

## 2009-2010 NUMBERS

- Over 100 tons of trash removed through Neighborhood, Open Space and River Cleanups
- Adopt-A-Spot Cleanups: 128
- 12 Adopt-A-Park projects completed and over 7,000 flowers planted
- 10,429 Christmas Trees recycled
- Over 100 tons of AT&T Phone Books Recycled and 171 trees planted as a result (17 trees for every ton)
- Over 3,000 youth and adults were educated through "Waste Warriors" & Paper Making Workshops
- Published second Recycling Guide in AT&T Real Yellow Pages (under "R")
- Anti-Litter PSA Contest
- Conducted Illegal Dumping Survey in partnership with UNR
- Implemented new Database System, Blog and Website.
- Began tweeting volunteers and engaged over 2,000 Facebook fans.
- Number of Volunteers: 2,796

## FINANCIALS

- Number of Volunteer Hours: 8,504
- Value of Volunteer Hours: \$161,576\***  
**In-Kind Support Valued at: \$119,769**  
*In-Kind Donations include everything from office space to wood chippers.*
- Ratio of Program to Total Expense: 87%**
- KTMB Expenses:**  
Program Services: \$153,674  
Admin/Develop: \$23,395
- KTMB Revenue:**  
Program Revenue: \$29,211  
Sponsors & Grantors: \$105,266  
Government Support: \$41,541  
Fundraisers: \$9,491  
Annual Giving: \$3,521

## PROJECT PARTNERS

TMWA Truckee River Fund  
Waste Management/Recycle America  
Wells Fargo · Wilks Radio · City of Reno ·  
AT&T Real Yellow Pages · City of Sparks  
City of Sparks Parks and Recreation  
Washoe County · Blue Moon Promotions  
Reno Lawn & Landscape · REI · IGT  
Sun Valley General Improvement  
District · Catch A Rising Star Comedy  
Starbucks · New Belgium Brewery  
Reno Type · NV Energy ·  
Hobeys Restaurant and  
Casino · SaveMart ·  
United States Forest  
Service · Bureau of Land  
Management · Washoe  
County Parks & Open  
Space

**and many, many  
volunteers!**



## PUBLIC OUTREACH

### ***Need a Speaker or Presentation?***

We'd love to come to your next meeting to show your members how they can get involved! We can introduce your group to beautification, recycling and waste reduction issues through a Waste Warriors™ or Paper Making presentation. Call 851-5185 to schedule a presentation or find out more at [www.ktmb.org](http://www.ktmb.org).

## BOARD OF TRUSTEES

### **Community Foundation of Western Nevada 100% Giving Board**

#### Officers

Debra Rutledge, UPS, *President*  
Dan Buhmann, Grubb & Ellis, *Vice President*  
Kate Thomas, Secretary of State, *Secretary*  
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Standing Committees: Board Development,  
Program, and Advancement

#### Staff:

Christi Cakiroglu, Executive Director  
Maia Dickerson, Program Director

## WEEDS

Noxious weeds haunt the banks of the Truckee River, creep into fields and pastures, and pop up as uninvited guests in your garden. These noxious weeds wreak havoc on our native plants and wildlife. They suck the soil dry of water and absorb all the nutrients. For more information on what weeds are native and how to eradicate the noxious weeds, visit [www.ktmb.org/resources](http://www.ktmb.org/resources) and check out our Weed Guide!

## GET INVOLVED

With our many events and programs throughout the year, we have a number of volunteer opportunities for you to get involved! Please visit [www.ktmb.org/volunteer-form](http://www.ktmb.org/volunteer-form) for available opportunities and to sign up!

To receive our e-newsletter visit [www.ktmb.org](http://www.ktmb.org) or call (775) 851-5185

## RECYCLING

Recycling reduces our contributions to the landfill and conserves nonrenewable resources.

In addition to Curbside recycling, there are a number of businesses throughout the region that offer recycling services as well as drop off sites. Visit [www.ktmb.org/resources](http://www.ktmb.org/resources) to see our current and up to date Recycling Guide or find out information about all of northern Nevada under 'R' in the AT&T Real Yellow Pages.



### Curbside Recycling

**Green Bin:** glass jars/bottles clear, green or brown in color.

**Yellow Bin:** Aluminum cans, tin cans, steel cans, plastic (bottle shaped only)

Paper: Newspaper, magazines, catalogs can be put in a separate container or paper bag. Phonebooks can be placed on top.

## KTMB's PROGRAMS

**Adopt-A-Park** 1989

*Community-wide beautification effort*

**Adopt-A-Spot** 1994

*Grassroots litter abatement program*

**Christmas Tree Recycling** 1993

*Natural way to reduce, reuse and recycle*

**Cleanups: River, Neighborhoods and Open Spaces** 1991

*Community-wide effort to promote community cleanliness and pride*

**Litter Index** 1990

*Annual community beautification survey*

**Paper Making** 2000

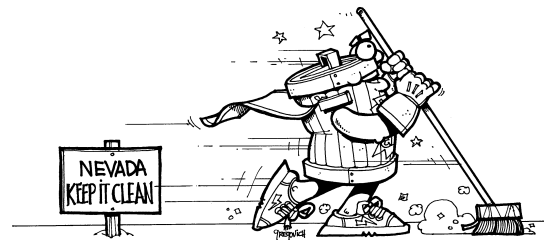
*Hands on approach to recycling*

**Phone Book Recycling** 1991

*Reducing land fill waste and promoting paper recycling*

**Waste Warriors™** 1994

*Providing recycling and waste reduction*



## ILLEGAL DUMPING

Illegal Dumping is not only unsafe and unsightly, it is illegal! If you come across an illegal dump site, or see persons dumping trash in our open spaces, call the Washoe County Sheriff's Office:

**329-DUMP or 334-COPS**



KEEP TRUCKEE MEADOWS  
BEAUTIFUL

ANNUAL REPORT

2009-2010

Dedicated to creating a cleaner,  
more beautiful region through  
education and active  
community involvement

Celebrating 20 years in 2009!

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An affiliate of *Keep America Beautiful*

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and community donations.