



# 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



**Lauraette Kirkland**  
*Finance Mngr*  
Nov, 2021 – Present



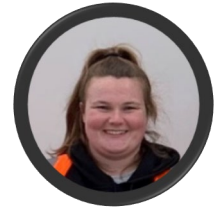
**Marissa DiMaria**  
*Program Intern*  
Aug, 2021 – Present



**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 ( <i>Vice-Chair/CFO</i> )	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 ( <i>Chair</i> )	Sonoco	December, 2023
Lizzie Weston	Robinson, Gray, Stepp & Laffitte, LLC	January, 2024

## FY23 Significant Funding Partners



**Dominion Energy**





# Keep the Midlands Beautiful

## Fiscal Year 2022-2023 Data

Program	Lexington County	Richland County	TOTALS	% of Staff Time Spent
Our VOLUNTEERS				
Number of Volunteers	1,902	3,562	5,464	NA
Number of Hours Worked	6,134	9,287	15,421	NA
Pounds of Litter Removed	74,320	112,224	186,544	NA
Tons of Litter Removed	37.16	56.11	93.27	NA
Financial Contribution to Community	\$195,045	\$295,327	\$490,372	NA
LITTER Prevention Programs				34%
Adopt-A-Highway (AAH)	86 groups	129 groups	231 groups	10%
Adopt-A-Street (AAS)	NA	39 groups	39 groups	4%
Adopt-A-Waterway (AAW)	23 groups	17 groups	40 groups	5%
TOTAL Adopt-A-Groups	109 groups	185 groups	310 groups	NA
One-Time-Cleanups (OTC)	33 events 275 volunteers 1,069 hours 17,857 pounds	54 events 1,144 volunteers 2,667 hours 31,848 pounds	87 events 1,419 volunteers 3,736 hours 49,705 pounds of litter	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			8%
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			7%
Paper Shredding Events	2 events, 2 trucks, 13 KMB helpers, 149 vehicles, 14,946 pounds of paper	1 event, 2 trucks, 2 KMB helpers, 517 vehicles, 11,500 pounds of paper	4 events, 6 trucks, 25 KMB helpers, 1,123 vehicles, 50,946 pounds of paper	2%
	1 event (Irmo), 2 trucks, 10 KMB helpers, 457 vehicles, 24,500 pounds of paper			
Grinding of the Greens	600 trees ground at two locations + 137 trees collected and ground by the Town of Lexington			<1%
WasteWise Containers	12 recycling and 12 trash containers provided for 4 events attended by an estimated 780 people	132 recycling, 142 trash and 3 cigarette containers provided for 13 events attended by an estimated 25,125 people	144 recycling, 154 trash, and 3 cigarette containers provided for 17 events attended by an estimated 25,905 people	1%
BEAUTIFICATION Programs				<1%
Beautification Projects	Planted trees at a Green Step school and received a \$10,000 grant for project being completed in FY24.			<1%
EDUCATION & MARKETING Projects				25%
Green Step Schools Mentored	6 schools	1 school	8 schools (1 in Lex-Rich 5)	2%
Community Service Workers	Supervised 25 people who worked 103 hours			1%
Marketing	Newsletters, website, Facebook and Instagram posts, four billboard designs at eight locations, flyers, tabling events, presentations, etc.			19%
Volunteer & Partner Appreciation Events (Gala)	Volunteer Appreciation event in the summer and Gala in December			3%
ADMINISTRATIVE Tasks				31%
Admin Tasks	Time sheets, expense reports, meetings, purchasing, recordkeeping, reporting, financial management, etc.			19%
Grants	Grant applications and reporting			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, co-workers, 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
<b>Green Business</b>	Shred With Us
<b>Green Elected Official</b>	Ms. Chakisse Newton, Richland County Council District 11
<b>Green Non-Profit Award</b>	Serve and Connect
<b>Green Educator Award</b>	Tracy Huaying Jiang, East Point Academy
<b>Green Government Partner</b>	Lexington County Solid Waste Management & Community Development
<b>Green Media Partner</b>	Dawndy Mercer Plank, WISTV
<b>Adopt-A-Waterway Group of the Year</b>	Wateree Dive Center, Andy Ogburn
<b>City of Columbia Adopt-A-Street Group of the Year</b>	Columbia Fireflies, Halle Wade
<b>Lexington County Adopt-A-Highway Group of the Year</b>	Litter Warriors, Rebecca Murphy
<b>Richland County, Adopt-A-Highway Group of the Year</b>	In Memory of Mike O'Connell (MOMO), Gilbert Snyder

Thank you all! We appreciate you!



## Our Sponsors

<p><b>American Beech Sweeper (\$2,000+)</b></p> 	<p><b>Bald Cypress Leader (\$500+)</b></p> <p><b>Shealy's Landing</b></p>  <p><b>KMB Redbud Sponsors (\$250+)</b></p>  <p><b>JEFF COOK</b> — REAL ESTATE —</p>	<p><b>Individual Sponsors (<math>\leq</math> \$100)</b></p> <p>Benevity Foundation Blythewood Chamber Susan Bowman Laura Dill Norbort Leute Jim &amp; Tom O'Connell Mary Summers Stephanie Taylor Gabrielle Weiss Melissa Yezbak</p> <p><b>Thank You!</b></p>
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## A Sample of Our 310 Volunteer Groups



**Omicron Phi Chapter**



**Mt. Hermon Lutheran Church**



**CMC Recycling**



**Lexington VFW 8739**