



2015 ANNUAL REPORT



Pennsylvania
Resources
Council

Working to protect the environment since 1939



2015 highlights shown clockwise from upper left:
 PRC works with communities to implement innovative watershed programs; PRC hosts annual Awards Celebration at Academy of Natural Sciences of Drexel University; hundreds attend inaugural "Wild & Scenic Film Festival"; Zero Waste team assists 40 events, businesses, and institutions; Heinz Field hosts one of six Hard to Recycle collections.





PRC leadership team L-R:
 PRC Board President Tomlinson Fort,
 Western Regional Director Justin
 Stockdale, Executive Director Bob
 Jondreau, Eastern Regional Director
 Mario Cimino

PRC experienced a year of steady progress and growth in 2015 as we continued to focus on our mission to “preserve and protect Pennsylvania’s resources for each generation.”

At our annual Awards Celebration held at the Academy of Natural Sciences of Drexel University, I spoke of PRC’s ambition to become the go-to environmental resource for all Pennsylvanians. We move toward this goal each day by increasing our reach and accessibility through our vital programming and by expanding our online and social media presence. Important environmental issues — such as clean air and water, energy conservation, recycling and zero waste — are increasingly on the public’s mind, and PRC is responding to the growing demand for education, programs and action.

PRC works with educational, corporate and government sponsors and partners to achieve this goal. Sponsors such as Colcom Foundation, Covanta, ERM, The Hershey Company, PECO/Exelon and Waste Management provide invaluable support to our efforts.

Our 2015 highlights included:

- Educating nearly 15,000 school children across Pennsylvania through our Environmental Education Program featuring watershed protection, recycling and environmental stewardship;
- Diverting a half-million pounds of electronic waste from landfills — an amount collected in just 24 hours of event time — through our Hard to Recycle collection event program;

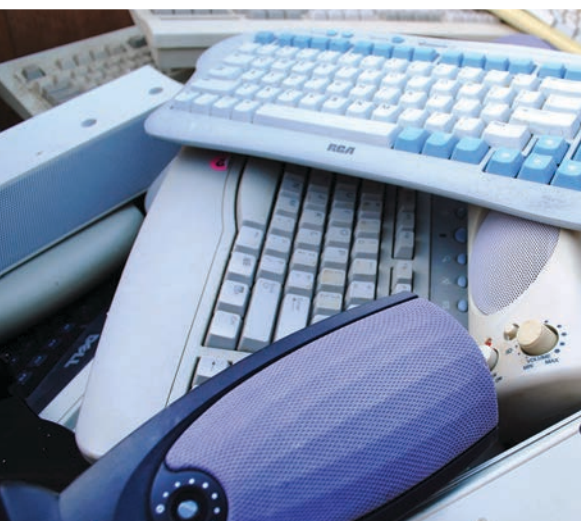
- Launching groundbreaking and innovative watershed stewardship and stormwater initiatives with the Delaware County Stormwater Collaborative;
- Hosting our inaugural “Wild & Scenic Film Festival” with Allegheny CleanWays to showcase environmental films that inspire action;
- Increasing recycling participation rates by 20% in a Pittsburgh neighborhood through extensive education and bin distribution;
- Tripling the waste diversion rate of the Allegheny County Office Building through our Zero Waste Pennsylvania Program.



We could not have done this amazing work without the commitment and generosity of our sponsors, partners, Board of Directors, volunteers, staff and the citizens of Pennsylvania. We are proud to work with all of you, and we are excited to move forward to many more years of preserving our environment and precious resources for future generations.

Thank you for your invaluable and much appreciated support.

Robert Jondreau
 Executive Director



Collection Events

PRC strives to provide Pennsylvanians with responsible, affordable and environmentally sound options for disposing of a wide variety of materials ranging from electronics and tires to household chemicals and pesticides. Since improper disposal can cause significant environmental and public health hazards, PRC serves the community by offering public education in addition to numerous collection events.

Household Chemical Collections

An average home can accumulate hundreds of pounds of cleaners, paints, pesticides and other potentially hazardous household chemicals. These materials are not safe to pour down the drain or to enter conventional landfills. PRC works with a certified contractor to process the hazardous waste for proper disposal via recycling, incineration or placement in special landfills. PRC's collection events served 4,000 households and **kept more than 310,000 pounds of materials** out of landfills and waterways.

Hard to Recycle Collections

Hard to Recycle collection events provide a responsible option for managing e-waste, cell phones, tires, expanded polystyrene packaging material, alkaline batteries and an assortment of other items. PRC collected 526,248 pounds of e-waste at six collection events — with TVs representing 74% of the 250 tons of material dropped off by 3,500 households. In all, PRC served 4,300 households and **diverted 535,000 pounds of hard-to-recycle materials**.

ReuseFest

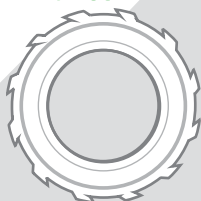
Since 2012, PRC has worked with numerous local non-profits to host a one-day drop-off event for materials destined for reuse by non-profit organizations. This emulated collection event provides an opportunity to responsibly donate unwanted but still usable items — such as bikes, medical supplies, building materials, clothing and household goods — at one convenient location. PRC partnered with eight non-profits and 200+ households to **divert nearly 12,000 pounds of materials from landfills**.

Materials collected at Hard to Recycle events

3,359 cubic ft
of polystyrene



1,232
tires



526,248 lbs
of electronics

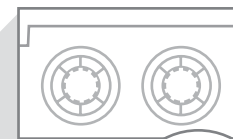


74%
are TVs



4,000 lbs
of batteries

653 lbs
of CDs, DVDs,
VHS tapes



Zero Waste

Zero Waste Pennsylvania provides waste reduction assistance to special events, commercial businesses, residential entities and institutions across the state. A dedicated crew of volunteers and “Green Team” members work throughout the year to prevent waste and divert materials to be composted, recycled or reused.

Zero Waste Audits

Zero Waste Pennsylvania collaborates with dozens of public and private businesses to design and implement sustainable waste management practices with a goal of zero waste. ZWPA conducted 10 waste characterization studies at several Fortune 500 companies and City of Pittsburgh and Allegheny County facilities.



One such facility, the Allegheny County Office Building, tripled its waste diversion rate — **increasing from 20% to 60% during a one-year period** — thanks to the education, outreach and technical assistance of PRC’s Waste Audit program paired with the commitment of County officials and employees.

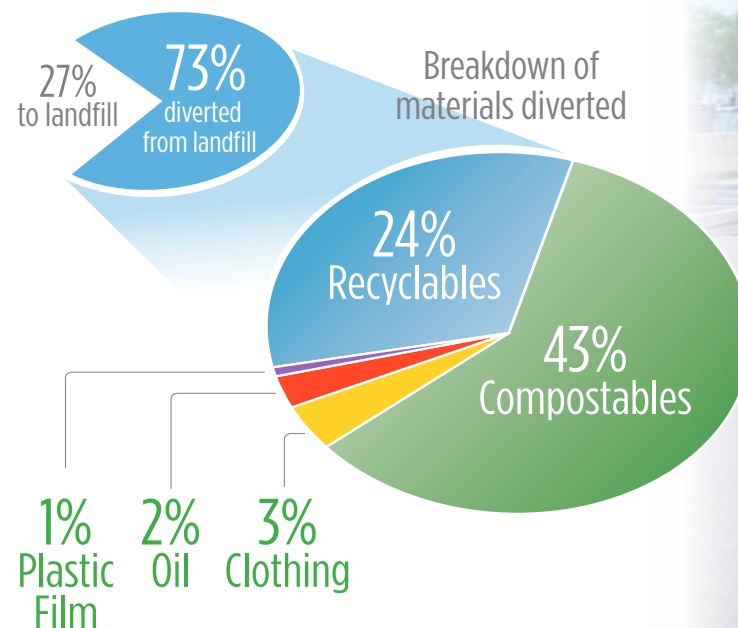
Zero Waste Events

PRC’s Zero Waste team **provided 40 special events** with sustainable waste management solutions that **impacted 700,000 individuals**. In addition to working with event organizers to procure sustainable materials for these events, the ZWPA crew worked to divert recyclables and compostables from the waste stream, vastly reducing the amount of materials sent to landfills.

The seven largest events benefiting from PRC’s experience and expertise were ALCOSAN Open House, EQT 10 Miler, Pittsburgh Marathon, Pittsburgh Vintage Grand Prix, Steel City Big Pour, Three Rivers Arts Festival and The Great Race. ZWPA efforts **diverted a record 90% of materials** for the Pittsburgh Marathon, which attracted a field of 40,000 participants.



Waste diverted at seven largest ZWPA events



Education

PRC's innovative education programs teach individuals of all ages the value of conserving natural resources through classroom presentations, fun and interactive programs, field trips and other experiences offered throughout the state.

Student Education

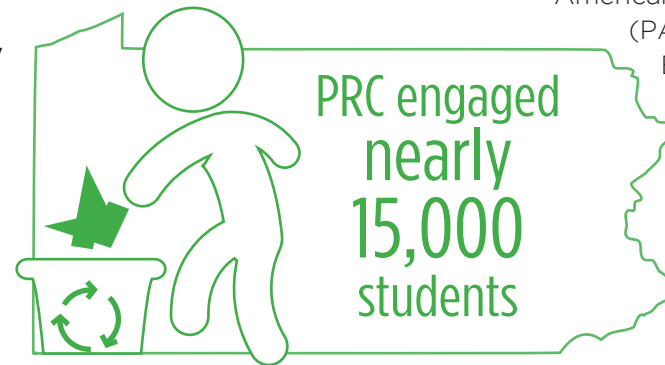
Eastern Pennsylvania

With generous funds from Pennsylvania's Environmental Improvement Tax Credit (EITC) program and ERM Foundation, in addition to fee-for-service programs, PRC presented **nearly 100 environmental education programs to approximately 3,000 school students**. Classes addressed environmental topics such as litter prevention, recycling, watershed awareness and environmental stewardship.

PRC's successful partnership with Exelon continued at Exelon's Renewable Energy Education Center in Fairless Hills. At the center — which features interactive exhibits to educate visitors in the science of using renewable resources for the production of electricity — PRC presented **30 educational programs to 1,167 students**.

PRC also partnered with the Eastern Delaware County Stormwater Collaborative and the Boeing Company to present the **Stream Stewards Program to 1,500 students** residing in eastern Pennsylvania. This

program combines classroom education with real-world science by arranging field trips to local streams to identify macroinvertebrates and perform basic water chemistry testing.



Central Pennsylvania

Thanks to generous funding from Exelon and The Hershey Company, PRC presented **136 free environmental education programs to 3,578 students** attending schools throughout central Pennsylvania.

Environmental programs focused on topics such as recycling and litter prevention, renewable energy, living a greener lifestyle and watershed conservation. Interactive classroom outreach programs

enhanced school curriculum and helped teachers meet the state's academic standards.

Western Pennsylvania

Generous funding by PA American Water Company (PAWC), Pennsylvania's Environmental Improvement Tax Credit (EITC) program, Giant Eagle Foundation, The Buhl Foundation, NOVA Chemicals and fee-for-service programs enabled PRC to reach out to a wide audience. Education programs also included partnerships with Allegheny CleanWays, The Outdoor Classroom, Green Mountain Energy, Penn State Master Gardeners and the Southwest PA Air Quality Partnership.

Throughout the academic year, PRC held **91 in-school workshops that educated 2,000 students** throughout the region. Workshops ranged from watershed awareness and protection to litter prevention, recycling and vermiculture.

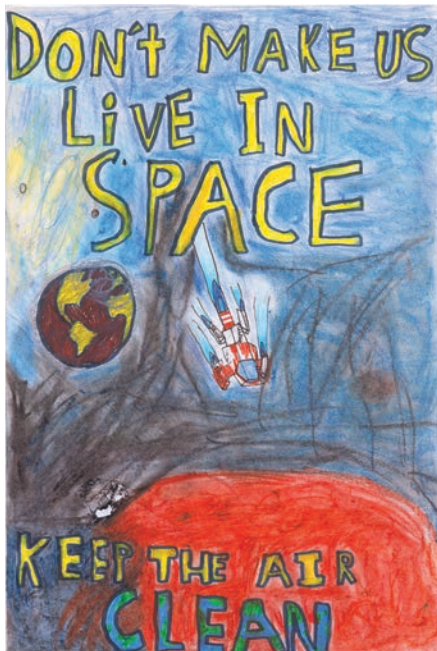


The ninth annual Wonderful World of Water Day Camp at Boyce Mayview Park provided an **opportunity for 30 grade school students** to learn how to value and conserve water. This free weeklong camp, funded by PAWC and facilitated at The Outdoor Classroom, featured interactive lessons and games.

The fifth annual “Let’s Clear the Air” Poster Contest — presented by PRC in partnership with the Southwest PA Air Quality Partnership — promoted clean air and alternative transportation throughout a 10-county region.

More than 2,500 students attending 50 schools in southwestern Pennsylvania took part in the contest, with winning entries displayed at venues such as the Mall at Robinson in celebration of Earth Day.

PRC presented a **workshop to 200 local teachers**, providing teaching tools, background information and hands-on activities for lessons addressing watersheds, composting, recycling, litter and a healthy environment.



Adult Education

Adult community workshops attracted green-minded residents who sought to take action to reduce their impact on the environment and work to create a healthier planet.

More than 1,175 adults across the state attended PRC workshops

held at local libraries, garden centers and community centers where experts addressed pertinent topics and provided at-home solutions.

Classroom presentations covered a variety of topics such as watershed awareness, recycling, backyard composting,



vermicomposting, litter prevention and environmental toxins.

To spur action outside the classroom, each participant received a backyard composter, vermiculture system, rain barrel or green cleaning starter kit at the conclusion of the workshop.



Community Partnerships

PRC collaborates with numerous partners in the community on a variety of programs to protect the environment. Examples of successful partnerships included launching a neighborhood recycling program in western Pennsylvania and establishing an innovative initiative to educate residents and stakeholders on stormwater management best practices in eastern Pennsylvania.

Northside Bin Initiative

Funding from the Alcoa Foundation supported an effort to test new tools designed to increase Pittsburgh's recycling rate. PRC worked in partnership with the City of Pittsburgh and the Student Conservation Association to educate and encourage residents living in the pilot neighborhood to become more active recyclers in hopes of helping the City increase the volume of material diverted from landfills and into recycling markets.

The pilot program featured a door-to-door education campaign and distribution of recycling containers to individual households. PRC's bin initiative **benefited more than 1,100 Pittsburgh residents, increasing recycling participation rates by up to 20%.** PRC hopes to build upon the pilot study to expand the program citywide and eventually provide all Pittsburgh residents with their own recycling bins.



Darby Cobbs Stormwater Initiative

The *Darby Cobbs Stormwater Initiative: Getting to the New Normal* — a partnership between PRC, Eastern Delaware County Stormwater Collaborative and Haverford Township EAC — works to change stormwater management practices. The initiative's goal is to cement the long-term shift in the maintenance of public and private properties with green stormwater management strategies.

Rain gardens installed through this initiative serve the dual purpose of improving water quality by reducing stormwater runoff while also serving as highly visible education and outreach tools. **PRC installed 13 rain gardens** with the help of trained Stormwater Resource Team volunteers and support from municipalities.

PRC's expansion of this project will include the installation of additional rain gardens, the incorporation of other green stormwater infrastructure, such as green roof technology, and the expansion of the Stormwater Resource Team, creating a network of trained

Green Stormwater Volunteers. Funding for the Stormwater Initiative includes grants from the National Fish & Wildlife Foundation's Delaware River Restoration Fund, the Ethel Sergeant Clark Smith Memorial Fund and the Royal Bank of Canada.

**Governor's
Award for
Environmental
Excellence
AWARD WINNER**



Public Awareness

PRC's diverse education, outreach and mobilization efforts disseminate information, educate individuals and encourage action.

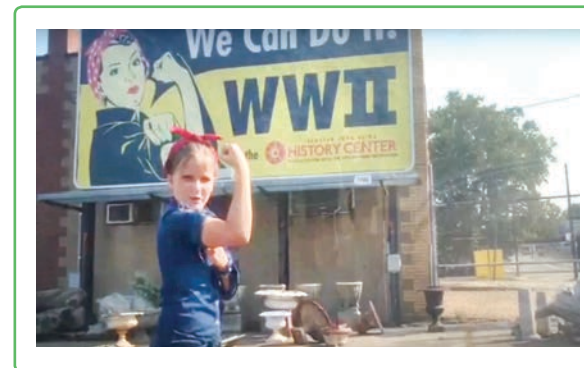
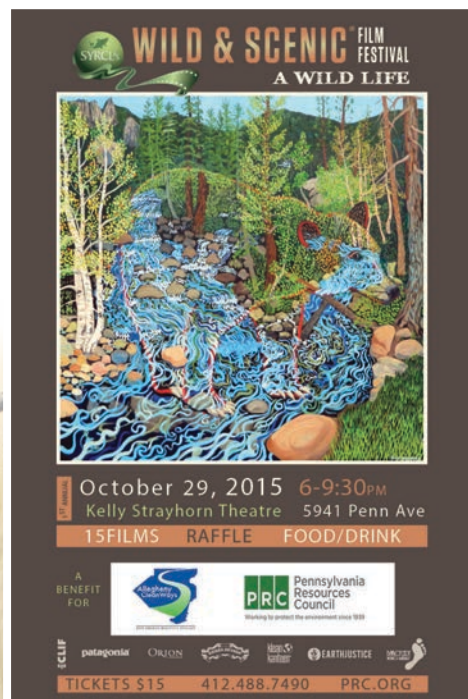
Wild & Scenic Film Festival

PRC and Allegheny CleanWays hosted the Wild & Scenic Film Festival on its nationwide tour from Alaska to Alabama. The nation's premier environmental and adventure film festival features videos to educate and inspire audiences to explore and protect the environment.

At the inaugural event in Pittsburgh, PRC and Allegheny CleanWays screened award-winning local and national films showcasing issues ranging from environmental justice in Mexico and litter in Pittsburgh to water quality in Tennessee and the American Southwest. The audience of 200 learned about current issues and were able to immediately connect with local non-profits

and initiatives to take action by signing up as volunteers, switching to renewable energy and accomplishing much more.

The evening was a huge success, featuring great films and initiatives as well as Pittsburgh-centric prizes. PRC plans to present its second annual Wild & Scenic Film Festival in 2016.



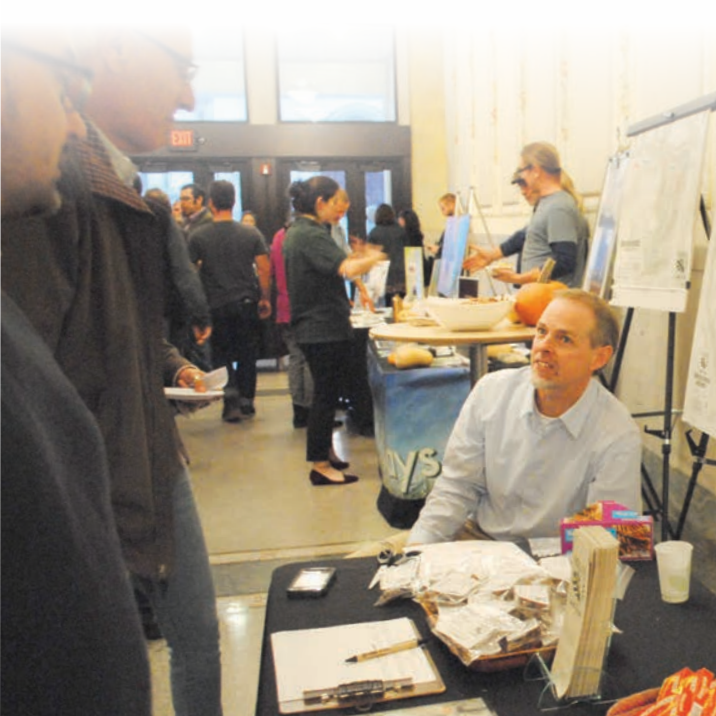
Rosie the Riveter

A local production team took top honors in the second phase of PRC's campaign to fight litter in Pittsburgh — a campaign that launched the previous fall with PRC's "Crying Steelers Fan" video, a tribute to the Keep America Beautiful "Crying Indian" public service announcement of the 1970s.

The winning video, "The Fight Against Litter," featured a World War II-era Allied soldier picking up litter and a powerful message from a pint-sized Rosie the Riveter, all set to the tune of the William Tell Overture. Other contest submissions showcased litter's wide-reaching negative impacts such as threats to wildlife, danger to community members and its contribution to urban blight.

The contest winner, created by Walking Stick Productions, serves as the latest vehicle to promote an anti-litter message as well as to highlight citizens' ability to prevent this problem by changing their behavior. The clip debuted at PRC's inaugural Wild & Scenic Film Festival and later aired on KDKA-TV.

hundreds of thousands viewed the campaign on air



Partners

PRC thanks all of our family, business, government and individual members, as well as our supporters and partners who help us to continue doing the work we do throughout the year. You make our important mission and work possible!

Foundation & Grant Partners

Alcoa Foundation
 Avon Club Foundation
 Beneficial Bank Foundation
 The Buhl Foundation
 Colcom Foundation
 ERM Foundation
 Ethel Sergeant Clark Smith Memorial Fund
 Giant Eagle Foundation
 Google
 National Fish & Wildlife Foundation
 – Delaware River Restoration Fund
 National Nursing Centers Consortium
 PA DEP Environmental Education
 Grant Program
 PA DEP Growing Greener Grant Program
 The Philadelphia Foundation
 Richard King Mellon Foundation
 Royal Bank of Canada
 Sprout Fund
 State Farm Insurance Companies Foundation
 United States Department of Agriculture

Exelon
 Galleria at Pittsburgh Mills
 Giant Eagle
 Green Mountain Energy
 Groundwater Sciences Corporation
 The Hankin Group
 The Hershey Company
 Highmark Blue Cross Blue Shield
 Independence Blue Cross
 Land Air Water Legal Solutions
 Langan Engineering
 & Environmental Services
 LANXESS Corporation
 The Mall at Robinson
 Monroe Energy
 NewsRadio 1020 KDKA
 NOVA Chemicals
 Pennsylvania American Water
 Philadelphia Gas Works
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 Rehrig Pacific Company
 Republic Services
 RT Environmental
 Sequoia Waste Solutions
 UPMC
 Washington Mall
 Waste Management
 Wawa, Inc.
 Whole Foods Market

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 Delaware County Community Corrections
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 PA Environmental Improvement Tax Credit
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 United States Department of Agriculture

United States Environmental Protection Agency
 Yeadon Borough & Library

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 Carnegie Museums of Pittsburgh
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 Fossil Free Fuel
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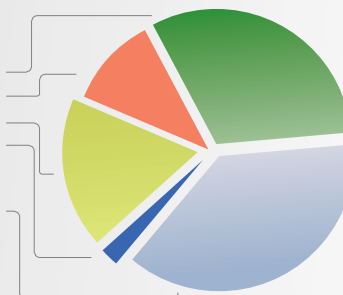
2014 Financials

Source: 2014 Audit

PRC's financial records have been audited by Doyle & McDonnell, PC, in Broomall, Pa. Audit reports are available for examination at PRC's Ridley Creek office. PRC is a 501(c)(3) nonprofit organization whose environmental and educational programs are funded by its members, foundations, contracts and fee-for-services.

Revenue

Education and Training	\$ 525,457	31%
Membership, Contributions and Fundraising	183,770	11%
Task Force Income	298,751	18%
Environmental Learning Center	38,421	2%
Interest	1,500	0%
Net Assets Released from Restriction	622,015	38%
Total Revenue and Other Support	\$ 1,669,914	



Expenses

Education and Training	\$ 1,197,346	66%
Member Services	55,018	3%
Task Force Expenses	273,479	15%
Administration	254,659	14%
Fundraising	41,348	2%
Total Expenses	\$ 1,821,850	



Changes in Temporarily Restricted Net Assets

Education and Training	\$ 700,813
Net Assets Released from Restrictions	622,015
Increase (Decrease) in Temporarily Unrestricted Net Assets	78,798
Increase (Decrease) in Net Assets	(73,135)
Net Assets – Beginning of Year	1,003,801
Net Assets – End of Year	930,666

GASP
 Global Links
 Goodwill of Southwestern Pennsylvania
 Green Building Alliance, Pittsburgh
 Kelly Strayhorn Theater
 Lancaster County SPCA
 Liberty Tire
 Mostardi's Nursery
 The Outdoor Classroom
 PA American Water Company
 Penn State Master Gardeners
 Pittsburgh Center for Creative Reuse
 Pittsburgh Cultural Trust
 Preserve Our Pennsylvania Towns
 The Resource Exchange
 San Antonio Humane Society
 Save Marple Greenspace
 Scenic Pittsburgh
 Southwest PA Air Quality Partnership
 Steel City Biofuels
 Student Conservation Association
 Sustainable Pittsburgh
 The Unity Center/Strath Haven
 Senior Services
 Vanderburgh Humane Society
 Young-Williams Animal Center

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Ricketts Glen State Park, Pennsylvania



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