



Heal the Bay

2014 THE YEAR IN REVIEW

ANNUAL REPORT





Heal 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.

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

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



Turning the Tide for 30 Years

When a small group of local activists founded Heal the Bay in 1985, Santa Monica Bay was in bad shape. Swimmers and surfers routinely got sick from contact with polluted water. Fish suffered from fin rot, and local dolphins were riddled with tumors.

Our founders took a stand, fighting for tougher pollution limits at the Hyperion Treatment Plant. They simply refused to see the Bay turned into a sewage dump. That grassroots fight turned into an organization, and that organization has turned the tide for 30 years.

Today, we're happy to say that the Bay has vastly improved. Thanks to our work, the vast majority of local beaches are safe to swim during dry weather. Dead zones have disappeared, and dolphins, pelicans, sea lions and other animals have returned in force.

Whether your day at the beach means walking leisurely along the shoreline, teaching a child to hold her breath as a wave passes or getting exercise along the bike path, our Bay is a resource worth protecting. Our staff, volunteers and partners dedicate countless hours to ensure a cleaner and thriving Bay for future generations.

But people still get sick from swimming in runoff-contaminated water. Habitat degradation, industrial impacts and marine debris remain huge threats. So we've still got plenty of work to do in our next 30 years. In a time of drought, we're now turning our attention to securing a more sustainable water future for Southern California. In the following pages, you'll read about our vision for increasing local supply through stormwater capture, greater water recycling and cleaning up our aquifers.

Heal the Bay does not do this work alone. We have partners that stand with us – in the spotlight and sometimes behind the scenes. Cooperation and coordination with other nonprofits give us the resources to unite against the plastic industry, oil companies and unlawful dischargers. We have one mission, but many partners. There's a role for you and the organizations that are part of your life.

Please join us in the good fight.



Don Kinsey
Chairman of the Board of Directors



Alix Hobbs
President and CEO

ADDING UP WINS IN '14

17 BILLION plastic bags to be eliminated
from California waste-stream, thanks to our successful push for statewide bag ban

43,381 pounds of trash removed
from L.A. County shorelines and neighborhoods on a single day –
our 21st annual Coastal Cleanup Day on September 20th.

12,000 students inspired
by hands-on education offered at field trips to the Santa Monica Pier Aquarium

435 beaches monitored and graded weekly
for levels of bacterial pollution, a record number of sites for
Heal the Bay's Beach Report Card

78 cents of every donor dollar
spent directly on our programs, significantly above the national nonprofit average

[2014: BIG IMPACT]

Here's a quick look at our top accomplishments from the past year, made possible by the generous support of a growing network of activists, donors, volunteers and educators.

Reducing blight and waste by playing a lead role in drafting and advocating for the just-enacted plastic bag ban in the state of California. The ban will lessen the environmental and economic harm posed by plastic pollution in our neighborhoods and oceans.

Fighting drought by leading the legislative charge in Sacramento to enact AB 2403, which makes it easier for cities to secure public funding for multi-benefit water projects. Instead of importing costly and increasingly scarce water, we need infrastructure that repurposes the water we already have, such as stormwater capture facilities and wastewater recycling plants.

Safeguarding millions of ocean goers by providing weekly water quality grades for beaches along the entire West Coast of the United States. The good news is that some 95% of beaches in California received A or B grades in our annual report, a 2% gain from last year's survey.

Beautifying shorelines by hosting 654 beach cleanups and educating 37,497 volunteers, a 3% increase from the previous year. These volunteers removed ocean-bound trash, guarding local marine animals that can be harmed by ingesting debris or becoming entangled in it.

Protecting open spaces by advancing L.A. County's newly adopted Santa Monica Mountains Local Coastal Plan, which will protect scenic views, water quality and wild lands across 52,000 acres. We shaped this critical guidance document for 10 years, successfully pairing limited development with land conservation in America's largest urban national park.

Inspiring stewardship by welcoming a record number of visitors to our Santa Monica Pier Aquarium, which features animals found in our local waters. These guests explored the newly opened Green Room, which honors our founding president Dorothy Green by educating about local watersheds.

So thank you to all that volunteered at an event, signed a petition, attended a hearing, visited our Aquarium or shared information on our social networks. It takes a village to Heal the Bay!

[2015: BIG GOALS]

Be it hosting cleanups, monitoring dischargers or operating our Aquarium, our programs demonstrably improve quality of life in Southern California. Beyond our recurring activities, we are undertaking several special initiatives in the coming year.

Keeping Big Oil out of Santa Monica Bay

A public vote in Hermosa Beach will be held in March to determine the fate of a proposed slant-drilling operation underneath Hermosa's seafloor. Heal the Bay is leading the campaign to halt this dangerous proposal and stop future projects that threaten our shoreline.

Making Southern California more water self-sufficient

The record drought has called into question the wisdom of importing 80% of L.A.'s water supply. Heal the Bay will push regional municipalities to fund projects that capture stormwater, recycle wastewater and clean up contaminated local aquifers. These projects will improve beach water quality while creating a more reliable, less costly source of water.

Developing a predictive beach water-quality model

Heal the Bay plans to better protect the health of millions of ocean goers by predicting potential bacterial pollution days before swimmers hit the shoreline. Using statistical models developed with Stanford University, we will begin piloting the new tool at selected beaches this summer.

Building an amazing park

Heal the Bay is developing WAYS Park, a multiple-benefit project in the Avalon Gardens area of South L.A. that will open next fall and include green space with exercise amenities, reading areas, native habitat, and water quality capture and infiltration features. Fully funded through a Prop. 84 grant, WAYS Park will serve as a model for future community projects that benefit the environment throughout greater L.A.

Preparing L.A. for climate change

Our science staff helped support a sea level rise vulnerability study last year for the City of L.A., identifying the most vulnerable areas as Venice, Wilmington, and San Pedro. Next year we will hold numerous community meetings, outreach forums, and youth education events with our partners to help people better understand sea-level rise, and what can be done to help prepare local communities and protect sensitive coastal habitats.



ONE MISSION. MANY SUPPORTERS.

Fallon Rabin, a Heal the Bay volunteer since she was 9 years old, coordinated a cleanup in the Santa Monica Mountains with 50 volunteers from Thousand Oaks High School.

"Heal the Bay plays a critical part in my life. It lets me share accurate information with my peers about ways to protect our environment, and inspired me to become a global citizen."

Fran Morris Rosman, the executive director of The Ella Fitzgerald Charitable Foundation, helps fund our "Lunch and Learn" program

"For many years, we have been continuing the charitable legacy of the beloved 'First Lady of Song' by supporting Heal the Bay's school field trip and summer camp programs, which are incredibly important to the at-risk and underserved kids of our community."

Bob Smith, executive director of the Greater Los Angeles New Car Dealers Assn., had a life-changing experience when he contracted a near-deadly staph infection after he went surfing in polluted waters.

"I am proud to support Heal the Bay, knowing they are fighting for better water quality, even in wet weather, because no one should have to go through what I did."

Vanessa Meier, environmental grants coordinator at Patagonia Santa Monica, has partnered with Heal the Bay for five years and helps underwrite our stream restoration efforts.

"Heal the Bay is addressing global issues in our local waters, while connecting people with nature. This spirit aligns perfectly with the values of Patagonia."

[Our Funders]

We are grateful for your contributions (Jan. – Dec. 2014)

\$50,000+

Anonymous
Mark & Debbie Attanasio
Florence & Serge Azria
California State Coastal Conservancy
The Harold McAlister Charitable Foundation
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Coastal Conservancy
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\$5,000 - \$9,999

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\$2,500 - \$4,999

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SI Golf Group
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\$1,000 - \$2,499

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The Honest Company, Inc.
Horizon Media
Daryn Horton

[Audited Financials]

Fiscal Year 2014-13
(Oct. 1, 2013 – Sept. 30, 2014)

Total Revenue

Total: \$4,130,655

55%

Public Support \$2,264,183

39%

Grants/Contracts \$1,596,105

7%

In-Kind Services \$270,367

Functional Expenses

Total: \$4,290,387

78%

Programs \$3,345,839

11%

Fundraising \$469,118

11%

Administration/Management \$475,430

Arlene Howard & Bryce Noel
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JM&A Group
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healthebay.org/volunteer.
Or renew your membership
at healthebay.org/donate

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