



Annual Report



2024

Working hand-in-hand to ensure a thriving & sustainable Omaha



LETTER FROM THE

Executive Director

Dear Friends and Supporters of KOB,

As we reflect on another impactful year at Keep Omaha Beautiful, I am delighted to share our Annual Report highlighting the many achievements made possible through your continued support. At KOB, our mission remains steadfast: fostering environmental and community stewardship through education, service, and advocacy to nurture the health and wellbeing of our urban ecosystem.

Each year, thousands of Omaha residents of all ages connect with the natural world through KOB's education and community engagement opportunities. Our initiatives in pollution prevention, environmental education, tree canopy expansion, and waste-reduction and recycling education not only promote responsible stewardship, but also significantly enhance our shared urban environment.

Together, we have achieved remarkable progress. This work contributes to healthier green spaces that everyone in our community can enjoy; improves the wellbeing of those who live, work, and play here; and inspires environmental stewardship across the city. These successes are truly a testament to the dedication, collaboration, and shared commitment to our environment that defines our work and partnerships.

Thank you for your support and enthusiasm as KOB continues to benefit both our community and the environment. We look forward to another meaningful year ahead, working hand-in-hand to ensure a thriving and sustainable Omaha.

With Gratitude,

Christie Abdul-Greene

Christie Abdul-Greene, LCSW
Executive Director



Keep Omaha Beautiful

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

A light blue rectangular block containing the Keep Omaha Beautiful logo and the organization's mission statement. The logo features the text "Keep Omaha Beautiful" in blue and green, with a green leaf icon. The mission statement is centered below the logo.

Community Impact

As one of the oldest environmental nonprofits in Nebraska, Keep Omaha Beautiful (KOB) inspires community members of all ages to engage in sustainability efforts throughout our city. KOB offers environmental education and volunteer opportunities, plants trees in public spaces, and shares resources to help reduce waste and prevent pollution. Each year, thousands of Omaha youth and adults benefit from the following core efforts.

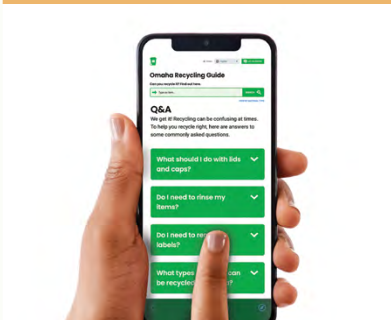
ENVIRONMENTAL EDUCATION



POLLUTION PREVENTION



WASTE REDUCTION & RECYCLING



TREE CANOPY IMPROVEMENT



“I appreciate the KOB educators engaging my students in fun learning opportunities. The students have had a wonderful experience. This programming was so helpful when I was in a pickle, and the materials were so organized.”

— Omaha Elementary Educator

“Working with KOB was a great way to step up and do something about our community's challenges with litter and pollution in our waterways. I was honored to help. You made it convenient for those who want to serve the community.”

— Healthy Waterways Volunteer

“The Omaha Recycling Guide is one of the best examples in the country of a hyper-localized guide. Our community is incredibly fortunate that Keep Omaha Beautiful provides such valuable and relevant recycling resources.”

— Benson Resident

“It's exciting to know this program is replacing hundreds of trees throughout Omaha. It helps unite the community behind a project that is about the future, healing from the past, and beautifying our city for generations to come.”

— Elkhorn Resident & Tornado Relief Organizer

14,921

YOUTH AND ADULTS PARTICIPATED IN PROGRAMS AND EVENTS

5,574

VOLUNTEERS SERVED OUR COMMUNITY

80,945

ENGAGEMENTS WITH ONLINE LEARNING RESOURCES

485

NEW TREES WERE PLANTED IN OMAHA

KOB Programs

ENVIRONMENTAL EDUCATION PROGRAMS

Engaging learners of all ages to inspire lifelong environmental stewardship

KOB connects people to the natural world through:

- » Environmental education curriculum for K-12 youth
- » Classroom resources and professional development for educators
- » Learning events for community groups and the general public

In 2024:

- » 14,921 youth and adults participated in KOB Environmental Education programs and events
- » KOB engaged 4,840 students in grades K-12 during 244 classroom and out-of-school-time programs that featured cross-curricular, STEM-focused activities
- » KOB hosted 29 professional development workshops, certifying 388 educators who will reach an additional 43,390 students over the next 12 months



POLLUTION PREVENTION PROGRAMS

Enhancing and protecting our community's natural spaces, waterways, and ecosystems

KOB helps reduce the negative consequences of pollution by:

- » Coordinating volunteers and hosting service projects
- » Providing learning resources for the general public
- » Engaging community members in environmental stewardship initiatives

In 2024:

- » 5,574 KOB volunteers dedicated 12,280+ hours of service, which equals a \$290,000 benefit to our community
- » Community volunteers and Adopt-a-Spot groups held 400 cleanup events, removing 2,798 bags and 37,500+ pounds of litter from public spaces
- » Volunteers in KOB's *Healthy Waterways* program cleaned and marked storm drains with "No Dumping" decals, to promote awareness and prevent water pollution



KOB Programs



WASTE REDUCTION AND RECYCLING EDUCATION

Helping residents make informed, sustainable choices about the environmental impacts of waste

KOB encourages individual participation and inspires a sense of collective impact through initiatives that reduce waste and contamination, including:

- » Creating and distributing online resources, videos, and how-to guides
- » Hosting in-person events and presentations
- » Promoting waste-reduction and recycling education through advertising

In 2024:

- » The *Reduce. Reuse. Recycle Right* public education campaign yielded 7,381,086 impressions and drove 80,945 engagements to online resources
- » KOB's recycling, composting, and waste-reduction webpages received 55,653 visitors
- » 5,882 youth and adult participants engaged in KOB waste reduction and recycling activities through in-person programs and events

TREE CANOPY IMPROVEMENT INITIATIVES

Planting diverse trees in public spaces to expand and increase the resiliency of Omaha's tree canopy

KOB engages our community in planting events and educational opportunities to promote the benefits of urban trees, including:

- » Utilizing trees to improve access to healthy greenspaces
- » Reducing urban heat-island effects and improving well being
- » Increasing biodiversity to strengthen tree canopy resilience against future pests and environmental changes

In 2024:

- » A new and expanded tree-planting program, *Trees for Tomorrow*, was established as a public-private partnership between KOB, the City of Omaha, and private donors
- » KOB planted a total of 485 trees throughout 19 public spaces, including Omaha parks, trails, public school grounds, and along Sorensen Parkway
- » The *Trees for Tomorrow* school program was conducted at three public schools, engaging 265 students in environmental education curriculum, and adding 32 native trees on school campuses



Trees for Tomorrow
Keep Omaha Beautiful

Additional Accomplishments

HIGHLIGHTS FROM THE YEAR

The largest cleanup event of 2024 was conducted by 278 youth and adult volunteers at Levi Carter Park, where 69 bags and more than 2,300 pounds of litter were cleaned from the lakeshore and surrounding area.

In partnership with Omaha Stormwater, KOB held rain barrel workshops for 48 households. Workshops included free, hands-on installation resources and education to help prevent stormwater pollution.

KOB expanded by adding three part-time staff members in 2024. The team welcomed two new environmental educators and a volunteer coordinator.

KOB's new *Trees for Tomorrow* program kicked off with a community-planting event at Ta-Ha-Zouka Park. More than 100 youth and adult volunteers from the Elkhorn community celebrated recovery from the April tornado by planting 75 trees in the park. Since 2018, KOB's Tree Canopy Improvement initiatives have added more than 4,050 diverse and native trees throughout 118 public spaces in Omaha.

KOB held successful Giving Tuesday and Year-End fundraising campaigns, and attained record revenue for its annual golf tournament. There was 100% participation from the Board of Directors and KOB staff to make a financial donation and/or in-kind contribution to our organization.

KOB's summer youth programming was nonstop! Environmental educators provided weekly programming for five different summer programs. Additionally, KOB held family programming at Learning Community Center of South Omaha, and trained summer camp staff at four locations throughout the city.

In November 2024, KOB testified in support of the City of Omaha Climate Action and Resilience Plan. The plan was approved by the City Council and signed by the mayor, serving as a strategic guide for future decisions. It outlines how the City of Omaha, its residents, private businesses, and organizations can reduce human impact and enhance resilience to climate change.

RECOGNITION AND CERTIFICATIONS

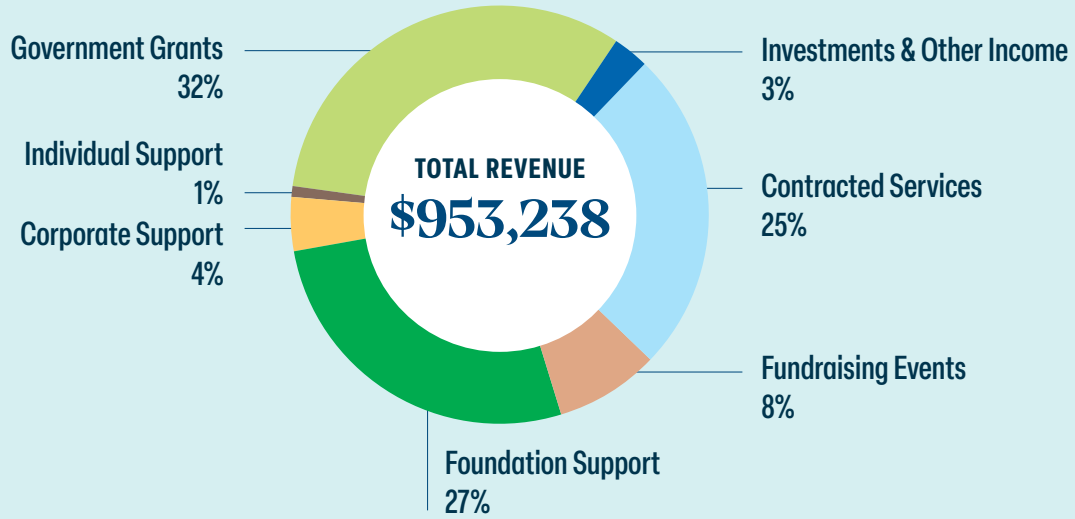
Platinum Transparency 2025

Candid.



2024 Financials

2024 REVENUE



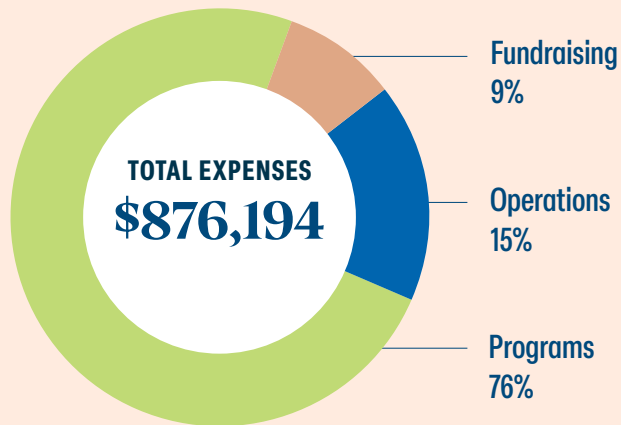
Revenue Notes:

» Total revenue includes \$81,115 of funding received in previous years that was restricted or carried over to 2024.

» Total revenue excludes \$65,000 received in 2024, but restricted to future years' programming and operations.



2024 EXPENSES



2024 Donors

THANK
YOU!

The generous support of our donors and champions is what allows KOB to continue to provide programming and advocate for a healthy urban ecosystem. KOB is grateful to all the individuals, organizations, and anonymous donors who financially supported our mission in 2024.

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2024 Donors

THANK
YOU!

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