

THE LEAFLET



The official newsletter of Keep Jackson Beautiful, Inc.

2007: A Successful Year

Dear Friends:

Keep Jackson Beautiful, Inc. fulfills our mission in four main project categories: litter prevention / clean-ups, recycling, beautification and education. Community volunteers work year-round on clean-up and beautification projects so that we can all enjoy a healthier environment and an ever-improving quality of life. Highlights from our 2007 programs are featured inside this report.

On behalf of the Keep Jackson Beautiful, Inc. Board of Directors, we would like to thank former Executive Director Barbara Ryan for her 16 years of dedicated service. Barbara retired in 2007 and a gorgeous Magnolia tree was recently planted in her honor on the grounds of the Mississippi Museum of Natural Science.

Sincerely,
Marsha Hobson
Executive Director



Marsha Hobson and Barbara Ryan plant Magnolia Tree at Mississippi Museum of Natural Science in honor of Ryan's 16 years of service

MISSION

Keep Jackson Beautiful, Inc. works to stimulate a will in our citizens to take individual responsibility for improving the quality of life in their neighborhoods. Our goal is to build and maintain a cleanliness ethic that eliminates littering, encourages recycling, protects the future of our urban forests, and fosters the beautification of public spaces.

KJB partners with the City of Jackson's Solid Waste Division to provide a clean environment for all citizens. As a 501(c) (3), KJB has the ability to solicit and accept donations and appropriations of funds, services, products, etc. This, coupled with the resources provided by Keep America Beautiful, strengthens the City's ability to promote public interest in improving the quality of life in the City of Jackson.

Keep Jackson Beautiful, Inc. Provides Website Help Center

Want to know how to get involved in making the capital city a cleaner, safer place to live? Visit www.keepjacksonbeautiful.com.

Keep Jackson Beautiful, Inc. launched the site in fall 2006 to assist with littering, beautification, and recycling issues and questions. The site offers details on programs, an events calendar, free downloadable brochures as well as government and non-profit links.

"This online tool provides another way to quickly report litter, get information about proper disposal of hazardous waste, learn about recycling, and participate in clean-up projects," explains Amy McMahan, Keep Jackson Beautiful Board Member. □

The Great American Cleanup™ 2007

Hundreds of local volunteers from neighborhoods, schools, and service groups improved the quality of life in Jackson as they cleaned up litter-strewn streets, parks and waterways, and beautified public spaces during Keep America Beautiful's Great American Cleanup™ (GAC) last spring.

They logged a total of \$218,770 worth of value in local volunteer hours. These volunteers rolled up their sleeves to support the city's campaign to "Stop Trashing Jackson".

The GAC is the nation's largest organized litter prevention and beautification program involving millions of volunteers each year in over 100 communities. In 2007, over 200,000,000 pounds of litter was collected nationwide!

Telephone Book Recycling

In summer 2007, Keep Jackson Beautiful, Inc. received a \$4,000 grant from AT&T Real Yellow Pages corporate office to coordinate the annual telephone book recycling campaign. The company has sponsored the program for over 13 years.

Over 400,000 Bellsouth *Real Yellow Pages* books are distributed locally each year. If all of these books were recycled we would save 1,516 acres of landfill space! If that is hard to imagine then try this – 1,516 acres would hold one day's garbage for 413,452 people!

According to Keep Jackson Beautiful Inc.'s executive director, Marsha Hobson, "This is the biggest recycling project that we coordinate and everyone can participate in this program."

Several youth groups participated in 2007's collection.

This program is so important to all of us and has a great impact on our local environment. □



"During the Great American Clean-Up, we work with the city of Jackson's Solid Waste Division to transform neighborhoods into cleaner, safer and healthier places to live," says Keep Jackson Beautiful Board Member Mary Current. By working together, neighbors improve the outward appearance of their neighborhoods and build personal relationships with each other and key community leaders. Add the 2008 Great American Clean-Up (March – May 2007) to your calendar today! □

Community Clean-Ups & Beautification

We would like to sincerely thank our many dedicated volunteers who keep Jackson beautiful!

Overall, in 2007, Keep Jackson Beautiful, Inc.'s 2,050 volunteers contributed \$349,497 worth of value in volunteer hours to community clean-ups, beautification and tree plantings in Jackson. □



Public Space Adoption Programs

What kind of impression do visitors to Mississippi's Capital City have as they enter our gateways and travel our major corridors? Roadside litter and unkempt areas are obvious problems. Keep Jackson Beautiful, Inc. and the City of Jackson's Public Space Adoption program offers long-term solutions and encourages citizens to take individual responsibility for keeping our streets and rights-of-way clean and beautified.

By becoming the caretaker of a "spot" such as a median that is poorly maintained or "street" near a business that is badly littered, the business community can help create a positive image for our city. Mowing, edging, planting and keeping these areas litter-free enhances property values and increases trade, tourism and tax dollars for our city.

In 2007, our adopters contributed \$75,088 in volunteer hours and we thank them for their commitment!

Interested businesses should call Keep Jackson Beautiful, Inc. at 601-366-4842. □



"Operation Green" Project Continues

In 2006, Keep America Beautiful, Inc. and Phi Theta Kappa, the largest honor society in American higher education, launched "Operation Green: Improving Our Communities," an International Service Program for PTK's 1,200 chapters.

PTK members have engaged in education, recycling, clean community, and beautification programs.

"Keep America Beautiful provides the opportunities and resources our members need to make a positive and lasting impact in their communities. Many PTK chapters are already engaged in litter prevention and recycling programs, so we anticipate that this will become one of our most successful Service Program Partnerships," said PTK Executive Director Rod A. Risley. □

2007 Achievements:

- Over 2,729 youth and adult volunteers logged \$651,355 worth of volunteer hours, and completed over 118 clean-ups by cleaning and beautifying public spaces.
- Hundreds of local volunteers from neighborhoods, schools, and service groups logged a total of \$218,770 worth of value in volunteer hours during the Great American Clean-Up in Jackson!
- For every \$1 of membership dues, we returned \$30 in measurable benefits to our community at a time when fiscal restraint is a crucial priority for local government.
- Public space adoption participants contributed \$75,088 worth of value in volunteer hours!
- Youth groups contributed \$218,770 worth of value in volunteer hours to save over 120 tons of phone books from choking the landfill!
- KJB conducted 25 classroom presentations, one "Waste in Place" teacher training and three community outreach presentations locally reaching over 778 students, teachers, and citizens.
- KJB continued its two-year "Operation Green" partnership with local chapters of Phi Theta Kappa, the largest honor society in American higher education. (See inside).

Education & Community Outreach

In 2007, Keep Jackson Beautiful, Inc. conducted 25 classroom presentations, one "Waste in Place" teacher training and three community outreach presentations locally reaching over 778 students, teachers, and citizens. Materials available from Keep Jackson Beautiful, Inc. include litter bags, workbooks, posters, teacher workshops, brochures and other resources. Please call us at 601-366-4842 for details.

HISTORY

Founded in 1961 and certified as the Local Affiliate of Keep America Beautiful in 1984, Keep Jackson Beautiful, Inc. is a private, nonprofit organization comprised of individuals, businesses and government officials working to make the Greater Jackson Area a cleaner, safer place to live.

Become a Member!

We need your help! Volunteer your time or make a financial commitment to beautify Mississippi's capital city today. Please see the attached membership form or call 601-366-4842 for details.

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Marsha Hobson, Executive
Director

Board of Directors

A 12-member Board composed of individuals, conservation agencies, concerned citizens, business people and government officials governs KJB and meets six times each year to set the policies and direction of the organization.

Louis Wright, President
Connie Kossen, Treasurer
Marsha Hobson, Secretary
LoEsther Benson
Lou Brase
Mary Current
Halla Jo Ellis
Whitney Harris
Viola Harrison
Larry Lindsey
Rosemary Maxey
Amy McMahan
Chris Mims
Jesse Smith
Viola Smooth
Charity Wright
Andrew Young
Shirley Young

Ex-Officio:

Sonya Bohannon, City of Jackson
Buford Clark, Waste Management
of Mississippi
Dee Gardner, PR & Marketing

We're on the Web!

Visit us at:

www.keepjacksonbeautiful.com

