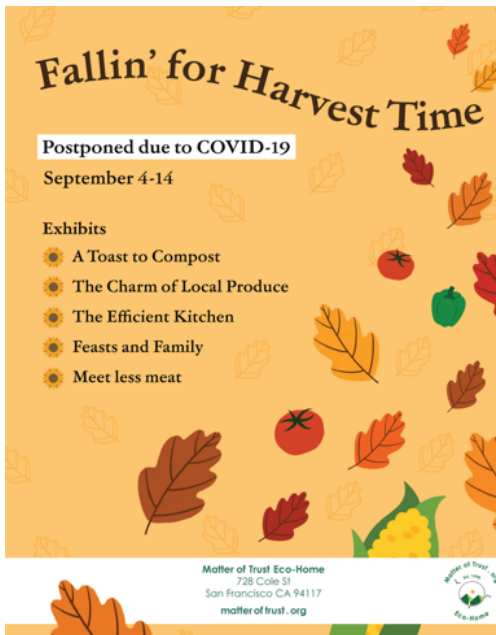
**Greendependence Day**

Postponed due to shelter-in-place

**Exhibits**

- Planet Friendly Home Office
- Plant-it Friendly Home Gym
- Treat Yourself to a Digital Cleanse
- Affordable Housing Brainstorm
- How Renters are Awesome!
- Redefining How Community Matters

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**Fallin' for Harvest Time**

Postponed due to COVID-19  
September 4-14

**Exhibits**

- A Toast to Compost
- The Charm of Local Produce
- The Efficient Kitchen
- Feasts and Family
- Meet less meat

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**HAUNTED HOME**

Postponed due to Covid Shelter In Place Mandate

**Exhibits:**

- Supernatural A-Mazing Animal Facts
- Enchanted Urban Garden
- Bat Chat - Love Local Wildlife
- Good Riddance Graveyard For Towels
- Creepy & Cool Compost Crawlers
- Tomb of Doom - For Those Who Crave Scary Eeeek-o Vibes (PG-13)
- Alchemist's Grotto & Mud Swamp Spa
- Nifty Professor's Lab
- Spooky-Treat Candy Wrapper Crafts

Host-raiser: Friday 10/25 - Thursday 10/31  
11:00am - 6:00pm  
Suggested donation: \$1 per person  
Hosted by: Wicked Witch of the Waste & Zelda the Zombie Queen of Decomposers

**VISIT US IF YOU DARE**

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**SEASON'S GREENINGS**

Postponed Due to Covid-19

Come Visit our Eco-Home for the Holidays! December 2020

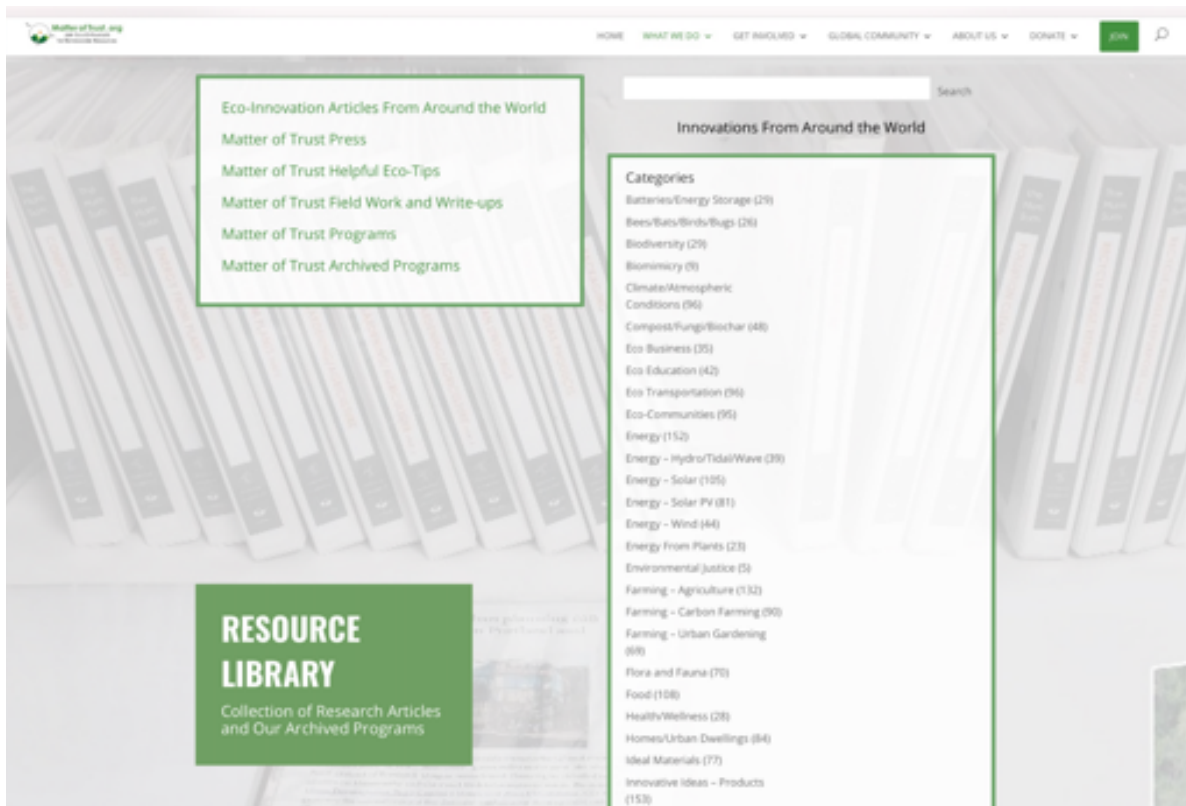
**Exhibits**

- Wrap Stars
- Sustainable Giving & Gifts
- Experiences for the One Who Has Everything
- Earth & Hearth
- Dasher Off to Eco-Vacations
- Favorite Things & Materials
- Celebrations Around the World

Matter of Trust Eco-Home

# MofT Archive

Check out our new [MofT Archive](#)! Showing more than 2,000 inspiring articles about eco-innovations from around the world, as well as our in-house write-ups and partner research papers.



## Our Interns & SF ReServists

Our partners at New Door Ventures and SF ReServe brought us teens and senior team members in 2020. Mariah, Ben, Jenny, and David worked on our [MofT Archive](#), [The Hum Sum](#), Affordable Housing Exhibit and our book: [It's Easy Being Green!](#)





# Heart of the City Farmers' Market - Fiscal Sponsorship



MofT is proud to continue to be the fiscal sponsor of Heart of the City Farmers' Market (HCFM), which faced unprecedented challenges during the pandemic. Fewer people shopped in person, which created hardships for the farmers. To meet government regulations designed to help slow the spread of the virus, the vendors also had to purchase expensive plexiglass barriers and cope with increased security requirements. Ironically, it was more expensive for farmers to hold outdoor markets than for grocery stores to sell food indoors.

Participation in HCFM's food access programs increased significantly during 2020. The market facilitated 133,064 EBT transactions in 2020, a 29% increase over 2019. The programs distributed \$655,743 in free Market Match food assistance vouchers for purchasing produce from farmers, also a 29% increase. EBT sales increased 32% to \$885,610, bringing much-needed revenue to small farmers struggling to survive both the pandemic and the devastating wildfires.

HCFM serves low-income neighborhoods in and around San Francisco's Civic Center, offering fresh produce in food deserts. HCFM and its Market Match food assistance program were among the few food outlets that remained open to serve a community stranded when the bus lines serving the neighborhood were cut during COVID.



# Heart of the City Farmers' Market - Fiscal Sponsorship

## A word from the folks at HCFM:

“Facilitated by the fiscal sponsorship relationship with Matter of Trust and the generosity of the Stupski Foundation, HCFM’s food access programs helped ensure the financial survival of participating small farmers after customer foot traffic was drastically reduced as a result of closures of local offices due to the pandemic. Almost one-third of our vendors went out of business. HCFM would not have sustained the challenges of 2020 without our food access programs like Market Match, and we are enormously grateful to Matter of Trust for their support to help these programs continue to play a vital role in the health of our community.”  
Fortunately, many of the farms did manage to stay alive and customers are beginning to return!





# Sonoma Food Runners - Fiscal Sponsorship



Matter of Trust continues to be the proud fiscal sponsor of SFR! During the 2020 pandemic and wildfires, Sonoma Food Runners (SFR) helped feed thousands of families in the North Bay. In October, June Michaels, who runs SFR, also generously took over operations pro bono at the St. Vincent de Paul's Santa Rosa soup kitchen, which was slated to close. The SFR team, all of whom are volunteers, feeds between 300 and 600 people / day.

## Black Inmate Commissary Fund - FS

In 2020, MofT partnered with the Black Inmate Commissary Fund (BICF). We are delighted to have the opportunity to work with Angel Gabrielle Alicea promoting in-kind donations and green jobs.

### **About BICF:**

BICF functions as a mutual aid organization in Atlanta, Georgia, providing aid and programming to Black individuals and families affected by mass incarceration and homelessness.

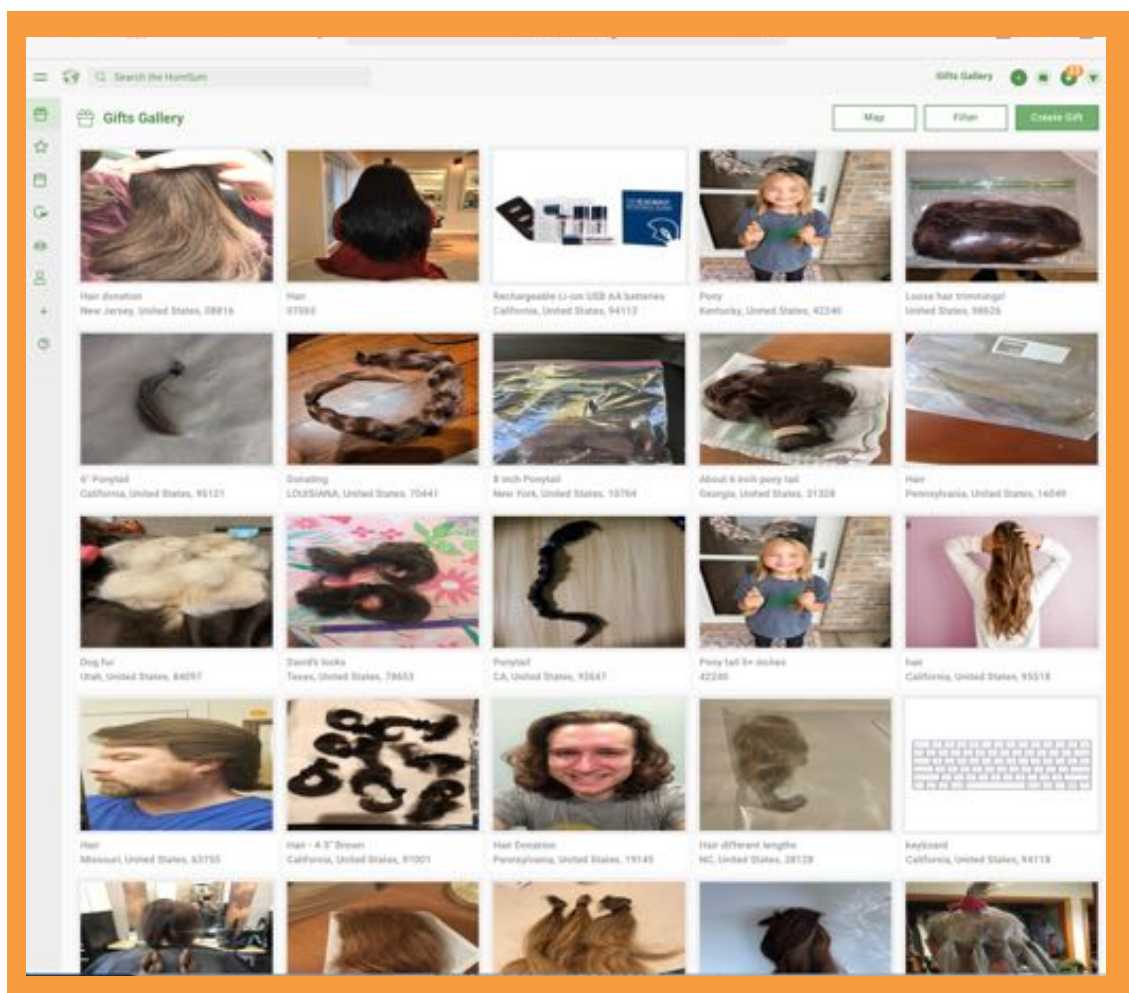
BICF redistributes resources and empowers currently and formerly incarcerated individuals through Commissary deposits, book donations, family assistance stipends, re-entry and rehabilitation support and empowerment programs.



# The Hum Sum - Our Eco-Social Media



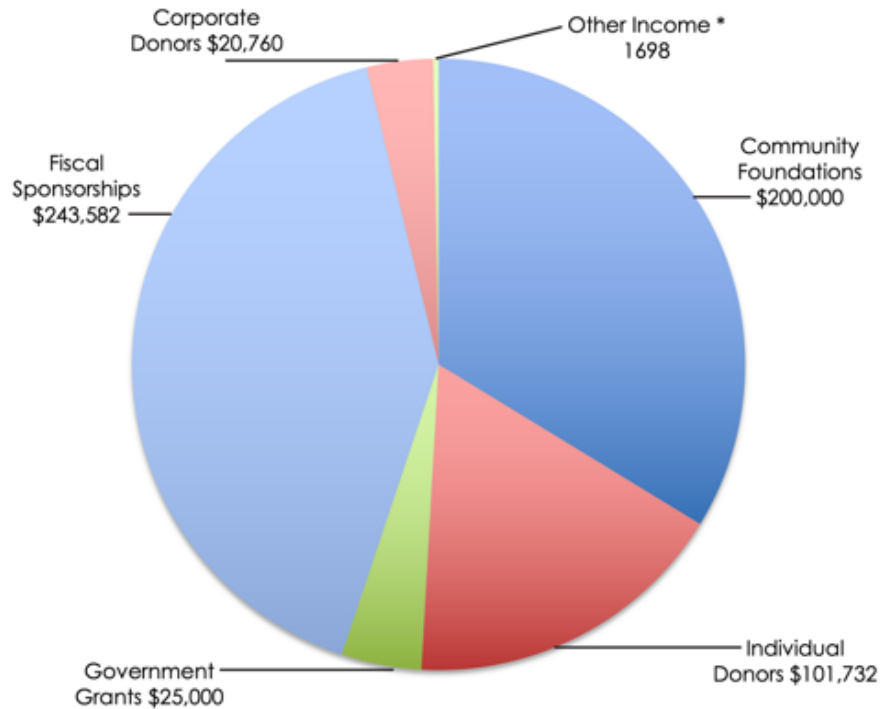
Check out our beta today! [TheHumSum.org](http://TheHumSum.org) is already being used by hair donors to our clean wave program. We continue to incorporate ideas from the public and partners. Together we are developing the first comprehensive eco-social media platform for Humanity Adding Solutions. It has a beautiful, easy to use design, thanks to Justin H. and Lawrence at Techboom. This site is a bold, audacious undertaking! Now, all in one stop, you can donate your extras, post planet-friendly events, manage your eco-commitments and add to forums. We're very excited for our 2021 Big Launch!





# Income 2020 FY

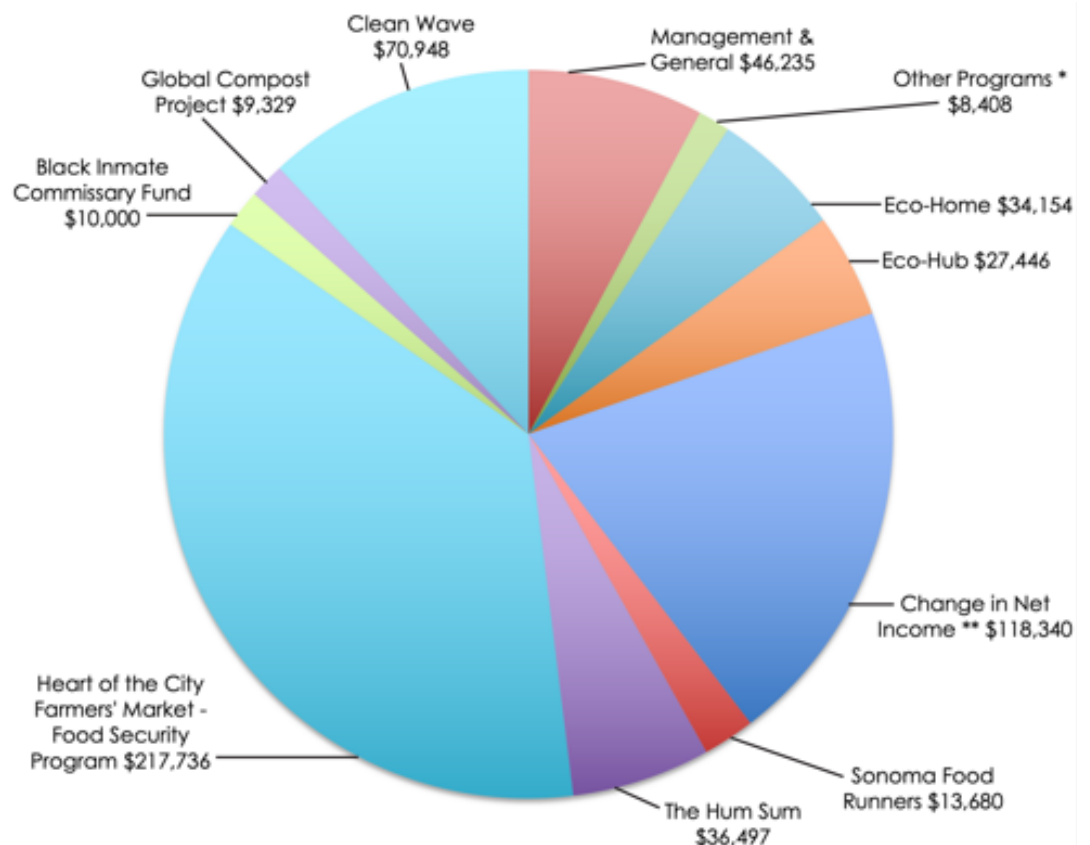
\$592,772



\*Other Income includes: Field Trips, Private Foundations & Gift Shop

# Expenses 2020 FY

\$592,772



\*Other Programs include: Peave of Mind Kits, UPISF Grant, Eco-Education & Outreach

\*\*Change in net income, donations received in late 2020 to be used towards 2021 programs

# Our Gratitude to Donors & Partners

## MOFT Individuals

Alan Siegle  
Betty Cheng  
Craig Shuba  
David Duckworth  
Ennis  
Janet Standen  
Jennifer Jones  
Jennifer Ly  
Katherine Willet  
Linda Cornelius  
Lisa and Patrice Gautier  
Lisa Hiller  
Mark  
Nenita Egar  
Nicholas & Anita Meltzer  
Rebecca Moore  
Susan Marcus  
Terence Craig  
Todd Ditto  
Vanessa Poster  
A. Le Boterff  
Albert Hu and Angelica Qiang  
Anna Nelson  
Baryl Cogbill  
Brent Kyono  
Casey Green  
Catherine Kellert  
Christine Khuu  
Debra Giusti  
Elaine & Graham Smith  
Ellie Karlsson  
Erik Rotman  
Erin Peterson  
Estes Lai Fund  
Frank Zwolinski  
Gabriela Vannier  
Greg Brandt  
Howard Small  
Jonathan Peck

Karen Davison  
Kate Moon  
Kevin White  
Kira Saks  
Lexianna Simon  
Mariella  
Nadia Gushin  
Nancy Liao  
Neale Gonsalves  
Pierce Bala  
Portland Grant  
Roslyn Yeager  
Ryan Biega  
S. Chanthaphone  
S. Willis  
Sammie Wills  
Susan Amalia  
Thailene & Robert Gavin

## Foundations / Corporations

Amazon Smile Foundation  
Battelle Memorial Institute  
Benevity  
Network for Good  
SF Department of the  
Environment  
Silicon Valley Community  
Foundation  
Bi-Rite Market, Inc.  
Center for Spiritual Living  
County of Sonoma  
Fremont Group Foundation  
Inter Church Food Pantry  
McNabb Foundation  
PAC Investment Holdings  
Stupski Foundation  
Violet World Foundation

## Partners

Matter of Trust Chile  
Terre de Couleur  
Papirec - Recup'Hair  
Restia  
Air Force / Batelle  
Husky Halfway House  
SF Environment  
University of Sydney  
SF Bee Association  
New Door Ventures  
JCYC  
SF Reserve  
Heart of the City  
Sonoma Food Runners  
Black Inmate Commisary Fund  
FeltCrafts  
The Biomimicry Institute  
Randall Museum  
City Grazing  
Presidio Trust  
Wild Foundation  
Trash Talking  
Green Circle Salons  
SFO  
Emma Tarlo  
Hair We Share  
Princess Trust  
UPISF  
SF Metalworks  
Lick Wilmerding High School  
Hamlins School  
Spanish Infusion School



# Goals and Objectives - 2021 & 2022

- To host six MofT Eco-Home general public open houses; one every 2 months throughout the year, each concentrating on a different room/area of the house.
- To launch our environmental social media platform with event calendars, forums, free gift / wish exchange, eco-commitments counters... TheHumSum.org for humanity adding solutions.
- To launch an online Resource Library – MofT Archive with 2500 local to global eco-innovations, research and write-ups.
- To update and reprint the 2nd edition of our It's Easy Being Green book.
- To research five Global Compost Project satellite partners.
- To open ten recycled fiber felting MofT Clean Wave satellites for making mats for oil spill clean up.
- To partner with 25 classrooms on MofT Clean Wave, Hum Sum and Peace of Mind kits programs.
- To celebrate MofT interns and apprentice program with our launch of Where Are They Now project for MofT's 2023 25th Anniversary.



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Join Eco-Enthusiasts  
for Renewable Resources