



—KEEP GEORGIA—
BEAUTIFUL
Foundation
KEEP AMERICA BEAUTIFUL AFFILIATE

GEORGIA MOUNTAINS
REGIONAL COMMISSION MEETING
NATALIE JOHNSTON-RUSSELL
MARCH 27, 2025



Did You Know?

ENVIRONMENT & THE ECONOMY

- 36% of business development officials say litter impacts their decision to locate to a community (Keep America Beautiful, 2009)
- The presence of litter in a community decreases property values by a little over 7%, according to the National Association of Home Builders' pricing model (Keep America Beautiful, 2009)
- Homes with larger trees can increase property values by 3-15% (Arbor Day Foundation)



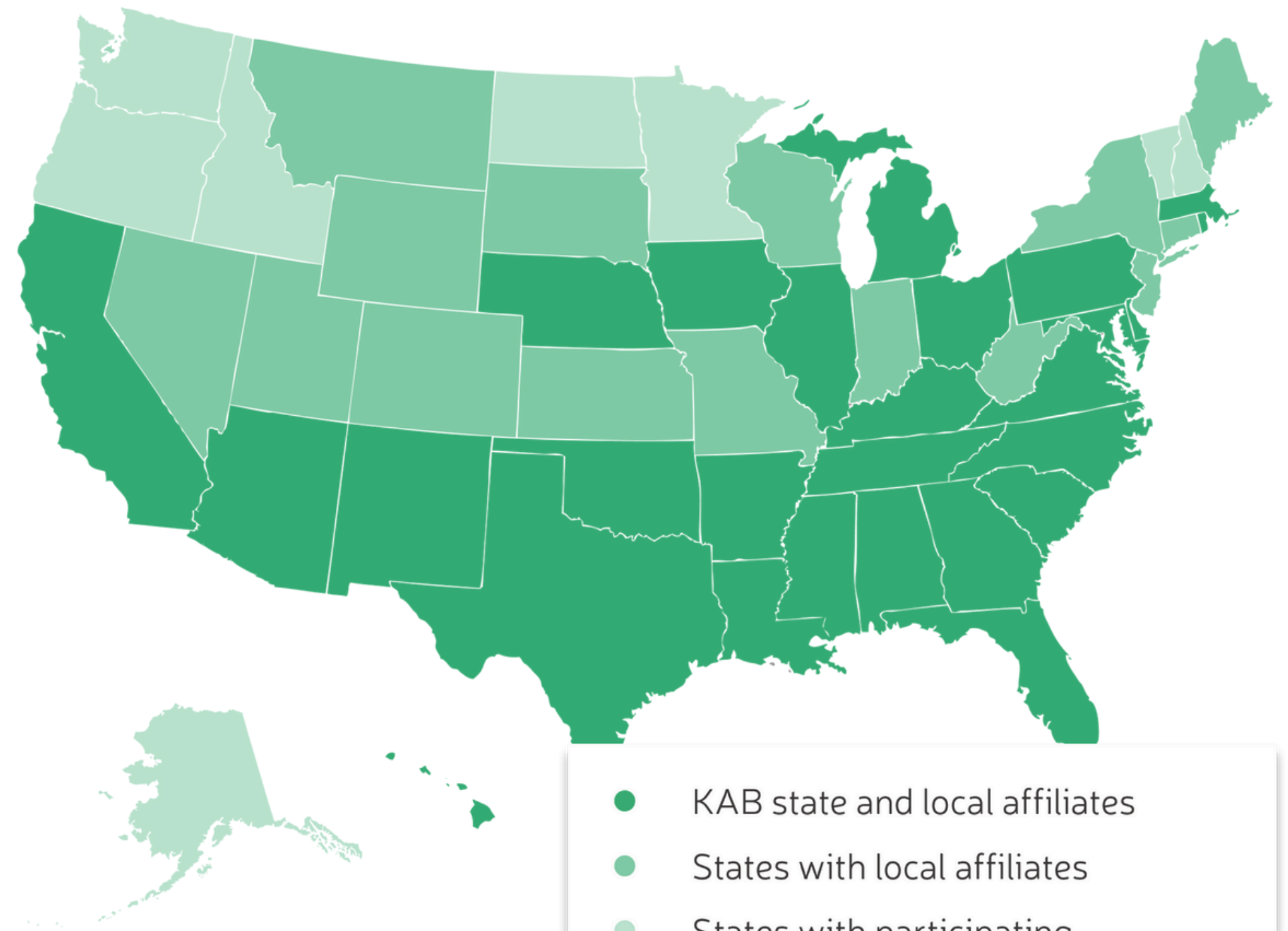
HEALTH & SAFETY

- Studies have found that there are double the number of people stealing when litter and illegal graffiti are present (New Scientist 2008)
- A 10% increase in tree canopy has been associated with roughly 12% decrease in crime (Arbor Day Foundation)
- There is a 6-10 degree temperature decrease in neighborhoods with well-shaded streets (U.S. Forest Service Center for Urban Forest Research)



KEEP AMERICA
BEAUTIFUL

Transforming public spaces
into beautiful places



- KAB state and local affiliates
- States with local affiliates
- States with participating organizations



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Our Mission

We inspire and educate Georgians to take action every day to improve and beautify their community environments.



Our Vision

We believe that everyone deserves to live in a clean, green, and beautiful environment. By conserving our resources and keeping our landscapes free of blight, we not only provide green spaces that people and wildlife alike can enjoy, but keep communities safe and encourage economic development.

Structure

OF THE NETWORK

1

Keep America Beautiful supports certified affiliates with nationwide programming and guidance.

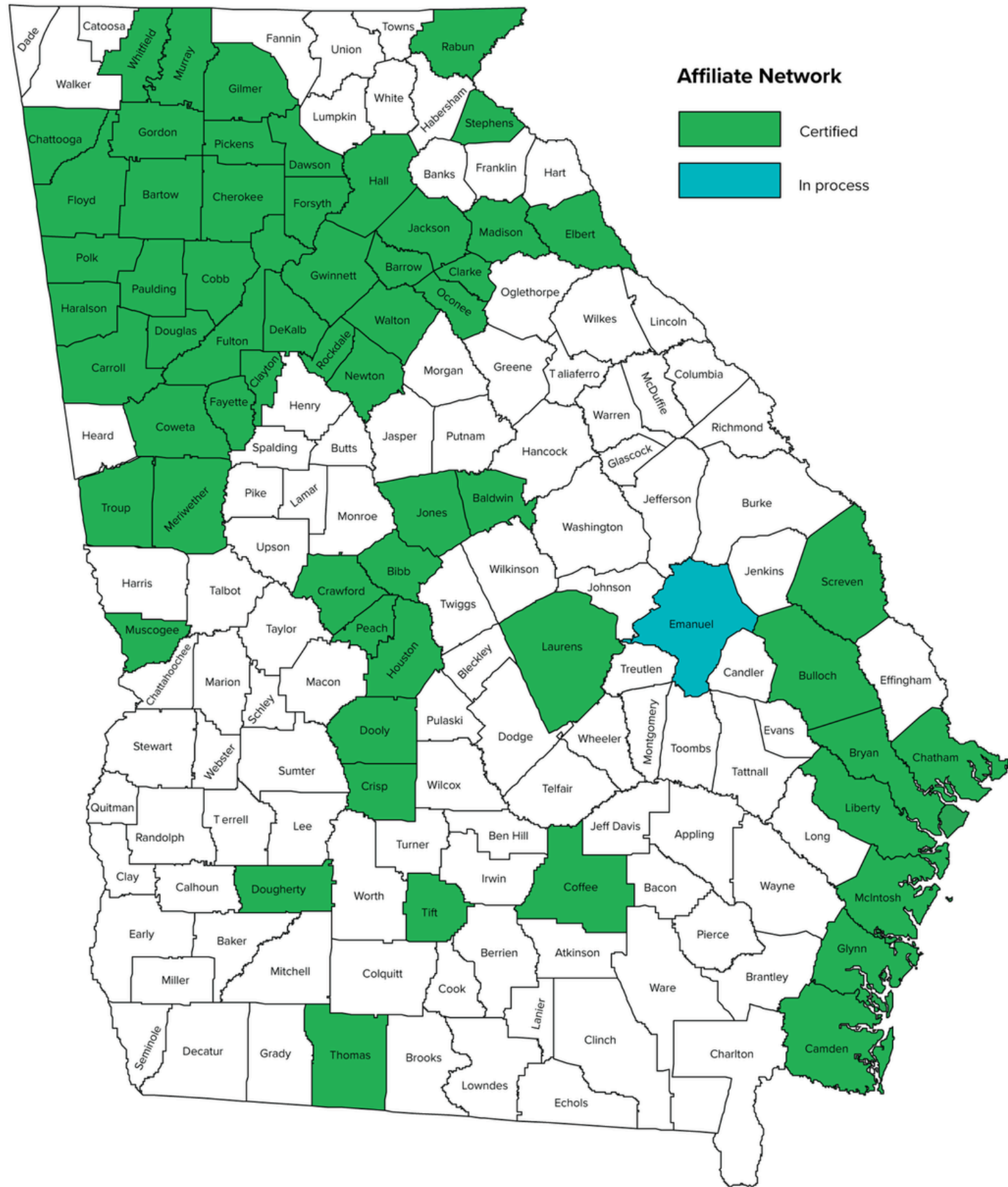
2

The Keep Georgia Beautiful Foundation provides further support and additional resources specific to the state.

3

Local affiliates directly engage their communities in the efforts of litter abatement, waste reduction, recycling, and beautification.





Our Current Reach

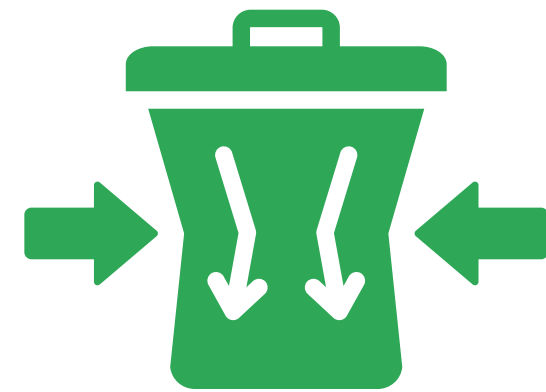
- 1974: first local affiliate
- 1978: first state affiliate
- Today, KGBF supports around 70 local affiliates across the state and represents 80% of Georgia’s population

Our Initiatives

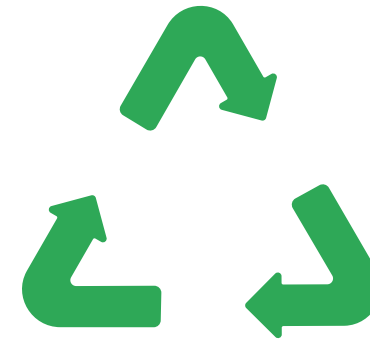
AT A GLANCE



End Litter



Reduce Waste



Promote
Recycling



Beautify
Communities

How Your Community

CAN GET INVOLVED



**LOCAL AFFILIATE
EVENTS**



**PROGRAM
PARTICIPATION**



**GRANT
APPLICATIONS**



Engage with your LOCAL AFFILIATE

Participate in year-round activities and receive support, training and resources from KAB and KGBF. No local affiliate? Let's talk!



Our Main Programs

Applications and registration for these opportunities are available to our network of affiliates as well as the general public.

Bring One FOR THE CHIPPER

This is KGBF's flagship program, and the largest Christmas tree recycling program in the nation. Affiliates who participate and register with us receive statewide event promotion, as well as social media and event resources. Registrants are also eligible to receive in-kind supplies from our state sponsors, including vegetable/flower seed packets and tree seedlings.





The Greatest AMERICAN CLEANUP

KAB's flagship program takes place from March through June for communities to engage in cleanup efforts, recycling drives, educational workshops, and beautification events. Affiliates and other groups who register with KGBF receive statewide event promotion and may be eligible for in-kind supplies.

BRACE

GRANT PROGRAM

Made possible by the Solid Waste Trust Fund, this opportunity allows applicants to develop project proposals that best support their community needs in relation to eliminating litter and illegal dumping. Applications open in the fall, and although KGBF prioritizes smaller communities that might not otherwise have the funds, larger communities are eligible and also encouraged to apply.



Types of Activities

IT'S EASY TO GET INVOLVED

Neighborhood
cleanups

Bulk trash or
recycling drop-
off events

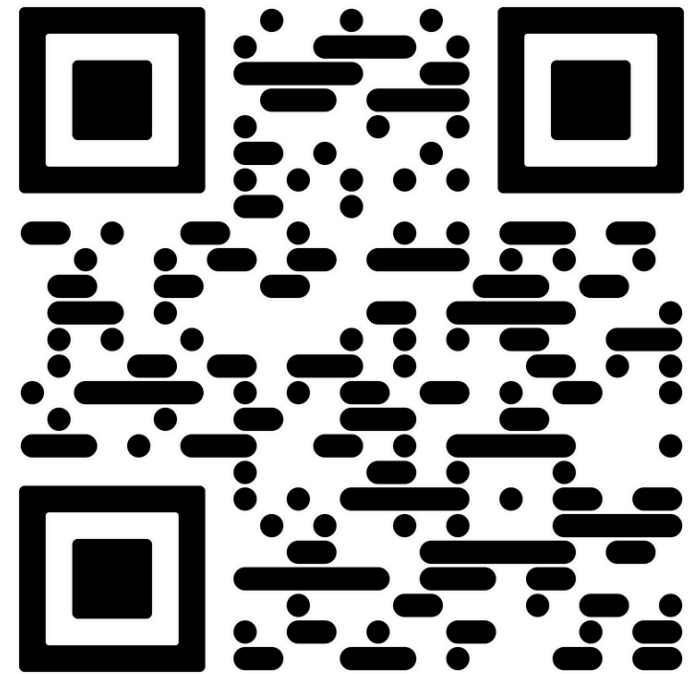
Amnesty
days

Code
enforcement
education and
outreach



Environmental EXCELLENCE AWARDS

SCAN



May 6, 2025 6:30 PM

Brasstown Valley Resort & Spa
Young Harris, GA



National Funding OPPORTUNITIES

In addition to KGBF's offerings, affiliates, nonprofit organizations, local governments, and other community groups in Georgia can apply for grants through Keep America Beautiful. These vary year to year, but examples include RETREET (planting trees in areas impacted by natural disasters), the Cigarette Litter Prevention Program, and Martin Luther King Neighborhood Grants.



Thank You!

LET'S CONNECT

Natalie Johnston-Russell

Executive Director

natalie.johnstonrussell@kgbf.org

404-679-4910