

May 29, 2008

Re: Great American Cleanup Wrap-Up Report

Dear Cleanup Volunteers and Sponsors,

Your generosity helped us organize the biggest spring cleanup Rockland has ever seen. Thank You. How big was it? Here are some numbers:

Cleanup Crew Sign-ups: 240 groups, up from 165 last year.

Volunteers: 3500 people, up from 2700 last year.

T-shirts given out: 4000, up from 3000 last year.

Tons of trash: approx. 40 tons collected from streets, streams and parks.

Sponsorships: \$19,500 donated (up from \$14,000 last year).

Every cent of your sponsorship was used to provide supplies and support to volunteers, like Valerie Moldow, who had this to say about her cleanup:

"We met with the Nanuet Civic Group and moved our way up to the Highview playground and cemetery. What a great feeling my kids had when passerbys made gestures of support. It felt good for us all. Can't wait to create an even bigger group next year."

It's great that Valerie, and especially her kids, connected with the local civic association, sensed the public's positive response and felt inspired to organize a bigger effort next year. Her experience perfectly exemplifies what Keep Rockland Beautiful seeks to achieve through the Great American Cleanup. Many volunteers made similar comments:

"An amazing, eye-opening experience for all of us." Maureen Mercer, Tappan Zee Brownie Troop 40732. Cleanup: Joseph Clark Rail Trail, Sparkill.

"I saw people doing it last year and wanted to get involved." Eileen Albus, Shukokai karate School and Clarkstown Garden Club. Cleanup: Rte 45 in New Hempstead.

"Great program, the girls had fun." Shannon O'Donnell, Brownie Troop 722. Cleanup: Montebello Elementary School.

"KRB is doing an excellent job." Isabel Blanco, St. Joseph Youth Group. Cleanup: Gerow Ave, Ramapo and Spring Valley.

Many factors contributed to the growth of the cleanup campaign this spring. Generous sponsors enabled us to promote the event and give volunteers supplies and souvenirs. Volunteer leaders recruited participants from their civic, school, religious and other networks. We had great weather. KRB learned some new tricks as well:

- distributed 40,000 color fliers to schools

- enhanced online cleanup registration and internet communication
- held breakfast meetings for local cleanup leaders
- encouraged recycling of bottles and cans by cleanup crews
- added wristbands and temporary tattoos to our package of giveaways
- sent Litter Violation Warning Letters based on volunteer reports of license plates.
- achieved greater synergy between our Earth B.E.A.T. school program, our popular Trash Can Painting Program and the Great American Cleanup.

We doubled the number of school-wide Earth Day programs we coordinated this year, totaling 16 schools, over 5000 children engaged in fun and educational environmental education games and exercises. This program, funded by HSBC Bank and Provident Bank, has enabled us to offer training and support to teachers, PTA volunteers and others seeking to incorporate more environmental awareness activities in local schools. In turn, these new partners spread the word about the cleanup campaign.

In brief, amid growing public concern about climate change, pollution, development and quality of life, the cleanup campaign clearly offers a great way for people to improve their local environment, teach their children values, and send a message that encourages responsible behavior by others.

Keep Rockland Beautiful's staff, board members and volunteers constantly search for ways of improving our services to Rocklanders who share our mission of litter prevention, beautification and environmental education. Sponsors play a critical role and we value your financial support and the ideas, expertise and relationships you bring to KRB. Once again, THANK YOU!

Sincerely,

Andy Stewart, Executive Director

SPONSORS -- Great American Cleanup 2008

\$1000-\$2000

Entergy, Mirant, Orange and Rockland, Wells Fargo, Town of Clarkstown, Town of Orangetown, Town of Stony Point, New City Diner, Rockland County Solid Waste Authority

\$250-\$750

Barr Laboratories, Key Bank, McLaren Engineering, New City Shoprite, Pepsi, Plastic Craft Products Corp, Provident Bank, Rockland County Highway Superintendent Association, Russell Foote and Company, Safe Harbour Group, TD Banknorth, Tilcon, Town of Haverstraw, Town of Ramapo, United Water, Valois

\$75-\$125 Cleanup Sponsors - Volunteer Groups and Small Businesses

1-800-GOT-JUNK?, Big Brothers Big Sisters, Clarkstown Police Explorer Post 201, Congers Kids F.A.C.E., Cub Scout Pack 69, Suffern, David Carlucci Town Clerk, Delta Sigma Theta Sorority, Rockland County Alumnae Chapter, DNV Repair Center, Inc., Fair Game Goose Control, Giorgio's Café, Girl Scout Troop 40681, Congers, Happy Dog Gallery, Heart of the Hudson, Congers, Hillcrest Neighborhood Preservation Association, Irene and Bill Ryan, Junior Girl Scout Troop 432, Nanuet Civic Association, New City Chamber of Commerce, Pack 233 Nanuet, Pet Palace New City, Pomona Civic Association, Rockland Community College, Rockland County Police Hispanic Society, Rockland County Sheriff's Deputies Association, Rockland Road Runners, Shoprite of Pearl River, South Little Tor Civic Assoc., Steps to a Healthier NY, Stony Point Lions, Strasser and Associates, Inc., Strawtown Gang Green, The Bug Clinic, The Summit School, Trustco Bank, Video Magic, Village of Montebello.