Last year was a significant milestone for the organization and for me personally as it marked my 10 year anniversary with I Love A Clean San Diego. To reflect back to 2005 when I first started, the organization was small but mighty and made up of 5 staff members with a budget of less than $500,000. I’m proud of our steady growth to our current staff of 17 and a budget of $1.3M. With that growth we have become an environmental catalyst, awakening passion in 60,000 youth and volunteers and inspiring action across San Diego County each year and we’re not done yet.

During 2015, we re-evaluated the way we did things and made large improvements. We restructured the staff to respond to the high demands for our programs, and integrated new technology to increase efficiencies and enhance the experience for supporters like you, including easier volunteer registration and paperless supply checkout. Throughout these changes, we continued to keep emerging environmental issues at the forefront by providing education and awareness about water conservation, composting, and zero waste.

As we look forward, 2016 will be another exciting year for I Love A Clean San Diego. Last year, the organization was chosen as the recipient of the Fieldstone Foundation’s Clare Rose Sabbatical program. Following the 2016 Creek to Bay Cleanup, I will take 3-months leave to allow for capacity building amongst our stellar staff. I have placed full confidence in Natalie Roberts-DeCarli, currently ILACSD’s Senior Director of Operations, to serve as the Interim Executive Director and lead the organization in my absence.

For over sixty years, we’ve brought the best in all of us together for a lasting, positive impact on our region. Thanks to your support, we will continue to empower more communities to improve the health and beauty of our local environment.

Together, we are passion in action.

Pauline Martinson, Executive Director
Accomplishments & Financials
Our most successful year on record!

Educated 30,000 youth and adults about waste reduction, pollution prevention, and sustainable daily habits.

Provided recycling information and resources to 12,500 San Diegans, helping to recycle and properly dispose of 30,000 items.

32,907 volunteers engaged

489,000 LBS of litter removed

79% of volunteers pledged to bring their own reusable item to a cleanup event to reduce the use of single-use plastics.

What’s to come in 2016

New Zero Waste Workshops for all ages – visit CleanSD.org for details.

ILACSD plans to launch a zero waste database in 2016. Stay tuned for the redesigned WasteFreeSD.org!

Visit CleanSD.org to get involved! Participate, Activate, or Donate in 2016 to support our valuable programs!

Financials

ILACSD strives to maintain a low percentage of administrative expense to ensure that the community’s investment goes towards pollution prevention programs.

Statement of Functional Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>$885,440.09</td>
</tr>
<tr>
<td>Management</td>
<td>$151,810.63</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$153,485.55</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$1,190,736.27</strong></td>
</tr>
</tbody>
</table>

Revenue by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>$438,659.54</td>
</tr>
<tr>
<td>Government</td>
<td>$748,121.28</td>
</tr>
<tr>
<td>Individuals</td>
<td>$54,080.67</td>
</tr>
<tr>
<td>Foundations</td>
<td>$91,381.00</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$1,332,242.49</strong></td>
</tr>
</tbody>
</table>
ILACSD’s environmental educators are dedicated to connecting students and adults alike with their environment with the goal of engaging all San Diegans as lifelong environmental stewards. In 2015, ILACSD’s educators delivered **728 presentations, fostering awareness amongst 30,000 San Diegans**. Below are some firsts ILACSD accomplished in 2015.

### Bi-National Kids’ Ocean Day

Nearly 1000 students, teachers, and volunteers stood together to send a clear message that pollution knows no borders.

### Adult Workshops

As a part of ILACSD’s three-year long strategic plan, the organization developed a series of free workshops centered on how to implement zero waste lifestyle practices.

### Recycling Programs

ILACSD’s one-stop recycling resource, *WasteFreeSD.org*, offers information on diversion of recyclables and household hazardous waste including paint, cleaners and motor oil from our crowded landfills. In 2015, **12,500 residents** accessed local recycling services through the organization’s call center and database to recycle and properly dispose of over 30,000 items. Among those referrals, **23,000 gallons of paint and motor oil were diverted from landfills**. In an effort to continue moving forward, ILACSD will debut a redesigned, mobile-friendly database that is centered on zero waste principles and resources in 2016!

“One of the most memorable moments from 2015 was when a High Tech Elementary Chula Vista student pointed to a wrapper that was being used to create our Lunchtime Litter art, and said, “I think that was mine!” She then proceeded to collect more litter from the playground. Through our education efforts, students recognize they have an impact on their environment and feel empowered to make a difference.”

- Emily Nelson, Education Manager

“It is refreshing to hear that residents utilize WasteFreeSD.org and that their efforts to divert waste from our landfills are very much engraved into the San Diegan way of life.”

- Anais Rodriguez, Recycling Programs Manager
ILACSD activated 33,000 volunteers who removed half a million pounds of litter from San Diego's coastline, urban and open space areas in 2015. In addition to collecting litter, volunteers also tracked what they found. At Coastal Cleanup Day and every Adopt-A-Beach cleanup, ILACSD volunteers record everything from cigarette butts, to food wrappers and plastic grocery bags. Each year ILACSD analyzes the data to identify trends and measure the impact of its programs. For instance, at two Coastal Cleanup Day sites, Moonlight Beach and Beacon’s Beach in Encinitas, ILACSD noticed a 48 percent reduction in the number of single-use plastic grocery bags collected. Earlier in the year, ILACSD partnered with the City of Encinitas to provide education about how reusable bags protect the environment while handing out over 3,500 free reusable bags to residents! The graphic below represents data collected by ILACSD volunteers before and after the reusable bag outreach and the implementation of the City Ordinance to ban single-use plastic bags.
We appreciate your support! Whether you invest your time or hard-earned dollars, every contribution creates cleaner communities and a lasting impact on the entire region.

$50: Provides two new scales to weigh and track litter our volunteers collect.

$100: Supplies ILACSD volunteers with the tools they need to beautify one San Diego community.

$500: Connects 200 students to nature in a way that inspires them to protect our environment for life.

Dollars are not the only way to contribute to a clean San Diego. Find a way to get involved that fits your lifestyle at CleanSD.org!

Corporate Sponsorships & Volunteer Teams

Show San Diego that your company values a clean and sustainable region – sponsor an event or bring a volunteer team to a cleanup! Employees learn valuable leadership and teamwork skills while your company builds strong relationships with the community. Learn more about sponsor benefits and how to get started by contacting Lexi Ambrogi at 619.704.2778.
**CAPTAIN’S CLUB**

**$5,000+**
Kevin & Leann McCarthy

**$1,000+**
Rachel Heald
Bill and Judy Haines
Norma Kreischer

**$500+**
Jeff Caufield
Karen and Allen Henry
Brad Johnson
Valdemar Larson
Kim Primerano

**$100+**
Rebecca Aguilera-Gardiner
Shana Anderson-Nute
Feroza Ardeshir
Erik Bivens
Emrys Black
Will & Amy Burfitt
Clint Carney
Kevin Carr
Margot & Greg Chambers
Vickie Church
Paula Day
Bonita Drolet
Jonathan Freeman

Bob & Sue Fode
Stacey Fode & Matt Spydell
Lisa & Mark Franovich
Casandra Gates
Girl Scout Troop 4344
Ronald Guiles
Vickie Hacker
Chris Ingram
Eric Johnson
Brian Julien
Galen Justice
Richard & Linda Kwasny
Lon Larson

Pamela Maher
Vanessa Martin
Chamomile Meadow
Charles & Martha Moffett
Kim Murray
Stan Nelson
Scott Norris
Michael Page
Bruce Pastor
Mike Petroegeorge
Michael Ray
Vince & Ellen Reardon
Sheri & Bill Roberts

Jan & Bob Rogers
Dennis Root
Shari & Dan Sehlhorst
Susanne Simpson
Cindy Skach
Raul Smith
Lauren Stiley
Dorothy Stock
Paula Traber
Aaron Wahl
Carey Winston
Hadas Zies

**CORPORATIONS**

Alaska Airlines
AleSmith Brewing Company
Anheuser Busch
BAE Systems
Bank of America
Beckman Coulter
Ben & Jerry’s
Brown & Caldwell
Brown Law Group
Buffalo Exchange
California Bank & Trust
Caufield & James, LLP
Cox Communications
Crystal Geyser
Culture Brewing
Cushman & Wakefield
CW6
Disneyland

DMAX Engineering
Dog Beach Dog Wash
Dr. Bronner’s
Eat Drink Sleep
ecoATM
EDCO
Evans Hotels
Federal Express
Firestone Walker Brewing Company
Gafcon
General Dynamics, NASSCO
Geosyntec Consultants
Harrah’s Resort Southern California
IBEW Local 569 Union
IDW Publishing
Jack in the Box

Jim Coit Photography
Jimbo’s
Karl Strauss Brewery
KFMB Channel 8
Kilroy Realty
Kohl’s
Levi Strauss & Co.
Lincoln Military Housing
Macy’s
McKenna, Long & Aldridge
Michael Baker International
Mission Beach Women’s Club
Nordson Asymtek
Northrop Grumman
One Source Distributors
Patagonia
Peninsula YMCA
Procopio, Cory, Hargreaves & Savitch LLP
Qualcomm Foundation
REI
Republic Services
Rubio’s
San Diego Gas & Electric
SEA LIFE Aquarium
SeaWorld
Seventy 1 Environmental
Sony Electronics
Southwest Airlines
Standard Pacific Homes
Starbucks
Sycuan Resort
Tolosa Winery
Walmart
Waste Management
Wells Fargo Bank

**FOUNDATIONS**

4s Ranch/Del Sur Community Foundation
Albatross Foundation
Carlsbad Charitable Foundation
Ellen Browning Scripps Foundation
Escondido Charitable Foundation
Fieldstone Foundation
Heller Foundation of San Diego
Hervey Family Foundation
The San Diego Foundation

**GOVERNMENT**

22nd District Agricultural Association
California Coastal Commission
CalRecycle
City of Carlsbad
City of Chula Vista
City of Coronado
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 Poway
City of San Diego
City of San Marcos
City of Vista
County of San Diego
Port of San Diego
San Diego City Council
San Diego County Board of Supervisors
San Diego County Water Authority
San Diego Regional Airport Authority
Current Board of Directors

**President**
Michael Page
RECON Environmental

**Vice President**
Shari Sehlhorst
SeaWorld

**Treasurer**
Brad Johnson
Gafcon

**Secretary**
Vince Reardon
People for a Clean UC

William Burfitt
UCSD Jacobs School of Engineering

Clint Carney
telmedx

Jeff Caufield
Caufield and James, LLP

Jonathan Freeman
Cushman & Wakefield

Bill Haines
Community Volunteer

Dr. Mark Laska
Great Ecology

Mayela Manasjan
City of Encinitas

**Staff**

Pauline Martinson
Executive Director

Ann Hirsh
Director of Finance

Natalie Roberts-DeCarli
Senior Director of Operations

Lexi Ambrogi
Development Manager

Sam DeCapua
Contracts Manager

Sarah Buchholz
Marketing Manager

Moriah Saldaña
Community Program Manager

Lauren Short
Community Program Coordinator

Emily Nelson
Education Manager

Anais Rodriguez
Recycling Programs Manager

Grace Matteson
Education Specialist

Becca Jaffe
Education Specialist

Leila DeSilva
Recycling Call Center Assistant

Erika Van Sickel
Administrative Assistant

---

Follow us on social media:
Facebook
Twitter
Instagram

Donate online at
CleanSD.org
WasteFreeSD.org

Contact
CleanSD.org
619.291.0103
1.800.237.BLUE

2508 Historic Decatur Rd.
Ste. 150
San Diego, CA 92106

Follow us on social media:
/ILoveACleanSD