

Measuring Results

As a certified affiliate of Keep America Beautiful, we are required to assess the results of our programs. Statistically reliable tools enable us to assess our problem areas, develop projects to address them and show the results.

Litter Index Survey

This annual survey helps us assess our litter and visual quality of life issues. Volunteers assist with the 'windshield survey' that helps us identify problem areas throughout the city and quantify the success of our prevention efforts.

Cost/Benefit Analysis

Through this calculation, we are able to measure the cost-effectiveness of our program by assessing the value of in-kind gifts, volunteer hours and other services. Our average annual cost benefit ratio is 1:35, meaning that for every \$1.00 of local support given to Keep Jackson Beautiful, we return \$35.00 worth of benefits to our community.

Collective Action

Keep Jackson Beautiful volunteers have a sincere desire to 'give something back to their community'. They are not afraid of hard, dirty work; they truly care for their fellow man and will go into any area of the city that needs help; they have fun, always working together as a team; and because we shower them with our thanks and appreciation, they return year after year to help us *Keep Jackson Beautiful!*



We have on-going projects, but if you know of a problem area tell us about it and we will rally our troops to work on a solution. Special projects include: Litter Free Sports Events - Arbor Day Tree Plantings - Earth Day Programs - Garbage Art Recycling Contest - Great American Cleanup - Memorial Tree Plantings - a Junk Car Recycling Program - and Telephone Book Recycling.

Get Involved

Keep Jackson Beautiful is governed by a 12-member Board of Directors, composed of individuals, businesses and government officials. Officers are elected at the annual membership meeting and meet six times a year to set the policies and directions of the organization.

Keep Jackson Beautiful received the status of a 501(c)(3) non-profit organization in 1978. The funding for our projects comes from individual dues-paying members and a contract with the City's Solid Waste Division.

It is a huge undertaking and your dollars will go towards the purchase of educational materials, litter prevention, recycling and beautification projects, outreach programs, and resources for special projects.

Schools, neighborhood associations or civic organizations wishing to receive information or schedule a program should call the KJB office.



This brochure has been made available through a grant from Waste Management of Mississippi. As a Corporate Sponsor of Keep America Beautiful, Waste Management challenges communities to "Think Green" - to accept responsibility towards the environment and to find local solutions to keeping America beautiful.

COVER COLOR PHOTO BY RALPH SOWELL, JR.



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Keep Jackson Beautiful is a local nonprofit, public education organization, dedicated to changing attitudes and behavior towards environmental issues such as littering and recycling.

KJB was incorporated in 1961 by civic and business leaders as a grass roots - citizen based - volunteer organization. In 1984 KJB became the local, certified affiliate of Keep America Beautiful.

Our mission is 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.

Positive Action

Litter is our number one problem and to prevent it we must change the attitudes and behavior of both adults and children. Litter is not just unsightly; it erodes our community, compromises our quality of life and deters economic development.

Quick fixes such as litter pickups are many times necessary but we work for long-term solutions. However, these only succeed when everyone willingly accepts a share of responsibility for the community environment.



Education is the Key

Quality of life issues cannot be improved without extensive educational programs. KJB has designed a litter prevention and recycling program for kids K-6. To get their attention, the "Litterbug Program" gives students a chance to 'act out' litterbugs found - on the school yard - at the picnic area - on the water - at the ballpark - in trucks and cars and at home putting out the trash.

Environmental literature is provided to teachers in grades K-12 as a prerequisite to participation in hands-on projects such as the Great American Cleanup or Garbage Art Contest.

Quality of Life Issues

Adult programs focus on neighborhood issues and the need to recycle. Information packets have been designed to address the most common problems such as overgrown and trashy yards; abandoned vehicles and 18-wheelers parked in yards; trash placed in the street; littered parking lots; overflowing dumpster areas, etc.

Public Space Adoption

Businesses, neighborhoods and civic groups are encouraged to become the caretakers for public spaces such as traffic islands, medians and entrances into neighborhoods. Mowing, edging, planting and keeping these areas litter free enhances property values and increases trade, tourism and tax dollars for our city. Groups interested in adopting an area should contact the KJB office for details.

Great American Cleanup

The nation's largest annual community improvement program gives organized groups a variety of ways to create a cleaner, safer, more beautiful environment. More than 3,000 volunteers from schools and neighborhoods join KJB and the City of Jackson's Solid Waste Division each March - May to become stewards of the environment in their community. The GAC is built on a foundation of individual responsibility, civic pride and the power of partnerships to clean-up, green-up, fix-up, beautify and recycle.

Broken Windows Syndrome

Broken windows and graffiti are signals of disorder and the decline of controls that prevent depredation of residential and commercial neighborhoods. Several projects give service groups the opportunity to participate in the solution to these issues. The "Graffiti Hurts" program does more than just erase the evidence; it teaches the cause and prevention of such behavior. Art projects, using bright colors and abstract illustrations are designed to hide unsightly boarded up windows. Projects such as this help create positive change for an otherwise negative impact on our city.

Telephone Book Recycling

Each year KJB coordinates the annual tri-county telephone book recycling project. Youth groups interested in helping us divert thousands of old directories from the landfill can collect books as a fundraising project. Without this program, over 300 tons of old directories would go directly into the waste stream each year.

