

Keep Iowa Beautiful®

KEEP AMERICA BEAUTIFUL AFFILIATE

KEEP IOWA BEAUTIFUL'S MISSION

is to empower Iowans to bring cultural and economic vitality into our communities through improvement and enhancement programs.

WHO WE ARE

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.

HOW WE DO IT

Keep Iowa Beautiful's operates under three principles to inspire change in communities across Iowa: inspire Hometown Pride, Prevent Littering, and Beautify Communities.

To do this, we actively seek partnerships across the state, from private sector organizations,

local government, and others to create high-quality community betterment programming in Iowa.



TO LEARN MORE about how your community can benefit from Keep Iowa Beautiful's programming, resources, and services, check out our website or email us!

OUR WORK IN ACTION: CLINTON, IA



After

OUR HISTORY

In 2000, former Governor Robert D. Ray and founder and retired chairman of Casey's General Stores Donald F. Lamberti noticed the declining state of small towns across rural Iowa. Ray and Lamberti knew the critical importance of rural communities and set out to create programs that prioritized recreating the once ubiquitous pride felt for these towns. From here, Keep Iowa Beautiful was created.

CONTACT US

Executive Director, Andy Frantz:

afrantz@keepiowabeautiful.org

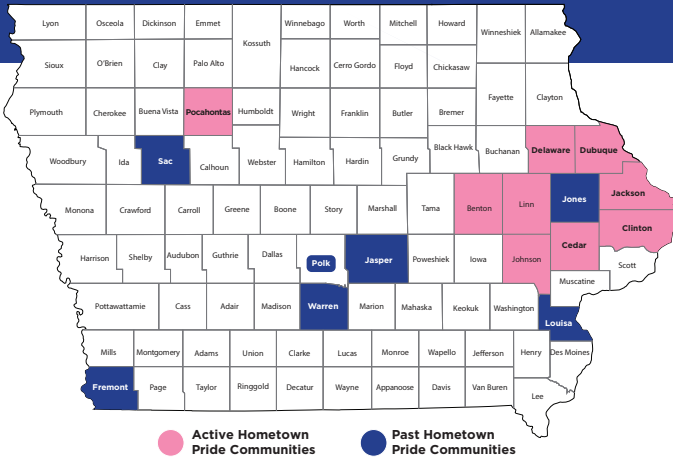
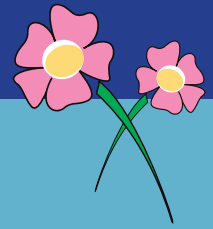
2910 Westown Parkway, Suite 302

West Des Moines, Iowa 50266

www.KeepIowaBeautiful.org

EIN: 42-1497912

SEE OUR PROGRAM'S IMPACT



PICK-UP IOWA

Pick-Up Iowa, a program run in coordination with The Great American Cleanup, the nation's largest community improvement program, takes place annually in an estimated 20,000 communities nationwide. Community organizations, clubs, and groups across the state participate in this annual mass litter pick-up event.

IN 2022, PICK-UP IOWA BOASTED:



HOMETOWN PRIDE

The Hometown Pride program provides local community leaders with funding and coaching to revitalize their communities by creating a network of engaged and passionate volunteers. In partnership with the the Iowa Economic Development Authority, the program supports qualifying Iowa communities and coaches by providing resources to physical, cultural, and economic improvements in their town to increase community pride. The Hometown Pride program currently operates in 60 communities across the state, with a historical reach of 84 communities.

PAINT IOWA BEAUTIFUL

The Paint Iowa Beautiful Grant, a 20-year partnership with Iowa-owned Diamond Vogel Paint Company, provides free paint to public service projects in Iowa aimed at enhancing the beauty and vitality of the community. The projects awarded by the grant in 2023 were diverse – including murals, downtown storefronts, museums, churches, and historic buildings. In the over 20-year partnership with Keep Iowa Beautiful, Diamond Vogel has donated over 13,000 gallons of paint in Iowa!

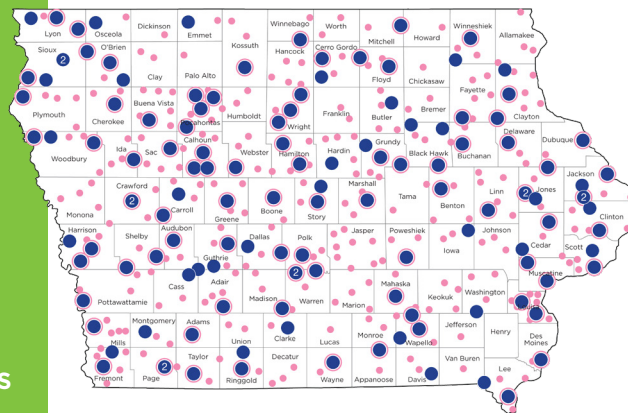
SCHOLARSHIPS

Each 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 support Keep Iowa Beautiful's mission by fostering environmental stewardship in younger generations.

SINCE ITS FOUNDING, KEEP IOWA BEAUTIFUL HAS AWARDED:



67 STUDENTS AND \$57,000 IN SCHOLARSHIPS



5 MILLION SQ. FT. OF PAINT

1,438 COMMUNITY PROJECTS

98 COUNTIES

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