



*A year of service*





## FROM THE EXECUTIVE DIRECTOR

**RICO FLESHMAN, E.P.**

I can hardly believe a year has passed. When I stepped into this role, I had clear intentions fueled by a vision to strengthen this organization and help fulfill its potential. I started with small steps, building upon an already solid foundation of community engagement, service, and volunteer involvement. Then, I was fortunate enough to add an incredible staff who shared my vision and we began to take strides.

This past year has seen us serve Prince William County with creativity, passion, and purpose. I am pleased with our progress,

I am proud of what we have been able to accomplish and excited for what more we can do. We have formed stronger bonds with existing partners and welcomed new ones to help us accomplish our goals and add to our capabilities. We have made gains into new neighborhoods and worked with residents who did not know who we were a year ago. We built an organization for businesses and established programs to support environmental literacy across the county. This is progress.

The role of environmental steward is not an easy one, but I am continuously humbled by the level of support we have seen from all of you and on behalf of the entire KPWB team, we sincerely thank you for your help! We will be asking for more assistance in the coming year as our goals deepen and I have nothing but faith that we will all rise to the occasion of that demand.

Keep Prince William Beautiful is more than a team of workers, and much more than our name- it is our mission, all of our mission. I am grateful for those who share our vision to work for a **cleaner** and **greener** Prince William County and I look forward to working with each one of you in the new year!

## OUR MISSION

Keep Prince William Beautiful is a 501(c)3 environmental organization that serves Prince William County through partnering with residents, businesses, community organizations and the government to educate and inspire environmental stewards who, through locally informed action, actively work to reduce litter waste, increase recycling, and broaden environmental education throughout the County.

21,079

lbs of litter  
collected

6,388

volunteer hours

185

Adopt-A-Spot  
& Community Cleanups

5

Beautification  
Projects



*"Engage through outreach & education, excite by developing a sense of pride in our communities, and empower through action to keep our County clean and beautiful."*

2022  
COMMUNITY  
IMPACT

## BUS SHELTER BEAUTIFICATION

With our partners OmniRide, Prince William County Neighborhood Services Division, Parks, Recreation & Tourism, Apple Federal Credit Union (AFCU) and AWS InCommunities, we launched a bus shelter beautification program, now the Adopt-A-Shelter program, that aimed to transform public bus shelters into public art with periodic cleanups to improve the ridership and neighborhood experiences. Through a public call for artists, four artists were selected and received a grant to complete that artwork which now resides on the four shelters around the county.



# COMMUNITY ACTION

## TREX PLASTIC BAG RECYCLING

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We reached our first goal of 500lbs of plastic bags collected and returned them to TREX for recycling. The program, which serves to reduce plastic bag waste in PWC, helped KPWB receive a bench made from the recycled bags.

Our first bench was donated to the Central Library in Manassas- one of our initial collection sites.

Building on 2021's Fix-It-Fair, we again partnered with PWC Solid Waste Division to team up with PWC Libraries in support of the Repair Café Series. This library-sponsored series encourages county residents to take a look at the things they discard and bring it in if it can be repaired. Doing so not only works to promote recycling on a household scale but also helps to extend the useful life of the PWC Landfill. This year's Café was held at the Bull Run library with the hopes of expanding to multiple libraries across the county in 2023.

## REPAIR CAFE SERIES

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# COMMUNITY ACTION

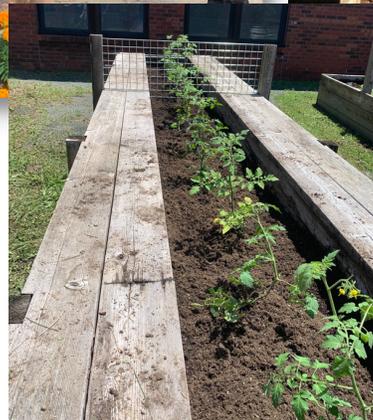
## BULL RUN PROTECTORS

Once again, we teamed up with the Bull Run Protectors (PWC Environmental Services, Virginia Master Naturalists, Prince William Soil & Water Conservation District) to conduct a stream cleanup of the Bull Run Watershed. The groups, including 26 community volunteers, cleared 28 bags of trash and litter and 8 paper bags of invasive plants.



## RIVER OAKS ELEMENTARY

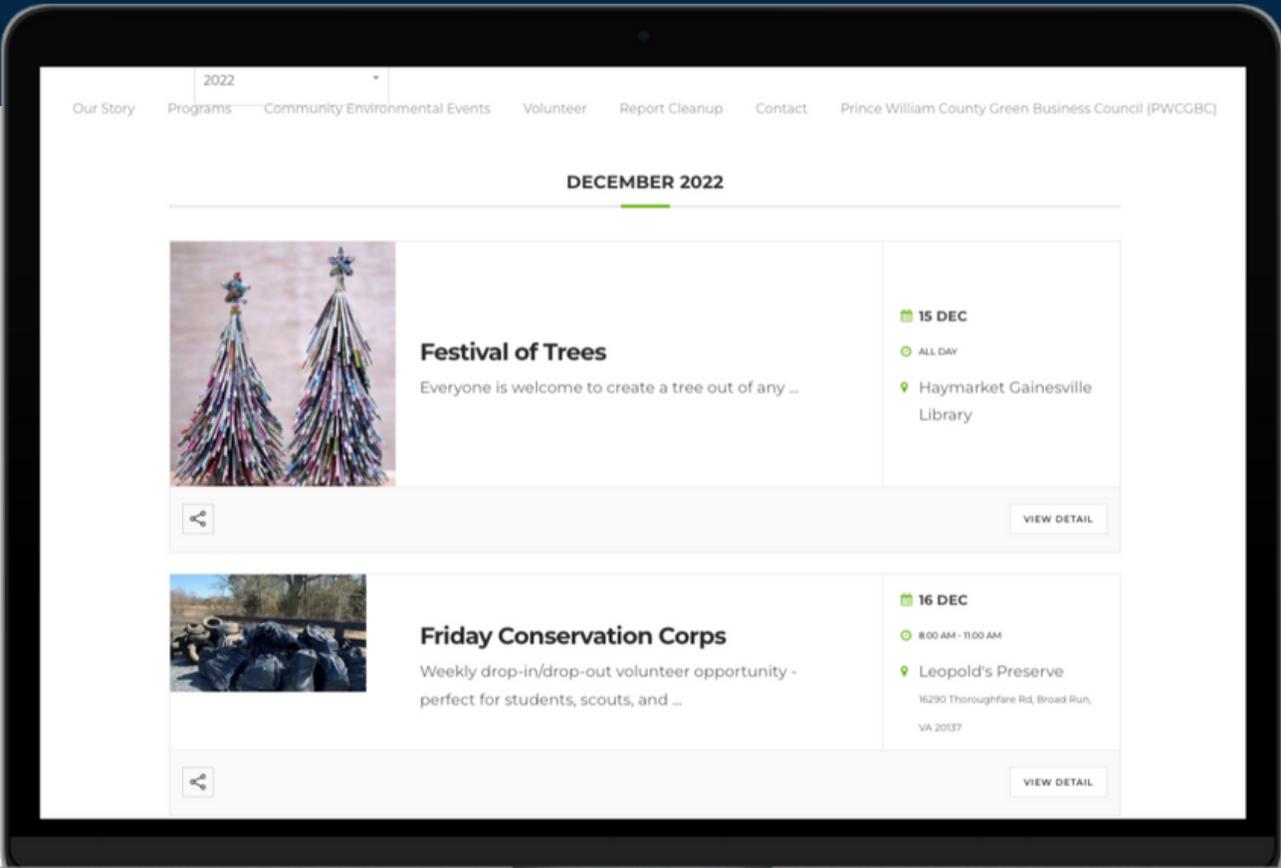
KPWB partnered with AWS InCommunities to renovate the school vegetable and flower gardens at River Oaks Elementary. Students will now not only be able to grow their own vegetables and enjoy a cleaned courtyard, they can play in the sandbox we installed and make use of the tools and shed we provided for their ongoing upkeep.



# COMMUNITY ACTION

## COMMUNITY CALENDAR OF ENVIRONMENTAL EVENTS

In a partnership with Prince William County Schools, Keep Prince William Beautiful (KPWB) has developed and manages a Community Environmental Calendar of Events that details environmental sustainability programs and events that occur throughout Prince William County. The calendar serves to unite the community through publicizing educational, place-based, sustainability, and local environmental events from nonprofits and community partners. It details professional development, volunteer, and educational opportunities for the school system and PWC residents alike to support environmental literacy.



# COMMUNITY ACTION

This year, KPWB developed the Prince William County Green Business Council to engage businesses throughout Prince William County with local government agencies, peers and environmental organizations. The Council informs and educates members on sustainability best-practices resulting in environmental responsibility and locally informed community action.

# PRINCE WILLIAM COUNTY GREEN BUSINESS COUNCIL (PWCGBC)

Member benefits include access to professional development, community resources including volunteer and sponsorship opportunities, valuable tools like the environmental audit toolkit, and networking and educational events in the form of webinars, quarterly conferences and the annual awards recognition ceremony.



**ENVIRONMENTAL PROFESSIONAL (EP) CERTIFICATE TRAINING COURSE**

## COMMUNITY ACTION

KPWB assisted PWC Solid Waste Division in presenting to customers of the libraries on the benefits of recycling for the Keep America Beautiful-sponsored America Recycles Day.

### MT. PLEASANT BAPTIST CHURCH MEMORIAL GARDEN



KPWB sponsored a school system-wide Holiday Decorations Contest during which students were tasked with creating decorations from recycled materials. Representatives from Prince William County Schools, PWC Solid Waste Division and KPWB judged the contest with the winning class receiving a pizza party.

## AMERICA RECYCLES DAY



KPWB, The Master Gardeners and Jack & Jill of America supported the renovation and beautification of the memorial gardens at the historic Mt. Pleasant Baptist Church in Gainesville.

### PWCS HOLIDAY RECYCLED DECORATIONS CONTEST



# HIGHLIGHTS



★ Anushka Misra has been a volunteer with KPWB since December 3rd of 2021. Her and her family have attended numerous cleanup events and labeled 173 storm drains in and around their neighborhood. Anushka generously raised and donated \$200 to KPWB by selling handmade items.

★ KPWB is honored to have her support and dedication in keeping Prince William clean and beautiful.



KPWB was one of the recipients of the Prince William Association of Realtors (PWAR) donations of funds raised from their annual 5K Race.



KPWB was selected for the 2022 Best of Woodbridge Award in the Non-Profit Organization category by the Woodbridge Award Program. Each year, the Woodbridge Award Program identifies companies that they believe have achieved exceptional success in their local community and business.



Prince William County benefits from the hundreds of KPWB volunteers each year, and our volunteers benefit as well! Volunteers lead community cleanups, participate in beautification projects, support our booths at community events, assist in the office and with our TREX bag collection, and much more. Whether you're an individual, organization, business or partner, we can help match you to the perfect volunteer opportunity! KPWB has both one-time and ongoing opportunities available year-round. See the full list of programs or register to volunteer with us at [kpwb.org](http://kpwb.org).

COME OVER AND JOIN US

# VOLUNTEER

Adopt-A-Spot  
Adopt-A-Shelter  
Community Cleanups  
Beautification  
Litter Survey

Shopping Center Survey  
Storm Drain Labeling  
Office Support  
TREX Bag Collections  
Community Events

# Board of Directors

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Solutions, LLC

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Prince William County  
Service Authority

**Eugene Loew**

Prince William County  
Parks, Recreation, and  
Tourism

# Affiliations



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## Staff

**Rico Fleshman**

Executive Director

**Amanda Brown**

Community Engagement  
Manager

**Grace Canna**

Community Engagement  
Coordinator

**Grace Benevento**

Programs Coordinator

**Jaden Fleshman**

Programs Assistant

**Kamala Espig**

Marketing Coordinator

**Leslie Guevara**

PWCGBC Membership  
Coordinator

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## Supporters & Partners

**Prince William County**

**Virginia Department of  
Environmental Quality (DEQ)  
OmniRide**

**Apple Federal Credit Union**

**AWS InCommunities**

**GreenDrop**

**Habitat for Humanity**

**The Oasis Alliance**

**Prince William County Police**

**Virginia Green Travel Alliance**

**House of Mercy**

**Keolis**

**Realtor Association of Prince**

**William (PWAR)**