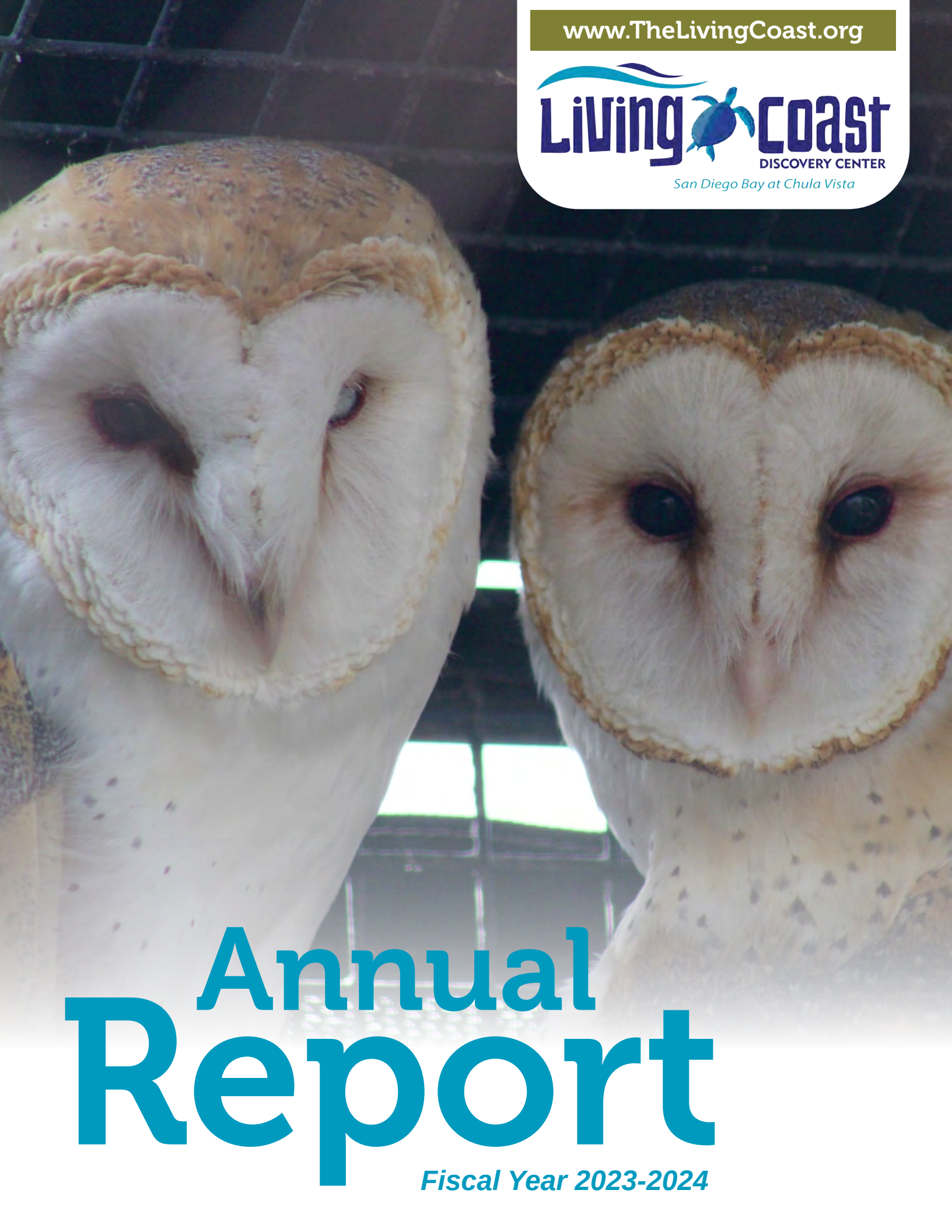


[www.TheLivingCoast.org](http://www.TheLivingCoast.org)



# Annual Report

*Fiscal Year 2023-2024*

# Our Mission

**Inspiring the community  
to connect with and care  
for our coastal environment.**



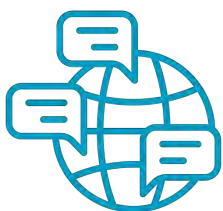
# Community

## Bilingual Programs

The South Bay is home to a vibrant and diverse community, including a large population of Spanish speakers. As part of our work to eliminate all barriers to accessing nature, we translated our most popular programs into Spanish, including guided hikes, compost workshops, and public animal presentations. This initiative not only enhances the learning experience but also demonstrates our commitment to our mission of inspiring the community to connect with and care for our coastal environment.



**7 certified bilingual instructors** led **89 bilingual programs** for about **3,000 participants**.



### Bilingual Weekends

All onsite programming is offered in both English and Spanish the first weekend of each month.

# Community

## A Community of Volunteers

Volunteer support is vital to our mission and impact. Volunteers, including specialized interns and docents, bring invaluable skills, energy, and dedication, increasing our capacity so that we can connect with our community and expand our programs. From Education to Animal Care, Horticulture to Board of Directors, volunteers are essential to serving our mission, and their contributions allow us to achieve far more together than we ever could alone.



**Active Volunteers: 242**

**New Volunteers: 172**

**Volunteer Time: 13,061**

**Value of Volunteer Time: \$504,285**

Our active volunteer count is **34% higher** than last year and **90% higher** than 2018/19 (pre-COVID)

# Community



## Trail to Bay Challenge

A community program that mobilizes families to explore the outdoors. In partnership with the City of Chula Vista and with support from the California State Parks Habitat Conservation Fund, participants are encouraged to explore, learn, and protect wildlife by attending three guided hikes and one cleanup with the Living Coast Discovery Center.



**60+** Guided Hikes

**1,028** Participants

**75+** Miles



**10** Cleanups

**200** Participants



**620 lbs** of  
trash removed

# Education



Each day, we welcome hundreds of students through our doors connecting them with nature to foster curiosity, environmental awareness, and a deeper appreciation for the natural world. By immersing students in outdoor environments, we inspire a lifelong respect for nature and cultivate a generation that understands the importance of environmental stewardship.

## Education Reach:

More than **65,000** individuals including **28,580** children served through school & public programs.

**Over 5,000** students visited at no cost through grant funds provided by U.S. Fish & Wildlife Service, Port of San Diego, and San Diego Gas & Electric, almost **50% more** than the previous year.



## Field trips:

About **23,000 K-12** students visited, with **72% at low or no cost**, a **13% increase** from the previous year.

## Wildlife Day Camps:

**165 week-long camperships** for San Diego Unified School District students offered at no cost thanks to Level Up SD, a summer enrichment program delivering expanded learning experiences.

*Made possible with grant support from San Diego Foundation and San Diego Unified School District.*



**22 week-long camperships** for local students living in transitional housing at Alpha Project and Housing on Merit.



*Made possible with support from the CA Coastal Conservancy Explore the Coast Grant.*



# Education



## Partners in Education

Partnered with nearby schools to provide a low cost learning space for field trip experiences.

**Chula Vista Elementary School District:**  
10,500 K-6th grade children served

**Mueller Charter School**  
Over 3,300 7th-8th grade children served



# Farm to Bay

## Thank you for your support of the 14th annual Farm to Bay!

Our annual food & beverage tasting fundraiser was the highest grossing in the event's history!

With your help, the event generated **\$154,000** in net proceeds. Our sustainability team is proud to report that **93%** of the total event waste was diverted from the landfill. Only **20 lbs. of trash** was generated during the event, equating to just **two kitchen garbage bags**.

The City of Chula Vista's commercial composting facility and the use of many reusable and compostable items during the event contributed to our success.

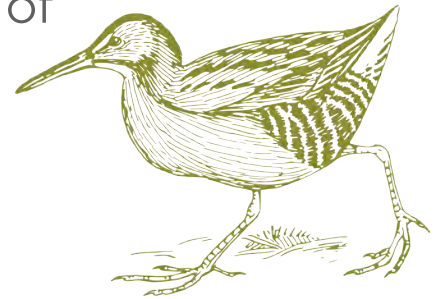




# Conservation

The Living Coast has been a proud member of **Team Clapper Rail** since 2001. This year,

**1,000** Light-footed  
Ridgway's Rails



have been released into Southern California salt marshes.

Team Clapper Rail is composed of organizations dedicated to the study, restoration, and introduction of the Light-footed Ridgway's Rail (*Rallus obsoletus levi*) in Southern California. The Light-footed Ridgway's rail is a state and federally-listed endangered species. The presence of the rail within a coastal habitat indicates a functioning tidal salt marsh ecosystem and its rich biological diversity.



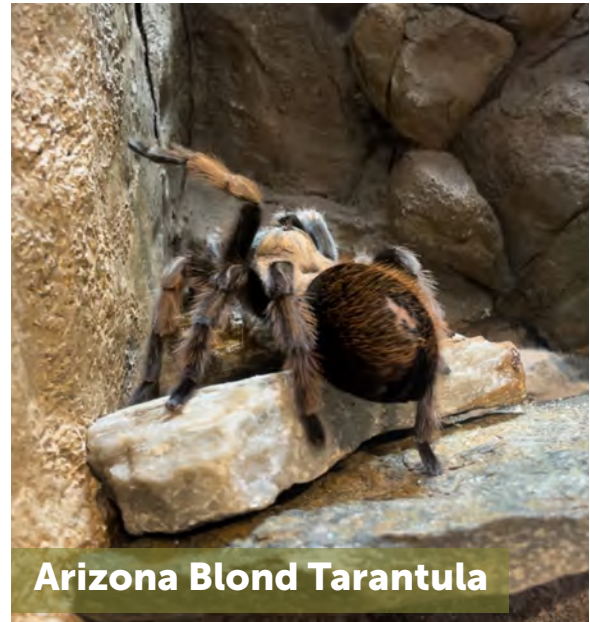
# Animal Care

## Welcome New Ambassadors!

Animal ambassadors play a unique role in educating the community about their wild counterparts. Through interactive presentations and close-up encounters, they allow individuals to connect with native wildlife while inspiring them to contribute to conservation and protect natural ecosystems. Each ambassador helps to highlight the challenges their species face in the wild, from habitat loss to climate change, fostering a deeper understanding of conservation needs in our region.



**Raccoon**



**Arizona Blond Tarantula**



**Virginia Opossum**



**Gopher Snake**

# Sustainability



Often times, you may want to do the right thing by composting or sorting waste to divert from the landfill, but the information can be unclear or overwhelming. How do you know you are doing the right thing? The Living Coast aims to educate our local community on how to sort waste and compost at home effectively.



## Free Composting Workshops

Composting turns organic waste that would end up in a landfill into nutrient-rich soil. The Living Coast hosts free weekly composting workshops so that our community can learn how to lower their carbon footprint, reduce waste, and help save the planet!

**201** participants   **80** Chula Vista residents

# Sustainability



We offer hands-on training that prepares individuals to share their knowledge with family, friends, and neighbors in their communities. The participants of our sustainability programs are well prepared to help the state of California reach its goal of diverting 75% of organics from the landfill by 2025.

## 2 Master Composter Training Courses

Offered in the Spring & Fall, the Master Composter Training Course is a seven-week class that provides in-depth teachings in the art and science of composting. We are able to offer this program free of charge thanks to support from the City of Chula Vista Office of Sustainability.



# Honor Roll

Fiscal year 2023-2024

Thank you to our generous donors for their loyal support of the Living Coast Discovery Center.

## \$100,000+

J.W. Sefton Foundation  
San Diego Foundation  
U.S. Fish & Wildlife Service

## \$50,000-\$99,999

The Clare Rose Foundation Inc. and Fieldstone Leadership Network San Diego  
San Diego Foundation and San Diego Unified School District  
Unified Port of San Diego

## \$25,000-\$49,999

California State Coastal Conservancy  
Walter J. and Betty C. Zable Foundation

## \$10,000-\$24,999

Anonymous Donor  
Charles and Ruth Billingsley Foundation  
Stephen & Mary Birch Foundation  
Guadalupe and Ron Cohn  
Channelside Water Resources  
Collins Aerospace  
Cheryl and Greg Cox  
Cox Charities Fund at San Diego Foundation  
The Hervey Family Fund at the San Diego Foundation  
Homefed Corporation  
The C and M Nelson Family Foundation  
Nordson Corporation  
Seven Mile Casino  
Sun Outdoors San Diego Bay  
Wells Fargo Wealth Management

## \$5,000-\$9,999

The J.F. Beyster Fund at the San Diego Foundation  
City of Chula Vista Environmental Services Section  
The Daphne Seybolt Culpeper Memorial Foundation, Inc.  
The Elwyn Heller Foundation of San Diego  
Paula and Herb Engel  
Samuel H. French III and Katherine Weaver French Fund  
Susan Fuller  
General Dynamics NASSCO Ship Building Company  
Marine Group Boat Works  
Mission Federal Credit Union  
RBC Wealth Management  
RIDA Development Corporation

## \$1,000-\$4,999

Michelle Diaz and Maxwell Agha  
BAE Systems  
Baldwin & Sons  
James Biddle  
Heather Bowden  
Boys and Girls Foundation  
Kevin Browne  
Gary Bryant  
Mary Casillas Salas  
Chula Vista Sunrise Rotary Club  
Sherry Cossio  
Dog Eared Pages Giving  
Employees Community Fund of Boeing California  
Marilyn Evans  
Fidelity Charitable  
Suzan and Steve Fuller  
Kendall and Matthew Helm  
Hoffman, Hanono Insurance Services  
The Johnson Family Foundation  
Kimberly Kohler  
Charlene F. Krusas  
Las Primeras  
Beth Mohr and Janet McHard  
Debbie Dodson and Michael Meacham  
Mightycause  
Joanne Miller  
Joseph Rangus  
Renaissance Charitable Foundation  
Republic Services  
Joan Roseman\*  
San Diego Downtown Lions Club  
San Diego Gas & Electric ®  
Southwestern College  
MaryAnn Saponara  
Jennifer and Juan Saffon  
Marjorie Seybold  
Sarah Stivland  
Shauna Stokes  
Kevin Soares  
Mariel and Jayson Schmidt  
Martha and Mark Sottosanti  
Janet and Glenn Torio  
Krystina Torres  
Douglas Wahl  
Dina and Ken Weimer  
Wheelhouse Credit Union  
Verizon

## \$500-\$999

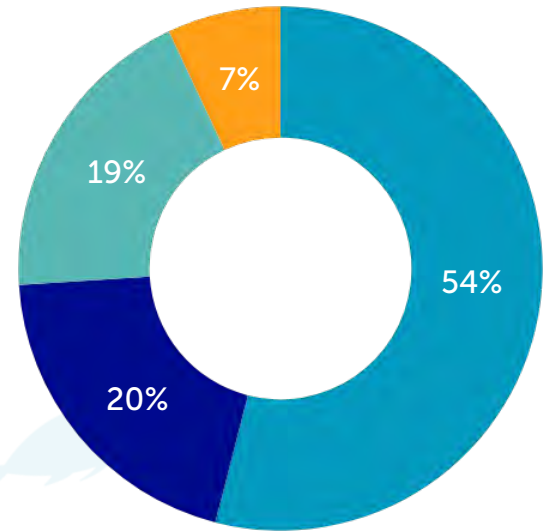
Theresa Acerro  
The Chula Vista Womans Club  
Glinda Copridge and Lola Slater  
Karen and Ian Corey  
Pierce Courtney  
Denise and Gary David  
Thomas Egner  
Christine and Douglas Evans  
Connie Fey  
Sylvia and Jefferey Gaffney  
Jessica and Robert Gonzalez  
Ellen Gross  
Barbara and Stephan Hegyi  
Jim Hush and Bob Zucco  
Evelyn Kezar  
Michele Mangan and Robert Kilpatrick  
Lois and Dennis Klepin  
Kristina and Semyon Kruglyak  
Susan Luebben Maddox  
Kathrin Mautino  
Donna and Gene McAllister  
Marianne Meivers  
Elaine Morrison  
Leticia Munguia  
Karen and Stephen Neudecker  
David Noji  
Marjorie and Daniel Noyes  
Lydia Pellecer  
Michele Peters-Coville and David Voth  
Christina and Robert Ross  
San Diego County Employees' Charitable Organization  
Dana Stephenson  
Kara Swafford  
Judith and Anthony Tieber  
Lori Torio  
Rebecca Vesterfelt and Louis Cohen  
Carol Warschauer  
Shay Wasserman  
Darlene Whorley  
YourCause LLC

\*Deceased

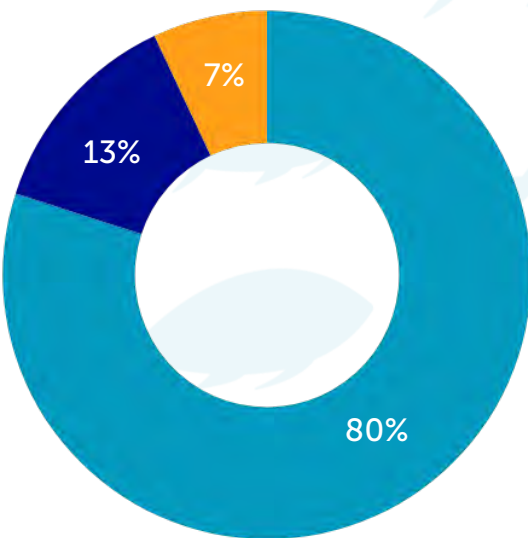
# Financials

## Revenue & Support

<span style="color: #00838F;">■</span> Fundraising & Special Events	\$1,289,108	54%
<span style="color: #002060;">■</span> Admissions & Memberships	\$485,063	20%
<span style="color: #46A89A;">■</span> Educational Program Services	\$463,140	19%
<span style="color: #FF8C00;">■</span> Gift Shop, Rentals, & Investments	\$165,930	7%
<b>TOTAL REVENUE:</b>	<b>\$2,403,241</b>	



## Expenses



<span style="color: #00838F;">■</span> Program Services	\$2,195,168	80%
<span style="color: #002060;">■</span> Fundraising, Development, Marketing and Communications	\$354,875	13%
<span style="color: #FF8C00;">■</span> Management & General	\$177,454	7%
<b>TOTAL EXPENSES:</b>	<b>\$2,727,497</b>	

# Leadership Staff

**Ben Vallejos**, Executive Director

**Lori Torio**, Director of Community Engagement & Development

**Shayna Foreman**, Director of Education & Guest Experience

**Ashley Barron**, Education Programs Manager

**Sadie Klughers**, Marketing & Communications Manager

**Jessica Leon**, Development Manager

**Katharine Leon**, Facilities & Sustainability Manager

**Cynthia Licon**, Community Programs Manager

**Aiyana Reissman**, Animal Care Manager

Thank you to our dedicated staff & volunteers.



# Board of Directors

**Sara Giobbi**, Chair

General Dynamics / NASSCO, Environmental Engineering Manager

**Kendall Helm, Ph.D.**, Vice Chair

SDG&E, Vice President of Energy Supply

**Sam Cardoso**, Treasurer

Wheelhouse Credit Union, Branch Manager

**Risa Baron**, Secretary

Republic Services, Municipal Manager

**Kevin Browne**, Director

Collins Aerospace, Executive Director

**Christopher Carroll**, Director

University Supervisor (Point Loma Nazarene University, National University)

**Sanya DeVore**, Director

Mission Fed Credit Union, Vice President, Director of Marketing

**Susan Fuller**, Director

Fuller's Plumbing, Retired

**Christopher Lewis**, Director

The Lewis Group, President

**Beth Mohr**, Director

The McHard Firm, Managing Partner

**Lydia Pellecer**, Director

Delphinus Engineering Inc., EHS Director

**Andy Yuen**, Executive Committee,

U.S. Fish and Wildlife Liaison, San Diego Bay National Wildlife Refuge Complex, Project Leader



The Living Coast Discovery Center appreciates the commitment and support from the City of Chula Vista.





# Annual Report

Fiscal year 2023-2024

Envisioning a thriving natural coast through engaged conservation.

The Living Coast Discovery Center is uniquely located on the  
San Diego Bay National Wildlife Refuge.

[thelivingcoast.org](http://thelivingcoast.org) | 619-409-5900 | Tax ID 33-0750177