



Annual Report

July 1, 2013 – June 30, 2014

August 28, 2014

TABLE OF CONTENTS

| | |
|---|----|
| MESSAGE FROM THE CHAIR | 3 |
| MISSION | 5 |
| BACKGROUND | 5 |
| STANDING COMMITTEE REPORTS | 6 |
| Youth Engagement Committee Report | 6 |
| Beautification Committee Report | 7 |
| Marketing and Communications Committee Report | 8 |
| Pick Up for St. John's, Spring Cleanup Campaign | 9 |
| OTHER INITIATIVES | 10 |
| Advocacy | 10 |
| Volunteer Activity and Community Engagement | 11 |
| The 2013 Golden Broom Awards | 12 |
| Curbside Giveaway Initiative | 12 |
| FINANCIAL STATEMENTS | 13 |

MESSAGE FROM THE CHAIR

As I conclude my second and final year as Chair of Clean St. John's, I am very pleased to present the annual report of the Board of Directors for 2013-14.

This was a year of growth for Clean St. John's. Our improved processes and policies allowed us to be more effective and better carry out new and established initiatives. We saw increased sponsorship, increased youth engagement, increased advocacy and had a much greater presence in the public eye. This past year also saw an actively engaged and energetic Board of Directors who were at the forefront of every major decision. I am very proud that the organization has come full circle so now board members work as a team, are fully informed, and feel confident in expressing their opinions. As a result, make good decisions that benefit Clean St. John's.

A good example of the positive work a functioning board can accomplish is the rebranding and renaming of the organization and the development of our new litter prevention campaign. This work started with investigation into the idea in July of 2013. It continued through the fall and winter scoping and budgeting the two-part, five-year project, developing the request for proposals, evaluating proposals and choosing a marketing partner, reviewing and approving concepts for a new name, logo, and slogan; and ended in May of 2014 with the media launch of our new brand and a full litter prevention campaign. Our Board actively participated every step of the way.

To help Clean St. John's along its path to continued growth we advanced the process of aligning committees with organizational objectives by restructuring the committees to encourage action and responsibility; reinforced board membership by filling gaps in skills; updated spending policies to ensure that we use our funding as intended and still have adequate cash flow for operations; and created a code of conduct to assist board and committee members in understanding their roles within the organization.

This past year has been a busy one for the Board, committees, and Executive Director of Clean St. John's. Mid-year it became evident that having a part-time Executive Director was not adequate for the coordination of all of our new and existing initiatives. At that time, the Board approved an increase to full-time hours to ensure that every initiative was given the time and attention needed for improvement and success.

The Clean and Beautiful Board of Directors meets every other month, with the exception of July and August, and carries out a planning session in June to prepare for the work to be completed in the next year. Each member of the Board of Directors participates in at least one committee or initiative. In 2013-14, there were four standing committees of the board: the Executive Committee, Youth Engagement Committee, Beautification Committee, and Marketing and Communications Committee. All of which meet monthly, or more if needed, throughout the year. With our new committee structure, there were also sub-committees based on action required for each initiative. In addition, ad hoc committees were also active last year. These committees were formed to investigate and plan for new initiatives as well as handle the coordination of various events that continue to be carried out each year. A detailed picture of the Board's activities is provided further down in this report through the individual committee reports submitted by the Chairs and other initiative reports provided by the Executive Director.

Of course, we could not do any of this without financial support. Clean St. John's is very thankful to receive its core funding from the City of St. John's. In addition to an annual grant of \$63,750, the City

and its amazing staff provide the organization with support in the form of participation on committees, office space, the use of meeting rooms, and assistance with our youth programs, beautification initiatives and awards.

Clean St. John's has also received monetary and in-kind donations from other sponsors including: Tim Hortons, Newfoundland and Labrador Housing Corporation, Rockwater Professional Products, Donovan Homes Ltd, and Nalcor Energy. Thanks to all of our partners, sponsors and supporters, we have had many accomplishments and very successful year.

Finally, my sincere thanks to the Clean St. John's Board of Directors, all of the committee members and, our indispensable executive director, Karen Hickman, for their hard work and dedication in making St. John's a cleaner and more beautiful city. It has been an undeniable learning experience and a pleasure to serve as Chair of the Board of Directors.



Michelle Eagles
Chair of the Board of Directors

MISSION

Clean St. John's is committed to inspiring community pride and action for a clean and beautiful St. John's. To protect and restore our urban surroundings through community involvement and to instill a greater sense of pride and ownership for our city streets, parks, and trails. The mandate of Clean St. John's is to promote a litter-free city through advocacy, education and the recognition of citizens and businesses who take pride in their city.

BACKGROUND

Clean St. John's was incorporated as St. John's Clean and Beautiful, a non-profit organization, as a result of a resolution adopted by St. John's City Council on April 8, 1991 to apply for certification with Keep America Beautiful. As a city-wide program, co-ordinating efforts to reduce litter and organize beautification projects, the organization aimed to create a spirit of pride in our city, which resulted in St. John's being one of the most attractive cities in North America.

Clean St. John's has been committed to creating public awareness, inspiring accountability, and involving the community in the cleanliness and beauty of our city. The dedicated promotion of working together and encouraging individual responsibility has made this happen. This, in turn, has fostered economic investment, increased property values, and contributed to safety and order.

While no longer a member of Keep America Beautiful, Clean St. John's has continued with its mandate. In recent years, the organization has taken a more direct marketing and increased advocacy approach and has become the conscience for a more clean and beautiful St. John's.

The momentum of Clean St. John's continued through 2013-14 with a large number of community cleanups recorded, continued beautification throughout the city, active outreach and education campaigns in schools, and a marked improvement in litter awareness. Plans are in place for an even brighter and cleaner 2014-15.

BOARD OF DIRECTORS 2013-14

Chair Michelle Eagles
 Vice-Chair Jamie O'Dea
 Secretary Karla Bradbury
 Treasurer Colin Ryan
 Council Representative Dave Lane
 Member Gary Burt
 Member Jeff Butt
 Member Mary Crotty
 Member Jamie Edgecombe

Member Lilia Jackman
 Member Grayson Kelly
 Member Jeff Lush
 Member Leslie Penney
 Member Andrew Wadden

Member Emeritus Shannie Duff
 St. John's City Staff Representative Janine Piller
 Executive Director Karen Hickman

STANDING COMMITTEE REPORTS

Youth Engagement Committee Report

At the beginning of the 2013-2014 year, the Schools Committee changed its name to Youth Engagement Committee to better reflect its goals of engaging youth up to and including post-secondary students as well as youth groups organized outside of the education system. The committee continued with its major initiatives to promote awareness among youth and also saw the stepping down of Councillor, Sheilagh O'Leary who served as committee Chair for the last four years.

Initiatives of this committee are coordinated mainly by the Executive Director with direction and participation from committee members. This year the initiatives included: For the Love of St. John's Art Exhibit, SUPER (Speak Up and Promote Environmental Awareness) Speak-Off, Read for the Environment and the Litter Timeline Project. The committee also participated in The Golden Broom Awards for the 2nd year in a row.

For the Love of St. John's Art Exhibit

On February 14th the committee hosted For the Love of St. John's Art Exhibit at City Hall for the fourth year in a row. This event encouraged grade three and four students to create visual art to express their love for a clean and beautiful city. This event grows every year. This is a wonderful event bringing family and educators together in celebration of young students' accomplishments. This event is a true reflection of the hard work and commitment of the Youth Engagement Committee.

SUPER (Speak Up and Promote Environment Responsibility) Speak-Off

On March 20th the sixth annual speak-off was held at City Hall that featured twenty grade 6 students speaking on topics such as Litter Prevention and City Beautification, Ecological Protection and Heritage Preservation, Community Development and Youth Leadership. First place was awarded to Emma Hamilton from St. Bonaventure's College, Second place went to Aaron Sarkar from St. Andrew's Elementary and third place to John Pearce from Lakecrest. Many thanks are extended to our judges, volunteers and master of ceremony for the evening. All and all it was a great event and as described by Karen, "We all got to hear wonderful speeches from the students, but most importantly we got to witness students showing compassion and support for their friends." What more could we ask for?

Read for the Environment

On June 5th the committee celebrated Environment Week with our annual Read for the Environment. Clean St. John's Board, committee members and members of St. John's City Council visited grade one classrooms and read to the students about the importance of protecting our environment.

Schools / Youth Clean Up Initiatives

As part of the annual spring clean up campaign, schools and youth groups were encouraged to participate in clean ups around their schools and neighbourhoods. The committee is very pleased to say

that a large number of schools, Boy Scout and Girl Guide groups participated in registered clean up events during this time. The committee also plans to initiate the introduction of a Fall Schools Clean Up possibly in October 2014.

Golden Broom Award – School of the Year

As part of Clean St. John's Golden Broom Awards, the Youth Engagement Committee participated in choosing the School of the Year. Rennie's River Elementary School was chosen as the recipient for the 2013-14 School of the Year award due meeting the criteria for the award and in particular their successful recycling program partnership with Evergreen Recycling on Elizabeth Avenue. This program has helped raise environmental awareness to their students and funds for their school.

Litter Timeline Project

In the fall of 2013, the Litter Timeline Project pilot was developed and launched as a hands-on way to educate and engage youth. This initiative was spearheaded by Lilia Jackman (newly appointed committee Chair) and completed with the help of Terry Hewlin, Executive Director, Karen Hickman and administered by the Clean St. John's Youth Engagement Committee.

The purpose of the Little Timeline Project is to create an educational tool that would assist youth aged 12-14 to better understand the amount of time different types of litter require to breakdown in the environment. By taking various household items and asking students to estimate how long the items take to breakdown, and then physically placing the item on a rope timeline, this activity-based approach allows the students to better understand the concept of biodegrading. This hands-on level of involvement in producing a timeline increases students' comprehension compared to traditional learning initiatives.

The Litter Timeline Project was piloted by Grade seven students at St. Paul's Junior High School on Tuesday, November 12th and Wednesday, November 13th. The completed timeline then remained on display in the school for over a month. This pilot program allowed the Youth Engagement Committee to assess for the future enhancement of the timeline tools and for the eventual rollout to three St. John's area schools in November 2014.

Committee Members

Lilia Jackman (Chair), Janice Brien, Sarah Colborne Penney, Terry Hewlin, Jeff Lush, Sheilagh O'Leary and Karen Hickman (Executive Director)

Beautification Committee Report

The goal of the Beautification Committee is to help make St. John's a better place to live by identifying, introducing, leading and advocating for initiatives that help make the City more beautiful and residents more engaged in property and public space maintenance, public art, gardening and litter prevention and clean-up activities.

Over the past year, members of the Beautification Committee have explored a number of issues and have participated in and planned initiatives related to public and private space beautification. These include:

- Traffic Box Art Program: Coordinated by the Executive Director with input and expertise from the committee and staff from the City of St. John's, artists were selected and artwork was completed on ten traffic boxes throughout the City. This was the third year for this wonderful initiative. Not only does this program beautify traffic boxes and give motorists, pedestrians and cyclists something to view and admire while stopped at traffic lights, it also gives exposure to many talented established and up-and-coming artists from the City and Province.
- Development and distribution of a Beautification Checklist for businesses. This checklist encourages business owners and managers, especially those in the downtown core, to, among other things, think "green and clean". Distribution will continue in 2014-15.
- Advocacy for church ground beautification through a letter campaign to the heads of downtown churches.
- Research into initiatives with beautification potential: solar-powered, compacting trash container, other cities' Adopt-a-Spot/Corner programs, garbage bags for taxis and a Building Side Art Program.
- Meeting with Department of Education and School Board staff to discuss school grounds beautification, especially during summer months.
- Development of a rationale, program description and proposal for the hiring of summer students to beautify various neighbourhoods throughout the City.

Committee Members

Jeff Butt (Chair), Wendy Batten, Susan Bishop, Terri George, Dan Goodyear, LeeAnn Montgomery, Bobbi Redpath, Shirley Rendell, Wally Rendell, Bernie Ryan, Carolyn Sturge-Sparkes, and Janine Piller (City Staff Representative)

Marketing and Communications Committee Report

The mission of the Marketing and Communications Committee is to develop and implement marketing and public relations strategies for Clean St. John's and to identify potential partnerships, sponsorships and projects.

During the 2013-2014 year, the Marketing and Communications Committee focused on three major initiatives for the organization. In order to move forward and garner greater recognition in the City, Clean St. John's felt that we needed a stronger presence and better branding to link all initiatives. Previously, all branding was done on an ad-hoc basis, which lacked consistency and a strong call-to-action. To accomplish the rebranding, we developed a RFP for local marketing and communications firms to propose a plan for us moving forward. The successful proposal was from Prime Creative. They helped us to rename the organization to Clean St. John's and develop a new logo and slogan. This fresh

new name has allowed us to meet our goal of having one strong overarching brand that can be easily supported by every project we do. This new brand name will be front and center when we promote every initiative. This shorter, cleaner and direct name, gives us the flexibility we need to gain the exposure we want with the limited budget we have available. We have enlisted Prime Creative to complete the creative branding changes to each committee's initiative and to develop marketing tools and advertising and sponsorship materials for our use and distribution.

In addition to a brand redesign, Prime Creative also developed a new five-year Litter Prevention Campaign for Clean St. John's. The concept is to tackle litter head on by improving the attitudes of residents and visitors, which will hopefully decrease the amount of litter in the city. The aim of the campaign is to identify litter and challenge the idea that littering is socially acceptable. The goal is to create moral pressure to stop the negative behaviour. This campaign also ties in well to our social media campaigns by using the hash tag #Litterskeet, encouraging residents to put a spotlight on litter in the community. In its first year, this campaign garnered much attention in the media and with residents. Year two will see an even more comprehensive advertising campaign.

The last big project undertaken by the committee during the past year was the development of a new sponsorship program. The goal of this program is to help secure sponsors for various initiatives of Clean St. John's to help alleviate the costs borne by the organization, as well as help to expand certain initiatives. This year a sponsorship package was developed and used to secure two new sponsors for the Traffic Box Art Program, allowing us to increase the number of boxes completed in the 2014-15 season.

In addition to these major initiatives, the Marketing and Communications Committee also assisted other committees with their own activities in order to expand education and engagement.

Committee Members

Leslie Penney (Chair), Karla Bradbury, Kip Bonnell, Gary Burt, Michelle Eagles, Jamie Edgecombe, Grayson Kelly, Jeff Lush, Jamie O'Dea, Jamie Stroh, and Karen Hickman (Executive Director)

Pick Up for St. John's, Spring Cleanup Campaign

The goal of the Pick Up for St. John's Spring Cleanup Campaign Committee is to encourage residents, businesses, schools and community groups to organize clean up events in St. John's.

The clean up campaign was officially kicked off with the signing of the Proclamation on May 5th by Deputy Mayor Ron Ellsworth during a regular council meeting along with Michelle Eagles, Chair of the Board of Directors and Gray Burt from Tim Horton's .

We were able to promote this year's campaign on CBC Morning Show, CBC Here and Now, NTV Evening News and at Earth Day Celebrations at The Fluvarium.

We are thrilled to report that 138 registered cleanups took place this spring and over 8000 volunteers participated. These volunteers cleaned up neighbourhoods, around their businesses, churches, schools, parks and rivers. In addition to the registered clean ups, our Board of Directors participated in the City of St. John's Team Up To Clean Up, Clean St. John's Board of Directors Clean Up and the CBC Morning Show 15 Minute Community Cleanup.

This year the committee challenged the Mayor, Deputy Mayor and all Councillors to get involved with the clean up campaign by participating and organizing clean ups in competition for the Tim Hortons Cup. This year's winner was Ward 4 Councillor Bernard Davis. Councillor Davis participated in many organized cleanups as well as organizing a cleanup in his ward.

Through the support of one of our major sponsors, Newfoundland and Labrador Housing Corporation, Clean St. John's was able to work closely with the tenant associations and community groups and assist them with neighbourhood clean ups and encourage community pride and presentation in their neighbourhoods.

Free garbage bags and prizes that included t-shirts, re-useable shopping bags and mugs were given to all groups that registered clean ups.

All residents were encouraged to use the services that the City of St. John's provides to help keep our city clean and beautiful, such as their annual bulk and metal pickup, and the hazardous waste drop off at the Regional Waste Management Facility.

Once again this year our major sponsors were the City of St. John's, Tim Horton's, Newfoundland and Labrador Housing Corporation, and Rockwater Professional Products.

Committee Members

Gary Burt, Grayson Kelly, and Karen Hickman (Executive Director)

OTHER INITIATIVES

Advocacy

Board members, committees, and the Executive Director all take on the role of advocating for a cleaner and more beautiful city. This usually happens in the form of writing letters to businesses or other organizations as a means of bringing attention to an issue. The Executive Director also frequently acts on behalf of citizens who have complaints by utilizing the City's 311 system to initiate contact with City departments and to follow-up. During the past year, Clean St. John's has also spoken out to support the enforcement of City By-Laws relating to litter and property maintenance, a reduction in unwanted graffiti and tagging throughout the City and better cleaning of streets and highways.

From time to time, Clean St. John's also forms ad hoc committees when a larger effort is required to bring attention and action to a specific issue. In the last year, Board Member, Karla Bradbury has taken

on the research and development of a Graffiti Management Program. Karla has been working closely with the City of St. John's, the City of Mount Pearl and the Criminal Investigations Division with the RNC with a view to creating a program that will be adopted by both municipalities to bring understanding to the issue of graffiti and provide a framework for action and prevention.

Volunteer Activity and Community Engagement

It is important that board and committee members of Clean St. John's roll up our sleeves and be ambassadors in the community. This is a huge part of building positive relationships with residents, businesses, other associations, and the City of St. John's.

As the face and spokesperson for Clean St. John's, our Executive Director also plays a major role in this relationship building by speaking one-on-one with stakeholders, speaking to groups and in the media, and by representing Clean St. John's on several like-minded committees. The purpose and goals of Clean St. John's are always in the forefront and her natural ability to relate to people allows for open conversation and the opportunity for partnerships that are vital to our success.

By tracking our volunteer activity, we can see where our efforts make a difference, and perhaps, where they don't. This helps us in our yearly planning. These numbers are also good empirical data to include when we report to our major sources of funding.

From July 2013 to June 2014, the board and committee members have clocked approximately 7500 volunteer hours through committee work and by engaging the community at various events throughout the city. The events we attended were:

- Launch of Clean St. John's
- Launch of Litter Prevention Campaign
- National Tree Day Celebration
- St. John's Farmers Market
- For the Love of St. John's Art Exhibit
- SUPER Speak-Off
- Earth Day at The Fluvarium
- Clean St. John's Board Clean Up
- City of St. John's Team Up to Clean Up
- CBC Morning Show Clean Up
- Read for the Environment
- Nalcor Environment Week Presentation
- Presentation of Tim Horton's Cup for the Councillor Challenge
- Litter Timeline Presentation at St. Paul's Junior High
- Presentation at Neighbourhood Watch Awareness Day
- Presentation of Golden Broom Awards at St. John's City Council

The 2013 Golden Broom Awards

Clean St. John's Golden Broom Awards is a public recognition awards program coordinated by our Executive Director that is a key part in the effort to keeping our city clean and beautiful. This positive initiative helps encourage others to do the same. On Monday, November 18th Clean St. John's presented its Golden Broom Awards. These awards recognize the contributions of exceptional citizens, schools and businesses who have demonstrated an outstanding commitment to keeping St. John's clean and beautiful through any or all of the following: litter management, litter reduction, educational initiatives, beautification, and presentation and pride. Members of the Board of Directors and committees along with the Executive Director review nominations based on set criteria for each award and choose the recipients. Six awards were presented in 2013:

- Archita Adluri - Youth of the Year Award
- Rennie's River Elementary - School of the Year Award
- Dr. William Pryse-Phillips - Citizen of the Year Award
- Ms. Debbie Powers- Residential Award
- Flower Studio - Retail Business Award
- CBC Morning Show- Corporate Award

Curbside Giveaway Initiative

In September 2012, the board set-up an ad hoc committee to investigate the possibility of starting a Curbside Giveaway initiative in St. John's. The purpose of the project was to redirect used household items away from the landfill by encouraging residents on one set weekend of the year to display used items on their front lawn or side walk that they are willing to give away. Other residents can then collect the items they would be interested in taking. The initiative was based on the approach of other cities that have had successful curbside giveaway initiatives.

In May 2013, this project was approved by the Board for planning, detailed budgeting, and coordination with a view to holding the first Curbside Giveaway in early June 2014. The detailed planning process revealed that a successful project would require much participation from the City of St. John's to ensure that unwanted items were not left out after the giveaway weekend was completed. In March 2104, the City decided that it was not able to support the initiative by committing to the pickup of all leftover items. Without the City on board, anticipated funding through MMSB could not be secured. As such, this project has been shelved and may be revisited in the future.

Curbside Giveaway Committee

Jamie O'Dea (Chair), Karen Hickman (Executive Director)

FINANCIAL STATEMENTS

A copy of Clean St. John's financial statements may be requested by contacting Executive Director Karen Hickman directly:

10 New Gower Street PO Box 908
St. John's, NL A1C 5M2

709.570.0350
Karen@cleanstjohns.ca