

I Love a Clean
San Diego



2022

Annual Report

Awakening passion. Inspiring action.

cleansd.org

Letter from the Executive Director



I am thrilled to join the incredible staff at I Love A Clean San Diego as the new Executive Director. My first experience with the organization was as a volunteer in 2015 at the annual Coastal Cleanup Day. I was blown away by the passion of both staff and volunteers for keeping our environment clean and healthy. I am now excited to turn my passion into action by working every day with our team to preserve and protect our environment for all to thrive.

As the COVID-19 pandemic dissipates and we return to our popular in-person programming, we remain dedicated to empowering every person to conserve, live more sustainably, and improve the health of our environment. Every effort made at home, work, and in the community contributes to a cleaner and more sustainable future. In 2022, we guided community members, businesses, and schools through the statewide organic waste recycling initiative and promoted circular economies through clothing exchanges and repair workshops. We plan to continue this growth by encouraging more residents and businesses to participate in reducing, reusing, and recycling.

Our impact is driven in large part by our network of thousands of volunteers who dedicate their time, energy, and financial resources to keep San Diego County beautiful and litter-free. To improve the volunteer and donor experience, we are implementing a new database, which will allow us to better communicate the impact of your time and generous contributions. We can't thank our volunteers and donors enough for their unwavering support through the last several years of challenges and uncertainty.

Finally, I am excited to strengthen our vision for a zero waste, litter-free, environmentally engaged San Diego region. As one of the longest-operating environmental nonprofits in the state, we are poised to continue inspiring people through example, outreach, and local involvement. Our resurgence in 2022 gives us hope and optimism that together, we can protect and cherish the environment we love for future generations.

A handwritten signature in black ink that reads "Steve M.". The signature is written in a cursive, slightly slanted style.

Steve Morris
Executive Director

Inspiring Environmentalism Through Youth and Community Education

I Love A Clean San Diego inspires people of all ages to become environmental stewards through webinars, classroom presentations, and events like Kids Ocean Day and the Zero Waste Fair.

2022 Impact:



27,010

Students and adults were inspired to become environmental stewards through our presentations, workshops, booths, and events.

884

environmental presentations, events, workshops, booths, and webinars.



Elementary Teacher Testimonial

"I think kids were surprised to learn that everything that enters the storm drains goes directly to the ocean. They had some ideas on how to mitigate this issue and it has begun the thinking process of how to solve community issues."



Ryan Mayeda
Director of Education

"As school safety restrictions lifted, our education team delivered more programs in-person that transformed 23,635 students into environmental champions. Inspired by our education programs, these new champions led community cleanups, created sustainability clubs, and planned projects such as recycling awareness campaigns to reduce their school community's environmental impact."



Return of In-Person Events

Kids Ocean Day and Zero Waste Fair returned to in-person for the first time since 2019! Over 890 students participated in Kids Ocean Day educational presentations and 150 youth created the aerial art project. Nearly 300 San Diegans celebrated individual and community actions to live more sustainably at the Zero Waste Fair!

Environmental Action Through Volunteer Opportunities

I Love A Clean San Diego activates thousands of volunteers across the region to take environmental action by participating in community cleanups, Adopt-A-Beach, and countywide events like Creek to Bay & Coastal Cleanup Day.

2022 Impact:



182,427

Pounds of litter & debris were diverted from our environment.

16,678

Volunteers took environmental action to preserve the health of our environment.



"I'm really proud of the accomplishments from the Community Engagement Department over this past year, but mostly I'm inspired by the commitment I see from volunteers. Our volunteers inspire us everyday to deliver programs that create environmental change."

Ann Marie Sack
Director of Community Engagement



Community Cleanup Volunteer Testimonial

"Volunteering has helped me feel I have some impact at the very small local level to help the environment. Seeing the enthusiasm of the young gives me hope for the future."



Celebrating Volunteerism

Longstanding volunteer site captain of 10 years, Wainwright Hester, was honored by the North County Philanthropy Council as one of the "Volunteers of the Year."

"Every tiny little piece of trash counts when taken out of our ecosystem."
Wainwright Hester



Connecting Businesses and Residents with Zero Waste Resources

I Love A Clean San Diego empowers residents and businesses to embrace zero waste practices through clothing swaps, repair workshops, and WasteFreeSD.org, a free community resource with information on proper disposal, recycling, and reuse of unwanted materials.

2022 Impact:



40,273

Residents and businesses were connected to centers for proper disposal of unwanted materials through the WasteFreeSD.org database and hotline.




42,550

Items were diverted from the landfill and properly recycled, donated, or repaired.



WasteFreeSD.org User Testimonial

"I wanted to thank ILACSD for connecting me to the Household Hazardous Waste pickup service last week. I am very grateful. It meant a lot to me to get these items out of my home."



"By using the database to locate centers for proper disposal and recycling of unwanted items, individuals will be contributing to fewer materials reaching the landfill while making a significant, positive impact on the environment."



Amy Unruh
Waste Recovery Manager

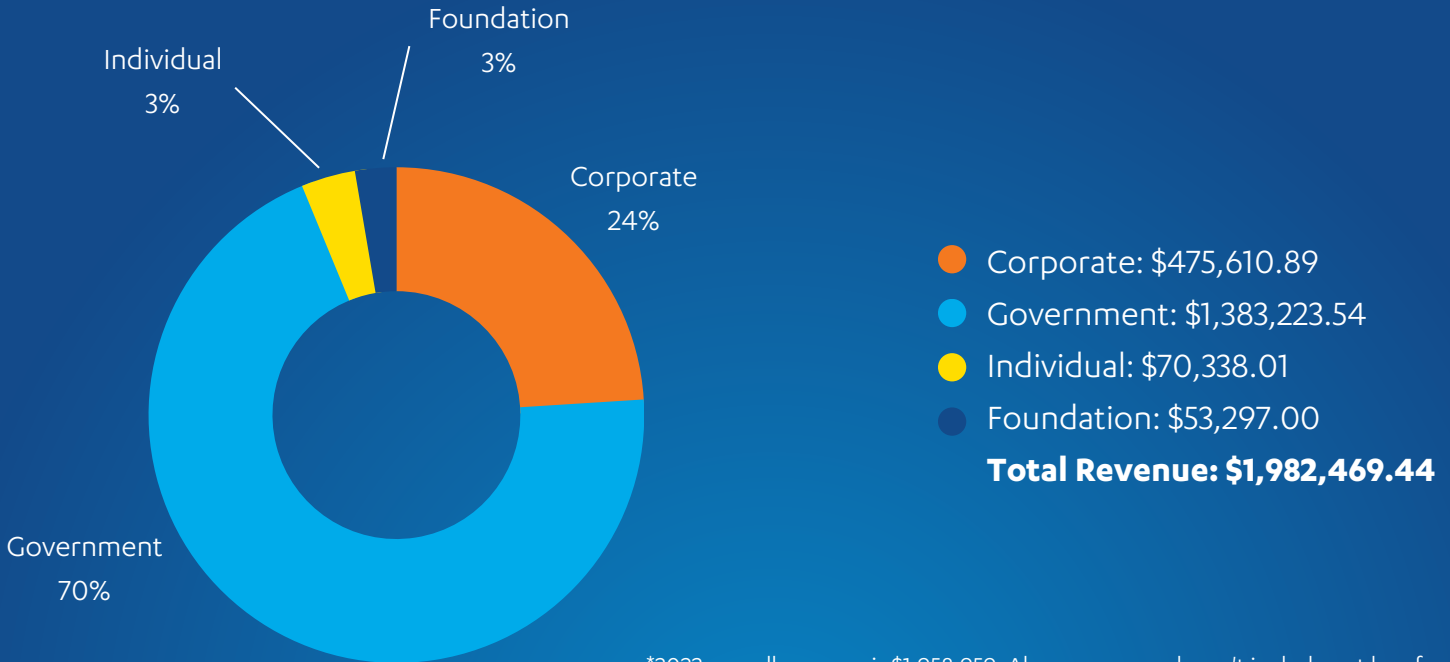


Building Partnerships Through Clothing Swaps

Clothing Swap events in partnership with County of San Diego Libraries have not only reduced the amount of textiles that end in the landfill, but have also proven to be a lifeline for families in the unincorporated county of San Diego.

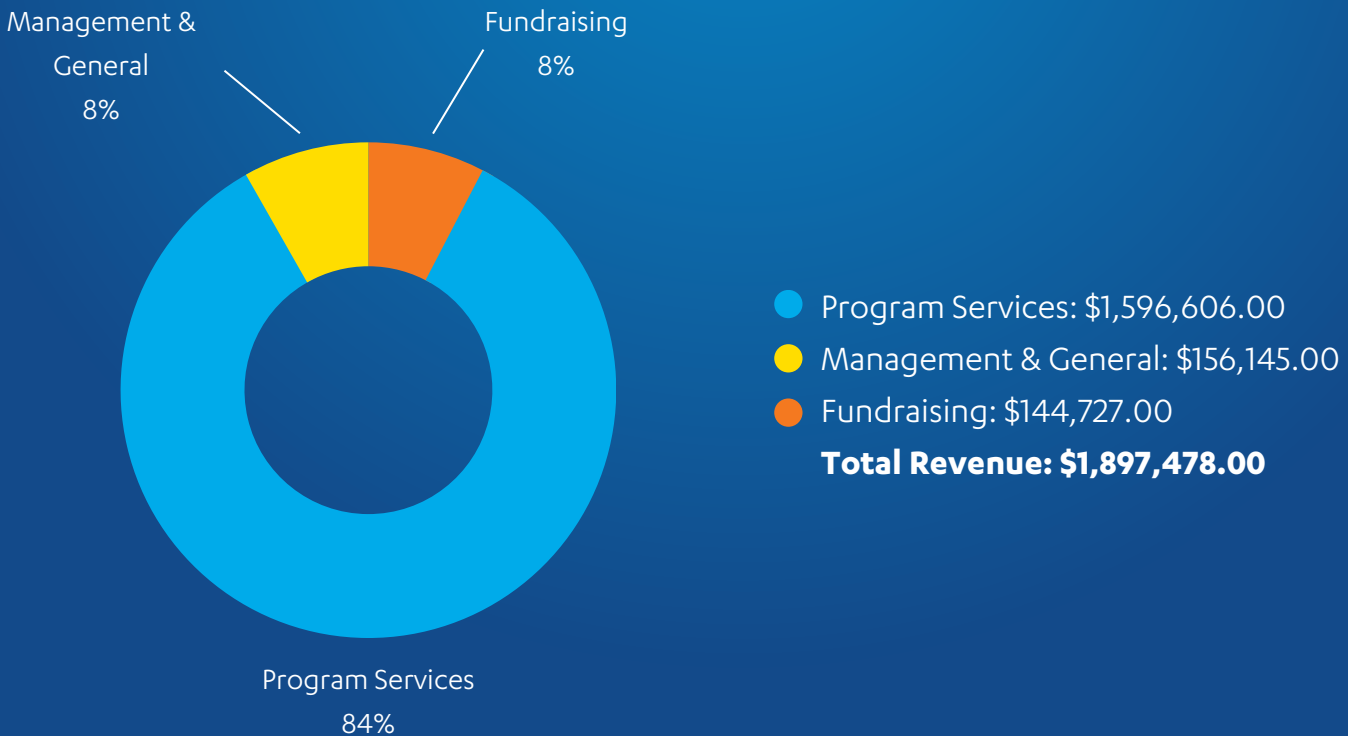
Financials

Revenue



*2022 overall revenue is \$1,958,959. Above revenue doesn't include net loss from combination of interest income, equipment loss or investment loss.

Expenses



Our Partners

\$25,000+

Cox Communications
Hervey Family Foundation
SDG&E

\$15,000+

Bank of America
Bristol-Myer Squibb
Coca-Cola Foundation
Ellen Browning Scripps Foundation
Pizza Port
Wawanesa
Wells Fargo Foundation

\$10,000+

CA Community Foundation
Northrup Grumman

\$5,000+

Bumble Bee
Dudek
Elwyn Heller Foundation of San Diego
Givsky/SOCi
Illumina
Pacific Beach Shore Club

Republic Services
San Diego Kiwanis Club Foundation
Sempra LNG
Sony
TEGNA Community Grant Foundation
Wheelhouse Credit Union

\$2,500+

Geico
Kaiser Permanente Foundation
Kirei USA
Manchester Grand Hyatt San Diego
Ocean Conservancy
Orbital Project Management
Sycuan
Union Bank

\$1,000+

Anthony Cerone
Austal USA
Bill Haines
Campland
Cecelia Conover
Christel Nilsson
Christopher Carter
Duck Foot Brewing Company

Jake Harrison
Jamie Inn
Jennifer Derks
Jeremy Clear/Clear Family Fund
Joseph Mazzella
Judy Harrington
Karolyn Dale
La Casa de Cristo Lutheran Church

Lai Family Foundation
Laura Atkinson
LiveRamp
Nelson Family Foundation
Paula Levin
San Diego Gulls
Sekisui Diagnostics
Teradata
The Clay Company

Government

22nd Agricultural District Association
California Coastal Commission
City of Carlsbad
City of Chula Vista
City of El Cajon
City of Encinitas
City of Escondido

City of Imperial Beach
City of La Mesa
City of Lemon Grove
City of National City
City of San Diego - CPPS grant
City of San Diego, Environmental Services Dept.
City of San Diego, Think Blue

City of San Marcos
City of Vista
County of San Diego
County of San Diego, District Attorney's Office
San Diego County Regional Airport Authority
San Diego Unified Port District
SBA - PPP Loan

Board of Directors

Board President

Kenneth Moore

Intesa Communications Group

Secretary

Denise Z. Price

The Clay Company

Treasurer

Bryce Hunter

Enlyte

Laura Atkinson

San Diego Gas & Electric

Jake Harrison

Financial Advisor

Bill Haines

Retired Commercial
Real Estate Broker

Joe Mazzella

Nutanix, Inc.

Staff

Operations

Steve Morris

Executive Director

Emily Nelson

Senior Director of Operations

Ann Hirsch

Senior Director of Finance

Edwin Mendoza

Director of Marketing & Communications

Meghan Rumel

Office & Bookkeeping Coordinator

Taylor Mohrhardt

Marketing & Communications Specialist

Education

Ryan Mayeda

Director of Education

Ali Hoffman

Youth Education Manager

Rowan Jackman

Community Education Manager

Eric Dillemath

Education Program Specialist

Maren Kavanagh

Community Education Coordinator

Norma Marquez

Community Outreach Coordinator

Erin Schulhofer

Middle and High School Youth
Education Coordinator

Linnea Bird

Elementary Youth Education
Coordinator

Gianna Petersen

Daphne Warren

Marina Pangilinan

Fern Scott

Environmental Educators

Rachel Le

Eleuterio Buquiran Jr.

Matthew Quick

Outreach Assistants

Community Engagement

Ann Marie Sack

Director of Community Engagement

Kristin Banks

Regional Programs Manager

Nik Kennedy

Volunteer Programs Manager

Amy Unruh

Waste Recovery Manager

Priscilla Dioquino

Waste Recovery Coordinator

Kelsey Corbran

Sustainable Systems Coordinator

Carla Frias

Zero Waste Outreach Coordinator

Lance Mann

Volunteer Programs Coordinator

Caroline Stillitano

Regional Programs Coordinator

Celeste Schwartz

Outreach Assistant II

Aylin Camacho

Outreach Assistant II

Bella Sullins

Outreach Assistant