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Pennsylvania Resources Council, Inc.

"Working to protect the environment since 1939"

2010 Annual Report



Mission Statement

PRC leads and promotes individual and collective actions to preserve Pennsylvania's environmental resources for each generation.

Board Of Directors

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*Ernesta D. Ballard

*Cynthia Calhoun

*Hilda V. Fox

*Henry Harral

*Theresa Magarigal

*Robert Pierson

*I.B. Sinclair, Esq

*Deceased

PRC Staff

Executive Director

Robert Jondreau

Eastern Regional Director

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Eastern Office

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Nancy Baulis

Diane Berardi

Cassie Boland

Carol Butler

John Butler

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Jayne Young

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Dave Demko **

Sarah Alessio Shea

Isaac Fisher *

Phoebe Handler *

Abby Kostecka *

Nancy Martin-Silber

Donna Mazza

Lauren Seiple

Nick Shorr

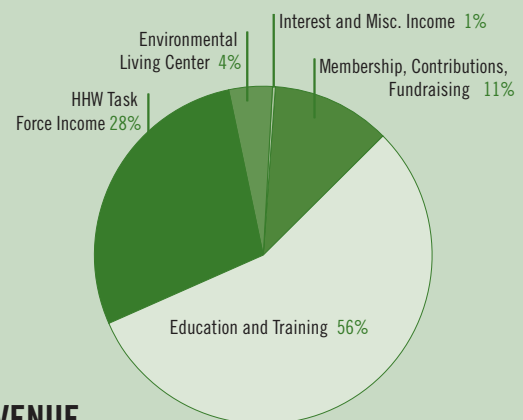
Michael Stepaniak

Kyle Winkler

*Intern

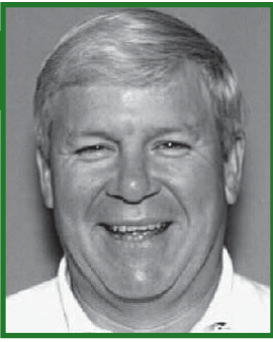
** Scenic Pittsburgh

Finances



REVENUE

Membership, Contributions, Fundraising	\$106,453
Education and Training	534,136
HHW Task Force Income	269,791
Environmental Living Center	39,972
Interest and Misc. Income	2,438
Total Revenue	\$952,790
Net Assets Released from Restriction	\$744,204
TOTAL REVENUE AND OTHER SUPPORT	\$1,696,994



Letter from the Executive Director

Robert Jondreau

As another year passes I would like to extend a special “Thanks” to all our members, funders, supporters, the Board of Directors and our dedicated staff and volunteers. Your contributions toward fulfilling the PRC mission of “preserving Pennsylvania’s natural resources for each generation” are vital to our success and very much appreciated.

2010 was a challenging year for PRC as we successfully navigated through another year of economic uncertainty and celebrated our 71st year of operations. The Awards Dinner in November highlighted PRC’s accomplishments in 2010 and gave us the opportunity to recognize five organizations who have contributed to promoting environmental sustainability. The recipients were: Sustainability Award: Sustainable Pittsburgh; Zero Waste Award; The Richard S. Caliguri, City of Pittsburgh Great Race; Community Service Award: the Chester Environmental Partnership, and Environmental Award: the Delaware County Conservation District. Also, SAP America Inc. received the Green Building Award.

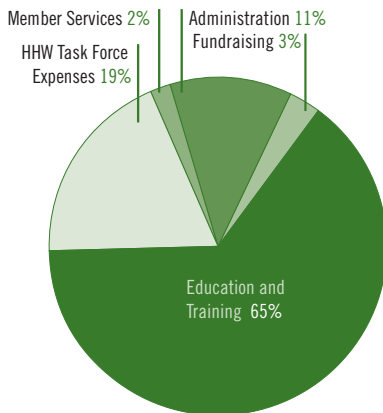
Our core programs continue to hold their own through growth in fee-for-service and corporate sponsorship. In 2010, PRC partnered with PECO Energy on a residential energy reduction outreach program to reduce household electrical usage. This successful program continued into 2011. Additionally, PRC, through the generous support of the Alcoa Foundation launched the “Let’s Tackle Recycling Program”, a tailgate recycling effort at Heinz Field in Pittsburgh. This highly successful program will also be continued in 2011, where we will pilot it at Philadelphia Eagles home games this season.

Programs like these allow PRC to remain viable while we expand our mission in this very challenging financial environment. They supplement and support our core programs such as environmental education in both our Ridley and Pittsburgh offices.

Other noteworthy milestones were the celebration of 25 years of our “Lens on Litter” program managed by our volunteer Gene Capaldi and the creation of our Scenic Pittsburgh program under the leadership of Executive Director Mike Dawida

Our financials continue to be solid and plans are in the works to expand our fee-for-service programs in 2011, especially Zero Waste Pittsburgh/Pennsylvania.

I thank you for all of your support and we look forward to continuing to meet the challenges and achieve the successes aimed at fulfilling our mission during 2012 and beyond.



EXPENSES

Education and Training	\$970,250
HHW Task Force Expenses	282,208
Member Services	31,226
Administration	174,773
Fundraising	41,983
TOTAL EXPENSES	\$1,500,440

Increase (Decrease) in Unrestricted Net Assets \$196,554

Changes in Temporarily Restricted Net Assets

Education and Training	\$418,732
Net Assets Released From Restrictions	(\$744,204)
Increase (Decrease) in Temporarily Unrestricted Net Assets	(\$325,472)
Increase (Decrease) in Net Assets	(\$128,918)
Net Assets - Beginning of Year	\$537,350
Net Assets - End of Year	\$408,432

Annual Audit - PRC’s financial records have been audited by Doyle & McDonnell, P.C., 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.

Community Outreach



Steelers fans “Tackle Recycling” at Heinz Field.

STEELERS FANS ARE CHAMPIONS WHEN IT COMES TO RECYCLING

“Let’s Tackle Recycling” kicked off in December at the final three Steelers regular season home games giving Pittsburgh another winning effort to celebrate: tailgating football fans diverted 4.5 tons of aluminum cans, glass containers and plastic bottles from local landfills. PRC staff, contractors and volunteers engaged fans & encouraged recycling with the world’s largest recycling cornhole game and humorous sandwich board signs. Response to the campaign was phenomenal and plans are in place to return to Heinz Field in the fall when the Black & Gold kick off the 2011 season.

PRESERVING THE BEAUTY OF A WORLD FAMOUS SKYLINE

Scenic Pittsburgh, a project of PRC west, was launched in October with the mission to preserve, protect and enhance the scenic beauty of the Pittsburgh region. As an affiliate of Scenic America, Scenic Pittsburgh was created to explore issues involving visual blight, billboards and other outdoor advertising while working to develop a plan of action for addressing the growing issue of electronic advertising throughout greater Pittsburgh.

PROTECTING PENNSYLVANIA’S SCENIC BEAUTY

PRC east staff worked tirelessly in 2010 educating municipalities, citizens and legislators about controlling the proliferation of billboards. On the legislative front, two state representatives and one state senator sponsored Bills to control billboards, plus, 24 volunteers went to Harrisburg to attend the Local Government Committee Meeting and testify in March. PRC’s Carol Butler appeared many times on Cable TV and Youtube, and made presentations to various civic and government groups.

HARD-TO-RECYCLE COLLECTIONS TAKE IN TONS OF E-WASTE

Hard-to-Recycle Events collected more electronic material for recycling than any other year since the events began – a whopping 64 tons! Participation was also at an all-time high with 1,680 participants attending the five events. PRC and partners collected electronics, tires and propane tanks for recycling and usable building materials and medical equipment for reuse.

PRC GOES ELECTRONIC AND GETS SOCIAL

In an effort to be more environmentally friendly, 2010 marked the first year that PRC distributed its Annual Report and newsletters via e-mail instead of “snail mail”, which saved lots of trees, time and money. If you want to stay informed between newsletters, you can “like” us on Facebook (www.facebook.com/prc.org) and “follow” us on twitter (www.twitter.com/prclitterbug) for all the latest information on upcoming events, collections, workshops and more!

HOUSEHOLD CHEMICAL AND PHARMACEUTICAL COLLECTIONS

The Southwest PA Household Hazardous Waste (HHW) Task Force, administered by PRC, collected nearly 260,000 pounds of materials from over 3,000 households at 5 collections in 4 counties in 2010. It also reached an important milestone by collecting its two-millionth pound of HHW. In addition, the Task Force sponsored Allegheny County’s first two Pharmaceutical collections in 2010, attracting almost 500 participants and capturing 1,400 pounds of over-the counter and prescription medications.

Education

IT'S ALL FUN AND GAMES IN THE ECO-ARCADE

PRC west added three inter-active arcade-style games to its environmental education inventory in 2010, thanks to the generosity of the Colcom Foundation. The Eco-Arcade made its debut at Three Rivers Arts Festival where kids of all ages tested their skill at "Recycling Rally" pinball game, the "aMAZing Watershed Game", and "People Powered Picture Show" as they gained a better understanding of environmental issues.

PPS SUMMER DREAMERS ACADEMY

PRC west participated in the Pittsburgh Public Schools inaugural Summer Dreamers Academy—a 5-week, cutting edge summer "camp" designed to keep students' minds engaged throughout the summer months. As part of this effort, PRC offered an Eco-Warrior camp which featured a sampling of environmental themes and activities that promoted environmental stewardship.

POSTER CHALLENGE KICK-OFF

PRC partnered with the Southwestern PA Air Quality Partnership to kick off the "Let's Clear the Air" poster challenge. Teachers and students in seven counties in SW PA were recruited to participate. All 100 participating teachers received a contest kit with Air Quality and Alternative Transportation lesson plans and hands-on activities to educate their students in making their posters.

CENTRAL PA

In 2010, PRC was able to continue offering free, environmental education programming to students of Central Pennsylvania thanks to generous funding

from Exelon and The Hershey Company. The funding allowed PRC to present 30 programs to over 500 students on topics such as water conservation, litter and recycling, and living a greener lifestyle.

EXELON'S FAIRLESS HILLS RENEWABLE ENERGY EDUCATION CENTER

PRC continued its partnership with Exelon as the provider of educational programming at Exelon's Renewable Energy Education Center in Bucks County, PA. The interactive learning facility is designed to engage students and other visitors in gaining knowledge about renewable energy sources. Geared toward fourth- through ninth-grade students, activities at the education center are very hands-on and the entire curriculum is aligned with the Pennsylvania Department of Education's Environment and Ecology standards. In 2010, PRC presented 19 programs at the center and reached over 600 students.

EITC

PRC east presented 66 environmental education programs free of charge to 1,966 public school students through Pennsylvania's Educational Improvement Tax Credit (EITC) program. The classes covered environmental topics such as Litter Prevention, Recycling, Watershed Awareness, Song Birds, Greener Lifestyles, Alternative Energy and Wood, Water, Worms. These educational programs were made possible through the generous funding of PRC's EITC contributors Waste Management, Wawa, and PNC Bank.

Business and Collaborations

HEALING THE WATERSHED

PRC, in partnership with the Delaware County Conservation District, conducted a series of storm water management workshops for residents of Delaware County. The goal of the program was to educate homeowners about storm water management practices they could implement around the home to help improve the local water quality. Residents who attended the workshops received a rain barrel free of charge to help reduce storm water runoff. Funding for the workshops was provided by the PA Department of Environmental Protection's Environmental Education Grants Program.

SPECIAL EVENTS GET 'ZERO WASTE' CERTIFIED

Over 35 events obtained Zero Waste Pittsburgh Certification for their waste reduction/recycling efforts in 2010, resulting in a combined diversion of nearly 190,000 pounds of food waste and compostable service ware, 35,000 pounds of commingled recyclables, 1,100 pounds of mixed paper and 21,000 pounds of cardboard.

REGIONAL COMPOSTING INFRASTRUCTURE DEVELOPMENT (RCID)

RCID, a project of PRC west, submitted applications for On-Farm Composting Permits to DEP on behalf of several local farmers whose goal is to build a hauling route from nearby restaurants, schools and supermarkets to these farms. In addition, RCID worked with the Borough of Wilkensburg to help publicize the availability of leaf-waste compost to urban greening organizations. Also a new slide-show/lecture "Feeding the Earth", an overview of agricultural history, was presented to area residents at three venues.

PECO SMART IDEAS® PROGRAM

PRC contracted with PECO in 2010 to help the utility meet the requirements of Pennsylvania's Act 129 energy conservation initiative. To accomplish these goals PECO developed a suite of energy reduction programs called "Smart Ideas®". PRC served as the lead education and outreach provider for the programs and educated over 50,000 regional customers about the benefits of reducing electric usage and showed them how to make simple lifestyle changes to lower their electric bills.



PRC staff promote PECO Smart Ideas® programs before a Philadelphia Phillies game.

Media

Print:

Allegheny West Magazine
Allentown Morning Call
Beaver County Times
Citiparks Magazine
City Paper
County Press Newspapers (Delaware County)
Daily Times
Delaware County Daily Times
Edgmont Update
Lehigh Valley Express Times
MainLine Night Sch. Catalog
Main Line Times
Metro Kids Magazine
Mt. Lebanon Magazine
News of Delaware County
PATCH Community Newspapers
Penn Franklin News
Pennsylvania American Water
Pennysaver
Philadelphia Inquirer
Pine Creek Journal
Pittsburgh Post-Gazette
Pittsburgh Senior News
Pocono Record
South Pittsburgh Reporter
Suburban and Wayne Times
The Swarthmorean
Town Talk (Delaware County)
Troy Hill Newsletter
Valley News Dispatch
Washington Observer-Reporter
York Daily Record

Electronic & Print Newsletters:

AfterSchool Buddy E Newsletter
Allegheny County Website
The Almanac
The Black and Gold City Goes Green Website
Brentwood Public Library Website
City of Pittsburgh Website
Conservation Consultants, Inc. Website
Construction Junction E-Newsletter
The Cooperator
Global Links E Newsletter
Greenfield Grapevine
Green Tree Newsletter
Johnstown Tribune Democrat
Lehigh Valley Live
PA Environment Digest
PA DEP Update
PCEE Electronic Billboard
The Pittsburgh Channel
Pittsburgh Post Gazette Summer Camp Guide
POP City
PR Newswire
PROP's PROPELLER
Radnor Township
Sierra Club Website
South Side LDC E Newsletter
Sustainable Pittsburgh 3 E Links
Sustainable Pittsburgh Website
Three Rivers Arts Festival Website
TribLive.com
Upcoming Yahoo.com
Urban Media Today
The Valley Mirror
West Chester Borough Website

World Environment Day Website
WYEP Community Connections

Radio:

KDKA – AM
KQV – AM
WBZW – FM
WDSY – FM
WDUQ – FM
WDVE – FM
WEAE – FM
WHAS – FM
WISR – AM
WKST – FM
WMBA – AM
WMNY – AM
WPGB – FM
WPHT – AM
WRRK – FM
WSHH – FM
WWSW – FM
WXDX – FM
WYEP – FM
WZPT – FM

Television:

KDKA
WGTW
WPHL
WPXI
WTAE

Cable Television:

Carroll Township
City of Pittsburgh
Marple Community
PCNC
Phoenixville School District
Plymouth Township
Radnor Township
Upper Chichester Township
Verizon FiOS SE PA Local Access Channels
Warminster Township
Whitemarsh Township

Supporters/Partners

We thank our Supporters and Partners!

In each of our Annual Reports, we recognize the many businesses, government agencies, foundations, municipalities, nonprofit organizations, schools, colleges, universities and individuals who have contributed to the success of PRC. In 2009, support came in the form of contracts, grants, fees-for-service, personal donations, in-kind donations and partnerships as well as offering staffs and/or facilities. PRC is very grateful to those who gave their support and helped us achieve our mission and goals. We try to record and identify all of our supporters. We apologize if we inadvertently missed someone. While it is not our practice to list individual members, volunteers and supporters, please understand how much we value your contributions.

Businesses and Corporations

ACME Markets, Inc.
Advanced Enviro Systems
AECOM Environmental
Andy Warhol Museum
Appliance Warehouse
ATM Laser Products & Services, Inc.
Aqua Pennsylvania
Batteries Plus
BPG Management Group
Buchanan Ingersoll & Rooney, PC

Caribou Coffee
Concurrent Technologies Corporation
Covanta
Crisci Associates
Donegal Cleaning Service
Drinker Biddle and Roth LLP
Eagle Industrial Hygiene Assoc.
East End Food Co-op
Eckert Seamans Cherin & Mellott, LLC
eLoop, Ilc.
Environmental Resources Management (ERM)

Exelon Corporation
The Galleria at Pittsburgh Mills
Giant Eagle, Inc.
Greenstar Recycling
Groundwater Sciences Corp.
H.F. (Gerry) Lenfest
The Hankin Group
The Hershey Company
Highmark Blue Cross Blue Shield
Home Depot
Keystone Development Center
KDKA Television (Pittsburgh Today Live)
Lanxess
LenWayne Properties, LP
Malcolm, Inc.
The Mall at Robinson
Monroeville Mall
Newman & Company, Inc.
NOVA Chemicals
Oglebay Institute
OMNI Associates
PA American Water Co
PA ISRI
PECO
Pembroke North Condominium
Pennoni Associates
Pestco, Inc.

Pittsburgh File & Box
PNC Bank
Pittsburgh Zoo & PPG Aquarium
PPG Industries, Inc.
PPL Energy Plus®
Radisson Hotel Valley Forge
Reclamere
RENOVEX, Inc.
Republic Services
RT Environmental Services, Inc.
SAP America, Inc.
Sheraton at Station Square
Spaghetti Warehouse
Stanton A. Moss, Inc.
Starbucks Coffee Company
Steel City Harley Davidson
Take Pride Construction and Design LLC
Todd Heller, LLC
UPMC
The Urban Gardener
Waste Management
Wawa, Inc.
Weiner Iron & Metal Corporation
Westinghouse
Whole Foods Markets
WhyNotBobStoreDotNet
Witt Pest Management

Government

Allegheny County Chief Executive's Office
Allegheny County Conservation District
Allegheny County Health Department
Allegheny County Parks Department
Allegheny County Sanitary Authority (ALCOSAN)
Beaver County Solid Waste Authority
Bethel Springs Elementary School
Bradford Woods Borough
Buck's County Intermediate Unit
Cambria County
Centre County Solid Waste Authority
Chambersburg Borough
City of Pittsburgh Council
CitiParks
City of Bethlehem
City of Chester
City of Pittsburgh Dept. of Public Works
City of Pittsburgh Recycling Division
City of Pittsburgh Mayor's Office
City of Pottsville
Cranberry Mall
Cranberry Township
Delaware County Community Corrections Program
Delaware County Conservation District
Delaware Valley Regional
Eastman Chemicals
Edgmont Township
Environmental Protection Agency (Region III)
Ephrata Borough
Etna Borough
Fayette County
Forest Hills Borough
Franklin Park Borough
Fox Chapel Borough
Garnet Valley School District
Great Valley School District
Hampton Township
Haverford Township
Huntingdon County Planning Commission
Indiana County Solid Waste Authority
Lansdowne Borough
Lower Gwynedd Township
Marple Township
Marple Youth Aid Panel
Marple-Newton School District
Marshall Township
Mechanicsburg School District
Media Borough
Methacton School District
Middletown Township
Mifflin County Solid Waste Authority
Millvale Borough
Mount Lebanon Township
Morton Borough
Municipality of Penn Hills
Nether Providence Township
New Hope-Solebury School District
Newtown Township
No Billboards Coalition
Norristown Municipality
North Hills COG
PA Department of Community & Economic Development
PA Department of Conservation and Natural Resources
PA Department of Environmental Protection
PA Department of Transportation
Pitcairn Borough
Pittsburgh Public Schools
Plum Borough

Polk Township
Richland Township
Ridley Township
Rose Valley Borough
Shaler Township
Springfield Township (Delaware County)
Solebury Township
South Union Township
Tredyfrin Township
Upper Moreland Township, Public Works
Solebury Township
Upper Darby School District
US Environmental Protection Agency
Venango County Conservation District
Wallingord-Swarthmore School District
Waste System Authority of Eastern Montgomery County
Wilkins Township
William Penn School District

Associations/Organizations

AAA Mid-Atlantic
Allentown Garden Club
Bedford County Garden Club
Bethel Springs Trail Committee
Bethlehem Garden Club
Boyd Community Center
Beechview Public Library
Brentwood Public Library
Carnegie Mellon University
Carnegie Science Center
Castle Shannon Library
Center for Environmental Oncology – UPCI
Chambersburg Garden Club
Chester Environmental Partnership
The Clean Pittsburgh Commission
Conservation Consultants, Inc.
Construction Junction
Country Gardeners of Lima
Duboisstown Garden Club
Duquesne University
Four Seasons Garden Club
Frick Park Environmental Education Center
Garden Club Federation of Pennsylvania
Garden Club of Allegheny County
Garden Club of Milton
Garden Club of Montrose
Garden Club of Reading
Garden Club of Springfield
Gettysburg Garden Club
Green Tree Garden Club
Green Tree Rotary Club
Group Against Smog and Pollution
Harrison Hills Park Environmental Education Center
Heinz History Center
Jennings Environmental Education Center
Keep America Beautiful
Keep Pennsylvania Beautiful
La Roche University
League of Women Voters
Lower Merion Conservancy
Martha Washington Garden Club
Main Line Night School
Mifflin County Garden Club
Monroe County Garden Club
Mt. Lebanon Library
Mt. Washington Community Development Corporation
Allegheny CleanWays
PA Recycling Markets Center
Pennsylvania Food Merchants Association
Pennsylvania Institute of Scrap Recycling Industries
Pennsylvania Beverage Association

Pennsylvania Newspaper Association
Pennsylvania State University
Penn State Cooperative Extension Master Gardeners
Pittsburgh CLO
Pittsburgh Cultural Trust
Pittsburgh Musical Theater
Pittsburgh Public Theater
Pittsburgh Regional Center for Science Teachers
Pittsburgh Symphony
Pleasant Hills Garden Club
Pottstown Garden Club
Presque Isle Garden Club
Puketos Garden Club
Regional Environmental Education Center
The Resource Exchange
Retired & Senior Volunteer Program of Delaware County
SCRUB
Shaler Garden Club
Shiloh Garden Club
Solid Waste Association of North America
South Side Local Development Company
South Side Slopes Neighborhood Association
Southwest PA Air Quality Partnership
Standing Stone Garden Club
Steel Recycling Institute
Susquehanna Valley Garden Club
Sustainable Pittsburgh
Student Conservation Association
The Garden Club of Harrisburg
The Outdoor Gardeners
The Pittsburgh Pirates
The Pittsburgh Steelers
The Unity Center/
Strathaven Senior Experience
Three Rivers Chapter of ACHMM
Verna McGinley, Naturalist for the Mt. Lebo Conservancy
Washington County Conservation District
Western PA Conservancy
Westinghouse Lodge
WYEP
Young Friends of the Pennypack

Foundations

Alcoa Foundation
Colcom Foundation
Dominion Foundation
Giant Eagle Foundation
The Heinz Endowments
James R. Agrad & Electra P. Agrad Foundation
The Lenfest Group
Richard King Mellon Foundation
National Fish & Wildlife Foundation
Sustainable Development Fund
Waste Management Charitable Foundation



**Pennsylvania
Resources
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"Working to protect the environment since 1939"

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Join PRC and become an active partner in an organization which has worked for more than half a century to protect the environment for you, your children and future generations.

General Membership

- \$_____ – Other
- \$5,000 – Diamond
- \$2,500 – Emerald
- \$1,000 – Platinum
- \$500 – Gold
- \$250 – Silver
- \$100 – Bronze
- \$40 – Basic Family
- \$30 – Basic Individual
- \$10 – Student/Senior

- \$40 – Not-for-profit Org.
- \$100 – Municipal/Gov't

Business Membership

- \$10,000 – Diamond
- \$5,000 – Emerald
- \$3,000 – Ruby
- \$2,000 – Sapphire
- \$1,000 – Platinum
- \$500 – Gold
- \$250 – Silver
- \$100 – Bronze*

**Open to businesses with fewer than 25 employees*

Amount Enclosed \$ _____

Name/Organization _____

Address _____

Phone _____ E-mail _____

- I do not want to be a member at this time, but please accept this gift of \$ _____
- Check here if you want to receive future newsletters via e-mail or just e-mail us at info@prc.org. Remember to fill out your e-mail address on this form.
- I would like to volunteer

Please mail this form and your payment to PRC, 3606 Providence Rd., Newtown Square, PA 19073. PRC is a member of the Environmental Fund for Pennsylvania. Contributions to PRC are tax deductible to the extent allowed by IRS regulations.