



Partner Overview

Benefits of a Keep California Beautiful Partner (City, County or Regional Organization):

- Networking opportunities with KAB and KCB partners from throughout the state.
- KCB will provide organizational documents e.g. sample mission statement and sample first year work plan.
- KCB will provide a digital endorsed logo for each partner. This will create a statewide distinguishable brand.
- Use existing name or may use Keep "Name" Beautiful format
- Alignment with the nationally recognized litter and waste reduction and community beautification organization.
- Use of Keep California Beautiful logo to co-brand materials.

Resources, Programs and Tools:

- Access to outcomes and impact state data.
- KCB K-12 Recycling Challenge.
- Litter APP and education curriculum.
- Waterway monitoring APP.
- Litter Ordinance handbook.
- KAB's Great American Cleanup.
- KAB's America Recycles Day.
- Partners who meet certain criteria may apply for one KCB partner grant per year.
- May apply for certain Keep America Beautiful grants and awards with KCB guidance.

Training and Professional Development:

- Four partner support calls annually.
- KCB Annual April Press Conference.
- Network sharing and learning.
- KCB training videos and webinars.

Requirements of a Keep California Beautiful Partner

- Must have a Letter of Support from a government official or a third party Letter of Support from a non-profit organization, university, community group, business group, or local governmental entity agreeing to "endorse" the KCB Partner.
- Must have a existing group/committee or form a group/committee to provide leadership and direction for programs and events.
- Committee must select a chairperson or have a designated government or non-profit staff member to serve as the partner director and be the primary contact person.
- Pay on-time \$200 application fee.
- Pay a \$200 partner fee by August 1st each year.
- The committee must adopt the endorsed logo provided by KCB.
- Must implement a work plan that includes at least one beautification, one litter reduction (cleanups) and one waste reduction (recycling or zero waste) initiative each year. KCB will provide a sample work plan.
- Must submit an on-line outcomes report by August 1st each year (Year June 1-July 31)

- Participate in at least two of the four partner support conference calls throughout the year or one call and attend either KCB Press Conference or joint CRRA Conference meeting.
- After two years of successful progress, a KCB Partner is eligible to apply for full certification as a Keep America Beautiful partner with KCB's recommendation.

Process to become a Keep California Beautiful Partner

1. Prospective group initiates a phone conversation with KCB Executive Team.
2. The prospective group must provide a *Letter of Support* from an endorser*. KCB will provide a sample.
3. KCB determines "readiness" and extends invitation to apply when determined.
4. The prospective group identifies a new or established committee to direct and implement the programs and events. The committee can be a part of the endorsed party. A committee list is submitted to KCB with the application.
5. Identify and recruit a committee chairperson or government staff to serve as the primary contact person to submit with the application.
6. The on-line application and application fee of \$200 is submitted to KCB.
7. The committee is required to complete 4 hours of training. Training will consist of videos, webinars and/or personal sessions by KCB Executive Team.
8. KCB will provide a digital logo, sample mission statement, sample first year work plan, litter cleanup handbook, environmental education litter curriculum and other resources.

*Who can be an "Endorser"? An endorser can be a non-profit organization, university, civic organization or association, business association, or local governmental entity that agrees to take the KCB Partner under their wing. They will support the KCB Partner by helping to identify a committee to lead the efforts. Support can come in many forms; it can be monetary, in-kind, technical, organizational, and/or capacity-building. Ideally, it would be a mix of all of these. Basically, it is an established group that aligns with what you are trying to accomplish for the community and is willing to work with you to make it happen. Examples include: Chamber of Commerce, City or Town, Mainstreet Districts, Historic Districts, and Economic or Community Development groups.

*Who can be on the committee? A KCB Partner must work within a committee structure. The committee and the committee chairperson will work together to identify programs and events to help clean and green their community. The committee can be a group of newly formed individuals that represent a cross section of the community or it can be an existing committee. For example – the Chamber of Commerce might decide to form a sub-committee of Chamber members to focus on KCB Partner projects. A city might already have a Parks and Parkway Commission established and this effort could fall under their oversight.

FOR MORE INFORMATION CONTACT

Keep California Beautiful info@keepcabeautiful.org

Or

VISIT OUR WEBSITE AT www.keepcabeautiful.org