

Beautification Program

OBJECTIVE:
Educate members about the importance and benefits of beautifying their communities

ACTION PLAN

PARTICIPATE IN COMMUNITY BEAUTIFICATION PROJECTS

- o Assess your community's beautification needs. Use the information to educate community officials and coordinate a beautification plan.
- o Investigate the Planting a Serenity Garden Fact Sheet found at www.GFWC.org
- o Explore America in Bloom, a contest dedicated to planting pride in our communities. Visit www.AmericanBloom.org.
- o Get project ideas from GreenWorks, which highlights award-winning projects from across the nation on the Project Learning Tree website. Visit www.PLT.org.
- o Celebrate Keep America Beautiful Month in April. For more information visit www.KAB.org.
- o Utilize information and support (such as grants) from The National Gardening Association (www.Garden.org), the National Garden Bureau (www.NBG.org), All-America Selections (www.All-AmericaSelections.org), and other organizations dedicated to providing information to gardeners.
- o Work with school officials, scouts, and other youth groups to encourage young people to beautify their surroundings, including school grounds, home yards, and community parks.
- o Investigate the Master Gardener Program. Invite a Master Gardener to present a club program or have your club sponsor a Master Gardener program for the community. Partner with Master Gardener volunteers to plan and implement beautification projects. Visit <http://Mastergardner.OSU.edu/img/coordinators.html> for a contact in each state.
- o Order free vegetable and flower seeds from the America the Beautiful Fund and use them in the beautification process. Visit www.FreeSeeds.us.org for more information.
- o Initiate a wildflower planting project along community streets and highways. Work with city, town, county, and state governments.
- o Develop a Yard of the Month event in the community, perhaps with various categories. Develop a sign indicating the monthly winner.
- o Work with local businesses, such as grocery stores, malls, and service stations, to beautify storefronts.
- o Plan and implement beautification projects such as serenity or wellness gardens at hospitals, hospice centers, nursing homes, and shelters to comfort and assist residents.
- o Start a Memorial Day beautification event to encourage the planting of flowers at the gravesites of those who served in the military.
- o Work with city, town, county, and state governments to initiate a planting project featuring container gardens along community streets, at community centers, or at libraries.
- o Plan and implement beautification projects in conjunction with community revival projects or new housing projects for people in need.



HOW DOES YOUR GARDEN GROW? *The National Garden Bureau suggests that gardeners be aware of the economic, aesthetic, nutritional, ecological, psychological, and health benefits that can be achieved by growing a garden from seed.*





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- o Celebrate Earth Day on April 22. (See Resources)
- o Support local botanical gardens and arboretums through visits, funding and assistance with education programs.
- o Investigate Keep America Beautiful's Graffiti Hurts program aimed at educating children and adults about the harmful effects of graffiti. Visit www.KAB.org.

RESEARCH AND IMPLEMENT TREE-PLANTING AND PRESERVATION PROJECTS

- o Develop urban projects designed to increase the number of trees. Work with the National Arbor Day Foundation to have your city or town designated as a Tree City USA in recognition of effective management of tree resources. (See Resources)
- o Investigate your local tree ordinances and determine if they require prudent development through preservation of trees or replanting of trees.
- o Work with local forestry and extension offices and other community groups to conduct workshops on tree planting, care, and maintenance.
- o Explore the National Registry of Historic Trees and nominate a historic tree at www.AmericanForests.org.
- o Plant a tree in celebration of America on a patriotic holiday such as Independence Day or Columbus Day, based on the best time for planting in your climate zone.
- o Work with the State Forestry Service to plan a GFWC Federation Grove. If your state has a grove, care for diseased trees or replace those that have died.
- o Learn how to properly plant trees by investigating the American Forests website. (See Resources)
- o Celebrate your state's Arbor Day and plant a tree. Visit www.arborday.org/states (See Resources)

ORGANIZE AND PARTICIPATE IN LITTER PREVENTION PROJECTS

- o Survey your community to determine its needs with regard to litter prevention.
- o Organize regular highway clean-up groups for scheduled litter removal.
- o Urge all community members to practice and support good litter control.
- o Present "Golden Broom" awards to local businesses that clean up or improve their buildings and surroundings.
- o Work with local schools and youth groups, businesses, senior centers, and other groups to keep your community litter free.
- o Participate with other groups in shoreline, stream, and waterway clean-ups.
- o Organize viable disposal and recycling options for the community if none exist.
- o Observe Keep America Beautiful's "Great American Clean-Up" in April. Visit www.KAB.org

RESOURCES

AMERICA IN BLOOM

W: www.AmericaInBloom.org

America in Bloom strives to improve the visual appeal of America's neighborhoods, parks, open spaces, and streets through the imaginative use of flowers, plants, and trees to encourage involvement and coordinated action by citizens of all ages, municipal governments, local organizations, and businesses and to emphasize environmental awareness and preservation of heritage and culture.





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AMERICA THE BEAUTIFUL FUND

725 15th ST NW, STE 605 | Washington, DC 20005

P: 202/638-1649 | F: 202/638-2175 | W: www.FreeSeeds.us.org or www.America-The-Beautiful.org

Contact: Katie Rehwaldt, Director, Operation Plant

The mission of the America the Beautiful Fund is to assist volunteer efforts to protect and preserve the natural and historic beauty of America, including community parks and gardens and landmark trees. The Fund provides grants of free flower, vegetable, and herb seeds as well as educational materials and national recognition awards for outstanding results.

AMERICAN FOREST FOUNDATION

Project Learning Tree

1111 19th ST NW, STE 780 | Washington, DC 20036

P: 202/463-2462 | W: www.PLT.org

Project Learning Tree is a program of the American Forest Foundation. The goals of the program are to increase students' understanding of the environment, to stimulate students' critical and creative thinking, to develop students' ability to make informed decisions on environmental issues, and to instill in students the confidence and commitment to take responsible action on behalf of the environment.

AMERICAN FORESTS

PO BOX 2000 | Washington, DC 20013

P: 202/955-4500 ext. 224 | F: 202/955-4588 | W: www.AmericanForests.org

Contact: Margo Dawley | kfedor@amfor.org

American Forests is a national citizen membership organization that works to maintain and improve the environment through action-oriented programs, information and communication focused on the health and value of trees.

EARTH DAY

W: www.EarthDay.net, www.EPA.gov/EarthDay, www.EarthDayBags.org

Earth Day is an alliance of several thousand groups working to promote a healthy environment and a peaceful, just, and sustainable world.

KEEP AMERICA BEAUTIFUL, INC

Washington Square, 1010 Washington BLVD | Stamford, CT 06901

P: 203/323-8987 | F: 203/325-9199 | W: www.KAB.org E: info@kab.org

A public education organization, Keep America Beautiful is dedicated to improving waste-handling practices. KAB facilitates a volunteer-based movement to clean and maintain public lands and offers programs that strive to increase responsible attitudes and behavior toward the environment.

MASTER GARDENER VOLUNTEER PROGRAM

W: www.MasterGardener.OSU.edu

Contact: Click on "state coordinators" for state contact.

The Master Gardener Volunteer Program is a program of state Cooperative Extension Services that educates and certifies individuals in horticulture and related areas in exchange for community service.





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NATIONAL ARBOR DAY FOUNDATION

100 Arbor AVE | Nebraska City, NE 68410

P: 402/474-5655 | W: www.ArborDay.com | E: info@arborday.org

Learn how you can help the environment by planting a tree in your community. Learn about the many Arbor Day programs for supplying trees to communities and educating the population about the importance of trees. Find a complete list of Arbor Day celebrations for each state.

U.S ENVIRONMENTAL PROTECTION AGENCY

Office of Solid Waste (mail code 5306W) 401 M ST SW | Washington, DC 20460

P: 703/308-8292 | P: 800/424-9346 | W: www.EPA.gov/EPAOSWER

The Office of Solid Waste helps educate solid waste officials and the public about solid waste management issues. There are regional offices in ten major cities (addresses and numbers available upon request). The office has informational booklets available, including: "Yard Waste Composting," "Recycling Works," "Decision-Makers' Guide to Solid Waste Management," "Recycle," "Recycling Used Oil," and "Be an Environmental-Alert Consumer" (#EPA/530-SW-90-034B). Call hotline for more information.

U.S. FOREST SERVICE

Public Affairs Office, PO BOX 96090-6900 | Washington, DC 20090-6900

P: 202-205-1006 | W: www.FS.FED.us

USDA strives to promote national leadership in preservation and wise use of national forests by providing, among other things, tree planting programs. For the name and address of a regional field office, contact U.S. Forest Service.

AWARDS

CLUB

A \$50 award is given annually to one club in the nation to recognize creativity in implementing an effective Beautification Program. The award is based on narrative reports. State chairmen should forward the winning state entry to the national GFWC Beautification Program Chairman by March 15 of each year.

STATE

GFWC certificates are awarded to one state federation in each membership category to recognize outstanding achievement in the GFWC Beautification Program. Award presentations are made annually in honor of junior and general membership participation.

