



KEEP
PENNSYLVANIA
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

FALL 2022

Beautiful.

A KEEP PENNSYLVANIA BEAUTIFUL PUBLICATION

Dear Friends,

This summer, we saw the needle move on some key priority issues for Keep Pennsylvania Beautiful. One of the most exciting was the roll-out of the state's first anti-litter messaging campaign. PA Fights Dirty: Every Litter Bit Matters is a meaningful education campaign focused on litter prevention. Have you seen or heard it? I think it hits the mark and is quite compelling.

Above all, the campaign underscores the role that we each play in the fight against litter. Our programs answer that call, as well. Please join thousands of Pennsylvanians this fall for a cleanup or other community improvement project. We'll see you there.

Gratefully,

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To contact an affiliate near you, visit keepbeautiful.org and choose Affiliate Network



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Young Ambassadors of Pennsylvania

Meet Pennsylvania's newest stewards

Through a partnership with the Pennsylvania Department of Transportation, the Young Ambassadors of Pennsylvania program seeks to build community stewards and civic leaders inspiring, engaging, and empowering young Pennsylvanians to not only keep their communities clean and beautiful but also to become ambassadors for our shared vision of a clean and beautiful Pennsylvania. To meet the Young Ambassadors, visit keeppabeautiful.org and choose Programs, Education, then Young Ambassadors of Pennsylvania.



Healing the Planet

Connecting people and communities through green spaces

In 2021, Keep Pennsylvania Beautiful partnered with The GIANT Company to award more than \$500,000 to 42 organizations in Pennsylvania, Maryland, West Virginia and Virginia with the purpose of connecting families to green spaces and supporting environmental restoration efforts and community gardens. The projects ranged from: building infrastructure for a sustainable urban community garden with the goal of teaching young families how to grow vegetables in Philadelphia, planting native pollinator and wildlife meadows to improve stormwater impact on Two-Lick Creek Watershed in Indiana County, providing city-wide compost bin locations in the City of Lancaster and so much more. To view the final report and other extraordinary projects, visit keeppabeautiful.org and choose Grants & Awards, then Grants and Healing the Planet.

"We strongly anticipate that this grant will cause citywide adoption of recycling in our parks."

- City of Tanneytown



Based on the success of the first year, the partnership continued for another round of grants in 2022, this time \$300,000 was awarded to projects intended to improve the health and quality of waterways, protecting water resources and improving the overall health of communities.

Community gardens, Our Lady of Hope, Philadelphia.

Funding for these grants comes from GIANT, MARTIN'S and GIANT Heirloom Market customers by rounding up at the register from March through May.

Litter Hawk Youth Award Program

PA Fights Dirty: Every Litter Bit Matters

Teachers and youth in Pennsylvania are invited to participate in the Litter Hawk Youth Award Program. In response to Pennsylvania's new anti-littering education campaign, PA Fights Dirty: Every Litter Bit Matters, the theme is: Show Us How Every Litter Bit Matters to You? The program asks students in Kindergarten through 6th Grade to express their thoughts on littering and litter in Pennsylvania through art, words or video. Gift cards will be awarded to two entries in each grade level. All participants will be recognized with certificates. Winners will be announced in April in time for Earth Day celebrations. Program opens in October. For program details and entry form, visit keeppabeautiful.org and choose Grants & Awards, Awards, then Litter Hawk.



Pick Up Pennsylvania

Improving neighborhoods and waterways

Wind and rain wash litter into storm drains or directly into creeks and rivers that eventually flow to the ocean where it has devastating consequences for marine life, human health and coastal economies. To prevent litter from ending up in our waterways, Keep Pennsylvania Beautiful invites Pennsylvania residents to participate in Pick Up Pennsylvania, in support of the Ocean Conservancy's International Coastal Cleanup. This annual event is an opportunity to improve neighborhoods and Pennsylvania's waterways by coordinating or participating in litter cleanups whether land or water based.

From September 1 through November 30, registered participants can receive free trash bags, gloves, and safety vests provided by the Pennsylvania Department of Environmental Protection, PennDOT and the Ocean Conservancy, as supplies last. To register visit keeppabeautiful.org and choose Programs, then Pick Up PA.

Thank you to our supporters for making our programs possible.

2022 PICK UP PENNSYLVANIA SPONSORS



2022 Litter Summit: November 1-2

Join us to celebrate successes, share and learn about progress made towards a litter free PA and network with peers to leverage our shared experiences to do more in 2023! Space is limited. To register, visit the homepage at keeppabeautiful.org.

PA Fights Dirty

The state's first anti-littering campaign

PA Fights Dirty: Every Litter Bit Matters is Pennsylvania's new anti-littering campaign, developed as part of the Wolf administration's Litter Action Plan and in response to Keep Pennsylvania Beautiful's 2019 Pennsylvania Litter Research Study.



The campaign is based on research that shows only 3% of Pennsylvanians approve of littering, but 40 to 50% litter. The goal of "Every Litter Bit Matters" is to educate Pennsylvanians on situational littering, such as leaving trash on the ground next to a full can or in a stadium, and to remind Pennsylvanians that litter of all sizes adds up and creates problems. In addition to radio and television spots, the campaign includes a series of Instagram and Snapchat stories, Twitter posts and social videos. Visit dced.pa.gov/litter/.

Look for Beautiful in your inbox - This is the last hard copy issue of Beautiful. We will continue to keep you up to date on our programs, grants, awards and resources available to you through our e-newsletter. Please make sure we have your email address. Call or email Heather Manhart: hmanhart@keeppabeautiful.org.



2022 By the Numbers

Pick Up Pennsylvania Spring Totals (January 1 – May 31)

4,120 Events
3,706,561 Pounds of trash & recyclables properly disposed
8,063 Miles of road and water
101,298 Trees, shrubs, and flowers
22,365 Tires recycled/properly disposed
56,967 Volunteers
227,868 Volunteer Hours



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 and choose Donate Now for Individual or Corporate Giving.

For Volunteer Opportunities visit keeppabeautiful.org and choose Calendar of Events

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Cover Photo: Bev Martin, Naval Run looking toward Hemlock Mountain, Tiadaghton State Forest

 Empowering Pennsylvanians to keep our communities clean and Beautiful.