



Local Governments throughout Canada are making greater use of volunteers to help keep their communities clean, to promote business and tourism and to reduce local clean up costs.

They understand a new approach to litter clean-up is needed in addition to participating in successful programs such as **PITCH-IN CANADA Week**.

One new approach being implemented is **The Civic Pride Program**.

Local Partners

Involving people – citizens, businesses, volunteer organizations, schools, the media and others – at a community level, Civic Pride manages waste, develops pride and assists cash-strapped communities to manage their waste management and litter problems.

Comprehensive Program

The Civic Pride Program has been tested for success. It offers comprehensive management tools and solutions to managing waste and controlling litter.

The program links various municipal departments who have a stake in managing waste and involves them in analyzing the problem, identifying solutions, assessing resource-implications and developing an action plan.

Systematic Approach

The Civic Pride Program utilizes various tools to systematically manage waste and litter problems. These tools include legislation and enforcement, education, promotions, media relations and action programs involving volunteers.

“Adopt” Programs

In the mid-70’s. PITCH-IN CANADA started to encourage volunteers to adopt a street, block, park, vacant lot or other area to help clean-up the environment.

Many local governments who are encouraging Civic Pride work with PITCH-IN volunteers throughout the year to maintain a clean community.

How is the program Funded?

Civic Pride is locally funded. The program offers many local sponsorship opportunities and municipalities are given information and encouraged to involve local businesses in implementing their local program.

What Resource Materials are Available?

A comprehensive Training Manual, accompanied by audio-visual material is available from PITCH-IN CANADA to fully acquaint and train municipal staff and volunteers to implement the program.

In addition, PITCH-IN CANADA provides several promotional items to help a community launch the program. PITCH-IN CANADA staff are also available to spearhead workshops.

What does it cost?

The Civic Pride Program is available to municipalities who are Patrons of PITCH-IN CANADA. The cost of becoming a Patron depends on your community’s population. Detailed information can be obtained from PITCH-IN CANADA’s website at pitch-in.ca

For more Information:

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