



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

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.

STLAQUARIUMFOUNDATION.ORG
314.923.3926
INFO@STLAQUARIUMFOUNDATION.ORG

R 2023 AY-sing the Bar



Dear F*Ri*ENDS

HAPPY NEW YEAR! THE WORD OF THE YEAR FOR THE ST. LOUIS AQUARIUM FOUNDATION WAS UNDOUBTEDLY “GROWTH,” AND WE ARE SO GRATEFUL TO OUR BOARD OF DIRECTORS, OUR VOLUNTEERS AND DONORS FOR THEIR SUPPORT.


In early 2023, the Foundation team went through a strategic planning process to set goals for the next three years. A key piece of this work resulted in updating our mission statement to read, **“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.”**

This captures the fantastic work our team has done to grow the education piece of our mission over the past two years, and our desire to see similar growth in our conservation and environmental impact in the future.

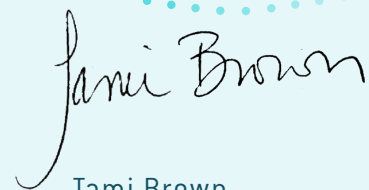
This report proudly shares more details as we “ray-sed the bar” in 2023, but we can’t help but highlight a few of the key areas of growth. Last year we provided scholarships to three times as many K-12 students and their teachers at Title I schools with free STEM based education classes through our H₂O Friends program. And our team and volunteers collected over 2,000 pounds of trash from along the Mississippi River Greenway through our six-part clean up series Revamp The Riverfront. We revised the format for our annual gala, and doubled the proceeds in order to meet the continued growth in demand for our H₂O Friends scholarship funds.

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 seeing you in 2024!

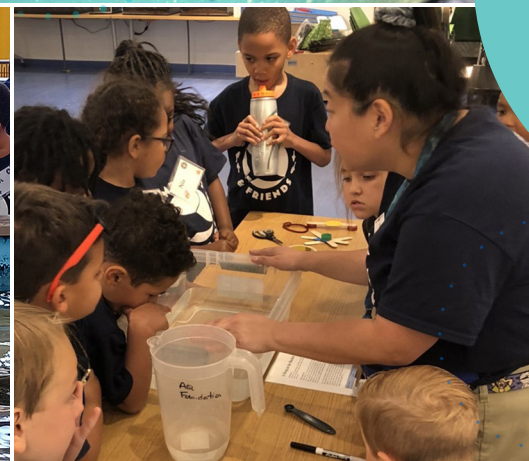
Best,



Steve O’Loughlin
President
St. Louis Aquarium Foundation



Tami Brown
Executive Director
St. Louis Aquarium Foundation



H₂O Friends Program

WHAT AN INCREDIBLE YEAR FOR GROWTH 2023 WAS!

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. In 2023, we served over 3 times more students than we served the previous year, providing access for almost 14,000 people!

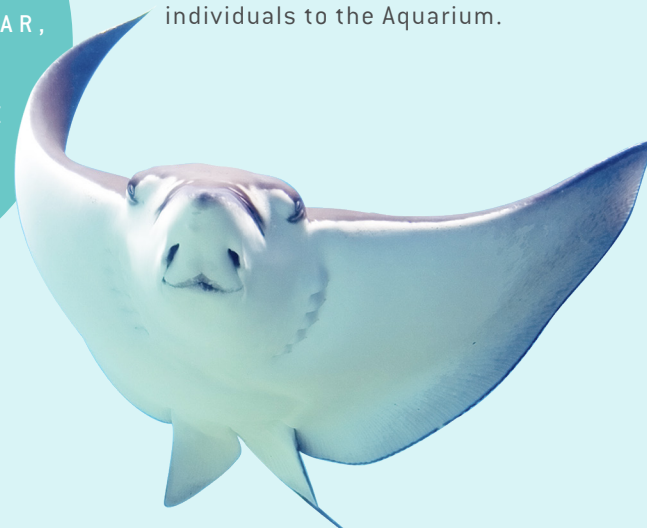
For those that demonstrate financial need, the St. Louis Aquarium can provide, based on the criteria of the school or group, the following:

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

The program is funded by many generous donors, including the Kent Family Foundation, Enterprise Bank & Trust Foundation, Nance Frost, and Linda and Jesse Hunter.

IN 2023,
WE SERVED OVER
3 TIMES AS MANY
STUDENTS THAN WE
SERVED THE PREVIOUS YEAR,
PROVIDED ACCESS FOR
ALMOST 14,000 PEOPLE
AND DELIVERED 188
FREE EDUCATION
CLASSES.

In 2023, we collaborated with Title 1 schools and underserved community groups to bring almost 14,000 individuals to the Aquarium.



OUTreach

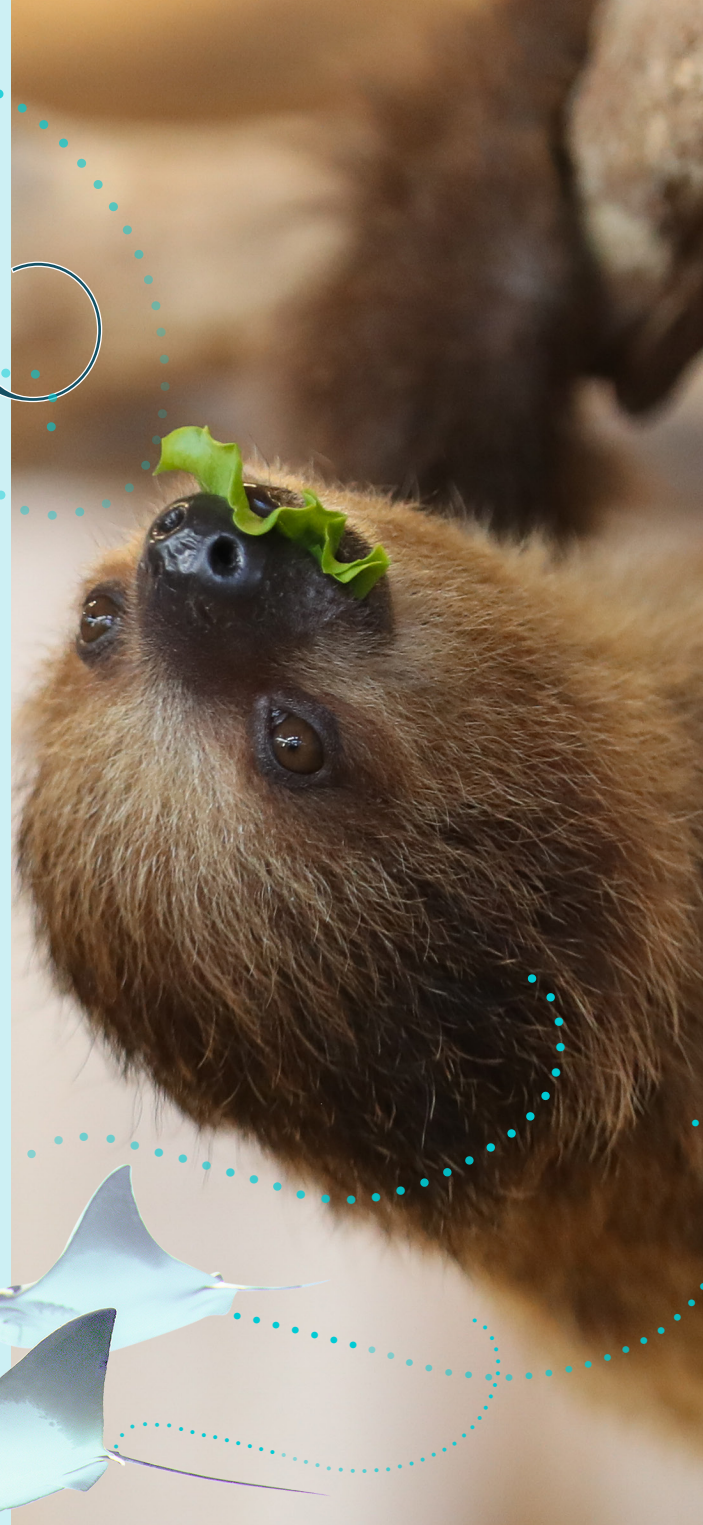
WHILE OUR PROGRAMS ALLOW CHILDREN THE OPPORTUNITY TO GET CURIOUS, ASK QUESTIONS, AND THINK CRITICALLY ABOUT CONSERVATION, ANIMALS AND ECOSYSTEMS, NOT EVERYONE CAN COME TO THE AQUARIUM.

In fall of 2022 we acquired an outreach van enabling our education and animal care teams to bring the Aquarium directly into the community through our newly designed H₂O to Go outreach programs. In 2023, we delivered 92 outreach programs!

The St. Louis Aquarium Foundation H₂O to Go will continue to grow and develop this outreach to meet the needs of our community. Here are some of the ways that we delivered outreach.

- **H₂O TO GO-SCHOOL** PROVIDES EDUCATION OUTREACH THAT CAN BE TAILORED TO THE NEEDS OF THE SCHOOL AS EITHER A ONE-TIME VISIT OR MULTI-WEEK CLASSES.
- **H₂O TO GO-LIBRARIES** IS THE ST. LOUIS AQUARIUM FOUNDATION'S ON THE ROAD TRAVELING EDUCATION EXHIBIT THAT OFFERS PROGRAMMING AT ST. LOUIS AND ST. CHARLES AREA LIBRARIES TARGETED TO CHILDREN AGES 2-5 AND GRADES K-5TH.
- **H₂O TO GO-CHILDREN'S HOSPITALS** IS THE ST. LOUIS AQUARIUM FOUNDATION'S ON THE ROAD TRAVELING EDUCATION EXHIBIT THAT OFFERS PROGRAMMING AT ST. LOUIS AREA CHILDREN'S HOSPITALS.

The St. Louis Aquarium Foundation's team of educators will travel to these groups and provide curriculum, hands-on opportunities and animal encounters based on each community's needs and interests.



YOUNG Professionals Board

IN AUGUST OF 2023, THE ST. LOUIS AQUARIUM FOUNDATION ESTABLISHED OUR FIRST YOUNG PROFESSIONALS BOARD (YPB).

The YPB is a group of emerging leaders 22-40 years old who are dedicated to the Aquarium Foundation mission and passionate about giving back to the community.

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.

In November of 2023 The St. Louis Aquarium Foundation Young Professionals Board hosted a HAPPY HOUR with early access to the Train Shed Restaurant when it became "Sleigh Shed" and was beautifully decorated for the holidays.

THE 27 MEMBERS OF THE YOUNG PROFESSIONALS BOARD ARE COMMITTED TO UTILIZING THEIR SKILLS TO FURTHER THE MISSION AND VISION OF THE ST. LOUIS AQUARIUM FOUNDATION.





Water Stewardship

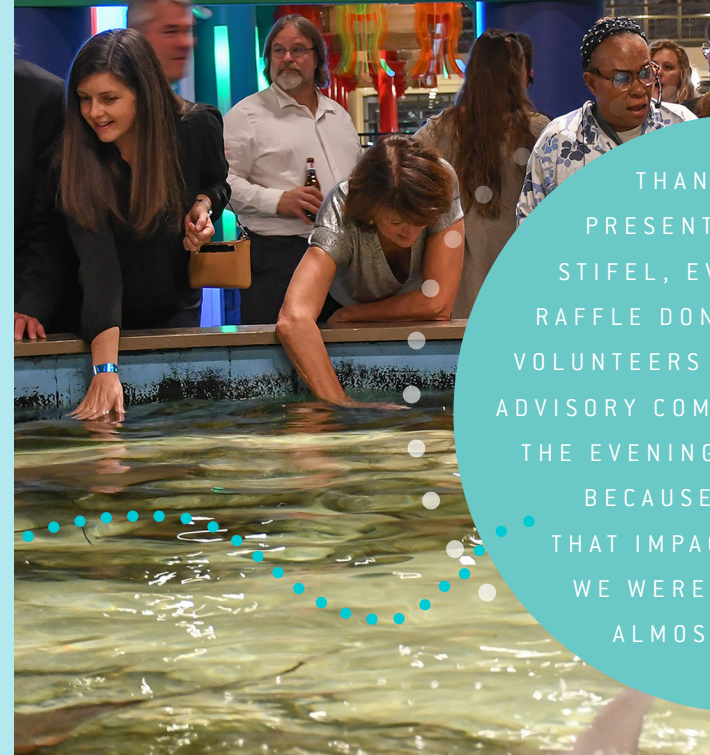
THE ST. LOUIS AQUARIUM FOUNDATION WAS EXCITED TO PARTICIPATE IN REVAMP THE RIVERFRONT, A RIVERFRONT CLEAN UP SERIES ALONG THE MISSISSIPPI RIVER, IN PARTNERSHIP WITH GREAT RIVERS GREENWAY.

In 2023, we doubled the number of clean up events from 3 to 6 allowing us to have a greater, positive impact in our community. 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 March, April, June, July, August, and September of this year. Overall, in our 2023 REVAMP THE RIVERFRONT SERIES, we collected over 190 bags of trash and prevented over 2,000 pounds of plastic pollution from entering the Mighty Mississippi and eventually our oceans. In addition, we partnered with Purina and their employees to do a river clean up as part of their Purina Cares Day on May 23, 2023.

For our third year in a row, we held our CHALK THE WALK event on June 10th 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.

IN 2023, THE AQUARIUM WAS SUPPORTED BY 182 VOLUNTEERS WHO COLLECTIVELY LOGGED 1,227 HOURS OF SERVICE.

Thank you to all our volunteers who joined us this year in demonstrating our commitment to protecting our rivers and oceans from plastic pollution.



Splash Bash 2023

BENEFITTING THE ST. LOUIS AQUARIUM FOUNDATION H₂O PROGRAM

A FIN-TASTIC TIME WAS HAD BY ALL AT OUR SPLASH BASH GALA!

On November 10, 2023, 400 people attended this fun, carnival by the sea inspired event. Guests enjoyed roaming entertainment, food stations, games, raffles and dessert with over 13,000 aquatic friends in the Aquarium. 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.

THANKS TO OUR PRESENTING SPONSOR, STIFEL, EVENT SPONSORS, RAFFLE DONORS, ATTENDEES, VOLUNTEERS AND DEVELOPMENT ADVISORY COMMITTEE FOR MAKING THE EVENING A HUGE SUCCESS. BECAUSE OF EVERYONE THAT IMPACTED THE EVENT, WE WERE ABLE TO RAISE ALMOST \$350,000!

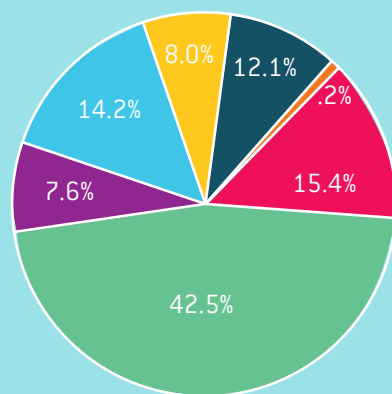
A very special thank you to our Co-Chairs, Stephanie and Alex Lee and Rebecca and John Sheehan and Honorary Co-Chairs, Robert O'Loughlin and Steve O'Loughlin for their leadership and support.



By the NUMBERS

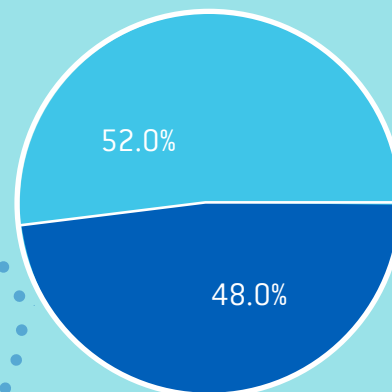
AQUARIUM FOUNDATION
FY2023 FINANCIALS

REVENUE
\$ 8 5 2 , 1 1 4 . 4 7



- Education Programs \$102,839.87
- St. Louis Aquarium Donation \$131,353.07
- Special Events \$362,485.75
- Grants/Foundations \$64,536.00
- Individual Donors \$120,712.93
- Corporate Donors \$68,500.00
- Other \$1,686.85

REVENUE
\$ 8 5 2 , 1 1 4 . 4 7



- Unrestricted
- Restricted

Thank YOU TO OUR DONORS

\$100,000-\$249,999

St. Louis Aquarium at Union Station

\$50,000-\$99,999

Mr. and Mrs. George Bauer
Kent Family Foundation
Nance Frost

\$25,000-\$49,999

Enterprise Bank & Trust Foundation
Robert O'Loughlin
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\$10,000-\$24,999

CK Power Family of Companies
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\$5,000-\$9,999

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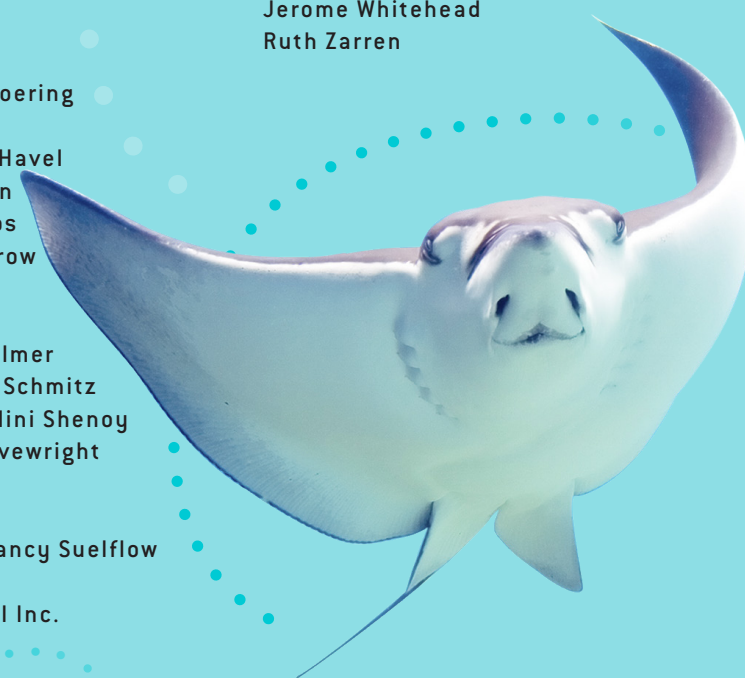
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Paper Dolls
Pin Up Bowl
Pi Pizza
The Repertory Theatre St. Louis
Saint Louis University Billikens
Saint Louis Zoo
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The Sheldon Concert Hall
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St. Louis Aquarium at Union Station
St. Louis Blues
St. Louis Cardinals
St. Louis City SC
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Studio Branca
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Kellie Vahey
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Yellowstone Cafe



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