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FOR IMMEDIATE RELEASE

CCCF Invests Nestlé Gift into Waste Study

Chaffee County, CO – The Chaffee County Community Foundation (CCCF) announces it has directed a gift from Nestlé Waters of North America (NWNA) to fund the initial phase of a waste assessment to be led by the Greater Arkansas River Nature Association’s (GARNA) Chaffee Green Sustainability Program.

As GARNA’s project overview explains, according to the U.S. Census Bureau, the population of Chaffee County has increased nearly 23 percent in the last decade (2000 = 16,315; 2018 = 20,027), and this trend is expected to continue. In addition to attracting new residents, our county has been incredibly successful at attracting an ever-increasing number of tourists each year with double digit growth on the Arkansas River, and in the surrounding mountain ranges. While all this growth is surging, changes in the recycling markets and systems have forced costs to rise and services to contract. Both Buena Vista and Salida approved a single year increase in recycling funding to Angel of Shavano recyclers for 2020, while acknowledging they would not be able to sustain the increase into the future.

The outcome of this phase of the waste assessment will be a better understanding of the current annual waste generated and diverted in Chaffee County, with monthly estimates if possible. This information will build into a larger request for funds to the Colorado Department of Public Health & Environment to fund a deeper audit to better understand the amount of waste visitors generate in the summer months and to expand GARNA’s education and outreach programs focused on waste diversion, including youth education. In addition, these assessments will inform and help shape the Sustainability Plan as a part of the new county comprehensive plan.

CCCF will work with NWNA to direct larger future investments into the recycling and waste diversion capacity of Chaffee County. This work would not happen without NWNA’s strategic deployment of resources and will have long-term, positive impacts on the quality of life and environmental health of the county and local community.

“We are so pleased to support this phase in Chaffee County’s effort to build its sustainability plan, and we commend GARNA and CCCF for spearheading such an important initiative.” said Natural Resource Manager Larry Lawrence. “Educating people about how to recycle and inspiring them to do so more often is an important priority of NWNA. In addition to funding this waste assessment in Chaffee, we are working around the United States to help improve plastics collections and support recycling infrastructure through indirect investments, including our \$6 million [investment in the Closed Loop Infrastructure Fund](#), which supports projects that help increase recycling capabilities in cities all over the United States.”

Increasing strategic philanthropic investments is part of the core purpose of CCCF. Executive Director Joseph Teipel shares that “this project is a great first step to building a sustainable waste diversion and recycling environment in Chaffee County. We must start our work as a community with data, and let that data direct future efforts.” The study will be carried out by new Chaffee County resident Dr. Erica Wohldmann-Gift, who earned her doctorate in cognitive psychology and cognitive science and served as the Interim Director for the Institute for Sustainability at the California State University, Northridge.

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About Chaffee County Community Foundation (CCCF)

CCCF envisions a resilient Chaffee County where residents, nonprofits, businesses, and governments are thriving, interconnected, and well resourced. CCCF's mission is to act as a catalyst to inspire positive change through the power of philanthropy to enrich the lives of all people in Chaffee County. To do this, CCCF is working with nonprofits, residents, businesses, and municipal governments to increase philanthropy, provide capacity building and technical support to nonprofits, and invest in catalytic projects in the areas of Community Vitality, Community Health, and Community Capacity. In addition, CCCF aims to act as a 'center for the common good' by holding space for community conversations and dialogue on tough issues. Learn more at www.chaffeecommunity.org.

About Greater Arkansas River Nature Association (GARNA)

Focused on more than environmental issues, the Greater Arkansas River Nature Association (GARNA) recognizes that how it builds, plans and cares for the communities in the Upper Arkansas Valley increases community resilience, and that makes a difference in how the community values and stewards the natural environment. GARNA is a community connector through its Youth Ecological Literacy Program, it's popular clubs, such as the Birding, Hiking, Photography and Book Clubs, as well as it's community education programs that draw residents and visitors to the area. GARNA manages the largest group of volunteers in the Upper Arkansas River valley. Each year, over 200 hardworking volunteers clean, maintain and improve the health of the watershed and on public lands of the Upper Arkansas Valley. GARNA public education programs reach over 5,000 people per year, with a Youth Ecological Literacy Program that reaches 1,800 youth per year with place-based, pro-social and STEM programs in Chaffee and Lake Counties. GARNA, through community collaboration, inspires a conservation ethic by providing educational opportunities and experiences so that those who live, work and play in the Upper Arkansas Valley are motivated to take care of the natural resources and leave a legacy of responsible use of the natural environment.

About Nestlé Waters of North America (NwNA)

Nestlé Waters North America offers an unrivaled portfolio of bottled water brands for healthy hydration, including [Arrowhead® Brand 100% Natural Spring Water](#), [Nestlé® Pure Life®](#), [Perrier®](#) and [S. Pellegrino®](#). The company also owns and operates [ReadyRefresh®](#) by Nestlé®, a customizable water and beverage delivery service. Just Click and QuenchSM.

Based in Stamford, Connecticut with more than 7,000 associates in the United States , we manage natural resources for long-term sustainability, and we conserve nearly 21,000 acres of natural watershed area. We currently source water for our six regional spring water brands from 47 springs across North America. We are also committed to creating shared value and being a good neighbor in the 140 communities where we operate in the U.S. For more information, visit us at <https://www.nestle-watersna.com/en> and follow us on Twitter, Instagram and Facebook: @NestleWatersNA.

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