

Email sent from NRC Staff to NRC Members on May 7, 2009

The Board of Directors of the National Recycling Coalition, Inc. has decided that it is in the best interests of the organization, its mission, and its membership to pursue a formal relationship with Keep America Beautiful, Inc. We are unified in our support for this decision, which was reached only after many months of careful consideration and due diligence on an array of strategic options for NRC, to include partnering or more formal arrangements with a number of other organizations, as well as downsizing and even ceasing operations. Today's extraordinary times required extraordinary imagination and measures if NRC were to have a vibrant future. We believe that the partnering of NRC and KAB is the best path to realizing that future:

1. The missions of NRC and KAB are mutually supportive. Both organizations have a commitment to environmental principles that are consistent with the Guiding Principles of NRC, and that provide a basis for integrating the cultures of the two organizations.
2. The combination of the communication, educational and advocacy resources of the two organizations, to include those of the affiliated states and membership, will create a more powerful Voice for Recycling.
3. In many states, KAB and NRC have common constituents who will provide cultural integration at the state and local level and who can take advantage of new opportunities for cooperation in recycling initiatives.
4. The combined organizations will have reach into 32 states with an extraordinary opportunity to substantially expand the state and local affiliate base to all 50 states.
5. The combined organizations will be able to deliver more comprehensive, robust, and effective recycling programs – educational, managerial, and informational – to our constituents, working with and through our affiliate network, and providing support to their efforts.
6. The organizations share a common approach to advocacy by affiliates, which is to respect their independent voice on relevant policy matters whether local, state, or national.
7. With the combined, more comprehensive recycling agenda, fund-raising and long-term financial stability for the NRC mission can be realized.

Over the coming weeks, KAB and NRC will be working on a proposal, the details of which will be shared with NRC members and state affiliates for their review and feedback. Please be assured that the Board and Executive staff of NRC is committed to crafting a proposal that meets the needs of our membership. We encourage you to share your comments, suggestions and concerns with NRC Staff and Board, as well as with your local affiliate. Members and affiliate leadership will also be provided an opportunity to speak with representatives of KAB.

As you review the proposal, we sincerely hope that each of you will keep an open mind on this opportunity to forge a new and dynamic organization to advocate and implement our common purpose. *In the end, any proposal that, as is likely, will require changes to the charter and by-laws of the organization will be subject to your formal voting approval.*

In the meantime, there is still much work to be done. We appreciate your patience as we go forward with developing a detailed proposal that validates your interest in and long-standing support for NRC.

Sincerely yours,

The Board of Directors
National Recycling Coalition, Inc.