

# GiveSmartOKC

*Know More. Give More.*

Nonprofit profile provided by Oklahoma City Community Foundation

## Oklahoma City Beautiful Inc.



### Nonprofit Profile

#### Contact Information

<b>Nonprofit</b>	Oklahoma City Beautiful Inc.
<b>Address</b>	3535 N. Classen Blvd. Oklahoma City, OK 73118 Oklahoma County
<b>Phone</b>	(405) 525-8822
<b>Fax</b>	405 525-8826
<b>Website</b>	<a href="http://www.okcbeautiful.com">www.okcbeautiful.com</a>
<b>Contact Name</b>	Lisa Synar
<b>Contact Email</b>	<a href="mailto:info@okcbeautiful.com">info@okcbeautiful.com</a>

#### At a Glance

<b>Organization's type of tax exempt status</b>	Public Supported Charity
<b>Organization Does Business As (DBA)</b>	OKC Beautiful
<b>Former Names</b>	NA
<b>Supporting Organization</b>	Oklahoma City Beautiful, Inc.
<b>Year Founded</b>	1970
<b>IRS Ruling Year</b>	1971
<b>Registered with the Secretary of State?</b>	Yes

**Other ways to donate support, or volunteer**

Donations can be made online, by calling 405-525-8822, or by mailing a check or credit card information to OKC Beautiful, 3535 North Classen, OKC 73118. OKC Beautiful also accepts in-kind donations and planned giving. Volunteers can get involved with beautification and education programs.

**Statements**

**Mission**

OKC Beautiful improves the image and appearance of Oklahoma City through programs of beautification, programs and community engagement. The appearance of Oklahoma City directly impacts the economic viability, as well as affecting the quality of life and self-image of its residents.

**Background**

In 1962, the Oklahoma City Chamber of Commerce organized a beautification committee. This group expanded to become the Mayor's Committee for City Beautification, appointed and organized by Mayor James H. Norick with the assistance of the Chamber. A new organization was formed to meet the committee's goals, and on March 26, 1971 was incorporated as Oklahoma City Beautiful Inc. as the only nonprofit organization dedicated to the beautification of Oklahoma City.

**Impact**

OKC Beautiful receives no city, state or federal funding. We rely on the generosity of private residents and organizations to complete our beautification projects and educational programs to fulfill our mission to improve the image and appearance of Oklahoma City.

Beyond improving the aesthetic appeal of Oklahoma City, OKC Beautiful positively impacts economic development, business success, visitors' impressions and residents' quality of life. Landscaping and litter removal develop pride and ownership among our residents and encourage them to keep those spaces maintained. Nearby businesses and homeowners are inspired to improve their spaces, too, magnifying the impact of each project.

We take our mission a step further by educating Oklahoma City residents of all ages about the long-term effects and sustainability of our beautification efforts, ensuring the continued improvement of our city for future generations.

**Needs**

OKC Beautiful's most pressing needs:

- 1) Grants are needed to support our programs.
- 2) Volunteers are needed to allow us to implement our programs.
- 3) Branding to make more citizens aware of our what we do.
- 4) Fundraising through events.
- 5) Community partnerships.

**Area Served**

**Area Served**

**Geographic Area Served**

Oklahoma City

OKC Beautiful serves the citizens of the entire Oklahoma City metro area, as well as, visitors to our city.

**Service Categories**

<b>Primary Organizational Category</b>	Environment/Environmental Beautification
<b>Secondary Organizational Category</b>	Environment/Environmental Education
<b>Tertiary Organizational Category</b>	Environment Environmental Beautification

## Programs

### Adopt-A-Park, LitterBlitz, Mother Earth, OKC Harvest

<b>Description</b>	"Adopt-A-Park" has over 1,100 volunteers throughout the Oklahoma City metro area caring for and maintaining over 100 parks.  "LitterBlitz," an annual anti-litter campaign that occurs the month of April, has approximately 12,000 participants each year. The youth education program,  "Mother Earth," reaches 8,500 elementary school students every year to present the message of respecting and caring for the environment.  "OKC Harvest" school and community outdoor classrooms. We install and monitor school gardens, including curriculum for students and teachers.
<b>Category</b>	Environment, General/Other Environmental & Urban Beautification
<b>Strategy</b>	
<b>Population Served</b>	General/Unspecified General/Unspecified General/Unspecified
<b>Program Short-term Success</b>	
<b>Program Long-term Success</b>	3 major landscape projects completed in OKC - one at the Airport entrance on Meridian Road, one on N.W. Expressway adjacent to Penn Square Mall, and one at Harding Charter Schools at N.W. 33rd & Shartel.
<b>Program Success Monitoring</b>	
<b>Examples of Program Success</b>	

## Disaster Programs

**Voluntary Organizations Active in Disaster (VOAD) Member** No

## Staff & Management

<b>CEO/Executive Director</b>	Lisa B. Synar
<b>Start Date</b>	Nov 2008
<b>Email</b>	lisabsynar@okcbeautiful.com

## Senior Staff

<u>Name</u>	<u>Title</u>
Lisa Synar	Executive Director

## Staff Information

<b>Number of Full-time Staff</b>	2
<b>Number of Part-time Staff</b>	1
<b>Number of Contract Staff</b>	0

<b>Number of Volunteers</b>	12000
<b>Staff Retention Rate</b>	100 %
<b>Are professional development opportunities provided?</b>	Yes
<b>Does CEO/Executive Director have formal evaluations?</b>	Yes
<b>Management Reports to Board?</b>	Yes

#### Staff Demographics - Ethnicity

<b>Caucasian</b>	3
<b>Other</b>	0 0

#### Staff Demographics - Gender

<b>Female</b>	3
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#### Organizational Plans

<b>Fundraising Plan</b>	No
<b>Policy against commission-based compensation for fundraising consultant</b>	No
<b>Communication Plan</b>	No
<b>Strategic Plan</b>	Yes
<b>Number of Years Strategic Plan Considers</b>	3
<b>Date Strategic Plan Adopted</b>	Aug 2013
<b>Management Succession Plan</b>	No
<b>Organization Policies and Procedures</b>	Yes
<b>Continuity of Operations Plan</b>	No

#### Policies

<b>Nondiscrimination Policy</b>	Under Development
<b>Whistle Blower Policy</b>	No
<b>Document Destruction Policy</b>	No
<b>Directors and Officers Insurance Policy</b>	Yes

#### Awards

**Awards**

<b>Award/Recognition</b>	<b>Organization</b>	<b>Year</b>
Affiliate of the Year	Keep Oklahoma Beautiful	2011
Standards of Excellence	Keep America Beautiful	2011
Winner Environmental Excellence Competition	Keep Oklahoma Beautiful	2010
Team Builders Award	Keep Oklahoma Beautiful	2010
Outstanding Affiliate Citation	Keep America Beautiful	2013
Outstanding Teen Board	Keep America Beautiful	2014
Affiliate of the Year	Keep America Beautiful	2015
Affiliate Award of Excellence	Keep America Beautiful	2015
Affiliate of the Year	Keep America Beautiful	2016
Affiliate Award of Excellence	Keep America Beautiful	2016

## Government Licenses

**Is your organization licensed by the government (federal, state and/or local)?** No

## Governance

**Board Chair** Carla Sharpe  
**Company Affiliation** Williams Box Forshee and Bullard  
**Term** Jan 2015 to Dec 2016  
**Email** carla.sharpe@dvn.com

## Board of Directors

**List Current as of** Oct 17, 2017

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Cynthia Brindley	Community Volunteer	Voting
Ashley Howard	Oklahoman	Voting
Tara LaClair	Crowe Dunlevy	Voting
Peggy Mayfield	FNB Bank	Voting
Glen Maynard	Devon Energy	Voting
Lynda Mobley	ONEOK	Voting
Daniel Parkhurst	Loves	Voting
Lisa Putt	Community Volunteer	Voting
John Robberson	Church Music Director	Voting
Edie Roodman	Jewish Federation	Voting
Matthew Schein	Sonic Corporation	Voting
Carla Sharpe	Devon Energy	Voting
Roy Smith	Comp Risk Management	Voting
Spencer Smith	McAfee Taft	Voting
Ellen Spiropoulos	Phillips Murah	Voting
Elizabeth Tyrrell	McAfee Taft	Voting
Hardy Watkins	Integrus Health	Voting

### Board Demographics - Ethnicity

**Caucasian** 100

### Board Demographics - Gender

**Male** 7

**Female** 9

### Governance Information

**Board Term Lengths** 3 years

**Board Term Limits** 9 terms

**Number of Full Board Meetings Annually** 6

**Board Meeting Attendance %** 83 %

**Percentage of Board Making Monetary Contributions to the Organization** 100 %

**Percentage of Board Making In-Kind Contributions to the Organization** 100 %

**Board Orientation** Yes

**Written Board Selection Criteria?** No

**Written Conflict of Interest Policy?** Yes

### Standing Committees

Marketing  
 Program / Program Planning  
 Finance

## Advisory Board

<b>Name</b>	<b>Affiliation</b>
Bob Allee	Southwestern Publishing
Mick Cornett	Mayor - City of Oklahoma City
Christy Everest	Everest Foundation
Cathy Keating	Express Employment Professionals
Dave Lopez	Secretary Of Commerce
Connie Mashburn	Mashburn Enterprises
Harry Merson	Merson Incorporated
Tom Price	Chesapeake Energy Corporation
Meg Salyer	Accel Financial Services
Kathy Williams	Community Volunteer

## Comments on Board & Governance

### CEO/Executive Director/Board Comments

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### Foundation Staff Comments

## Financials

### Current Fiscal Year

Jan 01, 2017-Dec 31,2017

**Current Year Budgeted Total Income** \$610,861

**Current Year Budgeted Total Expenses** \$610,483

## Prior Three Years' Financial History

### Income and Expenses

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Total Revenue</b>	\$645,074	\$554,111	\$586,907
<b>Total Expenses</b>	\$639,540	\$533,718	\$591,823
<b>Revenue Less Expenses</b>	\$5,534	\$20,393	(\$4,916)

### Income Sources

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Contributions</b>	--	--	--
<b>Foundation and Corporation Contributions</b>	\$520,870	\$405,039	\$510,744
<b>Government Contributions</b>	\$0	\$0	\$0
<b>Federal</b>	--	--	--
<b>State</b>	--	--	--
<b>Local</b>	--	--	--
<b>Unspecified</b>	--	--	--
<b>Individual Contributions</b>	--	--	--
<b>Indirect Public Support</b>	--	--	--
<b>Earned Revenue</b>	--	--	--
<b>Investment Income, Net of Losses</b>	\$18,035	\$16,978	\$17,448
<b>Unrealized Gain/Loss</b>	(\$613)	\$3,384	\$1,819
<b>Membership Dues</b>	--	--	--
<b>Special Events</b>	\$99,786	\$123,150	\$52,336
<b>Revenue In-Kind</b>	--	--	--
<b>Other</b>	\$6,996	\$5,560	\$4,560

#### **Expense Allocation**

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Program Expense</b>	\$525,470	\$429,327	\$479,948
<b>Administration Expense</b>	\$59,050	\$43,815	\$51,303
<b>Fundraising Expense</b>	\$55,020	\$60,576	\$60,572
<b>Payments to Affiliates</b>	--	--	--
<b>Total Revenue/Total Expenses</b>	1.01	1.04	0.99
<b>Program Expense/Total Expenses</b>	82%	80%	81%
<b>Fundraising Expense/Contributed Revenue</b>	9%	11%	11%

#### **Assets and Liabilities**

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Total Assets</b>	\$612,951	\$591,708	\$571,315
<b>Current Assets</b>	\$578,233	\$554,585	\$535,784
<b>Long-Term Liabilities</b>	--	--	--
<b>Current Liabilities</b>	\$15,709	--	--
<b>Total Net Assets</b>	\$597,242	\$591,708	\$571,315

#### **Short-term Solvency**

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Current Ratio: Current Assets/Current Liabilities</b>	36.81	--	--

#### **Long-term Solvency**

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Long-Term Liabilities/Total Assets</b>	0%	0%	0%

#### **Top Funding Sources**



Fiscal Year	2015	2014	2013
<b>Top Funding Source &amp; Dollar Amount</b>	Foundations & Corporations \$520,870	Foundations & Corporations \$405,039	Foundations & Corporations \$510,744
<b>Second Highest Funding Source &amp; Dollar Amount</b>	Special Events \$99,786	Special Events \$123,150	Special Events \$52,336
<b>Third Highest Funding Source &amp; Dollar Amount</b>	Investment Income \$18,035	Investment Income \$16,978	Investment Income \$17,448

## Endowment and Other Financial Information

<b>Endowment?</b>	Yes
<b>Endowment Value</b>	\$337,299.00
<b>Endowment Spending Policy</b>	Percentage
<b>Endowment Spending Policy Percentage (if selected)</b>	5 %
<b>Credit line?</b>	No
<b>Reserve fund?</b>	Yes
<b>Tax Credits?</b>	No

## Capital Campaign

<b>Currently in a Capital Campaign?</b>	No
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## Comments on Financials

### Foundation Staff Comments

All prior years financial information is from audited financial statements.

Organizations with a GiveSmartOKC profile are responsible for updating information annually within 45 days following the end of their fiscal year.



Oklahoma City Community Foundation  
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