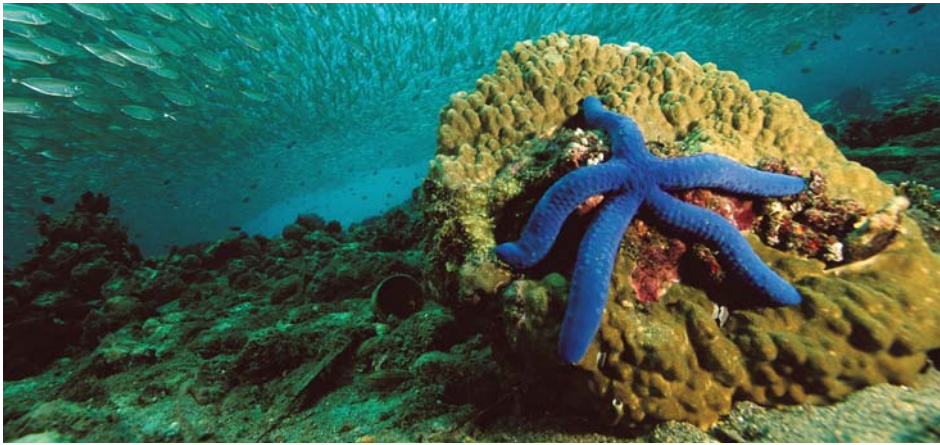




COASTAL FUND
UC SANTA BARBARA
ASSOCIATED STUDENTS



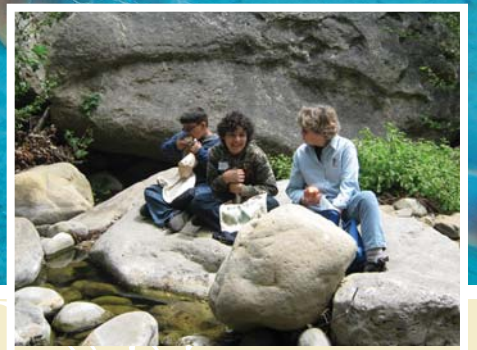
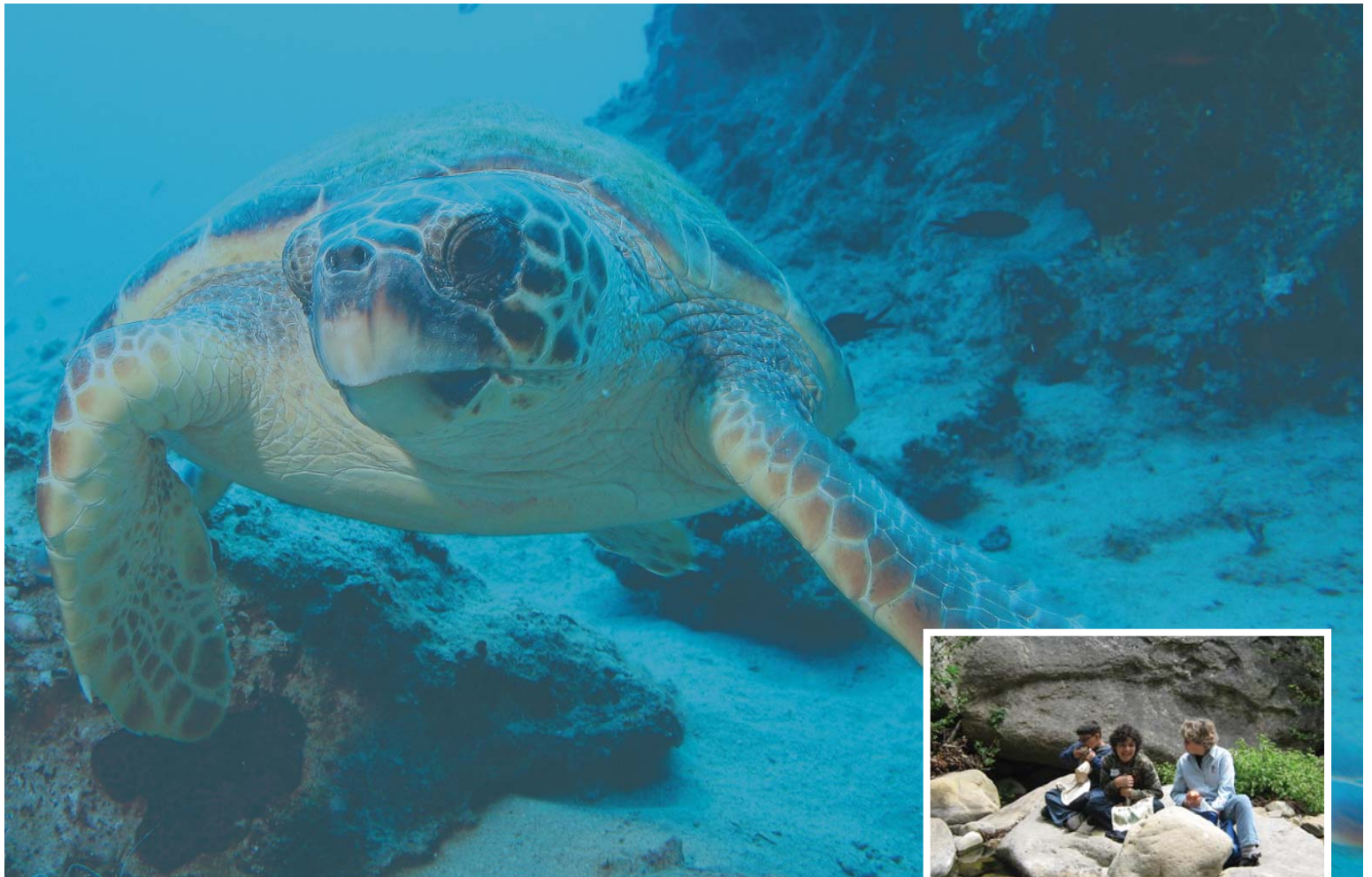
ASSOCIATED STUDENTS **COASTAL FUND**

ANNUAL REPORT 2012/13



BACKGROUND

Coastal Fund is a student-funded, student-run organization that serves to protect and enhance the terrestrial and marine habitats associated with the shoreline of the University of California, Santa Barbara through preservation, education, open access, research, and restoration. Through a lock-in fee every quarter, each undergraduate student pays \$5.50 and each graduate student pays \$3.00 towards Coastal Fund. The fee generates approximately \$330,000 annually, providing funds to Coastal Fund's grant program, the Coastal Service Program, and outreach-education activities.



*Since the inception in Fall of 1999,
Coastal Fund has granted over \$2.75
million to 464 projects.*



COMMITTEE

The 2012-2013 Coastal Fund committee was comprised of:

BOARD

Marissa Bills, Chair
Christina Dover, Vice Chair
Leslie Stirling, Undergraduate Representative
Danny Wescott, Isla Vista Surfrider Representative
Taylor Debevec, Graduate Student Representative
Jenna Driscoll, Graduate Student Representative
Natalie Testa, Undergraduate Representative



STAFF

Alex Tamura, Administrative Assistant
Alyssa Hall, Outreach and Education Coordinator
Julianna Trowbridge, Outreach and Education Coordinator
Megan Roy, Outreach and Education Coordinator
Marcee Davis, Outreach and Education Coordinator
Sara Rosenblatt, Coastal Service Program Coordinator
Genesis Herrera, Legislative Council Representative
Scott Bull, Grants Manager/Advisor (Fall)
Aaron Jones, Advisor (Winter, Spring)
Alex Jauregui, Web Development Intern

The Chair and Vice Chair are re-elected each quarter to provide balance to Coastal Fund operations.

APPLICATIONS FOR FUNDING

Coastal Fund accepts proposals for minor (less than \$1000) and major (more than \$1000) funding from UCSB students, faculty, and community organizations that have a direct impact on the UCSB coastline. Applications are accepted in three cycles: Fall, Winter, and Spring quarters.

In 2012-2013, Coastal Fund received 67 applications

Complete descriptions of funded projects and internships can be found on the Coastal Fund website: <http://www.coastalfund.org/>



*Out of the 67 applications submitted,
48 projects and 104 internships were
funded totaling \$164,742.50.*

COASTAL SERVICE PROGRAM

The Coastal Service Program (CSP) offers campus organizations with an opportunity to raise funds. CSP is the most direct way that the Coastal Fund reaches students. Groups can earn \$100 for participating in a beach or street clean-up, and \$200 for participating in a restoration.

Over the past year, Coastal Service Program's popularity and influence has grown. Sign ups for the CSP fundraising events for all three quarters reached capacity within the first three days of the start of the quarter. Each quarters' waitlist had over 46 groups.

The Coastal Service Program encourages and promotes students from different disciplines to learn about coastal and environmental issues.

Students participating in the CSP learn about the impact of tress on the coastal ecosystem, as well as the important impact that the Ocean Meadows Golf Course Project and the Mission Creek lagoon has on the ocean and indigenous species.

During the 2012-2013 school year, Coastal Fund hosted 71 restoration activities, 7 street clean-ups, and #21 beach clean-ups. We awarded \$15,160 to 97 different groups. A total of 1,085 students participated in the program and they collectively removed 681 pounds of trash from our local beaches.



INTERNSHIP PROGRAM

Due to growth in its outreach program, Coastal Fund often hires additional student interns to help with outreach activities. This in-house program allows UCSB students to work directly with Coastal Fund staff to learn exactly what it takes to be a Coastal Fund staff member.

Over the past year interns have been hired to act as our Press and Advertising Intern and serve as our Web Development and Media Relations Intern. These interns help to effectively develop marketing strategies both on the web and in print to relay and market Coastal Fund's related news to the local campus and Santa Barbara communities.

We are excited to begin to work with more UCSB students and expand our staff to help better involve the UCSB community!

OUTREACH AND EDUCATION ACTIVITIES

Throughout the academic year, Coastal Fund has grown exponentially. Our visibility in local and national press has increased and we have drastically increased the number of co-sponsorships to community and campus organizations. Our 2012-2013 outreach events and co-sponsorships are listed below.



EVENTS

September 26, 2012 Beach Clean up
October 6, 2012 Pardall Carnival
October 2012 ECS Fall Feast
October 19, 2012 Sustainability Week in Dining Commons
October 31, 2012 AS Recruitment Fair
November 17, 2012 Beach Clean Up
November 27, 2012 Blue Horizons Film Premiere
December 4, 2012 Island President Film Premiere
January 13, 2013 Beach Clean Up
Feb 8, 2012 IV Surfrider Beach Clean Up
Feb 9, 2013 Winter Retreat

Feb 13, 2013 Coastal Fund Recruitment
March 6, 2012 Oceans Fair
March 16, 2013 Photo Contest Deadline
April 2, 2012 Day Without a Bag
April 6, 2012 DPHS Eco-Fair
April 7, 2012 Freshman Beach Festival
April 12, 2012 Annie Leonard
April 14, 2012 Spring Insight
April 20-21, 2013 SB Earth Day
April 27, 2013 IV Earth Day
May 23, 2013 Annual Gala
June 1, 2013 Concert for the Coast

CO-SPONSORSHIPS

Natural Reserve System Day
Kids In Nature Celebration Day
IV Parks and Recreation Adopt-a-block Halloclean
Island President
Blue Horizons
Compost Pilot Project

Partnership for Excellence
Blue Water Ball
Concert for the Coast
EDC Environmental Hero
EENG Gala

PROMOTIONAL MATERIALS

This year, we expanded our use of promotional materials to promote Coastal Fund's visibility to the wider campus community. We often reward and expand our outreach to our funded projects, campus organization volunteering in the Coastal Service Program, and UCSB students by giving away branded Coastal Fund tide calendars, stickers, pens, reusable tote bags, and t-shirts.

LISTSERV DISTRIBUTIONS

Coastal Fund-sponsored events, funding opportunities, and available internships were listed in various campus listservs, including the Environmental Studies Department, the Bren School of Environmental Science and Management, Film & Media Studies, Environmental Affairs Board, Surfrider, and our own. This year, we grew our list serve reach from around 500 recipients to over 1,200 recipients.

PRESS

Our press coverage was significant this year. We received press from local press entities like Santa Barbara Independent, Newshawk, EdHat, Daily Nexus, The Bottom Line, Santa Barbara NewsPress, and the Plastic Pollution Coalition.

Blue Horizons students explore how to communicate vital stories about the ocean through media.



ANNUAL RECEPTION

On May 23, 2013, Coastal Fund held its 13th Annual Reception. All organizations, individuals and UCSB students funded by Coastal Fund since its inception were invited to celebrate. The event allowed people to share the successes and general accomplishments achieved through Coastal Fund-ed projects, the Coastal Service Program, and outreach-education activities. We highlighted the Kids in Nature Program, the installation of hydration stations around campus, and the Environmental Defense Center's project to map the use of the Channel off our coast.



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