

## 2025 Coca Cola Greatest American Cleanup Activation Grants

### Empowering Communities for a Cleaner Tomorrow

[\*Resume a previously saved form\*](#)

#### Background & Overview:

The North American Operating Unit of The Coca-Cola Company (NAOU) continues to support the Greatest American Cleanup in 2025 with another grant program for Keep America Beautiful affiliates, this year with a focus on supporting projects that generate local projects, community awareness and involvement in the Greatest American Cleanup. \$150,000 in grant funding will be available. Through this Request for Proposals (RFP), KAB seeks project and community outreach/engagement concepts that a committee will jury.

Applicants are encouraged to collect pledges and/or declaration signatures for the Greatest American Cleanup from community leaders and volunteers in their area ([www.kab.org/greatest](http://www.kab.org/greatest)).

Project ideas of up to **\$5,000 will be accepted** that help you **clean (litter/recycling), beautify (green and public art projects), and engage your communities (public education/community celebration)**—to encourage awareness and involvement in the Greatest American Cleanup in the second-to-last year of the campaign.

#### RFP & Grantee Timeline

- Request for Proposals released: April 22, 2025
- RFPs due to KAB: Tuesday, May 20, 2025, by 5 PM ET
- 2025 Affiliate Award notifications: July 1 – 4, 2025
- Funds to Affiliates by: July 1-30, 2025
- Interim Report due January 5, 2026
- Projects completed by February 27, 2026
- Final report by March 20, 2026

#### Grants Summary and Background:

In partnership with the North American Operating Unit of The Coca-Cola Company (NAOU), a presenting sponsor of Keep America Beautiful's (KAB) Greatest American Cleanup initiative, KAB is accepting proposals from local and state level affiliates for **up to \$5,000** to support Greatest American Clean Up projects and community awareness efforts that

engage local communities. Partnerships with Coca-Cola bottlers is not required for this grant program but bottlers will be notified of grant recipients in their regions for possible collaboration.

Proposals should focus on how projects and activities will secure participation from elected leaders, community groups and/or individuals [Greatest campaign](#).

### **Scope of work/eligible activities:**

Proposals can focus on any single Greatest American Cleanup activity—**clean (litter), beautification (greening/public art), and civic engagement (public education/community celebration)**—or a combination of these activities to support local activation in the campaign.

Outreach to community groups that to date have not been involved with your affiliate are encouraged but not required. Social media campaigns/boosting are encouraged but not required. KAB will support you in these efforts with a package of outreach assets.

Most important is that your proposals address your needs and opportunities!

Projects that provide the opportunity for associates of the local Coca Cola franchises to participate, when possible, are appreciated.

### **Timeline:**

Projects should **begin no later than fall 2025** and must be **completed no later than February 27, 2026**. An interim report will be due by **January 5, 2026**, and a final report by **March 20, 2026**.

### **Guidance:**

- Keep America Beautiful highly encourages project participants to secure from their highest elected officials a pledge to participate in the Greatest American Cleanup, and/or to make a Greatest declaration on behalf of their communities.
- Though Affiliates are not required to have an existing relationship with their local Coca-Cola bottler to submit a proposal, they are encouraged to explore relationships for future engagement with them. If applicable, please include information on the relationship with local bottlers at the state and local affiliate levels.
- State level affiliates are welcome to submit proposals either in partnership with local KAB affiliates in their state and/or as pass through funding for KAB affiliates in

their state, provided projects and activities can be implemented within the RFP/grantee timeline.

**Available Funding & Budget Guidelines:**

The total available funding for this opportunity is \$150,000.

- Proposals of up to \$5,000 will be considered.
  - Budgets for proposed projects must not exceed \$5,000.

**Proposal Guidelines:**

Proposals of **up to two pages** must be submitted to Keep America Beautiful **by 5 p.m. Eastern time on May 20, 2025.**

**Proposals should include the following:**

- Description of the project/community awareness goals, activities, and timelines. Include how you will share the Greatest American Cleanup in your community and engage your elected officials, community groups, and individuals in your activities.
- High level budget.
- If applicant is pursuing engagement with their elected officials to sign a Greatest pledge or Declaration, please provide a brief description of any steps taken/plans made to secure these commitments.

**Evaluation Criteria:**

Proposals will be evaluated by a review committee based on:

- Responsiveness and alignment with the grant opportunity's scope of work and eligible activities.
- Alignment with Greatest Campaign goals and activities, which can be found [here](#).
- Clear articulation of project goals, activities and intended impact.
- Responsiveness and alignment with RFP and grantee timelines.

**Please submit your applications via the Affiliate Hub.**

We look forward to your proposals! If you have questions, please contact your Regional Director.

## **Eligibility Confirmation**

### **Scope of Work/Eligible Activities (10 pts):**

Describe the project you will undertake with your grant. Is it aligned with Greatest activities, such as a clean up, recycling project, greenspace/tree project, public art project, or a project that educates or celebrates with your community? Will it be promoted as a part of the Greatest American Clean Up? Share your goals, activities, and timelines.

Keep Coral Gables Beautiful (KCGB) proposes a community cleanup and pet adoption initiative titled “Cleanup with Pups + Adoptions.” This innovative event will pair volunteers with adoptable dogs from Miami-Dade County Animal Services to take the dogs on litter walks through designated greenspaces in Coral Gables. Volunteers will collect litter while walking the dogs, combining environmental stewardship with pet adoption promotion.

This event directly aligns with the Greatest American Cleanup focus areas by removing litter from the environment, engaging community members in a unique and meaningful way, and educating the public on both sustainability and the importance of pet adoptions. KCGB has not previously partnered with Miami-Dade County Animal Services, nor has a similar event been done, making this collaboration a new and meaningful extension of our network. This event has been something KCGB staff has been planning to do for some time now. The event will be publicized as part of the Greatest American Cleanup campaign, with outreach through local government channels, social media, flyers, and community partner newsletters. All promotions will include GAC branding and messaging.

The goals of this initiative are to remove litter from public spaces in Coral Gables through direct volunteer action, increase visibility and adoption rates for shelter animals, build new local partnerships, and launch a replicable model that can be hosted semiannually alongside another event KCGB is planning on introducing “Cleanup with Your Pup” series, which invites volunteers to bring their own dogs.

The proposed timeline begins in July 2025 with confirming the event date and location and finalizing the partnership with Miami-Dade County Pet Adoption. In August 2025, we will begin the promotional campaign, coordinate event logistics, recruit volunteers, and confirm the roster of adoptable pets. September 2025 will focus on securing a Greatest American Cleanup pledge from City officials and preparing all event materials, including litter collection tools and supplies for the dogs. The event will take place in October 2025, during which we will track attendance, adoptions, and the collected pounds of litter. From November to

December 2025, we will share results with our community and partners and prepare the interim report for submission in January 2026.

This event is designed to be joyful, impactful, and media-friendly, encouraging civic engagement while addressing two important community needs: a cleaner environment and support for shelter animals.

**2025 Greatest Coke Grant Objective Alignment (20 pts):**

How will you invest in raising awareness and engaging your community in the Greatest, such as group presentations, letters, email and social campaigns, or signage at projects? Does your strategy promote taking the pledge? Does your outreach invite ongoing action by groups and individuals in the Greatest, with your affiliate or independently?

To raise awareness and increase community engagement in the Greatest American Cleanup, KCGB will integrate strategic messaging and promotional efforts into our programming and outreach. While we do not plan to conduct group presentations or letter campaigns, all of our events, including the proposed Cleanup with Pups + Adoptions, will prominently feature verbal mentions of the Greatest American Cleanup initiative. Event signage, printed materials, and welcome remarks will include GAC branding and an invitation for attendees to take the pledge.

KCGB will use potential grant funds to support a social media campaign around the event, including both organic and boosted posts across platforms such as Instagram, Facebook, and X (formerly Twitter). Posts will highlight the event's goals, promote the GAC pledge, and encourage civic action. We will also share targeted outreach through our email newsletters, City of Coral Gables newsletters, and community partner channels, which consistently reach residents, stakeholders, and returning volunteers.

During the event itself, KCGB will actively promote the GAC pledge, inviting volunteers to sign the commitment digitally via QR code signage or in person at our welcome table. This call to action reinforces the idea that participation in a single event can lead to ongoing involvement and personal responsibility for local beautification efforts.

Furthermore, we consistently encourage continued volunteerism by inviting attendees to sign up for the KCGB newsletter, which features upcoming cleanup and beautification opportunities. We also promote future events during our other

events, building momentum and a sense of community ownership over our shared public spaces.

Through these combined efforts, boosted social media outreach, event integration, newsletter promotion, and pledge participation, KCGB aims to not only elevate awareness of the Greatest American Cleanup but to create a lasting culture of volunteerism and environmental stewardship within Coral Gables.

**Impact (15 pts):**

Please articulate why this grant is important to your community and/or affiliate? How do your proposed activities create positive change in the communities you serve or increase outreach to prospective stakeholders?

This grant represents an important opportunity for KCGB to expand the reach and impact of our community engagement efforts while introducing a unique and inclusive way to address litter abatement. The proposed Cleanup with Pups + Adoptions event connects two critical areas of community need, environmental stewardship and animal adoption, into a single, high-visibility activation. This cross-sector approach not only attracts a broader and more diverse group of participants but also allows us to build new partnerships, particularly with Miami-Dade County's Pet Adoption, with whom KCGB has not previously collaborated.

By pairing adoptable dogs with volunteers for a cleanup, we foster compassion, environmental responsibility, and public service in an innovative and memorable way. The event is designed to create lasting impressions on participants, which in turn helps drive long-term behavioral changes and sustained involvement. It will serve as a model for future events that combine public service with social good, creating scalable opportunities for outreach and engagement.

Importantly, the grant allows us to enhance our visibility through boosted outreach, increase accessibility by providing necessary cleanup supplies, and potentially provide direct support to the shelter through any unused funds. These elements not only strengthen our own programmatic capacity but also reinforce the value of collective action in building cleaner, healthier, and more compassionate communities.

Ultimately, this project will create measurable environmental improvement, advance our mission to keep Coral Gables beautiful, and bring new stakeholders

into the fold, from animal lovers to first-time volunteers, broadening the impact of our affiliate and the national Greatest American Cleanup movement.

**Community Leadership Engagement (10 pts):**

How will you plan to secure a Greatest American Cleanup pledge from your community's high-ranking elected officials and/or other community leaders?

KCGB plans to secure a Greatest American Cleanup pledge from our city's elected officials by introducing the campaign during an upcoming City Commission Meeting. We intend to present the pledge through a formal proclamation format, which will publicly affirm the City's commitment to the goals of the Greatest American Cleanup and reinforce the value of volunteerism and environmental stewardship in our community. This approach ensures high-level visibility, demonstrates municipal support, and encourages broader community participation in the campaign and affiliated events.

**Capacity to implement (10 pts):**

Describe your affiliate's capacity to successfully implement the activities and/or promotion outlined your application within the grant deadline and time constraints.

KCGB has a proven track record of successfully planning, promoting, and executing impactful community events on time and within budget. Since 2020, KCGB has coordinated 250 events, engaging over 30,000 volunteers and is close to removing 500,000 pounds of debris from the community. Our team has extensive experience in managing logistics, volunteer coordination, partnership development, and promotional outreach for cleanup events and educational campaigns.

We have existing systems in place for project planning, volunteer engagement, social media marketing, and event data collection, ensuring that the proposed event and all related outreach activities will be executed efficiently within the grant timeline. With support from the City of Coral Gables and an expanding network of community partners, KCGB is fully equipped to deliver this unique and engaging initiative by the February 27, 2026, deadline.

**Budget/Budget Rationale (15 pts):**

Please share a high-level grant budget, and allocations of grant dollars. Up to 100% of your grant budget can be dedicated to staff time. Provide up to two sentences describing each allocation.

We are requesting a total of \$2,000 in grant funds to support the proposed “Cleanup with Pups + Adoptions” event. The funds will be allocated as follows:

- Dog-related giveaway items – \$500  
Items such as leashes, collapsible bowls, and waste bag dispensers will be given to participants as incentives and to encourage responsible pet ownership and litter prevention.
- Social media promotion – \$500  
Paid ads and boosted posts will be used to promote the event widely, increase volunteer turnout, and raise awareness of the Greatest American Cleanup campaign.
- Snacks and dog treats – \$500  
Light refreshments will be provided for volunteers. Additionally, dog treats will be included to help volunteers bond with their shelter dog partners during the cleanup.
- Cleanup supplies – \$500  
Funds will be used to purchase gloves, bags, and a new container for transporting litter grabbers safely and efficiently to event locations.

This high-impact, low-cost event will serve both environmental and community engagement goals while fostering a new and meaningful partnership with Miami-Dade County Animal Services.

**Extra Credit/Outreach (5 pts):**

If you plan to reach new audiences, who do you plan to reach, and why?

Through this partnership with the Miami-Dade County Animal Shelter, we aim to reach new audiences that are part of or connected to the shelter's volunteer, adopter, and supporter networks. By tapping into this animal-focused community, we hope to introduce more individuals, many of whom may not typically participate in litter cleanups, to environmental stewardship efforts in Coral Gables. This cross-



sector collaboration has the potential to build a broader base of engaged residents who care about both animal welfare and a cleaner, greener community.

Has your affiliate or community elected/appointed leader submitted a Greatest Declaration yet?

Yes ☒ No

If not, is your affiliate committed to submitting a Declaration or pledge, and securing the signature of an elected official if your project is selected?

☒ Yes ☐ No

### Optional Document Uploads

- × **Optional** - You may upload any supplemental narrative here. Please be sure the material is **no longer than 2-pages**:

PDF preferred - 50MB limit

- × *Optional* - If you have a letter or statement of support from your local Coca-Cola bottler, please upload it here:

PDF preferred - 50MB limit