



KEEP AMERICA
BEAUTIFUL



2024 IMPACT REPORT

A Message from Jennifer Lawson, President and CEO

As I reflect on 2024, I'm filled with gratitude—and the promise of momentum. This year marked a powerful turning point for Keep America Beautiful, one defined by renewed energy, disciplined growth, and visible impact in communities across the country.

2024 ended with a strong cash position reflecting the strength of careful budget stewardship, a deeply talented and committed team, and the growing reach of our Greatest American Cleanup campaign. Together, these forces brought new visibility, confidence, and momentum to the Keep America Beautiful brand—and you'll feel that energy throughout this report.

Across the organization, we leaned into ambition with focus. We strengthened our foundation while expanding our reach—welcoming new partners, donors, and stakeholders; investing in the systems and people that support sustainable growth; and sharpening our focus on unrestricted revenue through cause marketing and major gifts. At the same time, we streamlined how we serve and support our national affiliate network—helping local leaders raise funds, build visibility, and expand leadership capacity while making reporting simpler and more useful.

Our communications, marketing, and media efforts soared. From ringing the NASDAQ bell and participating in national media conversations to celebrating beauty and action during Climate Week NYC, our message reached more than **563 million households—an increase of 53% over last year**. Behind the scenes, we continued strengthening our digital infrastructure—Salesforce, our website, and social platforms—to better engage people, businesses, and communities in meaningful action. On the ground, the impact was unmistakable and you'll see the progress throughout this report.

Our government partnerships also expanded, with active work underway in California, Connecticut, and with the National Park Service—advancing anti-litter education, recycling, nature-based climate solutions, and green job creation. These efforts build on proven models and point toward a future where environmental stewardship and economic opportunity go hand in hand.

In 2024, we also distributed more than **\$1.4 million in grants** to affiliates and partners nationwide and began piloting new green re-granting approaches aligned with our evolving definition of beauty—connecting environmental action, community pride, and long-term investment.

All of this progress reflects something deeper than numbers or programs: a revived, confident Keep America Beautiful—positive, nonpartisan, and action-oriented—meeting communities where they are and inviting everyone to be part of the solution.

As you read this report, I hope you feel both pride in what we've accomplished and excitement for what's ahead. The work is urgent, the opportunities are real, and the momentum is unmistakable. Thank you for being part of this journey—and for helping keep America beautiful, one community at a time.

With gratitude and optimism,



Jenny Lawson, *President & CEO*
Keep America Beautiful



KEEP AMERICA BEAUTIFUL
2024 AT-A-GLANCE



KEEP AMERICA
BEAUTIFUL



60 million
POUNDS OF RECYCLABLES
RECOVERED



726,000
VOLUNTEER EVENTS
ORGANIZED NATIONWIDE



\$1.4 million
IN GRANTS DISTRIBUTED TO
AFFILIATES AND PARTNERS



3.3 million
VOLUNTEER HOURS
CONTRIBUTED

OUR
COLLECTIVE
IMPACT IN 2024



940,000
TREES, PLANTS, AND
SHRUBS PLANTED



17 million
POUNDS OF LITTER
AND DEBRIS COLLECTED



144,000
PUBLIC SPACES CLEANED

KEEP AMERICA BEAUTIFUL 2024 HIGHLIGHTS



◀ Power of Beauty Celebration

During Climate Week in New York City, we hosted our inaugural Power of Beauty Celebration. This high-profile event honored leaders driving sustainability, innovation, and volunteerism, while also elevating Keep America Beautiful's voice on the national stage. Attendees included affiliates, civic leaders, board members, and corporate partners who came together to celebrate beauty as a catalyst for positive change. The event not only raised awareness of our mission but also strengthened relationships that will sustain our work in the years ahead.

Cigarette Litter Prevention Program (CLPP) ▶

The Cigarette Litter Prevention Program continues to tackle one of the most persistent forms of litter. In 2024, KAB awarded \$378,720 in grants to 18 affiliates and 9 additional communities, with support from Altria and Reynolds/Santa Fe. Our partner Keep Virginia Beautiful piloted innovative approaches to prevention and recycling at festivals, in homes, and at convenience stores. These efforts expanded awareness, reduced cigarette litter, and provided valuable insights to guide the program's future.



KEEP AMERICA BEAUTIFUL 2024 HIGHLIGHTS



RETREET ▲

In 2024, Keep America Beautiful laid the foundation to expand RETREET, our tree-planting initiative that restores communities after natural disasters and builds long-term environmental resilience. With support from The Home Depot Foundation, we secured new grant funding to launch large-scale RETREET projects beginning in 2025, including plantings in Oklahoma, Texas, and Ohio.

We also advanced the development of the RETREET Digital Toolkit, an innovative resource designed to equip affiliates and communities to independently plan and implement RETREET projects. By shifting from a direct-service model to a decentralized approach, RETREET will empower more communities nationwide to engage volunteers in planting trees and revitalizing green spaces.

MARTIN LUTHER KING JR. BOULEVARD GRANTS ►

In 2024, KAB gave 6 grants to affiliate and partner organizations that proposed projects with social significance and lasting outcomes, thanks to our sponsor Diageo. In 2025, our MLK Grants will continue to support the revitalization of communities along MLK corridors, with a renewed focus on projects that honor and strengthen local community leadership.





Keep America Beautiful®

GREAT AMERICAN CLEANUP®



Keep America Beautiful®
GREATEST AMERICAN CLEANUP®
2024 Wrap Up Report



Overview of Great American Cleanup

Once again, Keep America Beautiful rallied communities across the country for the Great American Cleanup, uniting thousands of volunteers, affiliates, and organizations in a shared mission to create cleaner, greener, and more beautiful spaces. From bustling city streets to scenic shorelines, people came together to remove litter, restore public spaces, and revitalize their communities.

This year's efforts focused on clearing litter and debris from roadsides, waterways, and parks; restoring nature trails and playgrounds; planting trees, flowers, and gardens; rebuilding communities impacted by natural disasters; and educating the public on waste reduction and recycling.

2024 marked a critical milestone as we geared up for the Greatest American Cleanup™, a nationwide movement preparing America for her 250th birthday on July 4, 2026. With an ambitious goal to remove 25 billion pieces of litter and engage 25,000 communities, we are setting the stage for a cleaner, greener, and more beautiful nation in time for this historic celebration.



“The success of the 2024 Great American Cleanup showcases the incredible power of collective action in transforming communities nationwide. Every piece of litter removed, every tree planted, and every space restored has brought us closer to a cleaner, greener America. But this is just the beginning. As we set the stage for the Greatest American Cleanup—a once-in-a-lifetime opportunity to prepare our nation for its 250th birthday—we must harness this momentum and inspire even more people to take action. Together, we are not just cleaning up; we are making history, ensuring that America's next great milestone is celebrated in a country that is as beautiful as its legacy.”

*Jennifer Lawson, President and CEO
Keep America Beautiful*

GREAT AMERICAN CLEANUP 2024 BY THE NUMBERS

The following reflects Keep America Beautiful's 2024 Great American Cleanup Results. These figures were derived from reports obtained from Keep America Beautiful affiliates and help describe the extent of their extraordinary accomplishments.



13,000
EVENTS



274,000
VOLUNTEERS



1.5M
HOURS OF
VOLUNTEER TIME



9.8M
POUNDS OF
LITTER COLLECTED



17,000
MILES OF
STREETS
CLEANED



75,000
TREES
AND PLANTS
PLANTED



3,300
MILES OF
WATERWAYS
CLEANED

Highlights

Thanks to the support of national sponsors, Dow, Altria, and McDonald's, Keep America Beautiful was able to provide a mini grant program **totaling \$170,000 for 71 affiliates** to help support their activities during the Great American Cleanup. These were small cash grants, anywhere from \$500-\$2,500 along with cleanup kits from Garbo Grabber, consisting of a litter grabber, reusable mesh bag, gloves, safety vests, and newly developed cigarette butt recycling pouches.



#152PickUpChallenge

According to the Keep America Beautiful 2020 National Litter Study, there are 50 billion pieces of litter across the country. **If every American did their share and picked up 152 pieces, we would clean it all up.** During the 2024 Great American Cleanup, KAB challenged individuals to pick up 152 pieces via social media channels. The #152PickUpChallenge encouraged individuals to pick up 152 pieces of litter and share on social media by tagging Keep America Beautiful and use the #152PickUpChallenge. Over 500 individuals signed up on KAB.org to participate in the challenge.

MEDIA HIGHLIGHTS

The extensive media coverage of the Great American Cleanup included a diverse array of multimedia platforms, such as print, broadcast, and social media:

Editorial & Broadcasting: Reach 3.29 billion

TOP PERFORMING STORIES:

- [The Virginian-Pilot – Reach 57.3 M](#)
- [Odessa American, Texas – Reach 57.3M](#)
- [WCIA Champaign – 24.2M](#)
- [The Santa Fe New Mexican – 24.2M](#)

Social Media – Reach 15 million

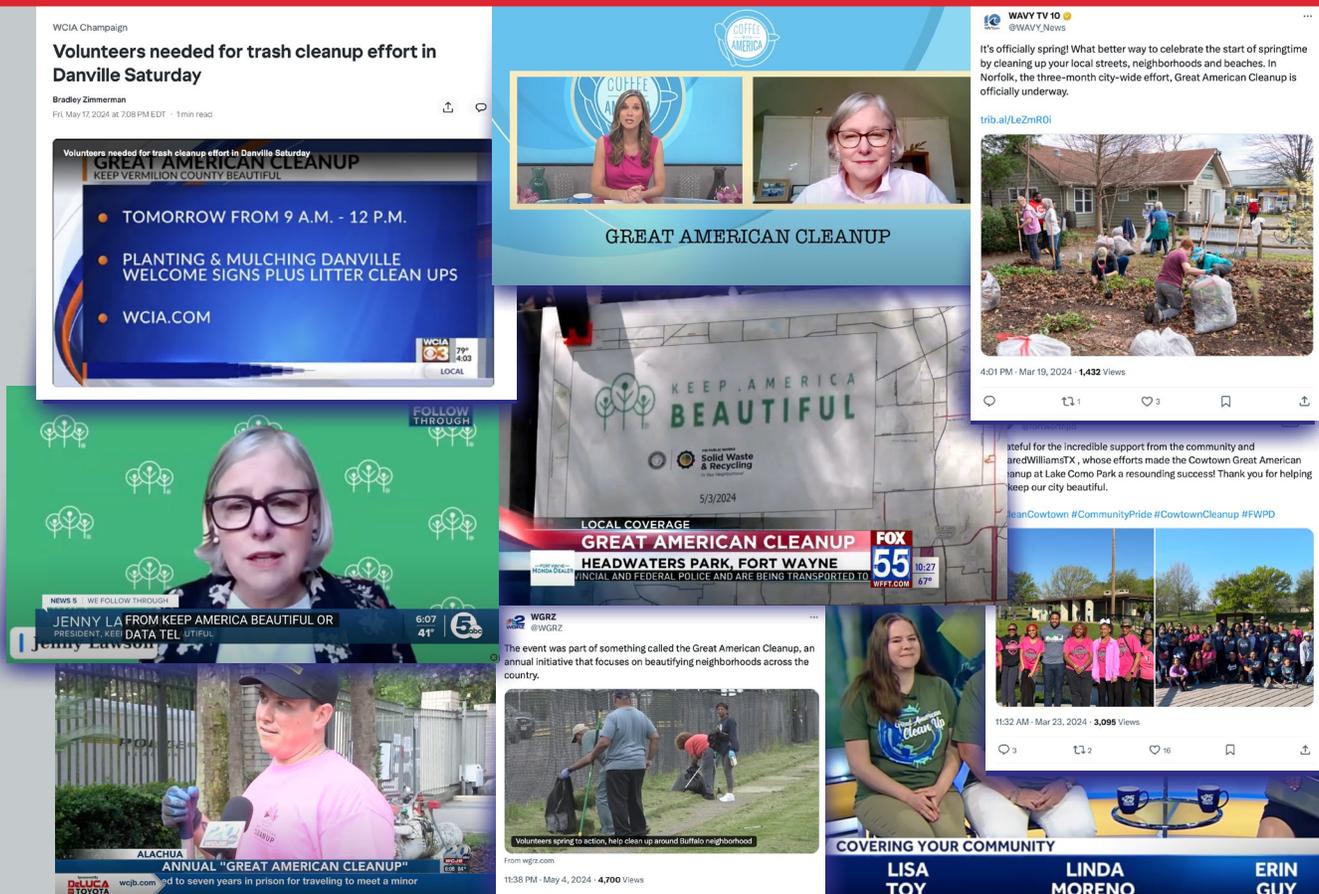
TOP REACH POSTS:

- [WAVY TV 10](#)
- [WGRZ](#)
- [Fort Worth Police](#)
- [KATV News](#)
- [WPBF](#)
- [Yuengling Brewery](#)

YouTube Videos

TOP REACH VIDEOS:

- [Coffee with America: Keep America Beautiful's Great American Cleanup](#)
- [The National Weather Desk: The Great American Cleanup](#)
- [WTOL11: Tips for reducing litter in the community](#)
- [News 5 Cleveland: This woman has picked up 500,000 pieces of litter](#)
- [WCJB TV20 – The Great American Cleanup helps Beautify Alachua](#)
- [FOX 55 Fort Wayne: Great American Cleanup sends thousands into Fort Wayne Community](#)
- [WIFR TV: Great American Cleanup](#)
- [13NewsNow: The Great American Cleanup at Lafayette Park in Norfolk](#)



AFFILIATE STORIES

Keep Jackson Beautiful, Mississippi

Keep Jackson Beautiful kicked off their efforts on April 6th at the Tougaloo Community. Two gateway gardens were installed, fire hydrants were repainted, and the roadway was cleaned up. On Earth Day Keep Jackson Beautiful built a large flower bed at Freedom Corner with flowers and trees. They also spent the day mowing, weeding, and picking up litter as needed.



Keep Catawba Beautiful, North Carolina

Keep Catawba Beautiful created an engaging and attractive outdoor gardening space to improve the appearance of St. Stephens Elementary School, a Title 1 school in the County. The goal of the project was to improve the appearance of the school while also allowing students to experience the outdoors, learn about the environment, and the impact students can have on it. Many of the students at this school don't live in spaces that are conducive to outdoor experiences, and the newly planted garden serves as a space where they can interact with and learn about the environment.

Keep Meridian/Lauderdale County Beautiful, Mississippi

Keep Meridian/Lauderdale County Beautiful hosted Good Citizens Cleanup Day on March 23, 2024, at 9 locations throughout the community with a volunteer celebration closing the event at Highland Park in Meridian, Mississippi. 25 volunteers collected 900 pounds of litter and debris from 4 acres of public spaces, and 6 miles of streets.



AFFILIATE STORIES (CONT)

Keep Virginia Beautiful

Keep Virginia Beautiful was awarded cleanup kits to support their newly launched Student Ambassador program for high school juniors and seniors. 23 Ambassadors from high schools throughout Virginia were selected to participate in the program that kicked off in January. As part of participation in the program, Ambassadors are required to organize and complete 2 litter cleanups as part of the Great American Cleanup that involve at least 5 other volunteers and promote their efforts on their social media. Keep Virginia Beautiful sent each Ambassador 5 cleanup kits to conduct the cleanups.

242 volunteers collected over 2,000 pounds of litter and debris, and cleaned 20 acres of public spaces, 5 miles of shoreline, and 25 miles of roads.

KEEP VIRGINIA Beautiful
KEEP AMERICA BEAUTIFUL AFFILIATE

THE GREAT VIRGINIA GREENUP 2024
MARCH 19 - JUNE 20

PRESENTED BY
Dominion Energy
Powering Your Every Day.™

Keep Virginia Beautiful SAVE Ambassadors / Surfrider Foundation Cleanup
1st Street Jetty, Virginia Beach

Thank you to our sponsors

WVA VIRGINIA STATE PARKS **KEEP AMERICA BEAUTIFUL** **PEPSICO** **LRNow** **PUBLIC SUPER MARKETS CHARITIES**



Keep Macon-Bibb Beautiful, Georgia

Keep Macon-Bibb Beautiful leveraged granted cleanup kits to support their MLK/Greenwood Bottom Revitalization project, the Pleasant Hill neighborhood, and the Bellevue neighborhood. They kicked their project off on January 13, for a MLK Day of Service community cleanup, partnering with a small business owner in the district, 2 churches, the Macon-Middle Georgia National Pan-Hellenic Council, a local high school, and several community-based organizations.

The kits helped Keep Macon-Bibb Beautiful increase their impact in reducing litter, by providing tools for community members to clean up. They have been monitoring the impacted areas. While they still have litter and illegal dumping issues, they did notice a decrease. They are continuing to engage and have plans to conduct more cleanups throughout the year.

Keep Riverside Clean and Beautiful, California

Keep Riverside Clean and Beautiful targeted areas identified in their annual Community Appearance Index for their Great American Cleanup. This included streets, pedestrian walkways, and storm drain cleanups. They also targeted Magnolia Avenue, in the Arlington section of the city, for a beautification project that included cleaning, weeding, and replacing the flowers and greenery.



AFFILIATE STORIES (CONT)

Keep North Charleston Beautiful, South Carolina

Keep North Charleston Beautiful implemented Phase 2 of their Oak Park Bird Park & Wildlife Sanctuary, a community park they started building in partnership with Charleston County Parks in 2023.

On Earth Day, volunteers installed 50 plants and 2 trees in the park. Adding to the biodiversity will help attract additional wildlife and pollinator species to the park. The improvements also create additional public greenspace area for the community to enjoy, as the park is open to the residents of North Charleston and surrounding communities.

Additionally, 240 students, from 11 different schools, participated in litter cleanups throughout the day to remove 1,600 pounds of litter and debris from public areas, including ½ mile of riverfront area.



Keep Fremont Beautiful, Nebraska

Keep Fremont Beautiful cleaned, greened, and beautified the community during their Great American Cleanup. They targeted the Fremont State Lakes, local parks, walking trails and high-traffic areas such as shopping centers, roadways, historic downtown, and neighborhoods.

Over 100 volunteers came together to clean, green, and beautify Fremont. 2 native species trees and 200 native species plants were planted within 4 public spaces. Approximately 5,160 pounds of litter was removed from neighborhoods, parks, trails, lakes, downtown streets and alleys, and ditches. Keep Fremont Beautiful partnered with youth organization to make an estimated 100 wildflower seed bombs and 10 youth were educated on the importance of planting native species flowers.

GREAT AMERICAN CLEANUP 2024
THANK YOU



*Thank You
to Our Sponsors*



Altria

COX

DIAGEO



REYNOLDS
A BETTER TOMORROW™



Yuengling



I  **AMERICA** **2024**
RECYCLES DAY[®]

KEEP AMERICA BEAUTIFUL[®]

WRAP REPORT

WRAP REPORT



“Recycling helps reduce waste, conserve resources, and protect the environment, enabling every American to make a meaningful impact in their communities and beyond. This month reminds us why recycling is vital to our country and to future generations of Americans.”

Jenny Lawson, *President and CEO*
Keep America Beautiful

Recycling with Purpose. Impact with Power.

America Recycles Day® (ARD), a Keep America Beautiful® national initiative, is the only nationally recognized day dedicated to celebrating recycling and advancing public understanding of how to recycle more—and recycle right. Held every November 15, ARD empowers individuals and communities to reflect on their environmental impact, embrace everyday actions, and commit to a more sustainable future.

This Year’s Mission: Awareness, Action, and Acceleration

In 2024, we set out to:

- Deepen engagement with our national brand and mission.
- Grow participation in the Greatest American Cleanup™.
- Equip affiliates with timely, data-driven messaging.
- Evolve the Cigarette Litter Prevention Program to include recycling in partnership with TerraCycle.

AMERICA RECYCLES 2024 BY THE NUMBERS



Insight-Driven Storytelling: What the Data Revealed

We kicked off the season with powerful new research via a Harris Poll survey, proving that recycling isn't just a routine—it's emotional.

Key Findings:



61% of Americans feel guilty when their trash includes items they could have recycled.



41% admit tossing recyclables into the trash to avoid getting it wrong.



1 in 5 households argue about recycling—with Gen Z (58%) and Millennials (50%) leading the charge.



Only 51% report regular access to recycling in public spaces.



63% grade the nation's recycling efforts as a C or worse.

These insights shaped every element of our campaign—from our earned media strategy to interactive digital tools.

Campaign Highlights

A REVAMPED AMERICA RECYCLES DAY WEBPAGE

We transformed our digital experience to be more interactive, resource-rich, and user-friendly.

RECYCLING REALITY CHECK QUIZ

Our new quiz brought education and fun together. It reached 1,788 visitors, with 1,211 completing the quiz and 161 opted into our newsletter.

ROBUST SOCIAL MEDIA ACTIVATION

We shared stats, busted recycling myths, and promoted the quiz in an engaging, visual-first campaign.

NATIONAL SPOTLIGHT WITH NASDAQ + IHEARTMEDIA

ARD 2024 went big—we rang the Nasdaq Opening Bell and featured Jennifer Lawson, our President and CEO on the "CEOs You Should Know" podcast.

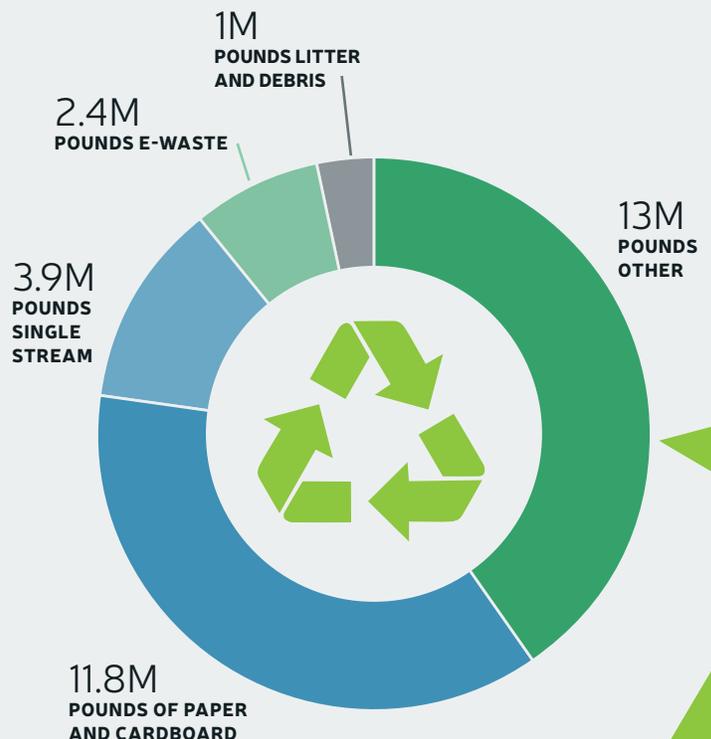
PODCASTING FOR PROGRESS

Our Do Beautiful Things podcast grew by 1,342 downloads this quarter, continuing to showcase innovative environmental stories and partnerships.

Impact: 2024 Recycling by the Numbers

Keep America Beautiful Affiliates and Partners collected over

32.1M POUNDS OF RECYCLABLES:



AMERICA RECYCLES 2024 ENGAGEMENT



America Recycles Day Media Recap

Editorial & Broadcast Reach 1.94 Billion

Top performing stories:

TOP ARTICLES BY REACH:

[UN Plastic Treaty Talks Were Not a Failure, Experts Say at Newsweek Panel](#) – Reach 126M (December 5, 2024)

[Americans Want to Recycle but Worry About Getting It Right](#) – Reach 159M (November 14, 2024)

[Keep America Beautiful and iHeartMedia Rings the Nasdaq Stock Market Opening Bell](#) – Reach 6.09M (November 13, 2024)

[Hilton Celebrates Global Week of Engagement, Partners with Keep America Beautiful to Support Community Revitalization](#) – Reach 2.7M (November 7, 2024)

TOP ARTICLE BY SOCIAL ECHO:

[Celebrate Thanksgiving the Eco-Friendly Way: 7 Ideas to Reduce Waste](#) – 6.43K Reach, Shared 85 times on Facebook (November 20, 2024)

TOP ARTICLE BY REACH AND VOLUME:

[2024 WM Recycling Report Shows Education, Access and Investment are Critical to Strengthening the Nation's Recycling System](#) – 48M (November 13, 2024)

OTHER STORIES OF MENTION:

[Nov. 15 Declared America Recycles Day by Governor Holcomb](#)

[White House Proclaims November 15th as America Recycles Day](#)

STORIES PUBLISHED ON KAB.ORG

[Keep America Beautiful Rings Nasdaq Opening Bell in Honor of America Recycles Day](#) – Published November 13, 2024

[Americans Want to Recycle but Worry About Getting It Right](#) – Published November 14, 2024

[2024 America Recycles Day Hero Award Honoree: National Training Center and Fort Irwin](#) – Published November 15, 2024

[Celebrate Thanksgiving the Eco-Friendly Way: 7 Ideas to Reduce Waste](#) – Published November 20, 2024

[How to Recycle Items You Didn't Know Were Recyclable](#) – Published October 29, 2024



AMERICA RECYCLES 2024 ENGAGEMENT



Earned Social Media Reach 6.24 Million

This figure represents the total reach of social media posts mentioning America Recycles Day or Keep America Beautiful, collected from a variety of platforms—including Facebook, Instagram, LinkedIn, and others—from November 2024. It includes both third-party posts and content published on Keep America Beautiful's own social media accounts.

Owned Social Media Reach 52.7K

The following data is based exclusively on posts that were natively published on Keep America Beautiful's branded social media accounts during the same timeframe. (FB, X, IG, LI, YouTube, TikTok)

Total Posts: 92

Reach: 52.7k

Impressions: 65.1k

Engagement: 3.34k

Engagement Rate: 5.49%

Top Performing KAB Owned America Recycles Day Posts:

Facebook

- [NEW Harris Poll Data](#) (video) - Engagement rate 14.89%
- [ARD Quiz](#) (video) - Engagement rate 7.55%
- [ARD Quiz & IBWA post](#) (video) - Engagement rate 6.47%

Instagram

- [ARD Quiz – Are you a Recycling Ranger?](#) - Engagement rate 13.1%
- [2023 ARD Report](#) - Engagement rate 12.74%
- [ARD Sponsor “Thank You”](#) - Engagement rate 10%

X (Twitter)

- [Did you know could be recycled?](#) - Engagement rate 13.33%
- [Battery recycling “Did You Know” post](#) - Engagement rate 5.8%
- [ARD promotional post](#) - Engagement rate 5.66%

LinkedIn

- [ARD Quiz](#) - Engagement rate 10.56%
- [Hard-to-Recycle “Did You Know” post](#) - Engagement rate 10.43%
- [Cigarette Butts “Did You Know”, Quiz, & TerraCycle post](#) - Engagement rate 9.39%

TikTok

- [Recycling Anxiety Syndrome](#) – Video Views 1,565; Engagement rate 0.77%



AMERICA RECYCLES 2024 ENGAGEMENT



YouTube Videos:

- [Keep America Beautiful Rings Nasdaq Opening Bell in Honor of America Recycles Day](#)
- [Keep America Beautiful reveals New Harris Poll Research around Recycling](#)
- [Nashville using new technology to improve recycling](#)
- [Springfield recyclers take advantage of America Recycles Day](#)
- [Keep Jackson Beautiful expands recycling at zoo during America Recycles Day](#)
- [Gov. Whitmer proclaims Nov. 15 as America Recycles Day](#)
- [Keep Dublin-Laurens Beautiful celebrates America Recycles Day](#)
- [Senator Carper Celebrates America Recycles Day 2024](#)

Do Beautiful Things Podcast: Recycling Reality Check

Recycling Episodes:

- [The Future of Recycling: Consumer Misconceptions, Industry Challenges, and AI Technology](#)- Published November 14, 2024 (**Downloads 183**)
- [Mattress Recycling: Preventing Reusable Materials from Reaching Landfills](#) – Published December 2, 2024 (**Downloads 82**)

Affiliate Events

Below are a list of affiliate events with the theme of America Recycles Day

- [Keep Prince William Beautiful - America Recycles Day 2024](#)
- [Goodyear is partnering with Keep Tupelo Beautiful to promote tire recycling](#)
- [Keep Garland Beautiful Recycling Event](#)
- [Keep Odessa Beautiful Recycling Event](#)



AMERICA RECYCLES 2024

LOCAL IMPACT BY THE NUMBERS



In November 2024, Our Affiliate Network and Partners Contributed to:



2.4M
POUNDS OF
RECYCLABLES



150,000
POUNDS OF LITTER
AND DEBRIS



2,600
PUBLIC SPACES
CLEANED



167
MILES OF ROADSIDE
CLEANED



829
EVENTS HOSTED



242,000
PARTICIPANTS
ENGAGED



AMERICA RECYCLES 2024 AFFILIATE STORIES



▼ **Keep Suffolk Beautiful (VA)** hosted a Recycling Drive & Tire Amnesty Day on November 9. During the event nearly 400 people dropped off tires, documents for shredding, household hazardous waste, clothing, and electronics. The event was highlighted by collecting 1,175 tires for recycling.



▲ **Keep Aiken County Beautiful (SC)** hosted an America Recycles Day Drop-in, a lunch and learn educational event and resource fair. Attendees learned about the different waste reduction strategies being implemented throughout the county and were able to get all their recycling questions answered in a casual atmosphere.

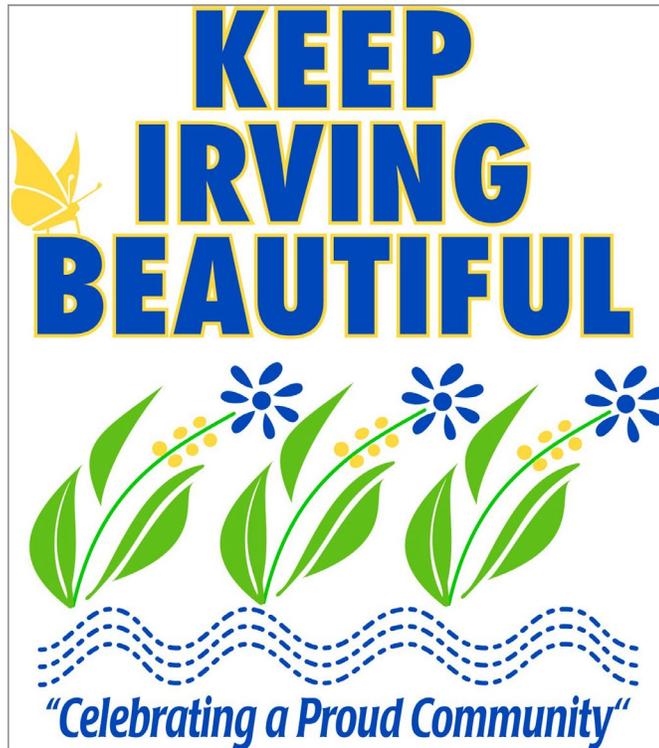
► **Gwinnett Clean & Beautiful (GA)** hosted a recycling drive targeting items that are difficult to recycle. Residents dropped off tires, clothing and sneakers, as well as latex and oil-based paint. Over 1,500 cars brought their recyclable items for proper disposal.



AMERICA RECYCLES 2024 AFFILIATE STORIES



▼ **Keep Irving Beautiful (TX)** worked with local daycare to educate the children about recycling. Children learned how to identify recyclable items and about the importance of recycling.



▲ **Keep Walton Beautiful (GA)** hosted a paint collection event for America Recycles Day. The goal of the event was to provide residents with a safe option to dispose of their old paint to combat illegal dumping of these items.

Looking Ahead

ARD 2024 proved what's possible when powerful data, passionate partners, and community pride come together. As we prepare for 2025, we'll continue to scale our efforts, share inspiring stories, provide recycling education, and do more beautiful things than ever before.

*Thank You
to Our Sponsors*



KEEP AMERICA BEAUTIFUL, INC.
STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2024 AND 2023

| | 2024 | 2023 |
|---|----------------------------|----------------------------|
| ASSETS | | |
| Cash and cash equivalents | \$ 1,612,610 | \$ 1,632,619 |
| Contributions receivable | 350,000 | 542,872 |
| Employee Retention Tax Credit Receivable (Note 7) | 236,372 | 236,372 |
| Accounts receivable | 214,867 | 454,389 |
| Prepaid expenses and other assets | 162,702 | 147,424 |
| Investments | 1,905,460 | 1,593,451 |
| Property and equipment, net | 12,162 | 23,389 |
| Right-of-use asset | <u>297,799</u> | <u>1,495,554</u> |
| TOTAL ASSETS | <u>\$ 4,791,972</u> | <u>\$ 6,126,070</u> |
| LIABILITIES AND NET ASSETS | | |
| Liabilities: | | |
| Accounts payable and accrued expenses | \$ 599,369 | \$ 1,264,310 |
| Refundable advances | | 7,390 |
| Operating lease liability | <u>342,653</u> | <u>1,622,711</u> |
| Total liabilities | <u>942,022</u> | <u>2,894,411</u> |
| Net assets: | | |
| Without donor restrictions | 1,432,793 | 1,615,729 |
| With donor restrictions | <u>2,417,157</u> | <u>1,615,930</u> |
| Total net assets | <u>3,849,950</u> | <u>3,231,659</u> |
| TOTAL LIABILITIES AND NET ASSETS | <u>\$ 4,791,972</u> | <u>\$ 6,126,070</u> |

See accompanying notes to financial statements.

KEEP AMERICA BEAUTIFUL, INC.
**STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR THE YEARS ENDED DECEMBER 31, 2024 AND 2023**

| | 2024 | | | 2023 | | |
|--|----------------------------|-------------------------|---------------------|----------------------------|-------------------------|---------------------|
| | Without Donor Restrictions | With Donor Restrictions | Total | Without Donor Restrictions | With Donor Restrictions | Total |
| Revenues and support: | | | | | | |
| Contributions and grants | \$ 1,309,348 | \$ 5,777,121 | \$ 7,086,469 | \$ 1,461,470 | \$ 3,888,054 | \$ 5,349,524 |
| Contract income | 435,884 | | 435,884 | 617,867 | | 617,867 |
| Other income | 40,000 | | 40,000 | | | |
| In-kind contributions | 50,180 | | 50,180 | 5,228,907 | | 5,228,907 |
| Special events | | | | 123,413 | | 123,413 |
| Conferences and fees | 303,414 | | 303,414 | 206,000 | | 206,000 |
| Employee Retention Tax Credit (Note 7) | | | | 236,372 | | 236,372 |
| Investment income, net | 11,909 | | 11,909 | 26,652 | | 26,652 |
| Realized and unrealized gains on investments | 303,317 | | 303,317 | 317,973 | | 317,973 |
| Net assets released from donor restrictions | <u>4,975,894</u> | <u>(4,975,894)</u> | | <u>5,137,687</u> | <u>(5,137,687)</u> | |
| Total revenues and support | <u>7,429,946</u> | <u>801,227</u> | <u>8,231,173</u> | <u>13,356,341</u> | <u>(1,249,633)</u> | <u>12,106,708</u> |
| Expenses: | | | | | | |
| Program | 5,806,737 | | 5,806,737 | 11,124,649 | | 11,124,649 |
| Management and general | 832,637 | | 832,637 | 1,304,859 | | 1,304,859 |
| Fundraising | <u>973,508</u> | | <u>973,508</u> | <u>978,553</u> | | <u>978,553</u> |
| Total expenses | <u>7,612,882</u> | | <u>7,612,882</u> | <u>13,408,061</u> | | <u>13,408,061</u> |
| Changes in net assets | (182,936) | 801,227 | 618,291 | (51,720) | (1,249,633) | (1,301,353) |
| Net assets, beginning | <u>1,615,729</u> | <u>1,615,930</u> | <u>3,231,659</u> | <u>1,667,449</u> | <u>2,865,563</u> | <u>4,533,012</u> |
| NET ASSETS, ENDING | <u>\$ 1,432,793</u> | <u>\$ 2,417,157</u> | <u>\$ 3,849,950</u> | <u>\$ 1,615,729</u> | <u>\$ 1,615,930</u> | <u>\$ 3,231,659</u> |

See accompanying notes to financial statements.

KEEP AMERICA BEAUTIFUL, INC.
STATEMENTS OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2024

| | Program | Management and General | Fundraising | Total Expenses |
|--|---------------------|---------------------------|-------------------|---------------------|
| Employee compensation and related | \$ 1,875,583 | \$ 552,561 | \$ 683,020 | \$ 3,111,164 |
| Affiliate and other grants | 1,411,571 | | | 1,411,571 |
| Professional and consulting | 813,381 | 65,965 | 196,742 | 1,076,088 |
| Program expenses | 497,816 | | | 497,816 |
| Event supplies, production and support | 381,246 | 276 | 59,707 | 441,229 |
| Travel and conferences | 302,801 | 32,610 | 5,633 | 341,044 |
| Office and related | 140,608 | 58,841 | 13,264 | 212,713 |
| Occupancy | 116,035 | 29,924 | 15,142 | 161,101 |
| Technology | 125,419 | 26,517 | | 151,936 |
| Marketing and communications | 80,581 | | | 80,581 |
| Insurance | 289 | 65,943 | | 66,232 |
| Donated media | 50,180 | | | 50,180 |
| Depreciation | 11,227 | | | 11,227 |
| TOTAL EXPENSES | \$ 5,806,737 | \$ 832,637 | \$ 973,508 | \$ 7,612,882 |

See accompanying notes to financial statements.

KEEP AMERICA BEAUTIFUL, INC.
STATEMENTS OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2023

| | Program | Management and General | Fundraising | Total Expenses |
|--|----------------------|------------------------|-------------------|----------------------|
| Donated media | \$ 5,228,907 | \$ | \$ | \$ 5,228,907 |
| Employee compensation and related | 1,866,751 | 605,047 | 820,501 | 3,292,299 |
| Professional and consulting | 1,210,762 | 324,715 | 77,273 | 1,612,750 |
| Program expenses | 1,076,541 | | | 1,076,541 |
| Affiliate and other grants | 931,325 | | | 931,325 |
| Occupancy | 208,739 | 47,859 | 27,832 | 284,430 |
| Office and related | 118,211 | 118,784 | 27,113 | 264,108 |
| Event supplies, production and support | 223,335 | | | 223,335 |
| Travel and conferences | 114,349 | 48,253 | 10,004 | 172,606 |
| Technology | 75,936 | 70,802 | 15,830 | 162,568 |
| Insurance | | 89,399 | | 89,399 |
| Marketing and communications | 59,502 | | | 59,502 |
| Depreciation | 10,291 | | | 10,291 |
| TOTAL EXPENSES | \$ 11,124,649 | \$ 1,304,859 | \$ 978,553 | \$ 13,408,061 |

See accompanying notes to financial statements.

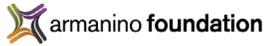
KEEP AMERICA BEAUTIFUL, INC.
STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2024 AND 2023

| | 2024 | 2025 |
|--|---------------------|---------------------|
| Cash flows from operating activities: | | |
| | \$ 618,291 | \$ (1,301,353) |
| Changes in net assets | | |
| Adjustments to reconcile changes in net assets to net cash used in operating activities: | | |
| Depreciation | 11,227 | 10,291 |
| Non cash lease expense | (86,040) | (5,367) |
| Loss on termination of lease | 3,737 | |
| Realized and unrealized gains on investments | (303,317) | (317,973) |
| Changes in operating assets and liabilities: | | |
| Contributions receivable | 192,872 | 664,543 |
| Employee Retention Tax Credit Receivable | | (236,372) |
| Accounts receivable | 239,522 | (80,701) |
| Prepaid expenses and other assets | (15,278) | (34,813) |
| Accounts payable and accrued expenses | (664,941) | 1,013,340 |
| Refundable advances | (7,390) | 7,390 |
| Net cash used in operating activities | <u>(11,317)</u> | <u>(281,015)</u> |
| Cash flows from investing activities: | | |
| Purchases of Investments | (8,692) | (730,455) |
| Proceeds from sales of investments | | <u>1,178,504</u> |
| Net cash provided by (used in) investing activities | <u>(8,692)</u> | <u>448,049</u> |
| Net increase (decrease in cash and cash equivalents) | (20,009) | 167,034 |
| Cash and cash equivalents – beginning | <u>1,632,619</u> | <u>1,465,585</u> |
| CASH AND CASH EQUIVALENTS – ENDING | <u>\$ 1,612,610</u> | <u>\$ 1,632,619</u> |
| Supplemental schedules for non-cash investing and financing activities: | | |
| Operating lease liability and right-of-use asset acquired | <u>\$ 306,901</u> | <u>\$</u> |

See accompanying notes to financial statements.

KEEP AMERICA BEAUTIFUL 2024 PARTNERS

accenture



ARR↔VE



CARS



DIAGEO



EVA AND HOWARD NACHT FOUNDATION



GreenwayHealth..



iHeartMEDIA



*Kimberly-Clark



LUSH



THE NETHERLEIGH FUND



/Sparklight®

