



The Mission Adopt-A-Block Society - Community News

Youth Stewardship Program 2011



Inside this issue:

Towards a Litter-Free Environment: Volunteers in Action	2
2010 Grants & Sponsorships	3
Unsung Hero in Litter Control	3
A Tale of Distress	3
Volunteers Needed	4
Is Your Business apart of the Litter Solution?	4

To create awareness about litter in the environment and to engage youth to participate in positive environmental action including litter control, Mission Adopt-A-Block is challenging youth to participate in a **video-webcast contest in 2011**. The contest is an opportunity for youth to reach out to their peers and to influence them in taking care of the environment by offering a message of hope and environmental stewardship.

Youth are asked to submit a video no more than three minutes in length depicting a message about how we can all contribute to creating a litter free environment and why this is important. Following the **contest deadline, March 15**, submissions will be posted on **YOUTUBE** for a community judging period of a month. During this time, youth will be encouraged to market their video to gain voting support. Top scoring videos by commu-

nity votes will then be judged by a judges committee who will select the winning entries based on originality, creativity, content, clarity, quality, and adherence to contest rules. The top three videos will be posted on Adopt-A-Block's website.

The Adopt-A-Block 2011 video- webcast challenge has gained the support of **several Mission businesses** who have donated prizes in-kind for **several great prize packages** which will be awarded in April. These businesses include Fraser Valley Building Supplies, Save-On-Foods, Grabba Java, Embers, Mackie Naturals, Brighton Beach Salon, Tim Hortons, Boston Pizza, Fraser River Safari, The Great Escape, Sue's Copy and the District of Mission Parks & Recreation.

All information about the

contest including **entrant forms, official contest rules and all necessary releases**, can be obtained from the **Adopt-A-Block website** or by contacting the coordinator. Paper copies can also be picked up at **Sue's Copy** in Mission by request.

Adopt-A-Block looks forward to seeing the creativity and ingenuity of Mission's youth and hopes that this competition will empower youth to be proactive in their roles as ecological citizens.

HIGHLIGHTS:

- **Spring Clean-Up Application Deadline January 30th**
- **Candle Light Parade— VOLUNTEERS NEEDED December 5th**
- **Adopt-A-Block Annual General Meeting in March. Open to the public, everyone welcome. Stay tuned for date announcement.**

I Can't Believe the Litter!

School litter audits are a popular activity that Adopt-A-Block hosts as a part of their free education program for the Mission school district. During the litter audit students learn first hand about litter in the environment including: what type of litter can be found in the environment, where it originates from, what excuses people might use to litter and other points to ponder. Students also take time to collect and analyze litter before discussing what can be done to prevent and reduce it around the



Grade three students of E.S. Richards participate in a school litter audit to discover the science of litter.

school yard, home and in the community. The school litter audit intro-

duces the 'science' behind litter and empowers students to be active agents in finding solutions to arising environmental problems such as litter.

School litter audits are now being booked for the spring! A litter audit is a complimentary activity to include near **Earth Day** (April 22) or **Canada's Environment Week** (June) and for any other occasion that includes learning about environmental stewardship. Information about the society's litter audits and education program can be found on the society's website.

Towards a Litter-Free Environment: Volunteers in Action

Taking it to the Streams...

Local volunteers joined Mission Adopt-A-Block on Saturday, September 25, 2010 and helped remove litter garbage, including an old car seat, metal scraps and assorted items from **D'Herbomez stream**. Adopt-A-Block volunteers as well as those from S.A.I.N.T.S. and the Mission Rotary (morning club) attended the event, greeted by **Tim Hortons' cruiser** with fresh donuts and coffee to start the day.

Adopt-A-Block organized their **new stream clean-up initiative** to address rising concerns about the



litter in the environment, in particular, sensitive aquatic habitats. All litter eventually reaches our waterways, by wind or water, and this is

where litter has the most detrimental impact on our environment. Thanks to a grant from **Van City**, Adopt-A-Block purchased hip waders, garbage bags, gloves and funded the services of a truck and driver to haul the bagged litter.

Volunteer efforts in large community stream clean-up and surrounding green space benefit the community



in numerous ways. Volunteer efforts help to raise awareness about the detrimental effects of litter in the environment

as well as show an example of stew-



ardship in the environment that others may follow. The clean-up also helped to reduce the amount of litter to cause distress to wildlife in the area and all litter collected was properly disposed of. As litter begets litter, this also means less litter tossed in the natural environment.

Annual Fall Clean-Up...

In addition to Adopt-A-Block's stream clean-up initiative this fall, six **regular street side clean-ups** took place. Volunteers from six Mission non-profit organizations cleaned up litter in some of Mission's heavily littered areas including the industrial area, London Ave., Stave Lake Rd., Rai Ave. and other street sides. The total amount of litter collected during the entire Fall Clean-Up (including the stream clean-up) was **1,325kg** not including recyclables such as glass, pop bottles, aluminum cans, etc.

Once Upon a Stream Clean-Up...

Thanks to the support of **Van City**, Adopt-A-Block now has **several pairs**

of **waders** that can be used for stream clean-ups in Mission. Mission Adopt-A-Block loans litter control equipment to groups who organize litter clean-ups in the Mission area. This now includes loaning hip waders.

Adopt-A-Block Taking Applications for Spring Clean-Up 2011

Application forms for the annual **Spring Litter Clean-up** are now available. This event takes place in April/May 2011 and the deadline for **application submission is January 30,**



2011 The number of clean-up positions available has been reduced in half to accommodate other program funding needs.

A Special Thanks...



Thank-you to all those who joined Adopt-A-Block's community clean-ups this fall contributing to a cleaner, healthier and beautiful environment for all to enjoy.



Welcome Aboard New Volunteers

Adopt-A-Block would like to welcome the following persons for joining our team this 2010:

- Ed Betterton
- Michele Cummins
- Tony Davies
- Cindy Gummow
- Beverly James
- Marion Robertson

You are making a difference!

Grants & Sponsorships 2011

Tim Hortons' Sponsorship

The Mission Adopt-A-Block Society received a \$1,500 **sponsorship from Tim Hortons** in June to support the society's program costs. This funding has been used to purchase litter control kit equipment, including new nylon blue bags and reachers. Thanks to Tim Hortons' generous donation, Adopt-A-Block is able to supply the costly equipment used by volunteers at large community litter clean-ups as well

as new volunteers who maintain the cleanliness of their adopted blocks.



Van City Grant

Mission Adopt-A-Block was pleased to receive a **Van City grant** for the amount of \$750 to cover costs related to this year stream

clean-up initiative. The grant was used to purchase several pairs of hip waders, garbage bags, gloves, and to the services of a driver with truck to haul away the bagged litter garbage for proper disposal.

Unsung Hero in Litter Control

Howard Noa, a volunteer with Adopt-A-Block since 2002, works hard to make sure the environment stays clean. When Noa is not busy creating a new contraption to collect litter with or something to haul the litter away for proper disposal, he's busy collecting shopping carts and returning them to store owners. Safeway pays \$2.50 for each cart returned which Noa



keeps in a jar reserved for Adopt-A-Block. When I last spoke with him in the early fall, he mentioned he had tucked away \$60 for Adopt-A-Block from all his shopping cart finds. Now that's remarkable! Adopt-A-Block appreciates all that Noa contributes and extends gratitude for his dedication.

Adopt-A-Block recognizes that countless volunteers dedicated their time and energy keeping Mission clean. **We'd like to hear your story!**



Howard Noa shows off his latest contraption at this year's fall stream clean-up event. His invention makes it easier to haul away the litter items that he collects.



A Tale of Distress

It came to Adopt-A-Block's attention recently as to the type of litter that can be found in stream courses. These photos show the countless pieces of plastic left behind by copper thieves who use the water in streams to aid the process of separating copper wire from plastic tubing. Finding this

litter in otherwise pristine natural spaces is especially distressing, as it ends up causing serious harm to aquatic life. Adopt-A-Block encourages everyone to be aware of the type of litter that is out there, and to report illegal activity such as this to the proper authorities.

VISIT US ONLINE:
www.missionadoptablock.com



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**VOLUNTEERS
NEEDED!**



Volunteers are needed to represent Adopt-A-Block in this year's **Candle Light Parade**. The society is looking for volunteers to come out and wear their yellow vests and Santa hats. Together we will walk carrying Adopt-A-Block banners to spread awareness and holiday cheer. Everyone is welcome to attend. If you are not a registered volunteer and wish to participate in the event, we will happily dress you in our fashionable yellow vest. All interested volunteers are asked to call Adopt-A-Block to **RSVP** and for the event details.



The world is changing in the way we keep in touch! Join Mission Adopt-A-Block on FACEBOOK to keep up-to-date on upcoming events, community snapshots, litter control news and more. Hope to see you there!

Is Your Business A Part of the Litter Solution?

It's heartening when business owners think of 'litter control' as a volunteer opportunity and as a means to contribute to the good of the community. Litter control can be a good way to build team spirit and morale among employees and it plays a role in modeling ecological

citizenship. Adopt-A-Block recognizes that businesses themselves do not drop the litter, but believes that litter control and improving the local environment is everyone's responsibility. Learn more how your business can get involved in preventing and reducing litter

in the community by adopting the Voluntary Code of Practices. All it takes is following the five steps below and making your pledges towards a litter free Mission. Ask for your information package today!

Reasons to Adopt the Voluntary Code of Practices:

- The quality of the local environment is important to people
- A clean business is attractive to tourists, existing and new business investors etc.
- People feel safe and happy living in a clean area
- A litter free environment contributes to; attracting long-term commercial investors and long-term tenants
- Clean environments deter anti-social behaviors

The Voluntary Code of Practices:

- Step One:** Understand the litter around your business
- Step Two:** Provide public education on litter prevention & reduction
- Step Three:** Reduce waste from your business
- Step Four:** Manage waste properly
- Step Five:** Manage the litter around your business.

Adopt-A-Block proudly supported in 2010 by:



Tim Hortons

Vancity