FORESTR.ORG · PILOT PROGRAM

#CleanYourButt

A funny name for a serious cleanup.

Cigarette butts are the most littered item on Earth — and they're plastic. This one-year Bay Area pilot funds volunteer crews to sweep the worst-hit hotspots, one spot at a time.

#1

Most-littered item on the planet — trillions tossed every year.

Plastic

Filters are cellulose acetate — they shed microplastics, they don't turn to soil.

1 butt

Can leach toxins into liters of water — most head straight for the Bay.

Launches September 12, 2026 One-year San Francisco Bay Area pilot

How the pilot works

We map the Bay Area's worst cigarette-litter hotspots, fund volunteer crews to clean them, and report every count in public.

WHAT YOUR SUPPORT PUTS ON THE GROUND

- **Organized cleanup events at mapped hotspots**
- **Safety gear & tools for every volunteer**
- **Butt counts reported for every single event**
- **Public before-and-after results on the Butt Map**
- **Sponsor recognition at events and online**

The Butt Map

A crowdsourced hotspot tracker. Anyone can pin a littered spot; crews claim it, clean it, and log the count.

Pins flip **orange** → **green** as the map gets cleaner — so sponsors and volunteers can literally watch the pilot work.

Put your name on a cleaner Bay Area

Every tier funds real, countable work. Give any amount — it all shows up as cleaned pins on the map.

$300

Fund a cleanup event

Covers one full crew event at a mapped hotspot: logistics, disposal, and refreshments.

= one hotspot flipped green

$500

Gear a crew

Grabbers, gloves, safety vests, sharps containers and buckets that get reused all season.

= a fully equipped crew

$1,000

Sponsor mention

Everything above, plus your name and logo on event materials, the Butt Map, and social posts.

= your brand at every event

$5,000

Program mention

Season-long recognition across the whole pilot, press mentions, and the impact report.

= founding sponsor status

Two ways to get involved (gloves provided): Join a cleanup crew — no experience needed — or sponsor the pilot.

forestr.org/clean-your-butt

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