



SAVE 

*Student Ambassadors for
Virginia's Environment*

Sponsorship Opportunities

www.keepvirginiabeautiful.org

About KEEP VIRGINIA BEAUTIFUL

We engage and unite Virginians to improve our scenic and natural environment through shared responsibility to end littering, improve recycling, and beautify communities.



For over **70 years**, we have **empowered individuals and groups** to engage in **environmental improvement activities** through programs, events, contests, grants, and collaborative partnerships. These **collective efforts** aim to ensure that Virginia stays **clean, green, and beautiful** for generations to come.

Keep Virginia Beautiful is a state affiliate of Keep America Beautiful and supports local affiliates in the Commonwealth.



About the SAVE PROGRAM

SAVE (Student Ambassadors for Virginia's Environment) is an **environmental leadership** program modeled after best-practice student ambassador programs successfully implemented by other Keep America Beautiful (KAB) state affiliates in Texas, Pennsylvania, Florida, and South Carolina. It **engages and empowers teens to advance our mission areas (litter prevention, recycling, and beautification) in their local communities.**

Key components of the program include litter cleanups, community education projects, engagement and leadership, and monthly trainings, including opportunities for Ambassadors from other states to learn and network together. The Keep America Beautiful Behavioral Change Model is utilized to help plan and implement activities.

A successful pilot SAVE program was launched during the second half of the 2023-24 school year and the first full program year was implemented during the 2024-2025 school year, also with outstanding results and participation. **We are excited to further grow the program during the 2025-2026 school year!**



From the mountains to the ocean, our SAVE Ambassadors conduct litter cleanups and environmental educational projects that engage their respective communities to be cleaner and greener!

SAVE Pilot (Jan - June 2024)

INFO & RESULTS

Statistics:

- 21 Ambassadors, from every region
- 57% from diverse ethnic populations
- 20% from underserved communities

Requirements:

- Devote 10 hours of service
- Participate in monthly meetings
- Conduct 1 litter cleanup and 1 community education project or 2 litter cleanups
- Engage others and provide input to improve the program

Anonymous Evaluation Results:

- 80% indicated that they were “very satisfied” and 20% indicated “satisfied” with the program
- 80% reported that the meetings, trainings, and resources were “very beneficial” while 20% said they were “beneficial”
- 80% indicated that the program is “very organized”
- 80% would “always” recommend the program to others; 20% said “sometimes”

67% Program Completion Rate
(71% Substantial Completion Rate)

18 Litter Cleanups Conducted;
135 Bags of Litter Collected

180 Hours of Service by
Ambassadors; involved 213 others

“
*Being able to work with
my peers and make a
difference in my
community.*”

“
*It has been amazing to be
provided with the knowledge and
resources to better my
community.*”

SAVE Fall 2024 - Spring 2025

INFO & RESULTS

Statistics:

- 36 Ambassadors, from every region
- 32% from diverse ethnic populations
- 32% from underserved communities

Requirements:

- Devote 20 hours of service
- Participate in monthly meetings
- Conduct 2 litter cleanups and 1 community education project or 3 litter cleanups
- Engage others and provide input to improve the program

Anonymous Evaluation Results:

- 61% indicated that they were “very satisfied” and 39% indicated “satisfied” with the program
- 56% reported that the meetings, trainings, and resources were “very beneficial” while 39% said they were “beneficial”
- 65% indicated that the program is “very organized”; 35% said it was “organized”
- 87% would “always” recommend the program to others; 13% said “sometimes”

64% Program Completion Rate
(81% Substantial Completion Rate)

56 Litter Cleanups Conducted;
494 Bags of Litter Collected

670 Other Hours of Service by
Ambassadors; involved 632 others

“
*Seeing my friends get excited
about protecting the environment
now that I have shared the
program with them.*
”

“
*Feeling and seeing the difference
I can make in my community.*
”



2024/2025 SAVE Program Sampling of Social Media Posts

Student Ambassadors for Virginia's Environment

#KVBSAVE
students in action

Thank you to our program sponsors!

CHEESEPIE BAY RESTORATION FUND
VIRGINIA BAY-2K
Coca-Cola CONSOLIDATED
VIRGINIA AMERICAN WATER
TRC Companies

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2025/2026 SAVE Program

OVERVIEW

Applications will be accepted until September 1, 2025 for the 2025/2026 SAVE Program, which will run from October 2025 through May 2026. Our goal is to secure funding to allow for at least 35 students to be selected for participation in the program. In addition, we aim to develop several local “contingents” of Ambassadors from key regions throughout the state, and to add a new local field trip element to the program. It costs approximately \$500 in supplies and staff time per Ambassador.



Supplies include a starter package of 5 Litter Cleanup Kits with litter grabbers, safety vests, and gloves so they're prepared for safe litter cleanups and equip others to help. They also receive an official SAVE t-shirt to wear at school, on cleanups, or out in the community, and other SAVE-branded items to promote their participation in the program. We include a Sustainability Sampler Kit with reusable products that they can use instead of single-use plastic items and share the idea with others.

It requires extensive staff time to manage the program. This includes applicant review and selection, coordination of materials, developing monthly meetings and trainings, offering one-on-one technical assistance and coordination with local allied partners, and program evaluation.



SPONSORSHIP PACKAGES

Help us engage the next generation
to care for our natural and scenic environment!

Supporter \$500

Funds supplies and support for
one Ambassador

Name listed on SAVE webpage

Scholar \$1,000

Funds supplies and support for
two Ambassadors

Logo on SAVE webpage

Social media and enews
recognition

Logo on social media frame and
posts about program

Professor \$2,500

Funds supplies and support for
five Ambassadors

Logo on SAVE webpage

Social media and enews
recognition

Logo on social media frame and
posts about program

Logo on promotional flyers,
training materials, and SAVE
presentations

Mention in press releases and
other media activities

Master \$5,000

Funds supplies and support for ten
Ambassadors

Logo on SAVE webpage

Social media and enews recognition

Logo on social media frame and posts
about program

Logo on promotional flyers, training
materials, and SAVE presentations

Mention in press releases and other
media activities

Logo on SAVE T-Shirts and/or
Wildflower Seed Packets

“Make Beautiful Your Business”
complimentary membership and
associated benefits

Thank you!

Your sponsorship allows for more teens to make a positive difference in their communities!



SAVE
Student Ambassadors for
Virginia's Environment

KEEP AMERICA
BEAUTIFUL

Have any questions? Other ideas?

We would love to discuss how to make a SAVE sponsorship work best for you!

Please contact us:

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