

One Bright City Brightside™



On the Brightside...

WHAT'S NEW AROUND BRIGHTSIDE?

SEPTEMBER/OCTOBER 2014

Our Mission

"Brightside is dedicated to uniting people in clean and green activities that beautify and foster pride in our community through volunteerism, planting, sustainability, and education."

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The Lorax Project Teaches Children to Speak for the Trees

As part of Brightside's community outreach and education efforts we are proud to be able to provide the Lorax Project - a two day workshop for children ages 2-5 years old throughout Jefferson County. Brightside partners with Stage One educators who use drama to present environmental issues to children who learn how the ideas in the story can be applied to real, present-day situations. The program has been in place since November 2013 and has been presented to over 1,000 children from 57 Headstart/Early Childhood classes in its first year.



The impact on the children has been tremendous, even at such a young age teachers are seeing increased curiosity and engagement from their students. Ms. Beth Mann, one of the participating teachers, had this to say, "Ms. Shannon [of Stage One] was wonderful with the children. She included everyone, and she remembered each child's name. During the residency, the students began talking more and more and asking questions about trees."

This program is sponsored by the PNC Foundation which supports a variety of nonprofit organizations with a special emphasis on those that work to achieve sustainability and touch a diverse population, in particular, those that support early childhood education. With their continued support we will be offering the Lorax Project through the end of this year and then resume in Spring of 2015.

Thank You to our Brightside/ Passport Health Plan Community-Wide Cleanup Volunteers!



Thank you to all of the wonderful community members who joined in our Brightside/ Passport Health Plan Fall Community-Wide Cleanup! We had nearly 6,000 volunteers participate and with your help we were able to collect 23 tons of litter from our streets and green spaces! That is equivalent to what 29 Americans produce in a year! We loved seeing the pictures and hearing your stories from the cleanup – here are just a few of the pictures that were shared with us!

Without the help and support of our generous sponsors, Passport Health Plan, Grainger, and the Kentucky Pride Fund, we would not be able to provide the t-shirts, bags, and gloves to each of our volunteer crews. Their continued generosity makes all this possible and more!

The next community-wide cleanup is scheduled for spring, but neighborhoods can hold their own cleanups at any point throughout the year. We provide gloves and bags for each neighborhood cleanup and will work with Solid Waste Management to have the collected litter bags picked up. Give us a call at (502) 574-2613 about two weeks prior to your event to schedule your cleanup and for information about getting supplies.

Cleanups are an integral part of Brightside's mission and without the help of volunteer groups, and many



other volunteers throughout the year, Brightside could not achieve their goals of a cleaner, greener Louisville.

Brightside and Community Members Plant over 200 Trees through the Community-Wide Native Planting Day

For our first ever Brightside Community-Wide Planting Day community members were encouraged to get out in the yards, communities, and green spaces to help Louisville's native ecosystem strengthen and grow. We had several groups share their fall projects with us, with over 100 trees planting reported by community members so far and many more to come! Stay tuned for our final numbers in the next newsletter. We would love to hear about every native tree planted in Louisville this fall! If you planted, or plan to plant, any trees, shrubs, or flowers any time in the month of November be sure to visit our website, www.Brightsideinc.org to register your plantings. Every native tree, shrub, or flower planted has the potential to make a positive and lasting effect, no effort is too small, so please let us know.

As Brightside's featured planting for the Community-Wide Native Planting Day, we were joined by 25 volunteers on Saturday, November 8th to plant 37 trees in the neighborhood surrounding Chickasaw Park. Mayor Greg Fischer and Councilwoman Cheri Bryant-Hamilton stopped by to get in on the planting action and to thank everyone for their hard work!

The November 8th planting and another planting led by UPS employee volunteers on November 1st, resulted in more than 50 trees being planted in the neighborhood as part of our Native Planting Day activities.

Brightside is committed to making a positive and lasting impact on our urban tree canopy and through our efforts in garnering community support we were able to plant a total of **102** canopy trees this fall with the funds provided by two grants awarded from UPS and Keep America Beautiful, and our long-standing community partnership with Brown-Forman's Tree Legacy program.



Brightside Community Volunteers help make Louisville Cleaner and Greener!

This fall was a very busy time for Brightside, from our Community-Wide Cleanup and Native Planting Day, to the multitude of projects and cleanups throughout our community, our volunteers have been busy bees! We wanted to share with our supporters a couple of the volunteer efforts that took place this fall.



In September, over 150 students and volunteers came together to take part in a Neighborhood Cleanup and Graffiti Removal project in the neighborhood surrounding the abandoned tobacco factory at 27th Street and Muhammad Ali Blvd. The event was a collaboration between the YMCA Black Achievers youth program, Councilwoman Cheri Bryant-Hamilton of Metro Council District 5, and Brightside. With the support of Councilwoman Hamilton, Brightside was able to provide the necessary supplies to paint over the graffiti on the train overpasses and make a noticeable impact on the community. In addition to that, the group collected over 125 bags of litter and debris from the neighborhood!



In October, Brightside partnered with the Future Farmers of America National Days of Service program offered during the FFA National convention. Over two days nearly 200 FFA students and advisers planted 50 trees, provided by the Brown-Forman Legacy Tree program, along the 2600 and 2700 blocks of West Kentucky Street and also on the 1600 block of West Ormsby Street. The volunteers also had the opportunity to participate in two neighborhood cleanups in those areas resulting in more than 150 bags of litter collected.

Interested in Volunteering with us?

Brightside strives to find ways for all Louisville residents to become engaged in keeping our community clean, green and beautiful. If you have a group looking for a volunteer project we would love to work with you! Whether you prefer to be outdoors with your hands in the soil or working in an office setting, there is always a need for dedicated groups and individuals to help with the work

we do. Please contact our Event and Volunteer Coordinator, Lorri Roberts at (502) 574-2613 or email her at lorri.roberts@louisvilleky.gov for more information and to get involved.



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