

2016 proved to be a transition year for Keep Omaha Beautiful, full of changes, challenges, and triumphs. A growing team, fresh brand, and ambitious goals now propel us into 2017, but first, we're excited to celebrate some pretty big accomplishments with you.

## BY THE NUMBERS

4,333

Volunteers



ENOUGH PEOPLE TO FILL  
RALSTON ARENA.

2010-2015 average = 1,702

10,364

Volunteer Hours



EQUIVALENT TO  
431 FULL DAYS  
OF SERVICE AND  
A COMMUNITY  
BENEFIT OF  
\$244,175.

2010-2015 average = 3,785

283

Litter Cleanup Events



MORE THAN 2.5X OUR  
FIVE-YEAR AVERAGE.

2010-2015 average = 113

180

Miles of Trail Cleaned



EQUIVALENT TO DISTANCE FROM  
OMAHA TO KANSAS CITY.

2010-2015 average = 73

4,592

Bags of Litter Collected



EQUIVALENT  
TO COVERING  
FOUR NBA  
BASKETBALL  
COURTS WITH  
TRASH BAGS.

2010-2015 average = 3,123

3,158

School Youth Educated



VIA 109  
ENVIRONMENTAL  
EDUCATION  
ACTIVITIES AND  
PRESENTATIONS.

2010-2015 average = 1,804

6,433

Community Outreach  
Participants



WOULD FILL EVERY SEAT IN  
THE OMAHA STORM CHASERS  
BASEBALL STADIUM.

2010-2015 average = 2,704

**Our Mission:** For nearly 60 years, Keep Omaha Beautiful has been dedicated to community beautification, litter reduction, and environmental education. We inspire and educate people to be stewards of the environment and our community.



## ADDITIONAL ACHIEVEMENTS

- Employed 359 participants via the Siena/Francis House workforce skills & litter reduction program; more than 1,450 hours of paid service were completed
- Marked 1,495 storm drains with "No Dumping/Drains to Waterways" decals and distributed educational resources about how to prevent stormwater pollution
- Through the Helping Hands program, assisted 67 elderly citizens and residents with disabilities with yard maintenance
- Supported the City of Omaha and 100+ neighborhood associations with the Omaha Spring Cleanup, resulting in 1,300 tons of bulky material diverted for proper disposal and recycling
- Hosted the 25th annual Recognition & Gratitude Breakfast for 170 refuse and recycling collection workers
- Assisted the City of Omaha in coordinating the World O! Water festival, resulting in a record 2,400+ attendees who learned about water conservation and pollution prevention
- Conducted the 31st annual Youth Fall Cleanup event with over 500 youth participants
- Worked with the City of Omaha to coordinate two tire recycling events, resulting in over 8,500 tires collected
- Recycled more than 5,250 pounds of license plates
- Adopted a new logo and brand guidelines
- Implemented a new website
- Secured 3x more media coverage compared to 2015
- Achieved 100% participation with KOB Board of Directors' annual financial contribution
- Conducted an annual financial review by a third party auditor with exemplary results
- Developed a strategic plan to guide the organization for the next three years



## Thank you!

On behalf of KOB's Board of Directors and staff, thank you to all of the individual donors and organizations that helped financially support our efforts in 2016 including the following entities: 3M, Ace Pipe Cleaning, AECOM, Black & Veatch, Brown & Caldwell, Burns & McDonnell, Carollo Engineers, CDM Smith, CH2M, City of Omaha, DLR Group, E & A Consulting Group, Ehrhart Griffin & Associates, Enterprise Bank, Felsburg, Holt & Ullevig, Flatland Church, Fyra Engineering, GBA, Girl Scout Troop #44709, Gonzalez Companies, Headsetters, HDR, Infrastructure Engineering, Holland Foundation, Home Instead Senior Care, Hy-Vee, KAI Design & Build, Keep America Beautiful, Kirkham Michael, Lamp Rynearson & Associates, Mammel Foundation, McGill Restoration, Merck Animal Health, Mill-tek Central, Nebraska Academy of Sciences (Nebraska Environmental Trust), Nebraska Department of Environmental Quality, Olsson Associates, Omaha World-Herald, Optimized Systems, Papio-Missouri River Natural Resources District, RBC Wealth Management, RW Engineering & Surveying, Schemmer, SEH, Stalnaker Becker Attorneys at Law, Sullivan's Steakhouse, Tetra Tech, The Sherwood Foundation, The Village Church, TREKK Design Group, Wade Trim, Waste Management, William and Ruth Scott Family Foundation, William R. Patrick Foundation, and Woodmen Life.