Clever Octopus Inc. is a nonprofit organization dedicated to fostering creativity and environmental awareness through art, science, technology, engineering, and math.

**WHAT WE DO**

**Creative Reuse Center**
Sells art materials at 50%-90% off retail price at 4973 State St. in Murray, Utah and hosts on-site workshops for all ages.

**Octopod**
Mobile art classroom that travels to parties, street fairs, and other events!

**Warehouse**
Where diverted materials are located before they are sorted and moved to the CRC.

**WHO WE SERVE**

**Educator**
Provide free memberships, classroom STEAM kits, and warehouse pre-sales.

**Businesses**
Divert waste from manufacturers and use donated materials for creative reuse classes.

**Individuals**
Offer affordable on-site workshops and provide art education opportunities for marginalized communities.

**Youth**
Hosts weekly workshops around Salt Lake Valley, summer camps, and more!

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Wow! We’ve had a highly productive year at Clever Octopus, Inc (COI)! In Dec. of 2017, we were ecstatic to have 8 part-time employees. Even more ecstatic to have the Creative Reuse Center paying for itself and its staff. In 2018, we realized that COI wasn’t going away anytime soon, and by April we knew we needed a larger space. In May, we doubled our footprint with a small warehouse, and by July we were hit with another reality check — our warehouse was FULL! — and held our first warehouse sale, which we have offered quarterly since then. By December, we had 19 part-time employees on our payroll!

Jen spent the Spring preparing and submitting proposals for AmeriCorps VISTAs. After many interviews, our amazing team expanded to include two talented, hardworking, and forward-thinking full-time VISTA members. In the Fall, we took a leap financially and promoted a staff member to be our Store Manager, and welcomed Margo Richards to our Administrative team. Marketing is its own beast, and with the assistance of one of our newly hired teacher/staff members, Carina Barajas, and a website coordinator, Madeline Liston, our marketing took on a whole new look and energy level. We shared the love of resourcefulness, reuse, upcycled art, and creative expression, and we encouraged conscious consumption with more people in more communities through our social media sites this year. We welcomed many more of you: our friends, fans, supporters, and colleagues in the reuse community.

Our volunteer base continued to grow and expand. We had many loyal customers who became volunteers as well. We also welcomed wonderful networks of youth organizations that gave of their time and energy. Teaching this generation to (re)imagine, (re)think, (re)use, and (re)evaluate how they consume has been empowering.

Our amazing teaching staff delivered outstanding creative reuse outreach programming to so many of our community members. We were consistently approached by organizations and schools to bring creative reuse programming throughout the valley and state. We educated more children and adults about the wealth of resources we have at home, in the trash, recycling bins, and at reuse centers.

In 2018, waste stream diversion became a hot topic in the U.S. The folks of Utah are becoming invested in searching for options and are seeking to become better stewards over their environment. The future is bright as we look forward to creating our full-scale Clever Octopus Creative Reuse Center model in 2019-2020.

Thank you to our community of customers, volunteers, creators, investors, and supporters!
PARTNERS

Art Councils: Midvale, Millcreek, Murray, Salt Lake, and South Salt Lake

Businesses & Manufacturers: 3form Alpine Framing American Craft American Express Barnes and Noble Sugarhouse Barrani Design Darin Taylor Interior Design Glass With A Past Goldman Sachs Habitat for Humanity ReStore Make Salt Lake Modbod Clothing Paint Nite Patagonia Permobil Regional Supply Salt Lake Laser & Etching Salt Palace Convention Center Seams So Right Sewing


Media: Catalyst Magazine KRCL The New Utah Podcast

Mentorship: 1 Million Cups Salt Lake Small Business Development Center Seismism Consulting Sustainable Startups Women’s Business Center of Utah Womenpreneurs

Affiliations: Americorps VISTA Boomerang Bags (Australia) Cascade Alliance (Eugene, OR) Keep America Beautiful Parity.org RAFT (Denver, CO) Reverse Garbage (Australia) Scrap Exchange (Durham, NC)

Outreach: Boy & Girl Scouts of Utah Camp Kostopulos Children’s Discovery Museum Curious Mondo Gateway Academy U & Jeanne Wagner Jewish Community Center The Leonardo Local Artisan Collective Natural History Museum of Utah Odyssey House The Other Side Academy Salt Lake Emerging Arts Professionals Salt Lake Mini Maker Faire Salty Cricket Collaborative Sew Much Hope Spy-Hop Sugar House Farmer’s Market Tracy Aviary Utah Arts Alliance

Philanthropy: 100 Women Who Care Durham, Jones, & Pinegar TransWest Credit Union

Schools and School Districts: SD of Alpine Granite Murray, Nebo, and Salt Lake City Jean Massieu School of Deaf & Blind

State, County, City: Gay & Lesbian, Murray, and Utah Black Chamber of Commerce Murray City Library SLCo Public Libraries Mountain America Expo Center SLCo Libraries SLCo Youth Services SLCo Green South Salt Lake Promise Utah Arts Alliance Utah Arts Educators Association Utah Cultural Alliance Utah Division of Arts & Museums Utah Nonprofit Association Utah PTA Utah Science & Environmental Ed Utah STEM Action Center Work Activity Center Zoos, Arts & Parks

Universities: Brigham Young University Salt Lake Community College University of Utah Utah State University Utah Valley University Westminster College

BY THE NUMBERS

IN 2018, CLEVER OCTOPUS

diverted 22,007 LBS OF WASTE which weighs the same as 8,803 PAIRS OF SHOES welcomed 308 VOLUNTEERS who diligently served 5,498 HOURS

hosted 1,807 EVENTS which served 17,670 PARTICIPANTS

peeled 40 LBS OF CRAYONS & consumed 72 FT³ OF POPCORN
WHERE WE SERVE

SLCPL Programs
- Glendale
- Main
- Marmalade
- Sweet
- Anderson

Summer Camps / Classes
- Natural History Museum
- Murray City
- Camp U Art Camp
- Odyssey House
- Murray City Library Beginning of Summer Bash
- Jewish Community Center
- The Leonardo

Schools
- Granit SD Morningside
- Nebo SD Rees Elementary
- Indian Hills Elementary Art Night

Special Events
- Hogle Zoo Earth Celebration Day
- RCA & The Leonardo Fix It Clinics & Friday Late Night Events
- RCA & Patagonia Fix-It Clinics
- Art Factory Gallery
- Art Factory./Arts Alliance Not Yo Mama’s Holiday Market
- CHaRM Events with Utah Recycling Alliance

Outreach
- Utah Valley University Folklore
- SLCSD Indian Hills Elementary
- Arts programming at Entheos Academy in Magna
- Realms of Inquiry 8th grade
- Alpine SD River Rock Elementary
- SSL Columbus Senior Center
- St John’s Community Child Development Center Art Class

Art Markets / Fairs
- Sugarhouse Art Market
- Salt Lake Maker Faire
- Hanukkah Market

Conferences
- UAEEA Art in the Sun Conference
- UAEEA Art Teacher Fall Conference, pop up shop

Salty Cricket Collaboration
- Youth: SLCSD Mary Jackson Elementary
- Wallace Stegner Academy

Centers
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VISION FOR 2019

We will open a full-scale Creative Reuse Center/Campus that is at least 5 times our current retail space. The new campus will feature giant classrooms, community gathering spaces, repair workshops, waste distribution center, and much more!

LOCATE IN FEDERAL OPPORTUNITY ZONE OVERLAYING HIGH POVERTY AREAS

Generate revenue through Materials Diversion service fee (businesses & manufacturers only).

Create upcycling division to develop and produce zero waste products to sell in each CRC.

ONLINE REVIEWS

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Additional staffing needs will be, in part, facilitated through job training programs and mentored by Cascade Alliance, a membership and mentorship program that helps establish waste-based sustainable social enterprises.

We will develop educational outreach programming - teacher-teaching and mini-grant - that provide educators and organizations with the knowledge of creative reuse and the access to material. In addition, we will partner with more businesses and manufacturers to divert an even larger amount of waste.

COMING SOON

FULL SCALE CREATIVE REUSE CAMPUS

Clever Octopus thrives on creativity and promotes the idea that everyone deserves art via our retail store, workshops, and outreach programs. We highly values our ability to build community, as demonstrated with our outreach and partnerships we have established.

In 2018, we invested more time and energy in our marketing efforts; we grew our following by 140% on Instagram and 192% on Facebook, which means higher engagement and awareness of what we do.

ONLINE REVIEWS

This is a great resource to find fun and unusual crafting and art supplies at a great cost. I love the purpose of the store and it is a great place to drop off items for reuse.
YOU CAN MAKE A DIFFERENCE

DONATE STUFF
Your materials keep our shop stocked with interesting and creative supplies.

VOLUNTEER
Share your time and talents to help us make our program even more amazing!

DONATE FUNDING
Your financial donation allows us to teach more and create more.

SPREAD THE WORD
Tell your friends and family about our retail store, warehouse, and workshops.

GET INVOLVED
Apply for our AmeriCorps VISTA, AmeriCorps Summer Associate, Internship, and Ambassador positions!

INVENTORY SALES

2018 REVENUE

FINANCIALS

www.cleveroctopus.org/donate