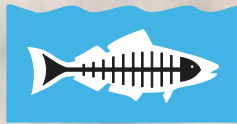


2017 THE YEAR IN REVIEW

ANNUAL REPORT



Heal the Bay



With the support of 12,000 members and 25,000 active volunteers, Heal the Bay is one of the most effective environmental nonprofits in greater Los Angeles. Driven by consensus thinking, we advocate for practical solutions to often complex problems. Using science-based advocacy, we fight for thriving oceans, healthy watersheds and smart-water management.

We conduct hundreds of beach and community cleanups each year, informing people about the root causes of pollution along the shorelines and in their neighborhoods. We advocate for strict water-quality regulations that protect the health of both humans and the animals that call local creeks, rivers and the Santa Monica Bay home. We operate an award-winning aquarium underneath the Santa Monica Pier, inspiring visitors to protect the region's most important natural resource. We also educate and inspire the next generation of stewards, with more than 100,000 students joining us each year for science-based field trips, classroom presentations and community events.

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



A Homecoming, and a Reckoning

2017 marked a return to roots – for Heal the Bay, and for me personally. Last year, I took the reins of one of L.A.'s most trusted and beloved nonprofits. It marked a homecoming for me, returning to the organization where I got my environmental feet wet in the early 2000s. Back then, former president Mark Gold hired me as Heal the Bay's first science and policy chief, overseeing such victories as the Ahmanson Ranch acquisition and the first trash TMDL in the state.



So when the board of directors recruited me to come back, I felt a mixture of excitement, responsibility and surprising calm. I knew our strengths and our weaknesses. I knew where we'd been and where we needed to go. I knew how we would have to rethink old ways of doing things to address new challenges.

To my core, I love this organization and my fellow staff members, who work so hard and passionately every day. I understand how important Heal the Bay is to millions of Angelenos, who treasure the beach and our rivers and creeks as much as I do.

When Heal the Bay is at its best, then greater L.A. can be its best. When we don't fire on all cylinders, then our region sputters as well. People rely on us to hold polluters accountable, to protect the animals that call the Bay home and to safeguard our natural places from harm. If not Heal the Bay, then whom?

Accepting the job, I knew I was also accepting some significant challenges. The organization has seen several transitions in executive leadership over the past five years, leading to a lack of focus and inevitable mission creep. The uncertain regional economy and cutbacks in government and corporate funding had hurt our operating budgets.

I had to make some hard decisions in my first year. I restructured departments to balance our budget, reducing costs to better align with expected revenues. I prioritized our most important role in the community – science-driven advocacy. I instituted internal discipline to ensure that we only worked on issues that directly tied into our three strategic pillars: Thriving Oceans, Healthy Watersheds and Smart Water.

In the following pages, you will read about the impact we made last year following this new model. It's working, thanks to the ongoing support and trust of funders like you. I promise not to let you down as I embark on my second year.

Shelley Luce
President and CEO

A handwritten signature in dark ink, reading "Shelley Luce". The signature is fluid and cursive, with a large, sweeping "S" at the beginning.

OUR WORK

For 33 years, Heal the Bay has been the guardian of L.A. County shorelines and inland waterways. Our efforts improve quality of life, enhance the regional economy and protect our natural places.



Inspiring

Our teachers provided hands-on marine education to nearly 30,000 L.A. County students at our Santa Monica Pier Aquarium. Roughly 70% of visitors come from underserved Title 1 schools.



Defending

Our volunteers collected nearly 23,000 pounds of trash from L.A. County beaches and rivers at 224 cleanups. Besides beautifying our open spaces, participants help keep animal life from harm.



Monitoring

Our scientists issued weekly beach-water quality grades for more than 450 beaches in California. These A-to-F grades help safeguard the health of millions of beachgoers.

Beyond this day-to-day work, 2017 held a number of special surprises and big wins:



Skipping the Straw

Our summer social-media campaign urged Angelenos to pledge not to use single-use plastic straws. Thanks to the positive groundswell, our advocacy team is teaming with progressive cities to help craft "straws-on-request-only" ordinances across the County.



Bringing Back Ballona

Our staff Ph.D.s led the campaign to revitalize L.A.'s last remaining coastal wetlands as part of a coalition leading environmental groups. The state issued a robust restoration plan, informed by principles developed by our scientists.



Stumping for Science

Our advocacy team marched downtown with 50,000 Angelenos last spring, part of nationwide protests against federal cuts to the EPA and weakening of the Clean Water Act. We stand in solidarity with California leaders seeking to halt federal rollbacks of environmental protections.

OUR GOALS

Here's a snapshot look at our Big Three policy goals in 2018, encompassing our three impact pillars – Thriving Oceans, Healthy Watersheds and Smart Water.



Parting with Polystyrene

2018 ACTION ITEM:

Enact a ban on polystyrene food and drink containers in the City and County of Los Angeles.

Following the model that propelled the statewide plastic bag ban in 2014, we are fighting to rid our beaches and neighborhoods of polystyrene trash.

We don't want to live in a nanny state, but sometimes enough is enough. Our volunteers have removed more than 500,000 bits of Styrofoam™ from beaches in L.A. County over the past decade. More than 100 California cities have implemented all-out bans. But we need a statewide solution, as with plastic bags. Sacramento legislators likely won't act until the state's biggest city acts.



Saving Stormwater

2018 ACTION ITEM:

Get L.A. County voters to approve a funding measure for stormwater capture projects.

What a waste! When it rains, billions of gallons of polluted runoff are sent uselessly to our Bay. We should be capturing and reusing that water to replenish our depleted aquifers. We import 80% of our water in L.A. – at great risk and cost. It's simply madness not to reuse the water that nature provides.

Engineers have created detailed plans for multi-benefit, green projects throughout the county – think smart parks, green streets and the like. We are leading the charge to transform the region from a concrete bowl into a giant sponge.



Revitalizing the River

2018 ACTION ITEM:

Advocate for strong environmental protections in the County's upcoming L.A. River Master Plan.

Heal the Bay recently released an eye-opening study of water quality that showed that bacterial pollution continues to plague the Los Angeles River. Fecal bacteria pose health risks for the growing number of people fishing, swimming and kayaking its waters.

We're excited about all the great things happening on the River these days, spurred by a \$1 billion revitalization plan. We love that more Angelenos are getting on the water. We just want to make sure people stay safe and wildlife is protected.

OUR DONORS

We are grateful for your contributions (January – December 2017)

\$50,000+

Anonymous
Alice C. Tyler Perpetual Trust
Brian O'Malley & Katie Cameron
California State (Various)
City of Santa Monica
Daniel A. Moeller Trust
EA Engineering, Science, & Technology, Inc., PBC
Golden Road Brewing
KROQ-FM
Milton Stark Family Revocable Trust
Nancy & John Edwards
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Segal Family - United World Foundation
Swain Barber Foundation
The Harold McAlister Charitable Foundation
Water Foundation

\$25,000-\$49,999

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California Coastal Commission
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Bob & Cori Davenport
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Jean & Stephen Kaplan
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KTLA 5/Tribune Broadcasting
Mark & Debbie Attanasio
Matt & Kathleen Hart
Nancy B. Gambie Living Trust
The Dorrance Family Foundation
The Energy Coalition
The Leonardo DiCaprio Foundation
The Los Angeles Kings
United States Environmental Protection Agency

\$10,000-\$24,999

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Bank of America
Ben Leeds
Bob & Diana Friedman
Bonneville Environmental Foundation
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Christopher & Robyn King
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David & Yvonne Zaro
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Rebecca & Michael Vest
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Southern California Edison
Southern California Gas Company
Tatiana Botton
The Robert R. Sprague Foundation
The Rose Hills Foundation
The Snider Foundation
The Walt Disney Company
Toyota Dealer Match Program
Wells Fargo Capital Finance

\$5,000-\$9,999

21st Century Fox
American Honda
AMWINS Brokerage Woodland Hills
Amy & Daniel Palladino
Arcadis
Ares Management LLC
AT&T Entertainment Group
Awesomeness TV
Barry Family Foundation
Barry Gribbon
Bill Nye
Black & Veatch Corporation
Blue Shield of California
Brown and Caldwell
Carbon 38
Carollo Engineers
CDM
CH2M HILL
Christopher Hordan
City of Los Angeles: Dept. of Water & Power
Conrad N. Hilton Foundation
Crescent Capital Group, LP.
Darcy & Richard Kopcho
EarthShare of California
Fishing Line Recycling
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Greg & Danae Webster
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Larry Walker Associates
Lionsgate
Metropolitan Water District of Southern California
Michael Sullivan
MWH
NBCUniversal
NextGen Climate
NRG Energy
Oaktree Capital Management, L.P.
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Patricia Wills
Patrishia Thomson
Patrons of Peace
Robert Tanahashi

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Stoller Family Trust
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Tetra Tech Inc.
The Boeing Company
The Cynthia & George Mitchell Foundation
The David Geffen Foundation
The Ella Fitzgerald Charitable Foundation
The Hexberg Family
The James J. Colt Foundation, Inc.

The Port of Long Beach
The Seaver Institute
The UPS Foundation
TJX Companies
Tom & Janet Unterman
Total Merchant Services
Union Bank Foundation
United Airlines Foundation
VH1
Walsh Construction
Waitt Family Foundation
Water Replenishment District of S. Cal
West Basin Municipal Water District

\$2,500-\$4,999

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AMWINS Brokerage Santa Ana
Andree Yvonne & Donald Smith
Bel Air Bay Club
Canyon Partners
CIM/H&H Retail
Creative Artists Agency
Deborah & Daniel Clark
Delia Frankel
Disney VolunteERS
Employees Community Fund of Boeing California
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Jack Baylis
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Nichol Stuart
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Santa Monica Convention & Visitors Bureau
Scott D. Menville
Sharon Lawrence & Dr. Thomas C. Apostle
Shore Hotel

Stephen Charles
StubHub Center
Team One
The Mark E Pollack Foundation
The Natter Family Foundation
The Sogi Foundation
Tip Scarry & Lauren Merage
Tomas Fuller & William Kelly
TOMS
Troy Tegeler
TrueCar
Turner Broadcasting System
W. M. Keck Foundation
Wells Fargo Foundation

\$1,000-\$2,499

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Adam Holt
AIG Financial Distributors
Alexandra & Jeff Pfeifer
Ali Larter
Alper Family Foundation
AMLI Residential
Amy Smart & Carter Oosterhouse
Anne & Ben Youngblood
Anthony Brown
Apple Lane Foundation
Barbara & Ed Dreyfus
Baxter of California
Beth & Peter Scholze
Black Surfers Collective
Bruce Patterson
Burt Harris
California Coastkeeper Alliance
Candice Rosen
Cash & April Levy
Cassidy Freeman
Cassidy Horn
Charles Brewer Fiscus Foundation
Christine Thornton
Christopher Pernin
Christy & Mike Lowe
Cordoba Corporation
Corinne M. Martin
Cove Street Capital
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Craig Huber
Curtis & Jill Kaufman
Cydney & Gary Mandel
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David Benjamin
David McCarthy
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Debra Gerod
Diane Cary & James Parriott
Donald Beane
Dora & Jon Seiffer
Doris Cerna
Dorothy Moore
Dr. Robert Lemelson
Edward & Danna Ruscha
Ellen Farbstein
Entertainment Partners
Erin Selleck & Kurt Holland
Ernie Dunn
Eunice Kramer
First 5 LA
Gavin Dogan
Gelfand, Rennart & Feldman, LLC
Gia Levin

Green, Hasson & Janks, LLP
Gregory Gelfan
Groupon
Hamilton Family Foundation
Hart D. & Brigitte Hanson
Hatch Engineering
Helen Sperry Lea Foundation
Henry Schwellenbach
Hilton H. Smith
Horizon Media
Ian McShane
India Rose Matharu-Daley
IPSOS Culver City
Jackie Henderson
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Jason Hendler
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Kelly & Noel Sullivan
Kevin S. Rosen
La Ronda Bowen & Scott Fruin
Larada Lamsam
Las Virgenes Municipal Water District
Laurie & Thomas McCarthy
Leslie & Terry Tamminen
Linda Lichter & Nick Marck
Lisa Weinstein
Lori & Joel Shapiro
Luan & Richard Smith
Main Street Business Association
Malibu Country Mart
Margaret Levy
Marianne Celce-Murcia
Mary & George Garvey
Mary Ingalls & Louise Nand
Matt Jarvis
Matt Unger
Matthew White
Maureen & Jack Gillespie
Meg Gill
Melinda Hsu Taylor & Thomas Taylor
Michael R. Tyler
Milken Family Foundation
Moise Emquies
Mr. Brutocao
Mr. Phipps
Nina Abrams Fund
Odyssey Charter School
Oralia Michel
Palace Head Foundation
Pam & Steve Hirsh
Pam Waitt
Patricia Glaser & Samuel Mudie
Paul & Mary Kay Stimpfl
Paul Rouston
Peg Yorkin
Peter Mcmillan
PK4 Media
Port of Los Angeles
Ramsey McDaniel

OUR FINANCIALS

Audited Fiscal Year (Oct. 1, 2016 – Sept. 30, 2017)



56%

Public Support
\$2,286,875



40%

Grants/Contracts
\$1,605,674



4%

In-Kind Services
\$131,610

Total Revenue

\$4,024,169



77%

Programs
\$3,254,289



16%

**Administration/
Management**
\$675,402



7%

Fundraising
\$314,054

**Functional
Expenses**

\$4,243,745

77 CENTS OF EVERY DOLLAR
raised went directly to programs, well above the
national nonprofit average.

Rebecca & Chris Kelley
Robert Isackson
Roger & Suzanne Findley
Rosanne O'Brien
Santa Monica Conservancy
Sean Neel
Sharla & Barry Boehm
Shelley Luce & Sean Bergquist
Stephanie Medina
Stephen B. Groner
Steven Persky
Sugarfina
Sujatha Lowenthal
Susan Purcell & Yair Landau
Tabo Tabo Films
Tamara Simbirdi
The Gold Family
The River Project
The Streisand Foundation
The Strickland Family
Foundation
The Walt Disney Company
Foundation
The William Warren Group
Theresa & David Dolotta
Tiffany Rochelle & Paul Hibler
Tom & Jennifer Everhart
Valerie & Paul Mellinger
Walter E. D. Miller
Ward & Clara Hendon
Warner Bros. Entertainment, Inc.
Wendy & Michael Sidley
Will Parish

William Noah Grimmert
Zickler Family Foundation

In Kind

Aether Apparel
Agua Caliente Casino Resort Spa
Alchemie Spa
Beautycounter
Bodega Wine Bar
Brewer-Clifton
Brooks Taylor Piano Service
Burton Melrose
Cabrillo Music Theatre
Castellis Ristorante
ChicoBag
CITI
Corbin Bowl
Coronado Playhouse
Cris Popenoe
Crowne Plaza Ventura Beach
Davey's Locker Sportfishing &
Whale Watching
Don & Kristy Kinsey
Eco-Bags Products, Inc.
Ella Fitzgerald Charitable
Foundation
Eric Lintermans
Eveline Bravo-Ayala &
Olga L. Ayala
Fairmont Miramar Hotel
Fashion Square Car Wash
Festival of Arts
Fibre Glas Fin

First Team Security
Fountain Valley Skating Center
Gabriella Fash
Gibbons Media
Golf N' Stuff
Hennessey's Tavern
Hilton Long Beach
Hilton San Diego Resort & Spa
in Mission Bay
Hotel Angeleno
Hotel Erwin
Inline Distributing Company
Irvine Lanes
Irvine Marriott
Jacuzzi Family Vineyards
Jim Kimo West
Judd's Hill Winery
kai fragrance
KIND Snacks
KROQ-FM
KTLA 5/Tribune Broadcasting
Laguna Art Museum
Larner Vineyard & Winery
Laura Schare
Le Meridien Delfina Santa
Monica
Le Vigne Winery
Lemonade Restaurant Group
Life Without Plastic
Loews Coronado Bay Resort
Los Angeles Conservancy
Los Angeles Maritime Institute
Los Angeles Trade Technical

College
Madelyn & Bruce Glickfeld
Mellinger Tree Service
Michelle C. Bates
Molecular Creamery
Olio e Limone Ristorante &
Olio Pizzeria
Pacific Park
Palm Springs Aerial Tramway
Palmina
Paradise Cove
Perry's at the Beach
Primp & Tonic
Rareform
REI Manhattan Beach
Rockreation
SA Recycling
Saj Bakery
Shadyside Inn Suites
Sharon Lawrence &
Dr. Thomas C. Apostle
Shore Hotel
Sidecar Doughnuts & Coffee
Smoke House Restaurant Inc.
South Point Hotel, Casino & Spa
Starbucks
StubHub Center
Sunset Yoga Lounge
Tern Bicycles
Tesla Motors
The Angel in Your Kitchen
The Canyon Theatre Guild
The Laemmle Theatres

Charitable Foundation
The Peju Family Winery
The Portofino Hotel & Marina
This Bar Saves Lives
Toluca Lake Tennis & Fitness
Club
Toyota Santa Monica
Trader Joe's
U Konserve
Umami Burger
Upper West
Urban Decay Cosmetics
Val Surf
Vista Valencia Golf Club
Wailea Beach Resort
Warehouse Restaurant
Washed Ashore
Watersafe Swim School
Will Geer's Theatrum
Botanicum
Yoga Works
Z-Ultimate Self Defense Studios
Zehner Group

OUR IMPACT

How Heal the Bay changes people's lives for the better.

NELSON CHABARRIA always dreamed of being a chemist. Then life got in the way. With his Koreatown family needing help to make ends meet, Nelson had to hang up his lab coat after graduating from Los Angeles High in 2001 and went to work in the garment industry.

But thanks to Heal the Bay, Nelson is back in the lab. Our watershed team trained Nelson and four other L.A. Trade Tech students to conduct weekly pollution tests along recreational zones of the Los Angeles River. Their monitoring revealed extremely high levels of harmful bacteria, prompting the city of L.A. to issue heightened safety warnings and protocols. Here's Nelson's reflection on what his work meant to him.



"We were in the school library – finishing up some data entry. The River Report Card had been released a week prior and we were about to refresh it with the latest bacterial test results. Weeks and hours and sunburns went into the grades, and to make them publicly available was gratifying. This moment felt pretty cool.

"I was born and raised here. I've seen this "river" as I crossed the bridge to and from East L.A. I always thought of it as a ditch that divided the city. I am glad I was wrong. The river has its own ecosystem and interested groups that are invested in it.

"I started classes in LATTC to find a conservation-leaning career. I want to be able to contribute in some way to making sure my city is smart in how it treats and uses water.

"It was great to be featured in an LA Times newspaper column by Steve Lopez about our work. I had explained my job to some family, but not all. I never expected to talk to a reporter about my background and the work I do. The bombardment of questions, congratulations and support after the column was published is one of the best feelings to come out of this program.

"Heal the Bay's internship program covers a wide range of public service opportunities in the water systems of Los Angeles. The idea, team and process meshed right in with what I am interested in. It is one of the main reasons why I decided on coming back to school. I cannot thank Heal the Bay enough for making this possible."



Lend a hand.

VOLUNTEER at our Santa Monica Pier Aquarium.

INSPIRE a classroom by giving talks to students

PARTICIPATE at our monthly "Nothin' But Sand" beach cleanups.

SPEAK at public hearings as a passionate supporter of the ocean.

SURVEY Marine Protected Areas off the California Coast with our MPA Watch volunteers.

JOIN our Stream Team and conduct water-quality tests on impaired rivers and watersheds.

For volunteer opportunities, please visit healthebay.org/volunteer.

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