



KEEP AMERICA BEAUTIFUL AFFILIATE



2022 Annual Report

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

Dear Keep Massachusetts Beautiful Supporters,

Keep Massachusetts Beautiful was officially launched in April 2014 to address the fact that nobody in Massachusetts was making any coordinated effort to reduce the vast amounts of litter that can be found along our roadways and other public spaces.

The idea was to take the successful programs that Keep Mansfield Beautiful (a local group launched in 2009) had launched and replicate them in communities across the state.

I am extremely pleased to see the steady progress that we have achieved in recent years, and fiscal year 2022 was no exception. The collective efforts of thousands of KMB volunteers through our network of 40 chapters have made a huge impact on communities across our state. Thank you to everyone who has taken action to keep Massachusetts beautiful—in particular our dedicated KMB Chapter Leaders!

Beyond the obvious physical benefits of cleaning up littered landscapes and beautifying communities, our local chapters are also restoring volunteers' souls. It may sound cheesy, but I believe that participating in community improvement projects brings people together for a common cause and helps build human connections and community pride. Given the challenges and isolation of COVID and other traumatic events over the past few years, I believe that taking action to make your community a cleaner, greener place to live, work, and play provides tangible as well as intangible benefits to all who participate.

Looking ahead to the remainder of 2022 and beyond, it is my sincere hope that leaders in the highest levels of Massachusetts state government will take notice of our strong results and take steps to provide the financial and logistical support needed to expand the impact of our collective efforts.

Sincerely,



Neil Rhein

Founder & Executive Director



Message from KMB Board Chair **Thomas Mackie**

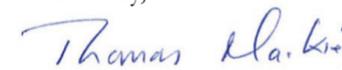
Dear Keep Massachusetts Beautiful Supporters,

Thank you so much for all you have done for Keep Massachusetts Beautiful in the past year. Your support has helped to make Massachusetts a cleaner, greener place to live, work, and play. Through our network of 40 local chapters, KMB volunteers have removed many tons of waste from our environment.

We contributed to the beautification of 10 community gardens through our Plant Something Bee-eautiful annual grants. Neil Rhein, our Executive Director, delivered 24 Talking Trash & Recycling presentations to teach residents how to reduce, reuse, and recycle properly. We were also proud to launch our new Next-Gen Environmental Leader Scholarship program.

Of course, we could not have done any of this without you—our volunteers and financial supporters! Thank you for your dedication to our cause, and I look forward to seeing many of you in person at our 2022 Clean Community Awards Gala at the Lyman Estate in Waltham on October 20. I am excited to see you again and am looking forward to another successful year at Keep Massachusetts Beautiful.

Sincerely,



Thomas A. Mackie

Chair of the Board of Directors





Join Us For a Night of Good Clean Fun!

Massachusetts Clean Community Awards Gala

Thursday, October 20, 6 p.m. to 9 p.m.
Lyman Estate at 185 Lyman Street in Waltham

Purchase tickets and get more details at KeepMassBeautiful.org/CCA

Heavy appetizers • Full bar • DJ, awards, and silent auction • Attire: Just be you

MEET OUR BOARD OF DIRECTORS



Thomas Mackie, Board Chair



Tom is an environmental business lawyer and shareholder of the Boston environmental law firm of Mackie Shea Durning. He also serves as vice-chairman of the Board of the Environmental Business Council of New England and is a member of the Board of Trustees of the Virginia Thurston Healing Garden.

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 senior 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.

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.

Sarah Burgess, Board Member



Sarah moved to Massachusetts from the UK in 2018 and rediscovered her love for the sea on beach walks to clear her head. She is co-founder of the nonprofit Just1bag2020, an organization that inspires people all over the world to clean up litter.

Bonnie Combs, Board Member & Clerk



Bonnie is the marketing director at Blackstone Heritage Corridor and manages its Trash Responsibly™ program, impacting 25 communities within the Blackstone River Valley National Heritage Corridor. She is a passionate and active environmentalist who volunteers her time to clean up the Blackstone River and communities across the state.

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.

Neil Rhein, Board Member



Neil is the founder and executive director of Keep Massachusetts Beautiful. Neil operates Bullseye Communications, where he provides professional writing, editing, proofreading, and graphic design services to corporate and nonprofit clients. He also serves on the Mansfield Select Board and is a member of the Massachusetts Municipal Association's Energy and Environment Policy Committee.

Diversity, Equity and Inclusion

Our Diversity, Equity and Inclusion (DEI) Subcommittee is working to address environmental issues across all communities, especially those in overlooked or underserved communities (often referred to as Environmental Justice communities). We seek to ensure that KMB's programs are implemented in an equitable and inclusive manner across Massachusetts.

During our 2022 fiscal year (July 1, 2021-June 30, 2022), our Board of Directors showed its commitment to this cause by earmarking \$2,500 for our new Next-Gen Environmental Leader Scholarship program. This scholarship provides financial assistance to a high school senior who plans to pursue a degree in environmental studies or a related field at an accredited institution of higher learning.

The Board also committed to allocate a portion of the fiscal year 2023 budget to support DEI training for the Board and an assessment of our operations to ensure we are making Massachusetts a cleaner, greener place for everyone to live, work, and play. The DEI Subcommittee hopes to use this training to strengthen our team, diversify our Board, and achieve more tangible results in the coming years.

Our Mission:

Taking action to make Massachusetts a cleaner, greener place to live, work, and play.



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 and 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.

After covid-related challenges in 2020 and 2021, we are happy to report strong participation in fiscal year 2022. For the period between July 1, 2021, and June 30, 2022, KMB chapters, as well as other groups and organizations, reported the following results:



2022 Great Massachusetts Cleanup Results



150+
cleanup events

5,000+
volunteers

300+
tons of litter removed

*results are estimates based on partial reporting from KMB chapter network.

Please note that these results represent just a small share of KMB's impact. Our chapters are more focused on taking action to clean up litter, rather than reporting their results. As a result, the results of many cleanups are not shared with us, so the actual impact of KMB's network is even 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 kit includes a litter grabber tool, gloves, reusable bag, and a volunteer tee shirt. As of June 30, 2022, we have shipped 975 kits, including 172 kits during the 2022 fiscal year.



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 will be removed, and handling public relations and social media efforts. KMB partnered with the following companies in fiscal year 2022:

Who	When	Where	# of Volunteers	Trash Collected (in pounds)
Samsonite	September 17, 2021	Mansfield	30	350
MORSE Corp	October 14, 2021	Cambridge	100	1,250
Amgen	October 29, 2021	Cambridge	20	150
Roland Berger	April 21, 2022	Boston's South End	6	50
Vibalogics	May 5, 2022	Boxborough	15	300
CybelAngel	May 13, 2022	Boston's Chinatown	6	60
Soep	May 20, 2022	Lawrence	33	1,200
Pernod Ricard	June 16, 2022	Cape Cod Canal (Sandwich)	17	75
Nextthink	June 30, 2022	Boston (Fenway)	5	100
TOTAL			232	3,535

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

OUR PROGRAMS & IMPACT



The 2021 Great Boston Cleanup



On October 1, 2021, 225 volunteers from 13 companies and organizations participated in our second annual Great Boston Cleanup. Due to the challenges of COVID, this event had to be rescheduled several times, but we were gratified that we were finally able to again host this event. Thank you to the enthusiastic volunteers from Arbella Insurance, Berklee College of Music, DWS, UMass Boston Club, MassDEP, Mission Hill Main Streets, Motional, RANE Networks, Sage Therapeutics, Torii, Xyster Consulting, and Yesware! We are planning the next Great Boston Cleanup for Earth Day 2023. Check our website event calendar for more details as the date gets closer.

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:

Plant Something Bee-eautiful

Each year, our annual Plant Something Bee-eautiful program awards grants of \$250 or \$500 to Keep Massachusetts Beautiful chapters and other organizations to support the planting of pollinator-friendly plants in public spaces. The goal is not only to beautify public spaces, but also to restore habitats for pollinators.

For the 2021 grant cycle, we received 24 grant applications, which represented a big uptick from 2020. With the higher volume, we increased our Plant Something Bee-eautiful grant budget to \$3,500. 2021 grantees included:



- **Keep Hyde Park Beautiful:** \$500 grant for the expansion of the pollinator garden at the Roosevelt Elementary School in Readville
- **Keep Salem Beautiful:** \$500 grant for new pollinator gardens at Palmer Cove along Salem Street
- **Worcester Green Corps (a KMB chapter):** \$500 grant to add new pollinator flower beds in several city parks
- **Keep Ware Beautiful:** \$500 grant for a new pollinator garden at the Young Men's Library Association, in partnership with the East Quabbin Land Trust
- **Keep Shrewsbury Beautiful:** \$250 grant for a new pollinator garden at Dean Park Pond in partnership with a local girl scout troop
- **Winchester Grow Local:** \$250 grant for Grow Local for a new native hedgerow in partnership with the Winchester Conservation Commission
- **Marlborough:** \$250 grant for the Pollinator Preservation Garden at Ghiloni Park
- **Swampscott:** \$250 grant for the small meadow restoration at Swampscott Middle School
- **Brewster:** \$250 grant for the creation of a new native pollinator meadow as part of the Pollinator Pathway Cape Cod
- **South Boston:** \$250 grant for Barnard Place Park to buy pollinator plants as part of a new gardening program for pre-teens

Cigarette Litter Prevention Program (CLPP)

Keep America Beautiful's Cigarette Litter Prevention Program supports local community improvement initiatives for reducing cigarette butt litter. An effective local program includes four proven, field-tested solutions or strategies for reducing cigarette butt litter:

- Review local cigarette butt litter laws (if any) and encourage enforcement
- Educate the public
- Place ash receptacles at transition points—those places where smokers must stop smoking before proceeding
- Distribute pocket ashtrays or portable auto ashtrays to adult smokers

In April 2022, KMB helped the Worcester Green Corps (a KMB chapter) secure a grant for 25 cigarette butt litter stands. These receptacles will be installed throughout downtown Worcester in an effort to reduce cigarette butt litter at key locations where people tend to congregate and smoke.



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

OUR PROGRAMS & IMPACT

UPS Tree Planting Grants

Each year, UPS, in partnership with Keep America Beautiful, awards 12 grants at \$5,000 each for community tree planting projects and/or post-disaster tree planting projects, as well as two \$10,000 grants for large-scale post-disaster tree planting. KMB chapters, as well as non-affiliated organizations, are eligible to apply for these grants in partnership with Keep Massachusetts Beautiful. These grants support projects with a variety of goals, including:

- Reduce levels of carbon dioxide (CO2) and greenhouse gas emissions
- Reduce heat islands
- Replace or establish native tree plantings
- Plant fruit-bearing trees for local consumption
- Tree restoration from a natural disaster
- Create a “sense of place” or “neighborhood” in an urban setting
- Establish resilient native tree plantings to mitigate against future natural disasters
- Trap litter along a waterway for periodic collection



“The best time to plant a tree was 20 years ago. The second best time is now.” – Chinese proverb

In April 2022, KMB helped the Town of Danvers secure a \$5,000 UPS Tree Planting grant to support the planting of 18 new trees at two of the town’s five elementary schools. Six different tree species were planted, including Red Maple, Sugar Maple, Red Oak, American Beech, American Elm (Dutch elm resistant), and Sycamore Maple.

“The Town of Danvers appreciates the support that Keep Massachusetts Beautiful provided in helping us to apply for and land a \$5,000 UPS Tree Planting grant!”

– Erica DeDonato, Recycling and Energy Conservation Coordinator

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 manage their trash responsibly. 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.

During the 2022 fiscal year, we hosted 24 Talking Trash & Recycling presentations for a variety of organizations, reaching an audience of more than 1,200 people:

5/23/22	TA Realty Boston	2/17/22	Keep Shrewsbury Beautiful
5/11/22	MassDEP	11/16/21	Vertex
5/5/22	Keep Stoneham Beautiful	11/10/21	MassDEP
5/2/22	Foxboro Garden Club	11/2/21	Canton Sustainability Committee
4/27/22	Appalachian Mountain Club SE Mass Chapter	10/21/21	Topsfield Public Library
4/25/22	Westhampton Library	10/5/21	Keep Randolph Beautiful
4/14/22	Beaman Memorial Public Library of West Boylston	9/29/21	Boston Public Library
4/12/22	Blackstone Valley Tech	9/27/21	Beverly Public Library
4/4/22	Wilmington Public Library	9/9/21	Winn Company
3/15/22	Ipswich Waste Reduction Advisory Committee	7/16/21	Green Team Boston
3/9/22	MassDEP	7/15/21	Amazon
2/23/22	Groveland Public Library	7/14/21	Mashpee Wampanoag Tribe in Mashpee

This program was funded by a grant from the Massachusetts Department of Environmental Protection for the past two years. However, this funding source ended on June 30, 2022, and we are now seeking a corporate sponsor to underwrite this and other educational programs in the future. If you represent a company or organization that would be interested in partnering with KMB on these initiatives, please contact our Executive Director, Neil Rhein, at neil@keepmassbeautiful.org.



OUR NETWORK OF LOCAL CHAPTERS CONTINUES TO GROW

Next-Gen Environmental Leader Scholarship

In the spring of 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 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 Massachusetts community.

The first recipient of this scholarship is Sean Riley of Stoneham High School. Sean helped found a Green Club at his school during his senior year. He will be attending the University of Vermont in the fall of 2022 to pursue a degree in environmental engineering with a minor in forestry. Congratulations, Sean, and we look forward to your future success!



Sean Riley

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

The Massachusetts Beautification Bulletin E-newsletter & Social Media Channels

Our e-newsletter provides education and information to more than 4,436 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 42 local chapters, reach thousands of followers:

30,073 Unique website visitors during past 12 months*

20,323 Facebook followers**

4,436 E-newsletter subscribers

1,241 Instagram followers

680 Twitter followers



* For the period from July 1, 2021, to July 2, 2022.

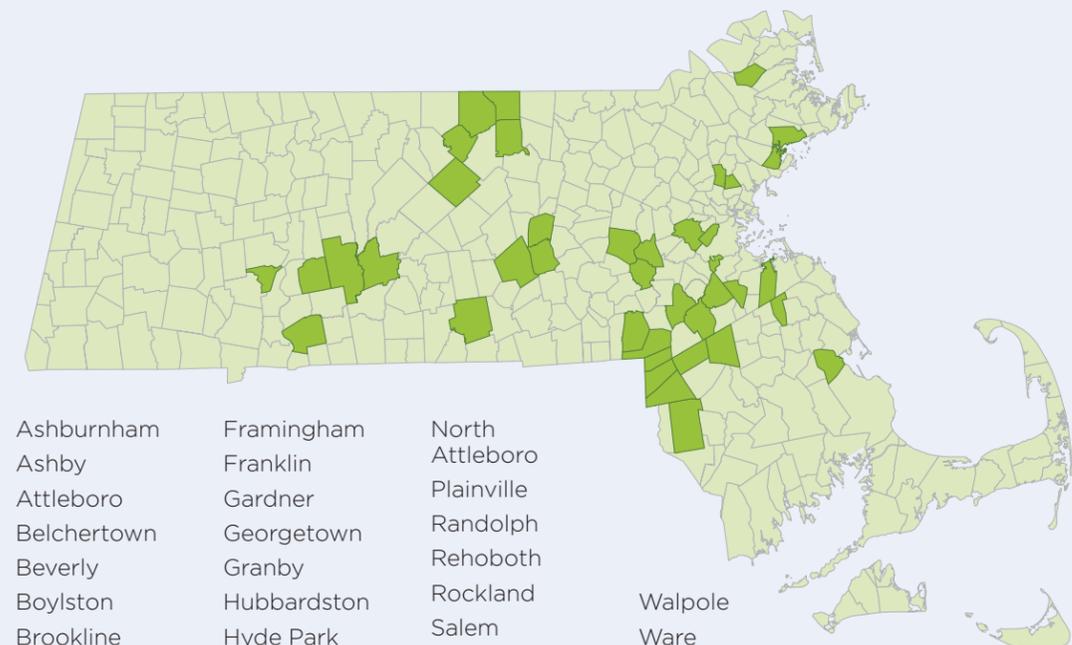
** Represents combined total of the KMB page (2,735 followers) plus 42 local chapter pages and groups.

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

In fiscal year 2022, we welcomed the following new chapters:

- Keep Canton Beautiful
- Keep Charlton Beautiful
- Keep Kingston Beautiful
- Keep Sharon Beautiful
- Keep Stoneham Beautiful
- Worcester Green Corps

Get Your Community on the KMB Map!



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

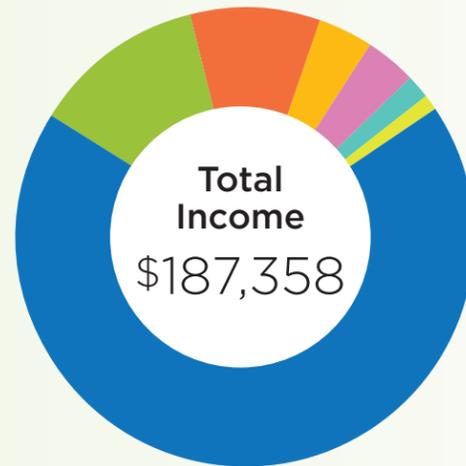
Learn more about the benefits of launching a Keep Massachusetts Beautiful chapter in your community at www.keepmassbeautiful.org/join.

FISCAL YEAR 2022 FINANCIAL RESULTS

(JULY 1, 2021-JUNE 30, 2022)

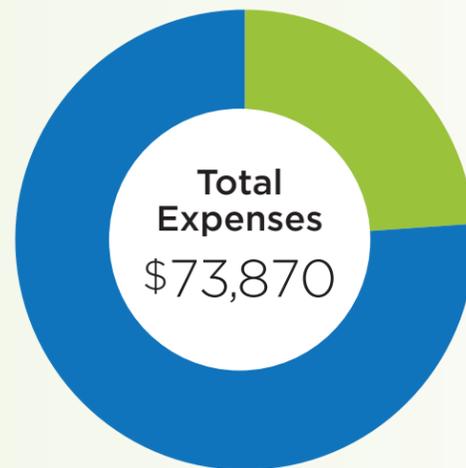


Total Income



- **Program Revenue**
\$128,300
- **Business Partner Donations**
\$22,661
- **Individual Donations**
\$17,580
- **Grants**
\$7,100
- **KMB Chapter Dues**
\$6,900
- **Other Revenue**
\$2,770
- **Events**
\$2,047

Total Expenses



- **Program Expenses**
\$56,374
- **Operating Expenses**
\$17,496

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



Celebrating Success

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 2021 Clean Community Awards virtually via Zoom on December 2, 2021. A special thanks to Senator Paul Feeney for joining us and sharing his inspirational thoughts!

Our 2021 Massachusetts Clean Community Award Honorees:

- | | |
|---|---|
| 2021 Environmental Legislator of the Year:
Representative Michelle Ciccolo | 2021 Youth Volunteer of the Year:
Ethan Henshaw of Salem |
| 2021 Business Partner of the Year:
MORSE Corp in Cambridge | 2021 Litter Buster of the Year:
Paul Tosi of Plymouth |
| 2021 KMB Chapter Leader of the Year:
Laurie Drucker of Keep Attleboro Beautiful | 2021 Municipal Partner of the Year:
Michael Costello of the Rehoboth Department of Public Works |
| 2021 KMB Rookie Chapter of the Year:
Keep Framingham Beautiful | |

To submit a nomination for 2022 or to learn more, please visit www.keepmassbeautiful.org/CCA.

Our Business Partners

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

Gold Level Partners



Silver Level Partners



Bronze Level Partners



