

2022 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



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VISION

We envision humanity harmonizing with Earth

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

We serve communities by:

- Mobilizing and celebrating local-to-global systems that sort waste into resources.
- Developing and growing our environmental social media platform.
- Researching and showcasing planet-friendly inspirations for home and workplaces.
- Innovating and implementing programs that nurture healthy soils, clean air, water, and energy.
- Empowering and supporting youth eco-education, apprenticeships, green careers, and cottage industry.

Our goal is to encourage optimism and trust in nature's abundant cycles.

Matter of Trust is an ecological* public charity established in 1998.

*Ecology is the study of how life thrives in habitats; from cities to rainforests.

A Word from Our ...

2022 was truly another banner year for Matter of Trust! We are especially grateful to Business Insider's viral YouTube video (15+ million views)!

We have expanded from mats solely for spills to Hair, Fur, & Fibers for Oil, Soil, & Seas! Plus, we now take all lengths - fibres shorter than one inch are spread on the ground and used as mulch. We are also excited about the potential to utilize our felted substrates towards seagrass and kelp regeneration projects. Furthermore, our flagship Eco-Hub and growing network of Global Partners are providing more ideas for pilot studies, universities, and end-users.

Our rapidly growing environmental platform, The Hum Sum, is efficiently organizing eco-minded individuals and their innovative solutions. This is making collaborations easier and more inclusive.

We were so happy to have our Eco-Home Open Houses again after 2 years of Covid - so many people coming in and thanking us for being part of the neighborhood! Through our Youth Programs, we met with teens monthly and got their perspectives for updating our sites and learning what's next in tech!

We cannot highlight enough our continued gratitude for you and your support! We hope you enjoy this report. Onward!



LISA GAUTIER

President



JANET STANDEN

Chairperson

Eco-Hub



- Here David, our Eco-Hub Lead with Lonnie, Jack and our other wonderful felters continued fulfilling our 3rd contract with the Air Force for their filtration system project.
- We were donated pallets of lovely scented bath bombs from LUSH as giveaways for field trips and to promote their eco packaging-free policy.
- Our felting team has been with us for quite a while now and this means they are getting very comfortable doing demos and press. Check out this viral Business Insider [video](#) filmed at our Eco-Hub!
- Jaedyn, Felt / Fac Extraordinaire (Felter & Field Trip Facilitator) has been filming and editing clips on new techniques that we are using for making hair mats. These are very popular with our partner hubs and on Instagram!
- We have also partnered with SFMade to bring in more manufacturing gurus for input on ecologizing industry!



Eco-Home



- In summer 2022, MofT was featured in the [San Francisco Examiner](#) for our Eco-Home.
- Additionally, our famous front gates to our Eco-Home have been nominated to be a popular [Pokémon GO](#) site!



- We're so delighted to have finally hosted our Open Houses throughout the year after 2 years of closures due to Covid. Cole Valley showed up and spread the word far and wide in Facebook groups. We also enjoyed hosting private, planet-friendly, field trip groups for youth and the young at heart! Reach out to us and book for your own classroom or office!
- Throughout 2022, we collected thousands of hand-written comments from drop-in visitors. Remarkably, in this age of critical, anonymous online reviews, 100% of these penned remarks were positive and given back to us with a smile!



Urban Edible Garden



- Our herbs are flourishing! We also planted trees that should finally bear fruit in 2023.
- Morgan, our Director of Built Exhibits, and Kim, our Master Gardener, have installed ergonomic, raised veggie beds with no bottoms so that the biome will have full access to the greater soil / worm cycle.
- We have spread hair and fur all over the garden as a mulch, pest repellant and slow nitrogen release fertilizer.
- In spring, birds molt and animals shed. We are researching how this provides a moth-friendly fiber cycle that discretely intertwines with the important pollination by butterflies (moths), hummingbirds and bees!

Clean Wave

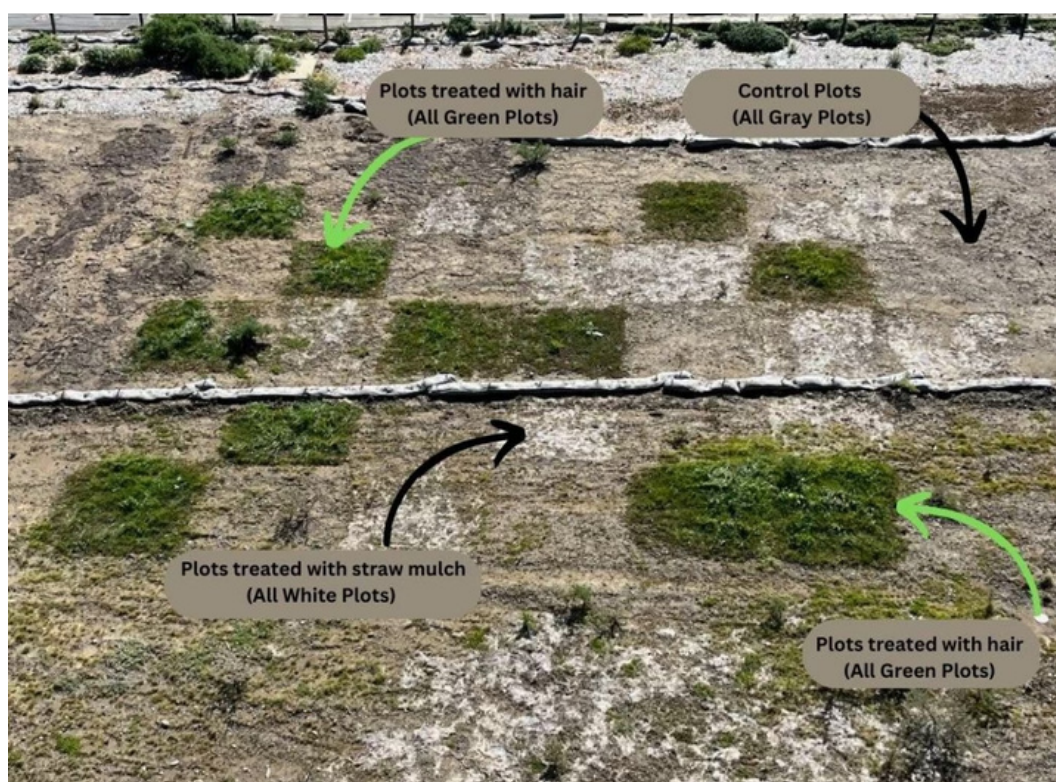
Our Clean Wave program has expanded to Hair, Fur & Fiber for Oil, Soil & Seas. We grew to over 50 Global Partner Hubs in 2022! Our Director of Global Hubs, Mattia, has been instrumental in coordinating hubs and end-users such as installing hair mats at piers and harbors.

We continued our work with the U.S. Air Force, marking our 3rd contract of hair mats for the remediation of contaminated wastewater, as an alternative to GAC (granular activated carbon) and petroleum-based sorbent products. We sent out 2 metric tons worth of hair mats. Each kilo of hair filters 150,000 liters of water—so that's 300,000,000 liters of filtered water!



Our pilot project with San Francisco's Park Presidio (pictured below) was previously a military scrap yard with heavy metals and toxic chemicals – nothing grew there for decades. Every plot had the same seeds, time and rainwater, with the green plots showing the very successful use of hair mats as mulch!

Our hair mats have even hit the runway! Designers and artists are reaching out to us, provocatively promoting natural fiber solutions! See pictured below our hair mats in Men's Paris Fashion Week presented by LA Designer AIREI.



YEEP! Youth & Research Programs

- Matter of Trust's Youth, Eco-Education, Resources, Research and Pilot Projects is also known as YEEP! This department handles all of our field trips, volunteers, interns, apprentices, research, outreach, social media and communications.
- We help students weekly with Clean Wave science fair projects and this is delightful time well spent. Over the last 25 years, this assistance has connected us to grateful parents and future ecologists we often see as interns later!
- We held our Global Partner Hubs - Hair Force Research Call in August 2022. It was well received and also the first of many! Featuring seagrass sprout-filled hair mats, this original idea by our partner Chelsea in Scotland will be replicated in California and other partner sites around the world.
- Jeremy, Karen, Cat and Joyce, our in-house writers and researchers, tackled Eco-Home exhibit topics: Desalination, Homelessness & Affordable Housing, International Eco-Feasts & Holidays.
- Our UC Berkeley Whendee Silver Lab partnership is now studying natural fibers for mining site soil regeneration. Megan Murray's Lab at UTS in Sydney has a paper naming us, currently in peer review, on whether chemically treated (dyed, permed, straightened...) hair leaches or is harmful to soil or water. The results, so far, are that the hair mats are safe to use as they are not adding heavy metals to the environment beyond PPM levels generally found in nature.
- Rachel and Jessie, our Communications and Social Media Leads, grew our accounts by leaps and bounds this year. Instagram reels and stories helped introduce us to 17 new major partners and pilot projects!

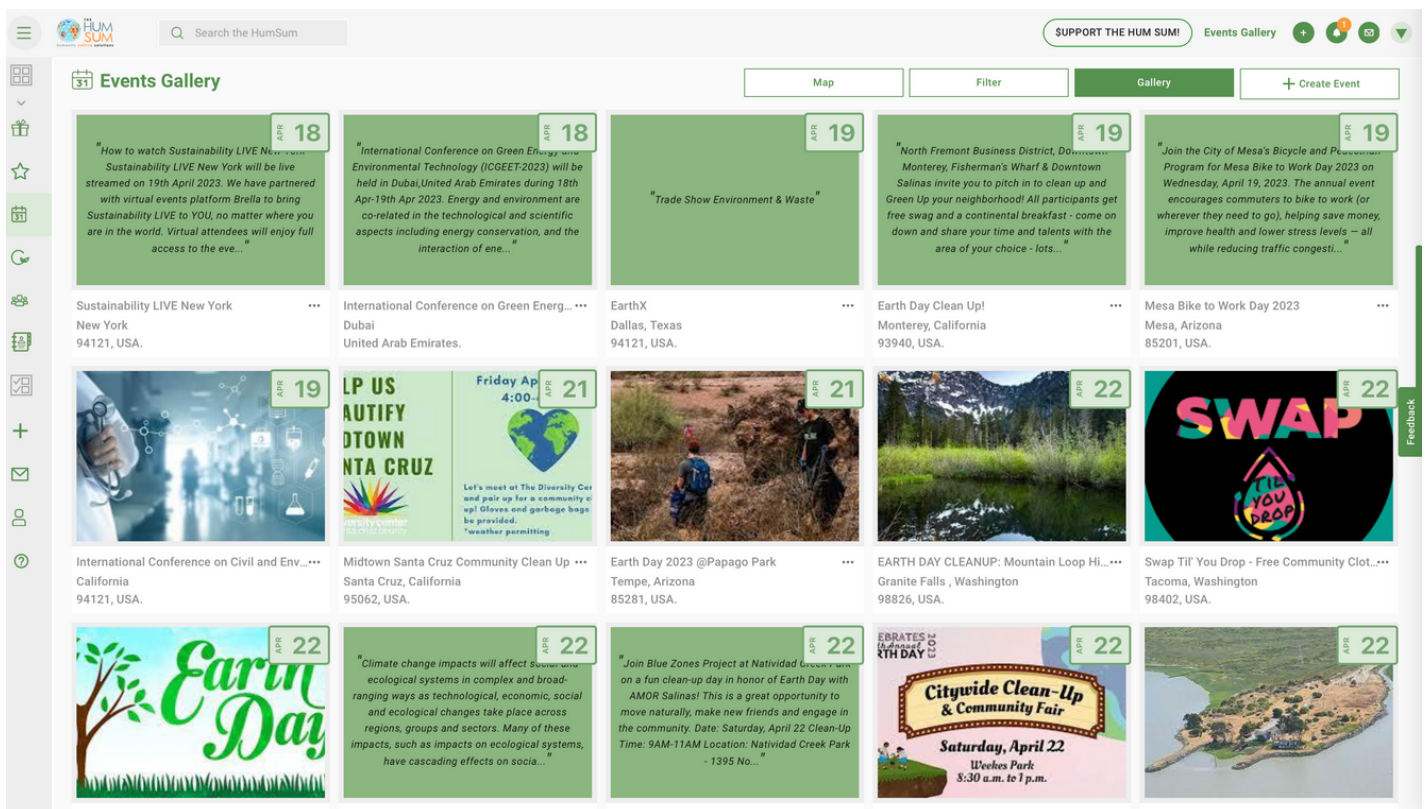


Unhoused Children



The Hum Sum - Our Eco-Social Media

- Our engineering team consists of 5 in-house and 5 in India. We are a small yet mighty team creating a truly unique environmental social media platform. In 2022, we covered 1,700 Jira tickets in 18 sprints, fixing bugs and adding many features! Our deepest thanks to Sajeev's team: Nikin, Hashiq, Harris, Nancy, Sreekutty & Sreekumar!
- Philip, our Technical Director, with Kevin, Mariah, Olivia, and Aritro worked hard to bring our Forums and Communities re-design to life, as well as new Eco-Calendars, and a Green Business Directory!
- Thanks to GitHub tracking, we are showing that 36% of people who sign up, post right away. Our Feedback Lead tells us everyone is navigating the site easily now, showing that we have developed a user-friendly system that is working for salons, pet groomers, and households.
- While government, corporate, and funding partners prefer our desktop version, we are now focusing on mobile as those users make up 68% of our traffic.



Fiscal Sponsorship - HOTC

- Heart of the City Farmers' Market (HOTC) is rebounding slowly from the Covid slowdown and the general "shuttering" of downtown San Francisco Civic Center. They lost 80% of their booths in 2020-2021 and 50% have returned which is a relief to the organization. This area is a notorious food desert and the organization's EBT - food security tokens program continues to be the largest disbursement in the US. The Covid Relief Fund did help pull many people briefly out of poverty, including millions of children. That program stops in early 2023, so next year's report will show HOTC's overall impact through a clearer lens. We meet quarterly with their new Executive Director, Steve Pulliam and their previous Director Kate Crepps is still there in a funding and development capacity. When in the area on Wednesdays, be sure to drop by and support local produce!

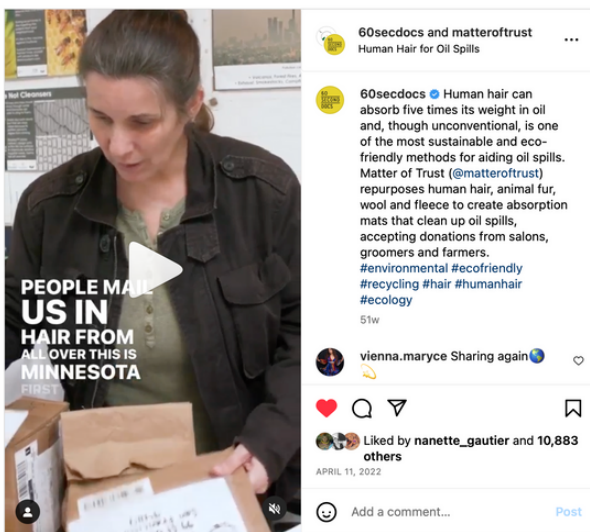
Fiscal Sponsorship - SFR

- Sonoma Food Runners (SFR) is run by June Michaels who selflessly devotes her life to feeding people in need! Picking up from many hospitals, restaurants and stores, she delivers to shelters and families all over Santa Rosa and beyond. This year she pivoted one of her programs that was collecting leftovers from public schools. It became clear to her why it wasn't being eaten by the students, as it was very unappealing! Instead of taking away inedible donations from these sites, June has started to bring better produce to the kids from her other donors. We will be working with her on partnerships that will be addressing this food quality and ways to get more nutrients to low-income youth in cafeterias!

Intern & Volunteer Partnerships!



MofT in the Press - 2022



Human hair is being used to clean up oil spills

San Francisco-based Matter of Trust takes human hair and animal fur and makes it into mats that are used to

- In January, New York Magazine wrote an article on us for The Cut.
- In February, a Now This video on us went viral.
- In April, we got featured in a 60 Seconds documentary that did really well!
- In May, MofT was featured on CNN's homepage.

New York

THE CUT

BEAUTY | JAN. 6, 2022

Can We Recycle Hair, Too?

By Daniela Morosini

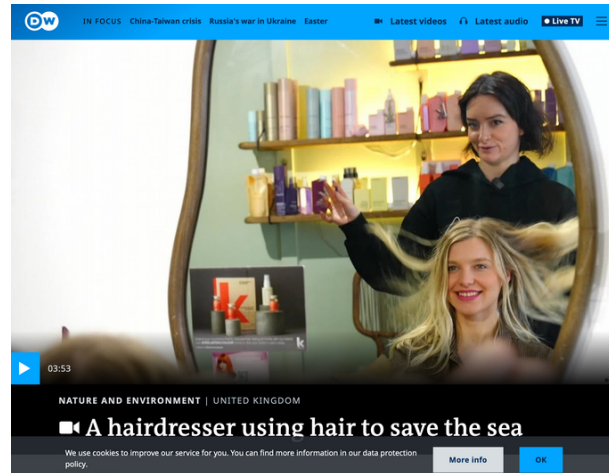


Photo: tunart/Getty Images/iStockphoto

Now This, February 15th, 2022



More MofT in the Press - 2022

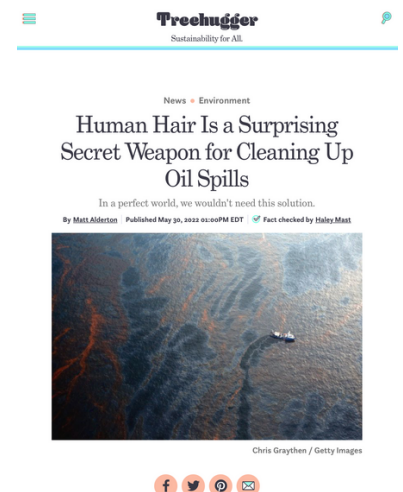


16M views 1 year ago #BusinessInsider #OilSpills

Most big oil spills are cleaned using chemicals or mats made with petroleum. One nonprofit uses human hair, which can soak up around five times its weight in oil, as an eco-friendly alternative. For more, visit matteroftrust.org.

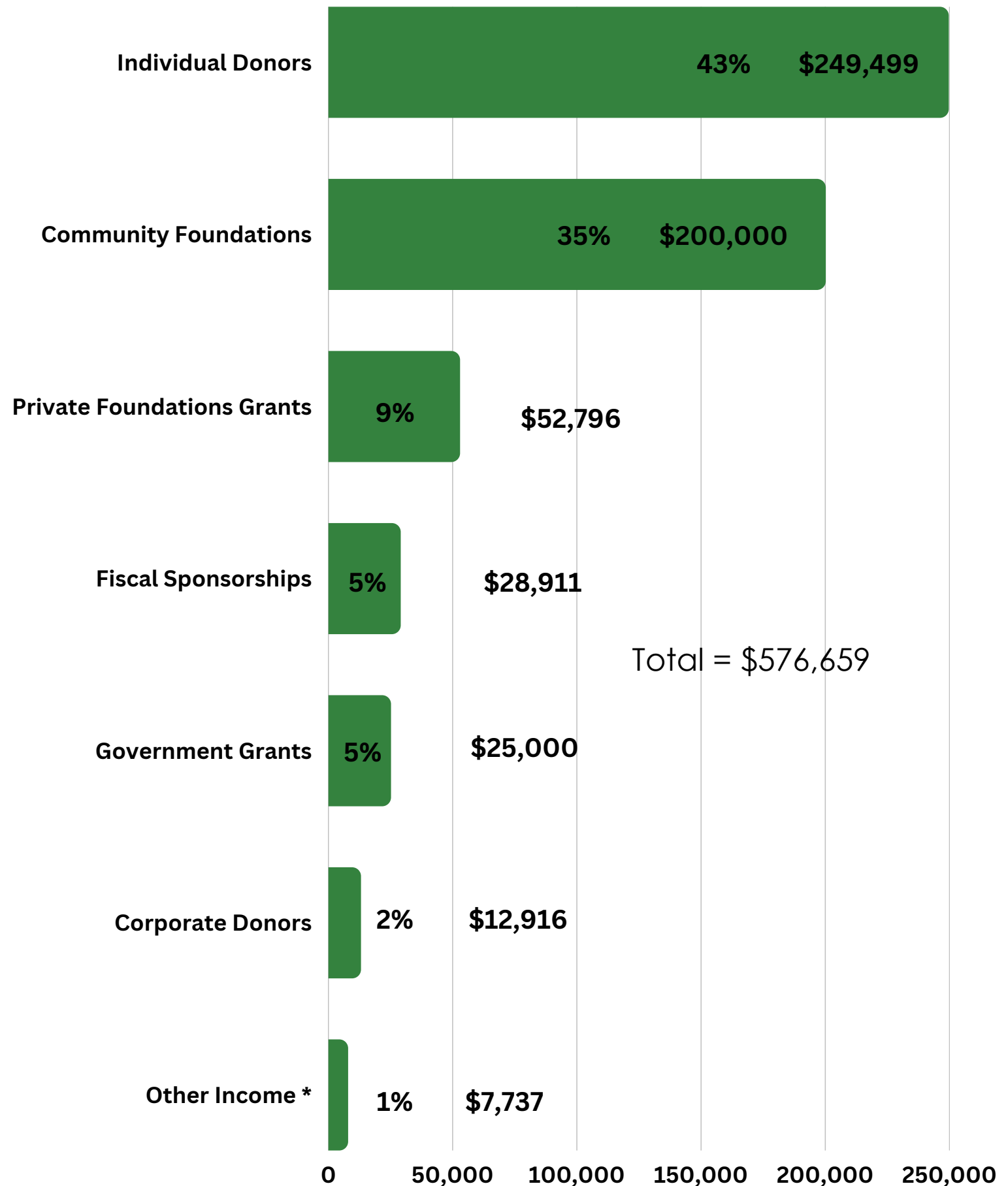
Show more

- [Business Insider](#) is up for several awards with the viral video they made on us this year! Currently at 16M views!
- [Tree Hugger](#) wrote a great article about us in May.
- Prince Albert of Monaco hosted a documentary Oceans Emergency Currents of Hope - which was originally shown in the US on [CW](#) and is now available on [fuboTV](#). We are featured at the 48 minutes mark.
- In September, [The Weather Channel](#) did a long, fun segment on us filmed at the Eco-Hub.
- In December, The [DW](#) featured us and sparked international interest again for January 2023!



2022 Income Breakdown

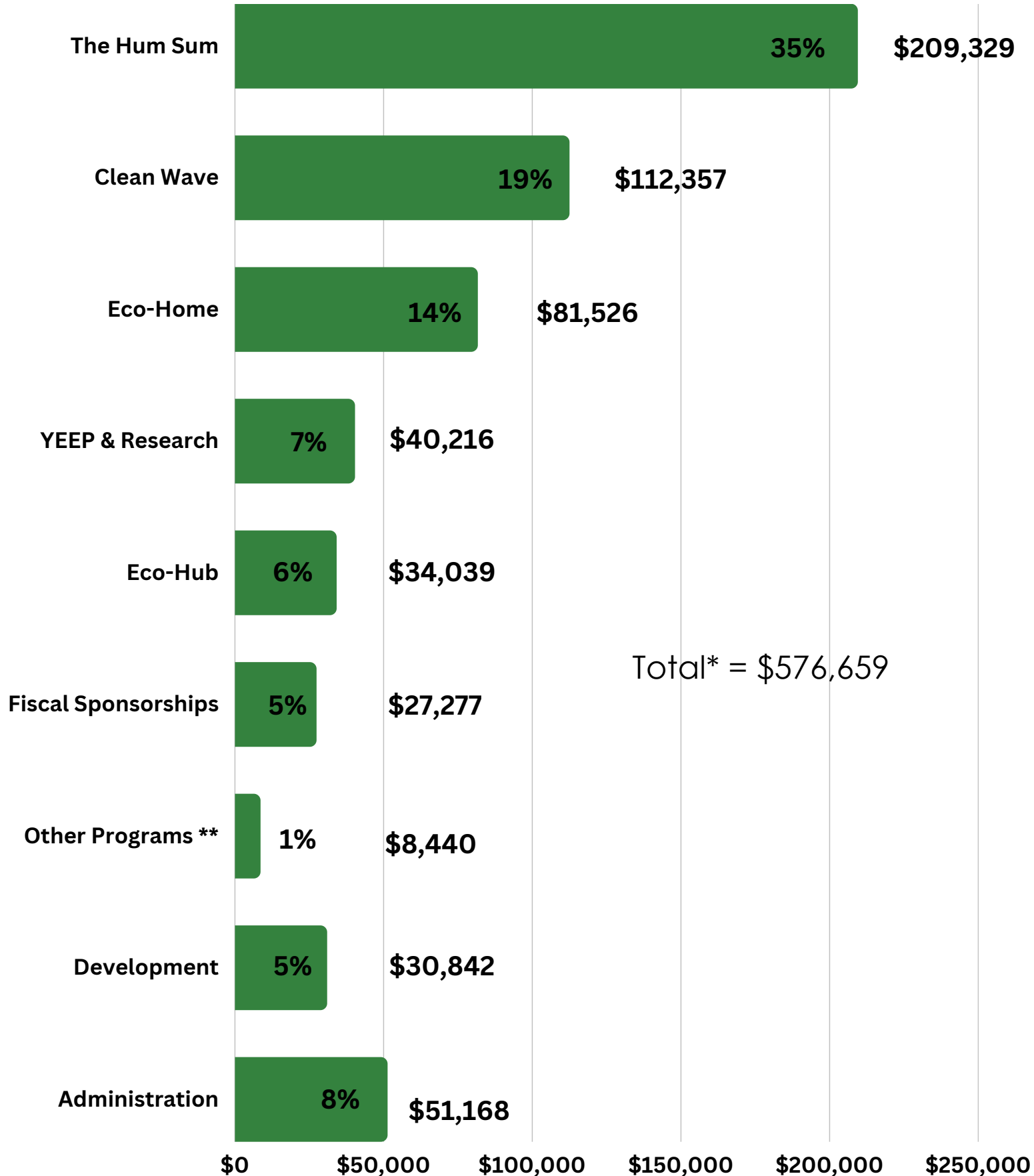
We do big jobs on a small budget and we stretch every dollar into 3!



*Other Income includes Program Services Fees, Hair Mat Sales, Gift Shop, and Funds Carried Forward from Prior Period

2022 Expenses Breakdown

All praise in-kind donations, volunteers and pro-bono experts!



* Total Expenses = Operational Expenses + Capital Expenditure

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

Gratitude Wall - Donors & Partners

Partners

AIREI
Air Force / Battelle
All Sorts Acres / EcoWool
Apple
BOB Studio
Black Inmate Commissary Fund
Capilli Trading Inc.
Cabelegria
Creating with Waste
City Grazing
City of Glasgow College
Coiffeurs Justes
Design Museum Helsinki
Dung Dung
Emma Tarlo
FeltCrafts
Glam Seamless
Good Citizen of Earth (GCE)
Green Circle Salons
Green Wave
Green Salon Collective
Green Technology Advanced Research
Hair Helps the Oceans
Hair We Share
Hanson Bridgett
Heart of the City
Hiukka Hyva
HLA Fiber Mill
Home Fur All
Horniman Museum
Husky Halfway House
Inlet Guard
JCYC
Kwanghee Kim
LarinLifestyleLTD
Legendary Alpacas of Texas
Little Princess Trust
Malachite Minds Foundation
Matter of Trust Argentina
Matter of Trust Baltics
Matter of Trust BCN
Matter of Trust Chile
Matter of Trust Colombia
Matter of Trust Derbyshire
Matter of Trust Edinburgh
Matter of Trust Idaho
Matter of Trust India
Matter of Trust for Lake Geneva
Matter of Trust London
Matter of Trust Louisiana
Matter of Trust Florida
Matter of Trust Nordic
Matter of Trust Ohio
Matter of Trust South Africa
Matter of Trust Tokyo
Mucky Duck Farm
Mulchair
Network for Good
New Door Ventures
Nobis Group
Octop'us
Oklahoma Mini Mill
OS Barbers
Papirec – Recup'Hair
Presidio Trust
Princess Trust
Randall Museum
Restia
Rieswick
Salon Sustainability
ScissorTail
SF Bee Association

SF Environment
SF Metalworks
SF Reserve
SONOMA Community Center
SONOMA Food Runners
Terre de Couleur
Turing Head Hair Studio
The Biomimicry Institute
The Greater Blue Ridge
The Phyto Lab, UTS
Toodaloo Superfoods
Trash Talking
TSP
University of London
University of Sydney
Wild Foundation

Individual Funders

Alana O'Brien
Alex Kain
Anne Gaubert Le Boterff
Armelle Diaz
Barbara Yang
Caitlin Soper
Christopher Ng
Constance Bertishofer
Courtney Golden
Craig & Cynthia Rich
Dawn Wilson Superfoods
Dave Myers
David Nyunt
Elisa Cleveland
Elizabeth Muzzy
Ellen Pavlacka
Emma Arata
Emma Tarlo
Erin Ruuser
Gabrielle Vannier
Gail Kavanagh
Gilad Uziely
Jeff Burton
Jennifer Morton
Jennifer Batts
Jeremy Herman
Jess Bygd
Jody Lewen
Kelly Liu
Kiran Dambalappa
Laura & Jeff Robin
Lennart van Bolderick
Linda Graham
Margaret Norman-Bunner
Margaret Zhou
Meghan Murray
Michael Patterson
Michael Pochyba
Michelle Moore
Nicolas Meltzer
Nicole Dasplit
Nicole-Anne Boyer
Omayeli Arenyeka
P. Watkins
Ravi Deepak
Sarah T. Raymond
Shen Kuan
Sina Buell
Stephanie Martinez
Stephen Pulliam
Susan Salomon
Taliya Johnson
Thaddeus Ballantine
Timothy O'Malley
Toby Paterson
Toni Lindsay

Schools

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

Foundations / Corporations

AmazonSmile Foundation
Benevity
BiRite
Dayton Foundation
Delta Dental
FeltCrafts
Inter-Church Food Pantry
The JEM Project
Kaiser Permanente
Kimball Foundation
LUSH
McNabb Foundation
Schawb Charitable
The Blackbaud Giving Fund
The Wolf Foundation
Violet World Foundation

100% Board Participation

Alex O'Kinneide
Betty Gaillard
Emily Charley
Iris Aluf Medina
Janet Standen
Lisa & Patrice Gautier
Serena Mcilwain
Terence Craig
Todd Ditto
Travis Cripps

Goals and Objectives - 2023 & 2024

- To welcome 500+ new visitors at each of our six MofT Eco-Home general public week-long 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 global to local event calendars, forums, eco-commitment counters and free gift / wish exchange with multi-language support on TheHumSum.org for Humanity Adding Solutions.
- To sign 100 (out of our ultimate goal of 300) MOUs with our MofT Clean Wave Global Partner Hubs for our Hair, Fur & Fiber for Oil, Soil & Seas program.
- To partner internationally with 25 flagship classrooms as key partners in our Youth Eco-Education Programs (YEEP) for Eco-Hub, The Hum Sum, and Peace of Mind Kits ready-made plug and play lesson plans.
- To finalize and reprint the second edition of our It's Easy Being Green book.
- To establish 5 Global Compost Project multi-hectare partners.
- To launch the first 5 field projects of The WALOP (our Worthy Actionable List of Projects to tackle by 2050).

Here's to a Happy & Planet-Friendly 2023!

- The Matter of Trust Family



Matter of Trust.org

Join Eco-Enthusiasts
for Renewable Resources