



Keep Durham Beautiful

Partnership Highlights 2013





Founding & Affiliation



KEEP DURHAM
BEAUTIFUL, INC
2011 FAY STREET
DURHAM, NC 27704
P 919.560.4197

Date	Status
June 22, 2004	Incorporated
Sept. 21, 2005	Certified Affiliate Keep America Beautiful
April 3, 2006	501c3 Nonprofit Status NC Secretary of State



Affiliation Requirements

Annual Requirements of Keep America Beautiful Affiliate

- Active Board of Directors
- Active Executive Director
- 6+ training hours annually
- Semi-Annual Report
- Annual Report
 - General Survey
 - Annual Cost-Benefit Analysis Calculated
 - Annual Community Appearance / Litter Index
- Annual Fee (\$350 population-based)



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Mission & Focus Areas

Mission

To engage and inspire individuals to take greater responsibility for their community environment

Focus Areas

- Litter Prevention
- Waste Reduction and Recycling
- Beautification and Community Greening



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Directors:
Reyn Bowman
Greg Brown
Stacey Burkert
Michael Palmer
Mike Shiflett
Joyce Smith
Sean Sondej

Board of Directors



Ex Officio:
Chris Boyer (not pictured)
Chrissie Koroivui
Larrisha McGill
Annette Smith



Sources of Funding



Funding Source	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14
City	\$ 76,344.00	\$ 69,835.00	\$ 72,478.00	\$ 73,656.74	\$ 58,377.00	\$ 80,990.59
County	\$ 18,374.00	\$ 16,600.00	\$ 16,102.00	\$ 15,780.00	\$ 14,606.00	\$ 16,465.00
County Percent	19%	19%	18%	17%	20%	17%
Total City-County	\$ 94,718.00	\$ 86,435.00	\$ 88,580.00	\$ 92,699.25	\$ 72,983.00	\$ 97,455.59



Funding Source	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14
Total City-County	\$ 94,718.00	\$ 86,435.00	\$ 88,580.00	\$ 92,699.25	\$ 72,983.00	\$ 97,455.59
Non-Profit Income	\$ 30,549.00	\$ 41,373.00	\$ 32,142.00	\$ 35,378.00	\$ 31,021.00	N/A
Non-Profit Percent of Total	24%	32%	27%	28%	30%	
Total City-County & Non-Profit	\$ 125,267.00	\$ 127,808.00	\$ 120,722.00	\$ 128,077.25	\$ 104,004.00	\$ 97,455.59

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Grants Received



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Date	Status
\$25,000	National Fish and Wildlife Foundation Wells Fargo Environmental Solutions For Green Infrastructure Investment
\$5,000	UPS/Keep America Beautiful For Tree Planting on Driver Street
\$3,600	NCUFC Legacy Tree Fund For Tree Planting on Driver Street
\$10,000	Durham Open Space and Trails Commission For Sandy Creek Park Beautification
TBD	Partner with DPR for KaBOOM! Playground at Oakwood Park



Return on Investment

Expanding the Reach of City/County Inputs
Calculating the Cost Benefit Ratio



FY 2012-13

258,139 Benefits : 84,010 Costs = 3.07

FY 2011-12

257,485 Benefits : 70,319 Costs = 3.66



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FY 2012-13 Volunteer Summary

Over 2000 volunteers contributed 5964 hours

At a value of \$22.14 per hour per volunteer, that is a return of \$132,043 to the City & County in volunteer time alone.



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Volunteer Engagement: Adoptions

We engage volunteers in many Adopt-a-Tree Programs:

- Volunteer provides cost share plus watering and often help planting
- Partner with Urban Forestry to select and install
- Adds gator bags, mulch, stakes and tree guards



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Volunteer Engagement: Adoptions

We engage volunteers in many Adopt-a-Spot programs:

- Adopt-a-Stop (bus)
- Adopt-a-Street



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Volunteer Engagement: Partnerships

We engage volunteers in many partnership programs:

- Partner with Adopt-a-Park, Adopt-a-Stream, Adopt-a-Trail, Partnership for a Healthy Durham's Healthy Mile Trails, Creek Week, Big Sweep and more...



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Volunteer Engagement: Partnership for a Healthy Durham / Healthy Mile Trail





Volunteer Engagement: Partnerships

We engage volunteers in one-time/periodic projects

- Litter Cleanups



- Beautification Projects



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Volunteer Engagement: Pauli Murray House

- KDB Grant for \$500 stimulated a volunteer renovation of historic property
- Partners: Top Teens of America, Top Ladies of Distinction, Trosa, Pauli Murray Center for History and Social Justice



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Volunteer Engagement: Carroll Street Park & Pauli Murray House



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Volunteer Engagement: Githens Middle School





Collaboration with Durham County

- Litter Prevention: “Cover your Load” tarp distribution
- Recycling: Ruritan Club “Recycling Ambassadors” & “Litter Kits”



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Collaboration with Durham County

- Illegal Dump Prevention: Clean Community Events



- Recycling Education: Durham Public School Outreach



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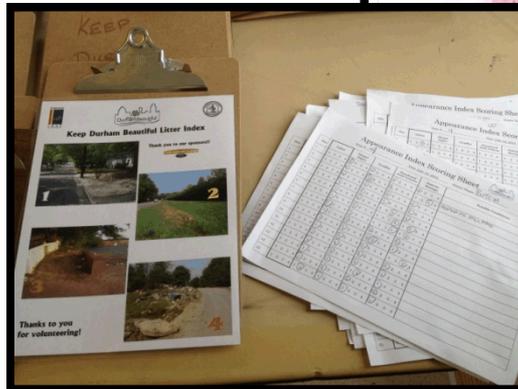
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Program Highlights: Litter Index



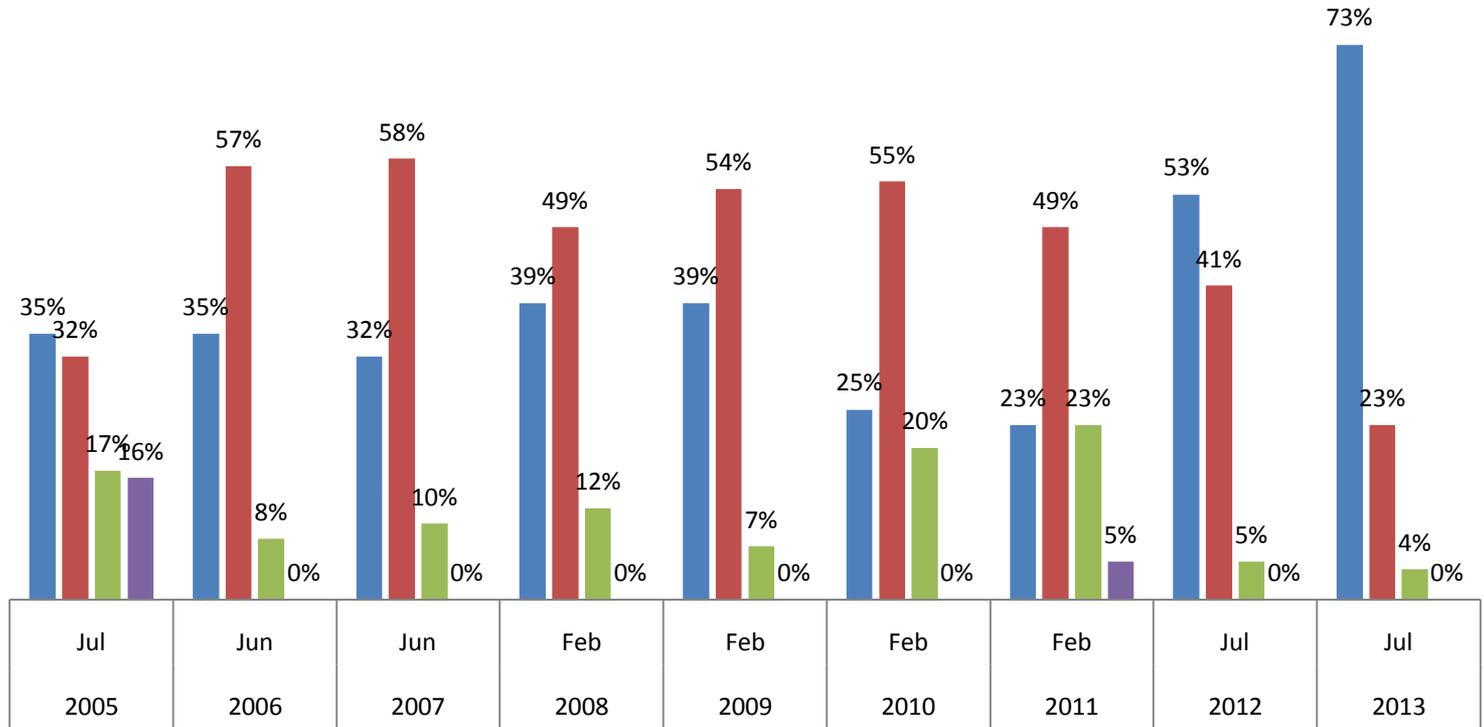
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Program Highlights: Litter Index

Prevalence of Litter Observed on 75 Durham City & County Roads

■ No Litter
 ■ Slightly Littered
 ■ Littered
 ■ Extremely Littered



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Program Highlights: Community Grants





Program Highlights: Reverse Recycling

- Distributed over 1200 bins to every City Department
- Educated about recycling
- Promoted pen and marker recycling



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Relevance to City Strategic Plan

- Improves appearance and physical assets of roadways, gateways, parks and streets
- Engages residents in reducing litter and stormwater pollution
- Fosters environmental awareness through hands-on experiences that lead to changing behaviors
- Enhances the opportunities for individuals to participate in open spaces and parks
- Facilitates public-private partnerships to care for the community