



“Science may have found a **CURE** for  
most **EVILS**; but it has no **REMEDY**  
for the worst of all...the **APATHY** of human beings.”

*Helen Keller*





“There is **HOPE** if people will begin to **AWAKEN** that  
spiritual part of themselves, that **HEARTFELT** knowledge  
that we are all **CARETAKERS** of this planet.”

*Brooke Medicine Eagle*





*Jim Bendel  
Chairman of the Board*



Dear Friends:

2005 was a monumental year for PA CleanWays. A new strategic plan that structures the organization to better focus on its core mission to eliminate litter and illegal dumping in Pennsylvania has been completed. Co-Presidents Karen McCalpin and Shannon Reiter assumed their responsibilities in June and helped us to achieve our goal of moving to an all-inclusive, volunteer-based organization with a centralized system of governance that assumes administrative and fiduciary responsibilities.

We have become a more fluid, flexible, knowledge-based organization, streamlining our programming to reflect our greatest strengths - identifying and cleaning up illegal dumps, litter cleanups, adoptions, and long-term stewardship of cleaned sites.

2005 was also a year of continued program achievements. **Four thousand eight hundred volunteers** gave nearly **33,000 hours** to participate in litter and illegal dump cleanups and education presentations across the state. Illegal dump surveys were completed in Allegheny, Cumberland, Erie, Fayette, Mercer, and Washington counties and made available for public use on the PA CleanWays' website; our Adoption Program was expanded; our popular Litter Hawk contest for youth was expanded; we added a fourth book to our Open Your Eyes to Litter series explaining the effects of litter and illegal dumping on a watershed; created Tools for Change, a step-by-step guidebook to making real community changes; produced a book cover that featured kids who are making a difference; and presented an Enforcement Forum at the Pennsylvania State Association of Township Supervisors Annual Convention.

PACW is grateful for major funding from the PA Department of Environmental Protection, PA Department of Conservation and Natural Resources, Western Pennsylvania Watershed Program, and the United States Department of Agriculture Rural Utilities Service in support of our work.

In June of 2005, PACW wrapped up the final phase of the Forests Lands Beautification Program. **Thirty-thousand tires, 3,400 tons of household trash, and 145 tons of furniture and wood were removed from Commonwealth parks and forests.** As this grant program ended, several new grant programs were initiated. PA CleanWays is expanding its efforts in the Delaware Estuary through the DEP's Coastal Zone Management Program and numerous cleanups and educational programs have taken place in the grayfield, hard-coal regions of Northumberland County through the Clean Our Anthracite Lands and Streams program (COALS).

John F. Kennedy said, "Change is the law of life. And those who look only to the past or present are certain to miss the future." I look forward to 2006 and the new opportunities it will bring because we have embraced change and strengthened our mission in the process. I sincerely thank our Chapters, Boards, and Advisory groups, staff, and funders for their dedication and support during the last fiscal year.

A handwritten signature in black ink that reads "Jim Bendel". The signature is fluid and cursive, with the first letters of "Jim" and "Bendel" being capitalized and prominent.

Jim Bendel  
Chairman of the Board

“When we **HEAL** the  
**EARTH** – we heal **OURSELVES.**”

*David Orr*



## CHANGING THE LANDSCAPE

### DOCUMENTING THE PROBLEM

In the fall of 2004, PACW began conducting surveys of illegal dumpsites in Allegheny, Cumberland, Erie, Fayette, Washington, and Mercer counties. Collectively, 754 sites were identified, surveyed, and mapped - containing over 1,804 tons of trash. The amount of waste per site ranges from one pickup load to over 100 tons.

The purpose of illegal dump surveys is to assess and document as many dumpsites as possible within a county. Survey reports will be used to educate state, county, and local officials about the problem; provide valuable data regarding content, location, and size; and to suggest ways to address the problem through municipal waste collections, recycling programs, and community cleanups.

GPS coordinates were used to plot the sites on county maps by watershed, population density, and township.

The PA Department of Environmental Protection and the Western Pennsylvania Watershed Program provided funding for the surveys. Other program partners included: Greater Redstone Clearwater Initiative, PA Fish and Boat Commission; Presque Isle State Park; Skelly and Loy; University of Pittsburgh, and each surveyed county's Solid Waste Department and recycling coordinators.

### KEEPING PENNSYLVANIA BEAUTIFUL

For the second consecutive year, PA CleanWays chaired and managed the statewide Great PA Cleanup in partnership with Keep Pennsylvania Beautiful, an affiliation of government, nonprofits, corporations, and other groups. Between March 1 and May 31, over 140,000 volunteers cleaned 11,000 road miles, 12,000 acres of parkland and forest, and 3,500 miles of streams across Pennsylvania.

PA CleanWays staff photographer Karen Hohman, was awarded first place in the Keep America Beautiful and Fuji Photo Film USA National Fuji Photo Film Awards. Karen accepted the award at the 51st Keep America Beautiful Conference in Washington, DC.

### WORKING FOR A CLEANER, GREENER, SAFER PENNSYLVANIA

PA CleanWays is thankful for all the opportunities provided to us by our major funders. With their support, we are making a real difference in making our state a cleaner, greener and safer place to live, work and visit.

- PA Department of Environmental Protection
- PA Department of Environmental Protection Coastal Zone Management Program
- PA Department of Environmental Protection Clean Our Anthracite Lands and Streams Program
- PA Department of Conservation and Natural Resources
  - Forestlands Beautification Program
  - Bureau of Recreation and Conservation
- United States Department of Agriculture Rural Utilities Service
- Western Pennsylvania Watershed Program



“They say **TIME** changes things but you **ACTUALLY** have to **CHANGE** them yourself.”

*Andy Warhol*



## CLEANUPS AND TRASH REMOVED FROM PUBLIC AND PRIVATE LANDS

	<u>FY 04-05</u>	<u>Since 1990</u>
Number of illegal dump cleanups . . . . .	.82	.547
Number of litter cleanups . . . . .	.178	.1,226
Tons of trash removed . . . . .	.994	.7,630
Tons of scrap metal recycled . . . . .	.544	.1,291
Number of tires properly disposed . . . . .	.11,555	.84,061
Number of volunteers . . . . .	.4,818	.28,786

## PA CLEANWAYS ADOPTIONS

Parks, trails, roads, waterways . . . . .	.15	.290
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## HARD-TO-RECYCLE EVENTS

Number of events . . . . .	.34	.452
Number of tires recycled . . . . .	.15,031	.220,796
Number of vehicle batteries recycled . . . . .	.182	.8,810
Number of Christmas trees recycled . . . . .	.2,000	.33,403
Number of freon containing appliances recycled . . . . .	.1,381	.12,623
Number of other appliances recycled . . . . .	.767	.7,752
Tons of phone books, magazines and newsprint . . . . .	.3,514	.10,310
Tons of household hazardous waste properly disposed . . . . .	.3	.208
Tons of computers and electronics properly disposed . . . . .	.22	.168

## BEAUTIFICATION

Number of trees planted . . . . .	.785	.22,264
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**“EDUCATION** is the most powerful **WEAPON**  
with which you can **CHANGE** the **WORLD.”**

*Nelson Mandela*



## EDUCATING TO CHANGE BEHAVIOR

### THE POWER OF THE INTERNET

The PA CleanWays website for children, [www.pacleanways.org/kids](http://www.pacleanways.org/kids) provides a visually stimulating and entertaining format that allows kids to have fun as they learn about littering and illegal dumping. The Kid's Home page is one of the top 20 pages visited on the PACW website and generated an average of 203 hits per month in FY 04-05.



One of the most popular pages, “Things to Make and Do” features interactive web-based games and puzzles as well as printable enviro-crafts. Kids are encouraged to send in their original artworks, essays, and quotes, for the “Stuff by Kids” page, and there is also a special section with more complex information and projects suitable for teens.

The “Get Involved” section invites kids to explore various projects which help them to think and learn about littering and illegal dumping in a hands-on way, while the “Let’s Talk Trash” section gives educational information in the form of “Trash Trivia,” a “Reading Room,” and an “Enviro-Glossary.”

The PA CleanWays website, [www.pacleanways.org](http://www.pacleanways.org), experienced continued growth in usage in 04-05. There were an average of 94,895 hits per month as

compared to 84,363 in FY 03-04, and 29,203 in 02-03. In addition, average page views grew from 7,147 in 03-04 to 13,626 in 04-05.

### THE POWER OF THE WRITTEN AND SPOKEN WORD

PA CleanWays has created a variety of educational tools for teachers and youth, developed with the philosophy, “Tell them, they’ll forget. Show them, they’ll remember. Involve them, they’ll understand.”

### New educational materials this year:

*Tools for Change: Everything You Need to Clean Up Your Community* – an easy to use comprehensive guide book. *OYEL 4 Series: Open Your Eyes to Litter in a Watershed* – the 4th in a series geared toward K through 3, explains how litter and illegal dumping affect watersheds and why it is important to keep our surface and groundwater clean.

### New Workshops:

PA CleanWays held an Enforcement Forum at the 2005 Pennsylvania Association of Township Supervisors Convention. Municipal leaders were provided with information that could be used to develop or modify their enforcement and abatement efforts. The forum discussed the impact illegal dumping has on a community, current state and county laws, and strategies that could be used to reduce subsequent dumping.







PA CleanWays' Environment and Ecology Curriculum for Intermediate students was introduced to Commonwealth teachers in June. The Act 48 approved curriculum addresses PA Department of Education Environmental Ecology Standards and engages youth in interactive problem solving and hands-on learning.



## THE POWER OF HANDS-ON LEARNING

The Litter Hawk Youth Award Program, previously open to children age 10 and under, was expanded to include youth ages 11 to 18. The Litter Hawk program, which also addresses PA Department of Education Environmental Ecology Standards, gives youth and teens an opportunity to express their concern about litter and illegal dumping prevention, recycling, proper disposal, beautification, and stewardship through visual and language arts, and community outreach. Seventy-five entries from 120 youths were received.

The 2005 winner of the Sue Wiseman Scholarship (named in honor of the founder of PA CleanWays) was Lukas Petre from Lewisburg. The annual \$1,000 award honors youth who have demonstrated outstanding commitment and dedication to reducing littering and illegal dumping. Lucas was selected for his efforts to initiate a recycling center in White Deer Township, Union County. He is attending Virginia Tech.

## EDUCATION EVENTS

	<u>FY 04-05</u>	<u>Since 1990</u>
Number of public presentations .....	120	1,441
Number of school presentations .....	64	437
Total number of children and adults reached .....	31,368	221,662

# STATEMENT OF FINANCIAL CONDITION

September 30, 2005



## **ASSETS**

### CURRENT ASSETS

Cash	\$ 69,623
Accounts receivable	356,024
Unbilled receivables	28,054
Prepaid expenses	24,995

TOTAL CURRENT ASSETS \$478,696

### EQUIPMENT – AT COST

Furniture and equipment	112,544
Accumulated depreciation	(99,937)

NET EQUIPMENT 12, 607

TOTAL ASSETS \$ 491,303

## **LIABILITIES AND NET ASSETS**

### CURRENT LIABILITIES

Accounts payable	\$ 48,282
Accrued expenses	3,719
Accrued salary	42,870
Accrued vacation pay	17,000
Line of credit	100,344

TOTAL CURRENT LIABILITIES \$ 212,215

### NET ASSETS

Unrestricted	
Internally restricted for specific programs	5, 593
Unrestricted	237,045

Total Unrestricted 242,638  
Temporarily restricted 36,450

TOTAL NET ASSETS 279,088

**TOTAL LIABILITIES AND NET ASSETS \$ 491,303**



# STATEMENT OF ACTIVITIES

September 30, 2005



	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
REVENUE AND SUPPORT			
Government grants	\$ 1,018,267	\$ -	\$ 1,018,267
Contributions	30,276	1,725	32,001
Sales, net	292	-	292
Interest income	474	-	474
In-kind contributions	10,040	-	10,040
Membership fees	125	-	125
Other income	7,935	-	7,935
Release of restrictions	19,028	(19,028)	-
	<hr/>	<hr/>	<hr/>
TOTAL REVENUE AND SUPPORT	1,086,437	(17,303)	1,069,134
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FUNCTIONAL EXPENSES			
Program services	1,122,146	-	1,122,146
Management and general	238,588	-	238,588
Fund raising	18,402	-	18,402
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TOTAL FUNCTIONAL EXPENSES	1,379,136	-	1,379,136
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EXCESS OF FUNCTIONAL EXPENSES OVER SUPPORT AND REVENUE	(292,699)	(17,303)	(310,002)
NET ASSETS-BEGINNING OF YEAR	552,121	57,479	609,600
PRIOR PERIOD ADJUSTMENT TO RECLASSIFY INTERNALLY RESTRICTED NET ASSETS	3,726	(3,726)	-
PRIOR PERIOD ADJUSTMENT TO RECORD ACCRUED VACATION PAY	(20,510)	-	(20,510)
	<hr/>	<hr/>	<hr/>
<b>NET ASSETS-END OF YEAR</b>	<b>\$ 242,638</b>	<b>\$ 36,450</b>	<b>\$ 279,088</b>
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“You really can **CHANGE** the **WORLD** if you **CARE** enough.”

*Marian Wright Edelman*



## PA CleanWays BOARD

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*Chair*

**Mark VonLunen**  
*Vice Chair*

**Joe Giglio**  
*Treasurer*

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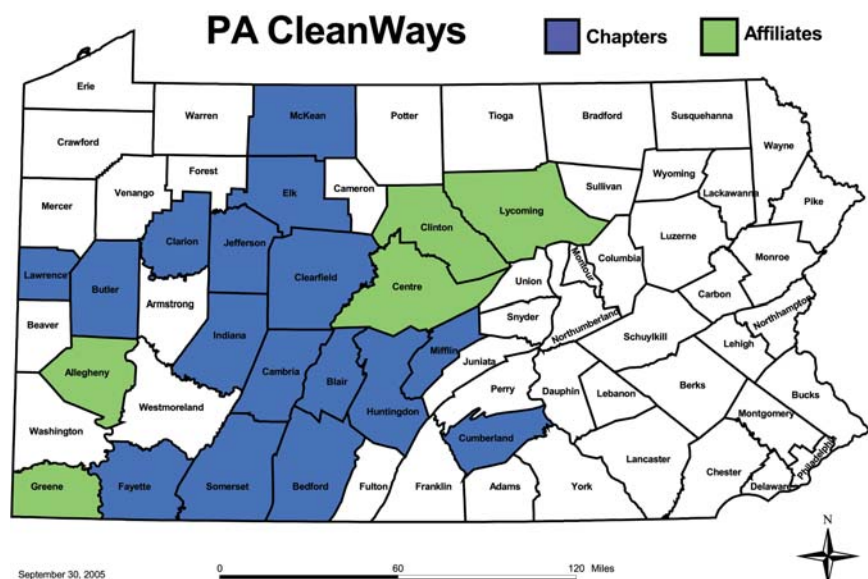
## PA CleanWays STAFF

**Debbie Patz**  
*Acting President*  
*October – May*

**Karen McCalpin**  
*President of External Affairs*  
*– June*

**Shannon Reiter**  
*President of Operations*  
*– June*

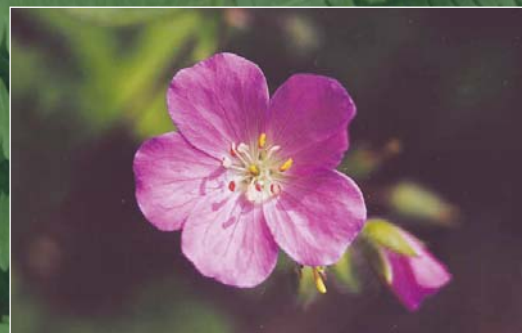
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**Barb Smerkar**  
**Sue Snyder**  
**Jerry Zona**





“We don’t **ACCOMPLISH** anything  
in this world **ALONE.**”

*Sandra Day O’Connor*



*PA CleanWays would like to thank the following donors and supporters for helping us to make Pennsylvania a cleaner and greener place to live. This listing reflects donations received October 1, 2004 through September 30, 2005. Donations made to Chapters are listed in their individual Annual Reports.*

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Tinicum Township

United States Coast Guard Auxiliary  
United States Department of  
Agriculture, Rural Utility Service

Waste Management  
William Snyder



The **MISSION** of PA CleanWays  
is to empower people to eliminate illegal dumping  
and littering in Pennsylvania.



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