

Top 10 Reasons

Keep Houston Beautiful Worked in 2007

Keep Houston Beautiful is the city's leading beautification, litter reduction, and recycling education organization. As a Keep America Beautiful affiliate, Keep Houston Beautiful had been reaching out to all segments of the community for more than 30 years to educate and empower individuals to take greater responsibility for beautifying and enhancing Houston's environment. Each year's successes have created a cleaner and healthier city for all Houstonians.

10... Keep Houston Beautiful cleans up! Each year, more than 10,000 volunteers donate more than 55,000 hours to remove more than two million pounds of debris during 426 community cleanups. Keep Houston Beautiful maintains a tool bank and loans equipment and supplies to community groups organizing community improvement projects.

- Sponsored Keep Houston Beautiful Day in celebration of the Great American Cleanup™ – an annual event now in its 15th year.
- Together with more than 60 community organizations, City of Houston Neighborhood Protection Corps and Department of Solid Waste Management average 8 neighborhood cleanup projects per weekend.

9... Keep Houston Beautiful creates habitats! We help schools create outdoor nature classrooms with school yard habitats. By giving youth a chance to understand nature first hand, life-long habits develop along with a respect for the environment.

- Hosted Houston's First Great American Backyard Campout™ in partnership with the National Wildlife Federation and the City of Houston Parks & Recreation Department at Lake Houston Park.

8... Keep Houston Beautiful combats graffiti! Through our Graffiti Hurts™ program, we clean targets of graffiti and have replaced some of the worst offenders with beautiful murals painted by neighborhood youth. These pieces of public art have never been defaced and are a source of pride for many neighborhoods.

- Presented a Keep America Beautiful sponsored Graffiti Hurts™ workshop for educators in partnership with Houston Independent School District.

7... Keep Houston Beautiful educates. We have trained hundreds of teachers on how to use the highly successful Keep America Beautiful Waste-In-Place™ curricula. These after-school training seminars allow teachers to conduct the various lessons on recycling and waste reduction with the instructors and then put what they have learned to work in their classrooms, influencing thousands more young minds each year.

- Together with AbitibiBowater, HEB grocery stores and the City of Houston, launched a new recycling drop-off program at 21 new sites in Harris County.
- Partnered with the City of Houston Department of Solid Waste Management and the Greensheet, to produce a back-to-school recycling education insert for students.
- Recruited four high school environmental clubs to participate in the Students for Recycling PET Great American Cleanup™ recycling promotion.
- Partnered with the City of Houston Stop Trashing Houston™ Campaign and Houston-Galveston Area Council to produce a public service recycling message featuring former President George Bush and First Lady Barbara Bush.





6... Keep Houston Beautiful prevents illegal dumping! We train community groups how to track down and report illegal dumpers to stop this source of neighborhood decline. In 2007, volunteer mowed 1,012 lots and removed 6,536 illegally dumped tires.



5... Keep Houston Beautiful beautifies! Through the Adopt-A-Block and Adopt-An-Esplanade programs, 95 organizations, schools, fraternities, sororities, and businesses have made our city shine through their dedication.

- Together with the East Downtown Management District, transformed a one-acre tract of land from an eyesore to urban park by planting 64 trees and 300 yards of grass in honor of Houston's Sister City of Shenzhen, China.
- Refurbished landscaping at the Police Academy and Fire Department Logistics Building to create an environment our men and women in uniform can enjoy on a daily basis.

4... Keep Houston Beautiful reverses neighborhood decline! By working with the Houston Police Department's Neighborhood Protection Corps, we conduct monthly City Council Cleanups that help reduce sources of neighborhood blight.

- Together with 1,423 volunteers and probationers, ten city departments and 409 city employees conducted C3 City Council Cleanups on the third Saturday in each of the nine Houston City Council Districts. The C3 cleanups are so popular additional neighborhoods were added so at-large council members could participate.

3... Keep Houston Beautiful develops community leadership. By training civic groups on how to improve their neighborhoods and how to use resources such as public agencies, we empower citizens to make permanent improvements in their lives and communities.

- Together with The Park People, and City of Houston Parks & Recreation Department, hosted the second annual On the Trail of Trash to clean, remove invasive species and beautify seven park trails on National Trails Day in the summer.
- Presented the 23rd Mayor's Proud Partner's Awards to honor the many exemplary efforts individuals, neighborhoods, organizations and businesses make to improve our city's environment.
- Won numerous awards, including Trees for Houston Arbor Day Award, Greater Houston Partnership Quality of Life Litter Reduction Award and Keep America Beautiful Distinguished Service Award.

2... Keep Houston Beautiful is cost effective. For every \$1 raised, an additional \$12 in in-kind donations is leveraged through such things as planting materials and professional landscaping services.

1... Keep Houston Beautiful WORKS! By conducting an annual litter survey, we ensure that resources continue to attack this problem.

For more information go to www.houstonbeautiful.org.