

Ohio's Flagship Organization  
for Clean and Green Communities

Building Safer, Healthier, More Livable Communities Throughout Ohio

# 2012 Annual Report



## 2012 Highlights

- Keep Ohio Beautiful was honored by Keep America Beautiful (KAB) with a Gold Level Award for exemplary state affiliates
- Our partner, the Ohio Dept. of Transportation, received an award from KAB in the category "U.S. State Department of Transportation Partner Awards," which recognizes state DOTs for their support of Keep America Beautiful State Affiliates through joint partnership projects and exceptional programming
- Added new affiliate Keep Southeast Ohio Beautiful, encompassing Wayne National Forest (covers 13 counties)
  - This is the first national forest affiliate and the largest affiliate in the U.S.
- Awarded a grant from the Home Depot Foundation for a beautification and safety project at the Dayton VA Medical Center
- Implemented our first National Planting Day at the Ohio Statehouse to educate citizens about the benefits of native plants and to highlight our local affiliates
- Received a \$50,000 grant from the Ohio Environmental Protection Agency to develop an additional five regional law enforcement training workshops in 2013 in rural parts of the state
- Created a new Keep Ohio Beautiful educational display, utilizing storefront windows in downtown Cleveland
- Expanded the Keep Ohio Beautiful website at [keepohiobeautiful.org](http://keepohiobeautiful.org) and social networking sites/accounts
- Governor John Kasich proclaimed April 2012 as "Keep Ohio Beautiful Month"



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Join the effort to Keep Ohio Beautiful  
[keepohiobeautiful.org](http://keepohiobeautiful.org)

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## Keep Ohio Beautiful is Growing.

"In 2012, KOB was involved in unique projects throughout the state. We educated Ohioans about litter, recycling and community greening using venues such as banners in urban storefronts, law enforcement workshops, a veteran's hospital green-up and a native plants installation at the Ohio Statehouse. It was an incredible year for the number of new and successful programs we started, and we were honored to receive grants and in-kind donations from and partner with The Home Depot Foundation, Ohio EPA, The Davey Tree Expert Co. and others to offer these programs. We look forward to offering even more programs in the future by partnering with community, business and government organizations to make Ohio a cleaner, more attractive place to live."

– Michael Mennett, Executive Director, Keep Ohio Beautiful



### About Keep Ohio Beautiful

Keep Ohio Beautiful (KOB), a 501(c) 3 nonprofit organization, believes that everyone deserves to live in an environment that is healthy, safe, clean and beautiful. As a state affiliate of Keep America Beautiful, Keep Ohio Beautiful serves as Ohio's umbrella organization for 30+ local affiliate organizations throughout Ohio. By growing the local affiliate network, providing a strong support system and sharing best practices, Keep Ohio Beautiful enables volunteers in communities throughout Ohio to improve waste handling practices, litter prevention, recycling, beautification and community greening efforts.

### Our Mission

Empowering Ohio communities to take greater responsibility for improving their local environment through litter prevention, beautification, community greening, waste reduction and recycling.

### Our Guiding Principles

**Education** – The key to encourage positive behaviors toward community improvement.

**Individual Responsibility** – Improving communities, their environment and quality of life begins with personal responsibility.

**Public-Private Partnerships** – Broad-based community alliances are essential to achieve sustainable community improvement.

**Volunteer Action** – By engaging volunteers, we extend the reach of our educational efforts and multiply the impact of our actions.



*We want to thank everyone listed in our 2012 Annual Report for their critical work as an integral member of the Keep Ohio Beautiful family. Together, we can continue to grow and make a difference now and for future generations*



"I applaud Keep Ohio Beautiful for their success in 2012. These days are challenging ones for non-profit organizations, and success comes to those who accept both the responsibility for their programs but also the accountability for their effectiveness. KOB and their affiliates are building vibrant communities across the state."

– Matthew McKenna, President & CEO, Keep America Beautiful, Inc.

### Keep America Beautiful

Sets national priorities; supports state and local affiliates through programs and grants.

### Keep Ohio Beautiful

Grows Ohio local affiliate network; supports local affiliates through programs, grants, education, training and recognition.

### Local Affiliates

Provide education and engage community volunteers in mission-focused programs:

1. City of Cuyahoga Falls, Litter Prevention & Recycling
2. City of Newark Litter Prevention & Recycling
3. Defiance County Environmental Services/KAB
4. Erie County Solid Waste Management District
5. Fulton County Keep America Beautiful Program
6. Geneva Clean & Green
7. Hancock County SWMD Environmental Services
8. Keep Akron Beautiful
9. Keep Allen County Beautiful
10. Keep Alliance Beautiful
11. Keep Belmont and Jefferson County Beautiful
12. Keep Cincinnati Beautiful, Inc.
13. Keep Clark County Beautiful
14. Keep Columbus Beautiful
15. Keep Delaware County Beautiful
16. Keep Grove City Beautiful
17. Keep Hardin County Beautiful
18. Keep Lake Milton Clean & Beautiful, Inc.
19. Keep Lakewood Beautiful
20. Keep Logan County Beautiful
21. Keep Lorain County Beautiful
22. Keep Mentor Beautiful
23. Keep Middletown Beautiful, Inc.
24. Keep Perrysburg Beautiful
25. Keep Southeast Ohio Beautiful
26. Keep The Mahoning Valley Beautiful, Inc.
27. Keep Toledo/Lucas County Beautiful, Inc.
28. Keep Wickliffe Beautiful
29. Keep Montgomery County Beautiful
30. Youngstown Litter Control & Recycling



# Keep Ohio Beautiful Focus Areas

Studies have shown that a beautified community translates into a safe, healthy community and improves quality of life. Projects supported by Keep Ohio Beautiful encompass the three focus areas described below and include creating community gardens, preventing and cleaning up litter and graffiti, recycling and waste reduction.



## Litter Prevention

In 2012, KOB and its affiliates removed 4,520,201 pounds of litter and debris from Ohio's landscape.

**Why It's Needed:** While litter prevention campaigns have helped improve the litter picture over the past four decades, it remains a significant and costly problem for communities and businesses. The Ohio Department of Transportation, for example, spends nearly \$4.5 million every year to clean up our state roadways. Litter also lowers assessed property values, drives away homebuyers and hinders business development.

**How We Help:** We identify the causes of litter and reduce its impact by organizing cleanups and promoting proper waste handling in our communities.



## Waste Reduction and Recycling

7,900,377 pounds of solid waste kept out of landfills in 2012.

**Why It's Needed:** Recycling creates more jobs than landfills and incineration. Recycling conserves our natural resources, saves landfill space, conserves energy, and reduces water pollution, air pollution and the green house gas emissions that cause global warming.

**How We Help:** We help reduce the impact of solid waste in our communities through integrated programs and education about responsible consumerism, source reduction, reuse and recycling, landfills, composting, and waste-to-energy technology systems.



## Beautification and Community Greening

Approximately 141,450 Ohio residents participated in community beautification through Keep Ohio Beautiful and its affiliates' programs in 2012.

**Why It's Needed:** Community greening improves quality of life, lowers crime and engages citizens. Buildings with high levels of greenery had 48% fewer property crimes and 56% fewer violent crimes, according to the 2009 National Visible Litter Survey and Litter Cost Study, commissioned by Keep America Beautiful.

**How We Help:** We improve the visual aspects of our communities through programs that beautify and naturally clean our environment – creating community gardens, restoring vacant lots, beautifying highways and shorelines, urban forests, planting native flora, and preventing and abating graffiti.

## Keep Ohio Beautiful Leadership

### Executive Director

Michael Menett  
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mmennett@keepohiobeautiful.org

### Board of Directors

**President** – Lee Oberlag,  
Wholesale Beer & Wine Association of Ohio

**Vice President** – Dan Weisenbach,  
Weisenbach Recycled Products

**Treasurer** – Vince Stasiulewicz,  
SS&G Financial Services

**Secretary** – Linda Rosine,  
Keep Grove City Beautiful

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Tim Baechle, Sherwin-Williams  
Jerry Bannister, Owens-Illinois, Inc.  
Timothy Bechtold, Vorys Legal Council  
Steve Elkin, Home Depot  
Samuel Grier, Ohio Department of Transportation  
Linda Holterhoff, Keep Cincinnati Beautiful  
Marti Kolb, Ohio Department of Natural Resources  
Kristan Leedy, Fahlgren Mortine  
Su Lok, The Scotts Miracle-Gro Company  
Kimberly McConville, Ohio Soft Drink Association  
Terrence O'Donnell, Bricker & Eckler Attorneys at Law  
Juliana Sample, Keep Toledo/Lucas County Beautiful  
Beth Schmuckler, Waste Management of Ohio  
Terrie TerMeer, Ohio Department of Natural Resources  
Cindy Violet, Phoenix Consulting  
Karen Wise, Davey Resources Group

### Donors and Supporters

Anheuser-Busch, Inc.  
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Davey Company Foundation  
Dominion Foundation  
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Heidelberg Distributing  
Holterhoff, Linda  
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Ingram-White Castle Foundation  
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Division of Recycling & Litter Prevention  
Ohio Department of Transportation  
Ohio Soft Drink Association  
Owens-Illinois, Inc.  
Republic Services  
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Sample, Juliana

Schmuckler, Beth  
Sherwin-Williams  
Stasiulewicz, Vince  
TerMeer, Terrie  
The Scotts Miracle-Gro Company  
UPS Foundation  
Violet, Cindy  
Waste Management of Ohio  
Weisenbach, Dan  
Wholesale Wine & Beer Association of Ohio  
Wise, Karen

## Financial Statement

### Statement of Activities 12/31/2012

Balance forward from 12/31/2011	\$89,192.73
Funding received through 12/31/2012	\$157,362.79
Expenses through 12/31/2012	\$93,536.56
<b>Total cash balance 12/31/2012</b>	<b>\$153,018.96</b>

For every administrative dollar we received, we leveraged an additional \$20 that went directly into improving Ohio's communities.

# Signature Activities

## Great American Cleanup, Ohio

How many times have you passed a litter-strewn park or graffiti-splashed building and wished it would go away? Perhaps it's the local playground plagued with garbage or maybe a recycling effort needs a jump-start. Whatever the concern, a solution is just around the corner. All it takes is someone to say "enough is enough" and work with community members to eliminate the problem. That's what the Great American Cleanup is all about.



In Ohio, it's the state's largest annual community improvement program. Local teams are mobilized and inspired to clean up everything from playgrounds to rivers and lakes to illegal dumps. If volunteers were paid even minimum wage by the State of Ohio or local governments, taxpayers would have spent nearly \$2.2 million for their work in 2012. That's a HUGE savings to taxpayers in this difficult economy!

### Additional impact numbers for 2012:

- 671 events held
- 185,014 volunteers participated
- 429,280 volunteer hours logged
- 4,520,201 pounds of litter collected
- 376 illegal dump sites cleaned



## State Roadway Cleanup | April 14 Kickoff Event

50 enthusiastic volunteers braved the cold temperatures to pick up 89 bags of trash, 39 bags of recyclables, 1,500 tires, and two 40-yard dumpsters from two illegal dump sites.

We again partnered with the Ohio Department of Transportation to host our annual State Roadway Cleanup, "Green Starts Here!" The 2012 kickoff event for the cleanup, which officially began nationwide on March 1, was held in Athens, in cooperation with Keep Southeast Ohio Beautiful.

## America Recycles Day | November 15

Keep Ohio Beautiful used Facebook and Twitter to encourage participation in America Recycles Day. Established in 1997, it is the only nationally recognized day dedicated to promoting recycling in the U.S. Ohio held 99 America Recycles Day events in 2012, the fourth largest number in the country.

## Recycle-Bowl

Recycle-Bowl is a free competition and benchmarking tool for K-12 school recycling programs to promote waste reduction activities. School recycling programs across the nation compete in a race to collect the most recyclables. In Ohio, 91 schools participated in the 2012 Recycle-Bowl, the seventh largest number of schools in the country. Of 1,577 registered schools, STEPS Center for Excellence in Autism in Strongsville ranked No. 1 in Ohio. The school improved the most over last year for the entire country, going from 1 pound per capita to 25 pounds per capita.

While this is a national program, Keep Ohio Beautiful provides the state support, including promoting it to local schools through our local affiliate network.

## RecycleMania

RecycleMania began in 2001 as a challenge between Miami University of Ohio and Ohio University. Now a national program, it is a friendly competition and benchmarking tool for college and university recycling programs to promote waste reduction activities to their campus communities. Over an eight-week period each spring, schools report recycling and trash data, which are then ranked by school. Participating schools watch how their results fluctuate against other schools and use this to rally their campus communities to reduce and recycle more.

Keep Ohio Beautiful promotes RecycleMania to Ohio colleges and universities. In 2012, 18 institutions participated.

Baldwin-Wallace College  
Bowling Green State University – Main Campus  
Case Western Reserve University  
Cedarville University  
Cuyahoga Community College District  
Kent State University – Kent Campus  
Ohio Dominican University  
Ohio State University – Main Campus  
Ohio University – Lancaster Campus  
Ohio University – Main Campus  
Ohio University – Southern Campus  
Stark State College of Technology  
The University of Mount Union  
University of Akron – Main Campus  
University of Toledo  
Wright State University – Main Campus  
Youngstown State University

## 2012 Awards Program

Keep Ohio Beautiful continued its annual awards program in 2012, honoring the following Ohio youth groups, schools, civic and nonprofit groups, businesses, and local communities for their environmental efforts in eight different categories:

### KOB Award Winners and Categories

- Keep Lake Milton Clean and Beautiful (KOB local affiliate)  
Keep Ohio Beautiful Community Award  
Category – population less than 25,000
- Keep Cincinnati Beautiful (KOB local affiliate)  
Sustainability in Action  
Civic / Nonprofit Organization Award
- Keep Cincinnati Beautiful (KOB local affiliate)  
One-Stop Drop  
America Recycles Day Award
- Keep Southeast Ohio Beautiful (KOB local affiliate)  
Keep Ohio Beautiful Community Award  
Category – population 150,000 or more
- William D. Kirsch, Keep Wickliffe Beautiful (KOB local affiliate)  
Volunteer of the Year

The Scotts Miracle-Gro Company  
Green & Sustainable Practices  
Business / Industry Award

Keep Grove City Beautiful (KOB local Affiliate)  
Annual Creek Sweep  
Youth School Group Award  
Secondary Category (grades 7-12)

Keep Wickliffe Beautiful (KOB local affiliate) / Lubrizol Corporation / ABB, Inc.  
Affiliate / Business Community Improvement  
Business / Community Partner Award



## First National Planting Day held at the Ohio Statehouse

Keep Ohio Beautiful (KOB) celebrated National Planting Day on Sept. 18, 2012 by planting native Ohio plants at the Ohio Statehouse. National Planting Day celebrates the value and power of native species in restoring ecological balance to the environment while creating greener, more beautiful communities. To commemorate this day, KOB hosted a public event at the statehouse to beautify the grounds with Ohio native plants, planting a moist meadow, perennial beds, and a native tree.

KOB executive director Michael Menett and Keep Ohio Beautiful affiliates were joined by Senator Richard H. Finan and Su Lok, director of corporate and community partnerships for The Scotts Miracle-Gro Company, to lead the National Planting Day program. High school students from the Tolles Career & Technical Center did the planting.

## KOB Teams Up with The Home Depot Foundation to Help Veterans

KOB and Keep Pennsylvania Beautiful were awarded an \$80,000 grant from The Home Depot Foundation for its Ohio Valley Region VA Hospital Community Beautification and Greening Project. Home Depot and KOB teams revitalized outdoor green spaces and added raised planting beds to help improve veterans' quality of life at the Dayton VA Medical Center. This project directly benefits more than 750 veterans and their families in the Dayton area.