

SPRING 2014

Beautiful.

A KEEP PENNSYLVANIA BEAUTIFUL PUBLICATION.



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Beautiful

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Cover Photo: Fulton County, Pennsylvania

DEAR FRIENDS,

What an amazing year for Keep Pennsylvania Beautiful, our affiliates and volunteers! Keep Pennsylvania Beautiful and our partners once again earned national recognition for our innovative programs and partnerships and for excellence in management and administration of our KAB Affiliate. Even better is that two Pennsylvania volunteers were given top honors from Keep America Beautiful for their leadership and community contributions. Boris Weinstein from the City of Pittsburgh was the 2014 recipient of the Iron Eyes Cody Award and Nicole Chandler from Philadelphia, received the Mrs. Lyndon B. Johnson Award. Both were selected from a national field of candidates. We are so proud of both Boris and Nicole and were happy to be with them when they accepted this honor at the 2014 National Keep America Beautiful Conference in Charlotte, N.C. Congratulations Boris and Nicole, and thank you. **As Margaret Meade continually reminds us... "Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has."**

In 2005, we embarked on a seven year campaign to inventory and map illegal dump sites in Pennsylvania. We completed that project this past spring- the first of its kind in the nation. Through this effort, we documented nearly 6,500 illegal dump sites with an estimated 18,000 tons of trash. When we started, the goal was to build a strategic plan to significantly reduce illegal dumping in Pennsylvania and we are set to release those recommendations this summer. Preliminary findings support our intent to continue to work with local communities to not only offer convenient and affordable disposal opportunities and educate key stakeholder groups including Magisterial District Justices, but also continue to invest and grow our enforcement support programming. The bottom line is this: We are all tired of cleaning up and frankly, Pennsylvania communities can't afford it anymore. Let's get to the root of the problem and address it. Stay tuned!

Check out page 2 for an overview of how our new surveillance support program caught illegal dumpers red handed. The evidence collected by our cameras was integral in their prosecutions. Putting faces to what was once a faceless crime is quite gratifying, and knowing that the violators have to clean up their own mess, or at least pay for it for a change is even better.

Finally, I would like to welcome Jennifer Jehn, the new President and CEO of Keep America Beautiful. We are all very excited for change and are looking forward to carrying on under her leadership as the Pennsylvania affiliate of the nation's leading nonprofit that brings people together to build and sustain vibrant communities.



Shannon Reiter, President

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2013 KEEP AMERICA BEAUTIFUL NATIONAL AWARDS & RECOGNITION IN PENNSYLVANIA

For Affiliate Awards see pages 12 & 13

Congratulations to our Affiliate network, Pennsylvania state and local governments, and corporate partners and volunteers! In February 2014, Keep Pennsylvania Beautiful brought home more awards than we could carry from the Keep America Beautiful 61st Annual National Conference in Charlotte, NC. Pennsylvania was once again recognized nationally for our innovative programming and partnerships, excellence in management and administration, and volunteer contributions. We thank KAB for this recognition!

STATE AFFILIATE RECOGNITION AWARD - GOLD LEVEL - Keep Pennsylvania Beautiful for management and administration.

STATE AFFILIATE INNOVATION AWARD - Keep Pennsylvania Beautiful, Keep Ohio Beautiful, and The Home Depot for their partnership on the Ohio Valley Region VA Hospital Community Beautification and Greening Project.

CIGARETTE LITTER PREVENTION PROGRAM FIRST TIME IMPLEMENTATION AWARD FIRST PLACE - Keep Pennsylvania Beautiful for implementing the Cigarette Litter Prevention Program that reported a reduction of cigarette butts littered by 57% in Erie State Parks and 49% in the City of Pittsburgh.

GREAT AMERICAN CLEANUP AND DEPARTMENT OF TRANSPORTATION PARTNERSHIP AWARD - The Pennsylvania Department of Transportation for support for the Great American Cleanup. PennDOT is a 10 year recipient!

NATIONAL AWARD SECOND PLACE - REI, INC., for their partnership with Keep Bedford County Beautiful in cleanup events and the initiation of a local tree bank.

MRS. LYNDON B. JOHNSON ACHIEVEMENT AWARD - Nicole Chandler, Coordinator of Keep Royal Gardens Beautiful, for her lifetime work to lead thousands of volunteers to take pride in their community and clean and beautify Morris Park, part of the Fairmount Park System in Philadelphia. Nicole continues to secure significant in-kind donations and forge partnerships with local businesses and global corporations to ensure the work continues.

IRON EYES CODY ACHIEVEMENT AWARD - Boris Weinstein, volunteer with Allegheny CleanWays and the City of Pittsburgh for his plan for a clean community. Since 1970, Boris has been an anti-litter crusader in Pittsburgh. He frequently speaks out against litter at public meetings and in editorials; orchestrates biannual regional cleanups; and has inspired residents near and far to pick up litter in their community.

2013 KEEP AMERICA BEAUTIFUL PRESIDENT'S CIRCLE AWARD for programming excellence - Keep Philadelphia Beautiful, Keep Pennsylvania Beautiful, and Westmoreland Cleanways.

LOWE'S/KEEP AMERICA BEAUTIFUL CHARITABLE AND EDUCATIONAL FOUNDATION AWARD - Keep Pennsylvania Beautiful for community gardens, a greenhouse, and access to fresh produce for downtown Johnstown area residents.



Nicole Chandler, Boris Weinstein, and Shannon Reiter, President, Keep Pennsylvania Beautiful, accept awards from Jennifer Jehn, President and CEO, Keep America Beautiful.

KEEP PENNSYLVANIA BEAUTIFUL SURVEILLANCE SUPPORT PROGRAM

In 2013, Keep Pennsylvania Beautiful announced the Illegal Dump Surveillance Support Pilot Program designed to provide surveillance cameras to municipalities or nonprofit organizations in western Pennsylvania to help capture evidence at active, illegal dumpsites. During the pilot phase of the program, KPB loaned a package of three high quality surveillance cameras and provided training and installation assistance to municipalities in Allegheny, Armstrong, Blair, Clearfield, and Elk counties. This program has been instrumental in the prosecution and conviction of individuals from Allegheny, Armstrong and Elk counties.

Keep Pennsylvania Beautiful's surveillance packages are available for purchase for proactive municipalities and others who want an easy-to-use, ready-to-mount, cost-effective way to monitor and gather evidence of illegal dumping and vandalism at remote locations. "The challenges are many when it comes to enforcement of laws against illegal dumping- and much of it comes down to limited resources," explains Shannon Reiter, President of Keep Pennsylvania Beautiful. "Our goal was to find an economical way for local authorities to capture photographic evidence efficiently." The motion activated, covert security camera package provides instant wireless transmission of site activity, photo documentation of license plates at speeds up to 50 MPH, and clear, prosecution successful photos of activity, day or night.

"Illegal dumping continues today despite years of cleanups, education, and beautification efforts by thousands of people statewide," said Shannon Reiter, President, Keep Pennsylvania Beautiful. "Surveillance cameras and strengthened enforcement partnerships will make it difficult to anonymously dump and escape prosecution." Keep Pennsylvania Beautiful will assist those working with the local media to further deter illegal dumping by educating the public by publicizing successful prosecutions and encouraging proper disposal and recycling options.

For pricing information go to www.keeppabeautiful.org/KeepIt/Enforcement.aspx.

Photos used to secure two successful prosecutions at an active site in rural Collier Township, Allegheny County.



KEEP PENNSYLVANIA BEAUTIFUL PARTNERS WITH THE PROFESSIONAL RECYCLERS OF PENNSYLVANIA TO BRING TOGETHER KEY ENFORCEMENT PERSONNEL

Keep Pennsylvania Beautiful and the Professional Recyclers of Pennsylvania teamed up for a two day enforcement session on October 16th and 17th at the Double Tree Hotel in Monroeville. Guest speakers and panelists included representatives from the PA Fish and Boat Commission, PA Game Commission, PA State Police, Department of Conservation and Natural Resources, zoning and code enforcement officers, a Magisterial District Judge, and the Department of Environmental Protection's Bureau of Investigation and Solid Waste Departments. Topics included understanding jurisdictions, building enforcement partnerships, investigations, and prosecution procedures. "The enforcement of littering and illegal dumping laws will drive the progress in the fight against these illegal behaviors," states Shannon Reiter, President of Keep Pennsylvania Beautiful.

This program was made possible through funding from Richard King Mellon Foundation and the PA Department of Environmental Protection.

KEEP PENNSYLVANIA BEAUTIFUL HELPS REDUCE CIGARETTE LITTER IN ERIE AND TARGETED PITTSBURGH NEIGHBORHOODS

Keep Pennsylvania Beautiful coordinated the 2013 Cigarette Litter Prevention Program (CLPP), funded by Keep America Beautiful and the Pennsylvania Department of Environmental Protection's Coastal Resources Management Program at twenty-five locations in downtown Erie, five locations at Erie State Parks, and twenty locations covering the entire coastal zone from the New York border to the Ohio border. A follow up scan of the program areas reported a 57% overall reduction in cigarette butts.

Also targeted were the City of Pittsburgh neighborhoods of Brookline, Oakland/Forbes Avenue, Squirrel Hill/Forbes Avenue, and South Side/East Carson Street. A follow up scan of the program areas reported a 49% overall reduction of cigarette butts. The program, initially launched in 2011, includes public education messaging that a cigarette butt not properly disposed is litter; the distribution of free pocket ashtrays to adult smokers; and the installation of ash receptacles in the program area.

"We are grateful for the opportunity to bring these valuable anti-litter resources to Pennsylvania. With support from the Department of Environmental Protection's Coastal Resources Management Program and Keep America Beautiful, we demonstrated that with the appropriate tools and resources, we really can change people's behavior when it comes to cigarette litter," explained Shannon Reiter, President of Keep Pennsylvania Beautiful.

The "Guide to Cigarette Litter Prevention" provides information about starting and maintaining a Cigarette Litter Prevention Program in your community and can be found online at www.PreventCigaretteLitter.org.



Top: One of the posters displayed at the targeted areas.
Bottom: An ash receptacle installed at Presque Isle State Park.

INTERNATIONAL COASTAL CLEANUP

Over 9,745 volunteers from 35 counties across Pennsylvania canvassed their communities to remove 459,076 pounds of trash and debris from Pennsylvania's waterways and coastal regions during the 2013 International Coastal Cleanup (ICC) event. From September through October, Keep Pennsylvania Beautiful, the statewide coordinator for ICC, worked with local groups and organizations to coordinate 385 events throughout the state. Volunteers in Pennsylvania documented the trash that was picked up and the "top five" types of trash found during the 2013 cleanup included:

17,344 Cigarette Butts	4,062 Food Wrappers	3,259 Beverage Bottles (Plastic)
3,011 Plastic Pieces	2,018 Bottle Caps (Plastic)	

Funding for the International Coastal Cleanup coordination in Pennsylvania is provided by the Pennsylvania Department of Environmental Protection – Bureau of Waste Management and Coastal Resources Management.

STATEWIDE ILLEGAL DUMP SURVEY COMPLETED

This year saw the conclusion of the Keep Pennsylvania Beautiful Statewide Illegal Dump Survey. Initiated in 2005, the county surveys located 6,487 dumpsites with a total estimated tonnage of 18,516.83 tons. The information gathered is being used to develop a comprehensive strategic plan to address illegal dumping including enforcement, public policy, proper resource allocation, community education, and cleanup and abatement efforts.

Keep Pennsylvania Beautiful contracted with MSW, Consultants, Inc. to determine actual community costs as they relate to illegal dumping, both cleanup and abatement in Pennsylvania. "This cost data, in conjunction with the illegal dump survey data collected over the past 7 years, will serve as key components to building our strategic plan," explains Reiter.

Nestor Resources, Inc. completed the statewide analysis and will aid in the development of recommendations for state, county and local governments and community stakeholders to significantly reduce illegal dumping in Pennsylvania. Keep Pennsylvania Beautiful expects those recommendations to be made available in 2014.

The illegal dump surveys can be downloaded at www.keeppabeautiful.org/IllegalDumpSurveys.aspx.

2014 GREAT AMERICAN CLEANUP VIDEO CONTEST - REGISTRATION OPENS MARCH 1ST

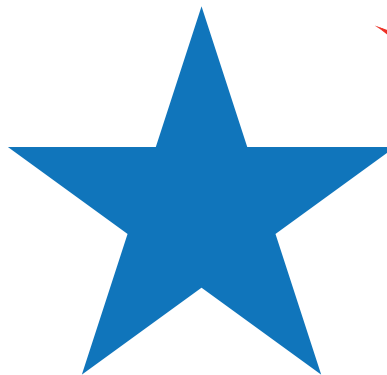
The Keep Pennsylvania Beautiful Great American Cleanup of PA video contest is open for registration beginning on March 1st. Send us a 2-minute video by May 23rd of your event showing individuals, groups, children, and adults making your communities clean and beautiful! Include music, be creative, and have fun. Be sure to mention the Great American Cleanup of PA in the video!

Visit the Keep Pennsylvania Beautiful Facebook page to like your favorite video beginning on June 2. The winning entry will receive a \$200 cash prize. Two runners up will each receive a \$100 cash prize. Sponsors for the video contest are Keep Pennsylvania Beautiful, Pennsylvania Waste Industries Association, and the Pennsylvania Department of Environmental Protection.

The 2013 winning entry was submitted by the Perkiomen Watershed Conservancy in Montgomery County. **For guidelines and entry form go to www.keeppabeautiful.org/video.**



Volunteers from the Perkiomen Watershed Conservancy. Photo courtesy of Jerry Snyder.



JOIN PENNSYLVANIANS ACROSS THE STATE - AND AMERICANS ACROSS THE NATION - FOR THE GREAT AMERICAN CLEANUP.

The 2014 Great American Cleanup of PA is from March 1st through May 31st. During this period, community and civic associations, schools and youth groups, families and friends, business employees, conservation organizations, sports teams, and others can register events and receive free bags, gloves, and vests from PennDOT district offices and several Keep America Beautiful Pennsylvania affiliates. Events can consist of litter cleanups, illegal dump cleanups, beautification projects, special collections, and educational events. The Pennsylvania Department of Environmental Protection and the Pennsylvania Waste Industries Association are sponsoring **Let's Pick It Up PA Days, April 12th through May 5th**. Registered events will be eligible for free trash disposal at participating landfills.

In 2013, 137,429 volunteers removed 6,193,439 pounds of trash from Pennsylvania's landscape. All 67 counties participated by registering nearly 5,000 Great American Cleanup of PA events. **Our goal is 100% County participation. Sign up and be counted!**

Keep Pennsylvania Beautiful has been asked to serve on the Great American Cleanup Affiliate Advisors Council to provide our expert insights and counsel as well as share best practices as Keep America Beautiful continues to identify opportunities to improve the Great American Cleanup for our affiliate network.



KEEP AMERICA BEAUTIFUL

GREAT AMERICAN CLEANUP

[#KeepAmericaBeautiful](#)

NATIONAL SPONSORS



2013 GREAT AMERICAN CLEANUP OF PENNSYLVANIA STATISTICS

County	Adams	Allegheny	Armstrong	Beaver	Bedford	Berks	Blair	Bradford	Bucks	Butler
People	981.00	7,519.00	661.00	1,070.00	777.00	1,592.00	1,879.00	1,018.00	8,550.00	375.00
Pounds	13,920.00	631,420.00	25,600.00	38,760.00	58,660.00	38,100.00	218,740.00	16,880.00	315,060.00	23,080.00
Miles	109.90	373.05	150.00	148.50	179.00	131.10	245.00	77.00	844.75	96.03
Greens*	-	36.00	-	-	-	40.00	-	22.00	177.00	-
Tires	1,428.00	341.00	3.00	11.00	2.00	113.00	871.00	44.00	526.00	-
Communities	90.00	126.00	42.00	57.00	39.00	43.00	110.00	28.00	272.00	78.00
Events	56.00	120.00	42.00	55.00	40.00	44.00	89.00	28.00	240.00	76.00

County	Delaware	Elk	Erie	Fayette	Forest	Franklin	Fulton	Greene	Huntingdon	Indiana
People	1,207.00	658.00	4,444.00	840.00	334.00	246.00	87.00	238.00	572.00	1,092.00
Pounds	42,580.00	32,420.00	25,500.00	60,040.00	11,500.00	5,540.00	1,440.00	65,740.00	11,400.00	97,420.00
Miles	146.80	420.50	237.21	267.00	125.00	61.00	17.00	240.25	125.00	385.80
Greens*	60.00	-	-	300.00	-	-	-	-	-	-
Tires	12.00	2,946.00	14.00	1,485.00	-	-	-	187.00	5.00	25.00
Communities	55.00	53.00	92.00	71.00	39.00	28.00	8.00	43.00	102.00	156.00
Events	44.00	49.00	85.00	56.00	39.00	24.00	8.00	38.00	103.00	149.00

*trees, flowers, and bulbs planted

Brownsville Area HS Environmental Club, Fayette County



"We work closely with the Greater Lebanon Refuse Authority who waives the disposal fee for 2-tons of trash and recycles tires for free. Paddling in the sun for 6 hours for two days is exhausting, but after 25 years, we have it down to a science and the video contest allowed us to "show off" our volunteers and cleanup."

Jo Ellen Litz,
Swatara Watershed Association



River Rock Academy, York County



Love Your Park Service Day, Philadelphia County

Cambria	Cameron	Carbon	Centre	Chester	Clarion	Clearfield	Clinton	Columbia	Crawford	Cumberland	Dauphin
3,233.00	60.00	750.00	864.00	4,008.00	146.00	1,385.00	669.00	508.00	736.00	852.00	1,764.00
109,500.00	34,180.00	97,640.00	72,900.00	143,400.00	8,860.00	34,620.00	15,620.00	22,180.00	12,000.00	19,140.00	68,340.00
310.35	18.00	90.50	218.50	582.55	84.00	97.50	53.00	153.50	129.50	132.80	105.10
480.00	-	-	12.00	106.00	-	6.00	-	-	-	30.00	113.00
1,408.00	-	2.00	72.00	87.00	3.00	330.00	4,025.00	6.00	-	3,296.00	1.00
118.00	8.00	50.00	54.00	99.00	22.00	42.00	29.00	35.00	66.00	63.00	66.00
115.00	9.00	51.00	55.00	94.00	20.00	36.00	26.00	33.00	64.00	55.00	63.00

Jefferson	Juniata	Lackawanna	Lancaster	Lawrence	Lebanon	Lehigh	Luzerne	Lycoming	McKean	Mercer	Mifflin	Monroe
1,331.00	175.00	3,720.00	1,729.00	602.00	948.00	3,963.00	10,036.00	433.00	1,785.00	797.00	145.00	1,102.00
85,340.00	3,600.00	173,760.00	29,020.00	22,460.00	10,460.00	85,200.00	668,880.00	62,420.00	44,320.00	42,900.00	4,513.80	68,380.00
262.00	44.00	280.25	723.25	99.25	112.72	110.50	321.00	173.00	359.00	61.00	43.70	285.50
-	-	-	400.00	-	-	577.00	-	-	-	-	-	-
11.00	16.00	1,313.00	6.00	30.00	17.50	61.00	506.00	-	30.00	56.00	7.00	90.00
76.00	15.00	94.00	274.00	62.00	39.00	68.00	185.00	71.00	61.00	28.00	19.00	112.00
76.00	15.00	96.00	225.00	58.00	35.00	56.00	160.00	71.00	59.00	25.00	19.00	113.00

*trees, flowers, and bulbs planted



District 8 Volunteers, Dauphin County



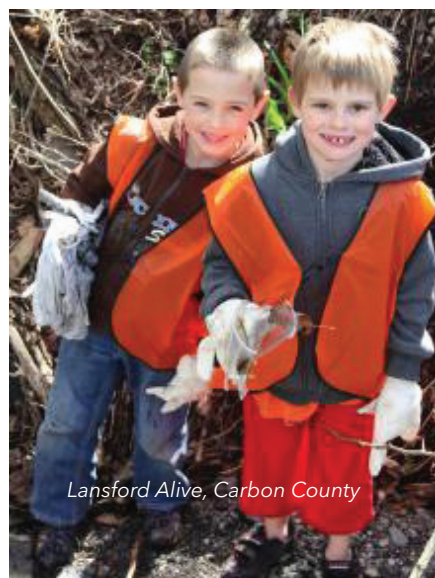
Franklin Township, Chester County



Morrisville YMCA, Bucks County



District 8 Volunteer, Dauphin County



Lansford Alive, Carbon County



Main St. Uniontown, Fayette County

2013 GREAT AMERICAN CLEANUP OF PENNSYLVANIA STATISTICS

County	Montgomery	Montour	Northampton	Northumberland	Perry	Philadelphia	Pike	Potter	Schuylkill	Snyder	Somerset
People	5,280.00	65.00	1,566.00	279.00	308.00	38,720.00	811.00	230.00	2,305.00	354.00	262.00
Pounds	136,842.00	3,320.00	29,520.00	12,878.00	10,960.00	1,450,500.00	39,340.00	11,360.00	34,760.00	21,120.00	8,680.00
Miles	312.20	37.00	92.00	53.25	64.00	163.00	243.00	72.00	374.50	126.00	50.00
Greens*	31.00	-	-	-	-	2,753.00	37.00	-	8.00	-	-
Tires	121.00	-	33.00	50.00	225.00	18.00	17.00	-	152.00	82.00	-
Communities	184.00	5.00	52.00	21.00	23.00	127.00	90.00	37.00	101.00	27.00	13.00
Events	135.00	5.00	50.00	18.00	23.00	27.00	100.00	37.00	103.00	26.00	13.00

*trees, flowers, and bulbs planted

Love Your Park, Philadelphia County



Town & County 4H, Jefferson County



Cedar Hollow Park, Lancaster County



Friends of Indian Hill and Bagdad Rd., Westmoreland County

"There is tremendous community interest in cleaning up the 60-acres around the Cynwyd Heritage Trail and Schuylkill River waterfront. Having gloves, trash bags, and helpful staff provided by the Great American Cleanup of PA is essential to ensuring a positive volunteer experience. This is a great program!"

Christopher Leswing,
Lower Merion Township



Peace Valley Nature Center, Bucks County



Myerstown Baptist Church, Lebanon County



Newport Township Community Pride, Luzerne County

Sullivan	Susquehanna	Tioga	Union	Venango	Warren	Washington	Wayne	Westmoreland	Wyoming	York	TOTAL
123.00	1,017.00	333.00	422.00	762.00	528.00	2,182.00	2,086.00	1,723.00	1,061.00	1,131.00	137,429.00
4,300.00	132,440.00	235,060.00	21,124.80	27,020.00	18,640.00	101,360.00	54,320.00	82,680.00	11,260.00	62,520.00	6,193,439.00
75.00	255.00	273.00	129.90	203.50	201.65	252.70	146.80	973.50	273.40	352.75	13,954.00
-	-	-	-	-	-	-	-	300.00	-	445.00	5,962.00
-	1,792.00	35.00	81.00	1.00	12.00	2,485.00	7.00	386.00	19.00	16,228.00	39,842.00
25.00	112.00	28.00	27.00	75.00	77.00	148.00	51.00	106.00	46.00	166.00	4,829.00
25.00	110.00	24.00	29.00	72.00	74.00	120.00	53.00	87.00	43.00	168.00	4,928.00

*trees, flowers, and bulbs planted



KLCB Park, Lancaster County



Newlin Grist Mill, Delaware County



Seven Tubs Nature Area, Luzerne County



Swatara Watershed Association, Schuylkill County

"The Great American Cleanup of PA has been instrumental in the size, scope, and success of our two cleanups per year. We have expanded from just a waterway clean-up to also cleaning up illegal dump sites. Thank you!"

Jennifer Bilger,
Silver Lake Nature Center.



Friends of Indian Hill and Bagdad Rd., Westmoreland County



Huntingdon County

KEEP PENNSYLVANIA BEAUTIFUL PARTNERS TO IMPROVE OUTDOOR SPACES AT TWO VA MEDICAL CENTERS

Keep Pennsylvania Beautiful was awarded a \$75,000 grant from The Home Depot Foundation for its Ohio Valley Region VA Hospital Community Beautification and Greening Project. In partnership with Keep Ohio Beautiful and Team Depot, Keep Pennsylvania Beautiful transformed courtyards and cement patios into beautiful outdoor spaces for our veterans as they work to both physically and emotionally heal from the wounds of war at the Columbus VA Medical Center and VA Butler Healthcare.

These projects provide veterans with increased access to new and improved gardens, but also an opportunity to be actively engaged in horticultural activities with the introduction of raised beds and planters. The project will directly benefit thousands of veterans and their families in the Ohio Valley Region.

"The Home Depot Foundation is proud to be a funding partner of Keep Pennsylvania Beautiful," said Kelly Caffarelli, president of The Home Depot Foundation. "They deserve enormous credit for the work they are doing for veterans in the community, and we are thrilled to be part of their efforts."



Team Depot prepares supplies for the VA Butler Healthcare project.

AMERICA RECYCLES DAY CELEBRATED WITH EXHIBIT AT STATE MUSEUM

In Honor of America Recycles Day, the Pennsylvania Recycling Markets Center (RMC) in partnership with Keep Pennsylvania Beautiful (KPB) and the Pennsylvania Waste Industries Association (PWIA) launched the Recycling Works! exhibit at The State Museum of Pennsylvania, located in Harrisburg. Recycling Works!, a vast display of Pennsylvania manufactured recycled content products; the history of recycled content product manufacturing and grassroots recycling in Pennsylvania; and advancements of recycling technology including Single Stream Recycling was on display from November 15th through early January.

"Thank you to the Recycling Markets Center for having the vision and leadership to develop such a unique exhibit" states Shannon Reiter, President of Keep Pennsylvania Beautiful. "We are grateful to have had the opportunity to contribute to this project."

America Recycles Day is a national program of Keep America Beautiful, and is the only nationally-recognized day and community-driven awareness event dedicated to recycling in the US. Last year there were 2,605 events involving more than 2.1 million people all across America. Help us make 2014 the year recycling works in every community across the United States.

Take action today: go to www.AmericaRecyclesDay.org.



Left to right: Shannon Reiter, President of Keep Pennsylvania Beautiful, Bob Bylone, Executive Director of Recycling Markets Center, Secretary Abruzzo, PA Department of Environmental Protection, James M. Vaughan, Executive Director of the Pennsylvania Historical & Museum Commission, and Mark Pedersen, President of Pennsylvania Waste Industries Association.

KEEP AMERICA BEAUTIFUL ANNOUNCES AMERICA'S SCHOOL RECYCLING CHAMPIONS

Congratulations to the 2013 Recycle-Bowl competition champions from Pennsylvania: Albert M. Greenfield School in Philadelphia in the School Division, and York Adventist Christian School in York in the Community Division. **For a complete list of winners go to www.recycle-bowl.org.**

The Recycle-Bowl, a recycling competition for elementary, middle and high-school students sponsored by Nestlé® Pure Life® Purified Water, reached nearly 700,000 students across America with schools in all 50 states and the District of Columbia competing.

**KEEP AMERICA
BEAUTIFUL**
Presents

**RECYCLE-
BOWL
COMPETITION**

Sponsored by



EIGHT COMMUNITIES PARTICIPATE IN 2013 FRESH PAINT DAYS PENNSYLVANIA

Eight communities in Pennsylvania are a little more beautiful thanks to the 2013 Fresh Paint Days program sponsored by Keep Pennsylvania Beautiful with support from BEHR and The Home Depot. Fresh Paint Days is designed to enable community groups to renew a community structure in need through the application of fresh paint and a lot of elbow grease. Winners received up to 20 gallons of exterior paints plus a gift card for painting supplies.

In Blair County, Williamsburg Borough was chosen as a Fresh Paint Days recipient for the community improvement project of the historic Hauser's Barber Shop. The barber shop is a community landmark and has been providing services for local residents for 125 years. Charlie Hauser, the current owner and operator is only the third barber to have worked there. This property is located on prominent High Street and the renovation is hoped to spur additional improvement projects. "Something as simple as a fresh coat of paint sends a strong message that we care about our communities. That is exemplified in the actions of this project," states Shannon Reiter, Keep Pennsylvania Beautiful President. The last time Hauser's Barber Shop received a new coat of paint was in 1990 when Williamsburg celebrated its bicentennial. Partners included Williamsburg Borough and local members of the community.

To view all Fresh Paint Days Projects go to www.keeppabeautiful.org/FreshPaintDays.aspx.



Hauser's Barber Shop before and after.

COVERED DEVICE RECYCLING ACT UPDATE

The Covered Device Recycling Act (CDRA) that went into effect in January 2013 faced a few hurdles across the state. The law required that covered electrical devices be recycled at a PA Department of Environmental Protection (PA DEP) approved recycler at no cost to the consumer (including business with less than 50 employees) to ensure the materials were not shipped overseas. Manufacturers were given a quota of the weight of electronics they must recycle based on their previous year's sales. Manufacturers then contracted with electronic recyclers to collect that amount of material on their behalf. In turn, recyclers contracted with counties, municipalities, and business to conduct collection events or host drop-off sites. This first year, PA DEP allowed the manufacturers to recycle a percentage of their actual previous year's sales. When this percentage was collected manufacturers stopped paying recyclers for the collection of any more materials. Since recyclers can't charge a fee, because the CDRA states that the program must be free for consumers, they are unable to continue to accept items causing consumer options to narrow.

So, what's next? The CDRA program will eventually work out the bugs...until then seek out a Keep Pennsylvania Beautiful/Keep America Beautiful affiliate in your area and ask about options for your community, contact your County Recycling Coordinator. **For a list of Recycling Coordinators go to www.dep.state.pa.us/dep/deputate/airwaste/wm/RECYCLE/document/county.htm or call the Recycling Hotline at 1-800-346-4242.**

KEEP PENNSYLVANIA BEAUTIFUL**AFFILIATES**

Allegheny CleanWays*

Keep Allentown Beautiful*

Keep Bedford County Beautiful

PA CleanWays of Blair County

Keep Bradford County Beautiful

Keep Bucks County Beautiful

Tri-County CleanWays (Butler, Lawrence & Mercer)

Keep Cambria County Beautiful

Clinton County CleanScapes

PA CleanWays of Cumberland County

PA CleanWays of Elk County

PA CleanWays of Fayette County

Keep Harrisburg Beautiful*

Keep Huntingdon County Beautiful

Keep Juniata County Beautiful

Keep Lancaster County Beautiful*

PA CleanWays of McKean County

PA CleanWays of Mifflin County

Keep Northeastern PA Beautiful*

Keep Perry County Beautiful

Keep Philadelphia Beautiful*

Reading Beautification, Inc.*

Keep Royal Gardens Beautiful

Keep Somerset County Beautiful

PA CleanWays of Venango County

Keep Washington County Beautiful

Westmoreland Cleanways*

Keep York Beautiful*

*Those with an asterisk are certified Keep America Beautiful Affiliates.

THE DRIFTCOMBERS**ALLEGHENY CLEANWAYS**

Building on the success of their DumpBusters program, a group of Pittsburgh volunteers who tackle land-based illegal dumps daily, Allegheny CleanWays has launched the DriftCombers. The DriftCombers is a small group of specially trained volunteers who routinely board the "Rachel Carson" pontoon boat to access hard to reach areas of the riverbank. The volunteers work with an experienced boat pilot to remove refrigerators, barrels, litter, tires, and more to keep Allegheny County beautiful.

Visit www.alleghenycleanways.org to get involved.



DriftComber volunteers unload their haul.

KEEP PENNSYLVANIA BEAUTIFUL WELCOMES NEW KEEP AMERICA BEAUTIFUL AFFILIATES

Keep Pennsylvania Beautiful welcomes **Keep Northeastern PA Beautiful** to its expanding statewide, community-based network of affiliates. Keep Northeastern PA Beautiful was formed with the support of Pennsylvania Environmental Council (PEC). The affiliate's service area will include the counties of: Susquehanna, Luzerne, Monroe, Carbon, Lackawanna, Pike, and Wyoming. **Janet Sweeney, PEC Regional Director will be the Affiliate Coordinator. She can be reached at jsweeney@pecpa.org or (570) 718-6507.**

Keep York County Beautiful merged with Keep York Beautiful to become a Keep America Beautiful affiliate. **Keep York Beautiful** can be reached by contacting **Thomas Smith at 717-840-2375 or tls35@psu.edu**. The office is housed with the Penn State Cooperative Extension in York.

Allegheny CleanWays is now a local certified affiliate of Keep America Beautiful and will be doing business with KAB as Keep Pittsburgh Beautiful. Their service area remains dictated by the County's boundary. **Myrna Newman, Director of Programs can be reached at 412-381-1301 or myrnan@alleghenycleanways.org**

WESTMORELAND CLEANWAYS OPENS NEW FACILITY

Westmoreland Cleanways opened its own Recycling Center February 3, 2014. The center will be open daily for residents and businesses to recycle material such as electronics, tires, and Freon appliances. Additional materials to be collected in the future include cardboard and paper, yard waste, and possibly Styrofoam.

AFFILIATE GRANTS & AWARDS

2013 KAB/WASTE MANAGEMENT \$10,000 THINK GREEN GRANT WINNERS

-10 winners from 7 states: **Keep Philadelphia Beautiful** - to educate residents of Haddington, a low-income community, in the value of composting, and to develop a fully operational community compost program and **Westmoreland Cleanways** - to increase participation in and volume of recycling for 500 housing units in 3 multi-family dwelling complexes throughout the county, where no recycling program currently exists.

KEEP PENNSYLVANIA BEAUTIFUL AFFILIATES PARTNER TO CLEAN UP LITTLE JUNIATA RIVER

Keep Pennsylvania Beautiful affiliates **Keep Huntingdon County Beautiful, Keep Juniata County Beautiful, PA CleanWays of Mifflin County, and Keep Perry County Beautiful** came together in August for a common cause. With a convening grant from the Foundation of Pennsylvania Watersheds, the four affiliates jumpstarted a collaborative effort among local stakeholders to initiate an annual cleanup of the Little Juniata River. Funding supported initial meetings of the partners, sponsors and interested stakeholders, and training on river cleanup safety for each affiliate. Remaining funds were allocated towards direct cleanup costs. The combined effort resulted in the removal of 5.1 tons of trash and 268 tires from a three mile stretch of the Juniata River, improving and preserving the river, its tributaries and their shared ecosystem. More than 100 volunteers contributed 427 hours to the cleanup, a value of more than \$10,000.



Huntingdon County volunteers prepare to unload.

THE COST OF DUMPING AT RECYCLING DEPOT SITES - TRI-COUNTY CLEANWAYS

The Lawrence-Mercer Recycling/Solid Waste Department (RSW) manages a drop-off recycling program for residents. For convenience, the twenty sites are open 24/7, but unfortunately they are frequently victimized by illegal dumping.

In 2012, RSW initiated an aggressive enforcement program using surveillance cameras and a partnership with the Lawrence County Sheriff's Department. The program helped to identify dumpers and 150 warning letters and six citations were issued between 2012 and 2013. RSW documented the cost of the problem to taxpayers and the legal system and found that it spent \$1,100 per month in staff time and benefits to clean the sites, manage the cameras, review camera information, and follow through with the appropriate enforcement action. This figure does not include vehicle usage, fuel, tipping fees, and the use of county dumpsters to dispose of the illegally dumped trash. This is a significant monetary cost for the county, but the loss to the community is even greater. Every hour spent to address illegal dumping at the recycling sites is one less hour spent on new or improved recycling services.

RSW plans to continue to evaluate the recycling drop-off program and make adjustments where necessary to preserve the program and enhance its value to the community.



Illegal dumping at a Lawrence County Recycling depot site.

2013 KEEP AMERICA BEAUTIFUL/UPS COMMUNITY TREE PLANTING GRANT

- Westmoreland

Cleanways for native tree planting in the City of Latrobe.

KEEP PENNSYLVANIA BEAUTIFUL AND LOCAL KEEP AMERICA BEAUTIFUL AFFILIATES RECOGNIZE VOLUNTEERS OF THE YEAR - Allegheny CleanWays, Hannah Grace; PA CleanWays of Cumberland County, Mike Onofrey; Keep Huntingdon County Beautiful, the Juniata College Community Service Office; PA CleanWays of Mifflin County, Dan Dunmire and Justin Kozak; Keep Perry County Beautiful, the Carson Long Military Academy Environmental Club; and Keep Royal Gardens Beautiful, Zamir Chandler.

ANNUAL FINANCIALS FY 2012-2013

STATEMENT OF ACTIVITIES

September 30, 2013

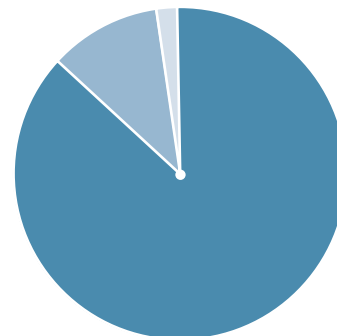
TOTAL REVENUE AND SUPPORT	\$ 1,235,426
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FUNCTIONAL EXPENSES

Programs and Services	\$ 1,140,049
Management and General	\$ 149,977
Fundraising	\$ 25,385

TOTAL FUNCTIONAL EXPENSES	\$ 1,315,411
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EXCESS OF REVENUE AND SUPPORT OVER FUNCTIONAL EXPENSES	\$ (79,985)
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ALLOCATION OF EXPENSES 2012 - 2013

- Program Services 87%
- Management & General 11%
- Fundraising 2%

STATEMENT OF FINANCIAL CONDITION

September 30, 2012

ASSETS**CURRENT ASSETS**

Cash	\$ 124,626
Account receivable	\$ 143,615
Unbilled Receivables	\$ 91,713
Prepaid expenses	\$ 16,427

TOTAL CURRENT ASSETS	\$ 376,381
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NONCURRENT ASSETS

Capital Assets	\$ 5,427
Investments	\$ 76,391

TOTAL NONCURRENT ASSETS	\$ 81,818
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TOTAL ASSETS	\$ 458,199
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LIABILITIES AND NET ASSETS

TOTAL CURRENT LIABILITIES	\$ 46,582
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NET ASSETS

Unrestricted	\$ 328,470
Temporarily restricted	\$ 83,147

TOTAL NET ASSETS	\$ 411,617
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TOTAL LIABILITIES AND NET ASSETS	\$ 458,199
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KEEP PENNSYLVANIA BEAUTIFUL THANKS THE FOLLOWING FOR HELPING TO MAKE OUR PROGRAMS POSSIBLE*Support received from October 1, 2012 through September 30, 2013.***BUSINESS COUNCIL MEMBERS****BENEFACTORS: \$5,000 - \$9,999**

Pennsylvania Food Merchants Association
 Pennsylvania Waste Industries Association
 Pennsylvania Beverage Association
 Weis Markets, Inc.

PATRONS: \$1,000 - \$4,999

American Chemistry Council
 Waste Management
 Lancaster County Solid Waste Management Authority
 Republic Services
 Steel Recycling Institute

ASSOCIATES: \$100 - \$999

Borough of Leetsdale
 Clinton County Solid Waste Authority -
 Wayne Township Landfill
 Indiana Moose Lodge 174
 Keystone Technology Management, LLC
 Nestor Resources, Inc.
 New Morning Farm
 Original Italian Pizza
 Professional Recyclers of Pennsylvania
 SWANA - Keystone Chapter

NONPROFIT PARTNER: \$100

Audubon Society of Western Pennsylvania
 Cleaner and Greener Endless Mountains
 York County Solid Waste Authority

FUNDERS**BEHR PAINT**

COMMONWEALTH OF PENNSYLVANIA OFFICE OF ATTORNEY GENERAL
DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT,
WASHINGTON COUNTY COMMISSIONERS

- Local Share Account Fund

DEPARTMENT OF ENVIRONMENTAL PROTECTION

- Bureau of Waste Management
 - Coastal Resources Management
 - Pennsylvania Household Hazardous Waste Program

DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

- Bureau of Recreation and Conservation

EARTHSHARE PENNSYLVANIA**FOUNDATION FOR PENNSYLVANIA WATERSHEDS****THE HOME DEPOT FOUNDATION****KEEP AMERICA BEAUTIFUL**

- America Recycles Day
 - Cigarette Litter Prevention Program
 - Lowe's

REI, INC.**ROBERT WATERS CHARITABLE TRUST OF THE COMMUNITY****FOUNDATION FOR THE ALLEGHENIES****THE RICHARD KING MELLON FOUNDATION****INDIVIDUAL MEMBERS****Lifetime Member**

Jones, Beverly

Sustaining (\$1,000 - \$4,999)

Anderson, Scott

Supporter (\$500 - \$999)

Bonner, Jim
 Giglio, Joseph and JoAnn

Sponsor (\$100 - \$499)

Anderson, Ken
 B Bishop NPO Services, LLC
 Baker, Don & Anna
 Bartoli, Mario
 Bendel, Jim & Kathleen
 Bookin' Business Services
 Brunner, David & Sylvia
 Chappel, Doug
 Cook Riverside Cabins
 Dell Antonio, Joseph
 Denworth, Joanne
 Henry, Charles & Eve
 Hess, David & Mary
 Howard Greenleaf, Deb
 Hursh, Carl
 Johnstown Harley Owners Group
 Let George Do It
 Manchester Township
 McCorkle, David & Katheryn
 McKenna, Matthew
 O'Connor, Terry
 Orr, Nancy
 PA Farm Bureau
 Painter, James & Shirley
 Porter, Margaret
 Reiter, Shannon & Bryan
 Roy, Maitreyi
 Sharma, Shell
 Stockley, Mark & Allison
 The Borough of Ridgway
 Venture Lititz
 Wayne Township Supervisors
 Zona, Jerry & Denise

Friend (\$15 - \$99)

Allison Christian Church
 Baker, James & Barbara
 Bates, Richard
 Bell, David & Marjorie
 Blakeley, Gail
 Borough of Dillsburg
 Bowser, Mary
 Burns, Bracken
 Cambria County Cons. Dist.
 City of Lancaster
 Clark, Jim & Shirley
 Clingerman, Tim
 Cusick, Jack & Marilyn
 Dalby, Peter
 Deters, Ray
 Dingman's Ferry Bed and Breakfast
 Ebeling, Richard & Nancy

Elkin, Steve & Mary
 Falk, Gary & Alice
 Finney, George & Mollie
 Fleischer, Alice
 Fox, Vernon
 Frey, Missy
 Griffith, Bonnie
 Hicks, Paul
 Hoffman, Jerry
 Hollinger, Darwin & Diane
 Horvath, John
 Hostetter, James & Patricia
 Hughes, Warren
 Jaymes, Carl
 Kalp, Mike
 Kisner, Connie & William
 Kleckner, Lester
 Korn, Thurman
 Lafayette Township
 Lang, Alice & Robert
 Lingle, Diane
 Loyal Order of Moose Lodge 59
 Masterson, Joe
 Millen, Allen & Gail
 Miller, Joseph & Palmira
 Montgomery, John & Pam
 Moore, Katherine
 Morgan, Susan
 Newman, Myrna
 Oates, William G.
 Onofrey, Michael
 Patterson, Andy
 Pennsylvania Resource Council
 Podish, Robert & Diane
 Porter, Denny & Elaine
 Purvinis, Thomas & Margaret
 Schuylkill Canal Association
 Sechrist, Roy & Pam
 Shaver, Rich & Joan
 Silver Lake Nature Center
 Sinclair, David
 Smerkar, Rich & Barb
 Sprowls, Louise
 Stacey, Terry & Sondra
 Stoffel, William & Carol
 Stonycreek Township Cambria County
 Strait, Bob
 Suhr, Leslie
 Tanner, Jeffrey & Jennifer
 Thomas, David
 Troha, Robert
 Union, Michael
 Ursic, William
 VanSickle, Sherman & Mary Ann
 Von Lunen, Harriett
 Weaver, Stephen & Mary
 Webb-Turner, Dawn
 Weiland, Christopher & Susanne
 Williams, Carl & Shelley
 Williams, Rick & Mindy
 Wormleysburg Yacht Club
 WWNP/CACLV (Community
 Action Committee of the Lehigh Valley)
 York Township



Delaware Bay & River Coop., Delaware County



Philadelphia Water Dept. & Fairmount Park, Philadelphia County



US Coast Guard Auxiliary, Delaware County



Waste Management, Lackawana County



Waste Management, Bucks County



TowBoat US, Bucks County

INKIND AND DONATIONS

Advanced Diposal Services
Alliance Landfill
Bendel, James D.
Blair Garden Club
Bobtown Fire Department
Brownsville Bus Lines
Brownsville Township
Centre County Solid Waste Authority
Chandler, Nicole
Chestnut Valley Landfill
Community Environmental Systems
Computers Made Easy
Conestoga Landfill
Cumberland County Conservation District
D&S Marina
Delaware Bay & River Cooperative, Inc.
Delisi, Keenan & Associates, P.C.
Dunbar Township Supervisors
Dunkard Township
Dunkin Donuts
Evergreen Landfill, Inc.
Faber, Denise
Fairmount Park Conservancy
Feeney's Wholesale Nursery

G.O.A.L. Greenbelt Overhaul
Alliance of Levittown
Giant
Glad Products Company
Graham, Shannon
Green Cove Yacht Club
IESI Bethlehem Landfill
Independence Blue Cross
Jackson Township
Joint Base McGuire - Dix - Lakehurst
Kaczmarek, Daniel
Keep America Beautiful, Inc.
Keystone Sanitary Landfill, Inc.
Lancaster County Solid Waste Mgmt Authority
Lanchester Landfill
Laurel Highlands Landfill, Inc.
Light MD, Wilma C.
Lycoming County Resource Management Services
McFadden Machine Co.
Mifflin Co. Solid Waste Authority
Miller Environmental Group, Inc.
Miller, Christine E.
Millersburg Lodge #59
Nestle USA, Inc.
Northwest Sanitary Landfill

Ocean Conservancy
Original Italian Pizza
PA Department of Environmental Protection - Bureau of Waste Management
PA Environmental Council
Papa's Advisory Board
Park's Garbage Service, Inc.
PDS Grocery
Peach Bottom Township
Penn DOT
Penn Waste
Pennsylvania State Association of Township Supervisors
Philadelphia Park System
Philadelphia Water Department
Reconyx
Reiter, Shannon A.
Ridley Township
Ridley Township Marina
Royse, Carolyn V.
Sandy Run Landfill, Inc.
Sesame Place
Silver Lake Nature Center
Spy Connection - Tim Baker
Stricklers Ice
SWANA
Tengeres, Sally M. & Frank

Tervita - Westmoreland Waste LLC
TowBoat U.S.
Troy Bilt
U.S. EPA - Energy Star
United States Coast Guard
United Way of Greater Philadelphia & Southern New Jersey
Upper Tyone Township Supervisors
Vansickle, Sherman & Mary Ann
Villanova University
Von Lunen, Mark R.
Waste Management, Inc.
Wayne Township Landfill
Westmoreland Waste Sanitary Landfill
York County Solid Waste Authority



Since 1990 Statewide Statistics:

105,568,375	Pounds of Trash Properly Disposed
1,705,849	Invaluable Volunteers
735,499	Tires Properly Disposed
132,656	Miles of Road Cleaned
35,778	Participating Communities

Our vision is a clean and beautiful Pennsylvania. It is a vision we all share. A clean and beautiful Pennsylvania means quality of life for our residents, economic development and prosperity in our communities, a sense of pride, and a brighter future for our children.



KEEP AMERICA BEAUTIFUL APPOINTS NEW CEO

Keep America Beautiful announced the appointment of Jennifer M. Jehn to lead the organization as its new president and CEO, beginning in January. Jennifer succeeds Matthew M. McKenna, who left KAB to become an investment advisor at the United States Department of Agriculture. Please join Keep Pennsylvania Beautiful in welcoming Jennifer Jehn.

IN MEMORY OF OUR LONGTIME FRIEND, WILLIAM M. HEENAN, JR.

Our friend and recycling industry icon, Bill Heenan passed away at the age of 65 on Friday, December 6, 2013.

Bill was an honorary lifetime Board Member of the National Recycling Coalition and served as President of the Steel Recycling Institute for over 20 years and he spent nearly 40 years of service in the steel industry. Bill Heenan was a founding board member of Keep Pennsylvania Beautiful.

Bill was recently honored by the Pennsylvania Recycling Markets Center at the William M. Heenan, Jr. Pennsylvania Recycling Markets Development Award Presentation and Sustainable Art Exposition that was held in October at the State Museum in Harrisburg.



CONGRATULATIONS WEIS MARKETS, INC.

Supermarket News recognized **Weis Markets, Inc.**, Keep Pennsylvania Beautiful's newest Great American Cleanup of PA supporter, with its **2013 Sustainability Excellence Award** for exceptional leadership in promoting a sustainable environment through such initiatives as energy conservation, renewable energy, improved refrigeration, waste reduction, product design, and transportation efficiency.





KEEP
PENNSYLVANIA
Beautiful

Keep Pennsylvania Beautiful

105 West 4th Street
Greensburg, PA 15601-2981

(877) 772-3673 toll free

Phone: (724) 836-4121

Fax: (724) 836-1980

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our communities clean and *Beautiful*.

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**For volunteer opportunities
go to keeppabeautiful.org.**



*Friends of Starrucca Creek,
Susquehanna County*

Keep Pennsylvania Beautiful is a state
affiliate of Keep America Beautiful, Inc.,
the nation's largest volunteer-based
community action and education
organization.

**If you are interested in supporting Keep Pennsylvania Beautiful please fill out
and return the form below to:**

Keep Pennsylvania Beautiful 105 West Fourth Street, Greensburg, PA 15601

NAME _____

STREET _____

CITY _____ STATE _____ ZIP _____ COUNTY _____

PHONE _____ EMAIL _____

INDIVIDUAL OR FAMILY MEMBERSHIP:

- ☐ \$15-99 Friend
- ☐ \$100-499 Sponsor
- ☐ \$500-999 Supporter
- ☐ \$1,000-4,999 Sustaining Member
- ☐ \$5,000+ Environmental Steward

NONPROFIT PARTNERS

- ☐ \$100 Nonprofit Partner

BUSINESS COUNCIL MEMBERSHIP LEVELS:

- ☐ \$100 - 999 Associate
- ☐ \$1,000 - 4,999 Patron
- ☐ \$5,000 - 9,999 Benefactor
- ☐ \$10,000+ Corporate Steward

PLANNED GIVING

If you are interested in making a legacy gift to Keep
Pennsylvania Beautiful, please contact Shannon Reiter,
President at sreiter@keeppabeautiful.org.

PLEASE CHARGE MY CREDIT CARD

☐ VISA ☐ MASTERCARD ACCT # _____

EXP. DATE _____ SIGNATURE _____

Please make checks payable to Keep Pennsylvania Beautiful. A copy of Keep Pennsylvania Beautiful's
registration and financial information may be obtained from the PA Department of State. Gifts to Keep
Pennsylvania Beautiful are tax-deductible.