



# No More Littering 2025 Annual Impact Report



No More Liddering transforms single-use plastic into meaningful community art while inspiring eco-conscious habits through hands-on education.

Message from our founder:

This work matters because it changes the way people see what they usually throw away.

Every day, we are surrounded by single-use plastics that are designed to be used briefly and discarded without a second thought. At No More Liddering, we challenge that mindset by transforming those materials into something permanent, meaningful, and shared. When a student places a plastic lid into a piece of art, they begin to understand that their choices—and their waste—have impact.

This year, I witnessed something incredibly powerful across classrooms and communities. I saw students light up as they realized they were contributing to something bigger than themselves. I watched schools come together around a shared goal, and I saw everyday garbage spark conversations about sustainability in ways that felt accessible, creative, and hopeful. What stood out most was the sense of ownership—participants didn't just make art, they became part of it! It was such a rewarding year in so many ways, and I am grateful for every moment.

None of this would be possible without the people who said yes—to bringing us into their schools, to supporting our mission, and to believing that small actions can lead to meaningful change. To our educators, partners, donors, and volunteers: thank you for trusting us and for being part of this growing movement, and by growing I mean it- our numbers below shocked me as I read them and it's all thanks to each of you believing in my garbage art fever dream.

As we look ahead, our vision is to expand our reach and deepen our impact. We are committed to bringing eco-education to more communities, increasing access through our custom 'Lid Kits', and creating larger, more visible installations that continue to inspire change.

We believe that when people are given the opportunity to create, they also begin to care—and that is where real change begins.

Together, we are building something bigger than art. We are building awareness, responsibility, and a more sustainable future—one lid at a time.

With IMMENSE thanks,

Heather Elson, Founder/CEO

## What Do We Do?

No More Liddering brings sustainability to life through a unique, hands-on model that combines community art, eco-education, and creative reuse. Through our **eco-educational events**, students and community members learn the facts about single use plastic waste while actively transforming hard-to-recycle materials into collaborative artwork. Our custom, **'Lid Kits'** extend this experience beyond in-person programs, allowing individuals, teachers, and small groups to participate in the creative process anywhere. Our **private commissions** create custom, large-scale installations that beautify spaces while amplifying environmental awareness—making sustainability visible, engaging, and impactful across communities.

### Impact Snapshot

- 2,500+ students engaged
- 44 community art installations completed
  - 75,000+ plastic lids repurposed
- 38 eco- educational workshops hosted
  - 25 school & community partners

### Community Impact

#### **Public Engagement:**

- 38 Eco-Educational events- NML provided eco-education interactive events to over 9,000 participants, students, and volunteers in 2025 at the following events-
  - Mercedes-Benz Stadium STEAM event
  - Tech Square Atlanta- Tech Week
  - TSQ ATL- Eco Art Event
  - Pride Run Atlanta- 4 separate events
  - American Heart Association Heart Ball
  - Captain Planet Foundation Gala
  - Wylde Center Earth Day Event
  - Mountain View Library
  - Davis Elementary School- 2 events
  - Mountain View Elementary School
  - Wheeler STEAM Symposium
  - Kendezi Charter/ Plantlanta Event
  - Chabad Intown
  - Reformation Brewery
  - My Green Earth/ A Better Cobb Eco-Event

- Lagos, Nigeria – Eco Educational event via Project Conserve River
- 18/ 2 hr eco-art volunteer events led by Heather Elson at her art studio

### **Public Community Installation Reach:**

- Mercedes Benz Stadium- 3 million visitors annually- MBS is the busiest stadium in the United States, and the first stadium of its size to reach platinum zero waste certification
- Georgia Tech/ Kendeda Building- 2,000+ annual tour attendees plus student/staff/event guests
- Midtown/Tech Square, Atlanta Ga. -(TSQ ATL/Tech Square Research Building/ GT Global Learning Center) considered the heart of Atlanta’s technology scene, Tech Square boasts the highest concentration of startups and researchers in the southeastern United States- 7.1 Million visitors annually
- Fernbank Science and Tech Center- 20,000 visitors annually
- That Dirty Dog- 6,000- 10,000 visitors annually
- Reformation Brewery, Woodstock Ga.- 12,000 visitors annually
- Mountain View Library- 75,000 – 140,000 visitors annually
- AID Atlanta- 75,000 visitors annually
- Chabad Intown- 2,000 individuals annually
- As well as: Ted’s Montana Grill, Ripple Glass, TSQ ATL, Wallers Coffee Shop, TLC Dance Studio, The Blue Ghost Arcade, Pure Barre Roswell

### **Potential Annual Viewership**

Fixed numbers of annual onsite visitors exhibiting our eco-art installations:

- Mercedes-Benz Stadium: 3,000,000
- Georgia Tech / Kendeda Building: 2,000+ (*minimum used*)
- Midtown / Tech Square: 7,100,000
- Fernbank Science Center: 20,000
- Reformation Brewery: 12,000
- AID Atlanta: 75,000
- Chabad Intown: 2,000
- That Dirty Dog- 6,000
- Children’s Hospital/ Scottish Rite- 500,000

**Our eco-art installations reach audiences in high-traffic public spaces with a combined annual attendance exceeding *10 million visitors*—amplifying our message of sustainability on a large scale.**

All the above spaces are considered community partners. Their choice to display our sustainable artwork expands No More Littering's reach and mission to educate viewers through sustainable beautification efforts. By placing eco-art in museum and stadium settings, we are not only diverting waste—we are elevating the conversation around sustainability in spaces dedicated to culture, learning, and public engagement.

### **School/Student/Eco-Education Impact:**

- Mercedes-Benz Stadium STEAM Day event- 300 Middle School students
- Wheeler High School STEAM Symposium- 700 elementary students
- Art Barn Camp Eco-Educational event- 150 campers
- Mountain View Elementary School Eco Art Lid Kit- 3<sup>rd</sup> Grade Class
- Davis Elementary School Eco Art Lid Kit- 600 students
- Lagos, Nigeria Eco Art Event- 35 students
- Mountain View Library- 25 pre-k participants
- Volunteer Events: A total of 107 public volunteers contributed 214 hours of service collectively

### **Materials and Environmental Impact:**

At No More Littering, we focus on repurposing some of the most difficult plastics to recycle—materials that are often excluded from curbside programs due to their composition, size, or limited market value.

Much of our work centers around plastics labeled with the following resin identification codes:

- #5 (Polypropylene – PP): Commonly found in bottle caps, food container lids, and prescription bottles
- #6 (Polystyrene – PS): Used in certain rigid packaging and containers
- #7 (Other): A mixed category that includes multi-layer and hard-to-recycle plastics

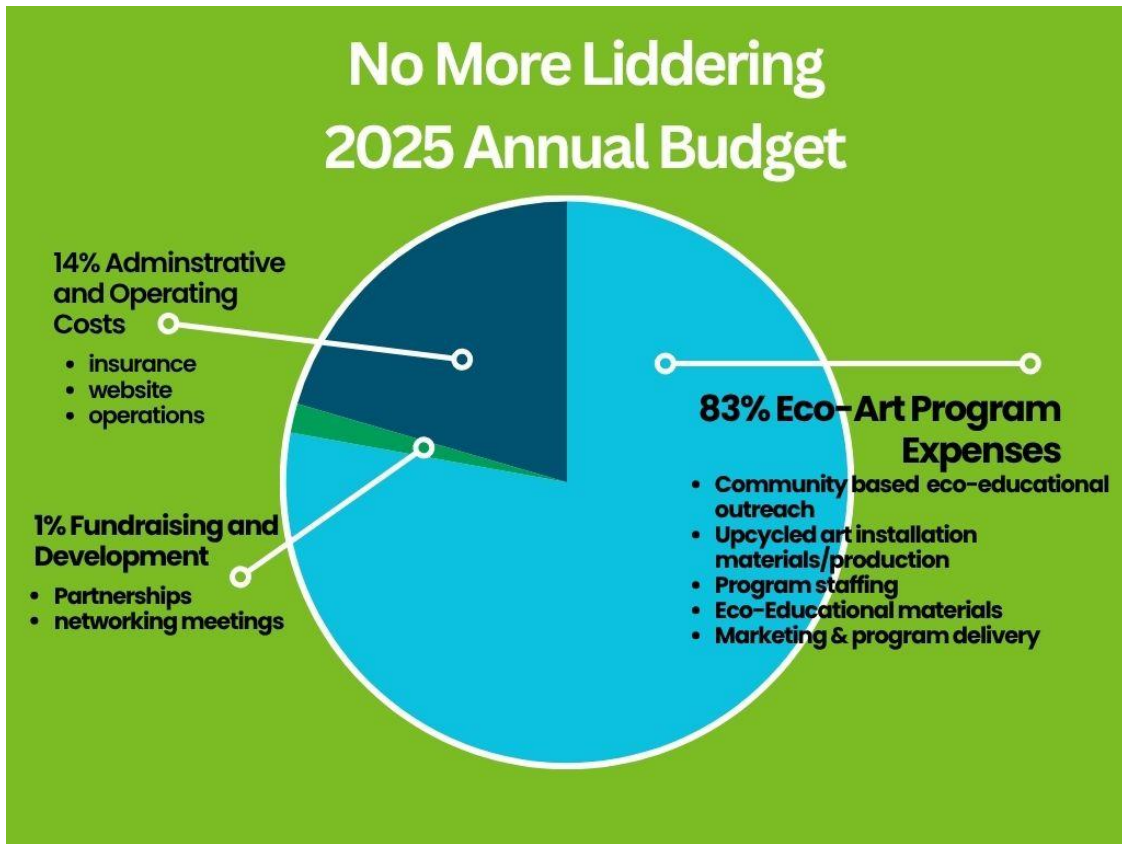
These materials are frequently overlooked in traditional recycling streams and are at higher risk of ending up in landfills or polluting natural environments. By collecting and transforming these plastics into collaborative works of art, we not only divert waste but also bring visibility to a category of materials that is often ignored in sustainability conversations.

### Total number of plastic pieces diverted and beautifying:

- In 2025, No More Liddering’s artwork diverted over **75,000 single use plastic pieces** from local landfills and waterways.
- Our art pieces beautify a total area of **26,864 square feet**- equivalent to nearly six basketball courts.

### Financial Overview:

No More Liddering remains committed to transparency and maximizing impact through responsible financial stewardship. Our organization raised \$18,792 this year and carefully managed expenses of \$15,495, resulting in a positive net balance of \$3,297. Every dollar raised was efficiently used to further our mission of eco-education and community art.



### 1. Revenue

- **Donations** - \$2,039
- **Sponsorships** \$2,832
- **Program Revenue** \$13,921

## 2. In Kind Donations-

### **Heather Elson/ Founder Volunteer Hours- \$48,600**

The organization benefited from 1,440 hours of volunteer leadership from its founder, Heather Elson, representing an estimated value of \$48,600 across artistic design, program facilitation, and administrative support. *This means that each \$1 of revenue generated was leveraged into \$3.60 of direct value for our programs and community projects.*

### **Board Member Volunteer Hours- \$2,250**

Our board members play a vital role in advancing our mission. Over the past year, our passionate four members contributed approximately 150 volunteer hours. Valued at \$15 per hour, this represents \$2,250 in in-kind support that strengthens our programs and community impact.

### **Ted's Montana Grill- \$600**

No More Liddering is grateful for the support of community partners who help us recognize and celebrate those involved in our work. Ted's Montana Grill generously donated **\$600** in gift cards, which were used to thank our volunteers and community partners for their time and contributions.

### **“Lid Donation Stations” \$5,000**

Thousands of pounds of materials were donated, sorted, cleaned and repurposed, significantly reducing program costs.

### **Total In Kind donations- \$56,450**

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## **3. Program Expenses – \$12,952 (83.6%)**

Directly supports our mission and community impact:

- Art & building materials for installations
- Merchandise giveaways (outreach & awareness)
- Eco-Educational presentation materials
- Program staffing (payroll)

## **Administrative & Operating Expenses – \$2,258 (14.6%)**

Essential infrastructure to keep our programs running:

- Business registration
- Liability insurance
- Website & digital tools
- Payroll processing fees
- Parking, petty cash, and general expenses

### **Fundraising & Development – \$285 (1.8%)**

Relationship-building and partnership growth:

- Partnership meetings
- Networking events

**Total Expenses: \$15, 495**

### **Testimonials:**

"It was a pleasure to work with No More Liddering to create two stunning art pieces for my school. Heather's kindness, creativity, and zest for life are unmatched. These projects have had a positive impact on all who were involved and I can't wait to complete another project with No More Liddering!" *Laura K.- Teacher*

"My 7 year old and I love to volunteer. To watch “trash” become such amazing art is a beautiful thing. I encourage anyone to support and get involved in this movement." *Laura M.- Volunteer*

"Volunteering with No More Liddering is truly a rewarding experience, as I've seen firsthand the positive impact our efforts have in reducing waste and promoting sustainability. Heather is incredibly passionate and dedicated, making every project feel meaningful. It is inspiring to be part of a movement that not only helps the planet, but also educates the kids and makes beautiful art projects. " *Roberta M.- Volunteer*

"No More Liddering is an inspirational, fun, and educational way to engage with the public about reuse and recycling. I love seeing Heather's work, and the work of other artists and students, in our space and I love that every piece has a story, that opens the conversation to what environmental stewardship can look like." *Anonymous- Community Art Host*

"I absolutely love the concept behind No More Liddering—turning recycled materials into meaningful, beautiful art. Heather Elson is incredibly creative and such a joy to work with. Her ability to engage young people and her deep love for the Earth and all its people shine through in

everything she does. Her positive energy is truly contagious, and her work is both inspiring and impactful." *Leanne R. - Sponsor*

"We thoroughly enjoyed your visit! The students loved how you shared your passion and taught about recycling during our STEAM Day!" *Anonymous- STEAM teacher*

## **Looking Ahead:**

In the coming year, No More Liddering is focused on expanding our reach and increasing our impact. We plan to streamline our customizable "Lid Kits" to make them even easier to use. Through sponsorships, we aim to provide free "Lid Kits" and programming to Title I schools to ensure all students have access to creative, eco-educational experiences. We aim to participate in more STEAM events, teaching children the importance of environmental stewardship and the power of refusing single-use plastic bags and bottles.

We are developing a "Lid Kit" STEAM program focusing on understanding plastic pollution via Project- Based Learning that can be used in K-12 schools across the country.

Every lid collected and repurposed brings us closer to diverting more plastic from landfills and reducing our country's plastic footprint—one lid at a time.

THANK YOU MY SUSTAINABLE TRASH ART LOVING FRIENDS!

We look forward to bring more waste to wonder in 2026!!!