

ANNUAL
REPORT
2019



ECOLIFE
CONSERVATION



AT ECOLIFE, we put equal emphasis on the **human component** of conservation. Where other environmental groups are single-species focused, **we focus on ecosystems**.

People live in ecosystems. People impact ecosystems. **And people have the power to protect ecosystems**. Supporting the **health and well-being** of the men, women and children in our programs is essential to conservation's success, and it's **the right thing to do** for a planet in peril.



A **NOTE** *from our founder*

In 2019, ECOLIFE celebrated its **16th year as a nonprofit organization** serving the San Diego area and communities abroad. At our Annual Gala in September, I announced that **Anne Middleton** is taking over as our **new Executive Director**.

Anne's **unique experience** working for the public, private and nonprofit sectors brings a different perspective and a level of organization to ECOLIFE that leaves me feeling confident as I watch ECOLIFE grow. We've entered 2020 with lofty - yet achievable - goals, knowing well that we have a **phenomenal community** around us to help us grow. With your support, we will save ecosystems and save lives, helping **humans and nature prosper together**.

- Bill Toone, Founder

A handwritten signature in black ink, appearing to read "Bill Toone", is located to the right of the typed name.

Our mission is to protect wildlife, natural resources, and the people who depend on them.

community-based **CONSERVATION**

In our fuel-efficient **stove program in Mexico**, we protect and work with the indigenous peoples living around the **Monarch Butterfly Biosphere Reserve**.

In September 2019, construction wrapped on our **5,000th Patsari stove** on the edge of the monarch butterfly's winter habitat. Our stoves reduce the amount of firewood families need to cook by 60%. **Each stove saves 75 trees**

over its lifetime, meaning we're saving over **375,000 trees** today. Once our work in Mexico is complete, we will be saving over 2 million trees that the **monarch butterfly** depends on to survive winter each year.

Families using our stoves are healthier, with **cleaner air** and reduced fuel dependence. The children in these households spend less time collecting firewood, leaving more time for their **education** and setting them up for better future **economic status**. Our stove program also brings employment opportunities to the men

and women in the communities where we work, so locals don't have to uproot to find **good work**, and women gain empowered roles in their communities.

Our **educational outreach** in Mexico is growing as well. We hold workshops at schools and community centers in every place we work, spreading **health and environmental awareness**.



safer **STOVES** for safer **LIVES**



↑
MOVING UP
*the reserve's
perimeter*

MMBR
SOUTH WEST
quadrant

protecting
25K+ LIVES

saving
375K+ TREES

providing
GOOD JOBS
for locals

more than
5K STOVES
built in Mexico

preventing
75K+ TONS
OF CO₂

1/3 MILLION
trees protected

15.5K
*acres of
habitat
protected*

5K *safer homes
& families*





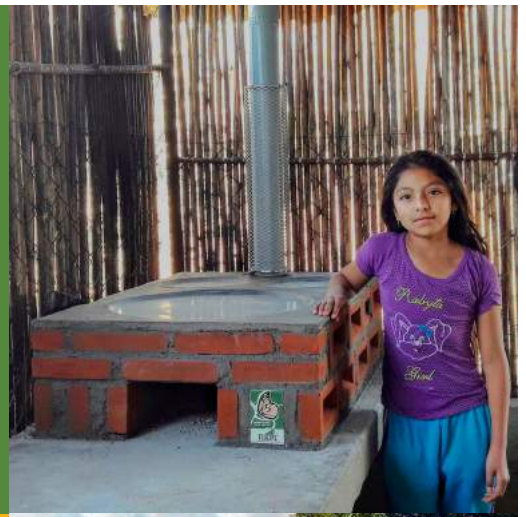
2019
was great
for the
monarch
butterfly

with a
144%
larger
eastern
population
than 2018

HAPPY BENEFICIARIES

*"I am incredibly happy
with my Patsari.
I hope this project lasts
forever, because in the
future my children
will need one too."*

- Olga López, Stove Recipient



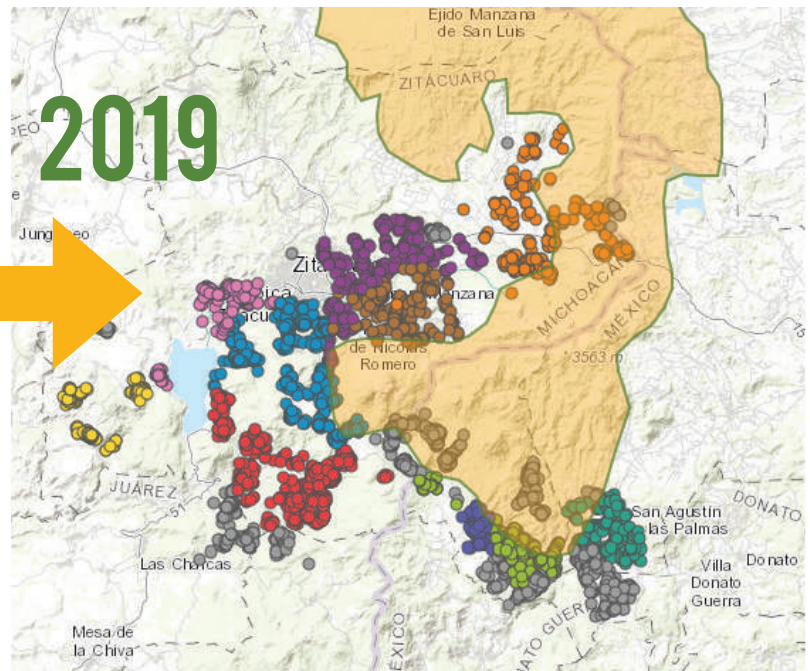
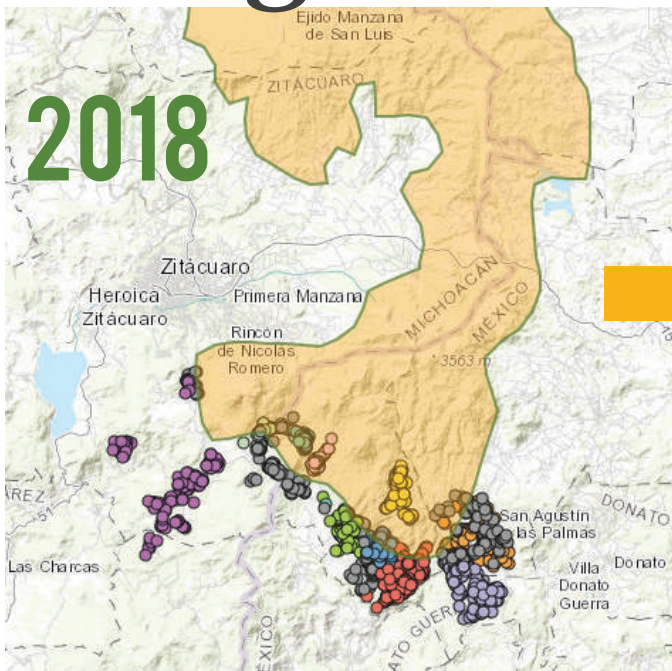
NEW CONSTRUCTION TRUCK

December 2019:

Raised funds to upgrade
our stove building team's
most crucial resources



moving **UP & AROUND** the reserve



For their species to survive, monarch butterflies need this forest to remain intact so they can complete their migration, survive winter, reproduce, and carry on the cycle. However, the forest's future is threatened by illegal logging. We're encircling it with fuel-efficient stoves to reduce human impact on this crucial habitat.

SUSTAINABLE *agriculture*

In our **aquaponics program in California**, we work to decrease the environmental impacts of farming with **science, education, & produce donations**.

Our work with **aquaponics** provides an accessible and **sustainable** solution to today's agricultural challenges. It is also a great tool for hands-on community and **youth engagement**. In 2019, we created more opportunities for free education in aquaponics and sustainability.

We donated 82 **ECO-Cycle Aquaponics Kits** to exceptional teachers across the country, placing a special focus on **Title 1 Schools**. Our kits, along with their curriculum, create a hands-on living laboratory in the classroom, bringing **STEM** concepts to life. Students learn to think outside the box about **sustainability** and our planet.

At our **Aquaponics Innovation Center**, we hosted free monthly tours, opening our expertise to anyone interested in learning.

We partnered with cross-border chef Flor Franco to **provide produce** to those in need in San Diego. We built a compact aquaponics system in **Bankers Hill** to serve as a living demonstration of how we can feed populations while reducing resource use. It is the centerpiece for **educational workshops** on healthy eating, nutrition planning, local foods, cultural cuisine, and aquaponic farming.



ECO-CYCLE[®] *aquaponics kits*

donated
82 KITS
to classrooms
in 2019

304 KITS
SOLD

educating
146
classrooms

educating
20K NEW
STUDENTS

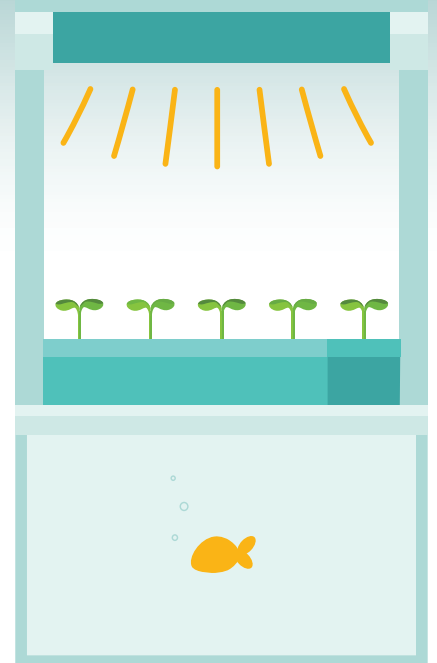
IN ALL 50
STATES!

1.2K+ *kits in*
schools

since **2014:**

2.3K *ECO-Cycles*
distributed

150K *students*
educated



our AQUAPONICS FARM



90%
LESS
land & water

1.2 TONS
OFFOOD
*grown in
2019*

0
HARMFUL
PESTICIDES
(ever)

525 FT²
grow bed

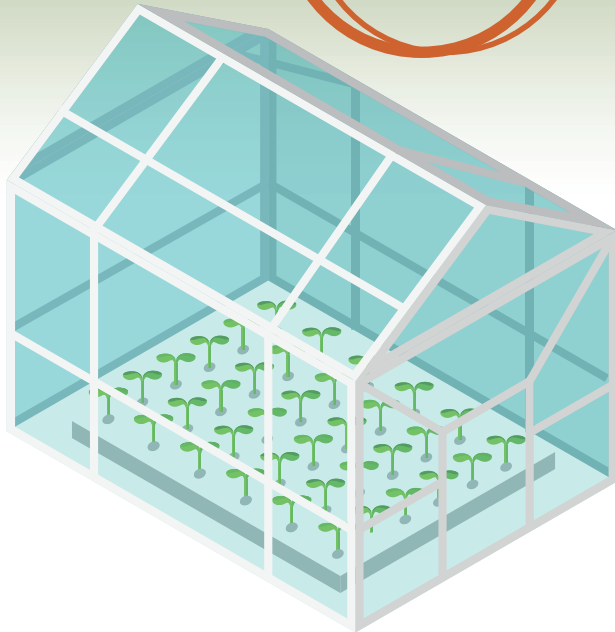
2.4K LBS
donated

2K HRS
*volunteer &
intern work*



3.3K+
beneficiaries

record harvest:
146 LBS
in one day



2019

was bountiful & informative at our **Aquaponics Innovation Center**

we grew **KALE,** cucumbers, tomatoes, peppers, & lettuce

TRADITIONAL FARMS

42 gallons of H₂O



1 lb cucumbers

ECOLIFE'S AIC

2 gallons of H₂O



1 lb cucumbers



our **NONPROFIT PARTNERS**

distribute our produce to communities in need

THANK YOU:

Interfaith Community Services
Produce for Patriots
Meals on Wheels San Diego



meet **URBAN FARMING** in SD



In addition to our Aquaponics Innovation Center in Escondido, we now have a compact aquaponics system in Bankers Hill, San Diego. We partnered with SDGE and Franco on Fifth to install a community system that provides free aquaponics education to an urban community.

our VOLUNTEERS & INTERNS

“INTERNING WITH ECOLIFE,

I HAVE HAD THE OPPORTUNITY TO LEARN A WHOLE NEW APPROACH TO SUSTAINABLE FOOD SYSTEMS. NOT ONLY ARE THE STAFF PASSIONATE IN WHAT THEY DO, BUT THEY ARE INTENSIONAL IN WHAT THEY WANT TO ACCOMPLISH.”

- Sasha Howes,
Aquaponics Intern



the hourly equivalent of

5 MONTHS

of time donated by volunteers

dollar value
\$55,845

3K+ HRS
intern work

350+ HRS
volunteer work



Social Media

BELLA DAVID
SAVANNAH HARDING
ELIZABETH MCGOWEN
ALIAH MITCHELL

Development

MARGARITA CRAMER
BOH IRELAND

Aquaponics Tech

ARTURO ARAIZA MICHAEL LENA
REEMEE CACHO AUSTIN PEREZ
KAMRAN FARJAMI CASEY STONE
ADAM COLE DANIEL TCHIPROUT
ARIS DALIR MAYA WILLIAMSON

Program Management

TENAYA BEARMAR
ANDREW CARSTENS
EMILIA CLOUTMAN
JULIANA HENAO
SASHA HOWES
JULIANA STONER
KEVIN VILLA

Thank you all for your work!

our US TEAM



ANNE MIDDLETON
Executive Director

WILLIAM TOONE
Founder

KAT SPLANE
Admin Assistant

CHRIS GOERING
Project Manager

BARB FIORINA
*Director of
Development*

LINN SPLANE
*Communications
Manager*

CONNOR LEONE
*Sustainable Agriculture
Program Manager*

MARTIN NIWINSKI
*Aquaponics
Technician*

why **ECOLIFE?**

At ECOLIFE Conservation, our mission is to protect wildlife, natural resources, and the people who depend on them. We use simple, sustainable solutions that make it easier for communities to preserve their environments, while making environments safer for their communities.

We work at the intersections of humans and wildlife. Our holistic approach redefines conservation to include human communities, and our programs address two of the world's biggest problems at their roots. By providing communities with health-conscious, environmentally friendly methods of food production and cooking, we help people and nature prosper together.

our MX TEAM



ALEJANDRO TAVERA
MX Program Manager

EDUARDO RAMÍREZ
MX Program Coordinator

BRENDA PINEDA
Monitoring Manager

ADRIÁN CATANA
Construction Manager

FRANCISCO CATANA
Construction Coordinator

BARBARA ESCOBEDO
Education Manager

VICTORIA ÁLVAREZ
Education Coordinator

LUZ VALENCIA
Promotion Manager

MARÍA CASTAÑEDA
Communications Manager

PAOLA ESLAVA
Graphic Design Manager

MARIO ESQUIVEL
Education Assistant

YOLOTZIN MARTÍNEZ
Monitoring Assistant

KAREN MONDRAGÓN
Promotion Assistant

AILEE VÁLDEZ
Communications Intern

ANA ALCOCER
Graphic Design Intern

Stove Builders: VICTOR CATANA, HUMBERTO CORONA, ARTURO CONTRERAS, BONIFACIO CRUZ, EDUARDO GUTIERREZ, FABIÁN REYNA, RODOLFO SALINAS **Assistants:** CELESTINO AGAPITO, JUAN COLÍN, CECILIO CONTRERAS, ALEXIS DÍAZ, ALFONSO JUAREZ, ÁNGEL JUAREZ, JOSÉ MEDINA

Promoters: ALEJANDRO ACEVEDO, CARLOS CRUZ, MANUEL CRUZ, CRISTIAN MEDINA, ERIKA MONDRAGÓN, YESENIA MONDRAGÓN, JEREMÍAS SÁNCHEZ **Promotion Interns:** EDUARDO HERNÁNDEZ, JESÚS LOPEZ, HÉCTOR MAGALLANES, JULIA SEGUNDO



2019 GALA

At September's magical Night at the Theater Gala, our community helped us raise over **\$350,000** to support our programs. We thank everyone who attended and supported the event. Join us in October for our **2020 Masquerade** themed gala!



This year's Masquerade Gala: October 17th, 2020
California Center for the Arts, Escondido

COMMUNITY *spotlight*



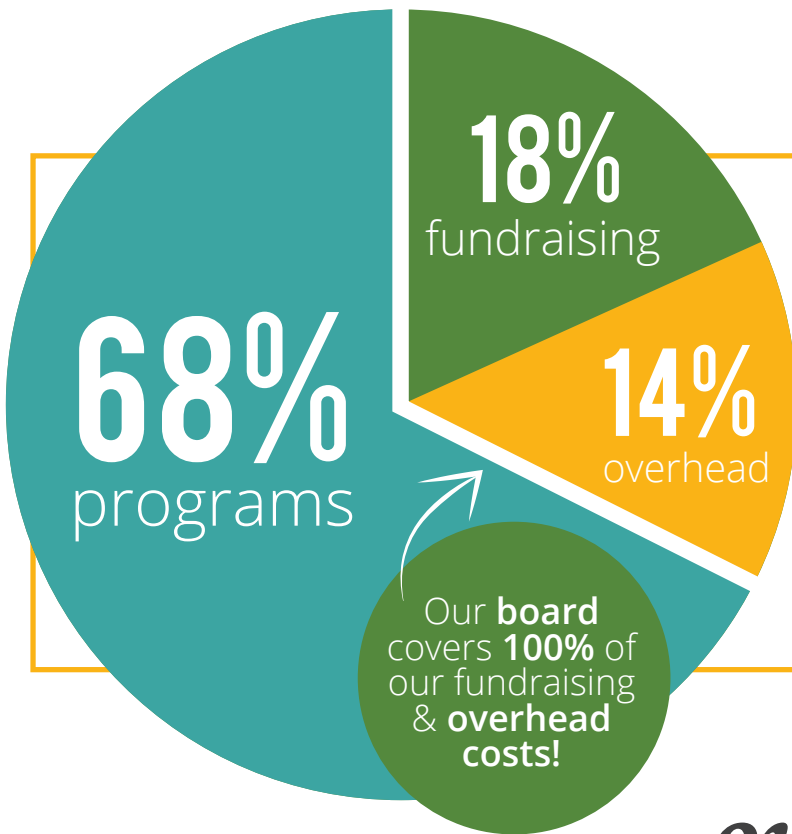
WAYNE & DIANNE SCHOOLFIELD

Thank you to Wayne and Dianne for their generous \$40,000 match during our 2019 holiday campaign. Their gift enabled us to purchase the new construction truck our team in Mexico needed, ensuring we stay on track with our stove-building goals.

"WE HAVE BEEN BLESSED TO SEE FIRSTHAND THE WORK THAT BILL IS DOING THROUGH ECOLIFE, AND KNOW THAT OUR GIFTS ARE BEING USED TO THE FULLEST TO ACCOMPLISH HIS MISSIONS."
- Dianne Schoolfield

FINANCES *for 2019*

100% OF ALL DONATIONS go directly to funding our programs, since our board covers all of our operating and fundraising costs. We are very grateful for them.



BOARD OF DIRECTORS

JUAN CARLOS ARTEAGA	JOSEPH ORNDORFF
RICARDO CERVANTES	JAIME PÁRAMO
ERIN GREY	STEPHEN W. SHULTZ
TOM HANSCOM, CHAIR	DARYL B. WILLIAMS
ELEANOR MUSICK	FRED WOLLMAN

our SPONSORS

CORPORATIONS

CALSENSE
 CANON DESIGN
 FIFTH GENERATION, INC.
 HOLLYWOOD FOREVER
 LA MONARCA BAKERY
 MUSICK DAVISON
 PALA BAND OF MISSION INDIANS
 PICKFORD REALTY CARES
 RUDNEY & ASSOCIATES

SD COUNTY GARDEN GUILD
 THOMPSON KATZAROFF
 UBS FINANCIAL
 WOLLMAN WEALTH DESIGN

FOUNDATIONS

BLACK & VEATCH FDN
 BUTTERFLY WONDERLAND FDN
 COMMUNITY FDN OF BROWARD
 LISA WENDEL FDN
 FARRAR FAMILY CHARITABLE FDN

ELEANOR HUTCHINSON
 PARKER FDN
 ORNDORFF FAMILY FDN
 ROWE FAMILY FDN
 SMART & FINAL CHARITABLE FDN
 SOLANA BEACH ECO ROTARY
 CLUB FDN
 VEACH FAMILY FDN
 WESTREICH FINALY FDN
 WYVERN GUILD