

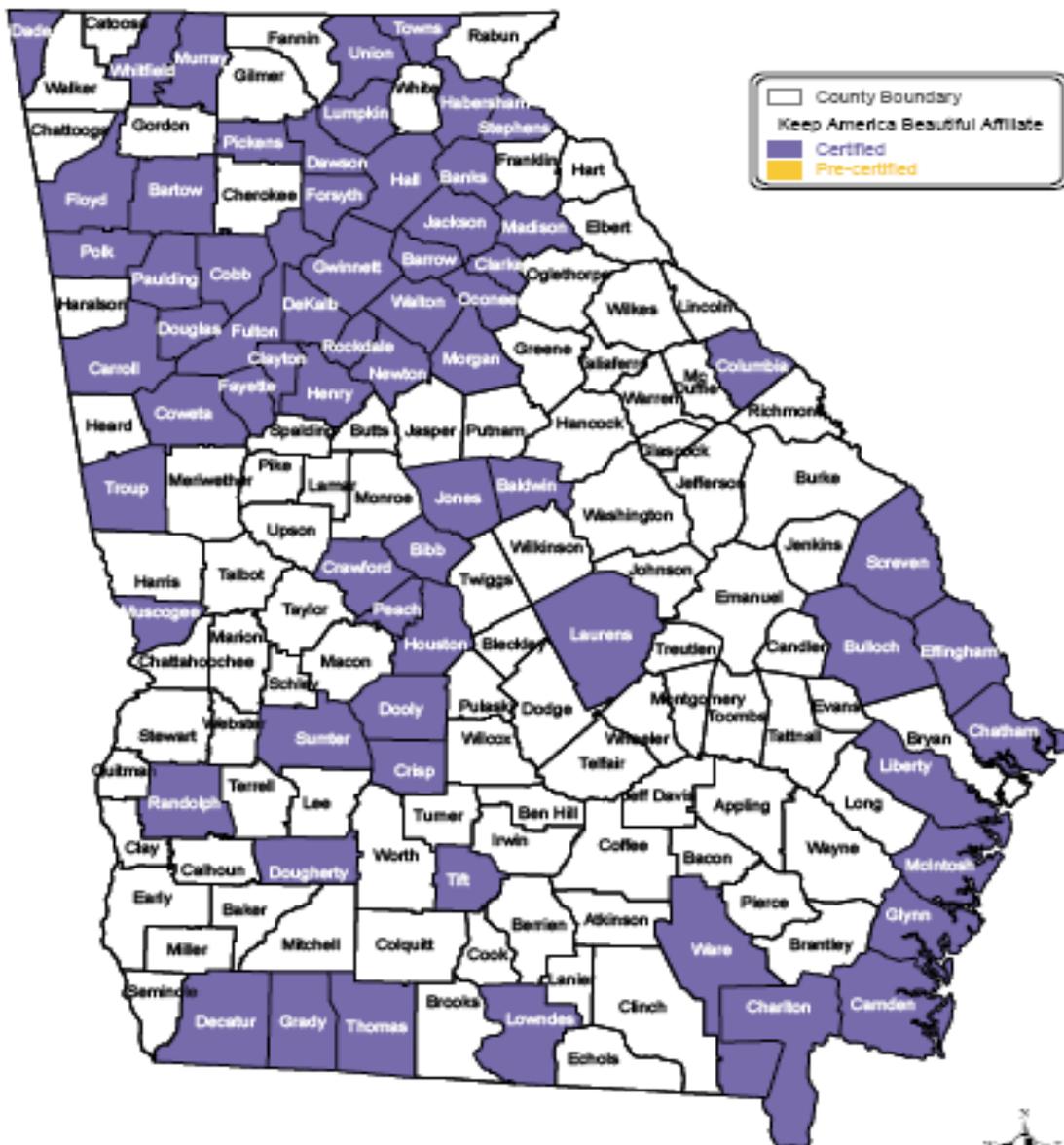


2011 Annual Report

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The Keep Georgia Beautiful Foundation's **mission** is to support local Keep Georgia Beautiful affiliates as they build sustainable communities through litter prevention, waste reduction, recycling, water resource management and community greening.

The Foundation provides support to **74 local affiliates** in Georgia – the largest local Keep America Beautiful network in the nation. Georgia's network is also one of the strongest; in 2011, **20% of Keep America Beautiful's national awards** went to Georgia organizations. We concentrate our educational efforts on **individual actions** in our focus areas: litter prevention; waste reduction and recycling; community greening including beautification, urban forestry and graffiti removal; and water resource management addressing quality and conservation issues. In many cases, **our affiliate is the only broad-based sustainability organization in their community**. These affiliates provide an incredible **return on investment**; for every public dollar invested this year, Georgia affiliates returned an **average of \$11.45 in benefits**.



Key Accomplishments in 2011

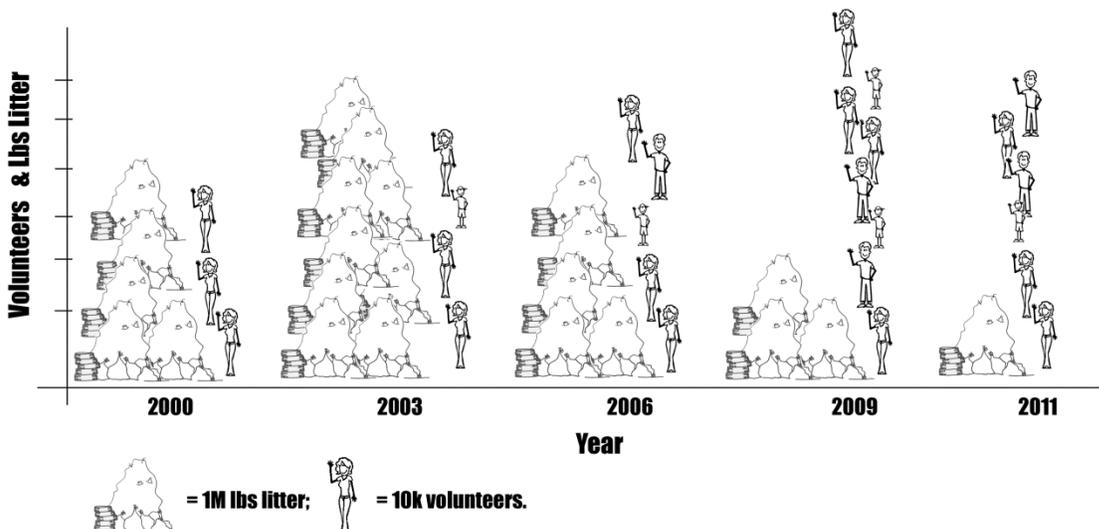
This year the Foundation reorganized; contracting with the Georgia Department of Community Affairs to take over staffing and governance for the KGB Program. The goal is for the Foundation to become self-supporting over the next four years while maintaining its close partnership with DCA. To support this change the **Foundation hired a second staff member, an Executive Director**, in May and held a strategic planning retreat in December.

The Foundation's structural changes encouraged us to examine our programs closely to ensure the most productive use of our staff time and resources. We launched an **Affiliate Needs Assessment** aimed at collecting data on local affiliate structure and needs. The results validated our focus on technical support, statewide vision and professional training with those services being cited most frequently:



We put these findings to work by creating **Regional Board Development Institutes**; dividing the state into regions. In just the first six months (three regions) we were able to train **50% more board members** than with the former, centralized training model. We provided **technical support and professional development** training directly to affiliate Executive Director's at two statewide conferences.

The **Great American Cleanup (GAC)**, our annual cleanup and community improvement campaign engaged **60,592 volunteers** around the state in collecting **1.3 million pounds** of litter – continuing the trend illustrated below – more volunteers are collecting less litter! This is a strong indicator that our year round litter prevention education efforts are succeeding.



Recycling is also a major part of the GAC effort. Using estimates from EPA's WARM model we saved **323,072 Million BTUs of energy** – equaling the annual energy use of:

1,303 

4,668 

55,702 

We continued our recycling efforts by partnering with the Georgia Recycling Coalition and Keep America Beautiful on **America Recycles Day**, November 15th. To celebrate we offered **mini-grants** to local affiliates supporting their ARD education efforts. Additionally, the Foundation coordinates **Georgia's Christmas tree recycling program, Bring One for the Chipper**. This year, **309 sites** collected **161,319 trees** for reuse as mulch and fish habitat.

The Foundation is the fiscal partner for **Rivers Alive, Georgia's Annual Waterway Cleanup Campaign** held October. Coordinated by the Environmental Protection Division, the 2011 cleanup represented more than **\$2 million dollars** worth of public service. The program continues to grow each year with **28,818 volunteers** collecting **700,000 pounds** of trash and debris.



Support and Partners

The Keep Georgia Beautiful Foundation's work is made possible by our dedicated affiliates, volunteers and the **partners** that recognize the 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 Corporation

Premiere Level: Georgia Beverage Association

Leader Level: Dart Container, Georgia Beer Wholesalers Association, Georgia Electric Membership Corporation, SP Recycling

Sustainer Level: Carastar, Miller Coors, Publix Supermarket Charities, State Employees Charitable Contributions Campaign

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

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

To find your local affiliate or to support our efforts, please visit:
www.KeepGeorgiaBeautiful.org