

In 2014, Keep Truckee Meadows Beautiful (KTMB) celebrated 25 years of stewardship in the Truckee Meadows. KTMB is about providing an alternative to litter and illegal dumping through community education and cleanup and beautification programs in Washoe County and beyond.



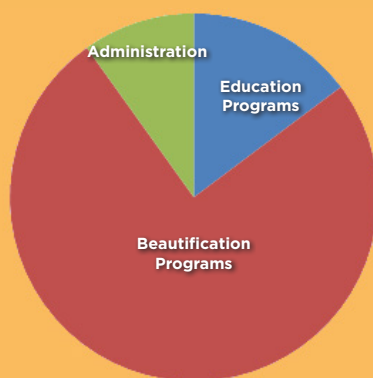
KEEP TRUCKEE MEADOWS  
BEAUTIFUL

2013-14 Financial Report

2013-14 Financial Highlights

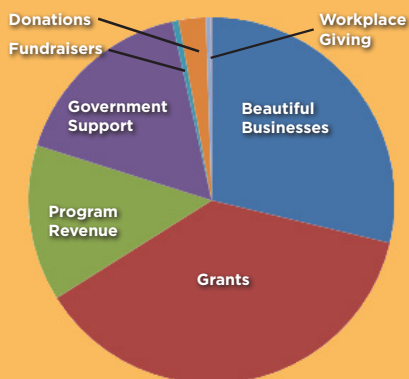
- **In-Kind Value: \$110,101** including everything from office space to wood chippers
- **Volunteer Value: \$258,951**
- **Budget Spent on Programs: 90%**

KTMB FY 13-14 Expenditures



Total Expenses \$241,116\*

KTMB FY 13-14 Support



Total Revenue \$265,309\*

\*Projected numbers; 990 not yet filed.



SPREADING THE WORD TO MORE THAN 2,000

Some of our volunteers who enjoy public speaking test drove the new **KTMB Speakers Bureau** in 2013-14. They reached more than 1,600 peers. Paired with our **Waste Warriors** program, our reach topped 2,300!

NEW EDUCATION/BEAUTIFICATION PROGRAMS

Cleanups are fun, but we don't want to be doing them forever. So 2013-14 marked the start of some great new programs designed to educate our community and stop the need for constant cleanups. Along with our **KTMB Speakers Bureau**, we expanded **Adopt-A-Spot** to include spots along the river and in open space areas to really give adopters options. And we're pairing it with the **KTMB Beautiful Business** program to make it sustainable. Questions? [ktmb.org/adopt-a-spot](http://ktmb.org/adopt-a-spot)

150 TONS OF WASTE, 800 TIRES REMOVED

We removed about 150 tons of trash, hazardous waste and invasive weeds, and more than 800 tires through our **Open Space, River** and **Neighborhood Cleanup**, and **Adopt-A-Spot** programs, including KTMB's Great Community Cleanup, sponsored in 2014 by new **KTMB Beautiful Business** Intuit, and KTMB's Truckee River Cleanup Day, supported by a grant from the Truckee River Fund.

10,363 CHRISTMAS TREES RECYCLED

**Christmas Tree Recycling**, was funded again in 2013-14 by a generous \$1-for-\$1 match from the NV Energy Foundation.

49 TREES and 3,700 FLOWERS PLANTED

More than 900 volunteers put in almost 3,000 hours planting and cleaning during **Adopt-A-Park** and Make A Different Day projects.

DID YOU HEAR "KTMB" THIS YEAR?

We're always trying to get the word out more about Keep Truckee Meadows Beautiful, and this year we were mentioned in various media 125 times. That's about twice per week! Did you hear our name?

Help us continue growing at [KTMB.org](http://KTMB.org)!

- Give a gift of support at [ktmb.org/donate](http://ktmb.org/donate)
- Become a KTMB Steward: [ktmb.org/ktmb-steward](http://ktmb.org/ktmb-steward)
- Consider adding KTMB to your will
- Support our KTMB Beautiful Businesses

BEAUTIFUL BUSINESS/COMMUNITY SPONSORS

Intuit · NV Energy · Waste Management · Wells Fargo Foundation · YP Real Yellow Pages · Cities of Reno and Sparks · Washoe County · Washoe County Sheriff's Office · Allied Nevada Gold · IGT · Signature Landscapes · SaveMart · Sun Valley General Improvement District · Truckee River Fund · Washoe County Health District · Grillo Landscape Solutions · Microsoft Licensing · Scheels · Starbucks Foundation · Tires Plus · Wilks Radio



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**KTMB'S GREAT COMMUNITY  
CLEANUP  
MAY 2, 2015  
[ktmb.org/volunteer](http://ktmb.org/volunteer)**

## **YOU KEEP TRUCKEE MEADOWS BEAUTIFUL THANK YOU!**

A clean community is paramount to our quality of life, ability to attract and keep businesses, and the continued availability of the incredible outdoor opportunities we enjoy.

**Now, what can we do for you?** Are you wondering...

- How to protect the Truckee River?
- How to clean up your neighborhood, workplace or drive?
- What can go in your recycling bins, or where to take what can't?
- How to get your neighbors, business, church or club on board?
- What to do about illegal dumping in your area?
- How to best protect our water quality?
- How to recognize invasive weeds?

**The answers to all these questions – and much more – are available on our website: [KTMB.org](http://KTMB.org)**

Not a computer person? We'd love to talk to you: 775.851.5185. You can also send us an email: [staff@ktmb.org](mailto:staff@ktmb.org). Please return this annual report for recycling if it's not available in your area: 2000 Del Monte Ln, Reno. *Mail is not delivered to this address. Use the mailing address on reverse.*

