

2009 Annual Report Form

Fiscal Reporting Period: July 1, 2008 - June 30, 2009

You may complete your entire annual report online at www.kabaffiliates.org

To obtain your password please call Grace Massinello at 203.323.8987, x828

Be sure to use the Print Preview option to make a copy for your files.

If applicable, send an additional copy to your state leader.

This Annual Report is part of KAB's Good Standing policy and must be completed online or postmarked no later than August 25, 2009. There are four parts to the Annual Report: A) General Survey, B) Cost/Benefit Analysis, C) Litter Index, D) Program Options. Please complete all 4 sections.

Note: Some data requested in the 2009 Annual Report has not been requested previously. Please do your best to provide this information. If you do not have the data available this year, please plan accordingly so that you may report the data next year.

Return your completed report to:

Keep America Beautiful, Inc.

Annual Report

1010 Washington Blvd.

Stamford, CT 06901

2009 Annual Report Form
Fiscal Reporting Period:

If applicable, please send an additional copy to your state leader.

Affiliate Information:

Affiliate ID: 52		
Executive Director Name: Ms. Ingrid McClellan		
Title: Executive Director		
Mailing Address: P.O. Box 14426		
City: Bradenton	State: FL	Zip: 34280
Sreet Address: 4412 66 th St. W.		
City: Bradenton	State: FL	Zip: 34210
Phone: 941.795.8272	Fax: 941.795.3490	
E-mail: keep@manateebeautiful.com	Web Site: http://www.manateebeautiful.com	

Survey Questions:

1.	Does your affiliate have an active Board of Directors/Advisory Council?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
2.	Have you or someone on your staff/Board or Advisory Council attended training in the past twelve months? For example, a KAB National Conference or KAB Midyear Forum; any training offered at KAB State Affiliate Meetings or Conferences. Local training also qualifies if pre-approved by KAB's national office. Six (6) hours of training is a requirement of good standing.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.	Total number of conferences attended by Affiliate Staff:	1
4.	Total number of full-time equivalent staff employed by Affiliate:	1
5.	Total number of part-time equivalent staff employed by Affiliate:	0
6.	Number of awards or honors received by Affiliate in past year (This includes awards in addition to KAB awards but should not include awards or honors received by the Executive Director personally.):	1
	List of up to five(5) awards (optional). Best of Bradenton 2009 Environmental Conservation	

Funding:

1. What is your annual operating budget? \$152,236
2. Do you expect your budget to increase/decrease in the next fiscal year
 - Increase significantly (>5%)
 - Increase slighty (1% to 5%)
 - Stay about the same
 - Decrease slighty (1% to 5%)
 - Decrease significantly (>5%)
 - Don't know

Volunteers:

Definitions:

The following definitions have been included for your reference:

Volunteer: Those people who have an active working involvement in an event. A volunteer does work that would otherwise be done by a paid staff person. (e.g., cleanups, beautification projects, administrative assistant). Does not include a person or prisoner on court-ordered community service time or work release time.

Participants: Those people who actively contribute to an event or ongoing program (in a way other than just attending) conducted by an Affiliate. (e.g., bringing something to a recycling drive or drop-off center)

Attendee: Those people who are part of a structured event or a program conducted or coordinated to inform or educate the audience. (e.g., classroom presentation, teacher training workshop, *Waste in the Workplace* workshop)

Community Audience: Those in attendance who receive an Affiliate's educational materials (litter-free events, parades, festivals, fairs).

Program Participation, Workshops & Events			
	Litter Prevention Events	Reduction/Recycling Events	Beautification Events
Number of events Note: Litter Prevention equals # of cleanups. R/R events include used oil, electronics, pharmaceuticals drug collection, household hazardous waste, Xmas trees, and phone books. Beautification events include tree-and flower plantings, park and vacant lot restoration.	681	9	14
Number of Volunteers*	4,794	803	0
Number of participants*	0	741	192
Number of attendees*	0	121	0
Number of community audience*	0	336,000	0
Program Benchmarks			
Cigarette Litter Prevention Program	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
Graffiti Hurts	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	# of teachers trained	10
Great American Cleanup	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
Litter-Free Events	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	# of litter-free events	3
Youth Education (CleanSweep USA, Graffiti Hurts, Take Action Tons of Trash, Waste in Place)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	# of presentations/workshops to youth	11
		# of teachers trained	11
Adult Education	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	# of presentations/workshops	36
Board/Advisory/Committee	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	# of hours	1,200
		# of members	28

Addition Program Performance	
Pounds recycled:	4,540
Number of trees planted:	290
Number of sites where graffiti was removed or abated:	231
Number of sites beautified:	14
Festivals, Fairs Parades in which Affiliate took part:	9

Has your affiliate engaged a local or regional chapter of Phi Theta Kappa, the national honor society for 2 year colleges and KAB's newest national partner.

Yes No

If Yes, Check all that apply

- | | |
|--|--|
| <input type="checkbox"/> Office Support | <input type="checkbox"/> Project Development |
| <input checked="" type="checkbox"/> Volunteers @ Events | <input type="checkbox"/> Community Outreach |
| <input type="checkbox"/> Affiliate Attendance @ PTK meetings | <input type="checkbox"/> Other |
| <input type="checkbox"/> Fund Raising | |

If other please describe:

Partnerships:

Number of partnerships your affiliate has with the following groups (Answers should be a number. Include formal partnerships with joint goals or an M.O.U. and program partners that consistently help with activities either through promotion or bringing volunteers to an event).

Civic Organizations (e.g. Kiwanis, Rotary, Lions Club, Jaycees):	53
Environmental Organizations (e.g. Land trust, Sierra Club, Nature Conservancy):	6
Youth Organization (e.g. Scouts school clubs, church groups):	59
Chamber of Commerce/Business Improvement District/Downtown Assn.:	4
Corporate/business partnerships:	66
Professional Organizations (e.g. Realtors Homebuilders):	6
Public Works (including Streets or Sanitation):	7
Other local government agencies:	10
Other:	0

COST/BENEFIT ANALYSIS

Affiliate Name: Keep Manatee Beautiful

PART #1 Dollar Value of Benefit

1. List all projects, programs, workshops, events, etc., for the reporting period for which dollar-value benefits can be calculated.
2. **Print additional copies of part #1 as needed.**
3. Use the attached guidelines to calculate the dollar value of volunteer hours, donated goods, for your listed programs and projects.
4. Write the dollar value amounts under the appropriate column headings for each project.

Program/Project Name <i>(or other value-generating activity)</i>	Total Number of Hours	\$ Value of Volunteer Hours	\$ Value of Donated In-Kind Goods/Service
Adopt-A-Highway/Road/Shore, Great American Cleanup, Florida Coastal Cleanup	9,562	69,325	61,612
Adopt-A-Spot	0	0	11,449
Storm Drain Stenciling	425	3,078	0
Boaters and Anglers, Monofilament Recycling/Recovery	3,360	24,360	0
Earth Day Festival, Florida Heritage Festival Grand Parade	242	4,901	1,392
Graffiti Hurts	0	0	1,181
Golf Tournament, SandBlast	32	648	35,382
Board of Directors, Exec. Committee, Subcommittees	1,200	24,300	350
Staff Support	160	3,240	9,429
Travel	0	0	3,084
Awards	0	0	22,486
Trash Trackers	6,180	44,805	0
Leave Your Mark School Stewardship	0	0	0

Total Volunteer Hours \$174,657 + Total Donated In-Kind \$146,365
DOLLAR VALUE OF PROGRAM/PROJECT BENEFITS (LINE a) = \$321,022

PART #2 Total KAB Affiliate Benefits

Total benefits include not only the dollar value of volunteer time, donated goods but also include private, non-government monies raised through fund raising and in some instances through recycling efforts, as well as grants funding. Calculate your total cash contributions, any recycling income, and any private grants or state grants that fund special projects (not administration). The sum of lines **a** through **d** equals your total benefits.

Dollar Value of Program/Project Benefits from Part #1 (Above)	(a)	321,022
Total Private/Non-government Cash Contributions (includes fund raising income from memberships or events, donations from business, groups, individuals, and salaries if funded by non-government entities.)	(b)	25,978
Total Recycling Income, if any (includes any monies raised through recycling efforts which directly fund your KAB program)	(c)	0
Private Foundation Grants or State/Federal "special project" Grants (if any), excluding any administrative funding	(d)	10,944
TOTAL KAB AFFILIATE BENEFITS - Total a, b, c, and d	(e)	357,944

PART #3 In-Kind Government Agency Costs

Program/Project Name (or other value-generating activity)	\$ In-Kind Government Agency Costs
Adopt-A-Highway/Road/Shore, Great American Cleanup, Florida Coastal Cleanup	1,764
Adopt-A-Spot	0
Storm Drain Stenciling	0
Boaters and Anglers, Monofilament Recycling/Recovery	0
Earth Day Festival, Florida Heritage Festival Grand Parade	0
Graffiti Hurts	0
Golf Tournament, SandBlast	0
Board of Directors, Exec. Committee, Subcommittees	0
Staff Support	4,478
Travel	0
Awards	0
Trash Trackers	0
Leave Your Mark School Stewardship	0

Total of In-Kind Government Department/Agency Costs (LINE f): \$6,242

PART #4 Total Cost

Costs include the total of all monies given to your KAB affiliate from government sources such as from city or county budgets and/or their government departments or agencies as well as any portion of state grant monies which directly fund administration expenses for your affiliate. Total cost also includes the value of any in-kind government department/agency goods or services provided to your affiliate during the reporting year.

Total City/County Government Dollars (include salaries if government employees.)	(g)	58,624
Total State Government Grants Which Directly Fund Your Administrative/Operating Budget (not special projects)	(h)	56,641
Total In-Kind Government Agency Costs (carried forward from Part #3. above)	(f)	6,242
TOTAL KAB AFFILIATE COSTS - Total of lines g, h, and f	(i)	121,507

Cost/Benefit Ratio:

Total KAB Affiliate Benefits (carried forward from Part #2, Line e)	357,944
Divided by (÷)	
Total KAB Affiliate Costs (carried forward from Part #4, Line i)	121,507
EQUALS THE COST/BENEFIT RATIO	2.95

**2008 Keep America Beautiful
Litter Index Report Form**

1. KAB affiliate name Keep Manatee Beautiful
2. KAB affiliate state Florida
3. Approximate KAB affiliate population 315,766
4. Approximate KAB affiliate size (in square miles) 751
5. Date(s) of Litter Index scoring 6/9, 6/12, 6/16, 7/1, 7/2
6. Scorers' profiles:
 - a. # of volunteers 0
 - b. # of board members 0
 - c. # of paid government employees 2
 - d. # of others 1
(please identify) ---> affiliate director or board member
 - e. Total # of scorers: 3
7. **Type of areas:**
 - a. Political jurisdictions 7
 - b. Existing neighborhoods 8
 - c. School districts 0
 - d. Sanitation districts 0
 - e. Others 0
(please describe) --->

Area number:	Area score:	# of scorers:
1 - City of Palmetto	1.4	3
2 - Terra Ceia	1.3	3
3 - Port Manatee & Ellenton	1.5	3
4 - Fort Hamer	1.6	3
5 - Parrish	1	3
6 - Myakka	1.8	3
7 - East of I-75 between S.R. 64 and S.R. 70	1.5	3
8 - Longboat Key	1.5	3
9 - City of Bradenton Beach	1.3	3
10 - University Parkway & 63rd Avenue	2	3
11 - Samoset / Oneco	2.3	3
12 - City of Anna Maria Island	1	3
13 - City of Holmes Beach	1.1	3
14 - Palma Sola	1.3	3
15 - City of Bradenton	1.4	3

Affiliate Score:

1.47

**Keep America Beautiful, Inc.
2008 Affiliate Program Options**

Affiliate Name:

Litter Prevention

- Great American Cleanup™
- Waste In Place litter lessons
- Cigarette Litter Prevention Program
- Clean Sweep litter lessons
- Take Action poster
- Other Youth education
- Adopt-a-Highway
- Adopt-a-Spot
- Clean Builder/Business /Campus
- Enforcement program
- Environmental Court
- Litter-free event
- Litter-free school zones
- Litter hotline
- Litter ordinance review
- Litter prevention presentation
- Litter related media campaign
- Litter report cards
- Receptacle placement
- Other

Beautification

- Great American Cleanup™
- Waste In Place - beautification lessons
- Clean Sweep beautification lessons
- Graffiti Hurts education
- Graffiti abatement
- Take Action poster
- Other Youth education
- Arbor Day event
- Beautification media campaign
- Community gardens
- Environmental Court
- Gateway beautification
- Illegal dump removal
- Illegal sign removal
- Ordinance review
- Tree Keepers program
- Tree-planting
- Weed control
- Other

Waste Reduction

- Great American Cleanup™
- Waste In Place - MSW lessons
- Clean Sweep recycling lessons
- Use of 236 Million Tons of Trash poster
- Other Youth education
- America Recycles Day (Nov.15)
- Christmas tree collection
- Composting
- Electronics collection
- Environmental Court
- HHW collection
- Material exchange
- Ordinance review
- Pharmaceutical collection
- Phone book collection
- Recycling program or education
- School Recycling
- Waste In the Workplace workshop
- Waste Reduction media campaign
- Other