

*Keep Iowa
Beautiful*[®]
KEEP AMERICA BEAUTIFUL AFFILIATE

January 2025 Newsletter



Photo Credit: “*Woodbine at Dusk*”, Sarah Lenz of Woodbine, 2nd Place Iowa Cities

Happy New Year!

Keep Iowa Beautiful is kicking off 2026 with so many exciting things! At the top of that list, three of our programs supporting Iowans and Iowa communities have application deadlines coming up: Hometown Pride, our annual Scholarship program and Paint Iowa Beautiful.

Additionally, we are in the midst of judging our annual photo contest and creating our annual report. We can't wait to share the results of both with you.

Lastly, we are working internally to take our programs to the next level in 2026! Our staff and board of directors are activating our new 3-year strategic plan and we are joining forces with Em3rge Marketing of Manning to share the work we do in a bigger way.

Thanks to all of you for your continued support of the work we do!

With gratitude,

The Keep Iowa Beautiful Team



Paint Iowa Beautiful Grant Applications Due Soon!

It's amazing how a fresh coat of paint can invigorate a community!

In partnership with Diamond Vogel, the **Paint Iowa Beautiful** grant program provides grant recipients with free paint to support community improvement and beautification projects. Since the program began 22 years ago, thousands of gallons of paint have helped brighten communities just like yours through beautification projects like restoring a park shelter, enhancing a downtown building, or creating a beautiful mural.

You can [click here to read more](#) about the program guidelines and see past grant recipient projects.

The grant application is open now, but the deadline is **February 12th, 2026**, so get your applications in soon!



Applications Due:
FEBRUARY 12, 2026



[Apply for a Paint Iowa Beautiful Grant!](#)

Deadline Approaching for NEW Hometown Pride Communities

Cultivate Local Leadership
Enhance Community Amenities
Foster Civic Pride
Boost Economic Vitality
Increase Collaboration



Applications
DUE February 6



Take the first step toward building a brighter future for your town!

Join the ranks of communities across Iowa who have seen economic and cultural improvement through the **Hometown Pride** program.

Participating groups are provided with five years of funding toward hiring a professional “community coach,” who will work with a committee of resident volunteers to run a successful community improvement program in each town.

Interested communities can submit a [statement of interest](#) by February 6, 2026.

Before you begin, contact **Lorin Ditzler** at lditzler@keepiowabeautiful.com to see if Hometown Pride is a good fit and to learn more about the process.

[Hometown Pride Application Information](#)



#HometownPride Highlights



Hometown Pride: 2025 Year in Review

Keep Iowa Beautiful's Hometown Pride committees were hard at work in 2025!

Across 66 reporting towns, we had **1,466 volunteers** complete **200 projects** and raise more than **\$3.8 million dollars**. Volunteers dedicated an estimated **21,500 hours** to Hometown Pride activities. The economic value of this volunteer impact is roughly \$749,000!!!

The 200 completed projects included new parks and trails, public art, community events, beautification efforts and much more!

Below are just a few examples of the wide variety of projects that Hometown Pride volunteers completed in 2025.





Lake View Hometown Pride celebrated the opening of the multi-million dollar Lake View Community Center, which the group had been working on since 2019.



New Virginia, Luxemburg, Norwalk, Maquoketa, Delmar, Earlville, LaMotte and Walker (shown) brought people together through free outdoor concerts.



Among the dozens of new park amenities installed in 2025 were new playgrounds in Peosta, Low Moor and Fonda (shown).



Hills, Royal and Holy Cross (shown) have new murals that help tell the story of their communities.

[Learn more about Hometown Pride Communities](#)

**Attention: Iowa High School Seniors
Scholarship Applications DUE January 31**

Keep Iowa Beautiful awards scholarships each year to Iowa high school seniors who plan to enroll in an Iowa college or university.

This year, we are awarding three \$1,000 scholarships. Students with a strong record of volunteer service and community leadership are encouraged to apply.

You can visit the Keep Iowa Beautiful [Scholarship page](#) for more details. Applications are due **January 31, 2026**.

Know an Iowa High School senior who might be eligible? Please pass this newsletter on to them!



Keep Iowa Beautiful will award **three \$1000 scholarships** to graduating Iowa high school seniors who plan to enroll in an Iowa college or university.

2026 SCHOLARSHIP APPLICATION

Applications due on January 31

APPLY TODAY!

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The graphic features a central image of a smiling young woman with dark hair, wearing a blue and black plaid shirt over a grey top, holding several books. The background is a mix of pink and blue geometric shapes.

[Scholarship Application Information](#)

Your Support Matters!



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

Consider giving to Keep Iowa Beautiful to help us continue our work improving Iowa communities!

[Donate to Support Iowa Communities](#)



NEW Mailing Address & Phone Number



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