

**Keep Truckee Meadows Beautiful
Annual Report for 2018-19**



**KEEP TRUCKEE MEADOWS
B E A U T I F U L**

A Letter From Our Director



If you are reading this it means that you care about the importance of keeping the Truckee Meadows beautiful. Thank you for your support! As the Reno-Sparks community and surrounding area grows and stretches to accommodate new growth, so does KTMB and the impact we are making on the community. There were many exciting new partnerships at KTMB this past year including the plastic free effort we initiated and coordinated in cooperation with Artown to help reduce plastic water bottle waste. Thanks to the support of the Washoe County Health District, KTMB's Recycling Guide is published weekly in the Reno News & Review which reaches close to 100,000 readers every week. The start of the "Truckee Meadows Earth Day" event was another welcome new partnership for KTMB. This Earth Day event hosted 4,000 residents and because of the sustainability efforts of the event partners only 6.5 bags of trash were sent to the landfill. What an incredible example of waste reduction in action! Perhaps, even more importantly, our "Every Day is Earth Day" campaign attracted new followers across the Truckee Meadows.

I am extremely proud of KTMB's hard working staff and AmeriCorps volunteers who continue to sustain KTMB's quality cleanup programs and partnerships, and our talented and dedicated educators who worked so hard this year to expand our education programs to youth, adults and the Spanish Speaking community.

But more than anything, I am proud that you continue to stay engaged and support KTMB's efforts. It is through the support of people like you – volunteer, donor, recycler, and waste reducer – that KTMB continues to make a positive impact in this community.

*Thank you –
Christi Cakiroglu*

KTMB SUPPORTERS

FUNDERS:

Washoe County Health District
Truckee River Fund
NV Energy
NV Energy Foundation
Dolan Auto Group
Wells Fargo
NOW Foods
Moana Nursery
Nevada Mining Association
Grand Sierra Resort
Caesars Entertainment
City of Reno
City of Sparks
Sun Valley GID
Waste Management
Roxie and Azad Joseph Foundation
Patagonia
John Ben Snow Memorial Trust
REI Coop
New Belgium
UPS
The North Face
Trout Unlimited
Bill Swigert Fund
Mathewson CLAT
Bureau of Land Management

PARTNERS:

Washoe County Health District
Washoe County Parks & Recreation
City of Reno
City of Sparks
Sun Valley GID
Truckee Meadows Water Authority
Nevada Department of Agriculture
The Nature Conservancy
Friends of Nevada Wilderness
Reno-Sparks Indian Colony
Bureau of Land Management
Nevada Department of Wildlife
United States Forest Service
Northern Nevada HOPES
Nevada Land Trust
One Truckee River
Truckee Meadows Fire
Protection District
Nevada Division of Forestry
Washoe County Sheriff's Office
REI Coop
Patagonia

IN-KIND:

Ninkasi
Tires Plus
Home Depot
RT Donovan
Great Basin Brewery
Tholl Fence
Pepsi
Channel 2 News
SaveMart
Reno Type
Liberty Food & Wine Exchange
Davidson's Organics
Hub Coffee Roasters
Seven Troughs Distilling Co.
Tahoe Blue Vodka
Breakthru Beverage Nevada
The Brewer's Cabinet
A Master Mechanic
Nature's Bakery
Western Nevada Supply Co.
509 Creative
Lotus - The X
Silver Screen Printing
Down to Earth Composting
Intuit

ADOPTORS:

AGC
ABLE Women
Alpha Sigma Phi
Ames Team - Keller Williams
Anonymous
AT&T Pioneers
Bearded Sinners of Nevada
Biggest Little Cleaning Crew
Blackbird
Boy Scout Troop 162
Bristlecone Family Resources
Calanthe Temple of Pythian Sisters
Center for Spiritual Living
Charles River
Converse
Coupa Software
Covenant Presbyterian Church
Crossing Over Recovery Alumni
Crowley and Ferrato
Cub Scout Pack 150
DRI
Envirolution

Family & Friends of Doug Waugaman
Girl Scout Troops 1473 & 1912
Gorelick Rentals
Grand Sierra Resort
High Desert Montessori
Hometown Health
Intuit
Kappa Delta Chi
Kellen McCaffrey
Leadership Reno/Sparks Alumni
Living Stones Church
Lucky Lane Mobile Home Park
Mary Meeker - Entrepreneur Real Estate
McQueen High School
Midtown Rotary
Mindful Design
Neighbor Network of Northern Nevada
Nevada Roots
Northern Nevada Hopes
NV Energy
Patagonia Service Center
Phi Beta Sigma

PK Electrical
Procrastinating Pedalers
Reed High School NJROTC
REI
Renegades on the Fly
Reno Host Lions
Reno Rotary Club
Renown
RSCVA
Sierra Nevada Job Corps
South Washoe Democrats
Sparks Centennial Sunrise Rotary
Starbucks CVRP & DC
Temple Sinai
Truckee Meadows Parks Foundation
Truckee Meadows Water Authority
United Way
VA Medical Center
Washoe Inspire Academy
Washoe Valley Alliance
Waste Management
Northern Nevada HOPES

KTMB COMMITTEE MEMBERS

Andy Bass

City of Reno, Director, Parks and Recreation

David Bianchi

Retired - Northwestern Mutual, Financial Representative

Jeff Brigger

NV Energy, Economic Development Executive

Doug Cardwell

Tim Crowley

Crowley & Ferrato, Principal

Michal "Mickay" Eckman

Waste Management, MRF Manager

Denise Evans

Washoe County Parks, Volunteer Coordinator

Daniel Inouye

Air Quality Management Division, Washoe County Health District

David (Jay) Kolbet-Clausell

Ryan Krieg

Wells Fargo, Branch Manager

Lemmon, Shawn

IGT, Artist IV

Cliff Low

Infrastructure Materials, Certified Public Accountant

Meckler, Gary

Drew Rolley

Jet Plumbing, Vice President of Marketing

Chuck Sweeney

Chuck Sweeney Associates, President

Derek Thomas

Kula Consulting, Inc., Managing Director

Jon (JD) West

Grand Sierra Resort, Inventory Control Manager

Jim Van Winkle

Indian Colony, Judge



KTMB BOARD of DIRECTORS

Kate Thomas, President

Washoe County, Assistant County Manager

Jon Olsen, Past President

Intuit, Product Manager

Christina Stoever Young, President-Elect

Sunshine Tahoe, President/Founder

Tim Ruffin, Treasurer

Colliers International, Executive Vice President

Debra Rutledge, Secretary

UPS, Account Manager, Strategic Sales

Levi Bist

Wells Fargo, District Manager

Dean DeGidio

REI, Store Manager

Peter Gower

EMPSi, Environmental Planner

Johnny Hargrove

NV Energy, Major Account Executive

Randy Harmatz

Renown Health, VP Quality & Safety

Stephen Salaber

NSHE, TMCC, DRI past controller

STAFF

Christi Cakiroglu, Executive Director

Marge Millar, Business Manager

Lindsey Panton, Program Director

Kara Housby, Development Coordinator

Lorian McConnell, Program Manager

Celeste Tinajero, Education Program Manager

Kimberly Rios, Community Educator

Matt Webber, Adopt-A-Spot Coordinator

Chris Ewing, Communications Specialist



AMERICORPS STATE/NATIONAL VOLUNTEERS

Marie Altshuler (Program Coordinator VISTA)

Jenny Arnold (Education Coordinator VISTA)

Cole Costello (Volunteer Coordinator VISTA)

***Sophie Butler and Carrie Jensen** as
One Truckee River State /National Americorps members*



KEEP TRUCKEE MEADOWS
B E A U T I F U L

BEAUTIFICATION EFFORTS

KTMB's Great Community Cleanup event focuses on the cleanup of illegal dumpsites in the open spaces surrounding the Truckee Meadows as well as the removal of noxious weeds before they bloom and spread. Because trash attracts trash, it is imperative to clean up trash in the open spaces before they become extremely hazardous. Each spring, more than 700 volunteers attend to help keep our community beautiful.



Since 2004, KTMB has organized the **Truckee River Cleanup Day** where more than 800 volunteers come together to perform a variety of projects each fall to keep our Truckee River clean and pristine for all to enjoy. Cleanup and beautification projects span from Verdi to Lockwood, and also include river tributaries.

ADOPT-A-SPOT

The Adopt-A-Spot program is an opportunity for businesses and community groups to invest in the health and beauty of our community and increase the quality of life for residents and visitors. Each business or group can adopt a spot along a roadway, in a park, along the Truckee River or in an open space area.



The Adopt-A-Spot program was imperative for us to be a part of the moment that we launched our business. We wanted our community to know that we love the area that we live in, and therefore do our part in taking care of it. We also love getting our children involved. It has made them so much more aware of litter and the work that it takes from everyone to keep our community clean and beautiful!

- Jenelle Stathes, Owner of Nevada Roots

I just wanted to express my gratitude to KTMB and your Adopt-a-Spot program for helping facilitate our work on the Tom Cooke Trail. We had been staring out the windows of the warehouse for years watching the trail fall deeper into disrepair. Because of your support in serving as a conduit between our organization and the land manager, we have already been able to restore a large portion of the trailhead and are on schedule for completion in October! With our department's adoption of the site, we can also ensure proper maintenance on the trail for years and years to come.

- Dan Johnson, Patagonia Reno Shipping Department

EDUCATION

Warriors Youth Education Program

Education is an important ingredient for preventing litter and blight in the Truckee Meadows. In addition to our large-scale cleanup events and beautification efforts, KTMB works to educate and inspire local students, residents, and businesses to take care of our community. KTMB's education programs touch on the economic and health hazards of litter and illegal dumping, waste reduction, water conservation, and making our community a beautiful and safe place to live.

"I would recommend [the Warriors Education program] for everyone. I have learned through this program that not only do we need this information as adults, but we need it for kids, as well. They're our future, and we need them to be warriors for our environment."

- Kelly Hawes, 2nd grade teacher, Westergard Elementary School

"It was a lesson for the children, but it was also a lesson for us."

~ Diane Arnold, 2nd grade teacher, Westergard Elementary School



**378 Students brought to
Sensory Garden
5,950 Students Educated**

KTMB'S SENSORY GARDEN

Idlewild Sensory Garden is a unique interactive garden open to the whole community during park hours. It is a place where children and adults can discover, learn, relax and enjoy nature. Visitors are invited to explore the garden not only through seeing it but by touching, smelling, listening and tasting.



"The Sensory Garden is like a little piece of paradise in the middle of the city"

~Patagonia volunteer.

"A healing and restorative oasis in the city. A unique place for respite, reflection, and, best of all, a sense of exploration and discovery"

~Sensory Garden Survey respondent.

COMMUNITY EDUCATION AND OUTREACH PROGRAM

KTMB collaborated with public and private agencies during a month-long Every Day is Earth Day campaign promoting green habits in waste reduction, water, and energy conservation. KTMB wrote articles published in the Reno News & Review during their issues to educate the community on the 5Rs Recycle, Reduce, Reuse, Refuse, and Rot, as well as, the impacts of plastic!

KTMB's community education and outreach program inspires businesses, community groups, public officials, and local citizens to implement simple actions that contribute to a larger positive impact on our local environment! KTMB also takes the time to celebrate and recognize individuals and businesses that have adopted green initiatives.



"Getting people excited about caring for your community is a skill that Keep Truckee Meadows Beautiful has figured out. They take the time to present everyday topics - like trash and recycling - in interesting and eye-opening ways that I did not know was possible. Suddenly the mundane became a priority."

~ Rachel Kingham, Community Manager, Reno Collective

"The work of Keep Truckee Meadows Beautiful is impressive and inspiring! It is clear how passionate their staff and leadership are about their important mission. I have seen their incredibly knowledgeable staff in action delivering community events - very educational and fun! Our community is lucky to have them! Thank you for all that you do!"

~ Annika Caldwell, Founder, and Owner, NØRDIK

PREVENTION EFFORTS

Christmas Tree Recycling

Since 2003, more than 159,000 trees have been recycled through KTMB's Christmas Tree Recycling program thanks to the help of thousands of volunteers and our many partners. KTMB's Christmas Tree Recycling Program provides community residents with an easy alternative to dumping trees in the landfill or open spaces.



Illegal Dumping Task Force



Established in 2006, the Illegal Dumping Task Force is a collaborative of local agencies coordinated by Keep Truckee Meadows Beautiful to address the issue of illegal dumping and find solutions. To report an illegal dumpsite that needs to be cleaned, please call 329-DUMP or use the WCSO app, free in the app store. To report an individual(s) who are actively illegally dumping waste, call WCSO dispatch at 775-785-WCSO.

RECYCLING GUIDE AND OUTREACH

KTMB's Recycling Guide helps our community find alternative ways of properly disposing of unwanted items aside from the landfill or open spaces! Through KTMB's Recycling Guide, community members can discover local businesses and charities that repair, reuse, recycle, or properly dispose of residential and commercial unwanted materials.

KTMB's Recycling Guide is also available in Spanish and online.

"The KTMB recycling guide is a fantastic resource for our community. As the Northern Nevada Recycling Coordinator for the Nevada Division of Environmental Protection, I frequently use their guide to assist the community in finding avenues to find new "homes" for their unwanted materials. The guide is kept up-to-date and is very easy to use."

- Patty Moen, Nevada Division of Environmental Protection

- **3,577 hard copies distributed**
- **6,767 page views**
- **113,210 digital impressions**
- **3,374 people reached at events**

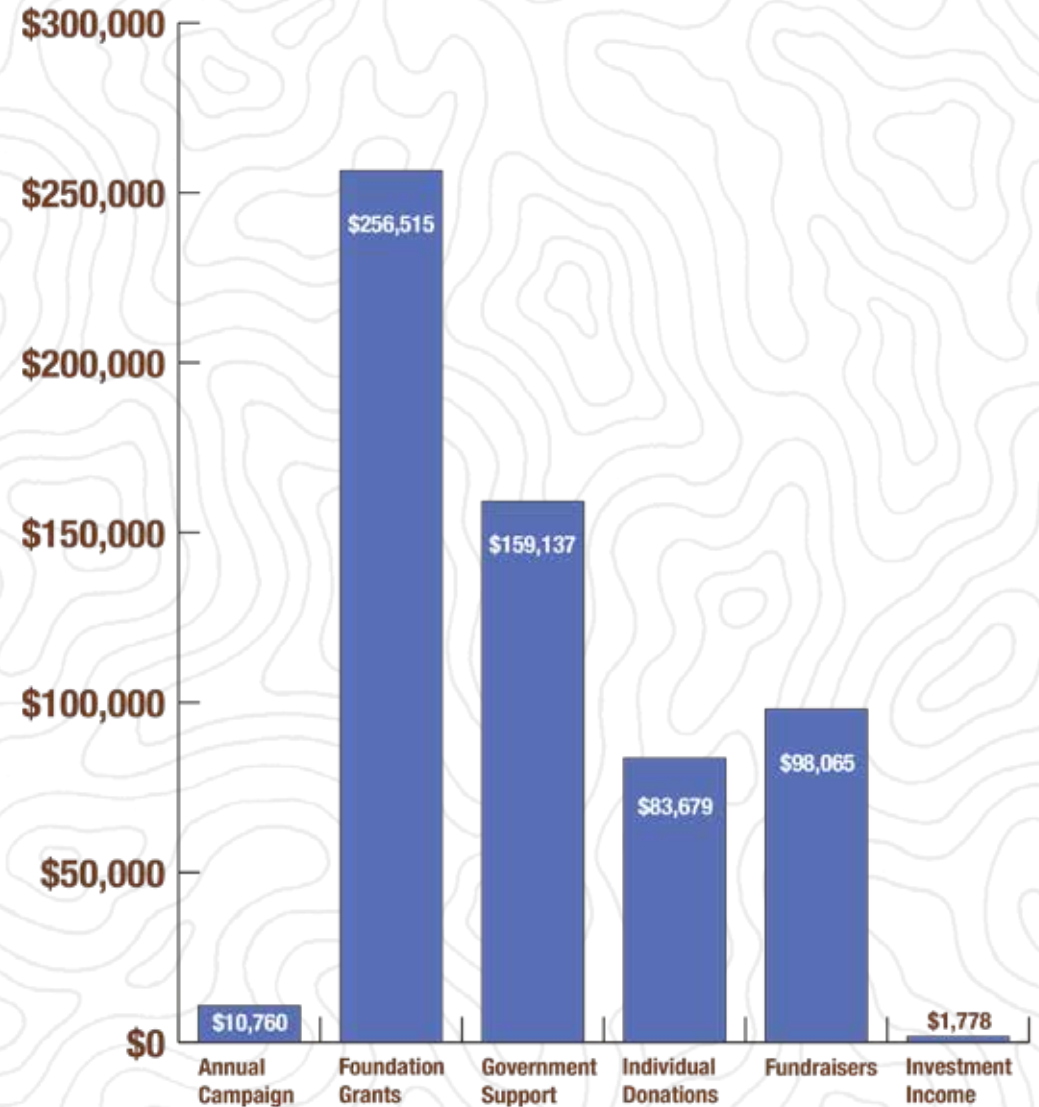
FINANCIALS

EXPENSES

Program Expenses -	\$407,848*
Salaries -	\$285,284
Payroll Taxes & Benefits -	\$38,593
Professional Services -	\$6,425
Public Education & Marketing -	\$24,242
Office Expenses -	\$3,131
Information Technology -	\$2,929
Occupancy -	\$7,547
Mileage -	\$3,361
Insurance -	\$8,068
Fundraising -	\$38,784
Printing -	\$9,675

**Includes In-kind support*

REVENUE SOURCES





**KEEP TRUCKEE MEADOWS
B E A U T I F U L**

**KTMB is 501(c)3 nonprofit dedicated to creating
a cleaner, more beautiful region through education
and active community involvement since 1989.**

PO BOX 7412, Reno, NV 89510 (775) 851-5185

All donations are tax-deductible. Tax ID 88-0254957

KTMB.org