

# KEEP CINCINNATI BEAUTIFUL



2018-2019  
ANNUAL REPORT

# CINCINNATI IS BEAUTIFUL.

WE ARE COMMITTED TO KEEPING IT THAT WAY.

Keep Cincinnati Beautiful's education, revitalization, and environmental initiatives build community and foster pride in the places where we live, work, and play. Our grassroots network of neighborhoods, sponsors, and volunteers put passion to work, creating safer, cleaner spaces and a higher quality of life for all who call Cincinnati home.

## BOARD OF TRUSTEES As of 6/30/19

**ALAN B. LINDNER**- Board President

**MICHAEL KAPLAN**- Vice President

**COURTNEY REITMAN-DEINLEIN**- Treasurer

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EMILY ROSSETTI

CHRISTOPHER SCHMOYER

EVAN SIKES

## KEEP CINCINNATI BEAUTIFUL STAFF

**JONATHAN ADEE**- Executive Director

**MEGAN BECK**- Volunteer Programs Director

**EMILY BOTTONI**- Volunteer Programs Coordinator

**CLAIRE BRYSON**- Arts Program Co-Director

**KATIE DAVIS**- Arts Program Co-Director

**SUZY GODBER**- Office Manager

**LAUREN GOTTSCHALK**- Environmental Education Program Coordinator

**KARA LUGGEN**- Environmental Education Program Director

**SARAH MACKENZIE**- Assistant Artist

**ALISTAIR PROBST**- Environmental Services & Greenspace Manager

**NANCY STOCKHAUSER**- Bookkeeper

**MATT TROKAN**- Development & Communications Manager



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# YEAR AT A GLANCE



## A LETTER FROM THE BOARD PRESIDENT

"Cincinnati is beautiful. We're committed to keeping it that way." It sounds simple but what makes our city beautiful, special, and unique? What separates Cincinnati from the rest?

People make Cincinnati beautiful. Each neighborhood, block, or resident contributes in their own way to make our city special. At Keep Cincinnati Beautiful we empower people to realize their vision of a beautiful place to live by implementing a range of award-winning programs; Arts, Education, Environmental Services, Great American Cleanup, and Greenspace.

Last year 12,000 people, like you, volunteered their time and energy transforming undeserved neighborhoods and creating vibrant spaces that unite our city. On average, neighborhoods, where we were active, experienced a 15% reduction in crime, a 27% reduction in blight, and a 45% increase in economic development. Our efforts created a better today and a brighter tomorrow for all who call Greater Cincinnati home. Thank You to everyone who volunteered, contributed to, and supported us in 2018-19. Cincinnati is even more beautiful because of you!

**Alan "Brad" Lindner**

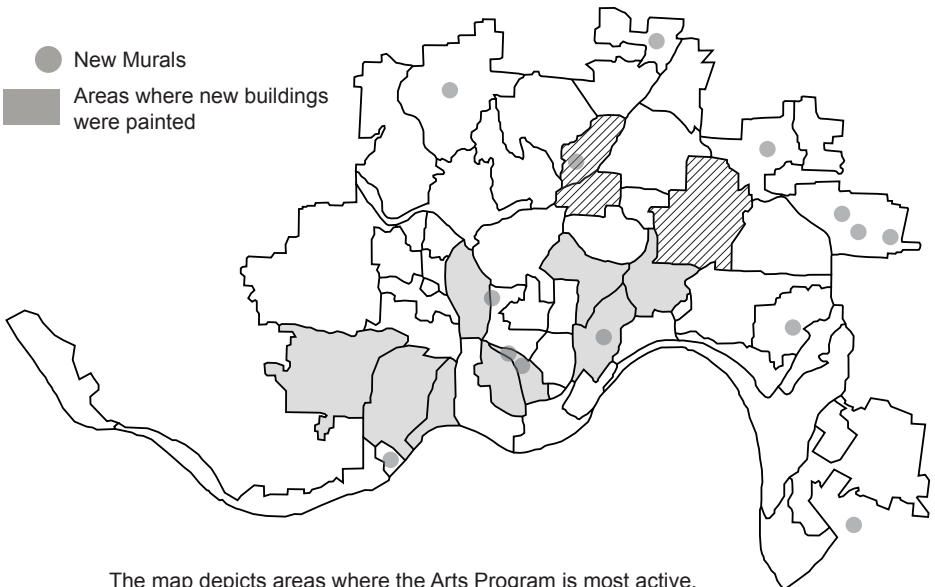
Keep Cincinnati Beautiful Board President



# ARTS



The Arts Program uses art as a catalyst for reducing blight, crime, and graffiti in Cincinnati neighborhoods. We find eyesores in a community, such as vacant buildings, tagged retaining walls, and rusty chain-link fences; and turn them into community assets by using the neglected space to create simple works of art. Our goals are to transform vacant spaces into vibrant places, improve the quality of life in areas with high levels of abandonment, and empower individuals to take ownership of their community environments.



The map depicts areas where the Arts Program is most active.



# ENVIRONMENTAL EDUCATION

The Environmental Education Program connects children with the environment to help them grow, learn, and develop personal responsibility for their community. We bring nature into the classroom through assemblies and presentations and take kids outside on field trips and community cleanups.



**14**  
FIELD  
TRIPS

*“Students were engaged the whole time and truly learned valuable information from KCB’s visit. They were able to make fantastic real-world connections and have since applied them in our classroom.”*

- Andrew Campbell, Mulberry Elementary

**206**  
STUDENT  
TEACHERS

**4,710**  
STUDENTS  
IN SERVICE  
LEARNING  
PROGRAM

**40**  
CAMPUS  
CLEANUPS

54  
SCHOOL  
ASSEMBLIES



29,161  
STUDENTS  
REACHED

*"I liked how all your programs are activities. Most of the time people just stick a powerpoint in front of us and tell us to save the planet. But I don't even know what that means. Your programs actually told us why."*

— 10th grader at Gamble Montessori

438  
CLASSROOM  
PROGRAMS



# GREAT AMERICAN CLEANUP



**11,929**  
VOLUNTEERS

**36,672**  
VOLUNTEER  
HOURS

*"It was an absolute pleasure working with your team. Seeing the impact we can have in a single day is truly amazing and warms my heart. I cannot wait to see what we can do in 2020."*

- Tonya Leytze, The Gorilla Glue Company



The Great American Cleanup program has empowered volunteers to better their communities through beautification, litter prevention, and improving public spaces for over 20 years. From March through November, volunteers, communities, and corporate partners across the Tri-State rally to participate in massive cleanup efforts.



*"Thank you for the extraordinary work you coordinated in Madisonville at Bramble Park. The park looks absolutely amazing and the new additions will be enjoyed and appreciated by so many. Thank you for everything you do for Cincinnati every day."*

Sara Sheets, former MCURC Director

**369**

PUBLIC SPACES  
IMPROVED

**463,723**

POUNDS OF  
**LITTER**  
COLLECTED

**40,855**

POUNDS OF  
**RECYCLING**  
COLLECTED



**4,979**

TREES, SHRUBS,  
AND FLOWERS  
PLANTED

**123** NEW,

MAINTAINED,  
OR IMPROVED  
GREENSPACES

**126** ACRES  
OF PARKS  
PLAYGROUNDS,  
AND TRAILS  
IMPROVED

*"We are so pleased and excited about our project that is going on here in Evanston. Evanston is really thriving right now, thanks to Keep Cincinnati Beautiful and all the volunteers, who have been in our community over and over again. We are truly, truly grateful."*

*-Veta Uddin, Evanston's Community Council's Beautification Committee Chair*

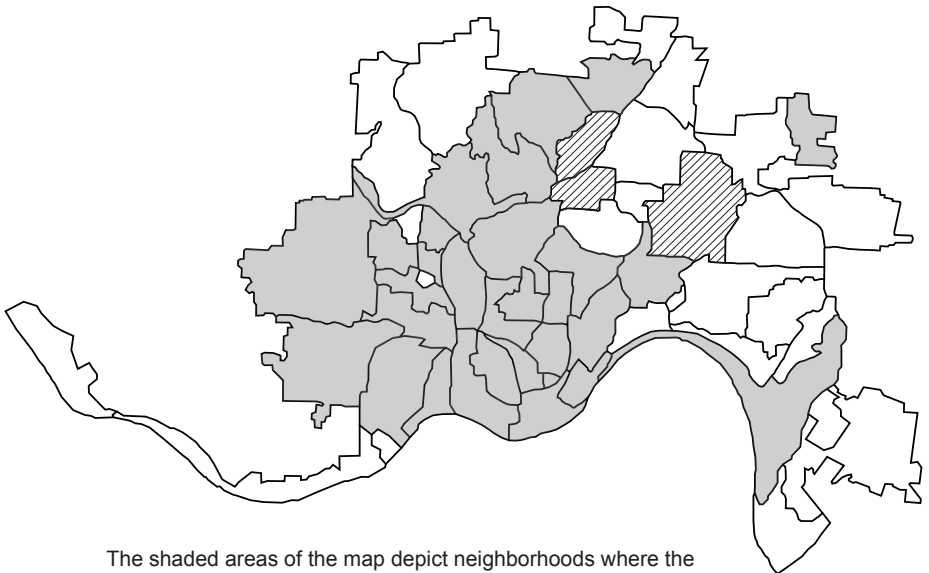
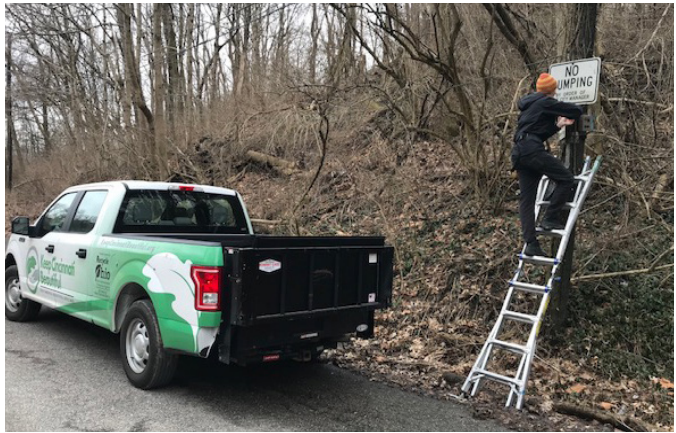
# GREENSPACE

The Greenspace Program creates green, clean, and beautiful places in Cincinnati's neighborhoods through two signature programs; 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 social character of the neighborhood.



# ENVIRONMENTAL SERVICES

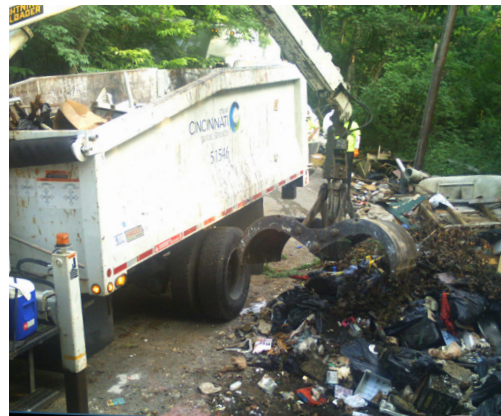
The Environmental Services Program eradicates illegal activities that threaten green, clean, and beautiful places in Cincinnati's neighborhoods through two signature programs: Illegal Dumping Abatement and Graffiti Abatement. The goal of both programs is to deter acts of environmental crime and vandalism through strategic community partnerships and strong working relationships with local government agencies.



The shaded areas of the map depict neighborhoods where the Environmental Services program is most active.



**1,011**  
MILES OF  
ROADS  
CLEANED



**68**  
ILLEGAL  
DUMPSITES  
CLEANED

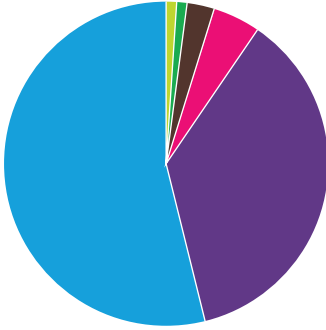
**403**  
GRAFFITI  
TAGS  
REMOVED

**9,143**  
TIRES  
COLLECTED

# FINANCIAL REPORT

FISCAL YEAR JULY 1ST, 2018-JUNE 30TH 2019

## REVENUE

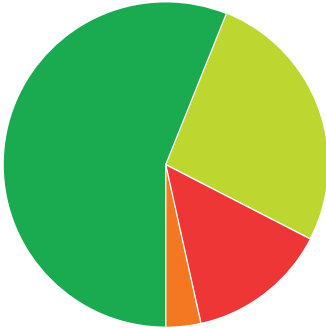


- Grants & Contracts: \$724,081 (54%)\*
- Donated Materials & Services: \$445,939 (33%)
- Contributions: \$111,279 (8%)
- Sponsorships: \$63,613 (5%)
- Miscellaneous: \$2,310 (<1%)
- Interest / Gain on Sale of Assets: \$957 (<1%)

**Total Revenue: \$1,348,178**

\*percentages are rounded

## EXPENSES



- Clean-Up & Beautification\*\*: \$667,464 (54%)
- Education & Public Awareness\*\*: \$330,032 (27%)
- Management & General: \$242,323 (20%)
- Fundraising: \$56,001 (5%)

**\*\*Program Services Subtotal: \$997,496**

**Total Expenses: \$1,295,256**

Net Assets Beginning of Year: \$123,084

Net Assets End of Year: \$175,442

**Net Change: \$52,358**

## THANKS TO OUR DONORS!

Our deepest thanks to everyone who made our 40th Anniversary campaign a success. Together we raised **over \$100,000** which will have a lasting impact by empowering volunteers, enhancing neighborhoods, and educating future stewards to make a mark on the city we love.

Cincinnati is beautiful. Your support keeps it that way.

# PROGRAM AND EVENT SPONSORS

Caza Sikes  
Cincinnati Bell  
Cincinnati Bulk Terminals  
Cincinnati Industrial  
Auctioneers Inc  
FC Cincinnati  
Fidelity Investments  
Gorilla Glue  
Great Lakes Brewing Co

Heidelberg Distributing  
Kendra Scott  
Messer Construction  
Perfetti Van Melle  
Procter & Gamble  
Rhinegeist Brewery  
Thanksgiving Day Race  
United Dairy Farmers  
University of Cincinnati

# GRANTS

Arts Wave  
Cincinnati Design  
Charles H. Dater Foundation  
Elsa Heisel Sule Foundation  
Fuel Cincinnati  
Greater Cincinnati Foundation  
General Electric Community  
Service Fund  
Hayden Family Foundation  
Keep America Beautiful

Keep Ohio Beautiful  
L&L Nippert Charitable Foundation  
Lowes  
Magnified Giving  
Ohio Arts Council  
OEPA  
PNC  
Scripps Howard  
UC Bicentennial  
United Parcel Service

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.





**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.**

Find us online:

[WWW.KEEPCINNATIBEAUTIFUL.ORG](http://WWW.KEEPCINNATIBEAUTIFUL.ORG)

  [keepcincinnatibeautiful](https://www.instagram.com/keepcincinnatibeautiful)

 [keepcincibeautiful](https://twitter.com/keepcincibeautiful)



1115 Bates Avenue  
Cincinnati, Ohio 45225  
513-352-4380