

WE FORGET THAT
THE WATER CYCLE
AND THE LIFE CYCLE
ARE ONE.

-JACQUES COUSTEAU



2019 ANNUAL REPORT

MISSION

As the nonprofit partner
to the St. Louis Aquarium
at Union Station,
the St. Louis Aquarium
Foundation
engages the community
through providing access
and education programs
and serving as the
region's recognized voice
for water stewardship.



LETTER FROM THE EXECUTIVE DIRECTOR



Dear Aquarium Foundation Friends,

We often hear “Water is Life” and while we may accept it to be true, the importance of water is often taken for granted. Water is essential for human health, for fish and all wildlife to survive, for plants to grow and produce oxygen. It’s the backbone of life. Through the formation of the St. Louis Aquarium Foundation in 2017 – and the creation of our partner, the St. Louis Aquarium at Union Station – water has been and will be at the forefront.

From the early planning stages of the Aquarium, architects designed each habitat to sustain the aquatic life it supports. The life support engineers ensured the exhibits have the right kind of water – salt or fresh water – as well as the right temperature, pH balance, and lighting. The St. Louis Aquarium is the perfect backdrop for introducing marine science to our community, and that is where the St. Louis Aquarium Foundation comes in.

Even before the Foundation’s Conservation & Education Center and the Aquarium opened at Union Station at the end of 2019, we wanted to be involved in local water conservation issues. First we had to let people know that we are here and who we are. We are grateful to the many people and organizations who talked with us about the great work they are doing across the city, state, country, and even globally, and how we can support or partner in their work. In addition to providing free Aquarium visits and education programs, one of our core objectives is to be the region’s recognized voice for water stewardship. We realize that is not going to happen overnight, and we appreciate the support you provided to the Foundation in our opening year.

Through the theme of WATER, this report will take you through our 2019 year, leading up to the Aquarium’s grand opening on December 25, 2019. It is amazing to have been a part of the creation of the St. Louis Aquarium; inspiring to educate kids and adults on aquatic life and science; and humbling to receive your encouragement as we strive to educate people about our local waterways, the vast oceans, and how individuals can make a difference in their community and to aquatic wildlife.

Thank you for believing in our mission and being a part of making our region an even stronger place to live, work and play.

In appreciation,

A handwritten signature in black ink, appearing to read "Diane Bauhof".

Diane Bauhof, CFRE
Executive Director

WATER

STEWARDSHIP

CREATED EIGHT INTERACTIVE EXHIBITS

on the topic of water stewardship and the importance of our rivers to be featured in the free-admission Conservation & Education Center which opened on December 25, 2019. The Center features a beautiful and poignant sculpture by artist Garth Britzman made from 5,000 plastic bottles.

PARTICIPATED IN THE 2019 EARTH DAY FESTIVAL

in Forest Park, as a sponsor and with a booth, where we - with the help of students from The St. Michael School of Clayton - engaged people with conservation-themed trivia questions and shared about the mission of the Aquarium Foundation.

SPONSORED THE OCEAN PROJECT AND WORLD OCEANS DAY

in June, and held an Instagram video contest to the theme of: "Why should I care about the ocean when I live in the middle of the country?" The winning video was made by students at St. Joseph's Academy in St. Louis, MO.

PARTICIPATED IN COMMUNITY RIVER CLEAN-UP EVENTS

and a recycling program at Busch Stadium, joining a combined 2,500 volunteers who cleaned up more than 21 tons of trash and recyclables from our waterways.

- **Confluence Trash Bash**
Mississippi River, March 2019
- **St. Louis Cardinals' Green Team**
Busch Stadium, August 2019
- **Operation Clean Stream**
Meramec River, August 2019
- **Missouri River Relief**
Missouri River, September 2019



Photo by Karl Lund





FOR ALL

A CORNERSTONE OF OUR MISSION IS PROVIDING FREE AQUARIUM ADMISSION TO UNDER-RESOURCED SCHOOLS AND FAMILIES IN THE REGION.

IN 2019, WE ESTABLISHED A GOAL OF PROVIDING 20,000 FREE ADMISSIONS IN OUR INAUGURAL YEAR. BY THE END OF 2019, WE HAD RECEIVED MORE THAN 350 INQUIRIES FROM UNDERSERVED SCHOOLS.



Photo by Karl Lund



RAISED \$40,859

FROM 45 INAUGURAL
MEMBERS OF OUR GLOBAL
WATERS CIRCLE AND
AQUARIUM FRIENDS CIRCLE
MEMBERSHIP PROGRAMS.

RAISED \$205,536

THROUGH 518
COMMEMORATIVE FISH
PLAQUES.

RAISED

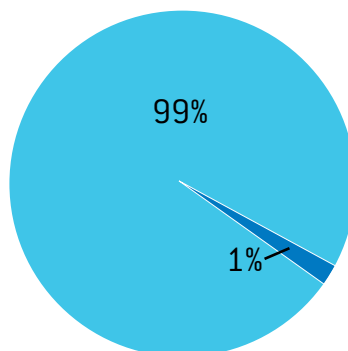
\$2,271,565

IN 2019

THE NUMBERS

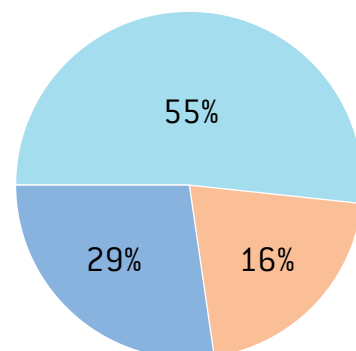
AQUARIUM FOUNDATION
FY2019 FINANCIALS

REVENUE
\$2,271,565



- Without Restriction \$2,241,027
- With Restriction \$30,538

EXPENSES
\$335,155



- Program \$183,642
- Fundraising \$98,938
- Management \$52,575

Expenses in 2019 were dedicated to fundraising, community outreach, exhibit development for the Conservation & Education Center (CEC), hiring staff and launching the volunteer program.

The restricted revenues in 2019 were allocated to the H₂O Friends program and for Foundation classroom equipment. \$1.8 million of the unrestricted revenues were earmarked for the CEC exhibit development.





EDUCATION PROGRAMS

FORMED THE EDUCATION ADVISORY COUNCIL

with 17 members representing schools and education organizations in the St. Louis area to help guide the Foundation's program curriculum.

HELD OUR FIRST CURRICULUM WORKSHOP

in June to gather input and ideas from 23 area teachers representing a variety of districts and grade levels. The group helped guide the Aquarium Foundation's class content and online resources.

CREATED THE PILOT PROGRAM

for field trips and education classes and scheduled the participating schools for January/February 2020.



Photo by Karl Lund

REMARKABLE FEATS

OPENED THE CONSERVATION & EDUCATION CENTER

on December 25, 2019, in
partnership with the St. Louis
Aquarium at Union Station.

COMPLETED A THREE-YEAR STRATEGIC PLAN

focusing on five priority areas:
Community Awareness and
Fundraising, Water Stewardship,
Education, Access, and Operational
Excellence.

LAUNCHED

the Aquarium Foundation website:
stlaquariumfoundation.org
and Facebook page:
facebook.com/stlaquariumfoundation

INTRODUCED THE FOUNDATION'S E-NEWSLETTER

by sending two issues of *Keeping
You Current* to 13,000 people.

INITIATED A VOLUNTEER PROGRAM

and recruited and trained 75
volunteers for the Aquarium
Grand Opening.



Photo by Karl Lund

THANK YOU TO OUR 2019 DONORS AND MEMBERS

\$1,000,000+

The Bauer Foundation
O'Loughlin
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\$250,000-\$499,999

Kent Family Foundation

\$100,000-\$249,999

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*List includes donations or
pledges made January 1 through
December 31, 2019. We apologize
for any errors in the listing; please
inform the Development Dept. at
(314) 923-3926 if there is an error
in a listing.

WATER

IS THE MOST CRITICAL
RESOURCE ISSUE OF OUR
LIFETIME AND OUR
CHILDREN'S LIFETIME.

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THE HEALTH OF OUR
WATERS IS THE PRINCIPAL
MEASURE OF HOW WE
LIVE ON THE LAND.

-Luna Leopold

AQUARIUM FOUNDATION STAFF

Diane Bauhof, Executive Director
Natalie Heath, Development Coordinator
Jessica Rhodes, Manager of
Volunteer Engagement
Amelia Rodgers, Education Curator



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