



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

Impact Report  
2016-17



Dedicated to creating a cleaner, more beautiful community through cleanups, education, beautification and advocacy since 1989

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## By the Numbers 2016-17 TOTALS

Pounds of Trash  
from All Programs

**190,930**



Volunteer  
Hours

**15,432**



Students  
Educated

**1,862**



Newsletter  
Recipients

**6,500**



Volunteers

**4,330**



Christmas Trees  
Recycled

**8,915**



Flowers Planted in  
Area Parks

**3,600**

ADOPT-A-SPOT  
Phi Beta Sigma

Adopt-A-Spot

**RESULTS:** Pounds of Trash – 23,080 | # of Volunteers – 1,090 | # of Cleanups – 57



# KTMB Programs at a Glance

## Adopt-A-Spot

KTMB's flagship program, Adopt-A-Park, was started in 1989 to engage community members in a much-needed effort to spruce up area parks. 27 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 community groups and businesses.

### 2016-17 Sponsor Adopters:

Association of General Contractors CLC, Chris Whitney - Dickson Realty, Intuit, Leadership Reno-Sparks Alumni, NV Energy, REI, Reno Youth City Council, Renown, Sierra Aquatics, Truckee Meadows Water Authority, VA Medical Center, Waste Management, WET Lab

### 2016-17 Adopters:

All-In Off Road, ASUN of University of Nevada Reno, Bearded Sinners, Boy Scout Troop 162, Bristlecone Family Resources, Center for Spiritual Living, Clifton Young, Covenant Presbyterian Church, Damonte Ranch High School Hispanic Club, E.C. Reed High School, EFAST Inc., Envirolution, Family and Friends of Doug Waugaman, Foley Family, High Desert Montessori School, Anonymous, Kappa Delta Chi, Let's Do Things / Crawl Reno, Lucky Lane Community Mobile Home Park, McQueen High School, Neighbors, Northern Nevada Hopes, Omega Delta Phi, Phi Beta Sigma, Procrastinating Peddlers, Pythian Sisters Calanthe Temple, Renegades on the Fly, Reno Host Lions, Reno Sunrise Rotary, Rotary Club of Reno, Shepherd of the Mountains Lutheran Church, Sierra Nevada Job Corps, South Washoe Democrats, Spanish Springs HS Key Club, Spanish Springs Presbyterian Church, Truckee Meadows Parks Foundation, Washoe Inspire Academy, Washoe Valley Alliance

### SPONSORS:



## Christmas Tree Recycling

**RESULTS:** # of Christmas Trees - 8,915 | # of Volunteers - 546

Since 1993 when KTMB first started this program, over 138,000 Christmas trees have been diverted from the landfill and turned into mulch for park projects. Thank you to our sponsor, NV Energy and to the many people who donate to help keep Christmas Tree Recycling going!



SPONSOR:



## KTMB's Great Community Cleanup

**RESULTS:** Pounds of Trash - 82,100 | Pounds of Invasive Weeds - 53,310 | # of Volunteers - 780

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.



### 2015 SPONSORS:

**TRUCKEE RIVER FUND**  
Enhancing and protecting our water resources

**WASHOE COUNTY HEALTH DISTRICT**  
ENHANCING QUALITY OF LIFE





**RESULTS:** Pounds of Trash – 35,550 | Pounds of Invasive Weeds – 56,280 | # of Volunteers – 822



## KTMB's Truckee River Cleanup Day

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 and river tributaries.

### SPONSORS:



## Litter Survey

KTMB's Litter Survey tracks the cleanliness of the Truckee Meadows as a whole. It is part of a national effort by Keep America Beautiful, who collects this data from across the country to provide information and resources on the impacts of litter in the U.S.

## Warrior's Youth Education

### RESULTS:

Students Educated – 1,862

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.

### SPONSORS:



**KEEP AMERICA  
BEAUTIFUL**



# What's New at KTMB

## One Truckee River

One Truckee River management plan brings together municipalities and stakeholders to protect and enhance the Truckee River for years to come. KTMB partnered with Nevada Land Trust to spearhead the plan and implement the action items. In 2016 the plan was unanimously adopted by the City of Reno, City of Sparks and Washoe County! More information at: [Onetruckeeriver.org](http://Onetruckeeriver.org).



### SPONSORS:



Trout Unlimited

## KTMB's 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.

### SPONSORS:



John Ben Snow



## KTMB's Raise the River

KTMB held its first BIG fundraiser in 2016 – KTMB's Raise the River – to raise funds for KTMB's beautification and education programs. Raise the River is now an annual fundraiser held in the Sensory Garden in Idlewild Park, Reno. The evening offers a sensory experience with craft drinks and interactive sensory activities, live music and a sit-down dinner in the garden. \$32,000 was raised for KTMB programs at the 2016 event!



### SPONSORS:

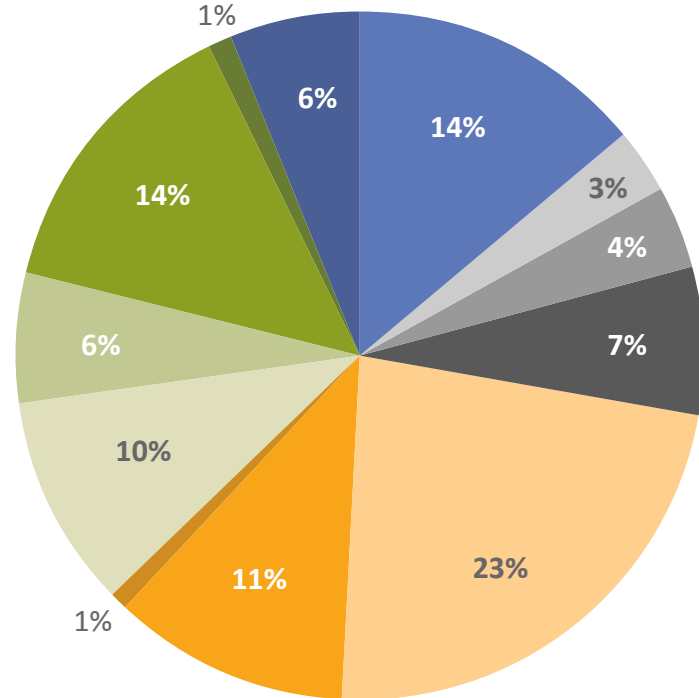


**OUR SUPPORTERS:** Aqua Metals, AT&T, Bob Ulrich & Steve Salabar, City of Reno, Craig Schriber /Dickson Realty, David Bianchi-Northwestern Mutual, David Bobzien, Dolan Auto Group, EP Minerals, First Centennial Title Co., Garden Friends, Jet Blue, Jon Olsen, Meadows Bank, Midtown Essential Oils Training Center, Moana Nursery, Nevada Builders, Nevada Commercial/Pauls Plumbing, One Nevada Credit Union, Peppermill, Reno-Sparks Indian Colony, Richard Iori, Sean French, Sierra Aquatics, Tahoe Pyramid Bikeway, Thorton Enterprises, UPS, Walmart, Waste Management, Brewer's Cabinet, Davidson's Organics, Great Basin Brewing Company, Lavender Ridge, Tahoe Blue Vodka, Seven Troughs Distillers, Tholl Fence

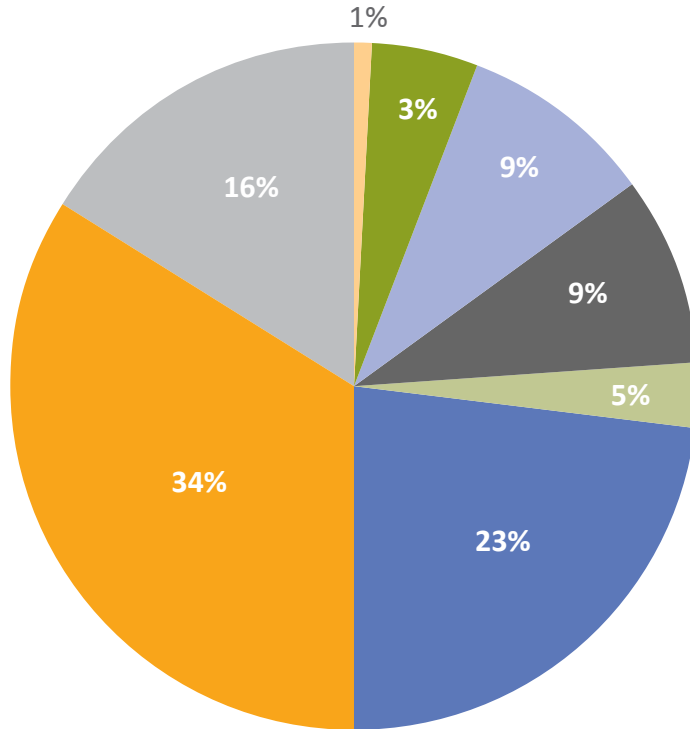
# Financials

## Expense by Program

● Administrative	14%
● Adopt-A-Spot	3%
● Christmas Tree Recycling	4%
● Youth Education	7%
● Fundraising Events	23%
● Open Space/ Great Community Clean Up	11%
● Litter Survey	0%
● Neighborhood Cleanups	1%
● One Truckee River	10%
● Program General	14%
● Recycling Guide	1%
● Truckee River Cleanup	6%
● Volunteer Appreciation	6%



## Income by Funding Source



Annual Giving	5%
Board Donation	1%
Fundraisers	16%
Grants	34%
Government Support	23%
Individual Donations	3%
Program Revenue	9%
Sponsors	9%
Workplace Giving	.03%

# Supporters

## Sponsors & Grantors

Truckee River Fund at the Community Foundation of Western Nevada, Renown Health, Washoe County Health District, Washoe County, City of Reno, City of Sparks, UPS Foundation, NV Energy, REI, Sherwin Williams, Wells Fargo Foundation, Sun Valley General Improvement District, Patagonia, Waste Management, AT&T External Affairs, Scheels, Fiskars Brands, Inc., Trout Unlimited - Sagebrush Chapter, The Brigham Family Charitable Fund

Bearded Sinners, CustomInk, Grand Sierra Resort & Casino, Great Basin Brewing Co., Harrah's Reno, Let's Do Things LLC, Lifestyle Homes, Nevada Museum of Art, Pinot's Palette, Quality Bicycle Products, RapsCALLION Seafood House and Bar, Reno Hydroponics, Save Mart Supermarkets, Sierra Garden Club, Silver Sage Center for Family Medicine, Tour de Nez

## Community Partners

Bureau of Land Management, High Desert Technology, Microflex/Ansell, Nevada Department of Wildlife, Nevada State Bank, Otis Bay, Puliz Moving and Storage, Reno Type, The Chamber, The Associated General Contractors of America, The Nature Conservancy, Truckee Meadows Fire Protection District, Washoe County Sheriff's Office, Sun Valley General Improvement District, City of Reno, Washoe County, City of Sparks





## A Note from our Executive Director

Thanks to you, Keep Truckee Meadows Beautiful continues to grow. It's hard to believe that only 15 years ago our organization was run from an office basement by 1.5 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 six full-time volunteer Americorp/Vistas concerned with everything from showing the impact of our youth education program, to providing information about recycling to our community. Because of your support, KTMB staff is engaging the right people to make sure key decisions about how to improve a program or address a systemic need (like those along the river) are being made. Today our focus is not only on cleanups, but also on prevention and education. Keeping Truckee Meadows beautiful is far more than cleanups and beautification. Education, prevention and advocacy are central and have helped us address systemic issues in our community and affect behavior change. I don't often have or make the time to pause and reflect, but if you are reading this, the chances are very good that you have helped make this evolution possible. I want to personally thank you for helping make our community beautiful today and for tomorrow. This would not have been possible without you!

**Christi Cakiroglu**

## Board & Advisory Board 2016-17

Peter Gower - President  
Jon Olsen - President-Elect  
Robert Ulrich - Treasurer  
Kate Thomas\* - Secretary  
Chris Anderson  
Dean DeGidio  
Steve Fine \*  
Daniel Gray  
Tim Ruffin  
Debra Rutledge \*  
Christina Stover Young\*  
\*Past President

## KTMB Staff

### Full Time Staff

Christi Cakiroglu, Executive Director  
Marge Millar, Business Operations  
Deidre Kennelly, Development Director  
Matthew Salazar, Program Manager

### Part Time Staff

Lindsey Panton, Program Director  
Celeste Tinajero, Education Program Manager



## AmeriCorps VISTA and National Volunteers

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.

Cessie Pullyen, One Truckee River

Nick Mazzone, One Truckee River

Lorian McConnell, Program Coordinator VISTA

Kimberly Rios, Education Coordinator VISTA

Kylie Stevens, Volunteer and Outreach Coordinator VISTA

Kara Housby, Development Coordinator VISTA



Photo: Kimberly Rios



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

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

[ktmb.org](http://ktmb.org)

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

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