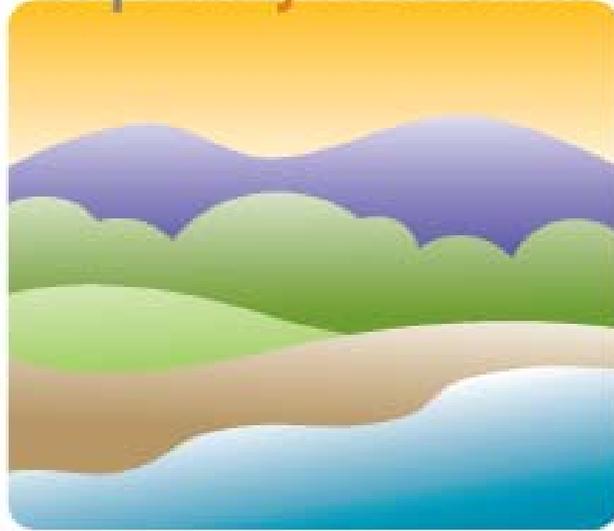




Keep Georgia Beautiful



Foundation

2012 Annual Report

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Key Accomplishments in 2012

Organizational Growth



KGBF staff accept Keep America Beautiful's highest level award for state programs at KAB's 60th Annual Conference.

In 2011 the Foundation reorganized; contracting with the Georgia Department of Community Affairs to take over the KGB Program. The goal is for the Foundation to become self-supporting over the next four years while maintaining its close partnership with DCA. In 2012, the Foundation grew in this effort by converting the two staff positions from independent contractors to employees, developing a Policy and Procedure Manual and adding three new board members.

The Foundation expanded our **fundraising** efforts in key ways. We partnered with GreenShortz to develop a **video profile** promoting the Foundation and helping supporters get to know us. We also launched our

first, widespread individual-giving campaign through the Georgia Center for Nonprofit's Georgia Gives Day.

Affiliate Services

Our focus is always on affiliate training and development. This year our two **statewide training conferences helped affiliate directors and staff** (over 90 attendees total) **gain skills** in: "selling" their program, implementing the Waste in Place Activity Guide, engaging the community in social media, understanding statewide environmental trends/challenges and maximizing their effectiveness as an executive director.



Local directors attempt to determine what litter is "best" during Waste in Place training.

Regional Board Development Institutes offer this same high quality preparation to local board members. This year's Institute in SouthWest Georgia **helped 21 participants in our most underserved area** understand how to support and grow their affiliate structure to create sustained community change. Additionally, we worked directly with 13 local boards **equipping them to effectively meet challenges** with strategic planning services addressing **diminished funding, board structure and responsibilities, volunteer engagement and organizational vision**. As **one example** of how these services impact affiliates, Keep Jackson County Beautiful reported, "KGBF's strategic planning services are so important to our program. They've helped us move from an inactive board with just 5 members to an extremely strong board of 13. They've helped us plan for yearly programs, develop a vision of success and address leadership succession. It's that kind of planning, that kind of thinking that has grown KJCB and allowed us to make a big impact in our community".

Community Outreach and Education

Building strong affiliates translates to dramatic local results! Through programs including: The Great American Cleanup, America Recycles Day, Rivers Alive, National Planting Day, Arbor Day, Bring One for the Chipper Christmas Tree Recycling together with our affiliates we:

ENGAGED more than 100,000 volunteers

RECYCLED 20 million pounds of material including paper, plastic, aluminum, glass and electronics

PROVIDED “7 Grants in 7 Days” promoting Earth Day and supporting the Great American Cleanup

PLANTED 75 gardens, 1,000 trees and 6,800 flowers

COLLECTED more than 20,000 pairs of shoes for reuse

ELIMINATED 146 graffiti sites

REUSED 165,000 Christmas trees as mulch and fish habitat

REMOVED 1.3 million pounds of litter from Georgia communities

REDUCED litter collected during the Great American Cleanup by 75% over last 10 years



Keep Athens Clarke Co. Beautiful Volunteers



Sarah Visser, KGBF and Gloria Hardegree, Georgia Recycling Coalition build recycling capacity in Georgia by appearing on Fox 5 Atlanta for “A Bag’s Life” – a campaign promoting take back programs for one of the most common household recyclables, plastic film.

Support and Partners

The Keep Georgia Beautiful Foundation’s work is made possible by our dedicated affiliates, volunteers and the **partners** that recognize the positive difference affiliates make in Georgia. The Foundation would like to offer special thanks to:

Steward Level: Georgia Department of Community Affairs

Patron Level: Coca-Cola Company, Georgia Power Foundation

Premiere Level: Georgia Beverage Association, Koch Industries/Georgia Pacific, MillerCoors

Leader Level: Chick-fil-A, Dart Container, Georgia Beer Wholesalers Association, Georgia Electric Membership Corporation, SP Recycling

Sustainer Level: Carastar, Publix Supermarket Charities, ReWorx, SAIC, State Employees Charitable Contributions Campaign, Waste Management

Supporter Level: APCO Graphics, Georgia Association of Convenience Stores, MEAG Power,

Bring One for the Chipper Program: Ferry Morse, Davey Tree, The Home Depot, WXIA-11Alive

You can help! To find your local affiliate and to support our efforts, please visit: www.KeepGeorgiaBeautiful.org or



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