



KEEP AMERICA BEAUTIFUL AFFILIATE



2024 Annual Report

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

Dear Keep Massachusetts Beautiful Supporters,

In April 2024, we passed the 10-year mark since the launch of Keep Massachusetts Beautiful (KMB) in 2014. I am so grateful for the thousands of volunteers and caring people who take action every year to clean up and green up their communities and public spaces across Massachusetts.

That said, I sometimes wonder, “What would our state look like if volunteers did *not* roll up their sleeves and take action to clean up the piles of litter and trash along our roadsides?” Suffice to say, it would not be a pretty picture.

It has been said that the definition of insanity is to do the same thing repeatedly but expect a different result. Each year, our local and state departments of public works spend millions of taxpayer dollars cleaning up and disposing of roadside litter. Yet our state invests virtually nothing to prevent litter, educate the public about the problem, enforce existing anti-litter laws or change behaviors.

While volunteers do the best they can to win the ongoing battle against litter, our state government needs to lend a helping hand. While other states, including our Rhode Island neighbors, promote statewide anti-litter campaigns that enjoy direct support from the

highest levels of state government, we don’t have any cohesive anti-litter strategy here in Massachusetts. I encourage our state leaders to look outside their car windows during their travels around the state and ask themselves, “Can we do better?”

If you believe that we need to change the status quo that simply accepts a littered landscape as a fact of life here in Massachusetts, please sign our online petition at www.change.org/litterfreemass that calls on state leaders to create a Litter Prevention & Cleanup Taskforce.

Looking ahead, we will continue to partner with our 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 your support!

Sincerely,



Neil Rhein
Founder & Executive Director



Message from KMB Board Chair **Thomas Mackie**

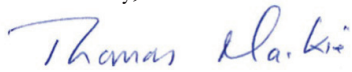
Dear Keep Massachusetts Beautiful Supporters,

With your help, Keep Massachusetts Beautiful continues to grow and prosper with new faces, local chapters and initiatives. In the past year, we brought on four dynamic new board members, established Development and Chapter Growth/Outreach subcommittees and continued to support our local KMB chapters.

Over the past year, we and our thousands of volunteers have removed more than 120 tons of litter and debris from the Massachusetts landscape, hosted 23 Company Community Service Cleanup events, awarded a \$2,500 Next-Gen Environmental Leader Scholarship and awarded \$10,000 in grants to support the creation of public pollinator gardens through our Plant Something Bee-eautiful program.

If you'd like to get involved, please contact us to learn about joining a committee or our Board of Directors or to support one of our local KMB chapters. We are so grateful to you, our supporters, and intend to continue to deliver on our mission of taking action to make Massachusetts a cleaner, greener place to live, work and play in the coming years.

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 an impact in the communities in which they operate. Thank you to our 2024 business sponsors for providing critical financial support that funds our ongoing operations and programs!

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



EDRINGTON



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



Sams^onite

Bronze-Level Sponsors *(cash or in-kind support of \$250-\$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 donate 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 has pitched in!



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

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 July 1, 2023, and June 30, 2024, 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.



2024 Great Massachusetts Cleanup Results



170
cleanup events

9,635
volunteers

120+
tons of litter
removed

*Results are estimates based on reporting from KMB chapter network for the period between July 1, 2023, and June 30, 2024.

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 June 30, 2024, we have shipped 1,208 litter cleanup kits.



ONE BAG AT A TIME

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



Business Community Service Cleanups

Our Business 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 2024:

Who	When	Where	No. of Volunteers	Trash Collected (in pounds)
Ducker Carlisle	7/20/23	Carson Beach, South Boston	64	1,000
Talbot's	8/14/23	Malibu Beach, Dorchester	14	300
Bridgespan Group	9/7/23	Back Bay, Boston	14	325
Beacon Capital	9/14/23	Carson Beach, South Boston	22	1,250
State Street Global Advisors	9/19/23	A Street Park, South Boston	50	650
Talbot's	9/20/23	Mound Street Beach, Quincy	24	250
SPEC Process Engineering	9/28/23	Simonds Park, Burlington	25	350
BeBio Pharma	10/5/23	Kendall Square, Cambridge	14	325
BWT Pharma & Biotech	10/12/23	Grove Conservation Property, Marlborough	15	150
Bluewave	10/19/23	Langone Park, Boston's North End	15	275
Samsonite	10/26/23	Route 140, Mansfield	34	750
Catalent Pharma	11/3/23	Revere Beach Parkway, Chelsea	26	700
Hitachi	4/10/24	Riverwalk, Waltham	10	200
BWT Pharma & Biotech	4/17/24	Grove Conservation Property, Marlborough	10	1,500
Catalent Pharma	4/19/24	Mary O'Malley State Park, Chelsea	12	280
Samsonite	4/25/24	Route 140, Mansfield	25	260
Alarm	5/2/24	Boston Common & Beacon Hill, Boston	34	160
Qinitiq	5/9/24	Wardwell Conservation Property, Canton	19	350
Southcoast Wind	5/15/24	Kennedy Park Overlook, Fall River	16	275
Boston Beer	6/6/24	Castle Island, South Boston	12	125
Orsted	6/11/24	Malibu Beach, Dorchester	5	280
Medtronic	6/27/24	A Street Park Area, South Boston	13	260
Narragansett Beer	6/27/24	Carson Beach, South Boston	15	160
TOTAL			503	11,590

If your company is interested in hosting a Business 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:

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 2024, we received numerous grant applications and issued 14 grants totaling \$10,000. Grantees included:

- **Worcester Green Corps:** \$2,500 for the expansion of five existing pollinator gardens, including new signage.
- **Keep Gardner Beautiful:** \$1,000 for the creation of two new pollinator gardens at the Gardner transfer station and the Gardner police station.
- **Keep Boylston Beautiful:** \$1,000 for the creation of three new pollinator gardens at the Boylston town offices and Boylston police station.
- **Salem Beautification Committee:** \$500 to expand pollinator-friendly plantings in unclaimed traffic islands.
- **Boston:** \$500 for a new pollinator garden and raised-bed installation outside the Family Nurturing Center in Dorchester's Fields Corner neighborhood.
- **Southampton Good Earth Gardeners:** \$500 for the creation of a demonstration pollinator garden at the Edwards Public Library to teach residents about the benefits of supporting pollinators.
- **Framingham State University:** \$500 for the creation of a new pollinator garden at Hemenway Hall.
- **Town of Salisbury:** \$500 to plant native plants to strengthen coastal dunes while also providing much needed pollen to the coastal area.
- **Swampscott Conservancy:** \$500 for the creation of a Pollinator Education Garden at the new Swampscott Elementary School.
- **Randolph Middle School:** \$500 for the planting of a new pollinator garden in front of the school.
- **South Dennis Free Public Library:** \$500 for the planting of a new pollinator-friendly wildflower garden.
- **Watertown Community Gardens:** \$500 for the planting of native pollinator plants to replace invasive species that have been removed along the Watertown-Cambridge Greenway.
- **Adams:** \$500 for the planting of a native pollinator community garden at the Old Stone Mill Zero Waste Makers Space.
- **Friends of the Columbia Greenway Rail Trail:** \$500 to build two pollinator-friendly beds at the start and end of the trail in Westfield.

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 would be 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 5,600 subscribers on a regular basis. Each issue includes links to community cleanup events, website blog posts, news articles and KMB programs and resources. Collectively, KMB's Facebook, Instagram and LinkedIn channels reach thousands of followers:

58,941 Unique website visitors during past 12 months*

26,922 Facebook followers**

5,602 E-newsletter subscribers

1,658 Instagram followers

309 LinkedIn followers



* For the period from July 1, 2023, through June 30, 2024.

** Represents combined total of the KMB page (3,300 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.

Maddie Kempton of Holden was the recipient of our 2024 scholarship. Maddie is pursuing a degree in environmental science at Westfield State University.

Maddie graduated from Norfolk County Agricultural High School in Walpole in the spring of 2024, where she focused on environmental science. She interned with the Trustees of the Reservations. Over the course of six weeks, Maddie and her classmates traveled all over the state of Massachusetts to maintain Trustees' properties, from the sandy shores of Provincetown to the woodlands of Medway and the salt marshes of Ipswich. Maddie also volunteered at the Wachusett Watershed Regional Recycling Center, where she restocked shelves and unpacked boxes of donated household goods.



Maddie Kempton



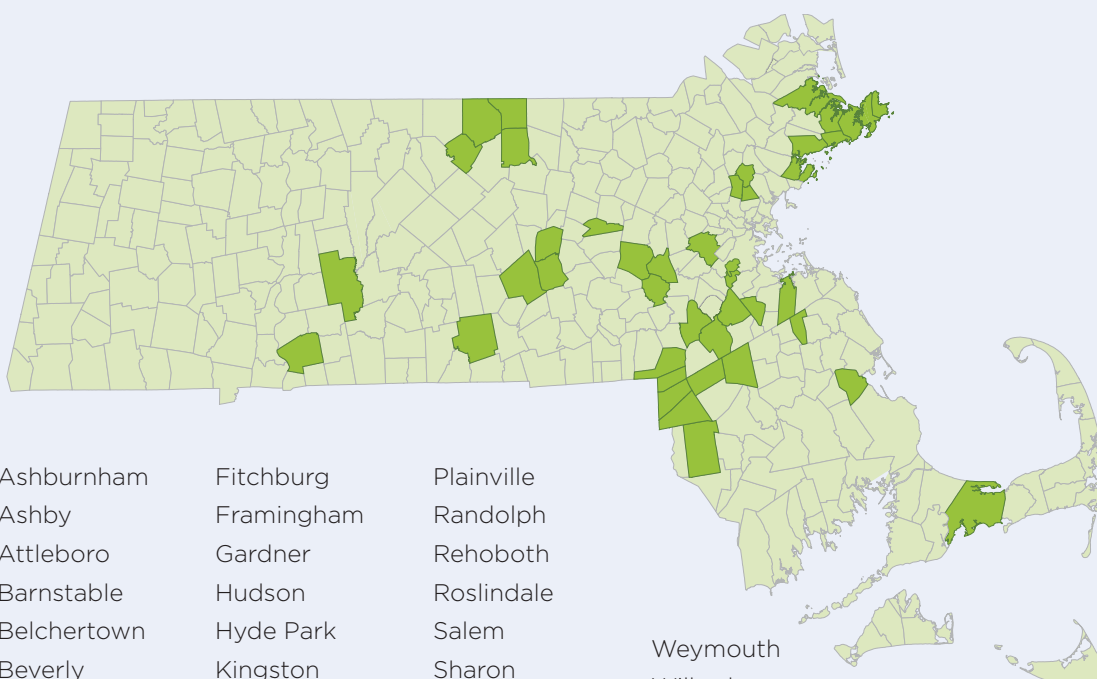
“I am so honored to be awarded the Next-Gen Environmental Leader Scholarship and appreciate the financial support from Keep Massachusetts Beautiful,” said Maddie. “My current interests in environmental science are within environmental law and policy. Someday, I hope to work with the National Park Service or with the Bureau of Land Management.”

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

Get Your Community on the KMB Map!



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

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 2023 Clean Community Awards at the Village Hall on the Common in Framingham on March 21, 2024. 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 2023 Massachusetts Clean Community Award Honorees:

Environmental Legislator of the Year:
Senator Marc Pacheco

Business Partner of the Year:
Noble Oak Whiskey

KMB Chapter Leader of the Year: Marsha Goldstein of Keep North Attleborough Beautiful

KMB Rookie Chapter of the Year:
Keep Barnstable Beautiful

Municipal Partner of the Year:
Janelle Rolke, Salem's Waste Reduction Coordinator

Youth Volunteers of the Year:
Isabella Gelfusa and Deeya Patel of Framingham High School

Litter Buster of the Year #1:
Brian McPherson of Keep Natick Beautiful

Litter Buster of the Year #2:
Phil Larkin of Fitchburg

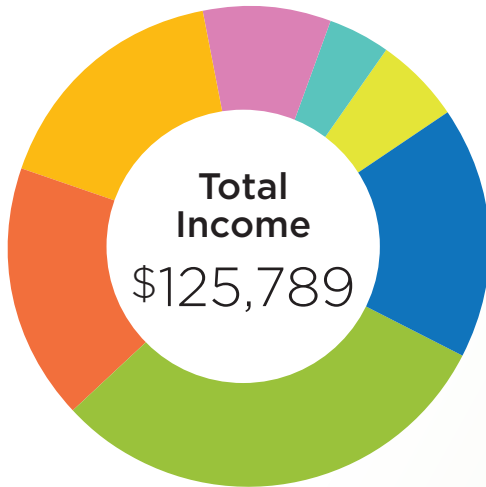
Litter Buster of the Year #3:
Al Rapoza of Keep Framingham Beautiful

To submit a nomination for our 2024 awards or to learn more, please visit www.keepmassbeautiful.org/CCA.

FISCAL YEAR 2024 FINANCIAL RESULTS

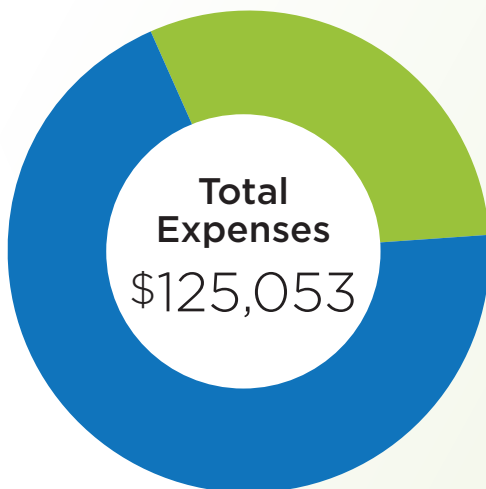
(JULY 1, 2023-JUNE 30, 2024)

Total Income



- **Program Revenue**
\$21,424
- **Business Sponsor Donations**
\$38,423
- **Individual Donations**
\$21,609
- **Grants**
\$21,000
- **KMB Chapter Dues**
\$11,050
- **Events**
\$5,255
- **Other Revenue**
\$7,028

Total Expenses



- **Program Expenses**
\$87,066
- **Operating Expenses**
\$37,987

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 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 their 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.

Alison Beucler, Board Member & Clerk



Alison is the Sanitation and Hazardous Materials Manager for the Somerville Department of Public Works. Before working in Somerville, she worked for the City of Melrose as the Environmental Outreach Coordinator. Alison works to promote education, leadership, and action on recycling, composting, waste reduction and more. She works collaboratively with community stakeholders to implement green initiatives, programs and best practices. Alison is passionate about environmental education and inspiring others to take environmental action in their communities.

Meg Morris, Board Member



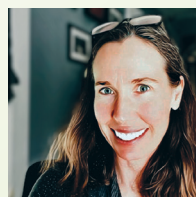
Meg has been involved in waste reduction, recycling and litter abatement for more than 30 years in the public, private and nonprofit sectors. She co-founded the Cape Cod Anti-Litter Coalition and serves the Town of Brewster as Chair of its Recycling Commission.

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.

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.

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.

Sam Squailia, 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.

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.

Fred Cullen, Board Member



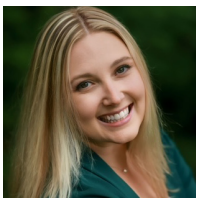
Fred Cullen is CEO of Green Team Junk Removal, a waste removal company that focuses on sustainability and reuse. The company recycles, reuses or donates up to 80% of what it collects. Fred is passionate about keeping items that can be reused out of the waste stream and helping individuals and families 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.

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.

Lauren Saunders, Board Member



Lauren is a Financial Advisor with Edward Jones Investments in Gardner. 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 is a member of the Massachusetts Municipal Association's Energy and Environment Policy Committee and served on the Mansfield Select Board for 6 ½ years.

