



2021-22 Healthy Communities Grant Letter of Intent Overview

About Keep Louisiana Beautiful (KLB)

KLB is Louisiana's leading anti-litter and community improvement organization. Affiliated with Keep America Beautiful, the mission of KLB is to promote personal, corporate, and community responsibility for a clean and beautiful Louisiana. With a network of 40 affiliates and over 172,000 volunteers and participants across the state, we work together for a clean and beautiful Louisiana.

Grant Purpose

The purpose of the Healthy Communities Grant (HCG) is to provide funding to support local projects and programs that will bring about behavioral changes needed to improve, preserve and protect the natural beauty of Louisiana.

KLB seeks to fund projects and programs that have a measurable, sustainable impact on one or more of the identified focus areas. Focus areas include litter and waste reduction, recycling, reusing, litter enforcement, and environmental education. Interested applicants must submit a Letter of Intent and be invited to formally apply for the Healthy Communities Grant. The Letter of Intent will be evaluated based on the strength of the answers outlined in the Letter of Intent Guidelines.

This is a reimbursement grant that funds projects/programs from \$2,500 to \$8,000. Reimbursements will be dispersed, upon receiving proper receipts and reports on December 1, 2021 and May 1, 2022. At least a 10% match in the form of cash, in-kind or volunteer services is required. The value of volunteer services should be computed at the hourly rate of \$23.51 per hour (Independent Sector, Louisiana state rate, 2019).

Eligibility

Louisiana non-profit 501(c)(3) organizations, governmental agencies, schools and universities, KAB affiliates and pre-certified affiliates located in Louisiana are eligible to apply. Individuals, KLB board members and staff are not eligible to apply.

Funding Restrictions

HCG funds must be used to reduce litter and waste, increase recycling and reusing, support litter law enforcement, and educate students and the general public on environmental issues related to our mission. Gardening projects, tree planting, computers, electronics, printers, travel expenses, food and beverage, registration fees, cash awards, expenses associated with fundraising activities, and projects conducted on private property will not be funded. Administrative expenses must not exceed 10% of the grant budget and must be based on \$23.51 per hour. Keep America Beautiful affiliates requesting trash receptacles, cleanup supplies, or environmental education workshops must apply using Trash Receptacle Affiliate Grant, Cleanup Supplies Grant, or Environmental Education Affiliate Grant. If an affiliate is applying for both an Affiliate Project Grant and Healthy Communities Grant the projects must be different.

Timelines

- The HCG Letter of Intent will be accepted by mail or email from **January 1, 2021 to March 5, 2021**. Letters will not be accepted after midnight Central Time on March 5, 2021.
- KLB will issue invitations to apply for the HCG by email **on or before March 15, 2020**.
- Those who receive an invitation to apply may submit an online grant application for funding consideration **on or before April 15, 2021**. Grant requests must be for the same project/program outlined in the approved Letter of Intent.
- The Healthy Community Grant period runs from **August 1, 2021 to May 1, 2022**.



2021-22 Healthy Communities Grant Letter of Intent Guidelines

1. Overview of Organization (1 paragraph)

2. Statement of Need: (1–2 paragraphs)

- Why is this project/program needed? How was the need identified?

3. Summary of proposed project/program: (1- 2 paragraphs)

- Briefly describe the project/program and how does it address the need?
- State which focus area(s) will be addressed: litter/waste reduction, recycling/reusing, litter enforcement, and environmental education.

4. Engagement: (1 paragraph)

- Describe how volunteers, participants, partners and additional funders will be engaged.
- State how many people will directly benefit from this project/program.

5. Outcomes: (1 paragraph)

- Explain the anticipated outcomes of this project/project and how you will measure them. Outcomes are the short-term changes that occur in individuals as a result of the project/program.

6. Impact: (1–2 paragraphs)

- Explain the intended impact of this project/program will have and how it will bring about a sustained behavioral change. Impacts are the long term, broader changes that occur within the community, organization, society, and the environment as a result of the project/program outcomes.

7. Sustainability: (1 paragraph)

- Explain how will this project/program be sustained once the grant period is over.

8. Budget: (1 paragraph)

- Describe the project/program funding needs and the total amount of request. At least a 10% match in the form of cash, volunteer services or in-kind match is required.

9. Closing: (2 sentences)

- Include a contact name, email address and daytime phone number of the person KLB should notify.
- The letter must be signed by the highest authorizing official of your non-profit organization, school/university, or governmental entity.

10. Submission: The Letter of Intent should be submitted on letterhead and should not exceed two pages. Deadline to submit for consideration is March 5, 2021. Letter may be emailed to programs@keeplouisianabeautiful.org or mailed to Keep Louisiana Beautiful, 902 Coffee St. Mandeville, LA 70448. For more information contact Cabell Mouton at programs@keeplouisianabeautiful.org.