



## First Quarter Metrics Jan-March 2023

This quarterly report is an outline of our results for Balloon Mission for January, February, and March 2023. This is not a Quarterly Financial Report since, to date, the non-profit has not received any donations, sponsorships, or grant awards to support the mission. This report reflects our achievements in balloon collections, balloon bin location supporters, partnerships, supporters, events, and how we have messaged Balloon Mission in and out of New York.

Special thanks to the North Merrick Elementary School District and the Bellmore Merrick Central Highschool District for joining the Balloon Mission and getting this program off the ground! They promote great environmental stewardship for their students and our community.

### **Balloon Mission Supports Inclusion and Diversity**

- Partnerships with ACDS of Nassau County (200) and Eden 2 Programs (50) for adults with developmental disabilities such as Down Syndrome and Autism. Participants collect from Pop-n-Drop sites, then sort and count balloons. This is a symbiotic relationship creating purpose and value for each of us. It also shows that EVERYONE can and does make a difference in protecting and preserving a healthy planet!

### **Organizations included in the Mission: 28**

- 10 Schools: (4 elementary (k-6), 2 Middle schools (7+8), 3 high schools (9-12), 1 Alternative Highschool. 5 schools are scheduled to come online in October 2023.
- Nature Centers, Environmental Groups, and Cultural Centers (**Long Island Children's Museum, Jones Beach Energy & Nature Center**, Operation SPLASH, Surfrider Foundation Central LI, CEED, Setauk).
- Businesses: (Party spaces, Printer, Gym, Financial, Farmers Market Cooperative- Long Beach, food take-out
- Town of Babylon
- Balloon Mission in 3 States: New York, South Carolina- 1 Balloon Bin, Alabama -pamphlets and signs at events.
  - o Pending - NJ, MA, ME, RI, TX

### **Key Partnerships & Supporters:**

- Legislator Sarah Anker – 6<sup>th</sup> District – Suffolk County (press release: <https://www.longisland.com/news/04-18-23/legislator-anker-partners-with-balloon-recycling-organization-balloon-mission.html> )



- Executive Advisor for Balloon Mission: Dr. Christine Gilbert: Assistant Professor Stonybrook University, School of Communication and Journalism, School of Marine & Atmospheric Sciences.
  
- Covanta and the Merrick Chamber of Commerce
  
- **Environmental Partnerships/Membership Affiliations/ Balloon Mission Volunteer**
  - o Operation SPLASH
  - o Surfriders Foundation Central LI (member)
  - o NYSAR 3 – Single Use Plastics Committee, W4R Committee (member)
  - o Citizens Campaign for the Environment (member)
  - o Atlantic Marine Conservation Society (volunteer)

#### **Collection Metrics:**

- Collected 9,158 balloons (Jan 1,923 Feb: 2,237 March: 4,998)
  - o latex, foil/mylar balloons, pieces, punch ball balloons, unused balloons, ribbons in 19 assorted colors, representing Christmas, Valentine’s Day, easter bunny bonanzas, bridal and baby showers, and birthday parties. The largest balloon measured 48 inches. Types: many large balloons, characters, sports, pirate ships, and racecars.
  - o 84% of collected materials are latex, 16% foil. All of which are considered single-use plastic and are not compostable. Meaning they will never break down and return to the soil. Balloons break down into smaller pieces and then into micro and nano plastics.
  - o Materials also included – Plastic stripping for arches, hard plastic tubing for inflating, and plastic metallic confetti (discs, stars, trees, etc) inside balloons.
  - o **Top Balloon Collection School-** Old Mill Road Elementary School accounted for 51% of the collected balloons. OMR is comprised of 527 students in grades k-6. There are 25 classes with approximately 75-80% participation each month. Participation includes balloon collection of 1 balloon in a class with top classes collecting 300-500 balloons. We attribute OMR’s success to the consistent



support and messaging from Principal DeLuca, the faculty, staff, Student Council advisors, and Student Council.

- Best Practices for a successful collection and keeping the environment safe:
  - Support from top Leadership (Principal) promoting the initiative.
    - Weekly messaging over the loudspeaker reminds students to bring in their balloons after events.
    - Newsletter reminders
  - Designated Balloon Captain or Coordinator to message community service hours opportunities to generate increased collections.
  - Designated volunteers collect balloons after sporting events, parties, etc.

- **Balloon Mission Events**

- Presented 3 Elementary School assemblies-North Merrick School District January – 1,200 students (k-6) plus faculty and staff
- Southeastern Wildlife Exhibition & Conservation- February 17-19, Charleston South Carolina.
- Attended and Supported our ACDS partners- ACDS St Patricks Fundraiser March 18, 2023
- Participated in NY State DEC Balloon Survey and Beach Clean up March 20, 2023
- Attended Long Island Sound Summit -March 30, 2023
- Upcoming Earth Day – Town of Huntington 4/22/2023, Town of Babylon: 5/6/2023

- **Media:**

- Long Island Herald articles
  - What's 'up' with Balloon Mission – February 2, 2023
  - Balloon Mission is up and away – December 1, 2022



- Upcoming - Radio Interview /Podcast – WHPC <https://www.spreaker.com/show/my-hometown-90-3-whpc>
  
- **Website Construction** <https://balloonmission.org/>
  - Mission & Goals, Overview, Collection, Metrics & Alternatives
  - Education- Presentation, Legislation, Reference Sources
  - Balloon Bin Locations, Partners & Supporters, Ways to Get Involved

We had tremendous momentum in the first quarter and we're so proud of all the hard work and support from everyone involved. It really shows that people do want solutions and want to make a change for a better world. Thank you all! We are looking forward to an even stronger second quarter!

With gratitude,

*Cynthia Seibold*

Founder and CEO, Balloon Mission Inc

*"How wonderful it is that nobody need wait a single moment before starting to improve the world." Anne Frank*