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IT'S THAT TIME OF YEAR AGAIN! ANOTHER SEASON OF 30 GRANTS IN THIRTY DAYS!

We started this program in 2011 to empower groups all across Virginia to make an environmental impact in their own communities. Keep Virginia Beautiful awards grants of \$500-\$1,000 for projects in these four categories:

Community Beautification and Greening, Litter Prevention, Recycling, and Cigarette Litter Prevention. New this year: five bonus grants of \$2,000 are available!



Since 2011, we have provided \$145,000 for 195 different projects at schools colleges, parks, counties and towns, environmental groups, associations, nonprofits, and service organizations!

Want to start a community garden? We can help. Need to update your neighborhood playground? We might have a few bucks for you. Anxious to launch a cleanup? One of our grants may get you started. Online applications will be accepted April 1st - 30th in honor of Earth Month. A panel of expert judges will review the applications in May, and we will announce our "30 Grants in Thirty Days" recipients each day in the month of June on social media and this website.

We appreciate the generosity of our 2017 partners at Altria, Keep America Beautiful, and Deep Run Marathon Dance.



**KEEP AMERICA
BEAUTIFUL**



DESCRIPTION OF CATEGORIES:

- **Litter Prevention** - Grants will be awarded to parks, communities, government or non-profit entities that implement programs in Virginia to reduce litter. Funding will support educational outreach materials, and clean-up events. The purpose of these grants is to support sustainable prevention and a measurable reduction of litter within Virginia's communities.
- **Recycling** - Grants are awarded to schools, parks, communities, government or non-profit entities that implement programs in Virginia to reduce waste and increase recycling. Funding will support educational outreach materials, receptacles, and recycling events. The purpose of these grants is to promote waste reduction and a measurable increase in reuse and recycling within Virginia's communities.
- **Beautification** - Grants will be awarded to schools, parks, communities, government or non-profit entities in Virginia which support programs that beautify and clean. Funding will support community gardens, restoring vacant lots, highway and shoreline enhancement, plantings, graffiti abatement, revitalization projects, and sustainable neighborhood gardens. The purpose of these grants is to support beautification efforts within Virginia's communities.
- **Cigarette Litter Prevention** - Cigarette butts account for over 30% of all U.S. roadway litter and storm drain litter. Grants will be awarded for projects that include public education and awareness of the issue of cigarette litter, placing ash receptacles at transition points such as entrances to public buildings, and/or distributing pocket or portable ashtrays to adult smokers.

2017 - 30 Grants in Thirty Days Application

Grant applications will be accepted April 1st through April 30th from groups across the Commonwealth. Judges will review and evaluate applications during the month of May, and grant awards will be announced daily in the month of June.

Organization Name *

askHRgreen.org (HRPDC)

Contact Name *

Katie Cullipher

Email *

kcullipher@hrpdcva.gov

Phone *

(757) 420-8300

Has this organization ever applied to KVB in the past for 30 Grants in Thirty Days? *

No ▼

Did you ever receive a grant award from 30 Grants in Thirty Days?

Yes, 2016

Yes, 2015

Yes, 2014

Yes, 2013

Yes, 2012

Yes, 2011

No

You may check more than one box if appropriate.

Which grant are you applying for? *

Cigarette Litter Prevention ▼

Grant amount desired? *

\$1,000 ▼

In which region will the project take place? *

Hampton Roads ▼

Tell us a little about your organization. *

askHRgreen.org is a public awareness program of the 17 cities and counties of Hampton Roads administered through the Hampton Roads Planning District Commission, which encourages environmental stewardship among all residents here in southeastern VA.

248 of 250 max characters

Title of your project. *

Hampton Roads Cigarette Litter Prevention Program

49 of 50 max characters

Please give a brief overview of your project and how it relates to the grant category you chose. *

Consistent with national studies, cigarette waste is recognized as the most frequently littered item in Hampton Roads. To tackle the issue, seven Hampton Roads localities are teaming up through the askHRgreen.org Recycling & Beautification Committee to launch cigarette litter prevention projects in their respective jurisdictions. The regional partners will follow the proven KAB CLPP model in executing their projects in a coordinated manner sharing resources to maximize results and efficiency.

497 of 500 max characters

Please discuss your goals, implementation plan, probable results, and any partners. *

Partners for this joint effort include HRPDC and the following member localities: Hampton, Newport News, Norfolk, Portsmouth, Suffolk, York County and Virginia Beach. A project leader for each jurisdiction has identified a project area (below) and will conduct a pre-scan of the area to measure cigarette litter, install cigarette litter receptacles, conduct public outreach and education in the area distributing portable ashtrays, and upon completion, will conduct a post-scan of the area to measure results. This program was conducted in 2015 with seven project sites and the result was an average reduction in cigarette litter of 74

Please provide a detail budget stating how the award money will be spent for your project. *

We plan to use any grant monies received from KVB to purchase cigarette ash receptacles. The "Classico Smokers' Outpost" self-standing receptacle units cost approximately \$200.00 each (see link below). \$1,000.00 grant would allow us to purchase 5 units. Additional money and supplies will be donated in-kind from askHRgreen.org for additional receptacle units, portable ashtrays, signage, and promotional materials.
<https://www.commercialzone.com/Product-Series/smokers-outpost/Classico?>

You will be required to provide measurable results (i.e. number of volunteers engaged, cigarette litter counted before and after, pounds of litter removed, number of plants/trees planted, etc.) in your final report. Please discuss what you will be measuring and what results you expect. *

We will be providing a detailed project plan with results by locality, including information about each project area, volunteers involved, pre and post-scan cigarette litter counts, and public education outreach conducted. We expect to see an average decrease in cigarette litter of 40 percent or more.

New this year! There will be one \$2,000 grant award in each category: Community Beautification, Litter Prevention, Cigarette Litter Prevention, Recycling; and one \$2,000 award (in any category choice) for organizations who have been awarded a 30 in 30 grant in the past, so that you may further your efforts! If you feel you have a program or project of significant merit that would benefit from a larger grant award, indicate how your organization would utilize \$2,000 for your project. Please be specific in stating how the funds would be used.

As stated above, an award of \$2,000.00 would double the number of cigarette litter receptacles we're able to purchase from five to ten. This would be a huge benefit as our project includes seven different localities and therefore, seven separate project areas. Some project areas may require multiple receptacles be put in place in order to maximize participation and litter prevention in the area.

If funds are awarded, do you agree to complete your project and submit a final report before December 1, 2017? *

Yes

If funding is awarded, to whom should the check be made payable? *

Hampton Roads Planning District Commission

Address (for grant check, if awarded) *

723 Woodlake Drive

Street Address

Chesapeake

City

VA

State / Province / Region

23320

ZIP / Postal Code

Thank you for your application. Judges will review and evaluate applications during the month of May, and grant awards will be announced daily in the month of June on social media and Keep Virginia Beautiful's website. No awards will be made to individuals. You may apply for the grant amount in the category that best suits your needs. You may submit more than one application, but only one grant would be awarded to any one group for 2017. Thirty grants will be awarded in amounts of \$500, \$750 or \$1,000. Five bonus grants will be made of \$2,000: one in each of the categories (Community Beautification, Litter Prevention, Recycling, and Cigarette Litter Prevention), and one will be awarded to a past 30 in 30 grant recipient to further their impact in the community they serve.

Please upload your organization's logo (if applicable) using .jpeg format.

C:\fakepath\askHRgreen-Color.jpg

Project/Site Pictures

Untitled

- First Choice
- Second Choice
- Third Choice

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Select your contribution level

- Individual \$25
- Give60 Supporter \$60

Business Sponsor \$150

Partner \$1,000

Other Amount

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[STORMWATER SEMINAR](#)

April 27, 2017 All Day RICHMOND, VIRGINIA

[FARMERS FAIR](#)

April 28, 2017 6:00 pm - 9:00 pm Haymarket, Va

[HISTORIC GARDEN WEEK](#)

April 22, 2017 - April 29, 2017 All Day Richmond, VA

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