

KEEP PHILADELPHIA BEAUTIFUL



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KeepPhiladelphiaBeautiful



@beautifulPHL

WE BELIEVE

Community Beautification
leads to **HEALTHIER
SAFER & more
ECONOMICALLY VIABLE
NEIGHBORHOODS**

In the **TRANSFORMATIVE IMPACT** of
Environmental Education
that connects **SUSTAINABILITY**
to **COMMUNITY LEADERSHIP &
=ACTION=**

In the **POWER** of
Bringing Together Diverse Groups
of **NEIGHBORS, BUSINESSES, COMMUNITY ORGANIZATIONS & PUBLIC ENTITIES**
to *spark* **COLLECTIVE ACTION & create FLOURISHING NEIGHBORHOODS**

MISSION

Keep Philadelphia Beautiful (KPB) convenes, equips and empowers people to use community beautification to achieve vibrant neighborhoods. We collaborate, educate and provide resources to ignite collective action and neighborhood pride.

DEAR FRIENDS,

As part of our education programming, Keep Philadelphia Beautiful asks young Philadelphians how beautiful neighborhoods make them feel. The answers we get aren't surprising: proud; cared for; happy; calm.

And studies back this up: cleaner communities are healthier; safer; and more cohesive, economically vibrant and environmentally sound.

That's why the KPB Board, staff and volunteers wake up every day focused on creating a cleaner and greener city. Through dynamic programming, we visit classrooms and civic meetings across Philadelphia to speak about recycling, waste reduction and how we can build a litter-free city together. We serve as a resource and convener for civic organizations and passionate neighborhood leaders. And we activate hundreds of Philadelphians to roll up their sleeves and paint, plant, weed and yes, pick up litter.

This was a banner year for KPB. In 2017, we conducted our largest cleanup season, and more than doubled the number of young Philadelphians we reached last year with our message of environmental stewardship. We served as part of Mayor Kenney's team working to craft the City's new Zero Waste and Litter Action Plan, and we continued to work with the Philadelphia School District to implement the waste reduction and recycling goals of GreenFutures, their first sustainability management plan.

KPB couldn't be prouder to share the progress we have made together, more determined to make 2018 even bigger and better, or more grateful for our partners and volunteers, who are the beating heart of our organization and community.

Thanks for being a part of the KPB family. We look forward to working with you to keep the neighborhoods and city we love beautiful in the months and years to come.

Onward,

Justin Land
Board Chair

Michelle Feldman
Executive Director



EDUCATION

CREATING PHILLY-LOVING ENVIRONMENTAL LEADERS

Keep Philadelphia Beautiful believes in the power of education to inspire action. We provide hands-on workshops for students throughout Philadelphia on the varied impacts of litter and recycling; release an annual Community Cleanup Resource Guide; and help neighborhood-based organizations and residents break down recycling rules, as well as navigate City government and nonprofit community beautification resources.



OUR YOUTH: INSPIRING ENVIRONMENTAL STEWARDSHIP

“Being a Volunteer Educator with Keep Philadelphia Beautiful has been a very rewarding experience. After every school visit, the teachers, students, and I walk away learning something new or thinking differently about litter, green infrastructure, and recycling; we better understand the issues, and have a greater appreciation for what we are all trying to accomplish together in Philadelphia.”
- Ricky Burrell, KPB volunteer educator

Powered by volunteer educators, in 2015 KPB began providing interactive, in-school workshops focused on litter, recycling, and why beautiful neighborhoods matter - while challenging students to become leaders in the various communities of which they are a member. Our presentations not only educate, but encourage action - from planning cleanups to teaching a friend or family member how to recycle correctly. This year, KPB reached close to 4,500 students age K-12 through approximately 100 separate presentations, two and a half times more than last year. And over the three short years since this initiative was established, our volunteer corps has educated over 10,000 young Philadelphians.



IDENTIFYING AND ACCESSING RESOURCES

Community Workshops: KPB visits civic meetings across Philadelphia to help residents and community groups navigate City government and nonprofit programs and resources, stay updated on City and School District initiatives, and recycle often and recycle right. In 2017, we visited 19 civic meetings, reaching close to 450 Philadelphians.

Cleanup Resource Guide: To celebrate America Recycles Day this November, KPB released the fourth edition of our annual Community Cleanup Resource Guide, a compilation of existing neighborhood beautification initiatives and best practices for planning a successful community beautification event, Philly style. Since the first edition was released, we’ve added sample cleanup organizing documents, successful case studies for rallying your block, trash and recycling tips, and all the news you can use about the City’s Zero Waste initiative. Read the guide at keepphiladelphiabeautiful.org/resources.

KEEP PHILADELPHIA BEAUTIFUL VISITED 40% OF ALL PHILADELPHIA PUBLIC SCHOOLS SINCE 2015

4,468
YOUTH EDUCATED

98
IN-CLASSROOM PRESENTATIONS

810
ADULTS EDUCATED

35
ADULT ED OPPORTUNITIES

CLEANUP ROUNDUP

ENGAGING PHILADELPHIANS IN SERVICE

Bringing Philadelphians together to engage in direct action to make our communities more beautiful is at the center of our mission. In 2017, KPB activated approximately 500 volunteers at sites across the city - from the John Heinz Wildlife Refuge in Southwest Philadelphia to Hunting Park in North Philly. We removed more than 14,000 pounds of debris from our public spaces - and planted, painted and harvested along the way. And we had more than a little fun recycling at the Made in America festival over Labor Day weekend.

SUPPORTING OUR COMMUNITY GARDENS

KPB began our season tending to the community garden at the Hunting Park Recreation Center as we celebrated the 10th anniversary of the Philly Spring Cleanup, the nation's largest one-day urban cleanup initiative. Then we partnered with our friends at the Nature Conservancy of Pennsylvania and the Nationalities Service Center on two service days at Growing Home Community Garden, an immigrant and refugee run green space in Point Breeze. We harvested African eggplant, planted trees, weeded, and removed litter and leaves.



PROTECTING OUR WATERWAYS

This year, KPB teamed up with the Water Department and social enterprise United by Blue on a series of cleanups designed to highlight the connection between litter control and waterway health. Two hundred eighty five volunteers collected 6775 pounds of debris from our rivers and creeks. We closed this cleanup series at the Fairmount WaterWorks with a panel discussion highlighting public, private and nonprofit anti-litter efforts and specific ways to take action in our communities.



MADE IN AMERICA

KPB volunteers helped increase recycling at the annual Made in America festival over Labor Day weekend. Partnering with Keep America Beautiful and Anheuser-Busch, we collected over 500 pounds of recyclable materials and constructed over 200 recycling bins for the concert grounds.



KEEPING FAIRMOUNT BEAUTIFUL

In August, KPB, Keep America Beautiful and the Fairmount Community Development Corporation gathered volunteers in the community garden behind Eastern State Penitentiary to build and distribute 42 planters along the Fairmount Avenue commercial corridor.

8

EVENTS

FOR COMMUNITY BEAUTIFICATION

493

VOLUNTEERS
ENGAGED

14,603

POUNDS OF DEBRIS
REMOVED FROM PUBLIC SPACES

577.5

POUNDS OF RECYCLING
COLLECTED AT MADE IN AMERICA FESTIVAL

42

PLANTERS

BUILT AND DISTRIBUTED ALONG THE
FAIRMOUNT AVE COMMERCIAL CORRIDOR

ZERO WASTE *Superheroes*



To highlight Philadelphia Mayor Jim Kenney's goal of diverting 90% of Philadelphia's waste from landfills by 2035, KPB spotlighted individuals and organizations already working to realize that vision through actions large and small. Our photo campaign demonstrated quick and easy changes we can all make in our daily lives - composting, joining a community garden, replacing disposable items with reusable ones, or donating unwanted items to organizations such as the Philly AIDS Thrift and the Resource Exchange instead of adding them to landfills. Our campaign reached over 10,000 individuals on Facebook, and garnered over 7,000 impressions on twitter.



CAPACITY BUILDING

CONVENING, TRAINING + SEED-FUNDING

KPB is committed to building capacity for community driven cleaning and greening work through training, convening and seed-funding.



COMMUNITY WORKSHOPS

In 2017 KPB conducted thirteen in-depth trainings on City government and nonprofit community beautification programs; the ins and outs of recycling in Philadelphia; how to plan a Zero Waste cleanup; and community organizing best practices. We reached Block Captains and college students, and community groups from North Philly to West Philly. In addition, we partnered with the School District to plan two Professional Development opportunities for educators focused on building strong recycling programs at their schools; identifying national and local resources for doing so; and infusing curriculum with sustainability principles. This year, we reached over 300 Philadelphians through these workshops.

CONVENING NEIGHBORHOOD LEADERS

KPB continues partnering with the Philadelphia Association of Community Development Corporations, the Philadelphia Commerce Department and the Philadelphia Streets Department to convene neighborhood leaders quarterly to: spread best practices, coordinate directly with City agencies, and work together to address common challenges. Based on feedback from these meetings, the City's Zero Waste and Litter Cabinet launched the new CleanPHL.org website as a one-stop-shop for recycling and litter information, and KPB established an open-source repository of resources, including peer-reviewed research on litter and behavior change, grant opportunities, template marketing materials, and more.



SEED FUNDING: Microgrants and New Education for Sustainability Center

This spring, KPB announced the winners of our third annual microgrant program. With KPB's funding, Chinatown CDC, Mayfair CDC, the People's Emergency Center, Fishtown Neighbors Association, and Southwest CDC will install new cigarette litter receptacles and leverage this additional infrastructure to conduct anti-litter education and outreach in their neighborhoods.

And, in partnership with the School District, we received a \$20,000 grant from Keep America Beautiful and Lowe's to construct a new Agricultural and Environmental Lab at Pratt School in North Philadelphia. The new center - which includes aquaponics and vermicomposting systems, an indoor butterfly garden, a decomposition kit, and an outdoor pollinator garden - will become a STEM education hub for all 140 pre-K classrooms.



\$31,500
RAISED & DISPERSED FOR
COMMUNITY
BEAUTIFICATION
PROJECTS

RUNNING TOTALS

SINCE 2013

35,003

POUNDS OF TRASH & DEBRIS
REMOVED FROM PUBLIC SPACES

\$108,317

RAISED + DISPERSED FOR COMMUNITY
BEAUTIFICATION PROJECTS

13

PUBLIC SPACES
BEAUTIFIED

1,789

VOLUNTEERS ENGAGED

42

COMMUNITY
BEAUTIFICATION EVENTS

10,033

YOUTH

2,300

ADULTS

12,333 TOTAL PEOPLE EDUCATED

KEEP PHILADELPHIA BEAUTIFUL 2017



IN THE NEWS

Generocity

Dear Akeem and Keep Philly Beautiful teamed up to answer your litter Qs



"In our current world of strong, varying opinions, one common thread of frustration is litter and waste of all kinds."

philly.com

The ABCs of CDCs and other Philly neighborhood groups



"Here's your homework assignment. Attend your next community meeting, and bring along a friend or family member."

philly.com

Mayor Kenney: Let's make Philly a zero-waste city by 2035



Written by Jim Kenney & Michelle Feldman
"In December, the Zero Waste and Litter Cabinet was created to coordinate city operating departments and outside agencies like Keep Philadelphia Beautiful in tackling the pervasive issue of litter in Philadelphia."

philly.com

Commentary: A cleaner Philly starts with you



"Individuals can have a real impact in solving seemingly intractable problems - and in inspiring others. Small actions make a difference, and can be leveraged to secure additional resources of all kinds."

THE PHILADELPHIA CITIZEN

WASTE NOT, WANT NOT



TO READ MORE VISIT
keepphiladelphiabeautiful.org/media

A FEW OF OUR STRATEGIC PARTNERS

City of Philadelphia Department of Commerce

City of Philadelphia Managing Director's Office,
Community Life Improvement Program & Zero
Waste & Litter Cabinet

City of Philadelphia Office of Sustainability

City of Philadelphia Water Department

The Dow Chemical Company

Keep America Beautiful

Keep Pennsylvania Beautiful

Nationalities Service Center

The Nature Conservancy of Pennsylvania

The Pennsylvania Horticultural Society

The Philadelphia Association of
Community Development Corporations

Philadelphia Parks & Recreation

The Philadelphia Streets Department

Recyclebank

School District of Philadelphia, Office of
Environmental Management & Services

TreePhilly, a program of
Philadelphia Parks & Recreation

United by Blue

Waste Management, Inc.

**THANK YOU TO ALL OF
OUR PARTNERS, WHO
MAKE IT POSSIBLE FOR US
TO DO THE WORK WE DO.**

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Zero Waste Superheroes photos on pages 6 and 7
by Blanche Helbling for Keep Philadelphia Beautiful