



KEEP AMERICA BEAUTIFUL AFFILIATE



2023 Annual Report

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

Dear Keep Massachusetts Beautiful Supporters,

As we near the 10-year anniversary of the launch of Keep Massachusetts Beautiful in 2014, there is much to be grateful for. I am forever grateful for the thousands of caring volunteers who have pitched in to clean up and green up communities across Massachusetts. This includes the 1,100+ people who have taken the pledge and signed up to adopt a street or public space through our Massachusetts Litter Cleanup Crew program.

Without the collective actions of Massachusetts residents, businesses, and employees, none of what we have achieved would be possible. A special shoutout goes to the leaders of our 36 local Keep Massachusetts Beautiful chapters for all they do to improve their communities.

I also appreciate the financial support we have received from the Massachusetts business community and our individual donors.

One of the highlights of our year was the return of an in-person celebration for our annual Clean Community Awards, hosted by WCVB Chief Meteorologist Cindy Fitzgibbon. Thank you to everyone who turned out for a fun and joyous celebration on October 20, 2022, at the Lyman Estate in Waltham, as well as our event sponsors. We're planning to host a celebration for our 2023 honorees on March 21, 2024.

Looking ahead to the remainder of 2023 and beyond, I am focused on growing the number of KMB chapters, while continuing to support our existing network. And I will be redoubling efforts to find a source of sustainable funding from within the state budget.

The collective value of the thousands of volunteers who are cleaning up and removing tons of litter from the Massachusetts landscape would cost local and state government agencies hundreds of thousands—if not millions of dollars—if paid employees performed this important work. An investment from our state in Keep Massachusetts Beautiful would provide a valuable return on investment.

If you'd like to support our cause, please visit www.keepmassbeautiful.org/donation to make a donation. In the meantime, thank you for your support, and let's keep working toward a cleaner, greener, more beautiful Massachusetts!

Sincerely,



Neil Rhein
Founder & Executive Director



Message from KMB Board Chair **Thomas Mackie**

Dear Keep Massachusetts Beautiful Supporters,

I am so pleased to report that executive director Neil Rhein and the Board have implemented key elements of our Strategic Plan, with the overall goal of making Keep Massachusetts Beautiful a sustainable not-for-profit corporation. In the past year, we hired a contractor to write grants and help with fundraising, as well as an assistant to help manage our Corporate Community Service Cleanup program.

This allows Neil to focus more of his attention on the growth and development of the organization. In addition, at the Board level, we have established a Nominating Committee and brought on new Board member Sam Squailia. We look forward to continuing to grow our Board of Directors with people who can devote their time, talent, or treasure to the organization. I encourage anyone who is interested in joining our cause to contact us to be considered for a board or committee position.

Over the past year, we and our thousands of volunteers have removed more than 100 tons of litter and debris from the Massachusetts landscape, hosted 29 Corporate Community Service Cleanup events, awarded a \$2,500 Next-Gen Environmental Leader Scholarship, and contributed to the creation of several community pollinator gardens through \$10,000 in Plant Something Bee-eautiful annual grants.

We are so grateful to you, our supporters, and intend to continue to deliver on our mission of making Massachusetts a cleaner, greener place to live, work, and play in the coming years.

Sincerely,



Thomas Mackie
Chair of the Board of Directors



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.

OUR PROGRAMS & IMPACT

Litter Cleanup

We offer a variety of ways for individuals and groups 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. The majority of these cleanups occur during the months of April and May, as well as during the summer and fall months.

For the period between July 1, 2022, and June 30, 2023, KMB chapters, as well as other groups and organizations, reported the following results:



2023 Great Massachusetts Cleanup Results



112+
cleanup events

8,142+
volunteers

100+
tons of litter
removed

*Results are estimates based on partial reporting from KMB chapter network for the period between July 1, 2022, and June 30, 2023.

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.

The Massachusetts Litter Cleanup Crew

This program encourages individual volunteers to incorporate litter cleanups into their regular daily, weekly, or monthly routines. Volunteers pledge to keep a particular street, park or neighborhood litter-free, and in exchange, KMB ships them an official Massachusetts litter cleanup crew kit. Each litter cleanup crew kit includes a litter grabber tool, gloves, reusable bag, a volunteer tee shirt, and a reusable litter bag for use inside vehicles. As of June 30, 2023, we have shipped 1,096 kits.



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



Corporate Community Service Cleanups

Our Corporate Community Service program matches up businesses in search of a worthy community service project with public spaces that are in need of litter cleanup. KMB works 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 handling public relations and social media efforts. KMB partnered with the following companies in fiscal year 2023:

Who	When	Where	No. of Volunteers	Trash Collected (in pounds)
Amgen	7/14/22	Kendall Square, Cambridge	20	350
Everquote	9/9/22	Kendall Square, Cambridge	35	500
Be Biopharma	9/14/22	Kendall Square, Cambridge	23	325
Samsonite	9/15/22	Route 140, Mansfield	29	1,250
AEW	9/21/22	Carson Beach, Boston	30	650
Lincoln Property Management	10/6/22	Marlborough	16	400
Corderman	10/18/22	Fort Point Channel, Boston	15	350
AspenTech	11/2/22	Bedford	17	325
AYR Wellness	11/7/22	Waltham River Walk	12	250
Medtronic	11/14/22	Downtown Boston	37	550
BWT Pharma & Biotech	3/29/23	The Grove, Marlborough	18	750
Catalent Pharma	4/14/23	Mary O'Malley State Park, Lynn	33	700
Foundation Medicine	4/21/23	Kendall Square, East Cambridge	10	200
Samsonite	4/25/23	Route 140, Mansfield	29	1,500
Wolters Kluwer	4/26/23	Waltham River Walk	14	280
Perch	4/28/23	Southwest Greenway Park, Boston	24	260
Samuels Real Estate	5/15/23	Emerald Necklace & Fenway, Boston	8	160
InterSystems	5/17/23	Charles River Esplanade & East Cambridge	23	350
Red Bull	5/31/23	Seaport Waterfront, Boston	17	275
Landmark Bio	6/13/23	Charles River Drive, Watertown	35	600
TOTAL			445	10,025

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



Beautification & Community Greening



Our local chapters manage local beautification and community greening programs, including downtown flower barrel programs, adopt-a-spot programs, mural painting projects, and other programs. KMB provides direct financial support to promote the planting of public pollinator gardens through our Plant Something Bee-eautiful program. This year, we are grateful for Noble Oak Whiskey's \$10,000 grant to support this program!

Plant Something Bee-eautiful

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. The goal is not only to beautify public spaces, but also to restore habitats for pollinators.

PROGRAM SPONSOR:



For the 2023 grant cycle, we awarded \$10,000 in grants to support the following projects:

- **Keep Plainville Beautiful:** \$2,500 for the creation of a new pollinator garden at Telford Park.
- **Keep Mansfield Beautiful:** \$2,500 for the restoration of the pollinator garden at the Jordan Jackson School.
- **Keep Framingham Beautiful:** \$1,500 for the installation of a new pollinator garden at Farm Pond, a popular public park.
- **Keep Walpole Beautiful:** \$500 for the installation of new adopt-a-spot locations and pollinator habitats.
- **Cove Elementary School in Beverly:** \$500 for the creation of a new pollinator garden in collaboration with a team of fourth-grade students and parents.
- **Wakullah Street Community Garden in Roxbury:** \$500 for the creation of a dedicated pollinator garden for bees, butterflies, and other creatures.
- **Aptucxet Garden Club of Bourne:** \$500 for the creation of a new pollinator garden and educational signage at the Jonathan Bourne Public Library.
- **Nahant Community Garden:** \$500 for an upgraded pollinator garden and raised beds at the Johnson School, a cooperative community resource.
- **Grow Native in Waltham:** \$500 for the restoration of a pollinator garden in partnership with Waltham Fields Community Farm.
- **South Shore YMCA Family Farm in Hanover:** \$500 for the creation of a new pollinator garden along the walking path from Camp Gordon Clark.

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. However, we also believe that a more effective long-term solution to these challenges is to educate the public about how to change and improve their behaviors. 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.

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, how to 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. A recorded webinar is also available at www.keepmassbeautiful.org/TTR for anyone who wishes to learn more.

The Massachusetts Beautification Bulletin E-newsletter & Social Media Channels

Our e-newsletter provides education and information to more than 4,900 subscribers on a regular basis. Each issue includes links to blog posts on our website, news articles, KMB programs and events, and a Zero Waste & Recycling Tip of the Month. Collectively, KMB's Facebook page and group, as well as those of our 36 local chapters, reach thousands of followers:

34,821 Unique website visitors during past 12 months*

27,092 Facebook followers**

4,976 E-newsletter subscribers

1,241 Instagram followers

696 X followers

36 LinkedIn followers



* For the period from October 31, 2022, through October 31, 2023.

** Represents combined total of the KMB page (3,200 followers) plus our other local chapter pages and groups.



Next-Gen Environmental Leader Scholarship

In 2022, KMB launched a new annual \$2,500 Next-Gen Environmental Leader Scholarship. This scholarship supports a high school senior student who will be pursuing a degree 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 and environmental justice.

Lauren Morley, 18, of Mansfield High School was the 2023 recipient of our scholarship.

Lauren is majoring in biomedical engineering at Worcester Polytechnic Institute and is also considering a minor in environmental sciences.

Earlier in 2023, Lauren earned the Girl Scout Gold Award in recognition of her efforts to pass a Mansfield bylaw in 2020—euphemistically known in Mansfield as “Lauren’s Straw Law.” This bylaw made plastic straws and stirrers available by request only, rather than being automatically handed out to local customers. Since then, other organizations—including Walt Disney World—have adopted a similar approach.



Lauren Morley



Lauren earned the rank of Eagle Scout in 2022—the first female Eagle Scout in Mansfield’s history. For her Eagle Scout project, she created a 2,000-square-foot native plant pollinator garden at the entrance to the Mansfield Great Woods Trails. She raised more than \$1,000 to support her yearlong project and organized multiple work days to groom and prepare the soil, spread loam, and plant native plants, shrubs, and grasses.

“I appreciate Keep Massachusetts Beautiful’s financial support for my education,” says Lauren. “As an aspiring biomedical engineer, I believe it will be important for people from my generation to solve problems using cleaner energy, greener fuels, and sustainable materials. I am excited to study how medical advancements at the cellular and genetic level may also extend to improvements in our food and water sources, as well as waste management in our communities.”

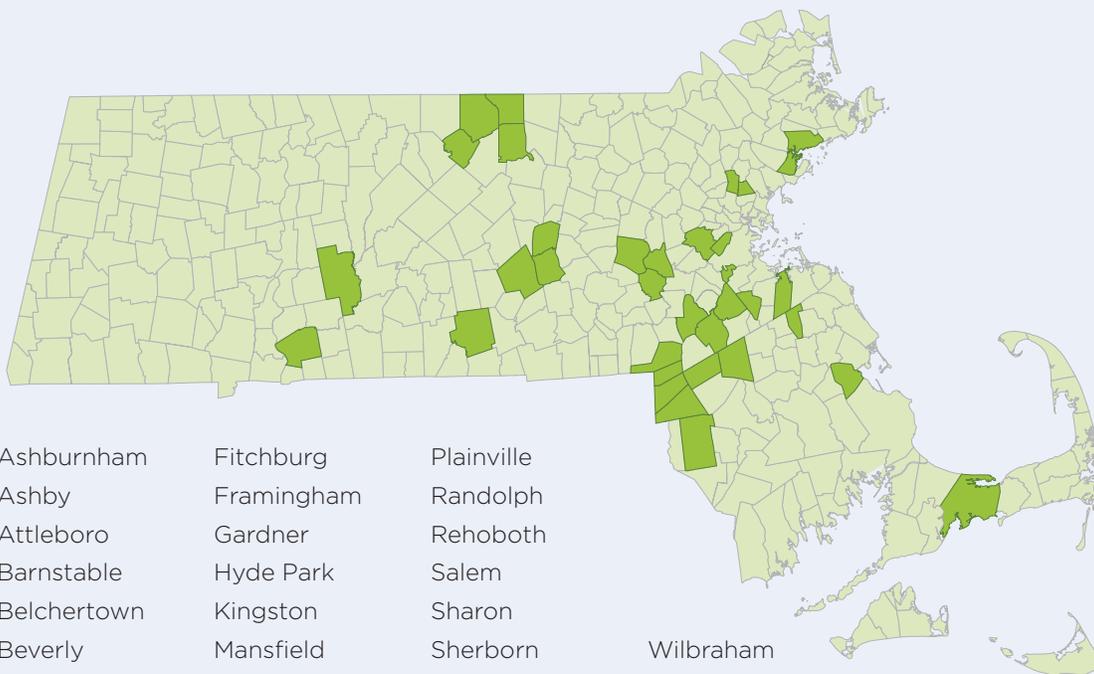
For more information about the Next-Gen Environmental Leader Scholarship, visit www.keepmassbeautiful.org/NGELS.

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 35 local chapters across Massachusetts, with several new communities expressing interest in joining our network.

In fiscal year 2023, we welcomed our new Keep Barnstable Beautiful and Keep Wilbraham Beautiful chapters.

Get Your Community on the KMB Map!



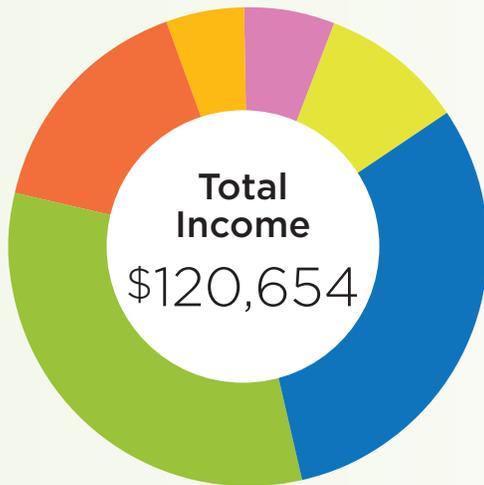
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|-------------|-----------------|-------------|-----------|
| Ashburnham | Fitchburg | Plainville | |
| Ashby | Framingham | Randolph | |
| Attleboro | Gardner | Rehoboth | |
| Barnstable | Hyde Park | Salem | |
| Belchertown | Kingston | Sharon | |
| Beverly | Mansfield | Sherborn | Wilbraham |
| Boylston | Melrose | Shrewsbury | Worcester |
| Brookline | Natick | Springfield | Wrentham |
| Canton | Newton | Stoneham | |
| Charlton | North Attleboro | Walpole | |
| Easton | | Weymouth | |

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

FISCAL YEAR 2023 FINANCIAL RESULTS

(JULY 1, 2022-JUNE 30, 2023)

Total Income



- **Program Revenue**
\$35,200
- **Business Partner Donations**
\$37,091
- **Individual Donations**
\$17,942
- **Grants**
\$5,850
- **KMB Chapter Dues**
\$7,035
- **Other Revenue**
\$6,502
- **Events**
\$11,034

Total Expenses



- **Program Expenses**
\$73,757
- **Operating Expenses**
\$22,828

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





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 2022 Clean Community Awards at the Lyman Estate in Waltham on October 20, 2022. A special thanks to WCVB Chief Meteorologist Cindy Fitzgibbon for serving as our emcee for the evening's festivities!

Our 2022 Massachusetts Clean Community Award Honorees:

2022 Environmental Legislator of the Year:

Senator Michael J. Barrett

2022 Business Partner of the Year:

Stop & Shop Restore

2022 KMB Chapter Leaders of the Year:

Michael Croci & Debra Caplan of Keep Framingham Beautiful

2022 KMB Rookie Chapter of the Year:

The Worcester Green Corps

2022 Youth Volunteer of the Year:

Talia Aidlin-Perlman of Keep Sharon Beautiful

2022 Litter Busters of the Year:

Joe Hudock of Framingham and Doug Haynes of Fitchburg

2022 Municipal Partner of the Year:

Erica DeDonato of the Danvers Department of Public Works

To submit a nomination for our 2023 awards or to learn more, please visit www.keepmassbeautiful.org/CCA.

Our Business Sponsors

Thank you to our business sponsors for providing critical financial support that funds our ongoing operations and programs! To learn more about becoming a business sponsor, please visit www.keepmassbeautiful.org/sponsor.

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



Silver-Level Sponsors (cash or in-kind support of \$2,501-\$9,999)



Bronze-Level Sponsors (cash or in-kind support of \$250-\$2,500)



