

2025



BINfluencer Impact Report

Inspiring communities to rethink waste, recycle right,
and influence real change.

thebinfluencers.org



2025 IMPACT

OUR BIGGEST YEAR YET!

Thanks to your support, BINfluencer expanded its education, outreach, and impact across South Dakota and beyond.

From launching our mobile app to more than doubling our school and community engagements, 2025 marked a turning point for waste diversion education in our region.

BY THE NUMBERS



Community
Presentations & Tours

44

↑ 57%

Classroom visits, facility tours,
and educational sessions



Community Events &
Trailer Appearances

26

↑ 136%

Booths and trailer events
across the region



Estimated Education
Outreach Reach

8,700

↑ 110%

Combined total audience
reached through all events



BINfluencer App
Users

1,993

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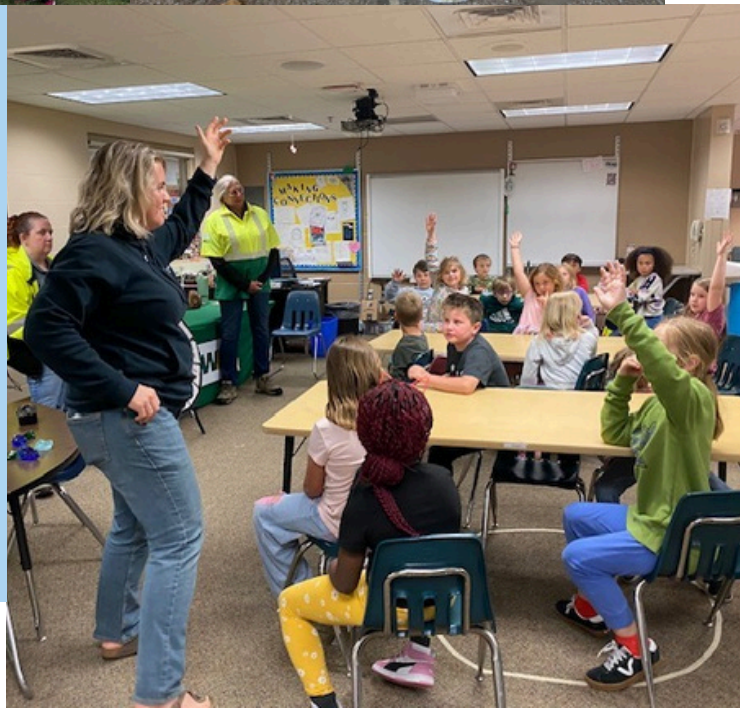
800 mobile installs
(As of October)



OUR MISSION

Mission: BINfluencer is dedicated to creating a sustainable future and a more circular economy by reducing landfill waste in Sioux Falls and the surrounding region.

We partner with public and private organizations to identify barriers, develop solutions, and provide comprehensive education that influences the community to reduce, reuse, recycle, and rethink waste.





2025 PROGRAM HIGHLIGHTS

Mobile App Launch

- Launched April 2025 with multi-language options.
- 1,993 active users by October.
- Used across the region to learn “What Goes Where.”

Waste Directory Launch

- 215 active local drop-off locations listed.
- Expanded to include Repair, Recycling Services, Composting Services, Safe Disposal, Reuse/Donation, and Buy, Sell, Trade, Loan categories.
- Continues to grow as new locations are added monthly.

Educational Trailer & Booths

- 26 stops at major events including Cinco de Mayo, Riverfest, Party for the Planet, Rock County Fair, the Stampede Home Opener, and more.
- More than 6,500 people engaged in 2025 through events.

Schools & Youth Programs

- 44 events with public and private k-12 and university groups.
- Engaged students through the Sioux Falls CLC after-school circuit – including Harvey Dunn, Robert Frost, Oscar Howe, Discovery, and more.
- Partnered with local library education programs across multiple Siouxland branches for summer learning events.
- More than 2,200 youth engaged in 2025 through presentations & tours.

Workplace & Community Partnerships

- Various tours, sustainability talks, and business waste assessments.
- Collaborations with 211 Helpline, City of Sioux Falls, SoDak 350, Building Sustainable Connections, Habitat for Humanity, Siouxland Libraries, Community Learning Centers, and DTSF.

IMPACT STORIES

Just a few examples of our community reach.

Sioux Falls CLC Partnership: Established an ongoing partnership with the Sioux Falls Community Learning Center (CLC) program, reaching families year-round and helping students and parents understand how simple actions at home can make a big impact on recycling success.

Washington High School AP Environmental Science: Over 70 students toured the recycling facility, connecting classroom learning to real-world impact.

Costco Sustainability Week: Trailer visit inspired staff to take recycling practices home; their breakroom bins are now labeled correctly and staff had the opportunity to ask specific material questions to improve the workplace recycling program.

Library Series: Family-friendly summer sessions reached hundreds across multiple Siouxland branches.

Huron National Night Out: Extended our reach beyond Sioux Falls, bringing the trailer to hundreds of families and community members in Huron for an engaging evening of waste diversion education.

Yankton Missouri River Watershed School Festival: Reached over 500 middle and high school students from South Dakota and Nebraska with hands-on recycling and waste diversion education in Riverside Park.

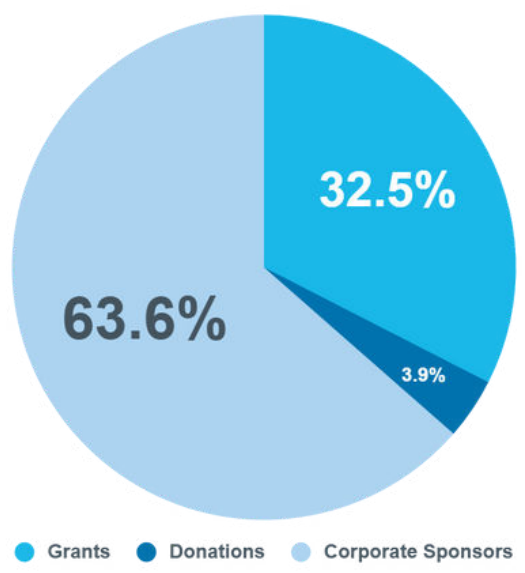
Marion Elementary Library Event: Introduced over 100 young students to recycling through trailer activities and games, extending our education efforts beyond Sioux Falls.



FINANCIAL OVERVIEW

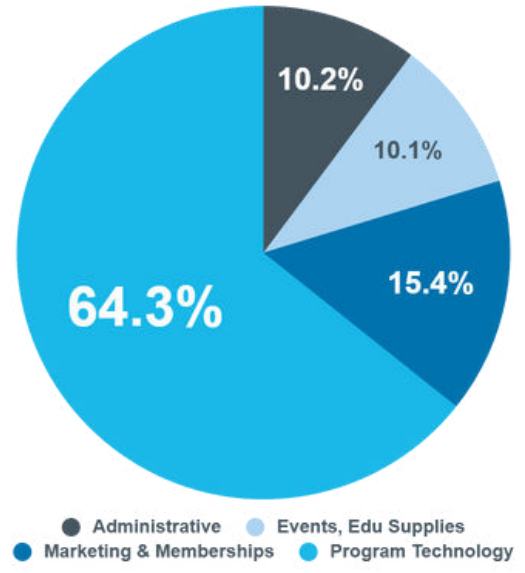
Income Sources:

- 64% Corporate Sponsors
- 32% Grants
- 4% Private Donors



Expenses:

- 65% Program Technology
- 15% Marketing & Memberships
- 10% Administrative
- 10% Event Supplies



SPONSORS & PARTNERS

Supported by **Millennium Recycling, Inc.**, and made possible through contributions from:

- The Elmen Foundation
- SEAM (Secure Enterprise Asset Management)
- Liberty Diversified International (LDI)
- First National Bank in Sioux Falls (FNBSF)
- The Bancorp
- Koch Hazard Architects
- SMI (Strategic Materials Inc.)
- Private donors



LOOKING AHEAD

In 2026, BINfluencer will continue building on the momentum of 2025 – expanding access to recycling education, strengthening community partnerships, and growing regional impact.

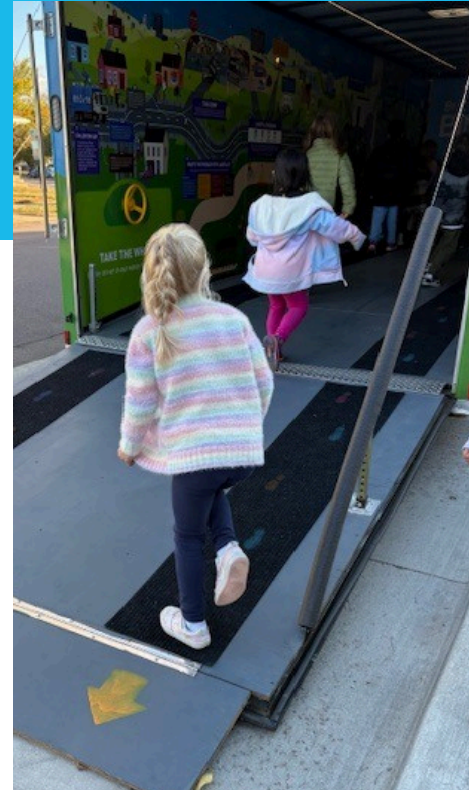
- **Expand Education & Outreach:** Continue bringing waste diversion education to schools, libraries, and community events across the region, using the educational trailer and interactive booth to make learning fun and memorable.
- **Strengthen Local Partnerships:** Work with community collaborators like the City of Sioux Falls, SoDak 350, Building Sustainable Connections, Downtown Sioux Falls, and local businesses to promote recycling and waste reduction in everyday spaces.
- **Grow Access to Recycling Information:** Maintain and expand the Waste Diversion Directory and mobile app so residents and businesses can easily “Know Where It Goes” for more materials, in more communities.
- **Enhance Educational Tools:** Begin planning the next phase of the educational trailer’s interactive experience and develop new resources like the digital “BINfluencer News” update for community members and sponsors.
- **Support a Sustainable Future:** Pursue new sponsorships and grants to sustain free public education and extend waste diversion efforts across the region.



Thank You

Because of you, students, families, and businesses are learning how to make everyday choices that protect local resources for generations to come.

Together, we're shaping the next generation of BINfluencers – creating habits that last a lifetime.



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