



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  
Keep Bucks County Beautiful  
Tri-County CleanWays (Butler, Lawrence & Mercer Counties)  
Keep Cambria County Beautiful  
Clinton County CleanScapes (Clinton & Lycoming Counties)  
PA CleanWays of Cumberland County  
PA CleanWays of Elk County  
PA CleanWays of Fayette County  
Keep Fulton County Beautiful  
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 York 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.  
Westmoreland Cleanways



We are pleased to present this Annual Report for Keep Pennsylvania Beautiful's 2010-2011 Fiscal Year. We had a great year! During the past twelve months, we introduced several new initiatives like Fresh Paint Days and Recycle-Bowl to Pennsylvania. Keep Pennsylvania Beautiful

became the state coordinator for the International Coastal Cleanup Program and also launched our new *I Keep Pennsylvania Beautiful* membership campaign. We welcomed three additional members to our affiliate network including Bucks, York, and Mercer Counties and Westmoreland Cleanways worked to become a certified Affiliate of Keep America Beautiful!

In 2012, we will embark on a planning process that will chart a course for the next 3-5 years. As we do that, we will remind ourselves that our success won't be measured in pounds of trash collected or miles of streams cleaned. Instead, by the value our affiliates add to their communities, building strong partnerships and successfully advancing a shared mission, and supporting dedicated community stewards in their efforts to make their communities clean and beautiful. It is in the spirit of volunteerism that this organization was built: the belief that individuals like Joe Divack from Allegheny County, Nicole Chandler from Philadelphia, and Don Baker from Mifflin County, with the right tools and resources can and will make a difference in their communities. It is in that same spirit that we will continue to grow Keep Pennsylvania Beautiful.

We look forward to sharing our plans with you for the next chapter of Keep Pennsylvania Beautiful. Thank you for your continued support of our shared vision, a clean and beautiful Pennsylvania.

Photo: Great American Cleanup, First Savings, Bucks County.

## PENNSYLVANIA LAUNCHES A BAGS LIFE

On America Recycles Day, November 15<sup>th</sup>, Keep Pennsylvania Beautiful, Lieutenant Governor Jim Cawley, the Pennsylvania Food Merchants Association, Pennsylvania Retailers Association, Recycling Markets Center and others launched a public education campaign at the Capitol Building in an effort to increase plastic bag and film recycling and reuse. The campaign engaged more than 30 retailers with over 1,400 recycling locations across the state and educates consumers about recycling all plastic bags and films.



Matt Cougles, CEO of Cogle's Recycling, Inc. educates students from Nativity School about the plastic bag bailer at the state launch in Harrisburg.



Nativity School student takes the pledge to keep Pennsylvania beautiful.

## RECYCLE-BOWL

Keep America Beautiful recently announced the launch of "Recycle-Bowl," the first comprehensive nationwide recycling competition for elementary, middle, and high-school students. Recycle-Bowl was created to provide students with a fun and interactive way to learn about waste reduction and environmental responsibility through in-school recycling. The school in each state that collected the most recyclable material during the four-week competition was awarded \$1,000. A national champion was chosen from among the statewide winners to receive an additional grand prize of \$2,500 from Nestle Waters. Greenstar, a contributing partner, awarded an additional \$500 to each of the four runner-up schools in Pennsylvania. There were 80 registered events in Pennsylvania.

## ILLEGAL DUMPSITE SURVEYS

Keep Pennsylvania Beautiful has surveyed 55 counties since 2005, locating 5,759 dumpsites with an estimated tonnage of 17,088. The counties being surveyed currently include Bradford, Carbon, Chester, Delaware, Montour, and Philadelphia. One of the many purposes of the Illegal Dump Survey Program is to create community awareness of the locations of dumpsites, the hazards they cause, and develop community empowerment to get sites cleaned and keep them clean.

## GREAT AMERICAN CLEANUP OF PA

All 67 counties in Pennsylvania were represented in the Keep Pennsylvania Beautiful Great American Cleanup of PA in 2011! There were 4,222 events involving 159,922 volunteers who collected 7,085,340 pounds of trash from 13,140 miles of roads, railroad tracks, trails, waterways, and shorelines, and 5,887 acres of park and/or wetlands. Additionally, volunteers planted 3,321 trees, bulbs, and plants in an effort to keep Pennsylvania beautiful.



Stroudsburg Roadside Cleanup,  
Monroe County



Christy Mathewson Park,  
Wyoming County

## INTERNATIONAL COASTAL CLEANUP

For the first year serving as statewide International Coastal Cleanup (ICC) day coordinator, Keep Pennsylvania Beautiful coordinated the registration of 90 events in 35 counties. More than 227,708 pounds of trash were removed by 3,974 volunteers. KPB has been coordinating ICC events in the southeastern region of Pennsylvania since 2007.

## FRESH PAINT DAYS



“Fresh Paint Days Pennsylvania” is a partnership between Keep Pennsylvania Beautiful, PPG *Pittsburgh* Paints, The Richard King Mellon Foundation, and The Home Depot Foundation. It is designed to provide community groups with paint and painting supplies enabling them to

renew a community structure in need into something beautiful through the application of fresh paint and a lot of elbow grease.

In 2011, Keep Pennsylvania Beautiful received 48 applications. Ten grants were awarded throughout the state in seven counties. Each grant winner was provided with up to 40 gallons of exterior paint provided by PPG *Pittsburgh* Paints and \$200 in painting supplies from The Home Depot to transform their structure and the community.

## 2011 KEEP AMERICA BEAUTIFUL NATIONAL AWARDS IN PENNSYLVANIA

### NATIONAL AWARD

**First Place - Kennett Township:** For work on beautifying the abandoned area between their entrance and exit ramps to a limited-access highway in their township.

**Second Place - Greater Lebanon Refuse Authority:** For cleaning every illegal dumpsite six months after the release of the Keep Pennsylvania Beautiful survey, collecting 56,720 pounds of trash and 1,500 tires.

**Innovation Award – Keep Philadelphia Beautiful:** For Bags to Blankets, a school awareness program aimed at increasing awareness of the recyclability of plastic bags and wraps, and locations where they can be conveniently recycled.

### Great American Cleanup and Department of Transportation

**Partnership Award - Pennsylvania Department of Transportation:** For providing tremendous support to Keep Pennsylvania Beautiful during the Great American Cleanup through its network of 7,500 Adopt-A-Highway groups to promote, encourage participation, and distribute supplies to its 67 county maintenance facilities.

**State Affiliate Recognition Award - Gold Level - Keep Pennsylvania Beautiful:** One of seven state affiliates to be recognized at the Gold Level for carrying out programs such as the Great American Cleanup of PA, International Coastal Cleanup, Cigarette Litter Prevention Program, and America Recycles Day among others.

**Great American Cleanup 2011 Recognition Award - Keep Pennsylvania Beautiful, Keep Philadelphia Beautiful and Mayor Nutter of Philadelphia:** For their work in hosting the 2011 Great American Cleanup National Kickoff in Philadelphia.

## 2011 KEEP PENNSYLVANIA BEAUTIFUL STATE AWARDS

**Prevent It! - Keep Huntingdon County Beautiful** designed a dumpsite field trip for students to witness how the accumulation of simple litter can turn into so much more.

**Clean It! - Allegheny CleanWays** DumpBusters program has removed 55 sites and 567,100 pounds of debris from Pittsburgh and tackled one of the largest cleanups in the affiliate's history! These volunteers are "on call" seven days a week, 12 months a year to respond to dumping incidents, clean sites, and provide expertise to communities.

**Keep It! - Keep Philadelphia Beautiful** Bags to Blankets (see Innovation Award above).

## KEEP PENNSYLVANIA BEAUTIFUL STATEWIDE STATISTICS

	FY 10-11	SINCE 1990
Number of Cleanups	4,425	35,701
Number of New Adoptions	9	314
Pounds of Trash Removed	8,287,980	86,897,316
Pounds of Scrap Metal Recycled	305,300	4,930,956
Number of Tires Properly Disposed	35,882	576,264
Number of Education Presentations	34	2,524
Number of Youth/Adults Reached	13,859	400,531
Number of Volunteers	165,313	1,347,786
Number of Volunteer Hours	659,223	5,405,344
Total In-Kind Donations*	\$736,781	\$2,111,146

\* Not including volunteer hours

### **PRESIDENT'S AWARD**

Presented to Nicole Chandler, Keep Royal Gardens Beautiful, for efforts to clean and beautify Morris Park in West Philadelphia, removing hundreds of tons of trash and invasive species. Nicole has led thousands of volunteers to plant hundreds of flowers, vegetables, and trees while generating significant in-kind donations and building an extensive network of volunteers and partnering organizations.

### **VOLUNTEER RECOGNITION AWARDS**

Keep Pennsylvania Beautiful affiliates and local Keep America Beautiful affiliates nominated a local volunteer who was presented with an engraved walking stick as a tribute to their efforts. Those recognized included: Dave Limbacher - Allegheny, Joel Kahl - Bedford, Gregory Delker - Clinton, Diane and Darwin Hollinger - Cumberland, C.I.T.O Geocachers - Fayette, Carl Jaymes - Huntingdon, Econ Refuse Service - Lancaster, Jeff Tanner - McKean, Mindy Williams - Mifflin, Evelyn D'elia - Perry, Mike Cormany - Philadelphia, Les Fitchett - Royal Gardens, Evelyn Genkinger - Tri-County CleanWays, and Nicole McMaster - Westmoreland.

### **SUE WISEMAN SCHOLARSHIP**

Ross Levin, age 18, from Plymouth-Whitemarsh High School in Montgomery County, received the Sue Wiseman Scholarship for developing and implementing a student run, organic vegetable garden to provide locally grown, healthy food to the student body while educating the broader community. The garden has been incorporated into the school's curriculum and includes sustainable practices.

## STATEMENT OF ACTIVITIES

September 30, 2011

<b>TOTAL REVENUE AND SUPPORT\$</b>	<u>1,521,873</u>
<b>FUNCTIONAL EXPENSES</b>	
Programs and Services	\$ 1,296,169.00
Management and General	\$ 180,402.00
Fundraising	<u>\$ 29,556.00</u>
<b>TOTAL FUNCTIONAL EXPENSES</b>	<u>\$ 1,506,127.00</u>
<b>EXCESS OF REVENUE AND SUPPORT OVER FUNCTIONAL EXPENSES</b>	<u>\$ (19,900.00)</u>

## STATEMENT OF FINANCIAL CONDITION

September 30, 2011

### ASSETS

#### CURRENT ASSETS

Cash	\$ 340,424.00
Account receivable	\$ 178,050.00
Prepaid expenses	<u>\$ 19,754.00</u>

**TOTAL CURRENT ASSETS** \$ 538,228.00

**NET EQUIPMENT** \$ 7,009.00

**TOTAL ASSETS** \$ 545,237.00

#### LIABILITIES AND NET ASSETS

**TOTAL CURRENT LIABILITIES** \$ 69,831.00

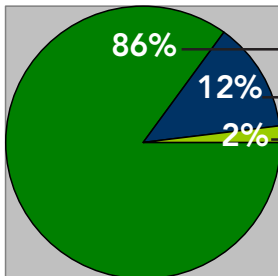
#### NET ASSETS

Unrestricted	\$ 389,451.00
Temporarily restricted	<u>\$ 85,955.00</u>

**TOTAL NET ASSETS** \$ 475,406.00

**TOTAL LIABILITIES AND NET ASSETS** \$ 545,237.00

## ALLOCATION OF EXPENSES 2010-2011



Program Services	\$ 1,296,169
Management and General	\$ 180,402
Fundraising	<u>\$ 29,556</u>
<b>Total</b>	<u>\$ 1,506,127</u>



## KEEP PENNSYLVANIA BEAUTIFUL FUNDERS

A Bags Life

Comcast Foundation

Department of Community and Economic  
Development, Washington County  
Commissioners, Local Share Account  
Fund

Department of Conservation and  
Natural Resources - Bureau of  
Recreation and Conservation

Department of Environmental  
Protection - Bureau of Waste  
Management, Coastal Resources  
Management, Pennsylvania Household  
Hazardous Waste Program

Environmental Fund of Pennsylvania  
Greenstar Recycling

Home Depot - Building Healthy  
Communities Grant

Keep America Beautiful - America  
Recycles Day Grant Program,  
Cigarette Litter Prevention  
Program, Lowe's, Recycle-Bowl, Valvoline  
Instant Oil Centers, Waste Management  
Think Green Grant

Palmetto Pride

Penelec Fund for the Future of  
Greater Johnstown and the  
Community Foundation for the  
Alleghenies

Pennsylvania Food Merchants Association

PPG *Pittsburgh* Paints

REI, Inc.

Robert Waters Charitable Trust and the  
Community Foundation for the  
Alleghenies

Steel Recycling Institute

Telecom Pioneers - Bank of America, Altria

The Atlas Energy Fund of Community  
Foundation of Fayette County PA

The Pittsburgh Foundation

The Richard King Mellon Foundation

Utilities Program - United States  
Department of Agriculture

Wal-Mart Community Involvement  
Program

Waste Management

### BOARD OF DIRECTORS

Jim Bonner, *Chair*

David McCorkle, *Vice Chair*

Maitreyi Roy, *Secretary*

Ken Anderson, *Treasurer*

Barb Baker

Jim Bendel

Dave Brunner

Phoebe Coles

Richard Ebeling

Joe Giglio

Bonnie Griffith

David Hess

Pam Sechrist

Mark Von Lunen

Jerry Zona

### STAFF

Shannon Reiter,  
*President*

Susan Carmichael  
*Program Coordinator*

Todd Crouch  
*Program Manager*

Michelle Dunn  
*Program Coordinator*

Stephanie Larson  
*Program Coordinator*

Heidi Pedicone  
*Director of Programs*

Barb Smerkar  
*Office Manager/IT Coordinator*

Sue Urchek  
*Program Coordinator*

Andrea Viazanko  
*Program Coordinator*

## DONORS, SUPPORTERS, AND MEMBERS

Albanese, Michael  
Allied Waste Service  
Allio, Barbara  
Anderson, Scott  
Annin Township, McKean  
County  
B and D Acres  
Baker, Donald  
Baker, Barbara  
Bartoli, Mario  
Bates, Richard  
Belmont, Thomas  
Bendel, James  
Beswick, Louise  
Betty Lou's  
Bitting, William  
Blair Township, Blair  
County  
Blakeley, Gail  
Blue Knob State Park  
Bob's Creek Stream  
Guardians  
Bonner, Jim  
Borough of Dillsburg, York  
County  
Borough of Juniata  
Terrace, Mifflin County  
Borough of Kane,  
McKean County  
Bowden, June  
Bowser, Mary  
Boyer & Ritter  
Bronakoski, Richard  
Brown, Robert  
Brunner, David  
Buckman Iron & Metal Inc.  
Buffalo Township,  
Washington County  
Business Partner, Inc.  
Butters & Family, Robert  
Byrne, Stephen  
Cambria County  
Conservation District  
Cambria Township  
Supervisors, Cambria  
County  
Campsey, John  
Canon McMillan Patch  
Canton Township,  
Washington County  
Chartiers Township,  
Washington County  
City of Reading, Berks  
County  
Clark, Shirley  
Clingerman, Tim  
Community Partnerships  
RC&D  
Computers Made Easy  
Condron, Robert  
County Hauling and  
Refuse Garbage Corp  
Covanta, Delaware Valley  
Croyle Township Garbage  
Fund, Cambria Township  
Cusick, Jack  
Dale Rimmer Siding  
Daley, Betsy  
Decatur Township, Mifflin  
County  
Delisi & Associates, P.C.  
Department of  
Environmental Protection  
Dolte, Rebecca  
Dominico, Janice  
Duke Energy  
East St. Clair Township,  
Bedford County  
East Wheatfield Township  
Supervisors, Indiana  
County  
Ebeling, Richard  
Eicher, Matthew  
Evancho, Suzanne  
Falk, Gary  
Feeney's Wholesale  
Nursery  
Feldman, Larry & Margaret  
Stempien  
Finney, George & Mollie  
Fleischer, Alice  
Foster, Richard  
Fox, Vernon  
Frey, Missy  
G.O.A.L. Greenbelt  
Overhaul Alliance of  
Levittown  
German Township, Fayette  
County  
Giant Eagle - Strabane  
Square  
Giglio, Joseph  
Glad Products Company  
Gratz, David & Betty  
Greenfield Township,  
Bedford County  
Hanover Township,  
Washington County  
Henry, Charles & Eve  
Herr, Lenore  
Hoffman, Jerry  
Hollinger, Darwin and  
Diane  
Horvath, John  
Hoss's Restaurant,  
Lewistown  
Hostetter, James  
Hughes, Warren  
Hursh, Carl  
Indiana Garden Club  
Jackson, Mark  
Jaymes, Carl  
Jimmy Z's Pizza  
Jones, Beverly  
Jones, Linda  
JVS Environmental Keating  
Township, McKean County  
Keep America Beautiful,  
Inc.  
King Township  
Supervisors, Bedford  
County  
Kisner, Connie & William  
Kleckner, Lester  
Korns, Thurman  
Krug, Gloria  
Kyle, Kevin  
Labant, Danny  
Lafayette Township,  
McKean County  
Lang, Alice  
Laudadio, David  
Leadership Wilkes-Barre  
Lengle, Diane  
Lincoln Township, Bedford  
County  
Lingle Distributing, Inc.  
Manchester Township, York  
County  
Marianna Borough,  
Washington County  
McCorkle, David & Kathryn  
McKean County Courthouse  
McKenna, Matthew  
McMasters, Rosemary

McMurray, Mike	Portage Township, Cambria County	The Patriot-News
Middle Taylor Township, Cambria County	Porter, Margaret	Thomas, David
Mifflin County Solid Waste Authority	Porter, Dennis	Thorn Meadow Farm
Mifflin County Chapter of Trivent Financial	Program Consultants	Troy-Bilt
Mifflin County Cooperative Extension	Purcell, Lisa	Union, Michael
Miller, Palmira "Gregory"	Purvinis, Thomas	Utzinger & Family, Kirk (Community Foundation of Westmoreland County)
Milligan & Company, LLC	Recreational Equipment, Inc.	Valvoline
Montgomery, John & Pam	Redstone Township, Fayette County	Van Sickle, Sherman
Moore, Katherine	Reiter, Shannon	Veolia ES Solid Waste of PA, Inc.
Nestle USA, Inc.	Rhoad, Constance	Viazanko, Andrea
New Morning Farms	Riggs, Adam	Villanova University
Newman, Todd & Jennifer	Righters Ferry Associates	Von Lunen, Harriett
Norfolk Southern Railroad	Rogers, Cynthia	Von Lunen, Mark
North Bethlehem Township, Washington County	Romanko (Riggle), Donna	Wahler, Barb & Mike
Olive Oil's Pizzeria	Roy, Maitreyi	Wal-Mart, Dickson City
Onofrey, Michael	Ryan, John & Rebecca	Wargo, Mark and Daria
Original Italian Pizza	Sacriponte, Mary	Waste Management of Grows Tully Town
Orr, Nancy	Sechrist, Pam	Waste Management, Inc.
Otto Township, McKean County	Sechrist, Roy	Wayne Township
Over, John & Peggy	Shaver, Rich & Joan	Supervisors, Clinton County
Overbrook Park Civic Association	Shirley Township Supervisors, Huntingdon County	Weaver, Stephen & Mary
Pennsylvania Farm Bureau	Shoprite	Weaver, Dolores
Pennsylvania Waste Industries Association	Silver Lake Nature Center	Weiland, Christopher & Susanne
Painter, James & Shirley	Smerkar, Barbara	Weis Markets
Park's Garbage Service, Inc.	Sneringer, Brian	West Bethlehem Township, Washington County
Pavia Township, Bedford County	Snyder, Richard	West Pike Run Township, Washington County
Peco Energy	Solo Cup Company	White, Laura
Penn-DOT	Spindler, Karen	Williams, Mindy
Penn-DOT - Washington	St. Philip's Orthodox Church	Williams, Rick
Penns Creek Chapter of Trout Unlimited	Stacey, Sondra & Terry	Williams, Carl and Shelley
Pepsi-Cola	Steltzer, Dale & Roberta	Williamson, Steven & Amy
	Stottlemyer, Guy	York Township, York County
	Strait, Bob	
	Tanner, Jeff	
	Taylor Township, Blair Township	
	Tengeres, Sally	

## KEEP PENNSYLVANIA BEAUTIFUL BUSINESS COUNCIL MEMBERS

Pennsylvania Food Merchants Association	Steel Recycling Institute Waste Management	Original Italian Pizza Professional Recyclers of Pennsylvania
Pennsylvania Waste Industries Association	Appleton Papers, Inc.	WeRecycle!
Pennsylvania Beverage Association	Brat Towing & Recovery, Inc.	
American Chemistry Council	Borough of Leetsdale	NONPROFIT PARTNERS
Keystone Sanitary Landfill Republic Services	Duke Energy - Fayette II	Pennsylvania Downtown Center
	Greenstar Recycling	West Ward Neighborhood Partnership
	Keystone Technology Management, LLC	
	Nestor Resources, Inc.	

*Donations, cleanup support, and memberships for affiliates holding their own 501 (c)(3) 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)