

**ANNUAL  
REPORT  
2023**

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- Model Eco-Home – 728 Cole Street, SF, CA 94117
- Eco-Industrial Hub (Eco-Hub) – 1566 Howard Street, SF, CA 94103

# Vision & Mission

## Vision

*Humanity harmonizing with Earth*

## Mission

To encourage optimism and trust in nature's abundant cycles. We serve communities of all ages by broadly integrating renewable resources with both time-tested and innovative solutions.

### **Our Objectives:**

- To mobilize and celebrate local-to-global, practical and replicable systems that sort waste into resources. ([Hair Matters](#))
- To research and showcase planet-friendly inspirations for households and workplaces. ([Eco-Home & Eco-Industrial Hub](#))
- To develop and grow our kindhearted, environmental, social media platform for Humanity Adding Solutions. ([The Hum Sum](#))
- To organize and implement our Worthy Actionable List of Projects nurturing healthy air, soil, water, energy and life. ([The WALOP 2025-2050](#))
- To empower and support youth, apprenticeships, green careers and cottage industry. ([Eco-Academy](#))

### **Our Goals:**

- To link surplus manmade items and materials with those in need.
- To balance respect for ancient wisdom, common sense and trailblazing inventions.
  - To provide interwoven and transformative eco-programs.

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...



## President & Vice Chair



## Chair



Matter of Trust is trailblazing its way into hearts and salons all over the world! International press continues to help us spread the word about our programs. We now have several successful field projects showing wonderful results for Hair Mulch. By December 2023, we had a whopping 107 Global Felting & Research Hub partners in 35 countries, with universities providing papers and data explaining what we have been seeing successfully in the field. We've dubbed the Hair Mulch phenomenon the Quiet Fiber Cycle, where springtime shedding and molting meet pollinating moths.

The Hum Sum is now available in Spanish and quickly expanding to more languages. We have hired new staff to run the Eco-Hub and Eco-Academy, and we hosted all six Eco-Home Open Houses for the first time throughout 2023. Our growing Local to Global eco-products and services partnerships are on full display in our gift shops. Many interns and apprentices have joined us as docents, field trip assistants, and Hum Sum Mods. We hope to see you at our locations or online in 2024! As always, we are so grateful to you and grateful for your support!

Enjoy all the great eco-news in this report! Onward!

# Where We Are in 2023



Our Global Felting and Research Hubs are expanding all over the world! We are fortunate to meet and work with these wonderful, like-minded teams. Our sites are filled with both exhibits and youth. Since COVID, we have seen how much teens love and need to hear positive eco-innovations and solutions!





# Hair Matters

Hair cones for seeds



Hair Mats with grommets and sisal rope



Hair pockets for seeds



Hair Mats with felted loops



Hair Mats in storm drains



Installations

# Hair Matters

As this program has expanded beyond oil spills, we have a new title: Hair Matters. This now encompasses our Global Felting Hub Partners (107 by December 2023), our Hair Mulch Projects using fibers under 2 inches (5 cm) for soil remediation, and Clean Wave mats for petrochemical spills, storm drains, filtration systems, seagrass, and kelp forest restoration. Like previous years, 2023 saw Hair Matters receive enormous amounts of public interest in the press and social media!

Many artists have approached us with ideas for spreading the word about our program and displaying the benefits of recycling hair, fur, wool, and fleece on a global scale.



<https://www.manufacturersvillageartists.org/openstudios>

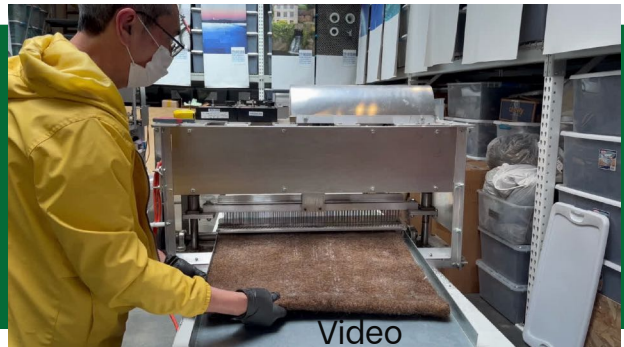
We have also experimented with new felting techniques for holding seagrass seeds and sprouts. Our hair mats are holding up very well in the harbor storm drains, even during the impressive king tides, which are so strong that the grates need welded beads to prevent them from lifting!





# Eco-Industrial Hub

Our flagship working model factory in San Francisco, CA hosts field trips where visitors can see felters sorting hair donations and making mats with our needle punch machines.



David has retired but still comes in to help us when he is in town! Daniel now runs our Eco-Hub and local field projects, working with staff and volunteers. Jaedyn, our Master Felter, is also a film student, who is in charge of making many of our videos and B-roll press footage for TV, YouTube, and Instagram.



Daniel



Jaedyn



# Eco-Home

We're very happy to have fully hosted all six of our Open Houses throughout the year, including our first "Fallin' for Harvest" in September for kitchens and dining rooms. 2023 saw many Eco-Home field trips, workshops (including Making Fog Catchers), and new eco-product gift shop partnerships. Morgan, our Built Exhibit Lead, made new signs (as shown in the photo with Advisory Board Member Joe Daly assisting) and provided write-ups on our new Laundry to Landscapes gray water plumbing system with the help of Board Member Terry Craig.





# Urban Edible Garden

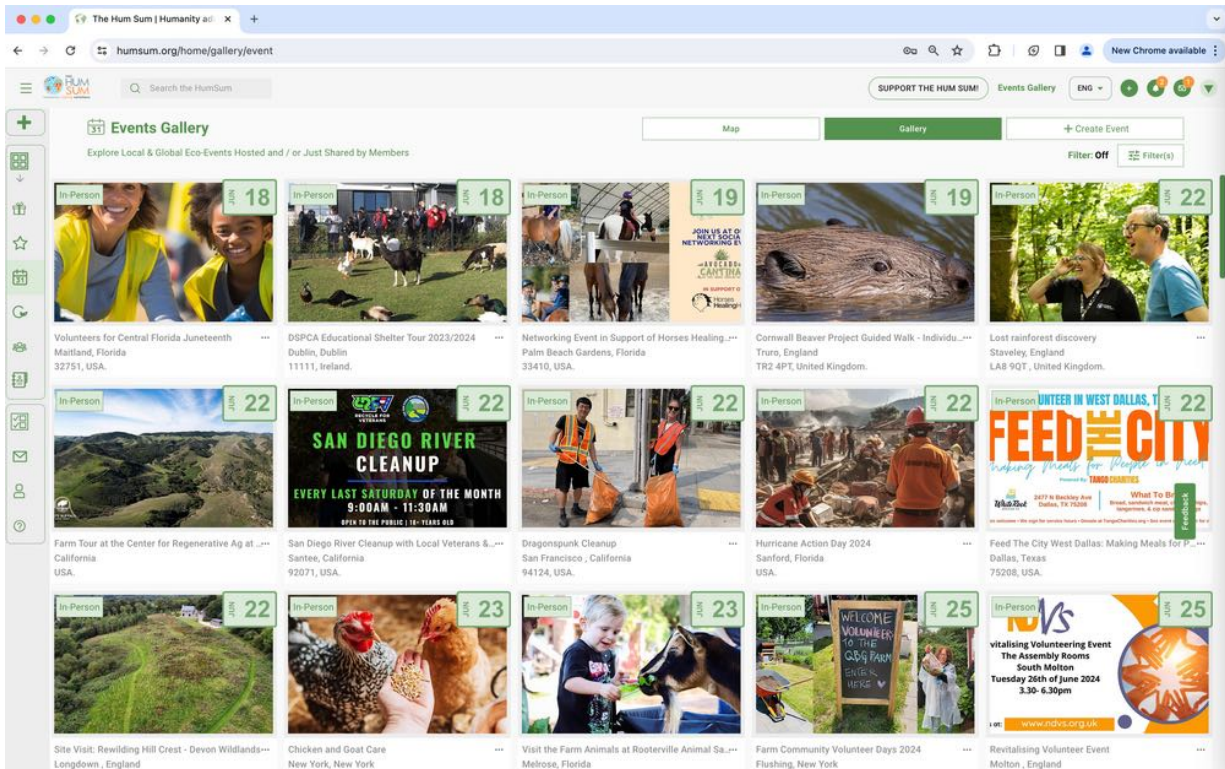


We strongly encourage everyone to use pet fur and hair from their hairbrush, shower drain, and sink drain as mulch in their gardens. It can last 10 years or more! It serves as an excellent pest repellent, mulch, and slow-release nitrogen fertilizer, and it reduces evaporation, decreasing the need for irrigation. There are so many benefits! Also, check out our [washing machine gray water system write-up!](#)



# The Hum Sum - Humanity Adding Solutions

Now fully translated into Spanish, our unique environmental social media platform is growing by leaps and bounds. The Eco-Calendar and forums look fantastic and are full of local to global events, innovations, and inspirations! We have many wonderful and generous donors of hair and pet fur posting gifts daily from all over the world. Many people find us through social media and sign up to give, wish, research, and contribute thoughts and ideas. We look forward to launching French and Chinese versions next. Visit [TheHumSum.org](http://TheHumSum.org) today!





# Eco-Academy - Youth & Research Programs

No longer YEEP (Youth Eco-Educational Programs), as no one over 21 wanted to have “YEEP Coordinator” on their business card! We now have an Eco-Academy Director position. Meet Guille, who is coordinating our youth programs, volunteers, and communications with gift shop partners and vendors. You will see him at our open houses and field trips! Come by and say hi!

We had the opportunity to visit Microsoft’s LEED-certified building and to put hair mulch around the trees in the parking lots and roof garden.

Beautiful office complex! Shout out to Valerie Moua for all her great work!



Extraordinary interns like Olivia, who is helping us even from City of Hope Hospital in LA, contribute immensely to our success. Many of the best features of The Hum Sum come from her gentle, positive inputs. She is invaluable to every meeting, and we are so lucky to have her on our team! Aritro, who is in Dubai, often joins our Zoom meetings in the middle of the night. Check out his [podcast](#)!

We are so grateful to our wonderful volunteers and hardworking youth, who bring so many innovative ideas and suggestions to the table.

# Field Trips, Outreach & Workshops



Video





# Research & Field Studies

We are very excited to share this 2023 presentation by UTS Megan Murray's Phyto Lab!

This research project encompasses a series of pilot tests on a diverse selection of sustainable-origin fiber materials, including dyed and natural human hair collected from salon waste, dog fur from different breeds, llama wool, alpaca hair, and felted hair mats.

The key aim was to determine whether sustainable-origin sorbent materials influence key water quality parameters, informing the design and application of further ecological studies.

The laboratory investigation involved:

- ▶ A series of standardized microcosm experiments designed to replicate marine and freshwater environments and municipal drinking water.

Water quality parameters of interest included:

- ▶ Heavy metal content (i.e., cadmium, chromium, copper, iron, lead, manganese, nickel, and zinc)
- ▶ pH
- ▶ Dissolved oxygen (i.e., DO % saturation)
- ▶ Water color
- ▶ Turbidity (i.e., NTU)
- ▶ Ammonia and total nitrogen concentration (i.e.,  $\mu\text{g L}^{-1}$ )

No sorbents altered water chemistry to levels of ecological concern, though lower dilution factors may make certain chemical changes more evident.





# Presidio Trust - Field Studies



Two years on,  
Hair Mulch  
plots still  
outshine  
straw  
mulch



Fungi coat the fibers and, together with microbes in the soil, remediate areas with heavy metals and toxic chemicals. We can see the fruiting here as proof of what is happening underground!

The hair provides a slow nitrogen release and is hydrophobic, allowing rain and fog to pass through it into the soil. It also offers shade and protection from wind and snow. Moths LOVE the fiber, and they are even better pollinators than bees!

# The WALOP

Our Worthy Actionable List of Projects for 2025-2050 department is deep in preparation mode, continuing through 2024. This comprehensive review will cover our programs and our library of eco-solutions, each designed to solve multiple challenges facing life on Earth. When humanity works against Mother Nature, things start to unravel. Conversely, when we flow with her, everything starts to move more easily, integrating synchronistically and symbiotically. We see this in the field with soil; compost; gray water; municipal infrastructure; edible cities with chickens and goats; peace gardens; indigenous knowledge for health and wellbeing; our fiber programs with hair, fur, and wool; clean air, and alternative energy. Stay tuned—this program is audacious!

First, we Start Smart / Stop Stupid. There are many things people do that they don't like and that hurt the planet: picking up and wrapping dog poo in plastic bags that last 200+ years (vs. using dog park composters) and buying fruit with annoying toxic stickers to remove (vs. shopping at farmers' markets). We can also start doing more things we enjoy: eco-vacations, eco-hair salon visits, and voting with our dollars.





# Fiscal Sponsorships: Sonoma Food Runners



June Michaels tirelessly continues to collect and distribute 3,000-4,000 lbs of food weekly across 50+ locations. From grocery stores to homeless shelters, school cafeterias to low-income complexes, and farmers' markets to veteran housing, many in the North Bay of San Francisco benefit from this program! Hospitals, such as Kaiser, are significant donors to places like La Bath Rohnert Park Transitional Housing and Children's Village La Luz Spanish Support Center. June also thanks Mike Benzinger of Glentucky Family Biodynamic Farms, where extra lettuces, radishes, tomatoes, and free-range eggs help the tiny house village Sonoma Action Homeless and Ebenezer Church, Petaluma Hill.





# Fiscal Sponsorships:

## Heart of the City Farmers' Market



The Heart of the City Farmers' Market's Market Match Food Access Program increases equitable access to culturally relevant food in the underserved and extremely low-income Tenderloin and Mid-Market neighborhoods of San Francisco. This program annually helps 12,000 low-income individuals purchase more produce from local farmers with EBT cards by matching their purchases dollar-for-dollar with additional fruits and vegetables. It also provides access to nutrition security programs including the CalFresh Supplemental Program, California Nutrition Incentive Program, Healthy Food Purchasing Supplement Program (funded by San Francisco's Sugary Drinks Tax), Women, Infants, and Children (WIC), Supplemental Nutrition Assistance Program (SNAP), EatSF Vouchers 4 Veggies, and more.



# Press & Media

Check out all of our fun press clippings at: <https://matteroftrust.org/all-press/>

TIME MAGAZINE – Here's Why People in the Philippines Are Collecting Human Hair to Clean the Ocean  
March 20, 2023

HOW STUFF WORKS – Donate Your Hair to Help Keep Our Water Clean  
June 9, 2023

NATIONAL GEOGRAPHIC – Your Hair Is Surprisingly Recyclable  
June 28, 2023

WEATHER CHANNEL – Oil Spills, Cleaning Up With Human Hair (3rd Interview)  
June 26, 2023

Washington Post – A lake is filled with oil. Thousands donated their hair to help soak it up.  
October 20, 2023

FORBES Japan – Fuji Rock adopted the unexpected use of “cut hair” from U.S. hairdressers  
December 29, 2023

ABC7 – SF Ecologists Testing Human and Animal Hair to Help Grow Plants in Presidio  
December 30, 2023



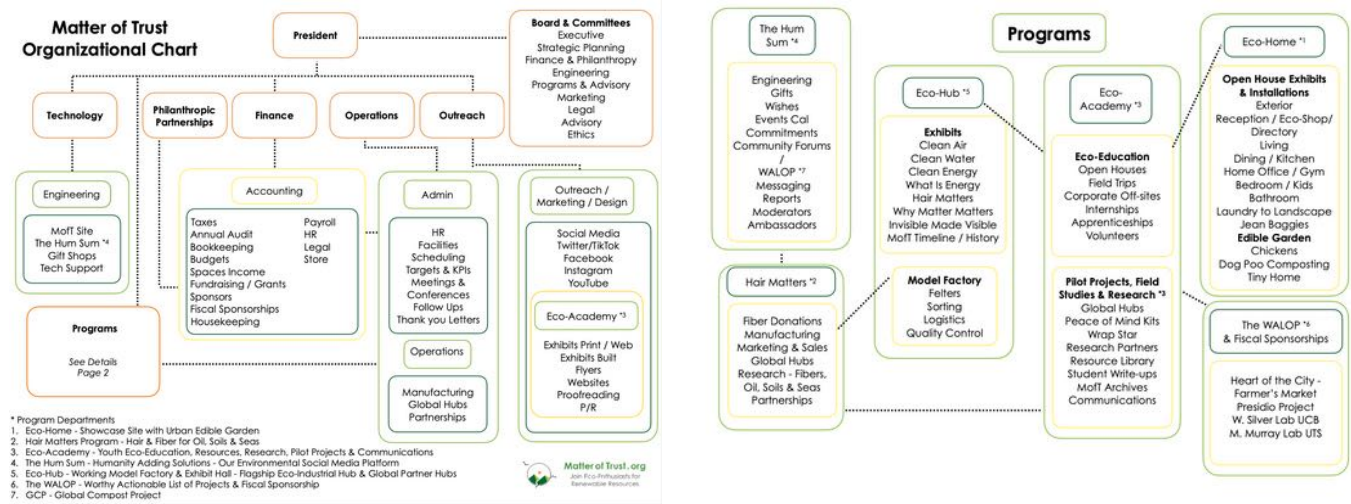
# Awards 2023





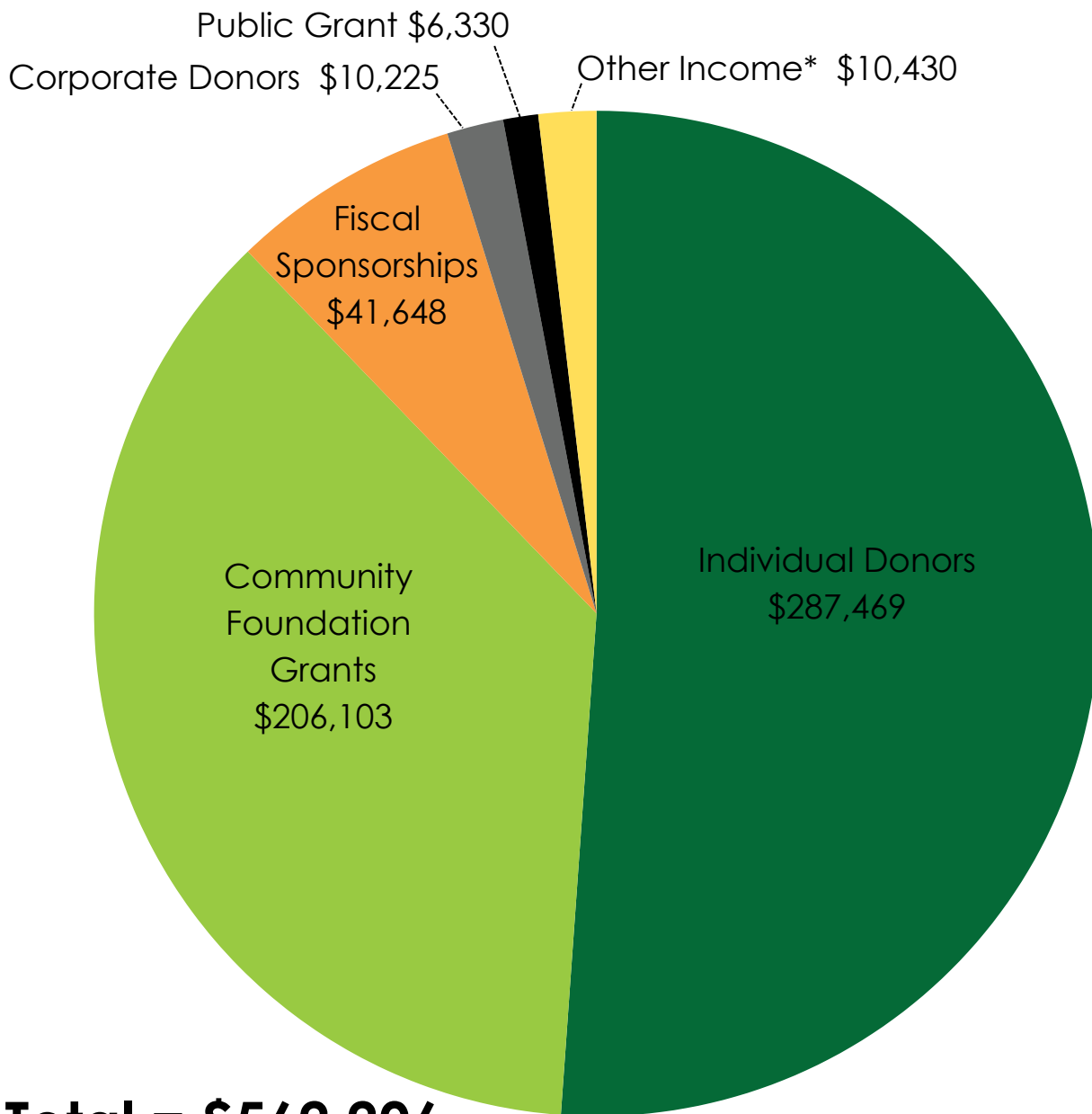
# Administration

We continue to do so much with so little, it boggles the minds of many who talk with us. We have always had a dedicated pro-bono President and vital, loyal part-time staff. Several of our staff have restricted hours due to disabilities, and they coordinate their own schedules to work beautifully with their lives and our programs. Our San Francisco, California sites are donated and rent-free. Our apprentices, interns, volunteers, and global partners are a large part of our success. All of our outreach, marketing, and public relations come free, thanks to our Hair Matters program being so popular in the press year after year. This means we have been operating with an annual revenue budget of around \$500,000 for most of our 25 years. However, we are now expanding, and this may be the end of an era if we can raise \$2M. Our last accounting review was for 2022, and we will be doing another for 2024.



# 2023 Income Breakdown

We do big jobs on a small budget  
& we stretch every \$1 into \$3!



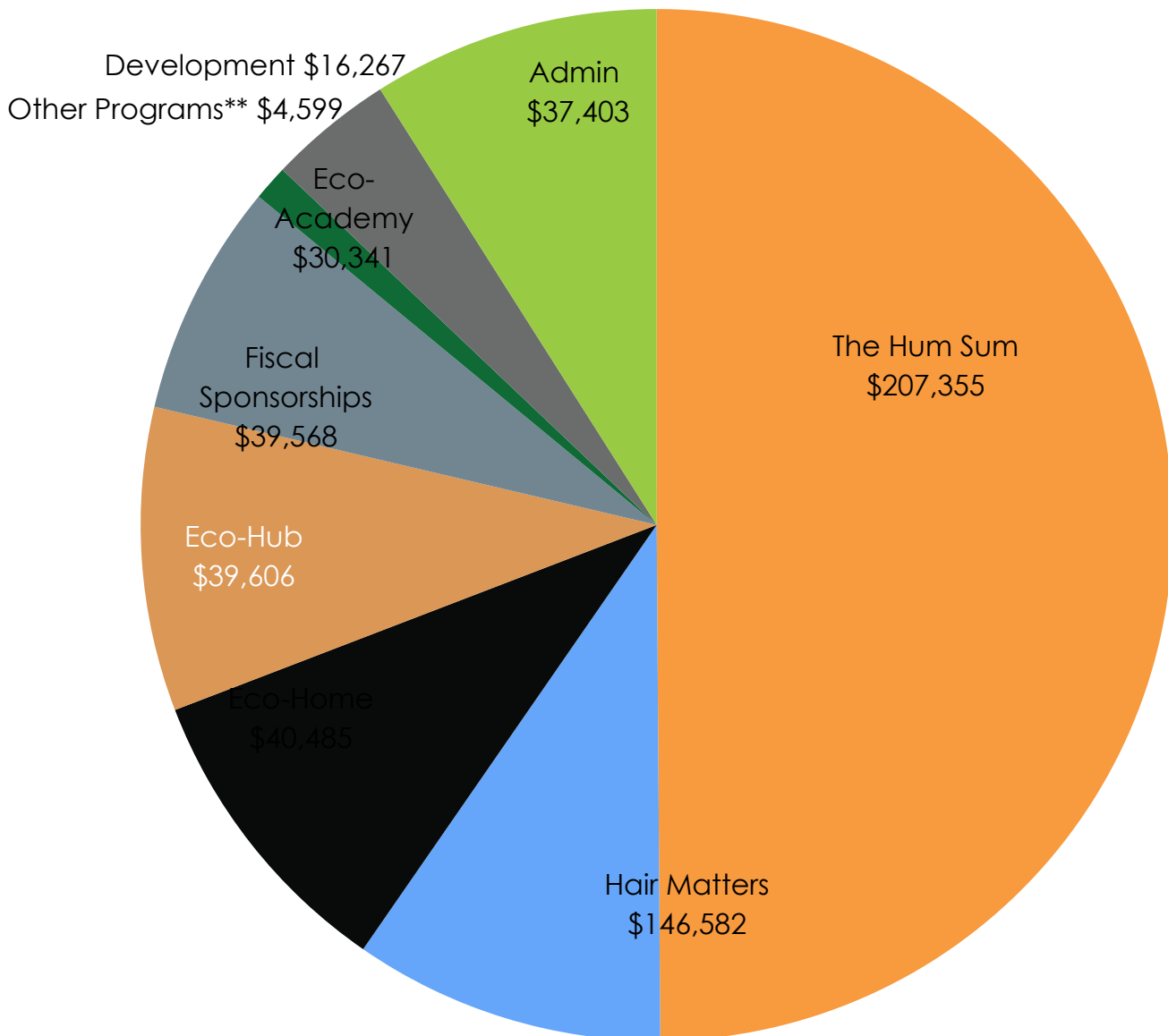
**Total = \$562,206**

\*Other Income includes Program Services Fees, Hair Mat Sales, Gift Shop, and Financial Income



# 2023 Expense Breakdown

We do big jobs on a small budget  
& we stretch every \$1 into \$3!



**Total = \$562,206**

\* Total Expenses = Operational Expenses + Capital Expenditure

\*\* Other Programs include WALOP, It's Easy Being Green Book, Global Compost Project & Peace of Mind Kits

# Gratitude Wall – Donors



## Corporations and Foundations:

- American Eagle Outfitters Foundation
- Apple
- Give Lively Foundation, Inc
- Inter-Church Food Pantry
- Microsoft
- Morgan Stanley Global Impact Funding
- PayPal Giving Fund
- Santa Rosa Oddfellows #53 Charity

## Public Institutions and Schools:

- Abraham Lincoln High School
- Girls Scouts of America
- Lycée Français de San Francisco
- San Francisco Unified School District
- San Francisco Environment Department
- Town School

## Major Donors:

- Abraham Munawwar
- Alexandra Terziev
- Alice Gribbin
- Anastasia Shchepetkova
- Anders Mortensen
- Anna Mazoschek
- Anne Hintz
- Aric Marshall
- Ashleigh-Paige Fielding
- Barbara Weir
- Carla Mandili
- Connie Tamaddon
- Danielle Bergmann
- Danil Middleton
- David Rodarm
- Elizabeth Smith
- Emma Aird
- Eric Lee
- Felicia Boykin

- Geraldine Gallet
- Gwen Hinze and Ernest Chow
- Haily Edwards
- Hiro Mitsuji
- Iris Medina
- Jennifer Bielstein
- Jhon Mike
- Joan Rabin
- John Alecca
- Jonathan Paul
- Jonathan Vinocour
- Jordan Higley
- Jordan Lyden
- Karen Liu
- Katherine Chen
- Manuka Stratta
- Margareth Juran
- Mark Donahue
- Nicholas Meltzer
- Nicole-Anne Boyer
- Paula Cue
- Pablo Ferrari
- Patrice Gautier
- Piu Li
- Sean Diamant
- Serena Mcilwain
- Shannon McElhaney
- Showly Wang
- Steve Slasten
- Sulaiman Rahman
- Talula Koch
- Toby Paterson
- Todd Ditto
- Valerie Moua
- Victor Brown
- William Holland
- Yennga Kuong



# Gratitude Wall - Partners



## Global Hub Partners:

- Caitlin Soper, [Montreal](#)
- Jennifer Osborn - All Sorts Acres Farm, [Ontario](#)
- Kym Jarvis - Turning Heads Hair Studio, [Calgary](#)
- Lia Versaeval, [British Columbia](#)
- Renata Britez - Creating Waste, [New Brunswick](#)
  
- Alyssa Portaro - Green Refuge Inc, [Louisiana](#)
- Amelia York & Brenna Fisk - Project WATER, [Massachusetts](#)
- April Garbat - Sanctuary Farm & Rest House, [Arkansas](#)
- Betsy Morehead - Scissor Tail, [Oklahoma](#)
- Brian Fitzburgh - Home Fur All, [California](#)
- Cindy Harris - Alpacas at Windy Hill, [California](#)
- Don Berg, [Oregon](#)
- Emily McNeal - Matter of Trust Ohio, [Ohio](#)
- Gina Glassock, [Texas](#)
- Ivan & Cheri French - Oklahoma Mini Mills, [Oklahoma](#)
- Jennifer Dietsch - Husky Halfway House Foundation, [Oklahoma](#)
- Jessica Dahlman - Matter of Trust [Montana](#), [Montana](#)
- Jorge Alberto Mauleon Cabrera, [Mexico](#)
- Kevin Randall - Matter of Trust Florida, [Florida](#)
- Lori Brewer - The Greater Blue Ridge, [Georgia](#)
- Michele Stokes - Alinea Hair USA, [Florida](#)
- Rachel Altman - Mucky Duck Farms, [Alabama](#)
- Sara Morris, [Kansas](#)
- Sina Buell, [Hawaii](#)
- Tanya Stremmer - Matter of Trust Oklahoma, [Oklahoma](#)
- Teresa Casort - Matter of Trust Idaho, [Idaho](#)
  
- Fecoprobe SA, [Costa Rica](#)
- Jimena Villegas - TWM, [Colombia](#)
- Mariana Robrahn & Rafael Wagner, [Brazil](#)
- Mariano & Julian - Matter of Trust Argentina, [Argentina](#)
- Mattia Carenini - Matter of Trust Chile, [Chile](#)
- Nicolas Armando Elizalde - Ecopelo Misiones, [Argentina](#)
- Ong Fio de Luz - Alan Kardec de Mirand, [Brazil](#)
- Selene Estrach - Proyecto Sirena, [Venezuela](#)
- Silvia Juliana Romero Quintero - Green House Salon, [Colombia](#)
- William Marcelo Romo Pico - Matter of Trust Ecuador, [Ecuador](#)
- Adele Williams - Matter of Trust Wales, [UK](#)
- Amy Shapcott-Hall - Matter of Trust Derbyshire, [UK](#)
- Charlene Rodrigues-Thieblemont - Global Techni'physio Association, [France](#)
- Chelsea Knight - Matter of Trust Edinburgh, [Scotland](#)
- Chrystalia Genethliou - Hair for You & Go Zero Hair Ltd, [Greece](#)
- Daria Zudina - EcoPath, [Dubai](#)
  
- Dimitris Gkirtzalis, [Restia, Greece](#)
- Fry Taylor - Green Salon Collective, [Ireland](#)
- Itzel Sanclemente - Matter of Trust Europe, [Spain](#)
- Katharine Soucie - Matter of Trust London, [UK](#)
- Lennart van Bolderick - Boldwool, [Netherlands](#)
- Magda Malinowska, [Poland](#)
- Mariam Larinde - LarinLifestyle LTD, [UK](#)
- Marija Ivezic - Matter of Trust WOLFIE, [Croatia](#)
- Max Rieswick, [Germany](#)
- Miila Hyokki - Matter of Trust Nordic, [Finland](#)
- Moroccan University Club, [Morocco](#)
- Nuria Rodriguez Perez, [Spain](#)
- Octop'us, [France](#)
- Patrick Janssen, [Belgium](#)
- Roland Fourmentel - Association Cetide, [France](#)
- Sanni Heiskari - Matter of Trust Baltic, [Finland](#)
- Stephanie Crechriou - Hyppanie Essence & Felt CLC, [UK](#)
- Svetlozar Dimitrov - Z Club Saint Sofia Next Generation, [Bulgaria](#)
- Sylvine Aupetit - Collec'tif, [France](#)
- Thomas Keitel - Hair HELp the Oceans, [Germany](#)
- Thomas Leu, [Switzerland](#)
  
- Girigus Refaat Faransawy - Human Hair Recycling, [Madagascar](#)
- Meloney Mitchell, [South Africa](#)
- Yassine Soussi - Mulchair, [Tunisia](#)
  
- Eruul Tsever Amidral - Healthy Clean Life, [Mongolia](#)
- Harold John Laborte - Capilli Trading Inc, [Philippines](#)
- Heather HuiTing Wee - Matter of Trust Malaysia, [Malaysia](#)
- Leosaile Exports Private Ltd, [India](#)
- Man Jin Kim - Sail Industry, [South Korea](#)
- MD Aftab Uddin - Wig Bangladesh Limited House, [Bangladesh](#)
- Mod Nadzreen Hidayat - Grain Corn Cultivation, [Malaysia](#)
- Nanako Hama, [Japan](#)
- Pierre Baudry, [French Polynesia](#)
- Rahul Gupta - Matter of Trust India, [India](#)
- Rajesh Sharma - Kesakambali Foundation, [India](#)
- Sherry Li - Freeland, [Taiwan](#)

# Here's to today's youth and to a planet-friendly 2024! Onward...

- The Matter of Trust Family



**Matter of Trust.org**

Join Eco-Enthusiasts  
for Renewable Resources