



K E E P A M E R I C A  
**B E A U T I F U L**  
— K A B . O R G —

2019 Keep America Beautiful National Community Improvement Awards Application

**Submission closes: October 15, 2019 11:59 PM**

**Instructions for completing nomination:**

Thank you for taking the time to recognize outstanding individuals and/or organizations by nominating them for an award. In this form, Keep America Beautiful asks you to provide information about the nominee and why you believe the nominee is deserving of the award.

We provide guidelines in the "Written Responses" section about the length of responses. Applications that do not follow length requirements may be disqualified.

## **Awards:**

Keep America Beautiful is the iconic national nonprofit organization that inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green, and beautiful place to live.

Keep America Beautiful invites you to submit an application for our National Community Improvement Awards. We encourage you to compete for national recognition by honoring your business, nonprofit organization, or government agency for a relevant program/project that has taken place within the last 12 months. Affiliates are encouraged to nominate partners.

Awards will be offered in up to four categories. Applicants can only enter a program/project in one category. When entering, answer questions specific to the category in which you're applying.

- **End Littering** (Includes cleanup, education, prevention, and community engagement related to litter and illegal dumping.)
- **Beautify Communities** (Includes planting and/or maintenance of landscape areas, graffiti removal and education, and blight, in addition to education and community engagement related to beautification and community improvement.)
- **Improve Recycling** (Includes events, collections, education and/or community engagement related to recycling and/or waste reduction.)
- **Overall Community Improvement** (Includes a combination of two or more of the categories listed above.)

## **Judging:**

- Winners will be selected by a volunteer panel of current and past members of the affiliate network, Keep America Beautiful leaders, and when applicable Keep America Beautiful national staff.
- One winner may be selected in each category.
- Keep America Beautiful reserves the right to not award in one or all categories.
- Winners may also be selected on the basis of other 2019 Keep America Beautiful Awards Applications.
- Winners may be selected at the discretion of Keep America Beautiful Staff.
- Applications or nominees from affiliates who are not in Good Standing with Keep America Beautiful will not be considered.
- Judges may request additional materials.
- All winners will be notified by Dec. 15, 2019.
- Awards will be presented at Keep America Beautiful's National Conference
  - February 12 - 14, 2020 in Memphis, TN.

**\* 1. In which community improvement category are you applying?**

- End Littering
- Beautify Communities
- Improve Recycling
- Overall Community Improvement

**\* 2. How should the name appear on the award, if selected?**

**\*Please ensure proper spelling. Your submission to this question will be used in the KAB National Awards Program Booklet and on your award.**



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**\* 3. Who would you like to be notified, if selected?**

- Nominee
- Nominator
- Highest Elected Official

**\* 4. Nominee:**

Contact Name	<input type="text"/>
Organization	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

**5. Nominator:**

Name	<input type="text"/>
Organization	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

**6. Highest Elected Official:**

Name	<input type="text"/>
Organization	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>



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**Written Responses:**

**\* 7. Background:**

- **Describe the nominee organization (including demographics)**
  - **Business e.g. number of employees, customers and/or service area**
  - **Nonprofit, e.g. number of employees, service area and budget**
  - **Government agency, e.g., number of employees, service area and population served**
- **Briefly describe the program or project. What was the motivation for your program / project?**
  - **Program is defined as an ongoing series of events or activities carried out in the long-term, e.g., year-round school recycling, enforcement program, liberty garden.**
  - **Project is defined as a one-time event or activity carried out in the short-term, e.g., restoring a playground or park, litter-free event, electronic recycling drop-off.**

**(1 paragraph / 3-8 sentences/ 10 points)**

**\* 8. Community and Environmental Action:**

What initiatives, programs, or activities has the nominee participated in and/or spearheaded to help their local community? Is the nominee involved with Keep America Beautiful at the national, state, or local level? What Keep America Beautiful Programs and/or resources were used? Was behavior changed, e.g., less litter, more materials recycled or recycled correctly?

**(3 paragraphs / 9-24 sentences / 30 points)**

**\* 9. Execution:**

Describe your program/project using the questions below as a guide.

- How did you get the facts used to direct the program/project?
- Who was involved in planning and organizing?
- What was included in the implementation plan? What activities were involved?
- What tools and technology did you use? (e.g., did you use specific types of bins, containers, equipment, or structural changes in an area to change behavior?)
- What were the education methods or materials used? Did you use any specific prompts, messages, commitments, or pledges?

**(3 paragraphs / 9-24 sentences/ 30 points)**

**\* 10. Answer the questions below specific to the category in which you are applying. You may only apply in one category:**

**End Littering:**

- Describe the current litter and/or illegal dumping situation in your community.
- How is litter measured in your community?

**Beautify Communities:**

- Describe the current beautification and greening situation/efforts.
- Are there any measurements for beautification/community greening? For example, the amount of tree canopy in your city/county or the required landscaping in an area.

**Improve Recycling:**

- Describe the current recycling and waste reduction situation/efforts.
- Is there a waste diversion and/or recycling rate goal? If so, what is it? Is there a mandated requirement for recycling? What are requirements for businesses, nonprofits, or institutions?

**Overall Community Improvement:**

- Describe the community improvement efforts including end littering, beautification, and/or recycling initiatives.
- Do you use measurements tools for Community Improvement (e.g., Community Appearance Index)?

**(2 paragraphs / 6-16 sentences / 20 points)**

**\* 11. Elevator Pitch Summary:**

**In approximately 150 words or less, please summarize your nominee, why their efforts qualify them for this award, and what KAB affiliates and others can learn from them in order to make their communities cleaner, greener, and more beautiful places to live.**

**(10 points)**





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**12. Supplemental Material:**

**Supplemental Material will not be scored and will only be used for judging in the event of a tie.**

**File may contain up to three pieces to substantiate the written responses.**

**Materials must be at least 2 MB and may include:**

**Photos (that illustrate engagement or impact). PLEASE NOTE: photo collages will not be accepted.  
Press clips.**

**\*Files supported: PDF, PNG, JPG, JPEG, GIF.**

Name file: AWARD CATEGORY\_NOMINEE

Choose File

No file chosen

**13. Supplemental Material:**

**\*Files supported: PDF, PNG, JPG, JPEG, GIF.**

Name file: AWARD CATEGORY\_NOMINEE

Choose File

No file chosen

**14. Supplemental Material:**

**\*Files supported: PDF, PNG, JPG, JPEG, GIF.**

Name file: AWARD CATEGORY\_NOMINEE

Choose File

No file chosen

**15. Voluntary highlighted material (not required):**

**During Keep America Beautiful's Awards Ceremony at National Conference, we like to showcase the amazing work that our affiliates and volunteers are doing in the field.**

**Please provide three to five pictures of the nominee that illustrate engagement or impact.**

**These photos will not be considered in the judging process.**

**\*Only PDF, PNG, JPG, JPEG, GIF files are supported.**

Name files: AWARD CATEGORY\_NOMINEE

Choose File

No file chosen

**16. Voluntary highlighted material (not required):**

**\*Only PDF, PNG, JPG, JPEG, GIF files are supported.**

Name files: AWARD CATEGORY\_NOMINEE

Choose File

No file chosen

**17. Voluntary highlighted material (not required):**

**\*Only PDF, PNG, JPG, JPEG, GIF files are supported.**

Name files: AWARD CATEGORY\_NOMINEE

Choose File

No file chosen

**18. Voluntary highlighted material (not required):**

**\*Only PDF, PNG, JPG, JPEG, GIF files are supported.**

Name files: AWARD CATEGORY\_NOMINEE

Choose File

No file chosen

**19. Voluntary highlighted material (not required):**

**\*Only PDF, PNG, JPG, JPEG, GIF files are supported.**

Name files: AWARD CATEGORY\_NOMINEE

Choose File

No file chosen

**\* 20. Upon submission of this form, I hereby grant Keep America Beautiful its partners and employees, agents and affiliates and its directors, officers, shareholders, employees, and their respective licensees, successors, and assignees (herein collectively called "the licensed parties") the irrevocable and unrestricted right and permission to reproduce the photographs and images I have uploaded, for the purpose of publication, promotion, illustration, advertising, or trade in any manner or in any medium. I hereby release Keep America Beautiful, their affiliates, and its legal representative for all claims and liability relating to said images. I waive my right to any compensation.**

Name:



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**21. Do you require a receipt of application be sent to any of the following?**

- Nominee
- Nominator
- Highest Elected Official

**\* 22. Keep America Beautiful reserves the right to use, reproduce, edit, or publish the submitted information. By submission of this form, you agree that Keep America Beautiful has the right to use any portion of your entry, name, and likeness.**

- I Agree