



2010-2011 ANNUAL REPORT



Keep Phoenix Beautiful Annual Report - Fiscal Year 2010 – 2011

The staff of Keep Phoenix Beautiful is proud to present out 2010-2011 Annual Report for your review. It has been an exciting year as we expand our programs and diversify our funding sources.

In the fall of 2010, we launched the Recycle Clean Phoenix campaign with our partners, Keep America Beautiful, the curbside Value Partnership and the city of Phoenix Public Works Department. This was an invitation only opportunity, and KPB was one of three affiliates, out of six hundred to be awarded this opportunity. The results of this program can be seen at www.recyclecleanphoenix.org.

Over the fall and winter, we provided recycling at the Electric Light Parade and the Fiesta Bowl Parade, collected five tons of discarded clothing and 1.7 tons of water bottles at the PF Chang's Rock N'Roll Marathon, and spent a week at the Waste Management Phoenix Open helping make the tournament the 'greenest' show on the grass.

We were honored to be selected as the national kick-off city for Keep America Beautiful's Great American Cleanup' in March. Our results from that weekend can be found later on these pages. From there, we rolled right into Earth Day Phoenix which keeps growing every year. Throw in all our volunteer events and our partnerships with other Valley nonprofits and our growing online activity with Facebook, Twitter and our three websites; it has definitely been a busy year.

For the past two years, we have been re-creating our education outreach program. With funding provided by the University of Phoenix and our newest partner US Airways, we have been able to bring our program up to standards and reach out to over 2000 students, teaching them the value of proper recycling and litter prevention.

A special thank you goes out to all our volunteers, our financial supporters and especially our Board of Directors for giving us the direction and the forward thinking to help us accomplish our goals.

Sincerely,



Tom Waldeck
Executive Director





Our Mission Statement....

To educate and involve the citizenry in positive recycling management and beautification practices.

So how exactly do we do that?

Keep Phoenix Beautiful organizes and implements three programs: education/information, service and corporate. The education outreach program focuses on presentations to professionals, neighborhood associations and schools. The service program provides Phoenix residents with roll off containers for community cleanups, cardboard trash boxes for special events, an ink jet and toner cartridge recycling program and landfill passes for special situations. Our outreach program involves Valley residents in beautification projects throughout the city of Phoenix.

Seem like only yesterday...but it's been 30 years of Preservation!

Keep Phoenix Beautiful is an affiliate of Keep America Beautiful and a non-profit 501 (c) 3 organization (formerly known as Phoenix Clean and Beautiful). We have been working in Phoenix since 1982 to promote the preservation and protection of our environment. With the help of thousands of volunteers annually and financial support from the City of Phoenix Public Works Department and many corporate partners, Keep Phoenix Beautiful dedicates its efforts to recycling initiatives and education, litter reduction, beautification, and community improvement activities.

Overview of Accomplishments - just a few stats to brag about!

People

1,606 volunteers participated
\$95,000 value back to the community
4,675 total volunteer hours captured
44 Partnerships
2500 students educated

Places

36 project sites

Things

5 tons of clothing recycled
1.8 tons recyclables diverted from landfill
84 trees/50 shrubs – planted
27,000 pounds of trash collected
\$35,000 in-kind contributions (such as trees, roll-off containers, tools, food, water)

*Our Leadership....serving with dedication
The Keep Phoenix Beautiful Board Members
2010-2011*

Rick Meek – Chairman

Area Manager
AbitibiBowater

Mark Snedecor – Vice Chair

Director of Post Collection Operations
Waste Management

Sarah Anchors – Secretary/Treasurer

Attorney
Quarles & Brady

Melissa Antone

Director of Sustainability Policy and Programs
University of Phoenix

Will Flower

Executive Vice President- Communications
Republic Services, Inc.

M. Pete He, Ph.D

Senior Research Fellow
Technology Acquisition/Sustainability

William Herzog

Vice President – West Region
Hudson Baylor Corporation

Tom Holland

Business Development Manager
Westech Recyclers, Inc.

Neil Mann

Director of Public WorksCity of Phoenix

Tony J. Tewelis

Manager, Smart Grid Programs
Arizona Public Service

Our Staff.....

Tom Waldeck
Executive Director

Cynthia Moss
Program Director

Evelyn Brumfield
Education Program Manager

Tina Keith
Special Events Director



KEEP 
PHOENIX
— BEAUTIFUL

www.keepphxbeautiful.org

Keep Phoenix Beautiful warmly thanks our incredible sponsors for their outstanding support:



We've gone National.....

**GREEN
STARTS
HERE**

Awards and honors, acknowledgements and recognition.....it's been an outstanding year of appreciation for Keep Phoenix Beautiful's work and we couldn't be more grateful. One of our most notable distinctions: we were one of three affiliates across the country selected by Keep America Beautiful to serve as a Great American Cleanup kick-off city. So just exactly what does that mean? Well it means lots of events, national exposure and just plain fun!

KPB wasted no time and we covered the gamut. Kicking off our official 'kick-off' was a media event at Cityscape which highlighted national sponsors, local sponsors and KPB friends. Also featured were many local dignitaries including Deputy City Manager Rick Nairmark, Phoenix City Councilman Bill Gates, Phoenix City Councilman Claude Mattox. Our longtime loyal volunteer George Young, director of South Mountain Village Clean and Beautiful was appropriately awarded the President's Volunteer Service Award for his work and endless dedication spanning nearly two decades to the south Phoenix area. That evening KPB and company converged at the downtown Sheraton Hotel where two of our most celebrated supporters joined together to take us a trip down memory lane. Special Guest of Honor and former Phoenix Mayor Terry Goddard (who was mayor when KPB debuted in 1982) provided a fun 80's style tribute complete with fashion and hair styles as well. This awesome retrospective was produced by our buddy Terry Ricketts of APS who just happened to be KPB very first executive director. Capping off a dynamic evening (and bringing everyone back to the 21st century!), Waste Management 's Barry Caldwell was the keynote speaker and Vice-Mayor Thelda Williams provided a warm welcome to the crowd.

The Keep Phoenix Beautiful-Waste Management Corporate Challenge event wrapped up the festive weekend with generosity running rampant and boasting a very impressive list of donations! APS and SRP provided trees that were planted at various sites, Pepsi contributed snacks and beverages, Glad Products supplied trash bags, Nestle Waters made sure everyone was hydrated with bottled water, Henkel put the 'clean' in Great American Cleanup with hand sanitizer for the volunteers, Solo Cup took care of the plates and cups, ScottsMiracle -Gro came through with soil and Troy-Bilt offered up some awesome lawn and garden equipment.



Earth Day Phoenix

- **Dateline: April 22, 2009**
- **Location: Cesar Chavez Plaza, downtown Phoenix**
- **News breaking event: the inaugural “Earth Day Phoenix’ Event.....Phoenix’s very first of its kind!**

When the KPB crew realized we were going to *everyone else’s* Earth Day event but our own, well, we just knew...this was ‘our bad’ and changes needed to be made! What ensued was beyond our wildest dreams! Our first year, KPB hosted 60 of our closest friends at our adopted space of Cesar Chavez Plaza in downtown Phoenix. Great ‘green’ information was disbursed and awesome giveaways were handed out. Now...fast forward to this year, and it was an ‘SRO’ (standing room only) scenario! One hundred of the Valley’s finest companies, organizations, government agencies and non-profits touting their important sustainable message. Held over the lunch hour with an attendance of over 10,000 people, event attendees got to experience special appearances by our very own Recyclesaurus, along with Phoenix Public Works’ Binny Blue Bin and Sky Harbor Airport’s Amelia the Airplane. Yep... there was truly something for everyone. Add in delicious food, thirst quenching refreshments, exciting giveaways and our ‘little ole’ event is unsurpassed making it the place to celebrate Earth Day! Wow....if this is a dream...don’t us wake-up!!



Earth Day Phoenix

2022 Earth Day Phoenix is a celebration of the city's commitment to environmental stewardship and sustainability. It is a chance for the community to come together and make a difference. The event will feature a variety of activities, including recycling demonstrations, environmental education, and a community cleanup. We encourage everyone to participate and help us create a greener Phoenix.



EarthWise™



Toter®



Keep Phoenix Beautiful/Waste Management Corporate Challenge Event

When our fearless leader, Executive Director Tom Waldeck does his morning runs he comes up with some...well let's just say... really 'ground-breaking' ideas! So when he came into the office one day touting a new event he titled 'The Corporate Challenge'...we knew he was on to something great. Tom's thoughts.....get all the corporate groups that want to` do volunteer projects together on one day and add in some friendly, spirited completion. The result: a distinguished Traveling Trophy housed at the winning corporate group's headquarters for one year. And the ultimate goal and reward: lots of spaces and places in Phoenix getting cleaned, greened and spruced up.

This past fiscal year, KPB celebrated our third Corporate Challenge Event. Held in conjunction with our Great American Cleanup kick-off, the 'CC' had a 'kick-off' of its own. Participants gathered early on a Saturday morning at Phoenix Municipal Stadium, where dignitaries made 'Go get em' speeches and our National Anthem was played. After a nourishing breakfast, off to the sites the volunteers went armed with supplies, water and ready to tackle their tasks at hand.

The results that day were impressive: 12 corporate groups with over 750 volunteers provided 2800 community service hours for a value back to the community of nearly \$60,000. Among the accomplishments: Over 80 trees and shrubs planted, 4 tons of debris cleared away along with painting, weeding, raking....you name it and it got done by these energetic, motivated and environmentally committed companies.

The dynamic crew from US Airways took home the highly coveted Traveling Trophy this year for their outstanding work at El Prado Park.

Our dynamic partnerships this year included:

- City of Phoenix Parks Department
- My Phoenix My Parks Program
- City of Phoenix Public Works Department
- City of Tempe Parks Department
- TigerMountain Foundation
- Earth 911

Our esteemed Corporate Challenge participants:

- Waste Management – Title Sponsor
- APS
- DPR Construction
- Freescale
- Henkel
- Pepsi
- Republic Media
- Republic Services
- SRP
- Transwestern
- University of Phoenix
- US Airways

Our Corporate Challenge event represents volunteerism, collaboration, lasting impact to the community and a lot of fun. Our heartfelt thanks go out to all our partners and participants....YOU make this all possible!



Education Program... A proud Valley Forward Award Nominee

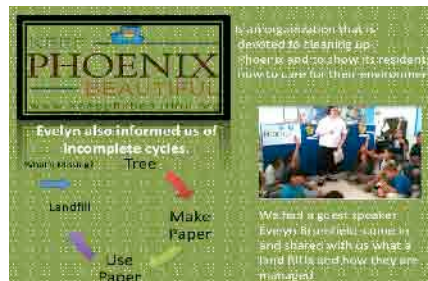
*'The whole purpose of education is to turn mirrors into windows'
~Sydney J. Harris*

Knowing that young minds are like sponges, Keep Phoenix Beautiful places a great priority on education and we are extremely proud of our education program which has risen to great achievements this year. Exciting new programs and curriculum were created covering every environmental topic you could think of from the 3 R's to landfills to composting. And what would a school presentation be without everyone's favorite dinosaur, our beloved Recyclesaurus!

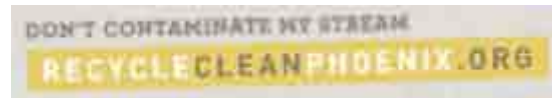
The diversity of programs covered every age demographic and include:

- **'Recycling with Recyclesaurus'** with that special guest star and highly sought after diva dinosaur who is quite the scene stealer! Interested in booking him for a gig? Just call his agent!
- **The Three R's** is an interactive discussion-based presentation that focuses on the difference between reduce, reuse and recycle and stresses the importance of all three.
- **From Landfills to Composting** highlights how we often use the phrase to throw 'away' but what exactly does that mean? Also interactive, the presentation explains where 'away' is and how to recycle food waste.
- **A 'Litter in your Community'** Powerpoint presentation that summarizes some interesting facts and information.

The numbers speak for themselves. This past year, the KPB education program reached over 2500 students from 27 locations/schools through 51 presentations. Now that's a lot of learning!!!



Curbside Value Partnership - Recycle Clean Phoenix Campaign



They say it takes 30 days to change an old habit and Keep Phoenix Beautiful decided to put that theory to a test.....not on our own habits.... but rather on on recycling practices.

KPB was extremely honored to be one of three Keep America Beautiful affiliates nationwide that were chosen for a great educational campaign opportunity with the Curbside Value Partnership organization. In fact, we were the first to debut a program of this type west of the Mississippi River.

The purpose of the program was to identify an area in Phoenix where citizens recycle but have a high contamination rate in what they are putting in their recycling containers.

KPB joined forces with some excellent collaborators. Along with Curbside Value Partnership, Keep America Beautiful, Hill & Knowlton Advertising and the City of Phoenix Public Works Department were also on board. Combining all this great expertise and hammering out the details, a fun and witty campaign called RecycleClean Phoenix was born. Mayor Phil Gordon and Councilman Bill Gates were part of a press conference held at Phoenix City Hall and we were off and running!

The tactics were clear. Through targeted marking and visuals, along with a website (www.recyclecleanphoenix.org), Facebook, Twitter, direct mail pieces and PSA's, the program really did make a difference. To borrow our campaign's words....Yep....we Certainly changed some habits and we couldn't be more proud!



KPB's Award Winning People

What would Keep Phoenix Beautiful be without our volunteers and partners.....we couldn't do it without them! What has become a great tradition, KPB held our 3rd Annual Awards Recognition Reception on Earth Day Event Eve at our favorite spot, Tom's Tavern in downtown Phoenix. Each year, we are humbled by the amazing support and participation we get from our community and this year was no exception. It was a virtual 'who's who' of the environmental world' and our warm thanks and deep appreciation went out to each of these worthy winners. KPB is proud to recognize this year's slate of distinguished recipients.....

Special Projects Award

Alonso Avitia

City of Phoenix, Parks & Recreation Department



Going above and beyond the call of duty seems to second nature for Alonso Avitia and he certainly did that for us. Keep Phoenix Beautiful was thrilled to honor Alonso for his outstanding work and infinite dedication assisting KPB in promoting our mission of positive beautification practices. From the smallest of volunteer projects to our nationally recognized Great American Cleanup kickoff, Alonso played a significant part in the success of all these events. Thanks to Alonso's excellent organizational skills, outstanding creativity and good old fashion hard work ethic, our volunteer events run smoothly and are first rate. For the Special Projects Award, there is no question....Alonso is our guy!

Civic Award

John Trujillo

City of Phoenix, Department of Public Works



When Keep Phoenix Beautiful was invited to launch an exciting recycling marketing campaign, we knew we would need some help from Phoenix Public Works. Enter: our esteemed Assistant Director of Public Works John Trujillo who was ready and willing to take on the challenge. John had already proved his enthusiastic dedication to the KPB cause of positive recycling management and his work on our joint Curbside Valley Partnership project....well let's just say.....nothing less that incredible. This six month project put a new spin on recycling and the great things it accomplished for our community can be traced to back to John's leadership and 'can do' positive attitude. KPB's partnership with Public Works has never been stronger and John is responsible for making that happen. Now if that's not doing a good civic duty, we don't know what is!

Small Business Partner Award

Tina Keith, Meetings and Events, LLC

What can we say about our very own wonderfully awesome Tina Keith? We first met Tina three years ago when Earth Day was just a glimmer in our eyes. Tina, who happens to be an environmental aficionado herself, took that glimmer and brought it to life in a way we could never imagine. We don't mean to boast, but KPB's 'Earth Day Phoenix' festival has developed into the largest Earth Day event in the Valley. Tina's commitment and passion for our mission was apparent and it was the key in making that happen. She has worked tirelessly and each year's event has succeeded beyond our wildest expectations. This year, Tina took on even more with planning, coordinating and executing all our Great American Cleanup kickoff events. While she may be a small business partner, Tina has a big heart and has been a vital link in the success of Keep Phoenix Beautiful



MEETINGS & EVENTS USA

Corporate Partner Award

APS

- Long time Keep Phoenix Beautiful Board affiliation– check
- Providing cardboard trash boxes for special events – check
- Funding sources for Keep Phoenix Beautiful – check
- Tree donation for Cesar Chavez Plaza – check
- Enthusiastic volunteers – check



We really like that APS' to do' list!

KPB and APS are BFF's and this year, wow, they really shone their light. Thanks to our APS compadres, KPB got to experience sporting events in a new and fabulous way. APS provided their VIP boxes at both a Phoenix Suns game and Arizona Diamondback's game so that KPB staff, board members and volunteers could be recognized in a first class way. And if that weren't enough, APS invited us to be part of the Electric Light and Fiesta Bowl parades. Volunteers walked the parade routes promoting recycling and KPB got great exposure. Now we know what APS really stands for...but in our eyes those letters can also mean *'always providing support'* and we are thrilled to have them as our Corporate Partner of the Year.

Nonprofit Partner Award

Curbside Value Partnership

Recycling has really taken center stage with Keep Phoenix Beautiful over the last few years and what a great opportunity came our way with the first rate crew from Curbside Value Partnership. KPB was delighted to recognize this fellow non-profit group for their outstanding dedication and extraordinary work in assisting us to promote that part of our mission focusing on positive recycling management. KPB was honored to be one of three communities across the country to be selected for the CVP program in 2010. Brainstorming ideas with these exuberant folks was nothing short of exhilarating and the imaginative recycling education campaign that was created drew a great response. The program solidified our relationship with the Phoenix Public Works Department and the value they place on KPB as an organization.



Volunteer of the Year Award

Jhenifer Krutz

Look up the definition of an 'amazing volunteer' and you may just see Jhenifer Krutz's picture. This charming and dynamic lady does it all with grace and with style. From the ordinary task of picking up trash at Papago Park to the intensity of being a key player on our national Great American Cleanup Kickoff planning committee, Jhenifer knows no limits...she brings everything she's got and more. Words cannot express how much we appreciate and value her overall support of our organization. And if that weren't enough, Jhenifer took her impressive skills and led the way for her organization, Valley Forward, and KPB to join forces in a most collaborative way...each filling our respective roles in the community with what we do best...which can only mean one thing: a better Phoenix. To borrow a phrase you use a lot...We 'heart' you Jhenifer. You have made it a wonderful year.



Looking ahead.....

'The Future's So Bright We Gotta Wear Shades'To paraphrase that old song from the 80's..... we think it truly applies to us today! Keep Phoenix Beautiful fever has hit and we are off to an amazing start to 2011-2012 Fiscal Year. Livin' the Green Life has never been better!

Let's just begin with an environmental 'Palooza', an all encompassing recycling event like no other....the ultimate in recycling mania! Our 'I Recycle Phoenix' Festival will roll out three times this year in September, December and May. Everything from golf balls to computers to clothing to furniture will be accepted at this never before done event.

After that, it's back to some regular business with volunteer driven events partnering with our favorite non-profits. From Community Gardens to Tovrea Castle...KPB looks forward to providing support and volunteers to our friends at Tiger Mountain Foundation and the Tovrea Carraro Society. Our partnerships with these incredible organizations mean a lot to us and we are honored to work with them.

In December, the parade once again takes center stage. KPB will assemble the official Special Event Green Team to collect recyclables at the Electric Light Parade.

Not missing a beat....we sprint right into the PF Chang's 'Rock & Roll' Marathon. The KPB corps of volunteers along with the City of Phoenix Public Works team have become a regular fixture at this event with the runners and walkers counting on us to recycle their clothing and their water bottles.

Barely time to catch our breath....it's time to hit the links for the greenest show on the grass. That, of course, would be the Waste Management Phoenix Open. KPB helps out by providing volunteers to serve as Recycling Ambassadors. Our awesome environmental stewards oversee the recycling stations and makes sure no recycled item is left behind!

That brings us to the ever popular Great American Cleanup campaign and our highly anticipated Corporate Challenge. Competition is fierce for the highly coveted Traveling Trophy.

Oh, we're not quite done yet! Earth Day Phoenix 2012 plans are in the making along with a community service project at our adopted park: Cesar Chavez Plaza.

Add in tons of presentations from award winning education program, our smaller assorted array of volunteer events, our social media outreach....and whew!! But it's just all in a day's work for the KPB staff and we love it!

The outstanding encouragement and positive feedback we get from our board members, corporate partners, volunteer groups, educators and students inspire us on a daily basis, keeping us motivated and reminding us we truly are making a difference in our beautiful city. It's because of them we can keep the energy flowing. Well that and some strong caffeine too!