



December 17, 2010

RE: The Resource Exchange,
Karyn Gerred, Executive Director

Dear Grantmakers,

We have a very special opportunity before the Greater Philadelphia cultural community. We have the opportunity to make our cultural institutions greener while leveraging their status as an example to the communities that they serve.

The Theatre Alliance membership includes 135 organizations with significant need of consumable materials to produce their stage scenery. With the Resource Exchange as our partner, the Theatre Alliance can provide our members with access to materials at reduced costs while training them to engage in reuse and recycle practices when constructing their sets. Instead of paying for dumpsters at the end of any production run, the theatres can call upon the Resource Exchange to take away the underused and reusable parts of their sets, set dressings, and props. Instead of purchasing first run lumber at full price, they can purchase the discounted lumber that the Resource Exchange has recycled from the sets of other productions. Even if the cost of doing business with the Resource Exchange is the same for our members as it would be for them to purchase new material and dump it afterwards, I am confident that many of our theatres would opt for the more environmentally friendly alternative - thereby serving as a model for others businesses in their community.

In today's society, we often look to cultural institutions to provide community benefits through after school programming or audience enrichment activities. However, when we look at these same institutions as businesses, we can see the broader enrichments they bring to our communities. With the Resource Exchange we can leverage the potential of our membership to enrich the environment of our community by demonstrating green business practices. The Resource Exchange is an important burgeoning organization for Greater Philadelphia to meet this potential and one that needs to be supported at these critical early years.

Sincerely,

A handwritten signature in black ink that reads 'Margie Salvante'. The signature is fluid and cursive, with a long horizontal line extending from the end.

Margie Salvante
Executive Director

