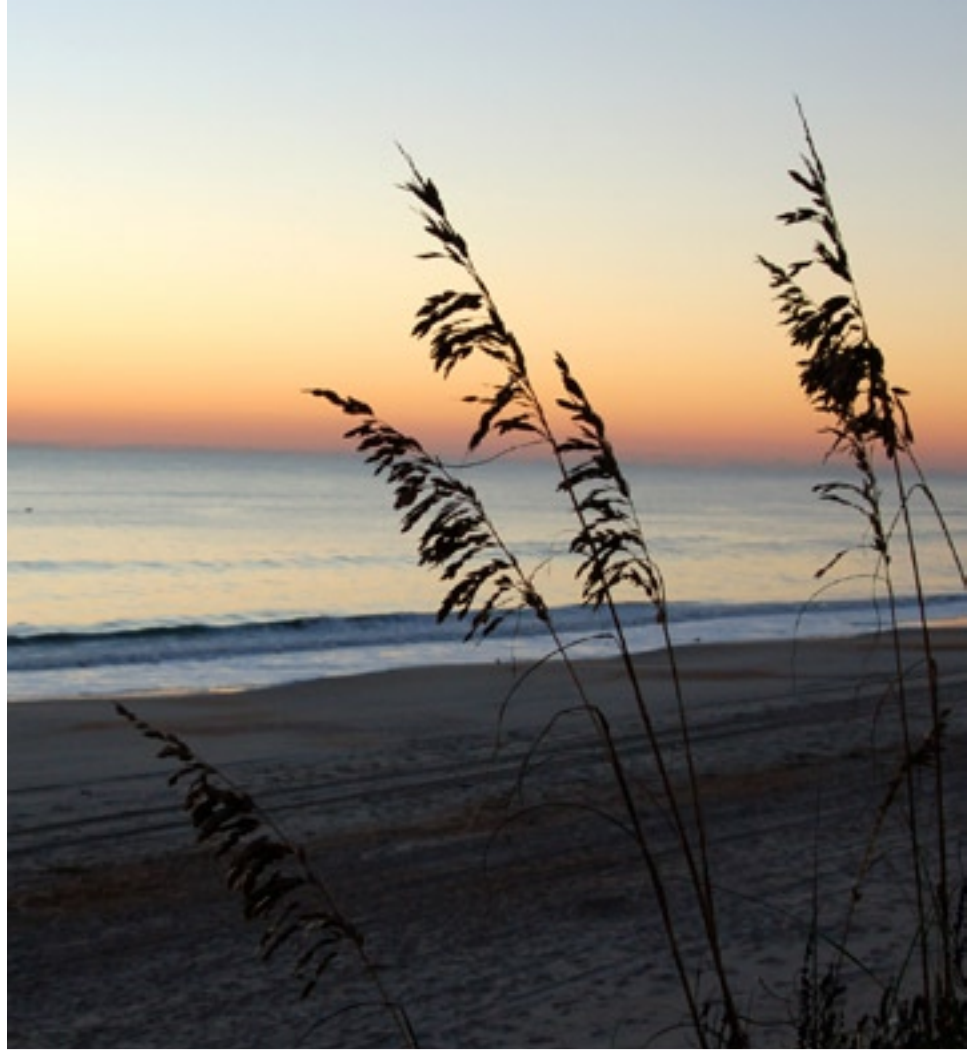




NC BEAUTIFUL





NC BEAUTIFUL

PERPETUATING NORTH CAROLINA'S NATURAL BEAUTY
THROUGH ENVIRONMENTAL EDUCATION

CASE STATEMENT
FOR THE SUPPORT OF
NC BEAUTIFUL

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N C B E A U T I F U L

NC BEAUTIFUL MISSION:

To Foster Environmental Stewardship
Through Education and Outreach that Perpetuates
the Natural Beauty of North Carolina.



NC BEAUTIFUL VISION:

To Become the Foremost Organization
for Promoting and Sponsoring Creative Thinking
and Environmental Awareness Through
Scholarships and Grants in the State of North Carolina.



NC BEAUTIFUL

OUR HISTORY:

NC Beautiful has been an important part of the state's environmental community for over 40 years—supporting environmental awareness, education, and beautification efforts that affect the quality of life of North Carolinians.

"Let us work together to make...[North Carolina] a more beautiful state and to bring about its full potential development."—Governor Dan K. Moore at the Governor's Conference on Beautification in Raleigh, NC, April 8, 1966

Chartered in 1967, NC Beautiful was created because of Governor Dan K. Moore's pledge to emphasize preserving the physical beauty of North Carolina. "Beauty", as defined by Governor Moore, was more than just "making things look pretty in our cities and rural areas." It also meant "the logical and orderly development of all of the resources of our state."

The goal behind Governor Moore's vision was to use the gifts that blessed North Carolina—our natural resources, scenery, climate, and the physical variety ranging from the coast to the mountains—to provide economic and quality-of-life benefits for the people of our state. That vision became NC Beautiful's mission.

In the early 1970s, NC Beautiful focused on promotional and educational activities that would improve the state's visual and physical environment. As the state continued to grow through the 1970s and into the 1980s, NC Beautiful initiated programs aimed at enhancing the state's visual appeal, preserving natural resources, and educating children and adults on how they could impact environmental quality. Programs like the Clean Community System to fight litter, Adopt-A-Highway, Take Pride in the Carolinas, and the School Beautification Awards all helped create awareness and action. In the 1990s, the focus broadened to include programs addressing environmental literacy issues such as waste management, environmental protection, and preservation of natural resources.

Today, NC Beautiful concentrates on hands-on programs designed to encourage and enable active involvement by citizens. It's this active involvement, by people who share the commitment and believe in the vision, that will help keep North Carolina beautiful.

"Thank you for what you have done and for what you will do for North Carolina in what promises to be a dynamic and beautiful future."—Governor Dan K. Moore at the Governor's Quarterly Advisory Committee on Beautification in Asheville, NC, October 13, 1968

WHAT IS ENVIRONMENTAL EDUCATION?

Office of Environmental Education

A Learning Process to Develop:

- Awareness of and sensitivity to the environment and environmental challenges;
- Knowledge and understanding of the environment and environmental challenges;
- Attitudes of concern for the environment and motivation to improve or maintain environmental quality;
- Skills to identify and help resolve environmental challenges; and
- Participation in activities that lead to the resolution of environmental challenges.



TOP 10 REASONS TO SUPPORT ENVIRONMENTAL EDUCATION

Office of Environmental Education

10. Environmental Education is FUN!
9. It integrates into all subject areas;
8. It expands traditional classroom lessons into ones that will reach multiple learning styles;
7. It develops teamwork skills for problem solving;
6. It can take place at any location at any time;
5. It builds creative thinking skills and abilities;
4. It gives learners the confidence to voice personal opinions and beliefs;
3. On an increasingly urban planet, it helps us gain an understanding of interactions between human society and the environment;
2. It presents strategies to care for the environment around us for now and for future generations; and
1. Environmental Education develops the critical thinking skills needed to make responsible decisions on behalf of our natural resources.



NC BEAUTIFUL



THE FUTURE OF NORTH CAROLINA'S NATURAL BEAUTY IS IN YOUR HANDS

For over 40 years, NC Beautiful has played an important role in environmental education for this state and in supporting organizations in their beautification efforts. NC Beautiful has implemented several statewide programs to provide real-world experience in protecting, preserving, and maintaining the quality of our natural resources and the environment. With generous donations made by individuals, businesses, corporations, and foundations, NC Beautiful has:

- Awarded grants of empowerment to K-12 teachers to create hands-on environmental programs in their classrooms across the state of North Carolina.
- Awarded close to **200,000 azalea plants** to over **2,500 non-profit organizations** statewide.
- Enhanced the natural beauty of **hundreds of acres** on the grounds of schools, churches, parks, greenways, public rights-of-way, and community and senior centers across North Carolina.
- Awarded **graduate and undergraduate scholarships** to students in all corners of the state of North Carolina in order to raise environmental responsibility and awareness.

NC BEAUTIFUL TODAY: FROM BEAUTIFICATION TO EDUCATION AND ACTION PROGRAMS



WINDOWS OF OPPORTUNITY: AN ACADEMIC PROGRAM FROM K-12

Provides \$1,000 grants to NC teachers to reward their creativity fostering environmental stewardship, leadership, and awareness and initiating a sense of community service.



ENVIRONMENTAL SCHOLARS PROGRAM

Awards funding to four of the best and brightest college students. These \$3,000 undergraduate grants allow students to pursue research projects that let them explore creative solutions to environmental challenges.



THE GOVERNOR & MRS. DAN K. MOORE ENDOWMENT FOR GRADUATE RESEARCH

This \$5,000 funding helps graduate students across North Carolina as they search for causes and potential solutions to real-world environmental challenges facing our state and prepares them for the critical role they'll play in protecting our state's future environmental quality.



NC BEAUTIFUL GOLF CLASSIC

A state tradition for over two decades, the NC Beautiful Golf Classic is NC Beautiful's primary fundraising event and attracts sponsors and donors from across the state.



THE ANNUAL AZALEA CELEBRATION

Each year, NC Beautiful and sponsors Capitol Broadcasting Company and WRAL-TV 5 partner to make thousands of azalea plants available to non-profit organizations that wish to beautify their grounds. The 20th Anniversary of the Azalea Celebration was in 2005.

WINDOWS OF OPPORTUNITY

Our Teachers: In Their Own Words...

"The students love it, even though it is hard work. This year on the first day of school, I took my students on a walk through last year's garden. The students were amazed to harvest popcorn, pumpkins, snow peas, watermelon and sunflowers. These were used for recipes and snacks at that time and for a parent presentation a few months later."

Greta Ciesla
The Vance School
Buncombe County



"Perhaps the most challenging part of my job as a teacher of an environmental science class of high school juniors and seniors is finding ways to get them actively involved in the learning process. Students at this age can be somewhat apathetic.

The solution in our case seemed to be building a partnership with Sylvan Heights Waterfowl Park and Eco-Center. If the students could work side by side with world class environmentalists, the results could be astounding. The people at Sylvan Heights were more than willing, and the students were excited about the possibilities. Money was the only problem. Students would need training and equipment if they were to become effective partners in the wetland conservation project.

NC Beautiful came to the rescue by awarding us a grant to cover these costs. Thanks so much for making this dream a reality. I'm certain the students will never forget the lessons they learn working in the soil and water. Hopefully it will create a lifelong appreciation for nature and a desire to be responsible caretakers of the earth."

Rhonda Mayer
William Harvey Whitehurst Academy
Halifax County



WINDOWS OF OPPORTUNITY

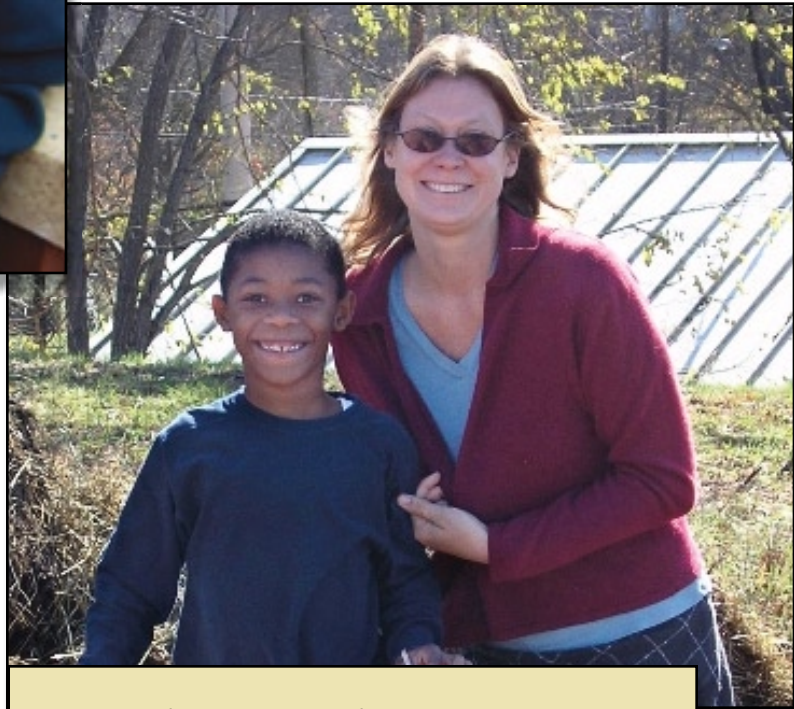


"Thank you for providing funds to contribute to the success of this program. I was able to include approximately 185 students this year and look forward to working with a slightly larger group next school year. Thank you for your support!"

Michael Holleman
West Wilkes Middle School
Wilkes County

"My students are passionate and know the importance of the messages they will be taking to each classroom. I have the greatest confidence in my students and know that because of their knowledge and commitment to protecting the environment, the future looks brighter than ever! Thank you NC Beautiful for allowing my students to participate in this project!"

Carolyn Moser
The Fransiscan School
Wake County



"These are children who didn't know what a sprinkler was and who have never before planted anything. It is heartwarming to be able to expose them to a new world of experiences as they will hopefully aspire to protect and nurture the environment when they become adults."

Sue Brumbaugh
JT Barber Elementary School
Craven County

"Because of the NC Beautiful grant, we were able to obtain other monies to extend the scope of our goal in establishing an environmental science and nature center in order to provide our students with hands-on experiences. Thank you NC Beautiful!"

Larry Hodgkins
Washington Montessori Public Charter School
Beaufort County



WINDOWS OF OPPORTUNITY



NC BEAUTIFUL



NC Beautiful Living Ecosystem

"The students were anxiously awaiting the digging of the hole so the pond could be installed. The buildings and ground workers were finally able to come and install the pond with ease. The kids are really excited and can't wait to start putting in plants and animals.

While the students were waiting for the pond to be installed, they practiced on an existing pond we had on campus that needed a facelift. The students reinstalled the stepping stones, cleaned out the pond, planted some water-wise plants and mulched around the pond to provide a soft walking area. This was just what the students needed to get them excited about the new ecosystem."

Sara Johnson - ALP/Administrative Intern
Yates Mill Elementary
Raleigh, NC



WINDOWS OF OPPORTUNITY



NC BEAUTIFUL



"My first graders started a garden about four years ago with a budget of about \$50.00. There wasn't much there when I wrote the NC Beautiful grant last fall. We had planted parsley in our rock-hard clay soil last spring, hoping to attract a few black swallowtail butterflies. Caterpillars stripped our few plants in no time, but we were able to watch the butterfly lifecycle up close. We were all so fascinated, I decided to enlarge the garden and devote it to butterflies. With the NC Beautiful grant money, we've already installed a beautiful wooden arbor and a puddling pond. Two small boulders were added to serve as basking rocks. I purchased seeds and plants that will not only beautify our garden, but will also serve as host and nectar plants for local butterflies. I've improved the soil for our seeds and young plants by adding bags of fertilizer and better topsoil. Post holes were dug by volunteers with an auger and the fence will go up shortly. This fence will serve as a windbreak as well as support for the tallest plants and vines.

Even with just a few plants emerging and blooming, our garden already looks amazing. So many people (parents, administrators, community members) have stopped by our classroom to congratulate us on the beauty of our garden. The children are so proud and ask to visit it everyday, rain or shine. We've already spotted butterfly eggs on the fennel! I am so excited about this project that I can hardly wait to get to school each day to see what's changed in the garden overnight. By fall, it will be a regular Garden of Eden for people and butterflies. Thanks NC Beautiful for making it possible for us to enjoy the science, beauty, and magic of nature right here in our own 'backyard'!"

Susan Parker
Gates Elementary
Gatesville, NC

WINDOWS OF OPPORTUNITY



NC BEAUTIFUL



"At the International Studies School at Garinger, our students have been busy planting fruits and vegetables, practicing sustainable agriculture in our organic garden. They were thrilled at the opportunity to test the soil, choose their seeds, and plan out their garden plots. Materials arrived and planting began last week. Our garden contains tomatoes, peppers, eggplants, cantaloupes, watermelon, squash, zucchini, jalapeno peppers, cayenne peppers, bell peppers, basil, cilantro, oregano, lettuce, chives, arugula, blueberries, raspberries, and more! We created a drip irrigation system in part of the garden to conserve water.

Our hope is that this urban garden will not only teach our students how to grow their own food, but to appreciate the outdoors and desire to protect the world around them. Many of them are working with soil and seeds for the first time. This outdoor classroom has become a sanctuary away from the chaos of the school building and neighborhood, and we look forward to using it for years to come.

Thank you NC Beautiful for making this dream a reality!"

Mary Carroll Alexander
International Studies School at Garinger
Charlotte, NC

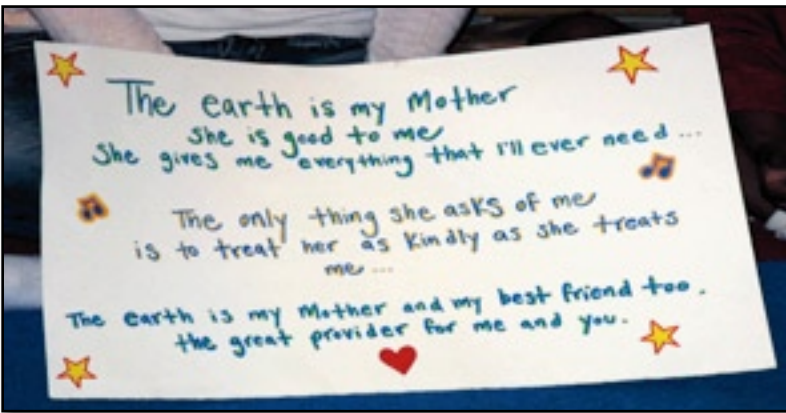
WINDOWS OF OPPORTUNITY



NC BEAUTIFUL



Students filming the documentary



**(it's) rworld 2:
an environmental call-to-action
documentary by kids....for kids**

"Eight middle school students from Carolina Friends School are making an environmental documentary addressing global warming, climate change, and environmental stewardship from a kid's perspective. They have all heard about global warming and much of what they're hearing is very scary for kids. In this film, kids are expressing their opinions about the state of our world and are speaking out about the ways in which kids can and are making a difference. These filmmakers are interviewing kids from age 4 to 18 (as well as a few adults). They are also documenting the simple things that kids are doing to make a significant change in our environmental future. Through filming, scriptwriting, editing and discussing these issues, these young documentary filmmakers have a lot to say about their world because '(it's) rworld2'. We plan to finish the film in the fall and will share it with other schools. The kids are very interested in networking with other schools and students to spread the word about environmental responsibility and how kids can make a huge difference in this movement."

Mig Little Hayes
Carolina Friends School
Durham, North Carolina

Early school students went on a campus-wide trash collecting walk and here they are showing the middle schoolers all the trash they found around the middle school building (they also wrote a letter to middle school students about their trash!)

MOORE FELLOWS

"The Moore Fellow grant has provided a wonderful opportunity for me to increase the scope of my project, both in the quantity of data collected and the geographical extent of the project. The Moore Fellowship will help support a summer of field work in the Yadkin Basin, allowing a more complete coverage of the North Carolina Piedmont region and, therefore, a more complete picture of the riparian vegetation of this region. In the end, this work will contribute baseline data necessary for restoration projects and conservation activities across the Piedmont."

Liz Matthews
UNC-CH



"I am delighted to be a Moore Fellow. The Moore Fellowship has allowed me to select a research topic of great interest to me, and for which I otherwise had insufficient funding to pursue. 'The German Renewable Energy Policy: a Model for North Carolina' is a central pillar of my dissertation on renewable energy policy strategies. The Moore Fellowship will allow me to attend conferences on renewable energy policy, and to make the contacts necessary among national and international researchers who are contributing to the cutting edge of this topic. Without this advantage, it would be difficult for me to make a significant contribution myself."

Steve Randall
NC A&T




"Not only has the Moore Fellowship Grant enabled me to secure the resources and equipment I needed to further investigate the natural environment of NC, it has also given me the unique opportunity to share my research with a diverse group of environmental and conservation professionals. In doing so, it has provided me an excellent network of people who share the same vision for NC's natural beauty, and a great first step to continue my educational path and my professional career in the environmental field. I thank NC Beautiful for this opportunity and look forward to our continued collaboration."

Stephanie Smith
Appalachian State University

INVESTING IN NORTH CAROLINA'S LEADERS FOR TOMORROW

THE LONG-TERM GOALS OF NC BEAUTIFUL:

-  Annually offer a Windows of Opportunity grant in all 100 counties in North Carolina.
-  Further expand the Environmental Scholars Program to every four-year college and university in North Carolina that has an undergraduate environmental science program.
-  Further expand the Moore's Fellowship Program to every college and university in North Carolina that has a Master's or Doctoral Program in environmental science.



NC BEAUTIFUL TOMORROW

In order to meet the Mission and Vision of the organization, funds must be secured for educational outreach. It is our goal to establish endowments, which will underwrite the Windows of Opportunity and Undergraduate Scholars. In addition, we will look to expand the financial resources available for the Moore Fellowships.

We are unique in our mission. NC Beautiful seeks to underwrite environmental education and promote awareness initiatives at all levels. The impact we can have on preserving and perpetuating the natural beauty of this special place called North Carolina depends on securing funds to expand these ideals within our mission. Therefore, we continue to seek sources of funding from individuals, businesses, corporations, and foundations. This will enable us to further empower likeminded citizens, students, and teachers and expand our footprint to the largest cities and smallest towns within North Carolina.



NC BEAUTIFUL

NC Beautiful has laid the groundwork and is poised to meet these challenging yet attainable goals.

- **You can have an impact on environmental education in our state.**
- **You can have an impact by bringing corporate and environmental goals together as we foster a better sense of cooperation between our past, present, and future generations.**
- **You can have an impact on encouraging our children and young adults to use creative thinking to establish North Carolina as the leader in environmental and conservation research.**

We live, learn, and work in the most beautifully diverse state in our nation. As residents, we are called to be good stewards of our land. Creative thinking, bound to action as envisioned in our education programs, will make North Carolina the standard by which other states guide their environmental programs. Help us continue this legacy in our state by supporting NC Beautiful.





NC BEAUTIFUL

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