

Annual Report 2023

AT-A-GLANCE



Keep Omaha Beautiful inspires community members of all ages to engage in sustainability efforts throughout our city. We are proud to share all that was achieved last year.

Letter from the Executive Director



Hello, Omaha! I am thrilled to reflect on the incredible year that Keep Omaha Beautiful had in 2023. Throughout the year, the KOB team worked tirelessly to foster a sense of environmental stewardship & community pride in our city.

We collaborated with local businesses, schools, & organizations to implement sustainable practices & create a cleaner, greener Omaha. From neighborhood cleanup events, to recycling initiatives, tree plantings, environmental education, & community engagement, every endeavor played a role in contributing to a healthy urban ecosystem. Our innovative partnerships & projects have truly made a positive impact on Omaha's environment, showcasing what we can achieve when we come together as a community.

Thank you to everyone who supported Keep Omaha Beautiful in 2023 — here's to another year of collaboration, conversation, & environmental stewardship!

With Gratitude,

Christie Abdul-Greene

Christie Abdul-Greene, LCSW
Executive Director

OUR MISSION:

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



Program Impacts

KOB focuses on four key programming areas that benefit our community & the environment.

Environmental Education

KOB education efforts facilitate hands-on learning & connect people to the natural world.

WHAT WE DO:

- » Classroom & youth programs for grades K-12
- » Multi-week Trees for Schools curriculum with tree plantings on school campuses
- » Resources & training for local educators
- » Community events & outreach



Pollution Prevention

KOB service activities & pollution prevention education enhance & protect our community's natural spaces.

WHAT WE DO:

- » Hundreds of litter cleanups with volunteers & Adopt-a-Spot partners
- » Community partnerships & prevention strategies
- » Engaging, online prevention resources including videos & how-to guides
- » Healthy Waterways education to curb causes of water pollution

Program Impacts

Waste Reduction & Recycling

KOB helps residents make informed, sustainable choices about resources & the environmental impacts of waste.

WHAT WE DO:

- » Recycling education initiatives that encourage participation, reduce waste, & reduce contamination
- » Events focused on litter prevention, waste reduction, yard waste reduction, & composting
- » Online resources such as the Omaha Recycling Guide & video content
- » Outreach & youth education that encourages individual action & inspires a sense of collective impact



Tree Canopy Improvement

KOB plants native trees in public spaces & engages our community about the benefits of urban trees.

WHAT WE DO:

- » Annually, plant hundreds of public trees to expand & enhance the Omaha tree canopy
- » Focus on native species & planting practices that increase biodiversity to strengthen our tree canopy's resiliency against future pests and environmental changes
- » Engage our community in planting events & educational opportunities
- » Utilize trees to improve access to healthy greenspaces



2023 Impacts » By the Numbers

Environmental Education

10,300 youth & adults participated in KOB Environmental Education programs & events

246 local educators were certified through KOB Professional Development Workshops (and will reach an additional **16,289 students**)

Pollution Prevention

5,679 volunteers gave **12,000+ service hours** (a \$250K community benefit)

Nearly 500 cleanup events were held, removing **3,670 bags of litter** from public spaces

2,400 storm drains were marked with “No Dumping, Drains to Waterways” decals

Waste Reduction & Recycling

KOB’s recycling education promotions received over **1.5 million impressions**

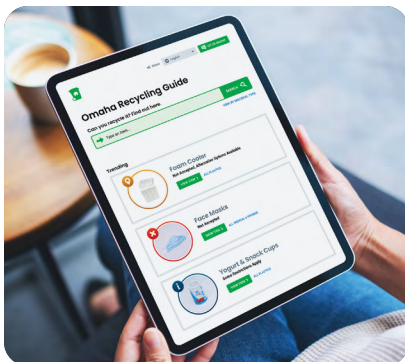
22,971 online visitors used **OmahaRecyclingGuide.org**

4,161 event participants engaged in waste reduction & recycling activities

Tree Canopy Improvement

314 native trees were planted in **19 parks, trails, & public spaces** (Since 2018, KOB has planted **3,510 native trees** in **108 public spaces**)

97 students participated in the Trees for Schools program, and planted **15 native trees** on three Title I school campuses



Additional Highlights & Accomplishments

The largest cleanup event of 2023 was conducted by 267 students & their adult chaperones, who removed over 2,700 pounds of litter (or 197 bags) from Levi Carter Park & the surrounding lakeshore.

There was 100% participation from the Board of Directors & KOB staff to make a financial donation &/or significant in-kind contribution to our organization.

The KOB Board of Directors & staff continued to successfully implement the organization's four-year strategic plan (2022-2025). Key staff & board representatives met quarterly to review progress toward goals, key performance indicators, & targets while outlining critical action steps.

KOB partnered with a third-party evaluator to complete a comprehensive evaluation of its environmental education programming. The evaluation included baseline observations of education staff, ongoing coaching, curriculum review, & post-coaching evaluations.

"Upon evaluating instructional methodologies, curriculum offerings, & collecting feedback from stakeholders & staff, it is unequivocally affirmed that Keep Omaha Beautiful's environmental education services effectively meet & support the needs of stakeholders."
-Colleen Schmit, Program Evaluator

KOB was invited to support the City of Omaha Climate Action & Resilience Plan by participating on the Planning Team. Through advocacy & engagement efforts, KOB helped promote public listening sessions & encourage community participation.

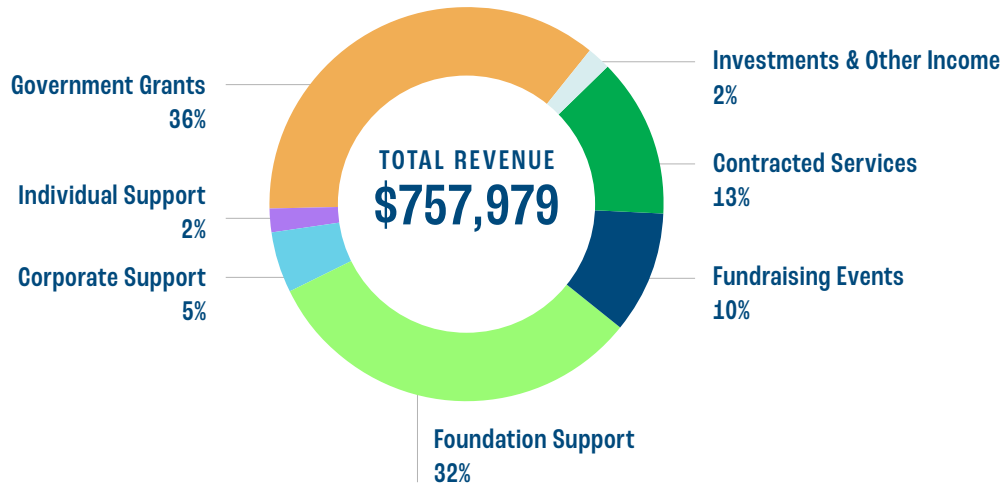
KOB held successful Spring, Giving Tuesday, & Year-End fundraising campaigns & attained record revenue for its annual golf tournament.

Recognition & Certifications



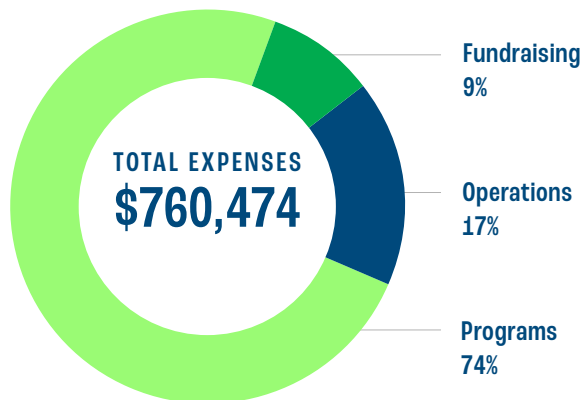
Financials

2023 Total Revenue



* Total revenue includes \$105,011 of funding received in previous years that was restricted or carried over to 2023.
** Total revenue excludes \$74,500 received in 2023, but restricted to future years' programming & operations.

2023 Total Expenses



Donors

THANK
YOU!

Individual Donors

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Judy Ahlschwede
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