



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 Juniata County Beautiful |
| Keep Allentown Beautiful* | Keep Lancaster County Beautiful* |
| Keep Bedford County Beautiful | PA CleanWays of McKean County |
| PA CleanWays of Blair County | PA CleanWays of Mifflin County |
| Keep Bradford County Beautiful | Keep Perry County Beautiful |
| Keep Bucks County Beautiful | Keep Philadelphia Beautiful |
| Tri-County CleanWays | Reading Beautification, Inc.* |
| (Butler, Lawrence, and Mercer) | Keep Royal Gardens Beautiful |
| Keep Cambria County Beautiful | PA CleanWays of Somerset County |
| Clinton County CleanScapes | PA CleanWays of Venango County |
| PA CleanWays of Cumberland County | Keep Washington County Beautiful |
| PA CleanWays of Elk County | Westmoreland Cleanways* |
| PA CleanWays of Fayette County | Keep York Beautiful* |
| Keep Harrisburg Beautiful* | Keep York County Beautiful |
| Keep Huntingdon County Beautiful | |

*denotes affiliates of Keep America Beautiful

THE YEAR IN REVIEW

We are pleased to share with you our Annual Report for the Fiscal Year 2011-2012. We want to personally thank each of you that have given your time, talent, and treasures in support of our mission of empowering Pennsylvanians to make our communities clean and beautiful. Your continued support of our mission is what drives us towards our vision of a clean and beautiful Pennsylvania. This past year, our organization embarked on a journey of defining our strategic priorities. With strong leadership from our board, and valuable feedback from our affiliate network, partners, and staff, the organization is set to forge ahead as we work to advance our mission. Keep Pennsylvania Beautiful has recommitted itself to our core capacities of litter and illegal dump cleanup and abatement including education and enforcement support. With a continuing focus on our affiliate network capacity and growth, we will continue to work hard to secure resources to push down for local projects and initiatives. Through the Keep America Beautiful network, we have built strong partnerships with our colleagues across the country and will continue to bring turn-key programming like the Cigarette Litter Prevention Project, Fresh Paint Days, A Bags Life and more to Pennsylvania. We are proud to represent Pennsylvania in the Keep America Beautiful network and for the opportunity to bring all that the national network has to share to communities across Pennsylvania! Thank you for your support.



Jim Bonner, Board Chair



Shannon Reiter, President

CIGARETTE LITTER PREVENTION PROGRAM EXPANSION

Through the Cigarette Litter Prevention Program (CLPP), Keep Pennsylvania Beautiful documented a 54% reduction in cigarette litter at five PennDOT Welcome Centers. Building off of this success, Keep Pennsylvania Beautiful expanded the CLPP program to five additional PennDOT Welcome Centers located in Mercer, Washington, Greene, Fulton and Franklin counties, and in partnership with the Department of Conservation and Natural Resources (DCNR), Pine Grove Furnace, Blue Knob and Canoe Creek State Parks. In addition, Keep Huntingdon County Beautiful and Westmoreland Cleanways were awarded \$1,000 grants to install receptacles in local parks and distribute portable ashtrays to park users and others in the area. Keep Huntingdon County Beautiful reported an 89% reduction in cigarette litter. Other Pennsylvania organizations that received a CLPP grant include the Bay Harbor Marina, Erie Yacht Club, and Presque Isle Yacht Club, all in Erie County.

CHILDREN'S MUSEUM OUTDOOR CLASSROOM OPENS TO PUBLIC



Local school children and visitors to the North Side's Children's Museum of Pittsburgh can learn about nature in an outdoor setting thanks to Keep Pennsylvania Beautiful, with support from Keep America Beautiful and Waste Management's Think Green Grant. The outdoor space includes miniature fruit trees, fruit-producing bushes, vegetables, and herbs that grow in several raised beds. Children can build with wooden blocks, play a giant wooden xylophone, roll down earth mounds, and play in a woven Basket Hut (pictured), a tepee-like structure built out of Norway maple, an invasive plant found at Frick Park. "The purpose of the children's museum is to inspire joy, creativity and curiosity. I really feel like we have accomplished our mission in this space," says Kimberly Bracken, the museum's youth and community

programs coordinator.

AFFILIATES HOLD SPECIAL COLLECTIONS



Through grants from the United States Department of Agriculture Rural Utilities Services and the Pennsylvania Department of Environmental Protection Small Business/Household Hazardous Waste Program, affiliates in Cambria, Huntingdon, Juniata, McKean, Mifflin, Perry, and Washington counties held tire collections at low costs for community residents. In the collections held, over 10,000 tons of tires have been collected and recycled.

Top: Children's Museum of Pittsburgh's outdoor classroom.

Bottom: Keep Perry County Beautiful's tire collection

GREAT AMERICAN CLEANUP

All 67 counties in Pennsylvania were represented in the Great American Cleanup of PA in 2012. There were 4,421 events involving 141,264 volunteers. Volunteers collected 338,148 bags of trash or 6,762,960 pounds. They cleaned 13,589 miles of roads, railroad tracks, trails, waterways, and shorelines, and 14,046 acres of parks and or wetlands. Additionally, volunteers planted 22,511 trees, bulbs, and plants in an effort to keep Pennsylvania beautiful.



Above: Volunteers at Gorsuch and Ponderosa Roads cleanup, Huntingdon County. Below: Volunteers from Home Depot improve an outdoor space at the VA Pittsburgh Healthcare System's H.J. Heinz Campus.



Photos courtesy K. Hohman

COMMUNITY BEAUTIFICATION AND GREENING PROJECT

Keep Pennsylvania Beautiful was awarded an \$80,000 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 revitalized outdoor green spaces at two Veteran Affairs Hospitals in the Ohio Valley Region including the Dayton VA Medical Center and the VA Pittsburgh Healthcare System's Pittsburgh H.J. Heinz Campus. The project directly benefited more than 1,000 veterans and their families in the Ohio Valley Region.

This effort is part of Celebration of Service, The Home Depot Foundation's two-month initiative to improve homes and lives for U.S. military veterans. During Celebration of Service, The Home Depot associates completed hundreds of service projects across the country between September 11th and Veteran's Day to give back to those who have served our nation. Keep Pennsylvania Beautiful was proud to participate in the event.

2012 KEEP AMERICA BEAUTIFUL NATIONAL AWARDS IN PA

State Affiliate Innovation Award: Keep Pennsylvania Beautiful partnered with the Pittsburgh Children's Museum to build a **Nature Explore certified outdoor classroom**.

Best Statewide Activation Award: Keep Pennsylvania Beautiful coordinated the **Great American Cleanup** with 100% County Participation, 141,264 volunteers, 338,148 bags of trash, and \$450,000 worth of in-kind support.

2012 Gold Award: Keep Pennsylvania Beautiful was one of ten states to receive the Gold Level Recognition Award for exemplary programming and organizational management.

Great American Cleanup Partnership Award: Pennsylvania Department of Transportation provided support through its network of 7,500 Adopt-A-Highway groups to promote, encourage participation, and distribute supplies to its 67 county maintenance facilities.



Innovation Award (left): Michelle Dunn (Keep PA Beautiful), Gary Smith (Keep Lancaster County Beautiful), Barbara Baker (Keep Lancaster County Beautiful), Matt McKenna (CEO & President Keep America Beautiful), Shannon Reiter (Keep PA Beautiful), and Ken Anderson (PA Waste Industry Association- Republic Services). (Photo right): Myrna Newman accepts the Clean It! award for Allegheny CleanWays from Shannon Reiter, KPB President.

2012 KEEP PENNSYLVANIA BEAUTIFUL GOLD SHOVEL AWARDS

Prevent It - PACW of MacKean County, Annual Pharmaceutical Collection

Clean It! - Allegheny CleanWays, Tireless Project

Keep It! - York County Solid Waste Authority, Public Education Programing

2012 KEEP PENNSYLVANIA BEAUTIFUL CORPORATE PARTNERS GOLD SHOVEL AWARDS

Home Depot - Community Beautification and Greening Project

Behr Paint - Fresh Paint Days Pennsylvania



KEEP PENNSYLVANIA BEAUTIFUL STATEWIDE STATISTICS

	FY 11-12	SINCE 1990
Number of Cleanups	4,899	40,600
Number of New Adoptions	13	311
Pounds of Trash Removed	9,215,300	96,112,616
Pounds of Scrap Metal Recycled	292,830	5,223,786
Number of Tires Properly Disposed	68,204	644,468
Number of Education Presentations	121	2,645
Number of Youth/Adults Reached	31,057	431,588
Number of Volunteers	154,311	1,502,097
Number of Communities Involved	5,155	30,614
Number of Volunteer Hours	610,867	6,016,211
Total In-Kind Donations*	\$13,310,791	\$118,533,640

* Includes volunteer hours

PRESIDENT'S AWARD Presented to Celina Sefta, Keep Huntingdon County Beautiful Administrator, for organizing dozens of cleanups and collection events, the Dumpsite Field Trip, educating several hundred students over the last 4 years, and initiating the Cigarette Litter Prevention Program with Huntingdon Borough, producing an 89% reduction in cigarette litter.

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 include: John Cokley - Allegheny, Rod Geist - Bedford, Terry H. Stacey - Blair, Sam Bonfield - Butler/Lawrence/Mercer, Virgil Wilford - Cambria, Mala Moore - Clinton, Warren Hughes - Fayette, Stacey McMath - Huntingdon, Bob Strait - McKean, Justin Dobson - Mifflin, Ray Grant - Philadelphia, Dr. Michael Kapolka - Royal Gardens, Chris Seaman - Westmoreland, and Barbara Stewart - York.

SUE WISEMAN SCHOLARSHIP

Ashley Funk, age 18, from Mount Pleasant Area High School in Westmoreland County.



STATEMENT OF ACTIVITIES

September 30, 2012

TOTAL REVENUE AND SUPPORT	\$ 1,313,176.00
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FUNCTIONAL EXPENSES

Programs and Services	\$ 1,123,466.00
Management and General	\$ 147,341.00
Fundraising	\$ 26,173.00

TOTAL FUNCTIONAL EXPENSES	\$ 1,296,980.00
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EXCESS OF REVENUE AND SUPPORT OVER FUNCTIONAL EXPENSES	\$ (16,196.00)
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STATEMENT OF FINANCIAL CONDITION

September 30, 2012

ASSETS**CURRENT ASSETS**

Cash	\$ 258,093.00
Account receivable	\$ 63,984.00
Unbilled receivables	\$ 128,200.00
Prepaid expenses	\$ 18,424.00
TOTAL CURRENT ASSETS	\$ 468,701.00

NONCURRENT ASSETS

Capital Assets	\$ 6,820.00
Investments	\$ 68,436.00
TOTAL NONCURRENT ASSETS	\$ 75,256.00
TOTAL ASSETS	\$ 543,957.00

LIABILITIES AND NET ASSETS

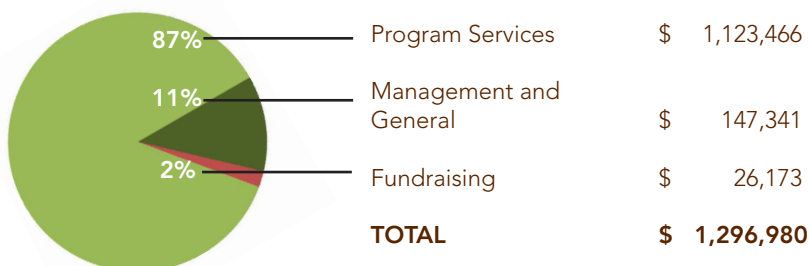
TOTAL CURRENT LIABILITIES	\$ 52,355.00
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NET ASSETS

Unrestricted	\$ 395,070.00
Temporarily restricted	\$ 96,532.00

TOTAL NET ASSETS	\$ 491,602.00
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TOTAL LIABILITIES AND NET ASSETS	\$ 543,957.00
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ALLOCATION OF EXPENSES 2011-2012

KEEP PENNSYLVANIA BEAUTIFUL FUNDERS

BEHR Paint	The Richard King Mellon Foundation
Chevron	Utilities Program – United States Department of Agriculture
Comcast Foundation	Wal-Mart - Etters, York County
Commonwealth of Pennsylvania Office of Attorney General	Waste Management
Department of Community and Economic Development, Washington County Commissioners – Local Share Account Fund	BUSINESS COUNCIL MEMBERS
Department of Environmental Protection - Bureau Of Waste Management, Coastal Resources Management, Pennsylvania Household Hazardous Waste Program	Benefactors: \$5,000 - \$9,999
Department of Conservation and Natural Resources - Bureau of Recreation and Conservation	Pennsylvania Food Merchants Association
Environmental Fund of Pennsylvania	Pennsylvania Waste Industries Association
Greenstar, LLC	Pennsylvania Beverage Association
Home Depot	Patrons: \$1,000 - \$4,999
Keep America Beautiful - America Recycles Day, Cigarette Litter Prevention Program, Lowe's, Recycle Bowl, UPS, Waste Management - Think Green Grant	American Chemistry Council
PPG Pittsburgh® Paints	Republic Services
REI, Inc.	Steel Recycling Institute
Svenska Cellulosa Aktiebolaget	Associates: \$100 - \$999
The Pennsylvania Horticultural Society	Appleton Papers, Inc.
	Borough of Leetsdale
	Clinton County Solid Waste Authority - Wayne Township Landfill
	Duke Energy - Fayette II
	Greenstar Recycling
	Keystone Technology Management, LLC
	Nestor Resources, Inc.
	New Morning Farm
	Original Italian Pizza
	Professional Recyclers of Pennsylvania
	WeRecycle! LLC

BOARD OF DIRECTORS	Jim Bonner, Chair <i>Executive Director, Audubon Society of Western Pennsylvania</i>
	David McCorkle, Vice Chair <i>President & CEO, Pennsylvania Food Merchants Association</i>
	Maitreyi Roy, Secretary <i>Executive Director, Bartrums Gardens</i>
	Ken Anderson, Treasurer <i>Eastern PA Area Director Municipal Services, Republic Services</i>
	Barbara Baker, Recycling Manager, Lancaster County Solid Waste Authority, and Coordinator, Keep Lancaster County Beautiful
	Phoebe Coles, Executive Director, Keep Philadelphia Beautiful
	Richard Ebeling, Statewide Highway Beautification Program Manager, PennDOT
	Steve Elkin, Regional Pro/Rental Manager, The Home Depot
	Joe Giglio, General Manager, Pittsburgh Materials Technology
	Bonnie Griffith, Credit Service Representative, First Commonwealth Bank
	David Hess, Director of Policy and Communications, Crisci & Associates
	Pam Sechrist, Coordinator, PA CleanWays of Mifflin County
	Mark Von Lunen, Owner, Bookin' Business Services
	Jerry Zona, Director, Lawrence-Mercer Counties Recycling & Solid Waste Department and Executive Director, Tri-County CleanWays (Butler, Lawrence, & Mercer Counties)

STAFF	Shannon Reiter <i>President</i>
	Susan Carmichael <i>Program Coordinator</i>
	Todd Crouch <i>Program Manager</i>
	Michelle Dunn <i>Program Coordinator</i>
	Stephanie Larson <i>Program Coordinator</i>
	Heidi Pedicone <i>Director of Programs</i>
	Barb Smerkar <i>Office Manager</i> <i>IT Coordinator</i>
	Sue Urchek <i>Program Coordinator</i>

MEMBERS

Individual Lifetime

Beverly Jones

Sustaining

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

Scott Anderson

Supporter (\$500 - \$999)

Jim & Leslie Bonner

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Sponsor (\$100 - \$499)

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James & Barbara Baker

Mario Bartoli

Jim & Kathleen Bendel

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Barrels

Borough of Ridgway

David & Sylvia Brunner

Douglas Chappell

Joseph Dell Antonio

Charles Henry

Deb Howard Greenleaf

Johnstown Harley Owners

Group

Danny Labant, Let George

Do It

David Laudadio

Manchester Township

David & Kathryn McCorkle

Mike McMurray, Cook River-
side Cabins

National Recovery Agency,
Inc.

Terry O'Connor

Nancy Orr

PA Farm Bureau

James & Shirley Painter

Margaret Porter

Bryan & Shannon Reiter

Dale Rimmer, Dale Rimmer

Siding

Maitreyi Roy

Silver Lake Nature Center

Mark Stockley

Utzinger Family

Venture Lititz

Mark Von Lunen, Bookin'

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Barbara Allio, Sunset Farms

Richard Bates

David & Marjorie Bell

Louise Beswick

Gail Blakeley

Blair Township

Borough of Dillsburg

Mary Bowser

Max and Johanna Brinson,
Dingman's Ferry Bed and
Breakfast

Robert Brown

Terry Buckman, Buckman Iron
& Metal Inc.

Bracken Burns

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Robert Condron, Community
Grace Church

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Peter & Barb Dalby

Ray Deters

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David Hess

Paul Hicks

Jerry Hoffman

Darwin & Diane Hollinger

John Horvath

James Hostetter

Warren Hughes

Carl Hursh

Indiana Garden Club

Carl Jaymes

Mike Kalp, Croda, Inc.

Connie & William Kisner

Lester Kleckner

Thurman Korns

Gloria Krug

Lafayette Township

Alice Lang

Diane & James Lengle

Loyal Order of Moose Lodge
59

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Matt McKenna

Allen Millen

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Myrna Newman

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Andy Patterson

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Constance Rhoad

Adam Riggs

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Rich & Joan Shaver

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Adams Jaycees-Oakside
Park

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Louise Sprowls

Sondra & Terry Stacey

St. Joseph Polish Club

William & Carol Stoffel

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Cambria County

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Leslie Suhr, Hamilton District
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Robert Troha

Michael Union

Sherman & Mary Ann Van
Sickle

Andrea Viazanko

Harriett Von Lunen

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Stephen & Mary Weaver
Dawn Webb-Turner
William Weigle
Christopher & Susanne
Weiland
Carl & Shelly Williams
Mindy & Rick Williams
York Township

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A Bag's Life
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Blacklick Twp. Police Dept.
Bristol Township
David R. Brunner
Cambria County Conservation
District
Cambria County Solid Waste
Management Authority
Centerville Borough
CES Landfill
Commonwealth Environmen-
tal Systems
Computers Made Easy
Conodoguinet Creek Water-
shed Association
County Hauling and Refuse
Garbage Corp.
Decatur Township
Delaware Bay & River Coop-
erative, Inc.
Delaware River Waterfront
Corporation
Delisi & Associates, P.C.
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Oliver Township, Mifflin
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Villanova University
Vinnys's Pizza
Wal-Mart
Washington County
Conservation District
Waste Management, Inc.
Waste Management of
Delaware Valley
Watershed Alliance of York
Werecycle! LLC
Wertz Hauling & Septic
Carl Williams
Woodbury Township
WSI Sandy Run Landfill, Inc.



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

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