

MOBILE
BAYKEEPER[®]

Mobile Baykeeper

2014 Annual Report



**WATERKEEPER® ALLIANCE
MEMBER**

Waterkeeper® Alliance is a global movement uniting more than 250 Waterkeeper organizations around the world. Waterkeepers protect more than two million square miles of rivers, streams and coastlines in the Americas, Europe, Australia, Asia and Africa. Our mission is swimmable, fishable, drinkable waters world-wide.

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Letter from the Executive Director

Casi (kc) Callaway



When I started at Mobile Baykeeper (Mobile Bay Watch) in 1998, I settled on one word to inspire our effort – Engage. An engaged community is knowledgeable, active and willing to work to improve, restore or protect what it loves. For me, splashing in the waves along our Gulf beaches, swimming in Mobile Bay, skiing on Old River, getting lost in the Delta, kayaking on Weeks Bay or sitting on a dock along Dog River are just a few favorite past-times.

We have been excited to engage you in our work for clean water, clean air, and healthy communities. We won a few in 2014, but we lost a significant battle with the oil pipeline in our drinking water – a lesson we will learn from and be better prepared for the next effort. We will continue to work hard to engage you through our research, education and collaboration efforts so that together we can continue making significant improvements for our home and our families.

Without support, involvement and engagement from our members and the community, we could not do this work. Mobile Baykeeper asks you to become a part of our team if you're not, become more engaged if you are and invite your friends to speak up and get involved. Working together, we not only continue the way of life we enjoyed as kids, we ensure future generations enjoy our Coastal Alabama-Mobile Bay Area. Thank you for your incredible support and we look forward to another amazing year at Mobile Baykeeper.

Sincerely,

A handwritten signature in black ink that reads "Casi Callaway". The signature is fluid and cursive, with a long, sweeping tail.

Casi (kc) Callaway
Executive Director & Baykeeper

“Mobile Baykeeper is a community organization that preserves and protects the Mobile Bay Watershed, because everyone deserves clean water. We research environmental issues that affect your community, educate you on these issues and build partnerships to ensure you have clean water, clean air and a healthy community.”

WHO WE ARE

18
YEARS

4,000+
MEMBERS

8
STAFF

19
BOARD MEMBERS

44,000+
SQUARE MILES TO PROTECT

Eighteen years, over four thousand members, eight full time staff, 19 board members, and a number of issues comprise what is today known as Mobile Baykeeper. Founded in 1997, Mobile Baykeeper is a community organization that provides citizens a means to protect the beauty, health, and heritage of the Mobile Bay Watershed, Alabama's waterways and coastal communities. At the start, West Bay Watch formed to fight the construction of a chemical plant on the west side of Mobile Bay. Almost two decades later, Mobile Baykeeper continues to inform community leaders of the link between environmental protection and the community's economic prosperity.

Mobile Bay

Scale: approximately 1: 3,473,000

Sources: NOAA, ARCUSA

July 26, 1995

File: MR00022

Watershed

Major Rivers

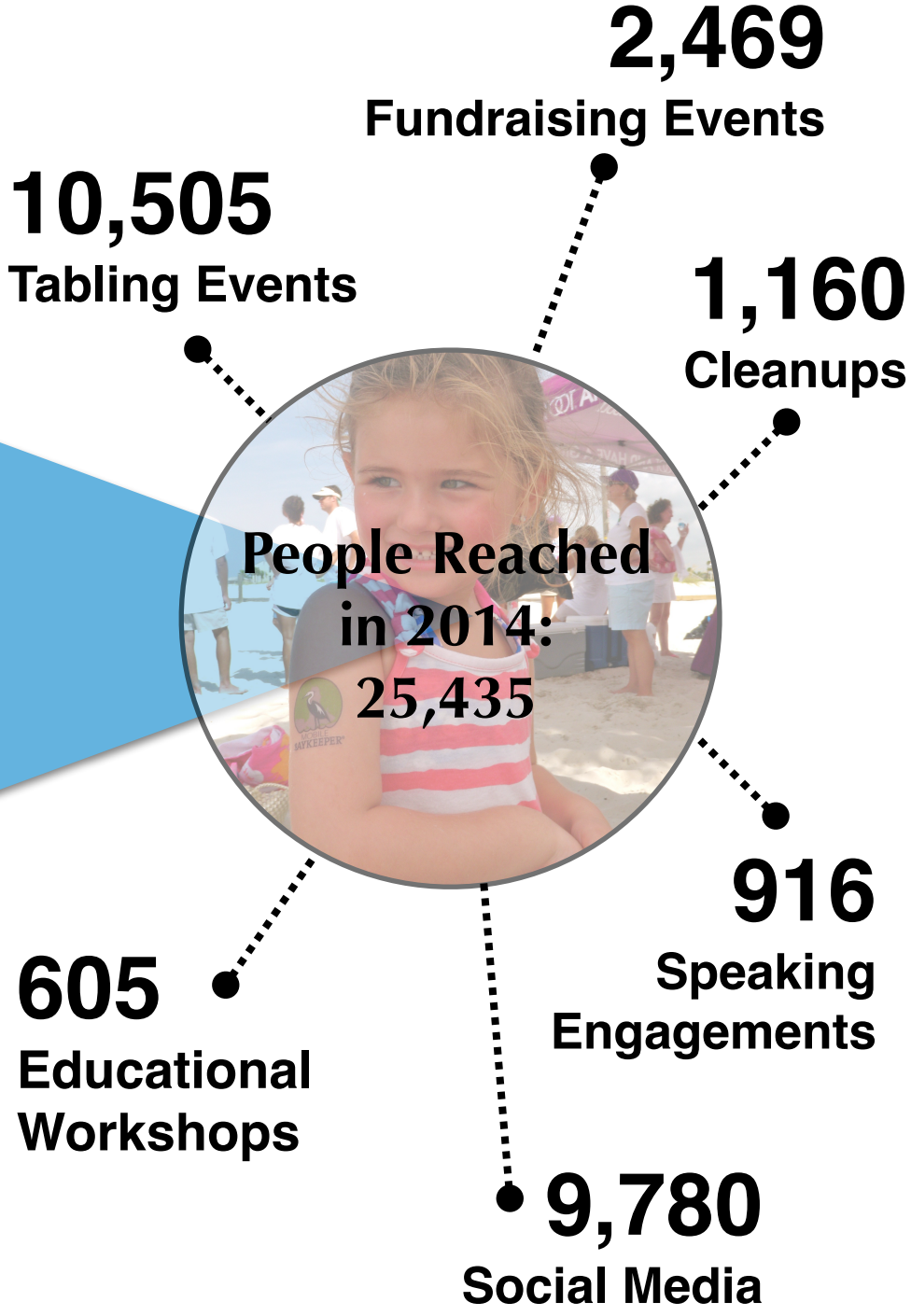
State



Mobile Baykeeper is grateful for the dedicated sponsors who believe in our mission and make it possible for us to continue our work to protect and preserve the beautiful bay community. Our sponsors equip us with financial support, event volunteers, and more so that we can continue protecting the beauty, health, and heritage of the Mobile Bay Watershed.

Sponsors

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- Waterkeeper Alliance SPLASH Series
- White-Spinner Realty
- Wilkins Miller, LLC



2014 RECAP

- The BP/ Deepwater Horizon environmental damage litigation began and U.S. District Judge Carl Barbier found the responsible parties guilty of gross negligence. Phase II determined that BP dumped 3.19 million barrels of oil into the Gulf of Mexico. The last phase will determine the total amount BP owes for restoration of our natural resources.
- Oil Disaster-Restoration fines were allocated to projects such as oyster reef restoration, 100-1000: Restore Coastal Alabama projects, Joe's Branch in the D'Olive Bay Watershed, restoring Mon Louis Island on Fowl River and additional Watershed Management Plans — Bon Secour, Wolf Bay, Fish River, Fowl River, Bayou La Batre, Dog River, and the lower Mobile-Tensaw Delta.
- We reviewed gaps in existing oil and gas regulatory practices for pipelines and energy transportation, Army Corps of Engineer processes, and city zoning and made suggestions to improve these processes to better protect the health of our families and community along the Gulf Coast.
- Water quality concerns saw improvements with the City of Mobile instituting stronger Litter and Stormwater Ordinances.
- A concentration of Quality of Life is always a Mobile Baykeeper focus. We are organizing the Mobile Greenway Initiative that will connect the University of South Alabama, Langan Park via Three Mile Creek to Downtown Mobile, and then on to Dog River through a series of walking, biking, and paddling trails.

THE TIMELINE

Established

Mobile Baykeeper, Inc., initially known as West Bay Watch, was incorporated as a 501 (c) (3) non-profit organization in 1998.

1997

First Air Quality Study Conducted

As a result, air quality monitors were installed throughout Mobile County to collect data and develop air quality standards.

1999

Sewer Spills

Mobile Baykeeper won a court case against MAWSS stopping 2.5 million gallons of sewer overflows from destroying Mobile Bay.

2001

Liquefied Natural Gas

Mobile Baykeeper worked with a coalition of stakeholders to successfully oppose liquefied natural gas facilities from establishing themselves in our community.

2005

Drinking Water Protection

As a result of Baykeeper's lawsuit against ALDOT, the state of Alabama raised standards for roadway construction saving Mobile's drinking water supply through proper containment of hazardous materials from construction.

2006

Water Quality

Mobile Baykeeper successfully petitioned to move a sewage treatment facility away from Magnolia River, establishing zoning regulations to protect water quality.

2008

BP Deepwater Horizon Oil Disaster

2010

100-1000: Restore Coastal Alabama

Through the 100-1000 Restore Coastal Alabama Partnership, Mobile Baykeeper, partner organizations and hundreds of volunteers built a tenth of a mile of oyster reef on Mobile Bay.

2011

Launch of Swim Guide

The Swim Guide app protects swimmers from health risks due to poor water quality. Originally developed by Lake Ontario Waterkeeper, it was expanded by Mobile Baykeeper to include Alabama Beaches.

2012

Litter & Stormwater Campaign

A Mobile Baykeeper trained volunteer recorded footage of trash flowing through Dog River, igniting a community-wide campaign against litter.

2013

WHAT WE DO

Mobile Baykeeper achieves our mission by taking a systematic approach to address environmental concerns:

- **Research:** We investigate the policies, regulations and science behind every issue to fully understand the problem. Exploring all avenues we are able to determine the best solutions to address the issue.
- **Education:** Armed with facts, we educate our members, the public, and decision makers on the problem and solutions. We advocate for change when, where and how it is needed most.
- **Collaboration** We form diverse partnerships with organizations and businesses. Combining efforts enables us to have a greater impact in attaining our common goals: clean water, clean air, and healthy communities.



RESEARCH



In 2014, the Mobile area was introduced to oil transportation and storage issues. An oil pipeline through our drinking water supply and one to Mobile River and tar sands oil storage tank proposals were brought up during the year. Prior to 2013, Mobile Baykeeper had not worked on pipelines, railroads or storage tanks associated with oil/petroleum products so research was a major first step toward addressing these concerns.

We researched a proposal to build 30-60 massive storage tanks (tank farm) for tar sands oil on Blakeley Island with a pipeline running from the rail yards behind the GM&O building on Water Street under the Mobile River. Shortly thereafter, another tank farm facility was proposed near Africatown on the old International Paper site.

Our research taught us that tar sands are highly toxic oils that contain high levels of heavy metals, such as mercury, lead, cadmium and arsenic. currently being extracted in Canada. Also known bitumen, their extraction is intensive and more closely related to coal mining than drilling. Tar sands oil is incredibly difficult and costly to clean up if spilled, therefore not something you want near our important waterways.

Our research and outreach efforts landed Mobile Baykeeper staff and board members on the Ad Hoc committee to research oil transportation and storage and presented recommendations to the Mobile City Council. Recommendations include creation of buffer zones, amendments to the zoning ordinance, use of odor control technology, and changes to requirements for planning approval.

A serious lack of information netted a Plains All American pipeline in Big Creek Lake – the drinking water supply to over 250,000 people in Mobile and Baldwin Counties. Plains had started building a 23-mile heavy crude oil (not tar sands) pipeline from their tank farm in Eight Mile Alabama to the Chevron refinery in Pascagoula. The Public Service Commission allowed it without a thought to drinking water impacts stating their only responsibility is the “furtherance of economic development”. Their permit to build in wetlands was granted by the U. S. Army Corps of Engineers through a “nationwide permit”. Mobile Baykeeper filed a lawsuit challenging that permit but lost because the nationwide permit does not require reviews or consideration of a drinking water intake. Mobile Baykeeper and our national partners will continue to work to change that permit limitation.

WHAT WE DO



EDUCATION

Every thing that lands on the ground – street, parking lot, grass, rooftop – is very likely headed toward our coastal waterways as Stormwater Pollution. Rainwater picks up dirt, litter, oil, grease, pet waste, pesticides, herbicides and other pollution and carries it to storm drains and ditches that drain to creeks, streams, rivers, and bays. Stormwater pollution is flooding waterways, eroding stream banks, harming plants and animals that live in the waterways and degrading our ability to drink clean water and fish and swim in beautiful area waterways.

Mobile Baykeeper works to reduce stormwater pollution problem through research, education and collaboration, but our emphasis with this effort is on education. Our focus in 2014 included improving stormwater regulations, training community members and defining linkages between personal actions and water quality.

The Alabama Stormwater Partnership, a group of grassroots environmental organizations from across the state researched and commented on the City of Mobile's new stormwater permit and litter ordinance. Statewide, the Alabama Stormwater Partners and Mobile Baykeeper educated elected officials about the negative impacts of limiting local authority over city stormwater programs.

The program staff trained more than 50 people in 2015 on the effects of construction stormwater pollution – mainly mud – through the Muddy Water Watch program. Workshop attendees learned to monitor construction activities in their neighborhood to ensure mud and dirt stay on construction sites and out of storm drains and waterways.

Due to an incredible volunteer's outstanding videos, Mobile Baykeeper has turned to focus on litter reduction in large part by teaching Alabamians that there is a direct link between litter via stormwater runoff to significant environmental impacts. Mobile Baykeeper partnered with the Coastal Heritage Land Trust to develop and distribute the "Litter Getter" - a reusable bag for picking up litter on your daily walks. Staff organized 25 neighborhood and waterway cleanups in Mobile and Baldwin Counties throughout the year and recruited over 1,000 cleanup volunteers. There is now a litter cleanup toolkit on our website for neighborhoods to organize their own cleanup events. Through collaboration with over 20 local businesses, municipalities, agencies and non-governmental organizations, the "Create a Clean Water Future" public service campaign began to explain and encourage individual actions to fight stormwater pollution.



COLLABORATION

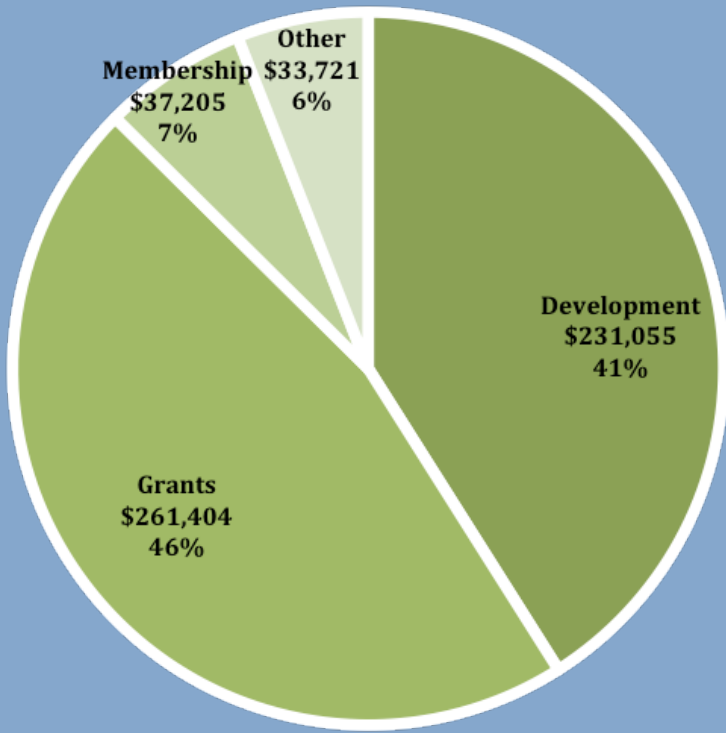
The Gulf of Mexico is an environmental and cultural treasure and a major engine of the Alabama economy. The BP Oil Disaster in 2010 was a blow to the Gulf Coast's environment, economy, and our community.

Mobile Baykeeper is collaborating with like minded organizations to ensure funds that come back to Alabama restore the Gulf Coast and secure broad support for our triple bottom line: economic, environmental, and community prosperity. Strong, collective partnerships with a broad diversity of community leaders ensures that decision makers understand the widespread support to allocate funding to restoration projects designed to bolster our sustainability against the next natural or man-made disaster and the appropriate course to allocate funding so that our region continues to thrive and recover.

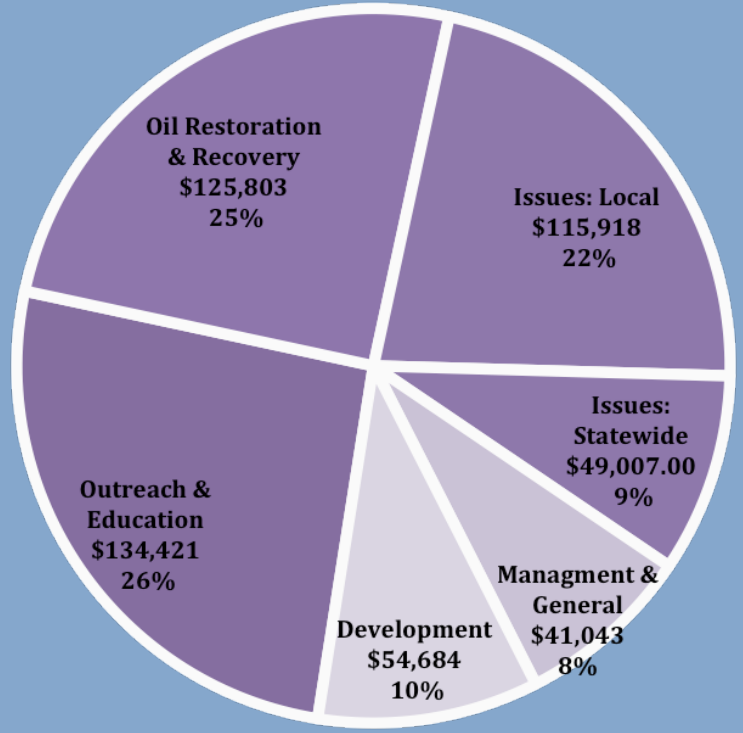
Mobile Baykeeper staff are engrossed in all aspects of the restoration process. From involvement in creating and implementing Watershed Management Plans, to installing living shorelines, outreach and education efforts and project development and review. Preservation of our delicate ecosystems in the Mobile Bay Watershed is top priority, because everyone deserves clean water, clean air, and healthy communities.



FINANCIALS



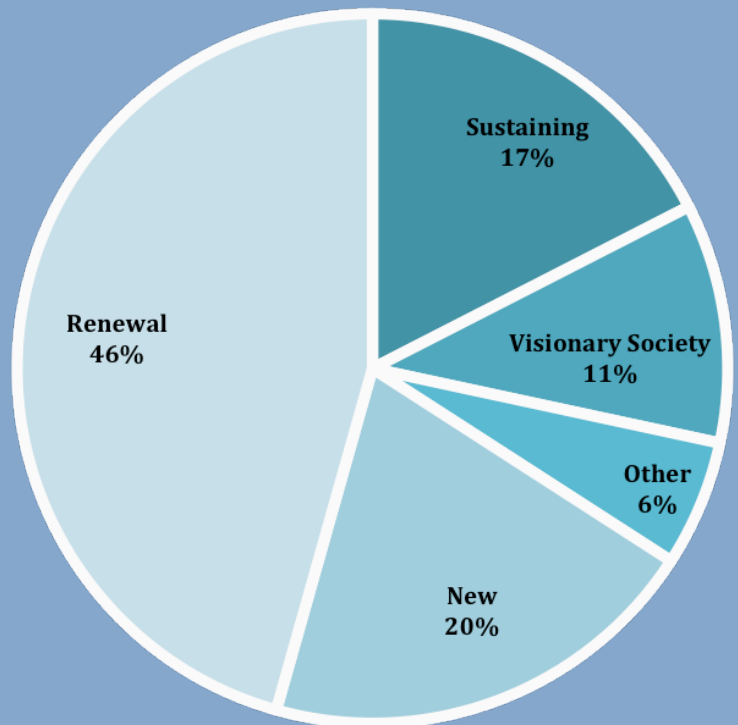
2014 Fiscal Year Income



2014 Fiscal Year Expenses

Membership Donation Types

- New Members:** Joined in 2014
- Renewal Members:** Renewed in 2014
- Sustaining Members:** Committing to multi-year donations
- Visionary Society Members:** Giving at least \$1,000 per year for 5 years



2014 Membership & Donations

Letter from the Board President

J. Benson O'Connor, III



In 2013 the Board of Directors and Baykeeper staff dedicated time to drafting the organization's three-year strategic plan. Through this planning process Mobile Baykeeper reconfirmed its mission and vision and set in place policies and procedures to ensure adequate staff resources are available to move the organization forward with its immense job of preserving the Mobile Bay Watershed. We wanted to ensure the organization has the capacity to work on all the issues at hand and to prepare existing staff to take on new responsibilities as the needs arise.

The board of directors are responsible for ensuring responsible governance of the organization, including sound fiscal management. Mobile Baykeeper's ability to work on so many necessary issues affecting our watershed with a relatively small, dedicated staff and limited financial resources is nothing short of impressive. The staff works diligently to minimize overhead keeping 82 percent of the budget going directly to issues facing our community. Mobile Baykeeper raises 41 percent of its overall budget through fundraising events, 46 percent through grants and 13 percent from membership and unsolicited donations.

Mobile Baykeeper has spent over 17 years developing coalitions in order to accomplish its goals of clean water, clean air and healthy communities. Diverse partnerships are behind every successful campaign on which Mobile Baykeeper has worked. Onshore and offshore open loop Liquefied Natural Gas proposals were defeated in partnership with commercial and recreational fishermen, hunters, and the state. Influence on a major development project that changed how Alabama builds roads was accomplished through a partnership with Mobile Area Water and Sewer Service. Passage of the RESTORE Act, which brings Clean Water Act penalties related to the Deepwater Horizon disaster back to the Gulf States, was achieved in coalition with local, state, and national leaders from diverse fields across the Gulf Coast.

There is more work to be done and we look forward to partnering with you in 2015 and beyond.

Sincerely,

A handwritten signature in blue ink that reads "J. Benson O'Connor, III". The signature is fluid and cursive.

J. Benson O'Connor, III
Board President

MAJOR THANKS TO OUR GRANTORS

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The Curtis & Edith Munson Foundation
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Lillian C. McGowin
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Mobile Baykeeper is a non-profit, 501(c)(3), member supported organization based in Mobile, Alabama. Mobile Baykeeper is governed by a 19-member Board of Directors and is supported by member contributions, foundation grants, corporate sponsorship, events, and other income. The FY14 budget, commencing on January 1, 2014, is \$520,876 in expenses and \$563,386 in revenue. For a complete copy of Mobile Baykeeper's 2014 audited financial statement or any previous statements, contact Casi Callaway at 251.433.4229. Join Mobile Baykeeper to help protect and preserve the beauty, health and heritage of the Mobile Bay Watershed, Alabama's waterways and coastal communities.



MOBILE
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CLEAN WATER. CLEAN AIR. HEALTHY COMMUNITIES.

450-C Government St
Mobile, AL 36602
Tel: 251.433.4229
Fax: 251.
E: info@mobilebaykeeper.org
www.mobilebaykeeper.org

