



## 2021 HEALING THE PLANET GRANT PROGRAM GUIDELINES

### ABOUT KEEP PENNSYLVANIA BEAUTIFUL

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The mission of Keep Pennsylvania Beautiful (KPB) is empowering Pennsylvanians to keep our communities clean and beautiful. KPB's vision is a clean and beautiful Pennsylvania. The organization believes:

- Education is the key to encourage positive behaviors toward community improvement.
- Improving communities, their environment and quality of life, all begins with personal responsibility. Broad-based community alliances are essential to achieve sustainable community improvement.
- KPB extends the reach of their educational efforts and multiplies the impact of their actions by engaging volunteers.

Since 1990, KPB has been working with a diverse grassroots network of affiliates, community partners, and community volunteers to clean up forests, parks, roadways, city blocks, greenways, and waterways across Pennsylvania – and to keep them clean. The organization uses a comprehensive, action-oriented approach to engage and empower stakeholders to become community stewards via hundreds of dedicated adoption coordinators and thousands of community partners through the Pick Up Pennsylvania Program, with more than 120,000 volunteers annually cleaning 5,000-7,000 events. With this extensive base of grassroots volunteers and local support, KPB is a leader in addressing illegal dumping and littering, not only across the state but also across the nation.

As a statewide affiliate of Keep America Beautiful, KPB works with communities to foster better, long-lasting waste management solutions and individual behavioral change. To date, KPB affiliates and volunteers have collectively:

- Cleaned 148,000,000 pounds of trash from Pennsylvania's communities, parks, streams, trails, and roadsides;
- Properly disposed of more than 1,000,000 tires; and
- Engaged more than 2,500,000 volunteers, with a value of more than \$216,000,000 worth of volunteer time dedicated to improving our communities.

### THE GIANT COMPANY

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The GIANT Company believes that no matter where or how, when meals happen, families connect, and when families connect meaningfully, good happens. Guided by its brand platform, For Today's Table®, the omni-channel retailer proudly serves millions of neighbors across Pennsylvania, Maryland, Virginia and West Virginia. A Great Place to Work™ certified company with more than 35,000 talented team members supporting nearly 190 stores, 132 pharmacies, 107 fuel stations, and over 150 online pickup hubs and grocery delivery service in hundreds of zip codes, The GIANT Company is changing the customer experience and connecting families for a better future. Founded in 1923 in Carlisle, Pa., The GIANT Company family of brands includes GIANT, MARTIN'S, GIANT Heirloom Market, GIANT Direct and MARTIN'S Direct. The GIANT Company is a company of Ahold Delhaize USA. For more information, visit the [GIANT](#) or [MARTIN'S](#) websites.

## THE HEALING THE PLANET GRANT PROGRAM

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The Healing the Planet Grant Program, funded by the GIANT Company, aims to build environmental stewardship by connecting people and families to community green spaces, improve community green spaces, support environmental restoration efforts, and support community gardens. Applications will be accepted for \$2,500, \$5,000, \$10,000, \$15,000 and \$25,000. Interested applicants that have smaller projects that do not meet the minimum grant of \$2,500 are encouraged to expand the scope of their project or partner with another organization. Applications for less than \$2,500 will not be considered. A list of criteria for eligible projects can be found below. Applications will be accepted online only until **June 30, 2021 at 5:00pm EST**. Applications can be saved and completed at a later date.

## GRANT/PROJECT ELIGIBILITY

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- Applicants can be any tax-exempt organization including nonprofit organizations, conservation districts, schools, churches, local and county governments, etc. EIN must be provided.
- Based on GIANT store locations, applications must be for projects in the following states and counties. Applicants can reside outside of the target locations but the project **MUST** be in the below locations. **NO EXCEPTIONS WILL BE MADE.**
  - Maryland:** Alleghany, Carroll, Cecil and Washington counties.
  - Pennsylvania:** Adams, Berks, Blair, Bucks, Carbon, Centre, Chester, Clearfield, Columbia, Cumberland, Dauphin, Delaware, Fayette, Franklin, Fulton, Huntingdon, Indiana, Lackawanna, Lancaster, Lebanon, Lehigh, Luzerne, Lycoming, Mifflin, Monroe, Montgomery, Montour, Northampton, Perry, Philadelphia, Schuylkill, Snyder, Union and York counties.
  - Virginia:** Clarke, Culpeper, Frederick, and Warren counties. Also the cities of Harrisonburg, Staunton, Waynesboro and Winchester.
  - West Virginia:** Berkeley, Jefferson and Mineral counties.
- Eligible projects will connect people and families with community green spaces and could include park improvements, park builds, watershed restoration, recycling infrastructure and related programs, beautification and greening, community gardens, vacant lot restoration, outdoor classrooms and tree plantings.
- Eligible expenses include direct project costs, included but not limited to trees, shrubs, flower bulbs, waste disposal, tire disposal, tools for invasive removal, work gloves, safety vests, trash bags, recycling containers, printing of educational materials, signage, playground and or park infrastructure, gardening tools and equipment, etc. **A maximum of 10% staff time can be included.**
- Non-Eligible expenses include, but are not limited to, indirect or direct overhead costs, general office supplies, scholarships, financial awards, fundraising events, conferences and seminars.

## GRANT/PROJECT REQUIREMENTS

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- Eligible projects must be on public land or be for public use and benefit. Documentation must be provided. Projects occurring on private property must provide a signed permission-to-enter form and proof of public benefit. Projects cannot be for private property owner benefit.
- Keep Pennsylvania Beautiful encourages community match. Match is preferred but **not** required.

## GRANT TIMELINE

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1. Grant will open on **June 1, 2021**. Online submissions only. No applications will be accepted by post or email.
2. All grant applications and supplemental information will be accepted until 5:00pm EST on **June 30, 2021**. No exceptions.
3. Grant winners will be announced in late **July or early August 2021**. All applicants will be informed of their application outcome at this time. All decisions of the grant committee are final.
4. Projects must be completed by **July 31, 2022**, one year after award.
5. A completed final report including photos must be submitted by **August 31, 2022**.

This is a competitive grant program with intent to provide support for diverse community improvement projects across The Giant Company's operating area in the states of Pennsylvania, Maryland, West Virginia and Virginia. Visit our community projects photo album [www.flickr.com/photos/144937024@N03](http://www.flickr.com/photos/144937024@N03) for inspiration! Please fill out the online application at [www.keppabeautiful.org/grants-awards/healing-the-planet](http://www.keppabeautiful.org/grants-awards/healing-the-planet).

## REVIEW AND SELECTION PROCESS

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All applications will be reviewed and scored by a grants committee. Grant winners will be announced in late **July or early August 2021**. All applicants will be informed of their application outcome at this time. All decisions of the grant committee are final.

## GRANT MANAGEMENT/ACKNOWLEDGEMENT

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All organizations awarded will be asked to sign an agreement with Keep Pennsylvania Beautiful, outlining requirements and expectations. The grant agreement will outline all project requirements that will be submitted at the end of the grant period in an online format. Photos will also be required. Keep Pennsylvania Beautiful will provide each awardee with a sample release template and requirements for appropriate and agreed upon recognition of The GIANT Company and Keep Pennsylvania Beautiful. Recognition could include local press releases, inclusion in educational materials, and or signage. All items are to be approved by Keep Pennsylvania Beautiful and The GIANT Company prior to release of such materials.

## CONTACT/GRANT QUESTIONS

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For grant questions and guidance regarding eligible projects, please contact Heidi Pedicone, Director of Programs for Keep Pennsylvania Beautiful at [hpedicone@keppabeautiful.org](mailto:hpedicone@keppabeautiful.org) or 877-772-3673 x 109.