



Keep

LOUISIANA

Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE



Welcome

Eligha Guillory
Board of Directors Vice Chair
Keep Louisiana Beautiful
Foundation



**Lieutenant
Governor
Billy Nungesser**





State of Keep Louisiana Beautiful

Susan Russell
Executive Director
Keep Louisiana Beautiful





State of Keep Louisiana Beautiful



Welcome!
Thank You For
Being Here!

- **Over 300** attendees from **3** states and **80** cities
- **17** exhibitors
- **35** Community Affiliates
- **8** University Affiliates
- **40** Parishes represented



Thank You to the Lieutenant Governor

In August 2024, Keep Louisiana Beautiful officially became a state program under the Office of the Lieutenant Governor.



Establishment of the KLB Foundation

By Supporting the Foundation, You Are Supporting KLB!

The KLB Foundation Board of Directors is pleased to announce the establishment of the fundraising arm of KLB, the KLB Foundation, a 501c3 non-profit organization. Karley Frankic has been selected to lead the Foundation as its Executive Director.



Our Collective Impact is Growing
Thank You For Making a Difference



KLB Network & Grantee Impact ~ Together We Are Growing!



36,120

**VOLUNTEERS
ENGAGED**



\$5.84 M

**VOLUNTEER
VALUE**



244

**SCHOOLS &
UNIVERSITIES
ENGAGED**



207,846

**VOLUNTEER
HOURS**



11,453

**STUDENTS &
TEACHERS
RECEIVED EDUCATION**



2,441

**WATERWAY &
LANDBASED
CLEANUPS**



74,843

**CIGARETTE
BUTTS
REMOVED**



2,620

**GOVERNMENTS &
ORGANIZATIONS
ENGAGED**

KLB Network & Grantee Impact ~ Together We Are Growing!



26,551

**TREES & PLANTS
PLANTED**



1,624

**TONS
RECYCLED**



2,415

**TONS OF LITTER
REMOVED**



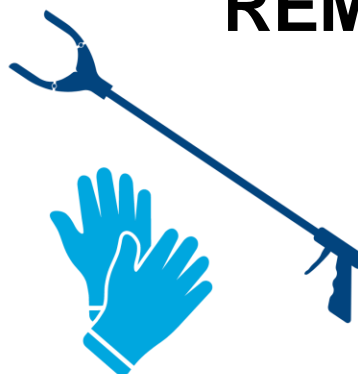
840

**TRASH
RECEPTACLES
DISTRIBUTED**



429

**TONS OF HAZARDOUS
WASTE DIVERTED**



68,900

**CLEAN-UP SUPPLIES
DISTRIBUTED**



\$1.25 M

**GRANT FUNDING
AWARDED**

Community Affiliates



Abbeville
Abita Springs
Algiers
Assumption
Ascension
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
Shreveport

40
Affiliates
Strong!



New Community Affiliates



12 University Affiliates



A Keep Louisiana Beautiful Affiliate



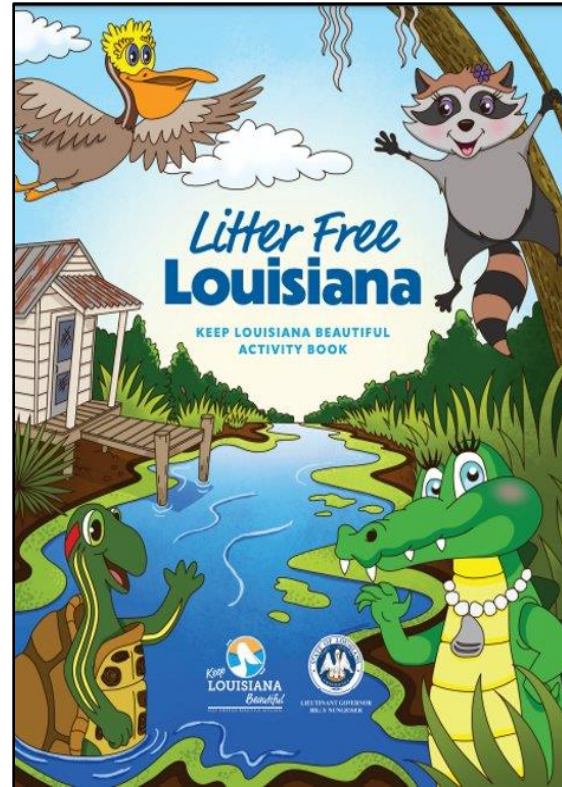
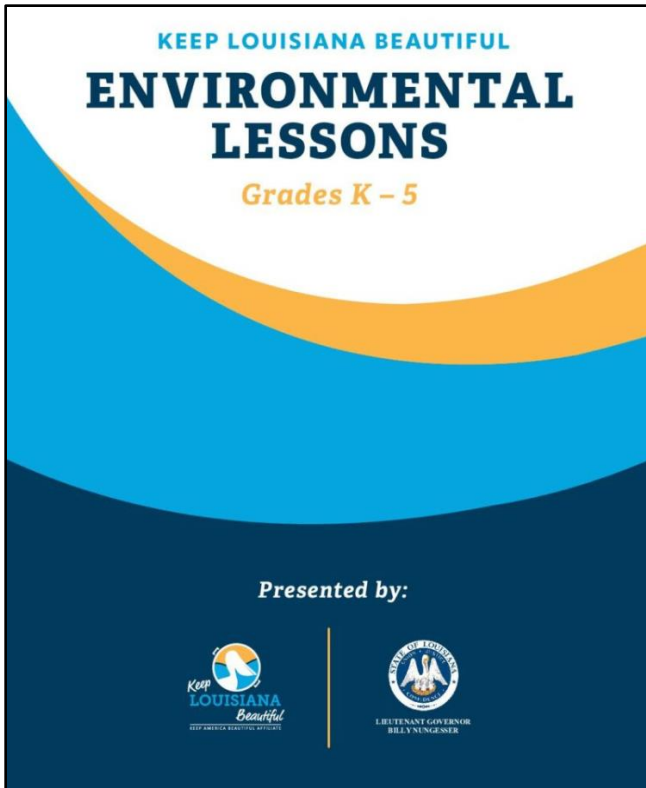
UL LAFAYETTE™
A KEEP LOUISIANA BEAUTIFUL AFFILIATE



Educating Youth on Litter Prevention and Environmental Stewardship



New Youth Education Resources



- Developed 10 environmental lesson plans for grades K-5.
- All K-5 schools received a lesson plan manual.
- Distributed over 3,500 lesson plan manuals to schools, libraries and non-formal educators. Free to order or download on KLB's website.
- Trained 58 teachers on the lesson plans, reaching 8,123 students.
- Over 5,000 Litter Free La. Activity books distributed.

Expanding Litter Prevention and Removal Initiatives



Clean Biz Partnership

A Clean Louisiana is Good for Business



- **Clean Biz Program** partners with businesses on adopt litter prevention and sustainability best practices.
 - **640 businesses** in **48 parishes** participating.
 - **38 chambers of commerce** participating.
- 410% increase** from June 2023.



Love the Boot Week

Setting Records Year After Year!



Largest litter removal and beautification event in the state.

- **760** Events in 64 Parishes – 36% +
- **347** tons of litter removed – 11% +
- **921** trees & **4,408** plants planted
- **366** gardens refurbished – 150% +
- **19,441** citizen volunteers – 52% +
- **100,712** volunteer hours
- That is **\$2.89 mil** in volunteer value!

Save the Dates! April 5-13, 2025



Get Down and Clean Up

Offering Citizens a Way to Care for Your Community



The best prevention is encouraging citizens to make not littering a daily habit and picking up litter when possible.

- Created the **Get Down & Clean Up program** to increase local litter removal efforts by making supplies readily available to individuals, families and small groups.
- Partnered with the State Library and public libraries.
- 127 libraries in 41 parishes** are participating.
- Over **1,000 litter kits** have been checked out.



Greener Grounds: Helping Louisiana's Outdoor Event Organizers Geaux Green



Greener Grounds Guidebook and Workbook outlines best practices for preventing and reducing litter and waste at outdoor events.

- Targets festival, fair, concert and parade organizers.
- Distributed to CVBs, festival organizers and communities.
- Grants established to support the efforts.

Increasing Funding to Support Local Communities



\$1,827,179 Community Improvement Grants 2023-24

- Greener Grounds Grant
- Healthy Communities Grant
- Community Affiliate Grants
- University Affiliate Grants
- Trash Receptacle Grants
- Beautification Grants
- Sheriff's Grants



2024-25 Community Improvement Grants



\$671,530 Awarded so far in 2024

\$535,000 Budgeted for Award before Year End

- **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

NOW OPEN

- **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



KLB Grantees Making an Impact



Educating Motorists on Litter Prevention

Education is Key Behavior Change



Hotline Launched

855-LA-LITTER



- Reestablished the littering hotline with LDWF.
- New easy to remember hotline number **855-LA-Litter**.
- Radio and billboard campaign promoting the hotline.
- Hotline bumper stickers for all state vehicles.

259 reports in 5 months



Put the Brakes on Litter

Educating Motorist on Litter Prevention



In partnership with the Louisiana Automobile Dealers Association this campaign educates motorists about how to prevent roadside litter.

40 participating dealerships
Over 10,000 kits distributed

At the time of their vehicle purchase, customers receives:

- A disposable car litter bag.
- Litter prevention tips.
- A pocket ashtray for cigarette disposal.
- A car cupholder coaster with the litter hotline number for reporting.



Partnership with the OMV

Educating New Drivers on Litter



- Litter prevention banners in Louisiana OMVs.
- Driving academy students receive 6 minutes of litter education from KLB to prepare them for the driving test.
- A new litter prevention video for students shown at driving academies.
- Three litter prevention questions on the State's driving test and litter copy in the State's official driver's handbook.



KLB Continues to Grow Let Louisiana Shine Promoting Litter Prevention Statewide



Let Louisiana Shine

KLB's Statewide Litter Prevention Campaign



- In the 2023-24 fiscal year, the campaign earned **196.2 million impressions**, a 63.5% increase from the previous fiscal year.
- KLB has also made assets for partners and the public to promote Let Louisiana Shine. A **free marketing toolkit** is available on our website. Assets include social media graphics, digital ads, logo templates, etc.



Get Your Community Plugged In!



- Introduce the K-5 lessons to your schools.
- Order or download the youth activity book and lesson manual for free online.
- Utilize the Greener Grounds Guidebook and Workbook for your events.
- Make sure your chamber is signed up for Clean Biz and promote the program in your community.
- Make sure your library is signed up for Get Down & Clean Up and promote the program to your community.
- Inquire about forming an Affiliate or get involved with your local Affiliate.
- Encourage your dealerships to sign up for Put the Brakes on Litter.
- Sign up for Love the Boot Week – April 5-13! Registration opens in January.





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Courtney Hornsby

President of KLB Foundation Board

Chief of Staff at City of West Monroe

Circle of Excellence

Abbeville

Abita

Algiers

Ascension

Baker

Bossier

Calcasieu

Covington

Desoto

DeRidder

Eunice

French Quarter

Hammond

Jefferson

Lacombe

Lafayette

Livingston

Mandeville

Monroe

Ouachita

Shreveport

Slidell

St. James

St. John

St. Mary

St. Tammany

Tangipahoa

West Baton Rouge

West Monroe

New University Affiliates



**A Keep Louisiana
Beautiful Affiliate**



New Community Affiliates





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