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.
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.
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  Florida News Times  SF Chronicle
ABC News  Daily Herald  Boston Globe
SFGate  Baltimore Sun  Capital Public Radio
CTV News  New York Post  KALW Bay Area
AP Press  Dubai: The National  Science X
Fox59  New York Post  Capitol Weekly
NBC Montana  Dubai: The National  News Nation
# Financial Summary for 2020

## PBC Program Expenses

![Pie chart showing distribution of program expenses.](chart)

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Cleanups</td>
<td>36.7%</td>
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<tr>
<td>Street-to-Beach</td>
<td>33.8%</td>
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<tr>
<td>Education</td>
<td>23.2%</td>
</tr>
<tr>
<td>Give Backs</td>
<td>3.1%</td>
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<tr>
<td>Habitat Restoration</td>
<td>3.2%</td>
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## Income

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<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Grants</td>
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<tr>
<td>Programs</td>
<td></td>
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<tr>
<td>Fundraising Events</td>
<td>$10,232</td>
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<tr>
<td>Donations &amp; Memberships</td>
<td>$33,940</td>
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<tr>
<td>Total income</td>
<td>$151,926</td>
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</table>

## Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Programs</td>
<td>*$126,185</td>
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<tr>
<td>Fundraising</td>
<td>$11,960</td>
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<tr>
<td>General Admin</td>
<td>$25,673</td>
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<tr>
<td>Total expenses</td>
<td>$163,818</td>
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</tbody>
</table>

## 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.
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.
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.

Thank You Supporting Members

Adam Libert  Debora Kane  Lynn Peters
Amanda Hall   Fong Daisy   Margo Meiman Family
Amy Moy      Fran Quartini  Marie Kazan-Komarek
Anne Donker  Heather Grady  Martin Cooper
Anne Geiger  James Fithian  Mary Duffy
Antony Luxton Jan McCulloch  Michelle Flores
Barbara Ginsburg Janet Hathaway  Nancy Blair
Barbara & Seth Spalding Jeanne Bellinger  Nancy Petty
Birgit Soyka  Jennifer Ball  Nicole Bried
Bonnie Miller  Jill Thacker  Pauline Taini
Briana Davis  Jing Li  Randy Silva
Bruce McDougald  Juliana Walton  Robert Battalio
Caren Loebel-Fried  Julie Lockhart  Russ Hartman
Carrie Conover  Julie Starobin  Sandy & Bill Brangan
Celine Gerakin  Kai Martin  Sharron L Walker
Chere Menard  Kartikeya & Mauli Patel  Shivani Ganguly
Chris Burr  Kathie Muhler  Sophia Woehl
Christine Boles  Kathleen Courtney  Stephen Dover
Christine Burr  Kathy Janeiro  Sue Beckmeyer
Claire Loud  Keith Gress  Suzanne Moore
Claudia Reinhart  Laurel Frishman  Terri Brown
Cynthia Bringas  Lianne Jones  Tygarjas Bigstyck
Daniel Jones  Linda Jonas  Valerie Dubostyck
David Heartlife  Lisa Elley  William Bredall
Dawn Zidonis  Lynn Adams & Ellen McDougald  William Leon

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.
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.
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.

- Snowy Plover $50
- Sea Turtle $100
- Sea Otter $250
- Great White $500
- Blue Whale $1000+

MORE ABOUT US

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

www.pacificbeachcoalition.org