



Grant Guidelines: 2025 Great to Greatest American Cleanup Cash Grants

Applications Due: 5pm Eastern on January 19, 2025

Extensions **will not** be accepted, and incomplete applications **will not** be reviewed.

Overview

The Keep America Beautiful Great American Cleanup® (GAC) is the nation's largest community improvement program to clean and beautify communities across the United States each spring. This year, Keep America Beautiful and its affiliates are taking the "Great" American Cleanup to the next level – making it the "Greatest"!

With a renewed focus to 'do more' to meet community needs, Keep America Beautiful® affiliates will use this funding to: remove litter and debris from roadsides, highways, shorelines, and waterways; plant trees, flowers, and gardens; beautify community spaces through art; lead community recycling efforts; and clean and restore nature trails, recreation areas, and playgrounds.

This program shift will support the larger Greatest American Cleanup campaign to clean up 25 billion pieces of litter and beautify 25,000 communities across America for her 250th birthday on July 4, 2026.

In 2025, Keep America Beautiful, in partnership with its sponsors, including Altria, is excited to offer its affiliates cash grants to 'keep things growing', boost efforts to support the Greatest American Cleanup, and bring communities together to do beautiful things. We encourage affiliates to use this funding to elevate their activities from 'great' to 'greatest,' by committing to do more, and contributing to the collective effort to create a cleaner, greener America in time for the nation's 250th birthday celebration in 2026. We urge all eligible affiliates to apply.

Funding Available

- At least \$120,000 in funding will be available.
 - Cash grants will range between \$500 – \$2,500*
 - No cleanup kits will be available in 2025
- *Grant committee may adjust grants amounts at their discretion.*

Eligibility

- This grant is exclusive to Keep America Beautiful affiliates that have:
 - met President's Circle standards for 2024 by the application deadline.
- Applicants will be given priority in the grant review and consideration process if they:
 - successfully secured a signature for the Greatest Declaration from their highest elected/paid local government official OR
 - submitted a [Greatest Declaration of Action Form](#) by the application deadline which commits them to engage their highest elected/ paid government official to sign the Declaration in support of the Greatest.

To learn more about what the Greatest Declaration entails [click here](#).

- Keep America Beautiful (KAB) state affiliates applying for pass-through grant funding to support their local affiliates and community partners must require their local KAB affiliates to also meet the requirements above. All non-KAB affiliates receiving passthrough funding must take the Greatest Pledge. State affiliates are also required to engage at least five new communities or groups within their states in the Greatest American Cleanup campaign by encouraging them to take the Greatest Pledge, which will be available in 2025. Non-affiliate grantees will contribute toward fulfilling the five-community pledge requirement.



Timeline

- Application Deadline: 5pm ET on January 19, 2025.
- Grant Evaluation & Notifications: February – March 2025
- Implementation Period: Activities must be implemented within March 20, 2025, through July 1, 2025
- Final Report Due: 5pm ET July 26, 2025.

Application Guidelines

- While affiliates can use this grant funding to support any cleanup, planting, or beautification efforts, we will prioritize applications that clearly articulate goals and strategies to have a broader impact to support the Greatest American Cleanup campaign in 2025 — whether that's hosting one more cleanup event or site or exceeding last year's volunteer numbers. Every bit counts!
- While all projects and activities that contribute to the 5-4-3-2-1 or 3-2-1 Greatest American Cleanup declaration goals are eligible for funding, projects that include a cleanup element will be prioritized.
- The focus for 2025 will be on getting things done. Any requests to support the hosting of community celebrations must therefore include activities in the other eligible areas. We will not fund requests solely focusing on celebrations in 2025. Below are examples of eligible activities:
 - Litter cleanup: cleanup kits, tools, dumpsters/roll-offs, PPE
 - Community greening/beautification: plants/trees, mulch, soil, tools, PPE
 - Murals/painting: paint, tools, PPE.
 - Restoration & resiliency: plants/trees, mulch, soil, tools, PPE
 - Recycling/waste reduction: tools, dumpsters/roll-offs, PPE
 - Education: supplies and education materials
- All proposals must clearly articulate how the proposed projects/activities will help bring their communities together.
- Affiliates are also strongly encouraged to articulate how they will ensure the sustainability of their efforts.

Budget Guidelines

- Funds can be used to purchase cleanup kits and other supplies or PPE.
- Up to 10% of the project budget can be allocated to administrative and project management costs.
- Up to 10% of the project budget can be allocated to maintenance costs.

Other Requirements

- As you plan your grant program activities, please keep in mind that grantees will receive 70% of their funding upon executing a grant agreement and submitting an invoice. The remaining 30% of their award will be issued following the submission of a final invoice and the approval of a final report by Keep America Beautiful.
- All grant recipients will be required to brand their projects and efforts as the Greatest American Cleanup



Grant Review Process & Considerations

- Applications will be reviewed by Keep America Beautiful staff and select external advisors and considered based on the following criteria:
 - Program alignment with the Great to Greatest American Cleanup
 - How applicants plan to engage their community to contribute towards the Greatest American Cleanup initiative goals to do more
 - Clear articulation of project goals, activities and intended impact of project(s)
 - Innovation and lasting impact
 - Populations & communities served
 - Having secured or committing to secure a Greatest declaration from local elected/paid leader