

# Annual Report 2023

AT-A-GLANCE



Keep Omaha Beautiful inspires community members of all ages to engage in sustainability efforts throughout our city. We are proud to share all that was achieved last year.

# Letter from the Executive Director



Hello, Omaha! I am thrilled to reflect on the incredible year that Keep Omaha Beautiful had in 2023. Throughout the year, the KOB team worked tirelessly to foster a sense of environmental stewardship & community pride in our city.

We collaborated with local businesses, schools, & organizations to implement sustainable practices & create a cleaner, greener Omaha. From neighborhood cleanup events, to recycling initiatives, tree plantings, environmental education, & community engagement, every endeavor played a role in contributing to a healthy urban ecosystem. Our innovative partnerships & projects have truly made a positive impact on Omaha's environment, showcasing what we can achieve when we come together as a community.

Thank you to everyone who supported Keep Omaha Beautiful in 2023 — here's to another year of collaboration, conversation, & environmental stewardship!

With Gratitude,

*Christie Abdul-Greene*

Christie Abdul-Greene, LCSW  
Executive Director

## OUR MISSION:

**To foster environmental & community stewardship through education, service, & advocacy.**



# Program Impacts

KOB focuses on four key programming areas that benefit our community & the environment.

## Environmental Education

KOB education efforts facilitate hands-on learning & connect people to the natural world.

### WHAT WE DO:

- » Classroom & youth programs for grades K-12
- » Multi-week Trees for Schools curriculum with tree plantings on school campuses
- » Resources & training for local educators
- » Community events & outreach



## Pollution Prevention

KOB service activities & pollution prevention education enhance & protect our community's natural spaces.

### WHAT WE DO:

- » Hundreds of litter cleanups with volunteers & Adopt-a-Spot partners
- » Community partnerships & prevention strategies
- » Engaging, online prevention resources including videos & how-to guides
- » Healthy Waterways education to curb causes of water pollution

# Program Impacts

## Waste Reduction & Recycling

KOB helps residents make informed, sustainable choices about resources & the environmental impacts of waste.

### WHAT WE DO:

- » Recycling education initiatives that encourage participation, reduce waste, & reduce contamination
- » Events focused on litter prevention, waste reduction, yard waste reduction, & composting
- » Online resources such as the Omaha Recycling Guide & video content
- » Outreach & youth education that encourages individual action & inspires a sense of collective impact



## Tree Canopy Improvement

KOB plants native trees in public spaces & engages our community about the benefits of urban trees.

### WHAT WE DO:

- » Annually, plant hundreds of public trees to expand & enhance the Omaha tree canopy
- » Focus on native species & planting practices that increase biodiversity to strengthen our tree canopy's resiliency against future pests and environmental changes
- » Engage our community in planting events & educational opportunities
- » Utilize trees to improve access to healthy greenspaces



# 2023 Impacts » By the Numbers

## Environmental Education

**10,300 youth & adults** participated in KOB Environmental Education programs & events

**246 local educators** were certified through KOB Professional Development Workshops (and will reach an additional **16,289 students**)

## Pollution Prevention

**5,679 volunteers** gave **12,000+ service hours** (a \$250K community benefit)

**Nearly 500 cleanup events** were held, removing **3,670 bags of litter** from public spaces

**2,400 storm drains** were marked with “No Dumping, Drains to Waterways” decals

## Waste Reduction & Recycling

KOB’s recycling education promotions received over **1.5 million impressions**

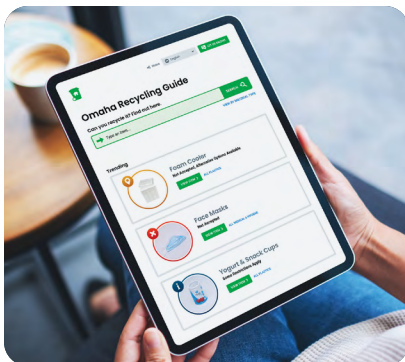
**22,971 online visitors** used **OmahaRecyclingGuide.org**

**4,161 event participants** engaged in waste reduction & recycling activities

## Tree Canopy Improvement

**314 native trees** were planted in **19 parks, trails, & public spaces** (Since 2018, KOB has planted **3,510 native trees** in **108 public spaces**)

**97 students participated** in the Trees for Schools program, and planted **15 native trees** on three Title I school campuses



# Additional Highlights & Accomplishments

The largest cleanup event of 2023 was conducted by 267 students & their adult chaperones, who removed over 2,700 pounds of litter (or 197 bags) from Levi Carter Park & the surrounding lakeshore.

There was 100% participation from the Board of Directors & KOB staff to make a financial donation &/or significant in-kind contribution to our organization.

The KOB Board of Directors & staff continued to successfully implement the organization's four-year strategic plan (2022-2025). Key staff & board representatives met quarterly to review progress toward goals, key performance indicators, & targets while outlining critical action steps.

KOB partnered with a third-party evaluator to complete a comprehensive evaluation of its environmental education programming. The evaluation included baseline observations of education staff, ongoing coaching, curriculum review, & post-coaching evaluations.

*"Upon evaluating instructional methodologies, curriculum offerings, & collecting feedback from stakeholders & staff, it is unequivocally affirmed that Keep Omaha Beautiful's environmental education services effectively meet & support the needs of stakeholders."*  
-Colleen Schmit, Program Evaluator

KOB was invited to support the City of Omaha Climate Action & Resilience Plan by participating on the Planning Team. Through advocacy & engagement efforts, KOB helped promote public listening sessions & encourage community participation.

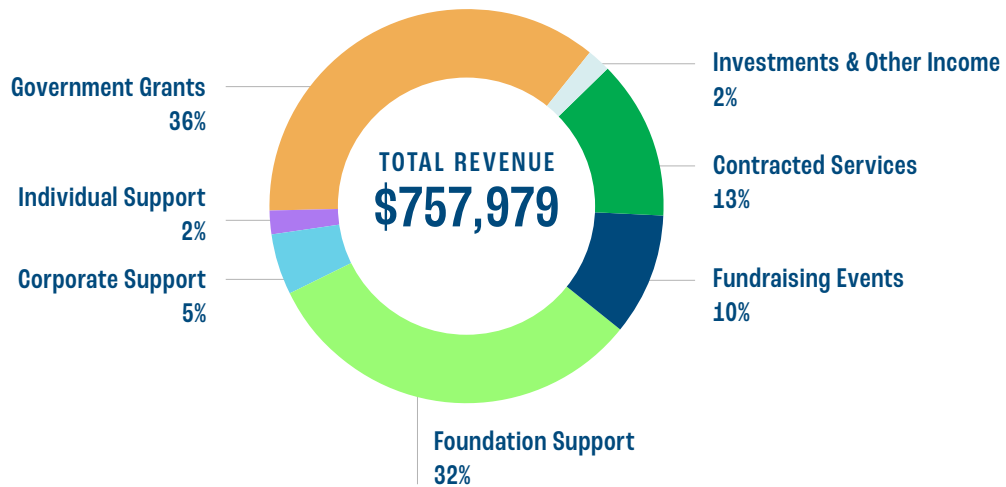
KOB held successful Spring, Giving Tuesday, & Year-End fundraising campaigns & attained record revenue for its annual golf tournament.

# Recognition & Certifications



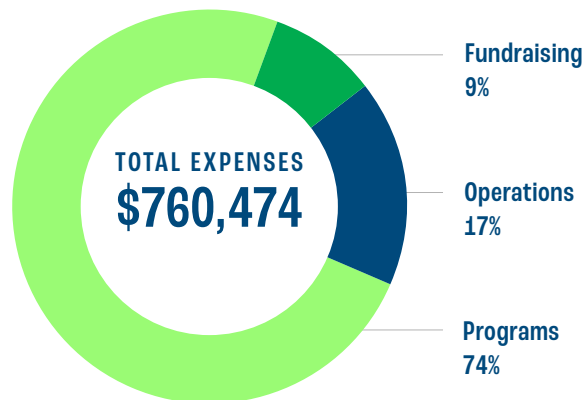
# Financials

## 2023 Total Revenue



\* Total revenue includes \$105,011 of funding received in previous years that was restricted or carried over to 2023.  
\*\* Total revenue excludes \$74,500 received in 2023, but restricted to future years' programming & operations.

## 2023 Total Expenses



# Donors

THANK  
YOU!

## Individual Donors

Tyrone Abdul  
James Ahlschwede  
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Lisa Ahrens  
Jimmy Albin  
Mary Anna and Clyde Anderson  
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