



**Keep Roswell Beautiful**  
**38 Hill Street, Suite G-60**  
**Roswell, Georgia 30075**

**Summary of Keep America Beautiful Annual Report**  
**(for reporting year July 1, 2013 through June 30, 2014)**

Each year Keep Roswell Beautiful submits an annual report to the Keep America Beautiful headquarters. This report outlines the programs, events, etc that we have done in the last year; the values of the volunteer hours, in-kind donations and the value of the cost avoidance and the cost/benefit ratio associated with the total of the events. The dollar value of KRB benefits to the City are clearly significant, but they are only a fraction of the true value of the organization. By involving a large number of people in volunteer cleanup and environmental protection efforts, we raise the consciousness of the community about environmental issues, which in turn fosters other unknown improvement activities. Further, it has been shown that people are less likely to litter in areas that are currently free of litter, so the regular cleanup activities undertaken by our volunteers prevent an unknown further amount of litter.

Dollar value benefits for all projects, programs, workshops, and events for the reporting period include: \$ value of volunteer hours, and \$ value of donated in-kind goods/services and all sponsorships and grants.

|   |                     |
|---|---------------------|
| Total Dollar Value of Volunteer Hours - | <b>\$47,016.75</b>  |
| Total Dollar Value of Other benefits -  | <b>\$73,729.09</b>  |
| <b>Total Dollar Value of Benefits -</b> | <b>\$120,745.84</b> |

**Cost/Benefit Ratio:**

|                                       |              |
|---------------------------------------|--------------|
| Total Keep Roswell Beautiful Benefits | \$120,745.84 |
| Divided by                            |              |
| Total Keep Roswell Beautiful Costs    | \$56563.50   |

**Cost Benefit Ratio** **2.13/1.00**

The report also requires that a Community Appearance Index be completed. This index, formally known as the Litter Index, provides a snapshot of the litter in the City of Roswell. Volunteers perform the index for us and they individually rate the litter they see in 5 different areas of Roswell. The areas are based on the five (5) police zones.

The scores for the last 10 years are below.

**Litter Index – 07/14 – 1.55**

Litter Index – 07/13 – 1.28

Litter Index- 06/12 – 1.38

Litter Index – 05/11 – 1.17

Litter Index – 06/10 – 1.52

Litter Index – 08/09 – 1.78

Litter Index – 07/08 – 1.46

Litter Index – 06/07 – 1.35

Litter Index – 05/06 – 1.2

Litter Index – 04/05 – 1.4

Scale 1 – 4

1=no litter and 4=extremely littered

Respectfully submitted,

Janet Liberman

Executive Director, Keep Roswell Beautiful