



2012 Board of Directors

Paul Liberatore, *Chair*
 Richard Eaton, *Vice-Chair*
 Jon Franko
 Kim Jones
 Ken Nuernberger
 Mary Stewart
 Nancy Suelflow

Financial Statement For year ending 12/31/12

Public Support & Revenue		
Contributions	\$141,592	21%
Federal Grants	299,550	44%
Demo Garden	189,775	28%
Special Activities, Sales to Public, & Other Revenue	51,911	7%
Total Support & Revenue	\$682,828	
Expenses		
Program Services	\$386,755	95%
Administrative	4,051	1%
Fundraising	15,775	4%
Total Expenses	\$406,581	
Invested in Demo Garden	\$188,000	
Net Assets, End of Year	\$1,130,793	

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, now dba Brightside St. Louis, is the region's oldest and most comprehensive not-for-profit cleaning and greening initiative. Our efforts enrich and beautify St. Louis by restoring, maintaining and growing the community landscape.



2012 Accomplishments

In 2012, Brightside St. Louis' biggest accomplishment was completing major construction on our Demonstration Garden and Learning Center. This, like all Brightside projects, was accomplished with significant volunteer and donor support.

Demonstration Garden and Learning Center

Silva cells were installed to help street trees live healthy lives for decades. This storm water management best practice is the first of its kind under porous pavement in the region. The Monarch gateway entrance and shade structures were installed.



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 2012 Brightside eradicated graffiti from 4,190 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 2012, Brightside volunteers invested thousands of hours collecting over 7.1 million pounds of trash and debris.

Project Flower Shower

Brightside greens St. Louis. In honor of Brightside's 30th anniversary, Brightside volunteers planted 500,000 daffodils and over 240,000 other annuals, perennials, grasses, shrubs and trees to beautify neighborhood entrances, parks, schools, medians, vacant lots

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



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.

