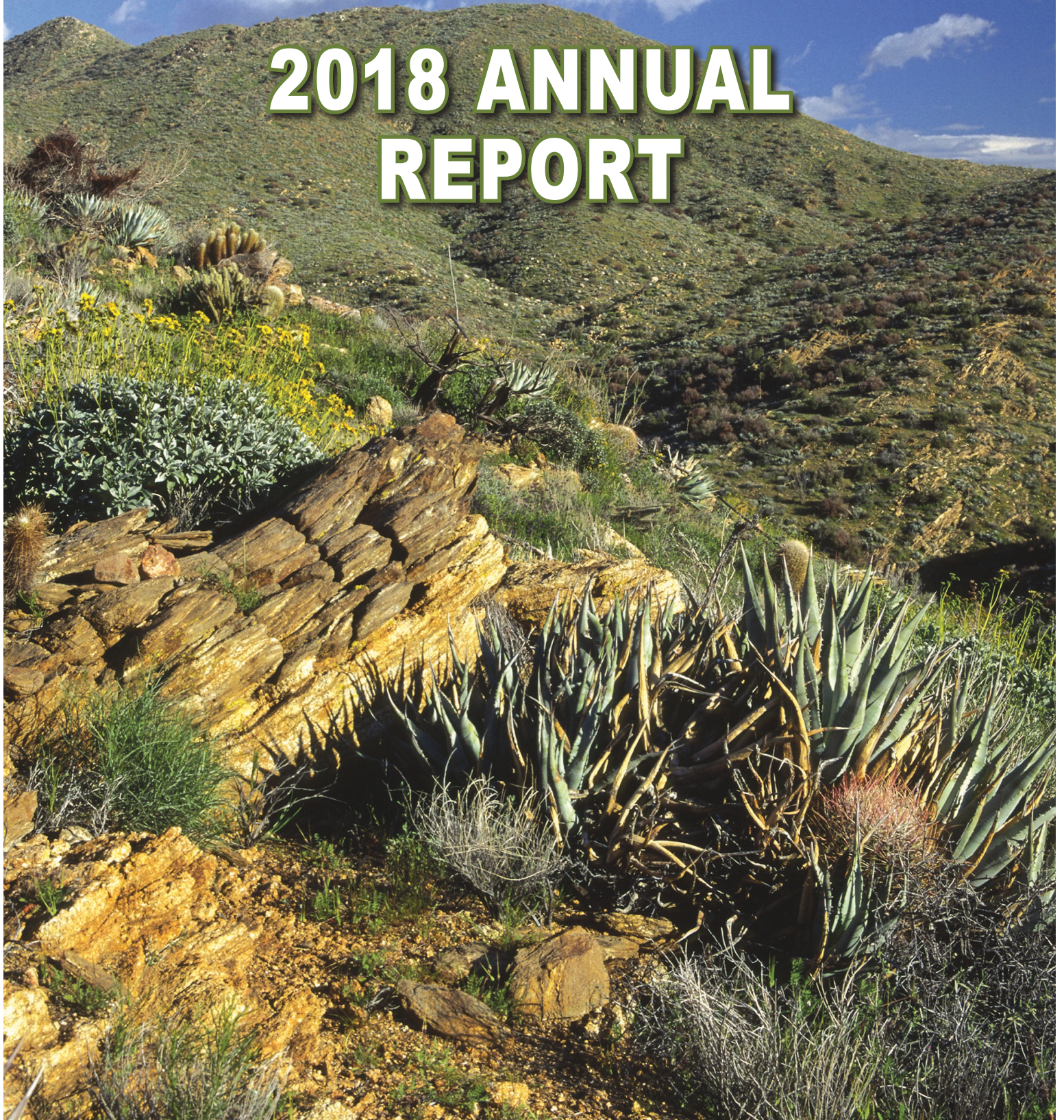




# SIERRA CLUB

## SAN DIEGO CHAPTER

# 2018 ANNUAL REPORT





# OUR MISSION

- Explore, enjoy and protect the wild places of the earth.
- Practice and promote the responsible use of the earth's ecosystems and resources.
- Educate and enlist humanity to protect and restore the quality of the natural and human environment.
- Use all lawful means to carry out these objectives.

Founded in 1948, the Sierra Club San Diego Chapter is the most enduring and influential grassroots environmental organization in the region. We amplify the power of our 40,000+ members and supporters to defend everyone's right to a healthy world, state, region and community.



# PRESERVE, PROTECT and ENJOY

Dear Friends,

The Sierra Club San Diego Chapter is celebrating 70 years in San Diego County. Founded in 1948, our 15,000+ members pride themselves on being able to enjoy the great outdoors, being close to nature and proud of our biodiversity, spectacular beaches, mountains and deserts. And we should be; San Diego County is rich in ecological biodiversity, more than any other county in North America.

So, this year we are especially pleased to share a few of the successes in 2018 that brought some of the biggest victories and impacts in Chapter history. To our numerous supporters, donors, volunteers, Chapter leaders, friends and staff who made all this possible, THANK YOU.

We know actions speak louder than words. That's why in 2018 we continued to build a community of volunteers, advocates, and grassroots activists who show up when and where it counts. We made sure our supporters had the tools and resources to make themselves heard. From building community support to building a regional public transportation network, to helping urban youth discover the outdoors, to identifying products used for weed control on school grounds, to providing environmentally friendly outdoor adventures, to taking legal action when necessary, we have an unmatched record of successes and impacts.

Working with other partner organizations, nonprofits, and campaigns we strived to build a diverse, inclusive Chapter that represents today's public. We know that environmental issues can't be separated from social justice – because we all breathe the same air and share the same land. Collectively, we need to make thoughtful, well-informed, bold decisions about how we move forward to protect our health and safety and ensure justice in protecting the environment.

Climate change threatens to disrupt everything about life as we know it -- the air we breathe, the water we drink, our health, our safety, our economy -- and to wreak havoc on the complex and sensitive ecosystems that sustain life on earth. The impacts of climate change have driven much of our work in 2018 and will continue to do so in the foreseeable future.

One of our greatest continuing success is we help people enjoy the earth we're protecting. In 2018, San Diego Chapter volunteers lead over 500 hikes, bike rides, car camps, backpacks, ski and bus trips. Our Wilderness Basics Course, held in two county locations, enrolled more than 350 outdoor enthusiasts, teaching them the skills to safely enjoy the wilderness. And Our Inspiring Connections Outdoors program helped more than 200 urban youth discover the outdoors, provided adult supervision, equipment, food and transportation for exploring local natural treasures in San Diego County, hosting more than 60 hikes and camping trips including Joshua Tree National Park.

All of this could not have been possible without the volunteer leadership of our Groups, Sections and Committees that actively engaged members and supporters in their conservation, outdoor and political programs. Our dedicated Chapter Executive Committee provided the oversight and guidance that allowed our dedicated volunteers and staff to achieve our goals, work for the best outcome and truly embrace our vision of a San Diego region where people and organizations are empowered to Preserve, Protect, and Enjoy.



Peter Andersen  
*Chapter Chair*



Richard Miller  
*Chapter Director*

## CHAPTER EXECUTIVE COMMITTEE

Peter Andersen, Chair  
Amanda Mascia, Secretary  
Krista Davidson  
Fred Rogers

David Hogan, *Vice Chair*  
George Courser  
Brian Elliott  
Doug Grover, *North County Group Rep.*

Sally Prendergast, *North County Coastal Group Rep*

# 2018 ACHIEVEMENTS

Despite the most anti-environmental President in US History, San Diego and California have made great strides in protecting and enhancing our environment. We must continue with the victories to improve quality of life and stop climate change which has contributed to horrific fires, sea rise, higher temperatures, and record drought.

- Our ***Inspiring Connections Outdoors*** (ICO) program, dedicated to helping urban youth discover the outdoors, provided adult supervision, equipment, food and transportation for more than **50 trips**, exploring local natural treasures in San Diego County, and hosted **7 camping trips** in the surrounding mountains and desert, and to Joshua Tree National Park.
- Our 2018 ***Wilderness Basics Course***, entirely run by Club volunteers, registered 337 students, 183 of whom completed the course requirements to graduate. The course began over 60 years ago in response to a family getting lost and dying tragically in the nearby San Diego mountains and has provided an enormous public service to the San Diego community.



- Our ***Transportation for All*** Campaign is working hard to persuade the San Diego Association of Governments (SANDAG) to prioritize public transit in the 2019 edition of the Regional Transportation Plan. The program **trained 10 volunteers** to actively engage with SANDAG representatives.



- Working with regional school districts our ***Conservation and Internship program*** worked to survey schools to identify methods and products used for weed control on school grounds and examine possible exposure risks. A report is due out in 2019.
- The Chapter played a significant role in qualifying the ***Save Our San Diego Countryside*** Initiative for the March 2020 Primary Election ballot. This initiative will require a majority vote of the people any time a large-scale project seeks to amend the general plan and violate the integrity of San Diego's long-term land use plans.



- ***Our Chapter and Group Political Committee's*** endorsed a record number of candidates for elective office. Sierra Club members volunteered hundreds of hours actively working to elect the best candidates. And we won! **Four out of our five** endorsed Congressional Candidates were victorious. **Three of our four** endorsed State Assembly Candidates were victorious. We elected a pro-environment County Supervisor and **three Sierra Club endorsed** San Diego City Council Members. We won races in Carlsbad, Chula Vista, Del Mar, Encinitas, Escondido, Imperial Beach, Lemon Grove, National City, Oceanside, and Solana Beach.



- The Chapter's **Seal Society** stepped up our Protect the Seals campaign. The campaign is working to restore the natural "hauling out" area for the La Jolla harbor seals. This year's efforts helped result in the birth of **45 viable newborn pups**.



- Our **North County Coastal (Coasters)** and **North County Groups** played big roles in organizing and moving north county cities to adopt viable and realistic **Climate Action Plans**. Coaster's volunteers were successful in leading coastal cities to move towards **Community Choice Energy** programs to end our dependence on dirty fuels and look ahead to a clean energy future. Both Groups continued to work hard to encourage smart growth instead of environmentally damaging sprawl.
- We continued to **challenge the County** to adopt a meaningful Climate Action Plan. The Sierra Club has now brought three lawsuits against the County for its failure to comply with the commitment the County made in 2011 to significantly **reduce Greenhouse Gas emissions** in the County.

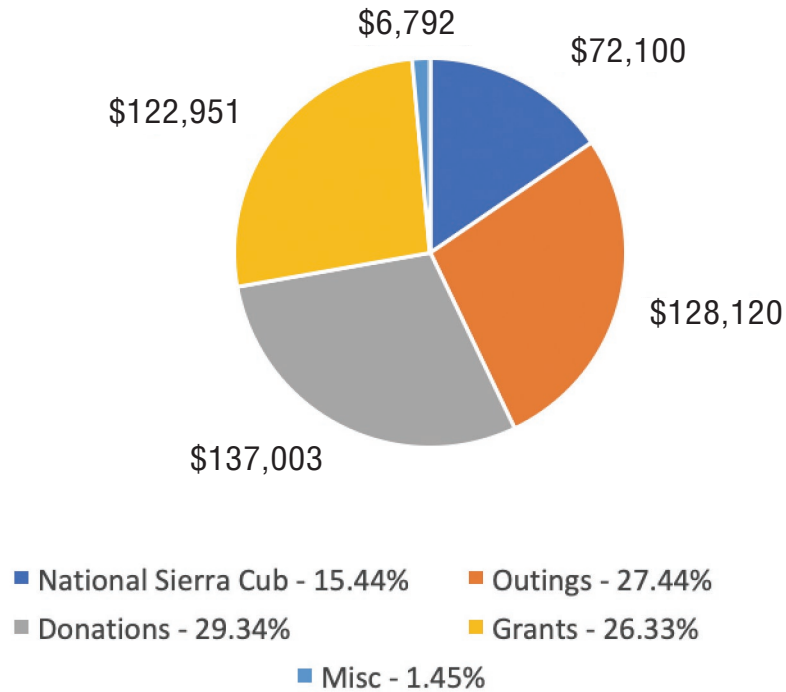


- Our **Chapter staff** grew in size with the hiring of a **Conservation Organizer**, Kyle Rentschler, for our Transportation for All campaign and Marty Marquez, as our office **Administrative Assistant**. Richard Miller was appointed **Chapter Director** after 8 years as our Development Associate.
- **Our Outings Program** conducted over **350 hikes**, bicycle rides, backpacking trips, bus trips to State and National Parks, ski adventures, and car camps. All are led by Chapter Outings Leaders (COL's) who have passed a special training program for knowledge and safety. In 2018 we added **31 new COL's**.



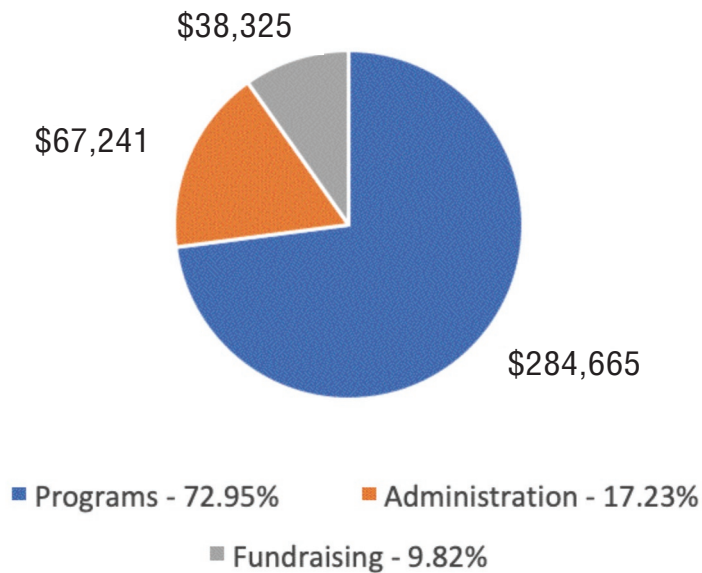
# 2018 FINANCIALS

## INCOME - \$466,966



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## EXPENSES - \$390,231





# WHO WE ARE



## North County Group

The North County Group is the geographic division of the Chapter for the inland north county, from Vista, to Escondido and Rainbow to South San Diego. They are committed to helping members explore, enjoy, and protect the planet. We want to help people, especially our young people, to experience and develop a relationship with nature.



## North County Coastal Group

The Coasters are the geographic division of the San Diego Chapter for the north coastal area, Del Mar to Oceanside. They organize a variety of Sierra Club activities in coastal North County, including conservation efforts, outings, and social events.



## Conservation Program

The Conservation Committee is the center of activism for the Chapter. Its mission is watching over continuing environmental concerns, advocacy of laws and regulations to protect the environment, monitoring enforcement of environmental laws and regulation and education in the schools and community. The Committee is made up entirely of volunteers.



## Outings Program

The Chapter sponsors hundreds of outings and trips each year. They vary widely in type and difficulty and all are led by Chapter Outing Leaders (COLs) who have been through required training courses. You can participate in bus trips, cross country skiing, backpacking adventures and enjoying nature from a base camp.



## Political Program

The Political Committee helps to preserve the environment through nonpartisan grassroots political action. It recommends to support or oppose candidates and positions on ballot measures and initiatives. Activities include evaluating political issues and positions, planning and conducting the endorsement and support of candidates for public office.



## Inspiring Connections Outdoors (ICO)

ICO helps urban youth learn how to safely explore nature. Our trips provide a chance for kids to be kids – to climb rocks, splash in a stream, look at bugs, and be master of the mountaintop – while developing new skills and a desire to explore and protect open spaces.



# **SIERRA CLUB**

## **SAN DIEGO CHAPTER**



**explore, enjoy and  
protect the planet**

**conservation of  
the wilderness  
and wildlife**



**equity, inclusion and justice**

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