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Welcome and Introductions



Kylie McCutcheon, Affiliate Coordinator

Kylie joined the staff in 2021 as the Affiliate Coordinator and will be the main contact for current and future affiliates as well as awards programs and youth engagement programs.



Mission, Vision and Values

Our **MISSION** is empowering Pennsylvanians to keep our communities clean and beautiful.

Our **VISION** is a clean and beautiful Pennsylvania.

Our **CORE VALUES** include:

1. Improving communities, their environment and quality of life is a shared responsibility.
2. Partnering with public and private sector organizations and individuals are essential to achieve equitable and sustainable community improvement.
3. Engaging and activating people in our community improvement efforts fosters community stewardship.
4. Access to both services and resources, as well as education, are both essential to encouraging positive behaviors toward community improvement.
5. Diversity is a resource and the diversity of our affiliate network and volunteers is a fundamental strength.





EPCAMR

Eastern Pennsylvania Coalition for Abandoned Mine Reclamation



**Keep PA
Beautiful**

EPCAMR's Enormous Impact & Leverage in our Region

- Over nearly 30 years, EPCAMR and its volunteers have collected and recycled:
 - 8,547 tires
 - 402,486 lbs of trash
- They have worked alongside 1,635 volunteers for a total of 269 hours.
 - According to the current national value of volunteer time, the total value of EPCAMR volunteer time is \$171,783.



2025 Statistics

Events	5,255
Pounds of Trash Removed	4,073,400
Tires Properly Disposed	35,369
Valuable Volunteers	81,500

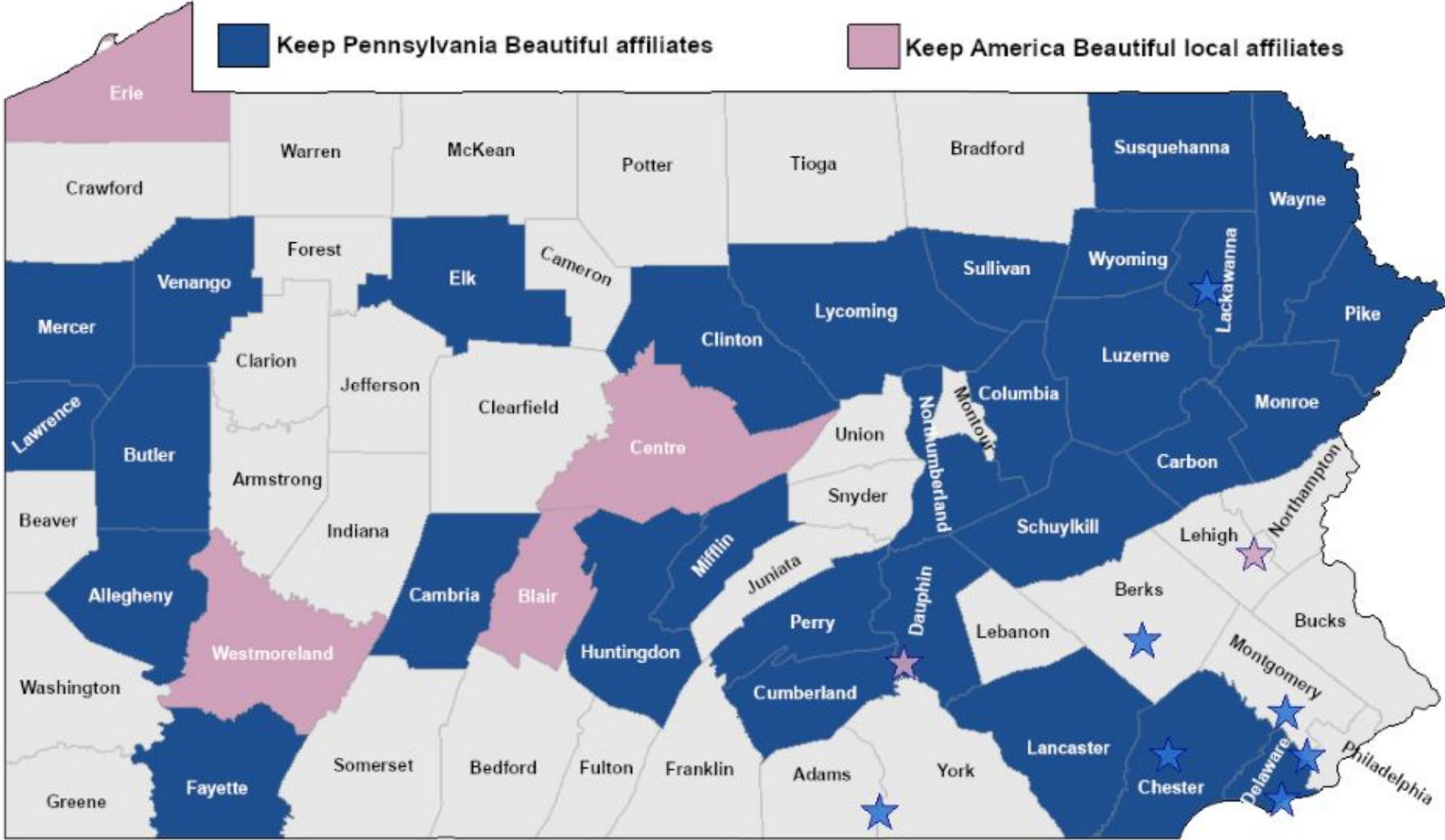


Why Local Affiliates?

- A grassroots effort — involving local people — is much more successful in changing local values and initiating voluntary change than outside groups or authorities.
- Affiliates are integral parts of their communities. They are local people who make a sustained commitment to share resources, information, and opportunities for other citizens, businesses, organizations, and local governments to address community improvement priorities.



Keep Pennsylvania Beautiful Network



Benefits of Affiliation

- Access to Statewide Research and Data
- Access to Tools and Resources
- Affiliate Awards Program
- Annual Affiliate Fund Grants
- Annual Affiliate Roundtable
- Brand Affiliation
- E-Blasts and Network Updates
- Inclusion in Statewide Marketing Efforts
- On-going Technical Assistance
- Quarterly Trainings and/or Networking Calls
- Statewide Network of Peer Organizations
- Volunteer Management Support



Requirements to Remain an Affiliate in Good Standing

- Maintain Community Advisory Committee
- Identify as a Keep Pennsylvania Beautiful Affiliate
- Establish goals and objectives and review annually
- Host or partner in 5 mission aligned programs or events annually
- Complete Keep Pennsylvania Beautiful program registration and reporting
- Complete Year-End Affiliate Report and survey, including outlining goals and objectives
 - As a means to measure progress and the success of our affiliate program, we suggest setting one-year, two-year and three-year goals of what you want to accomplish in regards to the affiliate.
- Participate in 10 hours of mission related training and education



Keep Pennsylvania Beautiful Education Programs and Materials

- Young Ambassadors Program – *funded by PA Department of Transportation*
- Open Your Eyes To Litter – *funded by PA Department of Environmental Protection*
- Litter Hawk Youth Award Program - *funded by PA Department of Environmental Protection*
- Litter Free School Zone - *funded by PA Department of Environmental Protection*
- Tools for Schools - *funded by PA Department of Environmental Protection*



Young Ambassadors Program



- Ambassadors commit to nine months (September- May) of service and to represent and uphold the mission and values of Keep Pennsylvania Beautiful.
- Developed by Keep Pennsylvania Beautiful, in partnership with the Pennsylvania Department of Transportation (PennDOT), for 10th - 12th grade students in Pennsylvania.
- Class of 2022-2023: 35 Students
- Class of 2023-2024: 33 Students
- Class of 2024-2025: 40 students
- Class of 2025-2026: 28 students



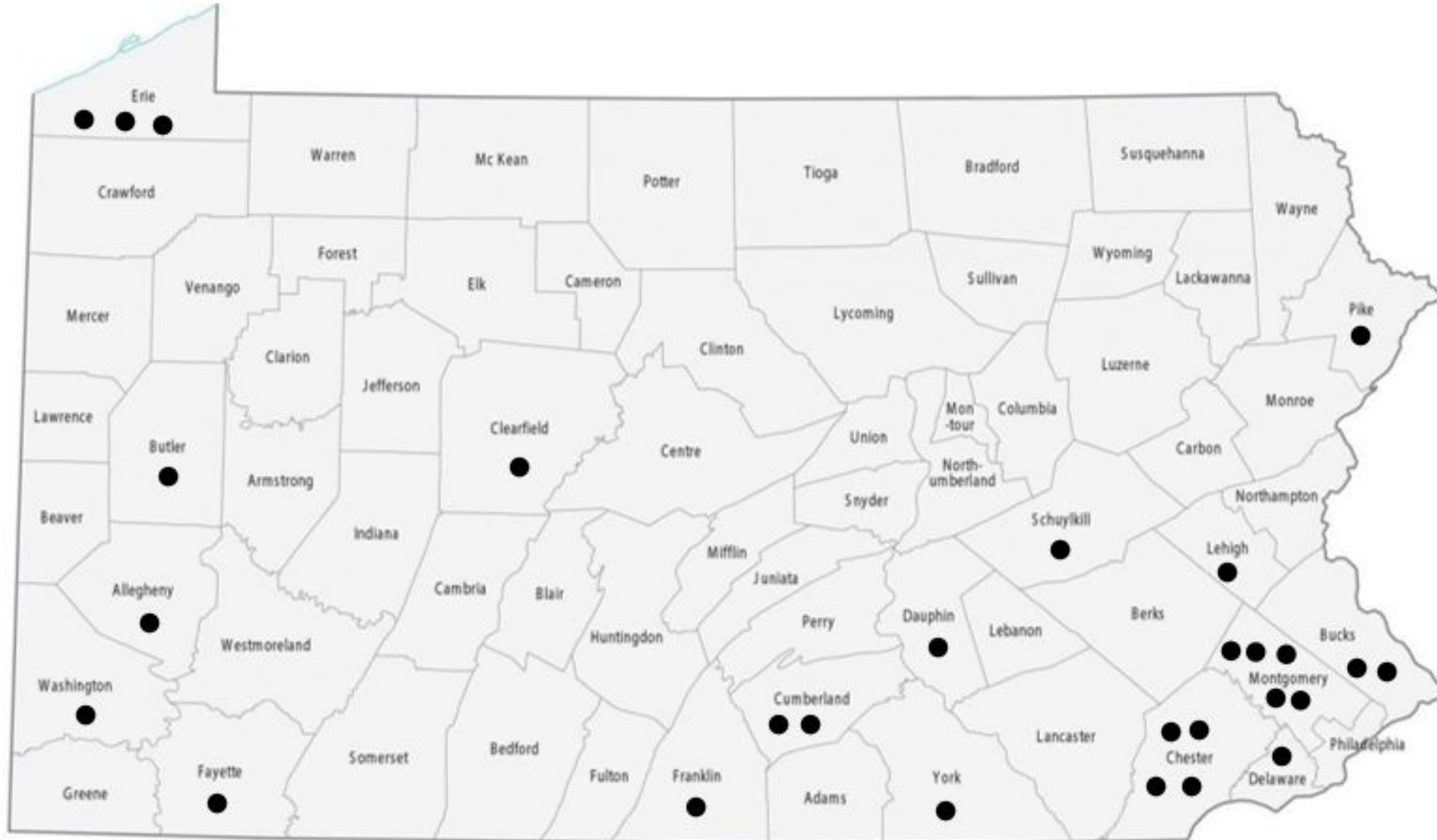
Young Ambassadors Program

Things Ambassadors will complete outside of the virtual workshops include:

- A Community Assessment - Focus areas include:
 - Waste Reduction and Recycling
 - Greening and Beautification (Landscaping, Graffiti abatement, Murals, etc.)
 - Litter and Illegal Dump Prevention and Cleanups - what groups host cleanups and when, nonprofits, businesses etc.,
 - Community Revitalization
 - Environmental Education
- A local cleanup event
- A local education event



2025-2026 Class of Young Ambassadors of PA, 28 students across 17 counties







 **Keep
Chester County
Beautiful**
KEEP PENNSYLVANIA BEAUTIFUL AFFILIATE

 **Schuylkill
Keep
It
Pretty**
KEEP PENNSYLVANIA BEAUTIFUL AFFILIATE



Open Your Eyes To Litter

Keep Pennsylvania Beautiful is updating our antilitter curriculum, which focuses on changing littering behavior by influencing positive behavior through education. **We are working with EPCAMR to revise the content!**

- Appropriate for grades K through six.
- Address the PA Department of Education Academic Standards for Environment, Ecology and Geography.
- Include a supplemental Teacher's Guide that suggests multi-disciplined educational activities that expands on the information, ideas, and activities that are included in each book.
- Open Your Eyes To Litter books are available to download. Visit keeppabeautiful.org and choose Programs, then Education.

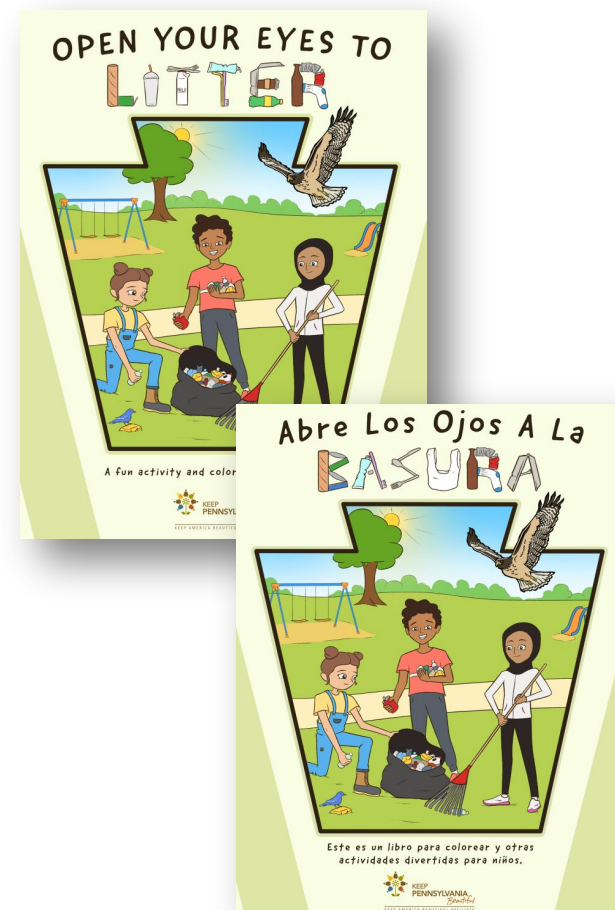


Open Your Eyes To Litter

Revisions - A materials review was performed by an independent group of Pennsylvania educators to evaluate and recommend revisions and updates to our collection of education materials with the goal of making them relevant to today's classroom and the various teaching and learning styles and techniques, including in-person and virtual instruction.

The Updates include:

- Updated artwork and graphics.
- Aligning with the most current, approved, PA Department of Education academic standards.
- Virtual content, including animation and interactive apps to complement and enhance the new educational tools. (TO COME)
- All materials created, including virtual content, will be translated to Spanish.



Open Your Eyes to Litter, Book 4 – Academic Standards Examples

Academic Standards for Environment & Ecology

Watersheds and Wetlands

4.1.7.B Understand the role of the watershed.

- Identify and explain what determines the boundaries of a watershed.
- Explain how water enters a watershed.
- Explain factors that affect water quality and flow through a watershed

Academic Standards for English Language Arts

Reading Informational Text

CC.1.2.2.K Determine of clarify the meaning of unknown and multi-meaning words and phrases based on grade-level reading and content (page 6)

Academic Standards for Civics & Government

Principles and Documents of Government

5.1.3.J Explain the importance of respect for the property and the opinions of others

Rights and Responsibilities of Citizenship

5.2.3 B. Identify personal rights and responsibilities.

Academic Standards for Career Education & Work

Career Retention & Advancement

13.3.3.F Identify the changes in family and friend's roles at home, at school and in the community

Academic Standards for the Arts & Humanities

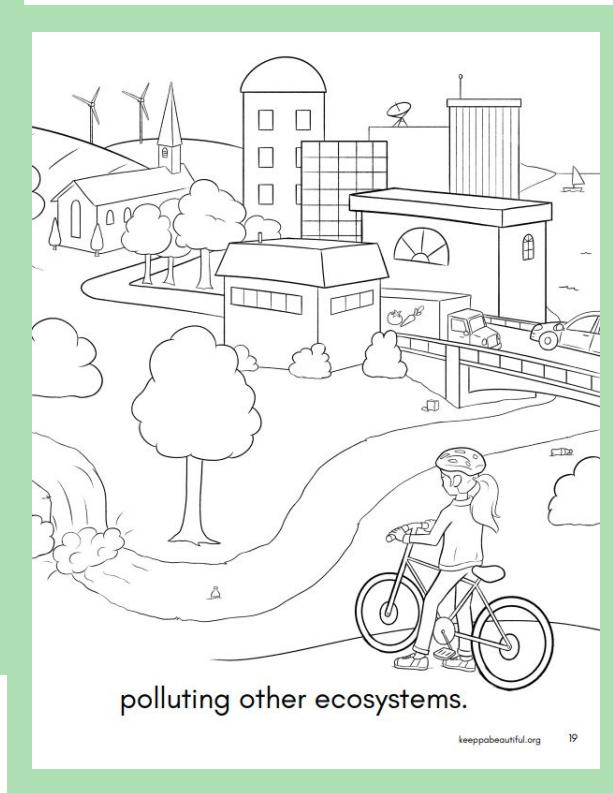
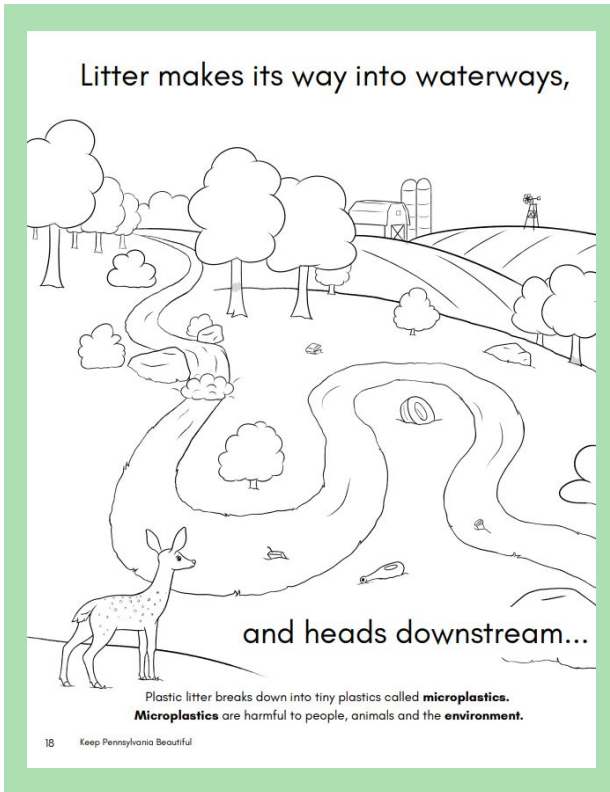
Production, Performance and Exhibition of Dance, Music, Theatre and Visual Arts

9.1.3. A. Know and use the elements and principles of each art form to create works in the arts and humanities. (Page 12 & 24)



Open Your Eyes To Litter- Teachers Guide

Each page is expanded upon in the corresponding Teacher's Guide



Pages 18 & 19 Waterways:

Standard - 4.2.1.A Explain the path water takes as it moves through the water cycle.

Standard - 4.2.3.A Define the term watershed. • Identify the watersheds in which you reside.

Standard - 4.2.3.C Identify plants and animals that live in lakes, ponds, streams, and wetlands.

Introduce the concept of watersheds to your students. Whenever rain falls, snow melts, or people put something on or into the ground, eventually it drains into the nearest creek or stream, which then flows into a river, which then flows into the ocean. Help them to understand the impact humans have on the plants and animals in a watershed. How do waterways become polluted? Storms, litter, drainage pipes, etc. What are the items found on these pages? What happens when it rains or in the spring when the snow melts?



Open Your Eyes to Litter Distribution

- Currently Affiliates can request up to 50 books for the cost of shipping.
- Public can request up to 25 copies for the cost of shipping.
- Books are available to our program participants (Litter Free School Zones, Young Ambassadors, etc.)
- Open Your Eyes to Litter, books 1 and 4 (waterways) are on the approved list for the Republican members of the House of Representatives.
- All books and Teacher's Guides are available to download at no cost!!



Litter Hawk Youth Award Program



- Between **October and January 31st**, students in Kindergarten through 6th Grade can participate in our Litter Hawk Youth Award Program
 - Projects include:
 - Grades Kindergarten through 4 - Poster
 - Grade 5 - Essay
 - Grade 6 – Video
- Winners are announced in April in coordination with a **display of winning entries at the PA State Capitol Building.**



Litter Hawk Youth Award Program



- At the end of April, we offer the posters to legislators, so they can recognize winners in their districts.
- We can also print extra boards for affiliates to celebrate/recognize them locally.
- Partnered with the Turnpike Commission to promote at select service locations.



Litter Free School Zone

RESPONSIBILITIES INCLUDE

- Planning two projects per school year
 - Litter cleanups
 - Beautification events, like creating and caring for pollinator and rain gardens.
- Results are reported to Keep Pennsylvania Beautiful and are added to statewide community improvement totals, making it an opportunity to be a part of something bigger.
- Keep Pennsylvania Beautiful provides a Litter Free School Zone sign and cleanup supplies for each participating school.
- Students, clubs, classes, and even entire school districts can participate in the Litter Free School Zone program.



Tools for Schools



<https://www.keppabeautiful.org/programs/education/tools-for-schools/>

Litter Education & Resources

- [Open Your Eyes to Litter and Teachers Guides](#) – a series of five activity books, tailored to Pennsylvania, that address the difference between intentional and accidental litter, litter and waste issues from prehistoric times to present, reducing, reusing and recycling and more!
- [Cleanup guidelines](#) – ten steps to a safe and successful illegal dump cleanup.
- [10 Steps to a Waterway Cleanup](#) – a solution to waterway pollution.
- [Cleanup Education](#) – cleanup safety, litter laws and more.
- [Ocean Conservancy and National Atmospheric Administration's Talking Trash and Taking Action](#) – outreach and education materials about ocean trash and how to prevent it.
- [US Environmental Protection Agency](#) – Reduce, Reuse and Recycle Resources for Students and Educators.

Opportunities To Get Involved

- [Litter Free School Zone](#) – school ground stewardship program for K-12.
- [Young Ambassador Program](#) – For students in 10 through 12 grades, this program engages and empowers young Pennsylvanians to become community stewards and civic leaders for our shared vision of a clean and beautiful Pennsylvania.
- [Litter Hawk Youth Award Program](#) – a recognition program for students in Kindergarten through 6th Grade.
- [Pick Up Pennsylvania](#) – a year-round community cleanup and improvement program.
- [Keep Pennsylvania Beautiful Road & Area Adoption Program](#) – formal adoption program for locally owned roads or areas.
- [PennDOT Adopt A Highway Program](#) – formal adoption program for state maintained roads.
- [Ocean Conservancy's 6 Week Trash Free Challenge](#) – a fun and slightly competitive way to form new habits that will prevent trash from entering our ocean.
- [PepsiCo Recycle Rally](#) – a national recycling program for K-12 with downloadable resources.
- [Litter Letter Project](#) – a progressive public art project designed by Hatley and Associates, LLC to get residents to think about how litter affects the community and the environment.



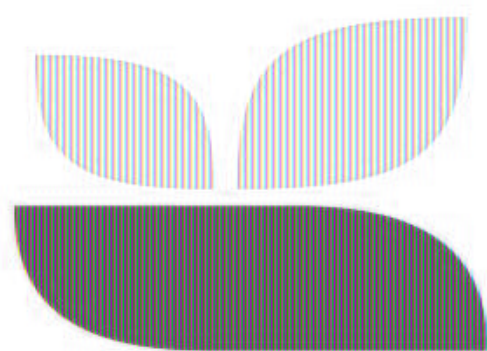
Social Media

Social media can increase awareness of our organization, brand, partners, programs and the community improvement efforts happening locally. We believe this is one of the many ways to inform the public, in real-time, about our programs and resources and give recognition to our partners and volunteers.

Our handles are:

- **Facebook:** Keep Pennsylvania Beautiful
- **Instagram:** @keppabeautiful
- **Linkdin:** Keep Pennsylvania Beautiful
- **Youtube:** Keep Pennsylvania Beautiful
- **Flickr:** Keep Pennsylvania Beautiful





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