



KEEP AUSTIN BEAUTIFUL

2018 Annual Report



Mission

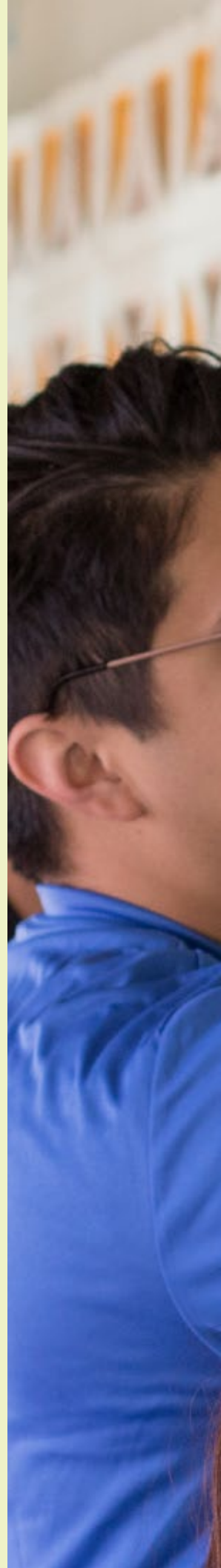
We provide resources and education to engage citizens in building more beautiful communities.

Vision

Our vision is for Austin to be the cleanest, most beautiful community.

About

Keep Austin Beautiful's volunteer engagement and education programs connect city residents to nature and cultivate environmental stewardship, mobilizing residents to clean up litter, restore natural habitats, beautify their neighborhoods, and reduce waste. Our community programs and resources reach thousands of people every year, serving individuals and organizations throughout the greater Austin area.



Volunteers from Visa painting a pavilion at Bartholomew Park



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Dear Friends...

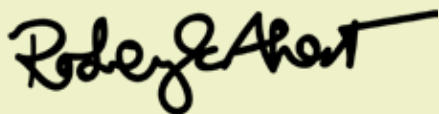
Thank you for your continued support and leadership, for the work of Keep Austin Beautiful is now more important than ever. Tens of thousands of new residents are moving here every year, and this population boom is driving some significant transformations. Some of the most visible changes are the new buildings springing up everywhere you look—downtown, in old neighborhoods, along busy corridors, and in once sleepy corners of the city. While it is easy to get swept up in these striking signs of growth, I want to make sure we don't lose sight of building something even more important: stronger connections between people and communities.

In 2018, Keep Austin Beautiful engaged over 30,000 citizens in meaningful volunteer service and educated 12,000 youth in every Austin city council district. Our thousands of volunteers tackled a wide variety of projects. They built native gardens in neighborhoods that have long lacked usable public green spaces. They combed roadways, waterways, and greenbelts for litter, cleaning 150,000 pounds of trash and 18,500 pounds of recyclables from the environment. They cared for local creeks by removing invasive vegetation and planting 19,000 native trees.

These efforts encompass much more than caring for the environment—they are about building relationships and public spaces that can sustain a stronger sense of connectedness between the diverse people who live in our city.

In the following pages you'll be able to read about the transformative power of community involvement, and be inspired by the greatest of environmental leaders within our dedicated army of volunteers. Together, we will be able to engage and unite more citizens in transformational litter abatement, beautification, and education activities to move closer to ensuring every Austin resident lives in a clean and beautiful neighborhood.

My best,



Rodney Ahart,
Executive Director
Keep Austin Beautiful



Educator Gaby Benitez making native seedballs with students from Norman Sims Elementary





Keep Austin Beautiful FY 2018 Staff List

Rodney Ahart

Executive Director

Gaby Benitez

Environmental Educator

Alecia Casper

Education Programs Manager

Cali Chidester

Community Engagement Assistant

Ché Doddington

Development Manager

Andrew Gansky

Event and Development Assistant

Myrriah Gossett

Director of Community Engagement

Kelsey Greathouse

Community Engagement Coordinator

Sara Law

Community Engagement Manager

Sarah McConnon

Environmental Educator

Nicole Netherton

Director of Development

Keith Sears

Volunteer Coordinator

Tabitha Tattenbach

Senior Community Engagement Coordinator

Nicole Tenneyuque

Operations and Administrative Coordinator



30,000

Volunteer Engagements



100,000

Hours of Service



88

Schools Impacted

12,000

Youth Educated



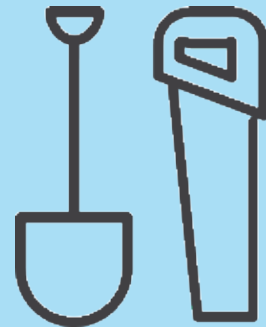
150,000

Pounds of Litter Removed



18,500

Pounds of Recycling Diverted



19,000

Native Plants Planted

93

Invasive Plant Removal Projects

1,150

Community Projects Completed

10

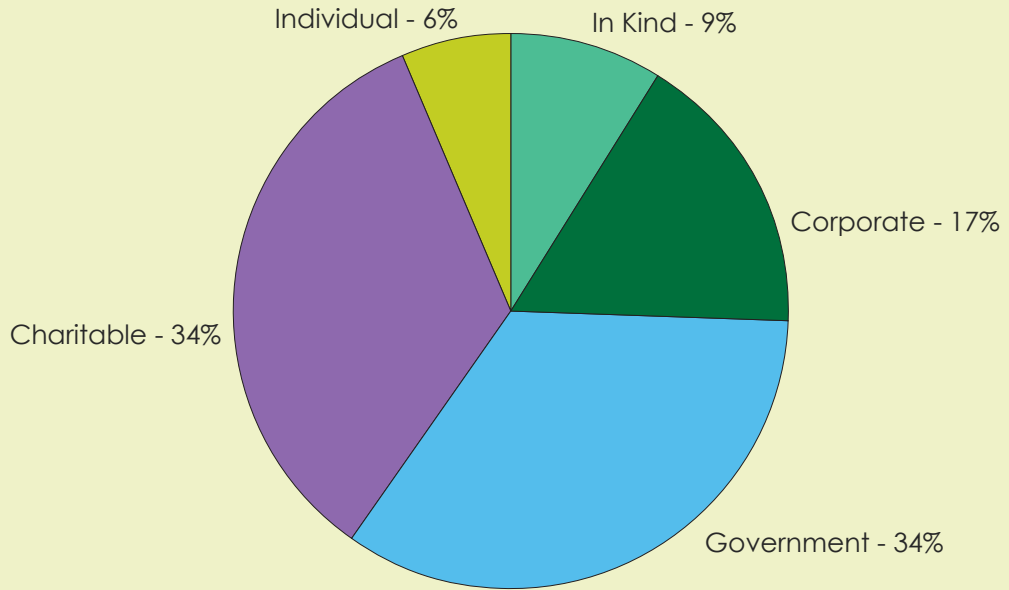
Adopt-a-Partnerships

Financial Responsibility

FY 2018 Revenue*

| | |
|--------------|--------------------|
| Corporate | \$209,439 |
| Charitable | \$423,453 |
| Government | \$429,288 |
| Individual | \$81,869 |
| In Kind | \$108,930 |
| Total | \$1,252,979 |

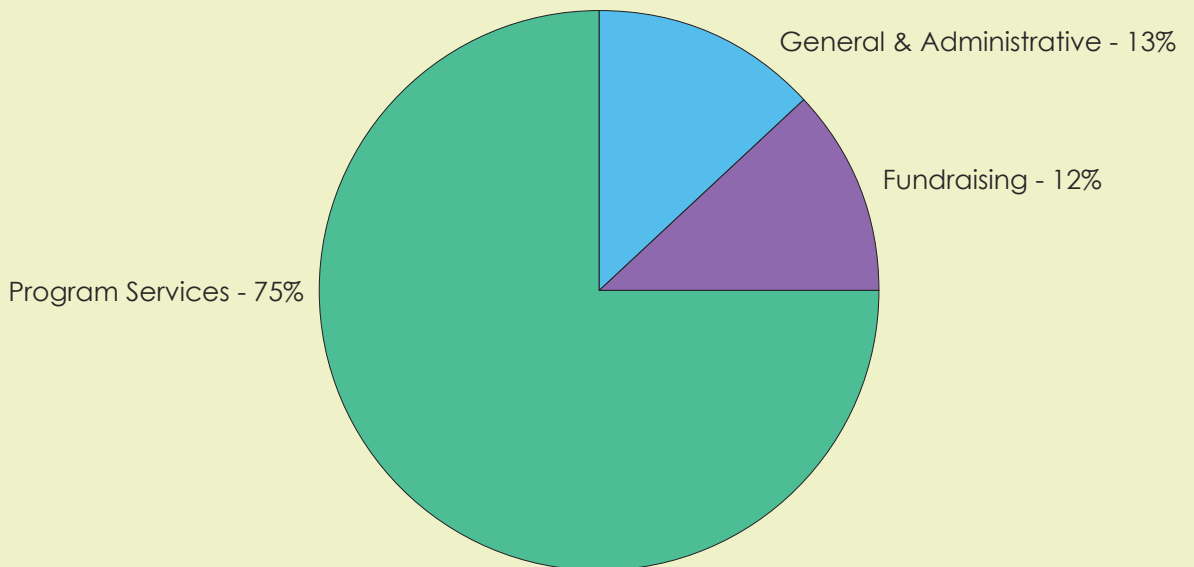
We could not accomplish all that we do without the many contributors who support our mission with funds, products, and services. **75% of all donations go directly to our education, cleanup, and beautification programs.**



FY 2018 Expenses*

| | |
|--------------------------|------------------|
| Program Services | \$716,780 |
| General & Administrative | \$124,983 |
| Fundraising | \$113,091 |
| Total | \$955,318 |

\$.75 of every dollar donated to Keep Austin Beautiful is designated for programs.



*Pre-audited financials

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Engaging the Community

Our Community Engagement programs are focused on helping community members find the resources and volunteer hands they need to complete cleanups and outdoor beautification projects. We are excited to highlight how a few of our programs have impacted the community in the past year, and gratified to be able to share some of the positive feedback we've received about these programs.

Adopt-a-Creek - Sustained Involvement

Adopt-a-Creek has been going strong since 2005, and we are particularly inspired by the long-term commitments shown by many of our adopting members. CTA Architects, who have cared for a section of Barton Creek since 2010, decided to expand their site to address litter problems under the Mopac bridge and in an adjacent parking lot, saying they love talking with community members about the Adopt-a-Creek program during their projects. Keep Walnut Creek Wild, a dedicated adopting partner since 2014, took it upon themselves to plant and care for milkweeds to support pollinators. They also planted 750 native saplings throughout Walnut Creek Metropolitan Park in our Ready, Set, Plant! partnership with TreeFolks, an endeavor that will help restore and preserve Walnut Creek's riparian habitat for generations to come. With many more passionate adopters like these, it's no wonder that Adopt-a-Creek volunteers logged more than **9,000 hours of service** while planting **11,000 native saplings**, picking up **40,000 pounds** of trash and recyclables, and distributing almost **5,000 native wildflower and grass seedballs** around local creeks.

Keep Austin Beautiful Day - Volunteer Leadership

Our annual day of service saw some **2,000 volunteers** work on projects at more than **100 locations** across Austin and Travis County. Collectively, these community members picked up **25,000 pounds of litter**, and planted numerous **native trees, plants, and wildflower seeds** in public green spaces throughout the city. Amanda Walker, who led a creek cleanup along Martin Luther King Boulevard with the Friends Meeting of Austin group, perfectly captured the collaborative spirit of the day. "Keep Austin Beautiful helped us find volunteers for a task we did not otherwise have the resources to complete," she said, reporting that the volunteers who signed up at her site worked hard to remove plastic bags, scrap metal, and tires from the creek. "This would absolutely not have been the success it was without support from Keep Austin Beautiful," she concluded, but the same is true of volunteer leaders like Amanda—the ongoing success of our programs depends on engaged community members leading projects in the outdoor spaces they love!

The Tool Shack and Beautification Resources - Community-Led Initiatives

Our tool lending library and beautification resources supported over **200 beautification, gardening, and restoration projects** at schools, creeks, parks, and other community green spaces—an **increase of 10%** from 2017. All told, **10,900 volunteers** used our tools **1,300 times** and requested **300 cubic yards** of free soil, mulch, and compost for their community projects. Our Adopt-a-Creek partner at Turtle Creek told us, "I love the [weed wrench] tool we used to take out the [invasive nandina] trees," which made short work of the invasive trees' roots. The students and teachers at Ridgetop Elementary mulched trees around their campus with a free delivery from our sponsor Organics "By Gosh," and used hand cultivators, shovels, hoes, and rakes to plant potatoes and weed their vegetable gardens. The Pines and Prairies Trust tells us that our shovels, rakes, and wheelbarrows "were imperative" to restoring an "eroded hillside and doing trail maintenance" in the Colorado River Refuge in Bastrop. We are so grateful to be able to serve such an amazing number and variety of initiatives, and look forward to seeing these programs continue to grow.

A Clean Lady Bird Lake volunteer brings his haul back to shore



Teaching Sustainability

Keep Austin Beautiful's diverse education programs are centered on engaging young people to become environmental stewards and advocates for Austin's green spaces. Through presentations, hands-on activities, and service-learning projects, students learn how their actions can have a huge impact in their communities. With fun and interactive lessons, we empower students to understand and identify problems facing the environment, and give them the tools necessary to brainstorm solutions and implement their ideas.

Clean Creek Campus - Protecting our Water

More than **1800 students in 20 different schools** participated in our interactive science program that combines classroom learning and completing a service project at a local park. Fifth graders at Langford Elementary School collected over 80 pounds of trash at Springfield Neighborhood Park, and spread native seeds throughout. They also learned how to walk on trails and respect mini habitats that exist among the brush. Students and teachers alike enjoy their time outside, exploring their natural world and working together to make it better.

"Watching the students experience the reality of what litter can look like in our parks and city, and working cooperatively to help change that, was the most positive aspect of the cleanup project," commented Maplewood Elementary school teacher Sherri Burleson. With such active students, it's no wonder they logged nearly **4,000 volunteer hours**. They even cleaned up more than **1,600 pounds of trash** and distributed nearly **16,300 native seedballs!**

Generation Zero - Reducing Waste

More than **6,300 students** across Austin are working to help the city achieve its zero waste goal by learning about recycling, composting, and conservation in the classroom. But Generation Zero students are taking it a step further – they're brainstorming solutions to problems they see, and are developing actionable solutions that they can implement in their schools, homes, and communities. In a Barbara Jordan Elementary School 3rd grade classroom, students got their hands dirty while learning about worm composting systems. They also got creative and decided to record their observations by drawing the worms in action. Their teacher, Connie Rivera, shared that even after the program was over, students continued to think critically about what belongs in recycling and compost. They took their new skills home with them, and some students even returned with questions from their parents!

Green Teens - Environmental Leadership

Green Teen students are challenged to become Austin's future environmental leaders. Students at both Lanier High School and Grisham Middle School hosted and led a large volunteer project during Keep Austin Beautiful day: they installed a new native pollinator garden on Lanier's campus to help increase the biodiversity, and cleared trash off surrounding streets and from the creek banks of Little Walnut Creek. Of the **215 students** that participated this year, four teens were awarded a paid summer internship that allowed them to take their experiences further by assuming a leadership role. During the Green Teens summer internship, interns taught campers at Green Gate Farms about the importance of native plants by making seedballs and demonstrating how native plants can be used to restore our watersheds. They also went to McKinney Falls State Park and taught visitors about macroinvertebrates, like crayfish and snails, and the watershed model.



Activity Kits - Ecology in Action

With a ready-made lesson plan and all the supplies needed to complete the activity, activity kits are a great way for parents and educators to engage students on urban ecology on their own time. More than **8,000 students** at **90 different educational facilities** took advantage of these kits. At the South Austin Recreation Center, Melissa Rios used an activity kit to teach their Spring Break campers about recycling, composting, and landfills. The campers especially loved observing and interacting with the earthworms. “Our teachers really appreciated how user-friendly the kits are,” she said, “and I appreciated how the kits come ready to use with everything you will need in them. Thank you!”

St. Andrew's Elementary students study plant and insect biodiversity during a Clean Creek Campus service project



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