

**KEEP AUSTIN
BEAUTIFUL**

**FISCAL YEAR 24
ANNUAL REPORT**

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Mission

We inspire and educate all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day.

Vision

For Austin to be the cleanest, most beautiful community.

About

Keep Austin Beautiful is a celebrated nonprofit organization, acknowledged for delivering meaningful community service and educational initiatives that link Austinites to nature while fostering a sense of environmental stewardship. Each year, Keep Austin Beautiful's programs and resources benefit thousands of residents, supporting individuals and organizations across the Greater Austin Area.





Dear Friends,

Thank you for standing alongside Keep Austin Beautiful and helping us create lasting change in our community. Since 1985, we have harnessed the power of passionate volunteers and supporters like you to enhance neighborhoods and preserve the natural beauty of Greater Austin. Your generosity continues to make a profound impact, enabling us to educate, empower, and inspire action for a cleaner and greener city.

In 2024, the Keep Austin Beautiful team and 9,286 committed volunteers dedicated 19,671 hours to improving our community. We removed an incredible 78 tons of litter and recycling, revitalized 321 miles of public spaces. In addition, we educated 12,804 K-12 students on how to recycle, compost, reduce waste, and protect our waterways, empowering the next generation of environmental stewards.

As we prepare to celebrate Keep Austin Beautiful's 40th anniversary in 2025, we are thrilled to launch [Love ATX](#) as one of our most exciting initiatives for the year. This six-month campaign is designed to inspire action around recycling, composting, and litter prevention. Through this effort, we aim to inspire a shared commitment to protecting and preserving our environment for decades to come.

We invite you to explore this year's annual report to see the incredible ways you've helped Keep Austin Beautiful empower volunteers, educate future generations, and transform neighborhoods across Greater Austin. Together, we will continue to create a cleaner, greener, and more vibrant city for all.

With gratitude,

Rodney E. Ahart
Chief Executive Officer

Community Engagement Impact

9,286

Volunteer Engagements

19,671

Hours of Service

78

Tons of Litter & Recycling Removed

321

Miles cleaned



Community Engagement Programs

Community Cleanups

Keep Austin Beautiful engages thousands of volunteers annually to clear litter in the Greater Austin Area through our Community Cleanups program. In 2024, a total of **2,441 volunteers** participated in our efforts to clean neighborhood parks, trails, and streets throughout the city, contributing **5,656 hours of service**.

Clean Lady Bird Lake

Since 2009, Keep Austin Beautiful has organized large-scale, bimonthly cleanups of Lady Bird Lake. With the help of kayaks, canoes, and stand-up paddle boards, volunteers clean up both on the water and along the shoreline. In 2024, the Clean Lady Bird Lake program engaged **1,856 volunteers** and removed **23,167 pounds of trash and recycling** from the river.

Keep Austin Beautiful Day

In celebration of Earth Month every April, Keep Austin Beautiful mobilizes thousands of volunteers for an amazing community service event called Keep Austin Beautiful Day. In 2024, a remarkable **3,068 volunteers** from **all ten City Council Districts** came together to clean and beautify their neighborhoods, successfully removing more than **21 tons of trash and recyclable materials** from Austin's streets, parks, and waterways.

Community Engagement Programs

Adopt-a-Street

Through the Adopt-a-Street program, community organizations, businesses, and non-profits make a commitment to give back and help keep our streets clean and litter-free. Thank you to our 2024 Keep Austin Beautiful Adopt-a-Street organizations:

American Legion Travis Post 76 | ATX Phantom Squad Motorcycle Club | Austin Japan Community

Austin University Area Rotary Club | Balcones Resources | Bethel Church of Austin, Inc.

*Capital Area Paralegal Association | CCE Cub Scout Pack 91 | Coca-Cola Southwest Beverages | Drive a Senior ATX
Enverus | Friends of McKinney Falls | HID Global | Institute of Transportation Engineers - Capital Area Section (CASITE)*

Keep Texas Beautiful | KOOP Radio | Maharashtra Majha | Mash Movers | MWM Design Group | Tacodeli

Texas Iron Spikes Service | Theta Chi Fraternity - The University of Texas | Tiny Sounds Collective

YAMEEN - Young Austin Muslims | Young Men's Service League North Central Austin Chapter | Youth Justice Alliance

Adopt-a-Creek

The Adopt-a-Creek program enables Austinites to take on the role of stewards for their local creeks and waterways, offering resources, education, and professional support. In 2024, the program engaged **2,863 volunteers**, revitalized **84 miles of waterways**, and successfully removed **63,109 pounds of trash and recyclables** from our creeks.



Education Impact

11,049

Generation Zero Youth Educated



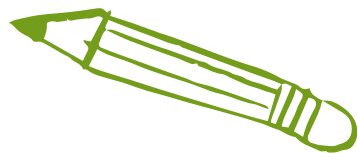
1,835

Clean Creek Campus Youth Educated



188

Schools Impacted



Education Programs

“The lessons and activities were very engaging and interesting. I felt they had a real-world application that the students could take home and share with their friends and families.”

Mark Ferrara, Teacher, Texas School for the Deaf

Generation Zero

Generation Zero is an award-winning youth education initiative, developed in partnership with Austin Resource Recovery. This program involves K-12 students in hands-on activities that promote awareness of recycling, composting, and conservation. In 2024, through a combination of in-person and at-home lesson plans, Generation Zero inspired **11,049 Austin youth** to take control of their future by implementing straightforward waste reduction solutions.

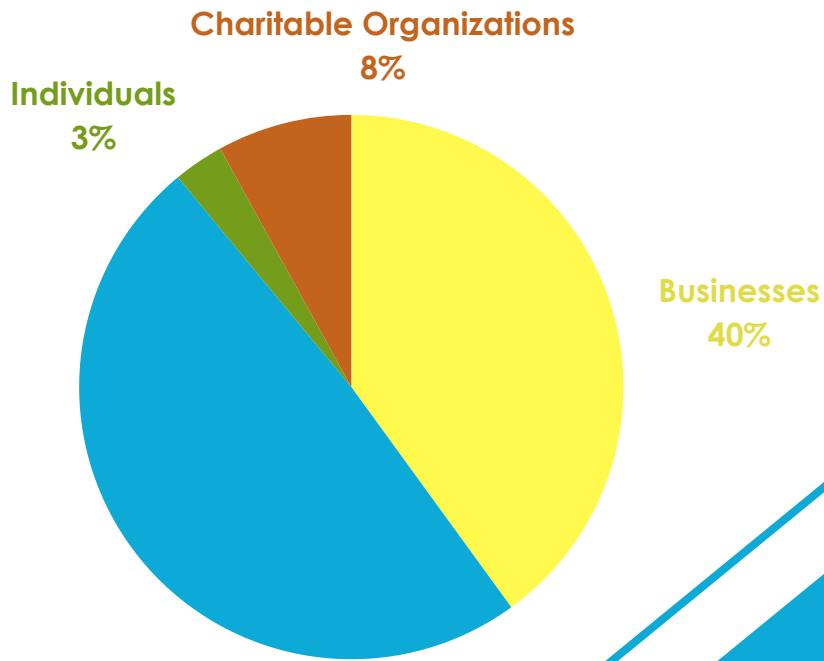
Clean Creek Campus

In partnership with the City of Austin Watershed Protection Department, Clean Creek Campus offers engaging, science-based activities for students in grades 3 - 8, linking classroom learning to local environmental challenges and solutions. Participants engage in activities such as litter cleanups, seedball creation, studying macroinvertebrates, and identifying both native and invasive plant species. In 2024, Keep Austin Beautiful reached **1,835 students** through the Clean Creek Campus program.



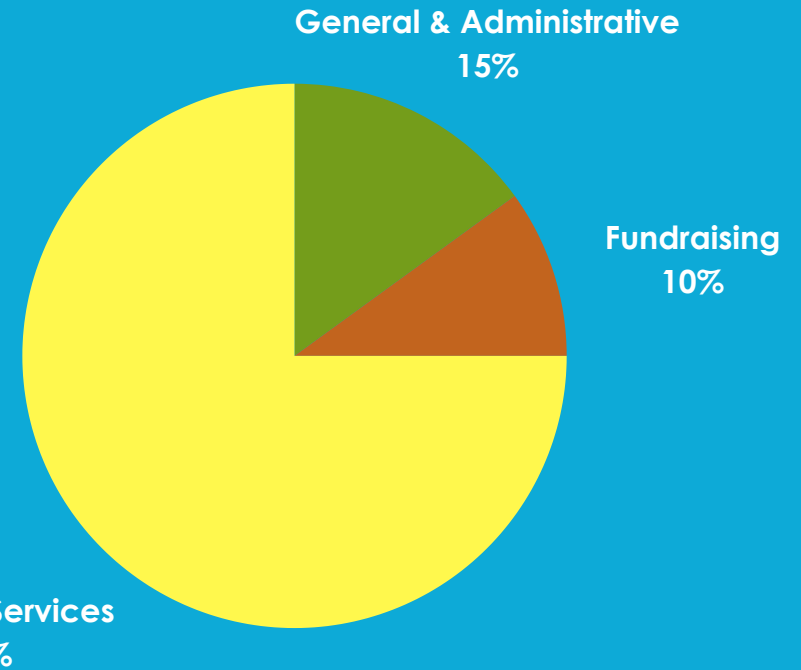
Financials

REVENUE



Fee for Service Contracts
49%

EXPENSES



Program Services
75%

Board of Directors

Sarah Bishop

Frost Bank

Jill Cosentino

Ascendant People Solutions

Benjamin Hailey

Coca-Cola Southwest Beverages

Brooke Hardie

Hardie Alcozer, PLLC

Alayna Harris

Waste Management

Alex Navarro

Realty One Group Prosper

JR Rodriguez

First Onsite Property Restoration

Paige Russell

RPM Living

Abby Shaver

MWM DesignGroup

Albert Swantner

SaveDay

Barclay Walker

Promotive



Staff

Rodney Ahart

Chief Executive Officer

Sarita Alonzo

Operations Director

Lauren Carson

Corporate Engagement Coordinator

Angela Edwards

Administrative Assistant

Karen Garbaccio

Senior Development Manager

Hannah Kerns

Volunteer Coordinator

Lauren Langford

Senior Programs Manager

Carinne Maravilla

Education Programs Manager

Gustavo Martinez

Community Cleanup Coordinator

Kiana Pastrana

Education Programs Coordinator

Alexa Pegues

Marketing and Communications Manager

Edward Pung

Adopt-a-Creek Coordinator

Josiah Sananda

Environmental Educator

Kat Tombs

Education Programs Coordinator

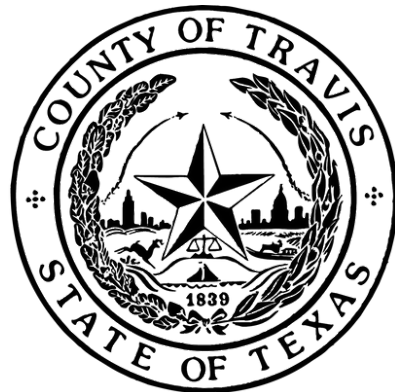
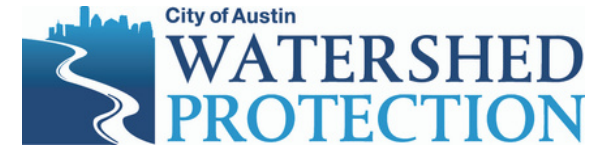


Thank You to Our Annual Sponsors & Partners



AMHERST | AMY'S ICE CREAMS | AUCTANE | CHARLES SCHWAB FOUNDATION | EY
MICHAEL HSU OFFICE OF ARCHITECTURE | MICROSOFT | ROWING DOCK | SALESFORCE | WISTIA

Government & Affiliate Partners



Thank You to Our Supporters

Business Members



Acoem USA | Allied Fence & Security | Archer's Mobile Detailing | Austin Charter Bus Company
Austin NeuroSpine | Avenue Dental | Capitol Tree Care and Removal
Clean Green Power Washing | Complete SEO | DG Roofing | Full Color Cleaners
Fusion Environmental Group LLC | GOGO Charters Austin | Grime Time Dumpster Rentals | Hulsey IP Law
Lady Bird Physical Therapy | Latitude Physical Therapy | Lone Star Artificial Turf | Longhorn Charter Bus Austin
Lynx Pest Control | Maas Verde Landscape Restoration | Maroon Plumbing | Maslow Wealth
National Charter Bus Austin | Peace Frog Carpet Cleaning | Reliant Plumbing | Satterwhite Business Park | Strategic Air
Survey Works | Texas Discrimination Attorney | The Acre Dog Boarding & Day Care | Total Restoration of Texas
Trustworthy Cleaning Service | UB Kitchens | Verde Builders Custom Homes

The Beautify Club

Rodney Ahart | Amber Andel | JoAnn Bennink | Jeff Bishop | Sarah Bishop | Paul Calmes | Neocha Campbell
Tommy DeVitt | Sandy Eapen | Julie Fisher | Michael Galindo | Jean Noel Gallardo | Brian Garbaccio
Karen Garbaccio | Nico Gayle | Jacqueline Haas | Ben Hailey | Jaclyn Hailey | Brooke Hardie | Nina Latimer
Lucia Lian | Jaxon Love | Austin McDaniel | Richard McHale | Laura Millavec
David Ondrias | Allison Pardue | Ashley Prevost | Susan Prickett | JR Rodriguez | Julie Rogers
Victoria Schmidt | Marisa Sladek | Mallory Solis | Sai Sreeja Alapati | Albert Swantner | Sarah Swantner
Maura Sylvester | Thomas Tinling | Ashley Walker | Barclay Walker | Jim Yatsu



Celebrate 40 Years of Keep Austin Beautiful in 2025

Join Keep Austin Beautiful in 2025 to celebrate 40 years of volunteering together, beautifying green spaces, cleaning waterways, and reducing waste. Upcoming highlights for this monumental year include the **40th Annual Keep Austin Beautiful Day** on April 12, Clean Lady Bird Lake, and more.

Ready to act? Show your love for Austin by pledging your intention to **Love ATX** in 2025 through recycling, composting, and reducing litter every day.

**LOVE
ATX**



KEEP AUSTIN BEAUTIFUL

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ESTABLISHED 1985



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