

2022

# Year in Review



Thanks to support from our dedicated Board of Directors, staff, volunteers, partners, and donors, 2022 was a highly impactful year for Keep Omaha Beautiful (KOB). In this report, we are proud to share all that our organization accomplished to benefit our community and the environment.



## ENVIRONMENTAL EDUCATION

KOB environmental education programs connect learners of all ages to the environment and promote a healthy community. In 2022, **8,167 youth & adults participated** in our classroom programming, community events, and public outreach efforts.



## COMMUNITY STEWARDSHIP

Meaningful volunteer opportunities and service-learning experiences strengthen our connection to the urban ecosystem. KOB activated **5,901 volunteers who contributed 13,850 hours of service**, resulting in an estimated benefit of \$299,000+ for our community.



## ORGANIZATIONAL GROWTH

Small but mighty, the KOB staff **expanded to six full-time employees** with a new Grants & Operations Coordinator. KOB also welcomed a new Executive Director. This dedicated team is passionate about making our city a healthy, sustainable, and beautiful place for all residents.



## PLANTING NATIVE TREES

With the help of community volunteers and our partners, KOB **planted 379 new, native trees in 15 public parks, trails, and school campuses**. Since 2018, the Trees for Omaha program has planted over 3,200 trees in 87 public spaces throughout Omaha.

2022 ACHIEVEMENTS



To foster environmental and community stewardship through education, service, and advocacy.

## Promoting a Healthy Community & Environment



### Recycle Right

In partnership with the City of Omaha and FirstStar Recycling, KOB launched the *Omaha Recycling Guide*, an online searchable database. This guide complements our educational *Recycle Right* campaign that helps residents recycle properly and prevents contamination. In total, KOB's online recycling resources achieved 35,000+ website visitors, and over one million impressions and 100,000+ engagements on social media.



### Water Pollution Prevention

Our Stormwater Awareness outreach addresses water pollution via educational programs and community service. 610 volunteers took part in the *Clean Waters Challenge*, marking 3,171 storm drains with "no dumping" decals and distributing 5,176 educational fliers. We also created four new videos about preventing water pollution.



### Cleanup Volunteers

As a core program, KOB coordinates thousands of volunteers to clean up in public parks, trails, streams, and greenspaces every year. In 2022, 4,884 community volunteers held 669 cleanup events, removing 4,121 bags of litter from public spaces. Additionally, 103 dedicated *Adopt-a-Spot* groups held ongoing cleanups at locations throughout the city.

## Empowering Educators & Learners



### Trees for Schools

*Trees for Schools* is a multi-week STEM program for K-12 Title I schools. In 2022, a total of 195 students at three OPS schools studied the ecosystem benefits of trees, and planted 35 native trees on school properties. All three schools achieved the Arbor Day Foundation's "Tree Campus K-12" certification.



### Educator Training

KOB offered 14 no-cost professional development workshops to train and certify educators in well-respected environmental education curricula: Project Learning Tree, Project Wet, and Project Wild. In 2022, these workshops were attended by 369 early childhood and K-12 educators, who will reach more than 9,145 students annually.



### Environmental Education Kits

KOB offers curriculum resource kits and support to help teachers incorporate environmental education into their classrooms. Each kit includes materials and lessons to conduct STEM activities and service-learning projects with K-12 youth. In 2022, KOB curriculum kits were checked out 53 times, reaching 1,562 students.

## Additional Accomplishments

- The KOB Board of Directors and staff adopted a strategic plan to guide the organization and assess performance through 2025
- KOB coordinated 100+ volunteers to plant 169 trees along the North Omaha Trail during a highly successful community event
- KOB conducted 124 youth education programs, reaching 2,699 students in K-12 schools, afterschool programs, and summer camps
- KOB educators provided year-long after school programming at three Title I Schools, and coached teachers and staff
- KOB held successful *Do Good Days & Giving Tuesday* fundraising campaigns, and attained record revenue for our annual in-person event
- There was 100% participation from the Board of Directors and KOB staff to make a financial and/or significant in-kind contribution to our organization
- The Earth Day Cleanup at Levi Carter Park was our most well-attended group event, with 120 volunteers removing a record 230 bags of litter + 19 bags of recyclables from the lakeside park

## Recognition & Certifications



Nonprofit Association of the Midland's Best Practices Partnership



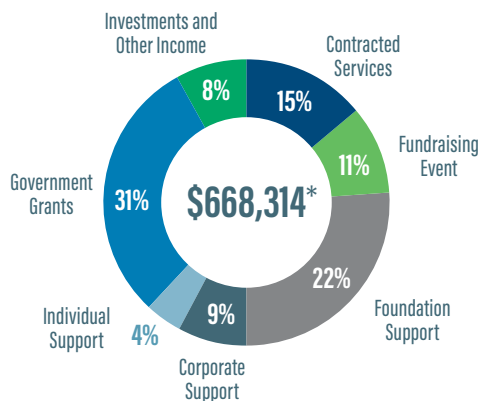
Candid's Highest "Platinum" Rating for Transparency



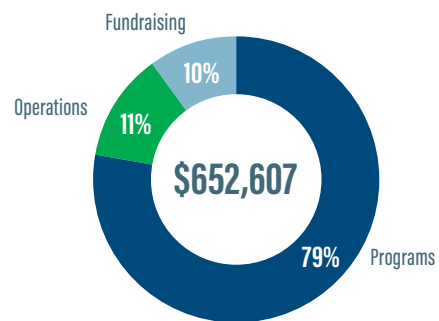
Omaha STEM Ecosystem Certified

## Supporting Our Mission

### 2022 TOTAL REVENUE



### 2022 TOTAL EXPENSES



\* Total Revenue includes \$86,605 of funding received in previous years that was restricted or carried over to 2022.  
 \* Total revenue excludes \$129,800 that was received in 2022, but is restricted to future years programming and operations.  
 \* Investment & Other Income includes \$46,250 in PPP Loan Forgiveness.

# Thank You

We could not continue to advocate for a healthy urban ecosystem without the generous support of our donors and champions. KOB is grateful to all the individuals, organizations, and anonymous donors who financially supported our mission in 2022.

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