



# ANNUAL REPORT 2019 - 2020





# TABLE OF CONTENTS

Board Chair Statement	3
Mission & Values	4
What We Do	5
By The Numbers	6
Events	8
Adopt-A-Group Participants	9
Event Sponsors	12
Financial Overview	13
Board of Directors	14
2021 Calendar of Events	15



# BOARD CHAIR STATEMENT

---



Dear Residents of Manatee County,

2020 has been a unique year for us all and certainly for Keep Manatee Beautiful as well! As the year draws to a close it is always good to take a look back, and when I do I am excited to report that despite all the challenges that we faced, Keep Manatee Beautiful stayed focused and is poised to begin 2021 even stronger than before. Our goal is always to be a leading organization in maintaining the beautiful community that we call home by cleaning up our neighborhoods, assisting folks in planting trees, and offering opportunities for residents to make a positive impact in our County. Once again, we have accomplished those goals and are confident that 2021 will be our best year yet.

I am very proud of our Executive Director, Jennifer Hoffman and her staff who did not miss a beat this year, producing meaningful results and never losing sight of the important mission we are all a part of. I am certainly appreciative of our volunteers who are always ready to jump in when we ask, and always do such a great job of responding to the call to maintain Manatee County, making it the best place to call home.

In 2020 we:

- Had over 4600 volunteers, many who worked several events.
- Completed over 1200 clean ups.
- Cleaned up more than 400 miles of road way and shoreline.
- Produced a very special Virtual Earth Day video detailing the many activities that are done locally to Keep Manatee Beautiful.
- Partnered to plant a "Free Food Forest" in the City of Bradenton's historic Washington Park neighborhood.

We are ready for the new year, and we accept the challenge to continue to make our County the greatest place to live and work. Manatee County is better because we have the best residents who we can count on to continue to do whatever is necessary to maintain our beautiful environment.

On behalf of the Board of Directors and our Executive Director, I would like to extend our thanks and appreciation to our countless volunteers, along with the business leaders and individuals who continue support our organization. We are also thankful for the support from Manatee County both financially and with the ongoing provision of our office space. We can and will continue to make a difference for today and for the future.

Regards,

A handwritten signature in black ink, which appears to read "Bob ten Haaf". The signature is written in a cursive, flowing style.

Bob ten Haaf

Chairman, Keep Manatee Beautiful  
Waste Pro USA

# MISSION

**Keep Manatee Beautiful inspires community involvement by bringing together volunteers, businesses and local government to continue to impact the quality of life for residents and visitors alike.**

# VALUES

**Preserving the uniqueness and diversity of Manatee County's natural and built environment**

**Community service that leads to collaborative approaches**

**Education that informs current generations and empowers future generations**

**Understanding that every person's activities can have an impact**

**Having fun while caring for our community!**







## What we do

KMB provides neighborhood community improvement programs in which everyone can make a difference that includes **organized cleanups, graffiti removal, paint-outs, beautification and greening initiatives**. When the physical environment is improved and continuously enhanced, the sense of community pride and ownership that develops helps deter vandalism, gangs and criminal activity. Higher expectations of social order and stability are perceived within the community. A safe and beautiful community has become established providing a better quality of life for residents and an appealing environment for businesses, tourism and ongoing economic development.

Today, KMB programs are larger, more recognized and valued than at any other time in its history. Manatee County residents increasingly understand and embrace the shared mission of making our streets, beaches, and parks clean and healthy, and assuring the next generation of neighbors will own that mission, too.



# #DOBEAUTIFULTHINGS





# BY THE NUMBERS

**1,258**

Cleanups throughout  
Manatee County

**4,680**

Volunteers keeping  
manatee beautiful

**3,008**

Miles were  
cleaned up

**12,440**

Hours spent cleaning  
Manatee County

**58,207**

lbs of Trash collected

**2,419**

lbs of Recycling collected

**Although this year was tough, our volunteers showed they were tougher. We had half the amount of volunteers we usually have, and still spent just as much time Keeping Manatee Beautiful!**

# EVENTS



## Great American Cleanup

The Great American Cleanup is the largest grassroots beautification, litter prevention and community improvement program sponsored by Keep America Beautiful. Volunteers are recruited to clean, beautify and improve roadsides, shores, parks and neighborhoods throughout Manatee County.

## International Coastal Cleanup

Our amazing volunteers gathered together to participate in this international event collecting over 5,000 pounds of trash and cleaning up several sites across Manatee County!



## Free Food Forest

On October 11th we got together with our volunteers to plant a Free Food Forest next to the Manatee Square community garden in Washington Park. This food forest is open for all residents to enjoy!



## Earth Day Video

This year our Earth Day event went virtual! We went around Manatee County recording videos of businesses and organizations that help keep manatee beautiful. This video shares about recycling, native plants, art, and so much more!

Check it out here: [bit.ly/kmbearth](https://bit.ly/kmbearth)





# **ADOPT-A-HIGHWAY PARTICIPANTS**

**Crystal Clean Green Cleaning  
Elmac/Meehan family and friends**

**Family Matters**

**Florida Power & Light**

**George F. Young**

**Gettel Automotive**

**Keep Manatee Beautiful, Inc.**

**Kiwanis Club of Cortez**

**Republican Party of Manatee County**

**Rotary Club of Anna Maria**

**Manatee River Rotary Club**

**Salon Uptown Downtown**

**Team Depot**

**The Serdyn and Custer Family**

**Zeta Phi Beta Sorority**



# **A D O P T - A - S H O R E**

## **P A R T I C I P A N T S**

**Ace & Family**  
**The Center of Anna Maria**  
**Anna Maria Elementary School**  
**Anna Maria Island Turtle Watch**  
**Bayshore High School - NHS**  
**Boy Scout Pack 42**  
**Boy Scout Troop 111**  
**Braden River High School FFA**  
**Bradenton Christian School Key Club**  
**Bradenton Riverwalkers**  
**Coastal Orthopedics**  
**Crystal Clean Green Cleaning**  
**Edison Academics**  
**Florida Dept. of Juvenile Justice**  
**Florida Forest Service**  
**Florida Institute for Saltwater Heritage**  
**Florida Suncoast Real Estate Inc.**  
**Girl Scout Troop 140**  
**Girl Scout Troop 361**  
**Happy Paddler Kayak Tours & EcoVentures**  
**IAT Insurance Group**  
**Kappa Epsilon Prof. Pharmacy Fraternity**  
**Kappa Psi Pharmaceutical Fraternity Inc.**  
**Kings Endless Summer Beach Retreat**  
**Longboat Key Turtle Watch, Inc.**

**Manatee High School Ocean Awareness Club**  
**Manatee Sailing Association**  
**Manatee Shool of the Arts**  
**Nature's Academy**  
**Old Braden River Historical Society**  
**Palma Sola Elementary**  
**Restless Natives of Ave. F**  
**Rotary Club of Anna Maria**  
**Rowlett Middle Academy National**  
**Junior Honor Society**  
**Scf Earth Club**  
**Southeast High School Key Club**  
**Sarasota Suncoast Surfrider AMI**  
**Sarasota Suncoast Surfrider Longboat Key**  
**Target T0817**  
**The Radauschers**  
**The Jefferies Family**  
**Tidy Island Homeowners Assoc.**  
**Wagner Realty**  
**Westminster Point Pleasant**  
**Wilson Resources, Inc.**  
**Women of the Moose Chapter 1601**  
**Woodland's Quality Pool Care**



# **A D O P T - A - R O A D**

## **P A R T I C I P A N T S**

**1-800-GOT-JUNK?**

**25th St. E. Neighbors**

**Anna Maria Island Privateers**

**Bayshore High School Key Club**

**Boys & Girls Clubs of Manatee County, De Soto Club**

**Boys and Girls Clubs of Manatee Co. Palmetto**

**Boy Scout Troop 191**

**Braden River High School Key Club**

**Bradenton Lions Club**

**Carson Family**

**Cascades Neighborhood**

**Church of the Trinity**

**D.L. Randall Foundation, Inc.**

**First Baptist Church of Palmetto**

**Greater Manatee Chapter, Florida Women  
in Government G Inc.**

**Grooms Motors & Automotive**

**Healthcare IQ, Inc.**

**Highland Shores**

**IMG Academy**

**It Works!**

**Jet Mobile Home Park**

**Charlie Jones & Rod Urban**

**Keep Manatee Beautiful, Inc.**

**Lakewood Ranch/Sarasota Elks Club #2855**

**Matt McSwain**

**Manatee High School Key Club**

**Meehan Family and Friends**

**Mote Ranch Beautification Committee**

**Neurorestorative of Sarasota**

**Nike Factory Store Ellenton**

**North River Ranch Marketing Group LLC**

**Cheryl and Paul Oakes**

**Our Lady of the Angels Catholic Church**

**Palm Lakes Condominium Association inc.**

**Palmetto High School Interact Club**

**Palmetto High School Key Club**

**Palmetto Youth Center H.Y.P.E. Program**

**Peace Presbyterian Church**

**Phi Beta PSI Sorority - Beta Kappa  
Chap.**

**Pirates and Marauders Baseball Club**

**Renaissance Arts and Education,  
Inc./Manatee School for the Arts**

**Residents of Washington Park  
Neighborhood**

**Riccio/Biddulph Families**

**Rotary Club of Lakewood Ranch**

**Sabal Harbour Home owners Assoc.**

**Samoset Neighborhood Association**

**Sarasota (FL) Alumni Chapter of Kappa  
Alpha Psi Fraternity, Inc.**

**Sarasota -Manatee Bicycle Club**

**SCF Phi Theta Kappa Nu Zeta Chap.**

**Ronnie Snyder, Jr. & Family**

**Southeast High School Key Club**

**Southeast High School Seminole Pride**

**Sunny Shores Garden Club**

**Sunrise Community**

**SYSCO West Coast Florida, Inc.**

**Tell Communications, Inc.**

**Terra Ceia Village Improvement Assoc.**

**The Bradenton Bridge**

**The Families of Ballard Road**

**The Giannelli Family**

**The Gibbons Family**

**The Murphy Family**

**Village of the Arts**

**Volunteers of America**

**Waste Management**

**Waste Pro**

**Linda, Jim & Watkins Family**

**Wells Fargo Bank, Manatee District**

**Westminster Point Pleasant**



# EVENT SPONSORS



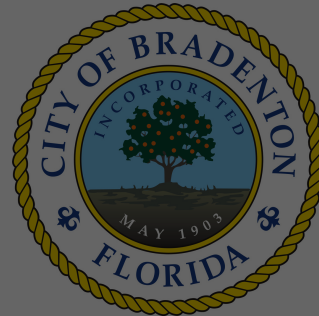
**Above 5,000**

Waste Pro  
Manatee County  
FDOT



**2,500 - 4,999**

Waste Management  
City of Bradenton  
Pepsi Co



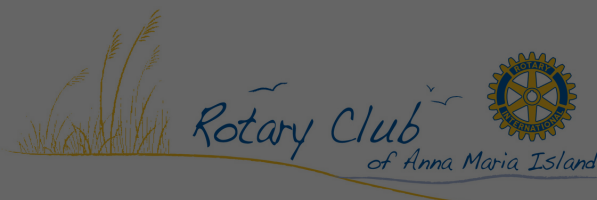
**1,000 -2,499**

FPL  
Bradenton Kiwanis  
Surfing Evolution and Preservation  
Foundation  
Zephyrhills



**0-999**

City of Bradenton Beach  
City of Holmes Beach  
AMI Rotary  
Keep America Beautiful

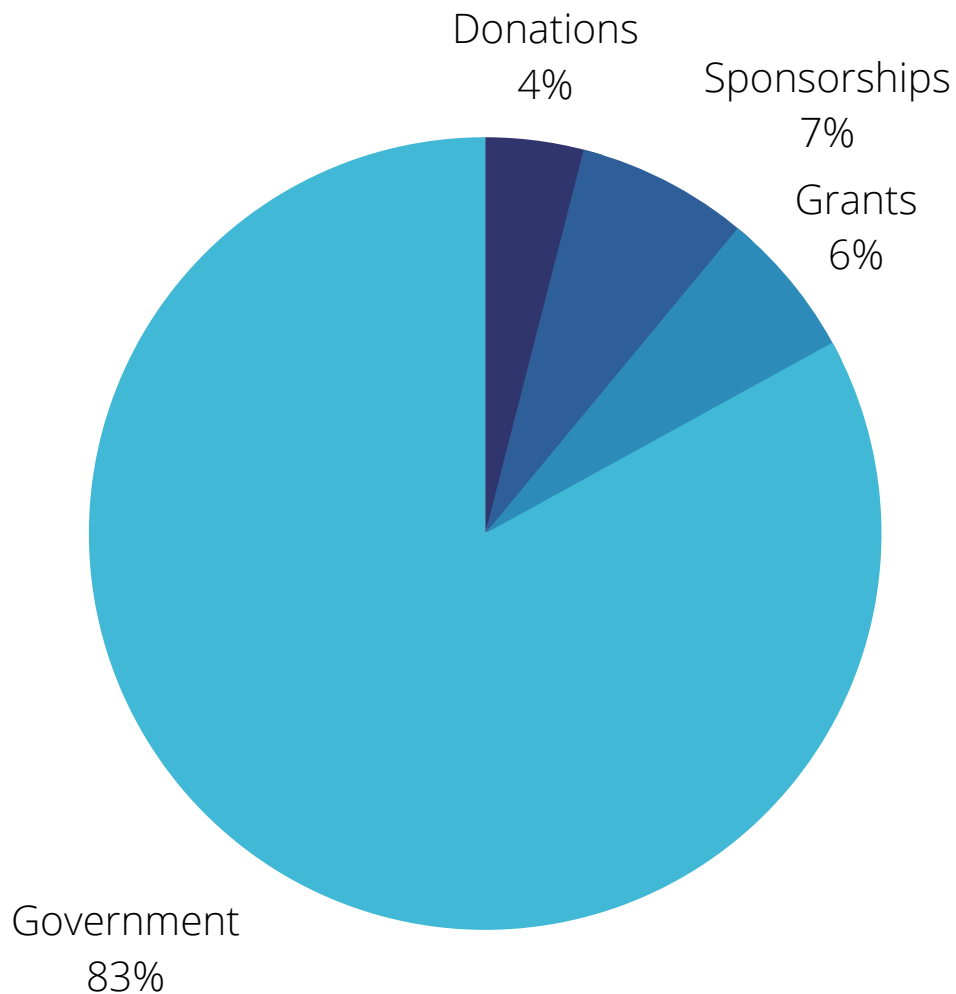


KEEP AMERICA  
**BEAUTIFUL**



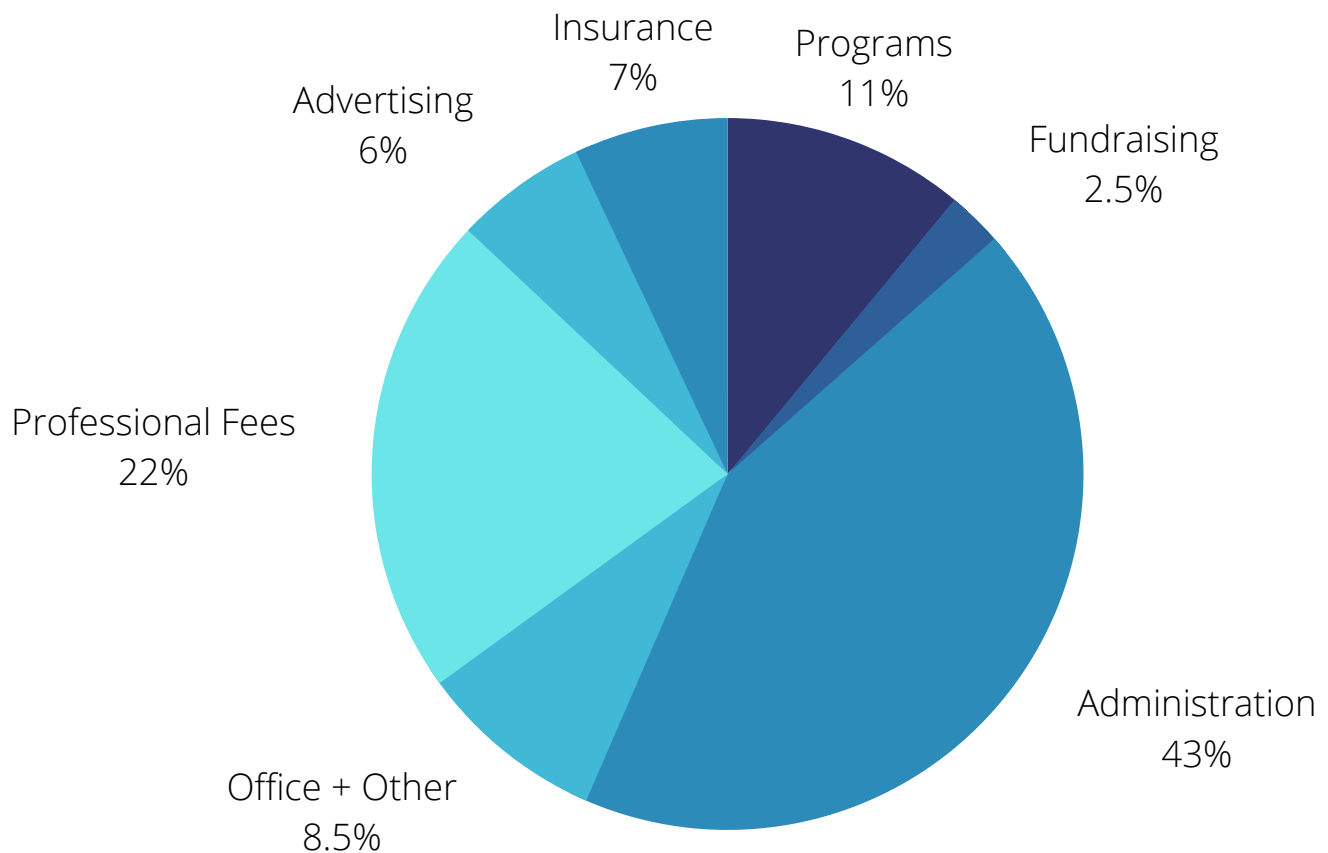
# FINANCIAL OVERVIEW

Income		
Donations	6,728	4%
Sponsorships	12,300	7%
Fundraiser	0	0
Grants	11,000	6%
Government	144,124	83%
Total	<u>\$174,152</u>	



# FINANCIAL OVERVIEW

Expenses		
Programs	16,286	11%
Fundraising	3,748	2.5%
Administration	64,386	43%
Office + Other	12,756	8.5%
Professional Fees	32,229	22%
Advertising	9,328	6%
Insurance	10,383	7%
Total	<u>\$149,116</u>	





# BOARD OF DIRECTORS

---

## EXECUTIVE COMMITTEE

Mr. Bob ten Haaf (2018)  
Chairman  
Waste Pro

Lt. Robert Andrews (2016)  
Vice-Chair  
Manatee Co. Sheriff's Office

Mr. Gregory Bennett (2017)  
Treasurer  
Waste Management of Manatee Co.

Dr. Janice Novello (2018)  
Secretary

## MEMBERS

Willie Cooper (2017)  
Boys & Girls Clubs of Manatee Co.

Ms. Zan Fuller (2016)  
City of Holmes Beach

Chris Jordan(2019)  
Utilities/Sold Waste Division

Mary Lanzino  
Pirates/Marauders(2019)

Mr. Roberto Longoria (2018)  
School District of Manatee Co.  
Energy & Recycling Dept.

Ms. Mitzi Petty (2016)  
Florida Dept. of Juvenile Justice

Ms. Mary Runnells (2016) \*  
Village Green of Bradenton

Ms. Mary Sandell (2019)  
Florida Power & Light Company & ACRT, Inc.

James Thomas (2019)  
Holmes Beach Police Department

\*deceased

## TECHNICAL ADVISORY COMMITTEE

Ms. Heather Ferrara (2016)  
Florida Dept. of Juvenile Justice

Mr. Sean Jennings (2017)  
Waste Pro

Ms. Whitney Johnson (2015)  
Triple Crown Wealth Finance

Deputy Christopher Ralston (2017)  
Manatee Co. Sheriff's Office

Ms. JoAnn Spencer (2016)

Mr. Stanley Sharek (2016)  
Florida Power & Light Company & ACRT, Inc.

Mr. Eric Strickland (2014)  
Florida Forest Service  
Myakka River District

Mr. Kyle Vickery (2016)  
School District of Manatee Co.  
Energy & Recycling Dept.

EXECUTIVE DIRECTOR:  
Jennifer Hoffman







# KEEP MANATEE BEAUTIFUL 2021 EVENT REMINDER CALENDAR



16-FL  
Arbor Day

JANUARY						
Florida Arbor Day						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

31

FEBRUARY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

MARCH						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

20-Great  
American  
Cleanup

24-Earth  
Day  
30-Natl  
Arbor Day

APRIL						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Golf

1-Awards  
Celebration

JULY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

11-Int'l  
Coastal  
Cleanup

1-Awards  
Celebration

OCTOBER						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

10-Holiday  
Social

