



2014 Board of Directors
 Mary Stewart, *Chair*
 Richard Eaton, *Vice-Chair*
 Geoffrey Burton
 Nick Dronen
 Jon Franko
 Kim Jones
 Paul Liberatore
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Mission:
To improve the quality of life in our community by educating, engaging and inspiring St. Louisans to make our region cleaner, greener and more environmentally sustainable.

**Financial Statement
 For year ending 12/31/14**

Public Support & Revenue		
Contributions	\$146,292	30%
Federal Grants	300,350	60%
Special Activities, Sales to Public, & Other Revenue	<u>52,300</u>	10%
Total Support & Revenue	\$498,942	
Expenses		
Program Services	\$451,942	97%
Administrative	6,446	1.4%
Fundraising	<u>7,706</u>	1.6%
Total Expenses	\$466,094	
Net Assets, End of Year	\$1,112,751	

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



Since 1982, Operation Brightside, now dba Brightside St. Louis, has worked to clean and green St. Louis through initiatives which enrich and beautify by restoring, maintaining and growing the community landscape.

2014 Accomplishments

Graffiti Eradication



Brightside preserves property values. By removing graffiti from vandalized homes, businesses and public spaces, Brightside preserves property values and strengthens neighborhoods. At no cost to the property owner, in 2014 Brightside eradicated graffiti from 4,290 vandalized properties.

Demonstration Garden and Learning Center

Brightside demonstrates sustainability. Brightside's highly-visible garden at the corner of Kingshighway and Vandeventer features storm water best management practices, Missouri native plants and innovate forestry techniques. Garden is open at all times for visitors to learn what they can replicate at home, in their neighborhood and future community projects.



Community Cleaning and Greening Efforts

Brightside – making St. Louis a better place. Over 20,000 volunteer hours are invested in community cleaning efforts from alley clean-ups to major planting projects. In 2014, volunteers collected millions of pounds of trash and debris in 270 neighborhood clean-up projects using 2,826 tools and filling more than 20,000 Brightside trash bags

Brightside greens St. Louis. In 2014, Brightside volunteers planted 268,345 annuals, perennials, grasses, shrubs and trees to beautify neighborhood entrances, parks, schools, medians, vacant lots and other public green spaces including 32 neighborhood gardens and assisted in establishing ten Milkweeds for Monarchs gardens in parks and at City Hall. Brightside's 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 Demonstration 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.

Brightside promotes litter awareness and recycling as ways to protect the environment and make St. Louis more sustainable.

