



Keep America Beautiful Community Introduction

“What is Keep America Beautiful?”



K E E P A M E R I C A
B E A U T I F U L

Take a Step Toward a More Beautiful Future

VISION

A country in which everyone lives in a clean, green, and beautiful community.

MISSION

To inspire and educate people to take action every day to improve and beautify their community environment.

FAST FACTS

1953

FOUNDING
YEAR

#1

COMMUNITY IMPROVEMENT
ORGANIZATION IN THE US

65.8M

POUNDS OF LITTER, DEBRIS, &
RECYCLABLES COLLECTED IN 2019

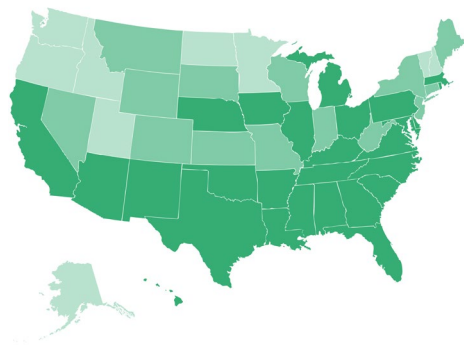


KAB.org
#DoBeautifulThings

Affiliate Network

National Network, Local Impact

The heartbeat of our organization is the work and passion of more than 600 certified Keep America Beautiful affiliates, their local leaders, and the volunteers who drive our movement forward every day.



- KAB STATE AND LOCAL AFFILIATES
- STATES WITH LOCAL AFFILIATES
- STATES WITH PARTICIPATING ORGANIZATIONS

We activate our affiliates and use national resources for grassroots community improvement by:

- Providing access to centralized national KAB programming, professional development, research, reporting, and strategy.
- Partnering with local and national groups for recycling, beautification, and environmental improvement.
- Building relationships with local government and public officials for greater impact.

FY2019 Results

Volunteers & participants engaged:
2.3M

Miles of roads, shorelines, open spaces, and parks cleaned:
68K

Total economic benefit to communities served:
\$305M



How We Create Change

We believe in the shared American responsibility to build and maintain clean, green, and beautiful communities so that all people can thrive and do beautiful things.

BENEFITS

Clean public spaces & neighborhoods:

- Attract residents, businesses, and visitors.
- Have lower incidents of crime.
- Promote outdoor activities and exercise.
- Grow trees and plants that sequester carbon and remove pollutants from the air and water.



IMPACT

- Stronger community networks.
- Economic vitality.
- Improved mental and physical health.
- Increased safety.
- Cleaner air and waterways.
- Better stormwater remediation.



NEW SOCIAL NORMS

- Facilitating individual behavior change.
- Activating affiliates and partners through community programming.
- Leading media campaigns for public awareness and education.

Our Goals



END LITTERING



IMPROVE RECYCLING



BEAUTIFY COMMUNITIES





Our Values

INSPIRE

We lead by example and inspire others to take action.

INTEGRITY

We act with integrity and respect.

TEAMWORK

We build community by working together.

PASSION

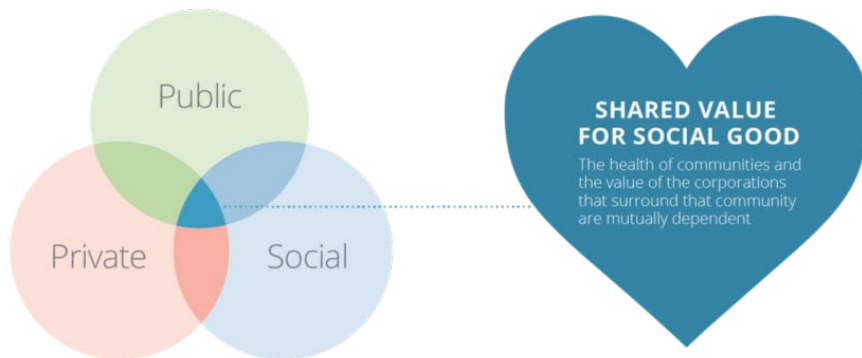
We bring passion to our purpose.

The Process:



Tri-Sector Partnerships for Social Good

How We Keep America Beautiful



We work in partnership with organizations and individuals to amplify our collective voice, share costs, and achieve long lasting results that benefit our communities and our country.

Our partners include visionary leaders, national brands, government officials, community partners, and concerned citizens.

WHAT WE BELIEVE

We all deserve to live in a community that is clean, green, and beautiful.



Training and Networking



- Keep America Beautiful Annual National Conference
 - Learning
 - Networking
 - Celebrating
- Affiliate Webinars and Online Training
- State Affiliate Support
- Regional Directors Access
- Website & Affiliate Dashboard
 - <http://www.kab.org>
- Affiliate Forums
 - <https://kabaffiliates.groupsie.com>



Return on Investment

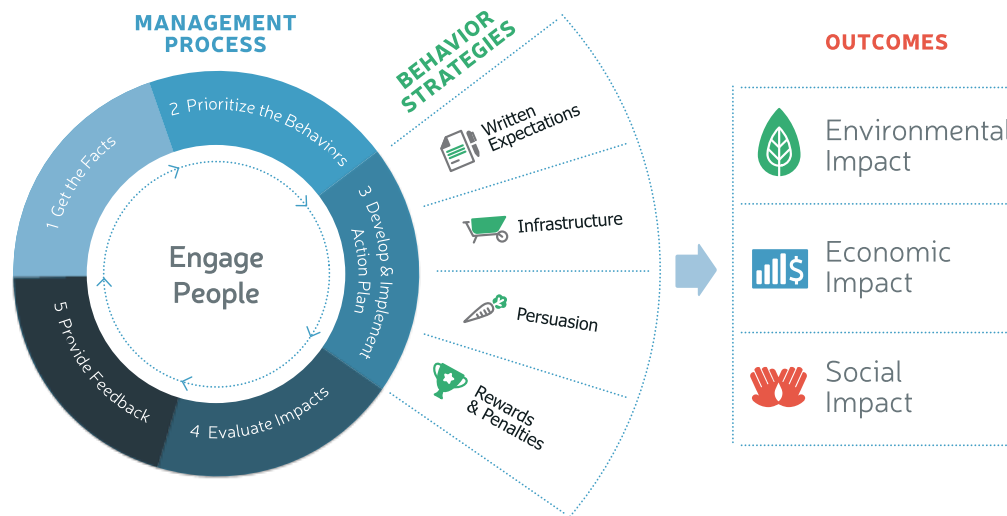
For each \$1 Invested by Local Government,
Keep America Beautiful Communities
return an Average of \$14.55*
Community Benefits

* *Independent Sector Value of a Volunteer Hour/2019: \$25.43*



Model for Change

An Integrated Approach to More Beautiful Communities



Academically developed with decades of validation in the field, our behavior change system engages people at every step and results in sustainable change for the greater good.



National Programs & Initiatives

We Keep America Beautiful so Americans Can Do Beautiful Things.

- Our programs are research-based, measurable, and designed for local implementation by our affiliates to improve community environments.
- By partnering with us, corporate sponsors demonstrate responsible leadership to their employees and customers.
- Through the engine of organized volunteerism, our partners help us deliver exceptional ROI in the communities we serve.

Our Goals



END LITTERING



IMPROVE RECYCLING



BEAUTIFY COMMUNITIES



International Impact Strategy

Guided by the UNSDGs



Our programs and partners align with the United Nations Sustainable Development Goals to achieve a better and more sustainable future for all.

By executing around these international goals, we achieve global standardization of priorities and impact measurement.



Great American Cleanup

CLEANER ENVIRONMENTS FOR STRONGER COMMUNITIES

America's largest community improvement program engages individuals in 15,000+ locations to take greater responsibility for their local environment via community service projects.

FAST FACTS

(GAC 2019 DATA)

4M

VOLUNTEER HOURS

130K

ACRES OF PARKS,
PLAYGROUNDS, TRAILS
AND PUBLIC LANDS
CLEANED

20M

POUNDS OF LITTER AND
RECYCLING COLLECTED

3K

MILES OF WATERWAYS,
WETLANDS, STREETS, ROADS,
AND HIGHWAYS CLEANED



GREAT AMERICAN
CLEANUP

A KEEP AMERICA BEAUTIFUL PROGRAM

VALUE

Grassroots projects led by volunteers, local businesses, and civic leaders are organized from spring to fall to clean up litter, improve recycling, and beautify America's communities.

IMPACT

Education: We change attitudes and behaviors toward the environment by teaching people, both youth and adults

Recycling: We motivate Americans to take simple, everyday actions to reduce, reuse, and recycle

Cleanup: We improve the aesthetics of our environment by creating cleaner public spaces through litter removal and elimination

Greening: We plant trees, flower gardens, and community vegetable gardens

CORPORATE SPONSORS *



*as of 2018



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Cigarette Litter Prevention Program

STOPPING SMALL LITTER FOR LARGE-SCALE IMPACT

For over 17 years in more than 1,700 communities, we have built America's largest cigarette litter reduction program.

FAST FACTS

#1

CIGARETTE BUTTS ARE THE MOST LITTERED ITEM

50%

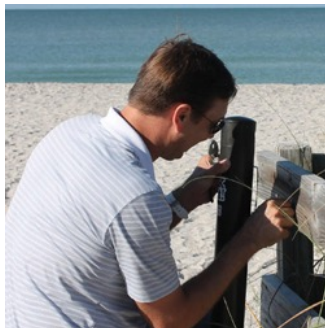
REDUCTION OF CIGARETTE LITTER WHERE PROGRAM IS EMPLOYED

38%

OF U.S. ROADWAY LITTER IS FROM TOBACCO PRODUCTS

95%

OF CIGARETTES FILTERS ARE PLASTIC AND DEGRADE SLOWLY



VALUE

By educating the public about cigarette litter prevention, we are creating cleaner public spaces and communities together.

IMPACT

Communities have installed ash receptacles and distributed pocket or portable ashtrays through education tools and funds awarded to KAB affiliates, local governments, business improvement districts, and other organizations.



CORPORATE SPONSORS *



Altria



*as of 2019



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streams, rivers, and oceans.

America Recycles Day®

CREATING AND ACTIVATING EVERYDAY RECYCLERS

Leading up to Nov. 15, along with our affiliates and partners, we connect and engage local communities to our national movement to make recycling part of their everyday behavior. Together, we're building a circular economy.

FAST FACTS

60 DAYS FOR AN ALUMINUM CAN TO GO FROM THE RECYCLING STREAM BACK TO A STORE SHELF

34.7% AMERICA'S CURRENT RECYCLING RATE (EPA, 2015)



#BERECYCLED



America Recycles Day

A KEEP AMERICA BEAUTIFUL INITIATIVE



KAB.org
#DoBeautifulThings

VALUE

Participation in our America Recycles Day Forum brings together industry leaders, public sector representatives, and consumers through key messaging that drives behavior change and motivates occasional recyclers to recycle every day.

IMPACT

Thousands of communities participate each year by promoting environmental citizenship and acting to improve recycling in America. Over 1.7M pounds of recyclables were collected during the 2019 America Recycles Day.

CORPORATE SPONSORS*



*as of 2018

#BeRecycled

Young Stewards Education

EMPOWERING AND INFORMING THE NEXT GENERATION

Using Pre-K through 12th grade curriculum with STEM integration, we educate and empower the next generation of community and environmental stewards through real-world experiences.

FAST FACTS

1.75M

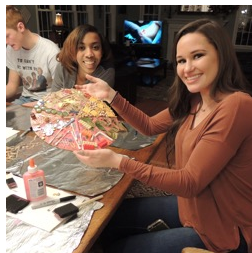
YOUTH REACHED ANNUALLY

413

AFFILIATES USING "WASTE IN PLACE" CURRICULUM

\$1,000

AWARDED TO EACH KEEP
AMERICA BEAUTIFUL YOUTH
ADVISORY COUNCIL MEMBER IN
2019



VALUE

Our youth education program adapts easily to each community while staying aligned with national education standards.

IMPACT

Starting young when life-long habits form, kids learn about the fundamentals of litter prevention, responsible solid waste management, and how to reduce, reuse, and recycle to preserve our natural resources.



Plogging for Our Planet

ENJOYING AND IMPROVING THE
GREAT OUTDOORS

FAST FACTS

2018

PLOGGING INTRODUCED TO
THE U.S.

100 MORE CALORIES BURNED PER
HOUR THAN JOGGING ALONE

PLOGGING IS THE COMBINATION OF THE SWEDISH PHRASE
'PLOCKA UPP' (MEANING 'PICK UP') AND 'JOGGING'.



KEEP AMERICA BEAUTIFUL
TRASHDASH
Plogging for our Planet

VALUE

Through our plogging events, we are at the forefront of a new movement for environmental enthusiasts who lead an active lifestyle. Our partners have an opportunity to engage with consumers who share a desire for healthy communities

IMPACT

Not only is the individual health of each plogger improved through the wide range of motions used, these active volunteers also keep the outdoor spaces where people meet clean, green, and beautiful

CORPORATE SPONSORS *



*as of 2019



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National Insurance Program

A COMPREHENSIVE INSURANCE PROGRAM FOR THE NETWORK

The national program, developed in conjunction with USI Insurance Services, encompasses a broad suite of insurance coverage including, but not limited to: General Liability, Property, Auto, Umbrella, Directors and Officers, Employment Practices and Cyber Liability. *This benefit of affiliation is offered to all nonprofit affiliates.*



The program includes a comprehensive online resource library to provide advice and sample documents for a variety of issues such as employee handbooks, volunteer training, safety policies, and COBRA compliance.



Community Restoration and Resiliency Fund

HOPE IN THE WAKE OF DISASTER

Launched in response to Hurricanes Harvey, Irma, and Maria in 2017, we proudly provide financial aid, technical support, and in-kind donations to communities as they rebuild and restore public spaces in the wake of natural disasters.



VALUE

Grants return public spaces to cherished shared resources that connect people, strengthen communities, and prepare public spaces for a more resilient future.

IMPACT

We support long-term community success by enabling citizens to revitalize public spaces like parks, greenways, and main street/downtown areas. Native species resistant to disaster are planted in restored areas for future resiliency.



We Keep America Beautiful so Americans Can Do Beautiful Things

Together, We Can Build a Beautiful Future



"65 YEARS"

<https://tinyurl.com/ycldrhpa>



"DO BEAUTIFUL THINGS"

<https://preview.tinyurl.com/yaklwpb6>



"LET'S TALK ABOUT AMERICA"

<https://tinyurl.com/ybatyx82>



Let's take a step towards a more beautiful future

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