

2021 ANNUAL REPORT



25Years
MOBILE
BAYKEEPER[®]
SERVING THE MOBILE BAY AREA





When I was growing up in Tuscaloosa, my grandfather used to tell us what the Black Warrior River was like when he was a boy. Daddy B, as we called him, was a good storyteller. According to his recollection, one could walk across the river due to the overwhelming pollution. The paper mill and other neighbors just a little-ways upstream didn't think much about those who might be affected as it drained southwest through town. This stood as a metaphor for how our actions affect our neighbors, even our furry, scaly, and feathered ones.

In juxtaposition, I have fond memories of putting in a long day of hard work to hand-line blue crabs at Fort Morgan and in Little Lagoon. My father wanted us to know about the beauty and bounty of Coastal Alabama and experience it. We would try our hand at redfishing as well. I remember those at local bait shops talking about how scant the redfish populations were compared to how things used to be. My dad told me about how Paul Prudhomme invented the blackened redfish dish to popularize its consumption which eventually led to decimated populations. People figured out they could make a quick buck and didn't consider the future.

It was strange to hear about the old days from these different perspectives. One place had gotten much better, the other worse.

As is often the case with nostalgia, these remembrances were likely not very accurate, but I don't think that is the point. The lessons we take from them and how we apply them can make a difference for us.

As I start a new chapter of my life in Mobile, Baykeeper is also starting a new chapter. After 25 years of faithfully and tenaciously protecting the Bay and her watershed, Mobile Baykeeper will spend the next year looking at our past as we chart our course.

In the pages of this report, you will find the story of Mobile Baykeeper from 2021. This past year was built on a tradition of accomplishments over the last 25 years. We are neck-deep in a fight to stop Alabama Power from storing toxic coal-ash right next to our river. We worked with MAWSS to continuously push for decreased spills. We helped our community get their feet wet in learning more about our waters and their role in them.

I invite you to join us by taking some time to ponder the lessons you learned from the past year or the past 25. As we do, let's consider the future. Let's apply what we've learned so that we can have the future we all desire.

Sincerely,



William Strickland
Executive Director



After 25 years of faithfully and tenaciously protecting the Bay and her watershed, Mobile Baykeeper will spend the next year looking at our past as we chart our course.

MOBILE BAYKEEPER

Strategic Plan 2020-2023

Mission Statement

Our mission is to provide citizens a means to protect the beauty, health, and heritage of the Mobile Bay Watershed and our coastal communities.

Who We Are

Environmental Watchdog



Informed Voice of Reason



Collaborator for Solutions



Enabling Our Success

Capable, Stable Staff



Involved Board



Broad Community Support



Our Key Focus Areas

Ensure Responsible Growth

Engaging Early in Regional and Economic Plans



Monitoring Key Issues

Developing Internal Response Plans

Drive Smart Infrastructure Investments



Stormwater

Wastewater

Industrial Pollution

Educate and Engage Citizens

Raising Awareness



Education Programs

Opportunities to Engage

Our Financial Foundation

Operate Efficiently



Sustainable Funding Sources



Endow for the Future



Coal Ash

page 8



- 3 A Letter From Your Executive Director
- 4 Strategic Map 2020-2023
- 6 Our Leadership
- 8 Coal Ash
- 10 Citizen Concerns | Stormwater Runoff
- 11 Sewer Issues
- 12 SWIM (Swim Where It's Monitored)
- 14 SWAMP (Strategic Watershed Awareness and Monitoring Program)
- 16 AmeriCorps
- 17 Reduce The Use
- 18 By The Numbers
- 19 Litter Cleanups And Trash-Free Waters
- 21 Fundraising With A Purpose
- 22 Financials
- 23 Grantors, Sponsors, And Visionary Society
- 25 Membership
- 27 A Letter From Your Board President



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William Strickland
Executive Director



Cade Kistler
Program Director



Ilka Porter
Education and Outreach Director



Caine O'Rear
Communications Director



Cassie Bates
Program Coordinator



Cece Pless
Development Coordinator



Emilee Foster
Operations Manager



Wesley Wyatt
Membership & Grants Coordinator



Ryann Wilcoxon
*Project Coordinator
Reduce The Use Grant*

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Ellie Mallon
Chair



Chesley Allegri



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Robert Williams



Waterkeeper Alliance is a global movement uniting more than 340 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 worldwide.

AMERICORPS



Dakota Bilbrey
Patrol



Nate Carr
A.E.E.



Lucy Johnson
A.V.E.



Alaina McFadden
A.E.E.



Blakeley Taylor
A.E.E.



Taylor Weldon
A.V.E.



Richard Whiting
Patrol



Coal Ash

The coal ash issue is one of the greatest threats to our economy, environment, and public safety that Mobile Baykeeper has worked on in its 25 years.

Many know the facts by heart at this point. Twenty miles north of Mobile Bay, more than 21 million tons of coal ash sit mere hundreds of feet from the powerful Mobile River. The toxic waste, already known to be leaking arsenic and cobalt into the nearby groundwater, lies in an unlined pit in a hurricane- and flood-prone estuary, with only an earthen dam holding it back from the Delta and Mobile Bay. Alabama Power wants to cap the leaking pit on the side of the river, allowing it to pollute indefinitely and remain as a looming spill threat.

After conducting in-depth research, it became clear to us that this cap-in-place plan would leave coal ash in contact with groundwater and threaten the delta. Therefore, we have advocated for closure by removal, where the ash is either removed to a lined, upland landfill, or recycled into concrete. While Alabama Power and other utilities have painted this solution as unfeasible, the situation across the

Southeast proves it is achievable. Across five Southeastern states, more than 250 million tons of ash are being removed to modern, upland lined landfills or recycled into concrete. This includes:

- More than 130 million tons of coal ash being removed or recycled by Duke Energy, Santee Cooper, and SCE&G in the Carolinas
- More than 35 million tons of coal ash being recycled or removed from coal ash pits in Virginia
- Approximately 15 million tons of coal ash being removed in Tennessee by the TVA
- And 50 million tons of coal ash that Georgia Power, Alabama Power's own sister company, is either lining or removing throughout Georgia

This last year has been eventful for our coal-ash campaign. In February, ADEM announced a public hearing and comment period on Plant Barry's permit to close its ash in place. Mobile Baykeeper worked tirelessly in anticipation of this hearing, raising awareness of the hearing, producing information for the public to use in their written or verbal comments to ADEM, and writing technical comments in conjunction with the Southern Environmental Law Center.

The hearing was held at the end of March. The vast majority of those who spoke urged ADEM to deny the permit, arguing in favor of excavation away from the Mobile-Tensaw Delta. Mobile Baykeeper and SELC filed a 23-page comment letter that included an additional 120 pages of expert reports and appendices detailing why the permit should be denied.

Despite those efforts, ADEM approved Alabama Power's request for a permit to close the ash pond at Plant Barry in place.

In late 2021, CNN released an in-depth investigative article on the coal-ash issue at Barry that highlighted the problematic nature of Alabama Power's plans. In the article, EPA administrator Michael Regan said his agency is "actively investigating ... the Plant Barry situation."

Validating the arguments Mobile Baykeeper, SELC, and numerous others have made for years, the EPA clarified that closure-in-place plans are not in compliance with the federal coal-ash rule when coal ash and groundwater remain in contact, as is the case with Barry.

A few weeks later, the EPA released a statement which constituted the biggest news in the more than six years we have been working on this issue. Validating the arguments Mobile Baykeeper, SELC, and numerous others have made for years, the EPA clarified that closure-in-place plans are not in compliance with the federal coal-ash rule when coal ash and groundwater remain in contact, as is the case with Barry.

We expect the next 12 months to be the most crucial period in the coal-ash issue to date, so stay tuned. As we move into our 25th year, we plan to turn years of hard work and passionate community action into results — results that affect change and move us toward moving coal ash out of the Delta.



A local family shows up to support excavation of coal ash from the Delta



Plant Barry, located on the west bank of the Mobile River in Bucks, Alabama



Former U.S. Attorney Richard Moore speaking to reporters at ADEM hearing

CITIZEN CONCERNS

Mobile Baykeeper is empowered by our community, not only to make a difference for tomorrow, but to also seek resolutions to the problems we face today. Our Patrol Team does this by investigating pollution concerns reported by citizens. We intervene in issues which directly and negatively impact waterways.

These include sediment and stormwater runoff, sewage spills, industrial pollution, and more. In 2021 alone, we responded to 116 citizen concerns. Our Patrol Team performs inspections and research while utilizing agency connections to resolve issues together.

Our most reported concern, construction stormwater runoff, is a pervasive issue in the Mobile Bay region. Given the volume of rainwater the area receives (60-80 inches per year), coupled with the rapid pace of development, our communities are easily upended by rain events and are now less resilient.

As we continue to urbanize our watersheds, nature's ability to absorb and trap rainwater decreases while the amount of runoff increases. Runoff is a vector for litter, chemicals, and sewage. It also strips lesser-known pollutants like sediment and pesticides.

Stormwater runoff from construction sites with improper "best management practices" (BMPs) can lead to negative outcomes from an ecological and public health standpoint. In 2021, our Patrol Team researched the economic impact that construction stormwater has on property values and natural resources. We also looked into the financial burden communities face removing dirt from waterways. This research project is an ongoing effort with Alabama Waterkeepers to reduce state-wide stormwater runoff problems.

Construction runoff exacerbates dredge tonnage annually. Investments of as little as \$1 per square foot for stormwater BMPs can result in saving millions of dollars in dredging projects down the road. Citizens' tax dollars are used to remove sediment they never dumped into waterways, so it is vital that BMPs are implemented and paid for by developers.

**CONSTRUCTION
STORMWATER RUNOFF**

Muddy water runoff from construction sites can increase turbidity and impact clean water.

SEWAGE SPILLS

Heavy rain and old infrastructure contribute to sewage overflows and spills. This can introduce high bacteria levels in our waterways.

WATER QUALITY

Litter, chemicals, and other pollutants can make water bodies unsafe for us and wildlife.



Property value increases of 5 to 15 percent can be related to decreased turbidity while millions of dollars in "offsite benefits" can be linked to soil conservation efforts nationally. Once sediment enters waterbodies, this leads to severe problems for ecosystem services.

Commercial fisheries are negatively impacted as runoff can cost millions in lost revenue.

Runoff degrades habitats, harms fish, and affects food supply by reducing water visibility and introducing pollutants. Sedimentation also impacts drinking water and increases the cost of municipal water treatment.

One study found that a 1 percent decrease in turbidity levels led to a decrease in treatment of around \$1,000 per year.

This all shows that protecting our sediment from running off into creeks, rivers, and Bays is not only good for our environment, but also our economy.



Learn more about this research at MobileBaykeeper.org/Bay-blog.



Aerial shot of MAWSS treatment facility

For nearly 25 years, Mobile Baykeeper has grappled with the nasty problem of sewage spills. The combination of heavy rain and crumbling wastewater infrastructure has been responsible for tens of millions in gallons of sewage spills throughout Coastal Alabama. Although the problem persists, the region has seen a substantial decrease in the gallons of sewage spilled into our neighborhoods, rivers, creeks, streams, and Mobile Bay. This is due to the hard work of several utilities and Mobile Baykeeper.

BY THE NUMBERS

483 Sewage Spills Tracked
868 Bacteriological Samples Taken From Local Waterways

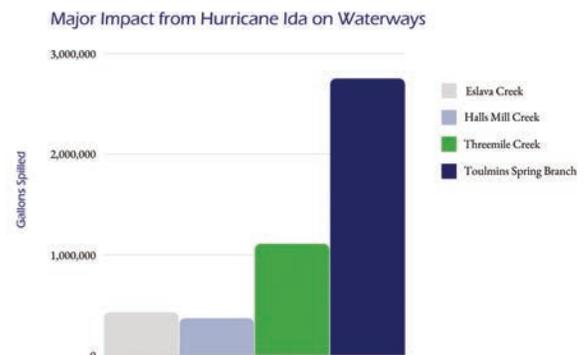
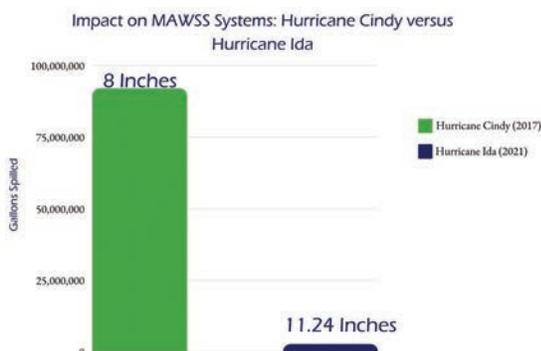
constructing Severe Weather Attenuation Basins and Tanks, which can hold more than 30 million gallons of overflow wastewater during emergencies.

In a separate case in 2017, we filed litigation under the Clean Water Act against Daphne Utilities. After filing a Notice of Intent to sue, we discovered Daphne Utilities was releasing three million gallons of “treated” sewage into the Bay a day with average bacteria levels “too high to measure.” This played a large role in high bacteria levels at Eastern Shore beaches. The lawsuit resulted in a consent decree that brought about significant transformation to Daphne Utilities. The utility is under new management and bacteria levels have consistently stayed under permit limits.

In 1999, Mobile Baykeeper filed suit against the Mobile Area Water and Sewer System (MAWSS). As a result of the suit, Mobile Baykeeper and the EPA secured a consent decree that required MAWSS to invest heavily in infrastructure upgrades.

Although the consent decree expired in 2009, Mobile Baykeeper has maintained a continuing agreement with MAWSS. This has been one of the driving reasons the water service has made significant investments and enhancements in sewer infrastructure. These improvements are evident when comparing spills over the years. For instance, there was an 89 percent decrease in gallons of sewage spilled from Hurricane Ida (2021) versus Tropical Storm Cindy (2017). These improvements include hundreds of millions of dollars invested in rebuilding crumbling sewage lines and

While several other utilities have invested millions into their systems over the last few years, there is still work left to be done to eliminate sewage spills across Coastal Alabama. At Mobile Baykeeper, we’re committed to doing that work as we continue to investigate utilities with evidence of problems, as well as work with utilities to ensure they invest into their system to protect our health and our waterways. We have made this our legacy for 25 years and expect to make even more progress toward the goal of eliminating sewage spills over the next 25.





Baykeeper staff at Admiral Shellfish Co.'s SWIM site



The Swim Where It's Monitored (SWIM) Program was started in 2018 and built around the national public resource SWIM Guide. This platform allows participating organizations to report water quality results for popular water-based recreational areas. Mobile Baykeeper uses this platform to share bacteria levels at sites funded by local foundations, communities, and individuals, in addition to compiling data from other entities.

Part of Mobile Baykeeper's mission is to provide citizens with a means to protect and enjoy our rivers, creeks, and streams. The SWIM Program does this by increasing accessibility to information about the health of our waterways.

We sample monthly throughout the winter and weekly from April to September so citizens have the means to decide when and where to swim, fish, and play. Using EPA-approved methodology, we test water samples for presence of bacteria

species *Enterococci* and *E.Coli*, in brackish water and freshwater respectively. These species are indicators of fecal contamination in our waterways as a result of stormwater runoff carrying pet, wildlife, and livestock waste, as well as sewage, septic spills, and overflows.

We compare test results to EPA standards to determine whether a SWIM site is under or over relevant thresholds.

14 SWIM sites span Mobile and Baldwin counties where people enjoy the resources of the Bay area without fear of becoming sick. Comparing trends helps us plan for further investigation in waterways that frequently yield high bacteria levels so that we may continue providing short-term updates while seeking resolutions to long-term problems.

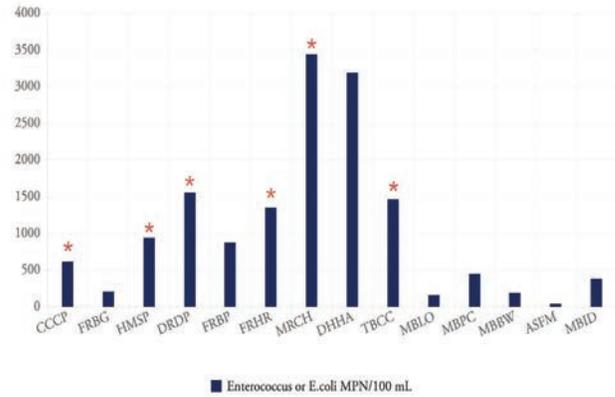
Mobile Baykeeper's SWIM Program expanded to include one additional site this year. Sponsored by Admiral Shellfish Company, our newest location is located on Fort Morgan Beach (Bay-facing) and was the SWIM site with the most

frequently low bacteria levels in 2021. Our staff recently had the opportunity to visit and learn about oyster farming operations there and came away with an understanding of how water quality plays an important role in shaping the health and abundance of our local seafood industry and vice versa.

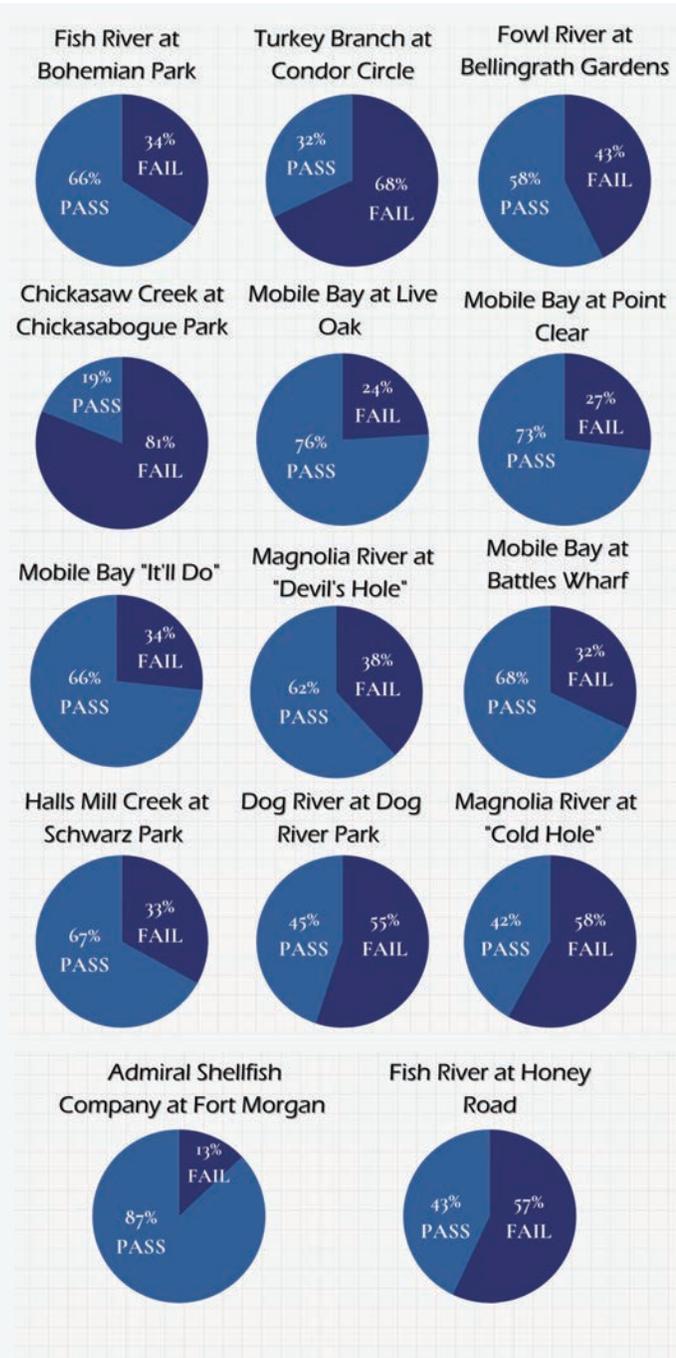
Oysters are filter feeders and not only depend on good water quality but also facilitate it through filtering out sediment and contaminants.

Overall, 64 percent of our SWIM sites had passing results the majority of the time. Three out of four Mobile County sites (Chickasaw Creek at Chickasabogue Park, Halls Mill Creek at Schwarz Park, and Dog River at Dog River Park) had higher fail versus pass rates, and only three out of ten sites in Baldwin County had higher fail rates (Turkey Branch at Condor Circle,

2021 Average Bacteria Levels per SWIM Site



The x-axis shows SWIM sites in Mobile and Baldwin counties. The y-axis shows a range of bacteria levels. Average MPN/100 mL marked with an asterisk indicate surpassing of EPA threshold.



Part of Mobile Baykeeper's mission is to provide citizens with a means to protect and enjoy our waterways. The SWIM Program does this by increasing accessibility to information about the health of our waterways.

Magnolia River at "Cold Hole," and Fish River at Honey Road).

While compiling data from the 2021 SWIM season (April-September), our Patrol Team included comparisons of rainfall (greater than 0.25 inches within 72 hours of sampling) to bacteria levels to see if any potential relationships exist. We found that most instances of threshold exceedance were consistent with high rainfall.

This is because stormwater runoff carries septic and sewage spills along with pet, livestock, and wildlife waste into waterways during heavy rain events.

When bacterial levels are high even during dry periods, it is more likely that point sources, such as a break in a sewer line, are causing high bacteria levels. This helps us determine when to use tools such as microbial source tracking to root out and eliminate bacteria pollution.





Strategic Watershed Awareness & Monitoring Program



As we left 2020 behind and moved into 2021, the Mobile Baykeeper education team finally felt like they were turning a corner and moving away from school closures and virtual lessons. In January, when the schools began allowing outside visitors again, the education team went back in full-force. The first school that scheduled the team for presentations, Saraland Middle School, was also the last school that was presented to before the pandemic.

Following CDC guidelines like social distancing and mask-wearing, it was rewarding to be back in the classrooms with the students. During the pandemic, virtual presentations helped Baykeeper educators reach our target audience as we worked through the worst of the pandemic and all the restrictions that schools dealt with.

After having equipped our conference room with virtual capabilities and acquiring a set of Google Daydream VR headsets, we were able to find ways to keep students engaged.

While the school year was feeling more normal again, there were still lingering COVID challenges. In the early part of the year, schools were still not allowing field trips. This continued

to inhibit Baykeeper’s ability to take the students out in the field to collect, test, and analyze water-quality monitors in their school’s watershed. Finally, as Covid has begun to relent again, we find ourselves taking students into the field to monitor and work toward student-led solution projects.

Despite the difficulties we faced last year, we were able to educate more than 2,700 students through 83 presentations. We conducted seven water-quality monitoring trainings, creating more than 100 new water quality monitors. While we have achieved more in years past, we are proud of what we were able to accomplish in 2021. Now, after conducting our Strategic Watershed Awareness and Monitoring Program for six years, we have presented to more than 15,000 students and trained more than 700 to be water-quality monitors.

After everything we’ve dealt with over the last two years, we feel confident we’re ready to overcome any challenges the future holds. As we transition into our next 25 years, we are excited about continuing to protect our environment for future generations by making sure our youth and adults have opportunities to discover what is at stake, and why they should be a part of protecting Mobile Bay and her watershed.

Mobile Baykeeper AmeriCorps Members Springboard Into Environmental Careers



AmeriCorps is a national program that engages adults in public service work that meets critical needs in communities around the country. Mobile Baykeeper hosts AmeriCorps Members who fill our local needs by working for clean water, clean air, and healthy communities. In return for their service, the Members receive a monthly stipend and an educational award as compensation for their endeavors. In return, the staff and board work hard to ensure the Members are ready to enter the workforce upon completion of their program year.

Through the years, several Mobile Baykeeper AmeriCorps Members have successfully obtained positions working for environmental or educational organizations. After serving one year as a member on the AmeriCorps Volunteer Engagement Team (AVE), Emilee Foster joined Baykeeper full-time as our Operations Manager. Emilee's experience with organizing and managing hundreds of volunteers during our fundraising events, as well as engaging with the larger community during these events, made her the perfect fit for running our daily office operations. Another member of our AVE team, Boris Kresevljak, became a field technician for a local environmental organization, Osprey Initiative. Osprey Initiative creates and installs litter collection devices along with collecting litter and analyzing the data. Boris was able to transfer his experience coordinating and overseeing cleanups for Baykeeper to his job with Osprey.

Another member of our team also transitioned from

AmeriCorps to Osprey Initiative. Ellie Mallon first joined Baykeeper as an intern and then served as a member of the Patrol Team. On the Patrol Team, she learned and sharpened skills like collecting and processing water samples, responding to citizen concerns about local environmental issues, and analyzing data. Ellie has been able to translate the things she learned as a Baykeeper AmeriCorps Member to her position as Osprey's Data Analyst and Project Manager.

Like Emilee Foster, Ryann Wilcoxon first joined the team as an AmeriCorps Member and is now a team member with Baykeeper. Ryann honed her skills as an AmeriCorps Environmental Educator (AEE) leading environmental education presentations and efficiently coordinating presentations with multiple teachers at various schools, all while building relationships with those teachers. Today, she continues her efficiency in meeting grant goals and relationship building with local restaurant owners as Baykeeper's Grant Manager for our NOAA Marine Debris Prevention grant, "Reduce the Use." Yet another great move by an AEE Member comes from Leslie Revel Charles. Leslie started her time with AmeriCorps as a graduate student studying to become a teacher. During her term with Baykeeper, Leslie was able to gain valuable teaching experience by presenting to local students. She now works for the Baldwin County Board of Education as a marine biology teacher in her hometown at Fairhope High School.



Baykeeper Operations Manager Emilee Foster (right) with AmeriCorp's Dakota Bilbrey



Osprey Initiative's Ellie Mallon

REDUCE THE USE

Stopping Plastic Pollution In Mobile's Waterways



Blonde curls bob up and down on the head of a small boy as he runs down the beach. He has a bucket and shovel in his hand. He sees something and stops. Has he found the perfect spot of beach to build a sand castle? Upon closer inspection of his bucket, we see trash. Some brightly colored pieces of plastic, some faded balloons, some blue and red straws. The boy reaches down, picks up a plastic water bottle, and adds it to the collection. His parents see him cleaning up the beach and get up to help. What started as an interruption for one little boy is now a challenge to be solved for a family of four. The family takes the trash home and decides to make litter art from the colorful pieces.

Through a NOAA Marine Debris Prevention grant called Reduce the Use, Mobile Baykeeper has the ability to showcase litter art in downtown Mobile to raise awareness of the scope of the problem of marine debris. With so many rivers and wetlands in which to fish, boat, and eat, litter is more than just an eyesore. It's a health hazard. Escaped plastics get roughed up by the moving water and break down piece by piece until they become microplastics that find their way to our gut through seafood.

In addition to showcasing litter art to raise awareness, the Reduce the Use grant also encourages source prevention by calling on local businesses to reduce their use of single-use plastics by 1,000 pounds a year. Baykeeper is helping businesses switch to more sustainable products as well as generating positive PR for these businesses in hopes that the public will shop, eat, and do business there.

Mobile Baykeeper has also worked with the City of Mobile to install three marine debris interceptors and ten catch basin screens. These devices catch litter as it enters the storm drain, before it reaches our waterways.

We are hopeful that this three-pronged approach of visual awareness, source prevention, and a targeted PR campaign will result in less plastic pollution to our beloved waterways.

Just think what we could do by reducing 1,000 pounds of litter into our waterways each year. Maybe the little boy could go back to building sand castles.



By The Numbers

6,231

Event Attendees

5,190

Community Letters Sent

2,733

Reached Through SWAMP presentations

868

Bacteriological Water Samples Taken

825

Volunteers Engaged

483

Sewage Spills Tracked

267

New Members

116

Citizen Concerns Responded To

109

Water Quality Monitors Trained



Litter Cleanups And Trash-Free Waters



In Coastal Alabama, litter continues to be a significant problem. In addition to being an eyesore, it destroys the local habitat by stifling aquatic wildlife and reducing oxygen levels in our waterways.

Back in 2020, Mobile Baykeeper received two grants that were designed to fight litter in our waterways. These grants — NOAA's Marine Debris Prevention "Reduce The Use" and the City of Mobile's EPA "Trash-Free Waters" — extend through 2022 and are part of a broader anti-litter initiative being promoted by the City under the hashtag #CanItYall.

The EPA's Trash-Free Waters grant is multi-faceted. One of its chief aims is to highlight the fact that litter on the ground finds its way into our waterways and becomes fish food — and then we eat the fish. It's a pernicious cycle we're committed to ending.

One way that Mobile Baykeeper fights litter pollution in our waterways is through community cleanups. Along with our dedicated members and volunteers, we kicked off 2021 with the 5th annual MLK Day of Service. To honor Dr. Martin Luther King, Jr., we partnered with local organizations to host a major cleanup along Eslava Creek. More than 140 volunteers collected over 3,000 pounds of trash at four different sites along Eslava Creek, a tributary of Dog River that empties into Mobile Bay.

In May, Mobile Baykeeper, along with the City of Mobile, the Fuse Project, and the Mobile Kappa League, helped raise awareness for the Trash-Free Waters campaign in the Three Mile Creek Watershed at Tricentennial Park. More than 60 volunteers turned out and collected 492

pounds of litter, 10 tires, one television set, and five Apple Snails, an invasive species from the Amazon that destroys the local habitat. Back in September, Mobile Baykeeper and a contingent of volunteers helped tackle the city's litter problem in Langan Park and along Springhill Avenue in Midtown as part of the 34th annual Alabama Coastal Cleanup. The cleanup, which attracted 75 volunteers, yielded 300 pounds of litter at the two sites. The Alabama Coastal Cleanup, the largest volunteer event in the Yellowhammer State, coincides annually with National Estuaries Week, a nationwide campaign designed to raise awareness about the health of our coasts and estuaries.

In November, we held a cleanup along One Mile Creek as part of the Reduce The Use campaign, which aims to curb the use of single-use plastics in Downtown Mobile restaurants and businesses in an effort to ensure cleaner waterways. 40 volunteers showed up on a brisk Saturday morning and collected more than 310 pounds of litter (31 pounds of which was branded plastic). Once the litter was collected, Mobile Baykeeper documented each type of plastic that was bagged (brand name and plastic type) with the help of Plastic Free Gulf Coast who, along with Downtown Mobile Alliance and the City of Mobile, is working with us on the campaign.

In addition to our organized cleanups, local citizens participated in their own DIY Cleanups throughout 2021. Local churches, businesses, and neighborhood groups took initiative and organized their own events. We provided how-to materials and all the necessary equipment. These DIYs are an excellent way for citizens to get out, socialize, and make a real difference in the community.





DEFEND THE DELTA.

Fundraising With A Purpose



RENEWED VIGOR TO SUCCEED 2021 marked another year of meeting challenges. While we continued to feel the impact of the pandemic well into the second quarter, we were able to adjust accordingly. We relied on our sponsors and the community's support and were met with an enthusiasm that matched our own and demonstrated the importance of broad community engagement and collaboration in order to reach our goals.

ONGOING CHALLENGES The first half of the year proved challenging. We moved our Quarter One event online and were forced to start the year behind on income. By Quarter Two, we were able to move forward with a hybrid event. Despite reduced capacity for in-person participation, we were thrilled to be able to host the 18th Annual Grandman, as well as the Publix Virtual Triathlon, which offered a safe alternative for racers who were not able to join us in person.

COMMUNITY SUPPORT While we experienced difficulty in leveraging events as a method of fundraising during the first half of the year, our sponsors and the community continued to support us and show up in a variety of ways. We continued to see incredible growth in our membership database as well as cultivate new partnerships and even more opportunities for sponsors, all of which enabled our work. We continued to recruit a wide array of volunteers from Mobile and Baldwin counties to support a new approach to events and, as the year continued, we found new ways to be engaged with our coastal communities through smaller, targeted events.

SUCCESS IN THE SECOND HALF OF THE YEAR In July, with the support of our Young Advisory Council Leadership Committee, we hosted Bay Bites Food Truck Festival at Cooper Riverside Park. It was clear that the community was ready to socialize and we were welcomed again with the energy of collaboration, bringing in a record number of new members. In December, we moved forward with our annual membership meeting, Bay Bash, and were once again overwhelmed with the support of our donors and partners. We continued the tradition of "Bounty of the Bay Gift Baskets," gifting baskets filled with local goodies, highlighting how community collaboration continues to be the pinnacle of our success.

FUNDRAISING WITH A PURPOSE As we enter a new year of celebrating a quarter-century of accomplishments, it is clear that we rely on our entire community for our success. In 2021, thanks to your support, we were able to raise more than \$289,000 of undesignated funding, which is crucial to supporting our work for clean water, clean air, and healthy communities. There is always clear intention behind our fundraising, but this year we are particularly grateful for the purpose that you give us to do the work that we do.



Environmental Fines and other

8%

\$84,451

Events
15%

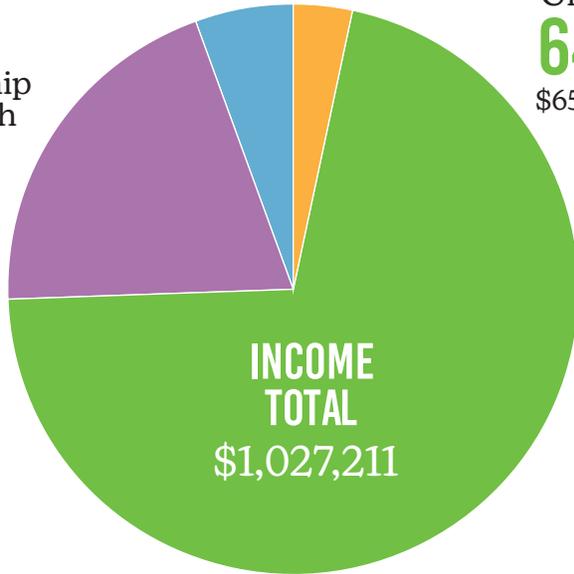
\$149,480

Grants
64%
\$653,423

Membership / Outreach

13%

\$139,857



Fundraising

7%

\$61,137

Admin/General

10%

\$82,764

Infrastructure

12%

\$92,889



Educate & Engage

41%

\$330,224

Program Membership / Outreach

83%

Membership / Outreach

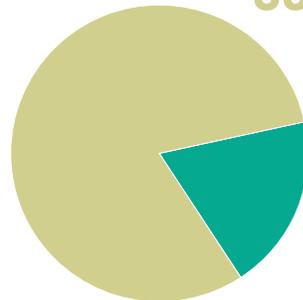
13%

\$99,946

Responsible Growth

17%

\$136,439



Admin/ Fundraising

17%

Grantors, Sponsors and Visionary Society

GRANTORS

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— continued on page 24

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Thank You for Supporting Clean Water for 25 Years

Your Membership Protects the Bay



The Publix Grandman Triathlon in Fairhope, Ala.

For 25 years, our members have helped us fight the pollution that threatens our way of life in Coastal Alabama.

In 1997, a group of dedicated citizens organized as West Bay Watch to oppose the construction of a chemical facility at Theodore Industrial Park. During its research for the campaign, the group discovered many residents had no idea what regulations were being cut by industries at the expense of the public's health and resolved to engage the community on the issues at hand. This was the seed from which Mobile Baykeeper was born.

Through the years, our members have helped us secure numerous victories and accomplishments. You helped us prevent a liquified natural gas facility from threatening our communities and fisheries. You've helped us advocate for investments in infrastructure that reduced the amount of sewage spilled into our waterways by millions of gallons. And you helped us lobby Montgomery to invest money from the BP Oil Spill back into the communities affected by the spill.

Our members are Mobile Baykeeper's lifeblood. They help us speak for our communities, spread the word about our campaigns, and alert us to new issues when they occur. We're able to continue our mission and address problems as they arise because of the financial support provided by our membership. With our members' help, Mobile Baykeeper's efforts to protect our watershed will continue seeing results. Without you, none of this work would be possible. Thank you for 25 years of protecting our watershed. Here's to many more.

A LETTER FROM YOUR BOARD PRESIDENT

As we launch into 2022, it's amazing to look back and see how much this organization has overcome and accomplished. This year marks Mobile Baykeeper's 25th anniversary year, and I am honored to serve as the Board President.

My time in leadership with Mobile Baykeeper started in 2016 when I was recruited for the Young Advisory Council. After moving to Mobile in 2012, I was looking to become more involved in our community. Growing up in Montgomery, I spent most of my summers on Lake Martin and water has always been something I've gravitated toward. Once my husband and I started a family, protecting our most important natural resource became even more important to me as I wanted my children to grow up around water and enjoy the same experiences I had.

As the new kid on the block, I did a lot of listening and volunteered at as many community clean-up events as I could. I would often bring along my now 11-year-old daughter, Margaret.

It was through her eyes that I realized how impactful our SWAMP program really is. At one clean-up event, Margaret was mesmerized by the water table as one of the AmeriCorps members showed her how run-off water travels from streets to sewers and eventually ends up in our Bay. She was able to visualize at a young age how the choices each of us make on a daily basis can affect water quality.



When you see something like that, it inspires you to make an even bigger commitment. In 2018, when I was asked to join the Board of Directors, there was only one answer: an emphatic yes. Being a CPA by trade, I naturally gravitated to the Finance Committee and after a few months, when the Treasurer position opened up, I said yes. A few months later, I found myself saying yes again to our previous Board President, Steve McClure, when he asked me to serve as Vice President. You could say I was all in at that point.

My time with Mobile Baykeeper has been short, but I have seen the organization go through many changes. The year 2020 was one of great change. Just a few weeks after celebrating Mardi Gras, the Mobile Baykeeper staff transitioned to a work-from-home environment and had to continue our mission in a remote world. By all accounts, 2020 was a successful year for Mobile

Baykeeper, despite the challenges. In mid-2021, our founding Executive Director, Casi Callaway, transitioned to a position with the City of Mobile.

We remain forever grateful for her contributions to the organization, while also recognizing that with change comes opportunity. Most of 2021 was spent finding the perfect candidate to continue our mission. We are excited to have found our new Executive Director, William Strickland, whose tenure began in January 2022. William previously served as Executive Director with Mission One in Phoenix, Arizona, and he brings along a passion for leadership. A Tuscaloosa native, William was also a member of two national championship teams at the University of Alabama under Nick Saban. Needless to say, we are thrilled to have him.

We are gearing up for a great 2022. We appreciate each of our members and supporters. As things are getting back to our new normal, we look forward to continuing our mission.

Sincerely,

Lyndsey Dixon

Lyndsey Dixon





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