

Heal the Bay

2018

ANNUAL
REPORT

The Year in Review



See inside why we are jumping for joy.

PROTECTING WHAT YOU LOVE

Beach cleanups are just the beginning ...



Heal the Bay mobilizes L.A.'s diverse communities to protect our coastline, revitalize our urban waterways and speak out for smart water policies. For more than three decades, we've been the guardian of the Bay – protecting the health of beachgoers and animals alike.

ACTION We conduct hundreds of beach and community cleanups each year, informing people about the root causes of pollution along the shoreline and in their neighborhoods.

ADVOCACY We push for strict water-quality regulations, holding polluters accountable for the plastic pollution and harmful bacteria fouling our region.

INSPIRATION We operate an award-winning aquarium underneath the Santa Monica Pier, urging visitors to protect the region's most important natural resource – our ocean.

EDUCATION We train 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.

Teaching Moments

HTB president Shelley Luce learned four important lessons in 2018.

Good fortune can come at any time. Nonprofit work is a leap of faith. You build programs today, hoping to reap the benefits tomorrow. In 2018, we received two significant bequests from benefactors we never knew we had. I don't know the specific reasons why they valued our work, or what moved them to include us in their wills. But I am deeply touched and honored by their generosity. It shows we are doing something right, something important. So I am grateful to everyone who ever worked or volunteered for HTB, whose legacy made these gifts possible. I vow to use these bequests wisely, acting with integrity to achieve our mission of clean water for all in our region.

It pays to take risks. We bet a lot on Measure W, the recently approved stormwater-capture measure in L.A. County. The property tax required a two-thirds vote of the electorate to pass in November. That's a huge lift and many in our community doubted it could be done. The campaign was not well-funded by private interests, so local nonprofits had to decide: Give it all we've got, or sit back and hope for the best. We stepped up. We made lawn signs, held press events, phone banked, walked door-to-door, held coffee klatches and yoga sessions, and created stunning videos that went viral on social media. We reached hundreds of thousands of voters. It paid off -- Measure W passed with a 69% yes vote. Beginning next year, the County and local cities will have \$300 million annually to capture and clean urban runoff that otherwise flows uselessly to pollute our rivers and oceans. This historic investment in smart water infrastructure could not have happened if we hadn't put our whole hearts into it. And it was so worth it.

People will fight for nature. I know our work is valued, but it's so inspiring to see the community turn out to protect what we love. Hundreds of volunteers mobilize every month at our Nothin' But Sand cleanups. Over 12,000 people showed up for Coastal



Dr. Shelley Luce with L.A. Mayor Eric Garcetti at Heal the Bay's Bring Back the Beach 2018 gala.

Cleanup Day at beaches, rivers and parks all over L.A. County, and picked up record amounts of trash. Thousands more joined rallies and signed our petition against ocean oil drilling. Heal the Bay followed through with hard-hitting comment letters and is still tracking that issue to make sure our coastal waters are NEVER opened up to this dangerous practice again.

Own your mistakes. This may be the hardest lesson of all, but it's fundamental to progress. With so much activity -- research, teaching, advocating at the highest levels, tending aquarium animals, public presentations, beach cleanups, fundraising and more -- we make multiple important decisions each and every day. Sometimes, our crystal ball is clouded, and we don't choose the best path. Maybe it's a misguided social media post or a delayed donor acknowledgment. When this happens, we have to say so, plainly and truthfully. Only then, can we fix the mistake or change direction or do better in the future.

Here's to wisdom earned in 2018 and even greater progress in 2019! Please email me at sluce@healthebay.org and let me know your thoughts about the Bay and our work.

Sincerely,

A handwritten signature in blue ink that reads "Shelley Luce".

Dr. Shelley Luce
President and CEO

2018: REAL IMPACT

A look back at our favorite moments from a busy year



California Doesn't Suck

On the heels of our “Strawless Summer” campaign, Gov. Brown signed into a law a measure that requires restaurants to provide straws on a request-only basis. The move will keep tons of plastic out of our beleaguered oceans and beaches.



A River Runs Through It

In response to our ground-breaking study of polluted spots in the L.A. River's recreational zones, the City of Los Angeles established a new monitoring and notification protocol to protect public health on the revitalized waterway.



A Clean Break for Malibu

After decades of steady pressure from Heal the Bay, the city of Malibu opened its Civic Wastewater Treatment Facility. Some of the state's most iconic — and historically polluted — beaches will be a whole lot cleaner.



Taking L.A. By Storm

We helped lead the charge to pass Measure W in the November election, securing funds for a lattice of stormwater-capture parks throughout L.A. County. Instead of flowing uselessly to pollute the sea, 100 billion gallons of runoff will soon be captured and reused each year.

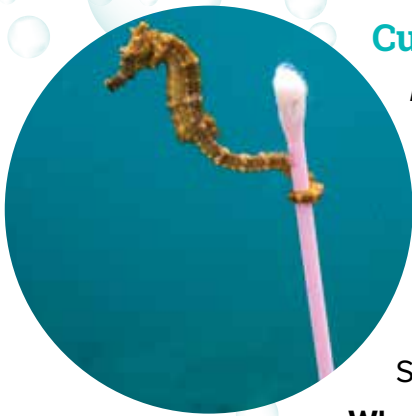


Youth Is Served

Our entire staff hosted 600 students from under-served elementary schools for our annual Education Day, a care-free morning of marine exploration at our Aquarium and on the sand. Each year we inspire more than 15,000 students, many of whom have never been to the beach!

2019: BOLD VISION

How we're tackling the big threats facing our Bay



Curbing Single-Use Plastic

It's estimated that there will be more plastic by mass than fish in the world's oceans by 2050.

What we're doing: Advocating for 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. Our volunteers have removed more than 500,000 bits of Styrofoam from beaches in L.A. County over the past decade!

What you can do: Encourage your favorite restaurants to go plastic-free voluntarily.



Improving the L.A. River

The L.A. River does not function well ecologically and recreation spots still suffer from high levels of pollution, posing risks for the growing number of people who fish, swim and kayak its waters.

What we're doing: Four years after launching our L.A. River water-quality monitoring program, we are expanding its scope. Angelenos will now be able to access water-quality grades for 27 sites along the San Gabriel River, L.A. River and in Malibu Creek State Park. And as the city of L.A. readies a \$1 billion effort to revitalize the L.A. River and the County updates its River Master Plan, our staff scientists will ensure that ecological goals are prioritized.

What you can do: Roll up your sleeves at our L.A. River sites at our annual Coastal Cleanup Day in September. Take a walking tour of Lewis McAdams Riverfront Park or the Dominguez Gap Wetlands.



Safeguarding Local Water Quality

There are roughly 175 impaired water bodies and 1,317 specific impairments in greater L.A., meaning they exceed federal clean-water standards and require formal remediation plans.

What we're doing: Heal the Bay holds polluters accountable by ensuring that cities adhere to their stormwater permits. These MS4 permits, which will be renewed in 2019, allow dischargers to send runoff into the L.A. County stormdrain system as long as effluents do not exceed acceptable levels of metals, oils, harmful bacteria and trash. It's a bit wonky, but watchdogging these permits is essential for maintaining safe and healthy water in our region.

What you can do: Pick up your pet waste ... always. Patronize car washes that capture runoff. Reduce chemicals from reaching the sea by reducing your use of pesticides and fertilizers.

Our Donors

We are grateful for your contributions (January – December 2018)

\$50,000 +

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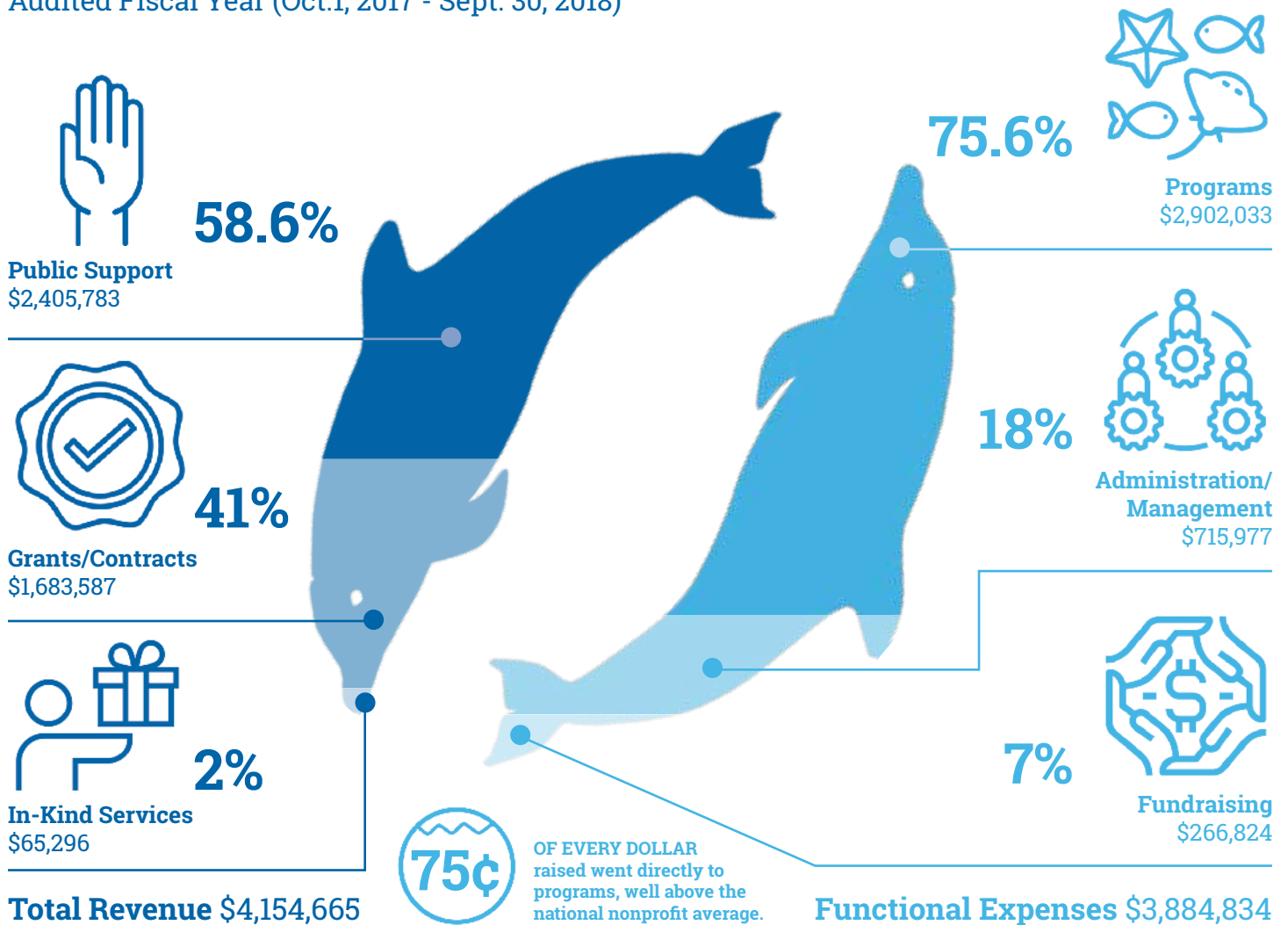
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Audited Fiscal Year (Oct.1, 2017 - Sept. 30, 2018)



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 Peggy Forster
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 Peter McMillan
 Randall Martinez
 Robert John Russo Gallery
 Roger & Suzanne Findley
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 Sandi & Joel Cohen
 Scott Carter
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 The David P Watson Foundation

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 The Walt Disney Company Foundation
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 JK Surfboards
 Joy Aoki
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 Mission Hills Country Club
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 Olio e Limone Ristorante & Olio Pizzeria
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 W.S. Badger Company
 Water Replenishment District of Southern California
 Wellington Cellars
 Westlake Golf Course
 Will Geer's Theatricum Botanicum

We have made every effort to ensure the accuracy of this report, and we apologize for any oversight or errors.

The Ocean Gives. You Give Back.

Dear Heal The Bay,

We had a slime stand with slime, OJ, and Pellegrino and raised a total of \$22.75. We would like to donate it to your causes. We would like you to use this money to clean up all the trash, please!

your friends, ☺

Laura, Victoria, Ramona, and Yara



Even our youngest supporters come up with clever ways to support thriving oceans, healthy watersheds and smart water management. This is a slimy idea we love!

Be Social @ HealTheBay

Following us on social media is the best way to get the latest environmental news, engagement opportunities and action alerts from Heal the Bay year-round. More than 50,000 ocean lovers participate in our online community. Join the discussion!