



Keep

LOUISIANA

Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE



Who We Are & What We Do

Keep Louisiana Beautiful is a program in the Louisiana Department of Culture, Recreation, and Tourism that promotes a personal, corporate, and community responsibility for a clean and beautiful Louisiana. **Our network includes 40 Community Affiliates and 12 University Affiliates.**

What do we focus on?

1. Growing a network of environmental stewards
2. Environmental education
3. Litter prevention
4. Cleanups
5. Enforcement
6. Beautification





Affiliate Network

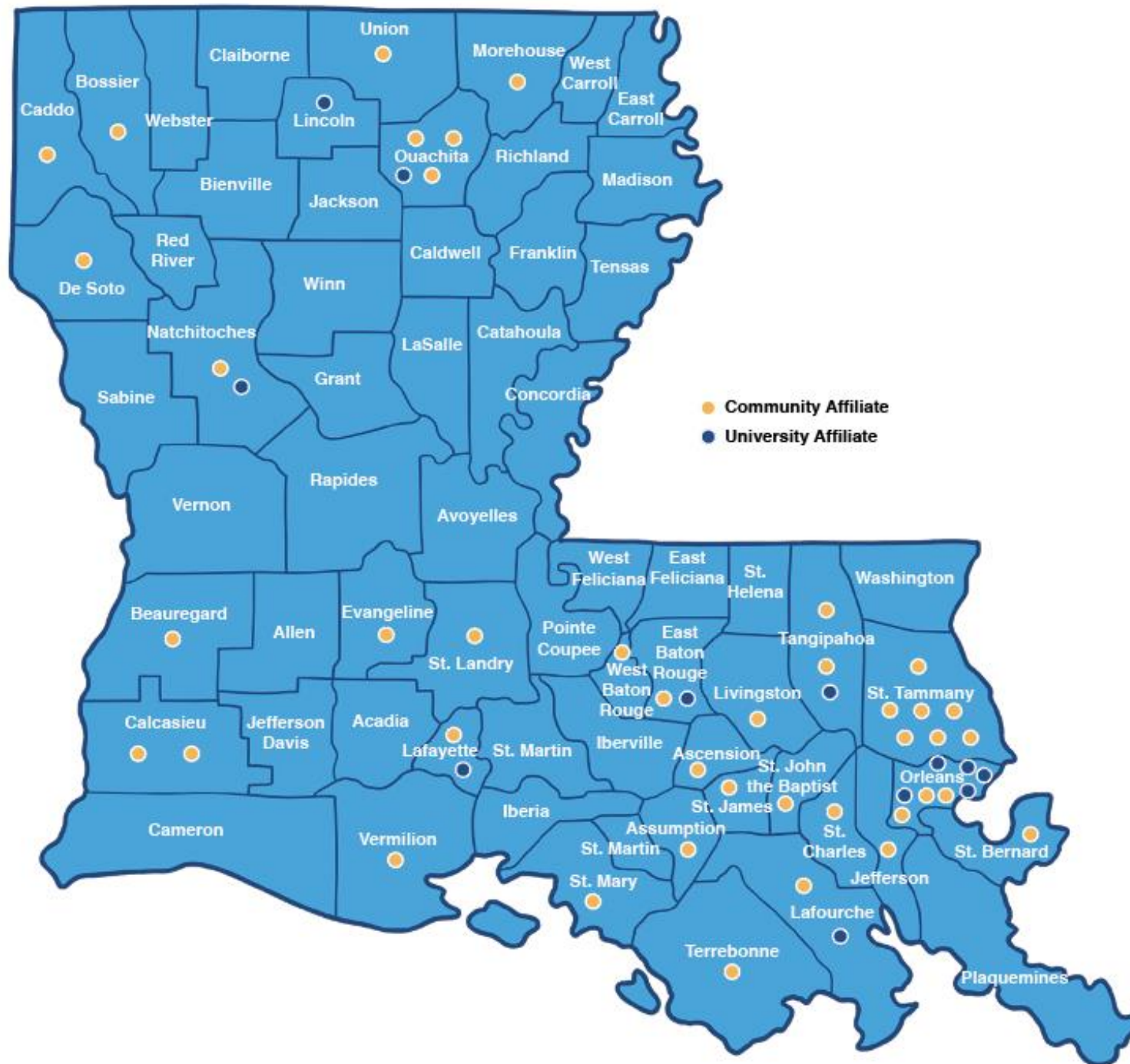


What is an Affiliate?

An Affiliate is a group of people working in an organized structure committed to improving community appearance, promoting environmental stewardship and engagement, and implementing programs.

The Keep Louisiana Beautiful family of Affiliates is the largest community improvement network in the state.





Our Affiliate Network is Growing!

Current Community Affiliates



Abbeville
Abita Springs
Algiers*
Assumption
Ascension
Baker*
Bossier
Calcasieu
Covington
DeRidder
DeSoto
Eunice
French Quarter*

Hammond
Jefferson
Lacombe
Greater 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
Shreveport

40
Affiliates
Strong!



Affiliate Readiness Assessment Tool: Are you ready?



- 1. What do you hope to accomplish by becoming an Affiliate?**
- 2. Have you identified a host entity?**
- 3. Do you have support of the highest authorizing official of the proposed entity?**
- 4. Have you identified a group of individuals who are committed to providing leadership and guidance to form an Affiliate?**
- 5. How will the Affiliate fund its projects and sustain its efforts?**
- 6. Is there a consensus amongst stakeholders that establishing an Affiliate will help to address the problems?**
- 7. Have you identified the problems needing to be addressed in regards to litter prevention/removal, recycling, waste reduction, environmental education, and beautification?**



Affiliate Readiness Assessment Tool: Are you ready?



8. Can you identify the main obstacles keeping the community from resolving those problems?

9. Do your residents currently support community projects and activities through volunteerism?

10. Do you currently have, or do you anticipate having working partnerships with local government, schools, businesses, and community organizations?

11. Do you have support from city/parish administration, and local elected officials?

12. Do you anticipate having problems paying the one-time \$200 affiliate formation fee and completing the formation requirements in 6 months?

13. Do you anticipate having problems forming and sustaining a committee/commission/board with a chair/coordinator serving as KLB point of contact to lead the efforts of the affiliate?

14. Are you confident that the affiliate can meet the annual requirements?



Steps to Affiliation



Host Entities

Each Affiliate operates under an established “host” entity

- **Non-profit organizations**
- **Civic or community groups**
 - **Associations**
- **City or parish government**

Examples include local Chamber of Commerce, Main Street Organizations, or city/parish government



Affiliate Coordinator and Board/Committee

- Identify and individual to oversee the affiliate (15-20 hours/wk)
- Affiliates form new boards/committees or utilize an exiting one to guide initiatives
- Affiliates should include a diverse representation from the community ie., citizens, business leaders, educators, elected officials, enforcement



Conduct a Litter Survey and Community Assessment
Create an Affiliate Logo
Create a One-year plan
Establish a Budget



What do our current Affiliates have to say?



“Being a part of the KLB Affiliate network has allowed me to become a better Director to our local organization. It keeps us in touch with other Affiliates around the state, and the resources we receive are invaluable.”

- Charlene Beckett, Keep Abbeville Beautiful

“KLB was an integral part of helping our parish create Keep Tangipahoa Parish Beautiful. They have taught us how to build our program from the ground up!”

- Ginger Tastet, Keep Tangipahoa Beautiful

“The KLB Affiliate network provides us with the tools necessary to achieve our mission. KLB continues to be a contributing factor to our overall success!”

- Wyvette Pryor-Cousin, Keep Calcasieu Beautiful



What are the Benefits?



1. Organizational Support

- Alignment with Louisiana's top community enhancement organization
- Use of the "Keep _____ Beautiful" name and logo
- Access to KLB Affiliate Handbook for operations and and training
- Branding Recognition
- KLB staff support

2. Networking, Education, and Training

- State Conference, networking calls, and Regional Meetings
- Opportunities to network with other Affiliates and partners
- Access to webinars

3. Tools and Resources

- Access to Affiliate Resource Center
- Inclusion in KLB programs
- Receipt of KLB newsletters, communication material, and marketing resources



What are the Benefits?



- Tools for data tracking and outcome reporting
- Availability of Impact Reports

4. Grants

- Eligibility for the Keep Louisiana Beautiful Healthy Communities Grant.
- Access to affiliate-only grants from Keep Louisiana Beautiful.
- Opportunities for grants and in-kind support from Keep America Beautiful.
- Availability of cleanup supplies as resources permit.

5. Recognition

- Opportunities to participate in the Circle of Excellence Award.
- Eligibility for Keep Louisiana Beautiful Everyday Heroes Awards.
- Love the Boot Awards



What are the Annual Requirements?



- **Programs:** Conduct at least one activity from 3 focus areas:
 - litter removal/prevention, recycling, and beautification.
- **Training:** Participate in at least 4 hours of virtual or in-person continuing education and professional development training. (i.e., KLB state conference, affiliate meetings, webinars)
- **Participate** in Love the Boot Week.
- **Networking:** Participate in at least 3 of the 6 KLB affiliate networking calls.
- **Branding:** Use affiliate name and logo on affiliate programs and activities.
- **Leadership:** Have an active affiliate coordinator/chair and affiliate committee/board/commission.
- **Annual Fee:** \$150 annual fee paid by August 1st.
- **Outcomes:** Track and submit affiliate outcomes, number of volunteers, and hours.
- **Report:** Submit an annual report by August 1st.

Circle of Excellence Annual Award



- 1. August 1:** Throughout the year, record outcomes of Community Affiliate projects and efforts. Submit the outcomes data on the Keep Louisiana Beautiful Affiliate Impact Report found on KLB's website.
- 2. October:** Affiliate Director or board member attend the Annual KLB State Conference.
- 3. April:** Affiliate registers and participates in Love the Boot Week and submits outcomes.
- 4. June:** Affiliate Director or board member attend one of the KLB Regional Meetings.

Ongoing:

- The Affiliate Director or board member participates in at least 3 of the 6 bi-monthly Affiliate conference calls conducted by KLB.
- Conduct least one litter removal, waste reduction and beautification event or project each year.
- Be an active affiliate and pay the annual fee. (Community Affiliates established after 2022 pay KLB the \$150 annual fee)





University Affiliates



12 University Affiliates



A Keep Louisiana Beautiful Affiliate



University Affiliates

- EPA Trash Free Waters Grant
- KLB worked with steering committee over 9 months to develop
- Provides students hands-on experience with data collection, while also fostering their development
- Program has funded University Affiliates over \$100,000 in grant funding to reduce SUD's and litter on campus



University Affiliate Annual Requirements



1. **Training:** Receive at least 4 hours of training or education. (e.g., KLB, KAB, AASHE conferences, or other related recycling/waste reduction/litter prevention training.)
2. **Leadership:** Have an active university coordinator and committee
3. **Branding:** Use the Affiliate name and logo
4. **Annual Fee:** \$150 annual Affiliate fee due August 1st
5. **Conduct a Litter Survey** of five pre-determined campus locations including (fitness center/athletics, student union/cafeteria, main campus quad, parking lot, a section of the campus perimeter with high foot and vehicle traffic) using the “Litter Free Louisiana” app.
6. **Participate** in Love the Boot Week and Report outcomes
7. **Programs:** Conduct 3 Focus Areas Activities
 - Litter Removal, Prevention, and Recycling
 - Education and Engagement
 - Waste Reduction



University Sustainability Coalition

- Developed in 2021 to compliment the University Affiliate program in response to growing interest in sustainability, waste reduction, and litter prevention at the university level.
- Open to faculty, administration, and students interested in increasing higher education sustainability efforts in Louisiana.
- Meet 4-5 times a year, led by co-chairs from UL Lafayette and UNO
- Inaugural 2024 Louisiana Sustainability Summit at UL Lafayette
- <https://keeploouisianabeautiful.org/universitysustainabilitycoalition/>



KLB Network & Grantee Impact



32,584
VOLUNTEERS



\$4 MILLION
VOLUNTEER VALUE



146,819
VOLUNTEER HOURS



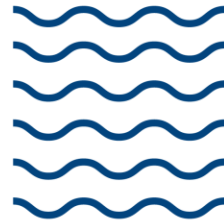
1,733
ORGANIZATIONS
ENGAGED



267
SCHOOLS &
UNIVERSITIES
ENGAGED



17,964
STUDENTS &
TEACHERS ENGAGED



1,313
WATERWAY &
ROADWAY
CLEANUPS



41,019
CIGARETTE BUTTS
REMOVED



721
TONS OF LITTER
REMOVED



12,647
TREES & GARDENS
PLANTED



760
TONS OF MATERIAL
RECYCLED



899
TRASH RECEPTACLES
INSTALLED



458
TONS OF
HAZARDOUS WASTE
DIVERTED FROM
LANDFILL



67,418
CLEANUP SUPPLY
ITEMS DISTRIBUTED



\$1 MILLION
GRANTS
AWARDED

Affiliate Resource Centers



Get Plugged Into KLB



1. Form a local Affiliate.
2. Participate and encourage everyone in your community to sign up for Love the Boot Week, April 5-13, 2025.
3. Take advantage of KLB's many grant opportunities to improve your community.
4. Introduce your schools to KLB's free education resources for K-5 students.
5. Report littering to 855-LA-Litter.
6. Promote the Clean Biz Partnership to businesses in your community.
7. Make sure your library is signed up for the Get Down & Clean Up program.
8. Promote the "Put the Brakes on Litter" campaign to your local auto dealerships.
9. Encourage your local outdoor event organizers to utilize the Greener Grounds Guidebook and Workbook.
10. Use the Let Louisiana Shine marketing toolkit to share litter prevention tips on your social media.





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