

# Pacific Beach Coalition

2021 ANNUAL REPORT





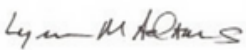
# 2021 Year End Letter

## Dear Pacific Beach Coalition Hero!

We are so excited to be approaching the holidays and the end of the year. We had a wonderful time leading our beach cleanup and habitat restoration events, working with our youth Jr Albatross members, encouraging you to join the Street to Beach cleanup program, educating you about the albatross and sending so many cigarette filters to Terracycle, among so many other activities. As always, our efforts are always to help the ocean, the earth and the people depending on both.

We are extremely proud of what we accomplished so far this year and feel grateful every time we receive a positive quote, feedback or donation. As a volunteer or financial contributor, you give us the strength to carry on with our mission and in exchange, we strive to give you cleaner beaches to enjoy, healthier wildlife to admire and hopefully, knowledge to share with your family and the community.

So thank you for caring for our ocean.  
Read on!



Lynn Adams and Team PBC



## Mission Statement

The Pacific Beach Coalition is dedicated to preserving the ocean, coastal habitat and wildlife, and ending litter, through advocacy, education, community building, and citizen action.

The Pacific Beach Coalition is a registered 501(c)(3) non-profit organization.

# PBC's Impact Through COVID 2020-2021

The success of engaging citizens of all ages, championing change, and connecting to nature, EVEN through a global pandemic.



**18,319**  
Engaged  
Volunteers



**5,067**  
Cleanup  
Events



**73,249**  
Pounds  
Of Trash



**445,850**  
Cigarette  
Filters



**2,900**  
Native  
Plants



**2,273**  
Students  
Online Learning

## Three New PBC Programs to Fight Litter and Grow New Leaders

### New PBC Programs Born Out of the COVID-19 pandemic

#### Street to Beach

Engages people to keep trash from entering the ocean in their own neighborhood.

#### Jr Albatross

Empowering High school students to develop leadership, public speaking, and project management skills.

#### Community Service Hours

Students document their cleanups with PBC and on the Clean Swell app earning service hours. 1,458 hours so far!







## Our Programs

*Monthly Adopt a Beach Cleanups*

*Monthly Habitat Restoration*

*Corporate Give Back*

*Junior Albatross*

*Street to Beach*

*Butt Blitz*

*Community Service hours*

*Educational units*

## Habitat Restoration Program Highlight

Our native habitat restoration events are part of our field programs and serve as an important component of our education programs. They provide a unique hands-on experiential learning experience for participants of all ages who gain a greater appreciation for nature and preserving habitat, wildlife and the coastal environment.

Coastal sand dunes are among the most dynamic and fragile natural formations relying on our commitment to protecting and preserving them. Native plants are believed to host up to 400% more insects by mass as a food source than non-native plants.

Restoration is vital to a healthy ecosystem and protects the beach, shorebirds, and wildlife. In Pacifica, restoration is critical for supporting the wintering habitat of the threatened Western Snowy Plover population as well as the coastal bees.

Restoring our coastal landscape involves removing non-native invasive plants and weeds to make way for planting coastal native plants (i.e., beach sage, seaside daisy and strawberry) to maintain, increase and sustain rich biodiversity.





# Beach Cleanup Program Highlights

## CA Coastal Cleanup Day

CCCD engaged 728 volunteers who picked up over 1,500 lbs of trash



## Butt Blitz Month

Happened for the third year and engaged Earth Heroes to pick up over 30,000 cigarette filters



## Earth Day

Became Earth Month with 288 cleanups done all over the West Coast by 868 volunteers



## Street to Beach Program

Since S2B started in June 2020, 8,106 volunteers kept over 38,000 pounds of trash from the ocean.



8,106  
TOTAL  
VOLUNTEERS



2,709  
MILES  
CLEANED



38,600 LBS  
TRASH &  
RECYCLING



184,610  
CIGARETTE  
FILTERS



557,906  
PIECES OF  
TRASH

\*June 2020 thru Nov 30, 2021



# Bringing Smiles Even During Difficult Times





# Leading Corporate Give Back Events

## Your Impact Since June 2021



660

Volunteers



1,131

lbs Trash



9,331

Butts





# We're Engaging The Future Generation

PACIFIC BEACH COALITION INVITES YOU TO  
**CELEBRATE EARTH MONTH** 2021

Be a Boss - Help the Albatross



The Juniors of Pacific Beach Coalition Present

## TED'S WHALE TALK FOR TEENS

Meet a Scientist, learn about  
whales, protect our planet!





# We Received So Many Incredible Testimonials



I found the whole thing fun, educational and somehow quite **therapeutic**.

I love what you are doing. Keep up the great work.

**Alan,  
Beach Cleanup  
Volunteer**



Our volunteers had such a **wonderful time** and really wished that more of our students could have attended the event! Thank you for giving us the opportunity to volunteer with PBC!

**Joanne** Tzu Chi Youth Group, Linda Mar Beach Cleanup Event



We appreciate all your work and successes here on the coast, it's really **remarkable** how much you have accomplished.

**Barbara & Seth  
PBC Members**



Thanks so much for hosting a wonderful beach cleanup! We had an absolute blast and are thankful to have helped **make a difference!** Looking forward to connecting more with Pacific Beach Coalition.



## Featured In Over 20 Major News and TV Outlets

The New York Times  
ABC News  
SFGate  
CTV News  
AP Press  
Fox59  
NBC Montana

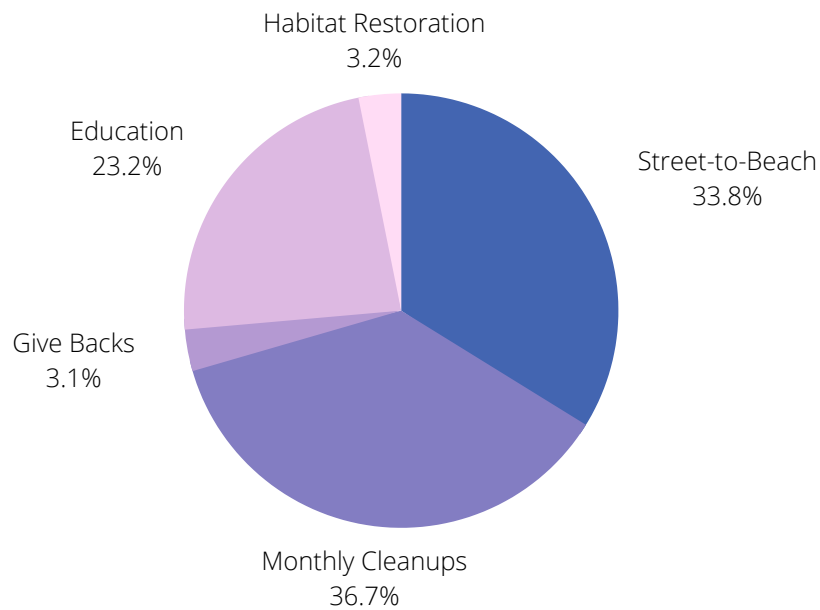
Florida News Times  
Daily Herald  
Baltimore Sun  
New York Post  
Dubai: The National  
India: The Economic Times  
NBC New York

SF Chronicle  
Boston Globe  
Capital Public Radio  
KALW Bay Area  
Science X  
Capitol Weekly  
News Nation



# Financial Summary for 2020

## PBC Program Expenses



Income		Expenses	
Grants	*\$65,308	Programs	*\$126,185
Programs	\$42,446	Fundraising	\$11,960
Donations & Memberships	\$33,940	General Admin	\$25,673
Fundraising Events	\$10,232		
Total income		Total expenses	
\$151,926		\$163,818	

### Financial Notes:

\*\$45,463.84 of Grants, and equally expenses, is the Google Ad-Grant for digital marketing of programs, fundraisers, and memberships.

\*\*Loss in 2020, primarily due to reduced donations as events cancelled or minimized.

\*\*\*Give Backs and Habitat Restoration reduced in 2020 due to Pandemic.

\*\*\*\*Street-To-Beach a New Program to help continue cleanups during Pandemic.

\*\*\*\*\*Education supported new Jr Albatros program.



# Where Your Donations Went in 2021



- Organization of 9 beach cleanups & 1 habitat restoration event per month with supplies and a team of site captains and junior site captains from Daly City to Half Moon Bay.
- Restoration and conservation of the native coastal trail in Pacifica with educational signage from Linda Mar to Rockaway.
- Maintenance, storage and purchase of new supplies for weekly beach cleanups and habitat restoration events.
- Management of our team of certified naturalists hired to provide education to all the volunteers who come to our events and beach cleanups.
- Organization of this year's Earth Month and Coastal Cleanup events inspiring hundreds of volunteers with team of site captains and certified naturalists.
- Organization of virtual assemblies in classrooms and related lessons and resources to teach students and parents about marine litter and this year's Earth Honoree, the Albatross.
- Ongoing creation of educational materials for teachers and home schooled children.
- Yearly Butt Blitz campaign to increase awareness about cigarette filter litter and collection with recycling of 200,000+ filters per year.
- Ongoing coordination of a youth program engaging 10-15 teenagers to lead ecological activities with their peers and schools.
- Year round organization of the Street to Beach program involving thousands of volunteers in and outside of the Bay Area to cleanup their happy place.
- Approval of 1000+ community service hours for students doing their own cleanups from all over the West Coast.





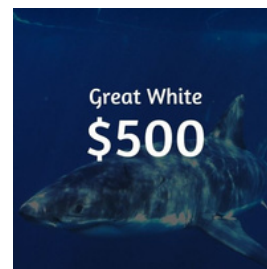
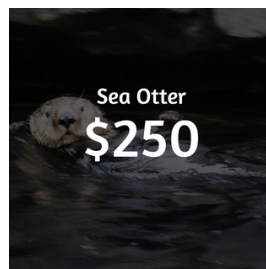
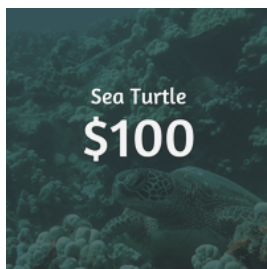
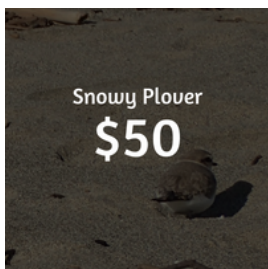
# Thank You Supporting Members

Adam Libert  
Amanda Hall  
Amy Moy  
Anne Donker  
Anne Geiger  
Antony Luxton  
Barbara Ginsburg  
Barbara & Seth Spalding  
Birgit Soyka  
Bonnie Miller  
Briana Davis  
Bruce McDougald  
Caren Loebel-Fried  
Carrie Conover  
Celine Gerakin  
Chere Menard  
Chris Burr  
Chris Fleming  
Christine Boles  
Christine Burr  
Claire Loud  
Claudia Reinhart  
Cynthia Bringas  
Daniel Jones  
David Heartlife  
Dawn Zidonis

Debora Kane  
Fong Daisy  
Fran Quartini  
Heather Grady  
James Fithian  
Jan McCulloch  
Janet Hathaway  
Jeanne Bellinger  
Jennifer Ball  
Jill Thacker  
Jing Li  
Juliana Walton  
Julie Lockhart  
Julie Starobin  
Kai Martin  
Kartikeya & Mauli Patel  
Kathie Muhler  
Kathleen Courtney  
Kathy Janeiro  
Keith Gress  
Laurel Frishman  
Lianne Jones  
Linda Jonas  
Lisa Elley  
Lynn Adams & Ellen McDougald

Lynn Peters  
Margo Meiman Family  
Marie Kazan-Komarek  
Martin Cooper  
Mary Duffy  
Michelle Flores  
Nancy Blair  
Nancy Petty  
Nicole Bried  
Pauline Taini  
Randy Silva  
Robert Battalio  
Russ Hartman  
Sandy & Bill Brangan  
Sharron L Walker  
Shivani Ganguly  
Sophia Woehl  
Stephen Dover  
Sue Beckmeyer  
Suzanne Moore  
Terri Brown  
Tygarjas Bigstyc  
Valerie Dubois  
William Bredall  
William Leon

We are so very grateful for our supporting members and their kind donations, helping our organization achieve its mission. New in 2022 - Blue Whale membership - \$1000.



## And Thank You To The Hundreds of Donors

Whether it's \$1 or \$1,000 or more, it all helps to maintain and grow PBC's incredible work. We can't express enough how grateful we are for the support from all of our donors and how honored we are to earn their trust.



# Recognizing Our 2021 Sponsors

## Blue Whale Sponsor



## Shark Sponsors



## Sea Lion Sponsors



## Sea Star Sponsors



Every year we rely on donations from our members, supporters and sponsors as well as a few grants to fund our existing programs and create new ones. We always aim to provide experiential learning while keeping volunteers engaged physically and/or mentally to help the ocean and planet. This year specifically, the sponsors helped us go virtual, supporting the creation of an educational module of resources for teachers, students, home schoolers and the public to learn more about the albatross. You can find this module here: [PBC Albatross Education Module](#)

Thank you Recology of the Coast, our Blue Whale sponsor, who also provided trash collection and disposal during our Earth Month and Coastal Cleanup events. And, Pacific Manor Hardware, our Sea Star sponsor, who also provided the location for the Earth Month dumpster, buckets and gloves for Street to Beach and tools for Habitat Restoration! We had multiple groups dumping their trash there and it was tremendously helpful.

On a similar note, we would like to thank the City of Pacifica for managing all of our trash collections, providing water and woodchips for restoration, and Pillar Point Harbor District for providing trash removal, space for our storage shed, and cleanup support in Half Moon Bay.

All of our virtual online events, which became a big part of our educational programs during the COVID months, could not have been done without EarthCapades. We are very thankful of Hearty Heartlife for his technical skills and Caren Loebel-Fried for her Albatross presentations, magnificent Albatross art, and book.

We would also like to thank our Shark sponsors, the City of Pacifica, County of San Mateo and Taco Bell as well as our Sea Lion sponsors North Coast County Water District, Peninsula Clean Energy, and the City of Half Moon Bay. And finally a big thank you to our Sea Star sponsors Safeway, O'Reilly Property Group, Eccleston Incorporated, the City of Daly City, and Pacific Manor Hardware.

For sponsorship info for 2022, please [email us](#).



# Hard At Work Behind The Scenes

This year, we welcomed a number of new members to our team! For starters, we are excited to add two new co-executive directors to our team! **Antony Luxton** and **Anne Donker** joined President Lynn Adams in helping the Pacific Beach Coalition grow our programs, outreach, and impact for the organization.

PBC President Lynn Adams said: "Both Anne and Antony are environmental justice activists who look forward to advancing our mission of educating, engaging and inspiring citizen action for the ocean, planet and people."

Antony has over 20 years of corporate experience in executive leadership spanning sales, operations, strategy, business development, organizational growth, analytical solutions, and digital transformation. He is an outdoor enthusiast and brings a passion for educating others on the value of our natural ecosystems.

Anne's career has spanned fundraising, environmental policy and business development for non-profits, government and built accelerators for technology startup companies. She has worked on capital projects that have transformed riverine communities and catalyzed change. Anne loves exploring Pacifica's hiking trails together with her husband Chris and Tootsie her senior rescue dog!

In addition, our communications team gained new members this year! In addition to Marketing Director **Celine Gerakin**, we are excited that **Julie Lockhart** is one of our dedicated team members wearing many hats. Aside from participating in the Street-to-Beach cleanups during the pandemic, she is co-site captain at Linda Mar Beach, does volunteer outreach, and is the secret weapon to the marketing team leveraging her background in design.

**Chloe van Loon** is our awesome social content marketing manager leveraging her creativity to bring out the best in our online presence. Next time you check us out on Facebook and Instagram, you will see Chloe's beautiful posts.

With her true eye for design, **Kimmy Tran**, our graphic designer, has created many an excellent graphic for our website capturing exactly our mission. A student at UC Davis, you can see some of the graphic work in some of our social media posts and her signage by the trails at Linda Mar State Beach. Her plant identification and habitat restoration signs receive lots of positive feedback from frequent hikers along the coastal trail!





# GET INVOLVED

We need your support to grow and to keep our mission alive. Here is how you can help us and our programs:

- Donate your time - join our team of volunteers or become an active member
- Make a financial donation
- Become an event sponsor
- Add us to smile.amazon.com

Or...

## Become a supporting member

With the opportunity to become a proud member of the Pacific Beach Coalition, we offer 5 different membership levels.

<b>Snowy Plover</b>	<b>\$50</b>
<b>Sea Turtle</b>	<b>\$100</b>
<b>Sea Otter</b>	<b>\$250</b>
<b>Great White</b>	<b>\$500</b>
<b>Blue Whale</b>	<b>\$1000+</b>



**VOLUNTEER**

**MAKE A DIFFERENCE**

**BE AN EARTH HERO**

## MORE ABOUT US

We invite you to learn more about our next events, education and field programs on our website:

[www.pacificbeachcoalition.org](http://www.pacificbeachcoalition.org)

