

Heal the Bay



Heal the Bay is dedicated to making Santa Monica Bay and Southern California coastal waters and watersheds safe and healthy for people and marine life.

DOROT
HY
GREEN





TERMINATOR 3

RISE OF THE MACHINES

THE WAR BEGINS JULY 2

SOME VOLUNTEERS ARE

Advocates

Contact policy makers

Write letters or fill the room at:

- *Regional Board*
- *Board of Supervisors*
- *City Council*
- *Coastal Commission*

Labor

Volunteers have removed over 1 million pounds of debris during Coastal Cleanup Day

... simply protecting what they **love**.

OUR
TRAINED
VOLUNTEERS
ARE...

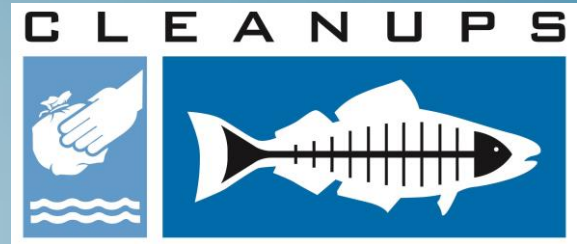
Activists
Lobbyists
Petitioners
State Task Force Members
Web Designers
Filmmakers
GIS Specialists
Cleanup Captains
Recruiters
Community Organizers
Educators
Trainers
Mentors
Labor
Scientists
Camp Counselors
Naturalists...

VOLUNTEERS

How do

new
staff

Change a
nation?



One staff

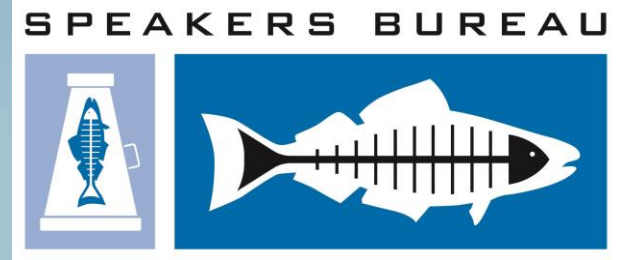
Trains 60
captains who
carryout 632
cleanups

for 34,000
volunteers

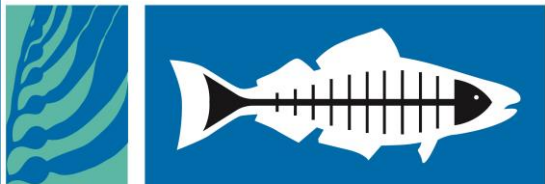


Become a Clean-Up Captain!

Speakers Bureau members present the causes and consequences of marine pollution to schools, community groups, clubs, businesses, and civic organizations throughout LA County.

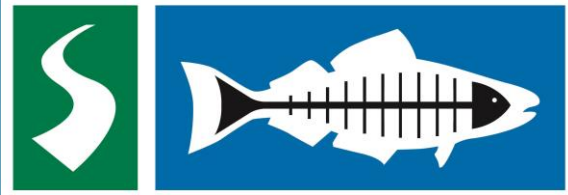


MPA WATCH



In Southern California, our MPA Watch volunteers conducted over 450 surveys in 2012 to monitor human use patterns in our new MPA's.

STREAM TEAM





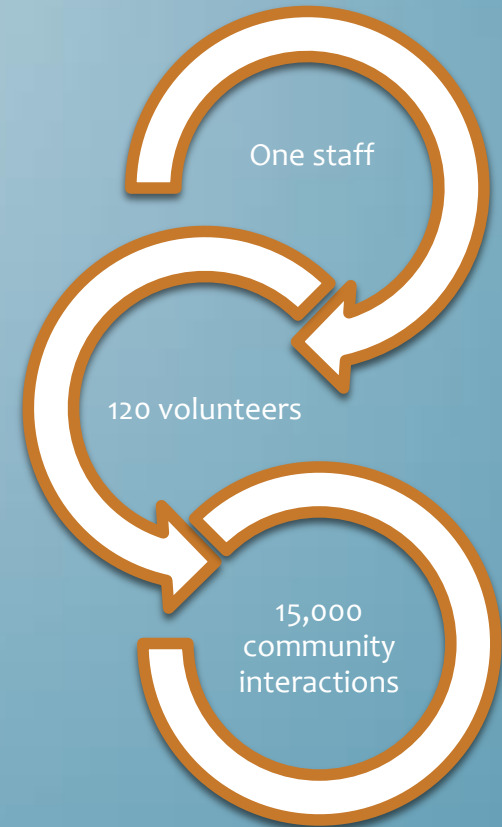
4 staff

100
volunteers
trained

12,500
hours of
service



Community Advocate



LESSON S LEARNED

- *Need a lot of care. Mostly food.*
- *High school students don't check their email... teachers don't either.*
- *50% of people that sign up digitally won't show.*
- *For every 10 people you train, 7 will vanish. 3 will be around for a year and one will be a lifer.*
- *If they can see the value and application of their work you can increase the participation.*

DOROT HY GREEN

What is one of Heal the Bay's most important lessons learned?



"Find talented volunteers, develop them and put them to the best use possible. Strive to create an atmosphere of appreciation, encouragement, fun and inclusion. Make sure that everyone enjoys the work at hand, because successful environmental groups are built by volunteers."

Dorothy Green

Thanks!



www.healthebay.org/volunteer