

STRATEGIC PLAN 2024-2026

Empowering Pennsylvanians to keep our communities clean and beautiful



We Celebrate Our Successes

Implementing our 2021-2023 strategic plan led to meaningful impacts:

- *The Pennsylvania Litter Action Plan*, developed through long standing collaborations with state agencies, was released in 2021.
- KPBAffiliate network was restructured in 2021-22 and significant investments were made to bolster affiliate services.
- Emmy award winning *PA Fights Dirty - Every Litter Bit Matters* campaign was launched by the State in partnership with KPBA in 2022.
- KPBA launched Young Ambassadors of Pennsylvania and graduated 35 students in spring 2023.
- KPBA released the *Pennsylvania and South Carolina Litter Law Enforcement Study* in 2022.
- KPBA consolidated three different program websites and organizational awareness grew substantially as seen by Web Page Views.

By the Numbers

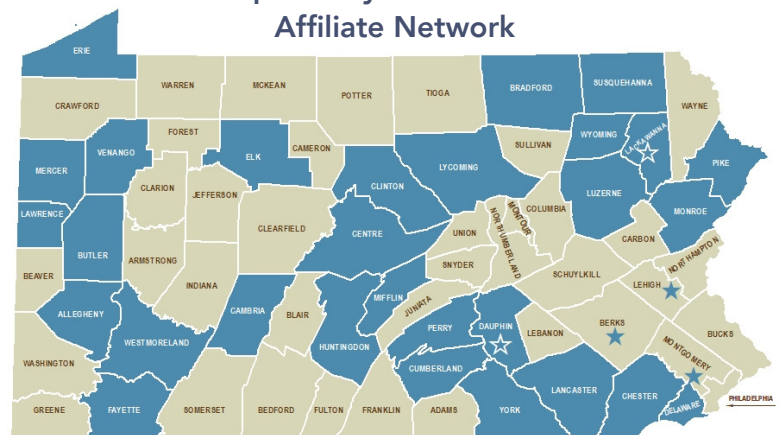
- **Granted \$1,202,422** to local communities and affiliates (2020-2023)
- **Engaged on average 130,885 volunteers annually** in community improvement programming (2020-2023)
- **Engaged nearly 1,000 young people** through education programs (2023)
- **Increased individual giving by 68%** (2020-2023)
- **Secured a 92% increase in in-kind donations** (2020-2023)
- **Currently service 27 affiliates** representing 35 counties and municipalities across Pennsylvania (2023)

Number of KPBA webpage views

2022-23
90,280

2018-19
45,783

Keep Pennsylvania Beautiful Affiliate Network





Our Strengths

- Strategic alliances with state agencies and other key stakeholders
- Long tenured staff with in-depth expertise
- Research data and methodology
- Financial stability with increasingly diversified revenue streams including state funding; corporate financial and in-kind donations; growing support from individual donors

Our Challenges

- Awareness of KPB's work is still limited among the public
- KPB and our affiliates may be missing key groups of potential participants
- Our stakeholders have varying priorities
- Plans need to be developed to assure leadership succession for our staff and board



WHERE DO WE GO FROM HERE?

Our Strategic Priorities

- Increase engagement of key demographic groups such as youth, seniors and members of marginalized communities and reduce barriers to service for these groups
- Strengthen the KPB Affiliate Network
- Increase KPB's organizational capacity and sustainability
- Expand universal access to convenient and affordable trash disposal and recycling



Key Indicators of Progress

- Number of KPB tools and resources translated and used by underserved constituencies
- Number of Youth Ambassador alumni who stay engaged with KPB
- Increased number of convening opportunities for affiliates
- Number of affiliates using KPB grant funds
- Number of new members recruited to fill needed skill and influence areas on the Board
- Increase in new sources of funding resulting from board member referrals
- Number of municipalities initiating the process to build a rural transfer station

