

"Silver Lining"
San Francisco, CA
March 13, 2021
Photo Credit:
MatterofTrust.org

2021 Annual Report

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

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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 for today's youth, celebrating nature's abundance and applying ecology, the study of life in environments.

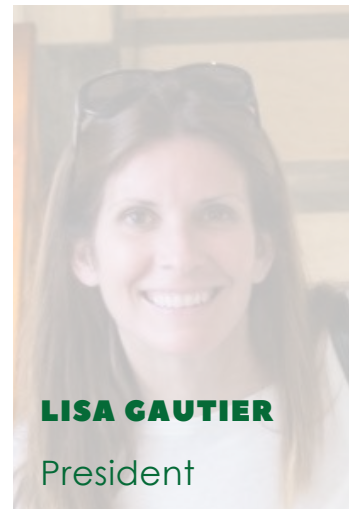
A Word from Our ...

As we write about 2021 with 20/20 vision, we can see that our hard work has paid off. But there's no denying that the past two Covid years were challenging. Remote work isn't remotely easy, Corona is a royal pain, and burnout looms as large as wildfire. But our team pushed through with grace and fortitude. We see humanity's gift of adaptability shining through our team. Our work over the past two years has been important and necessary, and we're now reaping the rewards of all that effort.

While we worked in our home offices, we undertook fascinating research, performed engineering feats, and uncovered wonderful new partners... because there were no commutes and there was nothing much else to occupy us. Our on-site team built, planted, and felted steadily and safely distanced, but Omicron still came for several staff members in the last quarter. Luckily, all have recovered.

As the world moves into another phase and as we approach our 25th anniversary (2023), we're grateful to have matured enough to recognize the value in each stage of our development. One lesson that we have learned—and that we're trying to share—is that it's vital to spot the silver linings in these stormy 2020s.

We have taken your suggestions to heart, and you will see that many of your ideas are coming to life in these pages. Thank you all again for your continued support!



LISA GAUTIER

President



JANET STANDEN

Chairwoman

Eco-Hub



In 2021, we welcomed new felters to our team at our flagship model working factory. David engineered a nail board to assist in spreading out long hair fibers and incorporated brushes into the process to speed up manufacturing (bottom right). The press continues to flock to our Eco-Hub. Below, Lonnie demonstrates the needle punching machine to reporters and Instagram influencers.



Eco-Home



Briana Tran, our design media lead, spent the year carefully laying out easy-to-read tips for 30+ exhibits. We are excited to host all six open house events in 2022!

We're eternally grateful to volunteer extraordinaire Jeanine Van Dalsem for her planet-friendly interior designs. She curated the Matter of Trust Showcase Eco-Home's green products. Over many months and meetings, she filled room after room with Zen beauty, helping us realize our dream for an inspiring space.

The grand opening of Bee My Valentine was in February 2022. The exhibit highlights the Bedroom plus The Birds & the Bees. That's San Francisco—birds and honeybees!



Our popular induction stovetop upcycle from Morgan Jones, our built exhibits lead!

Filled with facts and humor, our "It's Natural Baby" and "My Bloody Valentine" panels discuss topics like disposable diaper alternatives and feminine hygiene products that reduce recycling challenges.

A labor of love was required to incorporate two salvaged cabinets, a sink, marble countertops, and an adorable, showstopping stove into our kitchen. Our goal was to display ways to prolong the lives of appliances and materials and to take items from the waste stream. We hope to see you in person!

Matter of Trust Eco-Home –
728 Cole St., San Francisco, CA 94117

Urban Garden

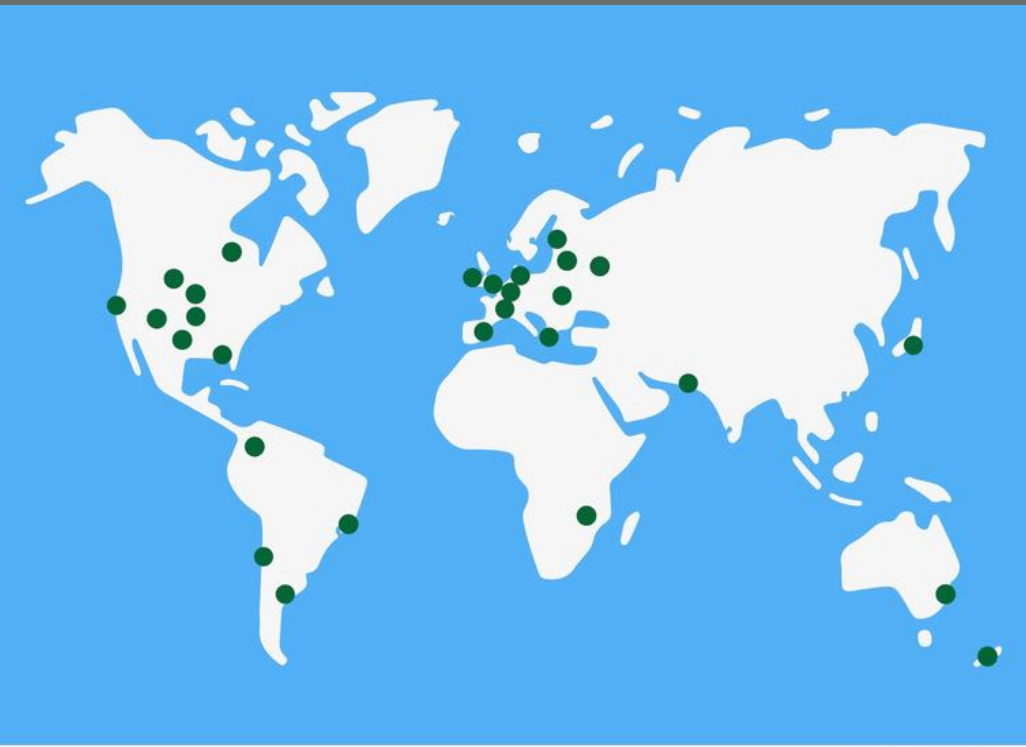


The summer interns sifted tons of rocks and made a giant—and very necessary—French drain.

Winston the Goat from City Grazing came by for a snack. Thanks to our many volunteers, summer interns, and staff, including Hoa, Nico, Olivia, Nanette, Nathalie, Christina, Daisy, Prince, Chiara, and Juwairia, among many others. Our chickens are thriving, and the soil was composted and prepared for its edible garden make-over.



Clean Wave



- Our Eco-Hub - Flagship
- Athens, Greece
- Australia / New Zealand
- Brazil
- Kansas
- Matter of Trust Baltic, Estonia
- Matter of Trust Chile (So. Am.)
- Matter of Trust Florida
- Matter of Trust Nordic, Finland
- Moudon, Switzerland
- Oklahoma (3 hubs)
- Pakistan (Pending)
- Ramsdorf, Germany
- Rwanda (Pending)
- Strasbourg, France
- Tokyo, Japan
- UK (4 hubs)

We have maintained a close working relationship with the Air Force, and we're thrilled that they have renewed the Clean Wave Hair Mats contract for a third time. We complete reports monthly and meet regularly with their personnel and partners to meet AF requirements.

We have used Clean Wave funds to open hubs and to advance our research projects. Our partner hubs include individual entrepreneurs, hair salons, recycling centers, ranches, alpaca and husky rescues, mini-mills, universities, artists, etc.

US Air Force Research

At the Air Force's request, we sought and received a donation of chicken feathers from Foster Farms, which warned us of potential odor issues. That was an understatement!

We also tested the effectiveness of a hair mat pillow prototype. Due to the necessary cleaning and bleaching process, teams at Matter of Trust and at the Tyndall AFB labs concluded that it isn't viable. The higher-ups have dropped the study request, to everyone's great relief.



SF Environment



SF Environment installed our hair mats at their used motor oil recycling sites in early 2021. Compared to commercial synthetic mats, hair mats absorb better and weather more slowly, so SF Environment doesn't need to lift giant tanks to replace their mats as frequently. That delights the folks at San Francisco's Department of Public Works (DPW).

Laundry Lint Discs



Matter of Trust has partnered with the company that created Grease Hero, a product designed to collect the hot oil and the grease that people too often pour into kitchen sinks. We made prototypes of felted recycled laundry lint disks to match the polypropylene mats they were using, and Grease Hero found that ours are twice as absorbent! This is an exciting opportunity since this recyclable material is abundant in homes and laundromats.

In case you're wondering, we can't use lint in our hair mats because of the micro plastics.

Research & YEEP

Our Research & Youth Eco-Education Programs (YEEP) were prolific this year. Our interns and volunteers poured their hearts into research about planet-friendly solutions to challenges. Diligent teens wrote reports entitled “Green Energy,” “Declining Bee Populations,” “Greening Home Offices,” “Plastics Pollution,” and “Sustainability for Solar Powered Batteries.” Jeremy, our lead writer, is an excellent mentor!

You can find the research in the MoFT Archives and on our social media pages.



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Declining Bee Populations



By Daisy Xu
August 11, 2021

Home Office



Plastics



By Ken Kwok
August 15, 2021

Sustainability for Solar Powered Batteries



By Juwalia Shoaib
August 16, 2021

Our Interns & SF ReServists

Our partners, who work with interns and job placement organizations, wrestled with many Covid restrictions and challenges this year. But we still managed to get high schoolers and SF Reservists to work on remote projects and on site when possible. We all needed some off-screen time and pizza meet-ups, and the Eco-Home garden was the perfect place to gather!



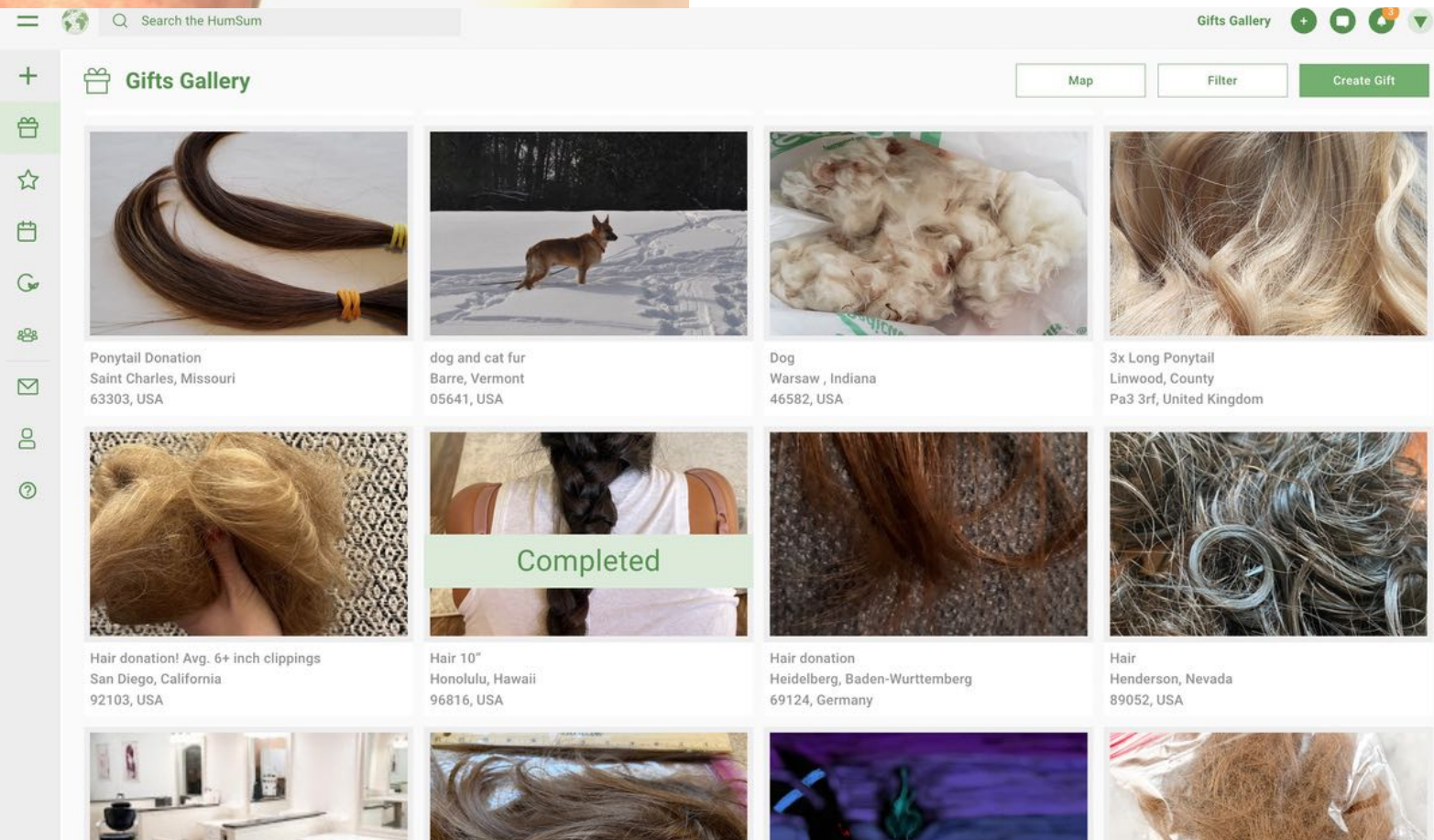
The Hum Sum - Our Eco-Social Media



More than 4,000 hair donors are using and testing TheHumSum.org, a bold, audacious undertaking! We're developing the first comprehensive environmental social media platform for Humanity Adding Solutions. We're in soft launch mode, which involves incorporating ideas from the public and from our partners. Based on the feedback we have received, everyone enjoys the beautiful, easy-to-use design.

Now that we have sufficient data, we can run reports on cities whose users are donating their extras, posting planet-friendly events and eco-commitments, and adding to our forums.

We're very excited about the possibilities, and we're very grateful to the web community that has helped us discover so much in advance. Safety, privacy, kindness, practicality, user-friendliness, navigation—we're fine-tuning it all.



Heart of the City Farmers' Market

– Fiscal Sponsorship



San Francisco's most vulnerable neighborhoods often lack access to healthy foods. Heart of the City Farmers' Market (HOCFM) is working hard to address that issue. In 2021, the organization expanded our food-access programs tremendously.

HOCFM's "Market Match" program matches CalFresh EBT purchases (up to \$30 every month) with food donations, enabling low-income households to purchase more fruits and vegetables from small farmers. The program increases the amount of healthy, locally grown produce that low-income households eat, improves the economic viability of local farms, and creates stronger relationships among consumers and farmers.

In 2021, CalFresh customers made over 60,000 EBT transactions at HOCFM and spent nearly \$1.8 million, more than twice what they spent in 2020. Market Match donations increased 93.32% to more than \$1.2 million. More than 7,730 new customers used this program in 2021.

MofT is proud to continue as the fiscal sponsor of Heart of the City Farmers' Market. We joined forces with Todd Ditto, MofT board member and teacher extraordinaire, to host a field trip to San Francisco's Civic Center and HCFM. We discussed linking surplus with needs, food security, produce vs. packaged foods, and much more. This was a great example of the ways that we united our YEEP program with our partners while making the most of outdoor opportunities during Covid.



SONOMA Food Runners - Fiscal Sponsorship

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About SONOMA Food Runners


Our mission is to alleviate hunger, prevent food waste and build community. We collect quality, donated perishable and prepared foods that would otherwise go to waste.

From Our Founder, June Michaels

When you ask June why she founded SONOMA Food Runners, she'll tell you with passionate indignation that it just doesn't make sense for people to go hungry in a place where there is such an abundance of food and tonnage of edible food going into landfills!!!

Inspired by familial traditions of sharing that were handed down from her Mother, SONOMA Food Runners was a mission waiting to be born once June saw the need after she landed in Sonoma County.

Food rescues have been popping up all over the world to feed the hungry and reduce the waste of good food. In the tradition of Bay Area leaders such as San Francisco's Food Runners, Marin's Extra Food.org, the East Bay's Food Shift and Peninsula Food Runners, SONOMA Food Runners is carrying the torch to Sonoma County and leading the way in sharing excess food with those in need.

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Fiscal Sponsorship

The San Francisco based ecological non-profit, Matter of Trust, has generously agreed to partner with SONOMA Food Runners as a non-profit sponsor. This enables us to focus on building our organizational capacity before fully establishing our own non-profit status. Click on Matter of Trust icon to learn more. Matter of Trust is a registered 501(c)(3) non-profit making all donations tax deductible to the fullest extent of the law.

MofT is also the fiscal sponsor for June Michael's SONOMA Food Runners program. June not only provides meals to hungry North Bay residents, but she's also a very vocal advocate for California's Climate Reduction Law SB1383. The law requires a 75% reduction in the state's organic waste by 2025, including a 20% reduction in discarded edible foods, which organizations can instead donate to groups like hers. Feed people, not landfills—that's her motto. These efforts will reduce methane off-gassing from dumpsites, which is the equivalent of taking two million cars off the road each year!

SF Presidio Soil Project

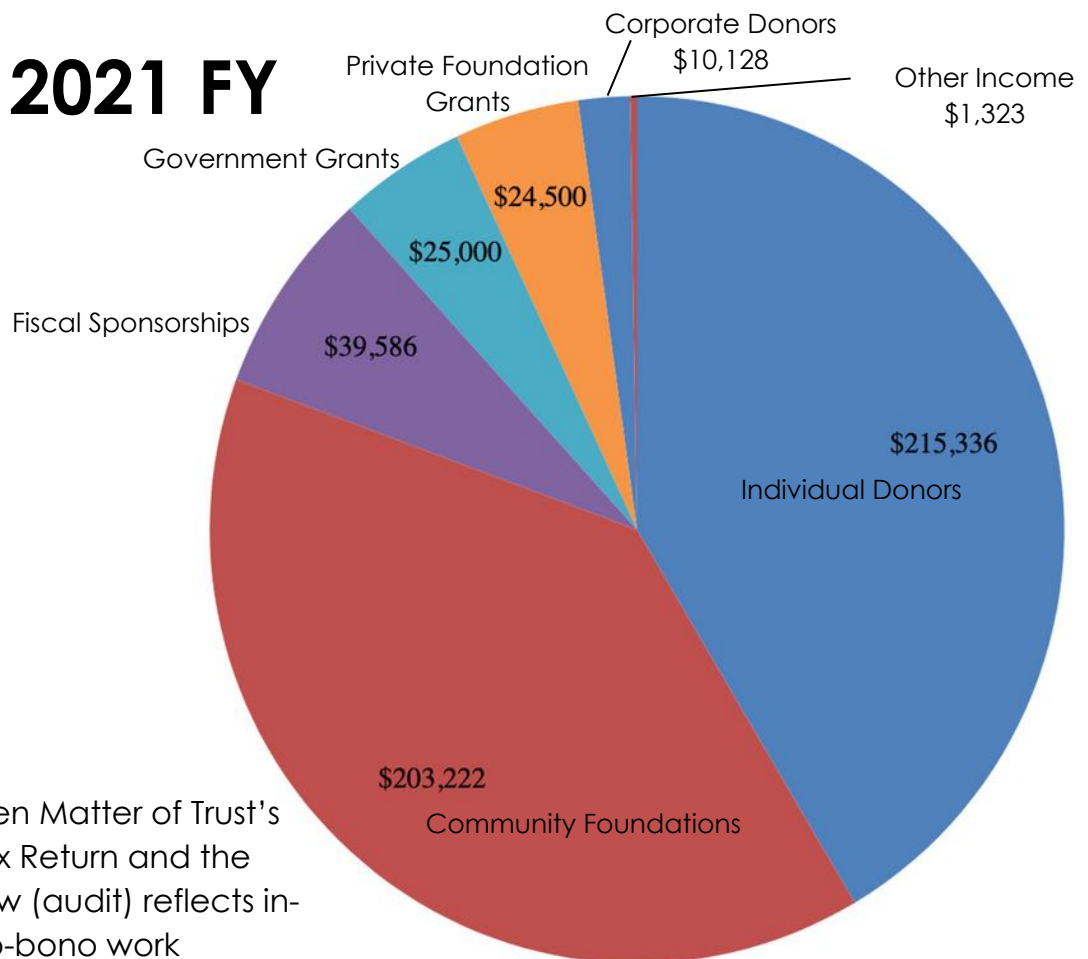
In collaboration with the Presidio Trust and Creekside Science, MofT will provide recycled natural fibers for the Presidio Grassland Restoration Experiment. Using mulch for restoration increases the success of seeding and transplanting, helps soil retain moisture, protects seeds, and provides additional nutrients via a slow nitrogen release.

Hair / fur / fleece fiber is a great alternative to wood chips and straw due to the fibers' hydrophobic properties. Rain and fog flow through the fibers, and only 50% of the moisture evaporates, which saves on irrigation. It also works as an insect deterrent, reducing the need for pesticides. And it turns out that snails don't like moving over hairy surfaces!



Income 2021 FY

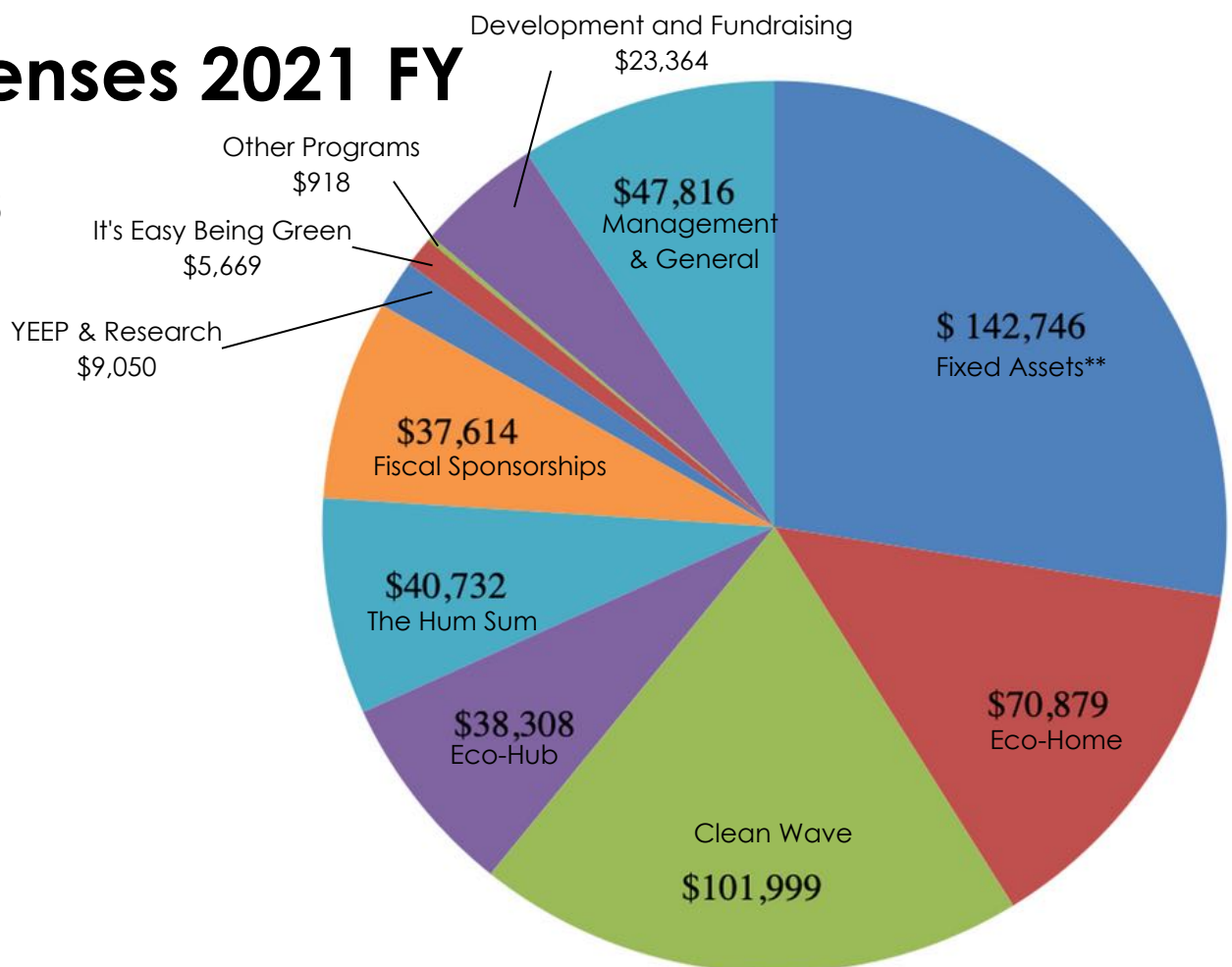
\$519,095



*The difference between Matter of Trust's Annual Report / 990 Tax Return and the Annual Financial Review (audit) reflects in-kind donations and pro-bono work

Expenses 2021 FY

\$519,095



*Other Programs includes Global Compost Project & Peace of Mind Kits

**Fixed Assets includes Clean Wave - New Hair Machines & The Hum Sum Development

Gratitude Wall - Donors & Partners

Partners

Air Force / Batelle
Black Inmate Commissary Fund
Cabelegria
City Grazing
City of Glasgow College
Coiffeurs Justes
Dung Dung
Emma Tarlo
FeltCrafts
Glam Seamless
Green Circle Salons
Green Wave
Hair We Share
Heart of the City
Horniman Museum
Husky Halfway House
JCYC
Matter of Trust Chile
Matter of Trust Florida
Matter of Trust Nordic
Matter of Trust Tokyo
New Door Ventures
Octop'us
Oklahoma Mini Mill
OS Barbers
Papirec – Recup'Hair
Presidio Trust
Princess Trust
Randall Museum
Restia
Rieswick
SF Bee Association
SF Environment
SF Metalworks
SF Reserve
SONOMA Food Runners
Terre de Couleur
The Biomimicry Institute
The Phyto Lab, UTS
Trash Talking
University of Sydney
Wild Foundation

MOFT Individuals

Alana O'Brien
Alex Kain
Alex O'Kinneide
Barbara Yang
Betty Gaillard
Christopher Ng
Constance Bertishofer
Courtney Golden
Craig & Cynthia Rich
Dave Myers
Elisa Cleveland
Elizabeth Muzzy
Emily Charley
Erin Ruuser
Gabrielle Vannier
Gail Kavanagh
Iris Aluf Medina
Janet Standen
Jeff Burton
Jennifer Morton
Jeremy Herman
Jess Bygd
Jody Lewen
Kelly Liu
Laura & Jeff Robin
Linda Graham
Lisa & Patrice Gautier
Margaret Norman-Bunner
Margaret Zhou
Michael Patterson
Nicolas Meltzer
Nicole Daspit
Nicole-Anne Boyer
Omayeli Arenyeka
P. Watkins
Serena Mcilwain
Shen Kuan
Stephanie Martinez
Susan Salomon
Terence Craig
Toby Paterson
Todd Ditto
Toni Lindsay
Travis Cripps

Foundations / Corporations

AmazonSmile Foundation
Benevity
Bi-Rite
Dayton Foundation
Delta Dental
FeltCrafts
Inter-Church Food Pantry
Kaiser Permanente
McNabb Foundation
Schawb Charitable
The Blackbaud Giving Fund
The Wolf Foundation
Violet World Foundation

Schools

Lycee Francais of San Francisco
Hamlin School for Girls
Lick Wilmerding High School
Spanish Infusion School
Abraham Lincoln High School
Khan Academy
Gratton Elementary School
SF Conservation Corps
Jamestown Community Center
Hebrew Cultural Community Center
Rosa Parks Elementary School
Ujima Foundation
GirlVentures
Boys and Girls Club
Mission High School
French American International School
KIPP Bay Area
JYCC
SF Stem
New Door Ventures
JVS
John O'Connell High School
University High School
Urban School of San Francisco
Balboa High School
Spanish Infusion School
Sacred Heart
New School San Francisco

Goals and Objectives - 2022 & 2023

- To host six MofT Eco-Home general public open houses, one every two months throughout the year, each concentrating on a different room/area of the house.
- To expand our environmental social media platform's event calendars, forums, free gift / wish exchange, eco-commitments counters... TheHumSum.org for humanity adding solutions.
- To sign 30 (out of our ultimate goal of 300) MOUs with our MofT Clean Wave Global Felting Hub partners for hair mats for oil spill cleanup.
- To partner with 25 classrooms on through Clean Wave, The Hum Sum, Peace of Mind Kits, and Youth Eco-Education Programs (YEPP).
- To update and reprint the second edition of our It's Easy Being Green book.
- To research five Global Compost Project satellite partners.
- To celebrate the MofT interns and apprentice program with the launch of our "Where Are They Now?" project for our 25th Anniversary in 2023.

Here's to a 2022 that beams
and to a healthy planet!

- The Matter of Trust Family



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