

Dear Iowa School Administrator:

Problem: The annual estimated cost to clean up litter in Iowa schools is **\$3,336,000**. This is approximately **\$6.37** per student. Right now, there is little effort or funding spent on litter prevention education. Until schools take the leadership to stop litter at its source, clean-up costs will continue to take money away from improving education for our students and degrade the image of the school campus.

Solution: Make your school a Litter Free Campus. The Litter Free Campus Program, developed by Keep Iowa Beautiful will significantly reduce litter at your school and help to reduce the money spent on clean-up. Along with saving your school money, committing to a Litter Free Campus will foster pride and respect at the individual, school and community levels. By introducing values of recycling and litter prevention to Iowa's school systems, it is possible to create attitudes and behavior patterns that will positively impact the future of society and our environment.

Goal: Litter Free Campuses support behaviors and volunteer activities that are proactive, fostering positive character attributes, encouraging responsible decisions, promoting recycling and facilitating environmental beautification projects. The population of the Litter Free Campus is committed to advocating and modeling responsible litter behaviors during the formal education time frame. The school community also promotes and facilitates litter reduction practices at intra/extra curricular activities and at all scheduled public student-centered events.

As a Litter Free Campus, you will agree to...

1. Introduce a litter education and prevention components into the school system / management.
2. Apply and maintain the litter prevention concept on a daily basis.
3. Place the provided signs in appropriate locations.
4. Embrace the concept not only during regular school hours, but at all school sponsored events.
5. Provide two reports to Keep Iowa Beautiful so the program can be monitored for success.

Thank you for your consideration. We truly hope you will choose to become a Litter Free Campus and help us to **Keep Iowa Beautiful!**

Sincerely,

The Keep Iowa Beautiful Team