Dear Friends,

Each year your support of Keep Indianapolis Beautiful helps the people and natural environment of our city thrive. Thank you for your time, talents, and treasured stories. 2014 brought about considerable growth to KIB that will strengthen our ability to support Indianapolis. The tremendous growth of our volunteer base to over 24,000 recruits meant hiring our first full-time volunteer coordinator!

Most importantly, we grew our program reach and impact, too. Because of YOU.

Building a thriving tree canopy in Indianapolis became central to our Community Forestry program in 2014. The team added a new programmatic element this year, by structurally pruning 3,200 young trees. KIB continues to utilize Geographic Information Systems (GIS) to track the success and health of our trees. 98% of trees planted are native to Indiana or contiguous states, which benefits our local ecosystem.

Working side-by-side, the community engagement staff and program staff of our Green Team created six new greenspaces and pocket parks. The IPL Project Greenspace model provides KIB staff with integrated implementation support and ensures community engagement in our project neighborhoods. This investment in greenspaces allows KIB to educate and work with the neighborhoods to help them thrive.

The design, creation and care of places, and creating attachment to those places, guided KIB in 2014 to create functional, beautiful, distinctive and resilient nature and greenspace throughout Indianapolis.

Thank you for your efforts and support to make our community a more beautiful place.

With gratitude,

David Forsell
President
Keep Indianapolis Beautiful, Inc.
**VOLUNTEERS** KIB’s work could not have been done without our amazing volunteer force. This year we recruited 24,250 volunteers for 31,796 volunteer experiences or 92,542 volunteer hours for 690 projects. In Spring 2014, KIB hired a full-time Volunteer Coordinator, marking a new investment in our volunteer force. This new position has deepened relationships with our current volunteers and allowed for active outreach with new volunteers.

**COMMUNITY FORESTRY** Community tree planting continues to be valued by neighborhoods, volunteers, and donors. KIB rebranded the Neighborwoods program to Community Forestry in 2014 with the goal of continuing to build a thriving tree canopy in Indianapolis. We strategically identified and engaged neighborhoods with the greatest need for trees to apply for KIB tree plantings, resulting in 40+ neighborhood tree plantings. The team surpassed its goal of 2,500 trees, planting 3,004 trees by year end. The team also added a new pruning program this year, structurally pruning 3,200 young trees. KIB continues to utilize Geographic Information Systems (GIS) to track the health of our trees.

**YOUTH TREE TEAM** The Youth Tree Team (YTT) is a diverse group of Indianapolis area high school youth employed annually to care for KIB planting projects in neighborhoods where maintenance is a challenge or where additional care is needed. This year, 85 deserving youth received education and enrichment in the form of financial management, insight about green jobs, an overnight camping trip, college visits, and other opportunities to learn leadership skills. Divided into 9 teams, the YTT youth watered 4,233 trees every week during the summer. Teams mulched a total of 2,018 trees during the seven-week work season.

**KIB CLUBS** KIB Clubs provide elementary youth with hands-on environmental learning, fostering an appreciation for conserving our natural environment. KIB entered into three-year partnerships with eight schools, to ensure the outdoor spaces created would remain functional and beautiful, and that schools could maintain them in the future. We worked with school staff, parents, and local community members to build strong leadership for each environmental club. After-school clubs met regularly for tree plantings, creating nature play spaces, and building native plant gardens for hands-on exploration. KIB trained teachers to utilize interactive projects for curriculum-based environmental learning. KIB utilized additional volunteers from corporate groups, to supplement teachers and staff in creation of these outdoor learning spaces.
ADOPT-A-BLOCK  Adopt-A-Block (AAB) is a grassroots initiative that engages neighbors to reduce litter and build community at the smallest city unit – the block. In 2014, KIB increased the number of block coordinators to 742 from 667 coordinators in 2013. The program helped to identify community leaders and often yielded higher neighborhood engagement. Adopt-A-Block captains set an example of community and environmental stewardship that inspires others to get involved through block clubs and crime watches. KIB provided high-scoring blocks with perennials, bulbs, and native trees. Mapping all adopted blocks in the KIB database allows neighborhoods to target blocks unadopted for cleanups and engagement. KIB also leverages AAB recruitment for greenspace site selection and implementation.

IPL PROJECT GREENSPACE  IPL Project GreenSpace is a partnership with neighborhood-based organizations to help eliminate blight and to revitalize public spaces, creating natural, beautiful, and functional pocket parks and greenspaces. 2014 marked the second year our Green Team intertwined greenspace, community forestry, and youth programming to deepen community engagement among partner neighborhoods and maximize successful project implementation. KIB completed six new projects while working with project partners to maintain the six spaces created in 2013. This team approach to greenspace projects, and the contributions of our new Community Engagement Coordinator, ensured that neighbors and project partners were involved over the course of the entire year. KIB has a three-year partnership with each greenspace, assisting the neighborhoods with maintenance while plants are getting established, and ensuring long-term success and sustainability of these greenspaces.
KEEP INDIANAPOLIS BEAUTIFUL, INC.
2014 FINANCIAL REPORT

STATEMENT OF ACTIVITIES

Changes in Unrestricted Net Assets

Revenue
- Public support and revenue 1,579,465
- Program revenue 1,040,898
- Other revenue 57,803
- Net assets released from restrictions 1,261,537
- Total unrestricted support and revenue 3,939,703

Expenses
- Program services 2,757,852
- Supporting services 844,517
- Total operating expenses 3,602,369
- Increase in unrestricted net assets 337,334

Changes in Temporarily Restricted Net Assets

Contributions 1,144,238
Cancellation of pledges receivable (255,294)
Interest and investment income 2,176
Net assets released from restrictions (1,261,537)
Decrease in temporarily restricted net assets (370,417)
Total decrease in net assets (33,083)
Net Assets, Beginning of Year 3,681,478

Net Assets, End of Year 3,648,395

STATEMENT OF FINANCIAL POSITION

Assets
- Cash and cash equivalents 1,181,742
- Accounts receivable 221,818
- Pledges receivable 32,644
- Prepaid expenses and other assets 34,269
- Property and equipment, net 3,117,294
- Endowment assets 41,539
- Total Assets 4,629,306

Liabilities and Net Assets

LIABILITIES
- Long term debt 914,485
- Accounts payable 40,330
- Accrued expenses and other liabilities 26,096
- Total Liabilities 980,911

NET ASSETS
- Unrestricted net assets 2,794,120
- Temporarily restricted net assets 824,356
- Permanently restricted net assets 29,919
- Total Net Assets 3,648,395

Total Liabilities and Net Assets 4,629,306

OUTLAYS BY PROGRAM

- BEAUTIFICATION & PLACEMAKING: 44%
- COMMUNITY FORESTRY: 17%
- YOUTH PROGRAMMING: 15%
- SUPPORTING SERVICES: 23%

VOLUNTEERS BY PROGRAM

- BEAUTIFICATION & PLACEMAKING: 86%
- COMMUNITY FORESTRY: 13%
- YOUTH PROGRAMMING: 1%
DONORS

2014

Corporate, Foundation, and Government Support

$500,000 +
City of Indianapolis

$250,000-$499,999
Eli Lilly and Company
Lilly Endowment, Inc.

$100,000 to $249,999
Citizens Energy Group
Nina Mason Pulliam Charitable Trust

$50,000-$99,999
Efroymson Family Fund, a CICF Fund
Indianapolis Power & Light Company

$25,000-$49,999
Indianapolis Foundation, a CICF affiliate
Keep America Beautiful
Roche Diagnostics Corporation
Super Service Challenge
The Kroger Co.
National Fish and Wildlife Foundation

$10,000-$24,999
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American Structurepoint, Inc.
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Rollis-Royce
Indiana University
Johnson Ohana Charitable Foundation
Brickman Group, Ltd.
Classic Cleaners, Inc.
Arthur Jordan Foundation
Carrier Corporation
Vectren Corporation

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Indiana Farm Bureau Insurance
Rotary Club of Indianapolis, Inc.
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