

2021

Year in Review



Thanks to support from our volunteers, partners, and donors, 2021 was a highly successful and impactful year for Keep Omaha Beautiful (KOB). We expanded our core team, coordinated thousands of hours of service to the community, and engaged Omaha residents in the area's leading environmental education programs. KOB is proud to share all that our organization accomplished in 2021 to benefit our community and the environment.



INSPIRED

5,300 Environmental Stewards

KOB environmental education programs engaged more than 5,300 youth and adult learners. Our school-based programming and public outreach inspired community and environmental stewards of all ages and backgrounds.



ACTIVATED

5,200 Volunteers

KOB volunteers provided 10,300 hours of service to our community through a variety of projects and activities. This volunteer time is equal to a community benefit of nearly \$300,000.



EMPOWERED

195 Educators

KOB hosted 12 professional development workshops to certify early childhood and K-12 educators in the nation's premier environmental education curricula. These educators reach over 5,100 students annually.



PLANTED

385 Native Trees

KOB added 385 new trees in public parks and along urban trails. Since 2018, our Trees for Omaha program has planted 2,800+ native trees in 80 public spaces to replace ash trees lost to the invasive Emerald Ash Borer Beetle.

2021 ACHIEVEMENTS

Mission

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



Healthy Urban Environments

KOB worked with volunteers and 83 highly active Adopt-A-Spot partners to conduct more than 550 cleanups, resulting in the removal of 4,200 bags of litter from public parks and spaces.



Team Growth

The KOB team grew to five full-time staff (the nonprofit's largest team to date) with the addition of our new Environmental Educator & Tree Program Coordinator.



Omaha Recycles Right

KOB engaged 137,000 individuals in our digital campaign, *Omaha Recycles Right*, which helps residents learn how to reduce waste and become better recyclers.



Protecting Waterways

We led water pollution prevention efforts with the Clean Waters Challenge, recruiting volunteers to install 1,600+ "no dumping / drains to waterways" decals on storm drains throughout the city.



Partnerships

KOB collaborated with 200+ community organizations and groups to conduct volunteer service projects and educational programming.



Trees for Schools

We piloted the *Trees for Schools* service-learning program with two Title I elementary schools in OPS, which culminated with students planting native trees on school property.

Additional Accomplishments

- Completed the strategic planning process with KOB's Board of Directors and staff, detailing a new plan to guide the organization for 2022-2025
- Achieved 41,000+ visitors to KOB's website with our *Recycling & Reuse Guide* page receiving the most traffic
- Significantly grew our digital followership, increasing reach and engagement across our social media platforms and monthly e-newsletter
- Achieved a record number of *Do Good Week* and *Giving Tuesday* donors
- Attained record revenue for our annual fall fundraiser
- Adapted our community events and outreach efforts to provide expanded, socially distanced participation options, including the *Love Your Block Litter Walk* and online *World O! Water* festival
- Achieved 100% participation regarding the KOB Board of Directors' annual financial contribution
- Per a structured self-assessment, the Board of Directors demonstrated high levels of engagement and involvement

Recognition & Certifications



Nonprofit Association of the Midlands' Best Practices Partnership



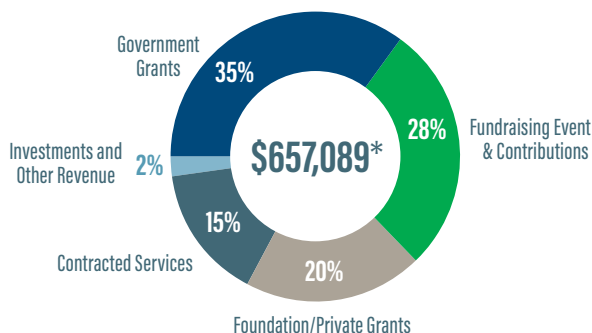
Candid's Highest "Platinum" Rating for Transparency



Omaha STEM Ecosystem Certified

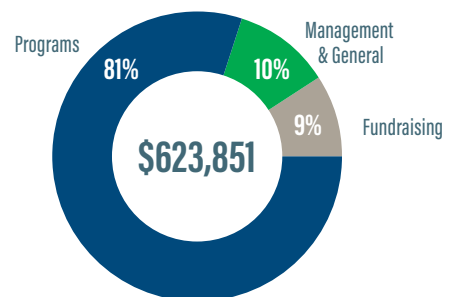
Supporting Our Mission

2021 TOTAL REVENUE



* Total revenue includes \$80,391 of funding received in 2020 that was restricted/carried over to 2021. The total revenue figure also excludes \$51,917 that was received in 2021, but is restricted for 2022 programming and operations.

2021 TOTAL EXPENSES



Thank You

We could not accomplish such impactful work without the generous support of our donors and fans. KOB is grateful to these individuals and organizations who financially supported our mission in 2021. Thank you for sharing our commitment to improve our local community and the environment.

Individual Donors

Mary Anna & Clyde Anderson
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