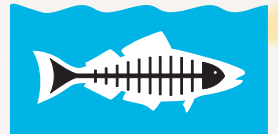
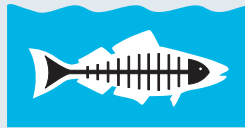


2019

THE YEAR IN REVIEW ANNUAL REPORT



Heal the Bay



Heal the Bay

With the support of 20,000 members and active volunteers,

Heal the Bay is the most recognized environmental group in LA for a reason: we have been keeping California's coastal waters safe and healthy for people and marine life for 35 years. We are dedicated to making California coastal waters safe and healthy for people and marine life. Using science, advocacy, community outreach and public education, we raise awareness and mobilize action around practical solutions to often complex problems. 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 the award-winning Heal the Bay Aquarium at the Santa Monica Pier, inspiring visitors to become stewards for the region's most important natural resource: clean water. We also educate and inspire the next generation of advocates, with more than 100,000 students joining us each year for outdoor field trips, science-based classroom presentations and community events.

1444 9th Street, Santa Monica, CA 90401

(800) HEAL BAY

info@healthebay.org



LEADERSHIP

Protect What You Love

At the end of last year, I was high up in the mountains with family and friends. We spent our time playing outside, laughing for hours and sledding on a snowy hillside. When I caught my breath, I took cold air deeply into my lungs. The mountain air felt so fresh. There was no wind, and the tall trees on either side of our sledding hill were perfectly still except for the bounding echoes of our joyful voices. It was a beautiful moment.

At the bottom of the hill the dark brown earth, which smelled of moss and mud, peeked through the white snow. I heard the sound of running water and looked closer: there was a stream of clear water flowing down through the tiny meadow toward the road. And I was struck: this is our water. This is Sierra snowmelt. This is the backbone, the source of drinking and irrigation water for millions of people in California. First seeping through a meadow that holds water like a sponge, then emerging as a trickle that builds to a stream that meets others to form a river that supplies a farm or a city. This is our water. And it's in danger.

Far away on the coast people are drinking, cooking and showering with this very water. This very water is being washed down a drain, through a pipe to a treatment plant and then pushed out to sea. So much energy expended to take this very water from the mountains and valleys it nourishes, down to our homes and businesses in Los Angeles, to filter our waste out of it, to send it into the ocean and then to keep taking more and more every day of our lives. All of this is happening while the climate changes



and the snowpack, that backbone, is diminishing and its future is in question.

However, we are changing this wasteful system. In 2019 Mayor Garcetti announced a plan to reuse all the water from our City's treatment plants. That's millions of gallons a day of water that will get reused here in LA, so we can stop draining it from our mountain streams. This is proof: we can adapt to climate change by changing a wasteful, linear process to a sustainable, circular system that supports people and nature.

This was our greatest victory last year and the culmination of decades of hard work. We have much more to do in this uncertain climate to protect our water and the awe-inspiring life it nourishes. Together, let's take action. In the year ahead, we need to sound the alarm on the climate crisis, we need to enact strong science-based policies, and we need to remember the earthly moments that move our hearts and embolden us to take on new challenges with compassion and fortitude.

I look forward to working alongside you in 2020 as Heal the Bay celebrates its 35th anniversary! Thank you for continuing on this epic journey with us.

Shelley Luce
President and CEO

OUR IMPACT



For 35 years, Heal the Bay has been the guardian of coastal waters in California. Our efforts improve quality of life, enhance the regional economy and protect our natural places. 2019 held a number of big wins:



Defending

Our 21,000 cleanup volunteers collected 302,000 pieces of trash from LA County beaches and rivers at 479 cleanups. In addition to beautifying our open spaces, removing this waste prevents harm to local animal life and habitats.



Monitoring

Heal the Bay scientists issued the first-ever Stormwater Report — a groundbreaking look at local stormwater pollution management. This new assessment holds polluters accountable and protects the health of millions of Angelenos.



Inspiring

We welcomed our 1 millionth visitor to Heal the Bay Aquarium in 2019. Our hands-on marine science education program served more than 10,000 students through 244 school field trips. 64% of visitors come from underserved Title 1 schools.



Advocating

Our science and policy team collaborated with LA City Hall to pass the Straws-On-Request ordinance on Earth Day—while also activating 426,000 people on our Plastic Petition, which demands strong statewide single-use plastic waste reduction policies.



Transforming

After a decade of advocating for wastewater recycling and for eliminating coastal power plants, we applauded LA Mayor Garcetti's announcement to recycle 100% of the City's wastewater at the Hyperion Plant and phase out gas-fired coastal power plants.



Recognizing

We've joined Alison Rose Jefferson and the Black Surfers Collective to honor Nick Gabaldón Day at Santa Monica Bay Street Beach since 2013. The National Register of Historic Places now lists the beach and recognizes its African American coastal history.

2020: BOLD VISION

We're tackling the biggest threats to the Bay by harnessing
The Power of Water.



Sound the Alarm for Climate Action

What we're doing

Mitigating the life-altering impacts of climate change by empowering individuals to make smart choices now to create a sustainable and equitable future.

How we're doing it

Water is where many will feel climate impacts first: water reliability in a changing climate is paramount. We are scrutinizing the City of LA's plans for reusing wastewater as well as local projects to capture stormwater, to ensure they are equitable and effective. At Heal the Bay Aquarium and our events we are engaging the public to take daily actions and mitigate the extremes of warming temperatures, ocean acidification and sea level rise.



Protect Public Health with Strong Science and Outreach

What we're doing

Protecting people's health through science-based education and outreach on contaminated water and fish at LA beaches and rivers.

How we're doing it

We are expanding the reach and scientific rigor of our Beach Report Card, River Report Card and Angler Outreach programs to increase community and agency engagement on issues that directly affect public health. Our focus is on pollution, access, recreational use and fish consumption. We are also advocating for strong water quality protections and better public awareness tools to inform the most impacted communities.



Ban Single-Use Plastic For Good

What we're doing

Eliminating harmful plastic waste from our beaches and waterways, and restoring the vibrancy of our ocean and watersheds.

How we're doing it

A dramatic shift away from single-use plastics is needed because less than 10% of plastic waste is recycled and the rest winds up in landfills and the natural environment. We are helping establish "Reusable LA", a new campaign to build a thriving culture of reuse and refill in LA County, encouraging people and businesses to go plastic-free and support new policies that ban disposable plastics in LA County and statewide.

OUR DONORS

We are grateful for your
contributions
(January – December 2019)

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In Kind

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American West
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The Wiltern
Wyndham Santa Monica at
The Pier

OUR FINANCIALS

Audited Fiscal Year
(Oct 1, 2018 - Sept. 30, 2019)

67%

Public Support
\$4,338,846

32%

Grants and Contracts
\$2,042,944

Total Revenue
\$6,436,950

75¢ of Every Dollar Raised
went directly to programs,
well above the national
nonprofit average.

1%

In-Kind Services
\$55,160

7%

Fundraising
\$291,627

18%

Administration and Management
\$689,216

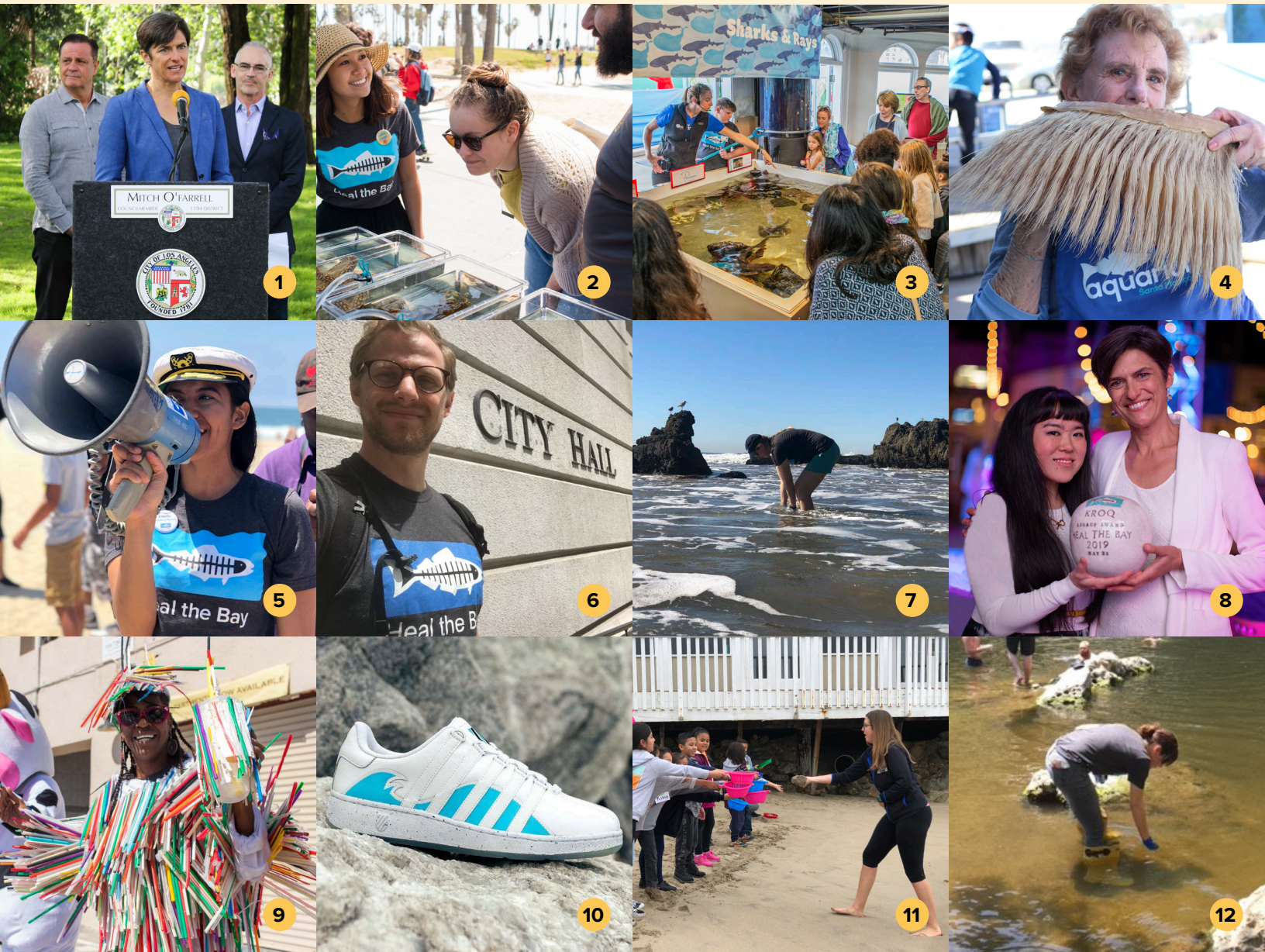
75%

Programs
\$2,885,920

Functional Expenses
\$3,866,763



OUR TEAM IN ACTION



1. Our CEO speaks at the Straws-On-Request press conference with a councilmember and local business leader 2. Curious passersby on Venice Boardwalk explore animals in our mobile touch tank with our Volunteer Manager 3. The weekly Shark presentation draws a crowd at Heal the Bay Aquarium and is being led by our Aquarist 4. A dedicated Aquarium volunteer demonstrates how whale baleen works and educates the public about cetaceans 5. Our Beach Programs Manager announces the total pounds of trash collected to a crowd of 1000+ cleanup volunteers 6. A selfie is taken by our Water Quality Scientist and Policy Analyst after advocating for clean water issues at City Hall 7. Environmental DNA is collected from the shoreline of the Santa Monica Bay by our Coastal and Marine Scientist 8. Long-time partner KROQ is presented the Legacy Award at Heal the Bay's Annual Bring Back the Beach Gala 9. Our Education Associate appears as the Mon-STRAW-city to help raise awareness about single-use plastic pollution 10. Heal the Bay's official sneaker, in partnership with K-Swiss, is released with proceeds going to our nonprofit 11. A clump of wet beach sand is handed over by Associate Director of Policy and Outreach to students on a field trip 12. Water quality samples are taken from a local recreation area by our Stream Team volunteer for testing back at the lab.