



MIDDLESEX COUNTY IMPROVEMENT AUTHORITY

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MCIA Launches Recruiting Efforts Donation Directory

MIDDLESEX COUNTY – In an odd twist, the Middlesex County Improvement Authority is seeking help from the needy.

The MCIA is recruiting businesses, schools and other organizations that would benefit from a variety of donations for inclusion in its 2013 Re-Use It Book.

Several years have passed since the last publishing of the Re-Use It Book, the only comprehensive directory of its kind in Middlesex County. The book is a guide to area sites where residents can donate their used, and in some cases, unused goods.

In past editions, hundreds of participants have filled the book's pages, which details drop-off locations and times, pick-up options, contact information, items accepted and how donations are ultimately used.

For easy reader navigation, these participants were catalogued according to the types of items they accept – for example, automobiles, clothing, electronics, household appliances, food and more.

As a regular in the directory, New Brunswick's own Second Ward Block Club and Crime Watch has seen the benefits of the book first hand. Once the organization receives donations from the public, items are sold and the profits redistributed to other Hub City groups and projects, among those Elijah's Promise, the Friends of the New Brunswick Free Public Library and the Suydam Street Community Garden.

“What I love about Re-Use It is that it helps us collect usable goods that can assist people in this community, it helps the environment by keeping things out of our landfills and it reduces the cost to our taxpayers as the town no longer has to dispose of these items,” said Morris Kafka, a former group president and long-time Second Ward member.

With a little guidance from the book, donors might also put items that would otherwise be taking up space, to better use, Kafka pointed out.

In recent research, the MCIA learned that dozens of organizations included in previous Re-Use It editions had shut down, relocated or encountered changing needs. These revelations prompted the Authority to revive the book and its mission.

“This really does benefit all parties involved,” said Middlesex County Board of Chosen Freeholder Carol Barrett Bellante, liaison to the MCIA. “On one hand, you have a struggling business or organization that needs these charitable acts to stay afloat; on the other, you have an individual or group that is looking to dispose of an item – and to their credit, in the most responsible way possible.”

For more information on the 2013 Re-Use It Book, contact MCIA Staff Writer Maria Prato by e-mail at mp@mciauth.com or call 609-409-5003. The deadline for inclusion in the 2013 Re-Use It Book is September 30.

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