FY25 Annual Report

July 1, 2024 – June 30, 2025

KEEP
THE MIDLANDS
BEAUTIFUL
Keep America Beautiful® Affiliate

A Letter from the Executive Director

Dear Friends,

What a wonderful year it has been! As I prepare for our annual workshop with our Board of Directors to review our Strategic Plan and goals for the next few years, I am reminded of all we have accomplished in the past two years but particularly in the past year. We have…

- Increased our program staff from one part-time manager to two full time managers.
- Hired a bookkeeper to replace the one we were borrowing from our friends at PalmettoPride.
- Hired two new Program Interns and a Marketing Intern.
- Recruited five new Board members, adding new areas of expertise, interests and diversity.
- Redesigned our website with a more attractive, easier to navigate version.
- Launched a new "Do Beautiful Things Midlands" campaign.
- Launched a YouTube page with educational and informative videos.
- Assembled litter lesson supply kits and lesson flash cards for School Resource Officers (SROs) to use to teach elementary school children.

In the next year, our team plans to…

- Continue working with School Resource Officers (SROs) to teach litter lessons in all elementary schools in Lexington and Richland counties.
- Install several "Greetings from" murals in many of the 19 municipalities we serve.
- Instate a volunteer litter crew to remove litter where and when needed.
- Continue increasing the number of volunteers and groups.

We make a difference with the help of our faithful sponsors and dedicated, hardworking volunteers. We are so grateful for your continued support!

With Thanks,

Traude Sander

Traude Sander, Executive Director

Mission Statement

Our mission is to educate, inspire, and empower citizens to improve the places where they live, work, and play through litter prevention, recycling, and beautification.

About KMB

Our History

Keep the Midlands Beautiful was **established in 1989** by a "Leadership Columbia" class. While touring the Columbia airport, the group of professionals was dismayed by the amount of litter on the roadways and knew that a decrease in litter would increase economic development and tourism.

Keep the Midlands Beautiful is one of over 700 affiliates of Keep America Beautiful in the U.S. and one of 38 affiliates of PalmettoPride in South Carolina. While many affiliates are housed under a government entity, Soil and Water Commission, or Chamber of Commerce and serve one town/city or one county, Keep the Midlands Beautiful is a 501 (c) (3) non-profit and we are the **only affiliate in the country that serves two counties**.

We serve over 720,000 residents in Lexington and Richland counties which includes 19 towns/cities and Lake Murray, "the Jewel of the South." We have historically had two employees but have grown in recent years and now have three full-time employees, two part-time university interns, a part-time bookkeeper and we're hiring!

Our Programs

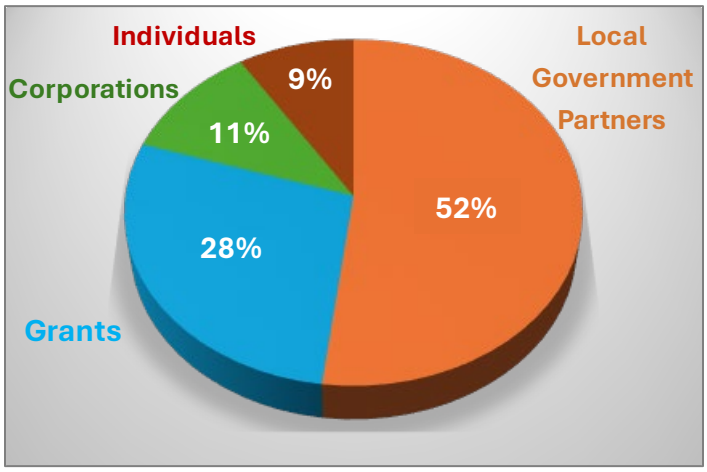
We manage

- Eight (8) litter prevention programs
- Three (3) recycling programs
- One or two (1-2) large-scale beautification projects each year

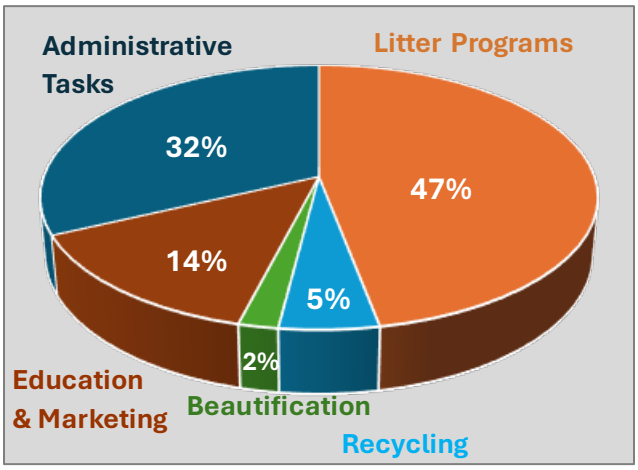
And we provide environmental education for youth and adults.

Our Finances and Time

Our Funding Sources



How We Spend Our Time



Our FY25 Team

Contact us at:

- https://kmbsc.org
- (803) 733-1139
- programs@kmbsc.org
- 1305 Augusta Rd., West Columbia, SC 29169

Follow us on:

- Facebook
- Instagram
- LinkedIn
- YouTube

Our FY25 Staff

Traude Sander
Executive Director
June, 2023 - Present

Alexcia (Lexy) Johnson
Program Administrator
Aug, 2024-Present

Sydni Wilson
Program Coordinator
Aug, 2024 - Present

Debbie Cohea
Borrowed Bookkeeper
July, 2024 – May, 2025

Karla Reeves
Bookkeeper
May, 2025 - Present

La'Nya Moore
Program Intern
May, 2025 - Present

Toni Moreno
Program Assistant
Sep, 2023 – Feb, 2025

Jaeren Paguio
Program Intern
Sep, 2023 – Present

Our FY25 Board of Directors

Name	Employer	Term
Lee Barrett *(Vice-Chair/CFO)*	Lexington County Sheriff's Dept.	Sep, 2018-2025
Susan Bowman	Youth Hope Consulting	Jan, 2021-2027
Anni Crook	SC Dept. of Public Health	May, 2025-2028
Sandra Dickerson	Richland County	Aug, 2023-2026
Steven Doar	United Bank of Cayce	Feb, 2025-2028
Mark Fredrickson	CMC Recycling	Mar, 2021-2027
Khali Gallman	Epitome and Coldwell Banker Midtown	Sep. 2024 - 2027
Mike Griggs	Lexington County Sheriff's Dept. & Solid Waste	Mar, 2024-2027
Mike Harris	Sonoco Recycling	April, 2025-2028
Jay Hendrix *(Chair)*	Town of Batesburg-Leesville	July, 2023-2026
Fred Johnson	Sonoco Recycling	Aug, 2023-April, 2025
Terrell McCombs	SC Attorney General's Office	May, 2025-2028
Suzy Madden *(Secretary)*	Rice Creek Elementary School	Feb, 2023-2026
Chad Thomas	Walmart	Aug, 2023-Oct, 2024
Lizzie Weston	Robinson, Gray, Stepp & Laffitte, LLC	Jan, 2021-2027

Keep the Midlands Beautiful FY25 Data

(July 1, 2024 – June 30, 2025)

Program	Lexington County	Richland County	TOTALS	% of Staff Time Spent
Our VOLUNTEERS				
Number of Volunteers	2,255	3,772	6,027	NA
Number of Hours Worked	6,377	10,464	16,841	NA
Pounds of Litter Removed	86,683	103,124	189,807	NA
Tons of Litter Removed	43.34	51.56	94.90	NA
Financial Contribution to Community ($33.49-$34.79/hr)	$215,029.02	$302,136.24	$517,165.26	NA
LITTER Prevention Programs				**47%**
Adopt-A-Highway (AAH)	79 groups	166 groups	245 groups	17%
Adopt-A-Street (AAS)	NA	54 groups	54 groups	10%
Adopt-A-Waterway (AAW)	27 groups	18 groups	45 groups	7%
TOTAL Adopt-A-Groups	106 groups	238 groups	344 groups	NA
Spotless Service Satrdays (SSS)	2 events 71 volunteers 3,150 pounds of litter	4 events 121 volunteers 4,300 pounds of litter	6 events 192 volunteers 7,450 pounds of litter	2%
One-Time-Cleanups (OTC)	49 events 444 volunteers 14,745 pounds	59 events 711 volunteers 19,205 pounds	108 events 1,155 volunteers 33,950 pounds of litter	4%
Lakeside Litter Sweep (LLS)	288 volunteers & staff spent 864 hours removing 7,682 pounds (3.84 tons) of litter, recyclables and bulk items on a cold, rainy, windy day			4%
Community Service Workers	Supervised 50 people who worked 621 hours			3%
RECYCLING Programs				**5%**
Shoe Drive	24 sites helped to collect 5,660 pairs of shoes to be reused in developing countries and helped us raise $2,351 to support our programs			2.5%
Paper Shredding Events	3 events, 3 trucks, 13 KMB helpers, 310 vehicles, 21,690 pounds of paper	2 events, 3 trucks, 5 KMB helpers, 469 vehicles, 21,410 pounds of paper	6 events, 6 trucks, 22 KMB helpers, 1,016 vehicles, 58,050 pounds of paper	1%
	1 event (Irmo), 1 truck, 4 KMB helpers, 237 vehicles, 14,950 pounds of paper			
WasteWise Containers	18 recycling and 23 trash containers provided for 6 events attended by an estimated 2,860 people	55 recycling, 64 trash and 6 cigarette containers provided for 8 events attended by an estimated 13,275 people	73 recycling, 87 trash, and 6 cigarette containers provided for 14 events attended by an estimated 16,135 people	1.5%
BEAUTIFICATION Programs				**2%**
Beautification Projects	Installed two murals; one in Cayce and one in Swansea			2%
EDUCATION & MARKETING Projects				**14%**
Green Step Schools Mentored	6 schools	3 schools	13 schools	1%
	4 schools in Lex-Rich 5			
Marketing	NEW website, Facebook and Instagram posts, flyers, 3 newsletters, 5 tabling events, 18 presentations, 11 TV and radio interviews, and more			6%
Other	Volunteer & Partner Appreciation event, networking events, training, etc.			7%
ADMINISTRATIVE Tasks				**32%**
Admin Tasks	Time sheets, expense reports, meetings, purchasing, recordkeeping, reporting, financial management, grant applications, etc.			32%

Adopt-A-Highway

Lexington County

Number of Groups: 79

Number of Volunteers: 1,290

Hours Spent: 3,970

Pounds of Litter Removed: 61,009

Bags of Recyclables Removed: 148

Richland County

Number of Groups: 79 Groups

Number of Volunteers: 2,117

Hours Spent: 5,064

Pounds of Litter Removed: 79,609

Bags of Recyclables Removed: 220

TOTAL

Number of Groups: 79 Groups

Number of Volunteers: 3,407

Hours Spent: 9,034

Pounds of Litter Removed: 140,618

Bags of Recyclables Removed: 368

Adopt-A-Street

City of Columbia

Number of Groups: 53

Number of Volunteers: 614

Hours Spent: 1 157

Pounds of Trash Removed: 1,550

Bags of Recyclables Removed: 43

Adopt-A-Waterway

Lexington County

Number of Groups: 27

Number of Volunteers: 205

Hours Spent: 422

Pounds of Trash Removed: 2,870

Bags of Recyclables Removed: 20

Richland County

Number of Groups: 18

Number of Volunteers: 301

Hours Spent: 813

Pounds of Trash Removed: 7,210

Bags of Recyclables Removed: 21

TOTALS

Number of Groups: 45

Number of Volunteers: 506

Hours Spent: 1,235

Pounds of Trash Removed: 10,080

Bags of Recyclables Removed: 41

Lake Sweep / River Sweep

TOTALS

Number of Volunteers: 288

Hours Spent: 864

Pounds of Trash Removed: 7,682

Save the date for Saturday, September 19, 2026!

One-Time-Cleanups

Lexington County

Number of Events: 49
Number of Volunteers: 444
Hours Spent: 832
Pounds of Trash Removed: 14,745
Bags of Recyclables Removed: 23

Richland County

Number of Events: 64
Number of Volunteers: 711
Hours Spent: 1,430
Pounds of Trash Removed: 19,205
Bags of Recyclables Removed: 75

TOTALS

Number of Events: 113
Number of Volunteers: 1,155
Hours Spent: 2,262
Pounds of Trash Removed: 33,950
Bags of Recyclables Removed: 98

Spotless Service Saturdays

TOTALS

Number of Volunteers: 192

Hours Spent: 522

Pounds of Trash Removed: 7,450

Join us most months for community cleanups!

Paper Shredding Drop-off Events

TOTALS

Number of Events: 6

Number of Vehicles:1,016

Number of KMB Staff & Helpers: 22

Pounds of Paper Recycled: 58,050

Annual Shoe Drive

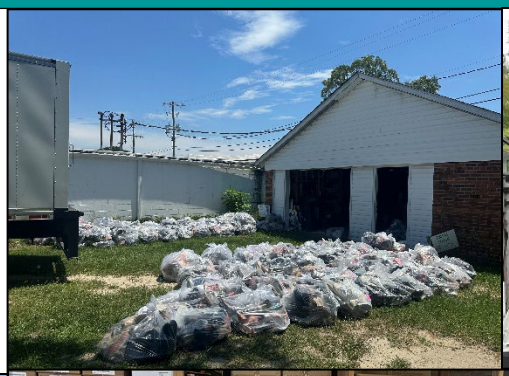
TOTALS

Number of Shoes Collected: 5,660

Number of Bags Collected: 226.5

Number of Collection Sites: 24

Amount of Money Raised: $2,351



2024 Award Winners

Key: AAH = Adopt-A-Highway and AAS = Adopt-A-Street

Most Years of Service

Sierra Club of the Midlands – Group Leader: Lawrence Heselden – AAH in Richland County – 35 yrs
Pineview Ruritan Club – Group Leader: Gary Taylor – AAH in Lexington County – 33 yrs
Mt. Herman Lutheran Church – Group Leader: Tom Stahl – AAH in Lexington County – 32 yrs
St. Matthews Lutheran Men – Group Leader: Jessie Lowman – AAH in Lexington County – 32 yrs

Most Litter Pickups This Year

Lewis Construction – Group Leaders: David & Melissa Lewis – AAH in Lexington County – 5 pickups
The Dunster Family – Group Leader: Rev. Larry Dunster – AAH in Richland County – 5 pickups

Groups That Have Conducted More Than 50 Litter Pickups

#1 Avon Ladies – Group Leader: Kathleen Wrightson – AAH in Lexington County – 59 pickups
Chao and Associates – Group Leader: Kimberly Price – AAH in Lexington County – 51 pickups
Chapin Christian Community Church – Group Leader: Trey Simon – AAH in Richland County – 54 pickups
Knights of Columbus #6847 – Group Leader: Anthony Broussard – AAH in Richland County – 53 pickups
Lake Point Association – Group Leader: Thomas Wiegand – AAH in Richland County – 50 pickups
McGregor Presbyterian Church Nursery Hill – Group Leader: Linda Byars – AAH in Lexington County – 55 pickups
Sierra Club of the Midlands – Group Leader: Lawrence Haselden – AHH in Richland County – 61 pickups
The Dunster Family – Group Leader: Rev Larry Dunster – AAH in Richland County – 58 pickups
University Libraries-Thomas Cooper – Group Leader: Jessica Harvey – AAS in Columbia – 58 pickups
Windward Pointe HOA – Group Leader: Mark Thurston – AAH in Lexington County – 63 pickups

The Dunster Family

McGregor Presbyterian Church Representatives

Midlands Sierra Club

Our FY25 Donors & Sponsors

Our Diamond Sponsors (> $15,000/year)

Our Platinum Sponsors (> $10,000/year)

Our Gold Sponsors (> $5,000/year)

Our Silver Sponsors (> $2,000/year)

Our Bronze Sponsors (<$2,000/year)

To sponsor a program or event, contact Traude Sander at

(803) 733-1139 or tsander@kmbsc.org.