



Mobile Baykeeper 2015 Annual Report



Letter from the Executive Director

2015 will go down as the year of change for Mobile Baykeeper: we entered the second year of our strategic plan by utilizing plans and operating principles we developed the year before; we diversified the staff (yes there are men and out-of-towners successfully working in the Baykeeper office); we lost some key teammates to marriage, next careers and more; there were board and officer changes; successful new events (Bay Bites); and a strong, new Young Advisory Council geared up to increase our membership among the under 35 crowd. Those are just a few of the highlights that remind me of what a fast-paced and challenging year we faced in 2015.

Though challenging, we pushed forward and saw another year of increased outreach; we made more connections in diverse communities; we gained both more new members and more renewing members; we experienced the largest Grandman Triathlon to date; and we generated an uptick in overall fundraising. The most important comment to make regarding 2015 is "Thank You"!

We asked our members to help us raise enough money to hire an Education and Outreach Coordinator and you came through. Baykeeper is now fully staffed with eight employees all excited and motivated to work for clean water, clean air, and healthy communities. Membership and grant support enabled us to create SWAMP - Strategic Watershed Awareness and Monitoring Program -- an education action program that teaches the importance of connections within watersheds while also providing tools to monitor the health of waterways and solve pollution problems.

Major campaign headlines included the announcement of a settlement of the BP Oil Disaster. We expect to be focused intently on restoration opportunities for 2016. We also realized we had to revisit the serious issue of sewer in Mobile Bay's rivers, creeks, and streams. With nearly eight million gallons spilled by one sewer system, the problems are growing and require attention.

2016 started with a bang and has yet to slow down, but the momentum created by honing in and focusing our efforts will pay off. As always, we ask you to stay engaged in our work to protect our home, our families, and our way of life in the Mobile Bay Watershed and Coastal Alabama. Your support means clean water, clean air, and healthy communities.

Sincerely,



Casi Callaway
Executive Director & Baykeeper



The Baykeeper team ringing in 2015 at the staff Christmas Party.



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.

Letter from the Board Presidents

During my time as Board President, it has been such a positive experience to witness the continual growth and transformation Mobile Baykeeper has achieved. 2016 will mark the completion of the three-year strategic plan, created by Baykeeper staff and Board of Directors in 2013 to establish certain goals and procedures to advance the organization.

As a former Treasurer and President of the Board, overseeing our finances has always been a central focus of mine. The staff continues to work diligently to ensure overhead costs are kept to a minimum, as 83 percent of 2015 expenses were used to focus directly on important issues facing our community. Through the cultivation of new members and ongoing efforts to keep existing members engaged in our work, our budget continues to experience a steady growth, reaching a total of \$700,430 in 2015.

We pride ourselves on being the environmental voice of the community, and constantly work to educate citizens on the importance of an interdependent relationship between a healthy environment, economy, and community. It has been a pleasure to serve as your Board President over the past two years, and I am excited to continue my involvement as a board member moving forward. Thank you for your commitment to clean water, clean air, and healthy communities.

Sincerely,



J. Benson O'Connor, III
Board President, 2013-2015



2015 was a year of many transitions at Mobile Baykeeper. The staff saw two of its veteran directors leave to pursue other opportunities, while the board experienced transitions between presidents and other leadership positions. Amidst these changes, we achieved some significant milestones in 2015.

Research, education, and collaboration continue to serve as the foundation from which Mobile Baykeeper operates. In 2015, we researched more than 50 environmental concerns that affected your community, educated more than 15,000 citizens on a variety of different issues, and collaborated with more than 127 partners to coordinate invasive species removals, anti-litter campaigns, the planning of the Mobile Greenway Initiative, and much more.

As a result, our presence in the community has taken considerable steps forward. Between fundraisers, tabling events, speaking engagements, educational workshops, and a constantly evolving digital presence, it's hard to miss us. Collectively, these efforts allowed us to reach a total of 31,399 people in 2015, a 25 percent increase from the year before.

With new staff and new programs in place for 2016, we are confident that this will be another successful year at Mobile Baykeeper. I am very excited to serve as your Board President, and look forward to working with all of you to ensure that everyone has access to clean water, clean air, and healthy communities.

Sincerely,



Wayne Keith
Board President



Mission Statement

Our mission is to protect and preserve the beauty, health, and heritage of the Mobile Bay Watershed, Alabama's waterways, and coastal communities.

WHO WE ARE

19
YEARS

4,000+
MEMBERS

8
STAFF

19
BOARD MEMBERS

44,000+
SQUARE MILES TO PROTECT

Mobile Baykeeper is a community organization that protects and preserves 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 healthy communities.

Watershed

Mobile Bay

Coastline approximately 473,000

Sources: NOAA, AFD

Major Rivers

Watershed

Major Rivers

Watershed

Major Rivers

Watershed

WHO WE ARE



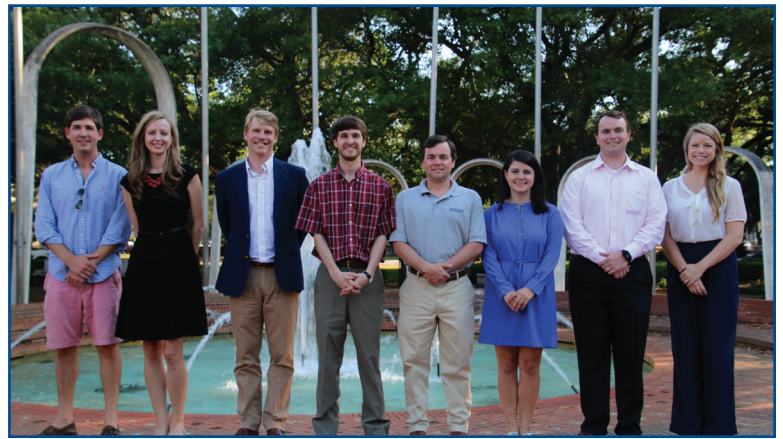
Staff



Staff, Board, and Young Advisory Council



Board of Directors



Young Advisory Council

Staff

Casi (kc) Callaway
Executive Director & Baykeeper

Jason Kudulis
Program Director

Justine Herlihy
Development Director

Nickelle Stoll
Operations Manager

Hanlon Walsh
Communications Coordinator

Jamie Bullock
Education & Outreach Coordinator

Cade Kistler
Program Coordinator

Laura Jackson
Membership Coordinator

Board of Directors

Wayne Keith, President
Mel Washington, Vice-President
Rebecca Williams, Secretary
Amy Powell, Treasurer

Lee Adams
Laura Byrne
bj Cooper *
Cullan Duke
Maria Gwynn*
Kellie Hope
Skip Jones*
Rick Kingrea*
C. Ray Mayhall, Jr.
J. Steven McClure, P.E.
Paul Myrick
J. Benson O'Connor, III
W. Bryan Pape, Jr.
Robert C. Prater, Jr.
Debbie Quinn
Sam St. John
Ann White-Spunner*

Young Advisory Council

Laura Byrne
President

Brent Keith
Vice-President

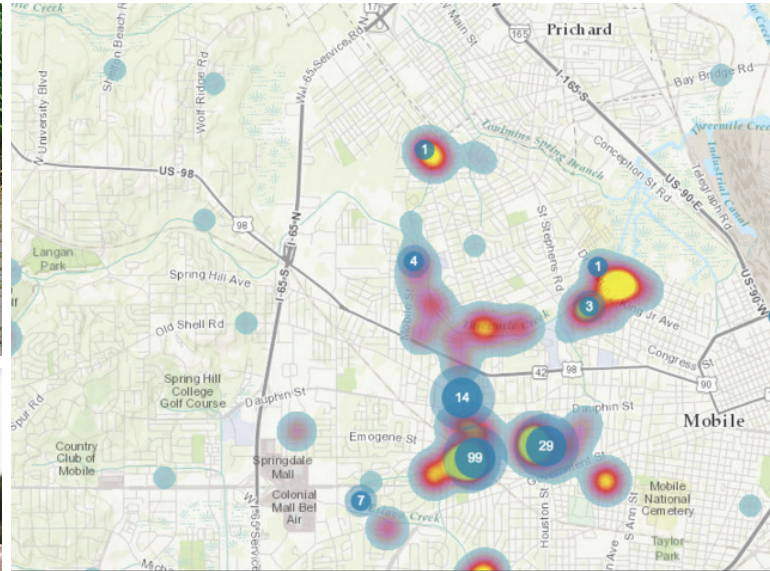
Jep Hill
Secretary

Jessica Callahan
John Cutts
Nick Lawkis
Elizabeth Maynard
Sumpter McGowin
Breck Pappas
Ashley Robinson
Sands Stimpson

WHAT WE DO

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.



Number of Spills	Gallons Spilled
214	4,022,165



Since its inception, Mobile Baykeeper has been working to eliminate sewer spills in Coastal Alabama. Our persistent research of sewer issues affecting local water quality has led to numerous victories in the fight for clean water, but challenges still remain.

In 2015, Mobile Area Water and Sewer Service (MAWSS) reported 342 sewer spills totaling nearly eight million gallons of sewage, a considerable increase from previous years. To better understand the reasons behind this, we utilized Geographic Information System (GIS) technologies to gather more detailed information on the severity of the spills and their impact on local waterways. While Dog River has been a primary target in the past, our research revealed that Three-Mile Creek and Eslava Creek bore the brunt from most of the sewer spills in 2015. Collectively, both creeks experienced 73% of the total amount of spills, with over 3 million gallons (44%) of sewage flowing into Three Mile Creek alone.

Once our research was completed, we approached MAWSS with our findings to ensure reductions in sewer spills would be achieved in the near future. We wanted to make clear that protecting the health of our waterways and communities from continual overflows of raw sewage is an utmost priority. As a result, MAWSS identified a variety of projects that could prevent future sewer spills and will continue to investigate the costs and benefits of each potential measure.

In our efforts to better educate the public and make information more accessible, we worked throughout 2015 to develop a web application to illustrate relevant data associated with sewer spills in Mobile and Baldwin Counties, and plan to release this application in the first quarter of 2016. While previous efforts have focused on Mobile and MAWSS, we are now gathering more data on issues with sewer systems across Coastal Alabama. We will also focus on increasing our sampling efforts to gather more detailed information on the impacts and threats to public health resulting from those spills.

Working through our model of research, education, and collaboration allows us to fully determine the nature and extent of each issue we face. We will continue to monitor this issue and assure accountability for those responsible to guarantee clean water, clean air, and healthy communities.

Mobile Baykeeper achieves its mission by taking a systematic approach to address environmental concerns.

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.

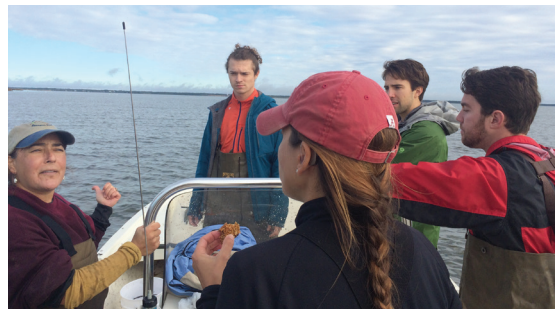
LAGNIAPPE

NEWS ▾ COMMENTARY ▾ CUISINE ▾ ARTS ▾ MUSIC ▾ STYLE ▾ LAGNIAPPE HD JOBS

“We must remember what happened five years ago and how we tell that story must include lessons learned and how those lessons changed our lives. The lesson of connectedness — the environment to the economy and our communities — is a lesson we cannot forget and a chapter of the story that must be told.”

- Casi (kc) Callaway

A message from Mobile Baykeeper on the 5th anniversary of the BP oil spill



April 20, 2010 forever changed the lives of those near the Gulf of Mexico. In particular, the BP Deepwater Horizon Oil Disaster made us realize how special and fragile our coastal lifestyle can be. We learned how much we value the seafood we eat, the beaches we love, the community of support we have, and the importance of those beaches, boats, and seafood to Alabama's economy.

Keeping the lessons learned and the opportunities for restoration at the forefront of the dinner table discussion has been challenging as we have moved farther away from this disaster. Along with our partners in the Alabama Renewal Group, we created a process to educate community members on what types of projects are eligible for funding, as well as gather information from the different sectors of our community on the types of projects they support. With this information in hand, we worked to educate the decision makers to give the community what it truly wants: a clean environment, vibrant economy, and strong community - and all three resilient enough to withstand the next disaster.

2015 also saw the most significant announcement since the well was capped: all five Gulf States, the federal agencies, and the responsible parties announced a settlement of the largest lawsuits. Alabama is set to receive \$1 billion for its economic losses and approximately \$1.3 billion for environmental restoration. Mobile Baykeeper has been researching this issue on a daily basis in order to understand all of the details of each source of funding - RESTORE, Natural Resource Damage Assessment (NRDA), and National Fish and Wildlife Foundation (NFWF) - and having a more definitive amount to spend puts the projects into perspective. Once we learned the amount of funding available, we began focusing our education and outreach efforts on the decision makers to establish processes for how to apply for the funding and how they will make their decisions.

Educating and activating Coastal Alabama residents, decision makers, and our friends throughout the state is the only way we can make a significant impact and ensure all projects selected promote, restore, and protect the triple bottom line: environment, economy, and community. Only the best projects will hit all three targets, and working together, we intend to see those projects funded first.

WHAT WE DO

COLLABORATION

We form diverse partnerships with organizations and businesses. Combining efforts enables us to have a greater impact in attaining our common goals of clean water, clean air, and healthy communities.



Dream of path from Langan Park to Dog River coming to reality



Collaborating with diverse partners has been behind every successful campaign in which Mobile Baykeeper has been involved. In 2015, one of our most significant collaborative efforts was working with more than 60 partners (city officials, local engineering and construction firms, universities, non-profits, and a variety of other stakeholders in the community) to plan the initial stages of the Mobile Greenway Initiative (MGI), a trail system that has been a vision of community leaders for more than forty years. The goal of the MGI is to unite all stakeholders to transform the City of Mobile by connecting it with a trail system of greenways and blueways, enhancing the quality of life for local citizens by promoting healthy lifestyles and connecting diverse communities. The proposed trail will begin at the University of South Alabama in West Mobile, before extending fourteen miles east along Three-Mile Creek to Downtown Mobile and Mobile Bay. From downtown, the planned path will head south along Mobile Bay to Dog River, encompassing 26 miles of trails throughout the city.

Our main goal in the planning process of the MGI focused around one idea – buy-in. Along with other partners, we knew that we needed to generate substantial public awareness and community support of this trail system to move it past the planning stage. Through a series of public speaking engagements and meetings, extensive media campaigns, and two widely attended community outreach events (CreekFest and the Crepe Myrtle Trail Ride), we collaborated with other partners to raise enough awareness for the City of Mobile to see this as a primary community concern. As a result, the City will now be driving the project, with the support of existing partners serving on various sub-committees. Funding for 1.7 miles of the trail was secured in 2015, and construction of this segment is expected to begin in the second half of 2016.

Though initial plans have been set in motion, there is still much work to be done – more funding, more support, and more awareness. We will continue to collaborate with city officials and other MGI partners to ensure that this dream finally becomes a reality. Trail systems provide a number of environmental, economic, and health benefits to a community – and we believe this is a crucial step to provide you with clean water, clean air, and healthy communities.



2015 MAJOR ISSUES & EVENTS

AL.com Alabama

Mobile Baykeeper protects the watershed from oil spills, sewage, even frozen chickens



"In the 18 years it's been around, Mobile Baykeeper has become one of the most important groups in the area advocating for local waters and the many threats they face."

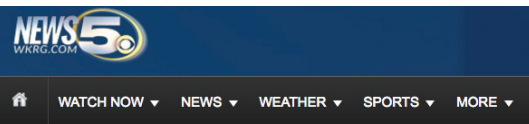
- AL.com

Apple Snails Threaten Local Ecosystem



"Mobile Baykeeper organized the Apple Snail Roundup to keep the invasive apple snails from spreading to other waterways and eventually decrease the population in the Three Mile Creek Waterway."

- WKRG News 5



Who's Monitoring Riverfront Tanks?



"Environmentalists say the situation shows that no one is overseeing what is going into the riverfront tanks, and at what volume."

- WKRG News 5



Baykeeper pushing to help stop unwanted Press-Register ad circulars



"Mobile Baykeeper has decided to enter the fray in helping city residents who want to stop the Press-Register from continuing to throw unsolicited bags of advertising circulars in their yards."

- Lagniappe



Baykeeper Director wins Gulf Guardian Award



Grandman Triathlon Makes a Splash



"According to Mobile Baykeeper staff, this is their largest fundraising event. For 18 miles, racers trek through city, countryside, and shoreline before beginning a 5K run through a neighborhood of oak trees, around the duck pond, and end up back along the shore of the bay."

- Fox 10 News

Bay Bites Is Back MOBILE BAY



"Food trucks, cold beer, lawn games, live music and riverfront views – all for a good cause. Sound too good to be true? Think again fellow Mobilians. Bay Bites Food Truck Festival is just around the corner, and it's already giving our stomachs something to growl about."

- Mobile Bay Magazine



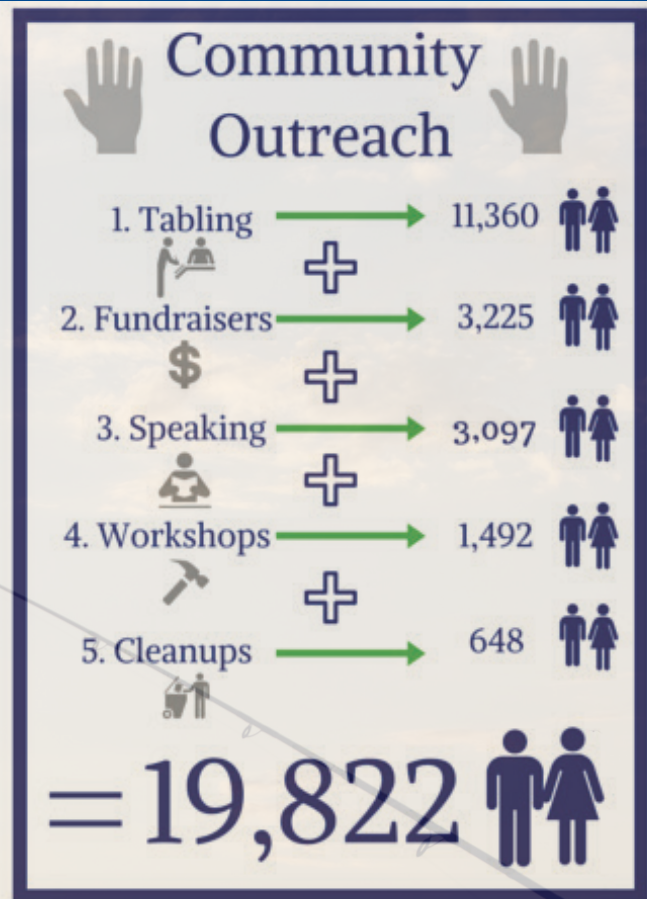
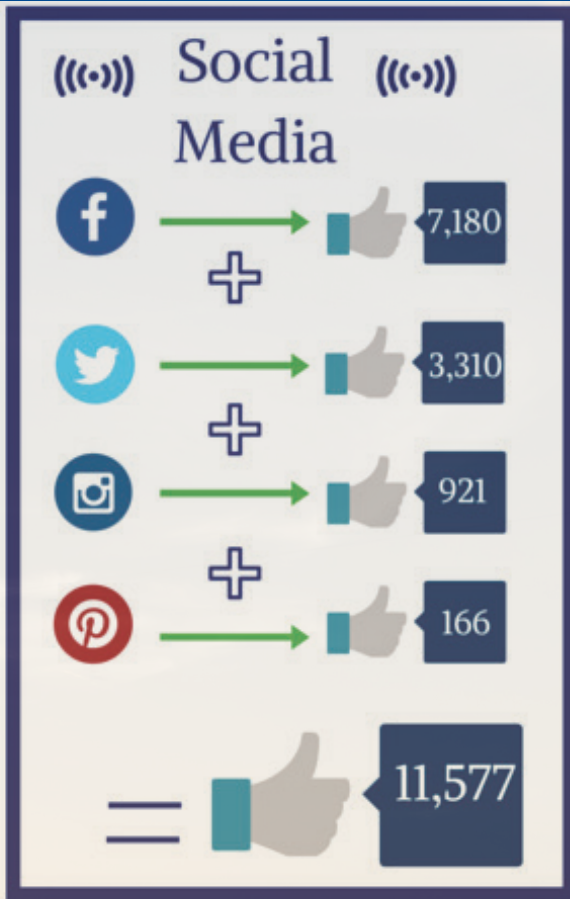
Mobile Baykeeper's Bay Bash highlights local art and food

"How important is clean air and water to you? Well it's more important to Mobile Baykeeper, and to keep that program running we celebrate their annual Bay Bash Oct. 23. The event lasts from 6-9 p.m. at Five Rivers and will showcase at least 15 local artists who have their fingers on the pulse of Mobile Bay."

- Lagniappe



2015 BY THE NUMBERS



31,399
direct reach in 2015

61
sponsors

21
cleanups

1,102
apple snails & egg
clusters removed

127
partnerships

875
volunteers

14
grantors

469
trash bags filled

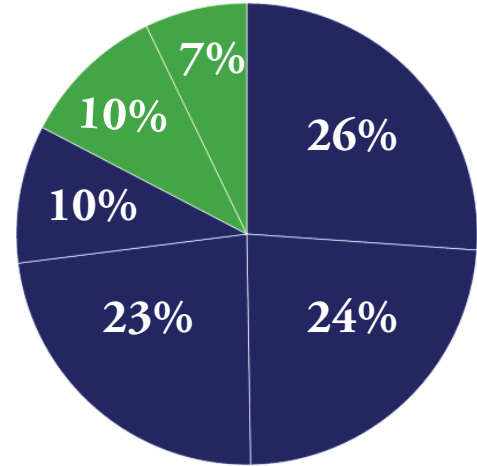
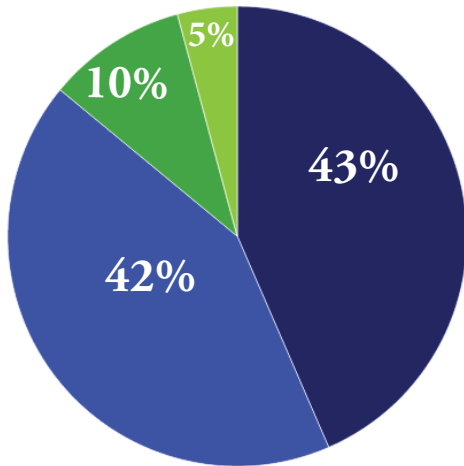
110
media hits

112,875
volunteer hours

FINANCIALS

Income: \$619,784

Expenses: \$562,303



- Grants: \$269,467 (43%)
- Events: \$263,403 (42%)
- Membership: \$60,880 (10%)
- Other: \$26,034 (5%)

- Programs (83%)
 - Education & Outreach: \$146,836 (26%)
 - Local Issues: \$132,871 (24%)
 - Oil Response & Restoration: \$130,667 (23%)
 - Statewide Issues: \$54,296 (10%)
- Admin (17%)
 - Fundraising: \$57,324 (10%)
 - Management & General: \$40,309 (7%)

THANK YOU!

2015 SPONSORS

- | | | | |
|--------------------------------------|-----------------------------------|--|------------------------------------|
| Advocare | Cunningham Bounds, LLC | Jones Design & Construction | Publix |
| Algae Systems | Dr. Gabriel A. Chamlin, | Keith Air Conditiong, Inc. | Regions Bank |
| Alison Baxter Herlihy, P.C. | DMD | LLB&B Real Estate | Rogers & Willard |
| Atlanta Bread Company | Eastern Shore Triathlon Club | The Maids | Run-N-Tri |
| Bebos' Car Wash | Evonik Industires | Medical Center Podiatry, P.C. | Spectrum Resorts |
| Blue Rents | Fairhope Brewing Company | McConnell Automotive | South Alabama Electric Co. |
| Budweiser-Busch | Fairhope Fitness | Mobile Forest Products & Biomass, Inc. | TeamWorks Community |
| Distributing Company | Fairhope Physical Therapy | Mobile Comprehensive Dentistry | Thames Batre Insurance |
| Burns, Cunningham, & Mackey, P.C. | Gotta Go Portables | Norton Lilly International | Thompson Engineering |
| Chris Meyer Auto Mall | Greer's Cash Saver | The Orthopaedic Group, P.C. | Tonsmeire Construction |
| Christi Mossburg at REMAX by the Bay | Gulf Distributing | Page & Jones, Inc. | Truland Homes |
| Coastal Bank and Trust | Hackbarth Delivery Services | Panini Pete's | Volkert, Inc. |
| Coastal Chiropractic | Hargrove Engineers + Constructors | Pilot Catastrophe Services | Waterkeeper Alliance Splash Series |
| Coca-Cola | Infinity Bicycle | Poarch Band of Creek Indians | Wilkins Miller |
| Crow Shields Bailey PC | Infirmiry Health | Pro Cycle & Tri | Williams Financial Group |
| | Integrative Medicine Center | | |

2015 GRANTORS

- | | | | |
|-----------------------|---------------------------------------|--------------------------------|------------------------------|
| Abahac, Inc. | Captain Planet Foundation | Lillian C. McGowin Foundation | Oxfam America |
| AM/NS Calvert | Community Foundation of South Alabama | Munson Foundation | Schmidt & Barton Family Fund |
| BBVA Compass | Helen & Jeff Glaze Foundation | Norcross Wildlife Foundation | Walton Family Foundation |
| JL Bedsole Foundation | | Norquist Charitable Foundation | |

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 FY 2015 budget, beginning on January 1, 2015, is \$562,303 in expenses and \$619,784 in revenue. For a complete copy of Mobile Baykeeper's 2015 audited financial statement or any previous statements, contact Casi Callaway at 251.433.4229. Join Mobile Baykeeper to protect and preserve the beauty, health, and heritage of the Mobile Bay Watershed, Alabama's waterways, and coastal communities.



CLEAN WATER. CLEAN AIR. HEALTHY COMMUNITIES.



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