



Keep the Midlands Beautiful



Annual Report Fiscal Year 2023

(July 1, 2022 – June 30, 2023)

Our Mission

The mission of Keep the Midlands Beautiful is to engage, inspire and educate the Midlands to invest in our community through litter prevention, recycling and beautification.

We maximize our time, effort, funding, and impact in the community by recruiting and coordinating approximately 5,500 hardworking and dedicated volunteers each year and by working with over 40 partner organizations which include government agencies, nonprofits, civic groups, and both public and private businesses.

Our FY23 Team



Ebonee Gadson
Executive Director
Jan, 2022 – June, 2023



Traude Sander

Grants & Communications Mgr

Mar, 2021 – June, 2023

Interim Executive Dir.

June, 2023 - Present



Laura Blake-Orr
Program
Administrator
Nov, 2019 – Present



Finance MngrNov, 2021 – Present



Marissa DiMaria *Program Intern* Aug, 2021 – Present



Angela Membrino Program Intern Aug, 2022 – Present



Alyssa Scott
Program Intern
Dec, 2022 – May, 2023



Kendall Hammett Program Intern Mar, 2023 – May, 2023

FY23 Board of Directors

Name	Company	Term Expires
Lee Barrett (Vice-Chair/CFO)	Lexington County Sheriff's Dept. September, 2024	
Susan Bowman	Youth Hope Consulting January, 2024	
Mark Fredrickson	CMC Recycling	March, 2024
Jay Hendrix	Town of Batesburg-Leesville July, 2026	
Clarissa Johnson	Miss Earth USA Organization February, 2026	
Suzy Madden	Heathwood Hall Episcopal School February, 2026	
Elizabeth Rhue (Chair)	Sonoco December, 2023	
Lizzie Weston	Robinson, Gray, Stepp & Laffitte, LLC January, 2024	

FY23 Significant Funding Partners













Keep the Midlands Beautiful

Fiscal Year 2022-2023 Data

Number of Volunteers	Program	Lexington	Richland	TOTALS	% of Staff
Number of Volunteers		County	County		Time Spent
Number of Hours Worked 6,134 9,287 15,421 NA		C	our VOLUNTEERS		
Number of Hours Worked 6,134 9,287 15,421 NA	Number of Volunteers	1,902	3,562	5,464	NA
Pounds of Litter Removed 74,320		·	·	·	NA
Signate	Pounds of Litter Removed	74,320	112,224		NA
S193,045 S29,327 S49,372 NA	Tons of Litter Removed			93.27	NA
Commity	Financial Contribution to	\$195.045	\$295.327	\$490.372	NA
Adopt-A-Highway (AAH)	Community			¥ 10 0/01 =	
Adopt-A-Street (AAS)		LITTER Prevent	ion Programs		34%
Adopt-A-Waterway (AAW) 23 groups 17 groups 30 groups 5%	Adopt-A-Highway (AAH)	86 groups	129 groups	231 groups	10%
TOTAL Adopt-A-Groups 109 groups 185 groups 310 groups NA	Adopt-A-Street (AAS)	NA	39 groups	39 groups	4%
One-Time-Cleanups (OTC) 233 events 275 volunteers 1,144 volunteers 2,166 hours 1,441 yolunteers 1,441 yolunteers 3,756 hours 3,736 hours 4,9705 pounds of litter Lakeside Litter Sweep (LLS) 238 volunteers & staff spent 714 hours removing 5,783 pounds of litter RECYCLING Programs Shoe Drive 21 sites helped to collect 5,525 pairs of shoes to be reused in developing countries and helped us raise 52,851 to support our programs Paper Shredding Events 2 events, 2 trucks, 13 kMB helpers, 149 vehicles, 14,946 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 457 vehicles, 24,500 pounds of paper 2 rown of Lexington WasteWise Containers WasteWise Containers 12 recycling and 12 trash containers provided for 4 events attended by an estimated 780 people people 8EAUTIFICATION Programs Beautification Projects Paper Shools Mentored Community Service Workers Messelters, website, Facebook and Instagram posts, four billiboard designs at eight locations, flyers, tabling events, presentations, etc. ADMINISTRATIVE Tasks Time sheets, expense reports, meetings, purchasing, recordkeeping, reporting, financial management, etc.	Adopt-A-Waterway (AAW)	23 groups	17 groups	40 groups	5%
275 volunteers 1,144 volunteers 2,667 hours 3,736 hours 49,705 pounds of litter 49,705 pounds of lit	TOTAL Adopt-A-Groups	109 groups	185 groups	310 groups	NA
Lakeside Litter Sweep (LLS) Lakeside Litter Sweep (LLS) 238 volunteers & staff spent 714 hours removing 5,783 pounds (or 2.89 tons) of litter, recyclables and bulk items RECYCLING Programs 10% Shoe Drive 21 sites helped to collect 5,525 pairs of shoes to be reused in developing countries and helped us raise \$2,851 to support our programs Paper Shredding Events 2 events, 2 trucks, 13 event, 2 trucks, 2 KMB helpers, 149 vehicles, 14,946 vehicles, 14,946 vehicles, 14,940 vehicles, 14,500 pounds of paper pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 4,500 pounds of paper 2 vehicles, 14,940 vehicles, 14,940 vehicles, 50,946 pounds paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 4,570 vehicles, 25,851 to support our programs Grinding of the Greens 600 trees ground at two locations + 137 trees collected and ground by the trans and 3 ignarette containers provided for 4 events attended by an estimated 42 trash and 3 ignarette containers provided for 12 events attended by an estimated 25,125 people BEAUTIFICATION Programs 8 Eautification Projects Planted trees at a Green Step school and received a \$10,000 grant for project being completed in FY24. EDUCATION & MARKETING Projects Supervised 25 people who worked 103 hours Alegand Admin Tasks 10 (2,667 hours 2,736 hours) 19% tree or 10 km and 2, 10 km and 3 km and	One-Time-Cleanups (OTC)	33 events	54 events	87 events	
17,857 pounds 31,848 pounds 49,705 pounds of litter		275 volunteers	1,144 volunteers	1,419 volunteers	5%
Lakeside Litter Sweep (LLS) 238 volunteers & staff spent 714 hours removing 5,783 pounds (or 2.89 tons) of litter, recyclables and bulk items **RECYCLING Program** Shoe Drive 21 sites helped to collect 5,525 pairs of shoes to be reused in developing countries and helped us raise \$2,851 to support our programs. Paper Shredding Events 22 events, 2 trucks, 13 KMB helpers, 517 vehicles, 14,946 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 11,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 24,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 50,946 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 50,946 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 50,946 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 11,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 24,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 11,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 24,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 24,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 24,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 12,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 117 vehicles, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 11,500 paper 1 ev		1,069 hours	2,667 hours	3,736 hours	
Shoe Drive Care C		17,857 pounds	31,848 pounds	49,705 pounds of litter	
RECYCLING Programs 21 sites helped to collect 5,525 pairs of shoes to be reused in developing countries and helped us raise \$2,851 to support our programs 2 events, 2 trucks, 13 1 event, 2 trucks, 2 4 events, 6 trucks, 25 KMB helpers, 149 vehicles, 14,946 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 517 vehicles, 50,946 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 457 vehicles, 24,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 457 vehicles, 24,500 pounds of paper 2% 1	Lakeside Litter Sweep (LLS)	238 volunteers	& staff spent 714 hours rer	moving 5,783 pounds	8%
Shoe Drive 21 sites helped to collect 5,525 pairs of shoes to be reused in developing countries and helped us raise \$2,851 to support our programs					
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Paper Shredding Events Paper Shredding Events 2 events, 2 trucks, 13 1 event, 2 trucks, 2 KMB helpers, 1,123 vehicles, 14,946 pounds of paper pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 1,123 vehicles, 50,946 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 4,57 vehicles, 24,500 pounds of paper 1 event (Irmo), 2 trucks, 10 KMB helpers, 4,57 vehicles, 24,500 pounds of paper 2% Factorial Paper 2% 44 events, 6 trucks, 25 5% 64 paper 2% 74	Shoe Drive	21 sites helped to co	llect 5,525 pairs of shoes t	o be reused in developing	7%
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Volunteer & Partner Appreciation Events (Gala) ADMINISTRATIVE Tasks Admin Tasks Time sheets, expense reports, meetings, purchasing, recordkeeping, reporting, financial management, etc.	Marketing				19%
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ADMINISTRATIVE Tasks Admin Tasks Time sheets, expense reports, meetings, purchasing, recordkeeping, reporting, financial management, etc.		Volunteer Appreciation event in the summer and Gala in December			
Admin Tasks Time sheets, expense reports, meetings, purchasing, recordkeeping, reporting, financial management, etc.	Appreciation Events (Gala)	3%			
reporting, financial management, etc.		31%			
	Admin Tasks				19%
	Grants				12%

Our FY23 Highlights

Lakeside Litter Sweep









Our biggest one-time cleanup in FY23 took place with the help of over 20 community partners and approximately 240 volunteers including one as young as three and some over the age of 70. These dedicated volunteers removed 5,783 pounds of litter, recyclables and bulk items from Lake Murray. Join the many individuals, couples, families, friends, coworkers, groups and even dogs at our local version of this statewide annual Beach Sweep, River Sweep litter cleanup event the third Saturday of every September.

NEW Litter Task Force



Keep the Midlands Beautiful formed a new *Litter Task Force* in April, 2023 to coordinate the efforts of approximately 35 organizations in Lexington and Richland counties that work to reduce litter. The group established two goals to work on as a group in the first year:

(1) Use a common logo and slogan that matches PalmettoPride's but is tailored to each organization (i.e. "Litter Trashes Lexington County," and "Litter Trashes Chapin.")



(2) Train School Resource Officers (SROs) to teach PalmettoPride's litter prevention lessons in all elementary and middle schools in Lexington and Richland counties.

2022 Green Award Winners

Category	2022 Winner		
Green Business	Shred With Us		
Green Elected Official	Ms. Chakisse Newton,		
	Richland County Council		
	District 11		
Green Non-Profit	Serve and Connect		
Award			
Green Educator Award	Tracy Huaying Jiang,		
	East Point Academy		
Green Government	Lexington County Solid		
Partner	Waste Management &		
	Community Development		
Green Media Partner	Dawndy Mercer Plank,		
	WISTV		
Adopt-A-Waterway	Wateree Dive Center,		
Group of the Year	Andy Ogburn		
City of Columbia Adopt-	Columbia Fireflies,		
A-Street Group of the	Halle Wade		
Year			
Lexington County	Litter Warriors,		
Adopt-A-Highway	Rebecca Murphy		
Gorup of the Year			
Richland County, Adopt-	In Memory of Mike		
A-Highway Group of the	O'Connell (MOMO),		
Year	Gilbert Snyder		

Thank you all! We appreciate you!

Our Sponsors

American Beech Sweeper (\$2,000+)



Bald Cypress Leader (\$500+)

Shealy's Landing



KMB Redbud Sponsors (\$250+)



Individual Sponsors (≤ \$100)

Benevity Foundation
Blythewood Chamber
Susan Bowman
Laura Dill
Norbort Leute
Jim & Tom O'Connell
Mary Summers
Stephanie Taylor
Gabrielle Weiss
Melissa Yezbak

Thank You!

A Sample of Our 310 Volunteer Groups



Omicron Phi Chapter



Mt. Hermon Lutheran Church



CMC Recycling



Lexington VFW 8739