

KEEP NEBRASKA BEAUTIFUL



2017 ENVIRONMENTAL AWARDS

Keep Nebraska Beautiful will be honoring youth groups, schools, civic and non-profit groups, businesses, KAB Affiliates and local communities in eight categories. The Awards will be based on all environmental projects completed between June 1, 2016 and May 31, 2017.

The Awards Luncheon will be at 12:00 noon on August 24, 2017
Hilton Garden Inn, 801 R Street, Lincoln, NE
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2017 Keep Nebraska Beautiful Environmental Awards Application

Please Read and Follow Award Criteria

THE DEANIE ANDERSON COMMUNITY ENVIRONMENTAL AWARD

A \$100 cash award will be presented to a community (not just a single group) for over-all environmental efforts (litter cleanups, recycling/waste reduction, beautification, public awareness & education in schools, etc.) The award is in honor of the late Deanie Anderson who served as President of Keep Nebraska Beautiful for 26 years. In addition to a \$100 overall award, there will be award plaques presented to communities within the following population categories:

- ❖ Less than 2,500
- ❖ 2,501-10,000
- ❖ 10,000+

YOUTH GROUP/SCHOOL AWARD

A \$50 cash award and plaque will be presented to recognize youth group or school efforts in promoting a cleaner and more beautiful environment through cleanups, beautification, recycling, etc. There will be awards given in two age categories:

- ❖ Elementary (K-5)
- ❖ Secondary (6-12)

SCHOOL RECYCLING AWARD

A \$50 cash award and plaque will be given to recognize school recycling programs. (Entries must include # pounds of each material recycled for the 2016-17 school year.)

CIVIC/NON-PROFIT ORGANIZATION AWARD

A \$50 cash award and plaque will be presented to a nonprofit, civic or community organization for its efforts in environmental programs in litter reduction, beautification, recycling & waste reduction.

GREAT AMERICAN CLEANUP™ AWARD

A plaque and a \$50 cash award will be presented to a community, school, civic or other group for outstanding cleanup, beautification, recycling and education efforts during the 2017 Great American Cleanup.

KEEP AMERICA BEAUTIFUL AFFILIATE AWARDS

Local Keep America Beautiful Affiliates will be honored with Gold, Silver, or Bronze level awards.

"GROW BIG RED" AWARD

A plaque and a \$50 cash award will be presented to an individual or group who has enhanced their community through the development of "Grow Big Red" flower plantings during the past year.

BUSINESS/INDUSTRY AWARD

A plaque will be presented to a business or industry who has demonstrated substantial efforts to enhance the environment through reducing, reusing, recycling and beautification within the business/industry and their community.

AWARDS ELIGIBILITY

Keep Nebraska Beautiful's State Awards Program honors youth groups, schools, nonprofit and civic groups, businesses, and local communities within the State of Nebraska. To be eligible, a program should:

- ❖ Have conducted environmental activities, projects, or programs pertinent to the specific award category being entered.
- ❖ All activities included in the application must have taken place between June 1, 2016 and May 31, 2017. **Please do not include activities prior to June 1, 2016.**
- ❖ Provide a separate Award Application for each category you are entering.
- ❖ The Award Application should relate specifically to the Award Category to which it is entered. (NOTE: Please do not duplicate the same application for more than 1 category.)
- ❖ Everyone is welcome to enter an Award's Application for the Deanie Anderson Award for their community and the Great American Cleanup™ and one of any of the other award categories for a maximum of three applications.
- ❖ Awards Applications must be postmarked by June 30, 2017.



ENTRY PROCEDURE

The application should cover programs and activities from June 1, 2016 - May 31, 2017 only.

Step 1. Complete the enclosed Award Application Form which will be the first page of your entry. You must use a separate application for each award category you are entering.

Step 2. Type a Summary, responding to the questions contained in the "Executive Summary Guidelines" on the next page. Do not exceed four pages (or two double-sided pages). You are required to submit the original plus 2 photocopies of your Award Information Sheet and Executive Summary Questions with answers.

Step 3. Add up to 4 (or two double-sided pages) of supplemental material numbered 1-4. The purpose of this portion of your entry is to further illustrate your activities through pictures, press clips, etc. Do not exceed limit as only the first 4 pages will be read and judged.

Step 4. Place the Application Form, Summary of all the questions and up to two double-sided pages (4 pages total) of documentation in a portfolio or small binder and mail by June 30 to:
Keep Nebraska Beautiful
3201 Pioneers Blvd., Suite 118
Lincoln, NE 68502-5963

JUDGING OF ENTRIES

A panel of judges will score the entries. First Place, Second Place and Award of Excellence will be awarded for each category. First and second place winners will receive plaques and the Award of Excellence winners will receive framed certificates. Cash awards will be given only to the First Place award winners in those categories so indicated.

DEADLINE

All entries must be postmarked by June 30, 2017.

RETURN OF ENTRIES

Your award entry notebooks will be available for you to pick up immediately following the awards presentation. They can also be picked up at the Keep Nebraska Beautiful office in Lincoln any time after August 25. If you are not able to pick them up and would like your entry returned, please enclose \$6.00 for return postage.

KEEP AMERICA BEAUTIFUL NATIONAL AWARDS

It is our hope that the award winners will enter the Keep America Beautiful (KAB) National Awards program. KAB Awards will be given at the KAB National Conference in Dallas, Texas in January 2018. Contact Keep Nebraska Beautiful for more details or check the Keep America Beautiful website at www.kab.org.

IMPORTANT NOTE:

All entrants may enter the Deanie Anderson Community Award and the Great American Cleanup™ Award, but are limited to entering only one of the other categories. In this way, we hope to recognize many different communities, individuals, groups, businesses and industries, etc.

SUPPLEMENTAL MATERIAL

- ❖ Include any supplemental materials that document the facts or statistics in your written summary. Only 1 set of supplemental material is required.
- ❖ Include any materials that demonstrate activity with your local Keep America Beautiful affiliate.
- ❖ Include any materials that demonstrate activity with local volunteers.
- ❖ Include press clippings or other printed material about your program/project.
- ❖ Include photographs, brochures, or other material that would help judges "see" more about your project/program.



EXECUTIVE SUMMARY GUIDELINES

- ◆ Microsoft Word document
- ◆ Summaries must be typed and answers should include the number and topic of questions below (e.g., 1. *Background*) before answering the questions
- ◆ Include your school/organization/business and community name on the top right-hand heading for each page.
- ◆ Do not exceed four pages and be sure to number each page
- ◆ Use no less than a one-inch top, bottom, and side margins
- ◆ Use minimum 11-point font
- ◆ Double-space your summary
- ◆ Your answers to all 6 Executive Summary Guideline Questions should include only activities done from June 1, 2016 through May 31, 2017. Please do not include any activities done prior to or after that so all entries are judged on the same time frame.

1. **Background:** What was the motivation for your project/ program? Was the project/program originated by your group? If not, explain how your group got involved.

2. **Execution:** Describe your project/program. What activities were involved? Please indicate what part of the project/program you or your group were responsible for (i.e., recruited and trained all volunteers, obtained in-kind donations from local businesses, etc.) Make sure you include the # of volunteers and # of volunteer hours for the program and data on volume collected/recycled, etc. If you worked as a partner with other entities, please explain what you or your group's responsibility to the project/program was. If you are entering the business/industry category, indicate the number of employees.

3. **Results - Describe your Outputs:** Outputs are often described in numbers; outputs are measurable and easily determined. For example, if you conducted a litter prevention event, how many people were involved and how many bags of litter were collected? Or, if you planted a community garden an output would be the number of fruit and vegetable plants, trees, flowers, etc. that were planted.

- Who did your project/program reach? How? Describe the number of volunteers and number of volunteer hours.
- What was your budget and how was it funded? Include any in-kind donations, goods, or services you received.
- What recognition did your project/program receive or give to volunteers?

4. **Impact: Describe your Outcomes:** An outcome is the beneficial effect your program/project produces on the people your project/program serves. An outcome is a change that occurred because of your project/program. Outcomes are the difference made by outputs. Keep in mind that outcomes might be in the future. For example, if you planted a school native garden an outcome would be that the students now have understanding of plants that are grown in their area.

- What community benefits did your project/program achieve?
- What were the consequences associated with the program/project? Were incentives provided or enforcement implemented?
- Describe the impacts of the project/program: Environmental Impact; Economic Impact and/or Social Impact.

5. Sustainability:

- Is the project/program a continuing effort or a one-time project?
- Does it demonstrate the need for ongoing action? If so, did you create a sustainability plan?

6. **Summation.** Prove 2-3 sentences summarizing your project/program and explain how your efforts have made your community a cleaner, greener, more beautiful place to live.

A WARD APPLICATION FORM

KEEP NEBRASKA BEAUTIFUL'S
ANNUAL ENVIRONMENTAL AWARDS

2017

Please type or print. If you are applying for more than one award, please photocopy this application and include in separate binders. Be sure to include this form in your award entry binder(s). Call (402) 486-4562 if you have questions.

Each applicant may enter the Deanie Anderson Community Award (on behalf of the community's collective environmental efforts), but is limited to a maximum of 2 additional award applications.

CATEGORY	FOR CORRESPONDENCE
<input type="checkbox"/> DEANIE ANDERSON COMMUNITY AWARD Population Categories: <input type="checkbox"/> Less than 2,500 <input type="checkbox"/> 2,501-10,000 <input type="checkbox"/> 10,000+	Name
<input type="checkbox"/> YOUTH GROUP/SCHOOL AWARD <input type="checkbox"/> Elementary (K-5th grades) <input type="checkbox"/> Secondary (6th-12th grades)	Title
<input type="checkbox"/> SCHOOL RECYCLING AWARD	Organization name
<input type="checkbox"/> CIVIC/NON-PROFIT ORGANIZATION	Address
<input type="checkbox"/> BUSINESS/INDUSTRY AWARD	City, State, Zip
<input type="checkbox"/> GREAT AMERICAN CLEANUP™	Phone Number
<input type="checkbox"/> "GROW BIG RED" AWARD	Email Address
<input type="checkbox"/> KEEP AMERICA BEAUTIFUL AFFILIATE	

AWARD RECOGNITION NAME
Type/print the name as it should appear on the award (limited to 50 characters, including spaces)

ENTRY BINDER CHECKLIST
All entries must include the following to be eligible:
<input type="checkbox"/> Award Information Sheet
<input type="checkbox"/> Supplemental Material
<input type="checkbox"/> Original and 2 photocopies of Award Info Sheet & Summary
<input type="checkbox"/> All material placed in a binder
<input type="checkbox"/> Mailing fee of \$6.00 if you do not intend to pick it up at the Awards Luncheon and want the binder send back to you after August 25, 2017

Entries must be postmarked no later than June 30, 2017.

Mail to:
 Keep Nebraska Beautiful
 3201 Pioneers Blvd., Suite 118
 Lincoln, NE 68502-5963

Questions: Call 402-486-4562 or email them to: info@knb.org





*The Governor's Council to
Keep Nebraska Beautiful
3201 Pioneers Blvd., Suite 118
Lincoln, NE 68502-5963*



Keep Nebraska Beautiful Awards Information

