Did You Know?

- Every ton of paper made from recycled materials saves 17 trees.
- A family uses an average of 500 glass containers in 1 year.
- Recycling one glass container saves enough electricity to light a 100 watt bulb for 4 hours.
- Recycling one ton of plastic saves the equivalent of 1,000 - 2,000 gallons of gasoline.
- Unplug your chargers when not in use; they continue to draw energy when the device they charge isn't plugged in.
- Compact Florescent Lights (CFL's) use one sixth the energy of standard bulbs.
- LED holiday lights use one tenth the energy of traditional holiday lights & are safer.
- Each pound of locally grown food you consume prevents up to ¾ lb. of CO_2 emissions. When you buy local you reduce the environmental costs of shipping.
- A faucet dripping at a rate of one drop every 3 seconds wastes over 360 gallons a year.
- Major appliances like TV's, DVD players and video recorders use electricity even when turned off. Plug them into a surge protector you can easily turn off when not in use.

Check us out at www.KeepMichiganBeautiful.org

Keep Michigan Beautiful, Inc. (KMB) is a 501 C 3 non-profit organization comprised of volunteers whose goal is to honor, promote, and educate the public in the overall beautification of our state.

Some Topics You Might Study:

- Check out LEED (Leadership in Energy and Environmental Design) certified buildings.
- What are VOC's (volatile organic compounds) & how do they affect me?
- What are the benefits of energy star appliances?
- Examine the benefits of using renewable, sustainable products like bamboo.
- What is your carbon footprint and how can you reduce it?
- Study how beautification reduces stress.
- Look into alternate energy sources.
- Study eco-friendly lawn care practices.
- Study how native plants, rain gardens and rain barrels help the environment.

Some Good Web Sites to Visit:

- Arborday.net
- Carbonfootprint.com
- DiscoverTheForest.org
- Earth911.com
- Earthday.net
- EnergyStar.gov
- Instructables.com
- KeepMichiganBeautiful.org
- LooseYourExcuse.gov
- LocalMotionGreen.org
- MichiganGreenSchools.org
- Monarchwatch.org
- NationalWildlifeFederation.org
- Rainforest-Alliance.org
- Replayground.com
- ThinkGreenFromHome.com
- Treehugger.com
- Storyofstuff.com
- USGBC.org

Printing of this brochure is made possible by a gift from the Gerstacker Foundation.

Keep Michigan Beautiful, Inc.
P.O. Box 23215
Lansing, MI 48909

Michigan Kids Green-Up & Clean-Up

Be an advocate for our Planet!
A guide for school aged children
from Keep Michigan Beautiful

KMB

Keep Michigan Beautiful, Inc.

Why Clean-Up & Green-Up?

"We have not inherited the Earth from our fathers, We are borrowing it from our children."

Native American Saying

- We have only one Earth that can't be replaced so we must protect our planet & be green guardians.
- We are caretakers of the Earth, not owners.
- A healthy planet is good for all of us and good for the quality of our life.

Stewards of Kleinstuck Preserve—Kalamazoo

How Can We Protect the Planet?

"Use it up, wear it out, make it do, or do without."

A Depression-Era slogan

- Don't trash the earth!
- Think Green!
- Follow more than the 3R's!
  - Reduce: use less
  - Reuse: use again & again
  - Recycle: find a new use or new user
  - Renew & Restore: make the old new again!
- Become environmentally aware!
- Be an activist for the Earth!

What Can Just One Kid Do?

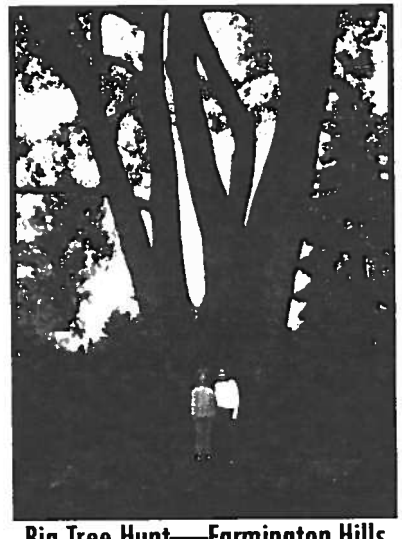
"If you think you're too small to be effective you, have never been in bed with a mosquito." Bette Reese

- Educate yourself.
- Teach others to care for our planet.
- Be a waste watcher and practice what is good for the planet.
- Be an environmental advocate at home, school, church and in your community.
- Buy carefully, discard reluctantly & responsibly.
- Watch for the ripple effect for the good when you lead the way.
- Think eco-friendly and make green your lifestyle.

Give Mother Nature a Hug!

Practical ideas for kids & their parents:

- If it's safe, walk or bike to school. If you must use a car, then carpool.
- Work with your family to set up a recycling program at home.
- Work with your parents to do an energy audit at home. Check for: programmable thermostats, low-flow showerheads, CFL bulbs, and motion sensor lights.
- Turn lights off when leaving a room.
- Use appliances (dishwasher, washer, dryer) only with full loads and air dry when practical.
- Buy less and downsize.
- Use water sparingly. Check for leaky faucets.
- Invest in a reusable water bottle.
- Keep trash in its place.
- View the Storyofstuff.com
- Go organic, reducing pesticide use.
- Buy local, reducing transportation costs.
- Invest in reusable totes and bags.
- Use solar powered equipment.
- Borrow and share instead of buying.
- Pack lunch in a reusable container.
- Keep a nature journal.
- Plan a Big Tree Hunt.



Big Tree Hunt—Farmington Hills

Eureka Heights Elementary School—Taylor

What You Can Do at School

"Never doubt that a small group of thoughtful, caring citizens can change the world; indeed, it is the only thing that ever has." Margaret Mead

- Encourage your school to become a "Michigan Green School."
- Set up a recycling program to collect: paper, pop cans, plastic bottles, printer cartridges, batteries, juice packs.
- Form an ecology club or school green squad.
- Plan a Green Fair.
- Plan a sale or exchange of useable items like toys, books, magazines, CD's, etc.
- Observe Earth Day and Arbor Day.
- Create environmental awareness with speakers and posters.
- Hold a "Trash to Treasure" or "Litter to Glitter" contest.
- Set up a native plants garden to demonstrate drought tolerant and hardy plants.
- Participate in a plant exchange.
- Organize an arts & scraps program.
- Set up a nature center for birds and butterflies to become a certified wildlife habitat or butterfly way station.
- Arrange for school clean-up days.

CLEAN-UP CHECK LIST

"Knowing is not enough, we must also apply and be willing to do." ~Anon

"Be the change you wish to see." ~Ghandi

CHECK YOUR COMMUNITY ENTRANCES

- ☐ Are they fee of litter, dilapidated signs, industrial waste?
- ☐ Do they welcome people to your community?
- ☐ Are dead or damaged trees and plantings removed?
- ☐ Could new plants and signs be added?
- ☐ Are businesses along the gateway to your community kept well maintained and litter free?

CHECK YOUR DOWNTOWN DISTRICT

- ☐ Are shopping areas attractive and free from litter?
- ☐ Are buildings in good repair?
- ☐ Does your city have a streetscape plan—are there well maintained sidewalks with attractive lighting and landscaping?
- ☐ Are attractive litter containers well-placed throughout the community?
- ☐ Are the streets safe and welcoming?
- ☐ Are signs attractive and informative?

CHECK PUBLIC AND BUSINESS AREAS

- ☐ Are properties well maintained and painted?
- ☐ Are local ordinances being enforced?
- ☐ Are schools and churches well maintained, free of litter and attractively landscaped?
- ☐ Does lighting and landscaping discourage vandalism?
- ☐ Are vacant lots kept clean?
- ☐ Are parks and industrial areas litter-free and beautified?

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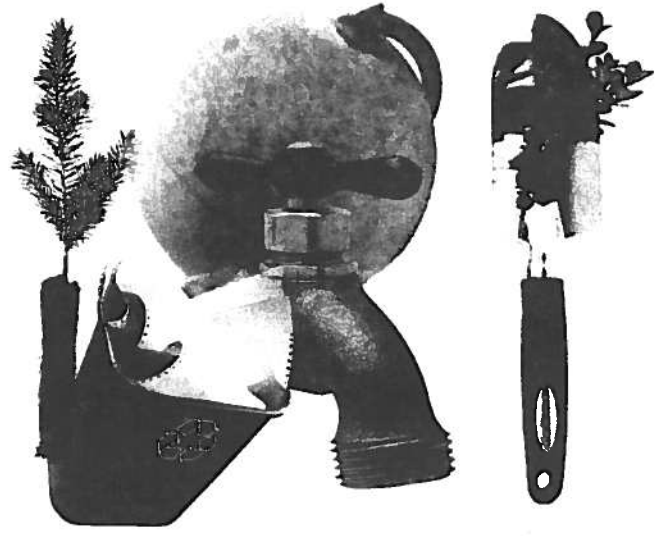
KMB

Keep Michigan Beautiful, Inc.

Michigan Clean-Up Days
April 1 - May 31



Great ideas inside!

This publication printed courtesy of a grant from S.C. Johnson

Michigan Clean-Up Days
April 1 - May 31

The Governor of Michigan has declared April thru May as Keep Michigan Beautiful's annual **CLEAN-UP DAYS IN MICHIGAN . . .**

Keep Michigan Beautiful, Inc. (KMB), is a statewide volunteer organization established in 1962 to promote the cause of beautification and anti-littering. The Governor is our honorary chairperson.

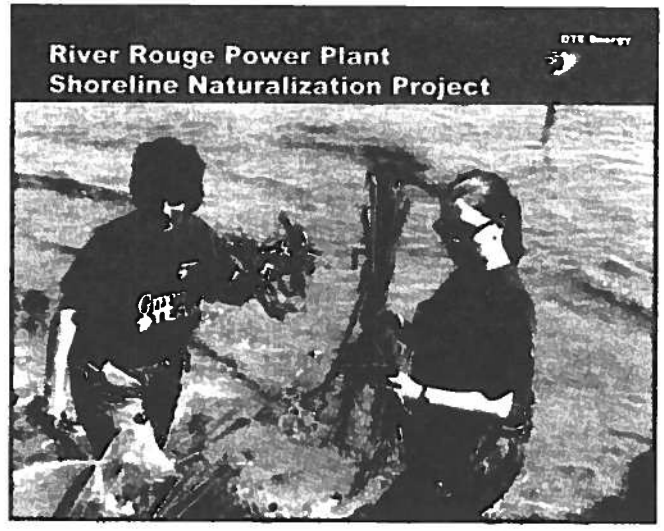
KMB wants **YOU** to join its army of volunteers to:

- Preserve the environment
- Clean-up littered sites
- Preserve historical sites
- Restore neglected sites
- Plant trees and flowers
- Reduce, Recycle and Reuse
- Celebrate the beauty of Michigan

BEAUTIFICATION = QUALITY of LIFE
The beauty of Michigan's 11,000 lakes, 8,000 iles of winding streams, rolling farm lands,abundant forests and fruit orchards, and tree-lined city streets contribute to our quality of life. Beautification puts a positive "face" and image on a community. It is a magnet to people, business and tourism.

Beautification is good for the economy, for your community and for the quality of your life.

Finnish Center Association, Farmington Hills
Finlandia Gardens Project



Midland Blooms

BEAUTIFICATION 101
NOW IS THE TIME TO CLEAN-UP!

"What we do for ourselves dies with us; what we do for others lives long after we are gone"
~T. Roosevelt

HERE'S HOW TO GET STARTED:

1. Develop a list of areas that need clean-up and beautification.
2. Establish priorities and tackle one project at a time.
3. Consult with community officials before carrying out any plans. Be sure to get their support and help.
4. Seek out support and sponsorship by community groups such as: schools, businessmen, churches, Girl Scouts and Boy Scouts, service clubs, gardening groups.
5. Plan your project and method of "attack."

- Designate a day, week or month for special action.
- Have your local official proclaim "CLEAN-UP DAYS IN MICHIGAN"
- Divide the community into "work areas."
- Make the projects attractive for volunteers and make them popular to do.
- Recognize the work done with publicity, awards, special ceremonies etc.
- Evaluate your successes and areas that need improvement.

***Partnering with* Keep America Beautiful**
***during the* Great American Clean-Up**

GREAT AMERICAN CLEANUP

CELEBRATE SPRING EVENT

KMB hosts an annual Celebrate Spring event to kick-off Michigan Clean-up Days. A reception with educational speakers is held in a different city each spring. This event is open to the public.

MICHIGAN CLEAN-UP DAYS
APRIL 1 – MAY 31

This two-month clean-up campaign is sponsored by KMB. The Governor of Michigan has officially declared April through May as Michigan Clean-Up Days. It is designed to encourage individuals, families, groups and communities to organize and take part in local clean-up activities. KMB wants YOU to join its army of volunteers to:

- Preserve the environment
- Clean-up littered sites
- Preserve historical sites
- Restore neglected sites
- Plant flowers and trees
- Reduce, Recycle and Reuse
- Celebrate the beauty of Michigan

"KEEP IT CLEAN & GREEN"

This ongoing campaign, begun in 2007, emphasizes environmental awareness and responsibility in addition to anti-litter. It carries a special emphasis on engaging school-age children as environmental stewards. Schools are encouraged to establish KMB Kids' Clubs with the sponsorship and support of KMB.

RETHINK · REPURPOSE · RESTORE

BECOME A KMB MEMBER

KMB Inc. welcomes your help, interest, participation and support. The citizens of Michigan have a vested interest in our state and environment. Beautification contributes to an improved quality of life for everyone.

MEMBERSHIP APPLICATION

KMB has a donor-member program. There is a minimum annual donation of $25.00 for a Club/Organization, Municipality, School, or Place of Worship. There is no minimum annual donation for all others. Giving societies are as follows:

Patron Society	Up to $99
Mackinaw Bridge Society	$100-$249
Capitol Society	$250-$499
Peninsula Society	$500-$999
Michigan Society	$1,000-$2,499
Great Lakes Society	$2,500-$4,999
Governor Society	$5,000 and up
Legacy Society	Planned & Estate Gifts

NAME _____

Check one:

☐ Individual/Family ☐ Foundation
☐ Business / Corporation
☐ Club / Organization ☐ School
☐ Municipality ☐ Place of Worship

CONTACT PERSON _____
ADDRESS _____
CITY _____
STATE ____ **ZIP** _____
PHONE _____
EMAIL _____

Your tax-deductible donation may be made online at www.KeepMichiganBeautiful.org using PayPal™ or by mailing a check payable to:

KEEP MICHIGAN BEAUTIFUL, INC.
P.O. BOX 23215
LANSING, MI 48909

KMB THANKS YOU!

KMB

Keep Michigan Beautiful, Inc.

WHO WE ARE
WHAT WE DO

Celebrate the beauty of Michigan!

- Clean up littered areas
- Plant flowers and trees
- Restore historic sites
- Enhance the environment

JOIN · SUPPORT · PARTICIPATE

HISTORY OF KMB

In 1962, Governor John B. Swainson appointed a 17 member Michigan State Litter Prevention Committee. The next year the name was changed to Keep Michigan Beautiful, Inc. (KMB). In 1965, following the White House Conference on Beautification hosted by Lady Bird Johnson, a Governor's conference was held in Lansing. At this conference, Governor George W. Romney declared that Keep Michigan Beautiful, Inc. would be the official state organization to combat litter and to promote beautification.

Noteworthy in KMB history is its "Don't Be a Litter-Bug" campaign; its newsletter originally known as "Littergram" and its "Ozzie the Otter" mascot.

KMB is a state-wide organization that reaches into every area of the state. In 1963, the Beautification Council of Southeastern Michigan was organized and is District 1 of KMB.

In 1992, the Keep Michigan Beautiful Foundation was established to financially benefit KMB, Inc. At one time KMB was the benefactor of grants from the State of Michigan; however it has not received state appropriations since the 1980's.

KMB receives the endorsement of the governor and various state agencies. Each governor has served as our honorary chairperson and has supported KMB programs through annual proclamations.

CONTACT KMB
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www.KeepMichiganBeautiful.org
Executive Director: Bob Eldridge

WHAT IS KMB?

Keep Michigan Beautiful, Inc. is a non-profit, educational public service organization of volunteer citizens whose goal is to promote the cause of beautification and anti-littering. KMB is the only organization sanctioned by the state that recognizes and honors beautification programs and activities as well as promotes and educates the public in all aspects of beautification. KMB is supported by memberships, contributions and various fund raisers. The organization qualifies as a 501 (c) (3) corporation.

KMB ORGANIZATION

KMB is governed by a Board of Directors comprised of not more than 50 members, (11 of whom serve on the Executive Committee). Members are volunteers committed to the objectives of KMB and come from all geographic areas of Michigan. Executive Committee meetings are held monthly and Board meetings are held quarterly. An annual meeting is held each fall in conjunction with an awards program. KMB has an executive director (a paid employee or volunteer) who represents and implements the policies of the Board.

KMB OBJECTIVES

- To identify, recognize and honor programs or projects that involve outdoor beautification, litter prevention and control, recycling of waste materials, clean-up, site restoration and historical preservation.
- To conduct and encourage educational programs to achieve our goals.
- To encourage and assist in the organization of local groups concerned with beautification.
- To develop and disseminate information to promote KMB objectives.
- To coordinate annual clean-up and litter abatement programs with "Michigan Clean-Up Days" (April 1 – May 31).
- To recognize and honor beautification projects at an Annual Awards Program.

AWARDS PROGRAM

KMB annually hosts a KMB Awards Program recognizing programs, projects and activities that substantially contribute to the beautification, clean-up, environmental enhancement, site restoration and historical preservation of the state. This very popular event, held in a different city each fall, highlights the projects that have helped beautify our state.

KMB presents four levels of Awards:

- President's Plaque
- Michigan Plaque
- Distinguished Service Award
- Award of Merit

The scope and nature of the project determines the award.

Who may apply for an award?

The following groups may apply for an award:

- City, county or state government
- Community organization
- Business or industry
- School / Youth organization
- Individual

Nomination Forms

Nomination forms are available from:

- the KMB office (see address on form)
- the KMB website: wwwKeepMichiganBeautiful.org
- any member or director of KMB

A project, activity or individual may be nominated by anyone from the general public. There is no fee to submit a nomination. Nominations must conform to the requirements given on the nomination form and will be subject to evaluation by an Awards Committee.

LOOK · APPRECIATE · NOMINATE