



KEEP AMERICA BEAUTIFUL AFFILIATE

## MISSION

*We empower Odessans to recycle, prevent litter, and beautify our community.*

## VISION

*Be Part of the Solution to Make Odessa a Better Place to Live, Work, and Play in.*

## VALUES

- O** pportunity
- D** edication
- E** nhancement
- S** ustainability
- S** ervice
- A** wareness

***Join our TEAM***

**BE PART OF THE SOLUTION**

***To make Odessa a better place to live,  
work and play in!***

# **Keep Odessa Beautiful, Inc.**

Chair - Erika Thomas

Co-Chair - Ramiro Salinas

Treasurer - Lennerd Byrd

Secretary - Jasmine Tambunga

Rosemary Valadez

Sunshine Thompson

Todd Mistrot

Rose Macedo

We encourage citizens to take pride in their city by being part of the solution to make Odessa a better place to live, work, and play in! Our programs are in place to promote recycling, litter prevention, and beautification. These programs are also focused on tourism & economic development by engaging our community in creating a clean and beautiful Odessa!

- **We serve over 100,000 citizens.**
- **In over 30 years, we have partnered with Odessa neighborhoods, families, civic groups, churches, schools, and businesses.**
- **We have 1500 plus dedicated volunteers.**

Our mission to empower Odessans to recycle, prevent litter, and beautify our community has consistently and effectively addressed the safety & health of all citizens.

Keep Odessa Beautiful (KOB), as a community non-profit environmental awareness organization, promotes and coordinates litter prevention programs and community cleanups. The primary goal being public education on the importance of waste reduction and the conservation of the environment's natural resources: water, air, trees, and general ecology. We strive to beautify areas of the city through various landscaping projects, the planting of trees, and visual art murals. We educate and promote the importance of minimizing solid waste by encouraging all citizens to Reduce, Reuse, Repurpose, and Recycle, at the Odessa Recycle Center and the Household Hazardous Waste Facility.

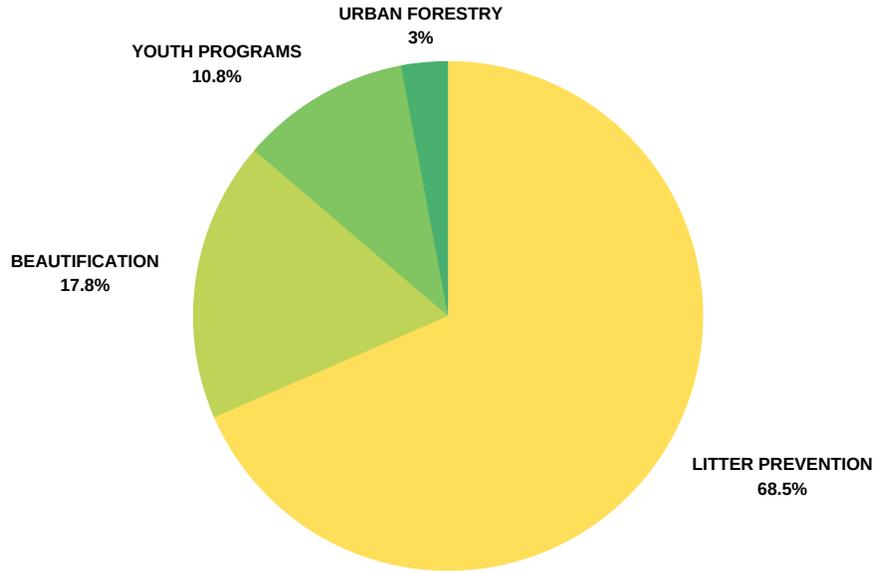
By working to support our goals and mission, Keep Odessa Beautiful acknowledges these guiding principles:

- **Acceptance of individual responsibility is essential for the enhancement of community environments.**
- **Education is the foundation for responsible individual action towards the environment.**
- **More effective community partnerships include the representation of the public, government and business, private and civic sectors.**

# Keep Odessa Beautiful 2019 Financial Report

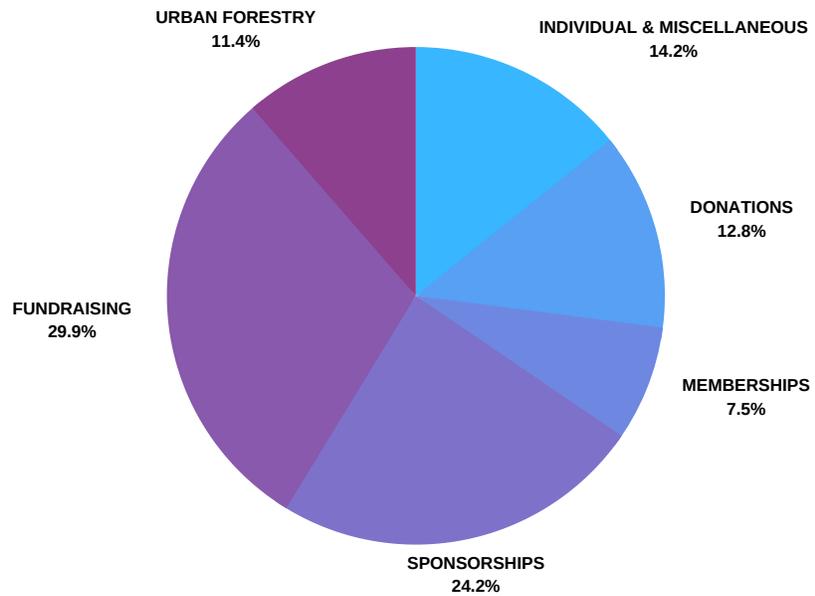
## Program Expenses

Litter Prevention	\$ 21,010.00
Beautification	\$ 5,141.00
Youth Programs	\$ 3,510.00
Urban Forestry	\$ 900.00



## Nonprofit Income

Fundraising	\$16,980.00
Sponsorships	\$15,000.00
Individual & Miscellaneous	\$ 7,000.00
Donations	\$ 6,145.00
Urban Forestry	\$ 5,680.00
Memberships	\$ 514.00



## OUR IMPACT IN 2019



4,515

Total Volunteers



210 Trees

230 Native Plants  
Planted



7,051 Pounds of  
Recyclables  
collected in our  
schools



33  
Cleanup  
Events



232,124 Pounds of  
Litter Removed  
from our City



9,464

Total Volunteer  
Hours

=



\$234,000

Total Value of  
Volunteer Hours  
(\$24.69/hr)

1 Upcycle  
Demonstration  
Garden

120 Recycle  
bins  
distributed in  
schools

233 Tons of Bulky  
Items Collected

# Keep Odessa Beautiful

## 2020 Sponsorship Opportunities

### ***Event and Grant Sponsorships***

Support Community Challenges/Sweeps, Volunteer Appreciation Day, Neighborhood Shademakers, Planet Troopers, Recycle Fashion Show, Beautification and Environmental Education Grants.

#### **\$3,500 - Gold Level Sponsor**

***This sponsorship level includes all Bronze and Silver Level benefits, plus:***

- Your business name with logo in broadcast/radio/print announcements and flyers, t-shirt (as applicable), social media, website, and event program and presentation.
- Sponsor recognition as Gold Level Sponsor in pre and post event Press Releases.
- Your business spotlighted in KOB's e-newsletter and social media pages.
- Opportunity to include promotional materials with program materials distributed to participants.

#### **\$2,500 - Silver Level Sponsor**

- Recognition as Silver Level Sponsor of the Program of your choice.
- Link to your company website on KOB's website.
- Link to your company website on KOB's Facebook and Instagram pages.

#### **\$1,500 - Bronze Level Sponsor**

- Recognition as Bronze Level Sponsor of the Program of your choice.
- Your business name with logo in broadcast/radio/print announcements and flyers, t-shirt (as applicable), social media and website.
- Listing in KOB's e-newsletter.
- Logo on KOB's website.
- Acknowledgement on KOB's Facebook and Instagram pages.

### ***Supplies and Program Sponsorships***

Support through supplies needed for KOB's public gardens, Odessa Pride Star of the Month, Reduce, Reuse, and Repurpose, Adopt-a-Spot/Adopt-a-Block, and special events cleanups.

#### **\$600 - Marigold Sponsor**

- Link to your company website on the KOB's website.
- Story highlight for your business on the KOB e-newsletter.

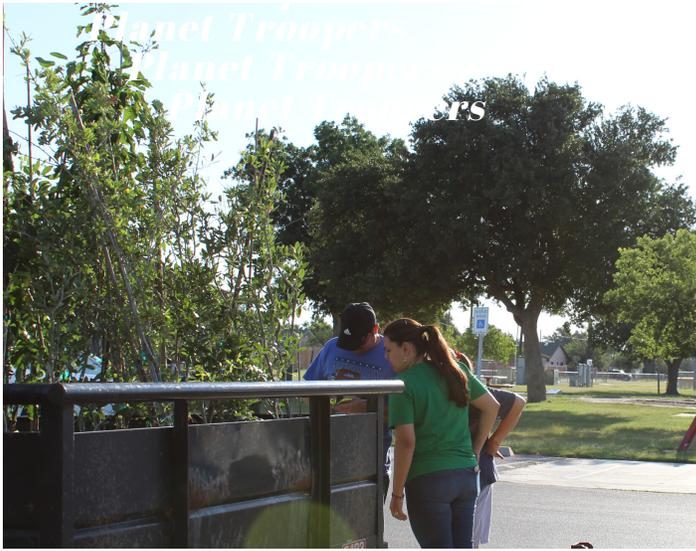
#### **\$400 - Daisy Sponsor**

- Social media post on Facebook and Instagram tagging your company as a supporter.

#### **\$200 - Blue Sage Sponsor**

- Recognition in KOB's Annual Report as a Supplies and Program Sponsor.

***Your donation supports KOB's programs 100% to continue educating on the importance of recycling, litter prevention, and beautification of our community! Thank you for being part of the solution to Keep Odessa Beautiful and clean!***



***Neighborhood Shademakers  
Tree Giveaway Program***



***DMWT Spring/Fall Sweep  
City-Wide Cleanups***



***Adopt a Spot Program***



***Planet Troopers***



***Reagan Elementary  
Green Team***



***Odessa Pride  
Star of the Month***



***Fifth Annual Recycle  
Fashion Show***



## KEEP ODESSA BEAUTIFUL 2020 SPONSORSHIP FORM

Please support our efforts to Reduce, Reuse, Repurpose, and Recycle, by selecting paperless sponsorship packets.

Yes, email sponsorship packets to \_\_\_\_\_

Business \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ Phone# \_\_\_\_\_

Select Sponsorship Level:  **Gold** - \$3,500     **Silver** - \$2,500     **Bronze** - \$1,500  
 **Marigold** - \$500     **Daisy** - \$350     **Blue Sage** - \$200

If you are interested in sponsoring our 2020 Recycle Fashion Show, please provide your contact information to send you a sponsorship packet:

Name \_\_\_\_\_

Email address \_\_\_\_\_

Mailing address \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Check# \_\_\_\_\_

Donate with PayPal Giving Fund at: [keepodessabeautiful.org](http://keepodessabeautiful.org)