



A KEEP IOWA BEAUTIFUL PROGRAM

TRANSFORMING IOWA COMMUNITIES

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 100+ Hometown Pride towns have completed more than 2,000 betterment projects, raised over \$15 million, and produced an estimated 250,000 volunteer hours (valued at \$8M).

Hometown Pride empowers Iowa communities to:

- Enhance community amenities
- Cultivate local leadership
- Foster civic pride
- Boost economic vitality

Hometown Pride, created in 2012, provides participating groups of towns with 5 years of funding toward the cost of a Hometown Pride "coach". The coach is a community development expert who engages local leaders and volunteers to identify and complete projects that address pressing community needs. Projects include "quality of life" improvements like park upgrades, public art, welcome signs, trails, beautification and community-building events.

Our research-backed approach to community transformation focuses on empowering residents to lead change. Researchers at Iowa State University, in a study of 99 small towns, found that some of the strongest drivers of quality of life were civic engagement (residents are "involved in community projects"), social capital (strong relationships), and "shared leadership" - where residents work together to achieve shared goals.¹ This is why the projects we complete are only half the story - our lasting impact comes from engaging residents, strengthening bonds and empowering new leaders.

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.



HANDS-ON COACHING

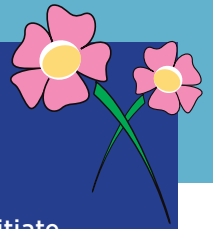
Hometown Pride coaches deliver stability and empowerment, providing "on the job" leadership training and guidance to local volunteers. Coaches provide on-going advice and assistance for: engaging volunteers, creating action plans, identifying opportunities, completing projects, fundraising and grant-writing.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

STAY CONNECTED

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1. "What Drives Quality of Life in Iowa Small Towns?" ISU, 2017 and "Why Leadership Matters for Rural Community Vitality in Iowa" ISU, 2020



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 towns contract with Keep Iowa Beautiful (KIB) to initiate the program for their County or region: towns commit to program expectations and a financial "match"; KIB commits to 5 years of funding 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 take 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



CONTACT US:

Executive Director, Andy Frantz
afrantz@keepiowabeautiful.org

www.KeepIowaBeautiful.org

EIN: 42-1497912

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