

PITCH-IN CANADA Week

PITCH-IN WEEK COORDINATOR'S GUIDE



PITCH-IN CANADA Week is an annual national community clean-up and beautification program that is part of the year-round PITCH-IN CANADA program.

PITCH-IN CANADA Week started in 1967 with a few conscientious citizens on the west coast cleaning up unsightly and harmful marine debris on their local beach. Since its inception, the PITCH-IN Week campaign now involves over 3 million Canadians annually and has become the largest environmental action program in Canada, if not the single largest event of its kind in the world.

The PITCH-IN Week program has developed from “just a clean-up” to include many action-based, educational, and promotional programs that will engage all members of the community. The following document can be used as a reference guide to planning your local PITCH-IN Week campaign, although each local Coordinator decides which activity or program they wish to organize.

What is PITCH-IN Week?

PITCH-IN Week is a commitment made by communities, individuals, families, or community groups to participate in projects that help to improve our environment. These activities are usually carried out between March 1 and June 30 although most take place during PITCH-IN CANADA Week.

Within the PITCH-IN Week (held annually the last week in April) a wide variety of activities or educational programs can be organized. Each should be based around some of the core principles of PITCH-IN Week.

Core Principles of PITCH-IN Week:

- REDUCE, REUSE, RECYCLE
- Individual responsibility to maintaining a clean and green environment
- Proper waste management and containerization
- Restoration and preservation of our local environment
- Conservation of resources and implementation of conservation techniques

PITCH-IN Week Activities

PITCH-IN Week activities are divided into two main areas:

- Educational activities
- Action projects to clean up the environment

EDUCATIONAL ACTIVITIES can include:

- ◆ Litterless Lunch Program**
- ◆ Recycling Project*
- ◆ Habitat Restoration Project
- ◆ Presentation – audio visual or speaker
- ◆ Planting – trees, flowers
- ◆ Poster Contest
- ◆ Stream restoration Project
- ◆ Display(s) at library, mall, city hall, etc*
- ◆ Green Shopper Program*
- ◆ Pollution Count*
- ◆ Cell Phone Recycling Program*
- ◆ Composting Project*
- ◆ Eco-craft activities (recycled materials)
- ◆ Outdoor eco-walk and talk
- ◆ Community eco-fair
- ◆ Fastest Broom Contest*
- ◆ Adopt –a – Street, -a- Park program*
- ◆ Tra\$h-a-Thon*
- ◆ Energy Conservation

* *for more information on these and other programs and how to implement them in your community, school or group, go to www.pitch-in.ca, click on “Resource Centre, Main Menu”*

** *this program is available to ecoActive Schools; if not already registered as an ecoActive School go to www.pitch-in.ca to register*

ACTION PROJECTS to clean-up the environment could take place in the following locations:

- ◆ Schoolyard
- ◆ Neighbourhood
- ◆ Park/Playground
- ◆ Churchyard/Cemetery
- ◆ Ravine
- ◆ Shoreline/Waterway
- ◆ Highway/road
- ◆ Trail
- ◆ Business Areas
- ◆ Wildlife/Conservation area
- ◆ Sports Field

Becoming a PITCH-IN Week Coordinator

PITCH-IN Week Coordinators are individuals who organize more than one group within their PITCH-IN Week Program. Some examples of typical local coordination are:

Limited Involvement

Example: scouting or guiding companies

- ◆ 10 or less groups
- May be internally organized
- Volunteer coordinator

Medium Involvement

Example: school district, small community

- 10-30 groups
- May be internally organized
- Volunteer coordinator or municipal employee

Major Involvement

Example: Midsize Community to entire City

- 30 + groups
- Close cooperation between PITCH-IN CANADA staff and local coordinator
- Volunteer coordinator or municipal employee
- May use internal Registration system to facilitate campaign, designate clean-up areas, and coordinate educational programs and clean-up activities
- Community wide publicity and promotions – press releases, interviews, posters, and public service ads
- Sponsorship – may consider a local sponsor for “extra costs” or to provide free materials such as refreshments, gloves, litter-pickers or to purchase PITCH-IN Week crests for participants, PITCH-IN decals for litter receptacles, ecoActive Flags for local schools which have qualified for this year-round program, etc...
- May include locally developed programs such as e-waste recycling; Reuse Weekend

How do you get started?

Determine how you would like to participate in PITCH-IN Week.

Some questions to ask before getting started:

1. What will be the scope of your PITCH-IN Week program?
 - ◆ How many groups/people will be participating?

2. What type of activities do you want to undertake? Educational activities? Clean-up activities? Both?
3. If you are going to coordinate a clean-up, when/where/how long?
 - ◆ Who will be distributing garbage bags and any other required materials to the participants?
 - ◆ How will garbage collected be disposed of?

Once you have formed an idea of how you would like to be involved go to www.pitch-in.ca and register online for PITCH-IN CANADA Week. Be sure to fill out all information pertaining to your program as PITCH-IN CANADA allocates all free materials based on the information provided during registration such as the number of participants, and the type of activities and clean-up areas proposed. You can go back online to add, change, and delete your project information whenever you wish.