I am deeply honored to have the privilege of succeeding Don Kinsey in the role of chairman of Heal the Bay’s Board of Directors. In the following pages, you can read about the efforts Don helped oversee last year to improve the health of our local beaches, ocean and inland watersheds. Building off that work, I look forward to working closely with our amazing Heal the Bay staff as we face the many challenges and opportunities that present themselves in 2017—a time of great political transition in our nation.

Heal the Bay is an organization that is dedicated to protecting, preserving and restoring a natural resource that is fundamental to our quality of life in Southern California. Without the fearless ongoing work of Heal the Bay, we would forfeit much of our confidence in the future health and safety of our Bay and our beaches. Heal the Bay is also essential in “connecting the dots” between a healthy ocean, healthy watersheds, a more sustainable water supply and more livable communities.

The most important responsibilities for the Board of Directors are ensuring the organization’s fiscal health, charting a sound strategic direction for our programs and campaigns, and appointing a capable and creative President/CEO to lead our talented staff. I and my fellow Board members are dedicated to making Heal the Bay an even more effective and influential force. But, it is the loyal and untiring support by the many thousands of members, volunteers and contributors that truly defines Heal the Bay and empowers us to have a consistently significant and positive impact in Southern California and beyond.

We are living in an unprecedented period of accelerating change that is simultaneously impacting our environmental, social and political realities. During such times, it is important for us to recognize that change has been and will always be inevitable. While change brings challenges it also reveals new opportunities and new avenues for us to prevail in accomplishing Heal the Bay’s mission. What truly matters is that we stay true to our core values and continue investing in and supporting organizations like Heal the Bay that allow us to collectively leave things better than we found them.

I look forward to all that we can accomplish together over the next two years as we implement and expand Heal the Bay’s critically important programs and initiatives and, by doing so, continue to honor the proud legacy of our founding president, Dorothy Green.

Thank you,

Craig Perkins
Chairman of the Board
OUR WORK: HOW WE PUT YOUR MONEY TO GOOD USE

HOW YOU CAN HELP:

WHAT WE DID:
Our staff and volunteers mobilized a successful grassroots campaign for Prop 67, which upholds the statewide ban on harmful and wasteful single-use plastic bags. Thanks in part to our community outreach and effective social-media efforts, millions of Californians voted in November for cleaner shorelines.

THE IMPACT:
The vote showed that consumers are willing to make simple changes in their daily lives that can pay enormous environmental dividends. Bringing a reusable bag to the market is a simple action that improves the health of the ocean.

WHAT WE DID:
Our staff scientists released a study evaluating water-quality issues in recreational zones of the Los Angeles River. Year 1 of our ongoing monitoring program brought to light the chronic fecal bacteria issues that plague kayaking and fishing areas, posing significant risk to people who recreate along the newly popular waterbody.

THE IMPACT:
Amid the buzz and excitement of a $1 billion L.A. River revitalization plan, our science and policy team will dramatically expand its water-quality monitoring program by launching regular analysis at more than a dozen locations along the L.A. River and Ballona Creek. Modeled after our A-to-F Beach Report Card, the new grading program will support public health and aquatic well-being throughout the watershed.

HOW IT MATTERS:
We can't expect our beaches and wetlands to be clean if the waters that feed them are filled with harmful pollutants. As we fight for tougher limits on polluters, this advocacy requires consistent and scientifically gathered data.

HOW YOU CAN HELP:
Take a tour of the L.A. River or the Ballona Wetlands to understand the stakes; reduce polluting runoff to our creeks by cleaning up after your pet, opting for copper-free brake pads, and curtailing fertilizer and pesticide use.

WHAT WE DID:
Most Angelinos have no idea where their water comes from. To help build a more savvy community, we received a sweeping grant from LA 2050 to educate our region via a multimedia campaign dubbed “Know the Flow.” Through this effort we educated over 21,000 people in English, Spanish, and Korean about our boom-and-bust water cycle and how to build a more resilient water future.

THE IMPACT:
Given the increasing expense of imported water, our region needs to get serious about capturing stormwater and recycling wastewater. Winter rains provided short-term relief, but we are not out of the desert yet...

WHAT WE DID:
A resilient L.A. depends on the widespread adoption of strategies that maximize on-site management of all forms of water. No single entity can win the water wars single-handedly. Local water agencies, businesses, homeowners and renters all need to manage water more wisely. Making the most of our local water resources will help keep more environmentally harmful and costly options, like ocean desalinization, at bay.

THE IMPACT:
L.A. needs to move beyond its centralized approach to water, which relies heavily on massive infrastructure – be it pumping water from the Sacramento Delta or Hyperion discharging millions of gallons of wastewater into the sea. Instead, Heal the Bay will lead the charge to invest in nature-based solutions, such as the L.A. City Council’s proposal to require “green street” capture-and-infiltrate features in all street, median and Parkway projects.

WHY IT MATTERS:
Rip out your grass lawn. Break up a driveway. Support civic investment in stormwater capture.

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WHY IT MATTERS:
Beverage-related items form the bulk of trash collected at our cleanups – plastic water bottles, straws, bottle caps and bits of Styrofoam cups. To stem the deluge, we’re launching a community campaign encouraging people to go reusable, while our policy staff pursues regulations that hold dischargers responsible for drink-related waste.

THE IMPACT:
The impact: It’s estimated there will be more plastic in the sea by mass in 2050 than fish. We simply must end our addiction to single-use plastics if we want to reverse this frightening trend.

HOW YOU CAN HELP:
Skip the straw. Pass on the plastic bottle. Forget the foam.

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OUR DONORS: PROTECTING WHAT THEY LOVE

We are grateful for your contributions (January-December 2016)

OUR FINANCIALS: AUDITED FISCAL YEAR
(Oct. 1, 2015 - Sept. 30, 2016)

GIVE WITH CONFIDENCE: Nearly 80 cents of every donated dollar goes directly to our on-the-ground programs, well above the national average for nonprofits.

In Kind

STEEL/ALUMINUM		Silver		6%
Aluminum		silver		6%
Glass		Silver		6%
Wood		Silver		6%
Plastic		Silver		6%
Rubber		Silver		6%

canning		Silver		6%

cable		Silver		6%

cable		Silver		6%

In Kind

KAISER PERMANENTE		Gold		10%
Kaiser		Gold		10%
Southern California		Gold		10%

In Kind

SILVER		1%
Gold		10%
Platinum		20%

canning		Silver		6%

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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.

ROLL UP YOUR SLEEVES. 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, please visit healthebay.org/take-part.

1444 9th Street
Santa Monica, CA 90401
(800) HEAL BAY
healthebay.org