

Growing Stronger

2012 Annual Report



A MESSAGE FROM THE BOARD

Dear Supporters,

On behalf of Ocean Discovery Institute, we want to thank you for enabling our students from City Heights to excel in science, attend college, and prepare for science careers. These accomplishments have resulted in Ocean Discovery Institute becoming a national model for empowering young people from urban and diverse backgrounds to become tomorrow's decision makers and leaders.

In 2012, Edison Elementary joined our program, an extraordinary milestone as Edison was the last City Heights school in the San Diego Unified School District to be a part of Ocean Discovery. Now every child attending a public school in City Heights will receive robust science programming as part of their education.

We now enter a critical period for growth. During the coming year, we will prepare for expanded programming that will reach 20,000 people, or four times more than we serve today. In addition, we are honored to have been selected by National Oceanic Atmospheric Administration, to partner in the development and implementation of a replica program, based on our model, in the Washington D.C. area.

We will continue to focus on remaining at the forefront of innovation in our field. We will grow our leadership to further increase our impacts, develop systems to improve efficiency, and ensure our financial sustainability to provide the greatest return on investment for your continued support. Together we will build an even stronger organization that will make great changes today and leave a legacy for tomorrow.

We invite you to join us – as a volunteer, as a donor, as a participant – for what is sure to be an incredible year!

With great enthusiasm,



Tres Conrique
Immediate Past Board Chair, 2011 & 2012



Sean Caddell
Board Chair, 2013 & 2014



City Heights, Our Community

OUR WORK

Our mission is to **engage, educate, and inspire** young people from urban and diverse backgrounds through science-based exploration of the ocean and nature, preparing them to be tomorrow's scientific and environmental leaders.

Our model integrates **scientific research, education, and environmental stewardship**, empowering young people to transform their lives and strengthen the future of our region, state, and nation.

In 2012, we served a total of **6,343** individuals.

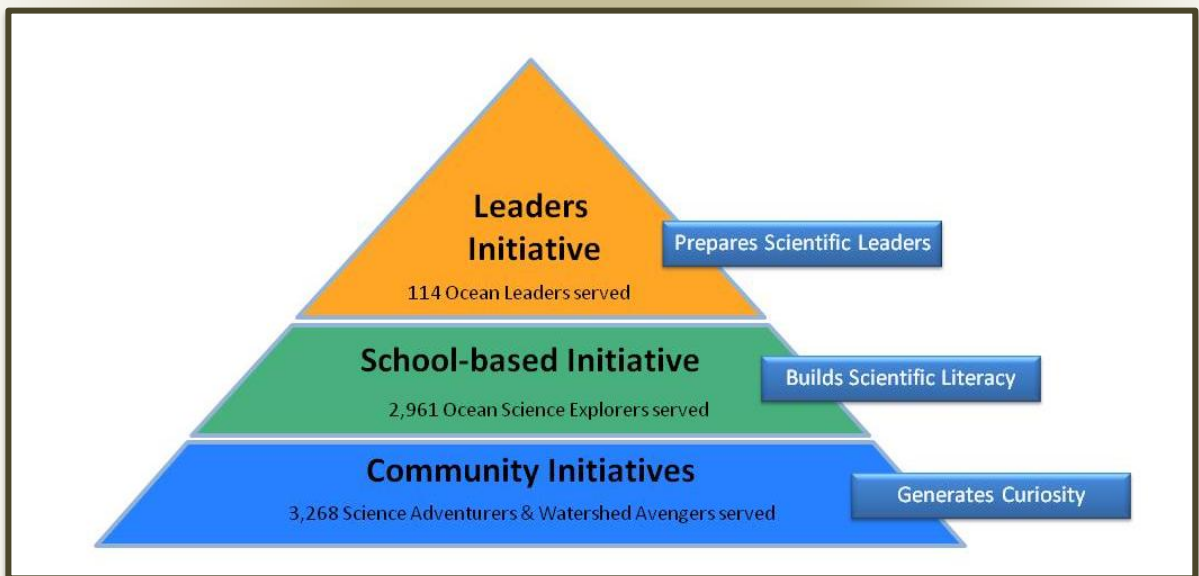


Figure: Ocean Discovery Institute implements our model in one community, City Heights, using a strategy that offers three levels of initiatives to engage an entire community in science.

Collectively, we see significant impacts including:



Science test scores



College attendance



Participation in science and conservation



Pursuit of science and conservation degrees

PRESIDENTIAL AWARD

Because of the exceptional achievements of our programs and students, Ocean Discovery Institute was recognized by The White House, receiving the ***Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring***.



Above: President Barack Obama greets Executive Director, Shara Fisler, outside The Oval Office. This award is given annually by The White House in partnership with the National Science Foundation.

COMMUNITY INITIATIVES

The **Community Initiatives** generate curiosity and engage thousands of young people, families, and community members in hands-on science and conservation projects.

One of the initiatives, *Watershed Avengers*, provides opportunities to transform local canyons into safe and healthy environments.

2012 Highlights

3,268 individuals participated in hands-on science and conservation projects.

57% of these individuals participated in more than one canyon restoration event.

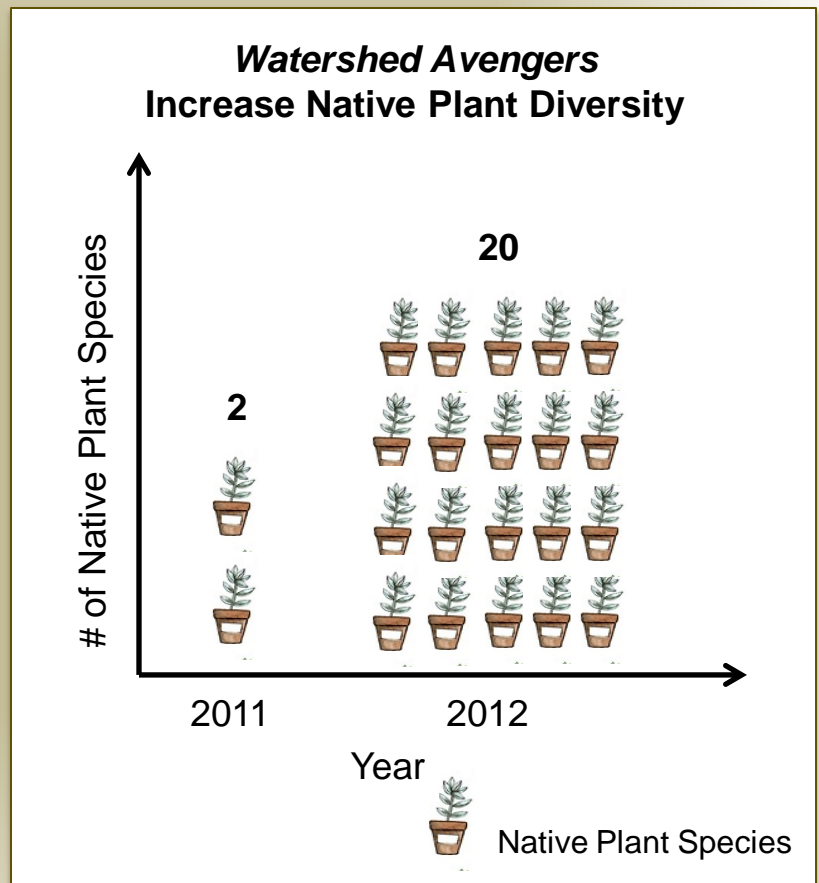


Figure: Native plant species increased ten-fold from 2011 to 2012.

“The City is thankful to Ocean Discovery for making a tangible difference in the quality of life for these students and their communities. They have an exemplary commitment to education, habitat restoration, research, and creating a new generation of scientists and environmental stewards.”

-Councilmember Marti Emerald, City of San Diego, District 9

COMMUNITY INITIATIVES

“When I took the Senior Park Ranger position in 2004, I did not anticipate the extent of habitat degradation in City Heights’ canyons. They were choked with invasive plants and dotted with shopping carts, sofas, mattresses- you name it.

I thought, ‘Not in my career.’

However, I had no idea what an extraordinary impact a group of individuals could have when a shared vision is embraced and never given up on.

As we all know, Ocean Discovery is now a major mover and shaker in City Heights, taking on restoration, community building, and science education.

Because of Ocean Discovery and many community groups, today our canyons have been restored to vibrant ecosystems. Trails through these canyons are connecting neighborhoods, and the community now has safe and enjoyable access to parkland that is appreciated and valued.”

-Susan Pelley, Senior Park Ranger,
City of San Diego Park and
Recreation Department,
Open Space Division



Above: The entrance of Swan Canyon is crime-ridden and degraded.



Above: Young people lead efforts to transform the same location as above.

Take Action!

**Are you a community member
ready to make a difference?**

Volunteer at *Watershed Avengers*
to discover how the canyons work
and explore your community.

For more information
contact Carla Pisbe at
cpisbe@OceanDI.org

SCHOOL-BASED INITIATIVE

Ocean Science Explorers, the **School-based Initiative**, provides hands-on classroom and field-based science education for 3rd through 6th grade students and professional development and resources for teachers.

Ocean Science Explorers builds scientific literacy by engaging young people for four consecutive years, beginning in third grade when their natural curiosity for science is high.

2012 Highlights

2,961 students and **107** teachers participated in the 2011-2012 school year.

In 2012, we grew to serve **all** elementary and middle schools in City Heights.

Ocean Science Explorers Increase Science Test Scores

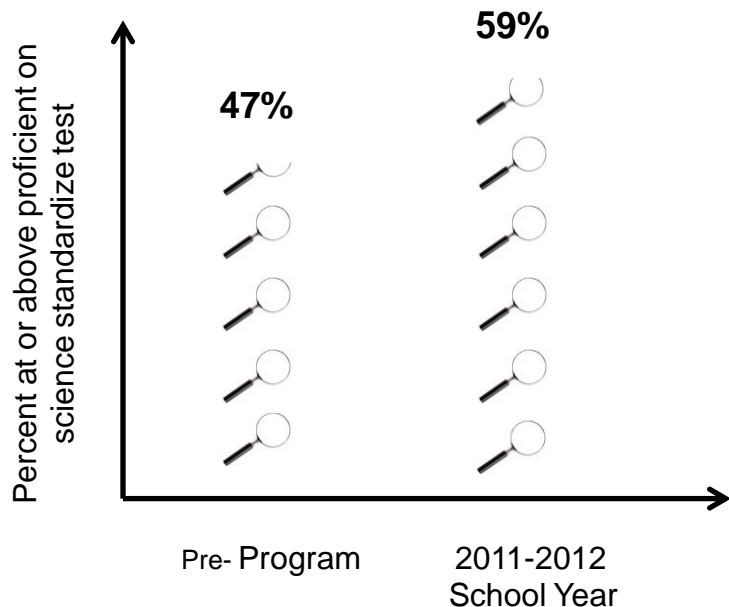


Figure: Participating schools had an average 12% increase in state standardized science test scores.

"San Diego Unified School District is fortunate to have the commitment of Ocean Discovery Institute in City Heights schools. Their programs are demonstrating significant increases in science learning and providing opportunities for our students to be successful in school and in their future careers."

-Richard Barrera, San Diego Unified School District Board Member

SCHOOL-BASED INITIATIVE

"In 2009 I began my work with Ocean Discovery Institute. I was a part-time instructor working directly with students in the five City Heights schools we provided programs to. At that time, I could never have imagined that we would one day reach all 13 schools in the community or that I would be in charge of it all.

Now, as the leader of *Ocean Science Explorers*, I have had the opportunity to work directly with the talented young people and committed teachers in City Heights and have seen first-hand how science is transforming their lives.

I feel so proud to have been part of the expansion of this program. I am proud to be part of the community, proud that we are now engaging every public school student in City Heights and, as the mother of a 3 year-old, I will be proud if he one day attends any of these remarkable schools."

-Rochelle Mothokakobo,
School-based Initiative Manager,
Ocean Discovery Institute



Above: A fifth grade student analyzes DNA using electrophoresis, one of 3,000 students that now receive rigorous hands-on science education in City Heights.

Take Action!

**Are you a college student
looking to gain teaching skills?**

Volunteer with *Ocean Science Explorers* and help bring hands-on science into the classroom.

For more information contact

Travis Kemnitz at
tkemnitz@OceanDI.org.

LEADERS INITIATIVE

The **Leaders Initiative** prepares scientific leaders by providing a pathway from middle school through college and onward to careers in science and conservation.

This initiative, *Ocean Leaders*, provides a series of interconnected after-school and summer programs that serve as building blocks to develop students' scientific knowledge along with support in academic achievement, college readiness, and career exploration.

2012 Highlights

114 students participated in *Ocean Leaders*.

Participants demonstrate a **3.12** science GPA as compared to a **2.07** science GPA amongst their peers.

Ocean Leaders Major in Diverse Science and Conservation Fields

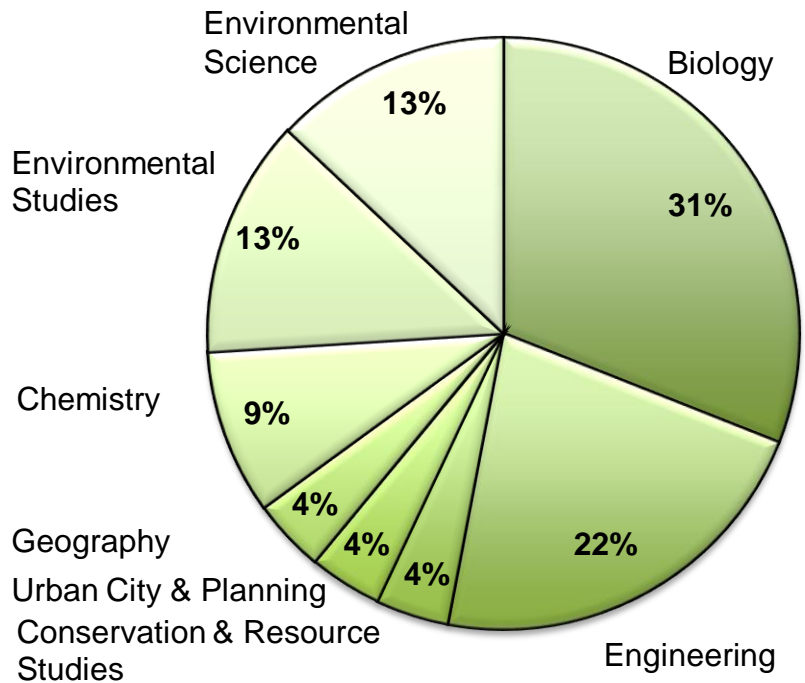


Figure: 73% of participants major in science and conservation fields from biology to engineering.

"I believe that in order to be globally competitive in the 21st century and to create an American economy that is built to last, we must create an environment where invention, innovation, and industry can flourish."

-President Barack Obama

LEADERS INITIATIVE

“My father left his job as an engineer in Ethiopia to give my sister and I a better life in America. I knew I needed to make the most of this opportunity, and in 2007 I became an *Ocean Leader*.

This program helped me prepare for college and get accepted to UCSD. When I looked at the long list of engineering majors at UCSD, I knew I wanted to be a part of something new and innovative. My major, nanoengineering, is an emerging field with potential in bioengineering, medical science, and energy.

It's hard to believe that I arrived from Ethiopia seven years ago, and in three more I will be in graduate school studying one of the most innovative fields in science.”

-Amanuel Weldemariam,
Ocean Leader



Above: *Ocean Leader*, Amanuel Weldemariam, interned at UCSD's Calit2 and engineered a 3D tour of an architectural model. Experiences like this prepare him for over 1 million science and technology jobs that will open in the next five years.

Take Action!

Are you a scientist looking for mentoring opportunities?

Volunteer with *Ocean Leaders* and connect our students to careers in science. For more information contact Travis Kemnitz at tkemnitz@OceanDI.org.

VOLUNTEERS

Ocean Discovery Institute offers a variety of ways to get involved from less intensive, single-day opportunities to more intensive commitments. We also offer specialized volunteer opportunities for professionals in the science, technology, engineering, and math fields.

2012 Highlights

1,407 individuals volunteered and worked over **10,000** hours.

The total value of the hours volunteered was **\$228,119**.



Figure: The variety of ways in which volunteers can ensure the success of Ocean Discovery Institute.

"I am not able to donate much financially, but giving my time gives me the opportunity to make a big contribution to the organization."

– Phil Barker, Volunteer

VOLUNTEERS

"I was given the opportunity to work with 3rd grade students during a field trip to the La Jolla tide pools. I spoke with them about my professional experiences as a scientist and helped lead them in exploration of the tide pools. The kids warmed my heart.

One little boy and I were kneeling around a tiny tide pool, mesmerized by one of the hermit crabs whose shell was pearly incandescent colored. I told him that we should name it. He gladly nodded and then asked me for my name. I told him, and then he said, "Okay, that's its name." That gesture was so sweet that it made my week. The kids you are hosting are downright wonderful and I am so happy that I got to be part of it."

– Miranda Ko, Volunteer

Take Action!

Are you a interested in investing your time to help transform lives?

Find a match for your skills
and make a difference.

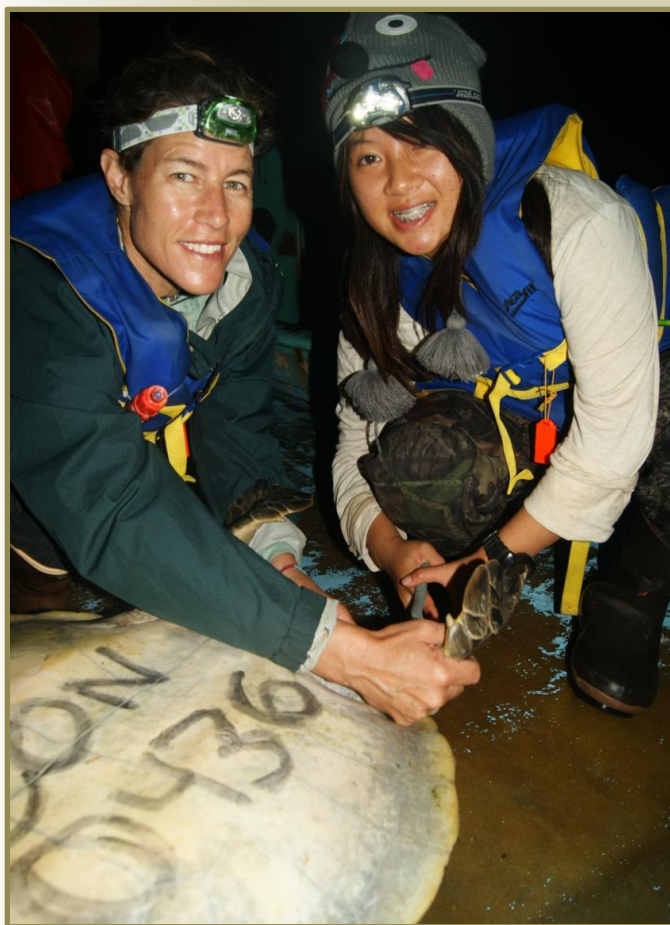
For more information contact
Travis Kemnitz at
tkemnitz@OceanDI.org.



Above: Miranda Ko, volunteer, teaches 3rd graders about science careers at the La Jolla tide pools. Working with professionals allows students to envision themselves as scientists.

PARTNERS

Ocean Discovery Institute leverages local and national resources and relationships by building strategic collaborations to increase impacts. Partnerships are facilitated at three levels based on the breadth and timescale of the relationship.



Above: National Oceanic & Atmospheric Administration (NOAA) scientist, Yonat Swimmer, works with a high school student to tag a green sea turtle for a joint fisheries research project. The expertise and resources provided through our partners enable greater student outcomes and have resulted in recognition, such as the Runner Up in World Wildlife Fund's International Smart Gear Award.

"We have partnered with Ocean Discovery Institute for almost nine years through regional and now national offices. We have served as a broker, enabling Ocean Discovery to tap into the wealth of scientific expertise and science education resources offered by our agency.

NOAA is committed to this partnership because we recognize that the suite of programs that Ocean Discovery has developed are resulting in real change in the students and the community they serve.

We saw, and still see it, as a model for other urban watershed communities in the United States."

-Sarah Schoedinger, Senior Program Officer, NOAA

PARTNERS

IMPACT PARTNER

National Oceanic & Atmospheric Administration



INNOVATION PARTNERS

Adams Elementary, AM 600 KOGO Radio, aTyr Pharma, Azalea Park Neighborhood Association, Birch Aquarium at Scripps, California SEA Grant, Carey Construction and Design, Central Elementary, Cherokee Point Elementary, Chula Vista Nature Center, City Heights Community Development Corporation, City Heights Educational Collaborative, City of San Diego, City of San Diego Parks and Recreation, CorpNetwork, Euclid Elementary, Florence Joyner Elementary, Franklin Elementary, Friends of 47th Street Canyon, Friends of Swan Canyon, Hamilton Elementary, Hoover High School, Hoover High School's Eco Club, illumina, Institute for Public Strategies, Kiwanis of Tierrasanta, Monroe Clark Middle School, Monroe Clark Middle School's Caesar Chavez Club, Museo de Naturaleza y Cultura, Bahía de los Angeles, Normal Heights Elementary, North Swan Canyon Neighborhood Association, PEN Center USA, Project C.L.E.A.N., Rosa Parks Elementary, Rowan Elementary, San Diego Canyonlands, San Diego Police Department Mid-City Division, San Diego Unified School District, Scripps Institution of Oceanography, Swan Canyon Neighborhood Association, Teen Volunteers in Action, Tijuana River Estuary, UCSD Academic Connections, University of Hawaii –JIMAR, University of San Diego, U.S. Green Building Council San Diego Chapter, Walk San Diego, Weathercurrents.com, and Wilson Middle School

DISCOVERY PARTNERS

AmeriCorps & Youth Voice, Barrio Logan College Institute, Big Brothers/Big Sisters of San Diego County, California Institute for Telecommunications and Information Technology, California Center for Ocean Sciences Education Excellence, Calit2 at UCSD, Cardinals Interact, City Heights Young Marines, Comisión Nacional de Áreas Naturales Protegidas, CorePower Yoga, the Office of Councilmember Marti Emerald, Grupo Marino, Grupo Tortuguero, HD Supply, Hoover High School's AVID, Hoover High School's Band, Hoover High School's Octagon Club, Hopkins Marine Station of Stanford University, Kanaka Outrigger Canoe Club, KyXy, Lambda Theta Nu Sorority Inc., Monroe Clark Middle School's Builder's Club, Monroe Clark Middle School's Washington D.C. Club, Nativity Prep Academy, Reality Changers, Rosa Parks' Parent Center, San Diego State University, San Diego Workforce Partnership, SDSU Alpha Pi Sigma, Stanford Alumni Group, STAR/PAL, Tariq Khamisa Foundation, The Neurosciences Institute, UCSD OASIS, and U.S. Coast Guard

INVESTORS

Ocean Discovery Institute relies on the generosity of investors whose contributions ensure impactful programming now and into the future. Investors include national and local foundations, government agencies, corporations, and dedicated individuals that are empowering young people to become scientific and environmental leaders.

“The Hervey Family Fund at The San Diego Foundation has been dedicated to supporting the work of Ocean Discovery Institute for over six years. The Hervey Family Fund’s investment of over \$87,000, has enabled projects including the development and implementation of a new database system.

The Hervey Family Fund, and all of us at The San Diego Foundation, recognize the importance of investing in fundamental systems that allow a non-profit business like Ocean Discovery to increase program efficiency and, in turn, makes a difference in the lives of young people.”

-Leslie Harrington, Director, Donor Experience & Engagement,
The San Diego Foundation



Left: Staff members, Erick Ruiz and Daniela Irazabal, analyze program impact data. Donors, like the Hervey Family, who support infrastructure, enable Ocean Discovery to ensure the highest return on investment for stakeholders.

INDIVIDUAL INVESTORS

VISIONARY PATRONS (\$100,000 and above cumulative)

Anonymous (2), Yvette Diuri, Linda & Joel Fisler, Scott Grimes, Lynne Gorguze & Scott Peters, and Floyd Pickrell

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CORPORATE INVESTORS

IMPACT INVESTORS (\$25,000+)



INNOVATION INVESTORS (\$8,000- \$24,999)



motorola
foundation



DISCOVERY INVESTORS (\$7,999 & under)



Hinzman & Associates APC, Murphy's Market & Sanders, Inc.

FOUNDATION & GOVERNMENT INVESTORS

IMPACT INVESTORS (\$40,000+)

Anonymous, California Coastal Conservancy, California Department of Parks and Recreation, Harriet E. Pfleger Foundation, National Oceanic and Atmospheric Administration, National Science Foundation award ID: GEO-0914711, Myron Eichen Memorial Fund at The San Diego Foundation, Sidney E. Frank Foundation, and The Orca Fund at The San Diego Foundation

INNOVATION INVESTORS (\$20,000- \$39,999)

Endangered Habitats Conservancy, Hervey Family Fund at The San Diego Foundation, JiJi Foundation, Price Family Charitable Fund, The San Diego Foundation, Weingart Foundation, and World Wildlife Fund

DISCOVERY INVESTORS (\$19,999 & under)

Anonymous (2), California Native Plant Society San Diego, Endangered Habitats League, French Fund & Masserini Trust, Grimes Family Fund, International Seafood Sustainability Foundation, Johnson Family Foundation, Johnson Ohana Charitable Foundation, Kiwanis Club of La Jolla, PADI Foundation, PEERS Network, Rice Family Foundation, Scripps Institution of Oceanography, Stanford University, Swimmer Family Foundation, The Ocean Foundation, The Stanley/Stearns Fund at The San Diego Foundation, The Waitt Foundation, Thomas D. Lookabaugh Foundation, Southern California Wetlands Recovery Project, University of California San Diego, U.S. Fish & Wildlife Service, Weyerhaeuser Family Foundation, and Wheatley Family Foundation Fund at The San Diego Foundation

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FINANCIALS

As a nonprofit business, we pride ourselves in having financial management strategies that ensure 100% of all donations are used to empower young people to become scientific and environmental leaders.

Ocean Discovery Institute maintains the highest level of fiscal responsibility and transparency to ensure your contribution is meaningful today and tomorrow.

2012 Highlights

Income in 2012 was **\$65,000** higher than the previous year.

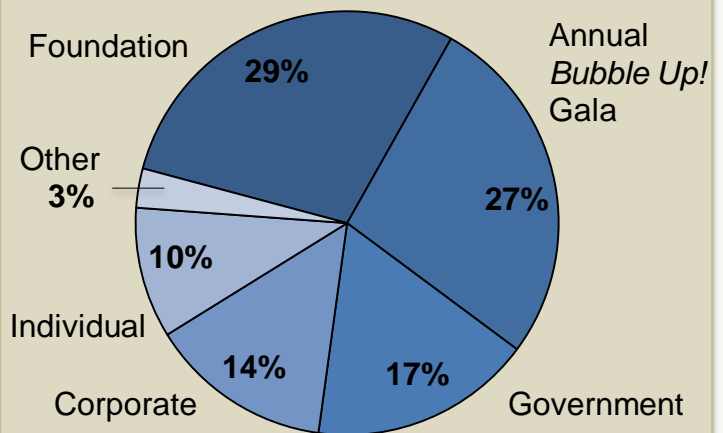
Staff participated in financial trainings that resulted in strategic expense reductions, saving **\$58,000**.

Take Action!

Do you want to make a difference today?

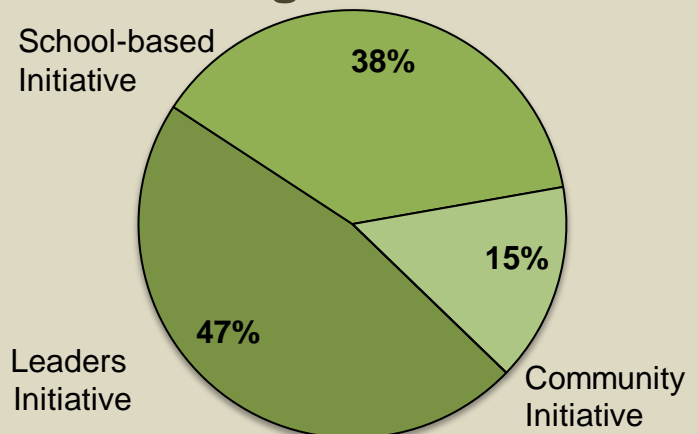
Donate to this great cause!
For more information
contact MacKenzie Wilson at
mwilson@OceanDI.org

Revenue by Category



Total Income: \$1,235,028.76

Cost of Services by Program Area



Total Expenses: \$1,297,792.30



To discover more, visit
www.OceanDiscoveryInstitute.org



2211 Pacific Beach Drive, Suite A
San Diego, California 92109
858.488.3849 (tel)

OceanDiscoveryInstitute.org

Photo: Community members of all ages come together at *Watershed Avengers* events to restore local canyons into safe and healthy places.