

2020 ANNUAL REPORT



Adapting for the Future

2020 IN REVIEW:
RESILIENCE, ADAPTATION, AND HOPE



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Aquarium Foundation Friends,

In the aquatic world, creatures and plants big and small must adapt in order to thrive. As I reflect on 2020, I'm struck by this connective thread to our work at the St. Louis Aquarium Foundation. 2020 was a monumental year for us. It was our very first year of operation since the Aquarium and our Conservation & Education Center opened – and a year that none of us could have ever imagined. Just as our aquatic friends are continuously evolving, we found ourselves doing the very same.

In order to continue our education programming, we had to reimagine what was possible. With the changing times, we developed virtual classes and camps, created interactive learning kits, and advanced new opportunities to enact our mission.

Through our H₂O Friends program – our commitment to providing free Aquarium access to underserved youth – we brainstormed innovative ways to reach students in need. We created and distributed interactive activity booklets for children who may not have internet access at home and offered free online programs, educational activities, and quizzes in partnership with the Aquarium.

With all the transformation that occurred in 2020, I'm immeasurably grateful for the work of our team as they adapted with grace, flexibility, and enthusiasm. To everyone who has continued to support us or supported us for the first time, thank you. Your contributions and encouragement sustained us through this difficult time.

Although 2020 was undeniably challenging, I'm hopeful about the future as we continue to further our mission and impact in St. Louis – and I hope you share our same sense of mindful optimism.

With gratitude,

Diane Bauhof, CFRE
Executive Director



A Year of Resilience and Determination

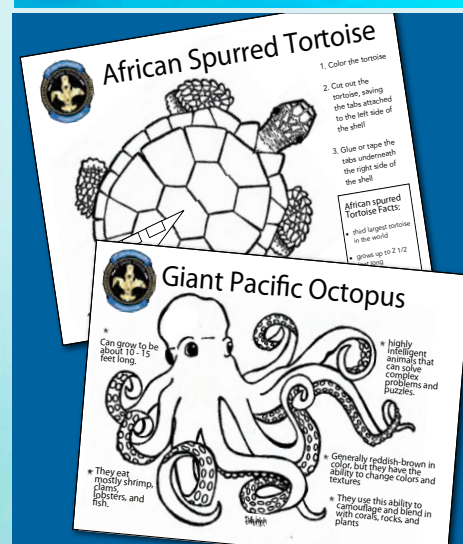
SINCE OPENING THE AQUARIUM'S DOORS IN DECEMBER 2019, OUR FIRST YEAR WAS FUELED BY ADAPTATIONS BIG AND SMALL – INCLUDING A REIMAGINING OF HOW TO FULFILL OUR MISSION AND IMPART TEACHING AND LEARNING TO CHILDREN IN ST. LOUIS DUE TO THE COVID-19 PANDEMIC.

WELCOMED 135,168 GUESTS TO OUR CONSERVATION & EDUCATION CENTER

In partnership with the St. Louis Aquarium at Union Station, we welcomed families and students to enjoy our interactive exhibits on water conservation, local waterways, and the impact of plastics on our rivers and oceans.

DEVELOPED SUPPLEMENTAL MATERIALS FOR REMOTE LEARNING

To support the Aquarium's live weekly programs during the stay-at-home schooling, we created online activities and quizzes to correspond to each program's theme.





Junior Biologist

LEARNING KITS

Reenvisioning Aquatic Education

DUE TO THE PANDEMIC, WE REENVISIONED HOW OUR EDUCATION PROGRAMS COULD BE PRESENTED TO STILL PROVIDE STUDENTS WITH ENGAGING CLASSES AND HANDS-ON ACTIVITIES. THESE ACHIEVEMENTS INCLUDED:

TAUGHT VIRTUAL EDUCATION CLASSES FOR 435 STUDENTS

Starting in October, these classes included ambassador animal interactions, live footage of our marine animals, a video tour of the Aquarium, and an interactive follow-up activity for students.

HOSTED OUR INAUGURAL AQUARIUM SUMMER CAMP VIRTUALLY

For kids ages 7 to 12 in 14 states, we provided a sold-out camp about aquatic life, water conservation, and more. Packets with interactive activities were mailed to each participant to use during virtual camp.

ENGAGED CHILDREN THROUGH OUR FIRST EVER ESSAY CONTEST

Over 500 students in grades K–12 submitted fun and insightful essays and drawings about marine animals, oceanic adaptation, and pollution.

CREATED JUNIOR BIOLOGIST LEARNING KITS FOR KIDS AGES 7 to 13

These interactive kits helped bring aquatic education into the home with games, puzzles, and toys to match each of the three themes.



Extending Community Outreach

THROUGH OUR H₂O FRIENDS PROGRAM, WE OFFER FREE FIELD TRIPS TO INDIVIDUALS IN UNDER-RESOURCED COMMUNITIES. ALTHOUGH THE AQUARIUM HAD TO FULLY CLOSE FROM MARCH TO JUNE FOR THE PANDEMIC, WE FULFILLED OUR GOAL OF CONNECTING STUDENTS WITH MARINE SCIENCE THROUGH FREE PROGRAMMING.

DISTRIBUTED 18,000 AQUARIUM-THEMED ACTIVITY BOOKLETS

For K-2 students without consistent access to computers or internet, we developed paper activity booklets in partnership with KidSmart, Regions Bank, St. Louis Blues for Kids, and The Magic House.

ORGANIZED FREE FIELD TRIPS FOR 1,053 STUDENTS AND FREE AQUARIUM ADMISSION FOR 850 CHILDREN AND THEIR FAMILIES

Before the pandemic, we hosted field trips and gave over 1,000 students a chance to explore the exciting wonders of the Aquarium. Thanks to powerful collaborations with Parents as Teachers, Variety the Children's Charity of St. Louis, and Better Family Life, we also provided free Aquarium admission for 850 children and their families.

PROVIDED FREE VIRTUAL EDUCATION CLASSES TO 180 STUDENTS

We offered free virtual education classes to under-resourced schools in the greater St. Louis region during a time when they couldn't go on in-person field trips.





Protecting Our Waterways

AS THE REGION'S VOICE FOR WATER STEWARDSHIP, WE GAVE LECTURES, DEVELOPED PROGRAMMING, AND PARTICIPATED IN LOCAL RIVER CLEAN-UPS. IN 2020 WE SERVED OUR CONSERVATION MISSION THROUGH:

PRESENTING LECTURES ON THE IMPORTANCE OF WATER STEWARDSHIP

The Aquarium Foundation team presented an online program for the WATER Institute at Saint Louis University's Alumni Weekend in September, the Sophia M. Sachs Butterfly House's Books and Butterflies program in November, and the Youth Ocean Conservation Summit in December.

CELEBRATING IMPORTANT WATER CONSERVATION AND SUSTAINABILITY EVENTS

We developed unique virtual programming for the St. Louis earthday365 festival in April and World Oceans Day in June.

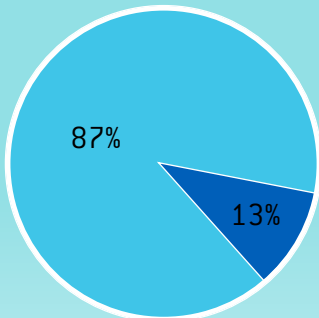
PARTICIPATING IN THREE RIVER CLEAN-UPS

In partnership with Missouri River Relief, Open Space Council, and Great Rivers Greenway, our staff and volunteers joined stream clean-ups along the Missouri, Meramec, and Des Peres rivers.

BY THE NUMBERS

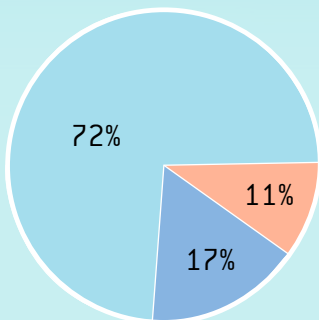
AQUARIUM FOUNDATION FY2020 FINANCIALS

REVENUE \$625,176



- Without Restrictions \$545,251
- With Restrictions \$79,925

EXPENSES \$626,747



- Program \$448,329
- Fundraising \$108,554
- Management \$69,864

Expenses in 2020 were dedicated to operating the free-admission Conservation & Education Center and establishing program impact in the community through creating a virtual summer camp, activity packets for under-resourced students during at-home learning, and creating virtual programs.

The Foundation's revenue streams expanded in 2020 as the Aquarium and Conservation & Education Center opened for their first year of operation. The Aquarium Foundation received a donation from the Aquarium based on a percentage of sales, a programmatic grant for an education partnership, and our education programs started to bring in revenue. The restricted revenues in 2020 were allocated to the H₂O Friends program, providing free Aquarium admissions and education programs to those in need.



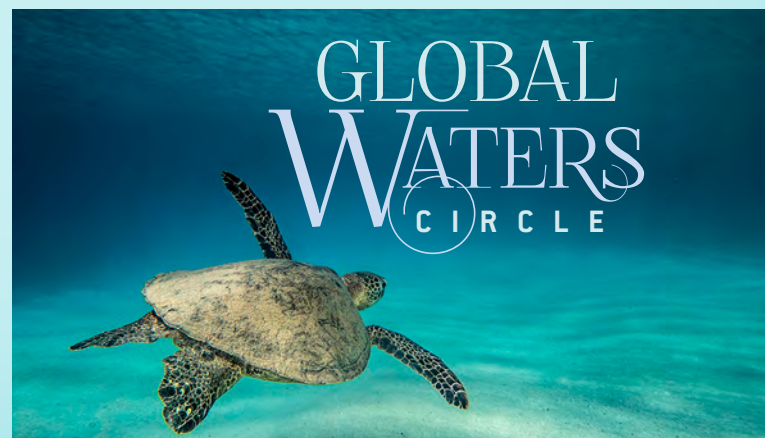
RAISED \$39,765

FROM OUR 24-HOUR VIRTUAL AUCTION



GIFTED \$146,484

FROM THE ST. LOUIS AQUARIUM AT
UNION STATION FOR DONATING A
PORTION OF THEIR ADMISSIONS AND
GIFT SHOP SALES TO THE FOUNDATION



RECEIVED \$89,995

FROM 79 GLOBAL WATERS CIRCLE AND
AQUARIUM FRIENDS CIRCLE MEMBERS



Thank You

TO OUR 2020 AQUARIUM FOUNDATION MEMBERS

GLOBAL WATERS CIRCLE MEMBERS

President's Club

Bank of Washington
Melissa and George Paz
Peggy and Jerry Ritter
Thom and Jane Sehnert

Visionary

Linda and Jesse Hunter

Conservator

Maxine Clark and Bob Fox
Nanci Daesch
Sam and Marilyn Fox
John and Sandy Irace
Ted and Christina Macinski
Sara Wade
Douglas and Lynn Yaeger

Benefactor

Doug and Anne Albrecht
Diane and Mike Bauhof
Patricia Bowolak
Mark and Susan Bronson
Mr. William Conley
John Henry Foster and
Bernadine Foster
Foundation
Ted and Gayle Garrett
Karen Goering
Robert and Susan Goldstein
Ann Hogan
Jan Holloway
Megan and Quinn Kiley

Stephanie and Alex Lee
Susan Lewis
Brian and Nora McMorrow
Mr. and Mrs. Orville Middendorf
Beth and Pat Moore
Nancy Clare Morgan and
Nick Barto
Timothy and Mary Ney
Oakland Capital Partners
Mr. and Mrs. John O'Connell
Tulina and Ashish Sinha
Pat and Peggy Sly
Anita Siegmund and
Nancy Suelflow

AQUARIUM FRIENDS CIRCLE MEMBERS

Sustainer

Adam Kreitman
Jim and Pat McAtee
Jim and Beth Zak

Guardian

Berkshire Hathaway
Home Services Alliance
Real Estate
Mike and Martha Hogan
Caroline Judson
Dr. Charles and
Dr. Liz Schmitz
Susie and Joe Sivewright
Darlene and Bill Skaggs

Friend

Marjorie and Michael
Anderson
Timothy Barringhaus
Madeline Beezley
Karen Bellville
Patricia Belmont
Steven Chandler
Tom Chevalley
Cheryl and Jeff Darr
Kay Drey
Joseph Dreyer
Rob Forsyth
Annette Heller
Mark Kellam
Ali Krinski
George and Caitlin Ladd
Trudy Larrew

Matthew Lavelle
Diane and Kevin Maitland
Christopher Martin
Shannon and Steve Mitchell
Noel Navarro
Manisha Patel
David Piston
Ann and Carl Polster
Scott Rothman
Carly and Frank Scaduto
Jane Schaefer
Stephen Shuman
Katie Sibbernsen
John and Susan Unnerstall
William and Sue Wachter
Steve and Erin Witthaus

Thank You

TO OUR 2020 AQUARIUM FOUNDATION DONORS

\$25,000-\$99,000

The Dana Brown
Charitable Trust,
U.S. Bank, Trustee
Enterprise Bank & Trust
Foundation
Nance Frost
Kent Family Foundation

\$10,000-\$24,999

Frederic Roofing Co.
O'Loughlin Family Foundation
Spectrum Brands
Micheal Staenberg
Staenberg Family Foundation

\$1,000-\$9,999

Anonymous
Ameren Missouri
Janet Bone
Jay and Heather Brassell
Greg Bulgrin
John Eulich
Paz Family Foundation
Dale and Sharon Fiehler
Family Fund
Florence Flick
Hunter Family Foundation
Bob and Carolyn Guest
Rachel Hedgecorth
Elizabeth Miller
Regions Bank
Anita Siegmund and
Nancy Suelflow
MariaTeresa Tersigni-Tarrant
and Chris Tarrant
Kellie and Eric Vahey

\$500-\$999

Caroline Berg
Berkshire Hathaway
Alliance Real Estate
Boggs & Grunwaldt
Kathy Bourbon
Dan and Marie Cornish
Robert Duraski
Reese Forbes
John Fudenberg
Schuyler and Laura
Halverson
Mark Kellam and
Kathleen Stomps
Karen Lorenzini
Ercan McCourt
Erin O'Loughlin
Jake and Chelsea Renfro
Madonna Riechers
Jennifer Rinesmith
Judy Smith
Allison Tompkins

\$250-\$499

Joyce Aboussie
Joshua and Haydan Allen
Kevin Asbrock
Elise Biggs
Steve and Lyndy Britzman
Michelle Brus
Martha Craig
Crushed Red
The Diss Family
Dominic Flint
Robyn Johnson
Ennis Drew Jones
Jim Kennedy
Amy Long
Mike and Joni Malloy
Patrick McDermott

Carl Muench
Dachelle and
Joseph Palazzolo
Chris and Lauren Pittman
Ann and Carl Polster
Jane Schaefer
Mary Schinkel
Bill and Darlene Skaggs
Karla Stice
STL Barkeep
Chris Thomas
Lucy and Micky
von Hellbringer
Jarred White
Stephanie Wieggers
Laura A. Wilson
Tom Woods
Margaret Zakutansky

GIFTS IN KIND

Annie Gunn's
Diane and Mike Bauhof
Big Muddy Adventures
Dierberg Winery/JiaMin
and Michael Dierberg
Flowers to the People
Gadget Lab
Koch Air
Lodging Hospitality
Management
Olive + Oak
Purina Farms
Rocket Bowls
Socially Inspired
Square One Brewery
& Distillery
St. Louis Blues
St. Louis Cardinals
STL Barkeep
Super Smokers BBQ
Y-Kiki Divers

Thank You

TO OUR 2020 VOLUNTEERS

David Adams
Nick Adams
Elizabeth Allen
Alejandra
Anchondo Sakoda
Shanda Anderson
Nikki Anschultz
Ben Backer
Patricia Belmont
Riley Benson
Peter Bettonville
Paul Biggs
Robert Bilzing
Bridget Bingham
Melonie Bishop
Anna Bishop
Chelsea Blatterman
Secret Bohm
Clara Bonino
Gary Borkowski
Scott Boyd
Stacey Boyer
Kimberly Brendel
Jada Brock
Mary Brockhaus
Ed Brockhaus
Catherine Brown
Liz Brune
Michelle Brus
Bob Bullock
Jill Buzzell
Jeffrey Carr
Colleen Carter
Jean Caton
Amber Cauley
Emma Chereskin
Meagan Childers
Mindy Choo
Mydah Choudhry
Grace Coppinger
David Counts
Gina Crain
Sharon Crowley
Arnold Crutchfield
James Daggibi
Maryellen Davies
Michelle Davis
Riley Demo
Ellen DeMucci
Tricia Dillon
Michele Dinman
Chelle Dohrmann

Lisa Eaton-Adams
Lewis Edenfield
Lori Ehlert
Madi Eldridge
Craig Evans
Kathleen Faircloth
Heather Findley
Taylor Finger
David Fink
Doris Finney
Jasey Fischer
Taylor Fisher
Nathan Flaum
Florence Flick
Jose Flores
Natalie Flynn Blackley
Michael Forster
William Fowler
Philip Frasse
Lorraine Frazier
Gary Frimel
Ann Frimel
Robin Fritzsche
Elizabeth Garner
Carrie Givens
Mitzie Goddard Roberts
Steffy Gonzalez
Abigail Goodman
Spring Goodson
Sidney Goss
Aili Grasso
Morgan Green
Alex Green
Jonah Griss-Bush
Andrew Haffner
Tim Harlan
Tracy Harmon
Taylor Harvey
Kelsey Hausmann
Rachel Heitert
Susan Hendricks
Brandon Hentze
Eanna Heyliger
Kathleen Hickey
Hilliard Hicks
Lawrence Hill
Marsha Hinrichs
Molly Hobbs
Margaret Huff
David Hughes
Susan Hursey
Agnes Johnson

Matt Johnson
Liz Kelly
Dawn Kimberling
Jenna Klinkhammer
Mike Knecht
Michol Kobylski
Marissa Kramer
Sophia Kronick
Lindsey Kuehm
Krista Lane
Hazel Lanza
Isabella Leach
Rhonda Leavell
Pamela Lee
Christopher Ley
William Li
Julie Livingstone
Madelyn Loellke
Tamara Lynch
Donna MacDonald
Shawn Makepeace
Kara Manley
Mary Mann
Richard Martin
Brian Matejka
Matt Mathes
Alex Matuszek
Doug May
Kyle Mayden
Sophie Mccrary
Kelly McGrath-Gibson
Michael Mechler
Kristen Medlock
Regina Melton
Marvis Meyers
David Miller
Adam Mire
Christine Mizell
Catherine Mizerany
Jennifer Moes
Christy Moore
Colin Murphy
Virginia Murphy
Pete Mushill
Karen Musick
Noel Navarro
Lauren Ochei
Tam Osilaja
Taylor Parks
Matthew Patterson
Lauren Paxton
Ian Pearson

Celeste Pepitone-Nahas
Thomas Perrot
Carolynn Petras
MaryAnn Pfeiffer
Becky Pitzer
Jocelyn Powers
Aiden Pratt
David Radel
Kelly Reed
Patricia Rhodes
Roland Rhodes
Massooma Rikan
Lisa Roberts
Brook-Lyn Romine
Allen Samples
Silvya Sanders
Jamie Schamma
Howard Schlansky
Alaina Sevcik
Kris Shannon
Robert Skaer
Judy Smith
Alaina Smith
Luisangely Soto
Whitney Stack
Terra Stevens
Claire Stites
Vicki Stroud
Nancy Suelflow
Noelle Summers
Abby Tarleton
Janna Thomas
Kimberly Thomas
Sheah Thompson
JoAnn Thone
Cienna Townson
Sunny Unnerstall
Peggy Van Gundy
Jennifer Van-Es
Jacqueline Wallach
Kaylin Waltrip
Terri Watkins
Karon Watson
Sandy Weis
Stephanie Wieggers
Gail Wilkerson
Erica Williams
Kali Williams
Carolyn Young
Nicholas Zelle

Thank You

TO OUR 2020 VOLUNTEER LEADERS AND STAFF

BOARD OF DIRECTORS

Officers

Steve O'Loughlin, Chair
Robert Guest, Jr., Secretary
Robert O'Loughlin, Treasurer

Board Members

George Bauer
Maxine Clark
L.B. Eckelkamp, Jr.
Jim Lally
Melissa Paz
Peggy Ritter
Thom Sehnert

DEVELOPMENT

ADVISORY COMMITTEE

Linda Hunter, Chair
Sarah Bundy
Alissa Duel
Jason Knouft
George Ladd
Laura Lally
Alex Lee
Melissa Merlin
Rob Merlin
Peggy Ritter
Jennifer Singleton
Maggie Skeffington
Sunny Unnerstall

EDUCATION

ADVISORY COUNCIL

Sue Stepleton, Chair
Karen Collins-Adams
Scott Ellis
Eric Hadley
Kim Hagemann
Carrie Launius
Katie Lodes
Sherita Love
Andrew Miller
Kari Pratt
Jennifer Proffitt
Mallika Raman
Matt Scheibel
Missy Schuepfer
Kirsten Stroisch
Beverly Velloff
Skyler Wiseman

AQUARIUM

FOUNDATION STAFF

Administration

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

Conservation & Education Center Associates

Emma Chereskin
Ben Freiman
Sophie Kronick
Nick Lambing
Rachel Marshall
Abby Tarlton



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.



201 South 18th Street St. Louis, MO 63103
stlaquariumfoundation.org 314.923.3926
info@stlaquariumfoundation.org