



Dear Bel-Air Resident,

Winter Initiative 2022

*Keep Bel-Air Beautiful* is our community-based resident-run non-profit that relies exclusively on your support to maintain and enhance the beauty and safety of our beloved Bel-Air. We have accomplished so much over the past year, and we must maintain that momentum. Please consider a tax-deductible donation so *Keep Bel-Air Beautiful* can continue to improve our community and protect our residents.

*Keep Bel-Air Beautiful* has taken giant leaps in addressing real security risks, deferred maintenance, and long-overdue community projects.

A few of KBAB's achievements and projects from this past year are:

- High tech Security Cameras installed at East & West Gates and Thurston with plans to have security cameras installed at each entrance.
- Newly designed entrance signage has been installed along Sunset Blvd. and Sepulveda Blvd.
- Decades of overgrowth trimmed from Moraga Island Pine Trees.
- Removed over 12,000 pounds of trash, debris & brush along Sunset Corridor and replaced damaged guardrails.
- Added Moraga Island to our beautiful East & West Gate Holiday decorations.

If there is a specific beautification effort that you and your neighbors would like to fund, let us know. We work with City departments, various crafts, and trades people, and can often manage specific projects.

The economic reality of the city means the residents are the only resource to ensure Bel-Air's long-term value and standing as a world-renowned neighborhood. We hope you will continue supporting *Keep Bel-Air Beautiful*.

Please remember, *Keep Bel-Air Beautiful* is a 501(c)(3) non-profit organization. Donations may be tax-deductible to the extent allowed by the law.

Thank you for your faithful support over the last 29 years!

Felicia Ferrari

President, *Keep Bel-Air Beautiful*

PS: Here's how to donate

Mail: Send a check payable to Keep Bel-Air Beautiful to 100 Bel Air Road, Los Angeles, CA 90077

Credit Card: [www.keepbelairbeautiful.com](http://www.keepbelairbeautiful.com)

Keep Bel-Air Beautiful, 100 Bel Air Road, Los Angeles, CA 90077

Phone: 310-474-3527 Email: [info@belairassociation.org](mailto:info@belairassociation.org) Website: [www.keepbelairbeautiful.com](http://www.keepbelairbeautiful.com)

*No goods or services were provided in consideration, in whole or in part, for this gift. Keep Bel-Air Beautiful is exempt from federal income tax under section 501(c)3 of the Internal Revenue Code, and contributions are tax-deductible to the extent allowed by law*