

[View this email in your browser](#)

November 2017 Newsletter

Dear Friend of KLB,

Happy Thanksgiving from your friends at Keep Loudoun Beautiful! Since I'm sure you're busy with holiday season activities or are ready to take a nap, I'm going to keep this newsletter short and sweet with a note of thanks, a quick update, and this month's green tip.

Giving Thanks

While it may sound a bit cliché-ish to give thanks on Thanksgiving, Keep Loudoun Beautiful (KLB) sincerely has much to be thankful for, so this is a great time to thank you for your support. You know, I've been with KLB Board of Directors going on 8 years now, so I want to take a moment to share with you my short list of what it is about KLB that I'm thankful for.

- **Agnes Harrison:** First-off, KLB wouldn't be serving Loudoun County for 45 years now if it weren't for the call-to-action by concerned citizens led by the late Agnes Harrison. It

In this issue:

- Giving Thanks
- Holiday Season Fund Drive
- Green Tip – 'Tis the Season... To Give Green

Please Donate



Share



Tweet



Forward

would have been great to witness her dumping trash on the floor in front of the Supervisors to make the point that the county wasn't doing enough to keep Loudoun beautiful, hence the birth of KLB. Thank you, Agnes!

- **The KLB Board of Directors:** The dedication and sacrifice of current and former board members has kept KLB moving forward all these years in the face of growing environmental and funding challenges. How many organizations can say that they have board members that continue to contribute their time and energy for decades, even from Day 1? KLB proudly can.
- **The KLB Area Leaders:** Without this group of caring self-starters, Loudoun wouldn't be so beautiful, period. Some of our Area Leaders have been faithfully keeping their areas clean for decades, and even though some now have physical limitations, they continue to tirelessly serve the Loudoun community. We desperately need more folks like these to step-up. It's imperative that younger generations get involved and take the baton to continue the race to keep ahead of our ever-growing litter challenge.
- **KLB Volunteers:** While the reward and self-satisfaction is immediate, let's face it - picking-up litter is anything but glamorous. In fact, it can be a very dirty, challenging job, yet our eco-warrior volunteers lend a hand year after year. This year alone, around 1,200 volunteers donated almost 4,000 hours and collected 947 bags of trash, 349 bags of recycling, 223 tires, and lots of bulky litter. That's around 3 tons of tires and 19 tons of everything else that's no longer polluting Loudoun and our waterways. Clearly, KLB certainly couldn't be this impactful

without our volunteer army determined to make a difference and I'm very grateful and proud of their hard work.

- **KLB Supporters:** Like any worthy cause, funding is a necessary component of success, so I'm grateful for those that donate their money or services that allows KLB to continue serving Loudoun as efficiently, effectively, and safely as possible. Even though our operating budget is very frugal (we don't have full-time staff, office space, or even a phone line), without funding, we would have to greatly curtail our environmental educational and beautification programs or worst-case, disband. Fortunately, due to the generosity of our small group of supporters, including you, that hasn't happened yet, but every year presents a new challenge to make ends meet. I'm also thankful for those who support us by helping us spread the word (by mouth, social networks, media channels, etc.) and help us combat litter and other environmentally-damaging behaviors by championing common-sense initiatives and leading by example, because at the end of the day, both careless and deliberate littering are directly related to ignorance and human behavior.

All of these special components add-up to a well-oiled grassroots machine that has been producing significant results for 45 years, which is something we all should be thankful for.

Holiday Season Fund Drive

Since it didn't work out to hold a fundraising event this year, we're dedicating the entire month of December to raise much-needed funds to fuel our annual programs in 2018. We haven't asked for your

support all year, so we're counting on your generosity at this time if you value what KLB does. Stay tuned. Of course, if you feel compelled to help us meet our funding goal right now, by all means, please mail us a check or click on the "Please Donate" button in this newsletter. Thank you!

Green Tip – 'Tis the Season...To Give

Green

Since Black Friday is (or perhaps - *was*) traditionally the kickoff of the holiday season that's full of gift-giving, how about giving some green? I'm talking about two types of green here, the first being cash to KLB just by buying something from Amazon Smile. That's right, Amazon.com will donate 0.5% of eligible purchases to your favorite charity, Keep Loudoun Beautiful! All you have to do is [click here](#) or navigate to <http://smile.amazon.com> and enter "Keep Loudoun Beautiful" for the charity so that 0.5% of eligible purchases will be donated to KLB. It's that easy, so while we encourage you to support your local brick-and-mortar shops, if you need to purchase something from Amazon, please give this a try as every dollar donated counts.

The second "green" refers to something reusable besides the socks and ties you can't wait to give or receive. Giving something reusable, like bottles, insulated mugs (great for hot or cold drinks), and bags, says that you care about your planet and want to make it easy for those you care about take care of our fragile environment. What's cool about giving this kind of green is that it isn't just the recipients that benefit. We all benefit when someone chooses to reuse instead of choosing the usual wasteful use-and-toss lifestyle as we all share our Earth. KLB gives-out practical reusable bags and reusable bottles at our events, not because we have so much

money lying around that we want to be generous, but because we understand the investment we're making in the countless environmental benefits when reusable replaces disposable, including much less litter to clean-up. If we can break the disposable cycle, even one person at a time, like the volunteer below proudly holding our reusable bag, we all win!



If you're visiting family and friends, instead of just taking along reusable bags as gifts, put them to work and use them to take whatever you're bringing to the party, and then tell the hosts that the bags are gifts, as well -- gifts that keep on giving. If you're taking beverages, reusable 6-bottle wine bags are a great way to safely carry most beverages and then make wonderful gifts.

And since these reusable products are very affordable these days, go ahead and give yourself some green gifts if you need a different style or size, or if you need to kick the disposable habit, too.

I hope you found this newsletter helpful. As always, if any of this resonates with you, we would love to hear from you.

**Thanks much for your support and
please share this with your network.**

Mark Lenko
President, KLB Board of Directors



Copyright © 2017 Keep Loudoun Beautiful, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

The MailChimp logo, featuring the word "MailChimp" in a white, cursive font on a grey rectangular background.