



2011 Board of Directors

Paul Liberatore, *Chairman*
 John Caruso, *Vice-Chairman*
 Richard Eaton
 Kim Jones
 Ken Nuernberger
 Mary Stewart

Financial Statement For year ending 12/31/11

Public Support & Revenue		
Contributions	\$180,431	26%
Federal Grants	306,421	43%
Demo Garden	171,530	25%
Special Activities, Sales to Public, & Other Revenue	41,884	6%
Total Support & Revenue	\$700,266	
Expenses		
Program Services	\$451,058	93%
Administrative	14,312	3%
Fundraising	21,029	4%
Total Expenses	\$486,399	
Invested in Demo Garden	\$240,197	
Net Assets, End of Year	\$914,004	

Federal grant for Brightside initiatives comes from block grant funding through HUD and the City of St. Louis Community Development Administration.



Mission

To Clean and Beautify St. Louis

Operation Brightside, the region's oldest and most comprehensive not-for-profit cleaning and greening initiative, enriches and beautifies St. Louis by restoring, maintaining and growing the community landscape.



2011 Accomplishments

In 2011, Operation Brightside began doing business as Brightside St. Louis. Our biggest accomplishment was establishing our Demonstration Garden and Learning Center at the major intersection of Kingshighway and Vandeventer. This, like all Brightside projects, is accomplished with significant volunteer and donor support.

Demonstration Garden and Learning Center

Operation Brightside.

20 U.S. Marines turned a barren vacant lot into a beautiful and inviting native garden which has become the centerpiece of Brightside's community outreach and education as it beautifies and demonstrates sustainable practices.



Graffiti Eradication



Brightside preserves property values. By removing graffiti from vandalized homes, businesses and other structures, Brightside preserves property values and strengthens neighborhoods. At no cost to the property owner, in 2011 Brightside eradicated graffiti from 4,720 vandalized properties.

Project Blitz and Other Community Clean-Up Efforts

Brightside cleans up. Brightside engages residents and community volunteers to clean alleys, streets and vacant lots. In 2011, Brightside volunteers spent over 10,000 hours collecting over 7 million pounds of trash and debris and filling over 100,000 Brightside trash bags.

Project Flower Shower

Brightside greens St. Louis. Over 21,000 volunteer hours to plant, nurture and care for over 378,000 annuals, perennials, grasses, shrubs and trees beautifying neighborhood entrances, parks, schools,

medians, vacant lots and other public green spaces. These Brightside volunteer efforts are visible all over St. Louis in Growing St. Louis and Neighbors Naturescaping gardens; Flowers for Downtown projects; Blitz Blooms' plantings; Highway Daffodils; Gardens at Lake Louie and now our Demonstration Garden, too.



To help support our cleaning and greening initiatives, individuals, businesses and community organizations purchased daffodils, tulips and lilies through our Blooming Soon! flower sale.

Litter Bugs Me! Stop It! Don't Drop It

Brightside promotes litter awareness.

Through our anti-littering campaign, citizens are encouraged to care for our environment by disposing of litter properly and picking up trash when they see it.



Recycling Center

Brightside recycles. Cans, bottles, jars, paper, plastic, magazines, phone books and junk mail are recycled through the facility at Kingshighway and I-44. The center is managed by Earth Circle Recycling with funding provided by the City of St. Louis.

