

BOARD LINES

A MONTHLY TRAINING NEWSLETTER FROM KEEP TENNESSEE BEAUTIFUL FOR TENNESSEE KEEP AMERICA BEAUTIFUL LOCAL AFFILIATE BOARD MEMBERS



Keep Blount Beautiful's DeSha Encourages Fellow Affiliate Directors to Apply for Grants

Attendees of this year's Keep America Beautiful (KAB) National Conference in New Orleans, LA, had the opportunity to attend two sessions on funding/grant writing, titled Show Me the \$\$\$ and Fundraising: The Art of the Ask.



Picture Courtesy of Charlene DeSha

Keep Blount Beautiful (KBB) Director Charlene DeSha (right) is pictured here with her husband Tommy and son Eli along with a ClearStream recycling bin received from an Anheuser-Busch/KAB Lend-a-Bin Grant at a KBB event.

Keep Blount Beautiful (KBB) Director Charlene DeSha attended both sessions, as she is always looking for ways to grow KBB's funding.

DeSha said, "Always be willing to accept help. Always apply...especially for the Cigarette Litter Prevention Program (CLPP) and some of the other KAB grants. They are very fair and easy to get. KAB employees answer the phone and will help you with any questions you may have."

KBB has been awarded 13 grants since DeSha has been its leader. In 2011, KBB was awarded three CLPP grants from KAB, which included two new grants of \$1,500 each and one recurring grant of \$500. KBB also received

an Anheuser-Busch/KAB Lend-a-Bin Grant to purchase 50 ClearStream recycling bins.

KBB, along with the City of Maryville, also applied for and received a \$40,000 Alcoa Inc. Recycling Grant for event recycling.

"Make sure you have a program in place before you apply for the grant, or programs waiting in the wings which need funding. Occasionally local companies call and say, 'I need this done today', so if you have projects on the sideline you will more than likely receive the grant instead of scrambling for a use for the cash," DeSha said.

DeSha admits that she was initially intimidated to apply for grants.

"I had never written a grant before I came here. That was the one negative when I was hired. I started out with the CLPP KAB grant first. After you get your feet wet, you will feel more comfortable applying for larger grants," DeSha said.

In the near future, DeSha plans on applying for KAB's UPS and beautification grants, a Wal-Mart grant, a Darden grant, as well as "anything that fits KBB's program 'waiting' list".



Picture Courtesy of Charlene DeSha

Christy Newman (left) of Alcoa Inc. and KBB Board Member Cathie Golden pass out recycling bins at a recycling bin giveaway last spring, funded by a \$40,000 grant from Alcoa Inc.

Send us your email address to receive BoardLines: emcdavis@memphis.edu.

BOTTOM LINE

"We can do anything we want, if we stick to it long enough." - *Helen Keller*

Keeping Track of Your Board Policy Manual

Are your board members having difficulty remembering which policies the board put into place a year ago? Or even at its last meeting? A simple solution to policy confusion is a board policy manual that houses all the ongoing policies that the board has adopted, and is organized for easy accessibility. The manual should be a fixture at every board meeting, providing the most up-to-date versions of board policies and decisions. Whenever an issue surfaces, the first question to ask is, "What do our standing policies say?" If there is nothing in the manual to guide the organization, the next question is, "What policy should we adopt to cover this and similar situations in the future?"

Developing a Policy Manual

The manual should contain all standing policies of the organization as they have been added to or modified over time. Follow the steps listed below to develop such a manual.

- Get the board to agree on the need.
- Review the hierarchy of legal authority. Each board member needs to understand where standing policies fit within the structure of other documents that guide the organization, such as federal and state laws, articles of incorporation, bylaws, etc.

Items to Recycle and Reuse

- 1.Cars**-Instead of selling your car or sending it to the junk yard, donate it to a charitable organization. Not only will you keep the car out of the landfill, you will receive a tax deduction as well.
- 2.Clothes**-Clothes are one of the easiest things to recycle as so many charitable organizations like Goodwill, Veteran's Support Groups and most churches will accept them. In addition, you can possibly sell them at a consignment shop if they are still in good shape and in style.
- 3.Food**-Yes, food. Start a compost heap in your backyard. Instead of throwing old food in the trash, throw it in the compost heap. You can use it to fertilize your garden.
- 4.Food Containers**-Before throwing a food container in the trash, check the label to see if it is able to be recycled. Glass jars and bottles, cardboard boxes such as some cereal boxes and paper wrappers may be recycled in many cases.
- 5.Computers**-If your computer still works, you can donate it to a local library, school system, or charity. If it no longer operates, contact your local recycling center. In addition, you can contact a local electronics retailer to see if they have a computer recycling program.

-Organize the manual into sections. A typical arrangement might be mission, board structure and process, finances, program, fundraising, board-staff relations, and office administration.

-Assign people to draft policies for board review. Usually the chief executive or a board-staff team of two is in the best position to do this.

-Write a first draft. Policies should be clear, succinct, free of legalese, and not so detailed that the board moves beyond policymaking and begins to invade staff administrative prerogatives.

-Ask legal counsel to review the drafts. The attorney should not write policies, but he or she can suggest how best to adopt new policies and discontinue old, related policies.

-Present drafts to the board for approval. Board members should provide informal feedback on the first reading, then formally adopt the revised document.

-Continue to review and revise board policies. After the major work is done, continue to review policies for effectiveness. At some point, few policy changes will be required.

Information courtesy of www.boardsource.org

6.Cell Phones-There are numerous charities that accept cell phones, most notably charities that assist women. Also, cell phones can be recycled for their parts and re-used in new cell phones.

7.Ink Cartridges-Many office supply stores will take these. Some pay \$1 per cartridge. Check with your local office supply store.

8.Tires-Tires are horrible for landfills as they take up a lot of space, can leach dangerous chemicals over time, and can pose a fire hazard. Tires are taken by local recycling centers and can be used for a variety of purposes such as be shredded for rubber mulch, recycled into new tires, and recycled into rubber containers.

9.Magazines-Since magazines are made of paper, most recycling centers and local curbside recycling services should accept them. You can also donate them to local schools or libraries.

Information courtesy of www.recyclingcenters.org



Keep Tennessee Beautiful's mission is to educate and rally Tennesseans to take responsibility for improving their community environments through litter prevention, beautification and waste reduction. Located at The University of Memphis, Extended Programs Division, KTnB is sponsored by the Tennessee Department of Transportation.

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