



KEEP DURHAM BEAUTIFUL ANNUAL REPORT

FY 2019-2020



KEEPDURHAMBEAUTIFUL.ORG



DIRECTOR'S STATEMENT

Keep Durham Beautiful
Supporter,

Thank you for all the time,
money, and hard work you have
dedicated to Keep Durham
Beautiful this year. Together we
kept our city clean and green
and inspired each other to love
where we live.

The impact we make as a
community is bigger than
anything we could do alone.
Thank you for being a part of
our community this year!

TANIA DAUTLICK
EXECUTIVE DIRECTOR



OVERALL IMPACT

Keep Durham Beautiful (KDB) aims to engage and inspire individuals to take greater responsibility for their community environment.

Each year we work with thousands of volunteers in projects that address our three focus areas; litter prevention, waste reduction, and community greening. This year we adapted to a new normal and adjusted the way we serve our community. Despite all the changes, our staff, partners, and volunteers still worked together to make an incredible impact on the Durham community. See highlights from the year below.

2,601
Volunteers

6,085
Hours
Served

404
Students
Educated

58,942
Pounds of
Litter
Removed

LITTER PREVENTION

Litter is harmful to our community. It pollutes our streets and waterways and reduces the value of our neighborhoods. This year we prevented and removed litter through organized cleanup campaigns, increased educational outreach, and trained community leaders.

Big Sweep

Since Big Sweep started in 2005, 5,700 volunteers have removed 177,000 pounds of litter from our community.

During Big Sweep 2019,

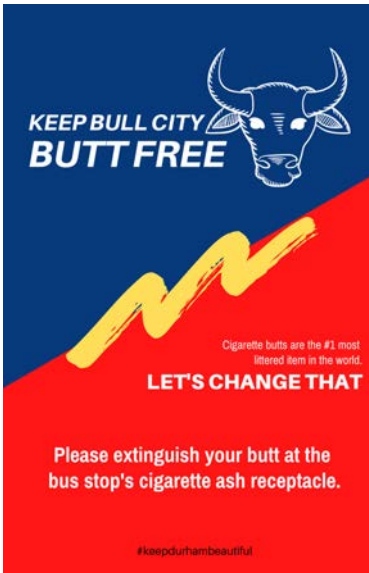
- 659 people volunteered.
- 16,563 pounds of litter were collected.

#TrashyTuesday

Trashy Tuesday, a new social media-based campaign, focuses on getting people outside to clean up litter on a regular basis. Litter prevention does not have to be an organized group event; it can be each of us putting on a pair of gloves, grabbing a bag, and picking up litter around our neighborhood for 30 minutes on Tuesdays.

[Click here to download](#) #TrashyTuesday social media graphics that you can use to spread the word.





Cigarette Litter Prevention Program

Cigarette Butts are the most littered item across the country. This year we implemented a Keep America Beautiful grant to help make our public areas “Butt Free Zones”. We installed interactive ballot-bin receptacles at four Durham bus stops and educational posters in all GoDurham buses.

Litter Prevention Program Kits

We partnered with the Clean Water Education Partnership to develop a litter prevention curriculum guide for Durham elementary schools. We will pair the guide with a litter cleanup supply kit and share the program with schools this coming year.



Litter Leaders

The Litter Leaders program trains volunteers to lead cleanup events. With these volunteer leaders, KDB can engage more groups throughout the year.

This year we:

- Hosted one in-person training.
- Hosted one virtual training.
- Trained 26 Litter Leaders.



COMMUNITY GREENING

Community greening makes Durham a beautiful, healthy, and safe place. We want all Durhamites to feel proud of where they live. We provide opportunities for people to learn about and engage with the green spaces in Durham through volunteer events, giveaways, and community partnerships.

Tree Planting

In partnership with TreesDurham and the City of Durham Urban Forestry Department, we planted 392 trees with volunteers and contributed \$49,300 for city staff to plant trees.



Tree Keepers

Hosting volunteer tree planting events would not be possible without the help of our Tree Keepers. They plan events, guide volunteers, and maintain our trees.



This year we:

- Hosted two Tree Keeper training series.
- Trained 47 new Tree Keeper volunteers.



Virtual Earth Month

In April, KDB Earth Month activities went virtual while we all stayed at home. We hosted a [virtual eco-art competition](#) and a pollinator seed giveaway by mail. Additionally, we created a web page full of environmental education lessons, webinars, apps, and other resources to explore.

Giveaway Events

Citizens struggle to engage the natural environment due to an inability to buy plants and a lack of gardening knowledge. We aim to remove those barriers through giveaway events.

This year we held three events;

1. Tree Giveaway: 300 Trees given to Durham residents.
2. Bulb Giveaway: 1500 Bulbs given to community groups.
3. Pollinator Giveaway: 300 Sunflower Seed Packets given to Durham households.



Bee City USA

KDB serves as co-chair on the Durham Bee City committee. Each year we create a comprehensive report of the pollinator focused activities Bee City members worked on. [Find the full report here.](#)



FUTURE EVENTS

In the coming year our efforts will be focused on maintaining existing programs and implementing the following grant projects:

- Lakeview Park Tree Planting and Mural Installation
- Litter Prevention Program Kit Implementation
- Cigarette Litter Prevention Grant Extension
- Biodiverse Landscape Management Education

