



True Blue Bay

INITIATIVE 2022


SAN FRANCISCO
BAYKEEPER®

A Bold Plan to Defend San Francisco Bay



MESSAGE

From Peter Molnar,
Leadership Circle Chair

It's times like these that make us realize San Francisco Bay is the centerpiece of our lives in the Bay Area, defining our cities, views, and seasons. Rarely have I felt more keenly about living in a healthy and thriving environment and protecting this incredible waterway.

For more than 30 years, San Francisco Baykeeper has patrolled and defended this treasured wilderness. We have fought tenaciously to protect the Bay from industrial polluters and government inaction.

And now more than ever, the Bay needs Baykeeper. The polluters aren't relenting. Citizen enforcement of environmental laws is a powerful tool, and we can use it to ensure the Bay is defended. The experts on our staff skillfully use science, law, advocacy, and thousands of volunteer hours to win incredible victories to protect this special place. To grow our effective programs, we will require increased support.

Your support for Baykeeper now will make an immediate impact – investigating pollution, strengthening laws, and stopping polluters. The True Blue Bay Initiative aims to engage 10,000 new supporters and raise \$5 million over the next five years to scale up our capacity to protect the Bay.

You can help. My family and I have supported Baykeeper's work for more than 20 years – we ask you to join us to invest in this critical work. Please consider a multi-year gift to the True Blue Bay Initiative today. Together we can grow Baykeeper's programs to defend the Bay and keep it thriving for decades to come.



San Francisco Bay is facing significant threats from the climate crisis: fossil fuel pollution, extreme drought, reduced freshwater flows, toxic algae, sea level rise. Baykeeper has a strategy.

We've been holding polluters and government accountable for more than 30 years. Now we'll use our expertise to take on even more urgent threats than before—because as we look ahead to the coming decades, the future resilience of the Bay hangs in the balance.

We have to take action now to stop the most egregious polluters and tackle the biggest threats to the Bay's climate resilience.

Your gift will help Baykeeper expand its impact—on patrol, in the field, and in the courtroom, fighting for a healthy San Francisco Bay. Our track record of defending the Bay speaks for itself:

290+ lawsuits to hold polluters and government agencies accountable.

21 legal agreements to reduce sewage spills and keep swimmers safe.

15 new laws to prevent coal and oil pollution and protect communities.

17,000+ hours patrolled to deter polluters and plan for sea-level rise.

3,000+ hotline responses to catch polluters and stop destructive activities.

\$12,000,000 in legal penalties directed to local nonprofit partners to restore Bay shorelines, protect wildlife, and reduce trash.

Baykeeper's True Blue Bay Initiative will create a \$5 million fund that grows our science and legal programs to defend the Bay from the most urgent threats.



TRUE BLUE BAY

Investment Opportunities

Baykeeper's True Blue Bay Initiative will capitalize our legal and science programs and create a new fund for Bay stewardship. The Initiative's focus is to secure \$5 million over the next five years to ensure that Baykeeper's bold strategies can be

leveraged to tackle the brand new climate threats facing the Bay. Led by Baykeeper's Board of Directors and Leadership Circle, Baykeeper is seeking challenge grants and philanthropic investments from foundations, corporations, and individuals like you who want to make a difference.

We ask that you consider a gift that will make an immediate impact for the Bay for future generations.

Immediate Impact Opportunities

Preventing Toxic Flooding • \$1,800,000

- Sea level rise is expected to flood more than 1,100 toxic sites around SF Bay, and local agencies are not ready.
- With your help, we'll bring a cutting-edge test case to clean up toxic sites and secure commitments from agencies to protect high-risk shorelines.

Ensuring Freshwater Flows • \$1,200,000

- Toxic algae is a public health threat caused by lack of freshwater and sewage spills. Fish like salmon and smelt are also going extinct due to a lack of water.
- With your help, we'll prevent toxic algae in the Bay and implement high-impact strategies to ensure enough fresh water flows for Bay fish and communities.

Stopping Climate Polluters • \$1,500,000

- Oil refineries, pipeline operators, and hazardous facilities flout the law and keep polluting. In many cases, they're legally allowed to harm the Bay.
- With your help, we'll identify bold legal strategies to hold climate polluters accountable and significantly reduce toxic pollution harming our local environment and the planet.

Bay Legal Defense Fund • \$500,000

- Deep-pocketed polluters often believe they can shut down the fiercest Bay defender. With your help to grow our legal fund, we'll never have to back down in court while protecting the Bay's wildlife and communities.

Individual naming opportunities are also available; please contact a member of the Leadership Circle.



Baykeeper's vision is a San Francisco Bay that is truly blue—resilient, healthy, and safe, above and below the surface. Our \$5 million True Blue Bay initiative will support bold new projects to create a thriving Bay, ready for the future:

Investigating pollution

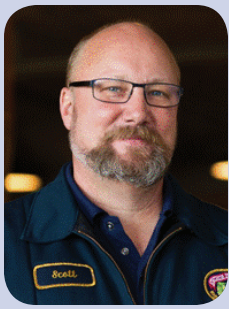
- Serve as the only pollution patrol on the Bay by boat, plane, and drone to expose pollution and deter polluters.
- Lead a 24/7 pollution-hotline response and water-quality monitoring to stop illegal activities.
- Stand on the frontlines with shoreline communities to engage in Bay protection.

Stopping polluters

- Strengthen laws to stop plastics, heavy metals, sewage spills, and toxic leaching.
- Fight expansion plans to transport more dirty fossil fuels around the Bay.
- Implement the Bay Legal Defense Fund: a litigation war chest to stop Goliath-sized polluters with fully funded legal action.

Holding government accountable

- Oppose poorly planned shoreline development.
- Challenge agency inaction and regulatory decisions that harm wildlife, sediment, freshwater flows, and shoreline habitat.
- Force cities to adopt climate-ready policies and infrastructure.



"We are proud to be working with Baykeeper to keep our Bay healthy and vibrant like the city itself. We believe in the importance of Baykeeper's

efforts to keep the Bay pollution-free and safe for animals and beer drinkers alike."

— **Scott Ungermann, Brewmaster at Anchor Brewing Co.**

"I've benefited greatly from San Francisco Bay and all its wonders—I can't imagine my life without swimming in it. I support Baykeeper so that the Bay will be protected and future generations can experience the magic."



— **Kim Chambers, world-record-holding open-water swimmer**



"We continue to be impressed with this small and mighty organization's tenacity, legal prowess, and ability to collaborate

to make the Bay a place for all to enjoy. It is a critical time for the environment, and Baykeeper needs our support now more than ever."

— **Stacie Ma'a, President of the Wallace A. Gerbode Foundation**



True Blue Bay LEADERSHIP CIRCLE

The True Blue Leadership Circle actively grows our ecosystem of supporters who believe in Baykeeper's strategic vision for a healthy, thriving San Francisco Bay.

Jerry Dodson, True Blue Investor, Parnassus Investments

Gary Groff, Current Advisory Board member, surfer, at Mango Materials

Palmer Hill, True Blue Investor, principal at Green Ventures Group

Mark McKee, Supporter, Dolphin Club swimmer

Kevin Oden, Supporter, Bay enthusiast

Neal and Daragh Powers, Supporters, Bay swimmers

Scott Reising, Supporter, Bay enthusiast, director at Glacial Till Capital

Peter Ross, Supporter, South End Rowing Club swimmer, principal at Ross Financial

Andrew Scott, Supporter, Bay enthusiast

Bev Spector, True Blue Investor, Bay enthusiast, supporter since 1992

Diane Walton, Supporter, Bay swimmer, former President of the Dolphin Club

Leadership Circle Chair

Peter Molnar, Former Chair of the Baykeeper Board of Directors, True Blue Investor, Dolphin Club swimmer/sailor, partner at Obsidian Wine Co.

Leadership Circle Advisor

Beth Hershenhart, Baykeeper Advisory Board member, Bay enthusiast, at Innovative Resources Group



Baykeeper is the only nonprofit patrolling San Francisco Bay for pollution and holding polluters accountable. Our lawyers and scientists have been fierce champions for the Bay for over 30 years, defending the Bay from the biggest threats and government inaction. We welcome everyone who cares about the health and future of San Francisco Bay to join us. www.baykeeper.org



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