



SUMMARY OF RESULTS 2007

KEEP TEXAS BEAUTIFUL

Keep Texas Beautiful (KTB), a statewide environmental and community improvement nonprofit, works with volunteers, elected officials, businesses and state agencies to ensure that every Texan has the opportunity to take individual responsibility for keeping Texas clean. The results in this summary are from Keep Texas Beautiful's Fiscal Year 2007, FY07 (September 1, 2006 – August 31, 2007).

MISSION

To educate and engage Texans to take responsibility for improving their community environment.

VISION

To make Texas the cleanest, most beautiful state in the nation.

EDUCATIONAL FOCUS AREAS

Litter Prevention, Beautification and Waste Reduction

NETWORK OF AFFILIATES

KTB's Affiliate Program is designed to make mobilizing grassroots volunteers as easy as possible for Texas communities. Our affiliate program has become an invaluable asset to the preservation and maintenance of a beautiful Texas.

- **347** community affiliates (**12** new in FY07)
- **70** Keep America Beautiful affiliates (**4** new in FY07)
- A grassroots network with the ability to reach almost **18 million** Texans

GREAT AMERICAN CLEANUP (March 1-May 31, 2007)

Great American Cleanup (GAC) is the nation's largest community improvement program and provides participants with banners, posters, bags and an event training manual.

Accomplishments, 2007:

- **4,179** events
- **131,006** volunteers
- **14.3 million** pounds of litter and debris collected
- **2.3 million** pounds of aluminum/steel collected for recycling
- **7,551** trees planted
- **682** environmental education workshops held

DON'T MESS WITH TEXAS TRASH-OFF (April 14, 2007)

The Don't Mess with Texas Trash-Off encourages all citizens of Texas to take responsibility for public rights-of-way by participating in a one-day cleanup held annually in April. The Don't Mess with Texas Trash-Off was initiated in 1985 for Adopt-a-Highway participants. In the 1990s, KTB started encouraging affiliates to participate.

Accomplishments, 2007:

- **1,947** events
- **48,087** volunteers
- **9,265** miles cleaned
- **3.2 million** pounds of litter and debris collected



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TEXAS WATERWAY CLEANUP PROGRAM *(Year-round)*

KTB manages the Texas Waterway Cleanup Program for the Texas Commission on Environmental Quality. The program helps communities and groups establish cleanups and litter prevention activities to improve surface water quality. Participants receive free press releases, posters, garbage bags, litter pick-up tools, gloves and more.

Accomplishments, FY07:

- **290** cleanup and water quality education events
- **34,960** volunteers
- **1,268** miles of waterways cleaned
- **1,091,470** pounds of debris collected

40TH ANNUAL CONFERENCE *(July 10-13, 2007, San Antonio, TX)*

The Annual Keep Texas Beautiful Conference is the primary statewide educational event for community leaders to network, gain valuable knowledge on state issues and be recognized for their outstanding efforts.

- **672** attendees
- **24** education sessions
- **\$93,600** raised in sponsorships

GOVERNOR'S COMMUNITY ACHIEVEMENT AWARDS & KTB AWARDS

KTB offers two awards programs: the prestigious Governor's Community Achievement Awards (GCAA) and the Keep Texas Beautiful Awards. The GCAA, presented by KTB in conjunction with the Texas Department of Transportation, are comprehensive community-wide awards that give a total of \$1 million in landscaping prizes to nine communities. The KTB Awards recognize the efforts of individuals, businesses, youth, educators and groups that improve their community environment.

- **79** communities applied for the GCAA
- **113** applications were submitted for KTB Awards

YOUTH EDUCATION

KTB sponsors and coordinates many education programs in cooperation with state agencies, providing opportunities for youth to serve their communities. KTB trains educators on the Waste In Place curriculum and offers membership to individuals, groups and schools who want to take responsibility for enhancing their environment.

Accomplishments, FY07:

- **11** Waste In Place trainings held across the state
- **253** educators trained in the Waste In Place curriculum
- **82** campuses joined the KTB campus affiliate program

Exceptional Programming – H-E-B/KTB Recycling Grant

In the fall of 2006 KTB partnered with Texas grocer H-E-B to create the H-E-B/KTB Recycling Grants. The program awarded a total of \$20,000 to 11 KTB affiliates in H-E-B service areas to help them implement new or enhance existing volunteer recycling activities. Projects included a recycling limerick contest, aluminum and plastics recycling initiatives at high schools, construction of "Recycling Kits" for teachers, the purchase of recycling containers for community use and more. For more information and project summaries, visit www.ktb.org/hebreyclinggrant.htm.