



2018 Annual Report



KEEP OHIO BEAUTIFUL
KEEP AMERICA BEAUTIFUL AFFILIATE

Greetings From Our President

In its 32nd year, Keep Ohio Beautiful has lived out its mission to empower Ohio communities to take greater responsibility for improving our local environment through litter prevention, beautification, community greening, waste reduction and recycling. Our 2018 programming focused on supporting these key tenets and included: roadside cleanups, tree plantings on Arbor Day, urban greening events, and leadership roles in a series of statewide litter summits.

KOB was pleased to serve the Ohio Department of Transportation in 2018 as a consultant and advisor as they prepare to release a new statewide litter strategy. KOB is also proud to announce that in 2018 the statewide affiliate count grew to 40! Executive Director Mike Mennett continues to maintain an active leadership role in Keep America Beautiful's (KAB) State Leaders Council to route and reinforce important messages and program news to the affiliate network in Ohio. Programming with strategic mission partners, such as Columbia Gas, allowed us to plant more than 100 trees around the State of Ohio involving passionate volunteers of all ages!

Our annual meeting and awards presentation was held in November 2018 and drew another record crowd. Nine awardees were recognized for their work in helping to keep Ohio clean and beautiful.

As 2018 came to a close, a new group of executive committee members was elected and will help steer the KOB board in the coming years. It is with great pride that I write my final President's Message and turn the gavel over to long-time board member Linda Rosine from Keep Grove City Beautiful. I have tremendous confidence that—under Linda's competent leadership—KOB will continue to grow and thrive. Follow us on social media and at keepohiobeautiful.org to learn how we are making a difference in the health and wellness of Ohio's communities and citizens.

Karen Wise
President, Board of Directors
Keep Ohio Beautiful



LEADERSHIP

KOB Executive Director: Mike Mennett

Board of Directors

President: Karen Wise, The Davey Tree Expert Company

Vice President: Paul Rasmusson, City of Toledo

Treasurer: Vince Stasiulewicz, Hylant

Secretary: Linda Rosine, Keep Grove City Beautiful

Angela Brackmann-Holzschuh, The Sherwin-Williams Company

Timothy Bechtold, Vorys, Sater, Seymour and Pease LLP

Anne Dean, Ohio Department of Public Safety

Matthew Hittle, Ohio Environmental Protection Agency

Joel Hunt, Ohio Department of Transportation

Jennifer Jones, Green Youngstown

Kristan Leedy, WriteUP Content Services

Bill Loomer, Columbia Gas

Su Lok, The Scotts Miracle-Gro Company

Matt Mallinak, Bober Markey Fedorovich

Kimberly McConville, CAE, Ohio Beverage Association

Sherri Palmer, Keep Columbus Beautiful

About Our Organization

Keep Ohio Beautiful (KOB) is Ohio's leading non-profit organization connecting volunteers with environmental projects that produce measurable economic benefits throughout the state. As an affiliate of Keep America Beautiful, KOB provides turnkey programs and provides guidance and leadership to an affiliate network operating across our state. We focus our activities in three key areas:

- **End Littering**
- **Improve Recycling**
- **Beautify Communities**

Our work makes communities safer and the landscape more attractive for residents, businesses, and tourists.



2018 IMPACT

3,497

events held across Ohio



84,463

Ohio residents participated in community improvement programs



1,317,158

hours logged by volunteers



1,515,623

pounds of litter picked up



over

1 million

pounds of solid waste diverted from landfills



2018 IMPACT



16,000

trees planted



65,964

plants, shrubs, flowers and bulbs planted



400+

local, county, and state employees
attended our Statewide Litter Summits



\$32.5 million

in taxpayer savings



\$400,000+

saved on Ohio roadway cleanup

Programs with our partners in 2018 included:

- Keep Ohio Beautiful Painting Grants with The Sherwin-Williams Company (statewide).
- Great Ohio Planting Day with Davey Resources Group, Clermont County Convention & Visitor Bureau and the Ohio Department of Natural Resources (East Fork State Park, Clermont County).
- Ohio Turnpike Travel Center Recycling Pilot Program, Keep Lorain County Beautiful and Ohio Turnpike (Lorain County).
- South Union Avenue Corridor Planting Project in Alliance with Columbia Gas, The Davey Tree Expert Company, The City of Alliance, Alliance City Schools, Alliance Shade Tree Commission, Keep Alliance Beautiful, University of Mount Union Regula Center for Public Service and Civic Engagement, Huston-Brumbaugh Nature Center, and Kridler Gardens (Stark County).



Keep Ohio Beautiful Partners with the Ohio Department of Transportation to Host Statewide Litter Summits

Litter is a persistent and preventable problem, one that costs the state of Ohio \$4 million per year to pick up. State crews, inmates, and volunteers collect 400,000 bags of trash from ODOT's roadsides every year. That's 10 bags of trash for every lane mile of state, US and interstate highways! Not only is litter expensive to pick up, but it pulls crews away from more important work like patching potholes and repairing guardrails and culverts.

The idea that it's someone else's job to pick up litter has been perpetuated in our society and requires a change in attitude and behavior. The truth is, where there are people, there is trash. Unfortunately, people are more likely to litter when there is already litter around and when they feel no sense of ownership. The solution to fixing Ohio's litter problem is to be proactive and stop it at its source by educating the public on the health hazards, crime, safety hazards and costs associated with littering and by enforcing existing litter laws.



"Our goal for the event is to bring together litter stakeholders to identify litter pickup and prevention programs, available resources, and litter hot spots. Attendees also learn about national litter research, hear case studies and best management practices, and leave with educational resources and action items."

Mike Mennett, executive director
for Keep Ohio Beautiful

Keep Ohio Beautiful and the Ohio Department of Transportation (ODOT) recognize communities, citizens, law enforcement, businesses, and leaders are frustrated with Ohio's litter problem. We know litter knows no boundaries; it affects neighborhoods, communities, local roads, and highway corridors. As such, we all need to work together to bring an end to litter.

These beneficial summits provide attendees with important information and resources regarding the laws and effects that littering and illegal dumping have on the quality of life and the money it costs governments for clean-up. In addition, enforcement education is a key component to any community-based strategy targeting littering, illegal dumping, and other factors related to the broken window theory—the idea that signs of disorder and incivility in a community are linked to subsequent incidences of serious crime. The ultimate goal was to develop a new statewide litter strategy that focuses on prevention and enforcement.

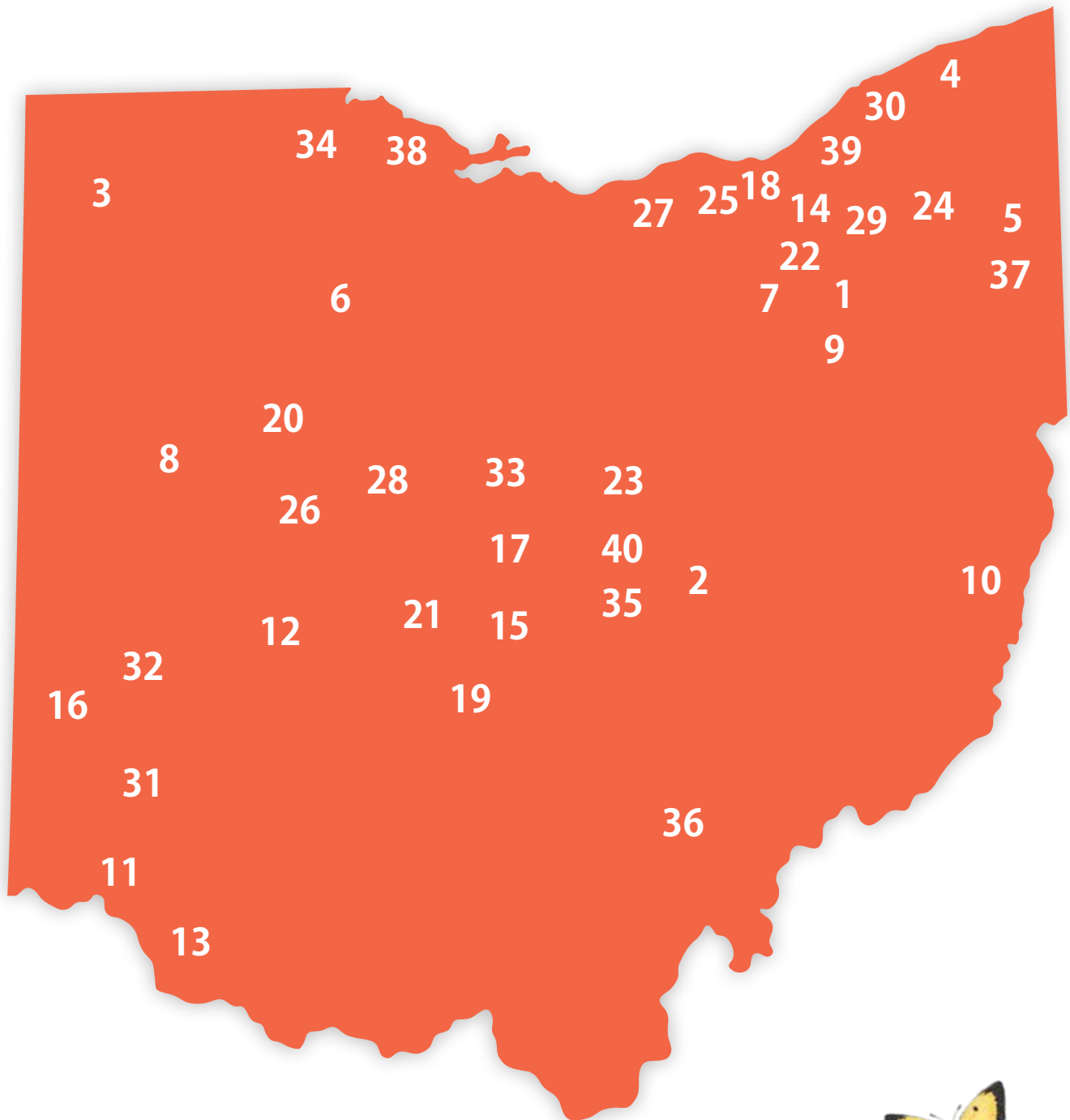
2018 AFFILIATES

40 local affiliates reach more than **5 million citizens**

1,000+ communities are impacted

2 new affiliates will join in 2019, reaching an additional **3 counties**

1. City of Cuyahoga Falls, Litter Prevention & Recycling
2. City of Newark Litter Prevention & Recycling
3. Defiance County Environmental Services/KAB
4. Geneva Clean & Green
5. Green Youngstown
6. Hancock County SWMD Environmental Services
7. Keep Akron Beautiful
8. Keep Allen County Beautiful
9. Keep Alliance Beautiful
10. Keep Belmont and Jefferson County Beautiful
11. Keep Cincinnati Beautiful, Inc.
12. Keep Clark County Beautiful
13. Keep Clermont County Beautiful
14. Keep Cleveland Beautiful
15. Keep Columbus Beautiful
16. Keep Darke County Beautiful
17. Keep Delaware County Beautiful
18. Keep Euclid Beautiful
19. Keep Grove City Beautiful
20. Keep Hardin County Beautiful
21. Keep Hilliard Beautiful
22. Keep Hudson Beautiful
23. Keep Knox County Beautiful
24. Keep Lake Milton Clean & Beautiful, Inc.
25. Keep Lakewood Beautiful
26. Keep Logan County Beautiful
27. Keep Lorain County Beautiful
28. Keep Marion County Beautiful
29. Keep Mayfield Heights Beautiful
30. Keep Mentor Beautiful
31. Keep Middletown Beautiful, Inc.
32. Keep Montgomery County Beautiful
33. Keep Morrow County Beautiful
34. Keep Perrysburg Beautiful
35. Keep Reynoldsburg Beautiful
36. Keep Southeast Ohio Beautiful
37. Keep the Mahoning Valley Beautiful, Inc.
38. Keep Toledo/Lucas County Beautiful, Inc.
39. Keep Wickliffe Beautiful
40. Keep Whitehall Beautiful



Visit www.keepohiobeautiful.org/ohio-affiliates to learn more.
To volunteer, visit www.keepohiobeautiful.org/volunteer-form.

STATEMENT OF ACTIVITIES

Balance Forward from 12/31/2017	\$176,805
Funding Received Through 12/31/2018	\$212,450
Expenses Through 12/31/2018	\$196,139
Total Cash Balance 12/31/2018	\$193,125

Public vs. Private Funding



54:1 return on community improvement initiatives

For every \$1 invested in KOB community improvement projects, KOB volunteers return \$54 in donations.

Partnerships that improve communities

KOB forges public-private partnerships that strengthen communities, protect land and water, and improve quality of life. We leverage funding and resources from businesses and state agencies such as Columbia Gas, The Davey Tree Expert Company, Ohio Department of Natural Resources, Ohio Department of Transportation, Ohio Environmental Protection Agency, Ohio Turnpike & Infrastructure Commission, O-I, The Scotts Miracle-Gro Company, The Sherwin-Williams Company, and many more Ohio employers. Our track record shows we have the ability to match tax dollars with private dollars.

To learn more about partnership opportunities, contact:
mmennett@keepohiobeautiful.org.

DONORS & SUPPORTERS

Corporate, Non-profit & Associations

Amazon Smile Program
Budget Dumpster
Columbia Gas
ExtremeTerrain.com
Heidelberg Distributing
Keep America Beautiful
Kroger
Ohio Beverage Association
Ohio Turnpike
R+L Carriers
The Davey Tree Expert Company
The Sherwin-Williams Company
The Scotts Miracle-Gro Company
Wholesale Beer & Wine Association of Ohio



Government

Capital Square Review & Advisory Board
Ohio Department of Natural Resources
Ohio Department of Transportation
Ohio Environmental Protection Agency
Ohio Turnpike & Infrastructure Commission

Foundations

Owens-Illinois, Inc. Fund
UPS Foundation
Walmart Foundation

Keep Ohio Beautiful

The Executive Director and members of the Board of Directors all support KOB financially.



Help us continue to make an impact.

To make a donation, please visit [KEEPOHIOBEAUTIFUL.ORG/DONATE](https://www.keeptohiobeautiful.org/donate)

To find out how you can get involved, contact:

EXECUTIVE DIRECTOR

Michael Mennett

330-338-8328

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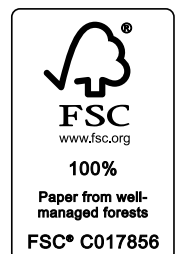


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