



# A Dive TAKE INTO 2025



# Dear Friends

WOW 2025 WAS HUGE!

Let's dive into some of the updates.

This year, the St. Louis Aquarium Foundation focused on growth in conservation and specifically, the part of our mission statement that states we are "building a powerful community for water stewardship." We reached out to other organizations that are doing great work for water stewardship to understand where we could provide greatest impact and discovered so many partnerships that can work toward that mission.

Of course, we also continued to build on the programs that have become core to our mission. In the education area, this means that we continued to serve our friends from Title 1 schools with free field trips and education classes. We saw significant growth in need for our community partnerships. We brought on 22 new community partners and nearly doubled the number of tickets provided to organizations ranging from Judevine Center for Autism to Big Brothers and Variety. And our gala was the biggest yet, raising nearly \$400,000 toward our H<sub>2</sub>O Friends Fund.

Our current strategic plan takes us through June 2026, so the first half of 2026 will be focused on dreaming big for what comes next. We are so grateful to our donors and partners for the support and guidance 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 continuing to grow and serve in 2026!

Best,



Steve O'Loughlin  
Board Chair  
St. Louis Aquarium Foundation



Tami Brown  
Executive Director  
St. Louis Aquarium Foundation



THE ST. LOUIS AQUARIUM FOUNDATION'S EDUCATION PROGRAMS PLAY A UNIQUE AND IMPORTANT COMMUNITY ROLE IN PROVIDING ST. LOUIS AREA STUDENTS, INCLUDING THOSE FROM UNDER-RESOURCED SCHOOLS IN LOW-INCOME COMMUNITIES, WITH HIGHLY ENGAGING STEM-BASED, AQUATIC THEMED EDUCATIONAL EXPERIENCES THAT INCREASE THEIR UNDERSTANDING OF AQUATIC/MARINE SCIENCE, ANIMAL HABITATS, AND WATER STEWARDSHIP.

Through the H<sub>2</sub>O 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. In addition, The St. Louis Aquarium Foundation offers various camps each summer. As part of our H<sub>2</sub>O Friends Program, we offer a limited number of need-based scholarships to youth who would otherwise not be able to attend our camps. Our scholarships cover full or partial camp fees, as well as before and after care. This is also the first year that the Foundation partnered with Operation Food Search to provide lunches for all campers free of charge as many of our scholarship campers may have reduced access to food during the summer months when they are not in school.

H<sub>2</sub>O Friends is funded by many generous donors, including Enterprise Bank & Trust Foundation and Linda and Jesse Hunter.

# H<sub>2</sub>O Friends Program



# Outreach

WHEN CIRCUMSTANCES PREVENT GROUPS FROM COMING TO THE ST. LOUIS AQUARIUM FOR EDUCATION CLASSES AND ENRICHMENT, THE FOUNDATION EDUCATION TEAM WILL GO WHERE OUR COMMUNITY MEETS. WHETHER IT IS A SCHOOL, LIBRARY, FESTIVAL OR ENVIRONMENTAL EVENT, OUR TEAM OF EDUCATORS ARE THERE TO SHARE INFORMATION ABOUT THE CONNECTION BETWEEN ANIMALS AND IMPORTANCE OF WATER AND THE LIFE IT SUSTAINS.

Some highlights from 2025 were

- National Great Rivers Research and Education Center welcomed the Foundation to their annual Water Fest day where schools from the greater St. Louis area had a day full of learning from different partner stations. At this free event, the Foundation presented a Who Polluted the Mississippi River lesson and Aquarium 101 relay, where students had to “measure food” and “provide medical care” to our various Aquarium residents (stuffed animals).
- In the summer, we were fortunate to partner once again with St. Louis Public Libraries in their free Summer Adventure series. We ran a fan favorite Aquarium 101 themed week of camp, along with our newly launched Summer in the Arctic theme. Both camps had hands-on activities including our food prep relay game, ice core documentation, tons of crafts, and Ambassador Animal interactions.
- In October 2025, we provided an outreach opportunity at Saint Cecilia School and Academy. The theme was Adaptations and Mando the salamander joined us for the adventure. The 30 first graders were very engaged and interested in Mando and the biofacts that the team brought with them. It was magical to see their faces light up when talking about animals and making them comfortable around a creature they were unfamiliar with.



# Young Professional Board

The YPB vision is to empower the St. Louis Aquarium Foundation's access, education and conservation initiatives through financial support, volunteering, and member recruitment. YPB members collectively fundraise annually while increasing awareness of the Aquarium Foundation's mission and serving as the Aquarium Foundation's ambassadors in the St. Louis community.

On May 1, 2025 the YPB presented the second annual Swing Fore the Seas at Topgolf Midtown raising \$35,000 for the Foundation. Members presented a fun day of tournament play including a silent auction, raffle and longest drive contest.

Thank you to all of our sponsors.

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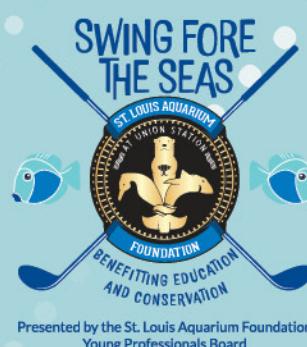
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IT HAS BEEN ANOTHER AMAZING YEAR FOR THE YOUNG PROFESSIONAL BOARD (YPB), A GROUP OF EMERGING LEADERS DEDICATED TO THE AQUARIUM FOUNDATION MISSION AND PASSIONATE ABOUT GIVING BACK TO THE COMMUNITY.

THE AQUARIUM FOUNDATION TOOK VERY INTENTIONAL STEPS IN 2025 TO GROW AND DEVELOP RELATIONSHIPS WITH A NUMBER OF PARTNERS IN WATER CONSERVATION AND STEWARDSHIP.

The Foundation teams with:

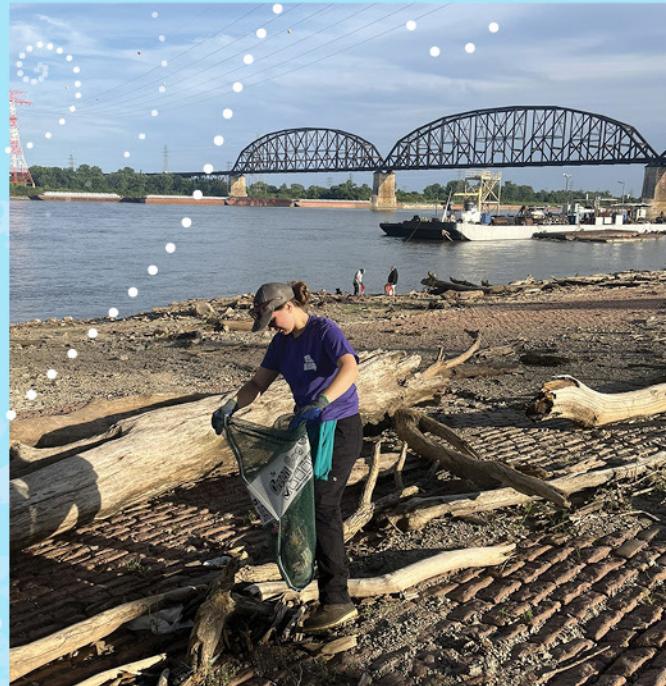
- National Great Rivers Research & Education Center
- Greenway Network
- US Army Corps of Engineers
- Great Rivers Greenway
- Open Spaces STL
- The Nature Conservancy
- Missouri Natural Resources
- One Mississippi

As a result of these partnerships, the Aquarium Foundation is taking on a number of new initiatives. Some of these include:

- Acting as co-host with Saint Louis University and National Great Rivers Research & Education Center for the 2026 Water Summit.
- Creating a shared calendar that water stewardship organizations can use to promote their clean-ups, educational events and fundraisers. Using one calendar will allow the water stewardship community to drive increased awareness of various efforts and successes.
- Create a Speaker Series in partnership with National Great Rivers Research & Education Center
- Foundation staff makes appearances as a speaker at other organization's events and on podcasts

Finally, in 2025, the Foundation continued its efforts to clean up the Mississippi river front. We hosted 8 cleanups, preventing almost 3,000 pounds of trash from entering the river while engaging 151 local volunteers. The Aquarium Foundation is thrilled to be making such huge strides toward our mission to "build a powerful community for water stewardship."

# Water Stewardship





# Splash Bash

2025

GALA FOR THE ST. LOUIS  
AQUARIUM FOUNDATION

PRESENTED BY STIFEL

# Bash

ON FRIDAY, NOVEMBER 7, 2025

500 PEOPLE ATTENDED SPLASH BASH  
RAISING ALMOST \$400,000 FOR THE  
AQUARIUM FOUNDATION'S ACCESS FOR  
ALL PROGRAM H<sub>2</sub>O FRIENDS, OR HELP  
TO OUR FRIENDS.

This year's Splash Bash was our biggest yet and guests enjoyed a Miami at sunset theme, including Latin dancers, fortune teller, palm reader, food stations and bars, silent auction, raffle, and dessert in the Aquarium. VIPs enjoyed a fun specialty cocktail, a seafood spread and a cigar roller making hand rolled cigars for guests to take home.

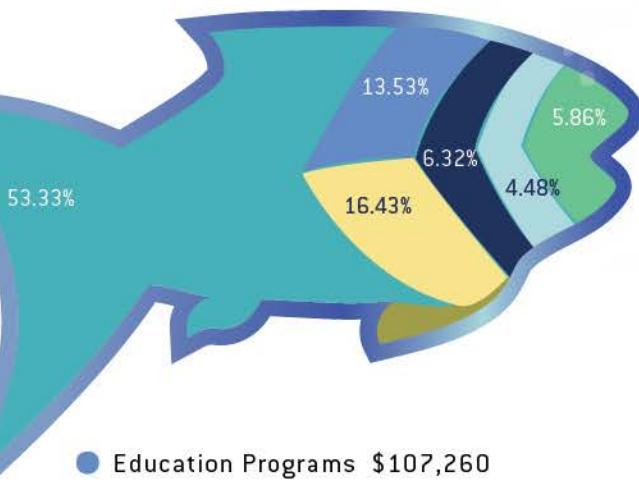
Thank you to our event sponsors, including our Presenting Sponsor, Stifel, guests, silent auction donors, volunteers and board members for making the evening a huge success. A very special thank you to our Co-Chairs, Laura and Jim Lally and Honorary Co-Chairs, Robert O'Loughlin and Steve O'Loughlin for their leadership and support.



# By the Numbers

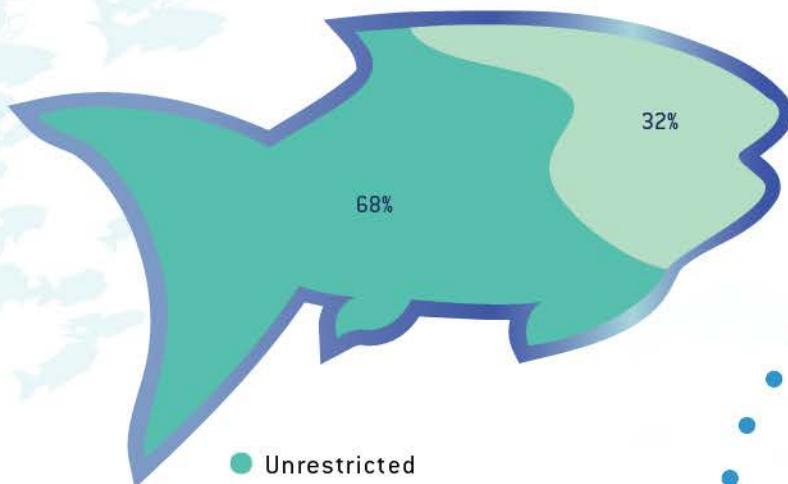
AQUARIUM FOUNDATION  
FY2025 FINANCIALS

REVENUE \$792,783



- Education Programs \$107,260
- St. Louis Aquarium Donation \$130,224
- Special Events \$422,765
- Grants/Foundations \$35,509
- Individual Donors \$46,480
- Corporate Donors \$50,129
- Other \$414

REVENUE \$792,783



- Unrestricted
- Restricted

# Thank

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# MISSION



The St. Louis Aquarium Foundation is the nonprofit partner to the St. Louis Aquarium and engages individuals through access, conservation and education programs, building powerful communities for water stewardship.

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