



WNY SUSTAINABLE  
BUSINESS ROUNDTABLE

# ANNUAL REPORT

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**2021**  
EDITION



# OUR VISION

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To grow and support an environmentally and economically resilient community that prioritizes the well-being of current and future generations.

# OUR MISSION

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To foster collaboration that enables our member businesses to create, build, and act on sustainability goals, grow prosperity, and promote healthy communities.

# OUR VALUES

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- Stewardship
- Prosperity
- Equity
- Collaboration

# PRESIDENT'S STATEMENT

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I am excited to welcome you to our 2021 Annual Report, showcasing the accomplishments and impact of our fiscal year (FY) 2020 that ended on October 31, 2021.

While our annual report reflects on the past fiscal year, it is impossible to ignore that we currently live in unprecedented times full of such uncertainty and unrest. We recently communicated our awareness that in order to achieve creating a more environmentally, economically, and socially sustainable Western New York, we must intentionally address inequities and injustices against those within our communities. By condemning violence, white supremacy, and hatred in all its forms, we reinforce our commitment that inequality and environmental justice will not be overlooked in our sustainability efforts. Together, we must hold each other accountable and ensure that we're each doing our part to create positive, sustainable change for all.

We happily report another year of growth as our membership welcomed 10 new organizations reaching another 2,650+ employees. By practicing active listening and remaining open to feedback from our members, we continue to learn how the SBR can most appropriately serve our stakeholders. Members passionately engaged with our educational semesters centered on four areas of focus: 1) Sustainability Planning; 2) Engaging Employees; 3) Valuing Nature; and 4) Responsible Sourcing. As such, last year we had 10 events with over 400 attendees, 8,000+ website users, and we brought in more than \$130,000 in revenue.

These feats would not have been possible without the hard work and dedication of our previous Interim Coordinator and now Executive Director, Dr. Alexandra Holland. Alex consistently remains the spearhead that allows the SBR to remain a smooth-running organization, demonstrating leadership guiding employees and interns as well as strengthening our relationships with members and the communities we serve. Thank you, Alex, for your remarkable effort and contributions to the SBR's mission, vision, and values.

# PRESIDENT'S STATEMENT CONT.

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June 15, 2022

I also would like to express thanks to my fellow members of the board for their support and commitments. I am not only proud of the work we've done, but I am also optimistic about what's to come. As we leverage our robust Strategic Plan and lessons learned to guide our actions, we encourage others to get involved in any capacity you may have.

Together we will continue to help companies **INVEST** in their economic and environmental future, **CONNECT** organizations to resources, educate businesses and communities so we can **LEARN** best practices for sustainability, and **RECOGNIZE** achievements! It is only by partnering with our members and our community that we will succeed, and I am confident that we are on the right path.

Join us on the journey to another year of excellence and continued success!

**Stephanie Tisdale**

*SBR Board President*



# OUR IMPACT

In 2021 we grew our membership by 8% as we welcomed our new members: Borderland Music Festival, Dupont Yerkes, Erie Community College, Greentop, John W. Danforth Company, Lexington Co-operative Markets, OMNI Renewables, Swift Rails, Sunnking, and Taitem Engineering. At the end of this Fiscal Year we had a total of 70 engaged members.

**10** New members

**9** Educational events

**1** Annual business summit

**51** Recognition program applications

**13** Sustainability projects reported



# PROJECT THEMES

Ten organizations submitted section two of the 2021 recognition program applications and were recognized for their outstanding work in sustainability during the 2021 Summit. Together, they reported 13 sustainability plan and implementation projects, showcasing best practices and innovative methods. Below are several projects that received recognition during the 2021 Summit.

*In 2020, **Montante Solar** converted the previous Ashland Oil brownfield site to a 6MW solar array with smart “tracker racking” technology. This renewable energy system generates over 8.3 Million kilowatt-hours (kWh) of clean energy annually and will power one of the country's largest industry leaders.*

***NOCO** is investing in a food waste to black soldier fly protein processing facility, where the dried larvae can be used as feed supplements for chickens, wild birds, reptiles and other species. They have entered discussions with the Buffalo Zoo and the Aquarium of Niagara regarding concepts to test black soldier fly larvae on certain species in order to demonstrate a small-scale circular economy in Western New York.*

*During 2020, **Rich Products** supported the Massachusetts Avenue Project (MAP) in their initiatives by providing a \$50,000 grant, which gave MAP the funding it needed to fight for food justice, security, and receding access stemming from the economic fallout of COVID-19. MAP was able to serve 1,596 customers from mid-August through December using a dual solution approach with an “All Access Pass” customer discount program and a Food Box concept.*



# OUR REACH

**404** Event Attendees

**1,209**

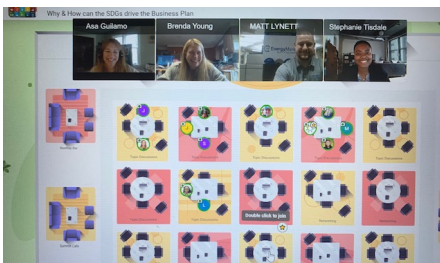
Email Contacts

**8,100**

Website Users

**1,697**

Social Media Followers



# MEMBER TESTIMONIALS

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*"SBR brings a tremendous value not only to Rich's, but to all of the member organizations in Western New York. Sustainability is a challenging space to navigate alone. SBR provides community and a network of like-minded individuals, but most importantly, guidance and support on the critical people and planet challenges facing organizations today."*

**Nira Johri, Vice President, Global Inclusion & Sustainability**

**Rich Products**



*"SBR has broadened our perspective and understanding of sustainability as well as facilitated connections amongst the local business community. SBR promotes openly shared knowledge, member-to-member and through educational events and programming, and provides significant support to those pursuing increased sustainability, with direct and indirect financial support via funding and grant sourcing. It has been wonderful to be a part of the growing sustainable business community in WNY. The knowledge and support provided create significant value for member companies. SBR is a hidden gem."*

**Timothy D. Calkins, CFA Co-Chief Investment Officer**

**Director of Fixed Income**



**Nottingham  
Advisors, Inc**

*Wendel is proud to be a member of the SBR and work alongside so many passionate businesses to create a more resilient Western New York. The SBR's star team works diligently to organize exciting events that keep us updated with the latest innovations, regulations, and incentives. These updates are key in understanding how we can better incorporate sustainability into our operations and understand the forces and opportunities we will encounter. From electric vehicles to environmental justice, our SBR membership keeps us informed, conscious and allows us to share our unique experiences and expertise. As a bonus, we are presented with countless opportunities to network – especially with individuals and companies with similar values.*

**Ariana Hyland, Sustainability Assistant**

**Wendel**

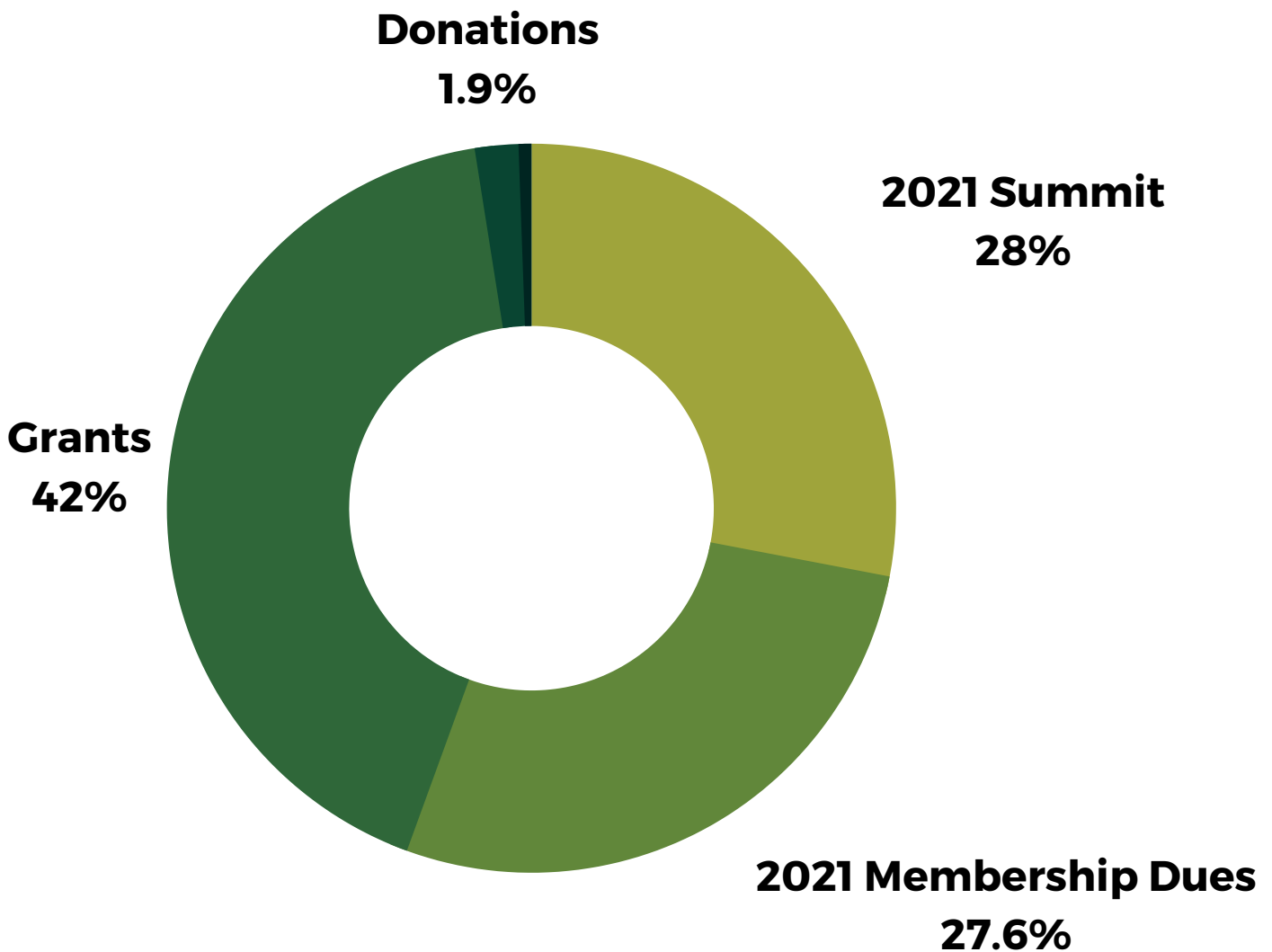


# FINANCIAL STATEMENTS

## INCOME CATEGORIES (USD)

TOTAL REVENUE: \$134,435

FY November 1st 2020 to October 31st 2021. Please see SBR's 990-EZ for more details.

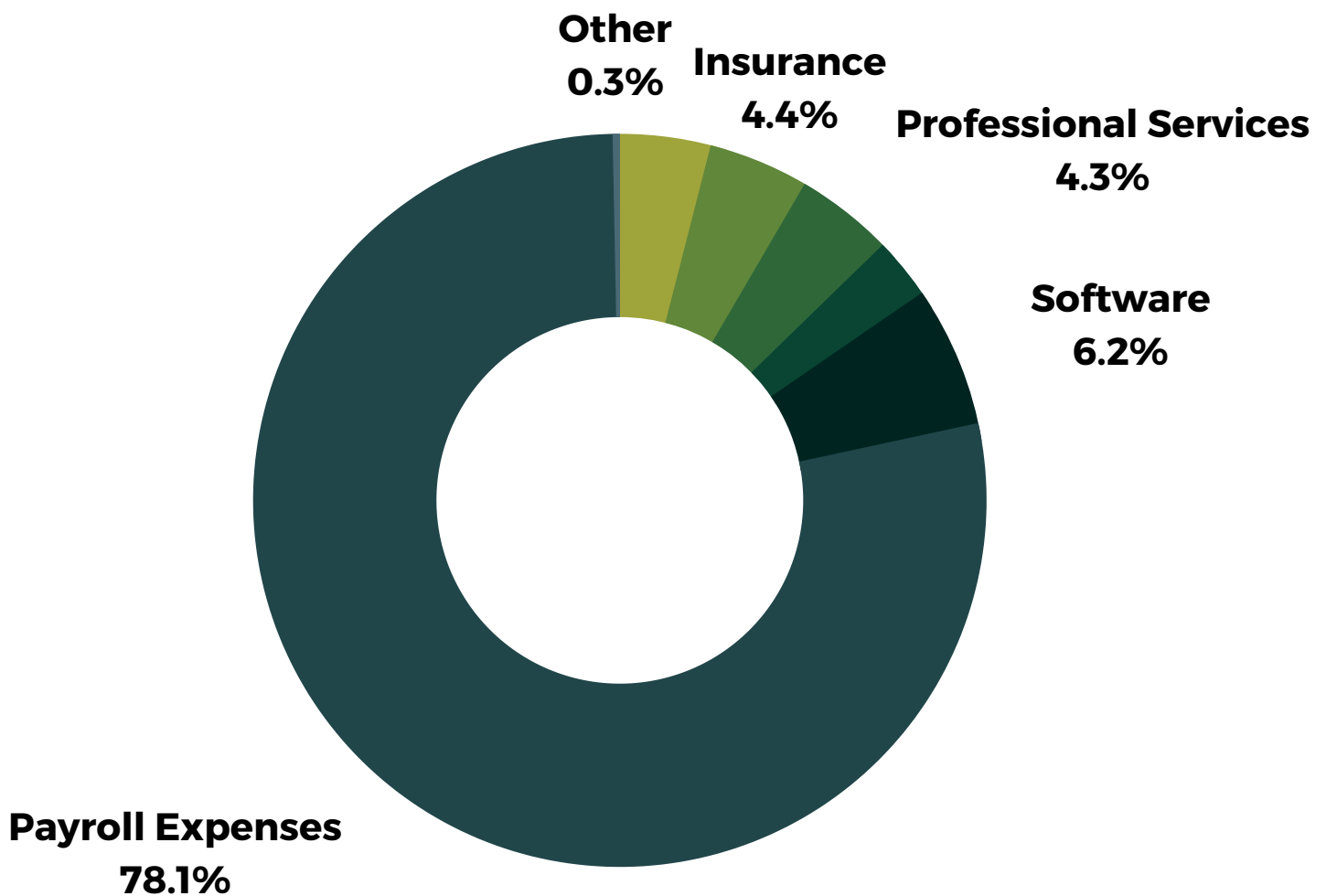


# FINANCIAL STATEMENTS

## EXPENSE CATEGORIES (USD)

TOTAL EXPENSE: \$89,169

FY November 1st 2020 to October 31st 2021. Please see SBR's 990-EZ for more details.





# THE FUTURE OF SBR

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2021 was a year of great change and growth not only for our organization, but the world. With the roll out of a COVID-19 vaccine we all hesitantly returned to a "new normal" with the cautious optimism of getting out from behind our screens and meeting in person again.

From within SBR, we wished a bittersweet farewell to our previous Executive Director, Asa Guillamo, as she accepted a new position as Senior Vice President Environmental Sustainability Lead at M&T Bank and welcomed our new Executive Director, Dr. Alexandra Holland. We also welcomed our new Board President, Stephanie Tisdale, with the official passing of the ceremonial gavel. While we are excited for the future, SBR would like to extend our greatest appreciation to Kris Ann Bolt for her wonderful leadership as President these past few years. Thank you Kris Ann and welcome Stephanie!

SBR also published its first strategic plan, which analyzed our strengths and weaknesses, evaluated current and potential future service offerings and stakeholders, and assessed our organizational capacity and financial stability. The resulting plan, while a living document, provides a vision for what our success will look like and sets a roadmap for the Board of Directors, staff, and committees to identify and pursue priorities in the best interest of our membership and continued organizational sustainability. The Board is committed to reviewing and updating the plan each year based on our progress and new possibilities.

As we navigate this "new normal", we rely on feedback from you, our members, in order to provide you with the best tools, resources, and knowledge to achieve your sustainability goals. Please reach out and let us know how we can better achieve this mission!

# WNY SUSTAINABLE BUSINESS ROUNDTABLE 2022 EDUCATION CALENDAR

Quarterly topic perspectives on:

- Future policies and regulations
- Resource connections
- Employee engagement
- Equity as part of a triple bottom line approach
- Financial benefit to waste reduction



**Western New York  
Sustainable Business Roundtable**

## WINTER SEMESTER - UPCOMING REGULATIONS

- Understand future rules and regulations
- Identify how these laws will effect your business
- Learn about the New York State Climate Act



**GOAL- ADAPTING TO FUTURE RULES AND REGULATIONS**

## SPRING SEMESTER - ELECTRIC VEHICLES

- Learn how to operate your business with clean energy
- Engage employees in green transportation
- Join SBR in an EV purchasing campaign
- Access funding for EV infrastructure at your business



**GOAL - ENHANCE CLEAN ENERGY USAGE AT YOUR BUSINESS**

## SUMMER CAMP - ENVIRONMENTAL JUSTICE

- Understand climate social inequity
- Enhance climate resiliency in disadvantaged communities
- Assist community driven climate adaptation on the West Side
- Support environmental justice



**GOAL - EXPLORE OUR INTERCONNECTEDNESS**

## FALL SEMESTER - CIRCULAR ECONOMY

- Understand the principles of a circular economy
- Reduce solid waste and eliminate single use
- Life cycle assessments
- Embrace financial benefits of a circular economy



**GOAL - EMBRACING A CIRCULAR ECONOMY**



# WESTERN NEW YORK SUSTAINABLE BUSINESS ROUNDTABLE



The Knoer Group, PLLC



Green Home Innovations Inc.



[www.wnysustainablebusiness.org](http://www.wnysustainablebusiness.org)