



Keep  
**LOUISIANA**  
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

# 2023-24 IMPACT



**36,120**  
volunteers  
engaged



**2,441**  
waterway  
& land-based  
cleanups



**2,415**  
tons of litter  
removed



**1,624**  
tons of material  
recycled



**74,843**  
cigarette  
butts  
removed



**429**  
tons of  
hazardous waste  
diverted



**26,551**  
trees  
& plants  
planted



**840**  
trash  
receptacles  
installed



**\$5.84M**  
volunteer  
value



**11,453**  
teachers  
& students  
educated



**\$1.25M**  
grant funding  
awarded



**SCAN**  
for more  
impact  
numbers

## Our Affiliate Network Serves

### Communities

Abbeville, Abita Springs, Algiers, Ascension, Assumption, Baker, Bossier, Calcasieu, Covington, DeRidder, DeSoto, Eunice, French Quarter, Hammond, Jefferson, Lacombe, Lake Charles, Lafayette, Lafourche, Livingston, Madisonville, Mandeville, Monroe, Morehouse, Natchitoches, New Orleans, Ouachita, Slidell, St. Bernard, St. Charles, St. James, St. John, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Union, West Baton Rouge, West Monroe, and Shreveport

### Universities

Dillard University, Grambling State University, Loyola University New Orleans, Louisiana State University, Nicholls State University, Northwestern State University, Southeastern Louisiana University, Tulane University, University of Louisiana at Lafayette, University of Louisiana Monroe, University of New Orleans, and Xavier University of Louisiana

# HIGHLIGHTS

- **During Love the Boot Week, a record 347 tons of litter was removed from all 64 parishes.** 19,441 individuals volunteered 100,712 hours at over 760 events. Recycled were 623 lbs of cans and bottles. Volunteers also planted 921 trees and 4,408 plants and refurbished 366 gardens.

- **The Affiliate Network is now 52 Affiliates strong.** Joining the KLB Affiliate Network were three new Community Affiliates: Lafourche, St. Bernard, and St. Charles. New University Affiliates include Dillard University and Southeastern Louisiana University.

- **127 public libraries in 41 parishes are now part of the Get Down & Clean Up program.** The public can borrow litter clean up supplies to care for their communities. Over 1,000 litter kit checkouts have occurred.

- **The Clean Biz Partnership program grew to a total of 641 businesses in 48 parishes** – all of which understand the link between cleanliness and economic prosperity. This is a 410% increase from June 2023.

- **\$1.25 million in grants was distributed, 30% more than the previous year.**

- **The Louisiana Litter Study was published** with eye opening data on roadside litter, the cost of litter, and public perception of litter.

- **The Greener Grounds Guidebook and Workbook were published,** outlining best practices for preventing and reducing litter and waste at outdoor events.

- **KLB published new resources for educators,** including 10 lessons for K-5 that align with the student standards and a colorful new 12-page activity book.

- **The statewide advertising campaign, “Let Louisiana Shine,” earned 196.2 million impressions,** reaching citizens with tips for preventing and cleaning up litter.