



KEEP  
PENNSYLVANIA  
*Beautiful*

## ABOUT KEEP PENNSYLVANIA BEAUTIFUL

Keep Pennsylvania Beautiful is the result of two organizations with similar missions joining together to achieve a common vision, a clean and beautiful Pennsylvania. In 2010, PA CleanWays (1990) and Keep Pennsylvania Beautiful (2003) merged to become the new Keep Pennsylvania Beautiful whose mission is empowering Pennsylvanians to make our communities clean and beautiful. Keep Pennsylvania Beautiful is the state affiliate of Keep America Beautiful, Inc., the nation's largest volunteer-based community action and education organization.

### OUR MISSION

Empowering Pennsylvanians to make our communities clean and beautiful.

### OUR VISION

A clean and beautiful Pennsylvania.

### OUR GUIDING PRINCIPLES

**Education** - the key to encourage positive behaviors toward community improvement. | **Individual Responsibility** - Improving communities, their environment, and quality of life all begins with personal responsibility. | **Public-Private Partnerships** - Broad-based community alliances are essential to achieve sustainable community improvement. | **Volunteer Action** - By engaging volunteers, we extend the reach of our educational efforts and multiply the impact of our actions.

#### KEEP PENNSYLVANIA BEAUTIFUL AFFILIATES

Allegheny CleanWays  
Keep Bedford County Beautiful  
PA CleanWays of Blair County  
PA CleanWays of Butler-Lawrence Counties  
Keep Cambria County Beautiful  
Clinton County CleanScapes  
PA CleanWays of Cumberland County  
PA CleanWays of Elk County  
PA CleanWays of Fayette County  
Keep Fulton County Beautiful  
PA CleanWays of Greene County  
Keep Huntingdon County Beautiful  
PA CleanWays of McKean County  
PA CleanWays of Mifflin County  
Keep Perry County Beautiful  
Keep Royal Gardens Beautiful  
Keep Somerset County Beautiful  
PA CleanWays of Venango County  
Keep Washington County Beautiful

#### KEEP AMERICA BEAUTIFUL LOCAL AFFILIATES

Keep Allentown Beautiful  
Keep Harrisburg Beautiful  
Keep Lancaster County Beautiful  
Keep Philadelphia Beautiful  
Keep York Beautiful  
Reading Beautification, Inc.

**KEEP AMERICA BEAUTIFUL  
PRE-CERTIFIED LOCAL AFFILIATE**  
Westmoreland Cleanways

## CHANGE.

It was the word of the year for our organization as PA CleanWays and Keep Pennsylvania Beautiful worked to merge together to formally become the new Keep Pennsylvania Beautiful. A new logo and website were developed. A new organizational network was structured. New board members were welcomed. New by-laws were developed and implemented. A new membership program was designed and launched. We also became the Pennsylvania state affiliate of Keep America Beautiful and Keep America Beautiful programming was added to the organization's core programming.

While this was all going on behind the scenes, the work continued on the ground. When we think of the sheer numbers produced by Keep Pennsylvania Beautiful we think of the commitment, focus, and energy of the Keep Pennsylvania Beautiful network. Its passion reflects what our new logo represents - people, volunteerism, environment, and community. There were a total of 5,038 litter and illegal dumpsite cleanups done last year. As a result of those cleanups, 14,266,620 pounds of trash were removed from our communities, roadsides, parks, and natural landscapes. That is over 7,000 tons of trash! A total of 18,780 miles of road and 5,010 acres of parks were cleaned. In addition, the Keep Pennsylvania Beautiful network planted 21,605 trees, flowers, and bulbs. We also reached 23,179 youth and adults educating them on being environmentally responsible through presentations and displays.

The Keep Pennsylvania Beautiful grassroots network made this incredible effort possible as 191,727 volunteers donated 766,908 hours. The dollar value of this time is \$15,990,031! Support also came from local businesses, landfills, municipalities, partners, and many more as we received \$145,259 in in-kind donations! Thank you to each and every volunteer and supporter. Without you we couldn't have achieved all of the great work we have done over the past 20 years and we hope that you will continue supporting our organization in the future.

Keep Pennsylvania Beautiful continued our work surveying the state for illegal dumpsites. Since 2005, 49 counties have been surveyed identifying 5,386 dumpsites containing an estimated 16,376 tons of trash. We also added a new volume to our Open Your Eyes to Litter series *Keeping Our Greenways Clean*.

We are also so thankful to our funders and specifically our state and federal partners, including the Department of Environmental Protection for their continued support as well as the Department of Conservation and Natural Resources Bureau of Recreation and Conservation along with the United States Department of Agriculture Rural Utility Services. With their support we can continue our work to empower Pennsylvanians to make our communities clean and beautiful.

## SPECIAL COLLECTIONS

Keep Pennsylvania Beautiful believes that providing Pennsylvania residents with convenient, affordable options for hard to dispose items helps to keep them from being dumped illegally where they can leak harmful chemicals into the air, water, and land posing harm to humans, wildlife, and the environment. Our affiliates work with local recycling and solid waste offices to identify local disposal needs and implement collections for tires, appliances, household hazardous waste, electronics, and pharmaceuticals. Special collections are often held at a minimum cost to enhance participation.



Westmoreland Cleanways

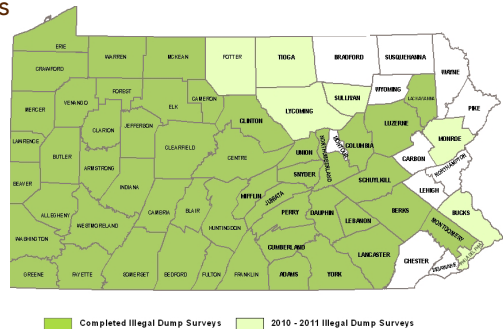


PA Cleanways of Butler-Lawrence Counties

## ILLEGAL DUMPSITE SURVEYS

Since the Illegal Dump Survey Program began in 2004, Keep Pennsylvania Beautiful has surveyed 49 of the 67 counties in the Commonwealth. A total of 5,386 dumpsites have been identified containing an estimated 16,367 tons of trash. Seventy-nine percent of the sites were considered active. The Center for Rural Pennsylvania continued their work analyzing the data collected. What they found was that 53% of municipalities surveyed had at least one dumpsite, 31% were in or within 50 feet of a waterway, and 10% of dumpsites have 62% of the total tonnage. Not surprisingly, municipalities with dumpsites tend to be rural.

Keep Pennsylvania Beautiful's illegal dump surveys are being used on the local, county, and state levels. Keep Pennsylvania Beautiful, and its affiliates, along with other environmental groups and government entities, have been using the survey to prioritize cleanups and educate the public.



## ILLEGAL DUMP CLEANUPS

Keep Pennsylvania Beautiful's goal of a cleaner Pennsylvania began in 1990 with a comprehensive and strategic approach to cleanups that involves the local community. Local involvement creates a sense of ownership and commitment that is needed to monitor illegal dumping activity that helps keep sites trash free. This fiscal year, Keep Pennsylvania Beautiful, its affiliates, and legions of volunteers removed **14,266,620** pounds of trash from our hillsides, trails, roadways, and waterways. Keep Pennsylvania Beautiful works primarily on public lands using volunteers or equipment and sometimes both. With the help of local partnerships providing valuable resources and people who want to make a difference, Keep Pennsylvania Beautiful is proud to be making progress towards a cleaner, safer place for all Pennsylvanians.



Buterbaugh Road, Indiana County

## ADOPTIONS



Hazelwood Greenway, Allegheny County

Cleaning up a littered site or an illegal dump is only half the battle – keeping it clean is the other part of our mission. Through the Keep Pennsylvania Beautiful Adoption Program, individuals are empowered to take a lead in their community by organizing friends, family members, co-workers, and others to

keep special areas that they care about free from litter. Adoptions are a proven and successful way to combat illegal dumping and keep areas trash free. With the help of local government, who commit to providing trash disposal options and other assistance as necessary, Keep Pennsylvania Beautiful has facilitated 323 adoptions in over 260 municipalities in 32 counties across the state.

## LEGACY AWARD

In 2008, Keep Pennsylvania Beautiful developed the Legacy Award to recognize individuals who have made significant and tangible contributions to the organization's mission. At that time, the award was given to PA CleanWays' founder, Sue Wiseman. This year, we were proud to honor Jerry Zona whose spirit has helped guide us over the past 20 years, and whose continued commitment will help lead us into the future. Since the early 1990's, Jerry has served in such diverse capacities as volunteer, board president, staff, and Affiliate Executive Director.

## PRESIDENT'S AWARD

Initiated in 2007, the President's Award honors volunteers who have demonstrated a sustained commitment and exceptional contributions on behalf of Keep Pennsylvania Beautiful to eliminate illegal dumping and littering in Pennsylvania. This year's recipient was Carl Williams, a founding member of PA CleanWays of Fayette County. Carl, a former educator, maintains a strong desire to inspire future generations to become stewards of their environment and that has driven him to coordinate numerous illegal dump cleanups, litter cleanups, local area adoptions, and educational events throughout Fayette County.

## VOLUNTEER RECOGNITION AWARDS

One volunteer from each affiliate, who made a significant contribution to local programs, was recognized with an engraved walking stick by Keep Pennsylvania Beautiful at the Annual Meeting. Volunteers honored included: Joe Divack - Allegheny, REI, Inc. - Bedford, Michael Albanese - Blair, Laurel Natural Science Society - Butler/Lawrence, Christine Knell - Clinton, John Clarke - Cumberland, Shelley Williams - Fayette, Denny Porter - Huntingdon, Luba Irwin - Lancaster, Shirley Clark - McKean, Rick Williams - Mifflin, Sharon McDonald - Perry, Catherine Shade - Reading, Daniel Ritz - West Philadelphia, Susan Goss - Venango, Michael and Judith Campsey - Washington, Suzanne Evancho - Westmoreland, and Michael Miller - York.

## SUE WISEMAN SCHOLARSHIP

The recipient of this year's \$1,000 Sue Wiseman Scholarship was Joy Best, age 17, from Buxmont Christian Educational Institute in Philadelphia. Joy designed, developed, and implemented an Environmental Awareness Festival to engage and involve urban youth about the importance of caring for the environment.

## LITTER HAWK YOUTH AWARD PROGRAM

Since 2004, Keep Pennsylvania Beautiful has been offering the Litter Hawk Program that gives children and teens an opportunity to express their concerns about caring for the environment in an artistic way. This program is popular with classrooms, civic groups, and individuals.



## KEEP PENNSYLVANIA BEAUTIFUL STATEWIDE STATISTICS

	FY 09-10	SINCE 1990
Number of Illegal Dump Cleanups	5,038	31,276
Number of New Adoptions	11	323
Pounds of Trash Removed	14,266,620	78,609,336
Pounds of Scrap Metal Recycled	132,199	4,625,656
Number of Tires Properly Disposed	66,267	540,382
Number of Education Presentations	135	2,490
Number of Youth/Adults Reached	23,179	386,672
Number of Volunteers	191,727	1,182,473
Number of Volunteer Hours	766,908	4,746,121
Total In-Kind Donations	\$145,259	\$1,374,365

### CLEAN & GREEN FUND

The Clean & Green Fund allows Keep Pennsylvania Beautiful to allocate resources where they are needed most in meeting our mission and assisting local volunteer affiliates with their programming efforts. These funds are available for direct costs of cleanups, such as tire disposal, Freon removal, and landfill space. This fiscal year, these funds helped pay for the proper disposal of 337,260 pounds of trash, 1,210 pounds of electronics, and 3,379 tires. Nine chapters requested and received money to help pay for the costs associated with 13 separate events.



PA CleanWays of Mifflin County collected 4,840 pounds of trash and 100 tires at Looker Mountain Trail.



Keep Washington County Beautiful volunteers removed 100 pounds of trash and 10 tires from Sichi Hill.

## STATEMENT OF ACTIVITIES

September 30, 2010

<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$ 1,282,436</b>
<b>FUNCTIONAL EXPENSES</b>	
Program Services	\$ 997,127.00
Management and General	\$ 227,958.00
Fundraising	\$ 34,615.00
<b>TOTAL FUNCTIONAL EXPENSES</b>	<b>\$ 1,259,700.00</b>
<b>EXCESS OF REVENUE AND SUPPORT OVER FUNCTIONAL EXPENSES</b>	<b>\$ (22,736.00)</b>

## STATEMENT OF FINANCIAL CONDITION

September 30, 2010

### ASSETS

#### CURRENT ASSETS

Cash	\$ 291,526.00
Account receivable	\$ 161,416.00
Prepaid expenses	\$ 19,174.00

**TOTAL CURRENT ASSETS** \$ 472,116.00

**NET EQUIPMENT** \$ 9,068.00

**OTHER ASSET (INVESTMENT)** \$ 63,288.00

**TOTAL ASSETS** \$ 544,472.00

### LIABILITIES AND NET ASSETS

**TOTAL CURRENT LIABILITIES** \$ 100,897.00

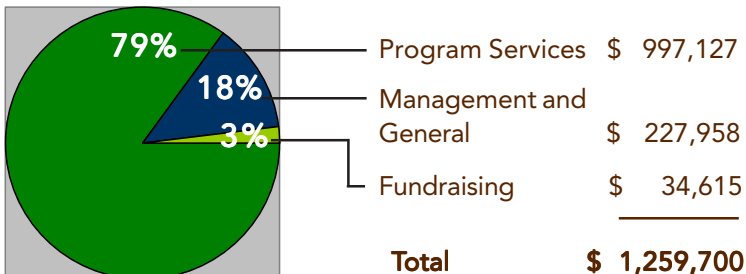
#### NET ASSETS

Unrestricted	\$ 373,823.00
Temporarily restricted	\$ 69,752.00

**TOTAL NET ASSETS** \$ 443,575.00

**TOTAL LIABILITIES AND NET ASSETS** \$ 544,472.00

## ALLOCATION OF EXPENSES 2009-2010





KEEP PENNSYLVANIA BEAUTIFUL FUNDERS

American Recovery and Reinvestment Act, PennVEST	Perry County Community Foundation – Perry County Discretionary Fund
Comcast Foundation	REI, Inc.
Department of Conservation and Natural Resources - Bureau of Recreation and Conservation	Robert A. Anderson Family Fund and the Codorus Watershed Endowment Fund of York County Community Foundation
Department of Environmental Protection - Bureau of Waste Management, Coastal Resources Management, Illegal Dump Community Cleanup Program, Pennsylvania Household Hazardous Waste Program	Robert Waters Charitable Trust and the Community Foundation for the Alleghenies
Environmental Fund of Pennsylvania	Richard King Mellon Foundation
Home Depot – Building Healthy Communities Grant	Telecom Pioneers
Keep America Beautiful - America Recycles Day Grant Program, Anheuser-Busch Grant Program, Cigarette Litter Prevention Program	The Atlas Energy Fund of Community Foundation of Fayette County PA
Office of Attorney General	Utilities Program – United States Department of Agriculture
Penelec Fund for the Future of Greater Johnstown and the Community Foundation for the Alleghenies	Utzinger Family Fund of the Pittsburgh Foundation
	Venango County Magisterial Court
	Wal-Mart Community Involvement Program
	Wal-Mart Foundation
	Watershed Alliance of York

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Clinton County

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Cocolumus Creek

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Conodoguinet Creek

Watershed Assoc.

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Danny's Restaurant

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Delaware Bay and River

Cooperative

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Department of

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Gratz, David

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Allied Waste Services

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Griffith, Bonnie

Gumber Family

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Kleckner, Dr. Lester

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Krug, Gloria

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 Orlando, Michael  
 Orr, Nancy  
 Osborne, Mary  
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 Otto Township, McKean  
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 PA CleanWays of  
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 Patas Jr., John  
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 PennDOT - Bedford  
 PennDOT - Erie  
 PennDOT - Fulton  
 PennDOT - Perry  
 PennDOT - Washington  
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**Pennsylvania Waste  
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 Potty Queen  
 PRC  
 Purvinis, Thomas  
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 Rhoads, Jedidiah  
 Rice, Nevin  
 Ridley Township Marina,  
 Delaware County  
 Rogers, Cynthia  
 Romanko, Donna  
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 Rosser, John and Donna  
 Ryan, John  
 Sacriponte, Mary  
 Saville Township, Perry  
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 Restoration Alliance  
 Shaver, Joan  
 Shine, Harry  
 Shirely Township,  
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 Trails Association  
 Snyker, William  
 Solo Cup Company  
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 Somerset County  
 South Bend Service  
 Station  
 South Bend Township,  
 Armstrong County  
 South Hills Landfill  
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 Starbucks - Breezewood  
 Starbucks - E. Carson  
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 Sturges, Michael  
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 Tanner, Jennifer  
 Taylor Township, Blair  
 County

The Bear's Den  
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 Upper Paxton Township,  
 Dauphin County  
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 Veolia - Armstrong  
 Veolia Environmental  
 Services - Chestnut  
 Valley Landfill  
 Villanova University  
 Von Lunen, Mark  
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 Walker, Thomas  
 Walker Trucking  
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 Waste Management -  
 Allegheny  
 Waste Management -  
 Delaware  
 Waste Management -  
 Lackawanna  
 Waste Management -  
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 WAWA, Lansdale  
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 Clinton County  
 Weaver, Thomas  
 Weaver, Stephen  
 Weiland, Christopher  
 Westmoreland Cleanways  
 Wharton Township,  
 Fayette County  
 White, James  
 Williamson, Steven  
 Williams, Richard  
 Williams, Carl  
 WSI Sandy Run Landfill  
 York Township, York  
 County  
 Zaner, Susan  
 Zook, John

*Names in blue are Keep Pennsylvania Beautiful Business Council Members.*

*Donations, cleanup support, and memberships for affiliates are reflected in their individual annual reports.*



Empowering Pennsylvanians to make  
our communities clean and *Beautiful.*



Keep Pennsylvania Beautiful | 105 West 4th Street | Greensburg, PA 15601  
724-836-4121 | [keeppabeautiful.org](http://keeppabeautiful.org) | [gacofpa.org](http://gacofpa.org)