

Keep Charlotte Beautiful Inc



SUMMARY

Mission

The mission of Keep Charlotte Beautiful is to inspire and educate people to take action every day to improve and beautify Charlotte County.

Contact Information

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General Information

Nonprofit	Keep Charlotte Beautiful Inc
Organization Does Business As (DBA)	
Keep Charlotte Beautiful, Inc. KCB	
Tax Exempt Status	Public Supported Charity
Incorporation Year	2002
State Charitable Solicitations Permit	Yes Oct 2018
State Registration	Yes June 2021

BACKGROUND & NEEDS

Impact Statement

Accomplishments:

- We moved our Student Calendar Art Contest Awards Ceremony from November to April so that the students would get their recognition in the same year that it was earned. We also invited adult and youth volunteers from all of the organizations that participate with us during the year. It became the KCB Celebration complete with BBQ and a cake. We had over 170 people present.
- Coastal Cleanup-KCB's volunteer numbers were up by 60% and 6,651 pounds of litter was removed from our waterways.
- KCB signed up 631 citizens for Drive It Home/Keep Our Paradise Litter Free, an FDOT program, that asks Florida Residents to commit to set an example and dispose of trash in the proper receptacles, keep a litter bag in your car, never throw anything out of the window, and advocate small changes such as picking up one piece of litter a day
- The Cigarette Litter Prevention Program for this year is focusing on the water. We now have 6 clearly marked ash receptacles along the walkway in the City of Punta Gorda. KCB was able to partner with two of the local waterside restaurants to use a coaster with an educational message about cigarette litter. They will also be handing out pocket ashtrays to smokers. The Punta Gorda Police Department will be handing out pocket and car ash receptacles to visitors and citizens at events and on their daily rounds.

Goals

- To continue into the next year to evaluate each and every one of our programs as to what we want to stop, start, and continue.
- To grow our board.
- To create new programs that will continue our mission.

Needs Statement

- 1.Coastal Cleanup T-shirts and gloves for 800 volunteers- \$4000
- 2.Great American Cleanup T-shirts and gloves for 800 volunteers- \$4000
- 3.Recycle Bowl Incentives for schools \$2400
- 4.Student Calendar Art Contest Incentives and Scholarship- \$1000
- 5.Cigarette Litter Prevention Program Receptacles for parks-\$2500

Background Statement

Keep Charlotte Beautiful is a proud affiliate of Keep America Beautiful, the nation's largest volunteer-based community action and education organization. We are proud to be a part of a network of more than 1,200 affiliates and participating organizations engaging individuals to take greater responsibility for improving our community's environment.

Since our inception in 2001, Keep Charlotte Beautiful has provided residents and visitors with opportunities to join fun, like-minded individuals who are passionate about protecting Charlotte County's natural resources. We focus on our mission of improving the quality of life in Charlotte County by engaging volunteers to keep our community clean and free of debris, conserving resources and beautifying our public spaces.

We use the three "E's" of community engagement: Education, Environment and Events to instill pride and ownership in our community so that we ensure effective, long-term results.

Through our ongoing programs, Keep Charlotte Beautiful helps individuals, families, civic and business groups get more involved and have fun, while protecting our environment.

Statement from the Board Chair

I have been on the board for 5 years and have participated in many functions such as cigarette litter prevention, community clean-ups, litter index reports, preparing community gardens, education programs with school children. I see one of the biggest challenges is educating people to the dangers of littering and the need for recycling. We have undertaken many programs to show the dangers litter presents to our environment and how to prevent littering. As a result of this we have held annual clean up events with different communities. The closest project to me has been the refurbishing and beautification of a monument dedicated to 9-11 and Northwest Port Charlotte which is near where I live. The plaques on the monument were faded, the garden

surrounding the monument was overgrown and the base had mounds of fire ants and was collapsing in one area. We worked with another organization to help with financial costs and volunteering to accomplish the completion of this project which is now a fantastic display to welcome people to the community. We often involve other organizations such as schools to both educate and include them in our projects. We sponsor a recycle bowl with all the local schools to reinforce the need to recycle and another favorite of mine is the annual art contest which has students in our schools submit a drawing with Keep Charlotte Beautiful as the theme. All our programs are helpful, both as an educational device and also as a way to keep our environment healthy. It involves volunteers and always has some expense involved. Much of our funds come from grants that we must apply for but additional funding is always needed. I joined this organization because I saw a need that was being fulfilled and I wanted to be a part of improving the environment and the quality of life for our citizens.

Statement from the CEO/Executive Director

I left a position that I loved working with students to be Executive Director of Keep Charlotte Beautiful July 27, 2015 because, as a volunteer and a part-time employee of KCB, I knew first hand the impact that this organization has on our community.

I believe that sometimes people view Keep Charlotte Beautiful (KCB) as the cleanup group or they just key in on beautiful and think we are out planting flower gardens. KCB, an affiliate of Keep America Beautiful(KAB), goes much deeper than that. In order to make what we do sustainable we use the KAB system of behavior change. A great example of this is with the Cigarette Litter Prevention Program. This year we have worked with the City of Punta Gorda to install six ash receptacles along the Harbor Walk area. KCB is also providing coasters with an educational message and pocket ashtrays to the outdoor bars near the waterfront. PG Police Department is joining us in distributing the pocket ashtrays and we are working on a PSA to educate smoker's about the harm cigarette litter does to our environment. If we educate people, give them incentive, and the proper tools they will hopefully stop littering.

I love that KCB has many opportunities for youth, in both passive and active community service. For the Recycle Bowl, a friendly competition where schools compete against each other to see who can recycle the most, students work with teachers to collect and weigh the recyclables throughout the month before America Recycles Day. We have a KAB Youth Advisory Council that this year decided they needed to plant some of the 21 large beds that they have on campus. The students partnered with the Key Club and planted 33 plants in the 5 beds out front of Port Charlotte High School. KCB has worked with more than a few potential Eagle Scouts on projects to benefit the community. There have been educational, therapeutic, and community gardens and several monuments done as Eagle Projects.

At the end of the day, it is just a great feeling to know that we are able to help people make the changes in their communities that they would like to see happen.

Areas Served

FL- Charlotte

We serve all of Charlotte County which includes Port Charlotte, Punta Gorda and Englewood.

Service Categories

Primary Organization Type	Environment
Secondary Organization Type	Environment
Tertiary Organization Type	Environment

PROGRAMS

Recycle Bowl

Description	<p>Part of KCB's mission is conserving resources so one of our biggest programs is the Recycle Bowl, a friendly competition between schools, to see who can recycle the most leading up to America Recycles Day. This year KCB set the schools up with posters and book marks featuring Waste Management's Recycle Often. Recycle Right. Charlotte County Solid Waste provided recycle bins and milk carton recycling containers.</p> <p>In May, we had a Charlotte County Student Celebration where students for the Recycle Bowl were some of the students recognized. All schools were invited and given an appreciation gift. The top 3 also received something of their choice, 2 choose t-shirts and the other one decided on a building table from Nature Explore. BBQ and cake topped the night off.</p>
Budget	\$7,000.00
Category	Environment, General/Other Environmental Education
Program Linked to Organizational Strategy	Yes
Population Served	K-12 (5-19 years) Families Families
Short Term Success	<ul style="list-style-type: none">• Students are learning what is and what is not recyclable.• Weighing what is collected allows them to see the numbers of what would enter the waste stream if they were not recycling.• Some students are even getting the opportunity to help run the program at their schools.
Long Term Success	<ul style="list-style-type: none">• The students will take what they learned home with them, share it with their families, and this will help reduce what ends up in the landfill in our community.• The schools work really hard for that month but the recycling does not stop just because the month ended.• Students also can take the leadership experience that they learned into other areas of their lives.
Program Success Monitoring	<p>KCB assists the teachers in their final reports. This allows us to see their feedback on the program. We also keep our own tracking on what tools we give out and to which schools.</p> <p>When we are doing community outreach we also meet parents and students who tell us about their experience.</p>
Program Success Examples	<ul style="list-style-type: none">• Our teachers are reporting that it is making an impact in their overall recycling throughout the year. (10% on average)• Parents have told me that they are learning about recycling from their children. :)• In 2014 we had 10 schools complete the competition with a population of 7426 and a recycled weight of 22,026 pounds. For 2015 we had 10 schools with a population of 9785 and a recycled weight of 40,341 pounds. In 2016, KCB had 11 schools participate with a population of 11,179 and a recycled weight of 29,720 pounds.

Keep Charlotte Beautiful Student Calendar Art Contest

Description	<p>The KCB Student Calendar Art Contest is an opportunity for students to show what they believe Keep Charlotte Beautiful means. Some of the students focus on our different programs like recycling and beautification and others create art that reflects a beautiful landscape or some of our local animals.</p> <p>The judges choose two, a first place and an honorable mention, from each level, K-12. We then produce the calendar with the students artwork and the photos of the first place students.</p> <p>KCB hosts an award ceremony that honors the students. Each of the first place students receives a \$50 gift card and the cover winner gets \$100 gift card. The senior winner receives a \$250 scholarship. All of the students receive a goody bag and are recognized. This year we made it a bigger celebration and included food.</p> <p>The calendars are given to the teachers to sell at \$3 each. The funds are then put back into their art or environmental programs.</p>
Budget	\$4,500.00
Category	Environment, General/Other Environmental Education
Program Linked to Organizational Strategy	Yes
Population Served	K-12 (5-19 years) Families Adults
Short Term Success	The honorable mentions and first place winners all receive recognition at the ceremony. This program is to help the students reflect on the environment and develop an appreciation for it.
Long Term Success	That students will develop a love and appreciation for the environment.
Program Success Monitoring	<ul style="list-style-type: none">• count the art work• attendance at the ceremony• require a short report on what is done with the money raised from calendar sales(new this year)
Program Success Examples	<p>KCB had 697 entries this year. The ceremony itself had a higher number in attendance.</p> <p>One of the students parents said that they felt the contest was good for their daughters confidence. She never feels her art is good enough. She had won the cover and was in the 8th grade.</p> <p>A teacher called and said one of her students whose art was selected was a student who does not get recognized usually. They came with the whole family all dressed up. It was quite the night for them.</p> <p>We received several emails from teachers and parents thanking us for recognizing their children.</p>

Cleanup Programs

Description	<p>KCB organizes and supports many cleanups throughout the year. Our two biggest are the Great American Cleanup and the International Coastal Cleanup.</p> <p>Keep America Beautiful Great American Cleanup, the nation's largest community improvement program, takes place in the spring. Activities included beautifying parks and recreation areas, cleaning seashores and waterways, handling recycling collections, picking up litter, planting trees and flowers, and conducting educational programs and litter-free events. Each September, organizations around the world help protect our shared waterways by participating in the International Coastal Cleanup. Ocean Conservancy's Ocean Trash Index is the world's largest item-by-item, location-by-location database of trash found in near-shore environments. KCB organizes volunteers, provides cleanup supplies, t-shirts for volunteers, and small grants to help with some of the projects.</p>
Budget	\$9,500.00
Category	Environment, General/Other Environment, General/Other
Program Linked to Organizational Strategy	Yes
Population Served	US Children and Youth (0 - 19 years) Adults
Short Term Success	<p>The KAB report Littering in America states that people are more likely to litter in places where it is already littered. In places where people take pride and keep it clean they are less likely to litter.</p> <p>We do and encourage these cleanups throughout the year in an effort to keep the pride in the neighborhoods up.</p>
Long Term Success	<p>"Litter and illegally dumped materials attract crime and repel economic development in urban areas" concluded a group of more than 80 attendees at an Urban Litter Forum.</p> <p>The cleanliness and care in a neighborhood affect not only property values but crime rates as well. Cleanups help make our neighborhoods a safer place to live.</p>
Program Success Monitoring	KCB tracks the groups and locations being cleaned up. We also have the participants fill out a tracking sheet to show how many volunteers showed up, hours, amount of litter, and recyclables collected.
Program Success Examples	Our community is coming out in force to help support these programs. In 2014 KCB had 336 volunteers, 2015 660 volunteers, and in 2016 800 volunteers came out for the Coastal Cleanup alone.

Cigarette Litter Prevention Program

Description	KCB participates yearly in the Cigarette Litter Prevention Program, a KAB initiative. Cigarette butts are the number one littered item in Charlotte County as proven every year in the data from the Coastal Cleanup. We check to make sure laws are in place, audit the cigarette butts in the area, place ash receptacles, pass out pocket and car ashtrays, and work to educate the public.
Budget	\$5,500.00
Category	Environment, General/Other Pollution Abatement & Control
Program Linked to Organizational Strategy	Yes
Population Served	Adults Children and Youth (0 - 19 years) US
Short Term Success	By providing the tools for smokers to use so that they are not tempted to "flick" their cigarette butts. That will keep our community and waterways cleaner.
Long Term Success	<p>Cigarette butts are made up of a type of plastic that takes many years to break down.</p> <p>The filters also contain up to 60 different known carcinogens. Those toxins are leached into our soil and water, as well as consumed by wildlife that mistake them for food.</p> <p>Our coastline is home to an abundance of sea life and shorebirds and our mangroves are their hatcheries. Keeping cigarette litter off of our coastlines and out of our waterways is important to the health of our environment.</p>
Program Success Monitoring	We count the cigarette butts in the area that we are going to implement and then we go back and count them after our plan is in place.
Program Success Examples	We have had up to a 55% success rate in reducing cigarette litter in the areas we have targeted.

Youth Advisory Council

Description	<p>Our KAB Youth Advisory Council has been in existence for three years. We now have a program in place to not only help the students learn about the KAB system of behavior change but to also learn how to create and run a project.</p> <p>We have three projects that the students will be working on this year.</p> <ul style="list-style-type: none">• Litter on their Campus• Trashless Tree Trails• Free Form Project
Budget	\$4,000.00
Category	Environment, General/Other Environmental Education
Program Linked to Organizational Strategy	Yes
Population Served	Adolescents Only (13-19 years) Adults
Short Term Success	<p>With the project to reduce litter on school campuses, the students will be introduced to the litter index, a system of measuring the problem so they will be able to track the difference that their project made.</p> <p>They will be able to use the project planning guide to create their project step by step.</p> <p>Trashless Tree Trails-students will learn how to measure a tree and enter the information into a database that measures the value of a tree. This activity will also include setting up a geocache.</p> <p>Free Form Project-Using what they have learned the group of students will be able to plan a project of their own.</p>
Long Term Success	<p>This program will give the students the know how to do environmental projects later in life.</p> <p>The project that reduces litter on campuses will save school districts money that could be used for other things.</p>
Program Success Monitoring	We will be using the Litter Index to measure the success of the reduction of litter project.
Program Success Examples	We have just moved into this new phase of the program.

MANAGEMENT

CEO/Executive Director

CEO/Executive Director

No Executive

CEO Email

Rhonda.Harvey@charlottecountyFL.gov

Co-CEO/Executive Director

Experience

Staff & Volunteer Statistics

Full Time Staff	0
Part Time Staff	0
Staff Retention Rate %	N/A
Professional Development	No
Contractors	0
Volunteers	2000
Management Reports to Board	N/A
CEO/Executive Director Formal Evaluation	N/A
Senior Management Formal Evaluation	N/A
NonManagement Formal Evaluation	No

Collaborations

- Charlotte County Public Schools-Recycle Bowl, Youth Advisory Council, Calendar Art Contest
- Charlotte County Solid Waste-Recycle Bowl, Cleanups
- Waste Management-Cleanups, Calendar Art Contest
- City of Punta Gorda-Adopt-A-Road, Cigarette Litter Prevention Program
- TEAM Punta Gorda-Coastal Cleanup, Community Greening
- Charlotte County Parks and Rec-Cleanups, Adopt-A-Shore, Cigarette Litter Prevention
- Keep America Beautiful-Great American Cleanup, Recycle Bowl, America Recycles Day, Cigarette Litter Prevention Program
- Keep Florida Beautiful-Great American Cleanup/Drive It Home
- It's About Time Kayaks-Coastal Cleanup
- Holiday Boat Rental-Coastal Cleanup
- Boy Scouts-Cleanups, Community Improvement and Greening
- Girl Scouts-Cleanups, Community Improvement and Greening
- Punta Gorda Boat Club, Peace River Sail and Power Squadron, Punta Gorda Sail Club-Cleanups
- Charlotte Harbor Environmental Center-Cleanups
- Charlotte Harbor National Estuaries Program-Cleanups, Community Greening, and Education
- Ocean Conservancy-International Coastal Cleanup

GOVERNANCE

Board Chair

Board Chair	Mrs. Jeri K. Reif
Company Affiliation	Retired
Board Term	Oct 2017 to Sept 2019
Board Chair Email	tomnjeri33953@gmail.com

Board Co-Chair

Board Co-Chair	Mrs. Angela Hemstreet
Company Affiliation	Goodwill
Board Term	Oct 2017 to Sept 2019
Board Co-Chair Email	angelahemstreet@goodwillswfl.org

Board Members

Name	Affiliation	Status
Mr. Richard Allen	Charlotte County Public Works Solid Waste	Voting
Ms. Yvonne Bras	Girl Scouts of Southwest Florida	Voting
Mrs. Rhonda Harvey	Executive Director	NonVoting
Mrs. Angela Hemstreet	Goodwill of Southwest Florida	Voting
Mrs. Pamela Myers	Sarasota Memorial Hospital	Voting
Mr. Todd Peres	Waste Mangement	Voting
Mrs. Jeri Reif	Northwest Port Charlotte Community League	Voting

Board Demographics - Ethnicity

African American/Black	0
Asian American/Pacific Islander	0
Caucasian	6
Hispanic/Latino	1
Native American/American Indian	0
Other	0 0

Board Demographics - Gender

Male	2
Female	5
Not Specified	0

Governance

Board Term Lengths	2
Board Term Limits	99
Board Orientation	No
Number of Full Board Meetings Annually	10
Board Meeting Attendance %	86
Board Self-Evaluation	No
Written Board Selection Criteria	No
Percentage of Board Making Monetary Contributions	43
Percentage of Board Making In-Kind Contributions	100
Constituency Includes Client Representation	No

FINANCIALS

Current Financial Info

Fiscal Year Begins	2017
Fiscal Year Ends	2018
Projected Revenue	\$45,535.00
Projected Expenses	\$45,535.00
Total Projected Revenue includes "in-kind" contributions/ donations	No
Endowment Value	\$0.00
Spending Policy Percentage	0
Tax Credits	No

Capital Campaign

In a Capital Campaign	No
Campaign Goal	0

IRS Form 990s

[990 EZ 2016](#)
[990 EZ 2015](#)
[990EZ 2014](#)
[990 EZ 2013](#)
[990 EZ 2012](#)

Solvency

Short Term Solvency

Fiscal Year	2017	2016	2015
Current Ratio: Current Assets/Current Liabilities	--	--	--

Long Term Solvency

Fiscal Year	2017	2016	2015
Long-Term Liabilities/Total Assets	0%	0%	0%

Historical Financial Review

Revenue and Expenses

Fiscal Year	2017	2016	2015
Total Revenue	\$38,161	\$46,836	\$37,475
Total Expenses	\$36,317	\$36,324	\$38,244

Revenue Sources

Fiscal Year	2017	2016	2015
Foundation and Corporation Contributions	\$0	\$0	\$0
Government Contributions	\$0	\$0	\$0
Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local	\$0	\$0	\$0
Unspecified	\$0	\$0	\$0
Individual Contributions	\$27,294	\$15,150	\$32,051
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$14,683	\$19,282	\$2,450
Investment Income, Net of Losses	\$35	\$32	\$36
Membership Dues	\$0	\$0	\$80
Special Events	(\$3,951)	\$9,607	\$2,858
Revenue In-Kind	\$0	\$0	\$0
Other	\$100	\$2,765	\$0

Expense Allocation

Fiscal Year	2017	2016	2015
Program Expense	\$31,938	\$23,761	\$20,576
Administration Expense	\$4,379	\$12,563	\$17,668
Fundraising Expense	\$0	\$0	\$0
Payments to Affiliates	\$0	\$0	\$0
Total Revenue/Total Expenses	1.05	1.29	0.98
Program Expense/Total Expenses	88%	65%	54%
Fundraising Expense/Contributed Revenue	0%	0%	0%

Assets and Liabilities

Fiscal Year	2017	2016	2015
Total Assets	\$43,343	\$41,499	\$30,987
Current Assets	\$43,343	\$41,499	\$30,987
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0
Total Net Assets	\$43,343	\$41,499	\$30,987

Top Funding Sources

Fiscal Year	2017	2016	2015
Top Funding Source & Dollar Amount	Contributions, gifts, grants \$27,294	Program Service Revenue \$19,282	Contributions, gifts, grants \$32,051
Second Highest Funding Source & Dollar Amount	Program Service Revenue \$14,683	Contributions, gifts, grants \$15,150	Fundraising \$2,858
Third Highest Funding Source & Dollar Amount	Other \$100	Fundraising \$9,607	Program Service Revenue \$2,450

Comments

Financial Comments by Organization

Last year KCB moved from Excel to QuickBooks. We are also hired a bookkeeper to go over financials on a quarterly basis and to file our 990 every year.

Financial Comments by Foundation

Financial information taken from Federal 990-EZ Contributions include foundation and corporate support.

PLANS, POLICIES & LICENSES

Plans

Fundraising Plan	Yes
Communication Plan	No
Strategic Plan	No
Strategic Plan Adopted	Jan 2018
Years Strategic Plan Considers	3
Management Succession Plan	No
Continuity of Operations Plan	No

Policies

Organizational Policies and Procedures	No
Written Conflict of Interest Policy	Yes
Nondiscrimination Policy	No
Directors and Officers Insurance Policy	Yes
Risk Management Policy	
Special Event Liability	
Whistle Blower Policy	No
Document Destruction Policy	No

Affiliations

Affiliation	Year
Keep America Beautiful	2001
Keep America Beautiful Affiliates of Florida	2006

Awards & Recognition

Award/Recognition	Organization	Year
Keep Florida Beautiful 2015 Outstanding School or Youth Involvement	Keep Florida Beautiful	2015
Outstanding Partnership Award-WM, CCSW, and KCB	Recycle Florida Today	2011
Cigarette Litter Prevention Program Award-2nd Place	Keep America Beautiful	2013
President's Circle Recognition Award	Keep America Beautiful	2015
President's Circle Recognition Award	Keep America Beautiful	2016
Affiliate Award of Excellence	Keep America Beautiful	2017
President's Circle Recognition Award	Keep America Beautiful	2017

Government Licenses

Is your organization licensed by the Government? No

Planning & Policies Comments

Planning & Policies Comments by Organization

Planning & Policies Comments by Foundation