About Keep America Beautiful

Keep America Beautiful envisions a country in which every community is a clean, green, and beautiful place to live. The organization provides the expertise, programs and resources to help people End Littering, Improve Recycling, and Beautify America’s Communities, and is driven by the work and passion of more than 620 state and community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals. To learn more about Keep America Beautiful, visit kab.org.

Our Mission

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

Giving to Keep America Beautiful

All Keep America Beautiful programs and services are made possible through the generosity and commitment of governments, corporations and their employees, foundations and people like you—caring individuals from all across our beautiful land.

Join the millions of Keep America Beautiful volunteers, individual donors and our valued partners who support our work to transform public spaces into beautiful places.
Our Affiliate Network: Focused on People and Their Beautiful Places

The Keep America Beautiful Affiliate Network, which numbers more than 620 state and community-based affiliates, carries out our mission at the state, county and local community levels. Our network was strengthened in 2017 with the addition of 15 new community affiliates, as well as the first Keep America Beautiful river-based affiliate, located along the Tennessee River.

By engaging millions of volunteers and promoting individual responsibility and collective action, our network unlocks a community’s potential by offering innovative programs that address an array of diverse local needs. For every dollar invested by local government, Keep America Beautiful affiliates significantly multiply the impact of that investment in goods, services, volunteer engagement and public awareness in the community. Overall, Keep America Beautiful and our affiliates deliver more than $175 million in community benefits to the communities and people we serve.

Our affiliates are the heart of Keep America Beautiful. Read about our Affiliate Network’s impact at www.kab.org/news-info/affiliate-updates.

Our Affiliates

**Alabama**
Keep Alabama Beautiful
Local affiliates: 18

**Arizona**
Keep Arizona Beautiful
Local affiliates: 3

**Arkansas**
Keep Arkansas Beautiful
Local affiliates: 13

**California**
Keep California Beautiful
Local affiliates: 10

**Colorado**
Local affiliates: 8

**Connecticut**
Local affiliates: 3

**Delaware**
Keep Delaware Beautiful

**District of Columbia**
Keep Washington D.C. Beautiful

**Florida**
Keep Florida Beautiful
Local affiliates: 41

**Georgia**
Keep Georgia Beautiful
Local affiliates: 77

**Hawaii**
Keep the Hawaiian Islands Beautiful
Local affiliates: 5

**Illinois**
Keep Illinois Beautiful, Inc.
Local affiliates: 12

**Indiana**
Local affiliates: 5

**Iowa**
Keep Iowa Beautiful
Local affiliates: 3

**Kansas**
Local affiliates: 3

**Kentucky**
Kentucky Clean Community Program
Local affiliates: 4

**Louisiana**
Keep Louisiana Beautiful, Inc.
Local affiliates: 41

**Maine**
Local affiliates: 1

**Maryland**
Keep Maryland Beautiful
Local affiliates: 2

**Massachusetts**
Keep Massachusetts Beautiful
Local affiliates: 3

**Michigan**
Michigan Beautiful, Inc.
Local affiliates: 2

**Mississippi**
Keep Mississippi Beautiful/PAL
Local affiliates: 41

**Missouri**
Local affiliates: 2

**Montana**
Local affiliates: 2

**Nebraska**
Keep Nebraska Beautiful
Local affiliates: 22

**Nevada**
Local affiliates: 2

**New Jersey**
Local affiliates: 1

**New Mexico**
New Mexico Clean & Beautiful
Local affiliates: 21

**New York**
Local affiliates: 9

**North Carolina**
Keep North Carolina Beautiful
Local affiliates: 32

**Ohio**
Keep Ohio Beautiful
Local affiliates: 38

**Oklahoma**
Keep Oklahoma Beautiful
Local affiliates: 1

**Pennsylvania**
Keep Pennsylvania Beautiful
Local affiliates: 12

**Rhode Island**
Local affiliates: 1

**South Carolina**
Keep South Carolina Beautiful
Local affiliates: 27

**South Dakota**
Local affiliates: 1

**Tennessee**
Keep Tennessee Beautiful
Local affiliates: 32

**Texas**
Keep Texas Beautiful
Local affiliates: 66

**Virginia**
Keep Virginia Beautiful, Inc.
Local affiliates: 17

**West Virginia**
Local affiliates: 17

**Wyoming**
Local affiliates: 2

**International**

- Bahamas National Pride Association
- Keep Abaco Beautiful
- Keep Bermuda Beautiful
- Keep Hamilton Beautiful
- Tahe Pride Winnipeg!

*Includes new local affiliates

Do Beautiful Things

I am fortunate to work for an organization positioned for growth as we build upon the momentum established this year. Keep America Beautiful’s extraordinary grassroots affiliate network reflects the diversity of America and is engaged in meaningful volunteer work that enriches the communities we serve.

While we look back with pride on our accomplishments, we are keenly focused on the road ahead. Here is what we intend to pursue and accomplish together with our affiliates, sponsors, Board of Directors, partners, volunteers and donors:

- We will build upon our updated brand messaging, focus on innovative programming and marketing initiatives, and expand our thought-leadership through research to advance our fight to End Littering, Improve Recycling and Beautify America’s Communities.
- We will establish strong alliances with new and unique stakeholders to increase the impact of Keep America Beautiful’s mission on the lives of all Americans.
- We will support the growth of volunteer service overseen by Keep America Beautiful affiliates, encouraging and empowering Americans of all ages to play an active role in creating and maintaining clean, green and beautiful places to live, work and play.
- We will deepen support to affiliates to maximize their impact based on local needs.
- We will engage the next generation of community stewards to make an even greater difference across America and serve as role model for every U.S. community and beyond.

The work of Keep America Beautiful is now more important than ever. Every American has a right to live in a community that is clean, green and beautiful, and a responsibility to contribute towards that goal. I am proud to lead a staff in our National Office and a network of more than 620 affiliates who all feel a strong responsibility to help fulfill that vision.

Thank you for helping us #DoBeautifulThings.

Warm Regards,

Helen Lowman
President and CEO
End Littering

As the country’s nonprofit steward of litter prevention for more than six decades, Keep America Beautiful has learned the issues of littering and solid waste management are intricately interwoven—one issue cannot be addressed without addressing the other.

Today, we are as committed as ever to provide people with resources to end littering in America. Keep America Beautiful’s Litter Index and Community Appearance Index provide step-by-step methods of assessing current litter conditions (and other community appearance indicators), which are used by municipalities nationwide. We are expanding our set of tools to help measure blight.

Keep America Beautiful’s Cigarette Litter Prevention Program (CLPP) produced an average 50 percent reduction in cigarette litter in communities that implemented the program in 2017. In 2017, Keep America Beautiful distributed 37 CLPP grants, totaling nearly $300,000 and re-launched the CLPP website at preventcigarette litter.org.

In partnership with UK-based litter organization Hubbub, the CLPP piloted Hubbub’s Ballot Bin receptacles in five locations producing a 73 percent reduction in cigarette litter in those test locations.

The Cigarette Litter Prevention Program is supported by funding from Philip Morris USA, an Altria company; RAI Services Company; and the Santa Fe Natural Tobacco Company.

73%

Average Reduction in Cigarette Butt Litter in "Ballot Bin" Pilot Test in Five U.S. Communities.

3.4+ million

Volunteers and participants joined Keep America Beautiful programs in 2017.

Great American Cleanup

The 2017 Great American Cleanup, the nation’s largest community improvement program, celebrated its 19th year with more than 48,000 events in 20,000 communities across the country.

Keep America Beautiful’s affiliates and hundreds of other partner organizations engaged millions of volunteers to help renew parks, trails and recreation areas; clean shorelines and waterways; remove litter and debris; reduce waste and improve recycling; and plant trees, flowers and community gardens, among other activities.

The Great American Cleanup theme—“Clean Your Block Party”—encouraged volunteers to bring the experience to their own block and organize a cleanup or beautification event.

Keep America Beautiful also conducted its sixth annual National Planting Day, the fall extension of the Great American Cleanup. National Planting Day mobilizes Americans to bolster their local ecosystems by planting native species of trees, shrubs and plants.

We Keep America Beautiful, so Americans can #DoBeautifulThings.
Education and behavior change are the cornerstones of Keep America Beautiful. We strive to educate and empower generations of community and environmental stewards with curricula and real-world experiences that teach the essentials of proactive community citizenship, including the preservation of our natural resources.

After a successful pilot in 2015, Keep America Beautiful’s 10-member national Youth Advisory Council (YAC) participated in a second year of the Keep America Beautiful Schools initiative. KAB Schools is a youth initiative that includes Litter Free Schools, a program designed to measure the change in litter on school campuses; Trashless Tree Trails, a program that connects people to places while educating participants on the benefits of trees in a community; and other resources.

The YAC reached more than 11,000 students through their local programs, realizing an average campus reduction in litter of 38 percent. Keep America Beautiful’s educational initiatives are supported by Wrigley Company Foundation.

More than 1.9 million people celebrated the 20th anniversary of America Recycles Day, the only nationally-recognized day dedicated to promoting recycling, by collecting 56 million pounds of recyclable materials at more than 1,200 events. More than 265,000 people have now taken the #BeRecycled Pledge.

Our K-12 and collegiate competitions, Recycle-Bowl and RecycleMania, engaged thousands of schools and millions of students. Bon Air Elementary School of Kokomo, Indiana, was crowned the repeat national champion of the 2017 Recycle-Bowl, while Loyola Marymount University and Rhode Island School of Design earned top honors for RecycleMania.

Over 10 years (2007-2017), Keep America Beautiful has awarded more than 192,000 public space and residential recycling bins to more than 1,300 communities.
Community Impact Grants Support Local Projects

Keep America Beautiful’s Community Impact Grants, funded by corporate and foundation partners, strengthen our Affiliate Network by helping it address local needs, expand services, promote volunteerism, and enhance its programming.

The Keep America Beautiful/Lowe’s Community Partners Grant Program awarded more than 35 grants in 2017 for high impact service projects in which local Lowe’s stores and Lowe’s Heroes volunteers were involved.

The 2017 Anheuser-Busch Community Restoration Grant Program featured $10,000 grant projects by Keep Indian River Beautiful (FL), Keep Golden Isles Beautiful (GA), Keep the Rez Beautiful (MS) and Keep Beatrice Beautiful (NE), in which they restored public areas that have been damaged or completely destroyed by natural disasters.

Keep America Beautiful also launched the Community Restoration and Resilience Fund, which provides support to help clean up and rebuild vital public spaces that were damaged or destroyed by natural disasters.

Community Tree and Recovery Tree Planting Grant Program.

Goose Island Beer Company provided five cities with grants for community improvement projects as part of Goose Island’s Migration Week beer and brewers’ tour.

Keep America Beautiful also launched the Community Restoration and Resilience Fund, which provides support to help clean up and rebuild vital public spaces that were damaged or destroyed by natural disasters.

Our Corporate and Foundation Partners Advance Our Mission

Keep America Beautiful gratefully acknowledges the following corporations and foundations that generously contributed to us in 2017.

$14 million TOTAL GRANTS DISTRIBUTED (2012–2017)