

LEAN, GREEN, AND CLEAN.



KEEP TRUCKEE MEADOWS
BEAUTIFUL



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OUR MISSION

Keep Truckee Meadows Beautiful (KTMB) is a 501(c)3 nonprofit dedicated to creating a cleaner, more beautiful region through education and active community involvement.

KTMB is an affiliate of the national organization Keep America Beautiful. Working with you, we will become America's cleanest community!





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A Note from our Executive Director

Thanks to all of you and your support, Keep Truckee Meadows Beautiful continues to grow. It's hard to believe that our organization has improved this much from an office basement run by one and half staff members whose biggest concern was how many volunteers we could recruit for the next cleanup. Because of you, we now have a staff of five full-time and two part-time employees and volunteer members from Americorps Vistas concerned with everything from youth education programs, to providing information about recycling and the impact on our community. Because of your support, KTMB staff is engaging the right people to make sure vital decisions about how to improve a program or address a systemic need (like those along the Truckee River) are being made.

Keeping Truckee Meadows beautiful is far more than cleanups and beautification and our mission these days is one of education, prevention, and advocacy through community education and involvement. All of which are central to helping us address systemic issues in our community and our efforts to affect behavioral change. If you are reading this, chances are excellent that you have helped make this evolution possible. I want to personally thank you for helping make our community beautiful today and tomorrow. This would not have been possible without you!

Christi Cakiroglu
Executive Director





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KTMB BOARD & ADVISORY BOARD 2017-18

Jon Olsen, President
Kate Thomas, President Elect
Tim Ruffin, Treasurer
Debra Rutledge, Secretary
David Bianchi, Board Emeritus

Dean DeGidio, Trustee
Peter Gower, Trustee
Robert Ulrich, Trustee
Christina Stover Young, Trustee
Chris Anderson, Trustee



KTMB STAFF



Full Time Staff

Christi Cakiroglu, *Executive Director*
Marge Millar, *Business Manager*
Tina Doherty, *Development Director*
Matthew Salazar, *Program Manager*

Part Time Staff

Lindsey Panton, *Program Director*
Celeste Tinajero, *Education Program Manager*

AmeriCorps VISTA & National Volunteers

Ellise Traywick, *One Truckee River*
Patricia Tierney, *One Truckee River*
Lorian McConnell, *Program Coordinator VISTA*
Kimberly Rios, *Education Coordinator VISTA*
Kylie Stevens, *Volunteer & Outreach Coordinator VISTA*
Kara Housby, *Development Coordinator VISTA*



AmeriCorps members are volunteers who commit to a full-time year of service in the United States. Their goal is to build capacity for the community organization they serve so their impact lives on after the year of service had ended.



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BEAUTIFICATION EFFORTS

KTMB's flagship program, Adopt-A-Park, was started in 1989 to engage community members in needed efforts to spruce up area parks. Twenty-seven years later, KTMB's Adopt-A-Park still exists within the larger Adopt-A-Spot program. Adopt-A-Spot includes roadway, park, and river spots that are stewarded year-round by volunteers, community groups and businesses.

GREAT COMMUNITY CLEANUP



97,080 POUNDS OF TRASH REMOVED



31,000 POUNDS OF INVASIVE WEEDS PULLED



WITH THE HELP OF 850 VOLUNTEERS

Since 2006, this event has focused on the cleanup of illegal dump sites in the open spaces surrounding the Truckee Meadows and the removal of invasive weeds before they bloom and spread.

ADOPT A SPOT



47,840 POUNDS OF TRASH AND WEEDS



2,820 VOLUNTEERS

**DURING 94
AREA
CLEAN-UPS**



24,450 POUNDS OF TRASH REMOVED



108,810 POUNDS OF INVASIVE WEEDS PULLED



WITH THE HELP OF 776 VOLUNTEERS

Since 2004, KTMB has organized the Truckee River Cleanup Day where volunteers come together to conduct cleanup and beautification projects that span over 20 miles along the river corridor and river tributaries.

YOUTH EDUCATION

KTMB's Warrior Youth Education Program is a Next Generation Science Standards-aligned environmental education series available for free to Washoe County schools. The curriculum is designed to inspire students to become stewards –or 'warriors'– of the air, land and water in the community.



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3,965
Students
Educated



My students have been inspired to be Waste Warriors. They have all set goals and defined ways to reduce, reuse, and recycle, conserve water and start neighborhood clean-up projects. Because of the Waste Warrior's program and presentation, my students are committed to Keep Truckee Meadows Beautiful.

*~Cheryl Pregal, 6th grade teacher
Miguel Sepulveda Elementary School*

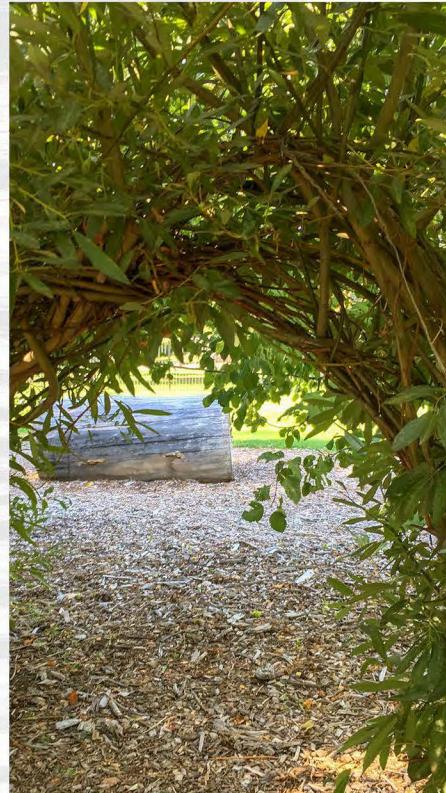


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KTMB SENSORY GARDEN

KTMB's Sensory Garden at Idlewild Park, in Reno was started in 2012 as a collaboration between KTMB and the City of Reno Park. It includes five garden beds (each dedicated to a sense), living willow tunnels, a human sundial, and other interesting features. KTMB now has a Sensory Garden field trip program for Washoe County youth. The lessons inspire an appreciation for nature through hands-on activities and five-sense exploration in the garden.



ADULT EDUCATION



TEACHER TRAINING 2018

KTMB's Adult Education program is a series of informative talks presented to businesses, community groups, clubs and more. Our mission is to inspire more residents, businesses and stakeholders to help keep the Truckee Meadows beautiful!



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PREVENTION

KTMB RECYCLE GUIDE

**2,300
RECYCLING
GUIDES
DISTRIBUTED**
1522 English 778 Spanish

**9,358
KTMB.org
RECYCLING GUIDE
PAGEVIEWS**



LITTER SURVEY

KTMB's Litter Index Survey is completed annually to track the cleanliness of the Truckee Meadows as a whole and as part of a national effort by Keep America Beautiful. This survey provides KTMB valuable data to track our progress and keep up with changing trends in litter around our growing community.

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. Residents can report illegal dump sites by calling 329-DUMP or through the WCSO mobile app, free in the app store.

CHRISTMAS TREE RECYCLING

VOLUNTEERS	216
TREES RECYCLED (Record Year)	10,788
TREES RECYCLED SINCE PROGRAM BEGAN	149,522

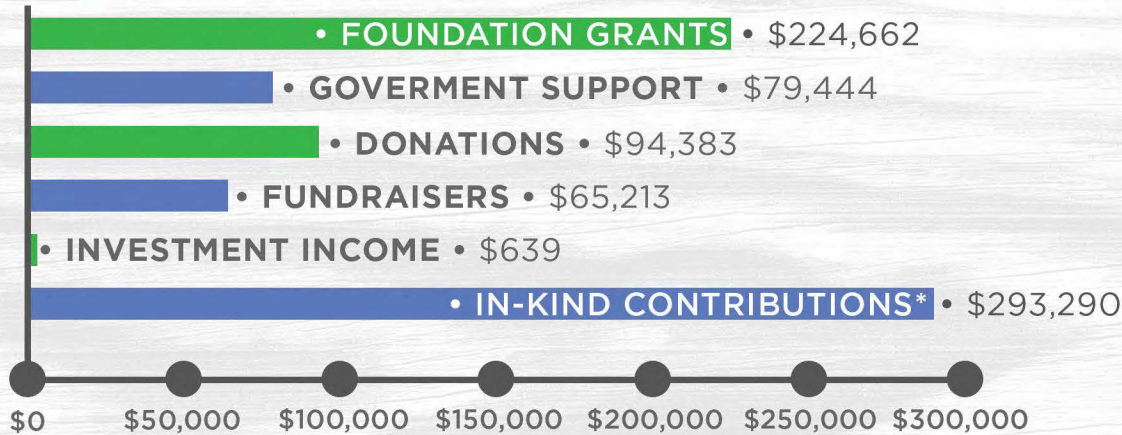


FINANCIALS



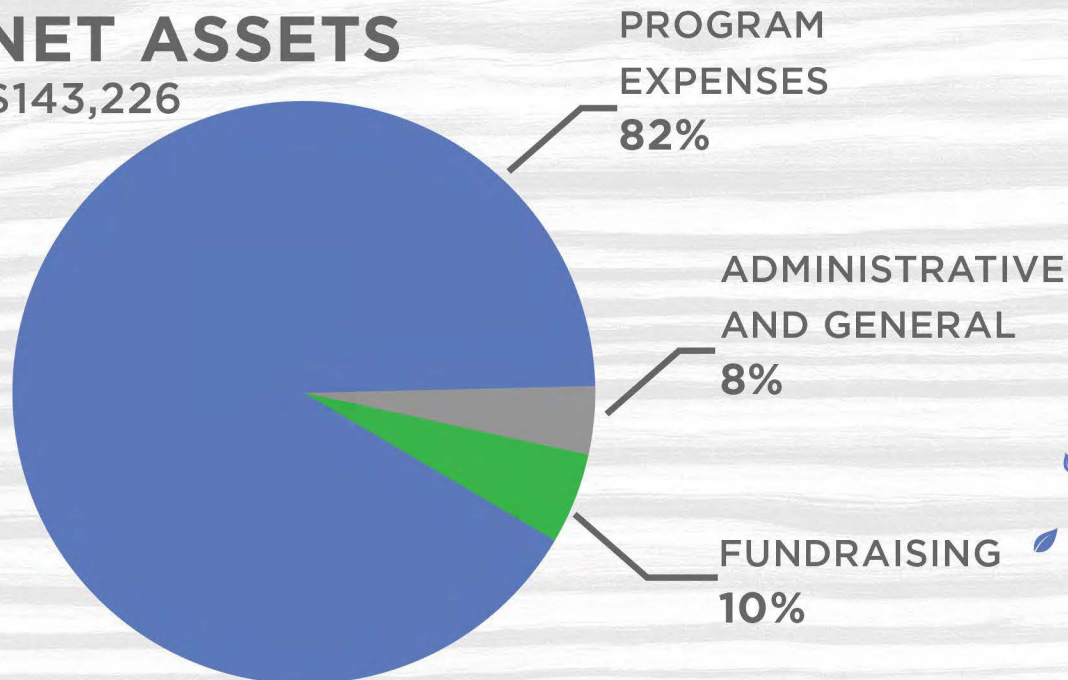
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REVENUE SOURCES



NET ASSETS

\$143,226



EXPENSES

Program Expenses -	\$350,936*
Salaries -	\$251,058
Payroll Taxes & Benefits -	\$36,961
Occupancy -	\$24,026
Office Expenses -	\$17,632
Fundraising -	\$13,342
Professional Services -	\$11,155
Printing -	\$10,077
Public Education & Marketing -	\$8,446
Insurance -	\$6,715
Mileage -	\$5,357
Telephone -	\$3,056
Information Technology -	\$2,723

Total Expenses - \$741,484

**Includes in kind support*



KTMB Community Supporters



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Funders:

Washoe County Health District
Truckee River Fund
NV Energy
NV Energy Foundation
Dolan Auto Group
Wells Fargo
100.1 The X
Now Foods
Moana Nursery
NV Mining Association
Whole Foods
City of Reno
City of Sparks
Sun Valley GID
Waste Management
Patagonia
John Ben Snow
REI Co-op
Grainger
UPS
The Energy Coalition
Trout Unlimited
Clif Bar Family Foundation

Partners:

Washoe County Health District
Washoe County Parks
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
RAD
Truckee Meadows Fire Protection District
Nevada Division of Forestry
Washoe County Sheriff's Office

Inkind:

Ninkasi
Tires Plus
Home Depot
RT Donovan
Great Basin
Tholl Fence
Pepsi
Channel 2 News
SaveMart
Tahoe Trail Bar
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

Adopters:

AGC
Alpha Sigma Phi
AT&T Pioneers
Boy Scout Troop 162
Center for Spiritual Living
Chris Whitney
Covenant Presbyterian Church
Crowley and Ferrato
DRI
Envirolution
Grand Sierra Resort
High Desert Montessori
Intuit
Kappa Delta Chi
Leadership Reno Sparks
Living Stones Church
Los Vascos
Lucky Lane Mobile Home Park
McQueen High School
NV Energy
Phi Beta Sigma
Procrastinating Pedalers
Reed High School NJROTC
REI Co-op
Renegades on the Fly
Reno Host Lions
Reno Rotary Club

Renown
RSCVA
Sierra Nevada Job Corps
South Washoe Democrats
Sparks Centennial Sunrise Rotary
Temple Sinai
Truckee Meadows Parks Foundation
Truckee Meadows Water Authority
VA Medical Center
Washoe Valley Alliance
Waste Management
WETLAB
Northern Nevada HOPES

*Thank
you!*



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

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

KTMB.org