



*State Affiliate of Keep America Beautiful (KAB)*

**Mission:** Engage and support communities, organizations and individuals to keep North Carolina Beautiful.

**Our Focus:** Litter Prevention, Beautification & Greening, Waste Reduction & Recycling

KNCB is primarily a grassroots organization assisting communities with active beautification and anti-litter programs, and helping other communities that want to develop such programs.

**Cost/Benefit Ratio:**

The average NC affiliate produces \$16 in value for every \$1 of public funds invested.\*

**Major Programs:**

**Great American Cleanup** – Keep America Beautiful’s signature program – and the nation's largest community improvement effort – takes place annually from March 1 through May 31.

**NCDOT’s Litter Sweep** – a semi-annual event administered by NCDOT’s Office of Beautification, typically scheduled during the last two weeks of April and the last two weeks of September.

**Tarp Day** – An annual event in which local KNCB affiliates work with local law enforcement agencies and solid waste personnel to distribute tarps (provided by NCDOT) and litter prevention brochures at landfills and recycling centers.

**America Recycles Day (ARD)** – Celebrated annually on November 15. KNCB assists in coordinating many local recycling drives statewide.

**Key Results:**

- During 2010’s 3-month, statewide Great American Cleanup, volunteers logged 111,830 hours and collected 992,362 pounds of litter, resulting in a \$2.2 million cost savings in manpower for clean up.
- The 2009 Tarp Day campaign distributed 4,200 tarps to 27 participating counties.
- A 2010 ARD event collected 84,000 pounds of recyclables in one location alone!
- Since 2000, 77 communities have been awarded \$500 grants from KNCB’s Litter Prevention Contest and 69 individuals have won cash prizes entering KNCB’s Unusual Litter Contest.

**Affiliates**

KNCB services 31 community affiliates representing 28 counties including Bladen, Brunswick, Buncombe, Catawba, Cleveland, Craven, Cumberland, Duplin, Durham, Forsyth, Franklin, Gaston (Belmont, Gastonia), Guilford (Greensboro/High Point), Iredell, McDowell, Mecklenburg (County/City of Charlotte), Moore, Nash/Edgecombe, New Hanover, Onslow, Pasquotank, Pitt, Richmond, Scotland, Wake, Wilkes and Wilson.

Counties poised to start a community affiliate include Ashe, Clay, Lenoir, Robeson and Rockingham.

**KNCB is interested in helping any community with a desire to begin an affiliate program.**

**Public- Private Partnership**

KNCB's success is built on a public-private partnership business model.

Through an annual appropriation of \$40,000 from the NC Department of Transportation Highway Fund to support a program coordinator, NCDOT and KNCB work together to create litter reduction, anti-litter education and beautification opportunities across the state. The KNCB affiliate network allows NCDOT to reach a targeted audience for its cleanup programs, such as Litter Sweep and Adopt-A-Highway. NCDOT works with KNCB to promote educational programs in North Carolina schools and communities through various programs such as Swat-A-Litterbug and Tarp Day. This partnership between NCDOT and NCKAB provides each organization with invaluable resources to expand the scope of anti-litter messaging, education and volunteer action.

Support from private industry has been a major source of funding. KNCB partners include American Greenz, Caraustar, Harris Teeter, Keep America Beautiful, McDonald's USA, LLC, Progress Energy, NC Beer & Wine Wholesalers Association, NC Beverage Association, Rehrig Pacific, Siemens Caring Hands Foundation, Sonoco Recycling, Strategic Materials and Waste Management.

### **Governance**

KNCB is governed by an engaged Board of Directors that includes representatives of many of its private-sector partners.

### **Staff**

KNCB is staffed by two independent contractors who work from their home offices (Raleigh & Charlotte). Staff receives compensation and reimbursement for expenses, but no additional benefits.

Our program coordinator role is the principal contact for all local affiliates. The program coordinator is responsible for marketing the KAB program to attract new community affiliates.

### **National Keep America Beautiful Financial Support**

As the state chapter for national Keep America Beautiful, we maximize our membership by applying for grants, securing promotional materials for public education and participating in regular training webinars and conferences. KNCB also supports its local affiliates' efforts to secure grant funds and leverage private donations.

### **Nationwide Department of Transportation (DOT) Assistance**

Across the country, there is a long history of state DOT's supporting KAB. The popular "Don't Mess with Texas" campaign is funded by the Texas Department of Transportation. Kentucky, Mississippi and Tennessee receive DOT support as well.

### **Contact**

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\* Keep America Beautiful validates this return on investment from data included in annual cost-benefit analysis reporting required of all Keep America Beautiful affiliates across the country.