

ANNUAL REPORT

2021



The background image shows a person's arm wearing a white, textured work glove. The hand is holding a discarded cigarette butt with a brown filter and a blue band. Below the hand is a blue recycling bin. The background is a blurred outdoor scene with trees and a path.

OUR STORY

Founded as the San Diego War Against Litter Committee (WALC) in 1954, I Love A Clean San Diego (ILACSD) is on a mission to lead and inspire our community to actively conserve and enhance the environment through example, outreach, and local involvement. Despite the challenges presented by COVID-19 in 2021, ILACSD continued to serve students, adults and businesses by providing environmental education, volunteer cleanups, and waste recovery resources. ILACSD is dedicated to empowering every person to be leaders in conservation and waste-free living in order to protect and improve the health of San Diego County.

OUR PROGRAMS

2021

01

IN 2021, VIRTUAL AND
IN-PERSON PROGRAM
OPTIONS WERE
OFFERED BASED
ON THE NEEDS OF
INDIVIDUAL SCHOOLS
AND GROUPS.

Environmental Education

I Love A Clean San Diego's education team remained incredibly flexible through the pandemic with county and school district safety guidelines constantly changing. Our education staff overcame the challenges of serving various school districts and community groups with differing restrictions and limited availability. In 2021, virtual and in-person program options were offered based on the needs of individual schools and groups. This strategy allowed us to re-introduce our signature in-person presentations to some groups, while maintaining newer strategies such as virtual webinars, which have reached a wider audience and are widely popular!

By maintaining a strong degree of flexibility in 2021, our team of education staff were able to engage and inspire almost 26,000 individuals (an increase of almost 4,000 individuals from 2020) and deliver over 650 education presentations (an increase of 100 presentations from 2020). Our education staff grew in 2021 as requests for programs increased. We helped inspire people of all ages across San Diego County to engage and take action related to environmental protection, pollution prevention, zero waste and conservation habits, and diverting waste in many forms from reaching the landfill!



02

Waste Recovery

I Love A Clean San Diego's waste recovery team continued to provide a high level of customer service to residents and business through the WasteFreeSD hotline and website WasteFreeSD.org. In 2021, more San Diegans than ever were cleaning out their homes and businesses looking for ways to repurpose, recycle, and manage items more responsibly to reduce what ends up in the landfill. The team fielded 5,683 calls and 33,670 web inquiries regarding over 41,422 items.

In addition to being the community's hub for zero waste questions, the team began in-person recycling education and outreach to multi-family complexes, like condominium and apartment buildings, through door-to-door outreach to share organic recycling requirements and resources. Staff also helped schools prepare for upcoming recycling requirements within the County by conducting 31 school waste audits and worked with student and staff-led green teams to set up school recycling programs within the unincorporated portions of the County of San Diego. Our waste recovery staff grew in 2021 as the team took on a new program name, new programs and events, and explored new opportunities to engage and support the community. We helped inspire residents and businesses to recycle right and rethink their relationship with waste!



"I would like to share with you a terrific experience. Over several months, my family and I have been in contact with the [WasteFreeSD Hotline Operator] to learn the best methods of disposing of household hazardous wastes. We inherited a big mess on a property my 88 year old mother owns in Julian. The [WasteFreeSD Hotline Operator] has been so thorough and helpful to us with this project. Their knowledge and ability to explain the process are superb and I just wanted to share this with you. The [WasteFreeSD Hotline Operator] is terrific!"

JULIAN RESIDENT

2021

03

Volunteer Action



In 2021, the Community Engagement team continued to keep the spirit of environmental volunteerism alive throughout shifting regulations. To keep volunteers safe and socially-distanced, the team continued offering a self-led, close to home volunteering option developed during the height of the pandemic in 2020. This self-led cleanup option proved powerful and was available for all programming. With just over 1,000 individual community cleanups and programs like Storm Drain Stenciling, Independent Cleanups, and Adopt-A-Beach, the Community Engagement team created ample opportunity for volunteers to put passion into action.

Later in the year, the Community Engagement team revived in-person, hosted cleanups, bringing smaller groups and teams together at locations throughout the county. The continued use of GIS visualization impact maps and reporting gave a snapshot behind each volunteer's effort. Through both hosted and individualized efforts, our cleanups and programs mobilized nearly 8,400 volunteers and cleared over 61,000 pounds of litter from San Diego streets, creeks, canyons, parks and beaches. The department's team grew adding new positions and team members, along with a department name change. With a dedicated team and volunteers, Community Engagement was one step closer toward our mission to be litter-free and make a lasting impact on our region.

25,971

YOUTH AND ADULTS EDUCATED
AT WORKSHOPS AND
PRESENTATIONS



61,271

POUNDS OF
LITTER REMOVED

8,396

 VOLUNTEERS
ENGAGED

39,353

INQUIRIES HANDLED
FROM RESIDENTS AND
BUSINESSES LOOKING TO
RECYCLE RIGHT



OUR IMPACT

2021

TOP 10 INQUIRIES ON WASTEFREESD

Category	Number of Requests	% of Total Requests
Household Hazardous Materials	9,868	23.82%
Household Appliances	5,283	12.75%
Household Electronics	3,883	9.37%
Household Goods	3,839	9.27%
Batteries	2,719	6.56%
Plastics	2,674	6.46%
Textiles	2,445	5.90%
Paper	1,580	3.81%
Automotive	1,392	3.36%
Metals	1,316	3.18%

OUR IMPACT

2021

TOP 10 POLLUTANTS COLLECTED



Item	2021
Cigarette Butts	11,715
Plastic Pieces	6,228
Food Wrappers	5,218
Glass Pieces	2,958
Foam Pieces	2,257
Plastic Bottle Caps	1,777
Plastic Beverage Bottles	1,253
Straws/Stirrers	1,232
PPE (gloves, masks)	1,075
Plastic Bags (Other)	999

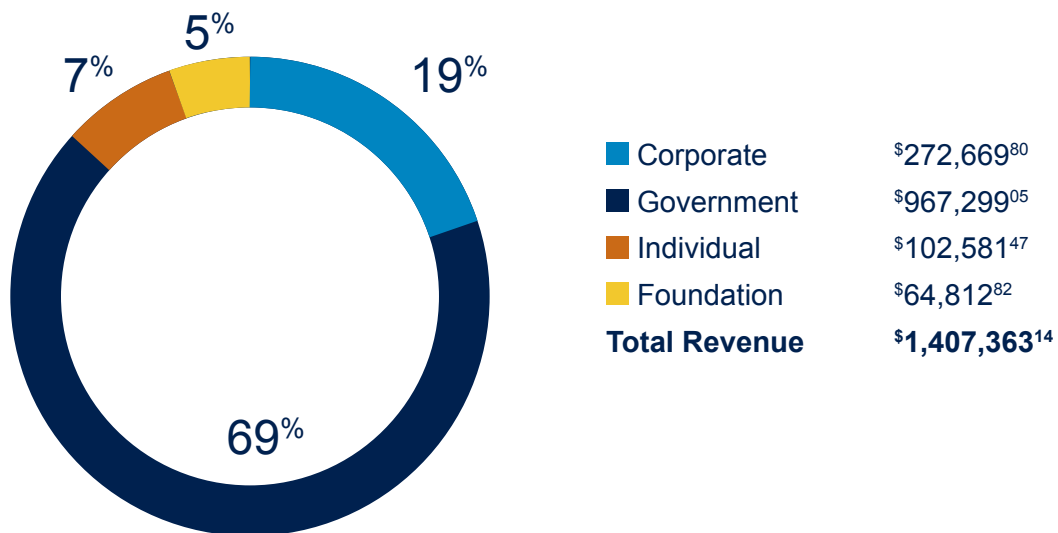
Total **34,712**



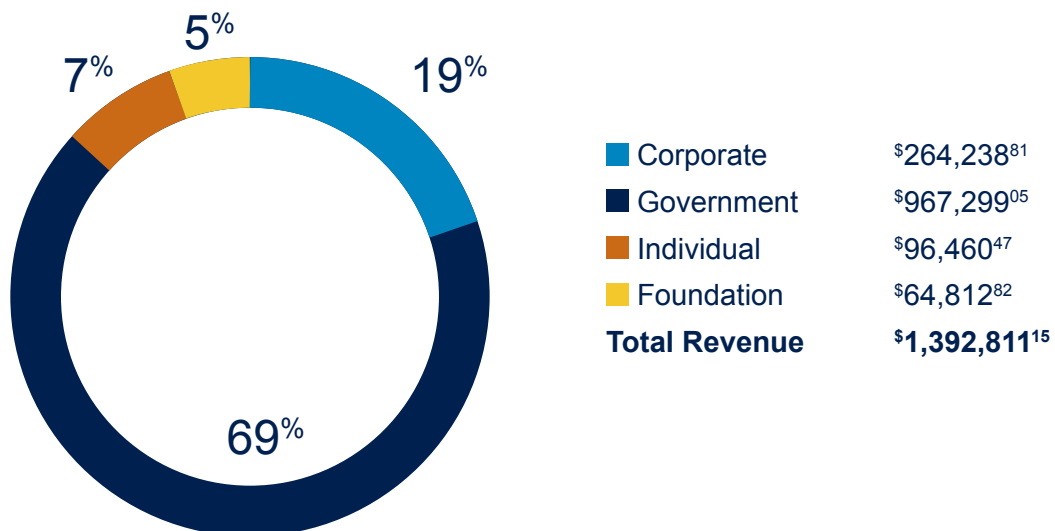
OUR REVENUE

2021

REVENUE: 2021 (WITH INKIND)



REVENUE: 2021 (WITHOUT INKIND)



*2021 overall revenue is \$1,428,098. Above revenue doesn't include interests & investment income.

OUR SUPPORTERS

\$25,000+

Hervey Family Foundation
SDG&E
Wells Fargo

\$15,000+

Coca Cola
COX Charities Fund
Ellen Browning Scripps Foundation
Keep America Beautiful

\$10,000+

Bank of America
Campland

\$5,000+

Bumble Bee
Deanne Schlemmer
Dudek
Northrup Grumman
Republic Services
Semptra LNG, LLC
Sony Electronics

\$2,500+

Bill Haines
Carolyn & Charles Beaird Foundation
Cask
EDCO
Herman Miller
Illumina
Jones Lang La Salle Real Estate Co

SCS Engineers
Reyes Coca Cola Bottling
Soapy Joes
West Coast Electric
Wheelhouse Credit Union
Qualcomm
Reprohaus CoR

\$1,000+

Alex Hosch
Alex Yakutis
Anheuser Busch
Anne Clinton Trust
Ball Auto
Bill Haines Jr/Memory of Jeff
Lipscomb
Cal Pines Energy Solutions
Casual Dining & Bar Stools
Cecelia Conover
Christopher Carter
Coastal Tree Care
Cox Communications
Cubic Corporation
Bench Mark Mortgage
Brian Emmert
Bryce Hunter
Cal Tech Auto
David Weiner
Denise Price
Good Use Company
Gravity Heights Brewery
Harborside
Harrah's/Caesars Enterprises

Jake Harrison
Jamie Inn
Jon & Bobbie Gilbert Family
Foundation
Judy Harrington
June Caldwell & Chelsea Nelson
Keith Riggio
Len Hering Sr.
Lululemon
Mitchell International
Number 20
Paula Levin
Penchecks
San Diego Gulls & Gulliver
Service Now
Shelly Callahan
Solar Guard
Swinerton
Sycuan Casino
Zeke & Jessica Ottemiller
CUTWATER
SUJA JUICE
Stuart Hirsch

\$500+

Aurelius Golf
Back Swing Golf Events
Brian Curcio
Bruce Blakely
Carolyn & Peter Woodbury
Charles Howatt
Fode Family Fund
Inland Industries Group
JC Mejia
Jessica Joelson
Jimbo's
John McGrath
John Moot
Julie Knowles
Kim Price
Monica Winters
Norma Batchelder
Ron Fowler/Liquid Invest
Russell Lail (Springbrook
Insurance)
Shelly Murphy
Uplift

GOVERNMENT

City of Chula Vista
County of San Diego (R1
Earth)
City of San Diego (Think Blue)
City of San Diego
(Environmental Services Dept)
City of Encinitas
San Diego Unified Port District
City of Carlsbad

City of El Cajon
City of Imperial Beach
City of La Mesa
San Diego County Airport
Authority
City of Lemon Grove
California Coastal Commission
City of San Marcos
City of Poway

City of Escondido
City of National City
City of Vista
California SBA - COVID relief
San Diego Unified School District
County of San Diego Board of
Supervisors (NRP/CE grants)



BOARD OF DIRECTORS

CHAIR

Summer Haines
Consultant

Jake Harrison
*Harrison & Associates-
Ameriprise Financial*

Dan Mazzella
*Attorney at Dan
Mazzella Law*

SECRETARY

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The Clay Company

Bill Haines
*Community Volunteer; Retired
Commercial Real Estate Broker*

Alex Yakutis
Shaw Contract

TREASURER

Dr. Alex Hosch
Enterprise Risk Management

Kenneth Moore
Intesa Communications Group

Laura Atkinson
SDG&E

Joseph Mazzella
Attorney at Nutanix, Inc.

Bryce Hunter
*Attorney at Mitchell
International, Inc.*

STAFF

OPERATIONS

Executive Director
Steve Morris

Senior Director of Operations
Emily Nelson

Senior Director of Finance
Ann Hirsch

Administrative Assistant
Lorena Ramirez

WASTE RECOVERY

Waste Recovery Manager
Brooke Yaptangco Flinn

**Sustainable Systems
Coordinator**
Amy Unruh

Waste Recovery Coordinator
Priscilla Dioquino

**Zero Waste Outreach
Coordinator**
Carla Frias

**Tagalog Language Outreach
Assistant**
Eleuterio Buquiran

COMMUNITY ENGAGEMENT

**Director of Community
Engagement**
Lauren Short

Community Programs Manager
Ann Marie Sack

**Community Programs
Coordinator**
Cat Flynn

**Community Events
Coordinator**
Nikolas Kennedy

**Community Outreach
Coordinator**
Alanna Reilly

**Regional Programs
Coordinator**
Kristin Banks

Outreach Assistant
Rachel Le

EDUCATION

Director of Education
Ryan Mayeda

**Community Education
Manager**
Rowan Jackman

**Community Education
Coordinator**
Maren Kavanagh

**Youth Programs
Coordinator**
Eric Dilleuth

**Youth Education
Coordinator**
Ali Hoffman

Environmental Educator
Kit Medina

Environmental Educator
Gianna Petersen

Environmental Educator
Halle Plante

**DONATE
TODAY!**





CleanSD.org
619-291-0103
WasteFreeSD.org
800-237-BLUE

Follow us:



@ILoveACleanSD