



**BAY AREA
GREEN TOURS**

Sustainability in Action!

ANNUAL REPORT

2019 - 2020

WHERE WE ARE NOW

Over the last 12 years, we have developed a large network of environmental leaders whom we feature in our tours. Our team and tour guides are specialized in crafting inspirational and educational tours in a wide range of environmental topics such as waste and water management, sustainable and regenerative agriculture, and food justice. Our collective knowledge combined with the expertise of those working in the field guarantees that participants gain an impactful experience. We serve the San Francisco Bay Area and have provided experiences for corporate clients, private groups, NGOs, governmental agencies, and classrooms. One of our goals is to address educational gaps in low-income and under-resourced schools.

Although the worldwide shelter in place orders have reduced pollution, our carbon footprint is still present and continues to produce global dangers and climate disasters. Due to our work in 2019 and years prior, BAGT is poised to become a catalyst that will inform a broad audience on sustainable and regenerative practices to implement for generations to come.



MISSION STATEMENT



"Our mission is to create interactive tours and experiences highlighting the sustainable economy in action, to inspire and educate youth and adults to build a more enduring and resilient future."



DIRECTOR'S STATEMENT

"My passion is educating and connecting people to the abundant "solutionaries" in Northern California's environmental epicenter as a model pathway to a more sustainable future. In 2008 I founded Bay Area Green Tours (BAGT), a 501(c)3 to provide innovative field trips, or interactive "seminars on wheels," for public, private, and educational groups interested in learning about Bay Area regenerative models through direct experiences. At the end of the day, it's gratifying to expose local people to resources in their own backyards and to introduce foreign visitors and interns from around the world to models they can replicate in their home and communities. We are constantly searching for fresh, exciting destinations.

In 2020, we faced the physical challenge of furthering our mission during a global pandemic, when our in-person tours were no longer possible. In response, we returned to destinations we have spotlighted in the past to videotape "virtual tours," allowing us to transition to virtual learning experiences. We will continue to produce virtual versions of our tours, eventually incorporating in-person tours as we move into 2021 in order to make sustainable and regenerative practices more accessible to all.



MARISSA LAMAGNA

Founder & Executive Director
Emeritus

Why We Do What We Do: THE CLIMATE CRISIS

Sea levels are rising.

Oceans are becoming warmer and more acidic.

Longer, more intense, and more frequent droughts threaten crops and agricultural productivity.

The climate crisis poses a fundamental threat to society and life as we know it.

To prevent famine, unrest, and the displacement of millions, we must urgently reduce carbon pollution and prepare for the consequences of global warming, which we are already experiencing.

We are determined to achieve local and regional sustainability and regeneration by spreading environmental education and awareness.

EDUCATION AS A SOLUTION

Those that we serve go on to educate and empower others about what they learn and cause a chain reaction. BAGT's lessons in sustainable and regenerative practice are incorporated into ever-growing communities rather than depending on a few experts.

Adults bring what they learn to their workplaces, and students use the experience to shape their futures. Interns and volunteers integrate our resources into their hometowns around the world and are able to achieve the career goals that brought them to BAGT.

Participants leave our tours with a sense of responsibility for their natural and social world and understand that they are part of an ecosystem. These impressions have a broad, mind-changing impact, providing a conceptual structure to specific recommendations.



Programs

Green Tours

In-person Field Trips

Virtual Tours

Solutionaries Speak

GREEN TOURS



Prior to the unique limitations on social interaction that arose only a couple of months into the year, we offered tours on the following topics:

Regenerative Agriculture & Local Food

We demonstrate a variety of sustainable agroecology locations dedicated to providing high-quality produce, livestock, beverages, cheese, and fabric for the local community.

Food Waste

We show how local organizations are diverting, conserving, and up-cycling food waste into new products and services to help fight climate change.

Eco Artisans

We showcase a group of makers who practice interactive and sustainable methods of production by sharing spaces, resources, tools, and machinery on a 2.5 acre industrial site that once housed an oxygen plant.

Zero Waste

We highlight the innovators and places involved in the materials economy that upcycle, recycle, replace, and reduce waste.

Sharing Economy

We help our participants to better understand the explosive growth in services that promote the sharing of cars, housing, tools, and more, enabling local businesses to thrive while promoting collaboration and building community wealth.

Planet-friendly Buildings

We explore the future of green building technology from companies that push the limits of innovation. Buildings all across the region integrate their visions of sustainability into their structures and workspaces.

FIELD TRIP PROGRAM

Bay Area Green Tours offers field trips that provide students the opportunity to meet the pioneers creating a positive future, and to taste, touch, and see **regenerative solutions in action.**

We give students of all ages the opportunity to learn about integral parts of the infrastructure of the green economy.

Locations include farms, gardens, waste and water facilities, and more.

In 2019, we coordinated with our partner schools to provide several trips each month.



"In an ideal world, every science teacher would have a magic school bus to show their students how the world works. Bay Area Green Tours is the closest thing to a magic school bus in the area." - Kate Trimlett, Teacher, Berkeley High School of Social Justice and Ecology



OUR IMPACT BY THE NUMBERS

Over the past 12 years of operation,
we have repeatedly served

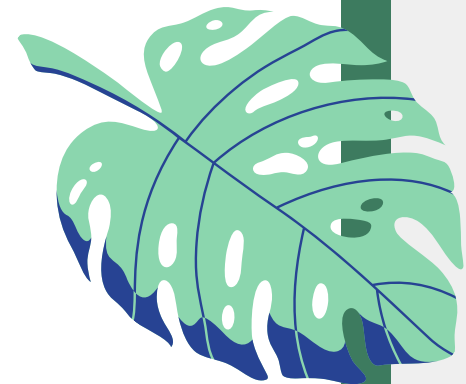
23

schools
and over

3,400

students.

In **2019**, we served over **400**
students.



Additionally, we have reached and inspired over **7,200** adult tour participants.

In 2020, we did not get the chance to take students on field trips, and we only conducted a small number of tours due to the global pandemic. However, we continue to stay in touch with our **6,000+** subscribers and hundreds of social media followers.

We hope to resume our in-person tours as soon and as safely as possible.

Students have told us that they were inspired to choose careers focused on sustainability:

“My name is Ben Johnson, I’m currently a third year architecture major here at Cal Poly San Luis Obispo, and I remember going on my first tour with Bay Area Green Tours my junior year of high school. I really like art and math, and at that point I liked sustainability and understood how it worked a little bit. And, so here I am four years later at Cal Poly learning about architecture, learning about wind tunnels and sustainability in terms of water harvesting and material conservation. A lot of that is thanks to Bay Area Green Tours.”

Teachers have reported:

- incorporating our material into exams and assignments
- increased knowledge retention

Approximately 25% of our past interns have moved on to pursue an education or a career related to *sustainability*, a rate more than **10 times higher** than the 2.4% reported by the Bureau of Labor Statistics in 2010.

"They are taking kids out who never get a chance to see the beauty of the green economy. They're showing these young people there's a future out there that can include them."

Van Jones, Environmental Advocate and CNN Host

"Bay Area Green Tours provides an insider's peek into our region's hotbed of experiments in sustainability. They'll leave you excited for the future and committed to playing a role in the revolution!"

Amy Kiser, Program Director, Ecology Center, Berkeley, CA

TESTIMONIALS

"Your tour has made a lasting impression on not just me, but my family, and my peers, as I shared my experience with them around food waste, social impact, and being more locally connected with our earth and our food. The education spirals inward and back outward!"

Fontaine Ho Schaber, LinkedIn Sales Solutions

"Bay Area Green Tours connects the sustainability dots in ways that are unique to the San Francisco Bay Area, while connecting the experience to universal sustainability principles. Bay Area natives and visitors alike enjoy a dynamic, educational and inspiring experience getting to know the enterprises that are building our green economy."

Pamela Evans, Chair Of The Board Of Directors at California Green Business Network



VIRTUAL TOUR PROGRAM

Worldwide shelter-in-place orders inspired us to convert our tours to a digital format to increase educational accessibility and vastly broaden our potential sphere of influence.

Our focus this year has been on food waste prevention and regenerative agriculture practices, but future tours will branch out to more diverse topics.

In the spring of 2020, with a volunteer team of videographers and editors **we began filming our most popular regenerative model partner ranches and farm tour stops**. Our goal was to gather material to continue to educate people on practices that create food systems resilient to fires and climate chaos. Ironically, several of the stops were damaged by a fire soon after. However, we have 3 films ready for use in virtual tours from Singing Frogs Farm, Markegard Grassfed, and Pie Ranch, and several more soon to be in production.

THIS YEAR'S FOCUS

SUSTAINABLE & REGENERATIVE AGRICULTURE



Current common industrial agricultural practices result in deforestation and soil degradation. Even though biodiverse farms are working to avoid these dangerous practices, they are still increasingly susceptible to volatile and unprecedented changes in temperature and climate.



THIS YEAR'S FOCUS

FOOD WASTE

Every year, food waste creates 3.3 billion tons of carbon.

Each American wastes about a pound of food per day.

One quarter of the world's greenhouse gas emissions are from food production, and 6% are due to food waste alone.

PLANS FOR VIRTUAL CONTENT

Phase One:

Our first project was to launch [Solutionaries Speak](#), a monthly one-hour series featuring a short video, a moderated conversation with an environmental leader, and a Q&A. We have planned out Solutionaries Speak through April 2021 and completed filming at several locations for the programming.

Topics covered will be:

Indigenous Fire Management	Soil Carbon	Biodynamic Farming
Food Justice	Latinex Community	Permaculture
Food Apartheid	No Till	Food Waste
Land Access	Farmworker Rights	Food as Medicine
Land Retribution	Composting	Grains
	Mindful Eating	

Phase Two:

We plan to return to the farms and ranches we have filmed and have the owner's children lead a tour to create a version to use for homeschooling during the pandemic and beyond. We have designated three respected organizations who are working on farm-to-school programs we would like to partner with.

Phase Three:

We are working on a business development plan to create **team building virtual experiences** and **live virtual tours**.



GOALS FOR 2021

We plan to make numerous other virtual tours featuring a variety of different farms and businesses.

We will continue the Solutionaries Speak series and highlight many more knowledgeable and innovative speakers.

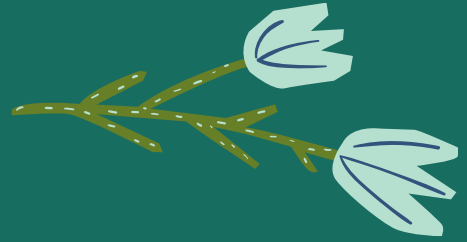
We seek to provide virtual programming, including a Food as Medicine program, to Oakland schools and students at home.

We hope to be able to begin conducting our field trips again.

We anticipate these impacts:

- Our audience will be educated about important aspects of the climate crisis and how they can easily incorporate sustainable practices into their daily routine.
- Our content will supplement classroom learning experiences, especially for youth that don't have funding or the ability to go on field trips.
- These projects will expand our reach by creating a scalable model to reach people outside the Bay Area.
- We will build a sense of community around environmental goals and efforts in and beyond the Bay Area.
- We will be able to reach a much wider audience using the virtual format, allowing us to inspire adults to live more sustainably and to help kids at home or in classrooms across the country.

MANAGEMENT TEAM



Marissa LaMagna
Founder & Executive
Director Emeritus



Jane Felice
Interim Executive Director



Anne Freiwald
Programming Director,
Solutionaries Speak Facilitator



Sarah Ellwood
Marketing Manager



Sonya Nikolich
HR & Volunteer
Management



Julie Gengo
Senior Advisor,
Communications & Partnerships

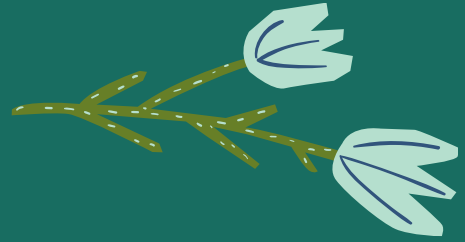


Patricia Hunting
Project Manager for Virtual
Tours, & Writer/Editor



Shivanni Maharaj
Fundraising & Development

VOLUNTEERS & INTERNS



Ashita Bhatt
SEM Specialist



Mike Cain
Strategy, Analysis, &
Writing



Lauren Henderson
Business
Development



Miles Tunac
Digital Marketing



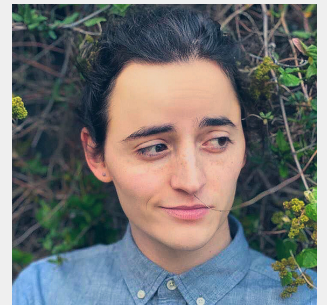
Elisabeth Gallego
Video Producer &
Editor



Maya Curry
Videographer & Video
Production Lead



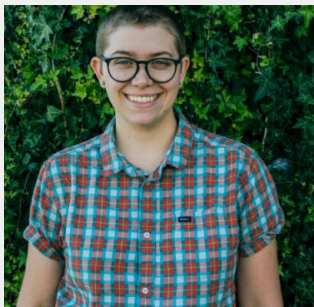
Dennis Cheng
Video Editor



Mitchell Zimmerman
Fundraising &
Development



Natalia Guevara
Digital Marketing &
Executive Assistant



Nikki Quittner
Social Media & Email
Marketing



Nicky Kirk
Social Media

BAGT is **100% volunteer-run**, with many of our volunteers and interns dedicating 20 to 30 hours per week. This means we pay **zero** salaries.

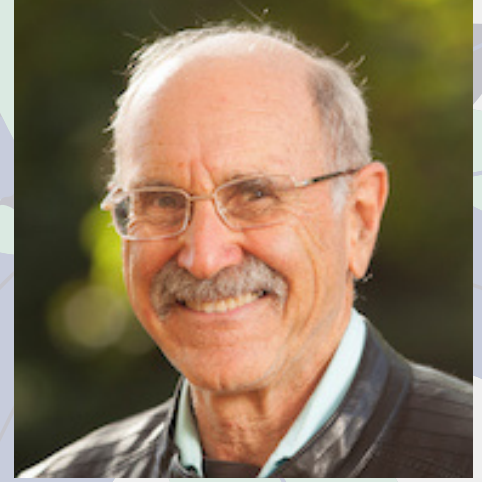
BOARD OF DIRECTORS



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Founder &
Board President



Jane Felice
Interim Executive Director,
Board Member



Robert Girling
Interim Board Treasurer



Shima Motoyama
Board Member



Kath Delaney
Board Member



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Paicines Ranch

Gil Friend

Natural Logic, CEO

Martin Bourque

Ecology Center Berkeley,

Executive Director

Sibella Kraus

SAGE, President & Founder

Pam Evans

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Raising Coach

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Shareable, Co-founder

Penny Leff

Agritourism Coordinator

Anna Bohbot

LinkedIn,
Global Food Program Manager

Amy Seidman

BFLO Corp, Inceptor

Kate Rennie

KJHS, Teacher

John Knox

Earth Island Institute,
Executive Director Emeritus

Marty DeSoto

Travel Professional

Claire Greensfelder

California I CAN,
Associate Director

Mary Lou Van Deventer

Urban Ore, Co-founder

Hannah Apricot

Abundant Earth Foundation,
Co-Founder & Executive
Director

Susan Silber

NorCal Resilience Network,
Founder & Director

Jessica Jane Robinson

Resilience Birthright,
CEO & Founder

Arno Hesse

Slow Money,
Credibles, Co-founder

Elizabeth Dougherty

Wholly H2O,
Executive Director

DONORS AND GRANTORS 2020

Thank you to over 50 individual donors who contributed over

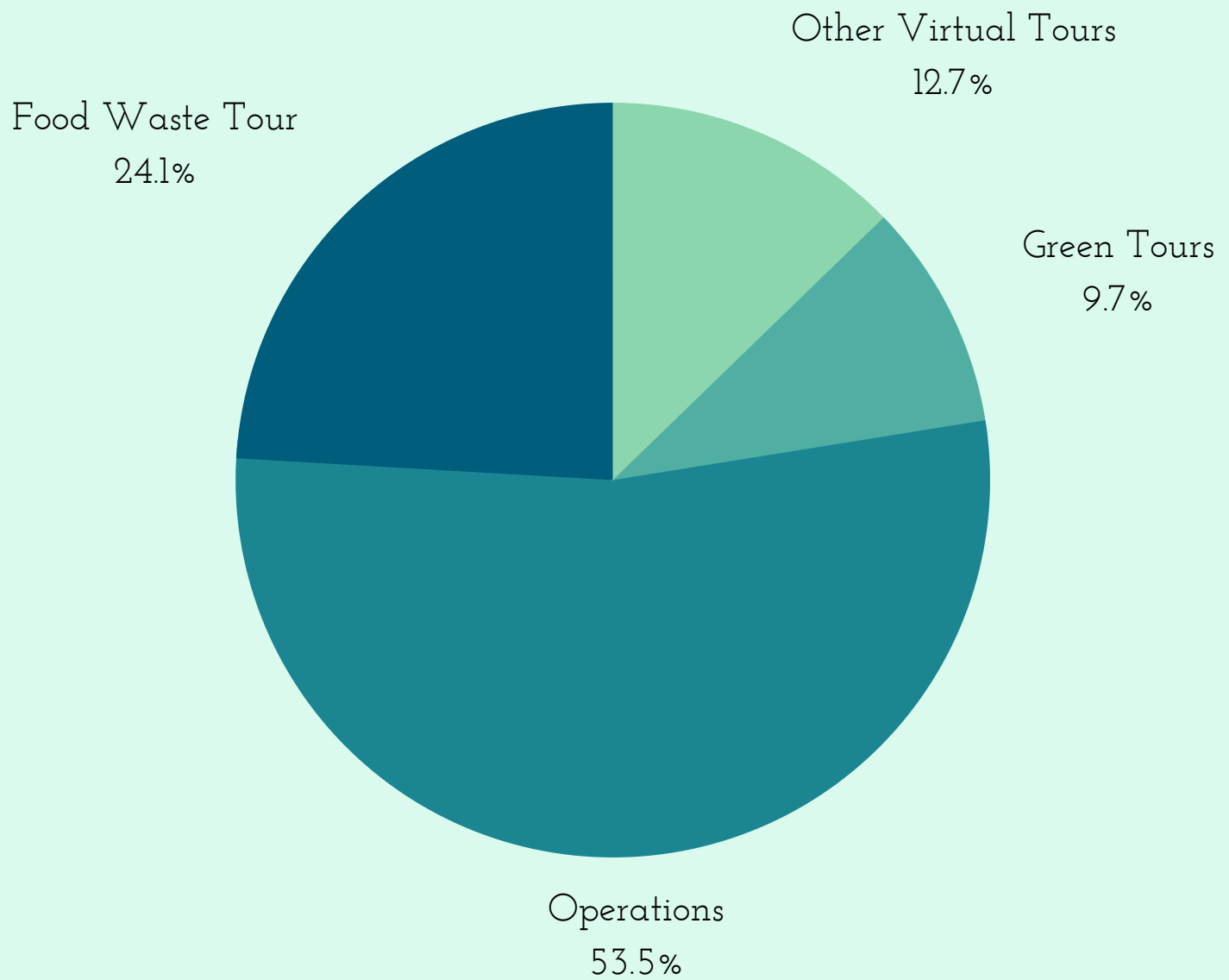
\$3,737

You help make our important work possible.

A big thanks to Stop Waste, the Silicon Valley Community Foundation, and the Golden Gate Business Association (GGBA) for contributing a combined total of over

\$16,000





2020 FINANCIALS

100% of project-based grants are used on the intended project. Operations includes rent and payroll, among other expenses, and donations from the board cover a large part of this category. In 2021, "Other Virtual Tours" will increase significantly as a portion of spending.

*Estimates based on profit/loss reports covering the months of January to October 2020.



HOW YOU CAN GET INVOLVED

Media

Follow our social media pages (Facebook, Instagram, etc.) and share our content with friends and family

Donate

Donate through our website or our Facebook page to help fund the creation of more tours

Volunteer

Volunteer or intern with us, and help us in our mission to spread environmental education

Virtual Tours

Watch and share our virtual tours once they become publicly available

CONTACT:

info@bayareagreentours.org



THANK YOU!



We extend our thanks to every person who has been a part of our organization and our mission this year. We look forward to continuing to create a sustainable future with you!

