

Heal the Bay

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# 2013 THE YEAR IN REVIEW

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ANNUAL REPORT







**H**eal the Bay is a leading nonprofit environmental organization, founded in 1985 by a group of Los Angeles residents who couldn't stand to let unchecked pollution and toxicity claim our coastal waters.

Today, our staff and committed volunteers employ sound research, hands-on education, community action and effective advocacy to improve the quality and health of regional oceans, local waterways and neighborhoods.

It's working. Our coastal waters and watersheds are improving. Los Angeles area residents are more aware of the connection between our neighborhoods and the ocean. And, as one of the most effective grassroots groups in Los Angeles County, we've attracted an active membership of more than 15,000 people.

Join us in the fight for clean water.

Learn all the ways you can support our work: Volunteer for Heal the Bay at [healthebay.org/volunteer](http://healthebay.org/volunteer). You can also donate and become a member at [healthebay.org/donate](http://healthebay.org/donate)

**1444 9th Street, Santa Monica, CA 90401 • (800) HEAL BAY**

*On the Cover: A California sea lion, free to roam in the newly established Marine Protected Areas off the Southern California coast.*



# [ Our Leaders ]



**W**hether you're new to the organization, like Ruskin, or a long-standing supporter, like Don, what inspires all of us at Heal the Bay is pretty simple.

We're all taken with the sheer majesty and beauty of our region – the broad sandy beaches, the sweeping vistas of the Pacific Ocean, set against a stunning backdrop of high rugged mountains. And what connects all of this? Water ... flowing from the mountains to the bay.

For the past 29 years, Heal the Bay has advanced science-based solutions that protect water quality, public health and quality of life for millions of people living here in Southern California. From the landmark victory in 1987 that stopped the dumping of partially treated sewage into the Bay, to the work in the past year to ban single use plastic bags in Los Angeles – the largest city in the nation to do so – Heal the Bay has been at the center of the movement to clean up and protect our region's natural resources. None of this would have been possible without the support of Heal the Bay's thousands of volunteers, active members and donors. You give us your voice, your ideas, your energy, and your financial support. Thank you!

While we've made tremendous progress in healing the Bay, there's much more to do. In the coming year we'll be collaborating with local groups to uphold a moratorium on oil drilling in Santa Monica Bay, working to build a multi-benefit park in the heart of South Los Angeles to clean up urban runoff and create much-needed recreational space for underserved communities, and advancing cost-effective solutions that protect water quality and water supply throughout the region. And of course, we'll continue to inspire and mobilize thousands of volunteers through our beach cleanups and to educate kids about the wonders of the Bay and how they can help it through our innovative programs at the Santa Monica Pier Aquarium. We invite you to join us!

Please feel welcome to reach out to us at any time with your ideas, thoughts or concerns. An easy way to stay connected to all our activities and achievements throughout the year is to join our award-winning social media networks.

With appreciation,



Don Kinsey  
Chairman of the Board of Directors



Ruskin Hartley  
President and CEO





# [ Our Impact ]

Adding up Heal the Bay's achievements in the past year.

## Science

- Our analysts monitored ocean water quality for more than 600 West Coast beaches on a weekly basis last year via our Beach Report Card®, alerting the public to bacterial pollution that can cause illness. Beyond protecting public health, the data supported our advocacy initiatives to identify and fix pollution sources.
- Each month, members of citizen-scientist Stream Team canvassed the Santa Monica Mountains, restoring native habitat and collecting data to identify water quality problems. In a bid to protect one of L.A.'s last remaining open spaces, we also published a landmark 10-year study on the Malibu Creek Watershed and convened several Town Hall meetings to share the findings.

## Advocacy

- Millions of sharks will be saved this year thanks to AB 376, state legislation for which Heal the Bay mobilized statewide support. Shark fin sales and possession are now illegal in California. The new law goes a long way toward protecting these apex predators, which are essential to a healthy ocean environment.
- In 2014, Los Angeles became the biggest city in the country to ban single-use plastic grocery bags. Working with L.A. City Council members, it took more than six years of our hard work and diligence to help draft and enact the ordinance. But now an estimated two billion plastic bags each year will be kept out of our ocean, rivers, parks, streets and other public places.



## [ Our Goals ]

We've been making Southern Californian waters safer, healthier and cleaner since 1985.

Here's a look at the year ahead:

- Upholding the moratorium on oil drilling in Santa Monica Bay, which is threatened by a proposal to conduct slant-drilling operations off Hermosa Beach.
- Supporting strict limits on a planned string of ocean-based desalination plants along the California coast to protect marine life.



# [ Our Supporters ]

## Education

- In 2013, we provided 2,200 hours of hands-on environmental education for area students, guiding youth through our regional creeks and rivers, bringing ocean science to inland classrooms through our Speakers Bureau program and providing unforgettable field trips to local beaches.
- Our Santa Monica Pier Aquarium serves as a vibrant marine education hub, engaging nearly 80,000 visitors a year through our public hours, programs, camps and field trips. The Aquarium, which only features species found off our local shoreline, allows visitors to experience the Bay first-hand.

## Community Action

- Our beach cleanup efforts do make a difference. Last year, Heal the Bay volunteers removed more than 32,000 pounds of ocean-bound trash. In the past 20 years, we have collected more than 2 million pounds of debris – that's almost the weight of two fully loaded 747 passenger jets!
- Through our EPA-award winning Angler Outreach program, we use six languages and span local piers to reach 10,000 subsistence fishermen a year with information on how to avoid consuming contaminated fish.
- Advocating for a regional, public funding measure that would underwrite numerous multi-benefit, clean-water projects throughout Los Angeles.
- Collecting data and training dozens of volunteers to monitor newly established Marine Protected Areas – so-called "Yosemites of the Sea" – in Palos Verdes and Point Dume.
- Building a community park in South Los Angeles that will capture and filter urban runoff, serving as a model for similar projects throughout the Southland that provide needed open space and water quality improvements.

## Legislators

"As we face the driest weather conditions in California's history, I'm glad to know that Heal the Bay's science and policy department is on the job, making sure that in a rush to find new water supplies, ocean and groundwater health will be protected, the public will be educated, and all marine life will be considered and vigorously defended."

– Los Angeles City Councilmember Paul Koretz, who has worked with our staff on numerous issues, including the recently enacted ban on single-use plastic bags



## Families

"We give to Heal the Bay because we believe it's highly effective in promoting healthy and safe coastal waters and watersheds. By educating our youngsters from an early age to respect our waterways, Heal the Bay does a great job of developing tomorrow's environmental leaders and stewards. We view our investment in Heal the Bay as an investment in our future."

– Nancy and John Edwards, Heal the Bay members since 2007



## Educators

"I came back home to Compton to help. Our community has the capacity for greatness and my goal is to be a catalyst to help us arrive there in a timely manner with the help of Heal the Bay's hands-on educational programs. The winds are changing and I am happy to be part of the storm!"

– Dr. Lorenita Holloway, chair of the science department at Compton High School, a partner school in Heal the Bay's Creek Education program



## Community Partners

"I work my volunteers hard during Heal the Bay's Coastal Cleanup Day – we once removed 2,500 pounds of trash in three hours at Dominguez Channel! Many volunteers haven't made the connection that what goes into their streets and stormdrains heads directly to the ocean. I love seeing the light bulb go off when they finally make the connection, 'Wow, this is where it's going?' and realize they can make a difference."

– Cathy Beauregard, longtime volunteer and site captain at Coastal Cleanup Day





# [ Our Funders ]

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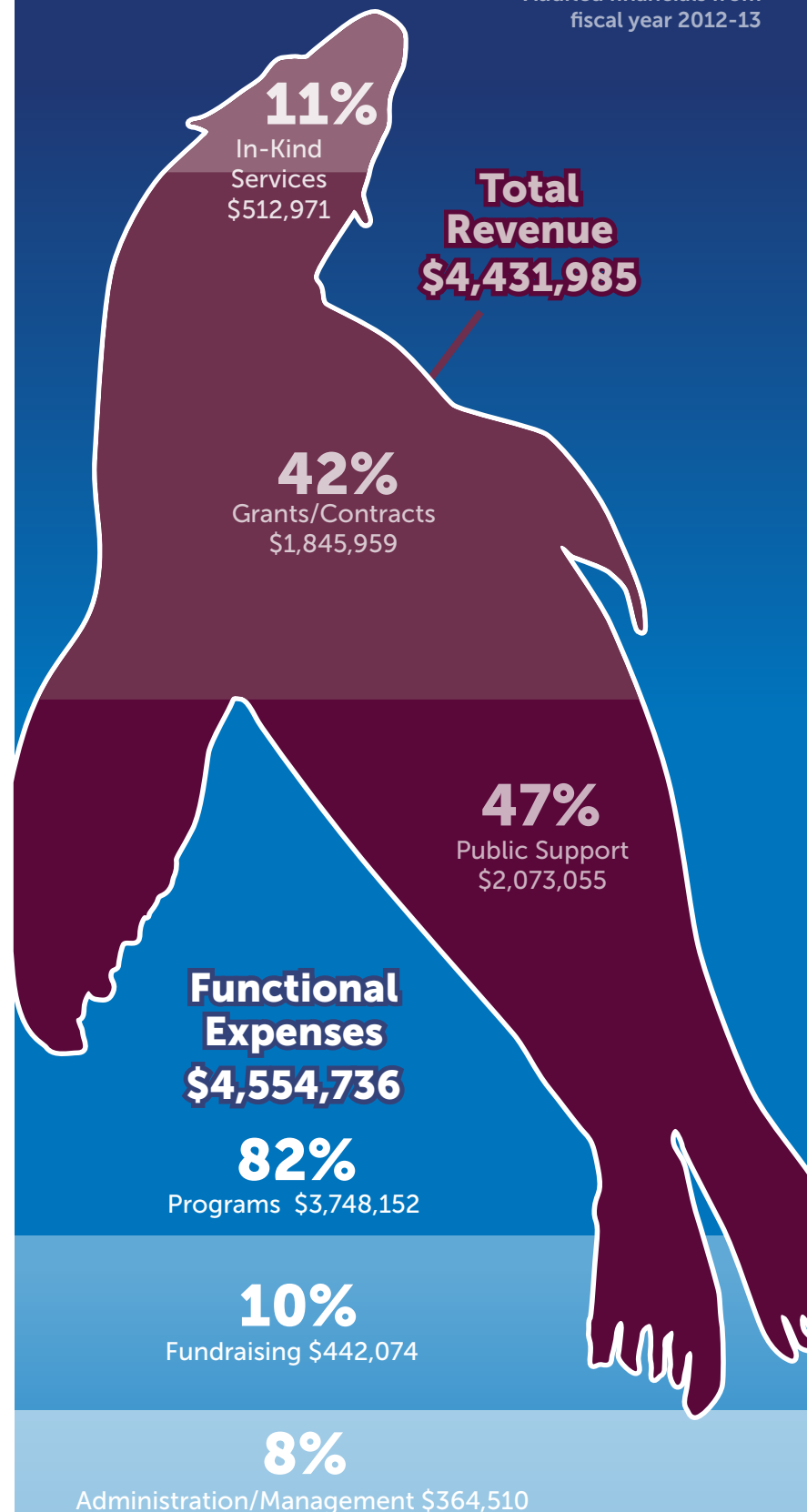
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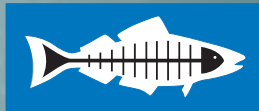
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# [ Our Financials ]

\*Audited financials from fiscal year 2012-13







Heal the Bay

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Join us in the fight for clean water.  
Learn about how you can volunteer for Heal the Bay at [healthebay.org/volunteer](http://healthebay.org/volunteer)  
Or renew your membership at [healthebay.org/donate](http://healthebay.org/donate)

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