



A KEEP IOWA BEAUTIFUL PROGRAM

## WHAT IS HOMETOWN PRIDE?

Hometown Pride promotes long-term cultural and economic vitality in Iowa's small towns - strengthening each community and increasing its ability to not only survive, but thrive.

Through the work of local volunteers and the support of our Hometown Pride "coaches", our **109 Hometown Pride towns** have completed more than **2,000 betterment projects**, raised more than **\$15 million**, and produced **235,000 volunteer hours** (valued at \$6.8 million).

Hometown Pride empowers Iowa communities to:

- Enhance community amenities
- Cultivate local leadership
- Foster civic pride
- Boost economic vitality
- Increase cross-sector collaboration

Hometown Pride, created in 2012, provides participating groups of towns with 5 years of funding toward the cost of a Hometown Pride "coach". This coach, with training from Keep Iowa Beautiful, engages local leaders and volunteers to complete projects that address pressing needs for the community.

Hometown Pride has been implemented in **107 communities** in **16 counties**. On average, the annual cost to staff the program is \$80,000 per County. Keep Iowa Beautiful contributes between 50-75% of that cost, with local community partners contributing the rest. Hometown Pride communities raise additional funds as needed to support the cost of community improvement projects.

## TRANSFORMING IOWA COMMUNITIES

Keep Iowa Beautiful seeks new towns to join Hometown Pride.

### HOMETOWN PRIDE SUCCESS STORY

"We've seen a sweeping change among our county's nine communities. The Hometown Pride partnership has given them a reason to not just long for a better, brighter future; but to roll up their collective sleeves and get to work making it happen. To me, that's the genius of Hometown Pride." - Chris Vrba, Editor and Publisher, Pocahontas Record Democrat

More than a hundred Hometown Pride volunteers in 9 Pocahontas County towns have come together to lead change. Together they have completed more than 300 community betterment projects and raised nearly \$2 million for their communities.



### WHAT HOMETOWN PRIDE COMMITTEES DO

Committees complete community improvement projects, programs and events, such as: park amenities, public art, festivals, fundraising, leadership programs, trails, welcome signs, memorials, and beautification. The work of each committee is personalized to their town, based on its unique strengths and needs.

### WHAT COACHES DO

Hometown Pride coaches deliver stability and empowerment, providing "on the job" leadership training and guidance to local volunteers. Coaches provide on-going advice and assistance for: engaging volunteers, creating action plans, identifying opportunities, completing projects, fundraising and grant-writing. KIB provides onboarding and on-going support for the coach.

## STAY CONNECTED

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## ONCE IMPLEMENTED, THE COMMUNITY WILL...

- Cultivate local leadership
- Enhance community amenities
- Foster civic pride
- Boost economic vitality
- Increase cross-sector collaboration



MAQUOKETA, IA



NORWALK, IA



CUMMING, IA



CARLISLE, IA

## HOW IT WORKS

1. A group of town contracts with Keep Iowa Beautiful (KIB) to initiate the program for their County or region: towns commit to a list of program expectations and a financial "match"; KIB commits to 5 years of funding and training for a Hometown Pride "coach".
2. Local leaders work with KIB to select a "coach", a community development expert who provides their region with hands-on support to ensure success.
3. The coach works with each community individually to form a volunteer committee and undertake a strategic process to identify potential betterment projects - seeking local input and analyzing existing community plans and initiatives.
4. The coach and committee takes on duties to complete betterment projects and build local leadership. The coach provides support every step of the way for 5 years.
5. Coaches report program activities monthly to KIB and attend technical assistance calls with other coaches to share best practices. The 5-year partnership is reviewed annually.

## READ MORE ABOUT OUR SUCCESS STORIES



## INTERESTED IN BECOMING A HOMETOWN PRIDE COMMUNITY? CONTACT US:

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