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Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
Do not enter social security numbers on this form as it may be made public.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2024

Open to Public Inspection

A For the 2024 calendar year, or tax year beginning and ending

B Check if applicable: ☐ Address change ☐ Name change ☐ Initial return ☐ Final return/terminated ☐ Amended return ☐ Application pending

C Name of organization: KEEP AMERICA BEAUTIFUL, INC.

Doing business as

Number and street (or P.O. box if mail is not delivered to street address): 1010 WASHINGTON BOULEVARD | Room/suite

City or town, state or province, country, and ZIP or foreign postal code: STAMFORD, CT 06901

D Employer identification number: 13-1761633

E Telephone number: 203-659-3000

G Gross receipts $ 7,946,537.

F Name and address of principal officer: JENNIFER LAWSON
SAME AS C ABOVE

H(a) Is this a group return for subordinates? ☐ Yes ☒ No

H(b) Are all subordinates included? ☐ Yes ☐ No
If "No," attach a list. See instructions

I Tax-exempt status: ☒ 501(c)(3) ☐ 501(c) ( ) (insert no.) ☐ 4947(a)(1) or ☐ 527

J Website: WWW.KAB.ORG

H(c) Group exemption number

K Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other

L Year of formation: 1953 **M** State of legal domicile: TX

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities: KEEP AMERICA BEAUTIFUL INSPIRES AND EDUCATES PEOPLE TO TAKE ACTION EVERY DAY THAT IMPROVES AND

2 Check this box ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets.

3	Number of voting members of the governing body (Part VI, line 1a)	3	21
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	21
5	Total number of individuals employed in calendar year 2024 (Part V, line 2a)	5	23
6	Total number of volunteers (estimate if necessary)	6	1537
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0.
b	Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	0.

			Prior Year	Current Year
Revenue	8	Contributions and grants (Part VIII, line 1h)	5,585,896.	7,041,369.
	9	Program service revenue (Part VIII, line 2g)	947,280.	739,298.
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	471,824.	80,770.
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0.	-144,623.
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	7,005,000.	7,716,814.
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	931,325.	1,418,471.
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	3,292,299.	3,111,164.
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	25,000.	196,742.
	b	Total fundraising expenses (Part IX, column (D), line 25) 913,801.		
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	3,946,925.	2,622,209.
	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	8,195,549.	7,348,586.
	19	Revenue less expenses. Subtract line 18 from line 12	-1,190,549.	368,228.
			Beginning of Current Year	**End of Year**
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	6,126,070.	4,791,972.
	21	Total liabilities (Part X, line 26)	2,894,411.	942,022.
	22	Net assets or fund balances. Subtract line 21 from line 20	3,231,659.	3,849,950.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer | Date

JENNIFER LAWSON, PRESIDENT & CEO
Type or print name and title

Paid Preparer Use Only

Preparer's name	Preparer's signature	Date	Check ☐ if self-employed	PTIN
AMANDA ADAMS	AMANDA ADAMS	09/18/25		P00748038

Firm's name: CITRIN COOPERMAN ADVISORS LLC | Firm's EIN: 87-2525370

Firm's address: 30 BRAINTREE HL OFFICE PARK STE 300
BRAINTREE, MA 02184 | Phone no. 781-356-2000

May the IRS discuss this return with the preparer shown above? See instructions ☒ Yes ☐ No

LHA **For Paperwork Reduction Act Notice, see the separate instructions.** 432001 12-10-24 Form **990** (2024)

SEE SCHEDULE O FOR ORGANIZATION MISSION STATEMENT CONTINUATION

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III [X]

1 Briefly describe the organization's mission:
KEEP AMERICA BEAUTIFUL, THE NATION'S LEADING COMMUNITY IMPROVEMENT NONPROFIT, INSPIRES AND EDUCATES PEOPLE TO TAKE ACTION TO IMPROVE AND BEAUTIFY THEIR COMMUNITY ENVIRONMENT.
SEE SCHEDULE O FOR ADDITIONAL INFORMATION.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [ ] Yes [X] No
If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [ ] Yes [X] No
If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses $ 731,235. including grants of $) (Revenue $ 435,884.)
CLEAN CALIFORNIA - KEEP AMERICA BEAUTIFUL IS THE LEAD SUBCONTRACTOR ON A THREE-YEAR CALTRANS CLEAN CALIFORNIA PUBLIC EDUCATION SUBCONTRACT LED BY SAGENT. KAB, WORKING CLOSELY WITH KEEP CALIFORNIA BEAUTIFUL AND OVER A DOZEN LOCAL CALIFORNIA-BASED KAB AFFILIATES, CONTINUES TO DELIVER A VARIETY OF IMPORTANT OUTCOMES FOR THIS PROJECT. KAB'S QUALITATIVE AND QUANTITATIVE RESEARCH EFFORTS, INCLUDING FOCUS GROUPS AND LITTER SURVEYS, HAVE HELPED STRENGTHEN THE MESSAGING AND EFFECTIVENESS OF THE STATEWIDE CLEAN CALIFORNIA CAMPAIGN. KAB ALSO CONDUCTS COMMUNITY ENGAGEMENT TO INCREASE AWARENESS OF LITTER PREVENTION AND MITIGATION THROUGH COORDINATING WITH LOCAL PARTNERS TO HOST A DOZEN COMMUNITY TRANSFORMATION CLEANUPS AND 15 LITTER DEMONSTRATION PROJECTS, WHILE ALSO SHARING COMMUNITY RESOURCES AND DISSEMINATING THOUSANDS OF

4b (Code:) (Expenses $ 1,927,524. including grants of $ 1,411,571.) (Revenue $)
CIGARETTE LITTER PREVENTION PROGRAM - THE CIGARETTE LITTER PREVENTION PROGRAM (CLPP) IS ONE OF KEEP AMERICA BEAUTIFUL'S SIGNATURE NATIONAL PROGRAMS. IT IS DESIGNED TO SUPPORT LOCAL COMMUNITY IMPROVEMENT INITIATIVES FOR REDUCING CIGARETTE BUTT LITTER AND PROVIDING BUTT RECYCLING OPTIONS. SINCE ITS ESTABLISHMENT MORE THAN 20 YEARS AGO, THIS SIGNATURE PROGRAM HAS CONSISTENTLY CUT CIGARETTE BUTT LITTER BY APPROXIMATELY HALF BASED ON LOCAL MEASUREMENTS TAKEN IN THE FIRST FOUR TO SIX MONTHS AFTER PROGRAM IMPLEMENTATION. SURVEY RESULTS ALSO DEMONSTRATE THAT AS COMMUNITIES CONTINUE TO IMPLEMENT AND MONITOR THE PROGRAM THOSE REDUCTIONS ARE SUSTAINED OR EVEN INCREASED OVER TIME. EACH YEAR, KEEP AMERICA BEAUTIFUL AWARDS CLPP GRANTS TO ITS AFFILIATES, LOCAL GOVERNMENTS, BUSINESS IMPROVEMENT DISTRICTS, DOWNTOWN

4c (Code:) (Expenses $ 424,772. including grants of $) (Revenue $)
GREAT AMERICAN CLEANUP - THE KEEP AMERICA BEAUTIFUL GREAT AMERICAN CLEANUP IS THE NATION'S LARGEST COMMUNITY IMPROVEMENT PROGRAM, WHICH TAKES PLACE ANNUALLY DURING SPRING AND CELEBRATED ITS 25TH ANNIVERSARY IN 2023. IN 2024, THE GREAT AMERICAN CLEANUP BEGAN TO EVOLVE INTO THE "GREATEST AMERICAN CLEANUP FOR THE COUNTRY'S 250TH BIRTHDAY." THE GREAT AMERICAN CLEANUP PROMPTS INDIVIDUALS TO TAKE GREATER RESPONSIBILITY FOR THEIR LOCAL ENVIRONMENT BY CONDUCTING GRASSROOTS COMMUNITY SERVICE PROJECTS THAT ENGAGE VOLUNTEERS, LOCAL BUSINESSES AND CIVIC LEADERS MEETING NEEDS THE COMMUNITIES IDENTIFY. THE GREAT AMERICAN CLEANUP BEGAN AS A LITTER CLEANUP INITIATIVE DESIGNED TO AESTHETICALLY IMPROVE OUR ENVIRONMENT BY CREATING CLEANER PARKS, STREETSCAPES AND PUBLIC SPACES THROUGH LITTER REMOVAL AND ELIMINATION. TO THIS DAY, COMMUNITY

4d Other program services (Describe on Schedule O.)
(Expenses $ 2,503,010. including grants of $ 6,900.) (Revenue $ 303,414.)

4e Total program service expenses 5,586,541.

SEE SCHEDULE O FOR CONTINUATION(S)

Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? *If "Yes," complete Schedule A*	1	X	
2	Is the organization required to complete *Schedule B, Schedule of Contributors*? See instructions	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? *If "Yes," complete Schedule C, Part I*	3		X
4	**Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? *If "Yes," complete Schedule C, Part II*	4		X
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? *If "Yes," complete Schedule C, Part III*	5		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? *If "Yes," complete Schedule D, Part I*	6		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? *If "Yes," complete Schedule D, Part II*	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If "Yes," complete Schedule D, Part III*	8		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? *If "Yes," complete Schedule D, Part IV*	9		X
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi-endowments? *If "Yes," complete Schedule D, Part V*	10		X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.			
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? *If "Yes," complete Schedule D, Part VI*	11a	X	
b	Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VII*	11b		X
c	Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VIII*	11c		X
d	Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part IX*	11d	X	
e	Did the organization report an amount for other liabilities in Part X, line 25? *If "Yes," complete Schedule D, Part X*	11e	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? *If "Yes," complete Schedule D, Part X*	11f	X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? *If "Yes," complete Schedule D, Parts XI and XII*	12a	X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? *If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional*	12b		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E*	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than $10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at $100,000 or more? *If "Yes," complete Schedule F, Parts I and IV*	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than $5,000 of grants or other assistance to or for any foreign organization? *If "Yes," complete Schedule F, Parts II and IV*	15		X
16	Did the organization report on Part IX, column (A), line 3, more than $5,000 of aggregate grants or other assistance to or for foreign individuals? *If "Yes," complete Schedule F, Parts III and IV*	16		X
17	Did the organization report a total of more than $15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? *If "Yes," complete Schedule G, Part I.* See instructions	17	X	
18	Did the organization report more than $15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? *If "Yes," complete Schedule G, Part II*	18	X	
19	Did the organization report more than $15,000 of gross income from gaming activities on Part VIII, line 9a? *If "Yes," complete Schedule G, Part III*	19		X
20a	Did the organization operate one or more hospital facilities? *If "Yes," complete Schedule H*	20a		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than $5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? *If "Yes," complete Schedule I, Parts I and II*	21	X	

Part IV Checklist of Required Schedules *(continued)*

			Yes	No
22	Did the organization report more than $5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? *If "Yes," complete Schedule I, Parts I and III*	22		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? *If "Yes," complete Schedule J*	23	X	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than $100,000 as of the last day of the year, that was issued after December 31, 2002? *If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a*	24a		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	**Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? *If "Yes," complete Schedule L, Part I*	25a		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? *If "Yes," complete Schedule L, Part I*	25b		X
26	Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? *If "Yes," complete Schedule L, Part II*	26		X
27	Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? *If "Yes," complete Schedule L, Part III*	27		X
28	Was the organization a party to a business transaction with one of the following parties? (See the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):			
a	A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? *If "Yes," complete Schedule L, Part IV*	28a		X
b	A family member of any individual described in line 28a? *If "Yes," complete Schedule L, Part IV*	28b		X
c	A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? *If "Yes," complete Schedule L, Part IV*	28c		X
29	Did the organization receive more than $25,000 in noncash contributions? *If "Yes," complete Schedule M*	29		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? *If "Yes," complete Schedule M*	30		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? *If "Yes," complete Schedule N, Part I*	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? *If "Yes," complete Schedule N, Part II*	32		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? *If "Yes," complete Schedule R, Part I*	33		X
34	Was the organization related to any tax-exempt or taxable entity? *If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1*	34		X
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		X
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? *If "Yes," complete Schedule R, Part V, line 2*	35b		
36	**Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? *If "Yes," complete Schedule R, Part V, line 2*	36		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? *If "Yes," complete Schedule R, Part VI*	37		X
38	Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? **Note:** All Form 990 filers are required to complete Schedule O	38	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V ☐

				Yes	No
1a	Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable	1a	13		
b	Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable	1b	0		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c		X	

Part V Statements Regarding Other IRS Filings and Tax Compliance *(continued)*

			Yes	No
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return 2a 23			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X	
3a	Did the organization have unrelated business gross income of $1,000 or more during the year?	3a		X
b	If "Yes," has it filed a Form 990-T for this year? *If "No" to line 3b, provide an explanation on Schedule O*	3b		
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X
b	If "Yes," enter the name of the foreign country _____ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a	Does the organization have annual gross receipts that are normally greater than $100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b		
7	**Organizations that may receive deductible contributions under section 170(c).**			
a	Did the organization receive a payment in excess of $75 made partly as a contribution and partly for goods and services provided to the payor?	7a	X	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b	X	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		X
d	If "Yes," indicate the number of Forms 8282 filed during the year 7d			
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		X
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
8	**Sponsoring organizations maintaining donor advised funds.** Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8		
9	**Sponsoring organizations maintaining donor advised funds.**			
a	Did the sponsoring organization make any taxable distributions under section 4966?	9a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
10	**Section 501(c)(7) organizations.** Enter:			
a	Initiation fees and capital contributions included on Part VIII, line 12 10a			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10b			
11	**Section 501(c)(12) organizations.** Enter:			
a	Gross income from members or shareholders 11a			
b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.) 11b			
12a	**Section 4947(a)(1) non-exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041?	12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year 12b			
13	**Section 501(c)(29) qualified nonprofit health insurance issuers.**			
a	Is the organization licensed to issue qualified health plans in more than one state?	13a		
	Note: See the instructions for additional information the organization must report on Schedule O.			
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans 13b			
c	Enter the amount of reserves on hand 13c			
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
b	If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation on Schedule O*	14b		
15	Is the organization subject to the section 4960 tax on payment(s) of more than $1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see the instructions and file Form 4720, Schedule N.	15		X
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16		X
17	**Section 501(c)(21) organizations.** Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.	17		

Part VI Governance, Management, and Disclosure. *For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.*

Check if Schedule O contains a response or note to any line in this Part VI ..... [X]

Section A. Governing Body and Management

				Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	1a	21		
	If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.				
b	Enter the number of voting members included on line 1a, above, who are independent	1b	21		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2			X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?	3			X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4			X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5			X
6	Did the organization have members or stockholders?	6			X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a			X
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b			X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a	The governing body?	8a		X	
b	Each committee with authority to act on behalf of the governing body?	8b		X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? *If "Yes," provide the names and addresses on Schedule O*	9			X

Section B. Policies *(This Section B requests information about policies not required by the Internal Revenue Code.)*

			Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	X	
b	Describe on Schedule O the process, if any, used by the organization to review this Form 990.			
12a	Did the organization have a written conflict of interest policy? *If "No," go to line 13*	12a	X	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X	
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? *If "Yes," describe on Schedule O how this was done*	12c	X	
13	Did the organization have a written whistleblower policy?	13	X	
14	Did the organization have a written document retention and destruction policy?	14	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a	The organization's CEO, Executive Director, or top management official	15a	X	
b	Other officers or key employees of the organization	15b	X	
	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed AL,AK,AR,CA,CO,CT,DC,GA,MD,MA,MI,MN

18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.

[X] Own website [X] Another's website [X] Upon request [ ] Other *(explain on Schedule O)*

19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records

JENNIFER LAWSON - 203-659-3000

1010 WASHINGTON BOULEVARD, STAMFORD, CT 06901

SEE SCHEDULE O FOR FULL LIST OF STATES

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than $100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than $100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than $10,000 of reportable compensation from the organization and any related organizations.

See the instructions for the order in which to list the persons above.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
(1) JENNIFER LAWSON PRESIDENT & CEO	40.00			X				273,959.	0.	44,557.
(2) DAVID SCOTT SENIOR DIRECTOR, RESEARCH	40.00				X			197,874.	0.	41,593.
(3) DAVID WHEELER DIR, FOUNDATIONS & GOVERNMENT GRANTS	40.00				X			178,623.	0.	16,653.
(4) ABIGAIL HORRIGAN DIRECTOR, CORPORATE INITIATIVES	40.00				X			172,890.	0.	21,909.
(5) JANEL CRITE COMPTROLLER	40.00				X			160,590.	0.	18,173.
(6) CHARLES HOLDER DIRECTOR, CORPORATE INITIATIVES	40.00					X		134,585.	0.	22,976.
(7) THEA MICHAILIDES DIRECTOR, OPERATIONS	40.00					X		114,434.	0.	34,246.
(8) BRIAN MCGAHAN DIRECTOR, RETREET	40.00					X		122,507.	0.	22,456.
(9) GABRIELA POLO BUDRON REGIONAL DIRECTOR	40.00					X		119,233.	0.	23,006.
(10) KARA CALDERON CHAIR	1.00	X		X				0.	0.	0.
(11) KANIKA GREENLEE VICE CHAIR	1.00	X		X				0.	0.	0.
(12) DANIEL STEEN TREASURER	1.00	X		X				0.	0.	0.
(13) KATHLEEN CLANCY SECRETARY	1.00	X		X				0.	0.	0.
(14) CAROLYN CRAYTON DIRECTOR	1.00	X						0.	0.	0.
(15) STEVE DEPALO DIRECTOR	1.00	X						0.	0.	0.
(16) JAY FINNANE DIRECTOR	1.00	X						0.	0.	0.
(17) BRIAN GAROFALOW DIRECTOR	1.00	X						0.	0.	0.

Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** *(continued)*

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
(18) JENNIFER GRIFFIN, PH.D DIRECTOR	1.00	X						0.	0.	0.
(19) GRETCHEN HILYARD DIRECTOR	1.00	X						0.	0.	0.
(20) GREG JOZWIAK DIRECTOR	1.00	X						0.	0.	0.
(21) JASON LEIKER DIRECTOR	1.00	X						0.	0.	0.
(22) COLLEEN LUCAS DIRECTOR	1.00	X						0.	0.	0.
(23) MICHAEL MENNETT DIRECTOR	1.00	X						0.	0.	0.
(24) VANESSA OCEGUERA DIRECTOR	1.00	X						0.	0.	0.
(25) STEVE RUSSELL DIRECTOR	1.00	X						0.	0.	0.
(26) JENNIFER SILBERMAN DIRECTOR	1.00	X						0.	0.	0.
1b Subtotal								1,474,695.	0.	245,569.
c Total from continuation sheets to Part VII, Section A								0.	0.	0.
d Total (add lines 1b and 1c)								1,474,695.	0.	245,569.

2 Total number of individuals (including but not limited to those listed above) who received more than $100,000 of reportable compensation from the organization 9

		Yes	No
3 Did the organization list any **former** officer, director, trustee, key employee, or highest compensated employee on line 1a? *If "Yes," complete Schedule J for such individual*	3		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than $150,000? *If "Yes," complete Schedule J for such individual*	4	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If "Yes," complete Schedule J for such person*	5		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than $100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
MIDATLANTIC SOLID WASTE CONSULTANTS, 11875 HIGH TECH AVE., STE 150, ORLANDO, FL 32817	DATA COLLECTION	382,400.
CAROL CONE ON PURPOSE LLC 2911 WINDING OAK LANE, WELLINGTON, FL 33414	FUNDRAISING	343,883.
LESLIE AUN, 2501 NORTH UNDERWOOD STREET, ARLINGTON, VA 22213	MARKETING & COMMUNICATIONS	112,955.

2 Total number of independent contractors (including but not limited to those listed above) who received more than $100,000 of compensation from the organization 3

SEE PART VII, SECTION A CONTINUATION SHEETS

Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** *(continued)*

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(27) THOMAS TAMONEY DIRECTOR	1.00	X						0.	0.	0.
(28) TOM WALDECK DIRECTOR	1.00	X						0.	0.	0.
(29) ROBIN WIENER DIRECTOR	1.00	X						0.	0.	0.
(30) MEGAN WITHERSPOON DIRECTOR	1.00	X						0.	0.	0.
Total to Part VII, Section A, line 1c										

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII ☐

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c	136,900.				
	d Related organizations	1d					
	e Government grants (contributions)	1e					
	f All other contributions, gifts, grants, and similar amounts not included above	1f	6,904,469.				
	g Noncash contributions included in lines 1a-1f	1g	$				
	h **Total.** Add lines 1a-1f			7,041,369.			
Program Service Revenue			**Business Code**				
	2 a COMMUNITY SUPPORT SERVICES		541900	435,884.	435,884.		
	b CONFERENCE FEES		611710	171,115.	171,115.		
	c AFFILIATE SERVICE FEES		561000	119,594.	119,594.		
	d CERTIFICATION FEES		541900	10,650.	10,650.		
	e						
	f All other program service revenue		900099	2,055.	2,055.		
	g **Total.** Add lines 2a-2f			739,298.			
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)			27,516.			27,516.
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties						
			(i) Real	(ii) Personal			
	6 a Gross rents	6a					
	b Less: rental expenses	6b					
	c Rental income or (loss)	6c					
	d Net rental income or (loss)						
			(i) Securities	(ii) Other			
	7 a Gross amount from sales of assets other than inventory	7a	53,254.				
	b Less: cost or other basis and sales expenses	7b	0.				
	c Gain or (loss)	7c	53,254.				
	d Net gain or (loss)			53,254.			53,254.
	8 a Gross income from fundraising events (not including $ 136,900. of contributions reported on line 1c). See Part IV, line 18	8a	45,100.				
	b Less: direct expenses	8b	229,723.				
	c Net income or (loss) from fundraising events			-184,623.			-184,623.
	9 a Gross income from gaming activities. See Part IV, line 19	9a					
	b Less: direct expenses	9b					
	c Net income or (loss) from gaming activities						
	10 a Gross sales of inventory, less returns and allowances	10a					
	b Less: cost of goods sold	10b					
	c Net income or (loss) from sales of inventory						
Miscellaneous Revenue			**Business Code**				
	11 a						
	b						
	c						
	d All other revenue		900099	40,000.			40,000.
	e **Total.** Add lines 11a-11d			40,000.			
	12 **Total revenue.** See instructions			7,716,814.	739,298.	0.	-63,853.

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX [X]

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	1,418,471.	1,418,471.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	1,036,373.	461,512.	211,166.	363,695.
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	1,624,326.	1,134,542.	261,559.	228,225.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	47,970.	35,532.	8,560.	3,878.
9 Other employee benefits	197,817.	120,605.	34,924.	42,288.
10 Payroll taxes	204,678.	123,391.	36,352.	44,935.
11 Fees for services (nonemployees):				
a Management				
b Legal	34,476.	20,626.	13,850.	
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17	196,742.			196,742.
f Investment management fees	15,607.		15,607.	
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	874,492.	810,613.	57,376.	6,503.
12 Advertising and promotion	80,581.	80,581.		
13 Office expenses	183,092.	122,751.	53,580.	6,761.
14 Information technology	151,936.	125,419.	26,517.	
15 Royalties				
16 Occupancy	161,101.	116,035.	29,924.	15,142.
17 Travel	328,279.	294,078.	29,195.	5,006.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	12,764.	8,723.	3,415.	626.
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	11,227.	11,227.		
23 Insurance	66,232.	289.	65,943.	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a EVENT SUPPLIES, PRODUCT	702,422.	702,146.	276.	
b				
c				
d				
e All other expenses				
25 **Total functional expenses.** Add lines 1 through 24e	7,348,586.	5,586,541.	848,244.	913,801.
26 **Joint costs.** Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here [ ] if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☐

				(A) Beginning of year		(B) End of year
Assets	1	Cash - non-interest-bearing		1,569,097.	1	1,546,174.
	2	Savings and temporary cash investments		63,522.	2	66,436.
	3	Pledges and grants receivable, net		779,244.	3	586,372.
	4	Accounts receivable, net		454,389.	4	214,867.
	5	Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons			5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)			6	
	7	Notes and loans receivable, net			7	
	8	Inventories for sale or use			8	
	9	Prepaid expenses and deferred charges		137,691.	9	149,197.
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 64,481.			
	b	Less: accumulated depreciation	10b 52,319.	23,389.	10c	12,162.
	11	Investments - publicly traded securities		1,593,451.	11	1,905,460.
	12	Investments - other securities. See Part IV, line 11			12	
	13	Investments - program-related. See Part IV, line 11			13	
	14	Intangible assets			14	
	15	Other assets. See Part IV, line 11		1,505,287.	15	311,304.
	16	**Total assets.** Add lines 1 through 15 (must equal line 33)		6,126,070.	16	4,791,972.
Liabilities	17	Accounts payable and accrued expenses		1,264,310.	17	599,369.
	18	Grants payable			18	
	19	Deferred revenue		7,390.	19	0.
	20	Tax-exempt bond liabilities			20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D			21	
	22	Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons			22	
	23	Secured mortgages and notes payable to unrelated third parties			23	
	24	Unsecured notes and loans payable to unrelated third parties			24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		1,622,711.	25	342,653.
	26	**Total liabilities.** Add lines 17 through 25		2,894,411.	26	942,022.
Net Assets or Fund Balances		**Organizations that follow FASB ASC 958, check here** X **and complete lines 27, 28, 32, and 33.**				
	27	Net assets without donor restrictions		1,615,729.	27	1,432,793.
	28	Net assets with donor restrictions		1,615,930.	28	2,417,157.
		Organizations that do not follow FASB ASC 958, check here ☐ **and complete lines 29 through 33.**				
	29	Capital stock or trust principal, or current funds			29	
	30	Paid-in or capital surplus, or land, building, or equipment fund			30	
	31	Retained earnings, endowment, accumulated income, or other funds			31	
	32	Total net assets or fund balances		3,231,659.	32	3,849,950.
	33	Total liabilities and net assets/fund balances		6,126,070.	33	4,791,972.

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI ☐

1	Total revenue (must equal Part VIII, column (A), line 12)	1	7,716,814.
2	Total expenses (must equal Part IX, column (A), line 25)	2	7,348,586.
3	Revenue less expenses. Subtract line 2 from line 1	3	368,228.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	3,231,659.
5	Net unrealized gains (losses) on investments	5	250,063.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	3,849,950.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII ☐

			Yes	No
1	Accounting method used to prepare the Form 990: ☐ Cash ☒ Accrual ☐ Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?	2a		X
	If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis			
b	Were the organization's financial statements audited by an independent accountant?	2b	X	
	If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: ☒ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis			
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?	2c	X	
	If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.			
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F?	3a		X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits	3b		

SCHEDULE A
(Form 990)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2024

Open to Public Inspection

Name of the organization KEEP AMERICA BEAUTIFUL, INC.

Employer identification number 13-1761633

Part I Reason for Public Charity Status. (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

1 [ ] A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**

2 [ ] A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990).)

3 [ ] A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**

4 [ ] A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state: _____

5 [ ] An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)

6 [ ] A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**

7 [X] An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)

8 [ ] A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)

9 [ ] An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: _____

10 [ ] An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)

11 [ ] An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**

12 [ ] An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3).** Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.

a [ ] **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**

b [ ] **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**

c [ ] **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**

d [ ] **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**

e [ ] Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.

f Enter the number of supported organizations .....

g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10 above (see instructions))	(iv) Is the organization listed in your governing document? Yes	No	(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
Total						

Part II **Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	6276096.	5053675.	5741968.	5585896.	7041369.	29699004.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 **Total.** Add lines 1 through 3	6276096.	5053675.	5741968.	5585896.	7041369.	29699004.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						12154246.
6 **Public support.** Subtract line 5 from line 4.						17544758.

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
7 Amounts from line 4	6276096.	5053675.	5741968.	5585896.	7041369.	29699004.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	53,136.	55,740.	55,649.	43,047.	27,516.	235,088.
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 **Total support.** Add lines 7 through 10						29934092.

12 Gross receipts from related activities, etc. (see instructions) 12 2,516,591.

13 **First 5 years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ☐

Section C. Computation of Public Support Percentage

14 Public support percentage for 2024 (line 6, column (f), divided by line 11, column (f)) 14 58.61 %

15 Public support percentage from 2023 Schedule A, Part II, line 14 15 62.25 %

16a **33 1/3% support test - 2024.** If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ☒

b **33 1/3% support test - 2023.** If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ☐

17a **10% -facts-and-circumstances test - 2024.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and **stop here.** Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization ☐

b **10% -facts-and-circumstances test - 2023.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and **stop here.** Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization ☐

18 **Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ☐

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 **Total.** Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of $5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 **Public support.** (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 **Total support.** (Add lines 9, 10c, 11, and 12.)						

14 **First 5 years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ☐

Section C. Computation of Public Support Percentage

15 Public support percentage for 2024 (line 8, column (f), divided by line 13, column (f))	15	%
16 Public support percentage from 2023 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for **2024** (line 10c, column (f), divided by line 13, column (f))	17	%
18 Investment income percentage from **2023** Schedule A, Part III, line 17	18	%

19a **33 1/3% support tests - 2024.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ☐

b **33 1/3% support tests - 2023.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ☐

20 **Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ☐

Part IV **Supporting Organizations**

(Complete only if you checked a box on line 12 of Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

			Yes	No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? *If "No," describe in* **Part VI** *how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.*	1		
2	Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? *If "Yes," explain in* **Part VI** *how the organization determined that the supported organization was described in section 509(a)(1) or (2).*	2		
3a	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? *If "Yes," answer lines 3b and 3c below.*	3a		
b	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? *If "Yes," describe in* **Part VI** *when and how the organization made the determination.*	3b		
c	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? *If "Yes," explain in* **Part VI** *what controls the organization put in place to ensure such use.*	3c		
4a	Was any supported organization not organized in the United States ("foreign supported organization")? *If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.*	4a		
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? *If "Yes," describe in* **Part VI** *how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.*	4b		
c	Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? *If "Yes," explain in* **Part VI** *what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.*	4c		
5a	Did the organization add, substitute, or remove any supported organizations during the tax year? *If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in* **Part VI,** *including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).*	5a		
b	**Type I or Type II only.** Was any added or substituted supported organization part of a class already designated in the organization's organizing document?	5b		
c	**Substitutions only.** Was the substitution the result of an event beyond the organization's control?	5c		
6	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? *If "Yes," provide detail in* **Part VI.**	6		
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? *If "Yes," complete Part I of Schedule L (Form 990).*	7		
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? *If "Yes," complete Part I of Schedule L (Form 990).*	8		
9a	Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? *If "Yes," provide detail in* **Part VI.**	9a		
b	Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? *If "Yes," provide detail in* **Part VI.**	9b		
c	Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? *If "Yes," provide detail in* **Part VI.**	9c		
10a	Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? *If "Yes," answer line 10b below.*	10a		
b	Did the organization have any excess business holdings in the tax year? *(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)*	10b		

Part IV Supporting Organizations *(continued)*

			Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?			
a	A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?	**11a**		
b	A family member of a person described on line 11a above?	**11b**		
c	A 35% controlled entity of a person described on line 11a or 11b above? *If "Yes" to line 11a, 11b, or 11c, provide detail in* **Part VI.**	**11c**		

Section B. Type I Supporting Organizations

			Yes	No
1	Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? *If "No," describe in* **Part VI** *how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.*	**1**		
2	Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? *If "Yes," explain in* **Part VI** *how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.*	**2**		

Section C. Type II Supporting Organizations

			Yes	No
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? *If "No," describe in* **Part VI** *how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).*	**1**		

Section D. All Type III Supporting Organizations

			Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?	**1**		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? *If "No," explain in* **Part VI** *how the organization maintained a close and continuous working relationship with the supported organization(s).*	**2**		
3	By reason of the relationship described on line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? *If "Yes," describe in* **Part VI** *the role the organization's supported organizations played in this regard.*	**3**		

Section E. Type III Functionally Integrated Supporting Organizations

1 *Check the box next to the method that the organization used to satisfy the Integral Part Test during the year* **(see instructions).**

a ☐ The organization satisfied the Activities Test. *Complete* **line 2** *below.*

b ☐ The organization is the parent of each of its supported organizations. *Complete* **line 3** *below.*

c ☐ The organization supported a governmental entity. *Describe in* **Part VI** *how you supported a governmental entity (see instructions).*

			Yes	No
2	Activities Test. **Answer lines 2a and 2b below.**			
a	*Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in* **Part VI identify those supported organizations and explain** *how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.*	**2a**		
b	Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? *If "Yes," explain in* **Part VI** *the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.*	**2b**		
3	Parent of Supported Organizations. **Answer lines 3a and 3b below.**			
a	Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? If "Yes" or "No," provide details in **Part VI**.	**3a**		
b	Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in **Part VI** the role played by the organization in this regard.	**3b**		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

1 ☐ Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (*explain in* **Part VI**). **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income			(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1		
2	Recoveries of prior-year distributions	2		
3	Other gross income (see instructions)	3		
4	Add lines 1 through 3.	4		
5	Depreciation and depletion	5		
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6		
7	Other expenses (see instructions)	7		
8	**Adjusted Net Income** (subtract lines 5, 6, and 7 from line 4)	8		

Section B - Minimum Asset Amount			(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):			
a	Average monthly value of securities	1a		
b	Average monthly cash balances	1b		
c	Fair market value of other non-exempt-use assets	1c		
d	**Total** (add lines 1a, 1b, and 1c)	1d		
e	**Discount** claimed for blockage or other factors (*explain in detail in* **Part VI**):			
2	Acquisition indebtedness applicable to non-exempt-use assets	2		
3	Subtract line 2 from line 1d.	3		
4	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	4		
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5		
6	Multiply line 5 by 0.035.	6		
7	Recoveries of prior-year distributions	7		
8	**Minimum Asset Amount** (add line 7 to line 6)	8		

Section C - Distributable Amount				Current Year
1	Adjusted net income for prior year (from Section A, line 8, column A)	1		
2	Enter 0.85 of line 1.	2		
3	Minimum asset amount for prior year (from Section B, line 8, column A)	3		
4	Enter greater of line 2 or line 3.	4		
5	Income tax imposed in prior year	5		
6	**Distributable Amount.** Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6		

7 ☐ Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).

Part V **Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations** *(continued)*

Section D - Distributions			**Current Year**
1	Amounts paid to supported organizations to accomplish exempt purposes	1	
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2	
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	3	
4	Amounts paid to acquire exempt-use assets	4	
5	Qualified set-aside amounts (prior IRS approval required - *provide details in* **Part VI**)	5	
6	Other distributions (describe in **Part VI**). See instructions.	6	
7	**Total annual distributions.** Add lines 1 through 6.	7	
8	Distributions to attentive supported organizations to which the organization is responsive (*provide details in* **Part VI**). See instructions.	8	
9	Distributable amount for 2024 from Section C, line 6	9	
10	Line 8 amount divided by line 9 amount	10	

Section E - Distribution Allocations (see instructions)		**(i) Excess Distributions**	**(ii) Underdistributions Pre-2024**	**(iii) Distributable Amount for 2024**
1	Distributable amount for 2024 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2024 (reasonable cause required - *explain in* **Part VI**). See instructions.			
3	Excess distributions carryover, if any, to 2024			
a	From 2019			
b	From 2020			
c	From 2021			
d	From 2022			
e	From 2023			
f	**Total** of lines 3a through 3e			
g	Applied to under distributions of prior years			
h	Applied to 2024 distributable amount			
i	Carryover from 2019 not applied (see instructions)			
j	Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
4	Distributions for 2024 from Section D, line 7: $			
a	Applied to underdistributions of prior years			
b	Applied to 2024 distributable amount			
c	Remainder. Subtract lines 4a and 4b from line 4.			
5	Remaining underdistributions for years prior to 2024, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, *explain in* **Part VI.** See instructions.			
6	Remaining underdistributions for 2024. Subtract lines 3h and 4b from line 1. For result greater than zero, *explain in* **Part VI**. See instructions.			
7	**Excess distributions carryover to 2025.** Add lines 3j and 4c.			
8	Breakdown of line 7:			
a	Excess from 2020			
b	Excess from 2021			
c	Excess from 2022			
d	Excess from 2023			
e	Excess from 2024			

Part VI **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.)

Schedule B (Form 990)
(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Schedule of Contributors

Attach to Form 990, 990-EZ, or 990-PF.
Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

Name of the organization	Employer identification number
KEEP AMERICA BEAUTIFUL, INC.	13-1761633

Organization type (check one):

Filers of:	**Section:**
Form 990 or 990-EZ	[X] 501(c)(3) (enter number) organization
	[ ] 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation
	[ ] 527 political organization
Form 990-PF	[ ] 501(c)(3) exempt private foundation
	[ ] 4947(a)(1) nonexempt charitable trust treated as a private foundation
	[ ] 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule.**
Note: Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

[ ] For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling $5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

[X] For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of **(1)** $5,000; or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.

[ ] For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than $1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III.

[ ] For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than $1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling $5,000 or more during the year ..... $ _____

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990).

For Paperwork Reduction Act Notice, see the instructions for Form 990, 990-EZ, or 990-PF.

Name of organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

Part I **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		$ 1,253,761.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
2		$ 1,075,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
3		$ 600,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
4		$ 500,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
5		$ 350,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
6		$ 268,746.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)

Name of organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

Part I **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
7		$ 250,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
8		$ 250,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
9		$ 250,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
10		$ 235,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
11		$ 200,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
12		$ 200,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)

Name of organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

Part I **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
13		$ 200,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
14		$ 160,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)

Name of organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

Part II **Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	

Name of organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

Part III **Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than $1,000 for the year from any one contributor.** Complete columns **(a)** through **(e) and** the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of **$1,000 or less** for the year. (Enter this info. once.) $

Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

SCHEDULE D
(Form 990)
(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
Attach to Form 990.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization KEEP AMERICA BEAUTIFUL, INC.

Employer identification number 13-1761633

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

		(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year		
2	Aggregate value of contributions to (during year)		
3	Aggregate value of grants from (during year)		
4	Aggregate value at end of year		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes ☐ No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ☐ Yes ☐ No

Part II Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

☐ Preservation of land for public use (for example, recreation or education)
☐ Preservation of a historically important land area
☐ Protection of natural habitat
☐ Preservation of a certified historic structure
☐ Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

			Held at the End of the Tax Year
a	Total number of conservation easements	2a	
b	Total acreage restricted by conservation easements	2b	
c	Number of conservation easements on a certified historic structure included on line 2a	2c	
d	Number of conservation easements included on line 2c acquired after July 25, 2006, and not on a historic structure listed in the National Register	2d	

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year _____

4 Number of states where property subject to conservation easement is located _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year _____

8 Does each conservation easement reported on line 2d above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items.

(i) Revenue included on Form 990, Part VIII, line 1 $ _____

(ii) Assets included in Form 990, Part X $ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1 $ _____

b Assets included in Form 990, Part X $ _____

Part III **Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** *(continued)*

3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply).

a ☐ Public exhibition
b ☐ Scholarly research
c ☐ Preservation for future generations
d ☐ Loan or exchange program
e ☐ Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

Part IV **Escrow and Custodial Arrangements** Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

		Amount
c Beginning balance	1c	
d Additions during the year	1d	
e Distributions during the year	1e	
f Ending balance	1f	

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII ☐

Part V **Endowment Funds** Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

a Board designated or quasi-endowment _____%

b Permanent endowment _____%

c Term endowment _____%

The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

		Yes	No
(i) Unrelated organizations?	3a(i)		
(ii) Related organizations?	3a(ii)		
b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?	3b		

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI **Land, Buildings, and Equipment**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other		64,481.	52,319.	12,162.
Total. Add lines 1a through 1e. *(Column (d) must equal Form 990, Part X, line 10c, column (B))*				12,162.

Part VII Investments - Other Securities

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, line 12, col. (B))		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, line 13, col. (B))		

Part IX Other Assets

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) RIGHT-OF-USE ASSET	297,799.
(2) SECURITY DEPOSIT	13,505.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. *(Column (b) must equal Form 990, Part X, line 15, col. (B))*	311,304.

Part X Other Liabilities

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) OPERATING LEASE LIABILITY	342,653.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. *(Column (b) must equal Form 990, Part X, line 25, col. (B))*	342,653.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ... [X]

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements			1	8,231,173.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:				
a	Net unrealized gains (losses) on investments	2a	250,063.		
b	Donated services and use of facilities	2b	50,180.		
c	Recoveries of prior year grants	2c			
d	Other (Describe in Part XIII.)	2d	229,723.		
e	Add lines 2a through 2d			2e	529,966.
3	Subtract line 2e from line 1			3	7,701,207.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	15,607.		
b	Other (Describe in Part XIII.)	4b			
c	Add lines 4a and 4b			4c	15,607.
5	Total revenue. Add lines **3** and **4c.** *(This must equal Form 990, Part I, line 12.)*			5	7,716,814.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements			1	7,612,882.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:				
a	Donated services and use of facilities	2a	50,180.		
b	Prior year adjustments	2b			
c	Other losses	2c			
d	Other (Describe in Part XIII.)	2d	229,723.		
e	Add lines 2a through 2d			2e	279,903.
3	Subtract line 2e from line 1			3	7,332,979.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	15,607.		
b	Other (Describe in Part XIII.)	4b			
c	Add lines 4a and 4b			4c	15,607.
5	Total expenses. Add lines **3** and **4c.** *(This must equal Form 990, Part I, line 18.)*			5	7,348,586.

Part XIII Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART X, LINE 2:
THE ORGANIZATION ACCOUNTS FOR UNCERTAIN TAX POSITIONS IN ACCORDANCE WITH FASB ASC TOPIC INCOME TAXES. THIS TOPIC PRESCRIBES A RECOGNITION THRESHOLD AND MEASUREMENT PROCESS FOR FINANCIAL STATEMENT RECOGNITION OF UNCERTAIN TAX POSITIONS TAKEN OR EXPECTED TO BE TAKEN IN A TAX RETURN. THIS TOPIC ALSO PROVIDES GUIDANCE ON RECOGNITION, DERECOGNITION, CLASSIFICATION, INTEREST AND PENALTIES, ACCOUNTING IN INTERIM PERIODS, DISCLOSURE AND TRANSITION. AT DECEMBER 31, 2024 AND 2023, MANAGEMENT BELIEVES THAT THE ORGANIZATION HAS NO MATERIAL UNCERTAIN TAX POSITIONS.

PART XI, LINE 2D - OTHER ADJUSTMENTS:
DIRECT FUNDRAISING EVENT EXPENSE 229,723.

PART XII, LINE 2D - OTHER ADJUSTMENTS:
DIRECT FUNDRAISING EVENT EXPENSE 229,723.

Part XIII Supplemental Information *(continued)*

SCHEDULE G (Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered "Yes" on Form 990, Part IV, line 17, 18, or 19, or if the organization entered more than $15,000 on Form 990-EZ, line 6a.

Attach to Form 990 or Form 990-EZ.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

Part I **Fundraising Activities.** Complete if the organization answered "Yes" on Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- **a** [ ] Mail solicitations
- **b** [X] Internet and email solicitations
- **c** [ ] Phone solicitations
- **d** [X] In-person solicitations
- **e** [X] Solicitation of nongovernment grants
- **f** [X] Solicitation of government grants
- **g** [X] Special fundraising events

2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees, or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? [X] **Yes** [ ] **No**

b If "Yes," list the 10 highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least $5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	**(ii)** Activity	**(iii)** Did fundraiser have custody or control of contributions? Yes	No	**(iv)** Gross receipts from activity	**(v)** Amount paid to (or retained by) fundraiser listed in col. **(i)**	**(vi)** Amount paid to (or retained by) organization
CAROL CONE ON PURPOSE LLC - 2911 WINDING OAK LANE,	ADVISED & ASSISTED IN DEVELOPING & EXECUTING THE		X	500,000.	196,742.	303,258.
Total				500,000.	196,742.	303,258.

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

AL,AK,CA,CO,CT,DC,FL,GA,HI,IL,KS,KY,ME,MD,MA,MN,MS,NV,NH,NJ,NM,NY,NC,ND,OH
OK,OR,PA,RI,SC,TN,VA,WA,WV,WI

Part II **Fundraising Events.** Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than $15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than $5,000.

		(a) Event #1 POWER OF BEAUTY (event type)	(b) Event #2 (event type)	(c) Other events NONE (total number)	(d) Total events (add col. (a) through col. (c))
Revenue	1 Gross receipts	182,000.			182,000.
	2 Less: Contributions	136,900.			136,900.
	3 Gross income (line 1 minus line 2)	45,100.			45,100.
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs	25,000.			25,000.
	7 Food and beverages	76,882.			76,882.
	8 Entertainment	3,500.			3,500.
	9 Other direct expenses	124,341.			124,341.
	10 Direct expense summary. Add lines 4 through 9 in column (d)				229,723.
	11 Net income summary. Subtract line 10 from line 3, column (d)				-184,623.

Part III **Gaming.** Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than $15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
Revenue	1 Gross revenue				
Direct Expenses	2 Cash prizes				
	3 Noncash prizes				
	4 Rent/facility costs				
	5 Other direct expenses				
	6 Volunteer labor	☐ Yes_____ % ☐ No	☐ Yes_____ % ☐ No	☐ Yes_____ % ☐ No	
	7 Direct expense summary. Add lines 2 through 5 in column (d)				
	8 Net gaming income summary. Subtract line 7 from line 1, column (d)				

9 Enter the state(s) in which the organization conducts gaming activities: _____

a Is the organization licensed to conduct gaming activities in each of these states? ☐ Yes ☐ No

b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended, or terminated during the tax year? ☐ Yes ☐ No

b If "Yes," explain: _____

11 Does the organization conduct gaming activities with nonmembers? ☐ Yes ☐ No

12 Is the organization a grantor, beneficiary or trustee of a trust, or a member of a partnership or other entity formed to administer charitable gaming? ☐ Yes ☐ No

13 Indicate the percentage of gaming activity conducted in:

a The organization's facility ..... **13a** %

b An outside facility ..... **13b** %

14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name

Address

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? ☐ Yes ☐ No

b If "Yes," enter the amount of gaming revenue received by the organization $ _____ and the amount of gaming revenue retained by the third party $ _____

c If "Yes," enter the name and address of the third party:

Name

Address

16 Gaming manager information:

Name

Gaming manager compensation $ _____

Description of services provided

☐ Director/officer ☐ Employee ☐ Independent contractor

17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? ☐ Yes ☐ No

b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year $

Part IV **Supplemental Information.** Provide the explanations required by Part I, line 2b, columns (iii) and (v); and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information. See instructions.

SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISERS:

(I) NAME OF FUNDRAISER: CAROL CONE ON PURPOSE LLC
(I) ADDRESS OF FUNDRAISER: 2911 WINDING OAK LANE, WELLINGTON, FL 33414
(II) ACTIVITY: ADVISED & ASSISTED IN DEVELOPING & EXECUTING THE CAMPAIGN ST

Part IV **Supplemental Information** *(continued)*

SCHEDULE I (Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Grants and Other Assistance to Organizations, Governments, and Individuals in the United States

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

Part I **General Information on Grants and Assistance**

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? [X] Yes [ ] No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II **Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than $5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of noncash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
BALTIMORE CIVIC FUND 1 N. CHARLES STREET, SUITE 1600 BALTIMORE, MD 21201	52-1212473	501(C)(3)	10,000.	0.			PROGRAM SUPPORT
CARMEL CARES 225 CROSSROADS BLVD., SUITE 285 CARMEL BY THE SEA, CA 93923	85-3432174	501(C)(3)	7,226.	0.			PROGRAM SUPPORT
CHESAPEAKE VIRGINIA DEPARTMENT OF PARKS, RECREATION, AND TOURISM - 1224 PROGRESSIVE DRIVE - CHESAPEAKE, VA 23320	54-0721442		15,000.	0.			PROGRAM SUPPORT
CITY HONORS FOSDICK MASTEN PARK 186 E. NORTH STREET BUFFALO, NY 14204	16-1510686	501(C)(3)	20,000.	0.			PROGRAM SUPPORT
CITY OF HARTFORD 550 MAIN STREET, SUITE 001 HARTFORD, CT 06103	06-6001870		14,000.	0.			PROGRAM SUPPORT
CITY OF PITTSBURGH 526 CITY COUNTY BUILDING 414 GRANT PITTSBURGH, PA 15219	25-6000879		25,500.	0.			PROGRAM SUPPORT

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ..... 51.

3 Enter total number of other organizations listed in the line 1 table ..... 0.

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule I (Form 990) (Rev. 12-2024)

LHA 432101 01-02-25

Part II **Continuation of Grants and Other Assistance to Domestic Organizations and Domestic Governments** (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of noncash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
CITY OF PITTSTON 35 BROAD STREET PITTSTON, PA 18640	24-6000698		10,150.	0.			PROGRAM SUPPORT
COLOR THE BLOCK 7551 FREEPORT BLVD., SUITE 1072 SACRAMENTO, CA 95832	93-1737436	501(C)(3)	11,581.	0.			PROGRAM SUPPORT
GREENSBORO BEAUTIFUL INC. 2800 E. GATE CITY BLVD. GREENSBORO, NC 27401	23-7099248	501(C)(3)	5,250.	0.			PROGRAM SUPPORT
I LOVE A CLEAN SAN DIEGO 5797 CHESAPEAKE COURT, SUITE 200 SAN DIEGO, CA 92123	95-2566791	501(C)(3)	63,044.	0.			PROGRAM SUPPORT
KEEP AIKEN COUNTY BEAUTIFUL 1930 UNIVERSITY PKWY., SUITE 3400 AIKEN, SC 29801	57-6000299	501(C)(3)	8,500.	0.			PROGRAM SUPPORT
KEEP AUSTIN BEAUTIFUL 2200 E. MARTIN LUTHER KING JR BLVD. AUSTIN, TX 78702	74-2387541	501(C)(3)	277,500.	0.			PROGRAM SUPPORT
KEEP BAKERSFIELD BEAUTIFUL 4101 TRUXTUN AVENUE, BUILDING A BAKERSFIELD, CA 93309	91-1885891	501(C)(3)	32,000.	0.			PROGRAM SUPPORT
KEEP BLACKSTONE VALLEY BEAUTIFUL 1420 BROAD STREET, FLOOR 13 CENTRAL FALLS, RI 02863	05-0424318	501(C)(3)	8,500.	0.			PROGRAM SUPPORT
KEEP CALIFORNIA BEAUTIFUL 10265 ROCKINGHAM DR., STE 100 PMB 6 SACRAMENTO, CA 95827	68-0224415	501(C)(3)	97,659.	0.			PROGRAM SUPPORT

Part II **Continuation of Grants and Other Assistance to Domestic Organizations and Domestic Governments** (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of noncash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
KEEP COLLEGE PARK BEAUTIFUL 2233 HARVARD AVENUE ATLANTA, GA 30337	53-6000542	501(C)(3)	23,740.	0.			PROGRAM SUPPORT
KEEP COLUMBUS BEAUTIFUL (OH) 111 N. FRONT STREET, 4TH FLOOR COLUMBUS, OH 43215	31-6400223	501(C)(3)	12,790.	0.			PROGRAM SUPPORT
KEEP CORAL GABLES BEAUTIFUL 405 BILTMORE WAY CORAL GABLES, FL 33134	59-6000293	501(C)(3)	6,348.	0.			PROGRAM SUPPORT
KEEP DELAWARE BEAUTIFUL 4 CABOT PLACE NEWARK, DE 19711	82-0656889	501(C)(3)	26,000.	0.			PROGRAM SUPPORT
KEEP FRANKLIN COUNTY BEAUTIFUL 113 MARKET STREET LOUISBURG, NC 27549	38-4296842	501(C)(3)	20,000.	0.			PROGRAM SUPPORT
KEEP GEORGIA BEAUTIFUL FOUNDATION 60 EXECUTIVE PARK S NE ATLANTA, GA 30329	58-1729605	501(C)(3)	5,250.	0.			PROGRAM SUPPORT
KEEP GOLDEN ISLES BEAUTIFUL 1229 NEWCASTLE STREET BRUNSWICK, GA 31520	58-2393363	501(C)(3)	5,700.	0.			PROGRAM SUPPORT
KEEP INDIANAPOLIS BEAUTIFUL 445 N PENNSYLVANIA STREET, SUITE 33 INDIANOPOLIS, IN 46203	31-1005792	501(C)(3)	26,000.	0.			PROGRAM SUPPORT
KEEP JACKSON BEAUTIFUL, INC. 510 GEORGE STREET, SUITE 402 JACKSON, MS 39202	64-0414521	501(C)(3)	20,750.	0.			PROGRAM SUPPORT

Part II **Continuation of Grants and Other Assistance to Domestic Organizations and Domestic Governments** (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of noncash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
KEEP JACKSON COUNTY BEAUTIFUL 4965 JACKSON PARKWAY JEFFERSON, GA 30549	45-3627294	501(C)(3)	7,000.	0.			PROGRAM SUPPORT
KEEP LEE COUNTY BEAUTIFUL P.O. BOX 9244 FORT MYERS, FL 33902	59-2977558	501(C)(3)	25,000.	0.			PROGRAM SUPPORT
KEEP LOS ANGELES BEAUTIFUL 200 N. SPRING STREET, #356 LOS ANGELES, CA 90012	95-6000735	501(C)(3)	14,000.	0.			PROGRAM SUPPORT
KEEP MACON-BIBB BEAUTIFUL 794 CHERRY STREET MACON, GA 31201	58-1195381	501(C)(3)	14,000.	0.			PROGRAM SUPPORT
KEEP MYRTLE BEACH BEAUTIFUL P.O. BOX 2115 MYRTLE BEACH, SC 29578	57-0214572	501(C)(3)	5,737.	0.			PROGRAM SUPPORT
KEEP OHIO BEAUTIFUL, INC. P.O. BOX 13135 FAIRLAWN, OH 44334	31-1775229	501(C)(3)	32,458.	0.			PROGRAM SUPPORT
KEEP PENNSYLVANIA BEAUTIFUL 105 W. 4TH STREET GREENSBURG, PA 15601	25-1645291	501(C)(3)	38,892.	0.			PROGRAM SUPPORT
KEEP PICKENS BEAUTIFUL P.O. BOX 342 JASPER, GA 30143	58-2391568	501(C)(3)	5,500.	0.			PROGRAM SUPPORT
KEEP RIVERSIDE CLEAN & BEAUTIFUL 3985 UNIVERSITY AVENUE RIVERSIDE, CA 92601	95-1154480	501(C)(3)	40,650.	0.			PROGRAM SUPPORT

Part II **Continuation of Grants and Other Assistance to Domestic Organizations and Domestic Governments** (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of noncash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
KEEP TAMPA BAY BEAUTIFUL 730 W. EMMA STREET TAMPA, FL 33603	59-3150612	501(C)(3)	21,000.	0.			PROGRAM SUPPORT
KEEP TENNESSEE BEAUTIFUL 976 W. PARK LOP, SUITE 113 MEMPHIS, TN 38152	62-0648618	501(C)(3)	22,500.	0.			PROGRAM SUPPORT
KEEP TEXAS BEAUTIFUL 8850 BUSINESS PARK DRIVE, SUITE 200 AUSTIN, TX 78759	74-7055759	501(C)(3)	37,500.	0.			PROGRAM SUPPORT
KEEP THE RESERVOIR BEAUTIFUL 705 FOREST POINT DRIVE BRANDON, MS 39047	27-4529501	501(C)(3)	5,500.	0.			PROGRAM SUPPORT
KEEP THE TENNESSEE RIVER BEAUTIFUL 12640 SAILPOINTE LANE KNOXVILLE, TN 37922	82-2318211	501(C)(3)	16,500.	0.			PROGRAM SUPPORT
KEEP TIPTON COUNTY BEAUTIFUL P.O. BOX 883 COVINGTON, TN 38019	62-6000874	501(C)(3)	5,999.	0.			PROGRAM SUPPORT
KEEP VIRGINIA BEAUTIFUL 2800 N. PARHAM ROAD, SUITE 101 HENRICO, VA 23294	54-0831204	501(C)(3)	55,204.	0.			PROGRAM SUPPORT
KERN RIVER CONSERVANCY 16 LAKEVIEW DRIVE WOFFORD HEIGHTS, CA 93285	46-4277172	501(C)(3)	8,963.	0.			PROGRAM SUPPORT
MONTGOMERY COUNTY COMMISSION 101 S. LAWRENCE STREET MONTGOMERY, AL 36104	63-6001323		14,000.	0.			PROGRAM SUPPORT

Part II **Continuation of Grants and Other Assistance to Domestic Organizations and Domestic Governments** (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of noncash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
OKLAHOMA CITY BEAUTIFUL 3535 N. CLASSEN OKLAHOMA CITY, OK 73118	73-0785200	501(C)(3)	22,137.	0.			PROGRAM SUPPORT
PARKS FOUNDATION DBA KEEP MIAMI DADE - 11000 SW 87TH AVENUE - MIAMI, FL 33176	20-0924393	501(C)(3)	8,000.	0.			PROGRAM SUPPORT
POTOMAC CONSERVANCY INC 962 WAYNE AVENUE, 5TH FLOOR SILVER SPRING, MD 20910	52-1842501	501(C)(3)	15,000.	0.			PROGRAM SUPPORT
PROUD LOUISIANA 302 RUE LOUIS XIV LAFAYETTE, LA 70508	84-1772714	501(C)(3)	14,000.	0.			PROGRAM SUPPORT
SAN FRANCISCO BEAUTIFUL 2269 CHESTNUT STREET, SUITE 437 SAN FRANCISCO, CA 94123	94-6106011	501(C)(3)	10,000.	0.			PROGRAM SUPPORT
SHREVEPORT GREEN 3625 SOUTHERN AVENUE SHREVEPORT, LA 71104	72-0970610	501(C)(3)	10,250.	0.			PROGRAM SUPPORT
TENNESSEE ENVIRONMENTAL COUNCIL 1 VANTAGE WAY NASHVILLE, TN 37228	62-0951294	501(C)(3)	14,000.	0.			PROGRAM SUPPORT
URBAN SEEDS GROW 25 MANCHESTER PL., APT 3A NEWARK, NJ 07104	86-2536432	501(C)(3)	15,000.	0.			PROGRAM SUPPORT
WINYAH RIVERS ALLIANCE P.O. BOX 554 CONWAY, SC 29528	57-1118288	501(C)(3)	8,921.	0.			PROGRAM SUPPORT

Part III **Grants and Other Assistance to Domestic Individuals.** Complete if the organization answered "Yes" on Form 990, Part IV, line 22.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of noncash assistance

Part IV **Supplemental Information.** Provide the information required in Part I, line 2; Part III, column (b); and any other additional information.

PART I, LINE 2:
GRANTS TO ORGANIZATIONS ARE INITIALLY PAID OUT IN AN AMOUNT EQUAL TO 70% OF THE AWARD; 30% IS HELD BACK SUBJECT TO THE RECIPIENT SATISFYING REPORTING REQUIREMENTS BASED UPON SPECIFIED EXPECTATIONS AND REQUIREMENTS. IF THE GRANT RECIPIENT DOES NOT COMPLETE THEIR REPORTING REQUIREMENTS, THEY ARE OUT OF COMPLIANCE WITH THE GRANT AND WILL NOT RECEIVE THE REMAINING FUNDS UNLESS AND UNTIL ALL REPORTING REQUIREMENTS ARE MET. THE ORGANIZATION REVIEWS ALL REPORTS RECEIVED TO ENSURE FUNDS WERE SPENT ACCORDING TO THE TERMS OF THE GRANT AWARD.

SCHEDULE J (Form 990)

(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
Attach to Form 990.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

Part I Questions Regarding Compensation

			Yes	No
1a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.			
	☐ First-class or charter travel ☐ Housing allowance or residence for personal use			
	☐ Travel for companions ☐ Payments for business use of personal residence			
	☐ Tax indemnification and gross-up payments ☐ Health or social club dues or initiation fees			
	☐ Discretionary spending account ☐ Personal services (such as maid, chauffeur, chef)			
b	If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?	2		
3	Indicate which, if any, of the following the organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.			
	☒ Compensation committee ☐ Written employment contract			
	☐ Independent compensation consultant ☒ Compensation survey or study			
	☐ Form 990 of other organizations ☒ Approval by the board or compensation committee			
4	During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:			
a	Receive a severance payment or change-of-control payment?	4a		X
b	Participate in or receive payment from a supplemental nonqualified retirement plan?	4b		X
c	Participate in or receive payment from an equity-based compensation arrangement?	4c		X
	If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.			
	Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.			
5	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:			
a	The organization?	5a		X
b	Any related organization?	5b		X
	If "Yes" on line 5a or 5b, describe in Part III.			
6	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:			
a	The organization?	6a		X
b	Any related organization?	6b		X
	If "Yes" on line 6a or 6b, describe in Part III.			
7	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III	7	X	
8	Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8		X
9	If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9		

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) (Rev. 12-2024)

LHA 432111 01-15-25

Part II **Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC and/or 1099-NEC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) JENNIFER LAWSON	(i)	273,959.	0.	0.	13,723.	30,834.	318,516.	0.
PRESIDENT & CEO	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) DAVID SCOTT	(i)	197,874.	0.	0.	8,663.	32,930.	239,467.	0.
SENIOR DIRECTOR, RESEARCH	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) DAVID WHEELER	(i)	146,435.	32,188.	0.	6,483.	10,170.	195,276.	0.
DIR, FOUNDATIONS & GOVERNMENT GRANTS	(ii)	0.	0.	0.	0.	0.	0.	0.
(4) ABIGAIL HORRIGAN	(i)	162,435.	10,455.	0.	8,787.	13,122.	194,799.	0.
DIRECTOR, CORPORATE INITIATIVES	(ii)	0.	0.	0.	0.	0.	0.	0.
(5) JANEL CRITE	(i)	158,590.	2,000.	0.	5,581.	12,592.	178,763.	0.
COMPTROLLER	(ii)	0.	0.	0.	0.	0.	0.	0.
(6) CHARLES HOLDER	(i)	134,585.	0.	0.	0.	22,976.	157,561.	0.
DIRECTOR, CORPORATE INITIATIVES	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
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	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 7:

DISCRETIONARY BONUSES WERE AWARDED TO EMPLOYEES DURING THE YEAR.

SCHEDULE O (Form 990)
(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.
Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
BEAUTIFIES THEIR COMMUNITY'S ENVIRONMENT.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:
INDIVIDUAL CLEANUP KITS TO INDIVIDUALS AND GROUPS ACROSS THE STATE. KAB AND KCB ALSO MANAGED TWO YEARS OF A K-12 MULTIMEDIA EDUCATION CONTEST, BACKED BY EDUCATOR OUTREACH STATEWIDE. KAB HAS DEVELOPED AND CONDUCTED OUTREACH FOR A CLEAN CALIFORNIA COMMUNITY DESIGNATION PROGRAM TO REACH 100 COMMUNITIES STATEWIDE. KAB PARTNERED WITH IHEART MEDIA ON A PAID MEDIA CAMPAIGN AMPLIFYING AWARENESS ABOUT AND PARTICIPATION IN THE DESIGNATION PROGRAM AMONG TARGETED AUDIENCES. THE CLEAN CALIFORNIA PUBLIC EDUCATION CAMPAIGN RUNS THROUGH JUNE 2025, WHILE THE CLEAN CALIFORNIA COMMUNITY DESIGNATION PROGRAM RUNS THROUGH JUNE 2026.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:
ASSOCIATIONS, PARKS AND RECREATION AREAS, AND OTHER ORGANIZATIONS DEDICATED TO ERADICATING LITTER AND BEAUTIFYING THEIR COMMUNITIES. KEEP AMERICA BEAUTIFUL HAS DISTRIBUTED MORE THAN $3 MILLION IN GRANT FUNDING TO SUPPORT LOCAL IMPLEMENTATION OF THE PROGRAM IN MORE THAN 1,800 COMMUNITIES NATIONWIDE.

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS:
CLEANUPS REMAIN AT THE VERY HEART OF THE CAMPAIGN. IN 2024, MORE THAN 42 MILLION POUNDS OF LITTER AND RECYCLABLES WERE COLLECTED BY VOLUNTEERS THROUGHOUT THE COUNTRY. THEY CLEANED AND IMPROVED OVER 73,000 PARKS, PUBLIC LANDS, PLAYGROUNDS, AND TRAILS IN MORE THAN 34,000 EVENTS COVERING AN AREA SLIGHTLY LARGER THAN YOSEMITE NATIONAL PARK. KAB AFFILIATE VOLUNTEERS ALSO CLEANED OVER 21 THOUSAND MILES OF STREETS, ROADWAYS, AND HIGHWAYS, WHICH EQUATES TO NEARLY HALF THE LENGTH OF THE US INTERSTATE SYSTEM. OUR COMMUNITY GREENING AND BEAUTIFICATION PLANTED MORE THAN 350,000 FLOWERS, PLANTS, SHRUBS AND TREES THAT COOL HEAT ZONES AND CREATE VIBRANT GATEWAYS TO SHOPPING AND ENTERTAINMENT DISTRICTS; CREATE COMMUNITY GARDENS THAT HELP FEED THE HUNGRY AND EDUCATE YOUNG GARDENERS. KEEP AMERICA BEAUTIFUL STRIVES TO MOTIVATE MORE AMERICANS TO MAKE INFORMED DECISIONS AND TAKE SIMPLE, EVERYDAY ACTIONS TO REDUCE, REUSE AND RECYCLE RIGHT THROUGH PARTICIPATION IN THE GREAT AMERICAN CLEANUP. THROUGH PROGRAMS SUCH AS THE GREAT AMERICAN CLEANUP AND THE "GREATEST AMERICAN CLEANUP FOR THE COUNTRY'S 250TH BIRTHDAY", KEEP AMERICA BEAUTIFUL TRANSFORMS PUBLIC PLACES INTO BEAUTIFUL SPACES HELPING TO MAKE COMMUNITIES THAT ARE ENVIRONMENTALLY HEALTHY, SOCIALLY CONNECTED AND ECONOMICALLY SOUND.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:
ALL OTHER PROGRAMS INCLUDE THE FOLLOWING:

PROVIDING ASSISTANCE TO OUR LOCAL, STATEWIDE, AND INTERNATIONAL AFFILIATES TO SUPPORT THEIR EFFORTS IN EDUCATING INDIVIDUALS ABOUT LITTER PREVENTION AND WAYS TO REDUCE, REUSE, RECYCLE, AND PROPERLY MANAGE WASTE MATERIALS.

RETREET: WORKING TOGETHER, KEEP AMERICA BEAUTIFUL AND RETREET FOCUS ON A NEW KAB STRATEGIC PRIORITY: COMMUNITY RESTORATION AND RESILIENCY. WE

Name of the organization: KEEP AMERICA BEAUTIFUL, INC.
Employer identification number: 13-1761633

BRING COMMUNITY VOLUNTEERS TOGETHER TO FORM SMALL TEAMS, TRAIN THEM ON HOW TO EFFECTIVE PLANT NATIVE TREES, AND WORK TO PLANT THESE TREES IN AREAS THAT HAVE BEEN IMPACTED BY NATURAL DISASTERS. REPLANTING AND RESTORING OUR COMMUNITIES HELP KEEP THEM HEALTHIER AND MORE RESILIENT, LITERALLY GROWING DEEP ROOTS TO ANCHOR AND STABILIZE FLOOD-PRONE AREAS, LESSEN EROSION, AND IMPROVE NATURAL RESILIENCY.

NATIONAL CONFERENCE: THE KEEP AMERICA BEAUTIFUL NATIONAL CONFERENCE IS A LEARNING AND SHARING GATHERING OPEN TO OUR 700 AFFILIATES AROUND THE COUNTRY AND BEYOND AS WELL AS THEIR VOLUNTEERS AND STAKEHOLDERS. BEST PRACTICES ARE SHARED, SECTOR INNOVATION IS EXPLORED AND COHORTS FACING SIMILAR CHALLENGES AND OPPORTUNITIES ARE BROUGHT TOGETHER TO MAXIMIZE THE VALUE, EFFICIENCY AND EXPERTISE OF THE NETWORK.
EXPENSES $ 2,503,010. INCLUDING GRANTS OF $ 6,900. REVENUE $ 303,414.

FORM 990, PART VI, SECTION B, LINE 11B:
THE FORM 990 IS REVIEWED BY KAB'S CHIEF OPERATING OFFICER, PRESIDENT, FINANCE DIRECTOR AND ACCOUNTANT PRIOR TO ITS FILING. BEFORE THE PRESIDENT OF KAB SIGNS THE RETURN AND PRIOR TO ITS FILING, THE FORM 990 IS SHARED WITH THE FULL BOARD OF DIRECTORS.

FORM 990, PART VI, SECTION B, LINE 12C:
THE CONFLICT OF INTEREST POLICY IS SENT OUT ANNUALLY TO ALL EMPLOYEES AND BOARD MEMBERS. INDIVIDUALS ARE THEN REQUIRED TO READ, FILL OUT AND SIGN THE CONFLICT OF INTEREST POLICY. IF ANY CONFLICT WERE TO ARISE, THOSE CONFLICTS WOULD BE REVIEWED WITH THE INTERNAL MANAGEMENT COMMITTEE AND THE BOARD OF DIRECTORS AND A DETERMINATION WOULD BE MADE AS TO WHICH DECISIONS THE INDIVIDUAL WOULD BE EXEMPT FROM RELATED TO THE TRANSACTION.

FORM 990, PART VI, SECTION B, LINE 15:
OFFICER COMPENSATION IS APPROVED BY THE BOARD OF DIRECTORS BASED ON COMPARABLE COMPENSATION DATA FROM SIMILAR ORGANIZATIONS.

COMPENSATION FOR KEY EMPLOYEES IS DETERMINED BY THE CEO AND COO IN REVIEW OF TENURE, PERFORMANCE, CHANGES OF SCOPE IN RESPONSIBILITIES AND COMPARABLE COMPENSATION DATA FROM SIMILAR ORGANIZATIONS.

FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:
AL,AK,AR,CA,CO,CT,DC,GA,MD,MA,MI,MN,MS,NH,NJ,NY,PA,SC,TN,WV

FORM 990, PART VI, SECTION C, LINE 19:
AUDITED FINANCIAL STATEMENTS ARE PROVIDED TO THE PUBLIC AS REQUESTED AND ARE ALSO AVAILABLE ON KAB'S WEBSITE AS WELL AS VIA SPECIFIC NON-PROFIT DATABASES. GOVERNING DOCUMENTS AND THE CONFLICT OF INTEREST POLICY WOULD BE AVAILABLE AS REQUESTED.

FORM 990, PART IX, LINE 11G, OTHER FEES:

CONSULTING FEES:	
PROGRAM SERVICE EXPENSES	725,621.
MANAGEMENT AND GENERAL EXPENSES	52,026.
FUNDRAISING EXPENSES	0.
TOTAL EXPENSES	777,647.
PROFESSIONAL SERVICES:	
PROGRAM SERVICE EXPENSES	67,020.
MANAGEMENT AND GENERAL EXPENSES	0.

Name of the organization: KEEP AMERICA BEAUTIFUL, INC.

Employer identification number: 13-1761633

FUNDRAISING EXPENSES	0.
TOTAL EXPENSES	67,020.
PROFESSIONAL DEVELOPMENT:	
PROGRAM SERVICE EXPENSES	115.
MANAGEMENT AND GENERAL EXPENSES	89.
FUNDRAISING EXPENSES	0.
TOTAL EXPENSES	204.
PAYROLL SERVICE FEES:	
PROGRAM SERVICE EXPENSES	17,857.
MANAGEMENT AND GENERAL EXPENSES	5,261.
FUNDRAISING EXPENSES	6,503.
TOTAL EXPENSES	29,621.
TOTAL OTHER FEES ON FORM 990, PART IX, LINE 11G, COL A	874,492.