



Contacts

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How to Become a Keep America Beautiful Affiliate

What is Keep America Beautiful's formula for success? Since 1953, our organization has provided a replicable framework for community education and hands-on stewardship that reduces litter and encourages recycling, promotes grassroots volunteerism, and makes sustainable improvement possible for communities of all sizes. Affiliates have built upon this behavior change framework to create innovative, locally-focused programs that address the specific needs of their diverse geographies and populations. Using the fundamentals of our time-tested approach, our affiliates are reaching deep into their communities to effect meaningful, positive changes.

WHY BE AN AFFILIATE

Keep America Beautiful invites affiliates to share why affiliation is valuable. We have listed the top reasons provided by our affiliates:

Self Determination

National Network

National Credibility

Training

Tools & Programs

Grants

Keep America Beautiful and our partners help generate positive impact on local economies and inspire generations of community stewards

INSTRUCTION FOR APPLICATION

As part of the application we request that the applicant identify a group of community representatives to assist in the process to form the affiliate.

Team Leader

Each Team must have a Team Leader. The Team Leader must be a good manager and a results-oriented leader. The Team Leader will:

- Hold Team members accountable for assigned tasks,
- Supervise arrangements for Team meetings, and
- Submit monthly progress reports to KAB and State Leader (if applicable).

Team

The Team shall consist of:

- 6-9 members (an entire existing board/committee may serve as members)
- members serve on one of 3 task groups for 4-6 months following initial training
- representatives from business, government and civic sectors
- individuals knowledgeable in the following areas:
 - business and organizational administration and governance
 - financial management
 - city/county government
 - geography of the community
 - existing litter prevention, beautification and community greening and/or waste reduction recycling efforts

Each team member must commit to attend training a 4 hour Training Workshop (1.5 hours for a qualifying organization using the migration affiliation). The Team members will be assigned tasks at the end of training and shall agree to accomplish assigned tasks within the 4-6 months necessary for certification. The following profiles are provided to assist you in identifying people to serve on Team.

Team: Organizational Structure Task Group*

Team members will be responsible for creating the organizational structure and administration in order to ensure the long-term success for the affiliate. Affiliates are typically either formed as part of a government entity or form as a non-profit. KAB provides templates for all documents. Team will be responsible for:

Governance Documents

- Draft documents and submit to Team and/or government for approval e.g.
- Articles of Incorporation and Bylaws (if applicable nonprofit corporation)
- Resolution/Executive Order/Ordinance (if applicable government entity)

Identity

- Mission Statement
- Logo Design (Keep America Beautiful provides base logo)

Administration

- Determine board member responsibilities
- Member recruitment
- Executive Director job description
- Design one year operational budget

*A qualifying organization using the migration affiliation process will submit all applicable documents from the list above.

Team: Community Appearance Index – Litter Index Task Group

Team members will be responsible for overseeing the completion of the Litter Index. The Litter Index is a visual assessment of your community.

Litter Index Tasks:

- Prepare local scoring map
- Enlist 3-6 volunteers to perform the Litter Index
- Conduct Index and compile data

Team: Focus Area Survey Task Group

Team members will be responsible for completing the Focus Area Survey, a fact-gathering document that examines current educational programs relating to litter prevention, beautification and community greening, and waste reduction and recycling, existing ordinances and enforcement practices, and available resources and tools. City or county governmental representatives are especially suited for this area of work.

Focus Area Survey Tasks:

- Identify relevant resources in government agencies, businesses and civic organizations
- Complete and compile survey

The last two task groups will be asked to work together to complete observations about what was learned from the Community Appearance Index - Litter Index and Focus Area Survey and may provide recommendations. The Observations and Recommendations, if provided, will be used in the Affiliation Training Workshop.

AFFILIATE APPLICATION FEES

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

*Existing organization may qualify to submit an application using the Migration process. Please contact KAB for details. Please check www.kab.org or call 203.659.3036 to determine if your state has a State KAB Affiliate prior to submitting application as they may offer assistance and technical support to complete the application process.

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

- Training materials, including educational training books and resource materials; step-by-step instructions on developing your local organization; and other resources to assist in initial affiliate development
- Travel expenses for the Keep America Beautiful Trainer to visit your community as well as ongoing mentoring and support by Trainer throughout the process. Trainer will visit community twice, to include returning for Affiliation Ceremony after completion of Affiliate Report
- 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 (after Team has submitted a complete Affiliate Report)
- The first year's annual network service fee

ANNUAL FEES
PAID ANNUALLY AFTER COMPLETING CERTIFICATION

<u>Population</u>	<u>On-Time Certification Fee</u>	<u>Population</u>	<u>On-Time Certification Fee</u>
0-7,500	\$55	74,001-150,000	\$330
7,501-15,000	\$ 110	150,000-500,000	\$385
15,001-30,000	\$ 165	500,000-1 million	\$440
30,001-50,000	\$ 220	Over 1 million	\$550
50,001-75,000	\$275		

About Keep America Beautiful

Keep America Beautiful, the nation's iconic community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, we strive 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.

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AFFILIATE APPLICATION

1. Applicant:

Community/City/Town/County/Parish Name:	
Population:	
Person requesting Affiliation (Name, Title):	
Mailing address:	
City, State, Zip:	
Phone:	
Email Address:	

2. Community Team:

Team Leader (Name, Title):	
Shipping Address:	
City, State, Zip:	
Phone:	
Mobile Phone:	
Email Address:	

Team Member (typically 6-9)	Mailing Address	Phone/Email
1.		
2.		
3.		
4.		
5.		
6.		
7.		

8.		
9.		

3. Please list any existing community improvement organizations (i.e. beautification committee, solid waste planning board, recycling committee, conservation organization, etc.).

Organization Name	By Whom	Date Contacted

4. The Team will need assistance from local authorities responsible for litter, solid waste, and beautification. The Team will need to obtain map(s) and compile statistical information. Please list contacts (such as Public Works/Sanitation, Park, Planning, Engineering, or Community Services) who have been contacted about the intent to establish a KAB affiliate.

Name	Title	Who Contacted

5. Estimated operating budgets vary from \$1,000 to \$750,000. Communities are urged to meet these needs through donations of goods and services. Provide potential source(s), which may provide cash or in-kind contributions e.g. city government in-kind or business donation.

NEED	POTENTIAL SOURCE
Executive Director: Salary and Benefits	
Office space and furniture	
Telephone/DSL/Internet Access	
Office equipment i.e. computer, fax, copier	

Printing	
Postage	
Expenses for Training Workshops and Affiliation Ceremony (food, printing invitations)	
Travel expenses: 6 hours of training required annually to maintain Good Standing after affiliation (may be provided by KAB, state affiliate, or other source and can be Webinars at not travel cost).	

Complete application includes this form, a **letter of endorsement from the chief elected official** (Mayor, Council President, etc.), and application fee based on population. **Make check payable to Keep America Beautiful.** Fee is non-refundable once Community Training Workshop is scheduled. Cancellation of the Training Workshop requires notification at least 5 business days in advance. Cancellation without notification will require a \$500 fee to re-schedule. If de-activated*, re-training may be done within 3 years for a fee of \$500 plus travel costs for KAB Trainer. We understand the responsibility to assist the Team in obtaining the cooperation of government, business and civic sectors to complete the Affiliation process including monthly reporting for a period of typically 4 to 6 months. We understand we must complete affiliation requirements within one year of Community Training Workshop or potentially be de-activated.

We understand we **are required** to use the name Keep "Community/City/County/Region" Beautiful as the name of our organization and for all activities related to Keep America Beautiful and adopt the One Shared Brand "Keep America Beautiful Affiliate," endorsement line in logo and logo design treatments. Keep America Beautiful will create new affiliate logos to follow Keep America Beautiful wordmark to further Affiliate's connection to the Keep America Beautiful national brand for Affiliate's use.

Signature (person requesting certification)

Date

Title

AFFILIATE **MIGRATION** APPLICATION

1. Applicant:

Community/City/Town/County/Parish Name:	
Population:	
Organization Name:	
Person requesting Affiliation (Name, Title):	
Mailing address:	
City, State, Zip:	
Phone:	
Email Address:	

2. Date organization established (must be at least one year prior to date of this application):

3. Please mark which one most closely represents the current organizational structure.
- Nonprofit Corporation (commonly IRS designated 501(c)(3) organization but not required)
 - Government Entity

Governance Documents – applicable documents must accompany application

- Articles of Incorporation (nonprofit corporation)
- Bylaws (nonprofit corporation)
- Resolution/Executive Order/Ordinance establishing organization (government entity)
- Guidelines for board appointment, meetings, and officers (government entity)

Other Organizational Documents – copies of information must accompany application

- Mission Statement
- Logo
- List of board members/officers
- Executive Director Name
- Executive Director Job Description
- Copy of current operational budget

Complete application includes this form, a **letter of endorsement from the chief elected official** (Mayor, Council President, etc.), and applicable documents from list above. The one-time certification fee of \$1,000 **must** accompany the application.

Make check payable to Keep America Beautiful. We accept the responsibility to assist the existing organization to complete the KAB affiliation process including monthly reporting for a period of typically 2 to 3 months. Fee is non-refundable once Community Training Webinar is conducted. Cancellation of the training webinar requires notification at least 5 business days in advance. Cancellation without notification will require a \$500 fee to re-schedule. If de-activated*, re-training may be done within 3 years for a fee of \$500 plus travel costs for KAB Trainer. We understand affiliation must be completed within one year of the Community Training Webinar or potentially be de-activated.

We understand we **are required** to use ***Keep "Community/City/County/Region" Beautiful*** to implement KAB activities and agree to work with KAB to identify ways to transition an existing organization name or establish a plan to use Keep "Community" Beautiful for new KAB affiliate.

We understand we **are required** to adopt the One Shared Brand "Keep America Beautiful Affiliate," endorsement line in logo and logo design treatments. Keep America Beautiful will create new affiliate logos to follow Keep America Beautiful wordmark to further Affiliate's connection to the Keep America Beautiful national brand for Affiliate's use.

Signature (person requesting certification)

Date

Title