With the support of 15,000 members and 25,000 active volunteers, Heal the Bay is one of California’s most effective, fiscally sound environmental nonprofits. Using the best available science, we advocate for practical solutions to often complex problems in our local ocean and watersheds.

Heal the Bay educates the public, mobilizes communities and protects the health of millions of California beachgoers annually through such programs as the Santa Monica Pier Aquarium, the Beach Report Card®, Nothin’ but Sand beach cleanups, Speakers Bureau, Healthy Neighborhoods/Healthy Environment Initiative, Stream Team, and additional water quality advocacy and ocean protection programs.

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
You probably know that Heal the Bay is one of California’s most trusted environmental nonprofits, with a proven, 30-year track record of protecting our local beaches and ocean. But today I want to tell you about the next 30 years. As board chair, I feel strongly that our organization is more important and impactful than ever. Heal the Bay is in tremendous shape under the leadership of Alix Hobbs, a 17-year veteran of the organization. Our board promoted Alix to the top position a year ago and has led us in three key areas these past 12 months – pragmatic advocacy, increased financial stability and developing a new three-year strategic plan to heighten Heal the Bay’s relevancy.

Under our new plan, we are formally adding Smart Water Management to a portfolio that also includes Thriving Oceans and Healthy Watersheds. The water issues facing our region are monumental. People are counting on Heal the Bay to be a strong advocate for a more sustainable water future for the greater L.A. region.

An average 1-inch storm in Los Angeles sends over 10 billion gallons of runoff into the Pacific Ocean, along with all of the pollutants picked up and carried with it. Even on a dry day, tens of millions of gallons of water flows through L.A. County stormdrains to the ocean. Our solution is multi-pronged, but focuses on treating stormwater as a resource instead of a pollutant.

That means we need to be doing a better job of using the water we already have. We need to get serious about water recycling and reuse. Such efforts will not only improve the health of our oceans and watersheds, they will also help us wean ourselves off costly and increasingly scarce imported water.

We support work that will clean up the polluted aquifers in L.A. County, as restoring our precious groundwater basins is a crucial part of the equation. And we’re continuing our decade-long push for water recycling in an attempt to utilize the millions of gallons of treated water that are pumped uselessly from L.A.’s treatment plants into the Santa Monica Bay each day.

Up to 630,000 acre-feet per year could be generated by better stormwater capture and reuse in greater L.A. and the San Francisco Bay Area. This volume is roughly equal to the amount of water used by the entire City of Los Angeles each year! If we do it right, we can accomplish two important goals – reducing pollution on our shorelines and reducing our region’s dependence on imported water.

This is a bold undertaking but thinking big is what Heal the Bay has always done. Heal the Bay is as relevant now as it ever has been. Our small but mighty team of experts base decisions on science, bring countering voices to the table, and consistently get results.

I would like to personally thank you for supporting this work. You can read more about it in the following pages. Should you ever be interested in meeting with me and Alix to discuss how you can contribute to our shared cause, please don’t hesitate to call the main office.

With Gratitude,
Don Kinsey, Chairman of the Board
**OUR WORK**

**KEEPING BIG OIL OUT OF THE BAY**

**WHAT WE DID**
Our staff and volunteers helped mobilize a grassroots campaign to defeat Measure O, which would have allowed an oil company to drill underneath the ocean in Hermosa Beach. Thanks to our community outreach and concerted advocacy, voters rejected the harmful project by a nearly 7-to-1 margin last March.

**WHY IT MATTERS**
Opening up the Bay for oil exploration would have not only posed great environmental risks, it would have set a dangerous precedent for further industrial exploitation of our local shorelines.

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**GUARDING OUR FEW REMAINING WETLANDS**

**WHAT WE DID**
Working with a coalition of partners, our staff scientists published a comprehensive set of guidelines for the restoration of Southern California’s quickly dwindling wetlands. The 9-tenet protocol establishes clear and non-negotiable principles for rehabilitating special places like the Ballona Wetlands, which are scheduled to undergo what will likely be a contentious restoration in the coming years.

**WHY IT MATTERS**
Highly urbanized Southern California has already lost 95% of its wetlands, which provide critical habitat for plants and animals. They also supply much needed ecosystem benefits like flood control, water purification, fish nurseries, bird watching and other educational opportunities.

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**EDUCATING & INSPIRING SOUTHERN CALIFORNIANS**

**WHAT WE DID**
Heal the Bay hit two important milestones in our 30-year mission to empower environmental stewards throughout California. In 2015, we welcomed our 1 millionth visitor to our Santa Monica Pier Aquarium, and participants at our all-volunteer beach cleanups picked up our 2 millionth pound of trash.

**WHY IT MATTERS**
Scientific studies and regulatory frameworks can only get us so far. Meaningful change in our region requires participation and passion from an engaged citizenry.

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**PROTECTING THE HEALTH OF BEACHGOERS**

**WHAT WE DID**
Working with Stanford University, we launched a new beach water-quality forecasting model, allowing us to predict when local beaches should be closed because of bacterial pollution. Buoyed by our successful pilot at three beaches, we secured funding to expand predictive modeling statewide.

**WHY IT MATTERS**
More advance public notification about troubled beaches will better safeguard the millions of people who visit California beaches each year.

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**HOLDING POLLUTERS ACCOUNTABLE**

**WHAT WE DID**
Demanded answers following a horrifying overflow from the Hyperion treatment plant that left South Bay beaches closed for four days and littered with used condoms and hypodermic needles. We provided constant online updates to the general public, alerted media, and spurred members of the L.A. City Council and the Regional Water Quality Control Board to demand formal contingency plans to prevent future discharges.

**WHY IT MATTERS**
Our advocacy team remains the first and foremost watchdog of the Bay, holding officials’ feet to the fire when warranted to guarantee that our coastline remains safe, healthy and clean.

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81 cents of every dollar raised go directly to our programs.
2016: BOLD VISION

As part of our just completed Strategic Plan, we’ve adopted three directional goals in the coming decade:

Thriving Oceans
To better protect public health, we will work to ensure that people can swim and fish at every beach in L.A. County without risk of getting sick.

>> 2016 ACTION ITEM
Secure funding for innovative stormwater-capture projects that both reduce pollution and enhance local water supplies.

Healthy Watersheds
To restore the vibrancy of our local ocean and watersheds, we will work to ensure that all greater L.A. coastal and river habitats are healthy.

>> 2016 ACTION ITEM
Train hundreds of citizen scientists to gather data in the ongoing fight to understand and protect urban ecosystems.

Smart Water Management
To create a more sustainable water future, we will work to ensure that L.A. County sources 60% of its water locally through conservation and reuse by 2025.

>> 2016 ACTION ITEM
Mobilize to keep proposed ocean desalination plants out of the Bay in favor of increased water recycling.

OUR SUPPORTERS

When I walked through the doors of the Santa Monica Pier Aquarium - barely out of my skateboarding, car racing, thrill-seeking teen years - I was full of passion for the ocean, though not sure where that could lead. The Aquarium inspired my desire to be involved in conservation and marine science and it was here that I finally became aware of the scientist and educator within. The Aquarium was the catalyst that motivated me to pursue degrees in marine science.

Brenton Spies, former volunteer and Aquarium employee, is working on his doctorate at UCLA, and is also a nature photographer.

Heal the Bay inspired me to pursue my interest in environmental activism and then gave me the tools to mobilize my peers. Through Heal the Bay programs and training I developed important public speaking and leadership skills and was empowered to become an environmental youth advocate.

Zola Berger-Schmit has been a Heal the Bay volunteer since she was twelve years old

Heal the Bay gives me hope for a cleaner ocean, a cleaner planet, a better community, a better me. It has made me realize whatever I do - at the beach, at home, at work, on the street miles from the beach, or anywhere - affects the health of the ocean. Also, I like that even though we have huge events with hundreds of people, I’ve had the chance to meet wonderful people and make great friends.

Terumi Toyoshima, Volunteer Beach Captain
OUR DONORS

We are grateful for your contributions (January – December 2015)

$50,000+
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The Annenberg Foundation
Florence & Serge Azria
California State Coastal Conservancy
Johnny Carson Foundation
Nancy & John Edwards
The Goldhirsh Foundation, Inc.
KROO-FM
Malibu Rum
The Robert and Lisa Margolis Family Fund
The Harold McLaster Charitable Foundation
Resources Legacy Fund
Segal Family - United World Foundation
simphuman*
Swain Barber Foundation
S. Mark Taper Foundation
U.S. Environmental Protection Agency
The Wall Group
Luanin & Bob Williams
Xerox Financial Credit Union

$25,000 - $49,999
Anonymous
County of Los Angeles/Department of Public Works
Bob & Cori Davenport
Joseph Drown Foundation
The Energy Coalition
Golden Road Brewing
The Green Foundation
Mott & Kathleen Hart
HBO
Cindy & Alan Horn
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Kissick Family Foundation
LACarGuy
Northrop Grumman Corporation
Brian O’Malley
Ralph M. Parsons Foundation
Amy & Robert Romeo
Union Bank Foundation
Wells Fargo

$10,000 - $24,999
Anonymous
Jan & David Attemus
Ascenta Health
Mark & Debbie Attanacio
Avada Institute Los Angeles
Kari & John Boiler
Brown and Caldwell
The California Endowment
The Children’s Trust
The Denver Foundation
Dwight Stuard Youth Fund
EarthShare of California
EY
Elta Fitzgerald Charitable Foundation
Bob & Diana Friedman
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Julia Louis-Dreyfus & Brad Hall
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Drs. Carmela Ott & Mark Bell
Patagonia
Craig Perkins & Roxanne Mora
Phantasso Fund
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Anthony & Jeanne Pritzker Family Foundation
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City of Santa Monica
SIMA Environmental Fund
Southern California Edison
Southern California Gas Company
Subaru
Time Warner Cable
Toyota Dealer Match Program
Tom & Janet Unterman
James Uphchurch
The UPS Foundation
Rebecca & Michael Vest
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Scott Zokae

$5,000 - $9,999
Anonymous
AECOM
Allied Beverages
Aol
Arcadia
Arch Western Contractors LLC
Ares Management LLC
Lorena Baronietos & Mark E. Merritt
Barry Family Foundation
Black & Veatch Corporation
Jon Byx
California State Parks Foundation
The Capital Group Companies
Charitable Foundation
Carollo Engineers
CDM
Cove Street Capital
Credit Suisse
DAVita Inc.
DIRECTV
Ian & Laurie Edeleson
Edison International
Environment Now
First 5 LA
Charles Brewer Fiscus Foundation
Fishing Line Recycling
The David Geffen Foundation
Meg Gill
HDR Engineering
Robert D. Heffernan
City of Hermosa Beach
The Hexberg Family Foundation
Houlihan Lokey
Hudson Pacific Properties
Tusitala & Todd James
Joyce Green Family Foundation
JPS Peace, Love & Happiness Foundation
Wendy, Richard & Mitchell Katz
Erin & Matthew King
Darcy & Richard Kopcho
The Laemmle Theaters Charitable Foundation
Larry Walker Associates
Andy & Chelsea Lien茨
Lionsgate
Mary’s
Mary Wolf Davison Living Trust
The McGrath Abrams Family Foundation
Valerie & Paul Meilinger
Metropolitan Water District of Southern California
Mission Beverage Co.
Muir Family Foundation
MWH
NBCUniversal
William Nye
Oaktree Capital Management, L.P.
Pacifica Life Foundation
Glen Payne
Jeff & Alexandra Pfeifer
Rust & Carrie Pillar
The Port of Long Beach
REI
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The Rosemary Cunningham Foundation
Rubicon Project
SA Recycling
Scott Hubbell Productions
Siemos Restaurants
Speciality Family Foundation
Stroller Family Trust
Symantec
Tamara Tamburo
Robert Tanahashi
Team One
United Airlines Foundation
University of California, Los Angeles
Watt Family Foundation
Danau & Greg Webster
West Basin Municipal Water District
WestEdge

$2,500 - $4,999
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AEG Worldwide
Alcoa Fastening Systems - Torrance Operations
Alder Family Foundation
Donald Beane
Lynne & Bill Bermon
The James J. Cott Foundation, Inc.
Creative Artists Agency
The Cynthia and George Mitchell Foundation
Dancing Tides Foundation
The Fenton Family Charitable Fund
Kate Flatter
Tomas Fuller & William Kelly
The G2 Gallery
Mary and George Garvey
Dave and Sheila Gold Foundation
Daniel & Haas Fund
Ronald S. Haft
Jami & Klaus Heidegger
HOK Product Design
J.P. Morgan
L.A. Galaxy
Lunchbox
Laura & Roland McSherry
John Meek
Glenn & Carl Meilinger
Ted & Jacqueline Miller
Warren Mitchell
Tiffany Moon
Robbin & Kenneth Morgan
H. David Nahai
The Natter Family Foundation
J. Duross O’Bryan
Amy & Daniel Palladino
Barrett Porter
Port of Los Angeles
Resnick Family Foundation
Sara Rodriguez
Santa Monica Bay Restoration Fund
Santa Monica Pier Corporation
Gordon Seabury
Erin Sellick & Kurt Holland
Sidney Stern Memorial Trust
Paul & Mary Kay Stimpfl
Stubb Hub Center
Erica & Mike Swimmer
The Walt Disney Company
Jennifer Williams
Wonderful Pistachios & Almonds
Carolyn & William Ziel
Paul Zimmerman

$1,000 - $2,499
Anonymous (2)
Daniel Abrams
Aron, Inc.
AltaSea
Apple Lane Foundation
Dean Avedon
Jonathan Bates
Molly Baumer
Bel Air Bay Club
Marc & Jennifer Bell
The Benevity Community Impact Fund
Jim Bensing
Melinda & Daniel Berman
Susannah Blinkoff & Jordan Cornold
Shalia Boeom
Jenny & Chris Breslau
Breslau, Rutman & Anderson LLC
Bruce Brown Jr.
Nicole & David Brozost
Kent & Lauren Burton
Jaime & Keith Bussell
Casey Caffee
Jessica & Charles Cale
Todd and Laurie Campbell
Chris Carter
Stephen Carter
Daniel Castellana & Deb Lacusta
Sue Crestrman
Deborah & Daniel Clark
Susan Clark
Scott Cohen
Karen & Andy Colby
Jennifer & Glenn Cole
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eBay
Farstein Family Charitable Foundation
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Manel & John Joliet
John & Charles Kaplan
Dina Kerovitz
Gina & Mark Keller
Rebecca Kelley
Michael Kemper
Joel Kessler
Frances & Michael Kieschnick
OUR FINANCIALS

Total Revenue $4,677,595

Functional Expenses $4,350,968

- 54% Public Support $2,510,947
- 36% Grants/Contracts $1,696,902
- 10% In-Kind Services $469,746

- 81% Programs $3,512,445
- 10% Administration/Management $434,828
- 9% Fundraising $403,695

13% GROWTH in donations + 15% REDUCTION in fundraising expenses = 5% INCREASED PROGRAM INVESTMENT as a result!

In Kind
- Body Glove
- Bugaboo
- Casamigos Tequila
- eco-made, LLC
- Ergobaby
- Gabriella Fash
- Homerun Entertainment
- Karen & Robert Hopper
- Hotel Le Bristol Paris
- The Jonathan Club
- KTLA5/Tribune
- VeVe Spirits, LLC
- Limited Brands
- Live Nation
- Los Angeles Kings Hockey Club, L.P.
- MaCher
- MGM Resorts International
- Oceanic Society
- Paramount Pictures
- The Peninsula Beverly Hills
- Phoenix Hotel, San Francisco
- Norton Wisdom
- The Strickland Family Foundation
- The Tisch Family Foundation
- The Zuckerman Foundation

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- The Peninsula Beverly Hills
- Phoenix Hotel, San Francisco
- Norton Wisdom
LEND A HAND

FEED AN OCTOPUS. Volunteers at our Santa Monica Pier Aquarium get up close and personal with the animals that call Santa Monica Bay their home.

INSPIRE A CLASSROOM. Members of our Speakers Bureau give talks to thousands of students each year.

GET TRASHED. Participants at our monthly “Nothin’ But Sand” beach cleanups help protect marine life by removing ocean-bound trash.

TESTIFY AT CITY COUNCIL. The most powerful testimony at public hearings often comes not from staff, but from our passionate supporters.

COLLECT A SAMPLE. Members of our Stream Team literally roll up their sleeves to conduct water-quality testing in impaired rivers and watersheds.

MONITOR A SPECIAL PLACE. MPA Watch volunteers conduct periodic walking surveys of newly minted Marine Protected Areas off Point Dume and Palos Verdes.

For a full-list of volunteer opportunities and requirements, please visit healthebay.org/volunteer.

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healthebay.org