

TRASH HERO

ANNUAL REPORT
2018



THANK YOU

In this report, we celebrate your support of our movement, and the transformational impact the generosity and commitment of donors, sponsors and volunteers has had on the communities we work in. We present our financial performance for the calendar year of 2018, and recognise and thank all who made contributions.



Roman at a cleanup in Gili Meno, Indonesia in Nov 2018

"ON 8 December 2018, Trash Hero reached five years of continuous activities. It's something I and all of us in our global family are really proud of and something I never imagined would happen when we started the first weekly cleanups in Thailand.

Back then though, we did dream big: and the hope of a clean world is still what inspires us today. Every week, our heartworking [typo intended] volunteers enable their communities to join together and do something good for the environment; to learn about plastic pollution; and to take that knowledge into their everyday lives.

We have now 106 active chapters around the world, almost double what we had end of 2017. Our growth this year has been mind-blowing, not only with the cleanups and education but also with our reusable bottle programme and water refill network, now expanded to almost 450 businesses in Thailand and Indonesia.

In May we launched the kids programme, kick-started by the crowdfunding campaign of the previous year. Kids have always loved Trash Hero and the fun superhero side of it so it's been great to see how they responded to the book and gamified activities. Again, our volunteers have been incredible in making this happen.

Managing this growth is challenging but we are taking big steps forward. Our coordination team grew stronger this year and we've been focusing on organisational development and governance.

The first Southeast Asian country to get legally registered was Indonesia in November, and Thailand, Malaysia and Myanmar will follow soon. Thanks to some very generous funding we were also able to support a full-time programme director for this region.

The most important part of a house is its foundation. You as a donor help us to secure our foundation while our volunteers are busy building one floor after another. On behalf of everyone in the Trash Hero World family, I want to thank you for your generosity. As the house gets bigger, we hope you will continue to give us this strong base.

By supporting Trash Hero World, you are contributing to a cleaner planet for future generations. We will do everything to keep this momentum going. It's a huge task but having overcome a variety of challenges over the last five years, I can promise you one thing: we will not give up!

Roman Peter
Co-Founder and Executive Director, Trash Hero World

HIGHLIGHTS OF THE FINANCIAL YEAR



321% increase in funding, year on year



New kids' programme launched



First full-time employee to support our programmes



Able to support more than **100** active chapters by year end

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OUR ORGANISATION

Trash Hero World has grown rapidly from an informal grassroots movement to a global network of changemakers. Here we outline who we are, what we do and how we do it, providing an overview of the direction in which we are moving and the risks we face as we evolve.

OBJECTIVES

Trash Hero World creates and supports sustainable community projects worldwide to provide education on the environmental impact of waste. Our focus is on single-use plastic and promoting practical solutions to mitigate, prevent and/or avoid it.

OUR VISION FOR CHANGE

We believe in a clean world free from plastic pollution, and we trust in the transformative power of our volunteers. By connecting these principles, we bring communities together in a spirit of cooperation and compassion, fostering long term behavioural change that leads to waste reduction and - ultimately - a circular economy.

HOW WE WORK

We deliver programmes directly in a number of countries, the majority of which are in Southeast Asia.

Currently we run three core programmes: Action & Awareness, Bottles & Bags and Kids & Education. More details of these can be found on p14.

All programmes meet the following criteria:

1. have the potential to create long term behavioural change with minimal financial resources
2. are open to and actively encourage participation from all sectors of the community
3. focus on practical action and solutions, rather than campaigning and blaming
4. remain strictly non-political and non-partisan
5. are on the ground and can be run entirely by volunteers

Our programmes are community-based and run by groups of volunteers called "chapters" that use our name together with their location, e.g. "Trash Hero Komodo".

A specific criterion that must be met before we set up a new chapter is that we have in place a team of *local* people with the commitment to carry out our programmes in accordance

with our values and purposes. A chapter without direct support from residents would not go ahead.

Trash Hero World provides the means for chapters to start running our community engagement programmes, in the form of training, guidance and basic marketing materials (t-shirts, posters etc.). We also provide on-going monitoring and evaluation to ensure that quality standards are met, and coordinate the global network of chapters to leverage resources and increase impact.

We specifically do not finance the running costs of any local chapters as we do not want them to be perceived as a "foreign" entity, nor to encourage leaders to become dependent on external sources of funding. Rather, chapters are coached to seek support from within their community, with strict rules on the type of donation allowed (gifts in kind only, no cash).

This builds long term resilience and increases community trust and engagement.

Trash Hero World is financed through donations, grants of different kinds, and commercial partnerships. Our ethical funding policy informs our approach to all such arrangements.



This picture: volunteers at a Trash Hero Kertalangu cleanup in Bali, Indonesia. Right: sponsors in Krabi, Thailand funded Trash Hero reusable water bottles for children and teachers at Ban Tung School on Koh Lanta Noi; the school is aiming to go zero waste.

PUBLIC BENEFIT STATEMENT

Trash Hero World works for the benefit of the public in general through the:

1) Advancement of environmental improvement and protection

- regularly clearing litter from public spaces (beaches, parks, waterways and streets) through collective voluntary effort
- promoting the correct disposal of waste in (recycling) bins; and reusing items instead of throwing them away
- promoting the use of reusable containers and packaging in order to reduce household waste and the burden on landfill and oceans
- enabling the reduction of single-use plastic within whole communities through low-cost sustainable alternatives

2) Advancement of community development

- championing voluntary work, in particular collective effort, as a solution to the issues of litter and uncurbed household waste
- providing practical opportunities for people to be trained as community volunteers and participate in voluntary community activities
- promoting good citizenship through collective community action
- creating social cohesion around a common cause and resilience through community-wide networks and initiatives

We are aligned with and committed to the UN Sustainable Development Goals (UNSDG) 4, 8, 11, 12 and 14.



GOVERNANCE

Legal status

Trash Hero World is a non-profit association, registered in Switzerland (UID CHE-234.539.479) and exempt from taxes under Swiss law (Register no. 1993507, Canton Luzern). We have no religious, political, or government affiliation. The association is governed in accordance with its Articles of Association by an unpaid board of directors, drawn from diverse backgrounds in business and professional life.

Board members

Amelia Meier, President
 Silvia Frey, Actuary
 Silvia Selber-Deluca, Treasurer
 Stephanie Bieri, Legal Advisor
 Rolf Gmür, Committee Member

The executive management team is led by Roman Peter, who gives his time voluntarily. At the end of 2018, Trash Hero World had no direct employees, but does fund the salary of

a Southeast Asia Programme Director through its UK partner (see below).

Organisation structure

The Trash Hero World network consists of the Swiss registered non-profit association, Trash Hero World; the foundation Yayasan Trash Hero Indonesia; the non-profit association Trash Hero Czech Republic; and many unincorporated Trash Hero chapters in Thailand, Myanmar, Malaysia and other countries across Southeast Asia, Europe and worldwide. We have also registered Trash Hero GB CIC, a UK-based community interest company that provides key programme support.

We are in the process of registering non-profit organisations in Thailand, Myanmar and Malaysia. Our plan is to build locally-staffed branch offices in Southeast Asia over the coming year, to oversee our in-country activities.

All these entities (incorporated and unincorporated) are considered part of Trash Hero World for operational purposes.

There is also work ongoing to implement a formal structure for global governance that will both regulate our rapid expansion and give international branches a greater voice in decision-making.

RISK MANAGEMENT

Trash Hero World is exposed to many of the same risks that affect all organisations in the non-profit sector; in addition we have identified some risks particular to our situation as an international network still in development. Below we outline our approaches to the major risks, including planned further actions.

Risk: Lack of financial resilience / potential loss of key donor funding

Approach: Implement donor management system and develop retention strategies; improve financial sustainability by building reserves; continue to keep logistics and overhead to a minimum; support registered countries towards self-sustainability.

Risk: Inadequate governance and compliance across the network

Approach: Create formal global governance structure with more representation from the different members of the Trash Hero family; maintain effective coordination and communication across the network; invest in local language translations of key policies; implement robust legal measures to protect our intellectual property.

Risk: Inability to recruit / retain talent

Approach: improve and further tailor training and support for our programme volunteers to ensure their continued motivation, support and commitment; keep volunteer well-being and engagement at the forefront of all operational and strategic decision-making; create online volunteer recruitment process to bring in new talent for core team; work towards offering additional paid positions within Trash Hero World and regional offices.



Risk: Fraud, corruption, theft

Approach: Continue to embrace and practice transparency within our organisational culture; prevent opportunities for corruption with strict control mechanisms regarding expenses, bookkeeping and reporting; maintain close personal contact with our volunteers and staff.

Risk: Inability to maintain consistent quality at scale

Approach: put in place standard operating procedures, quality frameworks and monitoring systems and reduce key person dependency risk; focus on improving programme quality and effective reporting of impact before addressing expansion; "live the values" we believe in as an organisation to reduce reputational risk.

SAFEGUARDING

As a values-led organisation, we have always been committed to maintaining the safety and protection of the communities with whom we work, and children in particular. However, as we grow, we recognise the need to implement formal safeguarding measures.

We already have a child protection policy in place; work is on-going to implement a code of conduct, setting out the standards of behaviour expected from all volunteers and staff in relation to each other, our programme participants, and other relevant parties. We are also establishing clear lines of responsibility and reporting.

REVIEW OF THE YEAR

2018 was the year the world finally acknowledged we are drowning in plastic. In such a climate, it's more important than ever that we direct this momentum towards true and lasting change, not just quick fixes.

Find out how we've been doing just that over the course of the past 12 months.



SINCE the end of 2017, when we proudly announced 52 chapters, our organisation has continued to be at the forefront of 'glocal' environmental action. In 2018, as the world finally opened its eyes to the scourge of single-use plastic and the damage it is causing to our planet and our health, we saw a phenomenal growth in the amount of people ready to stand up and take action on waste in their communities.

The number of local Trash Hero chapters now stands at more than 100, including 25 fledgling groups. With a new mentoring program in place, we look forward to seeing even more of them take flight over the coming months.

Throughout this expansion, our core focus has stayed the same: education through action. Our existing chapters continue their weekly cleanups – many now well on the way to 200 events – with as strong a spirit and passion as ever. The bottle refill network expanded to hundreds of new businesses; and we standardised programme quality across our network with written guidelines in the comprehensive Chapter Handbook.

One side effect of the rising public awareness of plastic pollution has been a corresponding leap in frustration – even anger – at the lack of local waste management

infrastructure and perceived apathy of residents. Our challenge has been to harness this energy and transform it into something positive.

In this respect, the Trash Hero family meetings – national conferences held twice a year to give our volunteers the opportunity to share knowledge and ideas, and receive training – have again proved an essential tool to motivate and empower our growing movement.

At the meeting in Bangkok this October, one new volunteer, Fah, from Trash Hero Koh Samed (picture above, centre), movingly described how Trash Hero, and the conference, had helped “restore [her] faith in humanity”, after months of struggling and feeling helpless at the waste situation on her small Thai island.

Together with her team, she went on to engage the residents, as well as government agencies, to take action – not just with weekly cleanups, but by reducing waste and increasing recycling – and recently the island administration has moved to ban plastic bags with immediate effect.

It is stories like this, rather than statistics – although we do have an impressive record! – that make Trash Hero special. Unlike many environmental organisations, our movement is fuelled not by anger, but by hope. And we hear dozens of

similar stories from around the globe, of ordinary people being inspired by our work, and harnessing that energy to help their communities.

This sense of hope has further increased with the launch of our kids' programme in May 2018. With donations from the initial crowdfunding campaign and other sponsorship, to date 10,500 English and local language books have been distributed free to chapters in Thailand, Malaysia, Singapore and Indonesia. To see children of all backgrounds engage with the story and take the issues to heart in their daily lives has been one of the highlights of the year.

Having readily available, branded resources such as the books; the high-visibility t-shirts; reusable bottle and bag stock; professionally designed marketing materials; educational videos; and communication tools, all enable our volunteers to have maximum impact at zero cost in manpower. It's a huge return on investment.

This year alone, Trash Hero volunteers have given more

than 93,000 hours of their time for free. Most have full-time jobs. It's an astonishing figure and one that shows the dedication of our global family.

“Becoming a Trash Hero and meeting others helped restore my faith in humanity”

Fah, Trash Hero Koh Samed

In May, we crossed an important bridge, by appointing one person within the organisation to work full-time, on programme support and development. We have grants to finance this employment for just over a year; with more funding, this can be extended and hopefully increased to sustain a full team of key staff.

We are deeply grateful to the foundations and individuals who believe in our mission and our ability to deliver change, and have therefore provided the vital core funding to

make this happen. Initiatives like the kids' programme we developed could not have happened without it.

Having dedicated staff also made apparent just how essential this type of long term core funding is to ensure we can transition to a scalable and professional organisation, while maintaining our impact.

With this in mind, we are also developing other revenue streams within Europe that tie in to our mission and build on the growing presence of Trash Hero in this region. Last February saw the launch of a range of personal care products in collaboration with Swiss manufacturer Schnarwiler, with all-natural, organic and microplastic-free ingredients that are packaged in glass bottles and refillable.

The range was nominated for the Sustainable Beauty Awards 2018, reaching the final in November alongside products from Aveda, L'Oréal and Weleda.

The Trash Hero @ Work programme continued to expand: in 2018 we finalised a project with Credit Suisse in Poland to replace all of its disposable plastic cups, glasses and cutlery with reusable versions – including a customised Trash Hero bottle – for its 5000+ employees, saving millions of items from ending up in landfill. Corporate outreach work is ongoing with clients such as Zurich Insurance and AXA XL; although further projects have had to be placed on hold until we secure long term funding for the programme.

As we grow, we are conscious of the fact that we are first and foremost a grassroots organisation: our volunteers come first, and change happens locally. So as we develop our organisational structure (with the help of more volunteers!) we intend to keep this philosophy, with a lean central support team and efficient and transparent use of resources.

Decision making will continue to be done by consensus, with new national organisations in Southeast Asia to represent the local chapters. The non-profit, *Yayasan Trash Hero Indonesia*, was the first such group to register in November, with the support of the Prince of Ubud. A roadmap is also in place to register the organisation in Thailand, Malaysia and Myanmar; Czech Republic and the UK have already completed their paperwork.

“International media brought our work and our message to an audience of millions”



Partnerships continue to be important for Trash Hero at all levels of the organisation. On September 15, our local leaders mobilised thousands of volunteers in their countries for “World Cleanup Day”, organised by Let’s Do It! World.

Particular mention must be made of Let’s Do It! in Indonesia, where more than 7.5 million people turned out to clean their country, only weeks after the series of earthquakes that devastated parts of the region (including some of our areas of operation) in August.

Also in Indonesia, our new partner, Making Oceans Plastic Free, started to supply us with handmade shopping bags, using rPET fabric from recycled plastic waste. We sell the bags on at cost in areas where single use plastic bags are prevalent.

Meanwhile the Bamboo School children’s refuge in Thailand received so many plastic-filled ecobricks from our national campaign, they were able to finish their planned classroom building and start on a dining room and girls’ dormitory.

2018 was also a great year for Trash Hero in terms of our media exposure: highlights include recognition from the Prime Ministers of Thailand and Myanmar, the Princess of Kedah, the UN Environment Programme, BBC and Thomson Reuters, who all praised our work and brought it to an audience of millions.

Our own volunteers took part in exhibitions and conferences in Australia, China, USA and Singapore (among others) to raise awareness of the issues of plastic pollution and the solutions we propose.

In short, with all that is going on inside and outside the movement, it is an exciting time to be a Trash Hero!

Although it is not possible to mention you all by name, in this Annual Report we’d like to thank every single person who has contributed to our success, both financially and with hands and hearts. We are humbled and encouraged by your kindness and commitment to a cleaner future.

Seema Prabhu, Programme Director, Southeast Asia.

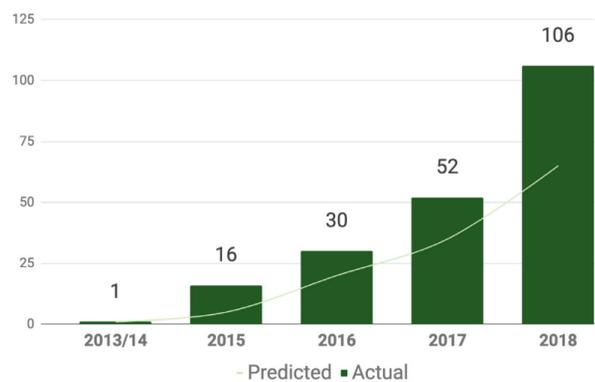


OUR IMPACT IN NUMBERS

From a single location in 2013/14 to more than 100 locations today: we are proud to present highlights from our 2018 programme statistics that show our impact and scale across the global network.

GROWTH IN CHAPTERS WORLDWIDE

By end of 2018, we counted 106 active chapters, 85 of which were established (3 months - 3.5+ years of regular activity) and 21 of which were in the start-up phase but had completed at least 3 cleanups.



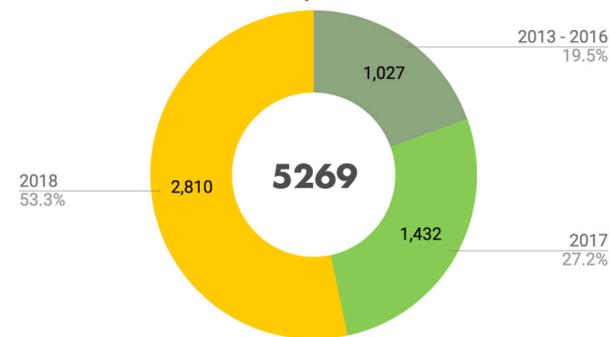
VOLUNTEER LEADERS' ACADEMY



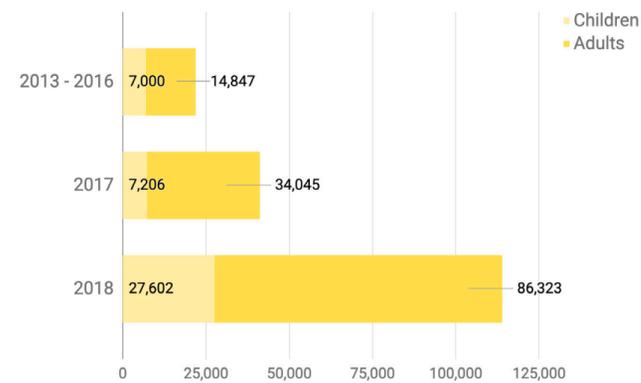
"Leaders' Academy" is the name of our all-day volunteer training sessions at the bi-annual family meetings. In 2018, 297 people attended these meetings in five different countries: Indonesia, Malaysia, Myanmar, Singapore and Thailand.

ACTION & AWARENESS PROGRAMME

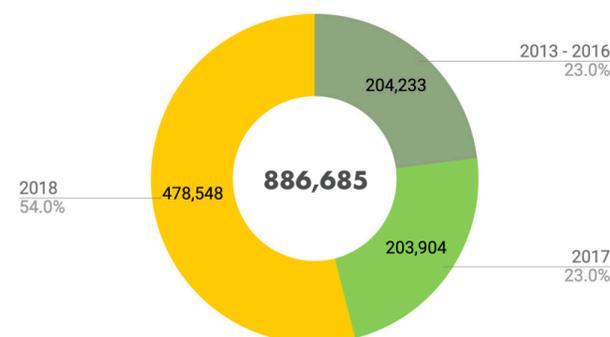
Total number of cleanup events



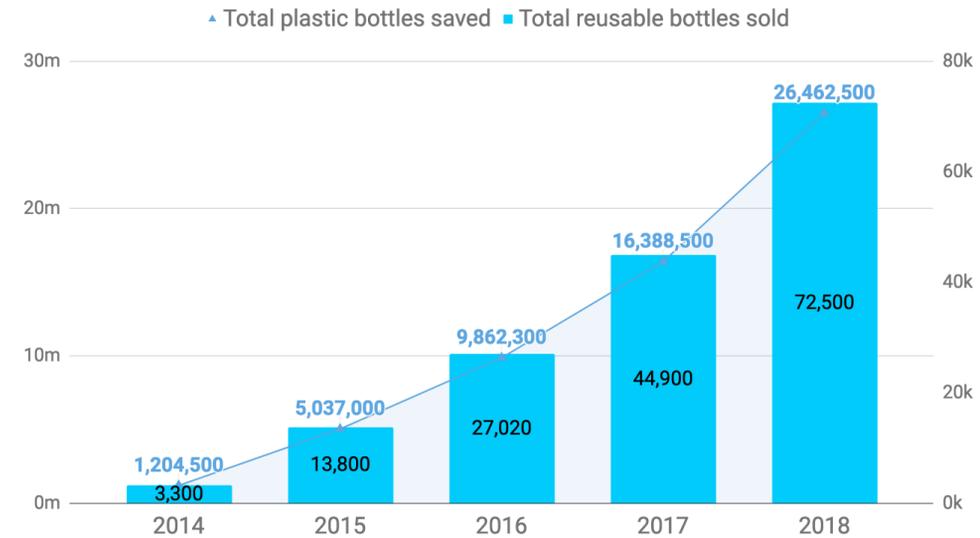
Total number of volunteers



Total trash collected (kg)



TRASH HERO BOTTLE REFILL NETWORK



It is not possible to drink tap water in the majority of Southeast Asian countries. To prevent the consumption of single use plastic water bottles, Trash Hero has partnered with local businesses to sell reusable stainless steel water bottles and free drinking water refills for all bottle owners, anywhere in the network. In 2018, we distributed 27,600 reusable bottles, saving the use of an estimated 10 million plastic bottles. (see footnote p17 for calculation)

448 FREE WATER REFILL POINTS



In 2018, the water bottle refill network grew to 448 participating businesses (from 256 in 2017), with 349 points in Thailand, 95 points in Indonesia (Bali and surrounding islands; and Komodo); and 3 in Laos (Vientiane).

Customers can find sales / refill points for their bottle via an online Google Map (pictured right).



OVERALL NUMBERS BROKEN DOWN BY REGION (2013 - 18)

Country / Region	Active Chapters	Total Cleanups	Total Volunteers	Kids under 16	Total Trash Collected (kg)	Total Bottles Sold	No. of Refill Points
Indonesia	31	1,709	77,455	18,489	194,285	5,220	95
Malaysia	18	530	14,850	4,344	94,377		
Myanmar	10	196	16,918	5,275	46,517	1,020	
Thailand	27	2,427	60,612	12,638	467,586	57,460	349
Rest of Asia	3	114	1,810	277	5,887	1,080	3
Europe & ROW	17	293	5,378	785	78,033	7,720	1

FOCUS ON PROGRAMMES

Our activities are centred around action, as we believe it is only by *doing* that we learn in a profound enough way to change our everyday behaviour. In 2018 we refined and standardised our core programmes to ensure continued impact at scale.



A weekly cleanup activity is at the core of this programme: regular, repeated actions allow us to reach a broader section of the community; keep the issues at the forefront of the local agenda; and harness the power of experiential learning to build good habits and change behaviour.

As shown on page 12, in 2018 almost 114,000 participants took part in more than 2,800 of these events, held by 106 different Trash Hero chapters. Following a short briefing, the volunteers spend 1-2 hours collecting trash, after which they are invited both to celebrate their achievement (a total of 478.5 metric tons of waste was removed across the network during 2018), and to reflect on the key question: "where does the trash go?"

Wherever possible, participants help sort the collected waste to recover recyclables and materials that we have found local solutions for (see box overleaf). The remaining trash is usually transported to landfill - another teachable moment, that clearly demonstrates there really is no "away" when it comes to disposing of most plastic packaging.

Our goal is that, after experiencing this situation first hand, participants keep this question at the forefront of their minds. "Where does the trash go?" is something they can start to ask themselves on a daily basis. Eventually it should become a question that influences their actions - not only when they throw things away, but even before they use them.

In 2018 we focused on improving the quality of our programme delivery: producing standards and guidelines in both English and local languages for our volunteers who run the cleanups; building in-country "mentor teams" to coach and provide direction to new and existing chapters; and sharing knowledge of different aspects of waste management among chapter leaders. Topics covered included composting, waste bank schemes and the dangers of the false, industry-funded "solutions" of waste to energy and plastics-to-fuel.

Cleanups are currently taking place in Thailand, Indonesia, Malaysia, Myanmar, Laos, Singapore, Switzerland, Czech Republic, Serbia, Romania, USA and Zimbabwe. In comparison to 2017, we have seen the number of volunteers, and the amount of collected waste, more than double. The number of children participating increased fourfold.



ACTION & AWARENESS

WHERE DOES THE TRASH GO?

This is what everyone wants to know. It's the most important question, and one we discuss during and after every cleanup. Wherever possible, our volunteers separate the collected trash and pass along the recyclable material to the municipality or professional waste management companies. However, in some locations, there is barely any recycling; and worldwide, landfill or burning remain the default options for non-recyclable and non-compostable waste.

left). In Indonesia, there are many small community projects also using ecobricks. We continue to work with Tlejour, a social enterprise that work with villagers in Pattani, Thailand to turn discarded flip-flops into new shoes and gym mats. In 2018, Trash Hero Trang (below right) donated plastic straws to Trang Disabled Society, where they were cut and used to fill cushions for bedridden members.

Despite all these interesting possibilities, a certain amount of



In several areas, however, our chapters have come up with creative solutions to avoid such outcomes. Our Trash Hero Thailand chapters are currently producing and donating ecobricks to build a new school building at the Bamboo School Family, a children's refuge in Kanchanaburi province (below

the collected trash from our weekly cleanups still gets picked up by the local municipality and brought to landfill. However, when participants realise this, we notice that they start thinking about their own consumption and behaviour – and this is the first, very important step to lasting change.

WASTE & BRAND AUDITS

Collecting data from our cleanups helps researchers who analyse the type, extent and provenance of waste in the environment. In 2018, we contributed data to The 5 Gyres Institute and the Break Free From Plastic movement, who will use it to inform, campaign and lobby for policy change at the governmental and corporate level. We also use data to push for practical change. In Spring 2018,

a social media post about cigarette butts collected at a cleanup on the ski slopes of Scuol, Switzerland (below left) went viral, leading the local ski station to commit to creating signage about littering for all visitors the following season. Auditing waste, although effective, creates a burden for our volunteers both in terms of time and organisation. We are seeking resources to adapt our programme delivery and provide the support required to make auditing more widespread and thus realise the full potential of our weekly cleanup data.



BOTTLES & BAGS

AS well as tackling the problem of waste in the environment, we also try to prevent it at the source. Our second core programme does just this by enabling communities to reduce consumption of single use plastic bags and water bottles.

Our Trash Hero stainless steel bottles are provided at cost to hotels, restaurants and bars. These in turn sell the bottles to customers at a small profit, which goes towards the running of a water refill station. Each Trash Hero bottle can be refilled with clean drinking water anywhere in the network as often as needed, and for free.

In 2018, we expanded the bottle programme from 23 to 38 locations in Thailand and Indonesia, with around 450 different refill points, a 75% increase over the year. The programme has been particularly successful in coastal areas, such as the Thai islands, where the tourist industry and high cost of transporting bottled water have driven demand.

As such, we increased investment in permanent stocks of bottles for key locations in 2018. This additional inventory is essential to the smooth running of the programme due to a long supplier lead time, and is a cost that our volunteers would be unable to cover locally. We also financed the production and storage of 2200 bottles upfront to ensure continuity of supply for smaller chapters.

Our refill partners sold 27,600 bottles in 2018, bringing the total over the lifetime of the programme to 72,500. We estimate this has avoided the use and waste of some 26.5 million plastic bottles*.

The reusable bag programme was on hold in the second half of the year as we switched supplier to an Indonesian



community project, Making Oceans Plastic Free. The startup produces handmade shopping bags from rPET (recycled plastic) material, with each bag using the equivalent of two 500ml water bottles.

Due to some hold-ups in production and shipping, the majority of the order was delivered in late 2018 / expected early 2019. Despite this, we were able to distribute 5400 bags, which replaced an estimated 54,000 single use plastic bags**, and we look forward to expanding the programme with the new stock in 2019.

* based on a calculation of 1 bottle per user, per day for a year (365 plastic bottles saved per 1 reusable bottle)

** based on a calculation of 1 reusable bag replacing on average 100 single use plastic bags in its lifetime



KIDS & EDUCATION



IN May 2018, we launched our new kids' programme in Thailand and Indonesia, with the aim of giving primary school children a hands-on experience of environmental stewardship and thus countering the prevalent throwaway culture.

We use the concept of active learning, with a story book that presents the problem of plastic pollution in a simple way and shows children that they have the power to change this situation through their own actions.

A long-term activity programme accompanies the story and provides the opportunity to put learning into practice, with challenges such as beach cleanups, turning trash into useful objects, and refusing single use plastic for a day. A points and rewards system helps to motivate them and celebrate their achievements. Repetition is built in to develop their sense of responsibility and create good habits.

The programme is optional and, as expected, was taken up by a small number of chapters in the first phase. The activities require considerable time and appropriate experience from our volunteers, and not all are in a position to take on this extra work. We are thus happy to develop this programme organically, and intend to support its gradual uptake with additional training and recruitment.

In the locations that did adopt the programme in 2018, the results were very positive. Two approaches were taken: the first was to work directly within a school, usually with one class; the second was to run the programme via the weekly cleanup activity.

High engagement levels were reported among the children, who responded well to both the story and the points scheme. All of the children who were given the opportunity to follow the programme long term achieved the required level of points; several schools were also inspired to take measures to ban single use plastic within the grounds, or seek local sponsorship for reusable water bottles for their pupils.

In 2018, 10,500 books were printed; around half were distributed to chapters in Thailand, Indonesia, Malaysia and Singapore along with t-shirts for the rewards scheme. A full report on the programme will follow in 2019 once we have gathered all data.

Children were also actively involved in our general cleanup events in 2018, with more than 27,600 of them joining with their family or school. We continued to produce general educational materials for children, including a video about the dangers of openly burning trash.

Clockwise, from top left: kids receiving their certificates for gaining 100 points, Gili Meno, Indonesia; reading the story book in Maumere, Indonesia; doing a cleanup in Chanthaburi, Thailand; making ecobricks in Trang, Thailand; Trash Hero kids in Bali, Indonesia; learning about endangered marine animals in Komodo, Indonesia; pupils from Ban Don Takian School in Chumphon, Thailand were inspired to make a video version of the story; drawings from the kids' book from schools in Chumphon, Thailand.

TRASH HERO @ WORK

The "Trash Hero @ Work" certification scheme was launched in Switzerland in late 2016, with the aim of working with companies to minimise office waste. Following a successful pilot project at an architectural firm and partnerships with NGOs such as reCIRCLE, who provide reusable takeaway containers, considerable interest was generated.

This led to the multinational Credit Suisse Poland taking measures to reduce their waste, one of which was providing all of their 5000 employees with a co-branded Trash Hero water bottle in spring 2018. This saves around 1.5 million plastic cups per year, according to their internal audit.

This initiative, along with other Trash Hero @ Work projects, brought in valuable income during the year to finance our international programmes.

The scheme merits further development; however, due to a general lack of resources, many requests are still pending while we secure funding to turn the programme into a viable source of revenue.



CLICK TO WATCH ON YOUTUBE: "DON'T BURN PLASTIC!"



OUR VOLUNTEERS & PARTNERS

In 2018, Trash Hero volunteers gave more than 93,000 hours to support and deliver our programmes. It's an incredible contribution for such a small (in financial terms) organisation, and shows not only that we simply could not do the work we do without them, but that our cause and our approach inspires a remarkable passion and commitment in people from all walks of life around the world.



MANY HANDS, MANY SKILLS

Our volunteers are all part of our big Trash Hero "family" - a term that is used sincerely, without quotes, by all within the network. Whether organising a cleanup event; designing t-shirts; speaking at a conference; translating documents; teaching kids how to make ecobricks; writing grant applications; or any one of the myriad tasks they cover, we are all linked by the same synergy.

We have a policy of inclusion ("Anyone can be a Trash Hero!") that contributes to this sense of family. From business leaders to expert programmers to the local boatman at the beach, all skills and contributions are welcome and valued equally.

MORE THAN JUST WORK

Being part of a big family brings its own benefits; many volunteers report an increase in happiness, confidence and personal development through their experience as Trash Heroes. Using volunteers also has a profound impact on the communities we work in: because no one is paid, there is a greater sense of trust and motivation to join.

INVESTING IN OUR PEOPLE

Our volunteers are, without a doubt, our biggest asset.

We show our appreciation by providing a forum twice a year in our major countries of operation where chapter leaders can meet, network, receive training and support, and get inspired. The aim is to leave "with a full battery for the next 6 months," in the words of one Thai participant.

Trash Hero World finances these "family meetings" by paying travel, accommodation and food expenses for the volunteers - the actual costs incurred, not a *per diem* rate.

Within some countries - Thailand, Indonesia, Myanmar, Malaysia and Czech Republic - we have also started building mentor teams comprised of senior volunteers from within the movement who can coach and support new chapters, as well as monitor activities and deal with any issues that arise within existing chapters.

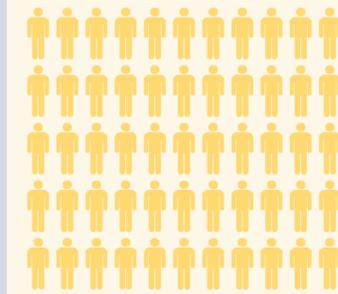
In 2018 we produced a set of quality standards and guidelines for all volunteers in our Chapter Handbook, translated into Thai and Indonesian. This is also used by the mentor teams to train and assess new chapters.

Our core coordination team received training in agile project management and we invested in software to facilitate collaboration and information flow within the network.



93,000 HOURS

Estimated time contributed by volunteers in 2018



Equivalent to
50 FULL-TIME EMPLOYEES

PARTNERSHIPS

By working together with organisations that share our goals and ethos, we add value to our work and increase impact. Whether through sharing expertise or leveraging resources, we believe that partnerships will move us further, faster.

The Swiss non-profit organisation, OceanCare, provides both financial support and valuable advice and input for our projects. OceanCare has held the position of UN Special Advisor on Marine Conservation since 2011, and has 28 years of marine conservation experience.

The global coalition "Break Free from Plastic" aims to stop plastic pollution, and is a valuable networking and

"Partnerships will move us further, faster"

informational resource. Trash Hero World is one of its 80 core members.

In September 2018, we took part in "World Cleanup Day", an event that mobilised 17.5 million people worldwide to clean up their towns and villages.

Practical collaborations with non-profit partners such as Making Oceans Plastic Free and Social Impact have allowed us to provide reusable bags and water filters to our chapters and communities in Indonesia and further afield.

FINANCES 2018

Our third year of operation as a registered non-profit has been the most successful yet, with income more than tripling 2017's total. As well as allowing us to significantly increase our impact, these funds provided us with some welcome financial stability going forward.

During 2018, the net funds raised from donations (from foundations, companies and individuals) was just over CHF 265,000, a 321% increase from 2017 (CHF 82,505). We are thrilled with this turn of events and the direct impact it has had on our ability to improve the quality and resilience of our programmes.

The upswing in income we attribute in part to the external climate and increased levels of interest in plastic pollution; and in part to our growing reputation as a global player in this field. Together with the efforts of our fundraising team, this translated into the healthiest financial year since our establishment in 2016.

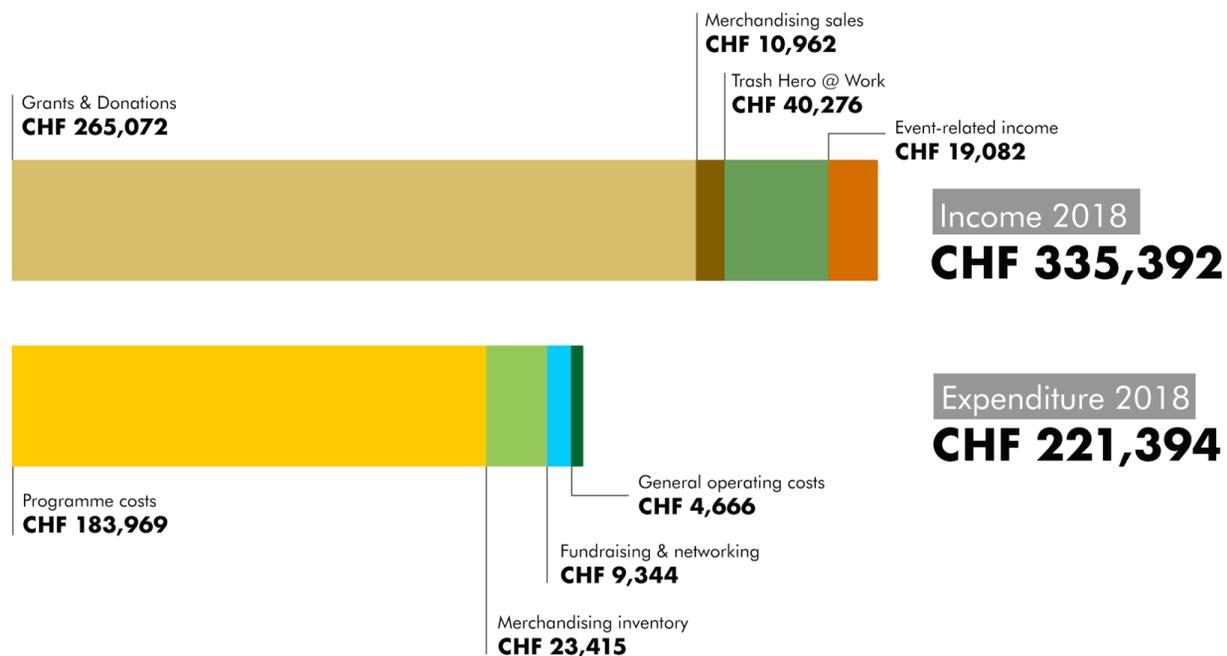
Grant-making bodies are now our largest source of funding; however we managed to increase the income from general

individual donations by 64% year on year, following the implementation of an online donation system.

Revenue earned through events such as paid talks and corporate social responsibility (CSR) activities in Switzerland increased more than fourfold. These have the added bonus of raising awareness and inspiring companies to take action on waste in their own offices and communities.

We also generated a significant amount of income through revenue from our Trash Hero @ Work programme; while this showed potential, we were unable to develop it further due to a lack of resources. We hope to return to it in 2019.

Of our total voluntary income, CHF 74,623 was designated for specific purposes by the donors (restricted income); the



remainder was unrestricted.

We expended CHF 183,969 of our income on our activities; using the additional income to invest in a full-time programme director for Southeast Asia and committing to supporting regional coordinators in key countries in the coming year. Costs are kept as low as possible by funding the employment through our network outside of Switzerland.

The reported surplus is due to a marked increase in income towards the end of 2018; the funds are to be used for planned commitments in 2019, including salaries for key staff, with a small portion set aside as reserves.



RESERVES POLICY

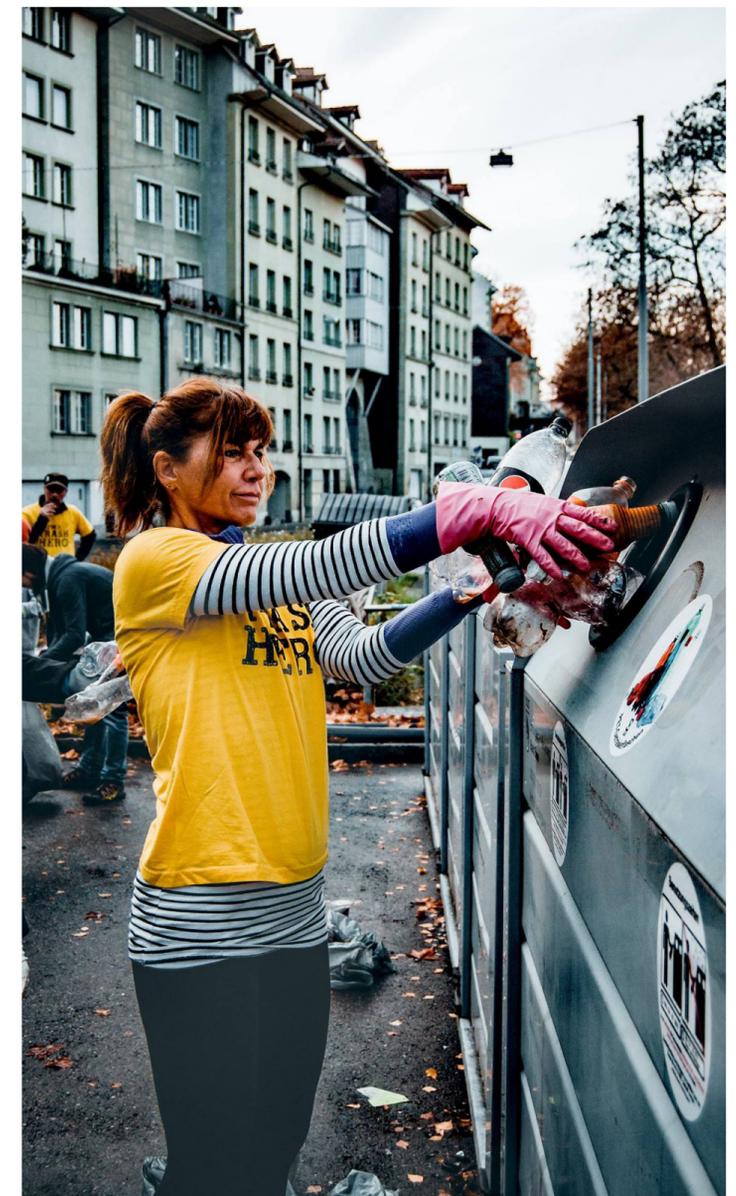
The Board recognises the need to build reserves in order to ensure continuity and financial stability for the organisation as we grow in 2019 and beyond.

Thanks to the efforts of our fundraising team, our donor base is strengthening and diversifying year on year. Overall income, however, remains unstable; in addition, we have taken on commitments in the form of salaried staff and branch offices, which was not the case previously.

Therefore, during the coming years, our aim is to create reserves to a level equivalent to several months of core programme operation. We intend to use these reserves in the following manner:

- to alleviate uncertainty over future income. If predicted funding does not materialise, e.g. if a grant is not renewed, the reserves will allow time to develop new sources of income or to cut back on related expenditure.
- to cover any increased cost in programme materials and support due to foreign exchange fluctuations. A large part of our expenditure is overseas.
- to protect our work from disruption due to short-term deficits in cash flow, e.g. money may need to be spent before a funding grant is received.

The Board intends to monitor and periodically review the amount of reserves held to ensure that they are adequate to safeguard our obligations, without tying up funds that could and should be spent on growing and improving programme delivery.



BALANCE SHEET AS AT 31 DECEMBER 2018

	Notes	2018		2017	
		CHF	%	CHF	%
ASSETS	2				
Cash in hand		8,007	6.3	4,224	8.2
Bank deposits		107,876	85.2	14,841	28.8
Merchandise inventory		7,550	6.0	22,137	42.9
Debtors		-	0	10,371	20.1
Accrued income		3,239	2.5	-	0
Total		126,671	97.5	51,573	100
LIABILITIES & AVAILABLE FUNDS					
Trade creditors		-	0	17,071	33.1
Deferred income		-	0	20,001	38.8
Funds brought forward from previous period		14,502	11.4	4,737	9.2
Funds carried forward		112,170	88.6	9,764	18.9
Total		126,671	100	51,573	100

STATEMENT FROM THE BOARD

The Board of Trash Hero World is satisfied that the Financial Statements give a true and fair view of the state of the affairs of the Association and of the incoming resources and application of resources, including the income and expenditure, during the course of 2018.

We have also reviewed the Association's financial position, taking into account the level of liquid assets, the annual budget and the measures for management of risk, noting the need to establish a certain level of reserves going forward.

As a result, we believe that Trash Hero World has adequate resources to continue in operational existence for the foreseeable future and is well placed to manage operational and financial risks successfully.

This Annual Report has been approved by the Board of Trash Hero World on 28 March 2019 and is signed as authorised on its behalf by:

Amelia Meier
President

NOTES TO THE ACCOUNTS

- The financial statements have been prepared using the accruals basis. Numbers have been rounded to the nearest franc.
- Trash Hero World does not own any fixed assets: we are a young organisation with a distributed (remote working) core coordination team.
- Trash Hero World relies - perhaps more than most non-profit organisations - on the contributions of volunteers and *pro bono* professional services. In total, around 200 people give their time regularly, performing many roles, from senior management to admin, fundraising, accounting, legal work and programme delivery. Due to the geographical distribution of these volunteers, and the absence of any reliable measurement basis, their contribution has not been recognised in the accounts. Our relatively low support and fundraising expenditure can however be attributed to their work, and we are incredibly grateful for their support.
- All merchandise (reusable bottles, bags and t-shirts) is sold at cost price, with no mark-up, and is considered to be mission-related trading.
- Family meetings and developing regional offices in Southeast Asia are common programme costs that could have been shared between our existing programmes; however we chose to list them separately here as they are significant projects.
- 'Other products' include upcycled items made from waste recovered from our cleanup activities and sustainable beauty products; all are sold on at cost.

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2018

	Notes	Total 2018 CHF	Total 2017 CHF
INCOME			
VOLUNTARY INCOME (Grants & donations)	3		
Individual giving (unrestricted funds)		55,195	33,642
Individual giving (crowdfunding / restricted funds)			11,902
Corporate giving (unrestricted funds)		25,254	7,461
Foundations & non-profit (unrestricted funds)		110,000	21,500
Foundations & non-profit (restricted funds)		74,623	8,000
Total		265,072	82,505
EARNED INCOME			
Trading activity	4	10,961	5,654
Income from Trash Hero @ Work programme		40,276	
Other income (events, presentations, talks)		19,082	4,608
Total		70,320	10,262
TOTAL INCOME		335,392	92,767
EXPENDITURE			
PROJECTS & PROGRAMMES			
Action & Awareness		-38,033	-10,735
Bottles & Bags		-36,321	-9,834
Kids & Education		-29,810	-6,134
Trash Hero @ Work		-18,938	
Community Waste Management		-172	-1,088
Family Meetings	5	-40,715	-14,744
Capacity building: developing SEA regional offices	5	-19,980	
Total		-183,969	-42,535
COST OF MERCHANDISE			
Reusable bottles		-12,260	-17,878
Reusable bags		-3,247	-3,777
T-shirts		-3,868	-3,596
Other products	6	-4,041	-100
Total		-23,415	-25,351
TOTAL COST OF RAISING FUNDS (voluntary income)		-914	-2,106
GENERAL OPERATING EXPENSES			
Admin / IT / Marketing		-1,156	-123
Networking (international conferences / summits / presentations)		-8,430	-1,747
IP protection (international trademarks)		-3,510	-10,245
Total		-13,096	-12,115
TOTAL FINANCIAL COSTS (transaction fees, currency exchange gains / losses)		-1,828	-896
TOTAL EXPENDITURE		-223,222	-83,003
Net income / deficit for the year		112,170	9,764
Funds carried forward		112,170	9,764

DONORS

Ongoing donations allow us to effect change confidently and continually. Your gifts help make it possible to train and support volunteers who bring their communities together to clean and reduce waste. Thank you for this valuable support.

LIST OF MAJOR DONORS IN 2018

The following organisations and individuals gave gifts of CHF 5,000 and above during 2018:

Switzerland

- OceanCare
- Stiftung Ormella
- Stiftung Walter und Inka Ehrbar
- Stiftung Nord-Süd
- Stiftung Pro Evolution
- Stiftung Temperatio
- Stiftung Drittes Millennium
- Margarethe + Rudolf Gsell Stiftung
- Walo Kamm, founder of Globetrotter
- UNZ unternehmernetzwerk zürich
- Sidarion AG
- Marti Engineering AG
- Beatrice Fischli Hendry
- Hochzeitsgesellschaft Cornelia & Benno

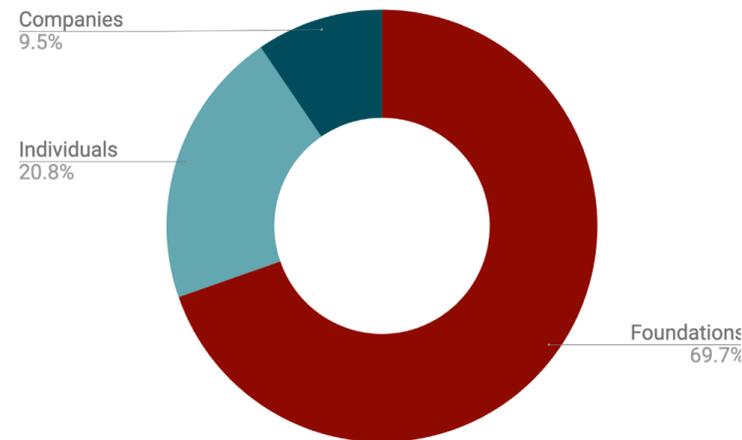
Liechtenstein

- Zukunftsstiftung der Liechtensteinischen Landesbank AG

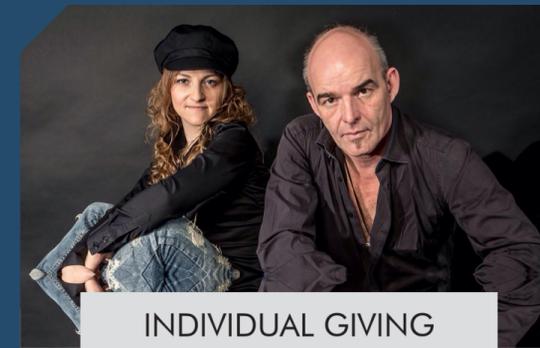
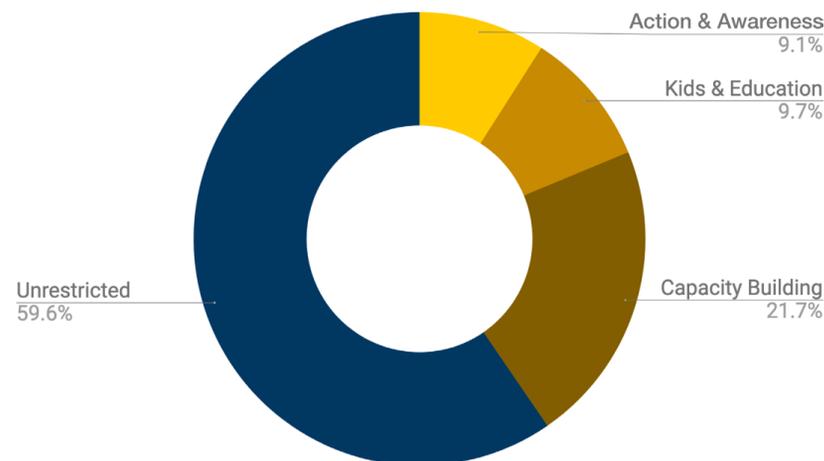
We are also extremely grateful to those individuals, companies, non-profits and foundations around the world - including two from Liechtenstein and some from Germany - who gave equally generously but who did not wish to be named here.

And of course, we want to thank all of our supporters, regardless of the amount given: every franc is appreciated and we will continue to make every centime count.

WHO GAVE



HOW YOU GAVE



INDIVIDUAL GIVING

Our individual supporters - many of whom have experienced a Trash Hero cleanup first hand - continued to be extremely generous in their contributions, making up more than 20% of our overall income in 2018.

The 2 of Us (pictured above), a Swiss band, regularly donate a portion of their income from their concerts to Trash Hero World. At Christmas 2018 they even auctioned a unique vinyl recording of "Song instead of a kiss" on our behalf!

DONOR STORIES



TOGETHER WE MAKE A DIFFERENCE

If there were a contest for fastest fundraising of 2018, the UNZ unternehmer netzwerk zürich (Zurich Entrepreneur Network) would take the prize.

Following what they later described as a "moving" presentation by co-founder and Executive Director, Roman Peter, in December, members spontaneously stood up and pledged funds to Trash Hero World, resulting in CHF10,000 being raised in under 2 minutes! Our sincere thanks for this unexpected and valuable support.



DONATIONS IN KIND

Our chapters around the world are heavily reliant on donations in kind to run their programmes. Local sponsors will regularly provide cleaning materials, refreshments, printing costs and, in some areas, transport. Seeking this support is a deliberate strategy as it increases community investment (both literal and metaphorical) in our projects; and avoids the need for our volunteers to collect cash donations, which maintains trust and transparency.

It is difficult to put a financial value on these contributions. But from the smallest minimart owner to the big five star hotel, the support received is all priceless!

[CLICK TO WATCH OUR "THANK YOU" MOVIE ON YOUTUBE >>](#)



...and to our donors and sponsors

PLANS FOR THE YEAR AHEAD

We intend to focus on three key areas, that should make us more resilient as an organisation, while simultaneously delivering greater and more meaningful impact. We hope you will join us on this exciting journey.



SCALE AND IMPACT

We will:

- Set up regional offices in our key countries of Indonesia, Thailand, Myanmar and Malaysia and support them to become more independent
- Increase growth in the number of chapters worldwide by 30% year on year and expand to new territories
- Provide opportunities for 150,000 more people to experience the impact of plastic pollution first hand
- Expand our bottle refill network to Myanmar, Malaysia and Czech Republic, reaching 600 refill points; the total number of bottles sold should increase to more than 100,000
- Invest in our partnership with Making Oceans Plastic Free and provide reusable bags stock to all locations where the potential for impact is high.
- Increase the rollout of our kids' programme to reach 6000 new children



SUSTAINABILITY

We will:

- Keep our volunteers engaged and motivated
- Build a robust global governance structure, and strengthen our brand so that we are recognised as an effective, credible and influential organisation in our field
- Diversify our funding sources and upgrade our ability to secure more multi-year grants
- Prioritise the building of reserves to safeguard our core programmes
- Continue to use strict cost controls so that every dollar is spent effectively and can be accounted for
- Aim to secure financing to support the Trash @ Work programme so that it can be developed as a long term source of revenue
- Explore potential collaborations with commercial partners, in line with our ethical funding policy



QUALITY

We will:

- Develop a monitoring and evaluation framework to give a fuller picture of our impact, including measuring soft outcomes
- Focus on maintaining standards across the network with consistent reporting
- Invest in the integrity of our data in order to maintain accuracy and consistency as we scale
- Identify and develop the talent within our organisation; and seek to fill skills gaps appropriately

We look forward to working with our volunteers, local sponsors, funders and supporters worldwide to make this happen.





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TOGETHER WE MAKE A DIFFERENCE