

# 2015 THE YEAR IN REVIEW

ANNUAL REPORT



Heal the Bay







Heal the Bay

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](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**



# OUR LEADERSHIP

**If you're reading this** 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.



Don Kinsey



Alix Hobbs

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.

**"This is a bold undertaking but thinking big is what Heal the Bay has always done."**

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.

## 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.

## 2015: REAL IMPACT

## 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.

## 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.

## 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.

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.

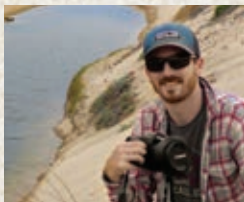


## Smart Water Management

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+

Anonymous  
The Annenberg Foundation  
Florence & Serge Azria  
California State Coastal Conservancy  
Johnny Carson Foundation  
Nancy & John Edwards  
The Goldhirsh Foundation, Inc.  
KROQ-FM  
Malibu Rum  
The Robert and Lisa Margolis Family Fund  
The Harold McAlister Charitable Foundation  
Resources Legacy Fund  
Segal Family - United World Foundation  
simplehuman®  
Swain Barber Foundation  
S. Mark Taper Foundation  
U.S. Environmental Protection Agency  
The Wall Group  
Luann & Bob Williams  
Xceed 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  
Matt & Kathleen Hart  
HBO  
Cindy & Alan Horn  
Don & Kristy Kinsey  
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 Altemus  
Ascenta Health  
Mark & Debbie Attanasio  
Aveda Institute Los Angeles  
Kari & John Boiler  
Brown and Caldwell  
The California Endowment  
The Children's Trust  
The Denver Foundation  
Dwight Stuart Youth Fund  
EarthShare of California  
EY  
Ella Fitzgerald Charitable Foundation  
Bob & Diana Friedman  
Madelyn & Bruce Glickfeld

Conrad N. Hilton Foundation  
Kaiser Permanente  
LA Sanitation  
Benjamin A. Leeds  
Loeb & Loeb, LLP  
Los Angeles Social Venture Partners  
Julia Louis-Dreyfus & Brad Hall  
Mattel, Inc.  
The Kenneth T. and Eileen L. Norris Foundation  
NRG Energy  
Drs. Camela Ott & Mark Bell  
Patagonia  
Craig Perkins & Roxanne Mora  
Phantasos Fund  
The Mark E Pollack Foundation  
Anthony & Jeanne Pritzker Family Foundation  
RBC Foundation - USA  
The Rose Hills Foundation  
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 Upchurch  
The UPS Foundation  
Rebecca & Michael Vest  
Jeanne Wagner  
Yvonne & David Zaro  
Scott Zolke

## \$5,000 - \$9,999

Anonymous  
AECOM  
Allied Beverages  
Aol.  
Arcadis  
Archer Western Contractors LLC  
Ares Management LLC  
Lorena Barrientos & Mark E. Merritt  
Barry Family Foundation  
Black & Veatch Corporation  
Jon Byk  
California State Parks Foundation  
The Capital Group Companies Charitable Foundation  
Carollo Engineers  
CDM  
Cove Street Capital  
Credit Suisse  
DaVita Inc.  
DIRECTV  
Ian & Laurie Eddlestone  
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  
Tatiana & Todd James  
Joyce Green Family Foundation  
JP's Peace, Love & Happiness Foundation  
Wendy, Richard & Mitchell Katz  
Erin & Matthew King  
Darcy & Richard Kopcho  
The Laemmle Theatres Charitable Foundation  
Larry Walker Associates  
Andy & Chelsea Lientz  
Lionsgate  
Macy's  
Mary Wolf Davison Living Trust  
The McGrath Abrams Family Foundation  
Valerie & Paul Mellinger  
Metropolitan Water District of Southern California  
Mission Beverage Co.  
Murad Family Foundation  
MWH  
NBCUniversal  
William Nye  
Oaktree Capital Management, L.P.  
Pacific Life Foundation  
Glen Payne  
Jeff & Alexandra Pfeifer  
Russ & Carrie Pillar  
The Port of Long Beach  
REI

Richardson & Patel  
The Rosemary Cunningham Foundation  
Rubicon Project  
SA Recycling  
Scott Hubbell Productions  
Simms Restaurants  
Specialty Family Foundation  
Stoller Family Trust  
Symantec  
Tamara Tamburro  
Robert Tanahashi  
Team One  
United Airlines Foundation  
University of California, Los Angeles  
Waitt Family Foundation  
Danae & Greg Webster  
West Basin Municipal Water District  
WestEdge

## \$2,500 - \$4,999

Anonymous (3)  
Nina Abrams Fund  
AEG Worldwide  
Alcoa Fastening Systems - Torrance Operations  
Alper Family Foundation  
Donald Beane  
Lynne & Bill Bermont  
The James J. Colt Foundation, Inc.

Creative Artists Agency  
The Cynthia and George Mitchell Foundation  
Dancing Tides Foundation  
The Fenton Family Charitable Fund  
Kate Flather  
Tomas Fuller & William Kelly  
The G2 Gallery  
Mary and George Garvey  
Dave and Sheila Gold Foundation  
Daniel S. 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 Mellinger  
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 Fdtn.  
Santa Monica Pier Corporation  
Gordon Seabury  
Erin Selleck & Kurt Holland  
Sidney Stern Memorial Trust  
Paul & Mary Kay Stimpfl  
StubHub Center  
Erika & Mike Swimmer  
The Walt Disney Company  
Jennifer Williams  
Wonderful Pistachios & Almonds  
Carolyn & William Ziel  
Paul Zimmerman

## \$1,000 - \$2,499

Anonymous (2)  
Daniel Abrams  
Agron, Inc.  
AltaSea  
Apple Lane Foundation  
Dean Avedon  
Jonathan Bates  
Molly Baumer  
Bel Air Bay Club  
Marc & Jennifer Bell  
The Benevity Community Impact Fund  
Jen Berlinger  
Melinda & Daniel Berman  
Susannah Blinkoff & Jordan Corngold  
Sharla Boehm  
Jenny & Chris Brearton  
Breslauer, Rutman & Anderson LLC  
Bruce Brown Jr.

Nicole & David Brozost  
Kent & Lauren Burton  
Jaime & Keith Bussell  
Casey Caffee  
Jessie & Charles Cale  
Todd and Laurie Campbell  
Chris Carter  
Stephen Carter  
Daniel Castellaneta & Deb Lacusta  
Sue Christman  
Deborah & Daniel Clark  
Susan Clark  
Scott Cohen  
Karenn & Andy Colby  
Jennifer & Glenn Cole  
Combined Federal Campaign of Greater SoCal  
Cheryl & Terry Crow  
Duquesne DiMauro & Joe Lewis  
The Dolotta Family Charitable Foundation  
Barbara & Ed Dreyfus  
Ernie Dunn  
eBay  
Farbstein Family Charitable Foundation  
Melinda Fator  
Laurie Feldman & Robert Friedman  
Lisa Ferguson  
Barbara Finley  
Todd Flora & Erin Tanenbaum  
Peggy Forster  
Fox Entertainment Group  
Cassidy Freeman  
Berta & Frank Gehry  
Gregory Gelfan  
Maureen & Jack Gillespie  
Patricia Glaser & Samuel Mudie  
The Gold Family  
Carl Goldsmith  
Good Works Foundation  
Green, Haddon & Janks, LLP  
Barry Gribbon  
Susan Grossinger & Paul Thometz  
Gary Hackney  
Patricia Hall  
Burt Harris  
Hazen and Sawyer  
Lisa Hill  
Sue Himmelfrich  
Alix Hobbs  
Jill & Gerben Hoeksma  
Andrea & Scott Holtzman  
Marilyn Holtz  
Horizon Media  
Shannon & Craig Inouye  
Robin Jameson  
JJ Jamieson  
Mariel & John Joliet  
JoAnn & Charles Kaplan  
Dina Keirouz  
Gina & Mark Keller  
Rebecca Kelley  
Michael Kempner  
Joel Kessler  
Frances & Michael Kieschnick



# OUR FINANCIALS

Audited Fiscal Year 2014-15 (Oct. 1, 2014 – Sept. 30, 2015)

Jena & Michael King Foundation  
Katharine King Fund of the Liberty Hill Foundation  
Michael Koss  
Jennifer & William Kozicki  
John Lamonica  
Las Virgenes Municipal Water District  
Charlotte & Russ Lesser  
Cash & April Levy Fund  
Margaret Levy  
Linda Lichter & Nick Marck  
Erick Long  
Christy & Mike Lowe  
Suja Lowenthal  
Linda Luthro  
Cindy Maier  
Main Street Business Association  
Malibu Country Mart  
Cydney & Gary Mandel  
Anthony Maniscalchi  
Mariposa Elementary  
Corinne Martin  
Laurie & Thomas McCarthy  
Tricia McLoughlin  
Peter McMillan III  
Jacquie & Scott Menville  
Milken Family Foundation  
Walter Miller  
Moet & Chandon  
Dr. Dorothy Moore  
The Ronald Newburg Foundation  
Kathleen Nikolai  
Peter and Stephanie Nolan  
Norcross Wildlife Foundation  
Rosanne O'Brien  
Summer Osterman  
Palace Head Foundation  
Andrea & Glenn Panner  
James Parriott  
Nancy Pasquali  
Marilyn Payne  
Christopher Pernin  
Julie Piepenkotter  
Heather Popadych  
Jennifer Pope  
Psomas  
Darin Puhl  
Susan Purcell & Yair Landau  
Richard Radford  
Garry Randall  
Karen Raz & John Carlson  
Patricia Richardson  
Kim & Michael Ridder  
RMC Water and Environment  
Dean Rod  
Laurie Rosenfeld  
Linda & Kevin Rosen  
Nancy Stephens & Rick Rosenthal of The Rosenthal Family Foundation  
Rubin Postaer and Associates  
Danna & Edward Ruscha  
S. Groner Associates, Inc.  
Spencer Sands  
Werner & Simone Scharff Family Foundation  
Pamela & E. Randol Schoenberg

**Total Revenue**  
**\$4,677,595**

**54%**  
Public Support  
\$2,510,947

**36%**  
Grants/Contracts  
\$1,696,902

**10%**  
In-Kind Services  
\$469,746

**Functional Expenses**  
**\$4,350,968**

**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!

Beth & Peter Scholze  
Phoebe Scott  
Stephanie Searls and Scott Cusack  
Sharkeez  
Shuhmacher Beer Company  
Wendy & Michael Sidley  
Shannon & Bryce Skaff  
Amy Smart & Carter Oosterhouse  
Andree & Donald Smith  
Janine M. Smith  
Luan & Richard Smith  
Liz & Hal Snyder  
Sony Pictures Entertainment  
Rick Sowers  
Roger Spencer  
Sarah & David Stoker  
Straub Distributing Company  
The Streisand Foundation

The Strickland Family Foundation  
Reny Sultan  
Mitzy & Angus Taggart  
Jean Tanner and Beth Miller  
Team Barclays Los Angeles  
The Chill Group, Inc.  
The Shifting Foundation  
Carolyn & John Tipton  
Triangle Distributing Co.  
Jon Varnell  
Kimberly Ventre  
Ivana & Goran Visnjic  
James Wang  
Alex Watson  
Cathy & Andrew Watts  
Ronald Weckbacher  
David & Sylvia Weisz Family  
Philanthropic Fund

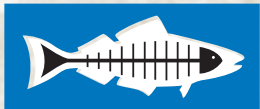
Lee Williams  
Kathryn & Gary Wilstein  
Margo & Irwin Winkler  
Roger Wojahn  
Al Wolf  
Chuck Wolf  
Anthony Wootton  
Sumei & Gene Yee  
Peg Yorkin  
Stephanie Younger  
Joyce Zaitlin

## 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  
VeeV 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





Heal the Bay

## 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](http://healthebay.org/volunteer).

**1444 9th Street  
Santa Monica, CA 90401  
(800) HEAL BAY  
[healthebay.org](http://healthebay.org)**

