



DO

BEAUTIFUL THINGS

2016 ANNUAL REVIEW

kab.org

Our Affiliate Network: Focused on People and Their Beautiful Places

The Keep America Beautiful Affiliate Network, which numbers more than 600 state and community-based affiliates, carries out our mission at the state, county and local community levels. Our network was strengthened in 2016 with the addition of 16 new community affiliates and two state affiliates—Keep Delaware Beautiful and Keep Maryland Beautiful.

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 \$1 invested by local government, Keep America Beautiful affiliates return an average of \$34 of value in goods, services, volunteer engagement and public awareness to the community. Overall, Keep America Beautiful and our affiliates deliver more than \$205 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: 75

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: 43 🏠

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: 39 🏠

Missouri

Local affiliates: 2

Montana

Local affiliates: 2

Nebraska

Keep Nebraska Beautiful
Local affiliates: 21

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: 34 🏠

Oklahoma

Keep Oklahoma Beautiful
Local affiliates: 4

Pennsylvania

Keep Pennsylvania Beautiful
Local affiliates: 10

Rhode Island

Local affiliates: 1

South Carolina

Keep South Carolina Beautiful
Local affiliates: 25

South Dakota

Local affiliates: 1

Tennessee

Keep Tennessee Beautiful
Local affiliates: 30 🏠

Texas

Keep Texas Beautiful
Local affiliates: 66 🏠

Virginia

Keep Virginia Beautiful, Inc.
Local affiliates: 15

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!

✦New state affiliate

🏠Includes new local affiliates

Do Beautiful Things



I am fortunate to join an organization positioned for growth as we build upon the momentum established prior to my arrival.

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**



**Beautify
Communities**



**Improve
Recycling**

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 expand our network to engage the next generation of community stewards to make an even greater difference across America and serve as a 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 600 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 60 percent reduction in cigarette litter in communities that implemented the program in 2016, a 10



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

57%

AVERAGE REDUCTION IN CIGARETTE BUTT LITTER BASED ON 2015-2016 PROGRAM RESULTS

percent increase over the 2015 results. In 2016, Keep America Beautiful distributed 49 CLPP grants, totaling \$240,000 and re-launched the CLPP website at preventcigarettelitter.org.

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 2016 Great American Cleanup, the nation's largest community improvement program, celebrated its 18th year with an estimated 50,000 events in more than 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



 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 New York City, Los Angeles, East Point, Georgia (outside of Atlanta) and Mesquite, Texas (outside of Dallas).



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 fifth 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 2016 Great American Cleanup and National Planting Day included Altria, BNSF Railway, Dickinson's, Dow, The Glad Products Company, Lowe's and Niagara Bottling.

6+ million

VOLUNTEERS AND PARTICIPANTS JOINED KEEP AMERICA BEAUTIFUL PROGRAMS IN 2016





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







Keep America Beautiful offers additional resources for teachers and students, including “Waste in Place” (wasteinplace.org) 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 2015–2016 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 #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.

Two million people participated in America Recycles Day (Nov. 15), the only nationally-recognized day dedicated to promoting, encouraging and celebrating recycling. We published our first Consumer Tracker Recycling Survey, focused on measuring attitudes and behaviors and, ultimately, learned what prevents consumers from recycling to inform efforts to change behavior. More than 265,000 people have now taken the #BeRecycled Pledge.

Amazon, Best Buy, Carton Council, Cinemark Theaters and Dart joined founding partner, American Chemistry Council, along with Niagara Bottling and Unilever to expand the reach of the “I Want To Be Recycled” PSA 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 2016 national Recycle-Bowl champion, while Richland College



in Dallas, Texas, earned 2016 RecycleMania grand champion honors.

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.

And in partnership with Kimberly-Clark Professional and the US Composting Council, we introduced a free “Guide to Workplace Composting.”

\$172 million

IN DONATED MEDIA FOR “I WANT TO BE RECYCLED” PSA CAMPAIGN (2013–2016)



Over 10 years (2007-2016), Keep America Beautiful has awarded more than 146,000 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 40 grants in 2016 for high impact service projects in which local Lowe's stores and Lowe's

Heroes volunteers were involved.

The 2016 Anheuser-Busch Community Restoration Grant Program featured \$10,000 grant projects by Keep Oklahoma Beautiful, Keep Tampa Bay Beautiful, Keep Texas Beautiful and Shreveport Green 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 30 grants for the ninth annual Keep America Beautiful/UPS Community Tree and Recovery Tree Planting Grant Program.

Keep America Beautiful also announced a new partnership with TruGreen on the TruGreen TruNeighbor Grant Program with grants aimed at reducing community blight.



\$12 million

TOTAL GRANTS DISTRIBUTED (2012-2016)

Our Corporate and Foundation Partners Advance Our Mission

Keep America Beautiful gratefully acknowledges the following corporations and foundations that generously contributed to us in 2016.

\$1 Million and Above



\$500,000 to \$999,999



Altria

The Coca-Cola Company



KEURIG
GREEN MOUNTAIN

\$250,000 to \$499,999



WRIGLEY
Company Foundation

\$100,000 to \$249,999



PEPSICO



\$50,000–\$99,999

Carton Council
Dickinson's
Honeywell International Inc.
Illinois Tool Works Inc.
McDonald's USA
Niagara Bottling, Inc.
Northrop Grumman Corporation
RAI Services Company
Walmart Foundation

\$25,000–\$49,999

AmcOR Rigid Plastics North America
Barclays
Centerview
City of Austin
Dow Corning Corporation
Freshfields Bruckhaus Deringer US LLP
Goldman Sachs & Co.
Institute of Scrap Recycling Industries, Inc.
Lazard

Liberty International Underwriters
M. Klein & Company
McDermott Will & Emery LLP
McKinsey & Company, Inc.
O'Melveny & Myers LLP
Osterman & Co.
Owens-Illinois, Inc. and O-I Charities Foundation
PwC
Ravago Americas
Rubbermaid Commercial Products
Steel Recycling Institute
The Clorox Company
TruGreen Chemlawn

\$10,000–\$24,999

Caterpillar Inc.
Cleary Gottlieb Steen & Hamilton LLP
Columbus Industries
Covington & Burling LLP
EQT Foundation

Ernst & Young LLP
Foodservice Packaging Institute, Inc.
Georgia-Pacific Foundation
Harris, St. Laurent & Chaudhry LLP
Hogan Lovells LLP
Kutak Rock LLP
Local Search Association
Morgan Stanley
Polsinelli
Robins Kaplan LLP
Ropes & Gray LLP
Shell Oil Company
TerraCycle, Inc.
Trinseo LLC
Union Bank
Vranos Family Foundation
Wrigley

\$5,000–\$9,999

AECOM
Anchor QEA, LLC
Earth Friendly Products
H.O. Peet Foundation

The Jeffery Family Fund
PolyOne Corporation
Praxair, Inc.
Ramboll Environ
Stinson Leonard Street LLP
The Share Fund
Univar

\$2,500–\$4,999

American Express Company
CH2M
Crowell & Moring LLP
Merchants Distributors, Inc.
Miles & Stockbridge P.C.
Nelson Mullins Riley & Scarborough LLP
Rawle & Henderson LLP
The J.M. Smucker Company
Thompson & Knight LLP
Tressler LLP
Wilcox & Savage P.C.
YKK Corporation of America

About Keep America Beautiful

A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country in which every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people End Littering, Improve Recycling, and Beautify America's Communities. The organization is driven by the work and passion of more than 600 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's programs, visit: www.kab.org/our-programs.

Contact Us

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100,000+ miles

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



\$205 million+

IN MEASURABLE BENEFITS
TO COMMUNITIES SERVED
(2015–2016 AVERAGE)



600+ affiliates

ACROSS THE COUNTRY
HELPING TO IMPROVE
THEIR COMMUNITIES

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.

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 End Littering, Improve Recycling and Beautify America's Communities.

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