



# Income Tax Check-off

## Background

The Iowa income tax check-off program allows Iowans the opportunity to support several charitable efforts – one of which is the Keep Iowa Beautiful (KIB) Program. The KIB check-off funds are administered by the Iowa Department of Transportation. The purpose of these funds is to provide support to local communities for their beautification efforts. This funding is intended to leverage local dollars, support volunteer efforts and local programs, and provide long-term community benefits.

## General Information – Community Projects

**Applicant eligibility:** Any public or private nonprofit organization is eligible to apply for and receive funds for a community project through the Keep Iowa Beautiful Check-off Program.

### Project eligibility:

1. A community project must have one or more of the following as its primary purpose:
  - litter removal;
  - litter prevention/education/public awareness;
  - beautification;
  - waste management or recycling;
  - illegal dumping abatement; or
  - public nuisance abatement.
2. Projects with long-term or continuing benefits, and those involving youth, are most desirable.
3. The following are **not** eligible for funding:
  - motorized equipment costing more than \$1,000;
  - land acquisition;
  - speakers;
  - entertainment;
  - food;
  - t-shirts;
  - sidewalks and trails;
  - area lighting;
  - picnic tables and benches; and
  - administrative and general operating costs of the project sponsor.
4. Funding may not simply serve as another source of revenue for a large-scale project.
5. A community project must be completed within one year.
6. **A detailed budget must be submitted with the project application.**



### Funding:

1. Projects are funded on a non-repayable grant basis.
2. The higher degree of matching contributions, the more likely a project will rate favorably. However, a project need not include matching funds to be considered.
3. Funds approved for a project are for a fixed dollar amount. Cost overruns are the responsibility of the project sponsor.
4. Last year, the KIB check-off generated approximately \$52,000 with about \$36,300 designated for community projects. Grant requestors should consider this limited amount of funding when preparing applications.
5. The maximum grant amount is \$5,000.
6. To date, the average award amount has been \$2,360.

**Matching contributions:** Matching contributions can include cash donations from sources other than the Keep Iowa Beautiful fund, in-kind contributions, and volunteer labor.

1. In-kind contributions include donated materials, supplies and business services. Business services are those services provided by a business or by a person whose trade, profession or occupation is to provide those services.
2. The value of an in-kind contribution is its purchase price or market value.
3. The value of volunteer labor shall be consistent with the state's current minimum wage rate.



### Where to submit a project application:

Office of Systems Planning  
Iowa Department of Transportation  
800 Lincoln Way  
Ames, IA 50010

**Application deadline:** The application deadline is December 31 of each year, or on the first business day following that date, if December 31 falls on a weekend. Applications must be received no later than 4:30 p.m. on the due date.



# KEEP IOWA<sup>SM</sup> Beautiful Income Tax Check-off

## Guidelines for Project Categories

### Litter Removal

Programs that focus on general litter removal are important, but normally will not result in significant long-term impacts. Prevention, public awareness and education efforts tend to have a potential of changing behavior patterns. Clean-up of an area that has a considerable amount of debris, household items, equipment, etc. (in conjunction with future prevention efforts such as barriers or prevention of access) can have more significant long-term impacts.

### Litter Prevention/ Education/ Public Awareness

Public awareness programs, education efforts in schools, signage, posters, proper placement of trash receptacles, litter-free event concepts, involvement of older citizens and/or school youth in special programs, special conferences/workshops, award programs, and special recognition efforts can help prevent littering and change behavior patterns.

### Beautification

Fix-up, paint-up, landscaping (for example, perennials, shrubs and trees), mowing, fence removal, sign removal or replacement, building removal, debris removal and lighting changes are all projects that can provide a meaningful long-term benefit.

### Waste Management or Recycling

Waste management and on-going recycling programs will provide longer-term benefits. Although worthwhile, efforts like carrying out a one-time recycling event tend to provide short-term benefits. Education efforts, on the other hand, can be more effective, particularly in conjunction with a specific event.

### Illegal Dumping Abatement

Cleaning up an illegal dumping site alone will not have as great an impact as cleaning up the site in conjunction with efforts that prevent reoccurrence of illegal dumping. Barriers, signage, and strengthened enforcement efforts help to provide more long-term benefits.

### Public Nuisance Abatement

Public nuisances such as refuse, weeds, and unsafe structures present a real challenge to communities. Efforts that support voluntary improvements such as rehabilitation, fix-up, paint-up and removal, along with other positive programs, will be of greater benefit than support of enforcement or legal actions. Awards and recognitions for making significant improvements will also have more long-term impacts.

### Past Award Recipients

During the past four years, \$206,466 has been provided for projects in the following communities and counties:

- Ames
- Bloomfield
- Burlington
- Carlisle
- Cedar Falls
- Cleghorn
- Correctionville
- Council Bluffs
- Davenport
- Des Moines
- Donnellson
- Dows
- Fairfield
- Fort Dodge
- Granville
- Greenfield
- Guttenberg
- Harris-Lake Park
- Hawarden
- Independence
- Iowa City
- Iowa County
- Lansing
- Linn Grove
- Long Grove
- Louisa County
- Marshalltown
- Mason City
- Mount Pleasant
- Muscatine
- New Hampton
- Orange City
- Orient
- Osceola
- Randall
- Scott County
- Shenandoah
- Sioux City
- Treynor
- Union County
- Webster City
- West Point
- Windsor Heights

### To learn more contact:

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