

2018

YEAR IN REVIEW



2018 was another record-breaking year for Keep Omaha Beautiful, eclipsing most of the records that we set the previous year. Our volunteers, learners, and supporters continued to exceed our expectations in fostering environmental and community stewardship throughout our city. Take a look at everything we accomplished together!

Record Achievements

9,554 Volunteers

After volunteering, nine out of ten reported feeling more engaged in and proud of our community

LAST YEAR'S RECORD = 6,070 / HISTORICAL AVERAGE = 1,702



21,415 Volunteer Hours

Equates to a community benefit of \$368,985

LAST YEAR'S RECORD = 15,321 / HISTORICAL AVERAGE = 3,785

9,007 People Educated

Eclipsing the previous 33% record, 50% of our environmental education activities incorporated service-learning elements

LAST YEAR'S RECORD = 9,979 / HISTORICAL AVERAGE = 4,508



474 Litter Cleanup Events

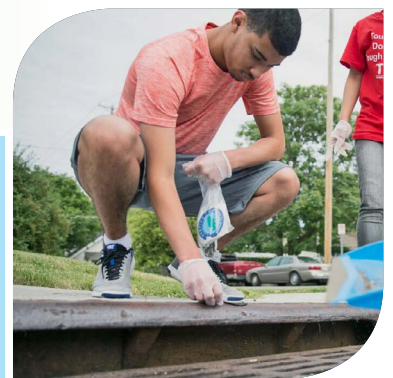
Resulted in 5,000+ bags of litter collected (trash & recyclables)

LAST YEAR'S RECORD = 423 / HISTORICAL AVERAGE = 113

2,931 Storm Drains Marked

Volunteers installed "no dumping" decals on storm drains and distributed water pollution prevention door hangers

LAST YEAR'S RECORD = 1,903 / HISTORICAL AVERAGE = 1,371



MISSION

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

Successes Worth Celebrating



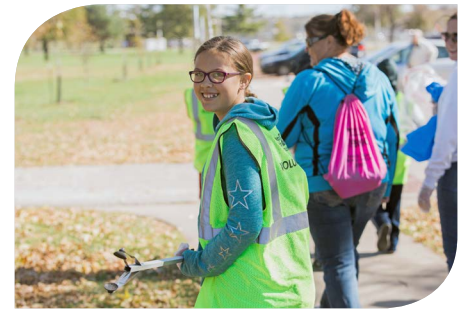
TREES FOR OMAHA

Launched this multi-year, native-tree planting program to combat the loss of ash trees from the invasive Emerald Ash Borer. 618 trees were planted in 11 city parks.



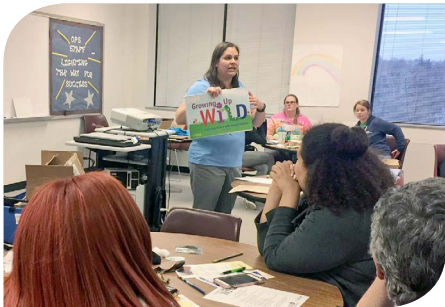
OMAHA SPRING CLEANUP

Supported the City of Omaha and approximately 100 neighborhood associations with this event, resulting in 1,315 tons of bulky material diverted for proper disposal and recycling.



YOUTH FALL CLEANUP

A total of 1,741 youth and adults participated in this citywide KOB event, almost doubling last year's record of 935 participants.



TEACHER TRAININGS

Conducted classes for local educators to become certified in various environmental education curricula (e.g., Growing Up Wild).



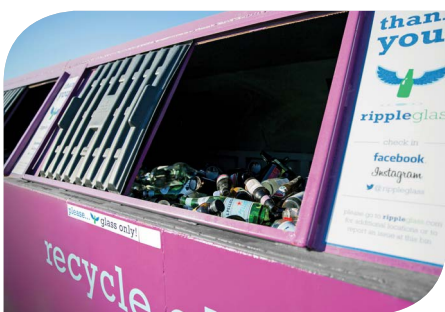
COLLECTIVE FOR YOUTH

Partnered with Civic Nebraska to provide out-of-school-time environmental education programming as part of the Collective For Youth initiative at Lewis & Clark Middle School.



WORLD O! WATER

Assisted the City of Omaha in coordinating the World O! Water festival; 1,500+ people attended and learned about water conservation, pollution prevention, and safe recreation.



GLASS RECYCLING

Secured a grant from the Nebraska Department of Environmental Quality to continue promoting glass recycling and purchase/deploy an additional collection container.



TIRE RECYCLING

Helped the City of Omaha conduct a tire recycling event in which 3,028 scrap tires were collected.



VACANT LOT REVITALIZATION

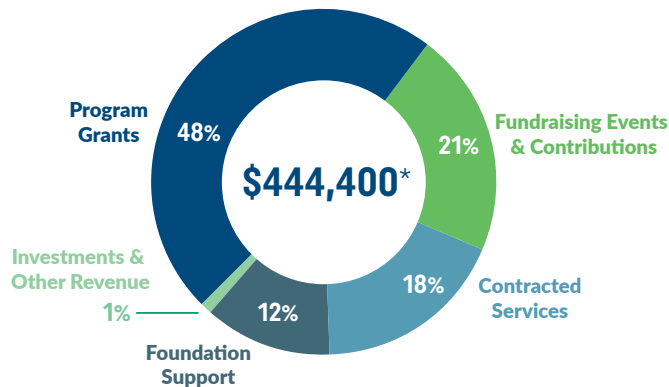
Worked with 200 volunteers and residents to plant additional rain & pollinator gardens on a city-owned vacant lot; property is now used for educational activities by KOB and local organizations/schools.

Additional Accomplishments

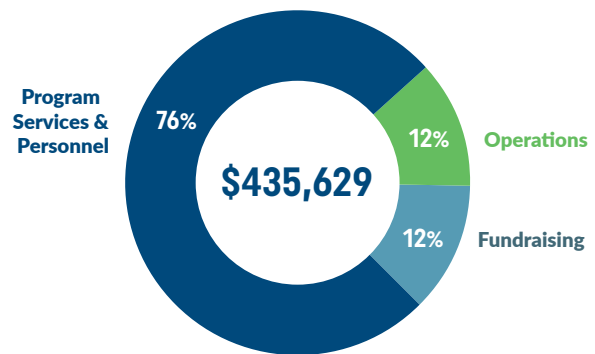
- Continued to implement our 2017-19 strategic plan and achieved the majority of our year-two objectives
- Achieved 282,884 impressions and 19,913 engagements connected to our digital-based educational campaigns
- A total of 40,615 individuals visited KOB's website with the Recycling & Reuse Guide page receiving the most traffic
- Achieved a record number of *Omaha Gives!* donors and contributions, eclipsing last year's record
- In partnership with the Douglas County Treasurer's Office, shredded and recycled 2.75 tons of used license plates
- Provided portable recycling containers for multiple community events
- Conducted a structured, community-wide litter index demonstrating reductions in littering behavior
- Increased the number of Adopt-a-Park partners to an all-time high
- Secured a record amount of media coverage with an estimated publicity value of \$74,200
- Achieved 100% participation regarding the KOB Board of Directors' annual financial contribution
- Per a structured self-assessment, the Board of Directors also demonstrated high levels of engagement/involvement
- KOB's Executive Director completed the Nonprofit Association of the Midland's Nonprofit Executive Institute

Supporting Our Mission

2018 TOTAL REVENUE



2018 TOTAL EXPENSES



*Total revenue does not include \$210,000 of funding that was received in 2018 but is restricted for 2019 programming and operations.

Thank You!

On behalf of KOB's Board of Directors and staff, thank you to all of the individuals and organizations that helped financially support our efforts in 2018:

INDIVIDUAL DONORS – Anonymous donors, Joan Allen, Amy Ayer, Lindsey Baker, Elana Banks, Dana Barteo, Alicia & Mike Battershell, Kacie Baum, Mary Ann Beck, Jennie Beckman, Caitlin Benton, Kyle Berg, Trevor Bohling, Zach Born, Sue Brookhouser, Charlene Brown, Josh Bucy, Tyler Byrd, Chris Cain, Karin Campbell, Shawn Campbell, Catharine Carne, Magdalena Cazarez, Elizabeth Chalen, Tracey Christensen, Lori Cody, Alyssa Cody, Lindsey Cody, Mark Coleman, Lenli Corbett, Brent Crampton, Brittany Dabestani, Kent Day, Vanessa Denney, Nathan Dewey, Julie Dierberger, Sarah Dugal, Anne Duggins, Paul Dunn, Lori Elliott-Bartle, Nicole Everingham, Thomas Everson, John Ewing, Megan Falke, Patrick Finigan, Hal France, Thomas Freeman, Marla Fries, Jared Ganley, Cory Garlock, Garry Gernandt, Marilyn Gillen, Ryan Gillespie, Jerald & Elizabeth Golmanavich, Lindsey Goodman, Alec Gorynski, Cindy Gray, Matthew & Sarah Baker Hansen, Benjamin Hardy, Chris Hawkins, Christine Henningsen, Hayley Henriksen, Rosey Higgs, Jeremy Hogan, Elena Hoff, Anne Houser, Kacie Hughes, Amanda Humes, Cindy Humphreys, Carl Hursh, Molly Huyck, Terrance Jacobson, Lee Janecek, Paul Jeffrey, Bekah Jerde, Christopher Jerram, Lezlie John, LeAnne Kaiser, Tim Kauffman, James Kee, Justin Kemerling, Leon Komar, Marion Kraemer, Melanie Krohn, Joseph Krueger, Jason Kulbel, Daniel Lawse, Patrik Leahy, Timothy Lens, Nicole Lindquist, Karan Llewellyn, Susie Louis, Nicole Malone, Tegwin Maxwell, Patrick McAtee, Jodie McGill, JoEllyn McMillan, Heath Mello, Aimee Melton, Tally Mertes, Kayla Meyer, Dana Mike, Angie Miller, Kathryn Monzu, Emily & Craig Moody, Julie Morris, Sarah Moylan, Jim Murray, Deborah Murphy, Spencer Murphy, Alexa N. Garcia Huyck, Renier Navas, Dave Nelson, Jonathan Nguyen, Jane Onken, Caitlin Osborn, Dara Pagano, Mary & Jay Palu, Mary Jo Parys, Heather Pash, Robert Patterson, Kathleen Pentagulo, Nathan Preheim, Leanne Prewitt, Gabriella Quiroz-Leavitt, Jeffrey Ray, Deborah Rennard, Hannah Rennard-Ganley, William Riley, Eric Rodawig, Steven Rodie, Stanley Saklar, Andrew Saladino, Matthew Schill, Ryan Schulzetenberg, Shane Schutt, Don Shiffermiller, Katie Shiffermiller, Laura Shiffermiller, Connie & Rick Spellman, Matthew Spitsen, Thomas Stalnaker, Judy & William Startzer, Nathan Stevens, Joanne Stewart, Melanie Stewart, Sarah Stoltenberg, Chris Stratman, Shane Stratman, Staci Stratman, Anthony Stuchlik, Nicole Stuchlik, Stephanie Sullivan, Cyndonna Tefft, Grace Thomas, James Thompson, Heather Tippey Pierce, Meagan Van Gelder, Justin Vetsch, Juanita Vice, Gus Von Roenn, Madeline Wahl, Leslie Wells, Kenneth West, Matt West, Patrick Wheeler, Jennifer Wilken, Patrick Wortmann, Leanne Zietlow, and Michael Ziskey

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