



FISCAL YEAR 2025 ANNUAL REPORT



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40 YEARS OF KEEP AUSTIN BEAUTIFUL

Mission

We inspire and educate all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day.

Vision

For Austin to be the cleanest, most beautiful community.

About

Founded in 1985, Keep Austin Beautiful is an award-winning nonprofit organization, recognized for providing impactful community service and educational opportunities that connect Austinites to nature and cultivate environmental stewardship. Our programs and resources reach thousands of residents every year, serving individuals and organizations throughout the Greater Austin Area.





Dear Friends,

As we celebrate Keep Austin Beautiful's 40th Anniversary, I'm proud to reflect on a milestone shaped by thousands of dedicated Austinites pulling weeds, cleaning creeks, restoring green spaces, and doing the meaningful work that may not make headlines but always makes a difference.

Since 1985, more than 647,000 volunteers have contributed 1.9 million hours of service and removed over 4 million pounds of litter from Austin's streets, creeks, and neighborhoods. These numbers represent something deeper: a community that shows up for the place it loves.

Our mission has always been about more than litter, it's about connection. From Dove Springs to the Domain and Montopolis to Mueller, volunteers of every background have united around one vision: a cleaner, greener, more connected Austin.

This year, our Love ATX campaign carried that message citywide, reaching over 400,000 households and generating 16.6 million billboard impressions encouraging Austinites to recycle, compost, and reduce waste every day.

Our dedicated volunteers, partners, sponsors, board, and staff bring this mission to life, and I'm deeply grateful for each of them. Their commitment carries forward the vision of our founder, former Mayor Ron Mullen, whom we are proud to honor this year and whose leadership continues to inspire our work.

Here's to the next 40 years.

Let's Love ATX.

Let's Keep Austin Beautiful.

And, most of all, let's do it together.

With gratitude,



Rodney E. Ahart
Chief Executive Officer



40 YEARS OF COMMUNITY IMPACT

647,790

Volunteers Engaged

1.9 MILLION

Hours of Service

4 MILLION

Pounds of Litter & Recycling Removed

Totals reflect the most accurate data available and include estimates for early years where records were unavailable, based on trends from later years.



LOVE ATX

KEEP AUSTIN BEAUTIFUL



40 YEARS OF COMMUNITY IMPACT: LOVE ATX CELEBRATION

On November 13, 2025, Keep Austin Beautiful celebrated 40 years of service with the Love ATX Celebration at the beautiful Umlauf Sculpture Garden, honoring the people and programs that have shaped a cleaner, greener Austin. A highlight of the evening was presenting the **2025 Founder's Award** to former **Mayor Ron Mullen**, whose visionary leadership brought Keep Austin Beautiful to life. His legacy continues to inspire generations of volunteers and environmental champions across our city.



This year saw the launch of **Love ATX**, a citywide campaign to encourage recycling, composting, and reducing waste every day. In just six months, the Love ATX campaign reached more than 400,000 households, with bus wraps, newspaper ads, social media, and 16.6 million billboard impressions. With the launch of the Love ATX Advisory Council, we can't wait to continuing sharing the Love ATX message throughout the city.



The Love ATX Advisory Council

Megan Petrick, Dell Technologies (Chair)

Alisa Cohen Victoria, AMD | Melissa Crosby, Southwest Airlines | Sandy Eapen, Eapen Impact

Lyn (LG) Graft, Storytelling for Entrepreneurs | Travis Hensley, HID | Mike Kobe, Cirrus Logic | Jaxon Love, PayPal

Amy Mueller Reynolds, Microsoft | Shery Quieng, HID | Morgan Teel, NXP | Clara Tomlin, GoodPop

Community Engagement Impact

11,090

Volunteer Engagements

22,892

Hours of Service

84

Tons of Litter & Recycling Removed

406

Miles cleaned



Community Engagement Programs

Community Cleanups

Keep Austin Beautiful engages thousands of volunteers each year in cleaning and beautifying our shared Austin spaces with our Community Cleanups program. In 2025, through activations including Love Where You Live and the Beautify and Brew Summer Series, a total of **3,473 volunteers** removed litter and beautified our neighborhood parks, trails, and streets throughout the city, contributing **7,450 hours of service**.

Clean Lady Bird Lake

Since 2009, Keep Austin Beautiful has organized large-scale, bimonthly cleanups of Lady Bird Lake. With the guidance of our Lake Leaders, volunteers clean up along the shoreline and on the water, via kayaks, canoes, and stand-up paddle boards. In 2025, the Clean Lady Bird Lake program engaged **2,409 volunteers** and removed **29,585 pounds of trash and recycling** from the river.



Community Engagement Programs

Adopt-a-Street

Through the Adopt-a-Street program, community organizations, businesses, and non-profits make a commitment to give back and help keep our streets clean and litter-free. In 2025, the program hosted **56 street cleanups** and removed **5,012 pounds of trash and recyclables** from Austin's streets. Thank you to our 2025 Keep Austin Beautiful Adopt-a-Street organizations:

*All Saints' Episcopal Church | American Legion Travis Post 76 | ATX Alive | ATX Phantom Squad Motorcycle Club | Austin Community College Student Government
Austin Japan Community | Austin Texas Parrot Head Club | Austin University Area Rotary Club | Balcones Resources | Big Brand Tire & Service
Capital Area Paralegal Association | CCE Cub Scout Pack 91 | Cedar Creek Families | Central Market | Central Texas Association of Ghanians | Coca-Cola Southwest Beverages
Enverus | Friends of McKinney Falls | HID Global | Institute of Transportation Engineers - Capital Area Section (CASITE) | Interact Brands
Keep Texas Beautiful | KOOP Radio | Liberal Arts Honors - University of Texas | Maharashtra Majha | Mash Movers | Tacodeli | Texas Blaziers | Texas Iron Spikes Service
Texas Pearls | Texas Roller girls | Theta Chi Fraternity - The University of Texas | Tiny Sounds Collective | Truist Bank | Tzu Chi Collegiate Association
Sigma Phi Epsilon - University of Texas | University of Texas University Democrats | YAMEEN - Young Austin Muslims
Young Men's Service League North Central Austin Chapter | Youth Justice Alliance*

Adopt-a-Creek

The Adopt-a-Creek program empowers Austinites to become caretakers and stewards for local creeks and waterways, through litter abatement, invasive species control, native grass and wildflower seeding, tree planting, and stormwater management. In 2025, the program engaged **3,116 volunteers**, revitalized **89 miles of waterways**, and successfully removed **71,016 pounds of trash and recyclables** from our creeks.



Community Engagement Programs

Keep Austin Beautiful Day

In celebration of Earth Month every April, Keep Austin Beautiful mobilizes thousands of volunteers for our largest community service event: Keep Austin Beautiful Day. This year, at the 40th Annual Keep Austin Beautiful Day on Saturday, April 12, over 3,000 volunteers took part in beautification projects and cleanup events across all ten city council districts, working together to remove litter and enhance the beauty of our green spaces and waterways.



3,276

Volunteers Engaged



166

Project Sites



6,610

Hours of Service



144

*Miles of Green Spaces
& Waterways Cleaned*



22.7

*Tons of Litter &
Recycling Removed*



Community Engagement Programs

Major League Soccer Keeps Austin Beautiful

On July 19, 2025, Austin FC and Major League Soccer, in partnership with Keep Austin Beautiful, TreeFolks, and The Trail Conservancy, invited local fans and All-Star guests to roll up their sleeves and protect what makes the city special: its vibrant green spaces and iconic waterways. In one day, volunteers removed **400 pounds of litter** from Lady Bird Lake, demonstrating the power of collective action to preserve Austin’s natural legacy and invest in a greener future.





Education Impact

13,212



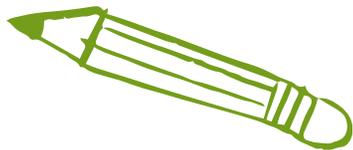
Generation Zero Waste Youth Educated

1,758

Clean Creek Campus Youth Educated

78

Schools Impacted



Education Programs

“They engage the students in something that impacts our community and their life forever.”

Liz Rocha, Teacher, Wooldridge Elementary School

Generation Zero Waste

Generation Zero Waste, developed in partnership with Austin Resource Recovery, is an award-winning youth education initiative that engages K-12 students in TEKS-aligned educational and interactive activities that raise awareness about recycling, composting, and conservation. In 2025, Generation Zero Waste educators inspired **13,212 Austin youth** through engaging, hands-on lessons.

Clean Creek Campus

In partnership with the City of Austin Watershed Protection Department, Clean Creek Campus offers science-based activities for students in grades 3 - 8, combining classroom learning with outdoor lessons in Austin waterways’ environmental challenges and solutions. Students join litter cleanups, create seed balls, study macroinvertebrates, and learn to identify both native and invasive plant species. In 2025, Keep Austin Beautiful reached **1,758 students** with Clean Creek Campus programming.

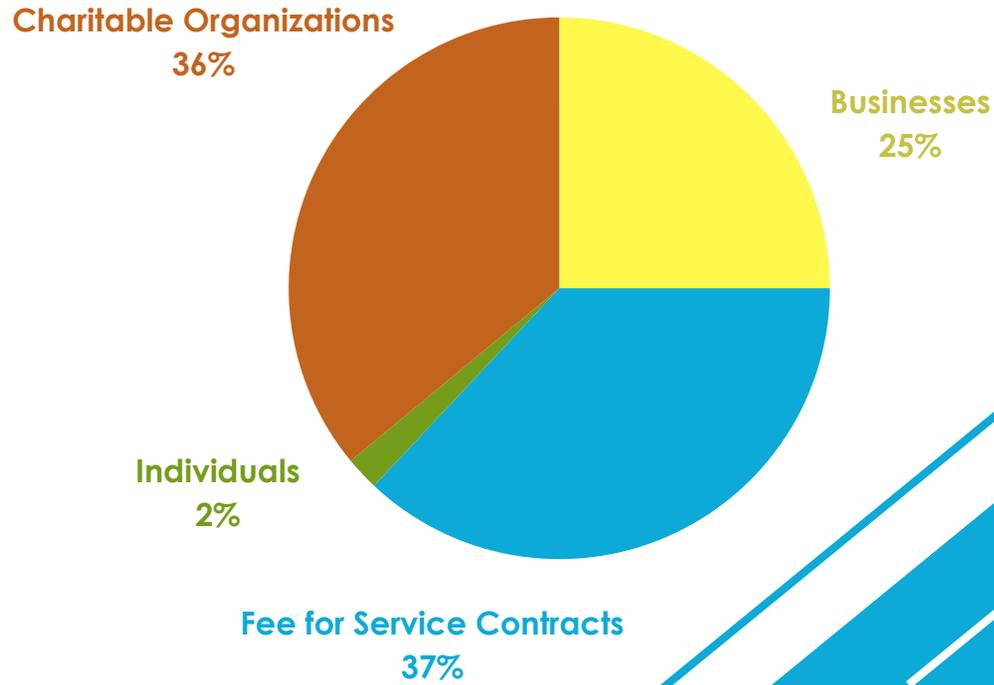


“Students were excited to explore, get dirty and learn!”

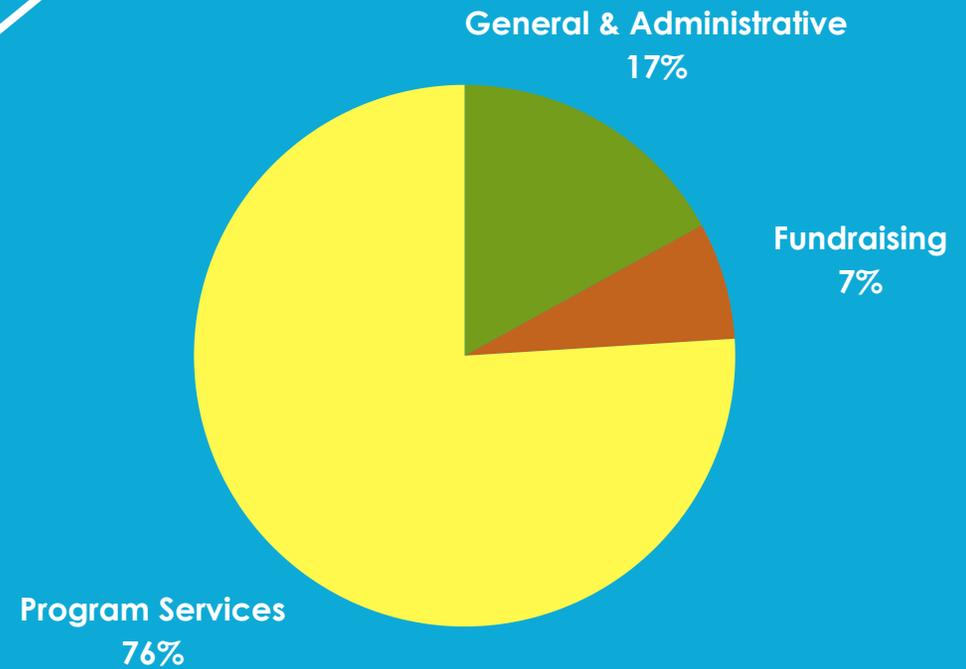
Jennifer Requena, Teacher, Pickle Elementary School

Financials

REVENUE



EXPENSES



Board of Directors

Sarah Bishop

Frost Bank

Hank Brand

Zoom

Jill Cosentino

Ascendant People Solutions

Benjamin Hailey

Coca-Cola Southwest Beverages

Brooke Hardie

Hardie Alcozer, PLLC

Alayna Harris

WM

Francesca Kennedy

Shop LC

Alex Navarro

Realty One Group Prosper

Brian Regan

Samsung Semiconductor

JR Rodriguez

First Onsite Property Restoration

Paige Russell

RPM Living

Abby Shaver

MWM DesignGroup

Albert Swantner

SaveDay

Barclay Walker

Promotive



Staff

Rodney Ahart
Chief Executive Officer

Sarita Alonzo
Operations Director

Lauren Carson
Corporate Engagement
Coordinator

Ross Crow
Content and Media Assistant

Karen Garbaccio
Senior Development Manager

Julie Gutierrez
Environmental Educator

Emma Hoffman
Community Engagement Manager

Hannah Kerns
Volunteer Coordinator

Lauren Langford
Senior Programs Manager

Leo Lewis
Marketing and Communications
Assistant

Jillian Le
Environmental Educator

Carinne Maravilla
Education Programs Manager

Kiana Pastrana
Education Programs Coordinator

Alexa Pegues
Marketing and Communications
Manager

Edward Pung
Adopt-a-Creek Coordinator

Cristian Reynoso
Education Programs Coordinator

Laura Teusink
Administrative Assistant



Thank You to Our Annual Sponsors & Partners



A&A Wrecker and Recovery, LLC | Abbott | Austin Bouldering Project | Dropbox | Frost for Good | Haveli Investments
 HDR Engineering | Lazarus Brewing | Lloyd Gosselink Rochelle & Townsend, P.C. | Nameless CPG | Regone Studios
 Rowing Dock | Rystad Energy | Snap, Inc. | SpawGlass | VISA | Whole Earth Provision Co. | Whole Foods Market

Government & Affiliate Partners



Thank You to Our Supporters



Business Members

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 Austin Charter Bus Company | Austin Rent Fence | AV Connect | Avenue Dental | Big Star Backyards | Bonilla Law Firm
 Bus.com Austin | Catalyst Construction | Complete SEO | Destination Pediatric Dentistry | Dow Law Firm
 Fabworx Solutions, Inc | Fertile Ground Gardens | Full Color Cleaners | GOGO Charters Austin | HL Equipment Rental
 Longhorn Charter Bus Austin | Lynx Pest Control | McKay Vassaur Custom Homes | National Charter Bus Austin
 Redbox+ Dumpster Rental | Reliant Plumbing | Rollo Insurance | SERVPRO | Stallion Paving
 Sullivan's Landscaping and Lawn Service | Survey Works | The Acre Dog Boarding | Total Restoration of Texas
 Tree Scouts Tree Service | Twistleaf Landscape Architecture | UB Kitchens

The Beautify Club

Kyra Alexander | Cody Armand | Sarah Bishop | Jeff Bishop | Neocha Campbell | KF Carbone
 Catherine Christen | Kitty Coley | Jill Ann Cosentino | Peter Cross | Tommy DeVitt | Bill Driver
 Sandy Eapen | Julie Fisher | Tina Fisher | Diana Gale | Michael Galindo | Grayson Gambill
 Brian Garbaccio | Nico Gayle | Jacqueline Haas | Ben Hailey | Jaclyn Hailey | Brooke Hardie
 Dee and Robert Jackson | Nina Latimer | Lucia Lian | Nic Lupfer | Austin McDaniel | Alex Navarro
 Ashley Neill | Jean Noel Gallardo | Susan Prickett | Julie Rogers | Paige Russell | David Saltzman
 Jordan Sanchez | Rachelle Sedenik | Julie Shannan | Sai Sreeja Alapati | Albert Swantner | Sarah Swantner
 Maura Sylvester | Diana Tripp | Ashley Walker | Barclay Walker | Junichiro Yatsu | Malcom Yeatts

The Love Club

Alisa Cohen Victoria | Chantell Kirwyn | Megan Petrick | Jennifer Potter-Miller
 Brian Regan | Julie Shannan | John Urmin | Rick Weir | CJ Zhao

KEEP AUSTIN BEAUTIFUL
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ESTABLISHED 1985



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