



KEEP AMERICA BEAUTIFUL AFFILIATE



2022 & 2023 Annual Report

A Message From Keep Iowa Beautiful Leadership

As we gather again for our annual report, I can't help but reflect on the incredible journey that has brought us to this moment. Keep Iowa Beautiful has a storied history, one that speaks volumes about the power of exemplary leadership and the dedication of our incredible volunteers. From our inception in 2000 to the present day, our mission has remained steadfast, enhancing the communities of Iowa for generations to come.

I'm honored to write this during my first full year as Executive Director of Keep Iowa Beautiful. It has been an eventful year filled with learning, growth, and discovery. As detailed in this report, we've accomplished great things this year with the support of our passionate team and the community. Yet, we also acknowledge there's so much more to be done.

I want to take a moment to express my gratitude to all of you who have supported us throughout this journey. Your commitment to our cause is the driving force behind our success.

With your continued support, I am confident that we can achieve even greater milestones in the coming years. Together, let's write the next chapter of our inspiring journey.

Andy Frantz
Executive Director



Lorin Ditzler
Associate Director



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Des Moines

Mike Richardson,
Board Vice-Chair, Pleasant Hill

Liesl Seabert, Board Secretary,
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Mark Wiskus, Pella

Staff and Consultants

Andy Frantz, Executive Director,
Pleasant Hill

Lorin Ditzler, Associate Director,
Des Moines

SPPG, Staff and Program
Support, West Des Moines

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Keep Iowa Beautiful: A Snapshot



In 2000, former Governor Robert D. Ray and founder and retired chairman of Casey's General Stores Donald F. Lamberti

took note of the challenges facing small towns across rural Iowa. Ray and Lamberti knew the critical importance of rural communities and set out to create programs that prioritized strengthening the sense of local pride in these towns. From here, Keep Iowa Beautiful was created.

Keep Iowa Beautiful, an affiliate of the nationally respected Keep America Beautiful program, is a statewide non-profit dedicated to supporting and strengthening Iowan communities. Rural small towns are the backbone of Iowa, and Keep Iowa Beautiful is committed to revitalizing these communities that we call home.

Keep Iowa Beautiful's programming is built on the pride we feel for our towns and the people in them. All programs are rooted in building community pride in residents of all ages by empowering community volunteers to create cultural and economic improvements to sustain generations to come.



Financing and resources to enhance and improve Iowa's communities



Educational opportunities to share information and cultivate sustainable lifestyles



Volunteer efforts to ensure the beauty of Iowa is maintained

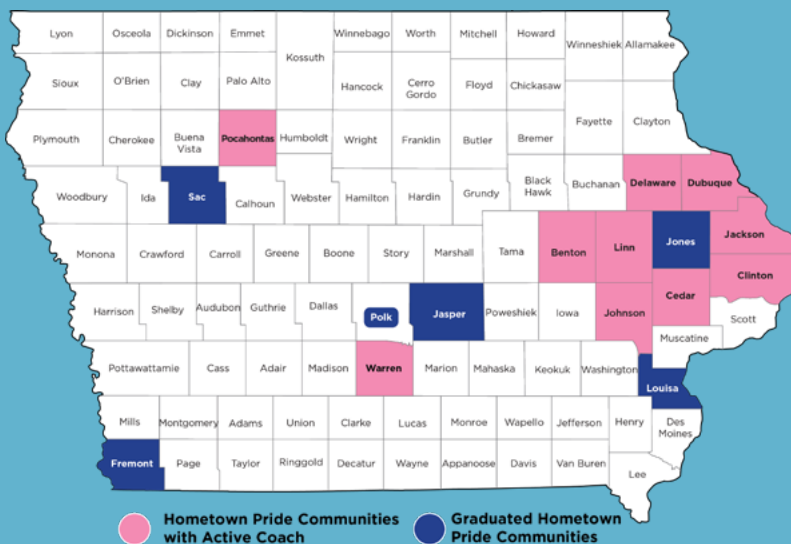


Scholarships and awards to encourage growth and knowledge in relevant fields

Program Spotlight:

Hometown Pride

Created in 2012, Hometown Pride improves communities using a five-year coaching model. Projects created and implemented through Hometown Pride enhance the community while giving residents the skills and resources to better the communities in which they live and work. In partnership with the Iowa Economic Development Authority, the program supports qualifying Iowa communities, coaches, and volunteers to create physical, cultural, and economic improvements in their town to increase community pride. Hometown Pride has been implemented in 107 communities in 16 counties, raising more than \$13 million for over 1,500 community betterment projects.



"It's an honor to be helping the Hometown Pride program. Having been a community coach myself, I know that the success of Hometown Pride comes from the hard work and dedication of volunteers and coaches throughout the state. It's an honor to be helping support and grow the program."

-Associate Director, Lorin Ditzler

Meet the Hometown Pride Community Coaches



Francis O. Boggus

Clinton County



Jessica Walker

Linn, Benton, and Johnson County



Dylan Michels

Dubuque County



Amanda Dupont

Jackson County



Marla Quinn

Cedar and Delaware County



Margo Underwood

Pocahontas County



Jennifer Walker

Cedar and Delaware County



Dawn Danielson

Stanwood and West Branch



Dan LoBianco

Delaware County



Katie Steffensmeier

Delaware County and City of Maquoketa



Tricia Wagner

Dubuque County



Lucinda Sperry

Warren County

HOMETOWN PRIDE COMMUNITIES ARE...

- Growing local leadership and empowering volunteers
- Enhancing civic pride
- Increasing economic vitality
- Creating new community amenities and events
- Encouraging cross-sector collaboration



HOLY CROSS, IA CHRISTMAS CELEBRATION



WALKER, IA MUSIC IN THE PARK



GILMORE CITY, IA SIDEWALK PROJECT

HEAR IT FROM A HOMETOWN PRIDE COMMUNITY

Established in 2012, the Pocahontas County Hometown Pride program was the first county-wide Hometown Pride program sponsored by Keep Iowa Beautiful. According to Curt Sindergard, Pocahontas County Economic Development Commission Past Chairman, "The Hometown Pride program has really benefitted communities in Pocahontas County by helping them complete many projects in their communities that I believe would not have been accomplished without the program."

Margo Underwood is the Hometown Pride Community Coach and works with each Hometown Pride Committee by providing technical and financial resources to help these community volunteers achieve their community project goals. "Building stronger communities with sustainable futures is our shared Hometown Pride vision and together these Hometown Pride communities have received funding to complete over 275 projects to enhance the quality of life for their residents in their communities," explained Underwood. John Pohlman, Pocahontas County EDC Vice-Chairman, adds "These projects pull together members of our communities with many beneficial results that improve our towns and county including city park and pond improvements, community art, trails and much more."

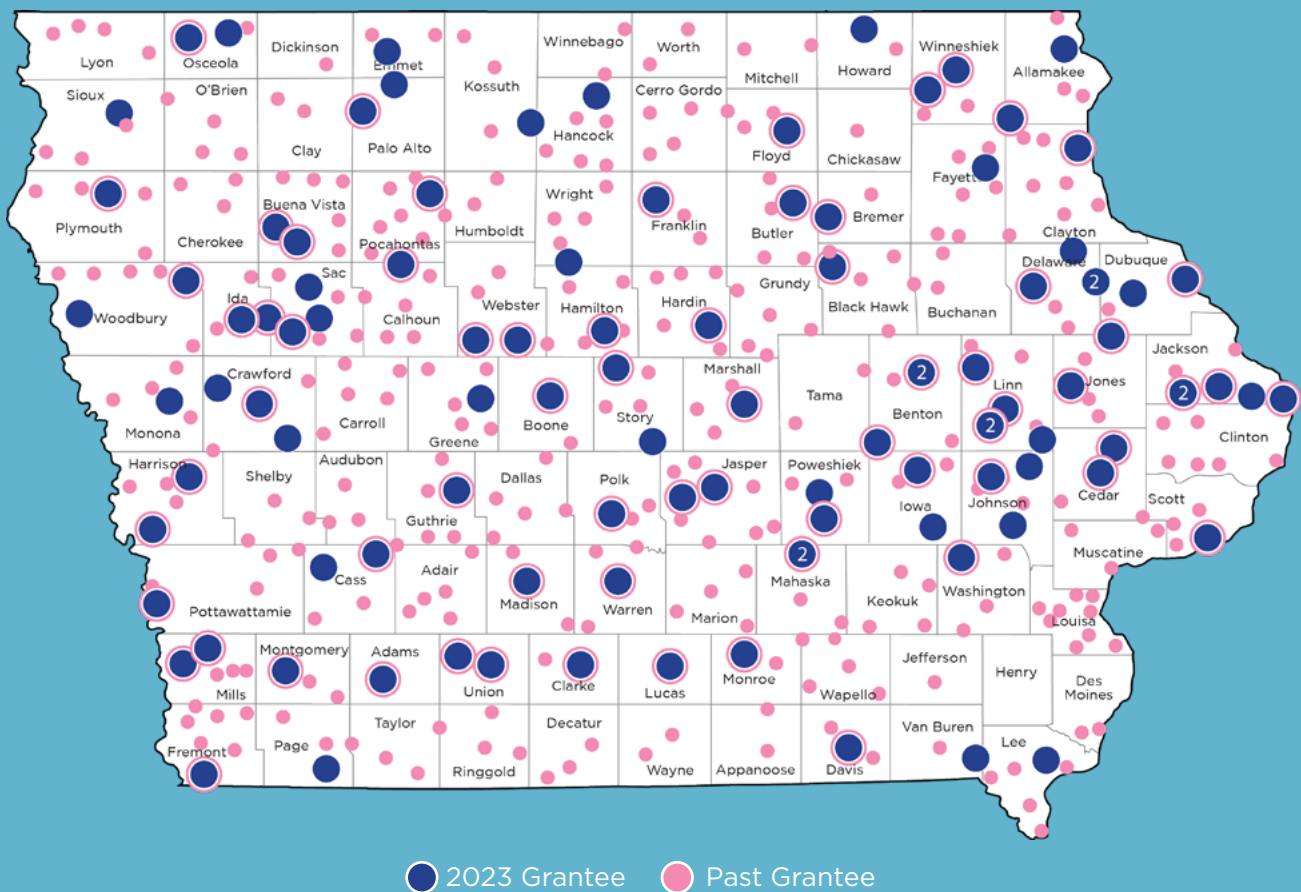


Program Spotlight:

Paint Iowa Beautiful

Keep Iowa Beautiful and Diamond Vogel Paint Company celebrated their 20-year partnership in 2023 by awarding Paint Iowa Beautiful Grants to 130 community projects statewide!

The Paint Iowa Beautiful Grant provides free paint to public service projects in Iowa aimed at enhancing the beauty and vitality of the community. The projects awarded the grant in 2023 were diverse – including murals, shelters, historical buildings, trail signs, and even a historic train depot! A full list of 2023 Paint Iowa Beautiful Grantees can be found on our website.



In the 20-year partnership with Keep Iowa Beautiful, Diamond Vogel has awarded:



5 Million
SQ. FT. of
paint

► TO ►

1,438

community projects
in Iowa



Program Spotlight:

Paint Iowa Beautiful

A fresh coat of paint can serve as an attraction to visitors and add a splash of color for a community. Below are a few of the many community improvements made possible by the Paint Iowa Beautiful Grant in 2022 and 2023:



Main Street Lansing

Main Street Lansing enhanced the wooden facades of three charming downtown storefronts: 258 Main, 274 Main, and 288 Main. The grant enabled volunteers to buy essential paint, primer, and stain, facilitating a captivating visual transformation of these aged storefronts. Dedicated volunteers from Main Street Lansing devoted their time and effort to enhance the appearance of 258 Main and 288 Main, creating a more beautiful and welcoming environment for the community.



Alexander Public Library

With their Paint Iowa Beautiful award, volunteers were able to give the Alexander Public Library a remarkable makeover. Once burdened with chipped paint and a faded appearance, the library now shines brightly with its fresh coat of paint. The vibrant new look promises to revitalize and uplift the spirit of the entire Alexander community for many years ahead. This project exemplifies the positive impact of our efforts to enhance the beauty and charm of Iowa's beloved spaces.



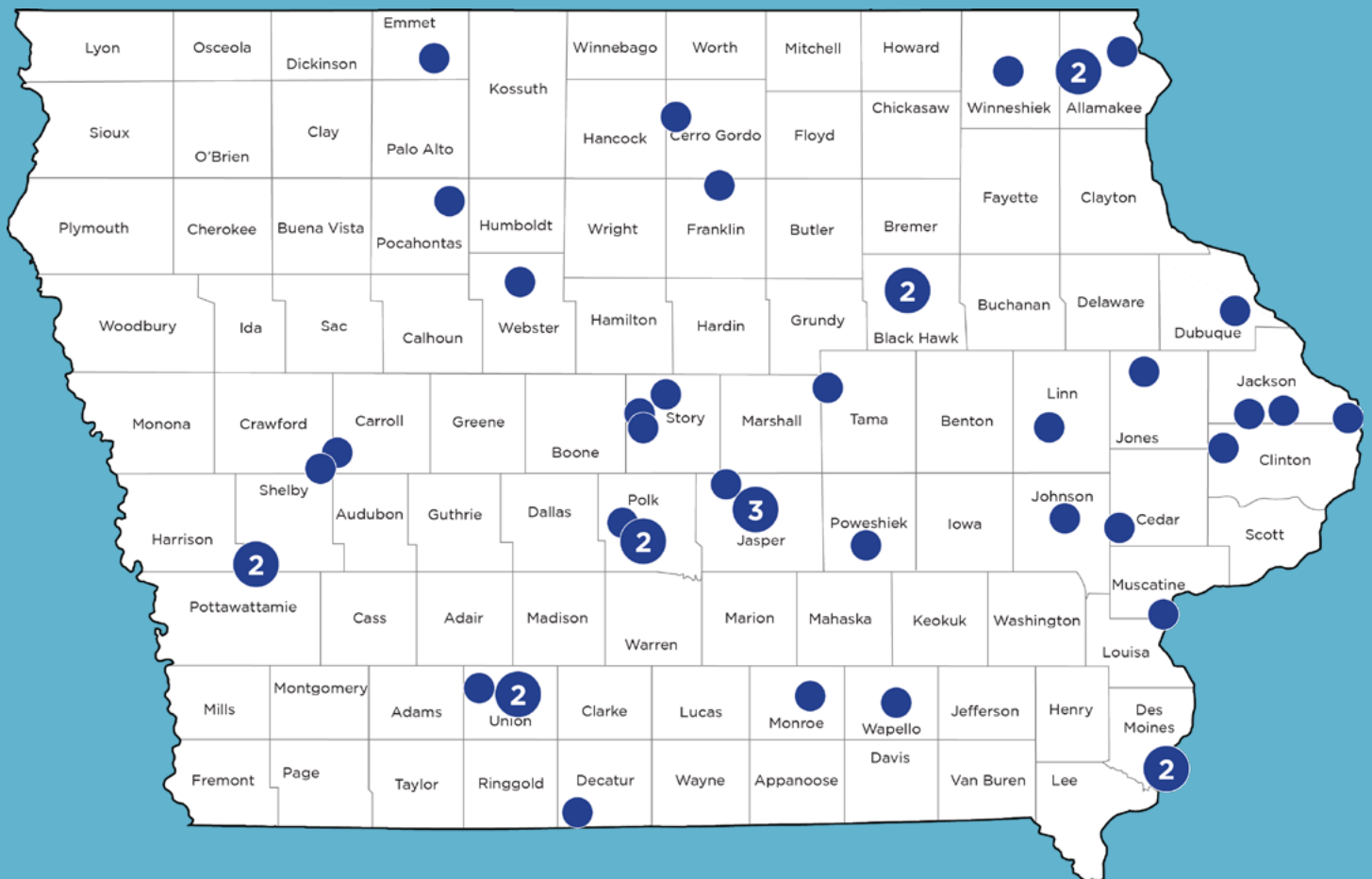
Center Point Community Center

With the much-needed support to purchase paint, this essential project became a reality. The wear and tear that the community center endured over time had left its walls looking worn and lackluster. Thankfully, the grant and the unwavering assistance of the CPU Crew made it possible to breathe new life into this space. We are immensely grateful for the opportunity to make the Center Point Community Center a more vibrant and inviting place for all to enjoy.

Program Spotlight:

2022 & 2023 Pick-Up Iowa

Pick-Up Iowa is an effort on behalf of Keep Iowa Beautiful in coordination with Keep America Beautiful's Great American Cleanup, the nation's largest community improvement program, which takes place annually in an estimated 20,000 communities nationwide. Community organizations, clubs, and groups across the state, equipped with supplies from Keep Iowa Beautiful, participate in this annual mass litter pick-up event.



48

pick-up events
across Iowa



7,000+

total volunteer hours



3,000+

total trash bags of litter
and debris collected

Keep Iowa Beautiful Scholarships

Every year, Keep Iowa Beautiful awards three \$1,000 scholarships to Iowa high school seniors who planned to enroll in an Iowa college or university. The scholarships are named in honor of three pioneers in Keep Iowa Beautiful's 23-year history:

Byers Environmental Scholarship

Bob Byers, lifelong educator and dedicated public servant, began Keep Iowa Beautiful's Litter-Free School Campus program in Northwest Iowa. Byers was a driving force in encouraging young people to help improve their community.



Evelyn Wertzberger, 2022
Dubuque, IA

Attending: University of Iowa

Fultz Communication Scholarship

William Fultz, founding Keep Iowa Beautiful Board Member and artist, started an advertising agency that became the largest agricultural advertising agency in the world.



Megan Clark, 2022
Grand Mound, IA

Attending: Iowa State University

Schnepf Community Service Scholarship

Gerald Schnepf, Keep Iowa Beautiful founding Executive Director, spent 50 years working to make Iowa a better place to live.



Saumya Balaji, 2022
Johnston, IA

Attending: Iowa State University



Olivia Arkfeld, 2023
Council Bluffs, IA

Attending: University of Iowa



Claire Britt, 2023
West Union, IA

Attending: University of Iowa



Amanda Ogle, 2023
Gravity, IA

Attending: Iowa State University

Keep Iowa Beautiful Awards

Every year, Keep Iowa Beautiful recognizes individuals, businesses, communities, and organizations that have made outstanding efforts to improve Iowa's communities.

2022 Award Winners

Donald F. Lamberti Hometown Pride Vision Award

Recognizes an individual who exhibits leadership qualities in the areas of community improvement and enhancement and embodies a passion and pride for their community.

2022 Recipient: Patti Hardin, Mayor of Delmar



Robert D. Ray Community Award for Excellence

Awarded to a town or city that has made outstanding efforts to enhance the beauty, cleanliness, and attractiveness of the community.

2022 Recipient: Community of Bellvue



Corporate Award for Excellence

Presented to a corporation or business that makes a significant difference in enhancing the quality of life in Iowa's communities.

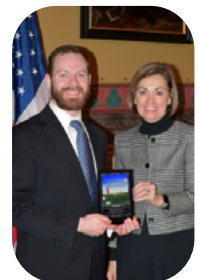
2022 Recipient: RAYGUN



Organization Award for Excellence

Recognizes an outstanding local or statewide organization that assists communities with planning and implementation of programs that enhance the quality of life in Iowa.

2022 Recipient: Iowa Bicycle Coalition



Keep Iowa Beautiful Proclamation

On April 1st, 2023, Governor Kim Reynolds signed a proclamation declaring April as Keep Iowa Beautiful Month, maintaining the state's commitment to improving the cultural and economic vitality of Iowa communities. Honoring these efforts through the Governor's proclamation helps build a stronger state, but individual Iowans can also play an effective role in living out this proclamation. Pick up litter when you see it, organize a volunteer clean-up group to tackle unsightly areas of your community, be a beautification advocate and work with your city officials and organizations to find grants that fund improvement projects. Big or small, you can proclaim your love for Iowa! To view the full proclamation from the Governor's office, see the [appendix](#).

Keep Iowa Beautiful Awards

2023 Award Winners

Donald F. Lamberti Hometown Pride Vision Award

Recognizes an individual who exhibits leadership qualities in the areas of community improvement and enhancement and embodies a passion and pride for their community.

2023 Recipient: Bill Jackson



Donald F. Lamberti Hometown Pride Vision Award

Recognizes an individual who exhibits leadership qualities in the areas of community improvement and enhancement and embodies a passion and pride for their community.

2023 Recipient: Scott Smith



Robert D. Ray Community Award for Excellence

Awarded to a town or city that has made outstanding efforts to enhance the beauty, cleanliness, and attractiveness of the community.

2023 Recipient: Community of Manning



Robert D. Ray Community Award for Excellence

Awarded to a Hometown Pride community that has made outstanding efforts to enhance the beauty, cleanliness, and attractiveness of the community.

2023 Recipient: Community of Pocahontas



Corporate Award for Excellence

Presented to a corporation or business that makes a significant difference in enhancing the quality of life in Iowa's communities.

2023 Recipient: Farmers Mutual Telephone Company



Organization Award for Excellence

Recognizes an outstanding local or statewide organization that assists communities with planning and implementation of programs that enhance the quality of life in Iowa.

2023 Recipient: Iowa Rural Development Council



Keep Iowa Beautiful 13th Annual Photography Contest

Keep Iowa Beautiful's Annual Photography Contest is aimed at raising awareness of Iowa's beauty – rural, urban, and everywhere in between. The contest offers both amateur and experienced photographers an opportunity to tell Iowa's story in a fun, engaging way.

Keep Iowa Beautiful's photography contest once again featured five unique categories and over \$2,000 in cash prizes.

Contest First Place Winners



Iowa Cities

Brian Gibbs

Elkader, IA

"Elkader Iowa at Sunrise From Lovers Leap Park"



Robert D. Ray
Best of Show Award



Iowa Landscapes

Drue Powers

Red Oak, IA

"Early Morning Fog"

Visit our website to view the full list of award winners:
www.KeepIowaBeautiful.org/photography-contest/winners

Keep Iowa Beautiful

13th Annual Photography Contest



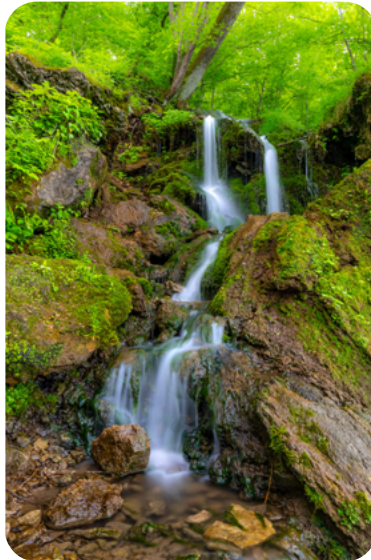
Iowa Wildlife

Jesse Streinz
West Branch, IA

"The Squad"

"We were thrilled with the quality and competitiveness of this year's photos. Not only does this contest showcase Iowa's beauty, but it also highlights the wealth of local talent we have across the state."

-Executive Director,
Andy Frantz



Iowa Water

Dave Austin
Ankeny, IA

"Malanaphy Springs"



Iowans in Action

Anji Bennett
Lake View, IA

"Solo Harvest"

Annual Golf Tournament

The annual golf tournament hosted by Keep Iowa Beautiful stands as a pivotal cornerstone in our mission to sustain and advance our organization's diverse programming for years to come. The inaugural golf tournament in 2022 was an immediate success, bringing together sponsors, donors and golfers in support of Keep Iowa Beautiful's mission. The 2023 tournament proved to be a remarkable success, doubling the funds raised for Keep Iowa Beautiful's programs. This achievement marks a substantial increase from the previous year's tournament, with a turnout and auction that exceeded our expectations. The funds raised from the annual golf tournament are set to play a pivotal role in fortifying and expanding our wide range of initiatives. Keep Iowa Beautiful extends its deepest appreciation to all who contributed to this achievement, and we hope to see everyone at the next golf tournament as we continue our mission to keep Iowa a clean, beautiful, and sustainable state.



Partnerships

No Litter Hotline

Partnering with the Iowa State Patrol, Iowa State Sheriffs & Deputies Association and Iowa Police Chiefs Association, the Keep Iowa Beautiful No Litter Hotline allows travelers to report littering from a vehicle. When the act of littering occurs, a witness may call the No Litter Hotline to report the offense by providing as much detail about the incident as possible. The Iowa State Patrol will deliver a warning letter to reported offenders and send a message that littering is not acceptable in the State of Iowa.

1-888-NOLITTR 

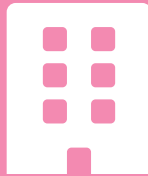
Derelict Building Grant

Pioneered by Keep Iowa Beautiful and sponsored by the Iowa Department of Natural Resources, the Derelict Building Program offers financial assistance to Iowa communities of 5,000 or fewer residents towards addressing neglected structures that have sat vacant for at least six months. The program's focus is landfill diversion through the recycling and reuse of building materials. Since the beginning of the Derelict Building Grant Program:



81,667.06

tons of material diverted



191

projects completed



\$4,913,685M

saved in landfill disposal costs

Build With Bags

The Iowa Grocery Industry Association's Build with Bags program awards grants to purchase picnic tables, park benches, planters, and playground equipment made of recycled plastic bags. Approximately 10,600 plastic bags are used to make one park bench and more than 20,000 are used to make a picnic table. In 10 years, the Build with Bags grant program has donated \$365,594 to more than 250 communities across the state of Iowa and kept hundreds of thousands of plastic bags out of landfills.



13

years



\$362,000

donated



200

communities benefited

Appendix

2023 Keep Iowa Beautiful Month Proclamation



IN THE NAME AND BY THE AUTHORITY OF THE STATE OF IOWA

PROCLAMATION

WHEREAS, Iowa's communities and countryside make IOWA a special and unique place to live; and

WHEREAS, caring residents and citizens build the pride and respect toward our community's natural lands and the environment, knowing that these are essential to the cultural and economic health and vitality of the state where we live; and

WHEREAS, visitors to Iowa respect and admire the communities and countryside that make us special; and

WHEREAS, Iowa's towns and cities and their leaders recognize the importance of maintaining clean and attractive areas; and

WHEREAS, Keep Iowa Beautiful, a state affiliate of Keep America Beautiful, builds partnerships with government organizations, private companies, communities, counties and volunteer/service groups statewide to conduct litter prevention, recycling, beautification, community and landscape enhancement, increased volunteerism and waste minimization programs and projects; and

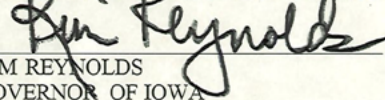
WHEREAS, for 22 years, Keep Iowa Beautiful, its Board of Directors and sponsors, have combined leadership, creativity, insight and expertise that continues to enhance the beauty and cleanliness of Iowa:

NOW, THEREFORE, I, Kim Reynolds, Governor of the State of Iowa, do hereby proclaim April 2023 as:

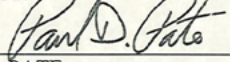
Keep Iowa Beautiful Month



IN TESTIMONY WHEREOF, I HAVE
HEREUNTO SUBSCRIBED MY NAME AND
CAUSED THE GREAT SEAL OF THE STATE OF
IOWA TO BE AFFIXED. DONE AT DES MOINES
THIS 1st DAY OF APRIL IN THE YEAR OF
OUR LORD TWO THOUSAND TWENTY-TWO.

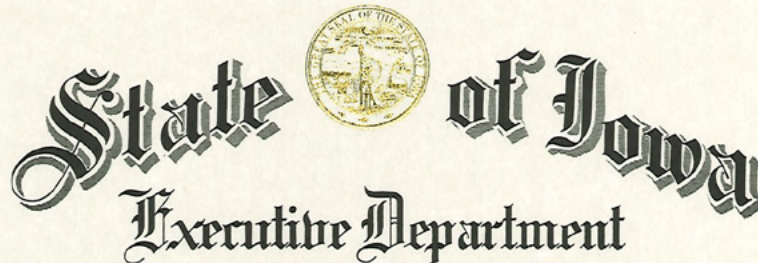

KIM REYNOLDS
GOVERNOR OF IOWA

ATTEST:


PAUL PATE
SECRETARY OF STATE

Appendix

2022 Iowa Recycles Day Proclamation



IN THE NAME AND BY THE AUTHORITY OF THE STATE OF IOWA

PROCLAMATION

WHEREAS, Keep Iowa Beautiful and the Iowa Recycling Association play leading roles in promoting the protection of Iowa's natural resources and quality of life; and

WHEREAS, Keep Iowa Beautiful, a state affiliate of Keep America Beautiful works with government organizations, private companies, communities, counties and volunteer/service groups statewide to conduct litter prevention, recycling, beautification, community and landscape enhancement, increased volunteerism and waste minimization programs and projects; and

WHEREAS, the Iowa Recycling Association advances effective recycling by sharing resources, education and advocacy opportunities, and its members serve communities across the state, embracing national best practices, and continuously striving to adopt cutting-edge technology for the benefit of Iowans and our environment; and

WHEREAS, Iowa is a national leader in implementing innovative policies across industries to ensure a cleaner, greener state for future generations; and

WHEREAS, strongly advocating for recycling, reuse and waste reduction is essential to those efforts; and

WHEREAS, Keep Iowa Beautiful and its partner, the Iowa Recycling Association, recognize the importance of promoting recycling statewide through observance of America Recycles Day on November 15, 2022, and on this day, we renew our commitment to making environmentally conscious changes in our lives so that our children and grandchildren can live that better, cleaner future. Let us continue in striving to reduce waste, conserve resources, and meet our obligations to our planet and to future generations.

NOW, THEREFORE, I, Kim Reynolds, Governor of the State of Iowa, do hereby proclaim
November 15, 2022, as:

Iowa Recycles Day

IN TESTIMONY WHEREOF, I HAVE HEREUNTO
SUBSCRIBED MY NAME AND CAUSED THE GREAT
SEAL OF THE STATE OF IOWA TO BE AFFIXED.
DONE AT DES MOINES THIS FIFTEENTH DAY OF
NOVEMBER IN THE YEAR OF OUR LORD TWO
THOUSAND TWENTY-TWO.

Kim Reynolds
KIM REYNOLDS
GOVERNOR OF IOWA



ATTEST:

Paul D. Pate
PAUL PATE
SECRETARY OF STATE

Appendix

No Litter Hotline Warning Letter



XX/XX/2023

Dear XXX:

Keep Iowa Beautiful has partnered with Iowa Law Enforcement in efforts to inform citizens like you of the hazards and costs associated with unlawful littering. Recently, a citizen reported seeing litter tossed from a (Vehicle Make) registered to you, (Plate Number), on (Date) near (Location). At times, people make mistakes in reporting license plate information. If that is the case, please accept our apology.

Regardless, we ask that you join us in our efforts to Keep Iowa Beautiful. Randomly discarded trash, even the smallest item such as a cigarette butt – endangers our environment, our wildlife, and may even threaten our safety. Picking up litter and debris costs taxpayers like you more than \$13.5 million each year. Our goal is to stop litter.

To help make a difference, we ask Iowans to please prevent litter:

- Teach young people not to litter
- Always dispose of your trash in a proper receptacle
- Carry and use a litter bag in your vehicle
- Never throw anything out of your window
- Cover truck beds when transporting trash or other loose items

We appreciate your support in Keeping Iowa Beautiful!

Sincerely,

Colonel Nathan Fulk #359
Chief,
Iowa Department of Public Safety
Iowa State Patrol

Andy Frantz
Executive Director
Keep Iowa Beautiful
www.KeepIowaBeautiful.com

Sheriff Jason Sandholdt (Marion)
President
Iowa State Sheriff's & Deputies Association

Chief Dennis McDaniel
President
Iowa Police Chiefs Association



Contact Us

info@keepiowabeautiful.org

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