

2020

# BUSINESS PARTNERSHIP PACKAGE

*Invest in the future of Pennsylvania*



KEEP  
PENNSYLVANIA  
*Beautiful*

KEEP AMERICA BEAUTIFUL AFFILIATE





# ANNUAL IMPACT



**129,632**  
volunteers at a value of  
**\$12.8 million**



**7.2 million**  
pounds of trash removed from  
roads, streams, etc.



**10,998**  
trees, flowers and bulbs planted



**43,352**  
tires recycled or properly disposed  
*[nearly 1 million since 2005]*

## VISION, MISSION & GUIDING PRINCIPLES



### ***Vision***

A clean and beautiful Pennsylvania.

### ***Mission***

Empowering Pennsylvanians to keep our communities clean and beautiful.

### ***Guiding Principles***

#### **EDUCATION**

This is 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.

# PARTNER BENEFITS

**Invest today for a clean and beautiful tomorrow!** Join businesses, like yourself, in helping to achieve the desired economic, social and environmental outcomes that come with a clean and beautiful Pennsylvania. Visit [keeppabeautiful.org](http://keeppabeautiful.org) or call 1.877.772.3673 to become a Business Partner.

## Recognition and Promotion

Official KPB Business Partner annual recognition certificate  
Partnership spotlighted on social media  
Company logo with link on KPB's website rotating footer  
Company logo with link on KPB's Business Partners webpage  
Company name listed on KPB's Business Partners webpage

## Leaders for a Beautiful PA

Company name on KPB's Leaders for a Beautiful PA gloves  
Company name / logo on KPB's Leaders for a Beautiful PA giveaways  
(may include t-shirts, car litter bags, etc.)  
Company logo with link on KPB's Leaders for a Beautiful PA webpage

## Pick Up Pennsylvania - Cleanup Programs

*supporting the Great American Cleanup and International Coastal Cleanup*

Company name on KPB's Pick Up Pennsylvania - International Coastal Cleanup gloves  
Company logo with link on KPB's Pick Up Pennsylvania - Great American Cleanup website footer  
Company logo with link on KPB's Pick Up Pennsylvania - Great American Cleanup website Program Sponsors webpage  
Company logo on KPB's Pick Up Pennsylvania banners

\$10,000 - Steward	\$5,000 - Platinum	\$2,500 - Gold	\$1,000 - Silver	\$100 - Friend (includes Non-Profit & Municipal Partners)
•	•	•	•	•
8 posts	6 posts	4 posts	2 posts	
•				
•	•	•	•	
				•
•	•	•		
•				
•	•	•	•	
•	•	•		



*"We are humbled to support community organizations like Keep Pennsylvania Beautiful that help to protect and conserve the environment."*

**SARAH PERRY**  
Columbia Gas of Pennsylvania,  
Community Engagement Manager



# KEY INITIATIVES

## *Keep Pennsylvania Beautiful empowers Pennsylvanians to keep our communities clean and beautiful.*

We work closely with state and local government officials, businesses, civic and community leaders, churches, schools, neighborhoods and organized groups. By harnessing the collective power of our network, we multiply the impact of our actions.

We invite you to join us as we continue our work to preserve the beauty of Pennsylvania. Your financial support will help us address and expand upon our four key initiatives. We are committed to keeping the Keystone State beautiful.

## *Join today to...*

### **Increase Community Capacity**

Litter & Illegal Dump Cleanups and Stewardship Programs | Recycling & Special Collections  
Community Greening & Beautification | Awards Recognition Programs

### **Influence Positive Behavior Through Education**

Litter Education Curriculum & Programs | Tools for Schools  
Public Awareness Campaigns | Public Official Engagement Initiatives

### **Strengthen Environmental Law Enforcement**

Enforcement Support Programs | Litter Ordinance Tools & Templates  
Surveillance Camera Loan Program

### **Improve Policy & Infrastructure**

Laws & Ordinances | Grant Opportunities  
Research, Data Collection & Analysis



# WHO WE ARE

Keep Pennsylvania Beautiful brings people together to build and sustain vibrant, clean communities. Through multiple programs and a statewide network of affiliates, we provide the right tools and resources to prevent litter, reduce waste, increase recycling and protect the natural resources of our communities. Keep Pennsylvania Beautiful promotes personal, corporate and community responsibility for a clean and beautiful Pennsylvania.

Since 1990, Keep Pennsylvania Beautiful has worked with thousands of volunteers across the state to pick up over 141 million pounds of trash from roadways, waterways, greenways, vacant lots, forestlands and other community spaces.

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

## Our Affiliate Network

Allegheny CleanWays  
Keep Allentown Beautiful  
Keep Bedford County Beautiful  
Keep Blair County Beautiful  
Keep Bradford County Beautiful  
Keep Bucks County Beautiful  
Keep Cambria County Beautiful  
Keep Centre County Beautiful  
Keep Chester Beautiful  
CleanScapes (Clinton and Lycoming counties)  
PA CleanWays of Cumberland County  
PA CleanWays of Elk County  
Keep Erie County Beautiful  
PA CleanWays of Fayette County  
Keep Harrisburg-Dauphin Beautiful  
Keep Huntingdon County Beautiful  
Keep Juniata County Beautiful

Keep Lancaster County Beautiful  
PA CleanWays of McKean County  
PA CleanWays of Mifflin County  
Keep Norristown Beautiful  
Keep Northeastern PA Beautiful  
Keep Perry County Beautiful  
Keep Philadelphia Beautiful  
Reading Beautification, Inc.  
Keep Royal Gardens Beautiful  
Keep Somerset County Beautiful  
Tri-County CleanWays (Butler, Lawrence & Mercer counties)  
PA CleanWays of Venango County  
Keep Washington County Beautiful  
Westmoreland Cleanways and Recycling  
Keep York Beautiful



*"We encourage our local team members to get out in their local areas and not only be ambassadors for Sheetz, but good members of the community."*

**RYAN SHEETZ**, Sheetz, Director of Brand Strategy





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

105 West Fourth Street, 2nd Floor, Greensburg, PA 15601

[keepabeautiful.org](http://keepabeautiful.org)

877.772.3673



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