



*"Our family's association with I Love A Clean San Diego began when our daughter was in the 1st grade and seven years later continues to be an important resource for our environmental awareness education."*

*~Fran Stipe, Volunteer*

- Through outreach, community involvement and example, I Love A Clean San Diego (ILACSD) leads and educates our community to actively conserve and enhance the environment.

ILACSD is a private 501(c)(3) nonprofit corporation.



- In 1954
  - ❑ As the community grew, litter emerged as a pressing problem.
  - ❑ The County and City responded with the "War Against Litter" Committee, ILACSD's first incarnation.
- In the 1970s
  - ❑ "I Love A Clean San Diego" was the slogan for the organization's anti-litter campaign.



## ■ In the 1980s

- ❑ ILACSD became the organization's name.
- ❑ ILACSD merged with the San Diego Ecology Center, joining two leading environmental organizations together to better serve the community.

## ■ In the 1990s

- ❑ ILACSD received the Excellence in Solid Waste Education award from the Solid Waste Association of North America.



- In the 2000s
  - ILACSD took a page out of the history books, organizing a large-scale, countywide cleanup during Earth month.
  - ILACSD celebrates over 50 years of promoting environmental education and awareness in San Diego County.

*I Love A Clean San Diego and their army of volunteers makes a tremendous impact on keeping our beaches and bays pollution-free.*

*~Greg Cox, County Board of Supervisors*



# our **BACKGROUND**

Community. Environment. Education.  
Serving San Diego County Since 1954.

- ILACSD offers a broad range of expertise in:
  - Environmental education programs
  - Promoting regional awareness of environmental issues including:
    - Resource Conservation
    - Waste Reduction and Recycling
    - Community Enhancement
    - Pollution Prevention



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- ILACSD runs several independent programs funded through:
  - ❑ Membership
  - ❑ Donations
  - ❑ Sponsorships
  - ❑ Fundraising activities
  - ❑ Private and public grants and contracts



- ILACSD's hotline provides:
  - ❑ 24-hour recycling and household hazardous waste disposal information
  - ❑ I Love A Clean San Diego/South Bay Used Oil Recycling Hotline: 1-800-237-BLUE
  - ❑ County of San Diego's Recycling and Household Hazardous Waste Hotline: 1-877-R-1-EARTH
  - ❑ Approximately 10,000 calls/year



## ■ Storm Drain Stenciling

- ❑ Each city in California is charged with reducing storm water pollution.
- ❑ ILACSD helps meet that need through education and protects our waterways.
- ❑ In 2004, 224 volunteers stenciled 571 storm drains with the message “No Dumping! I live down stream!”



# our **PROGRAMS**

Community. Environment. Education.  
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## ■ Events:

- In 2004 over 10,000 people volunteered at:
  - Coastal and inland cleanups
  - Habitat restoration projects

## ■ Education:

- Classroom and community presentations
- Public education through media campaigns and outreach



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## ■ Creek to Bay

- ❑ Since 2003, more than 6,000 volunteers have participated in the Creek to Bay Cleanup.
- ❑ Volunteers removed over 300,000 pounds of trash and debris cleaning 210 miles of local waterways.



- Coastal Cleanup Day
  - On the 25<sup>th</sup> anniversary in 2004
    - More than 4,000 local volunteers removed 121,300 pounds of debris.
    - Statewide, volunteers conducted 700 separate cleanups, cleaning 1,100 miles of coast and 1,000 miles along the inland bays, creeks, rivers and lakes.

*Our coastal waters and inland waterways are essential to our quality of life.*

*~ Pam Slater-Price, County Board of Supervisors*



- Ocean Day
  - Kids Adopt A Beach Cleanup
    - In 2004, 1200 kids gave Oceanside City Beach a clean sweep.
    - Afterwards the kids assembled into an aerial art formation.

*Our oceans are straining under the pressure of human use. These young people are sending out the message that our oceans need a life preserver.*

*~Mike Reily, California Coastal Commission*



# our PRESENTATIONS

Community, Environment, Education.  
Serving San Diego County Since 1954.

- ILACSD provides hundreds of presentations a year, maintaining close connections with:
  - ❑ Schools
  - ❑ Service groups
  - ❑ Community organizations
  - ❑ Local Businesses



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- ILACSD's interactive classroom presentations:
  - Challenge students to think about the world around them.
  - Help students make better decisions.
  - Encourage interdisciplinary approaches to reduce daily impact on our environment.



*Thank you for coming to our class today. I learned lots - to reduce, reuse, recycle. Now, I will not make too much trash.*

*~ David N., age 8, Student*

# Our PRESENTATIONS

Community, Environment, Education.  
Serving San Diego County Since 1954.

- ILACSD's presentations educate the community about:
  - ❑ Clean Water
  - ❑ Resource Conservation
  - ❑ Waste reduction, reuse and recycling
  - ❑ Pollution Prevention
  - ❑ Community Enhancement and Stewardship



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## ■ Adopt-A-Beach program

- ❑ In 2004, more than 4,000 people participated in the “adoption” of 60 local beaches.
- ❑ Adopters help protect San Diego beaches and bays by organizing cleanups three times a year.
- ❑ In 2004, ILACSD began recognizing adopters on signs posted at 30 participating locations.



# Our *PARTNERS*

Community. Environment. Education.  
Serving San Diego County Since 1954.

- ILACSD works with its partners to overcome obstacles to create and implement effective environmental education programs.

The County of San Diego • Sony • EDCO • The City of Chula Vista • San Diego County Credit Union • Keep California Beautiful • California Coastal Commission • San Diego Household Hazardous Waste Partnership • Solana Center for Environmental Innovation • Waste Management • REI • Pacific Waste Services • Karl Strauss Brewing Company & many more...



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- ILACSD programs and services:
  - Targeted environmental education
    - Public Relations
    - Community Outreach
    - Media and Advertising
    - Point-of-Purchase Marketing
    - Direct Mail
    - Program Design, Implementation and Evaluation



Your community.  
Your environment.  
Get involved today!

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

1-800-237-BLUE



## ■ Contact Us

- ❑ I Love A Clean San Diego  
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San Diego, CA 92110
- ❑ t: 619-291-0103 or toll free at **1-800-237-BLUE**
- ❑ f: 619-298-1314
- ❑ On the web at [www.cleansd.org](http://www.cleansd.org)

