

Elaine Birks-Mitchell



Elaine Birks-Mitchell has over 25 years of experience as a Senior IT Project Manager and Senior Business Analyst in the Information Technology industry. She received her undergraduate degree from Purdue University in Financial Planning from the school of Consumer and Family Sciences and her master's degree in Organizational Leadership from the University of St. Catherine. She has been a board member with SMART (Secondary Materials and Recycled Textiles) Association and was Chairperson for the State of AZ Recycling Advisory Committee. She is currently a member of the Social Enterprise Alliance. Elaine volunteers with the Arizona Women's Partnership on the Grant Review Committee, Living Word Bible Church, H.E.M.P Legacy Foundation and a number of other organizations that focus on women transitioning from homelessness to self-sufficiency.

Elaine Birks-Mitchell is also the CEO and Founder of The Bra Recyclers®, LLC. The Bra Recyclers, LLC is a leading clothing recycling company specializing in recycling bras. Established in 2008, our mission is to ignite a 'Bravolution' to decrease the number of bras entering our landfills, while providing substantial social benefits to women and girls escaping domestic violence, human trafficking or surviving breast cancer.

With the support of Bra Recycling Ambassadors around the world (Canada, Malaysia, Hong Kong, South Africa, Poland, Greece, Puerto Rico), The Bra Recyclers has donated nearly 2 million gently used bras to 100+ local national and international organizations. It is amazing how something as simple as a bra can mean so much to a woman or girl in transition. We believe if you give a woman a bra and the necessary support, she will reshape her life and those around her.

Elaine has been featured in national and international publications and media, highlighting this unique recycling initiative that brings hope to those in transition while also helping our environment. Media highlights include: Hallmark Channel, Huffington Post, Ladies' Home Journal, Earth 911, USA Today, Women's Day, Glamour, CNN and the Today Show, just to name a few. The Bra Recyclers® was also named by The Phoenix Magazine, as Best Alternative Recycling Program. Additionally, Elaine received the honor of being a nominee for the Phoenix Women's Magazine Women of Excellence Award and received the NAACP Humanitarian Award.