

2017 ANNUAL REPORT

MAKING HISTORY



Save the Bay

CELEBRATING
50 YEARS

2017: Progress, Challenge, Opportunity

PROGRESS

Over the Chesapeake Bay Foundation's (CBF) past 50 years, the population of the Bay's 64,000-square-mile watershed has risen from 11 million to 18 million. Despite the added pressures—more livestock, roadways, and rooftops—the Chesapeake Clean Water Blueprint is working. Implementation of this federal-state plan to restore the Chesapeake is bringing measurable signs of a healthy Bay. Water quality is improving. Underwater grasses are rebounding. And, many of the Bay's iconic critters—like crabs and oysters—are healthier.

CHALLENGE

CBF's 50th anniversary year coincides with the mid-point in the Chesapeake Clean Water Blueprint. It includes a re-assessment halfway through the 2010-2025 program for necessary course corrections. We can be proud of our progress, but the pressures we place on the Chesapeake ecosystem continue to build every day. The Bay's condition is fragile, and there is still much to do to restore its health.

OPPORTUNITY

Together, we are poised to achieve something extraordinary in the coming years: restoration of the United States' largest, most-productive estuary and all the rivers and streams that feed it. It's where we all live, work, and play. Let's pass a healthier environment to future generations. What better legacy could we share than the rich culture of a healthy Chesapeake?

Be proud of your part in the progress we have made this past year, our 50th. With your generous support, you—our members, our donors, and our volunteers—have made these achievements possible. Now, look forward with us, to an even healthier Chesapeake.



Watermen work their nets on an early morning cruise. LAURA SUE DENT

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Looking Forward



Successful ventures don't just happen, especially when the problems are massive. We offer a sincere thank you to our members, staff, and trustees for your passion, your time and energy, and your significant financial resources invested in Saving the Bay. After 50 years of hard work, we are well on our way to a substantially cleaner Chesapeake Bay—we are on a path to success!

In the 1960s, CBF's founding trustees expressed concern for the decline in fish, waterfowl, and water quality to then Maryland Governor J. Millard Tawes. Governor Tawes responded with a civics lesson: for government to help solve problems, citizens must do their part. The Chesapeake, he suggested, needed a unified and engaged voice. The founders took that recommendation and built the Chesapeake Bay Foundation in 1967.

Fifty years on, we continue to be that voice. Your love for the Bay and all its streams, creeks, and rivers inspires us. Look what we have accomplished. You asked for environmental protection and restoration. You asked for in-the-field, on-the-water environmental education. You asked for responsible litigation and direct restoration of habitat. And you asked that we help raise all of our voices together on behalf of Bay saving. Now many of you work with us as volunteers, establishing and advancing the Chesapeake Clean Water Blueprint with our partners in all levels of government and the private sector. Our beloved Chesapeake Bay system is improving, even as the human population has nearly doubled.

As we look back over 2017, we hope you share our pride in our successes. But this is no time to rest! The work of saving the Bay is far from finished. While challenges like a draft federal budget that zeroes out funding for the federal Chesapeake Bay Program threaten continued progress, we are undeterred. The opportunity to fully restore these waterways is still very much alive. We firmly believe that the Bay's voice called for by Governor Tawes—the Chesapeake Bay Foundation—remains the best hope for ensuring that a healthy, sustainable American treasure will be passed to future generations. Stay with us. We're making history!

A handwritten signature in black ink, appearing to read 'W. C. Baker'.

William C. Baker
President and CEO

A handwritten signature in black ink, appearing to read 'Harry T. Lester'.

Harry T. Lester
Chairman

IN 2017, CBF:

EDUCATED 32,336 students, teachers, and adults through our pioneering outdoor environmental education program.

LAUNCHED a new environmental education program at the Brock Environmental Center in Virginia Beach, Virginia.

GENERATED a groundbreaking Independent Schools Sustainability Commitment with our partners at the Association of Independent Maryland Schools to foster and support substantive environmental education experiences for all private school students in Maryland, Virginia, and Washington, D.C.

INSPIRED 72 students who participated in a week-long CBF Student Leadership field experience. The week culminated in *50 Forward*, an event where these dedicated students met and presented their Bay-saving strategies to regional environmental leaders.

ACTIVATED 433 teachers and 50 principals through our *Chesapeake Classrooms* program, providing them with skills and resources to incorporate outdoor learning into their curricula.

CREATED *An Educator's Guide to the Meaningful Watershed Environmental Experience (MWEE)* for others to use based on our educational model and to support and grow environmental literacy watershed-wide.

PARTNERED with school systems to implement systemic environmental curricula, ensuring that every student in Virginia Beach (Virginia), Hampton City (Virginia), Anne Arundel County (Maryland), and Prince George's County (Maryland) graduates environmentally literate.

CBF IS GRATEFUL FOR THE GENEROUS SUPPORT OF:

The Henry L. & Grace Doherty
Charitable Foundation, Inc.

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National Oceanic & Atmospheric
Administration—Chesapeake Bay Office

The August Heid Trust, Bank of America,
N.A., Trustee

The Landmark Foundation

The Joseph E. and Marjorie B. Jones
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D.N. Batten Foundation

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Pisces Foundation

Northrop Grumman Corporation—
Electronic Systems

The Harley-Davidson Foundation

The Hershey Company



Above: After a week-long field experience, student leaders presented their final project at *50 Forward*. LOREN BARNETT/CBF STAFF

Background: Underwater grasses provide habitat and protection for juvenile crabs. ISTOCK

Driving Environmental Literacy



“Learning about the environment while in the field is something an individual cannot experience fully in a classroom.”

**—Hannah Heron
Student Bay Advisory
Council Member and
50 Forward Participant**

CBF’s Environmental Education Program operates on two basic principles:

- Education is an essential long-term investment in the health of the Chesapeake, and
- The place to teach people about the Bay watershed is outside, on our rivers, streams, and Bay.

That simple foundation has grown into the largest environmental education program of its kind in the United States. Each year, CBF provides hands-on learning experiences to over 30,000 students at 15 education centers that stretch from Pennsylvania to the mouth of the Chesapeake in Virginia. These experiences are led by skilled, passionate field instructors aboard our fleet of canoes and Chesapeake-inspired workboats and at our residential centers on islands in the Bay.

To those founding principles, education staff helped integrate our on-the-water field programs into the classroom and lab curricula of the schools we serve. For that reason, *Chesapeake Classrooms* is a major feature of our program today, providing accredited, five-day, in-the-field summer institutes to help educators incorporate

environmental literacy into their classrooms. These courses, begun in 1977, have trained more than 10,000 public and private school teachers from Pennsylvania, Maryland, Virginia, and the District of Columbia in disciplines ranging from science and social studies to creative writing. Recently, we’ve expanded our reach to school principals so they can institute schoolwide sustainability programs and better support their teachers and students in active, outdoor learning.

Over the years, the power of CBF’s Environmental Education Program has been confirmed by rigorous evaluations and celebrated with both regional and national awards. It has been a prime driver in the establishment of environmental literacy goals for public schools in Pennsylvania, Maryland, Virginia, and the District of Columbia. Perhaps the best evidence of the Environmental Education Program’s impact came from veteran field instructor Tiffany Granberg, who once remarked, “I know it works. I can see it in their eyes.”

IN 2017, CBF:

HELPED 40,000 CBF advocates to take more than 50,000 actions last year through petitions and digital Action Alerts.

PROTECTED Mattawoman Creek watershed, the most ecologically rich tributary of the Potomac River, with long-time partners in Charles County, Maryland.

PROMOTED ecological reference points—considering the entire ecosystem, not just the number of fish—for the scientific management of Atlantic menhaden and generated over 19,000 comments to the Atlantic States Marine Fisheries Commission.

ADVOCATED strongly for the restoration of three-dimensional oyster reefs and sustainable oyster harvest management in Maryland and Virginia.

EMPHASIZED the broad impacts of air pollution on human health and water quality and pressed for more programs to reduce it.

MONITORED and commented on the 2017 mid-point assessment of the Chesapeake Clean Water Blueprint and pressed for strong Watershed Implementation Plans in 2018–2025.

PROVIDED 33,013 pounds of organic produce to over 420 families in need through a partnership between CBF's Clagett Farm and the Washington, D.C., Capital Area Food Bank.

CBF IS GRATEFUL FOR THE GENEROUS SUPPORT OF:

Keith Campbell Foundation for the Environment, Inc.

Jennifer Stanley

Otto Haas Charitable Trust

The Clayton Fund, Inc.

Betty Cooke

Kitty & Tom Stoner

The Davis Family Foundation, Inc.

Alexander & Louise Armstrong Foundation

Proflex Physical Therapy

Douglas Legum & Marlene Povich



Above: University of Maryland, College Park, Alternative Spring Break students wrote letters and attended a bill hearing in support of keeping oyster sanctuaries closed to harvest. DAVID TANA/CBF STAFF

Background: Restored oyster reefs can be seen at low tide at the mouth of the York River. CARLOS ROLDAN

Earning Support for Clean Water



“Our elected leaders need to know that their constituents care about clean water in our communities.”

**— Claire Neubert
CBF Volunteer,
Hampton, Virginia**

Since the first Chesapeake Bay Agreement in 1983, EPA's Chesapeake Bay Program has coordinated world-class estuarine science and restoration among research universities; nonprofits; businesses; and federal, state, and local government agencies. Restoration programs built on that science are bearing fruit.

Ironically, now that progress is clear, the Bay Program's future is in jeopardy due to proposed cuts in federal funding. To counter the threat, CBF has joined multiple partners to engage our representatives in Congress. Fortunately, most of them understand how critical the Chesapeake's health is to the region's people and economy. CBF is a vital source of up-to-date information and actions. And, through CBF's cutting-edge digital advocacy program, our members help deliver that information to decision makers.

Other engagement takes place in offices on Capitol Hill, through CBF-organized visits to senators and representatives from local constituents who are CBF supporters. We also meet with our legislators when they are at home in their districts. Our enormously

effective decision-maker field experiences are based on the founding principle of CBF's Environmental Education Program: The place to teach people about the Bay is on it. We invite legislators out on our workboats and canoes to analyze water quality, pull fishing nets, plant oysters on restoration reefs, and learn about important policies that support the Bay. This summer, senators and representatives of both parties rolled up their sleeves and joined CBF staff, trustees, and volunteers on the Lafayette, Potomac, Patapsco, and Susquehanna Rivers to learn along with us.

Saving the Bay is a profound exercise in understanding this national treasure and crafting effective, cost-efficient ways to invest both public and private dollars in restoration. From local meetings to time on the water, it's about building a community of people who are bonded to the Chesapeake. As volunteer Clean Water Captain Lani Hummel likes to say, “When people get connected, they want to make a difference.”

IN 2017, CBF:

ARGUED successfully before the Anne Arundel County Board of Appeals for CBF's standing and interests in an appeal of a subdivision proposed in the critical area in Churchton, Maryland.

APPEALED a decision from the Queen Anne's County Circuit Court in Maryland approving a Tidal Wetlands License issued by the Board of Public Works to build a community on 556 acres of land on Kent Island.

FILED a motion for summary judgment, as an intervenor defendant, on behalf of the Maryland Department of Natural Resources, to ensure enforcement and interpretation of the Forest Conservation Easement in Anne Arundel County, Maryland.

INTERVENED in a lawsuit filed in the United States District Court for the Western District of Virginia by Norfolk Southern Railway Company against the City of Roanoke challenging an important program by Virginia to fund stormwater management and reduce pollutants to the Chesapeake Bay.

PETITIONED the D.C. Court of Appeals to review the Federal Stormwater Construction General Permit issued by EPA to address erosion and sediment control from runoff on construction sites.

RECEIVED the 2017 President's Award from The National Association of Environmental Professionals for our work in defending the Chesapeake Clean Water Blueprint.

CBF IS GRATEFUL FOR THE GENEROUS SUPPORT OF:

Gerry & Marguerite Lenfest
Clayton Baker Trust
The Helena Foundation
Rauch Foundation

The George L. Shields Foundation, Inc.
Mike & Trish Davis
George & Miriam Martin Foundation



Above: Hampton, Virginia, community members help plant rain gardens, which will help trap and filter polluted runoff.

KENNY FLETCHER/CBF STAFF

Background: In response to pressure from CBF, the City of Baltimore agreed to upgrade its ancient sewer pipes by 2030.

EMMY NICKLIN/CBF STAFF

Standing Up for Your Health and Our Clean Water



“Thanks to CBF’s involvement, I’m excited that even with the recent hard rains, I haven’t had any backups since the city came to do their repairs.”

**— Pamela LuAllen Williams
Baltimore Resident**

Too many Baltimore residents suffer damages to their health and property from air pollution, sewage backups, and water pollution.

Because the city’s century-old sewer pipes can’t handle heavy rains, sewage sometimes washes into homes, local streams, and the harbor. Baltimore has been subject to a court order to rebuild the system since 2002, but it badly missed its 2015 deadline and has recently agreed to a new pact with a 2030 deadline.

In response to pressure from CBF Attorneys Paul Smail and Alayna Chunev, a new wastewater agreement will require the city to address sewage backups into residents’ homes. Providing representation to citizens who often do not have a voice, attorneys Smail and Chunev will monitor the progress to ensure that the terms of the new agreement are met.

On the ground in Baltimore, Chunev has also joined Healthy Harbor Program Manager Carmera Thomas to ensure accountability and transparency for Baltimore’s citizens through a public stakeholder process.

The city is besieged with air pollution from local and outside sources of oxides of nitrogen (NO_x), the precursor of lung-damaging ozone. NO_x also pollutes our waterways when rain washes it from the air. The

31-year-old Baltimore Refuse Energy Systems Company (BRESKO) trash incinerator is a major contributor, lagging far behind similar plants in reducing NO_x emissions.

CBF Attorneys Ariel Solaski and Alayna Chunev took on BRESKO with modeled air flows to estimate local and regional concentrations of NO_x from BRESKO; investigated feasibility of a nitrogen-extraction process for the plant’s exhaust gases; and determined the human health impacts associated with BRESKO’s emissions. Based on this research, CBF Maryland Executive Director Alison Prost submitted comments to Maryland Department of the Environment (MDE), telling the agency to reduce BRESKO’s pollution and suggesting a potential solution. A recent draft regulation from MDE indicates that the agency has gotten the message. CBF will continue to monitor the progress and recommend legal action if necessary.

IN 2017, CBF:

PLANTED 40,770,999 juvenile oysters on sanctuary reefs throughout the Chesapeake Bay.

ORGANIZED and assisted 603 volunteers who grew about 570,000 oysters for planting in Maryland's Patapsco, Severn, South, Patuxent, and Tred Avon Rivers and Virginia's Lynnhaven, Lafayette, Hampton, and Elizabeth Rivers.

RECYCLED 3,100 bushels of oyster shells for baby oyster habitat and will plant the shells in both states to promote restoration.

DEVELOPED a cooperative oyster-setting program in Anne Arundel County, Maryland, to help watermen plant juvenile oysters on their leases in the South River.

PLANTED 48,577 trees across the Chesapeake watershed, including on farms and in urban areas like Harrisburg, Pennsylvania.

RESTORED 67.7 acres of wetlands, critical areas that help filter water and provide habitat for wildlife. Also added 28.82 miles of stream buffers, areas where trees, grasses, and other plants soak up pollution before it reaches local waterways.

PROMOTED Environmental Impact Bonds as an innovative financing method for nature-based solutions to polluted runoff.

ORGANIZED an estimated 6,000 Clean the Bay Day volunteers to remove approximately 100,000 pounds of litter and debris at 250 sites along 450 miles of shoreline across Virginia.

CBF IS GRATEFUL FOR THE GENEROUS SUPPORT OF:

National Fish & Wildlife Foundation
Richard King Mellon Foundation
Batten Family Fund in the Charlottesville Area Community Foundation
Maryland Department of Natural Resource's Landowner Incentive Program
The Kresge Foundation
Michael & Susie Gelman

U.S.D.A. Natural Resources Conservation Service
Restore America's Estuaries
Charles T. Bauer Foundation
Town Creek Foundation
The Kahlert Foundation
blue moon fund

Above: CBF's Virginia Staff Scientist Joe Wood and Virginia Grassroots Coordinator Blair Blanchette place protective tubes around recently planted saplings, which will help prevent polluted runoff from entering the local waterway.
KENNY FLETCHER/CBF STAFF

Background: Grazing cows help maintain healthy soils that absorb polluted runoff as well as overall herd health. ISTOCK

Grazing for Clean Water and Profitable Farms



“Grazing reduces costs while maintaining production and promoting cow longevity for better profit.”

— Matt Bomgardner
Lebanon County Farmer and
member of the Pennsylvania
Grazing Lands Coalition

Twenty years ago, CBF’s Clagett Farm Manager Michael Heller began grazing livestock on the property’s steep fields. The practice has spawned a profitable operation raising grass-fed beef and lamb for local markets. It has also helped maintain healthy soils that absorb polluted runoff and protect the nearby Patuxent River. Most importantly, the grazing serves as a model for other farmers.

Good pasture management lowers costs and improves animal health because pasture plants provide healthy food for cattle. It also provides major water-quality benefits. The plants used for grazing capture rainfall and build healthy soil. Grazing animals naturally distribute manure where soils can use it, reducing the amount of polluted runoff going into the nearest stream.

To attract more farmers to grazing, Heller teamed up with CBF Restoration Scientist Rob Schnabel, University of Maryland Extension, the U.S. Department of Agriculture’s Natural Resources Conservation Service (NRCS), and other farmers who have shifted from grain to grazing to form the Maryland Grazers’ Network. A key element is farmer-to-farmer mentoring. The network provides outreach and technical assistance for current and new grazing farmers through its experts in pasture and forage composition, financial management, marketing, and funding. Now including 50 Maryland farms, the network also provides two-day grazing schools and field days, an annual planning calendar, a

regional conference, and a newsletter.

Based on the Grazers’ Network success, CBF and our partners have received an NRCS grant to expand, allowing the Mountains-to-Bay Grazers’ Alliance to encourage grazing operations in Virginia, Maryland, and Pennsylvania. In its second year, the Alliance has already built a regional network of 250 grazers; added 1,400 acres in pasture farming; and conducted research on soil health, air and water quality, and economic benefits. More recently, CBF secured roughly \$1 million dollars through the NRCS Regional Conservation Partnership Program to provide technical and financial assistance for farmers in Maryland wanting to convert to grazing.

With measurable benefits in farm profitability, environmental health, soil health, and sustainability, grazing’s time has come, and its expansion across the region will be good for us all.

IN 2017, CBF:

INVESTED in mission-critical technology. CBF's organization-wide software replacement project put us in a position to better understand you, our supporters; what you care about; how you like to communicate; and how you want to help us save the Bay. It has and will increase our communications, office efficiencies, advocacy, digital engagement, and donor actions.

GREW CBF's active and engaged members to over 240,000.

CONTINUED special events with Bay-saving missions, including *Bands in the Sand* at CBF's Philip Merrill Environmental Center, *DC on the Half Shell* in our nation's capital, *Save the Bay Family Day* at CBF's Brock Environmental Center, and *Burgers and Brews for the Bay* at CBF's Claggett Farm.

BUILT a new CBF website for broad-based education and interaction with members and the public.

PERSONALIZED the membership experience by gathering and telling the stories of the Chesapeake and our programs through digital media, including text, photos, videos, and podcasts.

ENGAGED new constituencies, especially Latinos in Virginia.

CBF IS GRATEFUL FOR THE GENEROUS SUPPORT OF:

Middendorf Foundation, Inc.
The Merrill Family Foundation
The Orokawa Foundation, Inc.
The Freeman Family
David & Susan Goode
Mr. & Mrs. E. Polk Kellam, Jr.
The Port of Virginia

The Brunckhorst Foundation
George B. Clarke IV
Louisa C. Duemling
T. Rowe Price Foundation, Inc.
MASN
Kaiser Foundation Health Plan of
the Mid-Atlantic States, Inc.



Above: Hundreds of neighbors of the Brock Environmental Center in Virginia Beach came out for *Save the Bay Family Day*—a celebration of CBF's 50th anniversary. KEVIN O'HARA

Background: CBF's headquarters in Annapolis, Maryland, recently installed solar panels, which were too cost-prohibitive in 2000 when the building was constructed. LOREN BARNETT/CBF STAFF

Evolving with Green Technology



“You don’t build a green building and stop. You keep looking at evolving technology and respond when it can make a difference.”

**—Mary Tod Winchester
CBF Vice President
for Administration**

How does CBF coordinate its program staff over the vast Chesapeake watershed? That’s the challenge that Mary Tod Winchester, long-time CBF Vice President for Administration, and her staff look forward to every day. They make sure CBF’s infrastructure is in tip-top shape from our vehicles and vessels to our buildings and technology systems.

CBF’s dedication to the mission is evident at the world’s first LEED Platinum facility, CBF’s headquarters, the Philip Merrill Environmental Center in Annapolis, Maryland, and the LEED Platinum Brock Environmental Center in Virginia Beach, Virginia. As a certified International Living Future Institute’s Living Building, the Brock Center produces more energy than it uses. And, it is the first commercial building in the United States permitted to collect, treat, and provide drinkable rainwater, while producing net zero waste. “These buildings give back to our environment,” Mary Tod likes to say. “The facility also inspires. It touches the souls of all who enter. These game-changing buildings pull people in, prompt questions, connect us to the Chesapeake, and remind us why we work to constantly raise the bar in all that we do.”

The buildings work for a living, humming with activity every day. Not to be outdone by the newer Brock Center, “the Merrill Center is never old news,” Mary Tod says. “In 2000, solar technology was not cost-effective for Merrill Center power, but geothermal wells offered us comfortable heating and cooling. Now solar panels have come a long way, so we invested in them in 2016. These systems together provide clean energy that greatly reduces costs over a conventional building. That kind of thinking saves funds for programs and it gives our staff a comfortable work environment so they can concentrate on saving the Bay.”

INNOVATE

FINANCIAL OVERVIEW

FISCAL YEAR ENDING JUNE 30, 2017

CBF's management practices ensure that operating and capital campaign funds raised in the current year as well as campaign funds pledged in previous years are effectively put to use to support programs to save the Bay.

Support and Revenue

Membership Contributions.....	\$ 4,949,035
Grants & Gifts.....	15,968,688
Education Contracts & Tuition.....	1,055,752
Investment Income.....	2,768,964
Donated Goods & Services.....	1,255,568
Other.....	772,883
Revenue for Current Year.....	\$ 26,770,890

Expenses

Program Services.....	\$ 20,964,359
Environmental Education	6,583,700
Environmental Protection & Restoration	11,290,038
Strategic Communications	3,090,621
Support Services.....	5,795,743
General & Administrative	2,289,329
Fundraising	3,506,414
Total Expenses.....	\$ 26,760,102
Change in Net Assets Before Capital Additions.....	\$ 10,788
Capital Additions.....	\$ 4,513,123
Change in Net Assets.....	\$ 4,523,911
Net Assets, Beginning of year.....	\$ 95,100,585
Net Assets, End of year.....	\$ 99,624,496

A copy of the audited financial statement & IRS Form 990 is available at cbf.org or by calling 888/SAVEBAY.



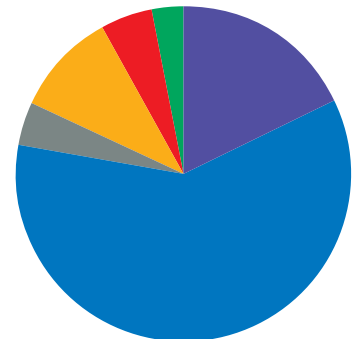
GuideStar Exchange
Platinum Participation Level



Independent Charities
Seal of Excellence

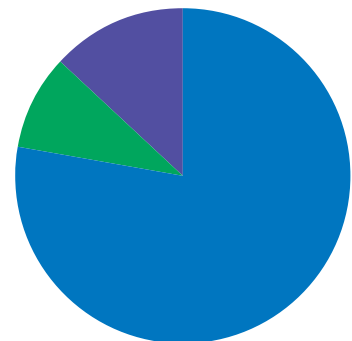


Better Business Bureau
Top-Ranked Charity



REVENUE

18%	Membership Contributions
60%	Grants & Gifts
4%	Education Contracts & Tuition
10%	Investment Income
5%	Donated Goods & Services
3%	Other



EXPENSES

78%	Program Services
9%	General & Administrative
13%	Fundraising

From the cover: *Crassostrea virginica*, the native eastern oyster, is an iconic Chesapeake species as well as an important filter for the Bay. These oysters are visible at low tide along the St. Mary's River in Maryland. CHRISTIANNA BONK



CHESAPEAKE BAY FOUNDATION

Saving a National Treasure

Maryland

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6 Herndon Avenue
Annapolis, MD 21403
410/268-8816

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114 South Washington Street
Suite 103
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410/543-1999

Pennsylvania

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717/234-5550

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