

AFFILIATION INFORMATION

What is Keep America Beautiful's formula for success? Since 1953, our organization has provided a replicable framework for community education and hands-on stewardship that reduces litter and encourages recycling, promotes grassroots volunteerism, and makes sustainable improvement possible for communities of all sizes. Affiliates have built upon this behavior change framework to create innovative, locally-focused programs that address the specific needs of their diverse geographies and populations. Using the fundamentals of our time-tested approach, our affiliates are reaching deep into their communities to effect meaningful, positive changes.

WHY BE AN AFFILIATE

Keep America Beautiful invites affiliates to share why affiliation is valuable. We have listed the top reasons provided by our affiliates

- Self determination
- National Network
- National credibility
- Training
- Tools and Programs
- Grants

Affiliation Process

KAB has two options for affiliation. A community may form an affiliate with no current organization or form through migration from an existing organization.

Application: In both cases the process starts with forming a Team, obtaining a letter of support from the highest elected official for the jurisdiction interested in affiliation, securing the initial affiliation fee and submitting the application included in this packet.

Training: In both cases the community is required to participate in training offered locally by KAB National Trainers. Two trainings are required:

- Community Training includes an overview of KAB and its behavioral-based change process to dealing with community improvement issues. Trainers provide instructions to a Community Team on conducting the Community Appearance Index and Focus Area Survey to gather facts about your community.
- Affiliation Training is conducted after the completion of the benchmarking tools and includes a more extensive discussion of the behavioral-based change process, how to implement KAB programs and a strategic planning and goal setting for the new affiliate board.

Application Fee:

Population	One-Time Certification Fee
0 – 7,500	\$ 1,000
7,501 - 15,000	\$ 2,000
15,001 - 50,000	\$ 3,000
50,001+	\$ 4,000
Migration	\$1,000*

*Existing organization may qualify to submit an application using the migration process. Please contact KAB for details. Please check www.kab.org or call 203.659.3032 to determine if your state

has a State KAB Affiliate prior to submitting application as they may offer assistance with the application process.

The one-time fee listed above supports the initial development of a new Keep America Beautiful affiliate including:

- Training your Team including travel expenses for the KAB Trainer to your community
- Training materials, including manuals, step-by-step instructions on developing your local organization, and other resources to assist in initial affiliate development
- Mentoring and support by KAB Trainer throughout the process
- Training of new Board by KAB Trainer (after Team has submitted complete Affiliate Report) including travel expenses for KAB Trainer to return to your community
- Conducting affiliate planning and goal setting session to develop an action plan for the first year
- Training for the executive director
- KAB Trainers participation in the Affiliation Ceremony
- Education training books and resource materials
- The first year's annual network service fee.

Annual Affiliate Fee (due one year after Affiliation Ceremony)

Population	Fee
0 - 7,500	\$ 50
7,501 - 15,000	\$ 100
15,001 - 30,000	\$ 150
30,001 - 50,000	\$ 200
50,001 - 75,000	\$ 250
75,001 - 150,000	\$ 300
150,001 - 500,000	\$ 350
500,000 - 1 million	\$ 400
Over 1 million	\$ 500



AFFILIATE APPLICATION

1. Applicant:

Community/City/Town/County/Parish Name:	
Population:	
Person requesting Affiliation (Name, Title):	
Mailing address:	
City, State, Zip:	
Phone:	
Email Address:	

2. Community Team:

Team Leader (Name, Title):	
Shipping Address:	
City, State, Zip:	
Phone:	
Mobile Phone:	
Email Address:	

Team Member (typically 6-9)	Mailing Address	Phone/Email
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

3. Please list any existing community improvement organizations (i.e. beautification committee, solid waste planning board, recycling committee, conservation organization, etc.).

Organization Name	By Whom	Date Contacted

4. The Team will need assistance from local authorities responsible for litter, solid waste, and beautification. The Team will need to obtain map(s) and compile statistical information. Please list contacts (such as Public Works/Sanitation, Park, Planning, Engineering, or Community Services) who have been contacted about the intent to establish a KAB affiliate.

Name	Title	Who Contacted

5. Estimated operating budgets vary from \$1,000 to \$750,000. Communities are urged to meet these needs through donations of goods and services. Provide potential source(s), which may provide cash or in-kind contributions e.g. city government in-kind or business donation.

NEED	POTENTIAL SOURCE
Executive Director: Salary and Benefits	
Office space and furniture	
Telephone/DSL/Internet Access	
Office equipment i.e. computer, fax, copier	
Printing	
Postage	
Expenses for Training Workshops and Affiliation Ceremony (food, printing invitations)	
Travel expenses: 6 hours of training required annually to maintain Good Standing after affiliation (may be provided by KAB, state affiliate, or other source and can be Webinars at not travel cost).	

Complete application includes this form, a **letter of endorsement from the chief elected official** (Mayor, Council President, etc.), and application fee based on population. **Make check payable to Keep America Beautiful.** Fee is non-refundable once Community Training Workshop is scheduled. Cancellation of the Training Workshop requires notification at least 5 business days in advance. Cancellation without notification will require a \$500 fee to re-schedule. If de-activated*, re-training may be done within 3 years for a fee of \$500 plus travel costs for KAB Trainer. We understand the responsibility to assist the Team in obtaining the cooperation of government, business and civic sectors to complete the Affiliation process including monthly reporting for a period of typically 4 to 6 months. We understand we must complete affiliation requirements within one year of Community Training Workshop or potentially be de-activated. We understand we must use the name Keep "Community" Beautiful as the name of our organization.

Signature (person requesting certification)

Date

Keep America Beautiful, Inc.
Affiliate Services Department
1010 Washington Blvd.
Stamford, CT 06901

For further information:
Grace Keegan Massinello
Director, Affiliate Communications
Telephone: 203.659.3032
Email: gmassinello@kab.org

INSTRUCTION FOR APPLICATION

As part of the application we request that the applicant identify a group of community representatives to assist in the process to form the affiliate.

Team Leader

Each Team must have a Team Leader. The Team Leader must be a good manager and a results-oriented leader. The Team Leader will:

- Hold Team members accountable for assigned tasks,
- Supervise arrangements for Team meetings, and
- Submit monthly progress reports to KAB and State Leader (if applicable).

Team

The Team shall consist of:

- 6-9 members (an entire existing board/committee may serve as members)
- members serve on one of 3 task groups for 4-6 months following initial training
- representatives from business, government and civic sectors
- individuals knowledgeable in the following areas:
 - business and organizational administration and governance
 - financial management
 - city/county government
 - geography of the community
 - existing litter prevention, beautification and community greening and/or waste reduction recycling efforts

Each team member must commit to attend training a 4 hour Training Workshop (1.5 hours for a qualifying organization using the migration affiliation). The Team members will be assigned tasks at the end of training and shall agree to accomplish assigned tasks within the 4-6 months necessary for certification. The following profiles are provided to assist you in identifying people to serve on Team.

Team: Organizational Structure Task Group*

Team members will be responsible for creating the organizational structure and administration in order to ensure the long-term success for the affiliate. Affiliates are typically either formed as part of a government entity or form as a non-profit. KAB provides templates for all documents. Team will be responsible for:

Governance Documents

- Draft documents and submit to Team and/or government for approval e.g.
 - Articles of Incorporation and Bylaws (if applicable nonprofit corporation)
 - Resolution/Executive Order/Ordinance (if applicable government entity)

Identity

- Mission Statement
- Logo Design

Administration

- Determine board member responsibilities
- Member recruitment
- Executive Director job description
- Design one year operational budget

*A qualifying organization using the migration affiliation process will submit all applicable documents from the list above.

Team: Community Appearance Index – Litter Index Task Group

Team members will be responsible for overseeing the completion of the Litter Index. The Litter Index is a visual assessment of your community.

Litter Index Tasks:

- Prepare local scoring map
- Enlist 3-6 volunteers to perform the Litter Index
- Conduct Index and compile data

Team: Focus Area Survey Task Group

Team members will be responsible for completing the Focus Area Survey, a fact-gathering document that examines current educational programs relating to litter prevention, beautification and community greening, and waste reduction and recycling, existing ordinances and enforcement practices, and available resources and tools. City or county governmental representatives are especially suited for this area of work.

Focus Area Survey Tasks:

- Identify relevant resources in government agencies, businesses and civic organizations
- Complete and compile survey

The last two task groups will be asked to work together to complete observations about what was learned from the Community Appearance Index - Litter Index and Focus Area Survey and may provide recommendations. The Observations and Recommendations, if provided, will be used in the Affiliation Training Workshop.

AFFILIATE MIGRATION APPLICATION

1. Applicant:

Community/City/Town/County/Parish Name:	
Population:	
Organization Name:	
Person requesting Affiliation (Name, Title):	
Mailing address:	
City, State, Zip:	
Phone:	
Email Address:	

2. Date organization established (must be at least one year prior to date of this application):

3. Please mark which one most closely represents the current organizational structure.
- Nonprofit Corporation (commonly IRS designated 501(c)(3) organization but not required)
 - Government Entity

Governance Documents – applicable documents must accompany application

- Articles of Incorporation (nonprofit corporation)
- Bylaws (nonprofit corporation)
- Resolution/Executive Order/Ordinance establishing organization (government entity)
- Guidelines for board appointment, meetings, and officers (government entity)

Other Organizational Documents – copies of information must accompany application

- | | |
|---|---|
| <input type="checkbox"/> Mission Statement | <input type="checkbox"/> Executive Director Name |
| <input type="checkbox"/> Logo | <input type="checkbox"/> Executive Director Job Description |
| <input type="checkbox"/> List of board members/officers | <input type="checkbox"/> Copy of current operational budget |

Complete application includes this form, a **letter of endorsement from the chief elected official** (Mayor, Council President, etc.), and applicable documents from list above. The one-time certification fee of \$1,000 **must** accompany the application. **Make check payable to Keep America Beautiful.** We accept the responsibility to assist the existing organization to complete the KAB affiliation process including monthly reporting for a period of typically 2 to 3 months. We understand affiliation must be completed within one year of the Community Training Webinar or potentially be de-activated. If another name than Keep “Community” Beautiful is currently being used, we agree to work with KAB to identify ways to either transition to new name or establish way for Keep “Community” Beautiful name to be used to implement KAB activities. Fee is non-refundable once Community Training Webinar is conducted. Cancellation of the training webinar requires notification at least 5 business days in advance. Cancellation without notification will require a \$500 fee to re-schedule. If de-activated*, re-training may be done within 3 years for a fee of \$500 plus travel costs for KAB Trainer.

Signature (person requesting affiliation)

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