



KEEP AMERICA BEAUTIFUL AFFILIATE



2025
Annual Report

Message from KMB Founder & Executive Director **Neil Rhein**

Dear Keep Massachusetts Beautiful Supporters,

When I speak in public about the evolution of Keep Massachusetts Beautiful since its founding in 2014, I usually summarize our four primary areas of focus:

- 1. Litter Prevention & Cleanup:** Understand who and what is causing litter and mobilize volunteer, government, and business resources to clean it up and prevent future littering behavior.
- 2. Waste Reduction & Recycling:** Reduce reliance on single-use plastics and other non-sustainable products. Promote reuse and repair and effective waste management programs to reduce the volume of trash sent to landfills and incinerators or that ends up as litter.
- 3. Beautification & Community Greening:** Beautify public spaces through landscaping projects, native tree plantings, and pollinator-friendly gardens.
- 4. Environmental Education & Sustainability:** Educate people of all ages to change their personal actions and consumption habits to better protect our environment, and support and inspire the next generation of environmental advocates and leaders.

Within Litter Prevention & Cleanup, it has become increasingly clear that our state needs to do much more to PREVENT litter from happening in the first place. This can be accomplished by educating people of all ages not to litter, by increasing public awareness about the environmental and financial impact of litter, and by enforcing laws that are already on the books.

I am happy to report that Senate Resolve 2390, which Senator Paul Feeney filed on our behalf, has passed the first legislative hurdle by receiving a favorable vote from the Joint Committee on Transportation. We'll be working hard to advocate for this legislation and hopefully see it passed in 2026. To that end, we encourage you to contact your state Senator and Representative and urge them to support our Leaders Against Litter initiative and Senate Resolve 2390. Learn more at www.keepmassbeautiful.org/LAL.

In the meantime, we will continue to partner with our 43 local KMB chapters, the Massachusetts business community, and local municipal leaders to "take action to make Massachusetts a cleaner, greener, place to live, work, and play."

Finally, if you don't have a local KMB chapter in your community, I encourage you to ask yourself "why not?" and visit www.keepmassbeautiful.org/JOIN to learn how you can get started.

Thank you for helping us keep Massachusetts beautiful.

Sincerely,



Neil Rhein
Founder & Executive Director



Message from KMB Board Chair **Thomas Mackie**

Dear Keep Massachusetts Beautiful Supporters,

Thank you for your interest in making Massachusetts a cleaner, greener place to live, work, and play. Whether you participated in a local litter cleanup, shared your passion for our state's natural beauty, or wrote to your legislator to support KMB-sponsored legislation, we appreciate your support!

With your help, Keep Massachusetts Beautiful continues to grow and prosper with new local chapters and initiatives. In the past year, we:

- Welcomed new board members Jennifer Fisher (the former director of marketing for South Carolina's Palmetto Pride) and Henry Buckley (a high school student from Hingham).
- Launched new local KMB chapters in Medford, Amesbury, Foxborough, Somerset, Holden, Sturbridge, and Everett.
- Launched our Students for Environmental Action in Massachusetts program to provide high schoolers with the tools, mentorship, and resources they need to make a measurable impact at their high school and in their community — while also helping them develop leadership skills.
- Awarded our annual \$2,500 Next-Gen Environmental Leader Scholarship and \$10,000 in grants to support the creation of public pollinator gardens through our Plant Something Bee-eautiful program.

I encourage you to get involved in your local community, donate to support our cause, or contact us to learn about joining a committee or our Board of Directors.

Thank you for your ongoing support!

Sincerely,



Thomas Mackie

Chair of the Board of Directors



OUR BUSINESS SPONSORS

We are seeking to develop long-term relationships with community-minded Massachusetts businesses that want to protect our state's natural beauty and make a positive impact in the communities in which they operate. Thank you to our 2025 business sponsors for providing critical financial support that funds our ongoing operations and programs!

Visionary Partner Sponsors (cash or in-kind support of \$10,000 or more)



Eco-Champion Sponsors (cash or in-kind support of \$2,500-\$5,000)



Green Team Sponsors (cash or in-kind support of \$1,000-\$2,500)



Benefits for KMB Sponsors

- Company logo and hyperlink displayed on the KMB website
- Social media shoutouts
- Free admission to annual Massachusetts Clean Community Awards celebration
- KMB-hosted community service cleanup for employees

Support our mission by becoming a KMB Business Sponsor.
Learn more at www.keepmassbeautiful.org/SPONSOR.

KMB VOLUNTEERS IN ACTION!

Across the Commonwealth, thousands of volunteers donated their time and energy to cleaning up the vast amounts of litter that mar the natural beauty of the Massachusetts landscape.

THANK YOU to everyone who pitched in!



**Urge our state leaders to launch a statewide anti-litter awareness and education campaign!
Sign our online petition at www.keepmassbeautiful.org/LAL.**

OUR PROGRAMS & IMPACT

Litter Prevention & Cleanup

We offer a variety of ways for individuals, groups, and businesses to participate in litter cleanup activities, including:

The Great Massachusetts Cleanup

Every year, volunteers in communities across the state organize community-wide litter cleanups as part of the Great Massachusetts Cleanup.

For the period between January 1, 2025, and December 31, 2025, KMB chapters, as well as other groups and organizations across Massachusetts, reported the impressive results displayed below.

Please note that these results represent a partial share of KMB's impact. Our chapters are more focused on taking action to clean up litter, rather than reporting their results. The results of many cleanups are not shared with us, so the actual impact of KMB's network is much greater than reported here.



2025 Great Massachusetts Cleanup Results



200+
community
cleanups

10,000+
volunteers

300,000+
pounds of litter
removed

*Results are estimates based on reporting from the KMB chapter network for the period between January 1, 2025 and December 31, 2025.

The Massachusetts Litter Cleanup Crew

This program encourages individual volunteers to incorporate litter cleanup into their regular daily, weekly, or monthly routines. Volunteers pledge to keep a particular street, park or neighborhood litter-free, and in exchange, we ship them an official Massachusetts Litter Cleanup Crew kit. Each litter cleanup kit includes a litter grabber tool, gloves, a reusable bag, a volunteer tee shirt and a reusable trash bag for use inside vehicles. As of December 31, 2025, we have shipped 1,519 litter cleanup kits. Thank you to the **Boston Athletic Association** for providing a \$5,000 BAA Gives Back Grant to offset the cost of this program.





Join the Massachusetts Litter Cleanup Crew at www.keepmassbeautiful.org/LCC.

Company Community Service Cleanups

Our Company Community Service program pairs businesses in search of a worthy community service project with public spaces that are in need of litter cleanup. We work closely with company staff to organize a rewarding community service event for employees. This includes finding a suitable site, providing all cleanup supplies, coordinating with local municipal or state partners to ensure the collected trash is removed, and assisting with public relations and social media efforts. KMB partnered with the following companies in fiscal year 2025:

| Who | When | Where | No. of Volunteers | Trash Collected (in pounds) |
|---------------------------------|----------|--|-------------------|-----------------------------|
| Talbot's/Knitwell Division | 8/15/24 | Quincy: Mound Street Beach | 10 | 250 |
| Longfellow Real Estate Partners | 9/26/24 | Boston: Langone Park in North End | 7 | 150 |
| Corona Beer & Oceana | 9/28/24 | Lynn Beach in Nahant | 50 | 300 |
| Rockhill Management | 10/2/24 | Castle Hill, South Boston | 18 | 250 |
| Bluewave | 11/13/24 | Boston: Southwest Corridor State Park | 9 | 300 |
| Mimecast | 11/21/24 | Waltham: The Riverwalk | 6 | 350 |
| Clean Harbors | 4/18/25 | Norwell: Norwell High School & Clipper Community Complex | 16 | 400 |
| Samsonite | 4/24/25 | Mansfield: Route 140 | 26 | 1,200 |
| Alarm.com | 5/1/25 | Boston Common & Beacon Hill | 18 | 225 |
| Needham Bank | 5/8/25 | Needham: Cutler Park | 18 | 300 |
| Fidelity Investments | 6/17/25 | Dorchester: Allen Park & Surrounding Neighborhood | 34 | 750 |
| TOTAL | | | | 212 4,475 |

If your company is interested in hosting a Company Community Service Cleanup event, learn more at www.keepmassbeautiful.org/CCS.



Beautification & Community Greening



Keep Massachusetts Beautiful chapters manage local beautification and community greening programs, including downtown flower barrel programs, pollinator gardens, adopt-a-spot programs, mural painting projects, and other programs. KMB provides direct financial support to promote the planting of public pollinator gardens through the Plant Something Bee-eautiful program. We are grateful for the annual financial support of \$10,000 from Edrington that funds this program.

Plant Something Bee-eautiful

PROGRAM SPONSOR:

EDRINGTON


Each year, our annual Plant Something Bee-eautiful program awards grants to Keep Massachusetts Beautiful chapters and other organizations to support the planting of pollinator-friendly gardens and trees in public spaces to help create habitats for pollinators.

In 2025, we received numerous grant applications and issued 12 grants totaling \$10,000. Grantees included:

- **Amesbury Public Library:** \$1,500 to plant a pollinator garden containing native plants on the east side of the library
- **Ashburnham Pollinator Meadow Committee:** \$500 to create a pollinator meadow and bordering path in Winchester Park, featuring plants native to Worcester County
- **Keep Attleboro Beautiful:** \$1,500 to plant a new 500-square-foot pollinator garden on the former site of a golf course that is now Highland Park
- **Becket Arts Center:** \$500 to transform a central public space into a blooming, biodiverse habitat for pollinators and a source of beauty and learning for the Becket community
- **Boston Public Schools (Wild Ones):** \$500 to plant a new native flower garden featuring locally grown native plants, educational signage, and student tools and materials
- **Easthampton Bee City Initiative:** \$500 to create a new pollinator garden alongside the Manhan Rail Trail
- **Fairhaven Sustainability Committee:** \$500 to plant a new pollinator garden at Macomber Pimental Park
- **Keep Wakefield Beautiful:** \$1,500 to plant pollinator-friendly trees at five public school campuses in Wakefield
- **The Taylor School in Foxboro:** \$500 to create a woodland edge pollinator and bird habitat for a therapeutic classroom
- **Westfield State University:** \$500 to transform a quarter-acre campus lawn into a native meadow filled with diverse native perennials and grasses
- **Worcester State University:** \$500 to expand the Teaching Garden, an outdoor classroom that serves as an urban oasis and a vital green space, while providing pollinators with pollen and nectar
- **Wrentham Housing Authority:** \$1,500 to create a 440-square-foot pollinator-friendly garden that will provide essential habitat for pollinators, while also connecting residents with nature and gardening

The annual deadline for submitting a Plant Something Bee-eautiful grant is July 31.
Please visit www.keepmassbeautiful.org/PSB for more information.



Environmental Education

We're proud of the thousands of volunteers across Massachusetts who are taking action to clean up our environment. We also believe that educating the public about how to manage their trash responsibly is an effective long-term solution to the challenges we face. This includes teaching people of all ages not to litter, as well as how to reduce their consumption of single-use products and how to recycle correctly through our Talking Trash & Recycling program.

Talking Trash & Recycling



The Talking Trash & Recycling program is an interactive presentation that teaches residents, employees, and students about what happens to their trash and recyclables here in Massachusetts. Attendees learn ways to reduce the amount of trash they generate, improve their recycling habits, and how to make small changes to lead a more sustainable lifestyle, while also helping the Commonwealth of Massachusetts achieve its solid waste reduction goals. This interactive program is delivered in 45 minutes with 15-30 additional minutes for questions and answers at the end.

If you would like to host a Talking Trash & Recycling presentation in person or via Zoom, please visit www.keepmassbeautiful.org/TTR.

The Massachusetts Beautification Bulletin E-newsletter & Social Media Channels

Our e-newsletter provides education and information to more than 5,800 subscribers. Each issue includes links to community cleanup events, website blog posts, news articles, and information about KMB programs and resources. Collectively, KMB's Facebook, Instagram, TikTok, and LinkedIn channels reach thousands of followers:

59,488 Unique website visitors during past 12 months*

28,972 Facebook followers**

5,777 E-newsletter subscribers

1,860 Instagram followers

475 LinkedIn followers

407 TikTok followers



* For the period from October 31, 2024, through October 31, 2025.

** Represents combined total of the KMB page (3,400 followers) plus our other local chapter pages and groups.



Next-Gen Environmental Leader Scholarship

Our Next-Gen Environmental Leader Scholarship supports a high school senior student who will be pursuing a degree or certificate in environmental studies or a related field at an accredited institution of higher learning.

The purpose of this scholarship is to support students who have demonstrated a commitment to environmental protection, environmental justice, or community service to improve the environmental health or sustainability of their community.

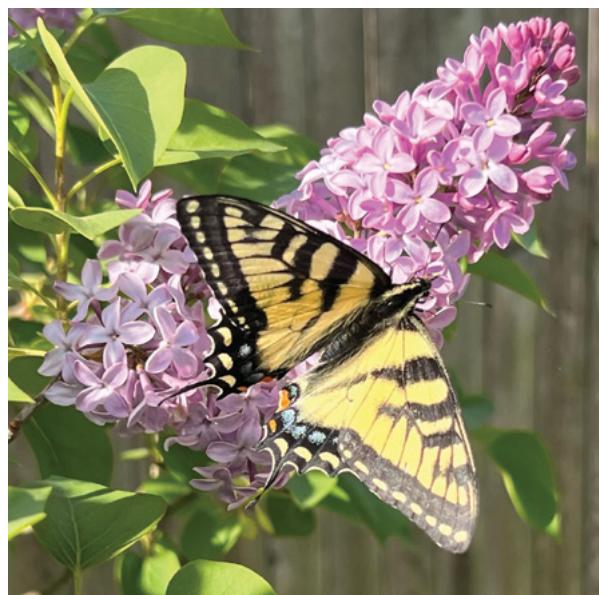
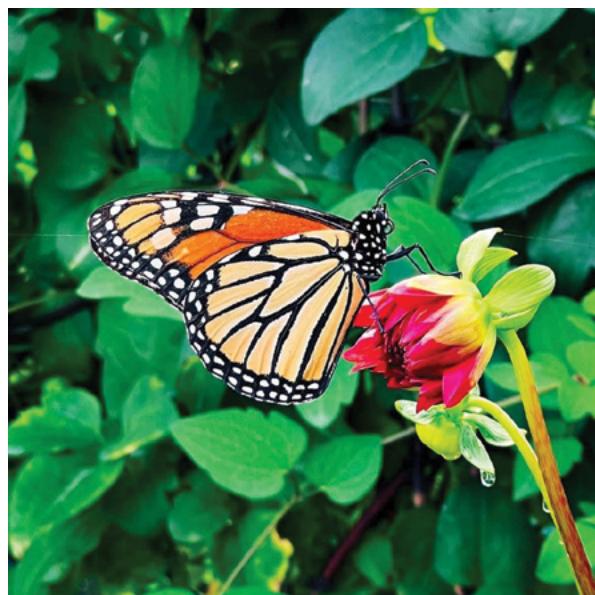
Anthony Wozniak of Fitchburg was the recipient of our 2025 scholarship. Anthony is a first-year student studying environmental science at Fitchburg State University.

Before entering college, Anthony demonstrated a strong passion for the environment by enrolling in an online Environmental Science course during his 8th-grade year. This early exposure laid a strong foundation that propelled him through a rigorous curriculum, including numerous honors and Advanced Placement Environmental Science courses. He also participated in the National Student Leadership Conference at Yale University last summer, which provided him with a deeper understanding of the field and reinforced his desire to make a tangible impact on environmental issues.



Anthony Wozniak

Congratulations to Anthony and best wishes for great success in college!

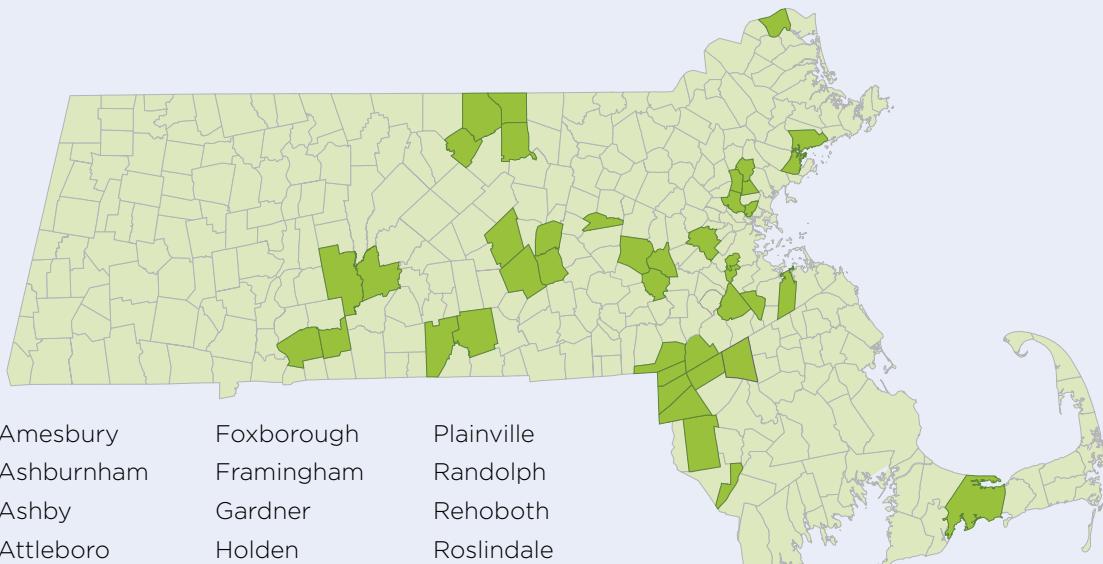


For more information about the Next-Gen Environmental Leader Scholarship,
visit www.keepmassbeautiful.org/NGELS.

OUR NETWORK OF LOCAL CHAPTERS CONTINUES TO GROW!

Keep Massachusetts Beautiful provides the support that community leaders need to launch and sustain a successful local KMB chapter. We provide hands-on support and guidance to help local chapter leaders get organized, pursue their mission, and achieve success over the long term. Using our proven programs and resources, we now have 43 local chapters across Massachusetts. In calendar-year 2025, we welcomed new chapters in Medford, Foxborough, Amesbury, Somerset, Holden, Everett, and Sturbridge.

Join Our Family of Local KMB Chapters!



| | | |
|-------------|--------------------|-------------|
| Amesbury | Foxborough | Plainville |
| Ashburnham | Framingham | Randolph |
| Ashby | Gardner | Rehoboth |
| Attleboro | Holden | Roslindale |
| Barnstable | Hudson | Salem |
| Belchertown | Hyde Park | Sherborn |
| Beverly | Mansfield | Shrewsbury |
| Boylston | Medford | Somerset |
| Canton | Melrose | Springfield |
| Charlton | Natick | Stoneham |
| Easton | Newton | Sturbridge |
| Everett | North Attleborough | Wakefield |
| Fitchburg | | Ware |

Learn more about the benefits of launching a Keep Massachusetts Beautiful chapter in your community at www.keepmassbeautiful.org/JOIN.



Celebrating Success: The Massachusetts Clean Community Awards

The Massachusetts Clean Community Awards recognize volunteers, nonprofit leaders, government leaders, businesses and municipal partners for exceptional environmental protection and community cleanup efforts.

We presented our 2024 Clean Community Awards at the Village Hall on the Common in Framingham on May 15, 2025. It was a pleasure to bring so many caring environmental and community service heroes together for one evening!

A special thank you to our emcee, WCVB Chief Meteorologist Cindy Fitzgibbon, who filmed a Channel 5 EyeOpener Wake Up Call with attendees.

Our 2024 Massachusetts Clean Community Award Honorees:

Environmental Legislator of the Year:

Representative Kate Lipper-Garabedian

Business Partner of the Year:

Starbucks

KMB Chapter Leader of the Year:

Cathy Horn of Keep Hyde Park Beautiful

Municipal Partner of the Year:

Josh Reinke, Mansfield Department of Public Works

Youth Volunteers of the Year:

Porter Shaffer of Keep Wakefield Beautiful and Jayden Harris of Keep Natick Beautiful

Litter Buster of the Year #1:

Mike Tarselli of Keep Framingham Beautiful

Litter Buster of the Year #2:

Jill Hall & Anne Masse of Keep Randolph Beautiful

Litter Buster of the Year #3:

Debbie Belek & Cindy Rowles of Keep Plainville Beautiful

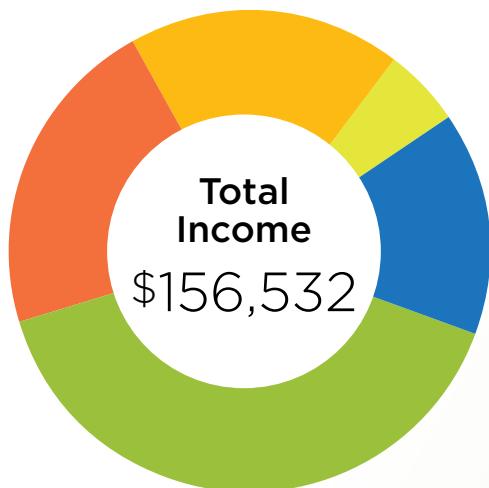


To submit a nomination for our 2025 awards or to learn more,
please visit www.keepmassbeautiful.org/CCA.

FISCAL YEAR 2025 FINANCIAL RESULTS

(JULY 1, 2024-JUNE 30, 2025)

Total Income



- Program Revenue
\$20,640
- Business Sponsor Donations
\$54,255
- Individual Donations
\$29,243
- Grants
\$25,150
- KMB Chapter Dues
\$7,000
- Other Revenue
\$12,449

Total Expenses



- Program Expenses
\$77,145
- Operating Expenses
\$42,613

Support our mission with a financial donation at
www.keepmassbeautiful.org/donation.



MEET OUR BOARD OF DIRECTORS

Thomas Mackie, Board Chair



Tom is Counsel at the Boston law firm Verrill Dana LLP. Over the past 35+ years, Tom has advised companies in the environmental industry and other businesses facing environmental issues. Currently, he is a member of the Massachusetts Department of Environmental Protection Solid Waste Advisory Committee, MassRecycle, and serves on the Board of Directors for the Environmental Business Council of New England. Tom graduated from Hobart College and earned his JD from Suffolk University Law School. He and his wife raised their two children in Sudbury and now live in Concord.

Greg Peschel, Board Member & Vice Chair



Greg is a Market Manager at WIN-Waste Innovations in their Northern New England territory. His primary focus in this role is managing the flow of materials through WIN-Waste's eight transfer stations in the region while also managing relationships with the haulers responsible for transportation of the various materials they handle. Greg is eager to work closely with the entire board to advance Keep Massachusetts Beautiful's mission.

Andy Bank, Board Member & Treasurer



Andy is a CPA and formerly led the finance and accounting functions at Triton Technologies and International Forest Products. He currently heads up the finance and accounting functions at LABUR.

Sam Squilia, Board Member



Sam is the Mayor of Fitchburg. She served formerly as an at-large City Councillor in Fitchburg, where she grew up and lives with her spouse and daughter. She serves as Chairperson of Keep Fitchburg Beautiful, organizes Fitchburg City Wide Yard Sales, neighborhood and park cleanups and leads environmental and recreational trails initiatives with the Fitchburg Greenway Committee.

Alison Beucler, Board Member & Clerk



Alison currently works for the Commonwealth of Massachusetts, where she advances education, outreach, and action on waste management, more specifically around waste reduction, reuse, and recycling in the municipal sector. Through collaboration with community partners and local stakeholders, she helps develop and implement effective green initiatives, programs, and best practices across the state. Alison is deeply passionate about environmental education and empowering others to take meaningful environmental action in their own communities. She is also an active member of her local KMB chapter in Medford and serves as co-chairperson of the Environmental Science and Technology Program at Minuteman High School in Lexington, MA.

Meg Morris, Board Member



Meg has been involved in waste reduction, recycling and litter abatement for more than 30 years in the public, private and nonprofit sectors. She co-founded the Cape Cod Anti-Litter Coalition and serves the Town of Brewster as Chair of its Recycling Commission.

Ainsley Smith, Board Member



Ainsley is a marine biologist who works for NOAA. Previously, she served as the chair of the Gloucester Clean City Commission, where she successfully oversaw the passage of Gloucester's plastic bag and polystyrene ordinances, developed a citywide cigarette litter reduction plan and coordinated environmental stewardship programming in local schools.

Matt Stutz, Board Member



Matt is an executive at Adobe Systems with a strong track record of leadership, innovation, and collaboration across diverse teams. Outside of his professional endeavors, Matt has a large family that loves to spend most of their time outside, hiking and playing sports. Making access to clean public areas a reality for every family was Matt's inspiration for joining the KMB Board. Matt holds an undergraduate business degree from Boston College.

Join Our Board!

We are currently seeking talented Board members who are passionate about cleaning up and beautifying our communities and who have experience in finance, fundraising, communications, public relations, social media, law, or other specialties. If you are interested in serving on our Board of Directors, please email neil@keepmassbeautiful.org.

Monica Pennell, Board Member



Monica lives in North Central Massachusetts and has been an avid outdoor sports enthusiast for most of her life. As a Telecommunications Principal Technical Support Engineer, problem-solving is her daily pursuit, so she turned her energy to solving the litter problem in her town of Ashby and founded Keep Ashby Beautiful.

Fred Cullen, Board Member



Fred Cullen is CEO of Green Team Junk Removal, a waste removal company that focuses on sustainability and reuse. The company recycles, reuses or donates up to 80% of what it collects. Fred is passionate about keeping items that can be reused out of the waste stream and helping individuals and families in need by providing donated furniture and other essential items. He earned a bachelor's degree in criminal justice from Mt. Ida College. He lives in Holliston with his wife, two daughters, two dogs, and four cats.

Lauren Saunders, Board Member



Lauren is a Financial Advisor with Edward Jones Investments in Gardner, MA. In addition to her career in finance, Lauren is a Registered Environmental Health Specialist/Registered Sanitarian with a background in public health and solid waste management and reduction. Previously, she was the Director of Public Health for the City of Gardner. In this role, Lauren helped develop a city-wide litter ordinance and supported Keep Gardner Beautiful with their litter abatement efforts. Lauren lives in Gardner with her family, enjoys hiking with her pups, watching live music, and traveling.

Neil Rhein, Board Member



Neil is the founder and executive director of Keep Massachusetts Beautiful. Neil also operates Bullseye Communications, where he provides professional writing, editing and proofreading services to corporate and nonprofit clients. He previously served on the Mansfield Select Board for 6 ½ years.

Ken Moy, Board Member



Ken works with the international tax services group at the accounting firm PwC. Ken and his family enjoy living near the California coast and getting back east as frequently as possible. During his childhood, he spent every summer on Cape Cod and lived in Boston for nearly a decade. Maintaining and preserving the communities that were so enjoyable to Ken as a young child is his primary reason for joining the KMB board. Ken graduated from the University of Notre Dame, attended law school at Fordham Law, and earned his master's in law focused on legal taxation at Boston University Law School.

Jennifer Fisher, Board Member



Jennifer brings more than a decade of experience in environmental stewardship to the Keep Massachusetts Beautiful board, having previously served as Director of Marketing with PalmettoPride/Keep South Carolina Beautiful for 11 years. She is currently the Director of Marketing for American Public Television. Jennifer is an avid cyclist who enjoys exploring the state's natural beauty with her dogs.

Henry Buckley, Board Member



Henry is a high school student from Hingham, Massachusetts who is currently serving on the Hingham Beautification Commission. As a student, Henry brings a unique demographic to the board, providing valuable insight into the needs of the upcoming generations as the environment of Massachusetts evolves. In his free time, Henry enjoys boating in Hingham Bay and going on scenic walks.

