



Grant Guidelines: 2026 Greatest American Cleanup Grants

Applications Due: 5pm Eastern on February 23, 2026

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

Overview

The countdown to July 4, 2026, is on—and in partnership with its sponsors including Altria, The Coca-Cola Company, and the Eugene McDermott Foundation, Keep America Beautiful is proud to support affiliate-led efforts that bring people together to do beautiful things to help make their communities shine for America's 250th birthday.

We encourage affiliates to use this funding to advance projects that clean and green their communities, so they can look their best for the nation's 250th birthday celebration on July 4, 2026. Greatest American Cleanup grant funding may be used to remove litter and debris from roadsides, highways, shorelines, and waterways; plant trees, flowers, and gardens; enhance community spaces through public art; lead recycling and waste-reduction initiatives; and restore nature trails, recreation areas, and playgrounds. We urge all eligible affiliates to apply.

Funding Available

- At least \$320,000 in funding will be available.
- Up to \$5,000 per affiliate*

**Grant committee may adjust grant amounts at their discretion.*

Eligibility

- This grant is exclusive to Keep America Beautiful affiliates:
 - Extra points will be awarded to affiliates who have met President's Circle standards for 2025 by the application deadline.
- Applicants will be given priority in the grant review and consideration process if they successfully secured or plan to secure a signature for the Greatest American Cleanup pledge from their highest elected/paid local government official at kab.org/greatest
- Keep America Beautiful (KAB) state affiliates are welcome to apply either in partnership with local KAB affiliates in their state and/or as pass through funding for affiliates in their state, provided projects and activities can be implemented within the grant activation timeline.
- No more than one (1) application per affiliate will be accepted.
- Affiliates may apply for both Greatest American Cleanup and Greatest Green Grants. If applying for both a Greatest American Cleanup and Greatest Green Grants, projects should be independent of each other or proposed activation should be able to be executed should only one grant be awarded. Please contact your Regional Director for more information.

Timeline

- Application Deadline: 5pm ET on February 23, 2026.
- Grant Evaluation & Notifications: March 2026
- Implementation Period: Activities must be implemented from March 20, 2026, through July 1, 2026
- Final Report Due: 5pm ET August 1, 2026.

Application Guidelines

- The focus for 2026 will be on getting things done in preparation for July 4, 2026. 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 2026.
- 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 with a broader impact to support the Greatest American Cleanup campaign in 2026.
- While all projects and activities that contribute to the Greatest American Cleanup goals are eligible for funding, projects that include a cleanup element will be prioritized.
- All proposals must clearly articulate how the proposed projects/activities will help bring their communities together.
- Affiliates are strongly encouraged to articulate how they will ensure the sustainability of their efforts.
- Affiliates are not required to have an existing relationship with their local Coca-Cola bottler or other sponsors of this grant to submit a grant application. However, we encourage the exploration of a relationship for future engagement. If applicable, please include information on the relationship with local Coca-Cola bottlers at the state and local levels.

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.
- Grantees will be required to display signage to recognize sponsors during their Greatest American Cleanup activities. Signage may be purchased from KAB, or you may use your own signage, with approval from KAB.
- Grantees are asked not to solicit national sponsors for additional funding or in-kind support.

Other Requirements

- Grantees will receive 70% of their funding upon executing a grant agreement and submitting an invoice. The remaining 30% of the 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 with the approved branding kits from Keep America Beautiful.

- Grantees must submit photos of their project to including photos of volunteers in action, before and after photos, and any other images that showcase the efforts to support the Greatest American Cleanup are strongly encouraged.

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
 - 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 pledge from local elected/paid leader