



Contact

April Wennerstrom

Tel: 203.659.3036 / Fax: 203.659.3037

Email: awennerstrom@kab.org | Web: kab.org

JOIN OUR MOVEMENT: BECOME A KEEP AMERICA BEAUTIFUL AFFILIATE

What is the formula of success for Keep America Beautiful®? Since 1953, our organization has provided a replicable framework for community education and hands-on stewardship that seeks to End Littering, Improve Recycling, and Beautify America's Communities. Using the fundamentals of the field-tested Keep America Beautiful Behavior Change System, our affiliates reach deep into their communities to effect meaningful, positive and lasting change by delivering innovative, locally focused programs that address their community's needs.

WHY BECOME AN AFFILIATE?

Keep America Beautiful affiliates share their top reasons why affiliation is valuable:

Self-Determination

Training

Powerful National Network

Tools & Programs

National Credibility

Community Impact Grants

Keep America Beautiful and our affiliates delivered **more than \$386 million** in measurable benefits, as recently as 2018, to communities nationwide. Our work fortifies communities by making a lasting environmental, economic, and social impact.

Affiliation Process: Keep America Beautiful has two options for affiliation: A community may form an affiliate with no existing organization currently in place or form by migrating from an existing organization, which must have certain prerequisites in place. Eligibility for a migration affiliation is determined by Keep America Beautiful. Applicant must agree to use the name Keep "Your Community, City, County, Region or State" Beautiful.

Application: In both cases, the process starts with forming a Team, obtaining a letter of support from the highest elected official for the jurisdiction interested in affiliation, securing the initial affiliation fee, and submitting an application.

Training: Affiliates are required to participate in training offered locally by a Keep America Beautiful National Trainer (two trainings are required). Keep America Beautiful will work with your community leaders to schedule a session to ensure maximum participation and engagement by the community group:

- 1. Community Training** includes an overview of Keep America Beautiful and its behavior-based change process to address community improvement issues. Trainers provide instructions to a Community Team on conducting the Community Appearance Index and Focus Area Survey to gather facts about your community.
- 2. Affiliation Training** is conducted after the completion of the benchmarking tools and includes a more extensive discussion of the behavioral-based change process, how to implement Keep America Beautiful programs, and a strategic-planning and goal-setting process for the new affiliate board.

CERTIFICATION APPLICATION FEES

Population	One-Time Certification Fee
0-7,500	\$1,500
7,501 - 15,000	\$2,500
15,001 - 50,000	\$3,500
50,000+	\$4,500
Migration	\$1,500*

* Existing organizations may qualify to submit an application using the Migration process. Please contact Keep America Beautiful for more details.

The one-time certification fee listed above supports the initial development of a new Keep America Beautiful affiliate including:

- Training materials and step-by-step instructions on developing your local organization.
- Travel expenses for the Keep America Beautiful Trainer to visit your community as well as ongoing mentoring and support by the Trainer throughout the process. Our trainer(s) may host virtual and/or in person affiliate trainings according to scheduling and what works best for your community.
- Attending affiliate planning and goal-setting session to develop an action plan for the first year for the new Affiliate Executive Director and Board. This training will be conducted in conjunction with the Affiliation Ceremony.
- Stipend for affiliate executive director to travel to the Keep America Beautiful National Office (Stamford, CT) for in-depth 1½-day training workshop

ANNUAL FEES

PAID ANNUALLY AFTER COMPLETING CERTIFICATION

<u>Population</u>	<u>Annual Fee</u>	<u>Population</u>	<u>Annual Fee</u>
0-7,500	\$60	75,001-150,000	\$345
7,501-15,000	\$115	150,001-500,000	\$400
15,001-30,000	\$170	500,001-1 million	\$460
30,001-50,000	\$230	Over 1 million	\$575
50,001-75,000	\$285		

About Keep America Beautiful

Keep America Beautiful, the nation's leading community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, Keep America Beautiful strives to End Littering, Improve Recycling, and Beautify America's Communities. 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 – steeped in education, research and behavioral science – is the cornerstone of Keep America Beautiful. We empower generations of community and environmental stewards with volunteer programs, hands-on experiences, educational curricula, practical advice and other resources. The organization is driven by more than 600 state and local affiliates, millions of volunteers, and the support of corporate partners, social and civic service organizations, academia, municipalities and government officials. Join us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). Donate and take action at kab.org.