



KEEP AMERICA
BEAUTIFUL

Carolina Recycling Association Conference

March 18, 2019

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KAB MISSION



To inspire and educate people to take action every day to improve and beautify their community's environment.

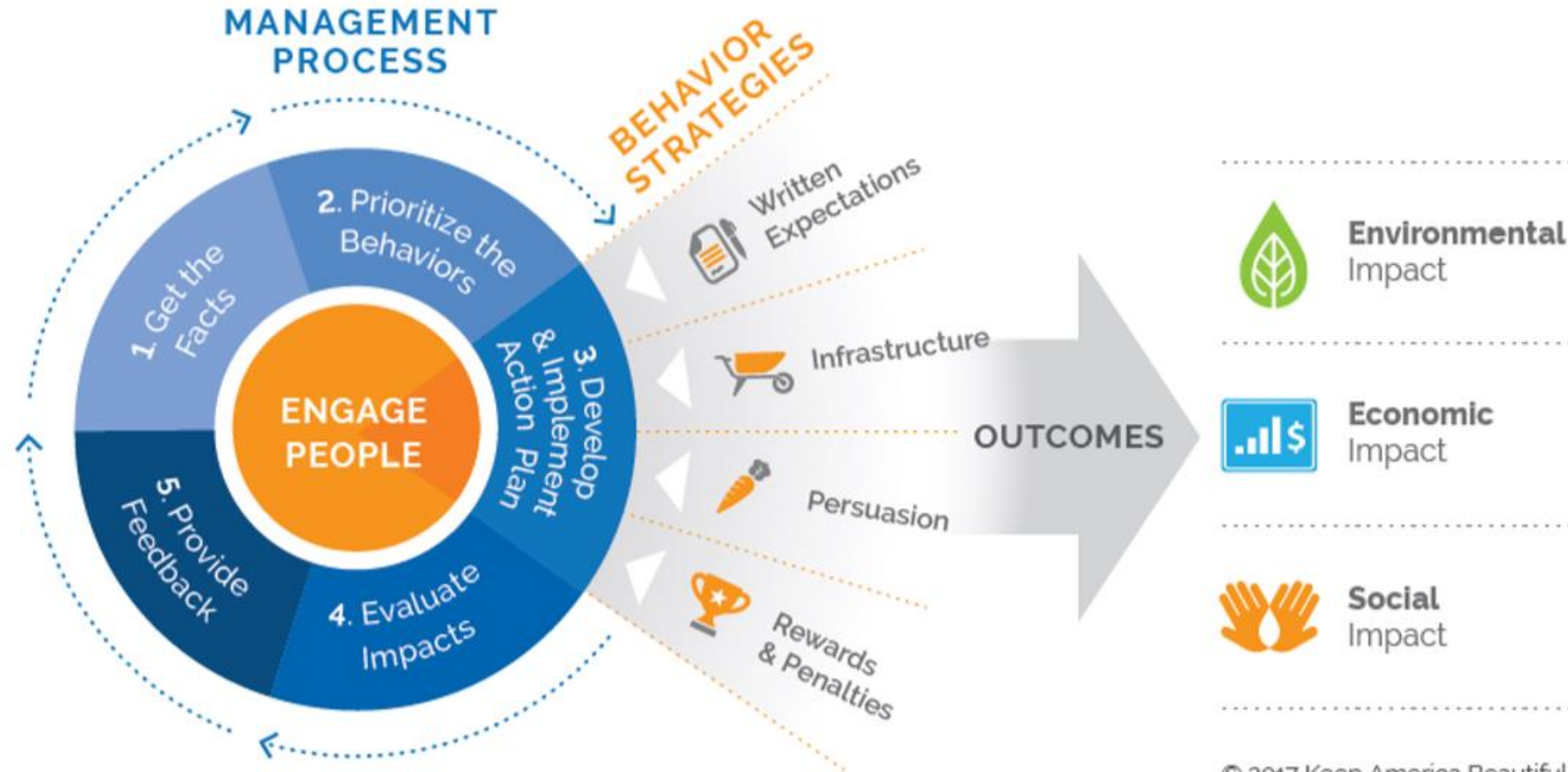


KAB VISION

We believe everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision.



BEHAVIOR CHANGE SYSTEM



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KAB Regions



West: Jason Smith

Central: Grace Keegan

East: Isaac Nicholson

SIGNATURE PROGRAMS & INITIATIVES



End Littering



Improve Recycling



Beautify Communities



**YOUTH
INITIATIVES**



**Community Restoration and
Resiliency Fund**

Community Grants



GREAT AMERICAN CLEANUP (GAC)

- Nation's largest community improvement program, which takes place annually in an estimated 20,000 communities nationwide
- Engages more than 5 million volunteers and participants
- Launches annually on first day of spring, runs through fall
- Water coupons are on their way!
- Bag information coming this week.
- Banners can be printed on demand at local Staples. Email sent last Friday.



GREAT AMERICAN
CLEANUP
— KAB.ORG —

CIGARETTE LITTER PREVENTION PROGRAM (CLPP)

- Now in its 15th year
- The Nation's largest program aimed at reducing cigarette litter. Since its inception, the program has been implemented in more than 1,700 U.S. communities.
- By providing people with easily accessible information and educational tools, as well as funding for ash receptacles and the distribution of pocket or portable ashtrays, Keep America Beautiful is making strides in educating the public and ensuring a cleaner tomorrow.
- **CLPP Grant Deadline: March 25, 2019**
The application period for the 2019 Cigarette Litter Prevention Program Grant Program will open on Monday, Feb. 25, 2019. The deadline to apply is slated for is 11:59 pm EST on Monday, March 25, 2019.

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STAND FOR THE LAND

FREE CIGARETTE ASH RECEPTACLES
(Sidewalk Buttler ash receptacle \$100 value!)

Requirements:

- Install in an accessible place
- Maintain receptacle
- Provide GPS coordinates



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AMERICA RECYCLES DAY (ARD)

- Takes place annually on November 15
- The only nationally-recognized day dedicated to promoting and celebrating recycling in the United States.
- Thousands of communities across the country participate by promoting environmental citizenship and taking action to increase recycling in America
- ARD educates people about the importance of recycling to our economy and environmental well-being, and helps motivate occasional recyclers to become “everyday” recyclers.

#BERECYCLED



America Recycles Day

A KEEP AMERICA BEAUTIFUL INITIATIVE

EDUCATION

- Since 1970, Keep America Beautiful has provided educators with curricula and materials to empower generations of community and environmental stewards
- Fundamentals of litter prevention; preserving our natural resources; responsible solid waste management; and how to reduce, reuse and recycle
- Provide educators and students with array of resources and measurable results
- Pre-K through College...and beyond!
- Locally adaptable to individual communities and correlated to National Standards.



COMMUNITY RESTORATION AND RESILIENCY FUND (CRRF)



- Launched after hurricane's Harvey, Irma and Maria
- Rolling grant deadlines
- Helping communities restore and enhance their vital public spaces, returning them to the cherished community resource and healing places that connect people, strengthen communities, and prepare for a more resilient future.
- Fund will focus on: parks, greenways, community gateways, main street/downtown areas, and public open spaces.



SOME OF OUR SPONSORS



Altria



ANHEUSER-BUSCH

The Coca-Cola Company



KEURIG
GREEN MOUNTAIN

WRIGLEY
Company Foundation



PEPSICO

NORTHROP GRUMMAN



How KAB Supports You in Your Executive Director Role

- Regional Directors
- Trainings & Webinars
- One on One Outreach
- Programs & Grant Opportunities
- National Conference
- Attending State Conferences
- National Insurance Program - Info Coming Soon

National Conference 2020



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Executive Director's Reporting Responsibilities



Welcome
Grace Keegan

[Dashboard Home](#)

[Data Exports](#)

[Information & Resources](#)

[Register & Report](#)

Community Appearance Index

Add Report

Date Submitted	Submitted By	Report	Status
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No reports have been submitted.

Governance Report

Add Report

Date Submitted	Submitted By	Report	Status
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No reports have been submitted.

Register Your Activity

Good Standing & President's Circle



- Active Board
- Executive Director
- 6 Hours of Training
- Annual Affiliate Fee
- Community Appearance Index-Litter Index
- Governance Report
- Event Reporting/Cost-Benefit Ratio
- Execute One Project/Resource in each Impact Goal

President's Circle - August 1/Good Standing - September 15

Governance Report

- Due annually on August 1st
- Includes questions on:
 - Organizational Structure
 - Administration
 - Budgets
 - May also include additional questions to gather information to assist Affiliates and the National Office

Event Reporting & Cost/Benefit Ratio

- Great American Cleanup
 - All activities that take place from March 21 through June 21
 - Report due: August 1
- America Recycles Day
 - All recycling and waste reduction activities that take place from October 1 - November 30
 - Report due: August 1
- Education
- Local Activities: Board Meetings, Other Events Outside of KAB event windows
- Report event metrics (number of volunteers; amount of litter and debris collected; miles of streets, roads, and highways; etc...)

Event Reporting & Cost/Benefit Ratio



Compares the dollar value associated with, volunteer hours, cash contributions, in-kind donations, non-governmental and foundation grants to any government dollars invested in your affiliate and its activities

Event Reporting & Cost/Benefit Ratio

- Value to Your Affiliate
 - Demonstrates credibility
 - Shows your ability to leverage valuable tax dollars
 - Demonstrates value of your Partners, Sponsors, Donors to Affiliate Mission
- Ways to utilize your Report
 - Presentation of “Check” to Elected Officials
 - Analysis of Program Effectiveness/Efficiency
 - Budgeting of Resources
 - Cues for Fundraising and Strategic Planning

Cost Benefit Ratio

- Cost: Government Donations
 - Cash or Money Allocated Budget
- Cost: Government In-kind
 - Vehicles
 - Trash service
 - Mailing or copying costs

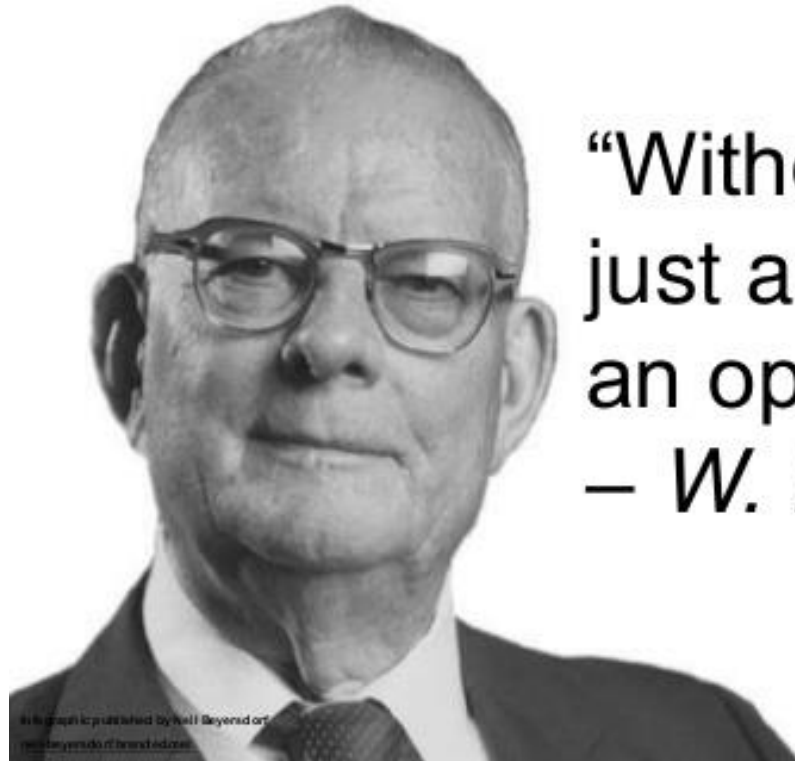
Cost Benefit Ratio

- Cost: Funded by government and supports your general operations or other program costs
- Benefit
 - Goods, Services or Contributions: Cash or In-Kind
 - Volunteer Hours- Value: \$24.69/hour
 - Reduction in Government Costs
 - Media Coverage
 - Cost Avoidance

Return on Investment

For each \$1 Invested by
Local Government an
Average of \$14.55
is returned in Community
Benefits





“Without data you’re
just another person with
an opinion.”
– *W. Edwards Deming*

Data Quality

- Why we Need Good Data
 - Outcomes vs. Outputs
 - Shows tangible improvements beyond numbers
 - Helps us to build partnerships with funders & recruit new affiliates
- Reasons for Poor Data Quality
 - Inconsistent Definitions for Common Terms
 - Using Inconsistent Measures
 - Not Entering Data in a Timely Manner

Standard Definitions

Examples Volunteer vs. Participant

A volunteer unloads a computer from the vehicle of a participant who waits to recycle their computer at the electronics collection event.

Site leaders can be volunteers (if not paid) to supervise volunteers actively picking up litter at a roadway cleanup.

Standard Definitions

On Your Report

**Number of Volunteers should not =
Number of Participants**

National Successes

Marketing & Comms

- New PSA
- Broadcast almost 50,000 times
- 475 Million Impressions
- Value of more than \$38M

Fundraising

- Distributed \$1.8M in grants
- 2.9M garbage bags with value of 800K

Operations

- 20 applications for new affiliates in 2018
- Currently - OVER 40 in just the East Region

Programs

- 3.4M invested in America Recycles Day, CLPP, Public Space Recycling, Youth Education, etc.

Affiliate Successes

Our Network

- 69,700 Media Mentions
- Total Reach of 30.6B
- Value of \$46.7M
- 12M Volunteer Hours
- 96M total lbs. of litter and recycling collected
- \$386M in benefits to the communities we serve

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#DoBeautifulThings

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THANK YOU!



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