

ANNUAL REPORT

2019-2020



**KEEP
CINCINNATI
BEAUTIFUL**

KEEP AMERICA BEAUTIFUL AFFILIATE



WHO WE ARE

MISSION

Cincinnati is Beautiful. We're committed to keeping it that way. Keep Cincinnati Beautiful empowers people to build community and create a positive future through neighborhood revitalization, education, and mobilization. Our grassroots network of neighbors, sponsors, and volunteers put passion to work creating safer, cleaner spaces and a higher quality of life for everyone.

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03
05
07
09
11
13
14
15

Arts

Environmental
Education

Environmental
Services

Greenspace

Volunteer
Programs

Financials

Social Media
Highlights

Supporters

LETTER FROM BOARD PRESIDENT

Dear Friends and Supporters,

Often when I reflect on the year that has passed, I think, “Wow, this has been a crazy year.” The last few months though have re-defined “crazy year” for all of us. We hope you and your family are safe, staying positive, and finding support in your community.

COVID-19 deeply impacted Keep Cincinnati Beautiful too, forcing us to take a step back and re-think how we do business. Due to the pandemic, we lost 20% of our 2019-20 revenue, temporarily furloughed staff, and closed the office. We were able to open back up in May thanks to 100+ individuals and businesses who donated to the Emergency Relief Fund. But, we have returned to an atmosphere where the challenges have never been greater or more urgent.

Communities need our services and support now more than ever. More buildings are becoming vacant and falling into disrepair. More children need to get outside and learn about the environment. More clean, public greenspaces are needed for people to gather safely.

Thanks to your support, Keep Cincinnati Beautiful will continue to be a pillar of strength in all of our neighborhoods. We have been able to adapt our programming to address the changing needs of the city. We developed safety guidelines for in-person events, created self-guided volunteer activities, organized drive-through events, and are going virtual with many services and programs. We appreciate your continued support and can't wait until social distancing restrictions are lifted and we can gather again. Together we will continue to fight to make Cincinnati cleaner, safer, healthier, and more connected.



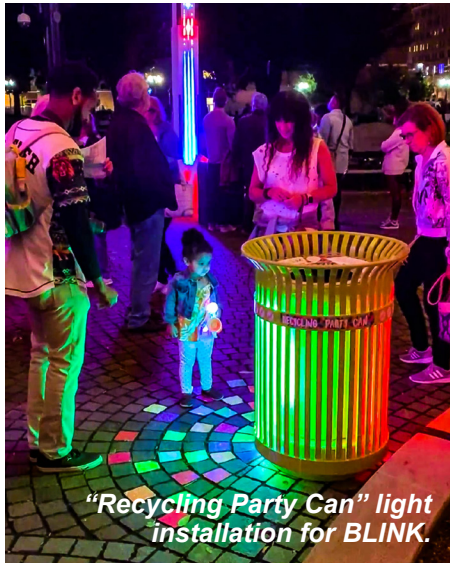
Alan “Brad” Lindner
Keep Cincinnati Beautiful Board President

ARTS

Our Arts Program uses **art as a catalyst for change**; reducing blight, crime, and illegal graffiti in some of the most forgotten parts of our city. Community eyesores, like vacant buildings, tagged retaining walls, and rusty chain-link fences are **transformed into community assets by creating simple, low-cost works of art**. The facades of boarded buildings are painted with Trompe l'oeil representations of doors and windows, heavily vandalized walls are given new life with simple geometric murals, and commonly discarded materials are transformed into eco-art installations. Our work is changing the appearance and perception of neighborhoods, **improving the quality of life and encouraging economic development**.



Thousands of volunteers have helped paint facades on 1,266 boarded buildings throughout Cincinnati.



"Recycling Party Can" light installation for BLINK.

This year the work of our Arts Program contributed to a:

15% **17%** **48%**

Decrease in Crime

Decrease in Blight

Increase in Development



Thank you to the over 750 volunteers that came down to work on our "Make Your Mark" mural during BLINK.



PROGRAM HIGHLIGHTS

Our Arts team accomplished a number of new and innovative projects this year.

We completed our *Cincinnati is Beautiful* mini-mural series and distributed over 30 interactive chalkboard murals to neighborhoods all across the city. The *Cincinnati is Beautiful* mural was recognized in City Beat's Best of the City. To top it all off, we were selected to participate in BLINK as light installation artists, muralists, and parade performers. A big shout out to the over 750 volunteers that worked on Cincinnati's first fully crowd-sourced mural. Next time you are down by Findlay Market (1909 Race Street) come and take your own selfie with the *Make Your Mark* mural.

ENVIRONMENTAL EDUCATION

Our Environmental Education Program **connects economically disadvantaged children with the environment** to help them grow social and emotional skills, learn about the world around them, and take action to make a positive difference. We **bring nature into the classroom and classrooms outside into nature**. Our free programming is offered to any school in the Greater Cincinnati area and includes: assemblies, classroom presentations, cleanups, service learning, field trips, and a local environmental issues project. Often our free programs are the only nature-based learning a student participates in because their schools have limited resources.



Storytelling, song, and Kinesthetics are some of the tools we use to engage future environmental stewards.



PROGRAM HIGHLIGHTS

Participating in a cleanup or learning how to recycle are simple ways children can take direct action and grow stewardship for their community. This year we hosted programs in over 75 classrooms. Aligning our programs to Ohio's learning standards and blocking our programs to specific grade bands means that as students *grow*, our programs *grow* with them, giving them a variety of more well rounded experiences. Providing students with a consistent environmental message reinforces environmental literacy and inspires a lifelong appreciation for the environment. Today's students are tomorrow's future; the green habits learned from our Environmental Education Program are leading to a more engaged and connected Cincinnati.



15,480

Students Reached Across Programs

14

Field Trips

235

Classroom Programs

28

Assemblies

ENVIRONMENTAL SERVICES

Our Environmental Services Program combats illegal activities that threaten **green, clean, and beautiful places** in Cincinnati's neighborhoods through illegal dumping remediation and graffiti abatement. This **deters acts of environmental crime and vandalism** through strategic community partnerships and strong working relationships with local government agencies.

"I believe if we educate and work with each community to stop dumping in our neighborhoods, then Cincinnati can stay beautiful... We do care about our neighborhoods, and that's why we are here to take on dumping."

– Pamela Woods, Beekman Street Coalition



The Environmental Services Program inspecting an illegal dumpsite and strategizing for remediation.

587

Miles of Road Cleaned

4.5K

Tires Collected

67

Dumpsites
Cleaned

584

Graffiti Tags Removed

PROGRAM HIGHLIGHTS

Our Environmental Services Program identified, monitored, and remediated 100+ illegal dumpsites this year. Surveillance cameras provided the identity of 80 environmental crime offenders to local law enforcement, which will help prevent future illegal dumping from occurring. Hamilton County's Environmental Crimes Sheriff received the Law Enforcement Award from Keep Ohio Beautiful in recognition of his fortitude and dedication to the Environmental Services Program. Lastly, we aided the City of Cincinnati Department of Public Services in identifying illegal dumping "hot spots" for the installation of 50 new illegal dumping signs.



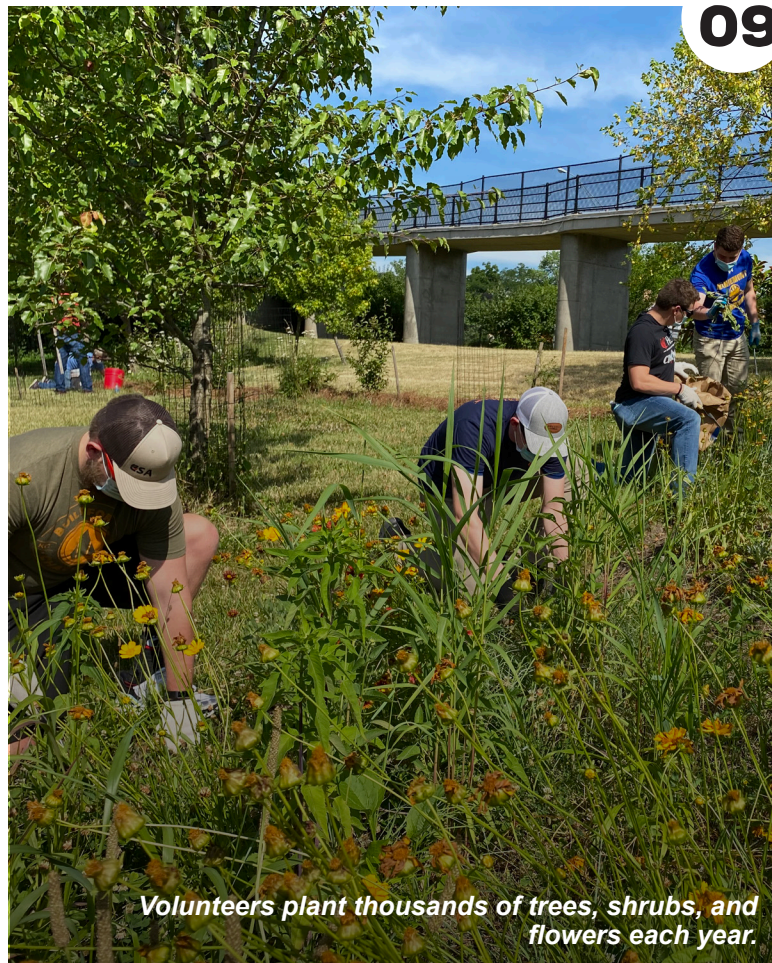
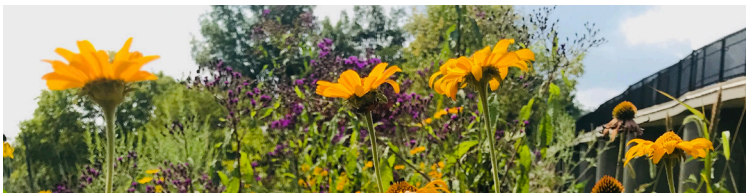
Sheriff Detail workers collecting illegally dumped tires from city public spaces.



Environmental Crimes Sheriff investigating an illegal dumpsite.

GREENSPACE

Our Greenspace Program creates **green, clean, and beautiful places** in Cincinnati's neighborhoods through two signature initiatives: **Spaces-to-Places** (formerly Vacant Lots: Occupied) and **Help-A-Lot**. The goal of both programs is to **encourage people to restore underutilized public spaces into socially, culturally, and environmentally responsible spaces** that reflect the character of the neighborhood.



Volunteers plant thousands of trees, shrubs, and flowers each year.

PROGRAM HIGHLIGHTS

Hundreds of dedicated volunteers worked with the Greenspace Program by planting trees and garden beds, and by maintaining existing landscapes in underserved public spaces. In Evanston, the Spaces-to-Places project continues to be nurtured through the establishment of the pocket park, orchard, and pollinator prairie. In Camp Washington, students, professionals, and community members are planning a Spaces-to-Places project focused on increasing the neighborhood's tree canopy. The new greenspaces enhance both wildlife and the community by providing improved air quality, reduced stormwater runoff, moderated temperatures, and decreased stress - all of which are beneficial for the environment and health.



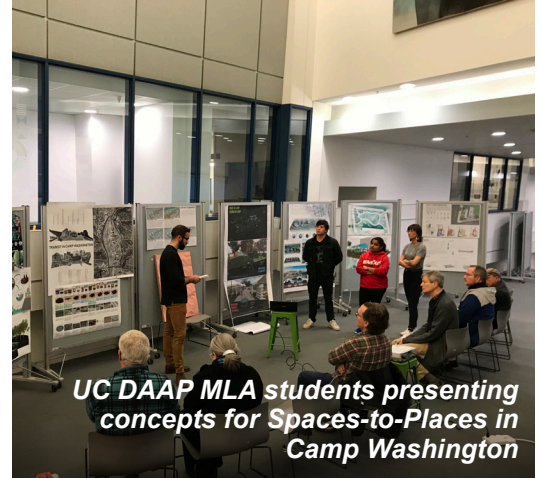
Evanston resident helping to maintain the fruit orchard and wildflower prairie at a Spaces-to-Places project site.

301

Acres of Parks, Trails, & Playgrounds Enhanced

3,561

Trees, Shrubs, & Flowers Planted



UC DAAP MLA students presenting concepts for Spaces-to-Places in Camp Washington

VOLUNTEER PROGRAMS

Our Volunteer Programs have empowered people to better their community through **beautification, litter prevention, and improving public spaces** for over 20 years.

From March through November, volunteers across the Tri-State rally to **participate in massive cleanup efforts**, known as the Great American Cleanup! This year, we supported neighborhoods by facilitating community-led cleanup groups, organizing corporate-give back events, revamping the Adopt-A-Spot program, and awarding Safe and Clean community grants.

478K
Pounds of Litter Collected

13K
Volunteer Hours



A friendly trash pickup challenge between Bond Hill residents.

667
Public Spaces
Improved

122K
Pounds of Recycling
Collected

PROGRAM HIGHLIGHTS

Spring cleanup season is when volunteers work their hardest, and COVID-19 didn't halt our beautification efforts! Thanks to Benken Florist Home and Garden Center, we distributed over 3,500 petunias to 45 community groups to brighten up gateway signs, community gardens, and other public spaces.



A happy volunteer picks up donated petunias for her community garden.



Over 350+ Cincinnati Bell volunteers were mobilized to clean 300 acres in the heart of the city to prepare for the return of BLINK.



FINANCIALS

FISCAL YEAR JULY 1, 2019 - JUNE 30, 2020

80%
of expenses were used to support our communities & programming

5.5%
increase in revenue versus the 2018/19 Fiscal Year

REVENUE

Grants & Contracts	\$630,233	(44%)	●
Donated Materials & Services*	\$609,176	(43%)	●
Contributions	\$99,690	(7%)	●
Sponsorships	\$85,698	(6%)	●
Miscellaneous	\$528	(<1%)	●
Interest	\$573	(<1%)	●

Total Revenue \$1,425,898

*** Total Revenue Less In-Kind \$816,722**
(Donated Materials & Services)



EXPENSES

Clean-Up & Beautification*	\$393,354	(46%)	●
Education & Public Awareness*	\$290,740	(34%)	●
Management & General	\$128,268	(15%)	●
Fundraising	\$42,755	(5%)	●

*** Program Services Subtotal \$684,094 (80%)**

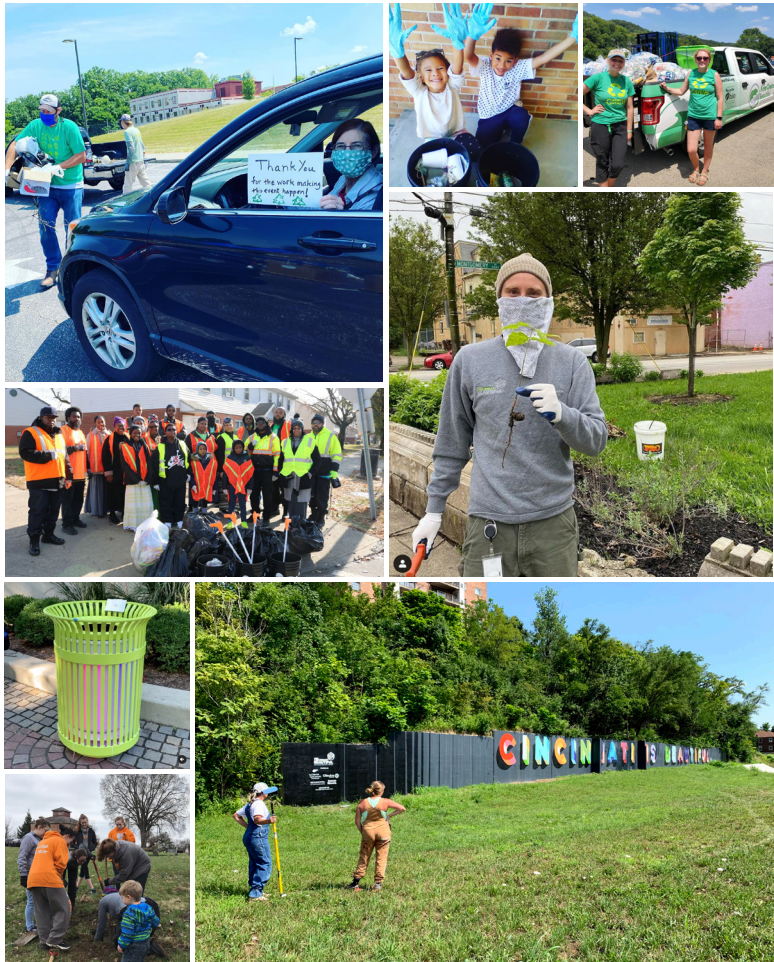
Total Expenses \$855,117



Net Assets Beginning of Year: \$213,921

Net Assets End of Year: \$171,087

Net Change: \$-42,834



#KeepCincinnatiBeautiful
 #DoBeautifulThings
 #WeedingWednesday
 #ReduceReuseRecycle
 #DontTrashMyNati

SOCIAL MEDIA HIGHLIGHTS

JaneySpots We love KCB 🤙💕

Marissa.B.Reed It's more beautiful than I ever could have imagined 😍

Stuart Hoelle Keep Cincinnati Beautiful is thanking us? That is backwards. Thank you!!

Jessica Wolf We had a lot of fun contributing to the mural! Can't wait to see it when the Swoon pieces are revealed. 😊

Shelley Shirley Nuss On behalf of people living far from Cincinnati, thank you for cleaning up the cemetery!

Cincinnati Recycles You guys are awesome!! ❤️😊



@KeepCincinnatiBeautiful



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THANK YOU

A very special thank you to the City of Cincinnati's Department of Public Services, a long time partner, sponsor, and champion of Keep Cincinnati Beautiful.



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* Indicates donated materials and/or services

\$5,000 +

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We, the people of the Queen City, each have a stake in the place we call home. Eastside or west, we empower everyone to make their mark on the city we love. Through education, revitalization, and environmental initiatives, we transform people into catalysts for change in their communities. We help neighbors connect, collaborate, and problem-solve through a grassroots network that spans our 52 neighborhoods. By putting passion to work, boots on the ground, and tools in our hands, we ignite a collective force for good that only continues to grow.

**RISE UP, QUEEN CITY.
REP THE CROWN.**

www.KeepCincinnatiBeautiful.org



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