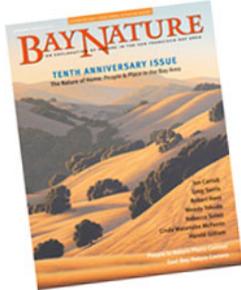


# Introducing BAY NATURE

**Bay Nature Institute** is an independent nonprofit media organization that inspires people to explore and protect the natural world of the San Francisco Bay Area through the following programs:



**Bay Nature magazine** — This award-winning quarterly is our flagship program and reaches some 23,000 readers with stories about nature and conservation in the Bay Area.

**Web and social media** — Baynature.org features the region's most comprehensive calendar of nature-related events, current nature news, and an interactive map-based Trailfinder service. With our e-newsletters,

Facebook page, Twitter feed, YouTube channel, and Pinterest, we connect with 40,000 people per month online.

**Hikes and Events** — We offer free expert-led hikes throughout the year and occasional community forums and events on timely topics.

**Local Hero Awards** — Each year, Bay Nature honors the contributions of a conservation activist, an environmental educator, and an up-and-coming young conservationist at our annual gala dinner.



Nina Zhitko, ninazhitko.com

The 2013 Awards Dinner

**Video** — Bay Nature showcases the natural diversity of the region through video shorts that appear on PBS affiliate television stations in Northern California, on YouTube, and on Baynature.org.



Scott Hein, heimphoto.com

A Bay Nature Hike

## Other Facts about Bay Nature

**Partnerships:** Bay Nature maintains active partnerships with more than 100 environmentally oriented nonprofits, public agencies, and natural history institutions in the Bay Area, including the Bay Area Open Space Council, Bay Area Ecosystem Climate Change Consortium, Golden Gate National Parks Conservancy, Marine Mammal Center, Metropolitan Transportation Commission, Point Blue, Save Mount Diablo, and the U.S. Fish and Wildlife Service.

**Budget:** With an annual budget of \$600,000 and a staff of seven, Bay Nature is a very prudent steward of funds, relying on a sustainable mix of revenues from magazine sales, advertising, grants, and charitable donations from more than 1,000 individuals.

**Awards:** Save Mount Diablo's *Mountain Star Media Award* (2011), the Bay Institute's *Carla Bard Bay Education Award* (2011), the John Muir Conservation Association's *Environmental Educator Award* (2009), *Best Editorial Supplement* by Western Publications Association (2010 and 2005), *Best Site Publication* by the National Association of Interpretation (2005), and *Best Consumer Quarterly* by the WPA (2003).

*I cannot express how enthusiastic I am about Bay Nature . . . If we can get the local population to understand even one-tenth as much about living systems as they do about operating systems, we can transform the nine-county region. — Paul Hawken*

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