



Hosting the International Coastal Cleanup

Adopt-a-Beach™ in Our Communities

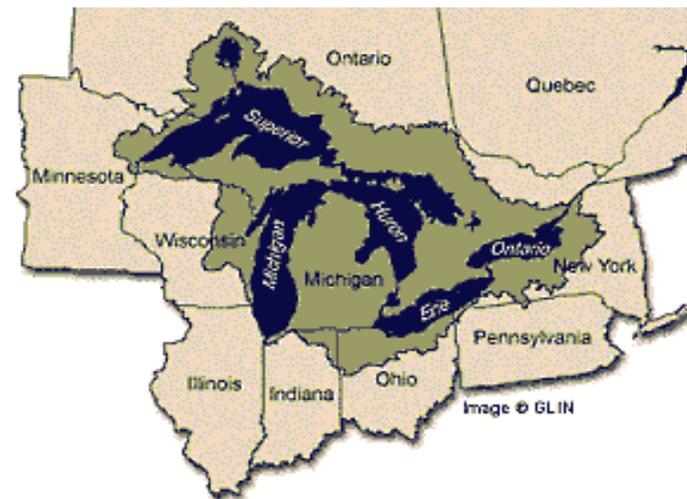
June 15, 2010





What's ahead?

- Who are we?
- Why are the Great Lakes important?
- Adopt-a-Beach™ in our communities





Who is the Alliance for the Great Lakes?

We are a group of volunteers and professionals working for clean water throughout the Great Lakes.

Our mission is to conserve and restore the world's largest freshwater resource using:

- Policy
- Education
- Local Efforts

Ensuring a healthy Great Lakes and clean water for generations of people and wildlife.





The Adopt-a-Beach™ Program

- 1991 started as state coordinators for IL and MI
- 2003 year-round program launched
- 2007 became Indiana ICC coordinator
- 2008 Adopt-a-Beach™ next steps - aligned forms with EPA Sanitary Survey

Volunteers complete two forms:

1. Routine Visit Form
2. Litter Monitoring Form



Adopt-a-Beach™ 2009 Litter Results



Top Ten Items

All States (IL, IN, MI, OH, WI)

Cigarette filters	186,767
Food wrappers & containers	50,652
Caps and lids	45,567
Straws and stirrers	23,942
Cigar tips	22,937
Plastic bags	16,689
Cups, plates, eating utensils	14,448
Glass bottles	11,980
Plastic bottles	11,180
Beverage cans	9,112

30,468 pounds of litter removed!

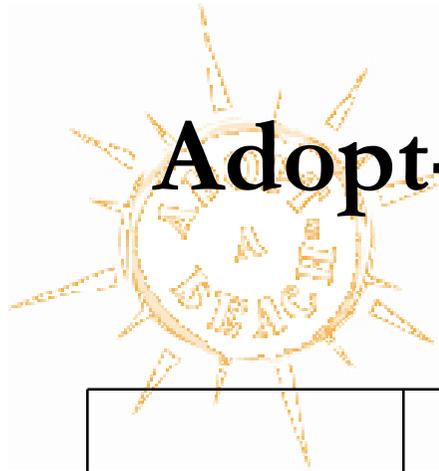




Adopt-a-Beach™ 2009 Results:

All States (IL, IN, MI, OH, WI)

State	Total number of beach sites (total/ICC)	Total number of teams (year-round + September event)
ILLINOIS	50/46	122
INDIANA	21/21	29
MICHIGAN	145/119	109
OHIO	8	13
WISCONSIN	21	47
2009 Totals	245	320



Adopt-a-Beach™ 2009 Results:

All States (IL, IN, MI, OH, WI)

State	Total volunteer hours (year-round + September event)	Minimum wage per state	Wages in volunteer participation
ILLINOIS	11,907	\$8.00	\$95,256.00
INDIANA	1,630	\$7.25	\$11,815.69
MICHIGAN	11,256	\$7.40	\$83,294.40
OHIO	1,074	\$7.25	\$7,786.50
WISCONSIN	2,065	\$7.25	\$14,968.06
2009 Totals	27,931.31		\$213,120.65



The Adopt-a-Beach™ Program

Organizing an ICC event from the state coordinator's perspective

- Fundraising
- Recruiting site captains/team leaders
- Outreach – media, social networking, etc.





The Adopt-a-Beach™ Program

Organizing an ICC event from a local site captain's/team leader's perspective

- Recruitment
- Target groups and clubs
- Media
- Email
- Websites
- Facebook
- Miscellaneous Event Ideas





The Adopt-a-Beach™ Program Actions for Change

- Smoking restrictions on beaches
- Stopping balloon releases
- Partnering with government agencies
- Working with beach officials
- The Litter Guide





Learn more!

September Adopt-a-Beach™/International Coastal Cleanup:

www.greatlakes.org/adoptabeach/september2010

Adopt-a-Beach™ Year-round:

www.greatlakes.org/adoptabeach/yearround

Adopt-a-Beach™ 2009 Results:

www.greatlakes.org/adoptabeach2009results



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