



2024 A Year to SHELL-ebrate



DEAR Friends

In 2024, we built on programs that have become core to our mission. In the education area, this means that we continued to serve our friends from Title 1 schools with free field trips and education classes. An area of significant growth was focused/multi-visit partnerships. According to one of our partners, Michael Jonagan, who is Atlas Coordinator of Beyond School Programming, some of the highlights they see in the students are how their faces light up when they are here, asking great questions about the animals and how the water table works (hydrodynamics) and how the students make connections between what they see at the Aquarium and what they are learning in class. In the classroom, students are able to call back to things that they have learned at the Aquarium.

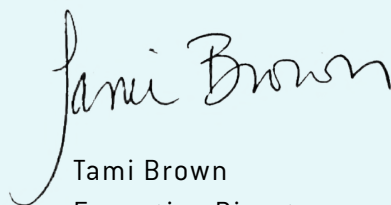
Several other areas of significant growth included our H₂O Friends support of non-profit community partners and our impact through our river clean up program. Full details are included in this report.

We are so grateful to our donors and partners for the support and guidance as we continue to evolve and grow. As always, please let us know if you have any questions or ideas about the Foundation's initiatives. We look forward to Shell-abrating with you in 2025!

Best,



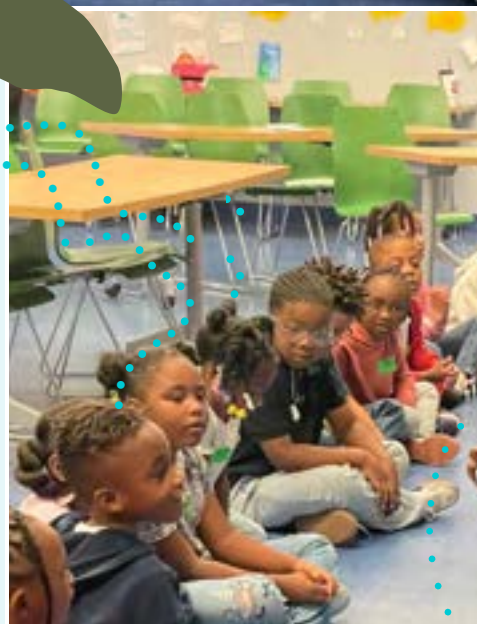
Steve O'Loughlin
Board Chair
St. Louis Aquarium Foundation



Tami Brown
Executive Director
St. Louis Aquarium Foundation



WE ARE SHELL-ABRATING A SUCCESSFUL 2024 AND WE ARE SO GRATEFUL TO OUR BOARD OF DIRECTORS, OUR VOLUNTEERS AND DONORS FOR THEIR SUPPORT.





h₂O

FRIENDS PROGRAM

IN 2024, THE FOUNDATION

CONTINUES TO WELCOME UNDERSERVED COMMUNITY MEMBERS THROUGH THE H₂O FRIENDS PROGRAM PROVIDING FREE ACCESS TO THE ST. LOUIS AQUARIUM.

These Community Partners, which are non-profit organizations that provide services for underserved children, children/families experiencing medical crisis or adults that require full-time care, visit as a large group or as a small family group as mission dictates. The need has grown by 50% this year and we anticipate continued growth at that rate in 2025. Some of our partners who receive free access to the St. Louis Aquarium include Variety, Ronald McDonald House, Foster and Adoptive Care Coalition and others.

Title 1 schools continue to receive free field trip admission and STEM based conservation and aquatic life education for youth from Title 1 schools. Classes are tailored for age groups K-12 and topics include Animal Needs, Who Polluted the Mississippi, Food Webs and Population and Engineering Solutions for Animal Care. For those that demonstrate financial need, the St. Louis Aquarium can provide Aquarium admission, guided field trips, education classes, bus transportation, and outreach through our mobile van. Over time, the Foundation has developed many great partnerships with various schools. One of our newer partnerships is with Atlas, a charter school in St. Louis City serving students in Pre-K through Fourth grade. Working with Atlas teachers, we have developed a curriculum that compliments what students are learning in various grades, enhancing their education experience in a hands-on environment.

H₂O Friends is funded by many generous donors, including Enterprise Bank & Trust Foundation, Nance Frost, and Linda and Jesse Hunter.

17
COMMUNITY PARTNERS
IN 2023

21
COMMUNITY PARTNERS
IN 2024

858
TICKETS IN 2023

1,273
TICKETS IN 2024



Outreach

IN 2024
WE COLLABORATED
WITH NEW PARTNERS
SUCH AS THE ST. LOUIS
ART MUSEUM, ENDANGERED
WOLF CENTER AND MISSOURI
DEPARTMENT OF CONSERVATION
FALL FROLIC, PROVIDING
CURRICULUM, HANDS-ON
LEARNING OPPORTUNITIES,
AND ANIMAL ENCOUNTERS
BASED ON EACH
COMMUNITY'S NEEDS AND
INTERESTS.

THE ST. LOUIS AQUARIUM OFFERS A UNIQUE ENVIRONMENT IN WHICH TO INTRODUCE AND EDUCATE YOUTH ON THE IMPORTANCE OF CLEAN WATER AND THE LIFE WHICH IT SUSTAINS.

While our programs allow children the opportunity to get curious, ask questions, and think critically about conservation, animals and ecosystems, not everyone can come to the Aquarium. In 2022, the Aquarium Foundation began H₂O to Go, our outreach program that brings STEM education to learners where they are. Outreach programs are delivered primarily to schools, providing education outreach that can be tailored to the needs of the school as either a one-time visit or multi-week classes. The St. Louis Aquarium Foundation's team of Educators will travel to the school and provide hands on STEM based content and

curriculum to students. Multi-week visits utilize a pre and post-test assessment to gauge impact and knowledge growth. Topics of education include: science and biology terminology, marine biology and aquatic life, and conservation efforts and initiatives. This past year, the St. Louis Aquarium education team made several outreach visits to Vivian Adams Early Childhood Center and Katie Harper-Wright Elementary, both in East St. Louis Illinois. The team brought Ambassador Animals, biological artifacts and recycled based crafts to inspire and educate young students about the connection and importance of water and the life it sustains, bringing education to where these students learn.



IN SEPTEMBER OF 2024, THE ST. LOUIS AQUARIUM FOUNDATION SHELL-ABRATED THE ONE YEAR ANNIVERSARY OF OUR YOUNG PROFESSIONALS BOARD (YPB) AND WHAT A YEAR IT WAS!

This amazing group of emerging leaders dedicated to the Aquarium Foundation mission and passionate about giving back to the community achieved so much. In April of 2024 the YPB presented their first fundraiser, Swing Fore the Seas, at Topgolf Midtown raising \$40,000 for the Foundation. The members came together with enthusiasm and presented a fun outing including a silent auction, raffle, wine pull and tournament play.

Thank you to all of our sponsors.

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- Spectra Painting
- Sherwin Williams
- ZoOceanarium.

In August, members of the YPB came together to volunteer to help pick up trash along the Mississippi riverfront near the Arch to help prevent plastics and other pollutants from going into the river.

Young PROFESSIONALS BOARD

SWING FORE THE SEAS



Presented by the St. Louis Aquarium Foundation Young Professionals Board

THE YPB VISION IS TO EMPOWER THE ST. LOUIS AQUARIUM FOUNDATION'S ACCESS, EDUCATION AND CONSERVATION INITIATIVES THROUGH FINANCIAL SUPPORT, VOLUNTEERING, AND MEMBER RECRUITMENT. YPB MEMBERS COLLECTIVELY FUNDRAISE ANNUALLY WHILE INCREASING AWARENESS OF THE AQUARIUM FOUNDATION'S MISSION, AND, SERVING AS THE AQUARIUM FOUNDATION'S AMBASSADORS IN THE ST. LOUIS COMMUNITY.



water

STEWARDSHIP

THE ST. LOUIS AQUARIUM

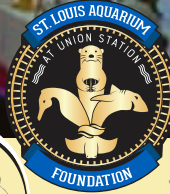
FOUNDATION CONTINUED CONSERVATION EFFORTS
BY EXPANDING OUR REVAMP THE RIVERFRONT
CLEAN UP SERIES ALONG THE
MISSISSIPPI RIVER, IN
PARTNERSHIP WITH
GREAT RIVERS
GREENWAY.

THANK YOU TO THE
184 VOLUNTEERS
WHO JOINED US THIS
YEAR IN DEMONSTRATING
OUR COMMITMENT TO
PROTECTING OUR RIVERS
AND OCEANS FROM PLASTIC
POLLUTION.

In 2024, we increased the number of clean up events from 6 to 9 allowing us to have a greater, positive impact in our community. As a part of our commitment to water stewardship and supporting our downtown neighbors, we cleaned up the Leonor K. Sullivan north settlement on the Mississippi Greenway and added North Riverfront Park as a clean-up site, impacting the North St. Louis community along the Mississippi Greenway. Overall, in our 2024 Revamp the Riverfront series, we collected over 200 bags of trash and prevented over 3,000 pounds of plastic pollution from entering the Mighty Mississippi and eventually our oceans. For the second year in a row, we partnered with Purina and their employees to do a river clean up as part of their Purina Cares Day on May 23, 2024.



For the fourth year in a row, we held our CHALK THE WALK on June 8th in honor of World Oceans Day. One of our community partners, MSD Project Clear, joined us as Aquarium and Union Station guests participated by drawing chalk art on the Union Station sidewalks and had the opportunity to learn more about the steps you can take to conserve and protect water.



Splash Bash

BENEFITTING THE ST. LOUIS AQUARIUM FOUNDATION H₂O PROGRAM

PRESENTED BY STIFEL

Bash

2024

ON FRIDAY, NOVEMBER 8, 2024, 500 PEOPLE ATTENDED SPLASH BASH RAISING ALMOST \$350,000 FOR THE AQUARIUM FOUNDATION'S ACCESS FOR ALL PROGRAM H₂O FRIENDS, OR HELP TO OUR FRIENDS.

The Italian Riviera inspired event included living statues, a live painter, opera singer, food stations and bars, silent auction and dessert in the Aquarium. In addition, VIP's enjoyed an Italian wine tasting and cocktail experience in the "wine cellar".

Thank you to our event sponsors, including our Presenting Sponsor, Stifel, guests, silent auction donors, volunteers and Advisory Council Committee for making the evening a huge success. A very special thank you to our Co-Chairs, Laura and Jim Lally and Honorary Co-Chairs, Robert O'Loughlin and Steve O'Loughlin for their leadership and support.

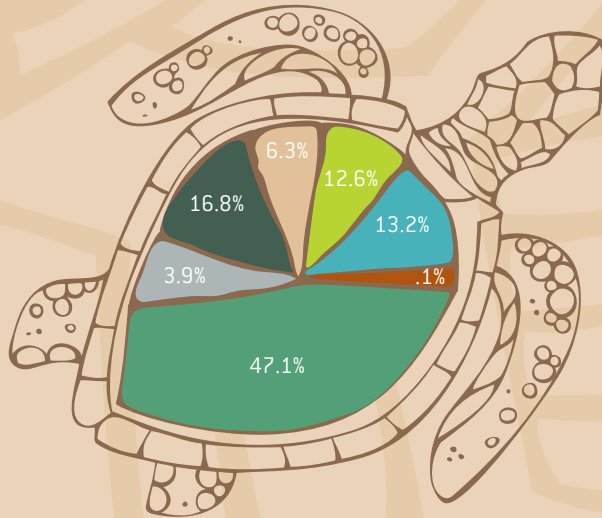


THANK YOU TO OUR EVENT SPONSORS, INCLUDING OUR PRESENTING SPONSOR, STIFEL.

BY THE Numbers

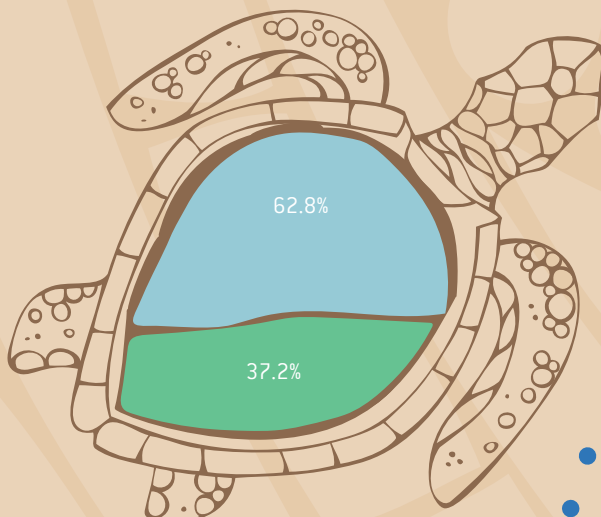
AQUARIUM FOUNDATION
FY2024 FINANCIALS

REVENUE \$ 810,218.35



- Education Programs \$102,416.90
- St. Louis Aquarium Donation \$136,285.73
- Special Events \$380,701.70
- Grants/Foundations \$31,833.27
- Individual Donors \$107,103.70
- Corporate Donors \$51,250.00
- Other \$627.05

REVENUE \$ 810,218.35



- Unrestricted
- Restricted

Thank

\$100,000-\$249,999

St. Louis Aquarium at Union Station

\$50,000-\$99,999

Mr. and Mrs. George Bauer
Nance Frost

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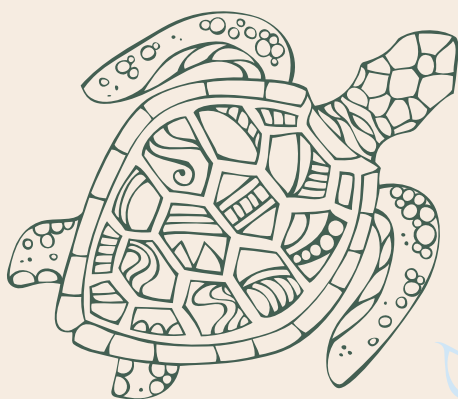
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St. Louis Aquarium Foundation
201 South 18th Street
St. Louis, MO 63103

Mission



The St. Louis Aquarium Foundation is the nonprofit partner to the St. Louis Aquarium and engages individuals through access, conservation and education programs, building powerful communities for water stewardship.

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