Making Manitoba a better place
one bin at a time.

cbcra Canadian Beverage Container Recycling Association

You drink it You bin it

2024
ANNUAL
REPORT

Table of Contents

06 CBCRA Overview

08 Message from Chair of the Board

10 Message from Executive Director

12 Recovery Rate

14 Performance Highlights

26 CBCRA Participants

28 Board of Directors & Staff

30 Financials

You read it.

You love it.

CBCRA Overview

“Manitoba is the only province in Canada with province-wide public space beverage container recycling.”

Least expensive container recovery system in Canada (per capita, per unit, or per tonne)

Founded in 2010, CBCRA is a not-for-profit, industry-funded organization whose membership includes beverage brand owners and distributors. CBCRA’s Recycle Everywhere program promotes beverage container recycling wherever beverages are consumed, both at home and away from home. This is done using a two-pronged approach that utilizes widespread recycling access through away from home beverage container recycling programs, paired with extensive promotion and education. In 2023, Manitoba was the only province in Canada with a province-wide public space beverage container recycling program. Notably, it is also the least expensive beverage container recovery system in Canada when viewed on a container per capita, per unit, or per tonne basis, directly benefiting consumers and producers.

CBCRA has worked tirelessly to grow the Recycle Everywhere program and increase beverage container recovery rates. From one corner of the province to another, Recycle Everywhere has partnered with communities, municipalities, schools, businesses, institutions, parks, and events to provide them with the best Recycle Everywhere bin for their space, free of charge.

In addition to recycling accessibility, Recycle Everywhere’s province-wide campaigns have helped consumers make the right decision by recycling their empty beverage containers rather than throwing them in the garbage.
The innovative awareness campaigns that CBCRA runs each year engage the public, educating them about the circular economy, why recycling is important, and how to do it.

CBCRA’s approach, combined with dedication and strong partnerships, has resulted in a beverage container recycling program that has achieved significant results.

CBCRA Board Chair

Cheryl McLaughlin

Fifteen Years of Strategic Stewardship

As CBCRA approaches its 15th anniversary in 2025, this is a fitting moment to reflect not only on what we have accomplished, but also on how we have achieved it. Our progress has been driven by sound governance, producer leadership, and a shared strategic vision for environmental responsibility.

This year, CBCRA celebrates reaching a 75 percent beverage container recovery rate in Manitoba, an achievement that underscores the success of a stewardship model built on collaboration and commitment. From our starting point of 42 percent, we have steadily advanced year after year with the support of producers, communities, and partners across the province. We have changed attitudes and actions, and even the landscape of Manitoba itself, with 83,000 public space bins across the province.

Since the beginning, CBCRA has demonstrated how producers can lead effective and efficient environmental stewardship. As Board Chair, and as someone who has been involved since CBCRA's inception, I am proud of the role our directors have played guiding a framework that balances cost-effectiveness with meaningful environmental impact.

Our work is rooted in accountability to producers, to communities, and to the environment.

This year, the Board also revisited and reaffirmed the principles that continue to guide our work: transparency, responsiveness, and collaboration. These values have shaped CBCRA's evolution over the past 15 years, and they remain central to how we plan for the future. We are thinking not only about today's system, but also about the infrastructure, partnerships, and public trust that will support the system of tomorrow.

"As we celebrate this important anniversary and our achievement of the 75 percent recovery target, the Board remains focused on what lies ahead."

We are asking important questions. How can we build on our momentum? What innovations will shape the next decade of recycling in Manitoba? How do we continue to deliver value while anticipating change?

The Board strongly believes that producers have a vital leadership role to play in advancing sustainability across Canada. CBCRA is uniquely positioned to support that leadership with integrity and vision. I want to thank my fellow directors for their dedication and insight, and I offer my sincere appreciation to our executive team and staff. Their hard work brings this vision to life.

We move forward with confidence in our governance, in our strategy, and in the collective commitment that defines CBCRA.

CBCRA Executive Director

Ken Friesen

Built in Manitoba. Built to Last.

What began in 2010 as a bold, made-in-Manitoba solution to beverage container recycling has grown into a leader in operational excellence and producer-led stewardship. Today, CBCRA is proud to be the overall lowest-cost beverage container recovery program in Canada. This reflects our team's deep commitment to innovation, efficiency, and continuous improvement.

In 2024, we built further on that foundation and achieved a major milestone. For the first time, CBCRA reached its regulated recovery target of 75 percent. This marks a historic high for Manitoba, up from just 42 percent at the program's inception. Reaching this target demonstrates the strength of our model and the collective efforts of producers, communities, staff, Manitoba citizens and partners across the province.

Operationally, we continued to optimize internal processes and strengthen coordination across functions. This increased our capacity to partner with municipalities, workplaces, schools, and public spaces more effectively and efficiently. These efforts enabled us to achieve strong recovery rates while continuing to hold the line on costs, which remains a hallmark of our program and a key value for Manitobans.

We also made progress on longer-term strategic priorities. In close collaboration with our northern-based coordinator, we expanded relationships with northern and remote communities. We also enhanced our digital platforms to better engage the public and improve accessibility for partners. Recycle Everywhere continues to evolve its made-in-Manitoba approach, with more than 83,000 away-from-home bins now deployed throughout the province.

"The program has become part of the daily fabric of life in communities, workplaces, and public spaces."

From expanded school programming to enhanced visibility at major events, we are seeing a sustained shift in recycling behaviour that will benefit Manitoba well into the future.

These results are driven by the people behind the program. From our outreach ambassadors and program leads to our operations experts and support staff, the CBCRA team continues to bring energy, expertise, and a strong sense of purpose to their work.

I want to express my sincere thanks to all of them, alongside our producers, partners, engaged citizens.

Fifteen years in, CBCRA is strong, resilient, and future-focused. With a proven model, an experienced team, and the continued support of our stakeholders, we are well-positioned to deliver measurable, lasting impact. Together, we are keeping beverage containers out of landfills and advancing Manitoba's circular economy.

Recovery Rate

In 2024, 75 percent of beverage containers sold in Manitoba were recovered, achieving the provincially mandated target.

Something we can all celebrate

Manitoba Beverage Container Sales

Material	Units
Aluminum	229,822,418
PET	273,935,676
HDPE	5,023,985
Plastics	2,474,910
Glass	5,158,245
Bi-Metal	800,356
Drink Boxes	40,924,032
Gabletop	4,088,861
Drink Pouches	6,639,209
Bag-in-a-box	38
	568,867,730

Performance Highlights

At CBCRA, we are continually innovating. While we have reached the 75 percent beverage container recovery rate target, we're not stopping. Part of our success is looking back each year to see what worked and to find new opportunities for growth.

Ongoing research and audits show the effectiveness of our strategy and helps inform decisions to improve the system, as well as keep up with the latest consumer sentiments. No matter where a beverage container is consumed in our province, we need to ensure the public knows what to do with it, and where to access a recycling bin.

“Kids with a cause” Campaign

The 2024 Recycle Everywhere advertising campaign gave Manitoba’s children a platform to express their astonishment at adults who still don’t recycle or recycle too little. Saying things without a filter, with moxie and humour, these children reminded every Manitoban that in order to achieve recycling goals, the participation of all is necessary.

A media plan that reaches a strong majority of Manitobans

The campaign was broadcast in video on television, in cinema and online, with support from some out-of-home boards. The media mix generated more than 100 million impressions among Manitobans. 63 percent of them recalled seeing at least one of the ads.

A campaign that resonates with Manitobans

The campaign generated very positive results. After seeing thevideo ad, 81 percent of all Manitobans agreed that “Excuses for not recycling beverage containers are questionable” and 88 percent agreed that “Recycling beverage containers is everyone’s responsibility”.

The campaign had a significant impact on non-recyclers, as 61 percent of those who recycle little or not at all have indicated being motivated to recycle more often.

YouTube Spotify Meta

A unique tagline

The campaign introduced a new and unique tagline: “You drink it. You bin it.” 82 percent of Manitobans agreed that the tagline accurately articulates the idea that “It’s easy to recycle beverage containers”, a statement that 75 percent of non-recyclers also agreed with.

Events & Sponsorship

Brand Ambassadors attended 325+ event days.

Event Bins used at 155+ events throughout the year.

Sponsored 75 events/initiatives to educate Manitobans and increase access to recycling infrastructure .

Programs Highlights

Industrial, Commercial and Institutional (IC&I)

Bins distributed: 1,460

Business-focused events attended: 21

74 site visits completed key new IC&I partners

Manitoba Union Centre
Southwood Circle Development
Southeast Event Centre

Upgrades and new infrastructure completed at Garden City Mall. Upgrades to support contamination reduction efforts and better identify material streams on existing bins.

Winnipeg Airport Authority – smart technology and liquid capture

Main terminal received 27 dual streams & 1 triple stream bins

Post Secondary – 29 bins distributed

Retrofits of 3 bins already in place in post-secondary institutions

Single Family Dwellings (SFD)

SFD Bins distributed: 2,380

New home builds continue to receive SFD bins

Multi-Family Dwellings(MFD)

MFD Bins distributed: 8,932

Our Mini Bin program is designed to increase beverage container recycling in Multi-Family Dwellings (MFDs), such as apartment buildings and condos.

Sustainability Month (October 2024) Bin Giveaway events led to over +5,500 at-home bins distributed in Thompson, Winnipeg, & Brandon.

Bin Bags

Bin Bags distributed: 20,600

Designed for away-from-home use, the Bin Bag is a lightweight, collapsible recycling bag designed with handles making it easy to carry. This 100-litre bag has the capacity to store more recyclables and is convenient for picnics, camping, going to the cottage and more! The Bin Bag design is proprietary to CBCRA and is one of many examples of CBCRA's innovative culture.

Bin Bags distributed: 20,600

Bin Bag giveaway radio impressions annually: 1,173,717

Distributed 8,525 bin bags at events

2,600 for parks & campgrounds

3,750 for municipal partners

5,725 for IC&I partners

42 distribution locations across the province

Municipal Public Spaces

Bins distributed: 413

Contamination Reduction Initiative in RM of Bifrost, Town of Morris, and completed Town of Niverville (started 2022)

223 community clean up kits distributed to municipal groups and organizations.

Clean up kits to support litter reduction, increase beverage container recovery, and increase beautification in communities across the province.

Benefits include reducing collection time, fuel consumption, and labor, allowing for expansion of collection and increasing recovery.

Recycling collection trailers:

Assiniboine Park Conservancy
City of Brandon

RE101

Bins distributed: 533

Good recycling behaviour starts at a young age. Children are future recycling champions who will lead the way for generations to come. With this in mind, CBCRA launched the Recycle Everywhere 101 (RE101) program in 2013, a free program open to all Manitoba schools to increase beverage container recycling rates. In addition, we focus on regional-specific programming in Northern Manitoba.

Bins distributed: 533.

457 community clean-up kits distributed

49 northern school presentations (Communities visited include Wabowden, South Indian Lake, Snow Lake, Thompson, and Gillam.

Cleanest Playground Challenge Contest

45 schools participated representing 24 different communities across Manitoba

187 clean up kits were provided with over 4,676 students participating

Grand prize winner: Stony Mountain School Grade 5/6 Class

Runner up Pizza Party Winners: Ecole Belmont, MacGregor Elementary, Winnipeg Mennonite School

Carton Council of Canada, Community Education Award

One of 10 winners of the Carton Council of Canada's 4th annual community education award (winning funds were donated to local charity organization that promotes recycling).

Northern Schools Backhaul

6,596kg: **material diverted since project started**

10 participating schools (reaches over 3,900 students).

Audits of Waste and Litter

Litter audits evaluate the amount of litter in communities to better understand where litter is found, the types of material discarded, and how to prevent it from recurring.

Waste audits evaluate the composition of waste and recycling streams, allowing for performance indicators such as capture and contamination rates to be calculated. The results help guide current sustainability initiatives and inform future decisions or changes.

Waste audits completed: 87

Litter audit completed (June 2023).
Post-pandemic the litter results improved in most communities.
Percentage change since baseline:
-73% Brandon | -84% Steinbach | -49% Winnipeg | -35% Thompson

MRF audits completed: 15

Provincial Parks

Bins distributed: 118

New Park Proud signage (54) to Central and Northern Parks Regions

Accepted/Non Accepted educational signage (140) to Central, Northern, and Western Park Regions.

Directional and other signage (49) to Western and Eastern Park Regions

2,600 bin bags.

New Highway Signage – Hecla & Grindstone Provincial Parks

St. Malo & Moose Lake Provincial Park

20 new 6-yard collection bins. All bins were outfitted with updated bilingual educational decals to support contamination reduction efforts in both parks.

CBCRA Manitoba Participants

CBCRA works closely with beverage producers and distributors supplying into Manitoba. Participants are charged the Container Recycling Fee (CRF) for every non-alcoholic, non-dairy beverage container sold in the province. The fee funds the Recycle Everywhere program and pays for up to 80 percent of the cost to collect and process beverage containers in residential recycling programs. It also pays for away from home bins supplied to municipalities, events and the IC&I sector, as well as the extensive P&E campaigns.

CBCRA Participants as of December 2024:

A. Lassonde Inc.
Acklands Grainger Inc.
Amazon.com.ca ULC
Amway Canada Corporation
Arctic Beverages LP
Arthur Roger & Associetes Inc.
Athletic Brewing Co. Canada ULC
Bulk Barn Foods Limited
C.B. Powell Limited
Cabela's Retail Canada Inc.
Campbell Company Of Canada
Canada Dry Mott's Inc.
Canadian Tire
CanAqua Inc.
Casseroles Cora Inc.
Coca-Cola Refreshments Canada Company
Coldhaus Direct Inc.
Complete Distribution Services LTD.
Corpell's Water A
COSTCO WHOLESALE CANADA LTD
Curved Distribution Inc.
Danone Canada
Dewpoint Bottling Company Ltd.
Dollar Tree Stores Canada
Dollarama LP
EDOKO FOOD IMPORTERS LTD
Farming Karma Fruit Company Ltd.
Federated Co-Operatives Limited
Fortune Foods Winnipeg ULC
Ice River Springs Water Co.
ID Foods Corporation
IKEA Canada Limited Partnership
Imperial Dade
Inform Brokerage Inc.
Kraft Heinz Canada ULC
Labatt Brewing Company Ltd
Loblaw Companies Ltd
London Drugs Limited
Malinda Distributors Inc.
McKesson Canada
Nestle Canada Inc.
Pattison Food Group
Pepsi Bottling Group Canada
Red Bull Canada Ltd
Refresco Canada Inc.
RW Consumer Products Ltd.
Shoppers Drug Mart Inc.
Sky Blue Water Inc.
Sobeys Capital Inc.
Star Marketing Ltd.
Sunrise Markets Inc. dba Sunrise Soya Foods
SYSCO FOOD SERVICE, WINNIPEG
Temple Lifestyle Inc.
TFI FOODS
The Minute Maid Canada of Company Inc.
The North West Company LP
Tle' Nax T'Awei Limited Partnership
Tree of Life Canada ULC
Triton Water Canada Holdings Inc.
United Natural Foods Canada Inc.
UNO FOODS INC. 2
Wallace & Carey Inc.
Wal-mart Canada Corp.
Well Juicery Canada Ltd
Wellness Natural Inc.
Wm.Bolthouse Farms Inc.

CBCRA Board of Directors

Cheryl McLaughlin
Chair –
Refresco Canada

George Groumoutis
Vice-Chair – Sky Blue Water, Inc.
on behalf of Canadian Bottled
Water Association

Neil Antymis
Treasurer – PepsiCo,
on behalf of the Canadian
Beverage Association

Carl Botha
Tim Hortons at Restaurant
Brands Canada on behalf of
Retail Council of Canada

Sylvain Mayrand
A Lassonde Inc.

Scott McIntyre
Canada BlueTriton Brands
on behalf of Canadian
Beverage Association

CBCRA Team

Ken Friesen
Executive Director

Adrian Vannahme
Director, Public Affairs

Sheri Moerkerk
Director, Marketing
and Communications

Rhea Prathipati
Controller

Mike Cuma
Manager, Marketing
and Communications

Alexis Davy
Executive Assistant

Jaclyn Diduck
Senior Manager, Programs

Paul Flegg
Manager, Stewardship
Reporting

Mike Hall
Consultant

Craig Harrison
Senior Outreach
Coordinator

Aneesa Hooseinny
Waste Audit
Coordinator

Janel Knispel
Assistant Controller

Candace Kunkel
Outreach Coordinator

Karen Schwarz
Consultant

Noah Shams
Logistics and Data
Coordinator

Gabriel Shuster
Events Coordinator

Judy Slaney
Northern Coordinator

Justine Spearman
Senior Data Outreach
Coordinator

Jordyn Wegner
Digital Marketing
Specialist

Independent

Auditor's Report

Independent Auditor's Report

To the Members of Canadian Beverage Container Recycling Association

Opinion

We have audited the financial statements of Canadian Beverage Container Recycling Association (the "Entity"), which comprise the statement of financial position as at December 31, 2024, the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies (hereinafter referred to as the "financial statements").

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2024, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the "Auditor's Responsibilities for the Audit of the Financial Statements" section of our auditor's report.

We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

KPMG LLP

Chartered Professional Accountants

Winnipeg, Canada
April 3, 2025

Statement of Financial Position

December 31, 2024, with comparative information for 2023

Assets	2024	2023
Current assets:		
Cash	$ 3,889,043	$ 2,652,358
Short-term investment (note 1[c])	1,000,000	1,000,000
Accounts receivable	1,737,777	2,027,600
Inventory	178,231	603,856
Prepaid expenses and deposits	143,367	62,487
	6,948,418	6,346,301
Capital assets, net of accumulated amortization of $ 162,875 (2023 - $156,657)	21,810	8,872
	$ 6,970,228	$ 6,355,173

Liabilities and Net Assets	2024	2023
Current liabilities:		
Demand revolving loan (note 3)	$ -	$ 1,995,000
Accounts payable and accrued liabilities (note 2)	754,327	2,146,574
	754,327	4,141,574
Net assets:		
Invested in capital assets	21,810	8,872
Internally restricted (note 1[g])	1,000,000	1,000,000
Unrestricted	5,194,091	1,204,727
	6,215,901	2,213,599
Commitments (note 5)		
	$ 6,970,228	$ 6,355,173

On behalf of the Board:

Cheryl McLaughlin, Chair

Neil Antymis, Treasurer

Statement of Operations

Year ended December 31, 2024, with comparative information for 2023

	2024	2023
Revenue:		
Container recycling fees	$ 14,502,444	$ 10,533,244
Interest income	114,878	71,533
Other income	1,666	146,511
	14,618,988	10,751,288
Program expenses:		
Awareness campaign	3,732,037	3,211,046
Multi material stewardship Manitoba	2,007,538	2,342,651
Program management services (note 5)	1,737,469	1,737,469
Municipal public spaces program	577,762	1,132,178
Industrial, commercial and institutional program	546,068	629,537
Government buildings program	420,671	205,393
Waste audit	382,592	481,361
Events recycling program	391,842	259,387
RE101 schools	150,261	122,476
Post-secondary program	23,285	54,449
Ontario program expenses (schedule)	–	2,732,191
	9,969,525	12,908,138
Operating expenses:		
Administrative expenses (schedule)	500,876	240,562
Ontario operating expenses (schedule)	146,285	321,097
	10,616,686	13,469,797
Deficiency of revenue over expenses	$ 4,002,302	$ (2,718,509)

See accompanying notes to financial statements.

Statement of Changes in Net Assets

Year ended December 31, 2024, with comparative information for 2023

	Invested in capital assets	Internally restricted	Unrestricted	2024 Total	2023 Total
Balance, beginning of year	$ 8,872	$ 1,000,000	$ 1,204,727	$ 2,213,599	$ 4,932,108
Excess (deficiency) of revenue over expenses	(6,218)	-	4,008,520	4,002,302	(2,718,509)
Purchase of capital assets	19,156	-	(19,156)	-	-
Balance, end of year	$ 21,810	$ 1,000,000	$ 5,194,091	$ 6,215,901	$ 2,213,599

See accompanying notes to financial statements.

Statement of Cash Flows

Year ended December 31, 2024, with comparative information for 2023

	2024	2023
Cash provided by (used in):		
Operating activities:		
Excess (deficiency) of revenue over expenses	$ 4,002,302	$ (2,718,509)
Items not involving cash:		
Amortization of capital assets	6,218	3,377
Change in non-cash operating working capital:		
Accounts receivable	(289,823)	(259,933)
Prepaid expenses and deposits	(80,880)	27,440
Inventory	425,625	(205,437)
Accounts payable and accrued liabilities	(1,392,247)	922,020
	3,250,841	(2,231,042)
Investing activities:		
Purchase of capital assets	(19,156)	(6,609)
Financing activities:		
Advances under demand revolving loan, net of repayments	(1,995,000)	1,995,000
Increase (decrease) in cash	1,236,685	(242,651)
Cash, beginning of year	2,652,358	2,895,009
Cash, end of year	$ 3,889,043	$ 2,652,358

See accompanying notes to financial statements.

Notes to financial Statements

Year ended December 31, 2024

Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit organization that was established by beverage companies to improve beverage container recycling rates in Manitoba. CBCRA's purpose is to promote and facilitate the recycling of end-of-life beverage containers through the design and funding of recycling programs and public promotion and education.

CBCRA was incorporated without share capital on March 26, 2010 under Part II of the *Canada Corporations Act.* CBCRA's objective is to carry on its operations without pecuniary gain to its members and any profits or other accretions to CBCRA are to be used in promoting its objects.

During the year ended December 31, 2021, CBCRA commenced expanding its operations into Ontario (CBCRA Ontario) with initial planning occurring during fiscal 2021 and 2022 with anticipation of operations to commence in fiscal 2023. In July 2023, the Board of Directors of CBCRA approved ceasing operations CBCRA Ontario as a result of changes implemented by the Ontario Provincial Government.

CBCRA is exempt from income taxes under Section 149(1) of the *Income Tax Act.*

1. Significant accounting policies:

These financial statements are prepared in accordance with Canadian accounting standards for not for profit organizations and include the following significant accounting policies;

(a) Revenue recognition:

CBCRA follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

Container recycling fees are recognized as unrestricted income in the month in which they are earned, if the amount to be received can be reasonably estimated and collection is reasonably assured.

(b) Cash:

Cash consists of cash on hand and cash held at banking institutions.

(c) Short-term investment:

Short-term investment represents a guaranteed investment certificate with an original maturity of greater than three months. The guaranteed investment certificate matures on January 3, 2025 and earns interest at a rate of 4.00 percent per annum (2023 - 4.55 percent).

(d) Inventory:

Inventory is recorded at landed cost and consists of recycling bins and carts being held for future use in CBCRA programs.

(e) Capital assets:

Capital assets are recorded at original cost less accumulated amortization.

Amortization of furniture and equipment is recorded on a straight-line basis over the assets' useful lives of 5 years. Amortization of computers and computer software is recorded on a straight-line basis over the assets' useful lives of 3 years.

(f) Financial instruments:

(i) Measurement of financial instruments:

CBCRA initially measures its financial assets and financial liabilities at fair value adjusted by, in the case of a financial instrument that will not be measured subsequently at fair value, the amount of transaction costs directly attributable to the instrument.

CBCRA subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments, which are subsequently measured at fair value. Changes in fair value are recognized in the statement of operations.

Financial assets measured at amortized cost include cash, short-term investment and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

(ii) Impairment:

Financial assets measured at amortized cost are tested for impairment when there are indicators of possible impairment. When a significant adverse change has occurred during the period in the expected timing or amount of future cash flows from the financial asset or group of assets, a write-down is recognized in the statement of operations.

When events occurring after the impairment confirm that a reversal is necessary, the reversal is recognized in the statement of operations up to the amount of the previously recognized impairment.

(g) Internally restricted net assets:

Internally restricted net assets represent funds restricted for use by CBCRA that reflect approximately six months' worth of program management costs, and other one-time project costs. The use of internally restricted net assets requires the approval of the Board of Directors.

(h) Use of estimates:

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual amounts could differ from those estimates.

2. Government remittances:

Government remittances consist of amounts required to be paid to government authorities and are recognized when the amounts become due. There is $27,134 (2023 – nil) of government remittances payable included in accounts payable as at December 31, 2024.

3. Credit facility:

CBCRA has a credit facility agreement that includes a revolving demand loan up to a maximum of $3,000,000. The revolving demand loan bears interest at prime plus 1 percent and is due on demand, collateralized by a general security agreement over CBCRA's assets. As at December 31, 2024, the revolving demand loan bore interest at 6.45 percent (2023 – 8.20 percent) and no amounts were drawn on the revolving demand loan (2023 - $1,955,000).

4. Financial instruments:

CBCRA manages risk and risk exposures by applying policies approved by the Board of Directors. The significant financial risks to which CBCRA is exposed are credit risk, liquidity risk and interest rate risk.

(a) Credit risk:

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation.

CBCRA's financial instruments that are exposed to concentration of credit risk consist primarily of cash, short-term investment and accounts receivable. Cash, at times, may exceed amounts insured by the Canadian Deposit Insurance Corporation or the Credit Union Deposit Guarantee Corporation. CBCRA has a large number of members, which minimizes the concentration of credit risk on accounts receivable.

(b) Liquidity risk:

Liquidity risk is the risk that CBCRA will encounter difficulty in meeting obligations associated with financial liabilities.

CBCRA has established budgetary and cash forecasts to ensure it has the funds necessary for fulfilling its obligations.

(c) Interest rate risk:

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. CBCRA is exposed to interest rate risk on its revolving demand loan.

5. Commitments:

(a) CBCRA has operating leases for premises and a vehicle requiring approximate annual rental payments to the end of the leases as follows:

2025	$	145,255
2026		128,695
2027		121,593
2028		122,000
2029		10,167

(b) A Program Management Services Agreement (the Agreement) is in place with Reclay StewardEdge Inc. (RSE) to provide various management, administrative and communication tasks to CBCRA until December 2024 at a monthly amount of $144,789. The Agreement was extended to December 31, 2026 at a monthly amount of $162,685.

During the year ended December 31, 2024, program management services expenses under this Agreement aggregated $1,737,468 for CBCRA and nil for CBCRA Ontario (2023 - $1,737,468 for CBCRA and $1,455,529 for CBCRA Ontario). As at December 31, 2024 CBCRA had $161,302 (2023 - $161,301) and CBCRA Ontario had nil (2023 - $1,627,601) payable to RSE included in accounts payable and accrued liabilities.

6. Comparative information:

Certain comparative figures for the prior period have been reclassified to confirm to the current year presentation.

Schedule – Administrative Expenses

Year ended December 31, 2024, with comparative information for 2023

	2024	2023
Amortization	$ 6,218	$ 3,377
Audit, legal and professional fees	264,227	50,716
Bank charges and interest expense	5,325	5,199
Board expenses	17,909	15,405
Dues and memberships	28,990	4,269
Insurance	13,343	9,663
Office supplies	18,440	14,028
Postage and courier	318	2,188
Rent	134,577	116,554
Telephone and internet	11,529	19,164
Total expenses	$ 500,876	$ 240,562

See accompanying notes to financial statements.

Schedule – Ontario Expenses

Year ended December 31, 2024, with comparative information for 2023

	2024	2023
Program expenses:		
Awareness campaign promotion and education	$ -	$ 1,057,457
Events recycling program	-	89,674
Government buildings program	-	3,406
Industrial, commercial and institutional program	-	26,288
Municipal locations	-	16,774
Program management services (note 4)	-	1,455,529
Waste audit	-	83,063
	-	2,732,191
Operating expenses:		
Consulting fees	-	$ 51,579
Interest and bank charges	146,285	85,688
Office supplies	-	18,670
Other administrative	-	41,238
Professional fees	-	123,922
	146,285	321,097
Total expenses	$ 146,285	$ 3,053,288

See accompanying notes to financial statements.

cbcra

Canadian Beverage Container
Recycling Association

Making Manitoba a better place one bin at a time.