


ANNUAL REPORT 2022





Molalla, one of the North American river otters in our care, builds connections with enthralled Aquarium guests every day.



YOUR SEATTLE AQUARIUM BUILDING CONNECTIONS

Everything on Earth is connected. All waters, from the Salish Sea here at home to the Coral Triangle in the faraway western Pacific. All living things, from our magnificent and critically endangered local orcas to the microscopic plankton that form the basis of the aquatic food web. And all people, of all ages, experiences, races, communities, cultures and beliefs.

With your partnership, we're recognizing, celebrating and building on these vital connections—moving forward, together, to protect and preserve the one world ocean we all depend on.

A young marine conservationist-to-be connects with a diver during one of our daily presentations.



By nurturing a love for learning and encouraging intellectual curiosity, the Seattle Aquarium empowers campers to discover new perspectives while engaging with the water and animals that surround the Pacific Northwest.

Jennifer Quedado
donor

BUILDING CONNECTIONS WITH YOUNG MINDS

Inspiring the next generation of conservationists starts with engagement, empathy, learning—and joy.

Developing empathy through imaginative play: introducing Caring Cove

Empathy is defined as the ability to understand and share the feelings of another, and research has shown that empathy for animals, particularly in children, can help spur conservation action on the animals' behalf.

Our new play space is rich with opportunities for children to practice empathy while play-acting a variety of animal care roles with plush marine animals. Designed for toddlers through children up to age 10, Caring Cove features six activity areas—a costume station, exam station, feeding/enrichment station and more—where children and families can develop and deepen those all-important connections to marine life through imaginative play and perspective-taking.

Celebrating the return of a beloved and valuable summer tradition

After a two-year hiatus, our popular marine summer camps resumed at near pre-pandemic capacity, with over 275 campers from ages 6 to 13 eagerly participating over the eight-week session. Camps focused on a variety of marine conservation topics, including microplastics pollution, plankton monitoring, ocean careers and advocacy.

Connecting with our youngest ocean advocates through songs, crafts, stories and more

In more happy news, 2022 also saw the return of one of our most treasured programs: Toddler Time resumed after a pandemic-related pause. Free with Aquarium admission, these drop-in sessions, offered on select days during the fall, winter and spring, provide a variety of learner-centered, developmentally age-appropriate, hands-on activities for tots and caregivers. We thank **PNC Bank** for their generous sponsorship.



Developing empathy through imaginative play helps build the all-important connections that can lead to conservation action.



We support the Aquarium because it provides the intersection of two of our passions: protecting the Salish Sea, and enhancing Seattle's offerings to the community.

—PK Kilty and Stoddard Lambertson, donors

BUILDING CONNECTIONS

ACROSS OUR COMMUNITY

Access, inclusion, recognition and respect: your Seattle Aquarium, for one and for all.

A program that earns its name

We're not living up to our mission if we don't reach our whole community. To increase access, our Connections program provides opportunities to experience the Aquarium to those who might otherwise encounter

barriers to engaging with us.

In 2022, over 400 organizations partnered with us to distribute 60,220 tickets for free Aquarium admission. Individuals and families served by our Connections program partners also purchased hundreds of \$25 membership vouchers—at a savings of nearly 90% over our standard rates. In another highlight, we achieved a record 18,752 free admissions through the Seattle and King County museum pass programs.

Your Aquarium, your community

Fall 2022 also saw the launch of Community Days at the Aquarium, when we celebrate diverse cultures with unique activities and

language interpretation during our daily presentations. Feedback on our Hispanic and Indigenous Community Days was very positive and set the stage for more such days in 2023.

Beyond our walls: meeting members of the public where they are

We also continued bringing our mission to the community through free programming throughout the region and online, with events like Lightning Talks and our annual Rockin' Rockfish Noon Year's Eve celebration.

In two particular highlights, the 24th season of our Beach Naturalist program saw 200 naturalists engaging in 48,000+ conversations with beachgoers on 11 Puget Sound-area shorelines. The Cedar River Salmon Journey program garnered great success as well, with 148 naturalists engaging with 17,872 people and hosting 369 community members for Spanish language walking tours. And, through our Connections program, 16 groups participated in field trips to local beaches and the Cedar River.



A young guest preparing to gently touch one of the fascinating animals in our tide pool habitat during Indigenous Community Day.



I spent 40+ years working in the fields of design/construction and this was the most impressive and awe-inspiring job site inspection I have ever been on. And that includes construction of the Space Needle!

—Bea Kumasaka, donor

BUILDING CONNECTIONS IN OUR HOMETOWN

Linking downtown with the waterfront, the new Ocean Pavilion will be an iconic landmark for our city.

The Ocean Pavilion rises into the sky

As 2022 progressed, it became clear that something exciting was happening just east of the Aquarium. Highlights included the arrival of our 250-foot crane; the pouring of 1,700 cubic feet of concrete for the foundation; the building “going vertical”; and the arrival of “the oculus,” a large window through which the general public will have

a direct view into the Ocean Pavilion’s largest habitat. We also celebrated the opening of our new, off-site Animal Care Center (pictured left), where animals will acclimate before moving into the Ocean Pavilion’s habitats.



Indigenous art shapes the Ocean Pavilion experience

The Aquarium honors our location in the traditional and contemporary territories of the Coast Salish people, who have stewarded these lands and waters since time immemorial, and our ongoing

collaboration with Coast Salish and urban Indigenous communities.

Art is just one element of this collaboration. Our expanded campus will be enriched by an installation created by glass artist Daniel Joseph Friday (Lummi); paddles crafted by Indigenous carvers in the Pacific Northwest and Indonesia; a rooftop garden representing our region’s ecosystems designed by Valerie Segrest (Muckleshoot) with sandblasted images designed by Owen Oliver (Quinault and Isleta Pueblo); and more.

Aspiring to a higher sustainability standard

The Ocean Pavilion will be the first building owned by the City of Seattle to target Living Building Challenge Petal Certification, exceeding the City’s green building requirements (LEED Gold). We’re also the first aquarium in the world to pursue this standard. The building will operate 100% fossil fuel-free and recirculate 96% of the saltwater in its habitats, saving water and energy.



The Ocean Pavilion will connect downtown with the waterfront, enriching and activating our neighborhood. Image courtesy LMN Architects.

BUILDING CONNECTIONS

LOCALLY AND GLOBALLY

All waters are one, with shared challenges and solutions here and across the ocean.

Restoring endangered species near and far

Our species recovery program works to recover populations of species that are in danger of extinction through an expansive network of partners and communities. With their help and yours, last year we achieved exciting milestones for pinto abalone (xwč'itqs in the Lushootseed language) here at home, and Indo-Pacific leopard sharks in the Coral Triangle.

New homes for pinto abalone

After receiving our first cohort of pinto abalone, we reared and cared for them until they were capable of thriving on their own. In April 2022, we released 900 pinto abalone to grow and reproduce in the waters around the San Juan Islands. In June, we received the second cohort and began the process again.



Cross-cultural conservation work must center the priorities and needs of the people in the country where the work takes place. This is essential for the ReShark initiative and for the future of all conservation work.

Dr. Erin Meyer
Vice President of Conservation Programs
& Partnerships, Seattle Aquarium

"ReSharking" the ocean

The vision behind this world-first endeavor? First, eggs from sharks in accredited aquariums are transferred to nurseries in Indonesia to hatch. Then, juveniles are released into marine-protected areas to live out their lives and replenish populations of their species. And, in 2022, the ReShark collective, a group 70+ global partners—including the Aquarium—and leaders from local Indonesian governments made great progress in making that vision a reality.

After Curator of Fish & Invertebrates Tim Carpenter helped commission the life support systems for the first shark nursery in Raja Ampat, Indonesia, our Vice President of Conservation Programs & Partnerships Dr. Erin Meyer supported the first shipment of eggs, from the SEA LiFE Sydney Aquarium, in August. The pups hatched, grew well, were released with much jubilation—including coverage by *National Geographic*—and are being monitored thanks to small tags.



Team members in front of the shark nursery in Raja Ampat, just before the release of the first Indo-Pacific leopard shark. Photo: Indo Pacific Films.

TOGETHER, WE ARE MAKING AN IMPACT

With your partnership, we made strong progress in support of our mission in 2022—strengthening our position as a global conservation leader; champion for our local waters and communities; anchor location for revitalizing our neighborhood and city; and steward of and advocate for marine life. Please enjoy the following highlights of what we achieved together.



Your support helps us share the wonders of our marine environment—from sea otters to sea stars—with our guests and larger community. Photo: Djordje Zlatanovic.

POWERING CONSERVATION EFFORTS WORLDWIDE

Sharing expertise in animal care and wellbeing

The knowledge and experience of our staff continue to benefit the animals in our care—as well as animals around the world, through our global ReShark partnerships and the 25 leadership roles we hold within the Association of Zoos and Aquariums. We also convened events such as the Northeast Pacific Shark Symposium, the largest shark community meeting in the Americas, and shared expertise through publications—including a fish medicine textbook written by Director of Animal Health Dr. Caitlin Hadfield.



Dr. Hadfield's fish medicine textbook is now required reading for zoological board exams.

Collaborating to develop a plastic alternative

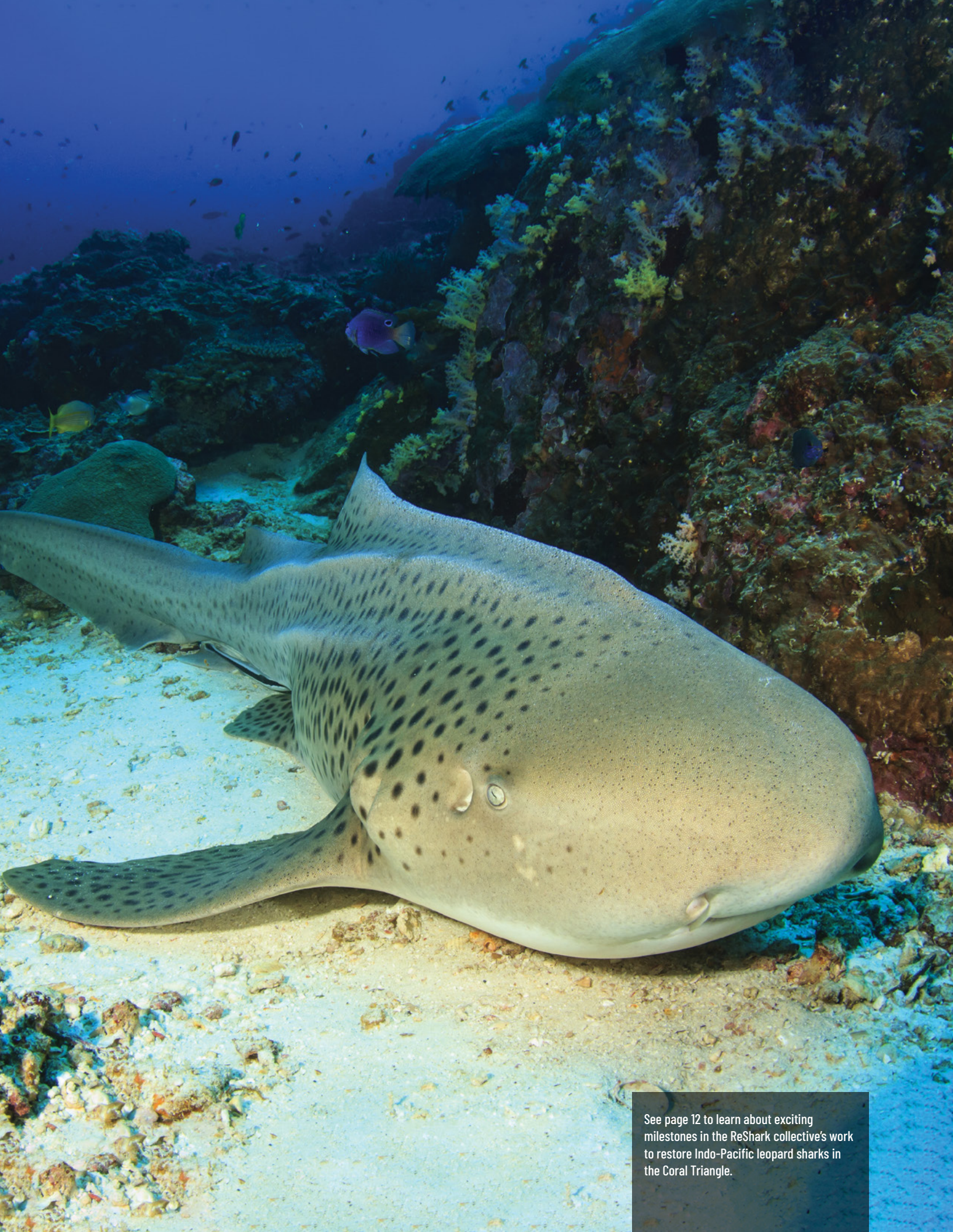
Thin-film plastics, such as the 180 billion+ plastic polybags used by the fashion industry each year, make up 46% of ocean plastic pollution. Recognizing the need for biologically degradable alternatives, fashion designer Tom Ford partnered with Lonely Whale to create the worldwide TOM FORD Plastic Innovation Prize. The Aquarium served as a testing site for materials developed by the eight finalists, later narrowed to three winners. Our team of marine plastic scientists and scientific divers conducted testing in two locations: Elliott Bay and our research lab, using first-of-its-kind modeling to approximate the materials' effect on marine mammals—specifically, gray whales—if ingested.



Testing biologically degradable alternatives to thin plastics on the back of our pier.

Working collectively to tackle climate change

THE CLIMATE PLEDGE We continued pushing forward on systemic change within and across industries in 2022, joining 23 members of the Aquarium Conservation Partnership (ACP) to sign on to the ACP Climate Commitment. We also became the first nonprofit, with over 360 businesses and organizations worldwide, to sign The Climate Pledge, committing to go beyond our current carbon-neutral operations and reach net-zero carbon emissions by 2040. Our goals, driven by our regenerative vision, go even further.



See page 12 to learn about exciting milestones in the ReShark collective's work to restore Indo-Pacific leopard sharks in the Coral Triangle.

A CHAMPION FOR LOCAL WATERS AND COMMUNITIES

Raising our voice for conservation: policy and advocacy highlights

We played a role in securing two big wins for the ocean in the 2022 state legislative session. Our team worked with the Department of Natural Resources on SB 5619 and testified in support



With your help, we're working to protect our endangered local orcas.

of the bill, which advances collaborative kelp and eelgrass conservation planning, including protecting and restoring at least 10,000 acres by 2040. We also advocated strongly for the investment of \$25 million in the Duckabush River estuary restoration project.

On the federal level, we worked to protect southern resident orcas by leading two sign-on letters to reduce impacts from large vessels on marine mammals, and provided input on the science behind vessel impacts on orcas for written testimony by Dr. Jessica Redfern of the New England Aquarium.

And, because more voices create more potential for change, we conducted policy and advocacy trainings for Aquarium volunteers—youth and adults—at sessions throughout the year.

Using state-of-the-art technology to help kelp

Kelp forests provide habitat for a multitude of species and mitigate the effects of ocean acidification by sequestering carbon from the atmosphere. But they're facing increasing challenges in many waters. Using our remotely operated vehicle, we're conducting studies along the urban waterfront in partnership with the Port of Seattle to better understand the conditions kelp forests need to thrive.



Analyzing images captured by our ROV to learn more and make a difference for kelp.



Research Scientist Dr. Zachary Randell and our remotely operated vehicle (ROV).

Increasing our focus on diversity, equity and inclusion (DEI)

We took many important steps to advance our DEI work in 2022, including implementing the strategic plan ratified by our board in June and creating a new role, senior equity initiatives program manager, filled by Karama Blackhorn (Kahosadi, Rogue River Shasta, Siletz) in July.

Senior Equity Programs Manager Karama Blackhorn (Kahosadi, Rogue River Shasta, Siletz).



In some parts of the Salish Sea, kelp forests have declined approximately 80% in the last 50 years. With your help, we're working to understand why. Photo: Eiko Jones.

AN ANCHOR LOCATION FOR REVITALIZING OUR CITY

Honoring the annual salmon return along Seattle’s waterfront



Celebrating the importance of salmon to local communities and ecosystems.

The Salmon Homecoming Celebration was launched by the Seattle Aquarium and Northwest Indian Fisheries Commission in 1992—and, over time, the gathering has grown into a multi-day event, drawing thousands of people from around the region. It’s now managed by the Salmon Homecoming Alliance, of which we’re a founding member.

We organize and host the school days portion of the event, which took place virtually in 2022 and included performances by a Suquamish song and dance group; a live, interactive class; a diver presentation from our Window on Washington Waters habitat; a video on the importance of salmon to the Suquamish Tribe from the Suquamish Museum; and more.

Welcoming youth volunteers back to the Aquarium

The Youth Ocean Advocates volunteer program happily returned to its pre-pandemic structure in January, with more than 80 teens coming to the Aquarium for floor shifts, continuing education and conservation events. We held more orientations and, all in all, 211 youth volunteers provided service in 2022.



With your support, we welcomed youth volunteers back to the Aquarium in 2022.



Evening events help introduce new audiences to our conservation mission.

Drawing new audiences to the neighborhood

Evening events, including the 120 third-party events held at the Aquarium in 2022, introduce young adults to our mission and support our conservation work. As such, we were thrilled to resume our popular After Hours events last year. All three were attended by sellout crowds, eager to explore our habitats, dance the night away and enjoy special activities. In another highlight, after going virtual in 2020, Lightning Talks returned to in-person in July with a hybrid live/streaming audience. Five experts spoke for five minutes each about the importance of kelp forests, enthralling all comers.



Adults gather around the touch pools at one of our popular After Hours evening events.

PROTECTING AND CARING FOR MARINE LIFE

New resources to support animal wellbeing



A lionfish x-ray underway in our spacious new Veterinary Care Center.

Your support in 2022 helped us complete several projects to benefit animals at the Aquarium and enhance the exceptional care they receive.

We were thrilled to open our new Veterinary Care Center in February. By year's end, dozens of animals representing 17 species—from river otters to rockfish, puffins to porcupinefish—had visited the center for routine exams and assessments. We also invested in state-of-the-art water quality equipment—and dedicated staff—to gather valuable information for our habitats.

March saw the completion of our remodeled fur seal habitat, featuring more space for the animals to come out onto dry land. Because the addition is adjacent to the habitat windows, our guests can have a closer connection to the fur seals than ever before.

We also completed renovations to the diving bird habitat, including rockwork changes that provide many new areas for these energetic birds to explore.

New marine mammals delight and inspire our guests

Harbor seals Barney and Hogan gained a new companion in February, when Casey, age 7, came to us from the Seaside Aquarium in Oregon. He was followed in March by northern fur seal Chiidax, age 9, who joined us from the New England Aquarium. Both animals settled in beautifully.



Harbor seal Casey has already acquired many fans on our social media accounts!



Field research becomes a fur seal rescue

A fur seal pup, slowly being strangled by a ring of plastic wrapped around its neck, was given a new chance at life on Washington's outer coast when a team of field researchers, including Senior Conservation Research Manager Dr. Shawn Larson and Research Scientist Dr. Veronica Padula, heard its cries of distress. After gaining permission from NOAA officials, they disentangled the pup, who quickly headed back out to sea. The rescue tale made the news.

The rescued fur seal pup, headed back toward the ocean for a new start at life.



A tufted puffin gets an exam in our Veterinary Care Center, opened with your support in 2022.



WHY I GIVE

One donor's perspective

“

The Seattle Aquarium has helped me develop a stronger personal connection to the Salish Sea. I'm moved when I learn about their crucial conservation efforts and feel inspired to see the programs succeed, which in turn motivates me to take action.

I also make frequent use of the guest passes that are included with my membership—they're the ultimate perk because they allow me to share my passion and knowledge with family and friends.

—Brandon Dilbeck, donor

YOUR SUPPORT IN ACTION

You helped us achieve great things in 2022—and lay the groundwork for exciting future progress.

Your partnership made a real difference last year: for the Aquarium, for the community, for the animals in our care and around the world, and for the ocean. With your support, we advanced existing initiatives, launched new ones and brought back beloved pre-pandemic programs. Thank you to each of our donors for affirming your commitment to our mission in 2022!

Total 2022 giving: \$2,913,948

Our gratitude goes to the 1,577 people, foundations and corporations who generously supported our mission, programs and initiatives in 2022.

SeaChange: April 2022

We were tremendously honored to feature Dr. Sylvia Earle, the legendary oceanographer and marine biologist, as the keynote speaker for the year’s signature fundraising event, which was held virtually.

Audience members were inspired by Dr. Earle’s stirring words about how our very existence depends on maintaining the health and integrity of the ocean. Our deep gratitude to the 210 donors who gave so generously, as well as the 26 board, emeritus and auxiliary board members who served as virtual table captains.

GiveBIG and Giving Tuesday: May and November 2022

Generous supporters like you came forward again during the year’s two community giving days.

Year-end giving: November and December 2022

We’re grateful for the donors who closed out 2022 by affirming their support for our mission—and helped us ring in 2023 with the wonderful news that we had surpassed our goal of \$2,375,000 in gifts.

Learn more at SeattleAquarium.org/donate.



A glimpse into the future Ocean Pavilion.

One Ocean, One Future

The Campaign for the Seattle Aquarium



Generous private and government funding allowed Ocean Pavilion construction to advance smoothly in 2022. By year-end, the campaign was at 70% to goal, with private donors giving \$57,074,773, government funders providing \$54,350,000 and \$48,575,227 needed to complete the campaign. We are grateful! For those new to the campaign, please join us for a site tour. Thank you for considering a pledge in 2023 to help take us across the finish line! Pledges can be made over five years. Visit OneOceanOneFuture.org to learn more.

2022 SUMMARY FINANCIAL INFORMATION

Assets

Cash and investments	\$20,846
Receivables and prepaid expenses	5,494
Facility expansion project costs	53,367
Right-of-use lease assets	6,028
Property, plant and equipment	10,867
Total assets	\$96,602

Liabilities and net assets

Payables and other liabilities	\$20,011
Net assets without donor restrictions	
Undesignated	21,142
Reserve for expansion operating costs	5,000
Net assets with donor restrictions	50,449
Total net assets	\$76,591
Total liabilities and net assets	\$96,602

Revenues and expenses

Unrestricted revenue

Admissions and memberships	\$18,385
Concessions and other income	2,504
Contributions, grants, special events (net)	2,853
Restricted net assets released from restrictions, for the Animal Care Center (ACC)	8,601
Restricted net assets released from restrictions, other than the ACC	2,570
Total unrestricted revenues	\$34,913

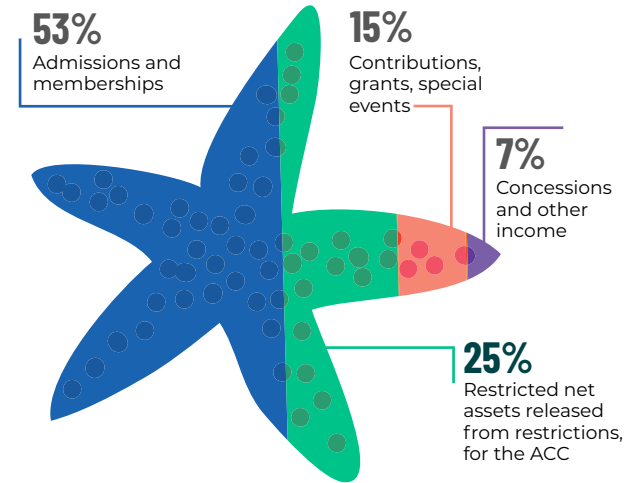
Expenses

Program expenses	\$18,756
Management and general	3,775
Fundraising	1,822
Total expenses	\$24,353
Change in unrestricted net assets	\$10,560

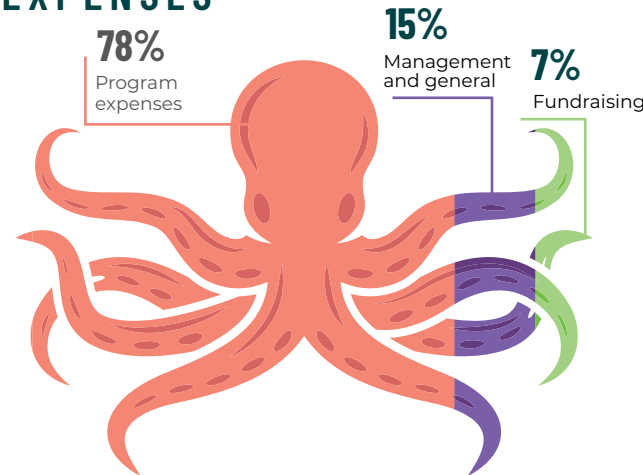
Restricted activity

Temporarily restricted revenue	\$21,383
Restricted net assets released from restrictions	(11,171)
Change in restricted net assets	\$10,212
Total change in net assets	\$20,772
Net assets, beginning of year	\$55,819
Net assets, end of year	\$76,591

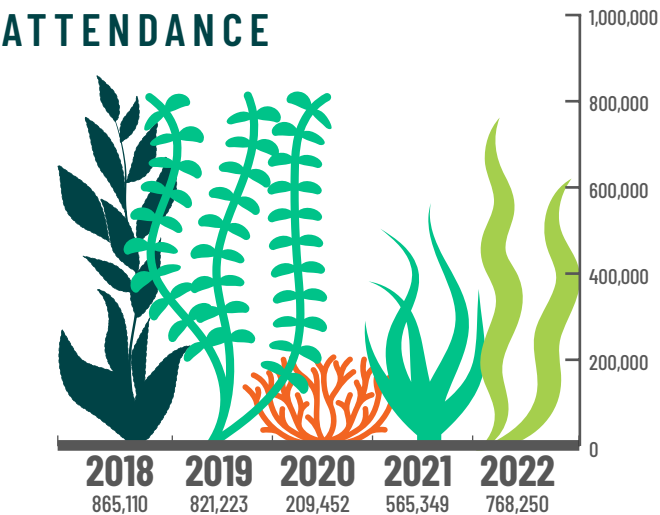
REVENUES



EXPENSES



ATTENDANCE



The statements shown above are condensed versions of our audited financial statements and do not include footnote disclosures. Complete audited financial statements are available on the Seattle Aquarium website.



THANK YOU

To our donors, members, community, volunteers and staff

Together, we are doing great things—to advance the wellbeing of the extraordinary animals in our care, to restore the health of our one world ocean, and to support our diverse community.

And together, we'll do more. Thank you for your dedication to the Seattle Aquarium and our mission of *Inspiring Conservation of Our Marine Environment*.

2022 donor recognition

Our gratitude goes to each person, foundation and corporation who gave so generously in 2022. To request a digital version of this report, in which donors are listed by name, please call us at **(206) 641-4684** or email **philanthropy@seattleaquarium.org**.

2022 volunteer recognition

We thank each and every person who supports us with their time through interpretation, animal care, diving and more. To view a list of Aquarium volunteers by name, visit **SeattleAquarium.org/adult-volunteers**.

We thank the many volunteers—in the community and at the Aquarium—who help advance our mission with their passion and expertise. Photo: Jen Strongin.

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**Ex-officio
† Past chair



Your support helps us introduce Aquarium guests to amazing animals like cuttlefish—octopus relatives that can change color in what appears to be the blink of an eye.



Donors like you—and animals like Pickle, the giant Pacific octopus—are helping to inspire conservation action every day. Thank you.

Join us: the Seattle Aquarium annual fund

Your gift of any size will make a meaningful difference for the animals in our care, our community, the Salish Sea and our one world ocean.

Learn more about how your support helps advance our conservation mission at **SeattleAquarium.org/donate**.



**SEATTLE
AQUARIUM**

*Inspiring Conservation of
Our Marine Environment*

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