

*I Love a Clean
San Diego*



**2020
ANNUAL
REPORT**

OUR STORY



Founded in 1954 as the “War Against Litter Committee,” I Love A Clean San Diego is the region’s most influential advocate for environmental action and education. I Love A Clean San Diego County is best known for our massive countywide environmental cleanup events like the Creek to Bay Cleanup and International Coastal Cleanup Day. Combined with the hundreds of other community cleanups organized each year, which mobilize thousands of volunteers, I Love A Clean San Diego has become the region’s largest cleanup crew -- and we’re proud of it! Yet, for more than 66 years, the

nonprofit has delivered much more to the county’s residents, including region-wide awareness of environmental issues like resource conservation, zero waste techniques and recycling and pollution prevention. Our youth and adult education workshops are aimed at nature conservation, recycling and zero waste living. In total, our programs have removed close in on **10 million pounds of litter** and educated over **400,000 students, adults and company employees** throughout the County of San Diego since our inception.

We offer a broad range of expertise in public education and outreach, event coordination and community relations that supports residents and businesses with actionable solutions to reduce waste. Although we believe education is the first step in reducing negative environmental impacts, we recognize that engaging people in activities to protect and enhance the environment motivates them to take ownership of the environment, leading to changes in behavior and environmentally conscious decisions.



We are committed to conserving the county’s coastal and inland resources, hosting over 900 educational workshops and **600 community cleanups**, which are responsible for clearing over **300,000 pounds of pollution** from the region each year. Through service to nearly **100,000 people each year**, I Love A Clean San Diego is dedicated to empowering every person to be leaders in conservation and waste-free living to protect and improve the health of the home we love.

“Our vision is to live in a region with no litter and where residents send very little to the landfill,” said Len Hering, the organization’s executive director and a retired Navy Rear Admiral. “We’re helping to crack that code with people as a the driver of the solution.”

LETTER FROM THE EXECUTIVE DIRECTOR

Resilience. It is a word that applies to so many people who weathered 2020 and continue to make progress through 2021. For our 66-year-old organization, the pandemic is the greatest challenge our staff and board have faced at I Love A Clean San Diego County.

I want to express my deepest gratitude to our volunteers who continue to power our environmental cleanups; to our donors who gave at all levels to help maintain vital funding for our community volunteer and education programs; and, to our corporate partners who stuck with us as we moved our public service events to the virtual format.

Through the threat COVID-19 presented to our nonprofit we learned, adapted and innovated.

Our team created the first-of-its-kind virtual cleanup to fulfill our commitment to the county's two largest annual cleanups – Creek to Bay and Coastal Cleanup Day. We implemented new online data collection technology that visualized volunteers' cleanups who participated close to home around the region. Our impact numbers were lower in 2020 for obvious reasons. But, Creek to Bay and Coastal Cleanup Day still produced the highest litter collection totals in the state due to the engagement of our volunteer corp, which **grew by more than 3,000 in one year.**

The environmental education team adapted their traditional in-person curriculum for K-12 students and adults to an effective webinar platform. This successfully continues to serve students who are learning from home and individuals who want to learn how to reduce waste in their personal lives.

We achieved the GuideStar Platinum badge for best-in-class financial responsibility and transparency and will soon be a 4-star charity on Charity Navigator.

Our countywide recycling database, WasteFreeSD.org, maintained consistent service as the region's one-stop shop to guide residents to the nearest recycling and hazardous waste disposal locations, and divert these items from the landfill.

And, the San Diego Regional Chamber of Commerce nominated I Love A Clean San Diego as a finalist for the "Pivot Award" to acknowledge organizations who quickly adapted new strategies to operate in the COVID environment.

However, the shelter in place lifestyle highlighted what we knew to be true. Packaging in all its forms, namely plastic and Styrofoam, creates significant pollution. Plastic bags and containers litter our beaches and parks, and become entrapped in our waterways. In fact, we saw a significant increase in takeout containers and home delivery packaging at our regional cleanups. We need to do everything we can to refuse single-use plastic at every chance we have. There is a cost to convenience and plastic is killing our planet - period.

I Love A Clean San Diego will remain the region's resource to aid residents in their waste reduction journey. Looking ahead, we will continue to produce the vital education and cleanups that not only protect our region's environment, but also deliver critical data to policymakers at state and national levels.

I Love A Clean San Diego's most popular programs will return. The Creek to Bay Cleanup has reclaimed its position during Earth Week and Coastal Cleanup Day will return for its 37th year. Our summertime beach litter prevention program has now partnered with Urban Corps of San Diego County and will be back over the busy holiday weekends. And, we are excited to announce I Love A Clean San Diego will attempt to produce the first zero waste golf tournament in June.

As a nonprofit, we will always need the support of donors and company partnerships that sustain our services to residents, families and businesses across the county. You can contact me personally to learn how to help and get involved.

Our accomplishments in unprecedented times have positioned I Love A Clean San Diego well for recovery in 2021, but we need financial support now more than ever to make our recovery whole.

Separate, but together - I Love A Clean San Diego and our family of supporters are resilient. We promise to keep our commitment to you and the natural beauty of our home – San Diego County. I could not be more proud to be a part of this incredible team. Despite the amazing challenges noted above they have remained resilient, tenacious and fully committed to making sure that the mission of this organization is not compromised nor forgotten. Their ability to adapt and work together to pull off what seemed impossible is commendable.



L. R. Hering, RADM, USN (ret)
Executive Director
I Love A Clean San Diego

OUR PROGRAMS

VOLUNTEER ACTION

In 2020, the story of our Community Engagement department is not about amassing the litter totals seen in years past that reached hundreds of thousands of pounds countywide. It's about keeping the spirit of environmental volunteerism alive and creating a sense of connection and place in a time of isolation. Virtually-hosted and close to home, our community cleanups mobilized over **6,880 volunteers** and cleared nearly **50,000 pounds of litter and pollution** from our creeks, canyons, parks and beaches. The team successfully launched a new comprehensive volunteer database which attracted **3,000 new volunteers** to the corps. They launched two newly refreshed mobile-friendly event websites for the Creek to Bay Cleanup and International Coastal Cleanup Day, and online Volunteer Impact Maps across all programs to help volunteers record and visualize their cleanup totals in live time.



Building off the virtually-hosted cleanup, the team built and produced the first state-wide Corporate CleanBuilding event for Blue Shield of California. As covid restrictions eased, numerous regional companies took advantage of the team building program to provide their employees with a day of service.

With just under 1,000 individual community cleanups and programs like Storm Drain Stenciling and Adopt-A-Beach, the Community Programs team created ample opportunity for volunteers to put passion into action. Through these efforts, the team worked to encourage stewardship, energize cleanup efforts, and beautify San Diego County for a lasting impact on our region.

ENVIRONMENTAL EDUCATION



In 2020, the education team quickly adapted twelve programs in their K-12 curricula to **support students and teachers schooling online**. Teachers rely on our programming as part of their instruction plans each year. Schools, teachers and students all had a hard year and our education team was right there alongside them to help relieve the burden of having to provide engaging education alone. In addition to reaching new audiences. Our commitment to ensuring environmental education remains a priority for our youth, our team's ability to flex and meet teachers and students where they are helped our educators open new audiences around the county.

Our community workshop series was redesigned as topical zero waste webinars for local residents and businesses. Through these webinars and virtual classroom presentations, I Love A Clean San Diego educators **reached more than 22,000 youth and adults** with real-world solutions to lower their waste and improve the health of our region's environment. Our team leaves lasting impressions that emphasize the importance of zero waste habits, avoiding single-use items, protecting local watersheds and more.

RECYCLING RIGHT

The level of assistance provided through I Love A Clean San Diego's WasteFreeSD hotline and website WasteFreeSD.org broke all historical records in 2020. More people, now forced to stay home, cleaned out their households and began looking for ways to repurpose, recycle and dispose of items responsibly. The live hotline and online data base **helped nearly 30,000 people** throughout the year. WasteFreeSD.org serves as a one-stop, zero waste resource informing residents of how to properly repair, reuse, donate, recycle, or dispose of items that would otherwise end up in landfills.

WasteFreeSD.org
800-237-BLUE

OUR IMPACT

6,885 Volunteers Engaged



22,078

Youth and Adults Reached through Online Education and Workshops

49,750 Total Pounds of Litter Removed



29,904

Provided Assistance to Unique Inquiries from People and Businesses Looking to Recycle Responsibly

TOP 10 Inquiries on WasteFreeSD Hotline

Household Hazardous Materials	26% Batteries	8%
Household Appliances	14% Textiles	7%
Household Electronics	11% Plastics	7%
Household Goods	11% Paper	4%
Yard Debris	9% Metals	3%

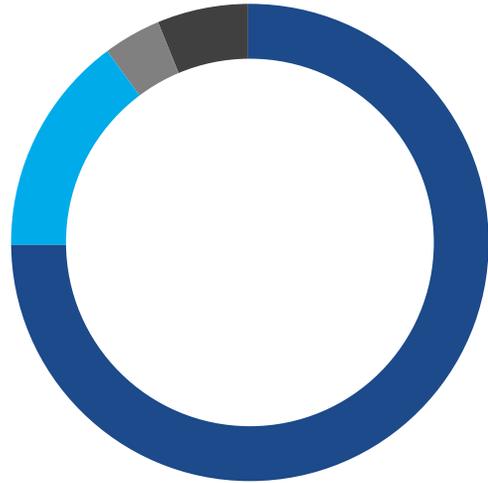
TOP 10 Pollutants Collected

Cigarette Butts	43% Straws, Stirrers	5%
Food Wrappers (candy, chips, etc.)	19% Lids (Plastic)	4%
Bottle Caps (Plastic)	9% Beverage Cans	4%
Beverage Bottles (Plastic)	5% Take Out Containers (Plastic)	3%
Bottle Caps (Metal)	5% Gloves & Masks (PPE)	3%

FINANCIALS

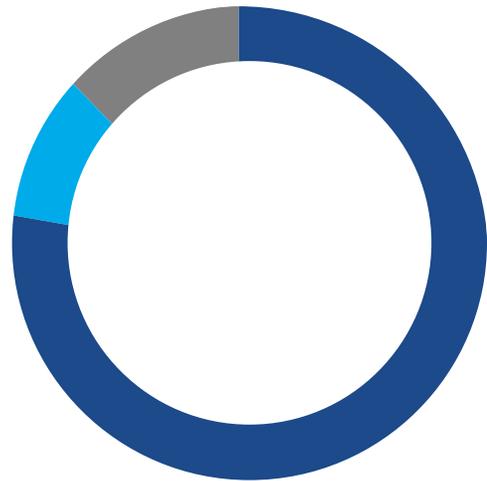
2020 REVENUE*

■ Government	\$1,170,437
■ Corporate	\$205,327
■ Individual	\$48,777
■ Foundation	\$92,663
TOTAL	\$1,517,203



2020 EXPENSES

■ Programs	\$1,104,926
■ Fundraising	\$136,929
■ Management	\$176,794
TOTAL	\$1,418,649



*2020 overall revenue is \$1,555,822. Above revenue does not include interest income or equipment disposal adjustments.

I Love A Clean San Diego is committed to fiscal responsibility and transparency.

We achieved the GuideStar Platinum Seal and the 3-star rating with Charity Navigator in 2020. We are on our way to four stars in 2021. Furthering our fiscal responsibility into the future, I Love A Clean San Diego maintains its endowment with the Rancho Santa Fe Foundation. This is a long term investment in the health and viability of the organization ensuring we are viable for generations to come.



Make A Donation Today!



WE OUR SUPPORTERS AND PARTNERS

For more on giving and corporate partnership opportunities contact Ian Monahan at imonahan@CleanSD.org

\$25,000+

Coca-Cola Foundation
SDG&E

\$15,000+

Ellen Browning Scripps Foundation
Escondido Community Foundation
Hervey Family Foundation
Las Patronas
Wells Fargo
COX

\$10,000+

Bank of America
Blue Shield of California
Keep America Beautiful
Liquid Investments, Inc.
Project Clean Water

\$5,000+

Bill Haines
Nordson Corporation
Northrup Grumman
Pacific Beach Shore Club
Qualcomm Inc.

\$2,500+

Alexandria Real Estate Concerned
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Company
US Bank

\$1,000+

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Cal Coast Credit Union
California Community Foundation
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Keith Riggio
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The Clay Company
Uplift

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Gina Filipelli
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Jake Harrison
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San Diego Magazine

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City of Poway
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San Diego County Airport Authority
San Diego County Board of
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Small Business Association



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STAFF

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CleanSD.org
619-291-0103

WasteFreeSD.org
800-237-BLUE



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Make A Donation Today!

