



PERENNIAL REPORT

2013

KEEP INDIANAPOLIS BEAUTIFUL



HELPING PEOPLE & NATURE THRIVE

PERENNIAL REPORT

2013

Dear Friends,

On behalf of the board, staff and tens of thousands of Keep Indianapolis Beautiful volunteers, please accept our sincere gratitude for your generous support of our work last year to *engage diverse communities to create vibrant public places, helping people and nature thrive.*

Every day, KIB serves as stewards of our city, desiring nothing less than the flourishing of its people and natural environment. This takes many forms, including engaging public artists to create works authentic to community identity; equipping volunteers to cover unlawful graffiti; selecting native plants to fill new pocket parks and green spaces; and planting native trees to create a leafy canopy for generations to benefit from and enjoy. We do this not just because it feels good, but because research is clear that green space in cities is essential for a healthy environment, and the well-being of all human beings.

We're sharing just a few highlights here with you and look forward to having you continue with us on our journey to make Indianapolis a great place to live, work and play.

With sincere gratitude,



David Forsell

President

Keep Indianapolis Beautiful, Inc.



4,074

COMMUNITY TREES PLANTED

Through our nationally known community forestry program, we planted more than **4,000 trees all over Indy**. KIB provided much needed green for these communities and **jobs for more than 80 area youth**, through our Youth Tree Team program. These efforts not only served to green our city, but in working with leading researchers, we helped discover clear links between community tree tending and social cohesion—making our neighborhoods stronger and communities safer.

30,678

VOLUNTEERS ENGAGED

We picked up more **1.8 million pounds of litter** on more than **300 community cleanups**, created **11 different community greenspace projects** and assisted **10 Indy schools**; all with the help of some truly fantastic volunteers. From tree plantings to litter cleanup and everything in between, we had the pleasure of engaging many diverse communities, all to help people and nature thrive through **545 urban greening community projects**.

667

INDY BLOCKS ADOPTED

With a record number of neighborhood participants in 2013, Adopt-A-Block engages thousands of neighbors on hundreds of Indy blocks to reduce litter, combat graffiti, tackle high weeds and grass, and build community.

20,476,176

MEDIA IMPRESSIONS

Traditional media took notice of our efforts and social media supported our mission, making us a top influencer in Indy!

PROGRAM HIGHLIGHTS

HOW WE KEEP INDY BEAUTIFUL

LILLY DAY OF SERVICE/RECONNECTING TO OUR WATERWAYS



The 6th Lilly Day of Service was completed on October 10, 2013. More than 7,000 Lilly employees focused their time and talent again within the Reconnecting to our Waterways (ROW) initiative areas. These included neighborhoods along the Canal, Fall Creek, Eagle Creek, Pogues Run, Pleasant Run and White River.

Activities included planting 1,800 trees, painting 7 murals, collecting over 30 yards of recycling, and planting over 50,000 perennials. We continued with Phase 2 of large-scale habitat restoration along both Fall Creek and Central Canal, in areas where we had begun this work in 2012. Similar to previous years, numerous partners committed both in-kind (over \$40,000) and cash support (over \$1,200,000) to leverage the Lilly investment in this transformative day. The work completed on this day was also part of the new Indy Do Day initiative (October 10-12, 2013).

YOUTH TREE TEAM CONTINUED SUCCESS



The Youth Tree Team (YTT) provided care to planting projects where neighborhood maintenance is a challenge, or where additional maintenance is needed. They also helped to plant trees in the spring and fall. KIB employed high school youth to water, mulch, weed, and prune trees, and collect litter at project sites. Hiring 8 teams with 64 youth and 16 co-leaders, YTT watered 4,251 trees each week for 7 weeks.

KIB'S IPL PROJECT GREENSPACE PROGRAM



KIB's new team approach to greenspace projects ensures neighbors and project partners are engaged over the course of the project's development, and beyond, with a 3-year partnership at each greenspace. KIB worked with the neighborhoods to assist with maintenance while plants were getting established, leveraging programming of the community spaces through initiatives in creative placemaking.

OUTLAYS BY PROGRAM

45%
BEAUTIFICATION &
PLACEMAKING

21%
COMMUNITY FORESTRY

14%
YOUTH PROGRAMMING

20%
SUPPORTING
SERVICES

VOLUNTEERS BY PROGRAM

84%
BEAUTIFICATION &
PLACEMAKING

14%
COMMUNITY FORESTRY

2%
YOUTH
PROGRAMMING

STATEMENT OF ACTIVITIES

Net assets released from restrictions	1,572,516
Total unrestricted support and revenue	3,926,338

Expenses

Program services	3,110,600
Supporting services	788,023
Total operating expenses	3,898,623

Increase in unrestricted net assets	27,715
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Changes in Temporarily Restricted Net Assets

Contributions	1,353,198
Net assets released from restrictions	(1,572,516)
Decrease in temporarily restricted net assets	(219,318)

Total decrease in net assets	(191,603)
Net Assets, Beginning of Year	3,873,081
Net Assets, End of Year	3,681,478

STATEMENT OF FINANCIAL POSITION

Prepaid expenses and other assets	14,144
Property and equipment, net	2,793,328
Endowment assets	39,363

Total Assets	4,749,990
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Liabilities

Long term debt	985,444
Accounts payable	42,423
Accrued expenses and other liabilities	40,645

1,068,512

Net Assets

Unrestricted net assets	2,461,268
Temporarily restricted net assets	1,190,291
Permanently restricted net assets	29,919

3,681,478

Total Liabilities and Net Assets	4,749,990
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