



# Annual Report



2025

## Our Mission

Keep Omaha Beautiful fosters environmental and community stewardship through education, service, and advocacy.



# Letter from the Executive Director

*Dear Friends,*

Caring for our shared environment has never been more important. As Omaha continues to grow and evolve, so too does the need to protect and strengthen the natural systems that support the health and wellbeing of our community.

Keep Omaha Beautiful (KOB) is proud to work alongside dedicated partners, volunteers, and supporters. In 2025, more than 6,000 volunteers gave their time and energy to plant trees, remove litter, clean storm drains, and further environmental efforts across our city.

The commitment of so many reflects the truth that caring for our environment is a shared responsibility.

Omaha continues to face environmental challenges including the impacts of a changing climate, microplastics, air pollution, and water pollution. To that end, we recognize that lasting environmental impact requires strong public and private commitments and policy support. KOB continues to advocate for investment in environmental conservation so that Omaha and all communities throughout Nebraska have the resources needed to protect our land, water, and urban forests for generations to come.

I am deeply grateful to the individual donors, corporate partners, foundations, and city and state funders whose generosity sustains this work. Your investment allows us to educate, mobilize, and empower our community to take meaningful action each day.

I also want to extend my gratitude to the KOB Board of Directors for their leadership and guidance, and to the KOB staff whose passion, commitment, and positive attitudes bring our mission to life.

At KOB, we believe that meaningful change is possible. Through collective action we can contribute to a healthier, more resilient environment for all.

*With Gratitude,*

*Christie Abdul-Greene*

Christie Abdul-Greene, LCSW  
Executive Director



# Community Impact

Keep Omaha Beautiful (KOB) engages Omaha community members in environmental efforts that improve the health and wellbeing of our city. From K-12 students to adult volunteers, KOB's core programs help inspire residents of all ages to care for the urban ecosystem we all share.

## Youth-Based Environmental Education



"Our teachers really enjoyed and connected with the workshop. They had the chance to get outside, slow down, and learn activities that will help connect students with nature and bring it back into their classroom learning. The feedback was overwhelmingly positive, and many teachers asked for additional training from KOB."

— Omaha Elementary Educator

**15,634 Youth + Adults Attended KOB Programs + Events**

## Pollution Prevention Efforts



"It was a rewarding experience working side by side with a big group of such dedicated volunteers. We not only cleaned up the litter in the park, but also felt more connected to the community and to each other. I was very proud to help out with a service project like this, especially one that makes such an immediate difference!"

— Litter Cleanup Volunteer

**6,224 KOB Volunteers Served Our Community**

## Waste Reduction & Recycling Education



"During the recycling presentation, I learned a lot! The activity was super engaging. We looked at different waste items one at a time; learned how to sort it, and why certain things can't be recycled. The Omaha Recycling Guide makes it easy to find answers and not have to guess. KOB helped simplify it for me, and now I have less trash!"

— Community Forum Attendee

**93,634 People Engaged with KOB Learning Resources**

## Tree Canopy Improvement



"Planting trees can heal the scars left by natural disasters and help us persevere after loss. Rebuilding the tree canopy also improves community wellbeing. Meaningful recovery takes time and that's why we're working side-by-side with local leaders like Keep Omaha Beautiful. Because together, we can grow hope."

— Tree Distribution Partner from the Arbor Day Foundation

**769 New Trees Planted In Omaha's Public Spaces**

# KOB Programs

## By The Numbers

### Youth Environmental Education Programs

KOB programs engage young learners and inspire lifelong environmental stewardship. Core offerings include:

- » Cross-curricular, STEM-focused lessons and activities for K-12 youth
- » Classroom resources and professional development training for educators
- » Interactive learning events for youth groups and community groups



#### In 2025:

- » 15,634 youth and adults participated in KOB education programs and events
- » 10,395 K-12 students took part in 432 classroom and out-of-school-time programs
- » KOB hosted 17 professional development workshops for 235 educators (\*who reach more than 68,700 students)

# KOB Programs

## By The Numbers

### Pollution Prevention Programs

KOB helps protect our community's natural spaces and waterways through educational events and service projects that include:

- » Recruiting and training volunteers to conduct litter and storm drain cleanups
- » Encouraging positive actions and sharing prevention education with the public
- » Promoting local, environmental stewardship initiatives and opportunities



#### In 2025:

- » Community volunteers and Adopt-a-Spot groups held 516 litter cleanup events, removing 4,135 bags and over 48,000 pounds of litter from public spaces
- » A total of 6,224 KOB volunteers dedicated more than 11,400 hours of service, which is equivalent to a \$378,000 benefit to our community
- » KOB's *Healthy Waterways* program ensured that 2,159 storm drains were cleaned and/or marked with "No Dumping" decals to help curb water pollution
- » In partnership with the City of Omaha's Public Works Department and their Stormwater Program, KOB commissioned local artists to paint 3 public-awareness murals on storm drains in the downtown area
- » 95 residents attended 9 rain barrel workshops
- » KOB launched a citywide litter analysis that incorporated data that was collected via volunteer projects, reporting tools, and community-input sessions



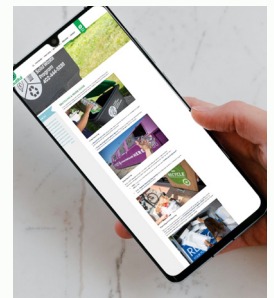
# KOB Programs

## By The Numbers

### Waste Reduction and Recycling Education

KOB learning resources and in-person education help residents make informed choices that reduce the environmental impacts of waste. Efforts include:

- » Public awareness campaigns promoting waste-reduction strategies and recycling information
- » Accessible learning resources such as online content, videos, printed materials, and how-to guides
- » In-person events, group activities, and presentations for youth and adults



#### In 2025:

- » KOB's recycling and waste-reduction web resources received over 78,000 views
- » Educational messages distributed through the *Reduce. Reuse. Recycle Right.* campaign were viewed 2 million times
- » 9,101 youth and adult participants attended 215 in-person events
- » KOB staff participated on a number of working groups and committees for community waste-management planning, EPR initiatives, and advocacy

# KOB Programs

## By The Numbers

### Tree Canopy Improvement Initiatives

KOB is dedicated to the resiliency of Omaha's tree canopy and engages our community through the following tree initiatives:

- » Planting trees in public areas to improve access to healthy greenspaces, reduce urban heat effects, and improve community wellbeing
- » Increasing tree biodiversity to strengthen our tree canopy's resilience against future pests and environmental changes
- » Hosting educational, community events that promote the benefits of trees and invite the public to share feedback



#### In 2025:

- » KOB continued to expand its *Trees for Tomorrow* program, a public-private partnership between KOB, the City of Omaha, and private donors
- » KOB planted a total of 769 trees throughout 26 public spaces, including Omaha parks, trails, public school grounds, and in selected city corridors
- » The *Trees for Tomorrow* school program was conducted at six public schools, engaging 369 students in semester-long environmental curriculum, and adding 40 native trees on school campuses
- » In partnership with the Arbor Day Foundation and the Tri-County Long-Term Recovery Coalition, KOB successfully distributed 200 native trees and supplies to residents, including survivors of the 2024 tornadoes
- » To expand local discussion about Omaha's urban tree canopy, KOB held four "Teas & Trees" sessions that engaged 70 community members



# Additional Accomplishments

HIGHLIGHTS FROM THE YEAR

The largest cleanup event of 2025 was conducted by 319 youth and adult volunteers at Levi Carter Park. 209 bags and more than 3,141 pounds of litter were cleaned from the lakeshore and surrounding area.

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

In 2025, *Healthy Waterways* volunteers removed litter from around the areas of 271 bodies of water. KOB also held 2 “on-water” kayak cleanup events in partnership with Nebraska Game & Parks.

KOB's *Trees for Tomorrow* School Program had an incredible year! KOB Educators were at 4 schools in 2 districts providing in-depth environmental education and planting trees on the school campuses with students. In addition, KOB returned to 2 schools that previously participated, and delivered a second phase of the program with additional student activities and tree care. KOB staff coached teachers to integrate the lessons into their classrooms, empowering them to continue the education with new groups of students each year.

Keep Omaha Beautiful advocated against the proposed transfer of conservation funds from the Nebraska Environmental Trust to the state’s general fund. KOB’s Executive Director provided testimony to the Nebraska Legislature’s Appropriations Committee regarding LB1072, which initially proposed sweeping more than \$40 million from the Trust funding critical to conservation efforts across Nebraska, including in Omaha.

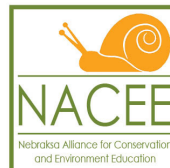
As of this report, the proposed transfer has been reduced to \$13 million. KOB continues to advocate for the preservation of these essential conservation resources.

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

KOB's *Trees for Tomorrow* program successfully planted 10 new trees in downtown Omaha by removing sections of concrete to create new planting beds. This project was made possible through a partnership with the City of Omaha. Since 2018, KOB's Tree Canopy Improvement initiatives have added more than 4,827 trees throughout 136 public spaces in Omaha.

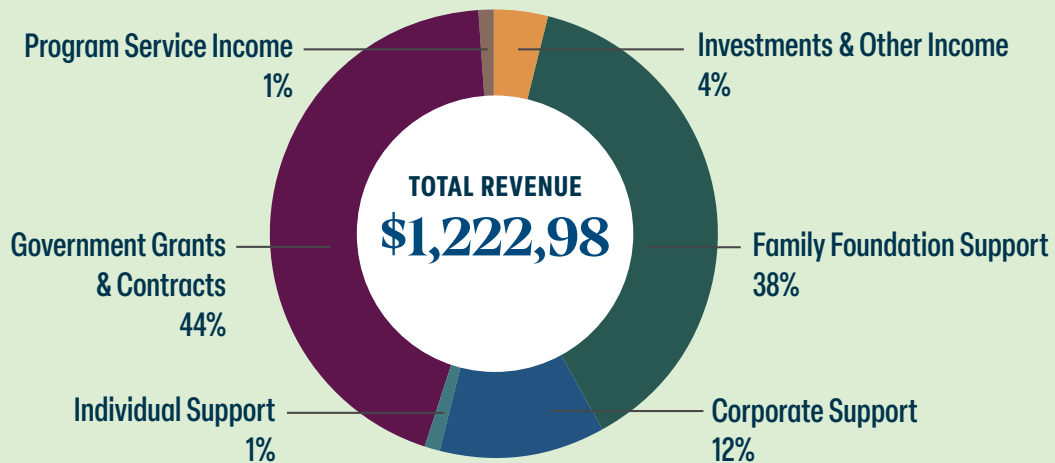
In 2025, Keep Omaha Beautiful staff and the Board of Directors began developing a new three-year strategic plan, to be finalized in early 2026. KOB also expanded staff capacity by adding a part-time tree coordinator and a part time education coordinator to expand waste reduction and recycling education.

RECOGNITION & MEMBERSHIPS



# 2025 Financials

## 2025 REVENUE

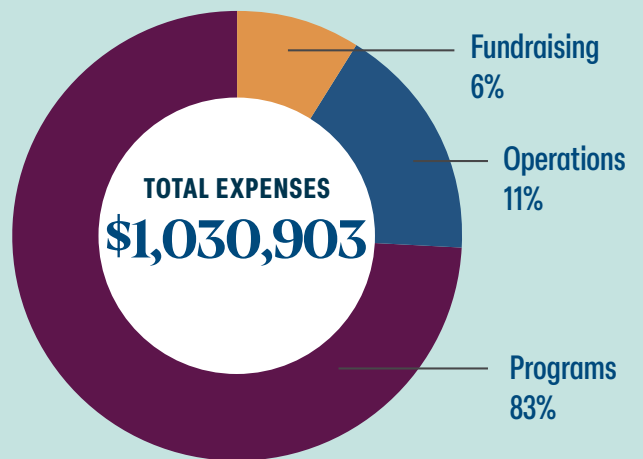


**Revenue Notes:**

Total revenue includes funding received in previous years that was restricted or carried over to 2025.



## 2025 EXPENSES



# 2025 Donors



As a valued supporter, YOU make it possible for KOB to continue local programs and initiatives that benefit our entire community. Our shared dedication to environmental stewardship is a partnership in protecting Omaha's natural spaces and quality of life. KOB is grateful to all of the individuals and organizations who gave financial gifts in 2025.

## Individual Donors:

Ashton Abdul  
Judy and John Ahlschwede  
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# 2025 Donors



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City of Omaha Parks and  
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Department  
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