

2022 ^{An} INK-credible Year



Dear Friends

Happy New Year from all of us at the St. Louis Aquarium Foundation! Looking back on 2022, we have so much to be grateful for, not the least of which was the return of kids joining us again for in-person summer camps, school trips and education programs. It's been so rewarding to observe kids having the full experience of seeing, touching and learning about aquatic life and the importance of water conservation for all living creatures.

Throughout 2022, we were excited to introduce new programs, camps and partnerships that have a positive impact on youth. The Aquarium Foundation now works with Girl Scouts, Boy Scouts, libraries, and children's hospitals, in addition to the numerous school districts that we serve. We welcomed over 5 times more students than were able to visit in 2021 and, thanks to generous donors who supported the H₂O Friends program, 43% of those students were able to visit for free. We also further expanded our educational outreach services to the region after acquiring a van, made possible through the generosity of Dana Brown Charitable Trust.

In the fall, we made the win-win decision to move the environmental education interactives out of the Conservation and Education Center and into the Aquarium. Each interactive has been paired with a relevant animal habitat, which makes the Foundation's conservation messaging much more impactful. Moving the interactives has enabled 100% of Aquarium guests to utilize them, whereas only a small percentage entered the Conservation and Education Center. Each interactive acknowledges the Foundation's role in environmental education, giving the Foundation additional visibility throughout the Aquarium.

We are so grateful to our donors and partners for the support and guidance you have given us as we continue to evolve and grow. As always, please let us know if you have any questions or ideas about the Foundation's initiatives. We look forward to seeing you in 2023!

Sincerely,



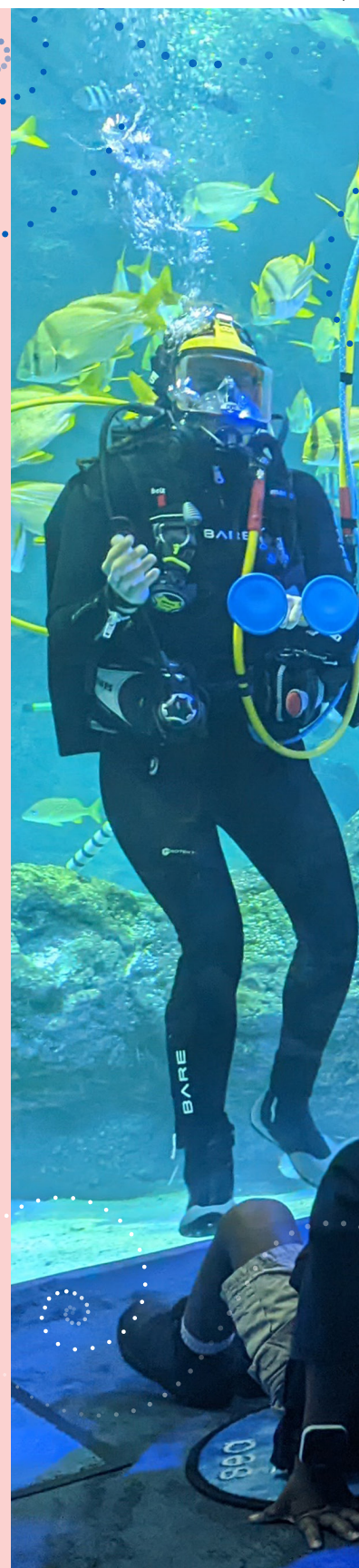
Steve O'Loughlin
Board Chair

St. Louis Aquarium Foundation



Tami Brown
Executive Director

St. Louis Aquarium Foundation





**"WE LOVED HOW
THE CONVERSATION
SHEETS HELPED US TALK
TO OUR SON AT DINNER
AND WE WERE BLOWN
AWAY BY THE AQUATIC
VOCABULARY HE CAME
HOME WITH!"**

**- Camp Fins and Friends
Summer Camp Parent**

H₂O Friends Program

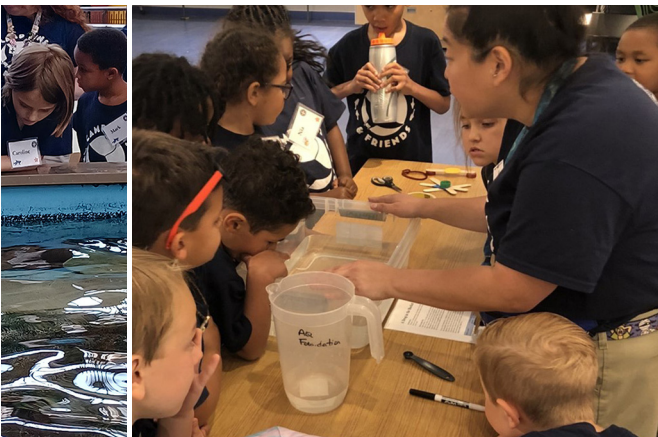
THE ST. LOUIS AQUARIUM FOUNDATION
OFFERS PROGRAMMING FOR KIDS TO LEARN
ABOUT AQUATIC ANIMALS, THINK CRITICALLY
ABOUT CONSERVATION ISSUES, AND PARTICIPATE
IN FUN STEM-BASED ACTIVITIES AND PROJECTS.

Through the H₂O Friends program, the Foundation provides free access to the St. Louis Aquarium and STEM-based conservation and aquatic life education for youth from Title 1 schools as well as other underserved community partners. For those that demonstrate financial need, the St. Louis Aquarium can provide, based on the criteria of the school or group, the following:

- Aquarium Admission
- Guided Field Trips
- Education Classes
- Bus Transportation
- Virtual Education Classes
- Outreach Through our Mobile Van

The program is funded by many generous donors, including the Kent Family Foundation, Enterprise Bank & Trust Foundation, Nance Frost, Dana Brown Charitable Trust and Linda and Jesse Hunter. In 2022, we collaborated with Title 1 schools and underserved community groups to bring 4,521 individuals to the Aquarium.

**DURING THE SUMMER OF 2022, THANKS
TO BLUEPRINT4SUMMER AND THE HUNTER
FAMILY FOUNDATION SUPPORT OF H2O
FRIENDS, 44 YOUTH DEMONSTRATING
FINANACIAL NEED RECEIVED A FREE CAMP
FINS AND FRIENDS SUMMER CAMP
EXPERIENCE WITH BEFORE AND AFTER
CARE AVAILABLE.**



THE ST. LOUIS AQUARIUM FOUNDATION OFFERS A VARIETY OF UNIQUE CAMPS AND PROGRAMS AIMED TO HELP CHILDREN APPRECIATE CONSERVATION EFFORTS AND DISCOVER AQUATIC ANIMALS AND ECOSYSTEMS FOUND IN THE MIDWEST AND BEYOND.

While these offerings allow children the opportunity to get curious, ask questions, and think critically, not everyone can come to the Aquarium so we have launched a program through our education and animal care teams to bring the Aquarium directly into the community through our H₂O to Go outreach programs. To facilitate this outreach, the Dana Brown Charitable Trust generously awarded the Aquarium Foundation a grant to purchase and equip a van that will take animals and educators out to Title 1 schools and underserved community groups to share aquatic conservation and education.

Outreach

THANKS TO A GENEROUS GRANT FROM THE DANA BROWN CHARITABLE FOUNDATION, WE WERE ABLE TO PURCHASE A VAN FOR EDUCATION OUTREACH.

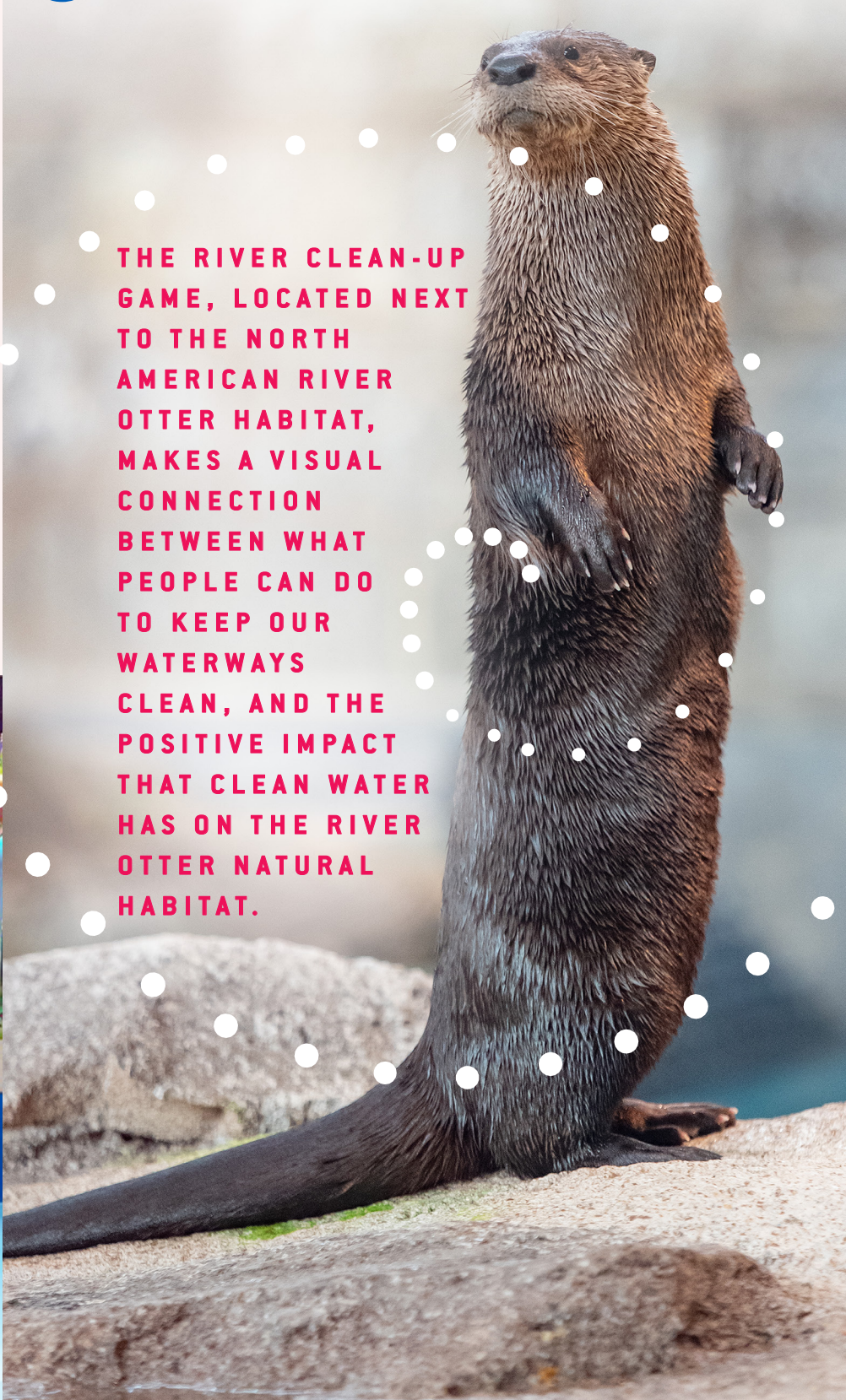


THE ST. LOUIS AQUARIUM FOUNDATION IS CONTINUOUSLY STRIVING TO IMPROVE HOW WE DELIVER CONSERVATION AND ANIMAL EDUCATION.

To that purpose, the conservation education interactives were moved out of the Conservation and Education Center and into the Aquarium. Each interactive is now paired with a relevant animal habitat, which makes conservation messaging much more impactful and memorable. In addition, moving the interactives enables 100% of our guests to utilize the interactives, whereas only a small percentage entered the Conservation and Education Center. Each interactive acknowledges the Foundation's role in environmental education, giving the Foundation additional visibility throughout the Aquarium.

Conservation & Education

THE RIVER CLEAN-UP GAME, LOCATED NEXT TO THE NORTH AMERICAN RIVER OTTER HABITAT, MAKES A VISUAL CONNECTION BETWEEN WHAT PEOPLE CAN DO TO KEEP OUR WATERWAYS CLEAN, AND THE POSITIVE IMPACT THAT CLEAN WATER HAS ON THE RIVER OTTER NATURAL HABITAT.





OVERALL, IN
OUR 2022 REVAMP
THE RIVERFRONT
SERIES, WE COLLECTED
OVER 100 BAGS OF
TRASH AND OVER
1,500 POUNDS OF
PLASTIC
POLLUTION.

Water Stewardship

THE ST. LOUIS AQUARIUM FOUNDATION WAS
EXCITED TO PARTICIPATE IN REVAMP THE RIVERFRONT,
A THREE-PART CLEANUP SERIES, ALONG THE MISSISSIPPI
RIVER, IN PARTNERSHIP WITH GREAT RIVERS GREENWAY.

As a part of our commitment to water stewardship and supporting our downtown neighbors, we cleaned up the Leonor K. Sullivan north settlement on the Mississippi Greenway in April, July, and September of this year. Overall, in our 2022 Revamp the Riverfront series, we collected over 100 bags of trash and prevented over 1,500 pounds of plastic pollution from entering the Mighty Mississippi and eventually our oceans. This event was so successful and impactful that we intend to increase the number of opportunities to Revamp the Riverfront in 2023. Thank you to all our volunteers who joined us this year in demonstrating our commitment to protecting our rivers and oceans from plastic pollution.

For our second year in a row, we held our Chalk the Walk event on June 4th in honor of World Ocean's Day. Hundreds of Aquarium guests participated by drawing chalk art on the Union Station sidewalks to show why they love the ocean.

The Aquarium Foundation celebrated Plastic Free July by collecting plastic grocery and shopping bags to be recycled, keeping these bags out of landfills and our waterways. The community was encouraged to drop off their bags for the opportunity to win prizes including tickets to the Aquarium. We are grateful to Roeslein and Associates for sponsoring this initiative.

Making Waves GALA

THE EVENING WAS AN OPPORTUNITY TO CELEBRATE AND SUPPORT THE AQUARIUM FOUNDATION'S ACCESS FOR ALL PROGRAM H2O FRIENDS, OR HELP TO OUR FRIENDS, WITH 100% OF THE FUNDS RAISED THAT EVENING GOING TO THE PROGRAM.



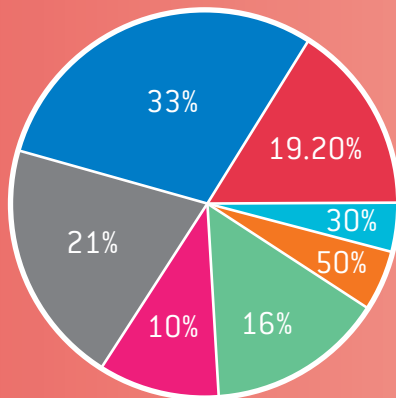
A FIN-TASTIC TIME WAS HAD BY ALL AT OUR SECOND ANNUAL MAKING WAVES GALA!

On November 11, 2022, almost 400 people attended this sold out event. Guests enjoyed entertainment and dinner followed by dessert with over 13,000 aquatic friends in the Aquarium. Thanks to our event sponsors, including lead sponsors Stifel and Purina, raffle donors, attendees, volunteers and Development Advisory Committee for making the evening a huge success. A very special thank you to our Co-Chairs, Rob and Melissa Merlin and Honorary Co-Chairs, Robert O'Loughlin and Steve O'Loughlin for their leadership and support. Because of everyone that impacted the event, we were able to raise almost \$300,000!

By the Numbers

AQUARIUM FOUNDATION
FY2022 FINANCIALS

REVENUE
\$ 7 1 8 , 1 8 4 . 9 6



● Education Programs \$70,443.47

● St. Louis Aquarium Donation \$149,450.84

● Special Events \$239,200.50

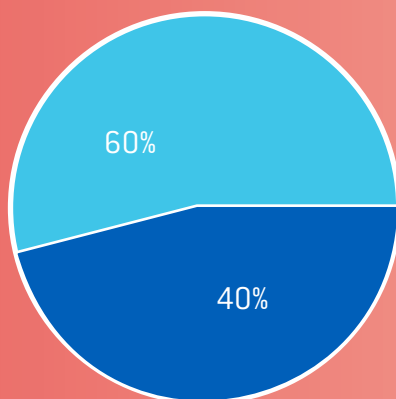
● Grants/Foundations \$138,280.00

● Individual Donors \$114,671.76

● Corporate Donors \$2,566.70

● Other \$3,571.69

REVENUE
\$ 7 1 8 , 1 8 4 . 9 6



● Restricted ● Unrestricted

Thank TO OUR

\$100,000-\$249,999

St. Louis Aquarium at Union Station

\$50,000-\$99,999

Nance Frost

Kent Family Foundation

\$25,000-\$49,999

The Dana Brown Charitable Trust

Enterprise Bank & Trust Foundation

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St. Louis Aquarium Foundation
201 South 18th Street
St. Louis, MO 63103

Mission

As the nonprofit partner of 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.

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