

# 2014 ANNUAL REPORT



Pennsylvania  
Resources  
Council

Working to protect the environment since 1939





**2014 highlights shown clockwise from upper left:** PRC celebrates 75th anniversary with dinner held at Simeone Foundation Automotive Museum in Philadelphia; PRC Leadership accepts 2014 Governor's Award for Environmental Excellence; Hard to Recycle events introduce self-serve bins to collect polystyrene; "Falling for Two Bad Habits" wins Lens on Litter photo contest; anti-litter campaign showcases "Crying Steelers Fan"; Pittsburgh Mayor Bill Peduto unveils "Beautify Our 'Burgh" campaign.







PRC proudly celebrated our 75th year in 2014! This accomplishment reflects the invaluable contributions of our members, funders, supporters, volunteers, staff and Board of Directors. Building on our long history, we have grown substantially by reaching out to more and more Pennsylvanians through education and leadership in environmental protection and natural resources conservation efforts in our Commonwealth.

We held our Diamond Anniversary Dinner in November at the Simeone Foundation Automotive Museum in Philadelphia, with a centerpiece display of state-of-the-art eco-friendly vehicles. This marquee event of the year focused attention on the impact of environmental awareness in nearly every aspect of our lives including cars. The event highlighted

the vital progress from the 20th century gas-guzzlers to the electric and hybrid vehicles of our 21st century world. Senator Edwin "Ted" Erickson, representing Pennsylvania's 26th District, gave an important and informative keynote address as a longstanding supporter and former President of PRC. However, The highlight of the event was the presentation of the Lifetime Achievement Award to our first Executive Director, Ruth Becker, for her tireless and innovative work in modern recycling programs, environmental advocacy and education.

During 2014 we continued to provide outreach to students and residents with information and support concerning some of Pennsylvania's most pressing environmental issues through partnerships with foundations (Colcom Foundation, The Heinz Endowments, Alcoa Foundation, National Fish and Wildlife Foundation and more), businesses (PECO, The Hershey Company, Waste Management, Republic Services, Wawa Inc. and others) and many government sponsors.

Our 2014 highlights included:

- Providing cost-effective and convenient disposal options that diverted 923 thousand pounds of toxic and recyclable materials from landfills;
- Offering strong environmental education programs that impacted more than 14 thousand students across Pennsylvania;
- Receiving the PA Governor's Award for Environmental Excellence for tailgate recycling initiatives in Philadelphia and Pittsburgh;
- Keeping almost 9 thousand tons of food and yard waste out of landfills through our regional composting initiative;
- Creating a unique new anti-litter campaign, entitled the "Crying Steelers Fan," that shared an anti-litter PSA with more than 200 thousand residents in southwestern Pennsylvania;
- Serving more than 700 thousand Pennsylvanians through our Zero Waste Services.

PRC is constantly moving forward to encourage positive environmental impact in the Commonwealth and, thereby, conserve valuable resources for future generations. As we move into 2015, we know that we can only continue this meaningful work through the dedication and generosity of people like you. We appreciate your support! Keep in touch with us throughout the year via social media and our brand new website that just launched in March 2015.

Robert Jondreau  
Executive Director





# Collection Events

Every year PRC diverts thousands of pounds of valuable and environmentally hazardous materials from Pennsylvania's landfills and households. The organization provides convenient, safe and cost-effective options for disposing of a wide variety of products including electronics, prescription drugs, household chemicals and more.

## Household Chemical Collections

On average, Pennsylvanians produce 25,000 tons of potentially harmful materials every year. In 2014, PRC's Household Chemical Collection program served nearly 5,000 households in six counties and collected more than 370,000 pounds of materials!

## E-Waste Collections

Since the passage of the 2010 Covered Devices Act, Pennsylvania residents can no longer dispose of electronics through curbside programs because such e-waste contains valuable and sometimes toxic materials that must be properly recycled. Throughout 2014, PRC worked with residents at 18 events and kept nearly 250,000 pounds of e-waste out of landfills.

## Pharmaceutical Collections

At spring and fall collection events on National Drug Take Back Days, PRC collaborated with more than a thousand community members and collected 3,000 pounds of drugs.

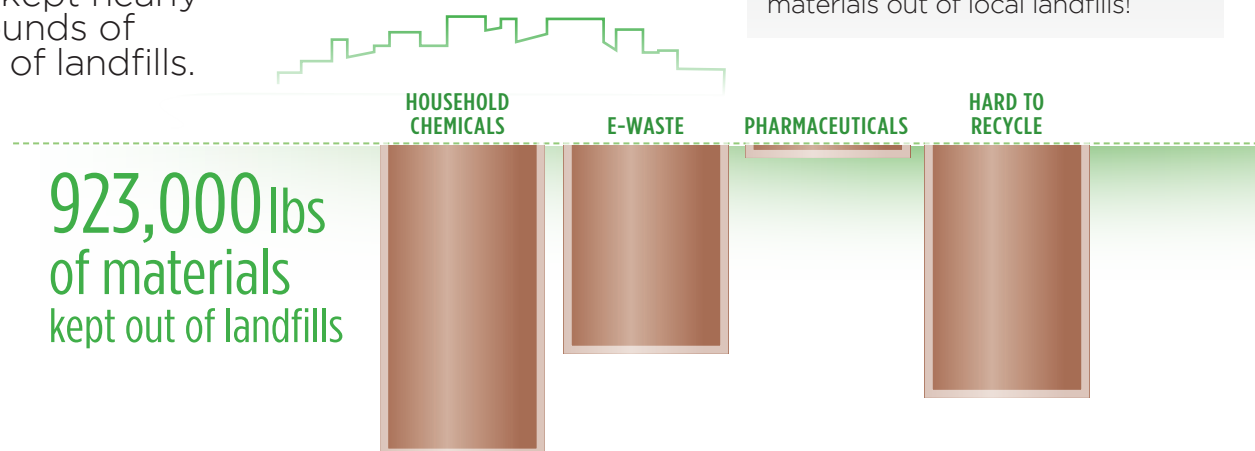
## Hard to Recycle Collections

PRC's 12th year of collecting e-waste, tires, batteries, small appliances, polystyrene packaging material and other "hard-to-recycle" items was its most successful year to date. Nearly 3,000 participants diverted more than 300,000 pounds of recyclable materials from landfills.



## ReuseFest

PRC held its 3rd annual ReuseFest to encourage community members to donate unwanted materials for reuse by local and national nonprofit organizations. Thousands of pounds of useful materials — including bicycles, medical supplies, clothing and household goods — were collected at the one-day event, enabling eight nonprofit organizations to address their missions while keeping valuable materials out of local landfills!





# Zero Waste

Zero Waste Pennsylvania provides waste reduction assistance to special events, commercial businesses, residential entities and institutions across the state.

## Zero Waste Events

In 2014, PRC's Zero Waste team assisted nearly 50 different events with sustainable waste management solutions. Premier events included Three Rivers Arts Festival, the Big Pour and the Pittsburgh Marathon. In addition to working with event organizers to procure sustainable materials for these events, PRC worked to divert recyclables and compostables from the waste stream, vastly reducing the amount of materials sent to landfills. At the 8th annual Big Pour event, the Zero Waste team diverted a record 92 percent of materials from being sent to landfills! Furthermore, for a fourth consecutive year, the ALCOSAN Open House received a Platinum Certification — through the ZIP (Zero Waste In Pittsburgh) Event Certification program — for diverting high levels of recyclables and compostables from being landfilled.

92% of the  
Big Pour  
event trash  
diverted from  
landfills



## Zero Waste Audits

Zero Waste Pennsylvania also works with dozens of public and private businesses to design and implement sustainable waste management practices. The Zero Waste team performed waste audits and analyzed waste streams at a number of Fortune 500 companies. PRC tailored waste reduction and diversion plans to achieve significant zero waste goals.

In total, Zero Waste Pennsylvania served more than 700,000 individuals through various events and programs in 2014.



**Zero Waste PA**  
impacted  
**700,000**  
individuals



Clockwise from top: collection station at The Great Race finish line; sorting area at Pittsburgh Marathon; future compost captured in dumpster; crowd at Big Pour fundraising event.





# Education

PRC works with youth and adult Pennsylvanians statewide to provide innovative programs that teach the value of conserving natural resources through classroom presentations, fun and interactive programs, educational field trips and more.

## Student Education

### Eastern Pennsylvania

With funding from Pennsylvania's Environmental Improvement Tax Credit (EITC) program, PRC presented 60 environmental education programs free of charge to 1,697 school students. Classes addressed environmental topics such as litter prevention, recycling, watershed awareness, song birds, greener lifestyles and alternative energy. The "Wood, Water and Worms" program, held at local ponds and streams, showcased trees, soils, geology and forest inhabitants. Several schools not involved with the EITC program paid for this service to benefit 140 students.

In 2014, PRC continued to work at Exelon's Renewable Energy Education Center in Fairless Hills. At the center, PRC presented 38 educational programs to 1,449 students, educating visitors about energy options from renewable sources using interactive, hands-on exhibits.

PRC also partnered with the Eastern Delaware County Stormwater Collaborative

to present the Wonders of Watersheds Program to almost 400 students in the Haverford School District and in underserved schools in Delaware County.

### Central Pennsylvania

PRC presented 150 free environmental education programs to 3,791 students in schools throughout the region in 2014. PRC's interactive classroom outreach programs focused on topics such as recycling and litter prevention, renewable energy, green lifestyles and watershed protection.

### Western Pennsylvania

With a mixture of funding from the EITC, PA DEP, grants, and fee for service, PRC provided dozens of schools with workshops about preserving the state's resources. Throughout the academic year, PRC held 46 in-school workshops on topics such as watershed awareness, worm composting, environmental health, sustainable gardening and recycling awareness that reached more

than 1,600 students. In the summer, PRC educated 30 students at the "Wonderful World of Water" camp, an experience that teaches how to value and conserve water.

PRC offered interactive programs to students by teaching recycling and resource conservation in a fun, accessible way. The "Recycling Olympics" engaged more than 250 students with relays and races using recyclable or recycled materials. One interactive activity, Milk Jug Volleyball, taught the importance of recycling and environmental protection. Additionally, PRC's popular "Recycling is Magic" presentation showed nearly 1,500 students how fun and important recycling can be.

PRC also worked directly with teachers to provide resources to teach about air quality and how to improve it. Working with 50 teachers, PRC implemented the 4th year of the "Let's Clear the Air" Poster Contest, reaching more than 3,500 students in southwestern Pennsylvania.







14,357  
PA students  
participated in PRC's  
Educational Programs

### Adult Education

PRC strives to teach all Pennsylvanians about how to conserve resources in their homes.

Across the state, PRC offered 18 composting workshops to 340 local residents. These workshops focused on the value of composting with or without worms and helped participants to set up and operate compost

or vermicompost bins to turn yard waste and food scraps into a valuable resource.

PRC worked with approximately 100 Pennsylvanians to teach them about chemicals and toxins found in many household products. PRC provided alternatives that use fewer resources and reduce exposure to dangerous and harmful chemicals.

Nearly 200 participants learned how to harvest rainwater with rain barrels and rain gardens. These practices reduce water use and benefit local watersheds.

640 participants  
attended informative  
workshops







# Community Partnerships

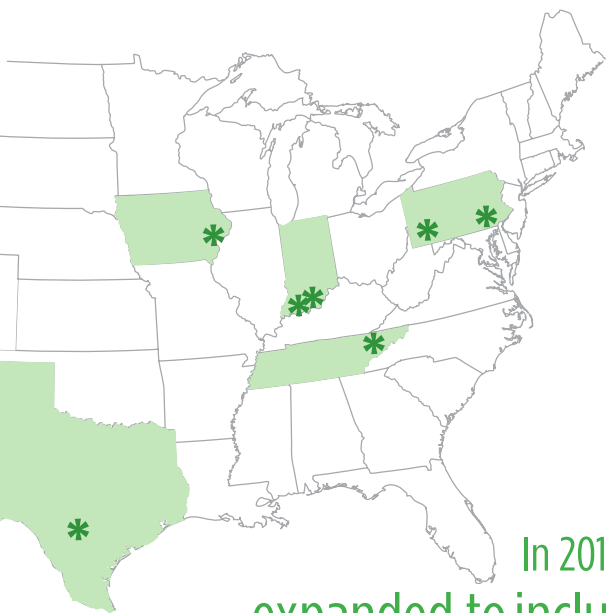
PRC collaborates with numerous partners in the community on a variety of programs to protect the environment. Examples of successful partnerships in 2014 included connecting local produce growers with consumers, supporting animal welfare by encouraging aluminum can recycling and establishing a co-op of farmers to produce compost from food waste generated at area schools and retailers.

## Newtown Square Farmers' Market

The PRC Farmers' Market extended its schedule and footprint during its fourth year of operation. The market opened in June and continued for 18 weeks outside of Mostardi's Nursery. An additional six weeks of sales inside the facility extended the 2014 season through mid-December. A dozen vendors on site each week attracted more than two thousand shoppers.

## Cans for Pets

Cans for Pets encouraged aluminum recycling by offering a 5-cent donation to a local animal shelter for every aluminum pet food can recycled through the program. This funding enabled shelters to provide medical care, food and adoption services while diverting aluminum cans from landfills. In 2014, the program expanded to benefit shelters in five states and collected 140,000 cans. Since the program began in 2012, animal lovers from Pennsylvania to Texas have collected more than 250,000 cans raising \$12,500 for the seven participating shelters.



In 2014 Cans for Pets  
expanded to include 5 states  
& reached 250,000  
total cans collected

## Regional Composting Initiatives

PRC's Regional Composting Initiatives build infrastructure to maximize environmental and employment benefits from the Commonwealth's vast amount of compostable waste (the largest portion of the waste stream). By diverting this valuable material from landfills, PRC enables regional farmers to build long-term healthy and productive soil. In 2014, the initiative expanded to include six new farmers located in four western Pennsylvania counties. These farmers have accepted more than 4,750 tons of food waste and nearly 4,000 tons of yard waste — producing more than 4,300 tons of compost.





# The Fight Against Litter

Litter is a huge problem in Pennsylvania, impacting the environment, public safety and the economy. Simply put, litter is trash that is in the wrong place — in our neighborhoods, cities, public lands, waterways and roadways instead of in trash cans or recycling bins. One of the major contributing factors to litter is, quite simply, litter. People are more likely to drop litter in areas that already have trash, while clean areas are more likely to stay that way. PRC has fought litter for decades and has launched a new type of anti-litter campaign for the new millennium.

## The Crying Steelers Fan

With the support of the Colcom Foundation and Fireman Creative, PRC produced the “Crying Steelers Fan” public service announcement. Inspired by the famous 1970’s Keep America Beautiful “Crying Indian” PSA against litter and pollution, the Steelers fan travels around Pittsburgh and is shocked by the litter he sees scattered

around his city. This new campaign challenges residents to look beyond cleaning up litter and, instead, pressure litterbugs away from littering.

This PSA aired on KDKA-TV and The CW for the final two months of 2014 and was seen by several hundred thousand Pittsburghers. The PSA also ran online, generating more than a thousand YouTube views.



more than  
**200,000**  
viewed the ad on air  
**1,300**  
viewed online

## You Can Help!

Community members can join the fight against litter!

- Carry a bag for litter when you leave your home.
- Spread the anti-litter message through conversations with friends and family and share the “Crying Steelers Fan” video with them.
- Capture the image of litter and enter PRC’s annual Lens on Litter contest. Photograph litter and focus public attention on the far-reaching and damaging impact of trash.
- Show your support with a PRC anti-litter license plate.



# 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  
 Colcom Foundation  
 Dominion Foundation  
 ERM Group Foundation  
 Ethel Sergeant Clark Smith Memorial Fund  
 Giant Eagle Foundation  
 The Heinz Endowments  
 National Fish & Wildlife Foundation  
 – Delaware River Restoration Fund  
 National Nursing Centers Consortium  
 PA DEP Environmental Education Grant Program  
 PA DEP Growing Greener Grant Program  
 Pittsburgh Foundation  
 Richard King Mellon Foundation  
 Sprout Fund  
 State Farm Insurance Companies Foundation  
 United States Department of Agriculture  
 Whole Foods – Nickels for Non-Profits

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 Aqua Pennsylvania  
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 Branton Strategies, LLC  
 Brown Brothers Harriman  
 Consol Energy Park  
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 Drinker Biddle & Reath  
 Duquesne Light Watt Choices  
 Eckert Seamans  
 The Estate of Dr. Douglas A. Whyte  
 Exelon

Giant Eagle  
 Green Mountain Energy  
 The Hankin Group  
 The Hershey Company  
 Highmark Blue Cross Blue Shield  
 Land Air Water Legal Solutions  
 Lanxess Corporation  
 The Mall at Robinson  
 Neshannock Soil Builders Cooperative  
 NewsRadio 1020 KDKA  
 NOVA Chemicals  
 Pennsylvania American Water  
 Republic Services  
 RT Environmental  
 Sequoia Waste Solutions  
 Sustainable Pittsburgh  
 UPMC  
 Waste Management  
 Wawa, Inc.  
 Whole Foods Market

## Government Partners

Allegheny County  
 Allegheny County Health Department  
 Beaver County  
 Cambria County  
 City of Pittsburgh  
 Delaware County Community Corrections Department  
 Haverford Township  
 Municipality of Mt. Lebanon  
 PA Department of Environmental Protection  
 Southwest PA Air Quality Partnership  
 Swissvale Borough  
 Washington County  
 West Mifflin Borough  
 United States Department of Agriculture  
 United States Environmental Protection Agency

## Program Partners

Allegheny CleanWays  
 Carnegie Mellon University  
 Carnegie Museums of Pittsburgh  
 Chatham University  
 Chester Business Association  
 Chester Environmental Partnership  
 Conservation Consultants, Inc.  
 Construction Junction  
 Darby Creek Valley Association  
 Delaware Valley Green Building Council

Duquesne University  
 Eastern Delaware County Stormwater Collaborative  
 Edgmont Business Association  
 Exelon Fairless Hills Energy Education Center  
 Garden Club Federation of Pennsylvania  
 GASP  
 Global Links  
 Goodwill of Southwestern Pennsylvania  
 Green Building Alliance, Pittsburgh  
 Mostardi's Nursery

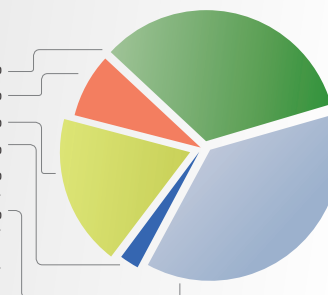
Pittsburgh Center for Creative Reuse  
 Pittsburgh Cultural Trust  
 Preserve Our Pennsylvania Towns  
 Scenic Pittsburgh  
 Steel City Biofuels  
 Sustainable Pittsburgh  
 The Resource Exchange  
 The United Center/Save Haven Senior Services

## Financials

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.

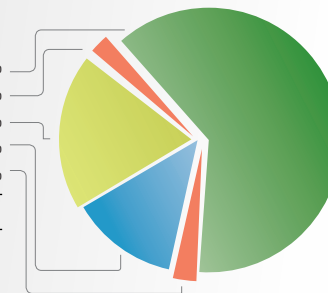
### Revenue

Education and Training	\$ 530,919	34%
Membership, Contributions and Fundraising	125,140	8%
Task Force Income	296,414	19%
Environmental Learning Center	37,676	2%
Interest	2,000	0%
Net Assets Released from Restriction	590,838	37%
<b>Total Revenue and Other Support</b>	<b>\$ 1,582,987</b>	



### Expenses

Education and Training	\$ 1,018,661	63%
Member Services	38,115	2%
Task Force Expenses	309,701	19%
Administration	212,689	13%
Fundraising	46,488	3%
<b>Total Expenses</b>	<b>\$ 1,625,654</b>	



### Changes in Temporarily Restricted Net Assets

Education and Training	\$ 1,066,988
Net Assets Released from Restrictions	590,838
Increase (Decrease) in Temporarily Unrestricted Net Assets	476,150
Increase (Decrease) in Net Assets	433,483
Net Assets – Beginning of Year	570,318
Net Assets – End of Year	1,003,801



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Pennsylvania  
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Working to protect the environment since 1939

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