



# Keep NC Beautiful

All Ways Green

## Year in Review

### Table of Contents

- [Mission Statement](#)
- [Our Story](#)
- [Report Card for Improving Community Environments](#)
- [Thanks to our Supporters](#)
- [Affiliates in Action](#)

### KNCB Staff

Executive Director  
[Heather Thompson](#)

State Leader & Program Manager  
[Brenda Ewadinger](#)

### KNCB Board of Directors

*President*  
Amy McConkey  
NC Beverage Association

*Vice-President*  
Randall Essick  
Waste Management

*Treasurer*  
Maeve Goff

*Secretary*  
Dawn Reeves  
Lincoln Harris

*Parliamentarian*  
Jane Owen Barbot  
The Garden Club of NC

Susan Albritton  
Sonoco Recycling

Susanne Barham  
McDonald's USA, LLC

Catherine Bond  
Clear Channel Radio

Darren Clark  
PepsiCo

Butch Gunnells  
NC Beverage Association

### Mission Statement

engages and supports organizations and individuals to Keep North Carolina Beautiful.

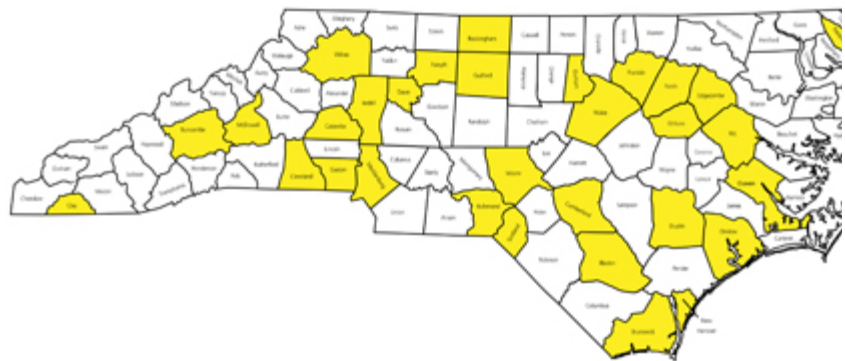
### Our Story

Keep NC Beautiful is a grassroots organization that assists our 33 affiliated 31 counties in improving community environments through volunteer-driven programs in litter prevention and cleanup, recycling and waste management and beautification.



Keep NC Beautiful  
All Ways Green

Affiliate Member



33 Certified Affiliates representing 31 Counties

3 in pre-cert representing Ashe, Gaston, and Robeson Counties

"Having the support and the benefit of the KNCB office through the years.....Priceless!!"

Jake Wilson  
Keep Mecklenburg Beautiful

### Report Card for Improving Community Environments

#### Great American Cleanup A+

Volunteers logged 111,830 hours and collected 992,362 pounds of litter resulting in a \$2.2 million cost savings in manpower for cleanup.



Pat Johnson  
Keep Gastonia Beautiful

Kirsti Nelson  
Otto Environmental  
Services

Cheryl Tafoya  
Keep Greenville  
Beautiful

Rick Zechini  
Progress Energy

**Donate**

[www.keeppncbeautiful.org](http://www.keeppncbeautiful.org)

Like us on [facebook!](#)

## Thanks to our Supporters

(This listing represents cumulative gifts for 2010 and 2011.)

### **Green Visionary (\$10,000+)**

NC Beverage Association  
NC Coca-Cola Bottlers Council  
NC Department of Transportation  
Sonoco Recycling  
The Walmart Foundation  
UPS Foundation  
Waste Management

### **Green Sustainer (\$5,000)**

Keep America Beautiful  
PepsiCo

### **Green Steward (\$2,500)**

Harris Teeter  
Progress Energy

### **Green Supporter (\$1,000)**

American Greenz  
Carastar  
Clear Path Recycling  
McDonald's USA LLC  
NC Beer & Wine Wholesalers  
Nestle Waters North America  
Siemens Caring Hands Foundation

### **Green Friend (\$500 and under)**

1-800-GOT-JUNK  
A Bag's Life  
Green Day Waste & Recycling  
Keep Gastonia Beautiful  
Republic Services  
Strategic Materials  
Waste Pro  
WCA Waste Corporation



### **America Recycles Day A+**

More than 1 million people signed the pledge to recycle more and collection events were held statewide that netted 931 pounds of plastic, 53,320 pounds of newspaper, 85,000 pounds of electronics and 190 pounds of metal.



### **Bi-annual Most Unusual Litter Contest A+**

North Carolina Citizens received cash prizes totaling \$800 for picking up unusual litter during litter clean-ups. Bizarre items found included: a coin the 1730s, an abandoned bass boat, payroll check, 1924 Charlotte high ring, tube of fixodent and a South Carolina peach stand.



### **Litter Prevention Small Grants A+**

Seven nonprofits and schools receive \$500 each for litter prevention and recycling initiatives.

Award Winners included: Better Badlin, Inc., Badin; Triangle Reuse Alliance, Durham; The Green Chair Project, Raleigh; Penn-Griffin School for the High Point; NCSU US Green Bldg Council, Raleigh; Phi Theta Kappa, Jamestown and Nash Central HS Environmental, Rocky Mount.



### **Tarp Awareness Campaign A+**



Keep NC Beautiful State Chapter

Twenty-eight counties held a Tarp Awareness Day and distributed 3,000 tarps statewide.



**Impact A+**

On average, each dollar invested in KAB affiliates' community improvement efforts results in nearly \$24 in measurable benefits in services provided according to the 2010 KAB Affiliate Cost/Benefit Analysis.



"Our partnership with KNCB provides Keep Shelby Beautiful raising awareness through education programs in the local schools, providing resources and materials, working with local government officials on beautification policies, and providing training for local directors and volunteers. Thanks again for all you do for the affiliates!"

Mary Byrnes  
Keep Shelby Beautiful

---

**Affiliates in Action**

Congratulations to our affiliates who received awards at the 58<sup>th</sup> annual Keep America Beautiful Conference

**Keep Moore County Beautiful** – *Great American Cleanup Outstanding Sponsor Support*

**Keep NC Beautiful** – *Gold Level – State Recognition*

**Keep Winston-Salem Beautiful** – *Implementation of Cigarette Litter Prevention Program*

**Keep Winston-Salem Beautiful** - *Creativity in Media and Outreach*

"Honestly, I could not imagine trying to operate without a state KNCB office. Without the valuable assistance from KNCB, my program would suffer, and would not be nearly as successful as it has been. Job well done guys."

Ed Shearin  
Keep Franklin County Beautiful

---

Please visit our website at <http://keepncbeautiful.org/>  
Donate to our cause at <https://app.etapestry.com/hosted/NorthCarolinaKeepAmericaBe/OnlineDonations>