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Pennsylvania Resources Council, Inc.

"Working to protect the environment since 1939"

2007

Annual Report



Mission Statement

Pennsylvania Resources Council's mission is to promote conservation of our natural resources and protection of scenic beauty through public education and outreach in a collaborative effort with government agencies, business, charitable foundations and other nonprofit organizations.

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Letter from the Executive Director

Larry D. Myers

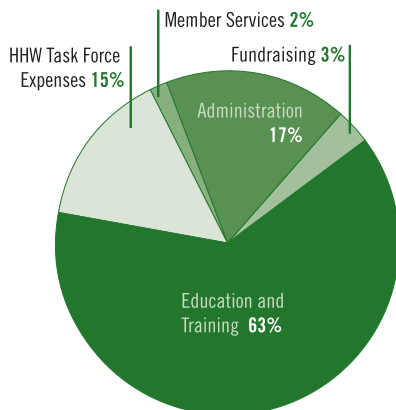
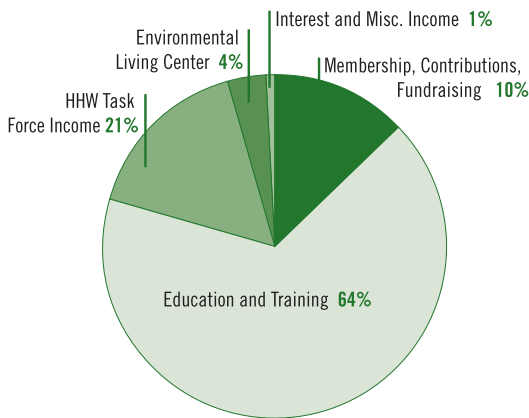
This past year was one of changes for PRC, including major renovations at our Environmental Living Demonstration Center in Ridley Creek State Park, as well as some of the programs and services we provide. I invite you to read the highlights of 2007 to appreciate the variety and impact we're experiencing while helping individuals, communities and businesses to make eco-friendly choices.

PRC staffers are serving in an advisory capacity to communities and businesses to help them develop and implement programs and services to control litter, graffiti and billboards, reduce wastes, increase recycling, beautify neighborhoods and transform our communities to be safer and more attractive.

This past year we've seen increased media attention on the green movement and the concern for sustainable living. Many of you have heard the phrase "seventh generation" and probably know of the company by the same name that produces eco-friendly household products. What you might not know is that the "seventh generation" concept dates back to the Iroquois Indians that lived, and still live, in this region of the country. We credit our generation with the first Earth Day and the environmental movement starting in 1970, but centuries before that the Iroquois were already concerned about conserving our natural resources. Their philosophy was that each decision made, whether it be short- or long-term, needs to consider its impact on seven generations to come (a generation being roughly defined as 25 years). While many of us support sustainable living, I suspect not too many of us have considered 175 years ahead in developing our strategic plans, let alone making daily personal decisions. Following this noble creed would take us a long way in resource conservation and sustainability.

I want to offer a sincere thank you to all of our members, supporters, Board of Directors, volunteers and especially the PRC staff. I can't emphasize enough the importance of partnerships and collaborations in trying to achieve our mission and goals. We're all stakeholders and collectively we are making progress. Join us in our endeavors as we plan for the next seven generations to come!

Finances



REVENUE

Membership, Contributions, Fundraising	\$91,818
Education and Training	574,275
HHW Task Force Income	193,276
Environmental Living Center	36,556
Interest and Misc. Income	12,007
Total Revenue	\$907,932
Net Assets Released from Restriction	\$174,163
TOTAL REVENUE AND OTHER SUPPORT	\$1,082,095

EXPENSES

Education and Training	\$683,422
HHW Task Force Expenses	166,198
Member Services	17,993
Administration	178,071
Fundraising	33,740
TOTAL EXPENSES	\$1,079,424

Increase (Decrease) in Unrestricted Net Assets \$2,671

Annual Audit - PRC's financial records have been audited by Rachel Hoza, CPA in Greensburg, 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.

Changes in Temporarily Restricted Net Assets

Contributions	\$263,213
Net Assets Released From Restrictions	(174,163)
Increase (Decrease) in Temporarily Unrestricted Net Assets	\$89,050
Increase in Net Assets	\$91,721
Net Assets - Beginning of Year	\$318,635
Net Assets - End of Year	\$410,356

Community Outreach

Household Chemical Collection Campaign Receives Governor's Award of Excellence



PA Department of Environmental Protection Secretary Kathleen McGinty (center) presents Governor's Award to Task Force representatives in April.

The Southwestern Pennsylvania Household Hazardous Waste (HHW) Task Force, administered by PRC, received a 2007 Governor's Award for Environmental Excellence.

Since its inception in 2002, the group's efforts have grown into a well-managed, cost effective, and sustainable regional HHW collection and education program. To date, the Task Force has enabled more than 14,000 households to safely dispose of nearly 1.5 million pounds of HHW at 26 events held in eight counties.

Residents of western Pennsylvania continue to acknowledge the need for the proper collection and disposal of HHW. Each day the Task Force phone hotline, government offices and local environmental organizations receive numerous inquiries from

individuals regarding the proper disposal of chemical products that cannot be included in their regular trash or recycling collections.

In response, the Task Force boasts an expansive education program that includes a website (www.swpahhw.org), speaking engagements and numerous print materials. The education effort not only encourages participation in collection events but also informs residents how to recognize potentially dangerous products and encourages them to purchase less toxic or non-toxic alternatives, purchase only the amount needed, and to use such products safely.

Youth Take Responsibility for Their Local Environment

While it's generally thought that children should learn from their elders, when it comes to environmental stewardship, that maxim is increasingly being turned upside down. Inspired by environmental awareness programs taught in schools by teachers and organizations such as PRC, many youngsters are now using such knowledge to take responsibility for the environmental health of their own communities.

PRC is proud to work with two groups of children who are charter members of this youngest generation of environmental activists.

Two years ago, Max Kesselman of Whitemarsh Township chose to celebrate his seventh birthday by leading a cleanup of his local community. Thus "Max's Mission" began. The second annual "Max's Mission," held in December 2007, attracted dozens of students, parents and township officials. PRC supplied trash bags, work gloves and other supplies – and arranged for an appearance by PRC mascot "The Litterbug."

In Montgomery County, a group of Hatboro middle school students formed The Young Friends of Pennypack Creek to improve a stretch of the waterway in their neighborhood. With supplies and assistance from PRC, the students cleaned up trash from the creek and surrounding areas.

Pennsylvania Resources Council salutes these young environmental stewards for the outstanding example they are setting for children and adults alike.



Members of the Young Friends of Pennypack Creek carry one of their finds to a dumpster during the Hatboro Great American Cleanup.

2007 Highlights – Community Outreach

THOUSANDS ACROSS STATE JOIN FORCES FOR "GREAT PA CLEANUP"

From Ridley Creek State Park near Philadelphia to Pittsburgh's South Side, thousands of volunteers fanned out across the state on Earth Day.

THOUSANDS "PARTY FOR THE PLANET"

More than 5,000 children and adults gathered at the Pittsburgh Zoo and PPG Aquarium for this annual event.

GRAFFITI PREVENTION GAINS MOMENTUM

"Graffiti Watch" activities in Pittsburgh's South Side included a paint-out event, graffiti removal and educational materials.

INDIVIDUALS PLEDGE NOT TO LITTER AT NUMEROUS EVENTS

PRC staff encouraged more than 10,000 individuals to "Take the Pledge Not to Litter" at 75+ events, and the Litterbug mascot made 50+ appearances.

"HARD TO RECYCLE" COLLECTIONS

PRC partnered with several organizations to host drop-off events for appliances, e-waste, tires, cell phones and a variety of other items.

DIGITAL BILLBOARDS LIGHT UP DEBATES

While legal challenges against new digital billboards were being fought across the country, PRC continued to work with municipalities in Pennsylvania to raise awareness of aesthetics and safety issues. PRC also helped to develop billboard ordinances in 2007.

LITTER CLEANUP EVENTS EXTREMELY SUCCESSFUL

More than 4,000 volunteers collected nearly 1,200 bags of trash and 135 bags of recyclables at more than a dozen events organized by PRC.

Education



Backyard Composting instructor Barbara Tollen explains composting techniques at PRC's Environmental Living Demonstration Center in Edmont.

Adult Education Programs Flourish

Back in the 1980s, a family with a compost pile in the back yard and solar panels on the roof was a real curiosity to neighbors. Two decades later, many of these former skeptics now tend to their own compost bins and shop with reusable cloth bags. Is Green Living here to stay? Perhaps it's too soon to tell, but the PRC staff is working hard to spread the message of sustainability through its Adult Education Program.

More than 1,100 individuals attended classes in Backyard Composting, Worm Composting, Rain Barrels and Organic Gardening in 2007. The Rain Barrel Workshops alone attracted more than 275 individuals – resulting in hundreds of rain barrels appearing in backyards across the state.

In addition to offering ongoing classes at its Pittsburgh and Ridley Creek facilities, PRC has taken the show on the road by holding a number of Backyard Composting and Worm Composting classes at Whole Foods Market locations in the Philadelphia and Pittsburgh regions.

As the popularity of adult education classes continues to skyrocket, the PRC eastern office staff is preparing to introduce several new classes – exploring Invasive Plant Species, Gardening with Native Plants and other topics – in the summer of 2008.

Pre-Service Teacher Workshop Program Expands

Two years ago, PRC introduced pre-service teacher training workshops on Air Quality & Litter Prevention at Slippery Rock University. Since then, the organization has introduced three additional topics of interest to future teachers: Watershed Awareness, Litter Prevention & Recycling, and Alternative Energy and Biofuels (in collaboration with Steel City Biofuels and Conservation Consultants Inc.).

Funding from the Buhl Foundation and the PA Department of Environmental Protection has enabled PRC to gradually expand the reach of this program. Currently, pre-service workshops are offered through 10 college and university partners. In 2007, a total of 496 pre- and in-service teachers attended 20 workshops presented throughout western Pennsylvania. An additional 116 teachers attended workshops in eastern Pennsylvania.

PRC often hosts guest presenters to enhance participants' awareness of the number and variety of different environmental organizations throughout the region. Guest presenters in 2007 included representatives from CCI, Jennings Environmental Center, Creek Connections, Group Against Smog & Pollution (GASP), Steel City Biofuels and many other organizations.



Teachers gain a variety of skills through hands-on activities at workshops.

2007 Highlights – Education

PRC INCREASES “WATERSHED AWARENESS”

Thousands of students took part in school programs conducted in classrooms in Allegheny and Delaware counties. During the summer, children ages 7 to 12 attended the “Wonderful World of Water” day camp in partnership with the PA American Water Company.

SCHOOL GARDEN BENEFITS STUDENTS AND TEACHERS

In Spring 2007, PRC completed the design and development of the Helen S. Faison Arts Academy school garden in Pittsburgh. PRC involved 400 students in garden-related curriculum and distributed garden-related curriculum to 15 teachers.

WHITEMARSH ELEMENTARY BECOMES FIRST “LITTER FREE SCHOOL ZONE” IN PENNSYLVANIA

After the Colonial School District elementary school became the first school in the state to sign a contract to make its school grounds litter free, more than 80 schools have registered to participate in the program.

IN-SCHOOL PROGRAMS BENEFIT THOUSANDS

PRC organized nearly 400 in-school presentations and field trips during the year. More than 14,000 students across the state took part.

RECYCLED CRAFTS COMPETITION SPOTLIGHTS STUDENTS

Nearly 300 students attending five schools in western Pennsylvania created artwork from recycled materials. The Mall at Robinson unveiled the gallery display on Earth Day 2007.

LARGE-SCALE WORM COMPOSTING CLASSES DRAW HUNDREDS

Funding from The Sprout Fund enabled PRC to install a 32-square-foot worm composting bin – large enough to contain 30,000 worms – at Construction Junction and offer three community classes. PRC participated in the “Sprout Fund Hot House Event” and attracted more than 200 people for the vermi-composting classes.

PRC PRESENTS STUDY RESULTS AT CONFERENCE

In June 2007, staff members facilitated a presentation about the Large Scale Food Waste Composting Study at the Pennsylvania Food Merchants Conference.

PROGRAM ENABLES BUSINESSES TO RECEIVE TAX CREDITS FOR CONTRIBUTIONS

The Educational Improvement Tax Credit program benefited 7,200 students attending 35 schools across the state.

Business & Collaborations

PRC Hosts Public Forum at National Conference

Might chemicals used at home do more harm than good? What health risks are associated with using hazardous substances? What disposal options are available? Individuals learned the answers to these questions and many more at a forum hosted by the Pennsylvania Resources Council and sponsored by the Allegheny County Health Department.

The free public forum – entitled *Chemicals in the Home & Their Impacts on Your Health* – served as a highlight of the Air & Waste Management Association's (A&WMA) 100th Annual Conference & Exhibition held in Pittsburgh in June 2007.

Featured speakers included representatives from the Center for Environmental Oncology of the University of Pittsburgh Cancer Institute, the Group Against Smog and Pollution (GASP), PA Department of Environmental Protection, the Southwestern PA HHW Task Force and PRC.

Conference attendees and members of the general public learned about potential health risks associated with using chemicals in the home by listening to the experts discuss resources needed to make informed decisions when purchasing, using and ultimately disposing of potentially hazardous materials.



Panelists of the “Chemicals in the Home & Their Impact on Your Health” public forum included (L to R) Ginette Walker-Vinski of PRC; Bob Popichak of PA DEP; Michael Parker of GASP; Dr. Talal El-Hefnawy of UPCI; and PRC Western Regional Director Dave Mazza.

Businesses Benefit from “Lunch and Learn” Presentations

“Green Lifestyles” and brown bags teamed up for a winning combination as part of PRC’s new “Lunch and Learn” series for businesses. The program, introduced in late 2006, quickly gained momentum throughout 2007 and attracted more than 340 participants representing 10 corporations and organizations located in eastern Pennsylvania.

The first full year of seminars was a tremendous success for businesses and employees alike. Employees appreciated having an opportunity to learn about and discuss topics of interest, while employers benefited from strengthened visibility as environmental stewards and leaders.

Topics for the 30-minute presentations ranged from Greener Lifestyles and Office Greening to Climate Change and Recycling, and each informal education session concluded with a question and answer session.

Lunch and Learn seminars are a free benefit available to all PRC corporate members and partners and are available to other businesses and organizations for a reasonable fee.



PRC East Community & Outreach coordinator Carol Butler speaks to Macy’s employees in Philadelphia.

2007 Highlights – Business & Collaborations

CIGARETTE LITTER REDUCED

Funding from Phillip Morris Company enabled the Keep Pennsylvania Beautiful project to launch a pilot program in five Pennsylvania communities. By placing cigarette butt receptacles in strategic “transition points,” cigarette litter decreased by as much as 75 percent.

APPLIANCE RECYCLING EFFORT A SUCCESS

In western Pennsylvania, PRC partnered with Appliance Warehouse to launch an appliance recycling campaign. The effort collected more than 4,000 appliances during a six-month period.

CLEAN PITTSBURGH COMMISSION

The Clean Pittsburgh Commission, chaired by PRC, completed its “State of the City” report, which documented cleanup and beautification efforts, recycling tonnage, graffiti removal and various issues.

PRC SUPPORTS MALL’S LEED CERTIFICATION

Throughout the year, PRC completed a number of LEED-EB Materials and Resources credit prerequisites at The Mall at Robinson. The suburban Pittsburgh complex soon will become the first shopping mall in the nation to receive LEED certification under the Existing Building Rating System.

PITTSBURGH HOSTS BIOFUELS CONFERENCE

In September 2007, the David L. Lawrence Convention Center served as the site of a biofuels conference supported by Steel City Biofuels, a project of the Pennsylvania Resources Council.

WHOLE FOODS SUPPORTS NUMEROUS PRC PROGRAMS

Whole Foods Market locations in eastern and western Pennsylvania hosted a variety of PRC activities including classes, collections and special events.

PRC Recognizes Leaders at Awards Dinner

“Nurturing Environmental Leaders” served as the theme of PRC’s 2007 annual awards and fundraising dinner.

Each year, the dinner brings together more than 200 business, government and community leaders from throughout the Commonwealth of Pennsylvania. For the past 68 years, PRC has worked with such leaders to create solutions to environmental challenges and to reach out to the community through educational and service programs that encourage current and future leaders to take an active role in conserving natural resources and promoting sustainable living.

At the Nov. 8 event, Rep. Carole Rubley (District 157) and Sen. Edwin Erickson (District 26) received special recognition awards for their longtime legislative leadership on environmental issues.

The 2007 dinner took place at the Radisson Hotel Valley Forge in King of Prussia and featured a silent auction and Joe Conklin, “Man of a Thousand Voices,” as entertainment. The 2008 dinner will take place on Nov. 13 at the same location. Mark your calendar today!



L to R: PRC’s Litterbug; Larry Myers, PRC Executive Director; Sen. Edwin Erickson; Judy Archibald, PRC VP; Rep. Carole Rubley; Bob Jondreau, PRC President.

2007 AWARD RECIPIENTS

Leadership in the Community
Whole Foods Market

Leadership in Conservation
Natural Lands Trust

Leadership in Education
Donnan Stoicov

Leadership in (Green) Energy
United Oil Company

Leadership in Environmental Health
University of Pittsburgh Cancer Institute, Center for Environmental Oncology

Leadership in Sustainable Design and Development
Philadelphia Water Department

Media

Print:

Advance Leader Star (Oakmont-Verona)
Advance Leader Star (Plum Borough)
Butler Eagle
Clipper Magazine (Pittsburgh)
Daily American (Somerset)
Daily Herald (Tyrone)
The Daily News (McKeesport)
Delaware County Daily Times
Delaware County Press
Dispatch (Portage)
Herald-Standard (Uniontown)
In Monroeville
Journal (Nanty Glo)
Lafayette Hill Enterprise
Ledger (Ellwood City)
Ligonier Echo
Mainliner (Cresson)
Main Line Life (Ardmore)
Main Line Times (Ardmore)
Mountaineer-Herald (Ebensburg)
New Castle News
Penn-Trafford Star
Philadelphia Inquirer
Pittsburgh Post-Gazette
Pittsburgh Tribune-Review
Progress Star (Penn Hills)
Progress Star (Woodland Hills)
Sewickley Herald Star
South Hills Record
The South Pittsburgh Reporter

Star (Murrysville)
Star (Norwin)
Star-Courier (Northern Cambria)
Suburban and Wayne Times
The Times (Beaver)
Times Express Star (Monroeville)
Tribune-Democrat (Johnstown)
Town Talk (Delaware County)
The Valley Mirror (Munhall)
West Chester Daily Local
York Daily Record

Electronic & Print Newsletters:

The Co-Operator
DEP Secretary’s Web-based Scrapbook
DEP Update
The Edgmont Update
Main Line School Night
NAAEE News
Nonprofit News
PA Center for Environmental Education
PA Environmental Digest
Pennsylvania Township News
Philadelphia School District’s Good Schoolkeeping
Vandergriff News
Venture Outdoors’ “Contours”
Rep. Vitali’s Newsletter
Water Policy News
Whole Foods Market Newsletter

Radio:

KDKA-AM
KQV-AM
WBGG-AM
WBHV-AM
WCCL-FM
WDSY-FM
WDUQ-FM
WDVE-FM
WEAE-AM
WISR-AM
WJAS-FM
WKST-FM
WLTJ-FM
WPGB-FM
WPRR-AM
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Plymouth Township
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Upper Darby
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We thank our Supporters and Partners!

Many businesses, government agencies, foundations, municipalities, nonprofit organizations, schools, colleges, universities and individuals contributed to the success of PRC in 2007. Support came in the form of contracts, grants, fees-for-service, in-kind donations and partnerships as well as offering their staffs and/or their facilities. PRC is very grateful to those who gave their support and helped us to achieve our mission and goals. We try to record and identify all of our sponsors. 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

Abitibi Consolidated
Acme Markets
Allied Waste Industries
AMEC
American Pies
Appliance Warehouse
Aqua Pennsylvania
Atlantic Richfield Co., a BP Affiliated Co.
BP Amoco Chemical Company
Bayer Material Science, LLC
Blue Mountain Recycling
Buchanan Ingersoll & Rooney, PC
Caldwell's Windoware, Inc.
Chester County Solid Waste Authority
Citizens Bank
Comcast
Concurrent Technologies Corporation
Curves
Deer Fencers, Inc.
Delaware County
Delaware County Recycling Office
Delaware County RSVP
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EarthPak
Earth Tech
East End Food Co-op
Eat'n Park
Edge of the Woods Native Plant Nursery
Edifix Rx
Environmental Resources Management, Inc.
Environmental Standards
Equita
Exelon Corporation
FirstEnergy Corporation
Flat Tire Footwear
Fox Rothschild, LLP
Garnet Valley HS Environmental Club
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Groundwater Sciences Corporation
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The Hankin Group
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Home Depot
Immaculata University
Integrated Science & Technology, Inc.
KDKA-TV (Pittsburgh Today Live)

Kid Bean
Kimberly-Clark Corporation
Kleinfelder
Lanxess
The Mall at Robinson
Marple Newtown Youth Aid
Marriott Devon Courtyard
Montgomery County Recycling Office
Liz Murphy
Neighborhood BikeWorks
New Pig
NOVA Chemicals
OMNI Associates
PA American Water Co
PA Environmental Digest
PA Horticultural Society
PECO Energy
Pitt Ohio Express
Pittsburgh Recycling Services
Pittsburgh Zoo and PPG Aquarium
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PPG Industries, Inc.
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Steel City Biofuels
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True Value Hardware Stores
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The Urban Gardener
Viewpoint Video Production Company
Vocelli Pizza
Wakefern Food Corp
Waste Management, Inc.

Wawa, Inc.
Weiner Iron & Metal Corporation
Whole Foods Market

Government

Allegheny County
Allegheny County Conservation District
Allegheny County Sanitary Authority
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Beaver County
Borough of Forest Hills
Borough of Green Tree
Borough of Munhall
Borough of Swissvale
Borough of Wilkesburg
Butler County
Cambria County
City of Pittsburgh
City of Pittsburgh Council
City of Pittsburgh Dept. of Parks
City of Pittsburgh Mayor's Office
Delaware County Community Service
Delaware Valley Regional Planning
Commission
Fayette County
Green Tree Borough
Jefferson Hills Borough
Lawrence County
Lawrence County Conservation District
Marple Youth Aid Panel
McKeesport Municipal Authority
Mt. Lebanon Municipality
North Hills COG
PA Department of Agriculture
PA Department of Conservation and
Natural Resources
PA Department of Environmental Protection
PA Department of Transportation
Penn Hills Borough
Philadelphia Streets Department
Philadelphia Water Department
Shaler Township

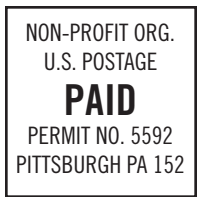
Associations/Organizations

AAA Mid-Atlantic
Allegheny Intermediate Unit
The Audubon Society of Western PA
Carnegie Mellon University
Center for Environmental Oncology –
University of Pittsburgh Cancer Institute
Chester-Ridley-Crum Watershed Association
Children's Museum of Pittsburgh
The Clean Pittsburgh Commission
Conservation Consultants, Inc.
Construction Junction
Creek Connections
Duquesne University
Flow Fest Collaboration
Friends of the Riverfront
Garden Club Federation of Pennsylvania
Green Education Movement

Green Tree Nature Center
Green Tree Rotary Club
Group Against Smog and Pollution
Grow Pittsburgh
Jennings Environmental Education Center
Keep Pennsylvania Beautiful
Keep Philadelphia Beautiful
Lake Erie/Allegheny Earth Force
La Roche University
League of Women Voters
Moraine Preservation Fund
Mt. Lebanon Library
Nine Mile Run Watershed Association
PA CleanWays
Allegheny CleanWays, Inc.
PA Recycling Markets Center
Pennsylvania Environmental Council
Pennsylvania Food Merchants Association
Pennsylvania Institute of Scrap
Recycling Industries
Pennsylvania Newspaper Association
Pennsylvania Soft Drink Association
Penn State Cooperative Extension
Master Gardeners
Peters Creek Watershed Association
Pittsburgh Steelers
Pleasant Hills Middle School Seventh Grade
Retired & Senior Volunteer Program
Rosedale Block Cluster
SCRUB
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South Side Local Development Company
South Side Slopes Neighborhood Association
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Squirrel Hill Litter Patrol
Students Conservation Association
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Water Resources Education Network
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Foundations

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The Sprout Fund
Sustainable Development Fund



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JOIN PRC TODAY!

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.

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*Open to businesses with fewer than 25 employees

Amount Enclosed \$ _____

Name/Organization _____

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