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

**WHO WE SERVE**

**Educators**
COI provides free memberships, classroom STEAM kits, and special sales.

**Industry**
COI diverts waste from businesses and manufacturers for creative reuse programs.

**Individuals**
COI offers affordable and accessible art, skill, and repair-based on-site and outreach workshops.

**Youth**
COI hosts weekly workshops around Salt Lake Valley, on-site programs, summer camps, and more!

**WHAT WE DO**

**Creative Reuse Center**
Sell reclaimed art & DIY materials at 50%-90% off retail prices and hosts on-site workshops for all ages.

**Octopod**
Serves as an art classroom that travels to street fairs, parties, and other events!
THE TEAM

DIRECTORS

Sheri Gibb | Executive Director & Co-Founder
Jen Lopez | Program Director & Co-Founder
Margo Richards | Creative Director

MANAGERS

Carina Barajas | Shop & Social Media Manager
Kacy Huston | Program Manager
Lin-hsiu Huang | Communications, Design & Marketing Manager

AMERICORPS VISTAS / COORDINATORS

Sophie Benson | Program Coordinator
Alexandra Parvaz | Community Engagement Coordinator

BOARD MEMBERS

Mark Gibb | Shareholder, Durham, Jones, and Pinegar
Nicholas Hales | Former CEO, DIGICERT
Laura Aberton | Pinnacle Home Health
Megan Millerberg | Team Lead at Lucid

SHOP STAFF

David Sadler
Kristal Welsh
Madison Lindgren
Psywren Sabol
Zephyr Christensen

TEACHING ARTISTS

Emily Snow
Kaycee Charles
Laurie Knowley
Lilly Johnson
Linda Bergstrom
Sarah Winegar

LETTER FROM FOUNDERS

As we look back on 2019 from the COVID-worn couches upon which we now office separately across town and think about all we were able to accomplish in our cozy little shop on State Street, the current challenges we face seem to come into focus. We live in a world of creative problem solving and circular economy and strive to keep our impact global by working locally to support our community. Clever Octopus is built on the idea of circular economy - we’re diverting materials that would languish in closets for decades or be sent to the landfills, both from individuals and industrial waste streams and getting them into the hands of folks who can make something great with them. Now more than ever, we have come face to face with the importance of the individual and the impact our individual efforts have on the whole.

Last year, we welcomed many more of you - our friends, fans, supporters, and colleagues - to our reuse community. In January, we introduced a series of onsite workshops to our community, where we welcomed local artists to share their skills with you. In February, we welcomed our second AmeriCorps VISTA member, Lin-hsiu Huang, as our Program Coordinator. Kacy and Lin, our first-ever AmeriCorps VISTA team, worked tirelessly to create processes and develop programs that increased our capacity tremendously. In April, we celebrated our birthday with many of you, our beloved community, at our first official fundraiser and party. Octopalooza was born! We had a creative fun-filled evening at the Gateway in SLC. In the summer, together with Goldman Sachs, we brought a wonderful creative reuse opportunity to more than 30 youth in Salt Lake County. Our team of artists, volunteer mentors, and youth created group sculptures, learned about waste-stream diversion, toured the SLCo Landfill, visited the Washed Ashore Exhibit at Hogle Zoo, and collaborated to create art and a better world. Through our community partnership with Salt Lake Community College and the Thayne Center, we were able to connect with groups of students and faculty.

In early summer, we began looking for a new location in SLCo where we could grow and bring a complete CRC model to Utah. In July, we were the only non-profit organization accepted into the Goldman Sachs 10,000 Small Businesses program! With the anticipation of fulfilling our hopes and dreams of organizational growth, Sheri began an intensive 14-week program with Goldman Sachs to discover the potential of small business and how our organizational model could be strengthened, expanded, and developed into a state-wide initiative. During this time, we were able to secure a contract for a space we’d fallen in love with. In December, we finished our final month in Murray and began the process of moving our warehouse, storage unit, and store, to open our new CRC location in January of 2020. 2020 started out amazing, and though it has thrown us a curveball, we look forward to sharing the love of resourcefulness, reuse, upcycled art, and creative expression, and encouraging conscious consumption with more people in more communities this year.

Jen and Sheri
### 2019 Highlights

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tbody>
<tr>
<td>JAN</td>
<td>Two new AmeriCorps VISTA members</td>
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<tr>
<td>FEB</td>
<td>Women Entrepreneur Conference Grant Pitch</td>
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<tr>
<td>MAR</td>
<td>Intermountain Sustainability Summit 2019</td>
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<tr>
<td>APR</td>
<td>Octopalooza: Birthday Party and Fundraising Event</td>
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<tr>
<td>MAY</td>
<td>Westminster College, SLCC, and Kilos Earth Day celebration</td>
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<tr>
<td>JUN</td>
<td>Clever Octopus Summer Camps</td>
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<tr>
<td>JUL</td>
<td>Clever Octopus &amp; Goldman Sachs 2019 Student Art Project</td>
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<tr>
<td>AUG</td>
<td>Back to School Warehouse Sale</td>
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<tr>
<td>SEP</td>
<td>Meeting with the Resiliency Hub &amp; the Solid Waste Service District</td>
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<td>OCT</td>
<td>Utah Climate Week 2019</td>
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<tr>
<td>NOV</td>
<td>South Salt Lake Craftoberfest</td>
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<tr>
<td>DEC</td>
<td>“We are moving” announcement</td>
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**SERVICE IN 2019, CLEVER OCTOPUS:**

- **40,408 LBS OF WASTE divert**
  - which weighs the same as 5 ASIAN ELEPHANTS
- **215 VOLUNTEERS welcomed**
  - who diligently served 8,320 HOURS
- **1,807 EVENTS hosted**
  - which served 17,670 PARTICIPANTS
- **31 NEW FABRIC ANIMALS created**
- **75 FT³ OF POPCORN & consumed**
### COMMUNITY

- Bags to Beds
- Center for Biological Diversity
- Chase Home Museum of Folk Arts
- Churchill Jr. High
- Craft with a Purpose
- Deseret Experimental Opera
- Disabled Rights Action Committee
- Franklin Elementary
- Friends of The City Library
- Friends of Veterans Court
- Guatemalan Humanitarian Tours
- Healthy Environment Alliance of Utah (HEAL Utah)
- International Language Program
- J.E. Cosgriff Memorial Catholic School
- Judge Memorial CHS
- Logan Pride Foundation

- Madison High School
- Northlake Elementary School (Dual Immersion)
- Oakdale Elementary
- Pioneer Elementary Community Center
- Promise South Salt Lake Best Buy Teen Tech Center
- Salt Lake Community College: Thayne Center
- Sego Lily School
- Story Crossroads
- Tenth East Senior Center
- United African Women of Hope
- Utah's Hogle Zoo
- Utah Arts Alliance
- Utah Community Action
- Vegan Halloween Carnival
- Webby Elementary
- Whittier Elementary School

### SLCPL PROGRAMS

- Main Library
- Marmalade Library
- Sweet Library

- Camp K: Nerdy Nature: Outdoors and Art Camp
- Goldman Sachs Student Art Project 2019
- Hogle Zoo
- JCC Summer Camp
- Murray City Summer Camp
- Natural History Museum of Utah Outside: Art with Power Tools for Girls Only
- Tracy Aviary: Recycling is for the Birds!
- University of Utah Club U
- University of Utah Creative Connections: Art and Engineering & Art of Angles
- ZAP Kids Summer Passport

### SUMMER CAMP AND CLASSES

- Altera Elementary
- Bastian Elementary
- Blackridge Elementary
- Entheos Academy
- Escalante Elementary
- Jim Bridger Elementary
- Kauri Sue Hamilton School
- Morningside Elementary
- National Federation for the Blind Bell Academy
- North Star Academy
- Promise South Salt Lake: STEM Center, Granite Park Junior High, Roosevelt Elementary, Historic Scott School

### SCHOOLS

- 10th Annual Touch-A-Truck
- BWild Upcyclathon
- Green Drinks | Momentum Recycling
- Murray Library Adult Classes
- SLCC Community Engagement Fair
- SLCC Earth Day
- Utah Climate Week: Climate and Health Symposium
- Westminster Earth Day

### SPECIAL EVENTS

- Altera Elementary
- Bastian Elementary
- Blackridge Elementary
- Entheos Academy
- Escalante Elementary
- Jim Bridger Elementary
- Kauri Sue Hamilton School
- Morningside Elementary
- National Federation for the Blind Bell Academy
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### CENTERS

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- BWild Upcyclathon
- Green Drinks | Momentum Recycling
- Murray Library Adult Classes
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- SLCC Earth Day
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### ART MARKETS AND FAIRS

- Altera Elementary
- Bastian Elementary
- Blackridge Elementary
- Entheos Academy
- Escalante Elementary
- Jim Bridger Elementary
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### CONFERENCES

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### TALKS

- 10th Annual Touch-A-Truck
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### CLEVER OCTOPUS MINI-GRANT RECIPIENTS

- Bags to Beds
- Center for Biological Diversity
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- J.E. Cosgriff Memorial Catholic School
- Judge Memorial CHS
- Logan Pride Foundation
At TransWest, they believe that creativity is vital to pursuing your dreams. Too often, people put their dreams on hold for financial reasons. This is why they are proud to support Clever Octopus in their mission to make creativity and the art of repurposing accessible to everyone, at every skill level, no matter their financial situation. TransWest is committed to helping members make better decisions and providing access to products that will enable them to follow their passions.

Clever Octopus Creative Reuse Center is a recipient of a Google Grants award. The Google Grants program supports registered nonprofit organizations that share Google’s philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy and the arts. Google Grants is an in-kind advertising program that awards free online advertising to nonprofits via Google AdWords.

AmeriCorps VISTA
Zoo. Arts. & Parks | SLCounty
Utah Division of Arts & Museums

Goldman Sachs
Women's Entrepreneurial Conference

Durham, Jones, & Pinegar

3form
Salt Palace Convention Center
Curate to The Trade

Permobil
Regional Supply
Pro Recycling Group

Camp Kostopoulos
Goldman Sachs
Hogle Zoo
Murray City

Natural History Museum of Utah
Promise South Salt Lake
Tracy Aviary
University of Utah

1 Million Cups
Columbus Center
Salt Lake Community College Thayne Center
Salt Lake County Landfill
SLCgreen
The Good Pencil Company
Utah Arts Alliance
Utah Culture Alliance
Utah Nonprofits Association
Work Activity Center
End of 2019, Clever Octopus transitioned into a full-scale Creative Reuse Campus, featuring giant classrooms, community gathering spaces, repair workshops, a waste distribution center, and much more! With significantly greater space, comes many new challenges, but we hope to tackle them together as a growing – but still close-knit – team. Our goal is to cultivate success as we seek to build more partnerships, host our own summer camps, increase our clientele.

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.

For further programming support, and the development of more green job opportunities, we have successfully renewed our AmeriCorps VISTA grant to accommodate four full-time year-round positions starting 2020: Program, Communications, Community Engagement, and Development Coordinators, as well as two summer-term Education Coordinators.

IMPACT

2019 IMPACTS

1. An increase of 66% of volunteer hours from 2018. Thank you to everyone who helped us move!
2. Maintained perfect 5-star reviews on Yelp and Facebook. And a high 4.6 stars review on Google.
3. Relocated from our original 1,700 sqft space to our new 11,400 sqft facility in South Salt Lake — that is 647% of our original shop!
4. First two AmeriCorps VISTA members finished their service years with a total of 3,390 service hours combined.

2020 VISION

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Clever Octopus: A Creative Reuse Haven Turns Two
Catalyst Magazine | March 28, 2019

e2 Check-in with: Clever Octopus
e2 Business, SLCgreen Newsletter | June 5, 2019

The Art of Reuse: Rethinking our Waste through Creativity
TEDx Official Youtube Channel | July 19, 2019
(features Lin-hsiu Huang, Clever Octopus Program Coordinator)

A Garbage Dream: Envisioning Creative Reuse in Moab
Moab Sun News | September 12, 2019

Waste Not, Want Art?
The Clever Octopus Provides Sustainable Art Materials for All
The Daily Utah Chronicle | September 12, 2019

Clever Octopus:
Making Art and Keeping Everyday Items Out of the Landfill
SLCgreen Blog | September 22, 2019

Clever Octopus on Get An Earful
KZMU | November 2, 2019

Shopping online? Consider supporting a local business, like this one selling unique gifts
Fox 13 | December 18, 2019

For more media mentions, please visit www.cleveroctopus.org/media
Creative Reuse is the process of transforming waste materials or unwanted products into new, exciting, useful, or fun products. It requires innovative thinking, problem solving, and product testing to make use of reclaimed materials.

Creative reuse keeps materials inside the loop and invites everyone to work together in harmony to celebrate offcuts, oddities, found objects, and the magic and mystery that arrive via chance.
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 programs 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, outreach programs, and workshops.

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

www.cleveroctopus.org/donate