

2023/2024

ANNUAL REPORT



CELEBRATING
55 YEARS
WE THANK YOU ALL!



CELEBRATING 55 YEARS OF BEAUTY

MISSION and VISION

Greensboro Beautiful, an affiliate of Keep America Beautiful, has worked since 1968 to make and keep the “Green” in Greensboro. We do this through the support of donors and volunteers throughout the year.

Beautification Efforts

Throughout the year, we have added to Greensboro’s four major gardens The Greensboro Arboretum, Tanger Family Bicentennial Garden, The Bog Garden, and Gateway Gardens in so many new ways. We have also ventured out and beautified new spaces like Hamburger Square and Caldwell Historic Park with plantings and memorial gardens.

Litter Cleanups

220 Greensboro Beautiful volunteers have picked up 3,528lbs of trash! That is 1.5 TONS of Trash. Through three major litter cleanups, we have made Greensboro a cleaner place to live and play!

Tree Plantings

We planted 230 trees in the fall at our annual NeighborWoods in Lindley Park Neighborhood planting, 20 trees at Arbor day and even more with community partners from all over NC!



OUR DEDICATED VOLUNTEERS

What a BEAUTIFUL year!

This year we celebrated a year of service through the dedicated volunteers like you. We served the 301,115 citizens of Greensboro by providing continued access to four free public gardens, several tree plantings to restore the tree canopy throughout our city, and three major litter cleanups to beautify and clean up litter throughout the City of Greensboro. Over 400 volunteers served over 2000 hours saving the City of Greensboro over \$68,000!

2022-2024

Board Members

Randal Romie,
Board Chair

Christina Larson,
Incoming Chair

Andrena Coleman,
Past Chair

Tom Suher,
Treasurer

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Director of Administration

Amanda Garner



MAJOR HIGHLIGHTS

Hamburger Square

Planting this year in Hamburger Square began with one out of four plantings that are planned. This median area planting in downtown Greensboro increased biodiversity and beautified downtown. Planting in medians may also decrease the rate of traffic accidents.

Tree Planting: Washington Elementary

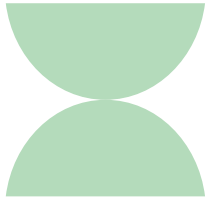
Greensboro Beautiful partnered with Greensboro's Office of Sustainability and Resilience to plant over 20 trees to provide playground shade for Washington Elementary.



The Great American Cleanup

Greensboro's Mayor Nancy Vaughan has signed 2024-2026's Greatest American Cleanup Pledge. The City of Greensboro will be challenging you to join our efforts to pick up 152 pieces of trash with our #152pickupchallenge. Join us for FIVE litter cleanups, FOUR beautification projects, THREE recycling rodeos, TWO community gatherings, and ONE epic celebration in 2026!





FINANCIAL REPORT

PROJECT STATUS REPORT

Reporting Period :	2023-2024
Treasurer	Tom Suher

Net Yearly Income	48,200.00
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2023-2024 Financial Report

Components	Report	Notes
Income	272K	Donations, Grants, & Sponsorships
Expenses	223.9K	Tree Plantings, Garden Projects, Events, Cleanups
Endowments	1.98 Million	398 Volunteers
Money on Hand	500K	At First Bank
2024-2025 Working Budget	- \$132K	Proposed Operating Budget
Volunteer Hours	1833 Hours	Board Members, Committee Members, & Public Volunteers

Yearly Milestones

Celebration	Celebration	Celebration	Road Blocks
Hamburger Square was planted and is finally helping reduce traffic issues!	The most trees were planted during NeighborWoods 2023!	Parisian Promenade was re-branded to World Promenade to be more inclusive!	The Wedding Garden at Gateway has been delayed, but the project is still underway!

Narrative Summary

Greensboro Beautiful, Inc. has had a successful year with many things to celebrate and more projects to come. Donations are steady, while grants, and sponsorships have increased in 2023-24. However, as we look ahead, we have many goals and projects to complete and funding is needed.

WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT.

THANK YOU TO ALL OUR DONORS AND VOLUNTEERS.

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\$10,000+

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2800 E. Gate City Blvd.

336.574.3574

WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT.

THANK YOU TO ALL OUR DONORS AND VOLUNTEERS.

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WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT.

THANK YOU TO ALL OUR DONORS AND VOLUNTEERS.

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