

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.



100,000+ miles

OF STREETS, HIGHWAYS,
PARKS, TRAILS, WATERWAYS
AND SHORELINES CLEANED



\$175 million+

IN MEASURABLE BENEFITS
TO COMMUNITIES SERVED



620+ affiliates

ACROSS THE COUNTRY
HELPING TO IMPROVE
THEIR COMMUNITIES

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.

Contact Us

National Headquarters
1010 Washington Boulevard
Stamford, CT 06901
Tel: 203.659.3000
Email: info@kab.org

Support Us

If you would like to become an individual or corporate supporter, please contact Keep America Beautiful's Development Office at **203.659.3072** or email us at development@kab.org.



© 2018 Keep America Beautiful



**DO
BEAUTIFUL
THINGS**
2017 ANNUAL REVIEW

kab.org

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
Keep 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: 4

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
Keep West Virginia Beautiful
Local affiliates: 1

Wisconsin
Local affiliates: 1

Wyoming
Local affiliates: 2

International
Bahamas National Pride Association
Keep Abaco Beautiful
Keep Bermuda Beautiful
Keep Hamilton Beautiful
Take 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.



End Littering



Improve Recycling



Beautify Communities

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 preventcigarettelitter.org.



Keep America Beautiful has distributed more than \$3 million in grant funding since 2002 to support local implementation of the Cigarette Litter Prevention Program in more than 1,700 communities nationwide.



73%

AVERAGE REDUCTION IN CIGARETTE BUTT LITTER IN "BALLOT BIN" PILOT TEST IN FIVE U.S. COMMUNITIES.

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.



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



Keep America Beautiful celebrated the Great American Cleanup with added support from longstanding partner, Lowe's. Lowe's Heroes volunteers worked with local affiliates to conduct four showcase events in San Diego, Phoenix, Detroit and Miami.



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.

National supporters of the 2017 Great American Cleanup and National Planting Day included Altria, Dow, The Glad Products Company, Lowe's, Marco's Pizza, Niagara Bottling and ReadyRefreshSM by Nestlé[®].

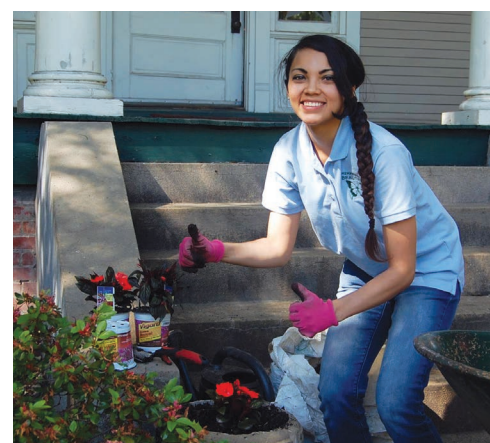
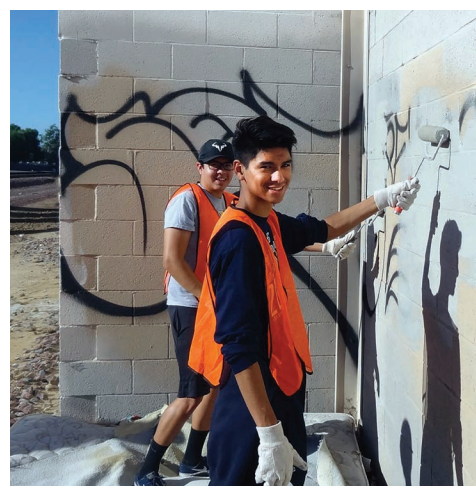
3.4+ million

VOLUNTEERS AND PARTICIPANTS JOINED KEEP AMERICA BEAUTIFUL PROGRAMS IN 2017.





**We Keep America Beautiful,
so Americans can
#DoBeautifulThings.**





Keep America Beautiful offers additional resources for teachers and students, including “Waste in Place” and Youth and Leader guides designed for 7th–12th grade students for service and project-based learning.

38%

AVERAGE REDUCTION IN LITTER ON PARTICIPATING SCHOOL CAMPUSES THANKS TO 11,000 STUDENT VOLUNTEERS ACROSS THE COUNTRY

Empowering the Next Generation

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.

Helping America to #BeRecycled

Keep America Beautiful provides an array of tools to help people understand the “how, what, where and why” of recycling—at home, at work and on-the-go—through national programs, public service advertising, youth initiatives, research, publications and other resources for individuals and businesses.

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.

American Chemistry Council, Carton Council, Dart and Niagara Bottling continued their support of the “I Want To Be Recycled” PSA campaign to expand the reach of the campaign.

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.



The Coca-Cola Public Space Recycling Bin Grant Program and Dr Pepper Snapple Park Recycling Bin Grant Program continue to make it more convenient for people to recycle at parks, playgrounds, beaches, waterfronts and other public spaces by funding the purchase

of recycling bins for local communities.

Keep America Beautiful and the National Association of Convenience Stores (NACS) partnered to produce a new resource, “Being a Good Neighbor: A Guide to Reducing Litter, Managing Trash and Encouraging Recycling.”

\$191.4 million

IN DONATED MEDIA FOR “I WANT TO BE RECYCLED” PSA CAMPAIGN (2013–2017)



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.





Keep America Beautiful
Community Impact Grants foster strong new partnerships among our affiliates, local government, community residents, and businesses.



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 and The UPS Foundation, which leads the global citizenship programs at UPS, provided more than 20 grants for the ninth annual Keep America Beautiful/UPS

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.

\$14 million

TOTAL GRANTS DISTRIBUTED (2012-2017)

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.

\$1 Million and Above



\$500,000 to \$999,999



Altria

The Coca-Cola Company



\$250,000 to \$499,999



WRIGLEY
Company Foundation

\$100,000 to \$249,999



\$50,000-\$99,999

Anheuser-Busch
Delta Air Lines, Inc.
Niagara Bottling, Inc.
Northrop Grumman Corporation
Rubbermaid
Commercial Products
SC Johnson,
A Family Company

\$25,000-\$49,999

College & University Recycling Coalition
Dow Corning Corporation
Ernst & Young LLP
Goose Island Beer Company
International Bottled Water Association
Liberty International Underwriters

McKinsey & Company, Inc.
NACS
New York Yankees
Osterman & Co.
PwC
Ravago Americas
Steel Recycling Institute
Teneo Holdings LLC
The Clorox Company

\$10,000-\$24,999

ABM Aviation
American Iron & Steel Institute
Charitybuzz
Cox Foundation
Deloitte & Touche LLP
Direct Travel, Inc.
Gogo, LLC
Goldman Sachs & Co.
HSBC Securities (USA) Inc.

Indorama Ventures
Lazard
Morgan Stanley
New York Mets
Owens-Illinois, Inc. & O-I Charities Foundation
Pratt & Whitney
Share Fund
Sodexo
The Madison Square Garden Company
Trinseo LLC
Tzell Travel LLC

\$5,000-\$9,999

ALTOUR
Barclays
Derma E
HRG North America
Local Search Association
MillerCoors

Ovation Corporate Travel
PolyOne Corporation
TerraCycle, Inc.
Travelsavers
William Jones Investment Management

\$2,500-\$4,999

CleanRiver Recycling Solutions
Panasonic Avionics Corporation
Sidley Austin LLP
UBS Asset Management
Valerie Wilson Travel