

2013 Annual Report

Building Safer, Healthier, More Livable Communities Throughout Ohio



2013 Highlights

- Keep Ohio Beautiful was honored by Keep America Beautiful (KAB) with a state Gold Level Award for exemplary state affiliates
- Keep Ohio Beautiful was awarded by Keep America Beautiful the 2013 State Affiliate Innovation Award with our Partnership with The Home Depot Foundation, Keep Pennsylvania Beautiful, and the Dayton VA Medical Center
- Governor John Kasich proclaimed April 2013 as "Keep Ohio Beautiful Month"
- The Ohio Senate presented Keep Ohio Beautiful with a Senate Resolution commending the volunteers and local affiliates participating in Keep Ohio Beautiful's 2013 Great American Cleanup of Ohio
- Our partner, the Ohio Dept. of Transportation, received a KAB award in the category "U.S. State Department of Transportation Partner Awards," which recognize state DOTs for their support of Keep America Beautiful State Affiliates through joint partnership projects and exceptional programming
- Two (2) new affiliates were pre-certified: Keep Clermont County Beautiful and Keep Marion County Beautiful
- Implemented our second National Planting Day at the Ohio Statehouse to educate citizens about the benefits of native plants and to highlight our local affiliates – installed a Native Woodland Restoration Garden
- Awarded a grant from the Home Depot Foundation to do a beautification and safety project at the Columbus VA Ambulatory Care Center, in Whitehall
- Received a \$75,000 grant to develop an additional five (5) regional law enforcement training workshops in 2013 in rural parts of the state from the Ohio Environmental Protection Agency
- Created a new Keep Ohio Beautiful educational display utilizing empty store front windows in downtown Cleveland
- Expanded our Keep Ohio Beautiful website at www.keepohiobeautiful.org to include mobile-friendly formatting and expanded our social networking sites/accounts



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Keep Ohio Beautiful is Growing.

“ Keep Ohio Beautiful is growing. Today we offer the most comprehensive portfolio of programs in our organization’s 27-year history. With the help of our affiliates, donors, supporters, board of directors and volunteers we are in the process of developing innovative new programs that provide solutions to make Ohio cleaner, healthier and more beautiful. ”

– Michael Mennett, Executive Director, Keep Ohio Beautiful



About Keep Ohio Beautiful

Keep Ohio Beautiful (KOB), a 501(c) 3 nonprofit organization, believes that everyone deserves to live in an environment that is healthy, safe, clean and beautiful. As a state affiliate of Keep America Beautiful, Keep Ohio Beautiful serves as Ohio’s umbrella organization for 30+ local affiliate organizations throughout Ohio. By growing the local affiliate network, providing a strong support system and sharing best practices, Keep Ohio Beautiful enables volunteers in communities throughout Ohio to improve waste handling practices, litter prevention, recycling, beautification and community greening efforts.

Our Mission

Empowering Ohio communities to take greater responsibility for improving their local environment through litter prevention, beautification, community greening, waste reduction and recycling.

Our Guiding Principles

- Education** – The key to encourage positive behaviors toward community improvement.
- Individual Responsibility** – Improving communities, their environment and quality of life begins with personal responsibility.
- Public-Private Partnerships** – Broad-based community alliances are essential to achieve sustainable community improvement.
- Volunteer Action** – By engaging volunteers, we extend the reach of our educational efforts and multiply the impact of our actions.



We want to thank everyone listed in our 2013 Annual Report for their critical work as an integral member of the Keep Ohio Beautiful family. Together, we can continue to grow and make a difference now and for future generations.



“It is my privilege to honor Keep Ohio Beautiful and celebrate its dedication in engaging volunteers to make its statewide KAB activities and local affiliates flourish,” said Jennifer Jehn, President and CEO of Keep America Beautiful. “State affiliates such as Ohio serve as influential and inspiring leaders in our national effort to keep America beautiful.”

– Jennifer Jehn, President & CEO, Keep America Beautiful, Inc.

Keep America Beautiful

Sets national priorities; supports state and local affiliates through programs and grants.

Keep Ohio Beautiful

Grows Ohio local affiliate network; supports local affiliates through programs, grants, education, training and recognition.

Local Affiliates

Provide education and engage community volunteers in mission-focused programs:

1. City of Cuyahoga Falls, Litter Prevention & Recycling

2. City of Newark Litter Prevention & Recycling

3. Defiance County Environmental Services/KAB

4. Erie County Solid Waste Management District

5. Fulton County Keep America Beautiful Program

6. Geneva Clean & Green

7. Green Youngstown

8. Hancock County SWMD Environmental Services

9. Keep Akron Beautiful

10. Keep Allen County Beautiful

11. Keep Alliance Beautiful

12. Keep Belmont and Jefferson County Beautiful

13. Keep Cincinnati Beautiful, Inc.

14. Keep Clark County Beautiful

15. Keep Clermont County Beautiful

16. Keep Columbus Beautiful

17. Keep Cleveland/Cuyahoga County Beautiful

18. Keep Delaware County Beautiful
19. Keep Grove City Beautiful

20. Keep Hardin County Beautiful

21. Keep Lake Milton Clean & Beautiful, Inc.

22. Keep Lakewood Beautiful

23. Keep Logan County Beautiful

24. Keep Lorain County Beautiful

25. Keep Marion County Beautiful

26. Keep Mentor Beautiful

27. Keep Middletown Beautiful, Inc.

28. Keep Montgomery County Beautiful

29. Keep Perrysburg Beautiful

30. Keep Southeast Ohio Beautiful

31. Keep The Mahoning Valley Beautiful, Inc.

32. Keep Toledo/Lucas County Beautiful, Inc.

33. Keep Wickliffe Beautiful



Keep Ohio Beautiful Focus Areas

Studies have shown that a beautified community translates into a safe, healthy community and improves quality of life. Projects supported by Keep Ohio Beautiful encompass the three focus areas described below and include creating community gardens, preventing and cleaning up litter and graffiti, recycling and waste reduction.



Litter Prevention

In 2013, KOB and its affiliates removed 6,351, 773 pounds of litter and debris from Ohio’s landscape.

Why It’s Needed: While litter prevention campaigns have helped improve the litter picture over the past 40 years, it remains a significant and costly problem for communities and businesses. The Ohio Department of Transportation, for example, spends nearly \$4.5 million every year to clean up our state roadways. Litter also lowers assessed property values, drives away homebuyers and hinders business development.

How We Help: We identify the causes of litter and reduce its impact by organizing cleanups and promoting proper waste handling in our communities.



Waste Reduction and Recycling

11,453,965 pounds of solid waste kept out of landfills in 2013.

Why It’s Needed: Recycling creates more jobs than landfills and incineration. Recycling conserves our natural resources, saves landfill space, conserves energy, and reduces water pollution, air pollution and the green house gas emissions that cause global warming.

How We Help: We help reduce the impact of solid waste in our communities through integrated programs and education about responsible consumerism, source reduction, reuse and recycling, landfills, composting, and waste-to-energy technology systems.



Beautification and Community Greening

Approximately 136,254 Ohio residents participated in community beautification through Keep Ohio Beautiful and its affiliates’ programs in 2013.

Why It’s Needed: Community greening improves quality of life, lowers crime and engages citizens. Buildings with high levels of greenery had 48% fewer property crimes and 56% fewer violent crimes, according to the 2009 National Visible Litter Survey and Litter Cost Study, commissioned by Keep America Beautiful.

How We Help: We improve the visual aspects of our communities through programs that beautify and naturally clean our environment – creating community gardens, restoring vacant lots, beautifying highways and shorelines, urban forests, planting native flora, and preventing and abating graffiti.

Keep Ohio Beautiful Leadership

Executive Director

Michael Mennett
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mmennett@keepohiobeautiful.org

Board of Directors

President – Lee Oberlag,
Wholesale Beer & Wine Association of Ohio

Vice President – Dan Weisenbach,
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Kristan Leedy, Fahlgren Mortine
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Kimberly McConville, Ohio Soft Drink Association
Terrence O’Donnell, Bricker & Eckler Attorneys at Law
Sherri Palmer, Keep Columbus Beautiful
Juliana Sample, Keep Toledo/Lucas County Beautiful
Beth Schmuckler, Waste Management of Ohio
Terrie TerMeer, Ohio Environmental Protection Agency
Marti Kolb, Ohio Environmental Protection Agency
Karen Wise, Davey Resource Group

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Heidelberg Distributing
Home Depot Foundation
Holterhoff, Linda
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Kolb, Marti
Leedy, Kristan
Lok, Su
McConville, Kimberly
Mennett, Michael
Oberlag, Lee
O’Donnell, Terrence
Ohio Department of Transportation
Ohio Environmental Protection Agency
Ohio Soft Drink Association
Owens-Illinois, Inc
Republic Services
Rosine, Linda
Sample, Juliana
Schmuckler, Beth

Scotts Miracle-Gro Company
Waste Management of Ohio
Sherwin-Williams
Stasiulewicz, Vince
TerMeer, Terrie
Weisenbach, Dan
Wholesale Beer & Wine Association of Ohio
Wise, Karen

Financial Statement

Statement of Activities 12/31/2013

Balance forward from 12/31/2012	\$153,018.46
Funding received through 12/31/2013	\$130,321.98
Expenses through 12/31/2013	\$112,194.85
Total cash balance 12/31/2013	\$171,145.59

For every administrative dollar we received, we leveraged an additional \$24 that went directly into improving Ohio’s communities.

Signature Activities

Great American Cleanup, Ohio

How many times have you passed a litter-strewn park or graffiti-splashed building and wished it would go away? Perhaps it's the local playground plagued with garbage or maybe a recycling effort needs a jump-start. Whatever the concern, a solution is just around the corner. All it takes is someone to say "enough is enough" and work with community members to eliminate the problem. That's what the Great American Cleanup is all about.



In Ohio, it's the state's largest annual community improvement program. Local teams are mobilized and inspired to clean up everything from playgrounds to rivers and lakes to illegal dumps. ***If volunteers were paid even minimum wage by the State of Ohio or local governments, taxpayers would have spent nearly \$2.2 million for their work in 2013.*** That's a HUGE savings to taxpayers in this difficult economy!

Additional impact numbers for 2013:

- 1,632 events held
- 104,719 trees/flowers/bulbs planted
- 1,192,727 total audience reached in Ohio
- 6,351,773 pounds of litter collected
- 579 illegal dump sites cleaned



State Roadway Cleanup | April 6

The Ohio Department of Transportation (ODOT), Keep Ohio Beautiful (KOB) and the Ohio Turnpike worked together for the annual State Roadway Cleanup held on Saturday, April 6, in Cleveland. More than 60 volunteers comprised of neighborhood groups, businesses and organizations took to area roadways to pick up thousands of pounds of litter, recyclables and debris.

The national Keep America Beautiful Great American Cleanup initiative selected Keep Ohio Beautiful's State Roadway Cleanup in Cleveland to showcase as one of their seven nationwide locations for the National Day of Action.

Waste Management was a proud recycling partner for the event. Because of Waste Management's donation of its recycling and waste services, it was the second time that Keep Ohio Beautiful's State Roadway Cleanup Kickoff Event utilized single-stream recycling. The recyclables that were collected by the volunteers went to a Waste Management's recycling facility in Akron for processing. Incorporating recycling into this event was truly the perfect way to help the environment for future generations.

155 bags of trash were collected
24 bags of recyclables were collected
Total of 3,580 pounds collected

America Recycles Day | November 15

Keep Ohio Beautiful used Facebook and Twitter to encourage participation in America Recycles Day. Established in 1997, it is the only nationally recognized day dedicated to promoting recycling in the U.S. Ohio held 66 America Recycles Day events in 2013 (the 4th largest number of events in the country), reaching more than 50,000 participants.

Recycle-Bowl

Recycle-Bowl is a free competition and benchmarking tool for K-12 school recycling programs to promote waste reduction activities. School recycling programs across the nation compete in a race to collect the most recyclables. In Ohio, 102 schools participated in the 2013 Recycle-Bowl, the third largest number of schools in the country just behind TX and AZ. Ohio's School winner was Jefferson County Christian School in Wintersville. While this is a national program, Keep Ohio Beautiful provides the state support including promoting it to Ohio schools through our local affiliate network.

RecycleMania

RecycleMania began in 2001 as a challenge between Miami University of Ohio and Ohio University. Now a national program, it is a friendly competition and benchmarking tool for college and university recycling programs to promote waste reduction activities to their campus communities. Over an eight-week period each spring, schools report recycling and trash data, which are then ranked by school. Participating schools watch how their results fluctuate against other schools and use this to rally their campus communities to reduce and recycle more.

Keep Ohio Beautiful promotes RecycleMania to Ohio colleges and universities. In 2013, 20 institutions participated.

Baldwin-Wallace College
Bowling Green State University-Main Campus
Case Western Reserve University
Cedarville University
Cuyahoga County Community College District
Denison University
Kent State University Kent Campus
Kent State University Stark Campus
Ohio Dominican University
Ohio State University-Main Campus
Ohio University-Lancaster Campus
Ohio University-Main Campus
Ohio University-Southern Campus
Stark State College of Technology
The University of Mount Union
University of Akron Main Campus
University of Toledo
Wilmington College
Wright State University-Main Campus
Youngstown State University

2013 Awards Program

Keep Ohio Beautiful held its second annual awards program, honoring the following Ohio youth groups, schools, civic and nonprofit groups, businesses and local communities for their environmental efforts in eight different categories:

KOB Award Winners and Categories

Northside
Keep Ohio Beautiful Community Award Category – population less than 25,000

Green Youngstown
Keep Ohio Beautiful Community Award Category – population 25,001 – 150,000

Lawrence – Scioto County Solid Waste Management District
Keep Ohio Beautiful Community Award Category – population 150,000 or more

Aetna Building Maintenance
Green & Sustainable Practices Business / Industry Award

Wickliffe High School Greenhouse Growers
Youth School Group Award Secondary Category (grades 7-12)

Rural Action
Civic / Nonprofit Organization Award

Keep Clark County Beautiful and Deputy Victoria Dingee
Law Enforcement Recognition Award

Eric Jones, Keep Akron Beautiful
Volunteer of the Year

Helen Dauka, University of Akron
Student of the Year Award



Second National Planting Day held at the Ohio Statehouse

Keep Ohio Beautiful (KOB) celebrated its second annual National Planting Day on September 17, 2013 by planting a new Woodland Restoration Native Garden at the north side of the Ohio Statehouse. National Planting Day celebrates the value and power of native species in restoring ecological balance to the environment while creating greener, more beautiful communities.

Approximately 120 individuals joined Keep Ohio Beautiful and state affiliates at the event, along with Ohio legislators; the Honorable Richard H. Finan, Capital Square Review and Advisory Board chairman; The Scotts Miracle-Gro Company; Keep Columbus Beautiful, The Davey Tree Expert Company and others. High school students from the Tolles Career and Technical Center completed the planting, and organizations from throughout the state were on hand to educate attendees about native plants.

KOB and Team Depot create a special place for veterans and their families

On October 17, Keep Ohio Beautiful and The Home Depot Foundation visited the Chalmers P. Wylie Columbus VA Ambulatory Care Center to create a peaceful green space for veterans and their families.

The Columbus VA initiative is among several similar projects funded by a grant to Keep Ohio Beautiful from the Home Depot Foundation. Approximately 80 Home Depot associates from 14 Home Depot stores in central Ohio worked to help enhance outdoor space for the veterans. The volunteers installed multiple projects, including:

- A paver patio with a pergola, which will be used for entertainment, education and outdoor programs and events.
- A patio with seating and plantings for veterans and their families while at the Medical Center for treatment.
- Two raised planters where veterans can plant and care for annuals and vegetables.
- A buffer zone comprised of 25 arborvitae trees around the grounds to make it an inviting space for veterans and their families.