2022 Annual Report
Awakening passion. Inspiring action.
cleansd.org
As the COVID-19 pandemic dissipates and we return to our popular in-person programming, we remain dedicated to empowering every person to conserve, live more sustainably, and improve the health of our environment. Every effort made at home, work, and in the community contributes to a cleaner and more sustainable future. In 2022, we guided community members, businesses, and schools through the statewide organic waste recycling initiative and promoted circular economies through clothing exchanges and repair workshops. We plan to continue this growth by encouraging more residents and businesses to participate in reducing, reusing, and recycling.

Our impact is driven in large part by our network of thousands of volunteers who dedicate their time, energy, and financial resources to keep San Diego County beautiful and litter-free. To improve the volunteer and donor experience, we are implementing a new database, which will allow us to better communicate the impact of your time and generous contributions. We can’t thank our volunteers and donors enough for their unwavering support through the last several years of challenges and uncertainty.

Finally, I am excited to strengthen our vision for a zero waste, litter-free, environmentally engaged San Diego region. As one of the longest-operating environmental nonprofits in the state, we are poised to continue inspiring people through example, outreach, and local involvement. Our resurgence in 2022 gives us hope and optimism that together, we can protect and cherish the environment we love for future generations.

Steve Morris  
Executive Director
Inspiring Environmentalism Through Youth and Community Education

I Love A Clean San Diego inspires people of all ages to become environmental stewards through webinars, classroom presentations, and events like Kids Ocean Day and the Zero Waste Fair.

2022 Impact:

27,010
Students and adults were inspired to become environmental stewards through our presentations, workshops, booths, and events.

884
environmental presentations, events, workshops, booths, and webinars.

Elementary Teacher Testimonial

"I think kids were surprised to learn that everything that enters the storm drains goes directly to the ocean. They had some ideas on how to mitigate this issue and it has begun the thinking process of how to solve community issues."

Ryan Mayeda
Director of Education

"As school safety restrictions lifted, our education team delivered more programs in-person that transformed 23,635 students into environmental champions. Inspired by our education programs, these new champions led community cleanups, created sustainability clubs, and planned projects such as recycling awareness campaigns to reduce their school community’s environmental impact."

Return of In-Person Events

Kids Ocean Day and Zero Waste Fair returned to in-person for the first time since 2019! Over 890 students participated in Kids Ocean Day educational presentations and 150 youth created the aerial art project. Nearly 300 San Diegans celebrated individual and community actions to live more sustainably at the Zero Waste Fair!
Environmental Action Through Volunteer Opportunities

I Love A Clean San Diego activates thousands of volunteers across the region to take environmental action by participating in community cleanups, Adopt-A-Beach, and countywide events like Creek to Bay & Coastal Cleanup Day.

2022 Impact:

182,427 Pounds of litter & debris were diverted from our environment.

16,678 Volunteers took environmental action to preserve the health of our environment.

“Volunteering has helped me feel I have some impact at the very small local level to help the environment. Seeing the enthusiasm of the young gives me hope for the future.”

Ann Marie Sack
Director of Community Engagement

“Every tiny little piece of trash counts when taken out of our ecosystem.”

Wainwright Hester

Celebrating Volunteerism

Longstanding volunteer site captain of 10 years, Wainwright Hester, was honored by the North County Philanthropy Council as one of the “Volunteers of the Year.”
I Love A Clean San Diego empowers residents and businesses to embrace zero waste practices through clothing swaps, repair workshops, and WasteFreeSD.org, a free community resource with information on proper disposal, recycling, and reuse of unwanted materials.

2022 Impact:

40,273
Residents and businesses were connected to centers for proper disposal of unwanted materials through the WasteFreeSD.org database and hotline.

42,550
Items were diverted from the landfill and properly recycled, donated, or repaired.

WasteFreeSD.org User Testimonial
"I wanted to thank ILACSD for connecting me to the Household Hazardous Waste pickup service last week. I am very grateful. It meant a lot to me to get these items out of my home."

"By using the database to locate centers for proper disposal and recycling of unwanted items, individuals will be contributing to fewer materials reaching the landfill while making a significant, positive impact on the environment."

Amy Unruh
Waste Recovery Manager

Building Partnerships Through Clothing Swaps

Clothing Swap events in partnership with County of San Diego Libraries have not only reduced the amount of textiles that end in the landfill, but have also proven to be a lifeline for families in the unincorporated county of San Diego.
**Financials**

**Revenue**

- Corporate: $475,610.89
- Government: $1,383,223.54
- Individual: $70,338.01
- Foundation: $53,297.00

**Total Revenue: $1,982,469.44**

*2022 overall revenue is $1,958,959. Above revenue doesn’t include net loss from combination of interest income, equipment loss or investment loss.*

**Expenses**

- Program Services: $1,596,606.00
- Management & General: $156,145.00
- Fundraising: $144,727.00

**Total Revenue: $1,897,478.00**
Our Partners

$25,000+
Cox Communications
Hervey Family Foundation
SDG&E

$15,000+
Bank of America
Bristol-Myer Squibb
Coca-Cola Foundation
Ellen Browning Scripps Foundation
Pizza Port
Wawanesa
Wells Fargo Foundation

$10,000+
CA Community Foundation
Northrup Grumman

$5,000+
Bumble Bee
Dudek
Elwyn Heller Foundation of San Diego
Givsly/SOCI
Illumina
Pacific Beach Shore Club

$2,500+
Republic Services
San Diego Kiwanis Club Foundation
Sempra LNG
Sony
TEGNA Community Grant Foundation
Wheelhouse Credit Union

$1,000+
Anthony Cerone
Austral USA
Bill Haines
Campland
Cecelia Conover
Christel Nilsson
Christopher Carter
Duck Foot Brewing Company
Jake Harrison
Jamie Inn
Jennifer Derks
Jeremy Clear/Clear Family Fund
Joseph Mazzella
Judy Harrington
Karolyn Dale
La Casa de Cristo Lutheran Church
Lai Family Foundation
Laura Atkinson
LiveRamp
Nelson Family Foundation
Paula Levin
San Diego Gulls
Sekisui Diagnostics
Teradata
The Clay Company

Government
22nd Agricultural District Association
California Coastal Commission
City of Carlsbad
City of Chula Vista
City of El Cajon
City of Encinitas
City of Escondido
City of Imperial Beach
City of La Mesa
City of Lemon Grove
City of National City
City of San Diego - CPPS grant
City of San Diego, Environmental Services Dept.
City of San Diego, Think Blue
City of San Marcos
City of Vista
County of San Diego
County of San Diego, District Attorney’s Office
San Diego County Regional Airport Authority
San Diego Unified Port District
SBA - PPP Loan
# Board of Directors

**Board President**
Kenneth Moore  
Intesa Communications Group

**Secretary**
Denise Z. Price  
The Clay Company

**Treasurer**
Bryce Hunter  
Enlyte

**Staff**

## Operations

- **Steve Morris**  
  Executive Director

- **Emily Nelson**  
  Senior Director of Operations

- **Ann Hirsch**  
  Senior Director of Finance

- **Edwin Mendoza**  
  Director of Marketing & Communications

- **Meghan Rumel**  
  Office & Bookkeeping Coordinator

- **Taylor Mohrhardt**  
  Marketing & Communications Specialist

## Education

- **Ryan Mayeda**  
  Director of Education

- **Ali Hoffman**  
  Youth Education Manager

- **Rowan Jackman**  
  Community Education Manager

- **Eric Dillemuth**  
  Education Program Specialist

- **Maren Kavanagh**  
  Community Education Coordinator

- **Norma Marquez**  
  Community Outreach Coordinator

- **Erin Schulhofer**  
  Middle and High School Youth Education Coordinator

- **Linnea Bird**  
  Elementary Youth Education Coordinator

- **Gianna Petersen**  
  Environmental Educators

- **Daphne Warren**  
  Marina Pangilinan

- **Fern Scott**  
  Outreach Assistants

## Community Engagement

- **Ann Marie Sack**  
  Director of Community Engagement

- **Kristin Banks**  
  Regional Programs Manager

- **Nik Kennedy**  
  Volunteer Programs Manager

- **Amy Unruh**  
  Waste Recovery Manager

- **Priscilla Dioquino**  
  Waste Recovery Coordinator

- **Kelsey Corbran**  
  Sustainable Systems Coordinator

- **Carla Frias**  
  Zero Waste Outreach Coordinator

- **Lance Mann**  
  Volunteer Programs Coordinator

- **Caroline Stillitano**  
  Regional Programs Coordinator

- **Celeste Schwartz**  
  Outreach Assistant II

- **Aylin Camacho**  
  Outreach Assistant II

- **Bella Sullins**  
  Outreach Assistant