

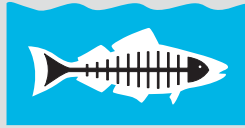


2020

**THE YEAR IN REVIEW
ANNUAL REPORT**



Heal the Bay



Heal the Bay

With the support of 20,000 active members and volunteers, Heal the Bay is the most recognized environmental nonprofit group in LA for a reason: we have been keeping California's coastal waters and watersheds safe, healthy, and clean for people and marine life since 1985. Using science, advocacy, community action, and education, we raise awareness and make progress with 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 environmental stewards, with more than 100,000 students joining us each year for school field trips, science-based classroom presentations, and community events.

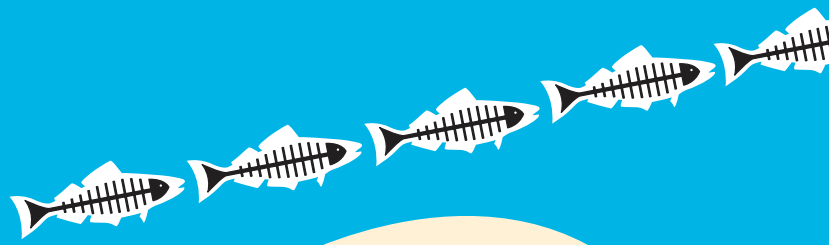
1444 9th Street, Santa Monica, CA 90401

(800) HEAL BAY

info@healthebay.org | healthebay.org | [@healthebay](https://www.instagram.com/healthebay)



LEADERSHIP



We are here for good.

2020 was a year of hardship and heartbreak. I have felt the deep pain of the pandemic, the wildfires, and the unpredictable politics of this unprecedented year. The first weeks of 2021 saw a brutal and racist attack on our nation's Capitol and an uncomfortable transition to a new administration. But now, I am seeing something else: I see progress. I see change. I see a new future ahead of us.

During these stressful times Heal the Bay worked differently, and harder than ever, to protect clean water in LA. Our Heal the Bay Aquarium temporarily closed its doors and our big beach cleanups were put on hold until we can safely gather again, but our work did not stop.

This year, the momentum shifted on plastic trash. More and more people want to rid our environment of this toxic scourge. As a result, we secured more than 800,000 signatures to put a major plastics reduction initiative on the 2022 California Ballot. A robust statewide policy is the logical next step after a patchwork of bans on plastic bags, straws, and Styrofoam have already been implemented. Heal the Bay is pushing for the most comprehensive approach that replaces single-use disposable plastics with sustainable options.

This year, activists put the spotlight on environmental justice.

Oil drilling in neighborhoods, polluted water, lack of open space, and many other systemic injustices are being called out for their racist underpinnings. A powerful movement is underway. Heal the Bay is investing more

resources to ensure our organization's impact is equitable for underserved communities.

This year, I saw our collective commitment.

Heal the Bay's Coastal Cleanup Month and solo cleanups mobilized thousands of volunteers to pick up 75,000 pieces of trash from their favorite outdoor places. Our team conducted the first large-scale effort to track PPE litter in the environment. We connected and empowered 5,000 youth and two million individuals and families through science, education, community action, and advocacy. Heal the Bay is amplifying the anti-pollution message far and wide.

The power of water continues to inspire change! We feel energized for what's ahead. 2021 will not be business as usual. There is too much at stake. Now is our chance to take bold action for present and future generations. Amidst all the challenges, you can trust that Heal the Bay is here for good.



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

Shelley Luce
President and CEO
@drshelleyluce

OUR IMPACT



Restore

The robust restoration plan to bring back Ballona Wetlands, and its animal and plant inhabitants from further degradation and decline, was finally certified by the California Dept. of Fish and Wildlife after a 17-year long process.



Reduce

Thanks to 870,000 Californians who took action, the Plastics Free California initiative is on the 2022 Ballot. It will reduce plastic, hold Big Plastic financially responsible for pollution, and phase out Styrofoam takeout containers — if voters pass it.



Reconnect

Our in-person events and school field trips were cancelled for most of 2020 due to COVID-19. We quickly pivoted to keep our community connected. Our team hosted 140+ hours of virtual programming and engaged 5,000 youth online.



Access

Our beaches in Los Angeles should be accessible to everyone. Thanks to our partners at California Coastal Conservancy, we now have beach wheelchairs available to rent (for free) at Heal the Bay Aquarium near the Santa Monica Pier.



Protect

After nearly two decades, the California State Water Board adopted Toxicity Provisions, providing an important back-stop to detect harmful conditions in wastewater caused by chemicals like pesticides, household chemicals, and pharmaceuticals.

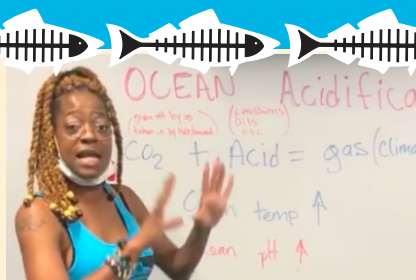


Clean

Our group cleanups were put on hold because of the pandemic, but Heal the Bay volunteers still safely removed 75,000 pieces of trash at solo cleanups in neighborhoods and beaches. We also conducted the first-ever local PPE (masks & gloves) waste study.

2021: OUR VISION

We are dedicated to clean water in LA—from summit to sea.



Take Climate Action

What we're doing

Demanding systemic change and advocating for multi-benefit solutions that build toward an equitable, sustainable, and climate-resilient future for all.

How we're doing it

The climate crisis must be slowed, or communities will be further impacted and much will be lost. Nationally, we need to quickly recover environmental policy rollbacks to regain ocean, river, and wetland protections, and protect water resources by upholding the Clean Water Act. Locally, we support nature-based solutions to protect communities from sea level rise, erosion, and storm surges; champion the clean up of stormwater through multi-benefit green spaces; and demand an equitable transition to renewable energy. Heal the Bay Aquarium focuses on school field trips and public programs about climate education and action.



Protect Public Health

What we're doing

Protecting people and ecosystem health through science-based education, outreach, and advocacy on contaminated water, fish, and sediment at our beaches, rivers, and offshore.

How we're doing it

Clean water and safe, accessible green space are fundamental for public health. Heal the Bay pushes government leaders to protect people at freshwater recreation areas in LA with new public health legislation. Our Beach Report Card with NowCast and River Report Card are expanding in reach and scientific rigor. We hold corporate polluters and public agencies accountable for DDT dumping off our coast and raise awareness about dangerous water contamination across LA. Heal the Bay Aquarium empowers students and families with human health narratives in watershed education curriculum and operations.



Ban Single-use Plastics

What we're doing

Uplifting a thriving culture of reusables and eliminating harmful plastic pollution from our ocean and watersheds in order to defend the vibrancy of our communities.

How we're doing it

The toxic legacy of plastic production and waste impacts our everyday life. Heal the Bay supports a ban on disposable products that harm neighborhoods and wildlife habitats. We advocate for legislation to reduce and ban disposable plastics in the City of Los Angeles, Los Angeles County, and California. Our immediate goal is to pass Skip the Stuff Ordinances locally in LA in 2021. Longer term, we are laying the groundwork for statewide legislation and a 2022 ballot initiative: Plastics Free California. Heal the Bay Aquarium is inspiring advocacy by launching engaging new exhibits on pollution from the full lifecycle of plastics, and educating about their connection to fossil fuels.

OUR DONORS

We are so grateful for your
generous contributions to
Heal the Bay.

January - December 2020

\$50,000+

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Heather Popadych
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IBM Employee Services
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Jennifer Harris
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Ramsey McDaniel
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Robert Love
Surf Academy
Susan Smith
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Who Gives A Crap
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In Kind

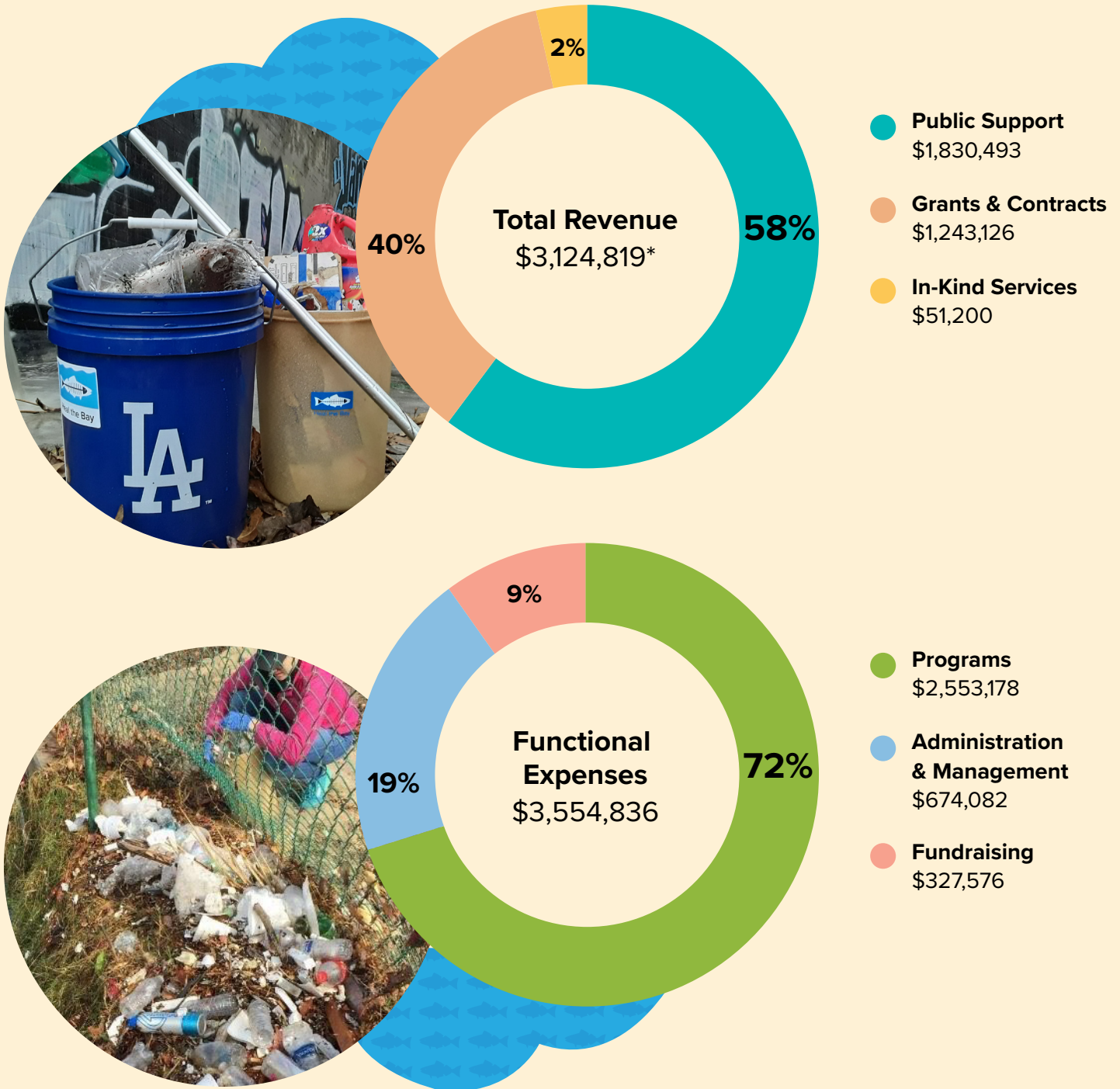
Aerwyna Beauty
EcoFresh Organizing
Evan Mulling



OUR FINANCIALS

2020 Audited Fiscal Year
(Oct 2019 - Sep 2020)

An unprecedented year: Heal the Bay Aquarium was closed and our in-person events were cancelled for most of 2020 due to the COVID-19 pandemic.



*The decrease in net assets was offset by a \$400k loan secured through the SBA's Paycheck Protection Program, which is expected to be forgiven and recognized as revenue in FY2020-2021.



IN ACTION



1. Beach Cleanup
2. Youth Summit
3. Coastal Cleanup Month
4. Super Healer Volunteer Party
5. Plastic Bag Ban Advocacy
6. Thank You Notes from Students
7. CCM Poster by Kelly Malka
8. Neighborhood Cleanup
9. New Aquarium Truck from Ford
10. Collecting Water Samples in the LA River (Photo by Alice Dison)
11. Reusable LA Coalition Volunteer Training
12. Tidepool Cleanup