

# 20 YEARS OF VICTORY

## Our 2015 Annual Report

In 2015, we celebrated our 20th anniversary protecting and restoring San Diego County's fishable, swimmable, drinkable waters. We engaged our members with epic stories of the past and reunited our friends at a reunion party. Waterkeeper Alliance Founder and President Robert F. Kennedy Jr., who was here when we began, returned as the keynote speaker at our Seaside Soiree, where we launched our new three-year strategic plan. But more than taking the time to honor two decades of hard work, we put 2015 into the history books with important victories stemming from our three-pronged approach to protecting our waters. Thank you for being the centerpiece of our successes, each and every year.

**Our victories in 2015 come from a 20-year legacy using a science-based approach that carefully incorporates collaboration, legal action, education and policy.**

## EDUCATION

**2,902** INSPIRED STUDENTS



Our Project SWELL spread exciting, hands-on water education for free to 108 teachers in San Diego Unified and Oceanside Unified School Districts. We also created a new water conservation lesson that incorporates Pure Water's technology.

## DATA-DRIVEN POLICY

**197,788** PIECES OF TRASH



7,360 volunteers removed this much trash from San Diego County's beaches and collected data on the type, weight and amount of trash removed so that we can better inform important policy decisions.

**7** LEADERS HONORED



Our Coastal Champions Awards included Lighthouse Lifetime Achievement Awardees Donna and Skip Fry and Volunteer of the Year Allison Scofield.

## 3 YEAR PLAN

Our newly approved strategic plan through 2018 combines education, data-driven advocacy and legal action to protect and restore the county's fishable, swimmable and drinkable water. It includes:

- Training 300 more volunteer scientists to collect water quality data across the County
- Reducing wasteful water use by 25 percent
- Identifying and stopping more pollution
- Inspiring twice as many kids with hands-on water science education

**2** OUT OF 2



Armed with our industrial stormwater sampling data, our legal team reached two favorable settlement agreements that will better protect our environment.

## LEGAL

**NO** TRASH IN OUR WATERS



Our successful advocacy with California Coastkeeper Alliance passed a statewide "zero trash in our waters" law. Municipalities statewide will now adopt measures to reach no trash in our waters within ten years of adoption.

**600** FOOTBALL FIELDS



The size of a factory fish farm proposed for the federal waters 3 1/2 miles off Ocean Beach. The project presents risks to fish and the environment and would only be loosely regulated if approved under its current provisions. We've brought international media attention to these risks and continue to use legal, science and policy tools to protect our water.

**83** MILLION GALLONS A DAY



We successfully advocated for a water rate structure that ensures some funding for City of San Diego's Pure Water, a wastewater recycling program that will deliver at least 83 million gallons a day of drought-proof water supply by 2035.

## FINANCIALS

2015 EXPENSES **\$667,378**

Our model squeezes more clean water out of every dollar donated and every minute volunteered.



**85%** Programming  
**7%** Operations  
**7%** Fundraising