



Crowdfunding campaign launched for May Fair Waste Program in New Canaan

\$2,000 crowdfunding goal to receive matching grant from Sustainable CT's Community Match Fund

New Canaan, CT, April 11, 2022 – Planet New Canaan and St. Mark's Episcopal Church have partnered to make May Fair 2022 'greener' and set a sustainable model for the New Canaan community. The focus of the two organizations' effort will be on the Food Court. First, Planet New Canaan is leading a crowdfunding campaign to fund the production of a set of reusable food stations which will enable recycling of food scraps and recyclable material on site. Second, St. Mark's is making its May Fair food court fully sustainable by introducing compostable plates, bowls, and cutlery, eliminating the use of one-time plastic and paper.

The goal of Planet New Canaan's May Fair Waste Program fundraiser is to raise \$1,000 from 20+ individual donors by the deadline of May 1st, 2022, which will be matched by a matching grant of \$1,000 from Sustainable CT's Community Match Fund. With these funds, four sets of food stations will be created. Each station contains three well-marked sections to collect compostable food waste, recyclable material, and trash. The four stations and the transportation of the food scraps collected at May Fair by Curbside Compost will make the May Fair more sustainable. In addition, the new food stations will be available for other town events in the future.

Robin Bates, president of Planet New Canaan, explained, "We are so excited to work with St. Mark's to make May Fair greener. Our fundraising campaign will be a game-changer for New Canaan. Having these food stations at the May Fair, and at other town events will increase awareness of food scrap recycling." She continued "With a little effort, we all can play a role in diverting food scraps from the waste stream."

Planet New Canaan is recruiting volunteers who will be on site at May Fair's food court to provide direction to food court patrons about which items can go into the different stations. By highlighting the importance of sustainable practices at the food court, Planet New Canaan and St. Mark's hope to inspire residents to start food scrap recycling and using compostable materials at their own homes.

This will be the third time that Planet New Canaan has led a crowdfunding campaign with Sustainable CT's Community Matching Fund, an innovative funding resource for public, community-led sustainability projects. To donate, [click here](https://www.patronicity.com/project/may_fair_food_waste_program#!) or go to https://www.patronicity.com/project/may_fair_food_waste_program#!.

Sustainable CT inspires, supports, and recognizes sustainability actions by towns and cities statewide. The Community Match Fund — supported by the Smart Seed Fund, Emily Hall Tremaine Foundation, and the Connecticut Green Bank — provides a dollar-for-dollar match to donations raised from the community, doubling local investment in projects. Anyone can lead a project and ideas can be proposed at any time.

"We're thrilled to support the May Fair Waste Program that puts residents at the forefront of creating positive, impactful change," said Lynn Stoddard, executive director for Sustainable CT. "Like all Match



Fund projects, this initiative is community led and community funded, demonstrating the power of people working together to make change where they live."

If you are interested in volunteering for Planet New Canaan for the May Fair, please email info@planetnewcanaan.org. Have a great idea for a public project in your community? Contact Sustainable CT at funding@sustainablect.org.

About Planet New Canaan

Planet New Canaan is a non-partisan, all-volunteer group founded in 2017 that is committed to bringing awareness about environmental issues facing New Canaan and the world. Go PlanetNewCanaan.org to learn more and sign up for our monthly newsletter.

About Sustainable CT

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