

# Beautiful.

A KEEP PENNSYLVANIA BEAUTIFUL PUBLICATION



KEEP  
PENNSYLVANIA

Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

SPRING 2021

## Dear Friends,

If there is one thing we learned from 2020, it is that Pennsylvanians are not only willing, but eager, to reach out to those in need. In that same spirit, the residents of Pennsylvania demonstrated their willingness to roll up their sleeves to pick up litter that found its way, intentionally or not, to our roads, waterways and trails.

On March 1, we kick off our cleanup season with our Pick Up Pennsylvania initiative. Please join us, and thousands of Pennsylvanians who, like you, believe that a clean and beautiful community is a thriving community. The new year is full of opportunities – let’s do some good together!

Gratefully,

  
Shannon Reiter,  
President

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### Keep Pennsylvania Beautiful Affiliates

Allegheny CleanWays	PA CleanWays of Elk County	Keep Perry County Beautiful
Keep Allentown Beautiful	Keep Erie County Beautiful	Keep Philadelphia Beautiful
Keep Bedford County Beautiful	PA CleanWays of Fayette County	Reading Beautification, Inc.
Keep Blair County Beautiful	Keep Harrisburg/Dauphin Beautiful	Keep Royal Gardens Beautiful
Keep Bradford County Beautiful	Keep Huntingdon County Beautiful	Tri-County CleanWays (Butler, Lawrence & Mercer)
Keep Bucks County Beautiful	Keep Juniata County Beautiful	PA CleanWays of Venango County
Keep Cambria County Beautiful	Keep Lancaster County Beautiful	Westmoreland Cleanways and Recycling
Keep Centre County Beautiful	PA CleanWays of McKean County	Keep York Beautiful
Keep Chester Beautiful	PA CleanWays of Mifflin County	
CleanScapes (Clinton & Lycoming)	Keep Norrisstown Beautiful	
PA CleanWays of Cumberland County	Keep Northeastern PA Beautiful	

To contact an affiliate near you, visit [keepbeautiful.org](http://keepbeautiful.org) and choose Get Involved.



105 West 4th Street  
Greensburg, PA 15601-2981

Return Service Requested





# Prevent It

## Surveillance Camera Loan Program

In 2020, the number of illegal dumps reported by the public to Keep Pennsylvania Beautiful (KPB) increased by a significant 212% over previous years. The increase could be a result of the temporary suspension of trash hauling and recycling services due to the novel coronavirus (COVID-19). It could also be a result of more people spending time outdoors and visiting remote areas, where dumping is more likely to occur. The reports identified illegal dumpsites in 50 of Pennsylvania's 67 counties. The KPB surveillance camera loan program helps identify offenders. Visit [keeppabeautiful.org](http://keeppabeautiful.org) and choose Keep It, for more information.

## Road and Area Adoption Program Helps Mitigate Litter Cleanup Costs

Keep Pennsylvania Beautiful's road and area adoption program helps mitigate municipal litter cleanup costs. The program equips local residents, civic groups, businesses and other groups with the tools and resources they need to be stewards of their neighborhoods. Keep Pennsylvania Beautiful provides a sign recognizing the volunteers' efforts and asks for municipal support to provide the sign post, install the sign and provide trash disposal options as needed. Help promote or participate in the program by visiting [keeppabeautiful.org](http://keeppabeautiful.org) and choose Keep It.

# Clean It

## PICK UP PENNSYLVANIA – a community improvement initiative

Registration is open for Pick Up Pennsylvania 2021! From March 1 through May 31, participants with registered events receive free trash bags, gloves and safety vests provided by support from the PA Department of Environmental Protection (DEP), PennDOT and Keep America Beautiful, as supplies last. DEP and Pennsylvania Waste Industries Association are sponsoring trash disposal, free or at a reduced rate, for registered program participants at participating landfills from April 1 through April 30, with prior approval.

Individuals, families, neighbors, students, civic organizations and local governments are all invited to coordinate or participate in litter or illegal dump cleanups, community greening and beautification, special collections and public education events. Anyone participating in Pick Up Pennsylvania can earn cash prizes for their nonprofit or charity of choice by entering the Pick Up Pennsylvania Video Contest. Visit [gacofpa.org](http://gacofpa.org) for details.

Participants are encouraged to observe the most recent local, state and federal guidelines and/or restrictions to reduce the spread of novel coronavirus (COVID-19).

Keep Pennsylvania Beautiful thanks our sponsors for making our programs possible

### 2021 Pick Up Pennsylvania Sponsors



SUPPORTING THE GREAT AMERICAN CLEANUP & INTERNATIONAL COASTAL CLEANUP—KEEPPABEAUTIFUL.ORG



# Keep It

## Recycling and Proper Disposal Education Grants

Every municipal or private recycling service, curbside or drop-off, has its own rules about what can be recycled. It's important for residents to know and follow them to avoid contaminating the recycling stream. To that end, Keep Pennsylvania Beautiful's affiliates, with support from the Richard King Mellon Foundation, created informational flyers, signs and videos to educate their residents on the services available to them. Videos highlighting recycling centers can be found at [youtube.com/user/KeepPABeautiful](https://youtube.com/user/KeepPABeautiful).

## Keep Pennsylvania Beautiful Names Volunteers of the Year

Gary Smith, a volunteer with Allegheny CleanWays since 2007, has worked with The Tireless Project, a riverfront cleanup program that launched a two-week Monongahela River cleanup in 2020 that collected 11,500 pounds of trash and 175 tires.

*"I love working with Allegheny CleanWays because of their 'if not now, then when; if not us, then who' approach to the work that they do!" - Gary Smith*

Charles Dean Hensch joined Keep Perry County Beautiful's Juniata River Cleanup Crew in 2017 and continues to lend a hand for events like their CHEMSWEEP collection for the safe disposal of unwanted or unusable pesticides.

*"I enjoy the fellowship with other volunteers having a similar goal to improve our environment." - Charles Hensch*

## Keep Pennsylvania Beautiful's State Partners Recognized Nationally

The Pennsylvania Department of Environmental Protection and Pennsylvania Department of Transportation were awarded the Keep America Beautiful State Agency Partnership Award for their support of Keep Pennsylvania Beautiful statewide programming and the 2020 Pennsylvania Litter Research Study.



Westmoreland Cleanways and Recycling films recycling video



Volunteers of the Year, Gary Smith and Charles Dean Hensch



Ort Valley Road Adoption, Mifflin County

## STATEMENT OF FINANCIAL POSITION

September 30, 2020

TOTAL CURRENT ASSETS	\$ 458,508
TOTAL NONCURRENT ASSETS	\$ 122,623
<b>TOTAL ASSETS</b>	<b>\$ 581,131</b>

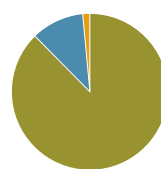
TOTAL CURRENT LIABILITIES	\$ 126,051
TOTAL NET ASSETS	\$ 455,080
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 581,131</b>

For detailed information visit [keeppabeautiful.org](http://keeppabeautiful.org) and choose About Us/Annual Reports.

## ALLOCATION OF FUNCTIONAL EXPENSES

Fiscal Year 2019-2020

83%	Programs and Services
14%	Management and General
3%	Fundraising



**Donate Today!** Your gift makes a difference in keeping our state clean and beautiful. Consider giving: monetarily, through workplace giving, an in-kind contribution, hosting a fundraiser, etc. Visit [keeppabeautiful.org](http://keeppabeautiful.org) and choose Individual Giving or Business Partners.

## For Volunteer Opportunities

visit [keeppabeautiful.org](http://keeppabeautiful.org)

## Contact Information

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

This newsletter is printed on recycled paper using vegetable-based inks.

Printed with funding from the PA Department of Environmental Protection.



**Cover Photo:** Veterans Memorial Bridge over the Susquehanna River, Wrightsville, PA

