

2025
SUMMARY
City of Rockford
October 2024 – October 2025

KEEP NORTHERN ILLINOIS BEAUTIFUL is a 501(c) (3) non-profit public education organization. Our mission is to improve our environment through education, public awareness and community involvement. We are committed to involving individuals in productive solutions that enhance our Stateline community environment.

KEEP NORTHERN ILLINOIS BEAUTIFUL is North Central Illinois' only affiliate of Keep America Beautiful, the nation's largest volunteer-based community action and education organization and has been continuously serving residents of the City of Rockford since 1988.

Great American Cleanup. The format is now an all-year event. Volunteers still register online but choose the date they want to clean up and the site they want to pick up their supplies. Winnebago County generously gives us the supplies. We have 5 supply sites; Rockford Recycle Cener, Love Park City Hall, South Beloit City Hall, New Milford and the Heritage Center in Winnebago. About 1500 volunteers did the Great American Cleanup through the year, which increased from when we had only the one day. The number before changing the format decreased every year. Thank you for supporting this event.

Keep America Beautiful has a movement called Greatest American Cleanup. See kab.org. The Goal is pickup 25 billion pieces of garbage by 7/4/26. The 250th anniversary of America. Companies, Counties and municipalities are making a pledge to clean this up. More people are making the pledge every day. Keep American. Let's pledge together to get as many people on board as possible.

The presence of litter reduces property values and contributes to blight and crime. The Great American Clean-up, by removing debris, contributed to both economic and neighborhood vitality.

Volunteers– 1566 giving 6264 hours. Value equals \$249,245 (hourly value for volunteers now is \$39.79)

Number of partner agencies = 9

On June 14, 2025-Medication Collection In Loves Park and South Beloit Fire Station. **On October 4, 2025** we had a Medication Collection during the Shred Event. 600 households with a completely safe and cost free avenue to dispose of unused/unwanted/expired medications, 1400 pounds of meds were kept out of the landfills and area drinking water.

Volunteers – 40 giving 160 hours. Value equals \$6366
Number of partner agencies = 16

UIC school of Pharmacy furnished 6 pharmacy students to participate and one Pharmacist at each event.

Rockford Recycle Center encourages city residents to recycle who do not have curbside bins, (such as many people living in rural areas, in condos and multi-family apartments), or who have curbside services but have big items or large quantities unsuitable for or not accepted curbside. Some use the facility who want to see their recyclables being separated. The Recycle Center provides convenient, weekly, volunteer-assisted, drop-off service. It collects standard recyclables as well as metal, small and large appliances, (including appliances with refrigerant in them), electronics including TV's and monitors, and clothing and textiles.

Volunteers – 64 giving 2428 hours. Value equals \$96,610

Number of partner agencies = 15

We collected an estimate of 550,000 pounds of electronics that have been recycled through the Consumer Electronics Recycling Act (CERA) and Business Electronics. Business electronics.

Education (Ongoing)

Keep Northern Illinois Beautiful's mission is education. After meeting with R1 Planning Council in 2023, we collaborated with the Rockford Park District to develop a video on Curb Side recycling and recycling at KNIB. They are both on our website, www.knib.org. We share this on Constant contact and Facebook and send people to the website daily.

We put up tables at schools, fairs and festivals teaching all ages about recycling curb side, KNIB recycle centers and the Hazardous Waste Site. We have games to test their knowledge on what can be recycled and what can't. We teach classes at the Webster Environmental Education center every month bringing recycling information to groups and homeschooled kids.

Last year we did 76 events in schools, festivals, fairs and the Webster Environmental Education center in the Rockford Recycle Center.

KNIB did an event called **H2-Oh! Environmental Family Fun Fair** that had several stations from several organizations in the area. Each station had a hands-on craft and taught how to keep things out of our waterways and landfill. It was meant to be a fun event for all ages, which it was! This was held Nicholas Conservatory & Gardens on June 28th.

KNIB is on WIFR Morning Blend once a month and on Midwest Broadcasting once a month teaching recycling, touching on different topics.

Our website highlights a "Did you know section". "Did you know" goes out on Constant contact and Facebook. We are continuously teaching and helping people change their daily habits.