

Greater Grant Success: Overview and Application Process



Keep

LOUISIANA

Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

KLB Grants Program

Keep Louisiana Beautiful Grants Program

Since 2004, Keep Louisiana Beautiful has awarded over \$6.3 million in grants to local communities for litter abatement, waste reduction, recycling, litter education and beautification. Since 2021, KLB has worked closely with the Dept. of Culture, Recreation and Tourism in the Office of the Lt. Governor to grow their efforts and reach more communities.

Most recently, KLB transitioned to a state program.

Since the KLB Grants Program is growing, the application process has become increasingly competitive.

KLB Community Improvement Grants

\$671,530 Awarded so far in 2024

\$535,000 Budgeted for Award before Year End

TOTAL \$1,206,530

- **Greener Grounds: Awarded - \$65,070**
 - 10 organizations
 - 7 parishes
- **Healthy Communities: Awarded - \$98,049**
 - 13 organizations
 - 10 parishes
- **Beautification Grant: Awarded - \$113,500**
 - 16 organizations
 - 12 parishes
- **Sheriffs' Grant: Awarded - \$350,000**
 - 7 sheriff's departments
 - 7 parishes
- **University Affiliate Grant: Awarded - \$44,911**
 - 9 universities
 - 5 parishes
- **Community Affiliate Grant: Budgeted - \$90,000**
 - Deadline to apply Nov. 15
- **Trash Receptacle Grant: Budgeted - \$400,000**
 - Deadline to apply Nov. 15
- **Clean Biz Chamber Grant: Budgeted - \$45,000**
 - Deadline to apply Nov. 15

NOW OPEN

Beautification Grant – **Already Awarded in 2024**

Grant Type:

Reimbursement grant **up to \$10,000 to fund planting projects** in highly visible areas to enhance the beauty of public spaces and promote community pride

Minimum 15% cash match, in-kind donation or volunteer hours required

Grant Purpose:

The grant provides funding for the purchase of **native trees**, shrubs and perennials for planting projects to improve the appearance of communities by **creating beautiful, well-maintained public spaces**.

Littering decreases in well-maintained areas, so reducing litter in **highly visible** areas is a key driver of this grant. Priority projects include beautifying entry points to cities, highway corridors/medians, downtown roadways/intersections and other highly used public spaces. KLB seeks projects with diverse community support, volunteer involvement, collaboration with stakeholders and significant community benefit.

Eligibility:

Louisiana parishes, municipalities, state agencies, governmental entities

KLB Circle of Excellence Community Affiliates on behalf of their municipality/parish

KLB University Affiliates in cooperation with their university

Greener Grounds Grant – **Already Awarded in 2024**

Grant Type:

Reimbursement grant **up to \$10,000 for 3,000+ attendee-per-day events;**
up to \$5,000 for 1,000+ attendee-per-day events

Minimum 15% cash match, in-kind donation or volunteer hours value required.

Completion of the Greener Grounds Workbook is a condition of grant reimbursement

Grant Purpose:

The grant provides education via the Greener Grounds Guidebook and Workbook and provides funding for resources to aid event organizers in executing practical applications for improved **waste reduction, increased recycling and litter prevention at large Louisiana outdoor events.**

Eligibility:

Organizers of large, Louisiana, outdoor events with a minimum of 1,000 attendees per day

- Municipalities and parishes that organize large-scale community special events
- Not-for-profit large outdoor events including festivals, fairs, concerts, parades

Trash Receptacle Grant – **Application Open until 11/15/24**

Grant Type:

This is not a cash award or reimbursement grant. Eligible applicants may request up to **five high-quality trash receptacles to be installed in outdoor public spaces**. KLB is offering a choice of three receptacle styles that meet the needs of most communities. If awarded, KLB will purchase and deliver the receptacles to applicant's designated location.

Minimum 15% cash match, in-kind donation or volunteer hours value required.

Grant Purpose:

The grant purpose is to **reduce litter in communities by providing high-quality trash receptacles** for placement in outdoor public spaces owned by eligible government entities. Data collected by KLB over the last several years shows a litter reduction of 78% in areas where the trash receptacles are properly installed and maintained.

Eligibility:

Louisiana parishes, municipalities, recreation districts, and state agencies.

Community Affiliate Program Grant – **Application Open until 11/15/24**

Grant Type:

Cash award up to \$5000 offered to current KLB Circle of Excellence Community Affiliates to market and **implement a variety of KLB programs**. This is a performance-based award. Grant funds can be used to help implement the grant requirements and may also be used for Affiliate initiatives and operations not tied to this grant. Minimum 15% cash match, in-kind donation or volunteer hours value required.

Grant Purpose:

To help KLB affiliates **reach out to their communities with resources to help reduce waste, prevent litter and improve the community's appearance**. Grant deliverables relate to promoting KLB programs including the *Clean Biz Partnership*, *Love the Boot Week*, *KLB's Environment Education Youth Lesson Plan*, *Let Louisiana Shine*, *Get Down and Clean Up* and *Put the Brakes on Litter*.

Eligibility:

Current KLB Circle of Excellence Community Affiliates

Clean Biz Partnership Chamber Grant – Application Open until 11/15/24

Grant Type:

Cash award up to \$5000 to promote participation in the *Clean Biz Partnership*.

This is a performance-based award.

Minimum 15% cash match, in-kind donation or volunteer hours value required.

Grant Purpose:

The grant purpose is to incent Louisiana chambers of commerce to promote participation in the *Clean Biz Partnership* to their members and other community businesses. *Clean Biz* was created in 2023 to encourage businesses to be good community and environmental stewards by adopting sustainable business practices and maintaining clean and beautiful business premises and surrounding areas.

Eligibility:

Louisiana chambers of commerce currently enrolled in KLB's Clean Biz Partnership

Sheriff's Grant – **Already Awarded in 2024**

Grant Type:

Reimbursement grant up to **\$50,000 for litter abatement**

Minimum 15% cash match, in-kind donation, staff time, or volunteer hours required

Grant Purpose:

The grant provides financial **assistance to Louisiana Sheriff's Offices to cover expenses directly related to establishing or expanding litter abatement crews** to remove roadside litter and to increase litter enforcement within their jurisdiction. Eligible expenses include:

- Purchase or rental of trucks/vans to solely transport litter abatement crews
- Purchase or rental of trailers/side-by-side vehicles/carts and litter crew safety signs for litter removal
- Purchase of surveillance cameras and equipment to enforce the litter and illegal dumping laws
- Purchase of materials and supplies used solely for litter cleanup and removal such as trash bags, grabbers, gloves, protective clothing, and safety supplies
- Decals and signage to fulfill grant requirements

Eligibility:

All Louisiana Sheriff's Offices - Applications available on request

Healthy Communities Grant – **Already Awarded in 2024**

Grant Type:

Reimbursement grant that funds **projects/programs up to \$10,000**.

Minimum 15% cash match, in-kind donation or volunteer hours is required.

Grant Purpose:

The grant provides funding for projects and programs bringing about behavioral changes needed to **improve the appearance of communities** in Louisiana. Projects should focus on **litter removal, prevention, and education; best practices for waste management, waste reduction, recycling, reusing; litter enforcement; and other related efforts**. KLB seeks to fund projects with diverse community support, volunteer involvement, collaboration with stakeholders and significant community benefit.

Eligibility:

Louisiana parishes, municipalities, state agencies, governmental entities, political subdivisions, schools, colleges, universities, non-profit organizations, KLB Community Affiliates who are current Circle of Excellence recipients, KLB University Affiliates, and KLB Community and University Affiliates in formation

KLB Grant Announcements

Grant opportunities and the opening of KLB grant application periods are communicated in various ways:

- On the KLB website – keeplouisianabeautiful.org
- Through the KLB e-newsletter – sign up for the KLB newsletter at keeplouisianabeautiful.org
- Through Constant Contact – conference attendees are added to KLBs Constant Contact list
- Through press releases
- Through social media
 - On Facebook and Instagram **@keeplouisianabeautiful**
 - On Twitter **@keeplabeautiful**

The background is a solid blue color. In the center, there is a faint, light blue graphic consisting of a globe with latitude and longitude lines, overlaid with a circular arrow icon pointing clockwise. The text is centered over this graphic.

Ways to Maximize Effectiveness of the Grant Application Process

Maximize Your Application's Effectiveness

- Visit the KLB website to review grant opportunities and their parameters
- **Read the grant information carefully**
 - ! **Particularly the grant description, eligibility, grant requirements and funding guidelines**
- If the grant matches your needs and you are eligible, download the sample application provided on the website
- Review the sample application, gather information and prepare responses before filling out the online application
- Make sure responses relate to the purpose of the grant and adhere to its requirements
- Make sure responses fully address all questions asked

2024-25 Keep Louisiana Beautiful Healthy Communities Grant Application

Application deadline: May 30, 2024

Purpose and Description

Keep Louisiana Beautiful's (KLB) mission is to promote personal, corporate, and community responsibility for a clean and beautiful Louisiana. Through programs and a statewide network of affiliates and partners, KLB provides tools and resources to prevent litter, reduce waste, increase recycling, and beautify spaces. For more information visit keeplouisianabeautiful.org.

Grant Purpose: The KLB Healthy Communities Grant (HCG) provides funding for local projects and programs bringing about behavioral changes needed to improve the appearance of communities in Louisiana. Grant projects should focus on litter removal, prevention, and education, best practices for waste management, waste reduction, recycling, reusing, and refusing, litter enforcement, and other related efforts. KLB seeks to fund projects with diverse community support, volunteer involvement, collaboration with stakeholders and community benefit.

Grant Type:

- \$2,500-\$10,000 Reimbursement grant that funds projects and programs as described above.

- Minimum 15% cash match, in-kind donation or volunteer hours value required.

This grant is made possible with funding from the State of Louisiana and Office of the Lt. Governor.

Eligible to Apply:

- Louisiana parishes, municipalities, state agencies, governmental entities, political subdivisions, schools, colleges, universities, non-profit organizations, KLB Community Affiliates who are current Circle of Excellence recipients, KLB University Affiliates, and KLB Community and University Affiliates in formation

- Non-profit organization applicants must submit their IRS Determination Letter

- All applicants must submit Form W-9

- All applicants must be in good standing with the Secretary of State

- All applicants must be a State Certified Vendor. Register: doa.la.gov/oa/osp/vendor-resources/

- Application must be submitted by the deadline and be completed in its entirety

Funding Guidelines: Projects and programs with measurable goals and sustainable impacts in one or more of the following areas:

Eligible for Funding:

- Litter removal
- Litter prevention
- Waste management and reduction
- Recycling, reusing, reducing, and repurposing
- Litter and illegal dumping enforcement
- Education on litter prevention, recycling and environmental stewardship

NOT Eligible for Funding:

- Gardening projects and tree planting
- Computers, electronics, and printers
- Travel expenses, rental of motorized vehicles and fuel
- Food and beverage
- Registration fees
- Cash awards, insurance and salaries, employee compensation
- Expenses associated with fundraising activities
- Projects or activities conducted on private property
- Excessive disposable materials or activities producing excess waste/litter (i.e. balloon release)

Terms and Requirements

Failure to abide by all the requirements and/or submit the completed Final Report by May 1, 2025, will result in non-reimbursement for this grant and ineligibility during the next grant cycle. To be awarded a grant, applicants agree to the following:

-A Grant Agreement (Agreement) must be signed between Keep Louisiana Beautiful (KLB), the Louisiana Department of Culture, Recreation and Tourism (DCRT) and the grant recipient (Grantee) before reimbursable work can begin on the grant project. Grantees must abide by the approved grant budget as documented in the Agreement.

-All Grantees must attend a mandatory informational webinar before KLB will issue an Agreement.

-A minimum 15% cash match, in-kind donation or equivalent volunteer hours value is required.

-Community engagement and volunteer support are required.

-Grant projects must be completed on or before May 1, 2025.

-A grant award acknowledgement letter must be sent to the Grantee's state representatives and senator. A copy must be submitted with the Final Report.

-A press release announcing the award of the KLB grant must be sent to the local media. A copy must be submitted with the Final Report.

-Two social media posts must be made:

1. Within 30 days of the Agreement being executed, Grantee must announce on social media channels the award of a KLB Healthy Communities Grant and how the grant will help the community. Tag Keep Louisiana Beautiful - on Facebook and Instagram tag @keeplouisianabeautiful and - on Twitter tag @keeplabeautiful.
2. At the grant project's end, Grantees must make a second social media post with photographs highlighting its impact. Photos of both media posts must be uploaded in the Final Report.

-KLB's logo must be printed on all grant- related print materials, t-shirts, signage, banners and other marketing and educational materials funded by this grant.

-A Mid-Year progress report must be submitted by December 1, 2024.

-Changes in the grant scope and/or budget as outlined in the Agreement must be pre-approved by KLB.

-A completed Final Report, photographs, press release, acknowledgement letters, social media posts and reimbursement request with proper receipts and documentation must be submitted to KLB by May 1, 2025. The Final Report may be submitted before the deadline upon project completion but will not be accepted after May 1, 2025.

-Grantees must register for, conduct, and submit a report for a KLB Love the Boot Week event tentatively scheduled for April 18-27, 2025.

Grant Cycle: The grant cycle begins once the Grantee attends the mandatory webinar and the Grant Agreement is signed by the Grantee and executed by the Executive Director of KLB and DCRT's Appointing Authority. The grant cycle ends for all Grantees on May 1, 2025.

I verify that I have read and agree with all grant terms and requirements.

Yes No

Organization Name *

Organization Address *

Address Line 1

Address Line 2

City

State



Zip Code

Organization Type *

- Parish Municipality State Agency Government Entity Political Subdivision School/College/University
 Non-Profit Organization KLB Community Affiliate KLB University Affiliate

Parish *

Grant amount requested *

Upload Organization Form W-9 *

or drag files here.

If non-profit, upload Non-Profit IRS Determination Letter or Tax Exemption Form

or drag files here.

Applying organization is in good standing with the Louisiana Secretary of State.

Yes No

State Certified Vendor Number *

Contact Name

The Contact is the person responsible for managing the grant process and progress. They are the point of contact for KLB.

Name *

<input type="text" value="First"/>	<input type="text" value="Last"/>
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Phone number *

Email *

Authorizing Official

The Authorizing Official is the person who has the authority to approve this application and reimbursement terms and enter into a contract for the organization. Please note that this individual will receive a copy of this grant application upon submission.

Name *

<input type="text" value="First"/>	<input type="text" value="Last"/>	<input type="text" value="Title"/>
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Phone *

Email *

Letter of Authorization

This letter authorizes your organization to apply for a Healthy Communities Grant. It should include wording indicating

- 1.) the name and title of the authorizing official
- 2.) the grant name "2024-25 KLB Healthy Communities Grant"
- 3.) that the authorizing official understands and agrees to participate in a grant that it is a reimbursement grant and that requires internal funds to be committed to and used for the project upfront
- 4.) the amount of the funds requested
- 5.) a short description of the scope of the project.

The letter must be signed by the organization's authorizing official and submitted on organization letterhead.

Upload letter *

 or drag files here.

What is the main focus area(s) of your grant program/project? *

- | | | |
|---------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Waste Management and Reduction | <input type="checkbox"/> Litter Removal | <input type="checkbox"/> Marine debris and waterway cleanups |
| <input type="checkbox"/> Litter Prevention | <input type="checkbox"/> Litter/Illegal Dumping Enforcement | <input type="checkbox"/> Litter/Recycling/Environmental Education |
| <input type="checkbox"/> Recycling | <input type="checkbox"/> Hazardous Waste | |
| <input type="checkbox"/> Reduce, Reuse and Refuse | <input type="checkbox"/> Water Pollution | |

You may select more than one.

What is the approach to addressing the need in the focus area you selected? *

- | | | |
|-----------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Education K-12 program | <input type="checkbox"/> Expand or maintain an existing program | <input type="checkbox"/> Outdoor event litter prevention project |
| <input type="checkbox"/> Education Higher Ed. program | <input type="checkbox"/> Create a new program/project | <input type="checkbox"/> Community enhancements |
| <input type="checkbox"/> Adult Education program | <input type="checkbox"/> Purchase supplies and equipment | |
| <input type="checkbox"/> Marketing/Media/Social Campaigns | <input type="checkbox"/> Litter Crews supports | |

You may select more than one.

Why do you need this grant funding and what problem will it address? What is the grant budget request and is it part of a bigger project? *

Maximum 2,400 characters.

Describe the program/project you are seeking funding for in great detail. All of the following questions must be addressed in this section. How was the need determined? What will the program/project entail? How will the proposed program/project address the need? Approximately how many individuals will be directly and indirectly impacted by this program/project? Generally, how you will spend the grant funds to implement the program/project. *

Maximum 3,500 characters.

Describe the project/program and how it addresses the need.

Describe the number and role of volunteers, staff members or contracted labor involved in this program/project. *

Maximum 2,400 characters.

FUNDING EXAMPLE 1

Why do you need the grant funding and what problem does it address.

-Critical dumping problem on parish roads due to lack of collection sites

Describe the program in detail including how the need was determined, what the program will entail and how it will address the need, how many people will be directly and indirectly impacted, and generally, how grant funds will be spent to implement the project/program.

-Host waste collection events at 8 parish schools which will include community education component...
(applicant describes collection logistics and scope)

-Program's success in the past shows need - engages families who support school endeavors and want to do the right thing when opportunity is provided

-Provides alternative to dumping at 8 locations 6x/year until parish can provide the service (which they are working on) along with education component to help curb litter in general

-Direct Impact: 5000 individuals directly impacted by participation in waste event and education

-Indirect Impact: 36,000 (pop. of parish) indirectly affected by cleaner parish, focus on litter prevention, and justifying need for permanent sites which are in the process of being established - in part due to the success of the program.

FUNDING EXAMPLE 2

Why do you need the grant funding and what problem does it address.

-Low 9% recycling rate for city's 12,000 citizens identified through data collected by waste management department that indicates lack of awareness and engagement in recycling and the environmental benefits.

Describe the program in detail including how the need was determined, what the program will entail and how it will address the need, how many people will be directly and indirectly impacted, and generally, how grant funds will be spent to implement the project/program.

- Program: Create a PSA video educating residents on "how to" and the importance and "how to" of recycling to motivate participation.
- Need Addressed: By raising awareness and explaining the process, we aim to boost the recycling rate to 25% within the first year of the campaign.
- Implementation: City staff and volunteer collaboration: city will oversee all aspects of video production, messaging, and distribution and will engage local politicians, mayor, former NFL Running Back and others as volunteers
- Direct Impact: Message exposure to ~ 12,000 people through tv, social media and email
- Indirect Impact: Residents of broader Acadiana media market, potentially reaching hundreds of thousands of additional viewers with education on importance of recycling to grow the movement
- Use of Grant Funds: Professionally produce the video and media campaign to effectively raise recycling awareness and drive meaningful behavior change.

Which businesses or community partners have committed to helping with this program/project? How will they help? *

Do you have other funders contributing to this program/project? Explain. *

Letter of Support from Partner *

or drag files here.

At least one Letter of Support from a partner or funder on their letterhead is required for your grant project to be considered. The letter should contain the grant name, "2024-25 KLB Healthy Communities Grant," a short description of the project/program, and how the partner/funder will contribute.

What outcomes do you anticipate from this grant program/project? How will you track or measure the outcomes? *

Maximum 2,400 characters.

How will you continue to fund this grant program/project beyond the funding period? *

Maximum 2,400 characters.

Budget - Cash or In-Kind Donation Match or Volunteer Hours

Select only "Cash Match" OR "In-kind Match" for each line item, not both. For Cash Match list the \$ amount for each donor separately. For In-kind Match, list the total In-kind \$ value for each donor. If claiming volunteer hours towards match, list "Volunteer Hours" in item description and multiply number of hours by \$27.39 to get the dollar amount to be entered in the "In-kind Match" column. You are required to have at least a 15% in-kind match, cash match or equivalent volunteer hours value.

Item Description and Donor *	Cash Match	In-kind Match	Total
<input type="text"/>			\$0.00
	Total: \$0.00	Total: \$0.00	Grand Total: \$0.00

What outcomes do you anticipate from the project/program and how will you measure them?

EXAMPLE 1

Anticipated Outcomes:

- Increased Recycling Participation: Our primary goal is to raise the current 9% rate to at least 25% within one year.
- Improved Recycling Amount: With more participants, we expect a significant increase in total tonnage of recyclable materials collected.
- Greater Environmental Awareness: The PSA will educate residents on the importance of recycling, leading to higher awareness of sustainable practices and their environmental impacts.
- Behavior Change: By making recycling easy to understand and highlighting its benefits, we aim to foster long-term behavior change that promotes recycling as a way of life in our community.

Measuring Outcomes:

- Recycling Data Analysis: Our waste management department will continue to closely monitor and report recycling tonnages and participation rates before, during, and after the campaign. This data will allow us to quantify increases in recycling levels.
- Community Surveys: We will conduct pre- and post-campaign surveys among residents to gauge changes in recycling awareness, attitudes, and self-reported behaviors related to recycling practices.
- TV/Social Media Metrics: We will track metrics such as reach, views and engagement to gauge the campaign's visibility and resonance.
- By combining hard data analysis with community feedback and media metrics, we can comprehensively evaluate the campaign impact

EXAMPLE 2

The outcomes I anticipate from this grant is increase in property value making it more attractive to invest in the city not only a place to live but also businesses.

Doesn't relate to grant purpose of waste management, litter removal, etc., doesn't address tracking or measuring

Budget and Budget Justification

All budget items must be related to the project and clearly identified in the project description. Direct costs and administrative costs/fees are prohibited. Reimbursements requests will be approved based on budget items aligning with budget requests, so include detailed item descriptions. For example, if you are buying a trash collection trailer, along with creating line items for the trailer itself, create budget line items for additional equipment needed such as padlocks, hitches, KLB acknowledgment decal, etc. that you wish to be reimbursed for. See Funding Guidelines in the Purpose and Description section at the beginning of the application for allowed budget items and percentages.

Item description *	Quantity *	Unit Price *	Total
(x)			\$0.00

BUDGET EXAMPLE 1

Item description *	Quantity *	Unit Price *	Total
(x) Rubbermaid Ranger Trash Can – 45 gallon, 2-way, black (Item # H-2460BL)	3	\$650.00	\$1,950.00
(x) Rubbermaid recycling container with wheels – 50 gallon, blue (Item # H-1861BLU)	1	\$140.00	\$140.00
(x) Uline Industrial Trash Liners – 65 gallon, 2 mil, clear (S-23075)	8	\$80.00	\$640.00
(x) Uline Industrial Trash Liners – 55-60 gallon, 2.5 mil, black (S-13578)	10	\$79.00	\$790.00
(x) Graphic Design for wildlife/pollution educational signs	4	\$125.00	\$500.00
(x) Printing of wildlife/pollution educational signs	4	\$35.00	\$140.00
(x) Materials of signage (poles, screws)	9	\$38.80	\$349.20
(x) Installation of signs and materials (wooden frames, and materials)	9	\$50.00	\$450.00

Grand Total: \$4,959.20

BUDGET EXAMPLE 2

Item description *	Quantity *	Unit Price *	Total
⊗ Classroom Materials	3	\$600.00	\$1,800.00
⊗ Litter Video	2	\$1,000.00	\$2,000.00
⊗ Litter Survey	2	\$250.00	\$500.00
⊗ Public Art	1	\$3,700.00	\$3,700.00

Grand Total: \$8,000.00

Dollar amount requested from KLB

\$8,000.00

Explain how each of the items in the budget above fits into the program/project and why it is needed. KLB will NOT fund items that are not directly associated with your grant project. *

Classroom materials will be used for litter abatement
Litter video will be used during the classroom sessions
Litter survey will be developed during the classroom sessions
Public art will be built from recycled materials and displayed in a public place as a reminder of our litter program

Dollar amount requested from KLB

\$0.00

Explain how each of the items in the budget above fits into the program/project and why it is needed. KLB will NOT fund items that are not directly associated with your grant project. *

Maximum 2,400 characters.

Submission

I verify that I have permission and the authority to this grant application on the behalf of the organization and that the information that I provided in this application is true and accurate. I have read and agree with the requirements and terms of the grant.

Applicant's Name *

First

Last

Applicant's Signature *

x

[draw](#) type

Date *



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Submit

Action

Save

Explain how each budget item fits into the project & why it's needed.

EXAMPLE 1

- The park is an Urban Wetlands Park and acts as a floodplain detention basin. After this site was mined out in the 1970's, it was used to illegally dump all kinds of trash. The city bought the land in 1989 studied and developed it, winning awards from the La. Urban Forestry Council for the mitigation, conservation and vegetation plans.
- Although initial efforts to remove dumped litter were successful, with every hard rain, erosion of the sandy soil uncovers the dumping of years past.
- We will remove the litter and want to install more trash receptacles and recycling bins to help contain litter from visitors who frequent the park. We've identified that excess spacing between trash bins leads to litter being discarded on the grounds of this unique wetland park. By increasing the number of both recycling and trash bins, we aim to address this issue.
- Our staff will install and service the bins. We anticipate 16,000 visitors per year will benefit from the strategically placed trash and recycling bins. Additionally, educational signage will convey the importance of responsible waste disposal, emphasizing how litter negatively impacts wildlife and the environment.
- The grant funding will directly support the acquisition of bins, bin liners, and locally crafted educational signage.

Explain how each budget item fits into the project & why it's needed.

EXAMPLE 2

Our request is simple - 6 water bottle filling stations and 6 recycle/reuse acrylic signs for the stations. These stations will reduce waste on campus and in the community because placement will allow public access to them.

EXAMPLE 3

Budget line-items fit into and are needed for the recycling PSA project:

- Filming for Commercial (\$2,000)** -Hiring a professional videography crew to film and produce the recycling PSA video. This is the core asset the entire project relies upon.
- Editing (\$1,000)** - Post-production editing assembles the footage into a high-quality, engaging final video product with graphics, voiceovers, etc.
- Social Media Marketing of Video (\$1,000)** - Funds will cover a year of promotional efforts to boost the video's visibility and drive views targeting our audience using demographic, geographic and psychographic filters via Facebook/Instagram ads.
- TV PSA Ads (\$1,000)** - Supports tv marketing campaigns to directly share and promote the PSA video to thousands of our residents via local news outlets.
- Summary** - these budget items cover the must-have costs for producing the recycling video asset, editing it professionally, and then executing a multi-channel marketing campaign to maximize the reach and viewership of the PSA among citizens. Each line item is directly tied to core project goals.

Explain how each budget item fits into the project & why it's needed.

EXAMPLE 4

Each of the items in the budget above fits into the **Beautification Grant** that will fund planting projects and welcome signs on public property in highly visible areas such as community entry points, interstate corridor and medians, and major roadways and intersections.

EXAMPLE 5

We are requesting a grant to help us host a conference session on business sustainability. Funds will cover events, supplies and miscellaneous items.

EXAMPLE 6

The decal would identify the organization coordinating the effort. Three cans could be spread out along the levee.

Beautification Grant Example

- Application lists eligibility as LA parishes, municipalities, state agencies, government entities
Applicant is a homeowners association
- Application specifies grant is for a planting project
Less than 15% of project is listed as “garden”
Not specific enough for reimbursement reconcile
- Application specifies welcome sign materials may not exceed 25% of grant request
Signage is 71% of project

	Item Description	Quantity	Unit Price *	Total
⊗	Signage	2	\$1,200.00	\$2,400.00
⊗	Garden	2	\$250.00	\$500.00
⊗	Stucco	2	\$250.00	\$500.00
Grand Total:				\$3,400.00

Explain how each budgeted item is necessary and relevant to the completion of the grant project. Budget items not directly related to the project or clearly defined in the project description will not be funded. *

Our items are for replacing missing and damaged signs and also add lighting and a garden.
We feel this will increase the value to the homes in our subdivision and improve the look of the entrance.

Maximize Your Application's Effectiveness

- Visit the KLB website to review grant opportunities and their parameters
- **Read the grant information carefully**
 - ! **Particularly the grant description, eligibility, grant requirements and funding guidelines**
- If the grant meets your needs and you qualify, download the Sample Application provided
- Review the sample application, gather information and prepare responses before filling out the online application
- Make sure responses relate to the purpose of the grant and adhere to its requirements
- Make sure responses fully address all questions asked



For more information

Visit:

keeplouisianabeautiful.org

Contact:

Jan Windhorst

Grants Manager

grants@keeplouisianabeautiful.org