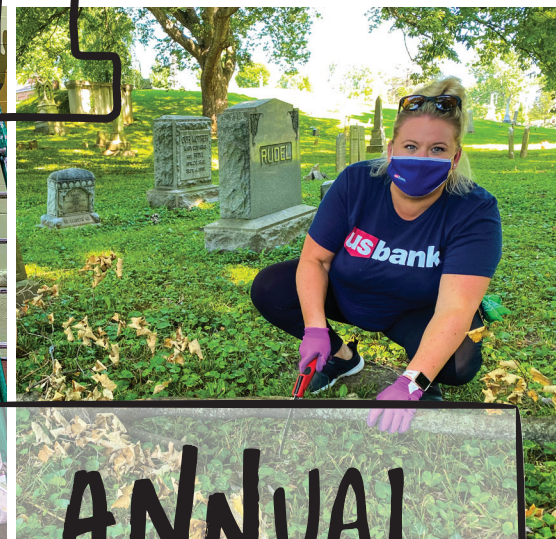
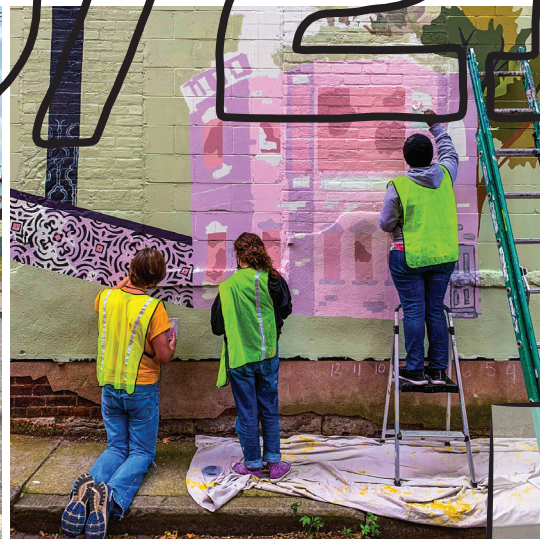


20/21

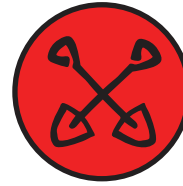


ANNUAL REPORT

KEEP CINCINNATI BEAUTIFUL
KEEP AMERICA BEAUTIFUL AFFILIATE



WHO WE ARE



STAFF

Jonathan Adee, Executive Director

Megan Beck, Volunteer Programs Director

Emily Bottoni, Volunteer Programs Coordinator

Claire Bryson, Arts Program Co-Director

Rachel Cranmer, Environmental Education
Program Coordinator

Katie Davis, Arts Program Co-Director

Faith Gingrich-Goetz, Development Manager

Hannah Gregory, Administrative Coordinator

Kara Luggen, Environmental Education
Program Director

Sarah Mackenzie, Arts Program Coordinator

Alistair Probst, Environmental Services &
Greenspace Program Director

Nancy Stockhauser, Bookkeeper

BOARD

Jeff Harris, **Board President**

Jacklyn Bryson, **Vice President**

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Geoffrey Leder, **Secretary**

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Holly Schwarzman, **Young Professional Council**

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Kyle Ludlow

Amber Baugh

Anne Luecke

Melanie Burden

Andrea Mersmann

David Castillo

Sandra Meyer

Ted Fitz

Erin O'Grady

Kate Fortlage

Emily Rossetti

Roseann Hassey, Ph.D. **Christopher Schmoyer**

Trevor Holekamp

Amy Smith

Seetharaman Kishor

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.

CONTENTS

- 03** What We Do
-  **05** Arts
-  **07** Environmental Education
-  **09** Environmental Services
-  **11** Greenspace
-  **13** Volunteer Programs
- 15** Supporters
- 18** Financials

Dear Friends and Supporters,

“Cincinnati is beautiful. And we are committed to keeping it that way!” It is this thought which has driven our team and our community efforts for over 40 years now.

Keep Cincinnati Beautiful’s commitment to our Queen City was arguably even more important during this last year. The pandemic certainly changed our lives, the way we work, and the entire world around us. One outcome was seeing more Cincinnatians spending time outdoors, which is awesome! This further motivated us to help clean-up many public greenspaces and roads, transform blighted building fronts and alleyways with creative artwork, and make available virtual environmental education for those of all ages. We even created a number of self-guided volunteer activities to help city cleanup and beautification efforts thrive during these challenging times. So as you review this Annual Report, we believe the breadth and the depth of impacts from our programs will jump out at you!

Of course all of this could not be possible without the help of generous individuals, businesses and organizations such as yourselves who have donated significant time, resources and money. We are very grateful! Additionally, going forward please know you can count on us to remain dedicated to the community leadership role we have across all 52 neighborhoods in ensuring Cincinnati is a clean, safe, beautiful city to live, work and play!

Sincerely,

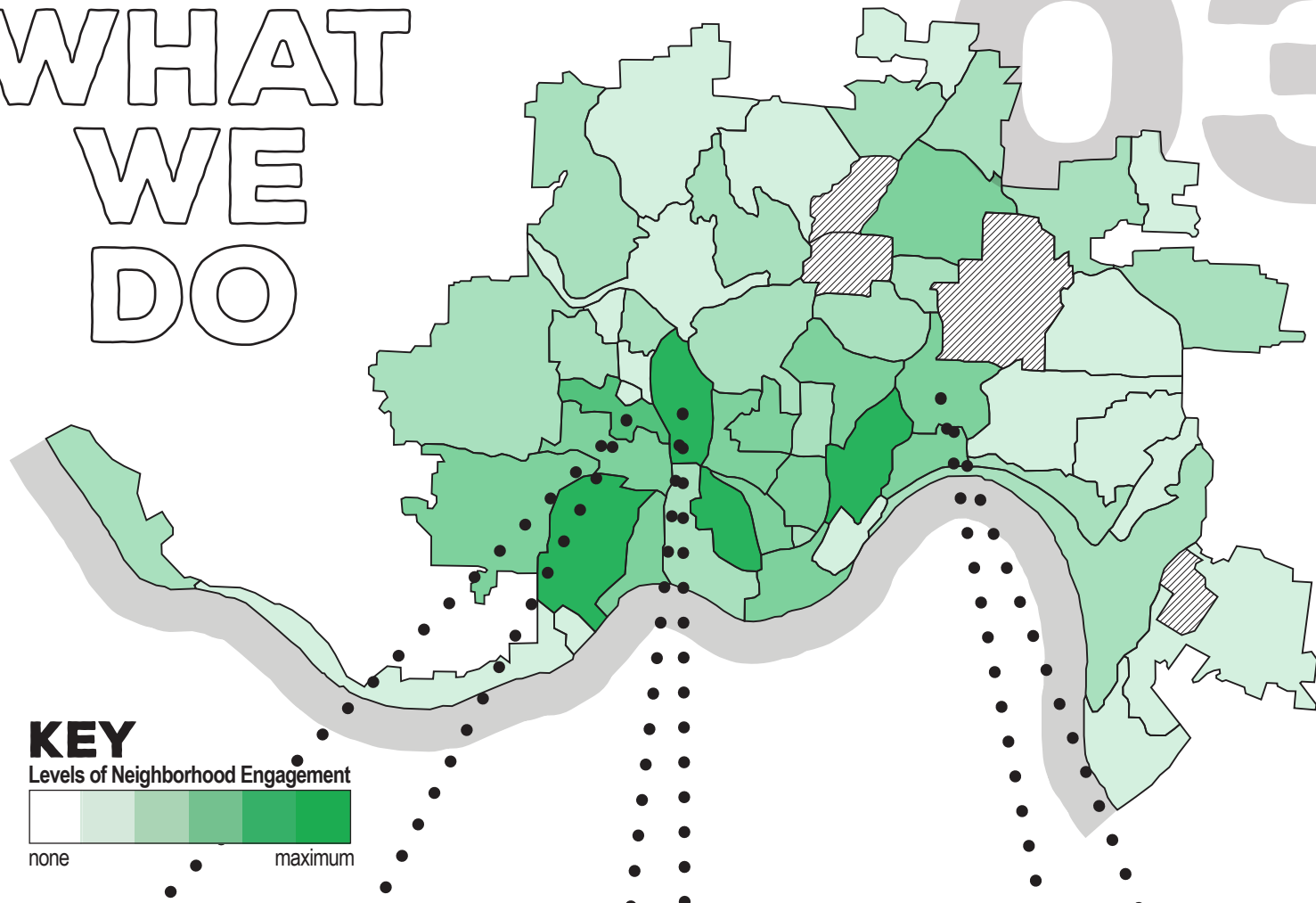


Jeff Harris
Keep Cincinnati Beautiful
Board President

LETTER

FROM THE BOARD

WHAT WE DO



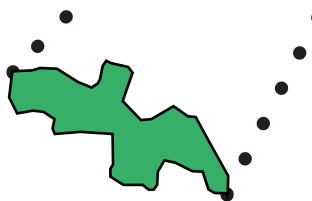
KEY

Levels of Neighborhood Engagement



none

maximum



NORTH FAIRMOUNT



North Fairmount and the Beekman Street Corridor Coalition have organized and set the groundwork for years of wonderful things to come. Our Environmental Services program continues to assist in the monitoring and remediation of illegal dumping. In an exciting and collaborative project, Education, Arts, Environmental Services, and Volunteer Programs all teamed with the Contemporary Arts Center to cleanup an illegal dumpsite and salvage materials that were used for an artist series. Local artists used found objects to create upcycled chandeliers, interpretive wall hangings, and embroideries made of natural dyes from plants collected on site that were exhibited at MadTree.



CAMP WASHINGTON



We are the most impactful when all of our programs work together. Over 156 Great American Cleanup volunteer hours were spent beautifying Camp Washington this year. Our Greenspace, Spaces-To-Places program added invaluable ecological benefits by planting dozens of trees on previously empty streets and public spaces—with more improvements to come. Our Environmental Services Program collected masses of illegally dumped tires. In September 2020, we awarded the Camp Washington Community Board a Safe & Clean Grant which assisted them in improving their infrastructure for community amenities.



EVANSTON



Evanston, a long-time neighborhood partner of KCB has continued to flourish. Their two Spaces-to-Places sites are blooming; the Duck Creek Native Prairie and Orchard bares fruit and attracts pollinators and the Montgomery and Ruth Pocket Park (dubbed Senior Citizen Park) is frequently enjoyed by its neighbors. Additionally, more than 50 dedicated volunteers joined small, socially distanced events spread out over the course of the year to maintain these greenspaces. Four vacant, barricaded buildings were made vibrant with colorful windows and doors by the Arts Program. We have some exciting projects in the works for this upcoming year, stay tuned!



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**.

90 + 10 = 26%

BUILDINGS PAINTED

MURALS

DECREASE BLIGHT



A resident paints on Third Street, contributing towards the 117 hours of volunteer time given to complete the block-long mural.



New Lines Youth Apprentices hone their technical skills while painting transformative alley murals.



PROGRAM HIGHLIGHTS

This year we **partnered up with ArtWorks once again for New Lines, our alleyway mural series.** This iteration focused on the work of nine local female artists that was incorporated into the Goetz alley network connecting OTR and Pendleton. This collaboration continues to grow and evolve with the **goal of using art to transform a once neglected, historic alley** into a public gallery celebrating the work of local artists. Another project we **tackled was a lengthy 316-foot mural along a retaining wall on Third Street Downtown.** We worked with 3CDC on the project and **completed the entire piece over the course of five events with the help of volunteers** from the Downtown Residents Council, Cincinnati Bell, The Saudi Arabian Student Association, and more!



Each year volunteers like these from Boys Hope Girls Hope in Evanston engage in art-making events painting boarded up buildings.



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**. Our **free programming** is offered to any school in the Greater Cincinnati area and traditionally includes assemblies, classroom presentations, cleanups, service learning, field trips, and a local environmental issues project. The program has evolved many of our celebrated programs to a digital medium - with supplemental resources and activities on a new website (www.KCBECOED.org).

1.7k+

PAGE VIEWS

115

HOURS WATCHED

200

UNIQUE VISITORS

PROGRAM HIGHLIGHTS

This year we reimagined our programming to reach students when traditional in-person activities were suspended. The decision was made to focus on generating **engaging and entertaining environmental education videos** and content, an endeavor that in pre-covid life meant sacrificing our outreach efforts which were numbering 25K students annually. Now, given the time and space to create, our team is producing virtual classroom presentations with **robust complementary content** like short video and book recommendations, worksheets and activity guides, as new permanent offerings in our catalogue.



Behind the scenes of Compost Stew video production - available on the EcoEd website.



New video presentations and activity guides allow environmental education to continue and be accessible for remote learners.



Volunteers alongside the Beekman Street Corridor Coalition cleaning up an illegal dumpsite in North Fairmount.



ENVIRONMENTAL SERVICES

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





Sheriff Detail worker remediating graffiti on chronically tagged wall.

PROGRAM HIGHLIGHTS

This year we continued to partner with local community groups, the City of Cincinnati, and Hamilton County to develop strategies to deter acts of Environmental Crimes. We are thrilled to be the recipient of the Ohio Environmental Protection Agency's Recycling and Litter Prevention, Recycle Ohio Grant. It will be used to purchase equipment to support the Environmental Services Program and our ongoing efforts to reduce illegal dumping in our beautiful City. We are also pleased to announce that we have established an internship program with the University of Cincinnati's Department of Criminal Justice. The internship will expose students to the challenges posed by environmental crimes and engage in field work with law enforcement.



9,515
TIRES COLLECTED

151k

POUNDS OF LITTER
COLLECTED

292

MILES OF ROAD CLEANED



GREENSPACE

Our Greenspace Program creates **clean, green, and beautiful places** in Cincinnati's neighborhoods through two signature initiatives; **Spaces-To-Places** and **Help-A-Lot**. The goal of both programs is to address the inequities of greenspace throughout Cincinnati and to **encourage people to restore underutilized public spaces into socially, culturally, and environmentally responsible spaces** that reflect the character of the neighborhood. Each year **hundreds of dedicated volunteer hours maintain and establish our Greenspace program's Spaces-To-Places project sites**. We plant trees and flowers, water, prune, edge, weed, and mulch both existing and new project sites.



98
ACRES OF PARKS,
PLAYGROUNDS, AND
TRAILS ENHANCED

178
NEW, MAINTAINED,
OR IMPROVED
GREENSPACES



Volunteers bringing our Spaces-To-Places tree planting project alive in Camp Washington.



Routine maintenance at Evanston Pocket Park Weeding Wednesday event.

PROGRAM HIGHLIGHTS

This year, we partnered with Camp Washington, which has one of the **lowest tree canopy densities** in the city, to **transform community recreation spaces and improve streetscapes by planting dozens of trees.** We are continuing our investment in Camp Washington through next fiscal year and are currently **working with the community to plan a new gateway space.** We are also excited to announce our **new Spaces-To-Places application process,** which will allow community members to formally put forth their ideas and **leverage our partnership with Human Nature to bring their vision to life.**



729
TREES, FLOWERS,
AND SHRUBS
PLANTED



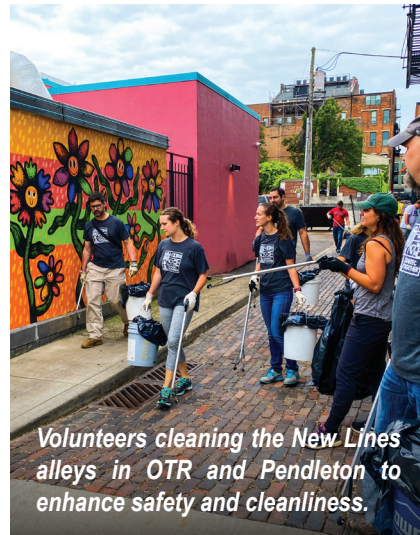
Volunteers adding tree canopy to a Camp Washington Park.

13



VOLUNTEER PROGRAMS

Our Volunteer Programs **empower everyone 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. Each year we **improve neighborhoods** through supporting community cleanup events, organizing corporate give-back events, coordinating our Adopt-A-Spot program, and awarding Safe and Clean community grants.



Volunteers cleaning the New Lines alleys in OTR and Pendleton to enhance safety and cleanliness.

300%

INCREASE IN ACTIVE ADOPT-A-SPOTS

12,664

VOLUNTEER HOURS

8%

DECREASE IN LITTER



Safe & Clean Grantee Wave Pool using grant funds to expand and beautify their Community Garden space in Camp Washington.

PROGRAM HIGHLIGHTS

This year a **record number of Cincinnatians** made a personal commitment to keep their neighborhoods, blocks, and favorite “spots” safe and clean by taking advantage of our Adopt-A-Spot program. **Fifty individual residents or groups became Adopt-A-Spot Captains**, the most we’ve seen since the program began decades ago. They received cleanup supplies, had an official sign installed marking their spot, and **vowed to keep their designated area free of litter on a regular basis**. Groups of children picking up trash on their way to recess at a local playground, nonprofit organizations like the Talbert House, and friendly neighbors alike are just some of the participants that joined this initiative.



Roselawn neighbors are all (masked) smiles at their monthly neighborhood cleanup.



SUPPORTERS

DONORS

* Indicates donated materials and/or services in-kind

\$5,000 +

Jeff & Joy Harris
Alan B. Lindner
Robert D. Lindner
Erin O'Grady

\$1,000-\$4,999

Jacklyn & Gary Bryson
Scott & Kristen Gygi
Geoff & Shellie Leder
Mary Maxwell
John & Kristen McMahon
Richard Ruddy & Barb
Wriston-Ruddy
*Sherwin Williams
*Urban Sites

\$500-\$999

Damany Abernathy
Amy Bull
Cincinnati Town Country
Garden Club
Paul N. Koch
Celeste & Greg Mackenzie
Messer Construction Co.
Sandra D. & Jeff Meyer
Alanna Perez
Margaret L. Possert

Mark & Louis Dauner
Courtney L. Deinlein
Chip & DeDe Dennig
Sally H. Dessauer
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Management
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James & Leatha Ferncez
Ted Fitz
Linda Ford
Dennis & Bobbie Foy
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Greater Cincinnati Foundation
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Terence J. Hamilton
Reid Hartmann
Debra Hartsell &
Michael James
Jon Hoffheimer
Patricia Hogan
Theresa Holstein
Chip & Linda Holterhoff
Thomas J. Holubeck
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Jane Howard
Steve & Nancy Howe Jones

Brian Rigby
Victoria Rigling
Douglas B. & Terry Robinson
Laurie & Dan Roche
Steve Rock
Emily Rossetti
Carol Roundtree
Moe Rouse
Jeffrey & Susan Routh
Lisa & Michael Russell
Pat & Jerry Schappacher
Dan Schimberg
Kimberly Schutte
Noah B. Smith
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Kimberly Starbuck
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Miranda Couch
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Kathleen DeLaura
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Carrie Douglas
Martha Dourson
Michael L. Dourson
Saralou & David Durham
June E. Elwood
Kathryn B. Enos
Cheryl K. Fast
Valerie M. & Tess Fightmaster
Sarah Fischer
Suzanne Fischer
Karen Fitzpatrick & Bill Collins
Robert W. Flick
Cynthia Fortlage
Judy B. & Charles Foster
Carla Foster
Aaron & Sara Fromm
Gary & Victoria C. Gilbert
Anne Gray
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Sarah Mackenzie
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Goodwin B. McArthur
Bridget McComas
James McManus
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Mark Menden
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Amy Michael
Tori Miller
Alte Miller
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Liza Muller
Virgie Mullis
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Jeanne Nightingale
Saundra Oprea
Elizabeth A. Pack
Jeffrey Parker
Sonam Patel
Betsy Pharo
Alan Pickett
P.J.C., Inc.
Carole T. & Edwin Rigaud
Gary Robbins
Sarah Robinson
Susan L. Rosenberger
Joyce Ross
Thomas J. & Janie Schaefer
Linda Sarno Schiell
Mary A. Schlachter
Roselyn E. Schloss

Joan & Andrew Reinsel
Ellen P. Soley
Abbot Thayer

\$100-\$499

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Sherman J. Alter
Anderson Township
Andrew & Renee Arken
Kari Armbruster
Donald Beck &
 Lawrence E. Eyrn
Raymond & Elizabeth Beck
Martha & David Blumenfeld
Stephen Bondurant
Carol Ann & Gilbert Born
Katharine K. Bottoni
Laura Boyd
Scott Brail
Claire Bryson
Robert Bult
Melanie Burden
Maureen Buri
Catherine A. Burns
Tom & Laura A. Burroughs
Marissa Burroughs
Elizabeth V. &
 Richard Campbell
Kevin & Ruthann F. Carr
Patrick L. & Stevi Carr
Robert & Lynne Carter
Debbie Clark
Carole Coleman
Charles & Barbara A. Colvin
Robin T. Cotton
Clark V. Crabill
Michelle & Marty Cristo
Patricia Culp

Hyde Park Painting &
 Carpentry
David A. & Cynthia Jackson
E. Douglas Jones
Erika Judd
Junior League Gardeners
Megan & Andrew Kiddon
Marie Kocoshis
Roy & Susan Kulick
Isabelle Lafosse
George P. Link, Jr.
Kyle Ludlow
Anne Luecke
Mary Beth & Jerome Luggen
Timothy Macconnell
Paul Mace
Phyllis L. McCallum
C. Alan McIntire
MerryBeth McKee &
 Matt Trokan
Cathy & James McNair
Andrea Mersmann
Susan G. & Russell Moody
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Jan Neumann
Joy Y. & Mark Norman
Debra C. Oliver
Denise Osterhues
Thomas W. & Linda Palmer
Georgann Parker
Robert & Alison Probst
James W. Radley &
 Emily Ryan
Brahama Ramineni
Marissa Reed
David Rich
Nicholas K. Rigano

Louise E. Watts
David & Sandy Westerbeck
Steven J. & Patricia Wilken
Jean M. & Robert Willis
Elizabeth Witzgall
Michelle Zulli

\$50-\$99

Dene M. Alden
Michael W. & Christine Bailey
Charles Bausch
Robert Bennett
Jeff & Lindsay D. Berding
Manfred & Katrin Bohlke
David A. Brashear
Henry Brown
Alan F. Bunker
Timothy M. & Patricia Burke
Christopher A. Cain &
 Linda Goldenhar
Mark K. Campbell
William & Diane Carney
Mikayla Carpenter
Jim & Anne Collins
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Matthew Deimling
Christine B. Driscoll
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Joel & Leanne Greenberg

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Mike Roy
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Avril V. Warren
Peg & Mike Weber
Deborah Weinstein
Natalie Weis
Debbie L. &
 Richard Westheimer
Vicki L. & Kenneth Wheeler
Louis Williams
Elaine Wisniewski

\$49 and under

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Jose & Rebecca M Algenio
Harry & Anne Badanes
James & Lynette K. Barresi
Victoria Bauscher
Louis & Judith Belli
Patricia B. Bertsch

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Jane W. & Jon Kopke
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Terri D. & John Lacount
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Brent Leon
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Mark S. Lewis
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Cara Leyendecker
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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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CHARLES H. DATER FOUNDATION



Scripps Howard Foundation • General Electric Employees Community Service • Hayden Family Foundation • *Keep Ohio Beautiful • *Sherwin-Williams

**INCREASE
IN REVENUE
VERSUS THE
19/20 FISCAL
YEAR**

7%

97%

**INCREASE
IN DONATED
MATERIALS
& SERVICES**

18

FINANCIALS

FISCAL YEAR JULY 1, 2020 - JUNE 30, 2021

REVENUE

Grants & Contracts	\$659,544	(32%)	●
Donated Materials & Services*	\$1,199,345	(58%)	●
Contributions	\$64,381	(3%)	●
Sponsorships	\$46,036	(2%)	●
Miscellaneous	\$95,328	(5%)	●
Interest	\$9,317	(<1%)	●

Total Revenue \$2,073,951

*** Total Revenue Less In-Kind \$874,606**
(Donated Materials & Services)



EXPENSES

Cleanup & Beautification*	\$558,248	(61%)	●
Education & Public Awareness*	\$127,374	(14%)	●
Management & General	\$169,995	(18%)	●
Fundraising	\$68,062	(7%)	●

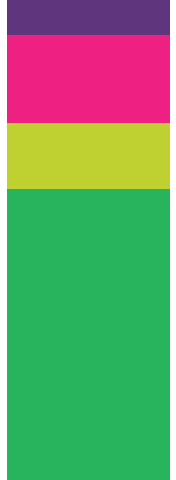
*** Program Services Subtotal \$685,622 (75%)**

Total Expenses \$923,679

Net Assets Beginning of Year: \$171,087

Net Assets End of Year: \$184,717

Net Change: \$13,630



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



**KEEP
CINCINNATI
BEAUTIFUL**
KEEP AMERICA BEAUTIFUL AFFILIATE

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



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