



**PITCH-IN
CANADA**

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2011 PITCH-IN Week

April 18-24, 2011



*Results from our
44th Annual
National PITCH-IN Week Campaign*

PITCH-IN WEEK 2011

*511,509 Canadians participated in
16,349 projects during PITCH-IN Week
in 439 communities across Canada
from April 18-24, 2011*

History of the Campaign

PITCH-IN Week originated in 1967 on one of the many beaches situated on the coast of Western Canada, in Victoria, B.C. A group of citizens with growing concerns over the increasing sight of litter and marine debris, gathered together to clean up their local shoreline and tidal area. From there, the Outdoors Unlittered club was formed and later grew across the country and into what is now one of Canada's oldest, not-for-profit, charitable, non-governmental environmental organizations, PITCH-IN CANADA.

PITCH-IN CANADA grew from its origin of marine debris and shoreline clean-up to create a multi-faceted approach to "litter" and overall proper waste management practices to include: the 4 R's REFUSE-REUSE-REDUCE-RECYCLE, personal responsibility, and community sustainability and beautification. Through the use of education, community participation, and partnerships with the corporate and government sectors, PITCH-IN CANADA works with all interested Canadians to maintain a clean, green and beautiful Canada.

In 2007, PITCH-IN Week created the Operation: *Clean Sweep* campaign title theme for adoption nationwide in local PITCH-IN Week campaigns. It is now the signature identifying logo for the PITCH-IN Week campaign.



Who participated in 2011 PITCH-IN WEEK?

During PITCH-IN WEEK 2011, 511,509 Canadians participated in the campaign through local environmental and action projects in their community. Projects range in length from annual events to year long sustainable programs and will be described in detail further on in the PITCH-IN WEEK report.

“When I was a student my teacher took us out into the local park to clean-up our community, and now I take my students out every year to participate in PITCH-IN WEEK, they look forwards to receiving the big PITCH-IN bags, and know that when they come out, we are going to go clean-up.”

PITCH-IN WEEK teacher volunteer

The following is a list of the classification of groups that participate in PITCH-IN Week:

- **School Groups**

Elementary Schools (Public, private, independent)

Secondary Schools

Post Secondary Institutions

Daycare or Pre-school

- **Youth Groups**

Scouts Canada – Beavers, Cubs, Scouts, Venturers, Rovers

Girl Guides of Canada- Sparks, Brownies, Guides, Pathfinders, Senior Branches of Guides

Youth Groups- 4-H Club, Junior Forest Wardens, Environmental clubs, Volunteer groups

- **Community Groups**

Local/Municipal Government – Parks and Recreation, Waste Management, Administrative Councils, Mayor’s, Community Elected Representatives.

Members of government – MLA’s, MPP’s and MP’s

Business Improvement Associations

Chambers of Commerce

Tourism Centres

Fish and Game Organizations

Naturalist, Outdoor, or Environmental Groups

Athletic/Sports Organizations

Ratepayer, Resident, Strata or Cottager’s Organizations

Service Club or Community Groups

Local Businesses (Small to corporate franchises)

Religious Organizations

Firefighter, Police or Public Safety Organizations

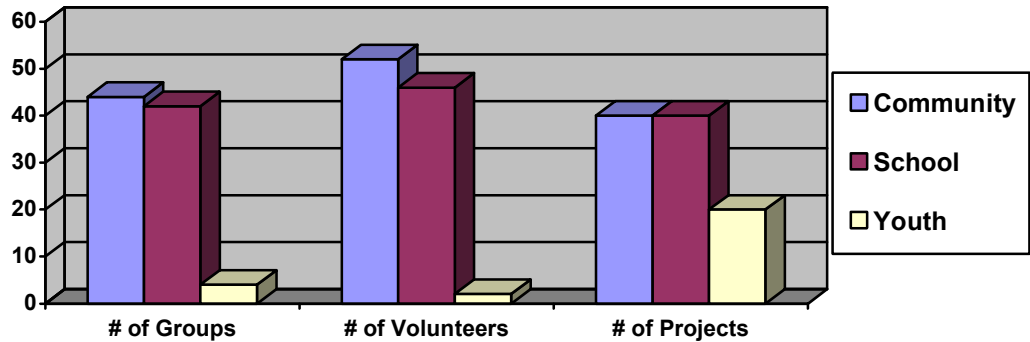
Other – many more from local block watches to families etc.



No matter the weather or the conditions our PITCH-IN Week participants are hard at work in our communities.

The following chart breaks down into percentages the individual volunteer participation, number of projects completed, and overall number of groups registered by each group of volunteer classification.

Keeping track of the participation results provides a visualization of who is participating in the PITCH-IN Week campaign and how many projects they are involved in.



The above shows that:

- 6,244 community based groups provided 263,767 or 52% of the volunteers and carried out 40% of all projects
- 5,945 Schools provided 234,844 or 46% of the volunteers and carried out 40% of all projects
- 1,950 youth groups provided 12,672 or 2% of the volunteers and carried out 20% of all projects



How do Volunteers participate in PITCH-IN WEEK?

EcoAction Post Cards were sent out in January 2011 to thousands of school, youth, and community groups. Included on the EcoAction Post Cards were: a link to our newsletter, information on how to register in the 2011 PITCH-IN Week campaign, and direction to the website to access additional information on other free programs and resources available from PITCH-IN CANADA.

In keeping with PITCH-IN's aim of reducing waste, many EcoAction Post Cards were sent by email, a considerable saving in paper resources. PITCH-IN CANADA will continue to pursue this option whenever possible.

Volunteers participate by organizing and participating in action and/or educational projects. Volunteer groups often participate in more than one project during the course of PITCH-IN Week and throughout the year.

PITCH-IN supports volunteer groups with materials, suggested activities and educational resources to carry out their educational and/or action projects in their communities.

Examples of Educational Projects:

Educational speakers, informative displays, poster contests, Litterless lunch programs, tree planting, recycling projects/programs, cell phone collection/recycling, educational video/dvd, Green Shopper program, composting education/program, energy conservation.

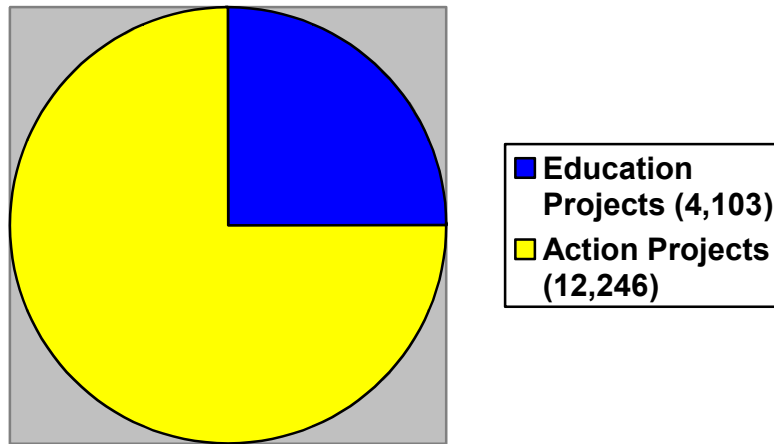
Examples of Action Projects:

An action project can be habitat restoration, environmental beautification, or a clean-up of an outdoor area. These projects are classified according to where the project takes place:

- Business and commercial areas,
- wildlife areas,
- park + ravines,
- school and neighbourhood,
- highway/roadside,
- sports fields,
- shoreline and waterways,
- nature and recreational trails.

A Total of 16,439 Projects were Completed during the 2011 Campaign

Educational projects represented 25 % of those completed and Action projects the remaining 75%.



The top three areas for Action projects to be carried out by PITCH-IN volunteers in 2011:

1. Neighbourhood
2. Schoolyard
3. Park/Playground

** Trails were fourth in frequency.

The top three Education projects completed in 2011:

1. Recycling Projects
2. Planting – Trees/Flowers
3. Litterless Lunch Program

** Energy Conservation Programs were fourth in frequency.

How is PITCH-IN WEEK Funded?

PITCH-IN Week is funded through the corporate and government sector as well as private donations.

PITCH-IN Week celebrated its' 45th campaign in 2011 thanks to the support of The Government of British Columbia, The Suncor-Sunoco Energy Foundation, FedEx, El-En Packaging Co., Chapters of the TD's Friends of the Environment Foundation, Future Friendly, private donations and local municipalities.

In 2007, the Municipal Patron sponsorship program was created to recognize local governments that financially support the national PITCH-IN Week program in addition to providing financial and other support locally for organizations who participate in the program.

The Patron program is a population based annual membership fee. Patron municipalities receive a variety of additional membership value-added items from promotional materials, logos and graphics, to discounts on PITCH-IN store items such as flags, dvd's, and many more. Further information is available at www.pitch-in.ca or by contacting pitch-in@pitch-in.ca

2011 Municipal Patrons

| | | |
|----------------------|-------------------|---------------------|
| Algonquin Highlands | Hudson's Hope | Powell River |
| Armour | Johnson | Prince George |
| Augusta | Kamloops | Provost |
| Barrhead | Kent | Ranchland No. 66 |
| Blind River | Killam | Renfrew |
| Brooks | Kimberley | Richmond Hill |
| Boyle | Kitimat-Stikine | Rossland |
| Castlegar | Lacombe | Sioux Lookout |
| Camrose | Logan Lake | Smoky Lake |
| Chase | Madawaska Valley | Sooke |
| Chetwynd | Marathon | Spruce Grove |
| Clearwater | Millet | Squamish |
| Cranbrook | New Hazelton | Stony Plain |
| Cypress County | North Grenville | Strathcona |
| Daysland | Northumberland | Sunshine Coast |
| Dawson Creek | Paintearth no. 18 | Thompson-Nicola |
| Destination Osoyoos | Pickle Lake | Trail |
| Elizabethtown-Kitley | Pitt Meadows | Warner No. 5 |
| Falher | Picture Butte | Westlock |
| Ft. Saskatchewan | Ponoka | Willow Creek No. 26 |
| Fort St. James | Port Edward | Wood Buffalo |
| Gordon/Barrie Bay | Port Hardy | |
| Houston | Port McNeill | |

Overhead vs Program Costs

PITCH-IN CANADA, is proud that, with an approximate 4% administrative cost, almost all funding it receives goes into providing supplies, materials, and educational programs for the stars of the organization:

OUR VOLUNTEERS

Our Sponsors

PITCH-IN CANADA and our Volunteers sincerely thank the sponsors of our 2011 campaign for their continued support!



SUNCOR ENERGY
FOUNDATION

