

*Keep
Scottsbluff-Gering
Beautiful*



KEEP AMERICA BEAUTIFUL AFFILIATE

ANNUAL IMPACT REPORT

2023

Keep Scottsbluff Gering Beautiful

TABLE OF CONTENTS

- 1 About Us pages 3-5
- 2 Our Programs pages 6-13
- 3 Outreach and Education page 14-15
- 4 Program Funding page 16
- 5 Our Volunteers page 17

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ABOUT US

Keep Scottsbluff Gering Beautiful is a non-profit organization. We became an affiliate of Keep America Beautiful in 1985. We believe in providing our community with education on recycling and litter reduction and getting community members involved in the beautification of Scottsbluff, Gering, and Terrytown.

OUR TEAM

Executive Director Cassidy Baum

Chairperson
Leann Sato

Vice Chairperson
Sherry Preston

Secretary
Amanda Shepperd

Board Members

Anthony Harris
Steve Mount
Jeni Mattern
Stan Kontogiannis
Elisa Roseborough
Crystal Johnson
Chris Perales

OUR MISSION

Encourage public involvement and organize programs designed to beautify our communities and improve its environment.



Our communities, clean, green and beautiful places to live, work, and play.

OUR VISION

OUR VALUES

Collaboration - We partner with individuals, service organizations, schools, and local business to meet the needs of our communities.

Education - We inform and educate the public on ways to keep our communities and our environment cleaner and greener.

Impact - We make a difference by implementing programs to remove litter and unwanted waste from our communities. Cleaner communities are good for the local economy.



OUR PROGRAMS

KSGB hosted many programs within our community throughout the year. With the help of our sponsors, donors, and volunteers we were able to recycle thousands of pounds of material and keep it out of our landfill and help remove litter from our community!

To be directed to our website and find more information about our programs, click on the links below.

[RECYCLE YOUR CYCLES](#)

[EARTH DAY CELEBRATION](#)

[HOUSEHOLD HAZARDOUS WASTE](#)

[PHARMACEUTICAL TAKE-BACK](#)

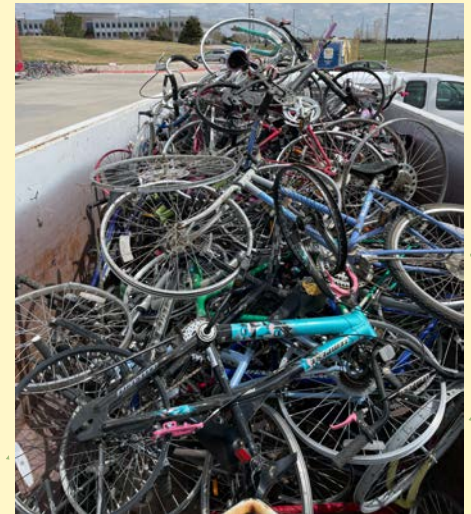
[ADOPT-A-SPOT MINI GRANT PROGRAM](#)

[MONUMENT MARATHON ADOPT-A-SPOT](#)

[STORM DRAIN DECAL PROGRAM](#)

RECYCLE YOUR CYCLES

We partnered with Western Nebraska Bicycling Club and Western Nebraska Community College to host the annual Recycle Your Cycles event. Donated bicycles were repaired and given to people in need within our communities. If the bike was not able to be repaired, we used it for parts and recycled the unused materials.



4 / 22 / 2023

Scrap Metal and Tires	2,640 pounds
Repaired/Donated Bicycles	46
Volunteers	9

EARTH DAY CELEBRATION

We hosted our annual Earth Day Celebration at Uptown Mall Scottsbluff. Our Earth Day Partners included: the Cities of Scottsbluff, Gering, and Terrytown, Platte Valley Bank, DocuShred, Scottsbluff High School FFA, Scottsbluff Fire Department HazMat Team, and the North Platte Natural Resources District.



4 / 22 / 2023

Shredded Paper	7,700 pounds
Used Oil Collected	93.75 gallons
Well Water Samples Tested	14
Volunteers	20

HOUSEHOLD HAZARDOUS WASTE COLLECTION

We hosted our annual HHW Collection at Uptown Mall Scottsbluff.

We contracted with Clean Harbors to collect and properly dispose of the following items: flammable liquids, chemicals, mercury, stains & varnishes, fluorescent light bulbs, auto batteries, and propane cylinders.



4 / 22 / 2023

HHW	1,472 pounds
Propane Cylinders	1
Auto Batteries	9
Vehicles	32
Volunteers	5

PHARMACEUTICAL TAKE-BACK



We partnered with the North Platte NRD, Cities of Scottsbluff and Gering, and the Scottsbluff and Gering Police Departments to host the annual pharmaceutical take-back at Uptown Mall Scottsbluff.



We contracted with Clean Harbors to safely and properly dispose of sharps, and expired, unused, and unwanted medications.

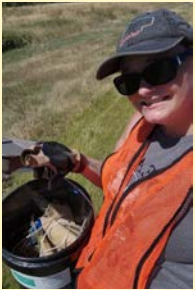
10/28/2023

Pills	158 pounds
Sharps	440 pounds
Silver Nitrate	5 pounds
Aerosols	8 pounds
Scheduled Narcotics	2.5 gallons
Recycling	270 gallons
Participants	54 individuals, 2 business
Volunteers	10

ADOPT-A-SPOT MINI GRANT PROGRAM



KSGB was awarded grant funds for the cleanup of 100 miles of roadsides and public spaces throughout our community. Groups and/or individuals applied for a specific area, picked up the litter from that area up to 4 times, and submitted a report after each cleanup. All reports were reviewed, and the groups were paid up to \$50.00 per mile. KSGB provided gloves, vests, trash bags, buckets, litter pick up tools, and traffic safety signs for the volunteers to be able to pick up the litter successfully and safely.



2023

Miles	27.2
Hours	334
Trash	1,339.8 pounds
Recyclables	211 pounds
Volunteers	45

MONUMENT MARATHON ADOPT-A-SPOT

KSGB partnered with WNCC to organize groups and/or individuals to pick up litter along the Monument Marathon course. The groups picked up the litter along their designated route prior to the marathon. Once they submitted the report, they were paid \$50.00 per mile. KSGB provided gloves, vests, trash bags, buckets, litter pick up tools, and traffic safety signs for all volunteers.



2023

Miles	12.4
Hours	160.15
Trash	447 pounds
Recyclables	82 pounds
Volunteers	49

STORMWATER EDUCATION AND DRAIN DECAL PROGRAM



KSGB contracted with Tri-City Stormwater to help organize groups and/or individuals to mark storm drains. The cities of Scottsbluff, Gering, and Terrytown provided detailed maps of areas within each community. The participants of the program used the maps to locate storm drains and place a "No Dumping, Drains to River" decal on the storm drain.

Participants received monetary compensation once they returned the extra supplies, map, and submitted the report.

2023

Decals Placed/Replaced	384
Informational Doorhangers	634
Hours	73
Volunteers	33

OUTREACH AND EDUCATION - SOCIAL MEDIA

The purpose of our outreach and education is to educate and promote our programs that are designed to prevent litter, reduce waste, improve recycling, and encourage the proper disposal of unwanted materials.

KSGB used Facebook and Instagram to reach a larger audience and shared information and educated our followers on topics related to the protection of our environment and natural resources.

We promoted our one-week online Facebook event to celebrate America Recycles Day. During the event information was shared about local recycling programs and education on recycling right. Book readings and activities were provided for parents and/or educators to do with our youngest recyclers!

We also began a new public education outreach program with our Fact Friday posts. The posts are designed to educate our followers on the importance of proper disposal of waste materials. We also share information about our programs and how the public can participate.

2023

Facebook and Instagram Reach	14,229 accounts
Facebook Posts	120 posts
Instagram Posts/Stories	76 posts/74 stories

OUTREACH AND EDUCATION - SCHOOL AND COMMUNITY PROGRAMS



KSGB participated in local school and community programs. We shared information on our volunteer opportunities. We provided education on litter and the importance of disposing of waste appropriately. We also created games made from recyclable materials and shared multiple ways people can reuse common household items.

KSGB developed a papermaking and recycling program. We provide all the tools needed to create paper from used paper. The participants provide the scrap/used paper for the project. We talked with the participants about recycling and reusing items.

2023

Lincoln Elementary Preschool - What is Litter?
Papermaking @ Scottsbluff After School Programs
Papermaking @ Gering Public School Summer Camp
Papermaking @ Gering Public Library
Gering Public Library Summer Program Kickoff

95 participants
110 participants
39 participants
16 participants
329 participants

PROGRAM FUNDING

KSGB applies for grants from the Nebraska Department of Environment and Energy (NDEE). These are competitive grants that require an annual grant application and quarterly grant reporting. The grants allow us to provide our annual programs. **Our total expenses for 2023 were \$120,879.84. The NDEE grant funds for 2023 totaled \$97,185.11.** Our remaining funds came from our local sponsors, donors, and our program fees.

OUR SPONSORS

City of Gering

City of Scottsbluff

City of Terrytown

CW Yount Foundation

JG Elliott Insurance Center

Mike Weimer Memorial Fund

North Platte Natural Resources District

Platte Valley Bank

Western Nebraska Community College

THANK YOU TO OUR LOCAL SPONSORS AND DONORS! WITHOUT YOUR SUPPORT KSGB WOULD NOT BE ABLE TO PROVIDE OUR ANNUAL PROGRAMS.

OUR VOLUNTEERS

KSGB relies on volunteers to accomplish our annual goals. Our volunteers allowed us to reach our goals successfully!

THANK YOU!

Beta Sigma Phi Sorority

Bethel Baptist Church

BSA Troop 16G

Deines/Baum Family

Gering Middle School FCCLA Club

Girl Scout Troop 10290

J G Elliott Insurance Center - Scottsbluff

KSGB Team and Families

Mitchell Pack 9 and Troop 9

Murphy/Morales Family

Northfield Haven

Panhandle Partners Aktion Club

Puppy Pals

Scottsbluff Fire Department HazMat Team

Scottsbluff High School FFA Chapter

Soroptimist International of Scotts Bluff County

The Vine United Methodist Men's Group -

Scottsbluff

Western Nebraska Bicycling Club