

2020

# Year in Review



Despite the unprecedented challenges posed by the pandemic, Keep Omaha Beautiful collaborated with volunteers and supporters to creatively adapt our programs and continue advancing our mission. We are proud to share with you what we accomplished together for our Omaha community and the environment in 2020.



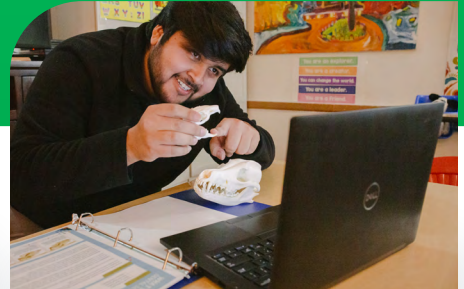
## Empowered 3,500 Volunteers

Worked with individuals, families, and small groups in socially-distanced, outdoor settings to safely provide 8,600+ hours of service, equating to a community benefit of \$236,000.



## Planted 485 Native Trees

Installed trees in public spaces to address the loss of ash trees from the invasive Emerald Ash Borer beetle. Since 2018, more than 2,400+ trees have been planted in 60 parks/trails.



## Trained 335 Educators

Conducted virtual training workshops for local educators to become certified in environmental education curricula. These teachers work with 8,000+ students annually.



## Inspired 7,900 Environmental Stewards

Provided environmental education activities and resources for families and teachers through our virtual series, Stewardship School.



## Digitally Engaged 145,800 Individuals

Helped residents learn how to reduce waste and become better recyclers via our social media-based campaign, Omaha Recycles Right.



## Collected 4,100 Bags of Litter

Coordinated volunteers to safely conduct 600+ cleanups in public parks, trails, and neighborhoods to remove litter (trash & recyclables) from the environment.

2020 ACHIEVEMENTS

Mission

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



### Committed to Equity

Adopted a position statement noting our stance against racism and injustice, and committed to actionable steps as an intersectional organization to support racial and environmental equity.



### Promoted Healthy Waterways

Implemented the Clean Waters Challenge in which volunteers installed 4,000+ "no dumping / drains to waterways" decals on storm drains throughout the city.



### Recruited Caring Partners

Recruited and supported an additional 30 Adopt-a-Spot/Park partners, achieving a record number of 110 active groups who organize cleanups of public spaces on a monthly basis.



### Rallied Youth LitterBusters

Organized more than 600 youth to safely participate in this citywide cleanup event, collecting litter from 36 public spaces while learning about the impact litter has on our waterways.



### Supported Glass Recycling

Assisted the City of Omaha in identifying a new drop-off site at Mulhall's for its glass recycling program after the closing of the Fresh Thyme location.



### Collaborated with Community

Adapted our outreach efforts to participate virtually in community events, such as Earth Day Omaha and the annual World O! Water festival.

## Additional Accomplishments

1. Developed an official set of values and principles to guide our organization's daily decision making, and influence long-term goals.
2. Initiated the strategic planning process to develop a new strategic plan for the organization.
3. Produced a series of engaging recycling videos to help residents learn about the City of Omaha's new curbside trash and recycling collection system.
4. Created an educational video with support from the Ocean Conservancy showing how litter and stormwater pollution impact our local watershed and global waterbodies.
5. Shredded and recycled 2.75 tons of used license plates in partnership with the Douglas County Treasurer's Office.
6. Achieved 59,000+ unique visitors to KOB's website, with our Recycling & Reuse Guide page receiving the most traffic.
7. Significantly grew our digital followership, increasing reach and engagement across our social media platforms and monthly e-newsletter.
8. Achieved a record number of Omaha Gives! and Giving Tuesday donors, eclipsing our records from 2019.
9. Achieved 100% participation regarding the KOB Board of Directors' annual financial contribution.
10. Per a structured self-assessment, the Board of Directors demonstrated high levels of engagement/involvement.

## Recognition & Certifications



Nonprofit Association of the Midlands's Best Practices Partnership



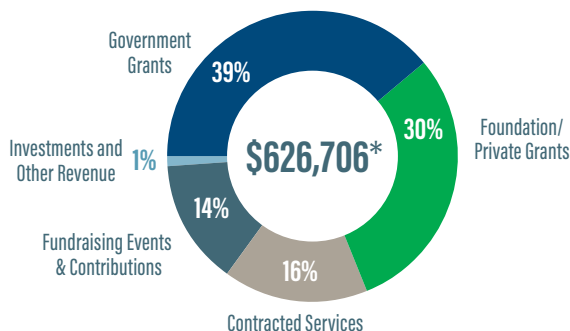
GuideStar's Highest "Platinum" Rating for Transparency



Keep America Beautiful's President's Circle Recognition

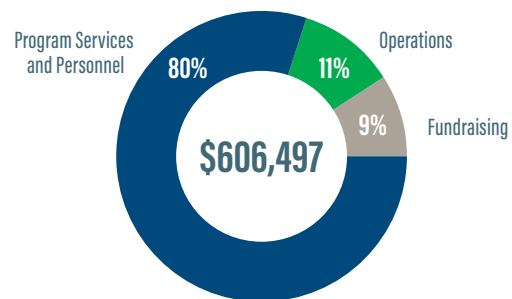
## Supporting Our Mission

### 2020 TOTAL REVENUE



\* Total revenue does not include \$44,185 of funding that was received in 2020, but is restricted for 2021 programming and operations.

### 2020 TOTAL EXPENSES



# 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 2020.

## Individual Donors

Anonymous donors, Lisa Ahrens, Jimmy Albin, Sarahjoy Allen, Amy Ayer, Sarah Baker Hansen, Guillermo Bailey, Kimberly Bailey, James Baker, Ronald Baker, Elana Banks, Dana & Josh Barte, Jennifer Bauer, Mary Ann Beck, Jesse Bell, Caitlin Benton, Jeremy Berman, Trevor Bohling, Zach Born, Alexandra Bradford, Kathleen Brandert, Tre Brashear, Bridget Brooks, Jordan Brooks, Alyssa Brunswick, Josh Bucy, Kimberly Burns, Gabriel Bushnell, Tyler Byrd, Teri Cain, Bobby Campbell, Karin Campbell, Shawn Campbell, Peter Carbonell, John Cavanaugh, Kelli & Scott Cavey, Magdalena Cazarez, Elizabeth Chalen, Tracey Christensen, Dillon Chronister, Alyssa Cody, Lindsey Cody, Lori Cody, Odessa Nicole Connelly, Lenli Corbett, Stacey & Jesse Coury, Emily Cox, Brent Crampton, Karlee Currin, Brittany Dabestani, Christopher Daly, Taylor Daniels, Marlina & Dusty Davidson, Bradley Davis, Kate Day, Claudia & Tony Deeb, Vanessa Denney, Julie Dierberger, John DiMartino, Scott Dobbe, Justin Dougherty, David Dow, Katherine Downey, Mark Draper, Sarah Dugal, Anne Duggins, Rhiannon Duma, Paul Dunn, Sara Eliason, Lori Elliott-Bartle, Jacque Ellis, Ciprianna Engel, Carl Erickson, Chelsey Erpelding, Daniel Esch, Nicole Everingham, Thomas Everson, John Ewing, Zack Fergus, Sarah Fili, Patrick Finigan, Ashley & Andrew Flater, Joseph Flaxbeard, Michelle Foss, Hal France, Thomas Freeman, Marla Fries, Jared Ganley, Christopher Garinger, Cory Garlock, Brendan Gepson, Garry Gernandt, Marilyn Gillen, Elle Glass, Jerald Golmanavich, Lasha Goodwin, Nicole Goss, Cindy Gray, Jessie Gray, Jamie Grayson-Berglund, Lynne Hamele, Rita Hamele, Cole Hansen, Dennis Hansen, Jeff Hansen, Matthew Hansen, Sally Hansen, Sarah Hansen, Jill Hanson, Ben Hardy, Kamron Hasan, Chris Hawkins, Christine Henningsen, Hayley Henriksen, Andy Herold, Carissa Herold, Rosalee Higgs, Elena Hoff, Jen Homann, Elizabeth Hosford, Anne Houser, Kristina Hughes, Kristine Hull, Amanda Humes, Molly Huyck, Brian Ital, Kristin Jackman, Virginia Jansen, Aaron Jarosh, Paul Jeffrey, Rebekah Jerde, Christopher Jerram, Lezlie & Grant John, LeAnne Kaiser, Jeremy Kaliff, James Kee, Ralph Kellogg, Justin Kemerling, Cassandra Kernick, Thomas Kesterson, Sara Kohen, Stacy Knipper, Elyse Kowalewski, Jay Kozisek, Ann Kramer, Joseph Krueger, Jennifer Kucirek, David Kutler, Crystal Larson, Patrick Leahy, Katelyn Lickei, Alex Liekhus, Jeanne Lincoln, Nicole Lindquist, Casey Logan, Susie Louis, LeAnna Ludlow, Quentin Lueninghoener, Holly Lukaszewicz, Anthony MacBride, Anne Machian, Cathy & Rick MacInnes, Alicia Magnette, Nicole Malone, Skyler Mann, Mary Manternach, Zachary Marston, Ivona Masic, Janna Mattingly, Tegwin Maxwell, Tom May, Marie Mayer, Patrick McAtee, Stephen McGreer, Danielle Meier, Melissa Menke, Tally Mertes, Kayla Meyer, Bubbles Miller, Kathryn Monzu, Emily & Craig Moody, Daisy Mora, Julie Morris, Deborah Murphy, James Murphy, Jerry Murphy, Alexa Narro-Garcia Huyck, Renier Navas, Raymond Neary, Jon Nguyen, Tiffany Nigro, Taylor Norris, Caitlin Osborn, Minnie Olson, Erica Parish, Mary Jo Parys, Jennifer & Ean Patrick, Charles Patterson, Robert Patterson, Mandy & Lane Phillips, Emily Pieper, Ferrell Powell, Dale Pratt, Emily Prauner, Nathan Preheim, Don Preister, Leanne Prewitt, Kevin Rau, Barbara Rennard, Deborah Rennard, Hannah Rennard-Ganley, Randall Ritchie, Kevin Rau, Ashley Roberts, Eric Rodawig, Steven Rodie, Courtney Ruwe, Katelyn Sakala, Mike Saklar, Aaron Sanderford, Claire Sapone, Benjamin Schacht, Jamie Schrage, Matthew Schill, Mike Schill, Stacey Schmid, Ryan Schulzetenberg, Shane Schutt, Laura Shiffermiller, Don Shiffermiller, Sarah Sjolie, Shannon Snow, Barbara Soderlin, Miah Sommer, Matthew Spitsen, Debra Stalnaker, Thomas Stalnaker, Sarah Starr, Matthew Steele, Kaela & Ashton Stephens, Nathan Stevens, Joanne Stewart, Melanie Stewart, Barb & Chris Stratman, Katie Stratman Shiffermiller, Shane Stratman, Katie Swanson, Judith Tangi, Cyndonna Tefft, Paul Ternes, James Theiler, Grace Thomas, Jim Thompson, Laura Thornburg, Heather Tippey Pierce, Megan Tomczak-Maxwell, Samuel Underwood, Donna Van Hove, Mark VanderMeulen, Sarah Vanek, Suzanne VanKat, Sam Vetter, Bridgette Visser, Gus von Roenn, Jamie Wagner, Maddy Wahl, Matt Walker, Amy Walzer, Holly Wedemeyer, Tyson Weifenbach, Rita Weiss, Leslie Wells, Kenneth West, Matt West, Patrick Wheeler, Jennifer Wilken, Ryan Wilkins, Eric Williams, Adam Wiltgen, Maggie Wood, Melissa Wulf, Tim Wurth, Amy Young, Justin Young, Leanne Zietlow, Michael Ziskey, Eric Zumm.

## Organizational Supporters

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