



Photo Credit: "Dock to Serenity," William Beardsley of Spirit Lake

3rd Place Iowa Water

Here's to a brighter, cleaner and greener Iowa!

With the vibrant colors of spring blooming across Iowa, it is the perfect time to look around and appreciate the incredible transformation happening in our communities.

May has been a testament to what we can achieve together. Through Pick-Up Iowa, our local landscapes have been cleared of litter, restoring pride to our roadsides and neighborhoods. Meanwhile, the roots of our future are growing stronger thanks to the trees and flowers planted through Plant Iowa Beautiful, and communities are shining brighter with fresh coats of paint from our Paint Iowa Beautiful initiatives. To every individual, family, and group who grabbed a trash bag, planted a sapling, or picked up a paintbrush—thank you! You aren't just volunteering; you are actively painting a brighter, more beautiful future for Iowa.

Keep Iowa Beautiful is transforming as well! Read on to see how our brand is keeping up with the amazing work our board, staff and volunteers are doing!

With gratitude,

The Keep Iowa Beautiful Team



A Fresh Look for Keep Iowa Beautiful

Unveiling a New Brand Identity!

We have officially launched a refreshed brand identity! Our goal was to design a unified brand that better reflects our mission, impact, and growing network of programs across Iowa.

The new brand emphasizes that mission by visually connecting our core programs, including:

- Hometown Pride – supporting community leadership and long-term revitalization
- Paint Iowa Beautiful – enhancing public spaces across the state

- Pick-Up Iowa – engaging volunteers in statewide cleanup efforts

Previously, these programs operated with limited visual connection. The refreshed brand unifies them while still allowing each to maintain its unique identity, making it easier for communities, partners, and funders to understand the full scope of Keep Iowa Beautiful's work.

This effort directly supports our strategic priority to increase visibility and strengthen brand identity statewide, ensuring that communities and partners can more easily recognize and engage with its work.

The brand rollout will take place throughout 2026, with updates to digital platforms, marketing materials, and program communications phased in over time.



Plant Iowa Beautiful Grant Recipients Announced

Cultivating Community Pride

We are proud to announce recipients of our Plant Iowa Beautiful mini-grant program! This initiative, sponsored by Keep America Beautiful and Landus Cooperative, supports local beautification efforts across Iowa by providing funding for planting projects that enhance publicly accessible spaces and foster community spirit! Plant Iowa Beautiful also supports Keep America Beautiful's "Greatest American Cleanup" initiative; a national effort to beautify the country in preparation for the United States' 250th birthday.



Out of 150 incredible applicants, 12 organizations (below) were selected to receive a \$500 grant. From tree plantings and community gardens to streetscape enhancements and landscaping in parks, these volunteer driven projects will help keep Iowa beautiful!

- Alta Hometown Pride & City of Alta
- Auburn Hometown Pride
- Greeley Community Garden
- Kellogg Hometown Pride
- Lake Park Hometown Pride
- Macedonia Hamilton Development Corporation
- Main Street Keokuk
- City of Minden
- Poweshiek Economic Development Collaborative
- Riverton Hometown Pride
- Stanhope Public Library
- Storm Lake Hometown Pride (photo shown)

[Read More About Plant Iowa Beautiful](#)



Pick-Up Iowa Achieves Record Participation



Ankeny Bandits
Baseball

Let's Get 100 Pick-Up Events Registered!

Pick-Up Iowa is in full swing! Thanks to volunteers like you we have 89 events and over 3,300 volunteers registered to make 2026 the largest year ever for Pick-Up Iowa!!!



Iowa Economic
Development
Authority

Our goal was to have 2,500 volunteers picking up 2,500 bags of litter. Since we've blown past that, we are setting a new goal to get 100 Pick-Up Iowa events registered!

If you haven't registered your Pick-Up Iowa event yet, now is the time!!! Participation is easy:

- ✓ Choose your cleanup date (April–June)
- ✓ Gather your team
- ✓ Select your location
- ✓ Register your event online

[Register for Pick-Up Iowa](#)



Hometown Pride Highlights

Ribbon Cutting in Luxemburg

Luxemburg had a great turnout for the ribbon cutting of their new community walking path! The walking path is located at Luxemburg City Park and was designed for pedestrian wellness, walking, and enjoying the outdoors. This park path provides a dedicated, non-motorized space for residents and visitors to enjoy, offering a scenic spot for a casual stroll.



Delaware Secures Funding for Park Pavillion

Thanks to a recent \$7,500 grant from the Foundation for the Future of Delaware County, Delaware has secured all funding for a new park pavilion! The current shelter at the City Park has been a social hub in Delaware, playing host to several community events like Smiles and Sundaes, but the shelter is in need of an upgrade. They will break ground in May on the new pavilion!

Hometown Pride Committee Member Presents at Conference

Holy Cross Hometown Pride Committee Secretary, Gayle Langel, sat on a panel as part of a break out session at Iowa Rural Development's Rural Summit in Dubuque in April. She presented on the committee's successes and answered questions from the audience.



Peosta Partnership

National Partnership Keeps Iowa Green

Keep Iowa Beautiful was proud to partner with Keep America Beautiful, OpenGov of Dubuque and the Hometown Pride community of Peosta to help beautify the town during an April 15th work day with OpenGov employees.

The volunteers planted 18 trees and dug holes for 21 more at a future trailhead, prepared Peosta's large flower planters for May plantings, and picked up litter and debris at Kelly Oaks park.

Thank you to Keep America Beautiful and OpenGov for providing the funds and people-power!



Your Support Matters!

Consider Giving to Keep Iowa Beautiful

From painting the state beautiful to instilling civic pride in our communities, the programs we provide are thanks to donations from supporters like you!

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