

2017 YEAR IN REVIEW



2017 was a record-breaking year for Keep Omaha Beautiful. Our volunteers, learners, and supporters exceeded our expectations in fostering environmental and community stewardship throughout our city. Take a look at everything we accomplished together!

Record Achievements



6,070 VOLUNTEERS

Would fill nearly every seat in the Omaha Storm Chasers' baseball stadium

LAST YEAR = 4,333
HISTORICAL AVG. = 1,702



15,321 VOLUNTEER HOURS

Equates to a community benefit of \$369,848

LAST YEAR = 10,364
HISTORICAL AVG. = 3,785



9,979 PEOPLE EDUCATED

Thanks to KOB's 160 school and community-based environmental education activities

LAST YEAR = 9,591
HISTORICAL AVG. = 4,508



423 LITTER CLEANUP EVENTS

Resulted in 5,000+ bags of litter collected (trash & recyclables)

LAST YEAR = 283
HISTORICAL AVG. = 113



1,903 STORM DRAINS MARKED

Volunteers installed "no dumping/drains to waterways" decals on storm drains

LAST YEAR = 1,495
HISTORICAL AVG. = 1,371

MISSION

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

Successes Worth Celebrating



SERVICE LEARNING

Roughly 1/3 of KOB's environmental education activities with school youth and community residents involved service-learning elements.



OMAHA SPRING CLEANUP

Supported the City of Omaha and approximately 100 neighborhood associations with this event, resulting in 1,448 tons of bulky material diverted for proper disposal and recycling.



TIRE RECYCLING

Helped the City of Omaha conduct a tire recycling event in which 3,025 scrap tires were collected.



GLASS RECYCLING

Secured a grant from the Nebraska Recycling Council to purchase and deploy three additional glass recycling collection containers.



YOUTH FALL CLEANUP

More than 935 youth and adults participated in this city-wide KOB event, an increase of 435 participants from last year and a record for the organization.



WORLD O! WATER

Assisted the City of Omaha in coordinating the World O! Water festival, resulting in 2,000+ attendees who learned about water conservation and pollution prevention.



SIENA/FRANCIS HOUSE PARTNERSHIP

A total of 211 Siena/Francis House homeless shelter residents completed 1,805 hours of paid service, resulting in 1,713 bags of litter collected in north downtown Omaha.



VACANT LOT REVITALIZATION

During phase one, neighborhood residents and KOB volunteers helped install 775 native plants, a permeable path, and two educational signs on a city-owned vacant lot.



LICENSE PLATE RECYCLING

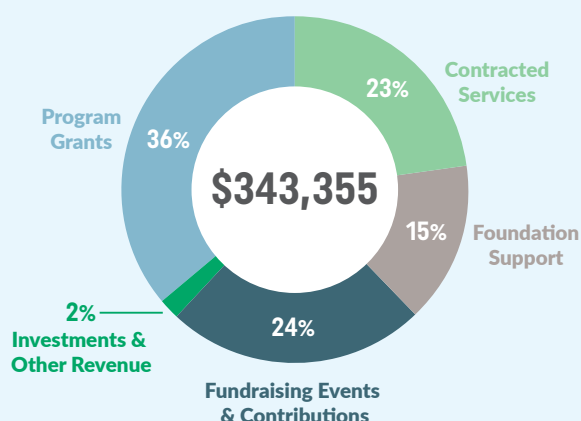
In partnership with the Douglas County Treasurer's Office, shredded and recycled 8.3 tons of used license plates.

Additional Accomplishments

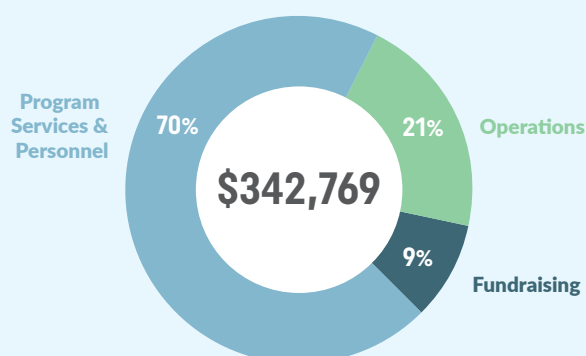
- Implemented new strategic plan and achieved year-one objectives
- Updated mission and programmatic priorities
- Achieved 100% participation regarding the KOB Board of Directors' annual financial contribution
- Per a structured self-assessment, the Board of Directors also demonstrated high levels of engagement/involvement
- Achieved 4,580 e-news and social media followers with high levels of engagement
- A total of 19,717 unique individuals visited KOB's website, with the Recycling & Reuse Guide page receiving the most traffic
- Welcomed Hannah Rennard-Ganley as KOB's new Environmental Education & Community Outreach Coordinator
- Conducted a zero-landfill event for the first time with KOB's 24th Annual Golf Classic fundraiser
- Achieved a record number of *Omaha Gives!* donors and contributions for the organization
- Expanded the Adopt-A-Park program, which KOB helps coordinate for the City of Omaha
- Provided portable recycling containers for multiple community events throughout 2017
- Received the Omaha Health Underwriters Association's Service to Mankind Award for 2017

Supporting Our Mission

2017 TOTAL REVENUE



2017 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 2017:

INDIVIDUAL DONORS – Anonymous donors, Jennifer Anderson, Peter Anderson, Allison Ashford, Elana Banks, Dana Bartee, Amy Becker, Sean Bell, Jonathan Bender, Zach Born, Angela Braun, Charlene Brown, Kate Buehler, Karin Campbell, Joy Carnahan, Elizabeth Chalen, Tracey Christensen, Alyssa Cody, Lindsey Cody, Lori Cody, Taylor Cody, Lenli Corbett, Jaymee Corcoran, Emily Cox, Brittany Dabestani, Julie Dierberger, Anne Duggins, Paul Dunn, Zachary Einck, Kelly Elder, Lori Elliott-Bartle, Jacque Ellis, Thomas Everson, John Ewing, Patrick Finigan, Thomas Freeman, Marla Fries, Meradith Ganow, Cory Garlock, Garry Gernandt, Marilyn Gillen, Elizabeth Golmanavich, Cindy Gray, Mark Grimes, Sarah Gudeman, Jodie Haferbier McGill, Lynn Hamele, Felica Hazuka, Hayley Henriksen, Elena Hoff, Jeremy Hogan, Anne Houser, Molly Huyck, Terrance Jacobson, Lee Janecek, Paul Jeffrey, Christopher Jerram, Lezlie John, Susan Jones, LeAnne Kaiser, Kevin Keeley, Ralph Kellogg, Justin Kemerling, Daniel Lawse, Katelyn Lickel, Kate Lindstrom, Matthew Mainelli, Tegwin Maxwell, Lynn McCormack, Susie McGuire, Heath Mello, Tally Mertes, Kathryn Monzu, Emily & Craig Moody, Julie Morris, Beth Morrisette, Spencer Murphy, Susan Nardie & Robert Coleman, Kelly & Sue Nicklin, Jane Onken, Mary Palu, Mary Parys, Robert Patterson, Nathan Preheim, Leanne Prewitt, Jeffrey Ray, Jake Redman, Hannah Rennard-Ganley, Andrew Saladino, Matthew Schill, Laura Shiffermiller, Thomas Stalnaker, Nate Stevens, Melanie Stewart, Christopher Stratman, Jami Stratman, Katie Stratman-Shiffermiller, Shane Stratman, Michael Struthers, Stephanie Sullivan, Sue Swanson, Cyndonna Tefft, J.D. Thompson, Heather Tippey Pierce, Donna VanHove, Justin Vetsch, Gustave Von Roenn, Madeline Wahl, Rich Warren, Kenneth West, Patrick Wheeler, Jennifer Wilken, Eric Williams, Melissa Williams, Patrick Wortmann, and Leanne Zietlow

ORGANIZATIONAL SUPPORTERS – Anonymous organizational donors, 3M, AECOM, Alter Metal Recycling, Big Muddy Workshop, Baxter Subaru, Black & Veatch, Brown and Caldwell, Burns & McDonnell, Carollo Engineers, Cascade Cart Solutions, CDM Smith, CH2M, Ehrhart Griffin & Associates, Enterprise Bank, Felburg Holt & Ullevig, First National Bank of Omaha, Frya Engineering, GBA, Gonzalez Companies, Hawkins Construction Company, HDR, Home Instead Senior Care, Husch Blackwell, Hy-Vee, JEO Consulting Group, Julio's Tex-Mex Restaurant, KAI Design & Build, Keep America Beautiful, Kinghorn Gardens, Kirkham Michael, Kiwanis Club of Greater Omaha, Lamp Rynearson, Mammel Foundation, McGill Restoration, Nebraska Academy of Sciences, Nebraska Department of Environmental Quality, Nebraska Environmental Trust, Nebraska Recycling Council, Nebraska Statewide Arboretum, Omaha Association of Health Underwriters, Omaha World-Herald, Papio-Missouri River Natural Resources District, Predictive Technology, RBC Wealth Management, Roloff Building Group, RW Engineering & Surveying, Stalnaker Becker Attorneys at Law, Swain Construction, Terracon, Tetra Tech, The Sherwood Foundation, TREKK Design Group, Wade Trim, Waste Management, William and Ruth Scott Family Foundation, William R. Patrick Foundation, WoodmenLife, and the Wostoupal Family Foundation