



**KEEP PINELLAS Beautiful**  
KEEP AMERICA BEAUTIFUL AFFILIATE

**We inspire and educate people to take action everyday to improve and beautify their community environment.**





**Pat DePlasco**  
Executive Director

O: 727.533.0402  
F: 727.533.0502

C: 813.598.8803  
pdeplasco@kpbcares.org

*Together we will keep Pinellas beautiful!*


[www.KPBcares.org](http://www.KPBcares.org)

5090 66th Street N.  
St. Petersburg, FL 33709

**We are your Keep America Beautiful Affiliate**

**KEEP AMERICA BEAUTIFUL** EST. 1983

Keep America Beautiful envisions a country where every community is a clean, green and beautiful place to live.




---

---

---

---

---

---

---

---

---

---



**Our Mission:**  
To conserve and beautify our natural environment by means of community engagement and education.

**Focus Areas:**  
Litter prevention  
Waste reduction  
Conservation  
Beautification /Community greening

---

---

---

---

---

---

---

---

---

---

### Educate

It is not what is poured into the student that counts, but what is planted.  
- Linda Conway



---

---

---

---

---

---

---

---

### Engage

*"Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in".*  
- Author Unknown



---

---

---

---

---

---

---

---

### Empower

Let individuals create real wealth, empower them, create something that they can leave for their children  
John Sununu



---

---

---

---

---

---

---

---



**2016 Total Impact:**  
From Jan 1<sup>st</sup> – Dec 31<sup>st</sup> 2016

- KPB conducted **376** Educational Presentations, and we participated in **29** Outreach Events.
- Therefore, **49,813** individuals were Educated.
- The Affiliate engaged **12,254** Volunteers and our organization coordinated **969** Community Projects.
- As a result, the combined efforts abated **630,647.18** pounds of Litter and we recovered **8,903.45** pounds of Recyclables.
- When **\$22.50** is multiplied by **48,372.68** volunteer hours, we see that we **saved taxpayers \$1,088,385.33** in community improvement services.

---

---

---

---

---

---


---

---

---

---

**Why we do what we do....**




---

---

---

---

---

---

---

---

---

---

**Thank you for being our #1 our Partner?**




---

---

---

---

---

---

---

---

---

---



Keep Pinellas Beautiful, Inc.  
 5090 66<sup>th</sup> St. North  
 St. Petersburg, FL 33709  
 Litter Control Program Total Report ~  
**2016**

**Litter Awareness and Prevention Education Programs**

Date		Total Participants	Total Hours	Educational Presentation	Outreach Event
Jan '16	TOTALS	55	8.00	1	2
Feb '16	TOTALS	197	46.00	12	5
Mar '16	TOTALS	8	3,420.50	19	4
Apr '16	TOTALS	41,738	109.10	15	7
May '16	TOTALS	709	35.57	16	1
Jun '16	TOTALS	388	81.00	9	
Jul '16	TOTALS	283	49.50	34	
Aug '16	TOTALS	238	16.00	2	1
Sep '16	TOTALS	182	26.75	10	1
Oct '16	TOTALS	3,634	55.50	154	6
Nov '16	TOTALS	2,178	56.00	37	2
Dec '16	TOTALS	143	21.00	7	
<b>Totals</b>		<b>49,753</b>	<b>3,924.92</b>	<b>316</b>	<b>29</b>

**Litter Awareness and Prevention Education Programs ~ Bright Future Students**

Activity	No. of Students	Hours
Office Assistance	9	71.75
Recyclable Collection	20	310.86
Special Projects	35	723.00
<b>Totals</b>	<b>64</b>	<b>1,105.61</b>

**Court Ordered Volunteers**

No. of Participants	Hours
30	402.50

**Litter Hotline Calls**

Project Report Date	-	Number of Calls	-	-	Weight (lbs.)
Jan '16	TOTALS	12	-	-	7,724.00
Feb '16	TOTALS	7	-	-	8,390.00
Mar '16	TOTALS	11	-	-	1,398.00
Apr '16	TOTALS	5	-	-	555.80
May '16	TOTALS	8	-	-	1,239.00
June '16	TOTALS	10	-	-	281.09
July '16	TOTALS	7	-	-	2,412.00
August '16	TOTALS	13	-	-	1,082.65
September '16	TOTALS	22	-	-	8,827.00
October '16	TOTALS	21	-	-	3,085.05
November '16	TOTALS	17	-	-	1,767.00
December '16	TOTALS	6	-	-	790.52
	<b>Total calls YTD</b>	<b>139</b>		<b>Total Weight</b>	<b>37,552.11</b>

**KPB Recycling**

	Schools	Bright Futures	Publix	KPB	Total
Plastic	3,304.66	68.00	175.10		3,547.76
Aluminum	199.13	375.89	-	159.05	734.07
Textiles	-	712.93	-	81.17	794.10
Single Stream	-	-	-	2,008.00	2,008.00
				<b>Grand Total</b>	<b>7,083.93</b>

**Cleanup Activities**

Date	Number of Cleanups	Number of Volunteers	Volunteer Hours	Pounds of Trash	Pounds of Recyclables
Jan '16	3	203	975.50	44,358.00	
Feb '16	7	195	616.50	64,113.20	
Mar '16	25	1117	3,562.50	70,495.62	5.00
Apr '16	19	678	2,006.00	45,555.49	
May '16	15	898	3,354.50	59,242.51	110.60
Jun '16	10	692	2,981.00	33,006.98	15.00
Jul '16	13	494	1,446.00	29,838.18	
Aug '16	9	430	1,651.50	74,799.00	32.07
Sep '16	13	556	1,854.50	39,934.71	7.13
Oct '16	40	1381	3,157.00	45,252.77	300.56
Nov '16	13	610	2,010.50	2,024.08	381.00
Dec '16	11	611	2,697.00	60,809.00	70.50
<b>Totals</b>	<b>178</b>	<b>7,865</b>	<b>26,312.50</b>	<b>569,429.54</b>	<b>921.86</b>

**Adoption Programs**

Adoption Programs	Miles	Hours	Volunteers	Trash (lbs.)	Recyclables (lbs.)	
Adopt-A-Mile	457	2,277.44	1,212	15,752.00	364.00	
Trail AAM	218	1,762.75	918	4,181.16	184.35	
Adopt an Island	42	368.50	174	1,106.16	30.00	
Adopt-A-Shore	74	1,182.47	2,055	2,626.21	319.31	Presentations
Orientation Training	-	-	-	-	-	60
<b>Totals</b>	<b>791</b>	<b>5,591.16</b>	<b>4,359</b>	<b>23,665.53</b>	<b>897.66</b>	<b>60</b>

**Keep Pinellas Beautiful 2016 Total Impact:**

From Jan. 1 thru Dec. 31, KPB conducted	<b>376</b>	Educational Presentations,
and we participated in	<b>29</b>	Outreach Events.
Therefore,	<b>49,813</b>	individuals were Educated.
The Affiliate engaged	<b>12,254</b>	Volunteers and
Our organization coordinated	<b>969</b>	Community Projects.
As a result, the combined efforts abated	<b>630,647.18</b>	pounds of Litter and
we recovered	<b>8,903.45</b>	pounds of Recyclables.
When \$22.50 is multiplied by	<b>48,372.68</b>	volunteer hours,
we see that we saved taxpayers	<b>\$1,088,385.33</b>	(of labor) in community improvement services.



Save the date for the Conversational Breakfast

**“Be the Change”**

March 30, 2017

8:00 am – 10:00 am

Hosted by Keep Pinellas Beautiful

5090 66th Street North

St. Petersburg, FL 33709

To learn about The Keep America Beautiful Behavior Change Program and how we can work together to keep Pinellas beautiful.

Invitation to follow



KEEP AMERICA BEAUTIFUL AFFILIATE



**Rosie says:  
I live here  
too!**

**Please  
Don't  
Litter**





## Please do your part to keep Rosie's home beautiful!

Pick up after your pet

Reduce, Reuse, Recycle

Put the trash can lid on tight

Put waste in its place

Please don't litter

Become a volunteer

For more information visit [KPBcares.org](http://KPBcares.org), call **Keep Pinellas Beautiful**  
at (727) 533-0402, or email [info@kpbcares.org](mailto:info@kpbcares.org)

Thank you to our Sponsors:  