



In 2018, One Hundred Miles celebrated five years of protecting, preserving, and enhancing Georgia's 100-mile coast. As we closed the chapter on our first half decade, we took the opportunity to reevaluate our impact and strategy moving forward. In December, our Board of Directors adopted a new strategic plan for 2019-2023. This plan reaffirms our vision, updates our mission and guiding principles, and sets forth a new set of goals that will steer our work over the next five years.

While the new plan came into effect in January 2019, we have organized our 2018 Annual Report according to its forward-reaching goals.

**Our Vision:** We envision a future where coastal Georgia has thriving communities, protected landscapes, and secure wildlife.

**Our Mission:** Protect and preserve Georgia's 100-mile coast through advocacy, education, and citizen engagement.

**Goal 1: Advocate at the local and state levels to accommodate population growth, address sea level rise, and grow our economy while preserving the natural and cultural resources of our coast.**

OHM's *raison d'être* is advocacy. Connecting people to action leads directly to successful policy reform and sustainable project execution. One Hundred Miles' advocacy team works at the state and local levels to advance coastal conservation goals. This includes proactive work to advance progressive solutions as well as reactive work to stop bad projects from moving forward.

Recent, notable accomplishments include:

- *Glynn County COAST:* Since 2018, we have engaged thousands of constituents in constructive civic discourse about sea level rise, land use planning, and conservation. This group of concerned citizens are now advocating that Glynn County and the City of



Brunswick adopt responsible ordinances that address issues affecting the county's quality of life. Issues include flooding, responsible development, toxic contamination, and multi-modal transportation.

- *Offshore Drilling:* After years of working with citizens and local and state leaders, our advocacy finally compelled Congressman Buddy Carter and Governor Brian Kemp to communicate to the federal government their opposition to offshore drilling off Georgia's coast.
- *Coastal Georgia Dashboard:* For the first time since 2012, OHM has secured a partnership grant for a collaboration between groups working on various aspects of coastal conservation in Georgia. The members of the Georgia Coast Collaborative are now working together on an educational dashboard that will communicate the value of our coast and the importance of protecting it.
- *Glynn Avenue Design Framework:* In 2018, we advocated for the successful passage of the Glynn Avenue Design Framework, the first ordinance dedicated to establishing a public waterfront on the Brunswick peninsula.
- *Camden County Spaceport:* Since 2015, we have worked with concerned citizens to build grassroots network of more than 1,000 Camden County residents opposed to Spaceport Camden, a project that would launch risk-prone rockets over Little Cumberland Island and the Cumberland Island National Seashore.
- *Industrial Water Use:* In 2018, we completed an analysis of the impact industrial water users on the coast are having on the quantity of water contained in the Floridan Aquifer. The study revealed that the conservation efforts of water users like Rayonier and Georgia Pacific have significantly slowed the drawdown of this important resource.



- *Ebenezer Creek in Effingham County:* In 2018, we worked with citizens in Effingham County to prevent a new turpentine plant from discharging into pristine Ebenezer Creek. We are now partnering with grassroots advocates, county officials, and researchers at the University of Georgia to establish a conservation corridor around the historic creek.

- *City of Savannah and Chatham County:* Advocacy team members in Savannah are currently

collecting information and building a network of citizens and organizational partners to develop an agenda for conservation, smart land use, and sea level rise adaptation that will be advocated for through city and county planning processes over the upcoming years.

**Goal 2: Celebrate coastal Georgia's landscapes, communities, and wildlife and the leaders who are making a difference to protect them.**

Georgia's coast is a wonder of the world, a marvel worthy of our pride and protection. Yet too often, our region is overlooked and undervalued. That's why One Hundred Miles promotes the value of coastal Georgia's people, places, and wildlife through recognition and celebration. 2018 was a landmark year for this effort.





- *WHSRN Designation:* As a member of the Georgia Shorebird Alliance, OHM lead the nomination of Georgia's barrier islands as a landscape of hemispheric importance by the Western Hemispheric Shorebird Reserve Network (WHSRN). The international WHSRN Council voted unanimously in late 2017 to designate Georgia's barrier islands the 100th WHSRN site. Last May, OHM hosted a dedication ceremony at Harris Neck National Wildlife Refuge to showcase the global significance of Georgia's coast for shorebirds. International bird experts, WHSRN Council members, Manomet biologists, and the Canada-

based Center for Environmental Cooperation (CEC) attended to celebrate the 100th site. Following the dedication ceremony, we led a boat trip along the Altamaha River Delta to witness thousands of shorebirds feeding on horseshoe crab eggs.

- *2<sup>nd</sup> Annual One Hundred Miles 100:* One of our favorite projects of the year, this annual recognition celebrates the dedicated change-makers working to make a positive difference across our coast. The members of our 2<sup>nd</sup> annual list were recognized with a ceremony following our Choosing to Lead Conference on Jekyll Island. For 2018, we selected a total of 50 honorees; in turn, these honorees each recognized one person who has influenced them in their work for the coast (collectively forming the 100 honorees of the OHM100). More than 200 people joined us to celebrate during our evening reception.

### Goal 3: Educate people of all ages to build knowledge of Georgia's 100-mile coast, develop leadership skills, and provide opportunities to take action.

We won't protect what we don't value, and we won't value what we don't experience. OHM's Education and Outreach team promotes Georgia's coast by offering meaningful experiences across Georgia's coast to participants of all ages.

Our most recent accomplishments include:

- *Naturalist 101, Nature and the Arts, and Master Birder programs:* Each month, OHM hosts an array of opportunities for visitors and residents to learn more about our coastal resources. Since 2016, we have led more than 100 educational programs, including experiences, field trips, and lectures, and have educated thousands of participants.
- *Youth Programming:* Building off of our successful Naturalist 101 and Nature and the Arts series, our youth programming teaches children about our coast through unique experiences and field trips. Our new Youth Environmental Leadership Program (YELP) is designed to help high school students build the leadership and problem-solving skills they need to lead for our coast.
- *Annual Choosing to Lead Conference:* This innovative event brings experts from all over the country who can inspire, educate, and motivate coastal enthusiasts on strategies for protecting it. Since 2017, our conference has educated nearly 1,000 participants.



#### Goal 4: Create a collaborative work environment that inspires creativity as we build an innovative non-profit organization.

The transition from a start-up organization with two staff members to an established organization with 11 team members was difficult to regulate. The types of employees needed in a start-up are not necessarily a fit for an established organization. Today, we are proud to maintain a team filled with innovative and creative leaders who are comfortable working throughout the state and initiating communication with colleagues within and outside of the organization.

- *Building Team Capacity:* The most successful advocates are nimble. However, flexibility is only possible if each activist has a comprehensive understanding of the expectations and practices required for advocacy. Since 2018, every full-time employee has received in-

depth training from the renowned Midwest Academy. This helps ensure that expectations and best practices for grassroots organizing are clearly understood and implemented organization-wide. We have also created a new



position responsible for developing OHM's advocacy strategy so that it may be implemented at both the state and local level. In addition to training, each manager works with her team to ensure personal goals for continued learning are met. In the last 18 months, staff have attended trainings covering topics such as Diversity, Equity, and Inclusion, ArcGIS, graphic design, and financial accounting.

- *Inter-staff Communication:* Communication is a challenge in every workplace. To address the challenges that come with working up and down the 100-mile coast and in Atlanta, we prioritize the planning and execution of bimonthly, in-person staff meetings. These meetings are used as an opportunity for team-building and inter-departmental collaboration. We have also invested in technology that allows for screen sharing and teleconferencing when meeting in-person is not an option.
- *Generous Benefit Package:* Our staff appreciates and benefits from the ability to balance work with life outside of the office. In 2019, we rolled out a new set of competitive policies, including parental leave, paid time off, and retirement investing that are competitive with non-profit leaders. OHM's benefits package and policy handbook help us recruit and maintain a staff of leaders who know what to expect and feel secure in their work environment so that their job may enable them to live the best life possible.

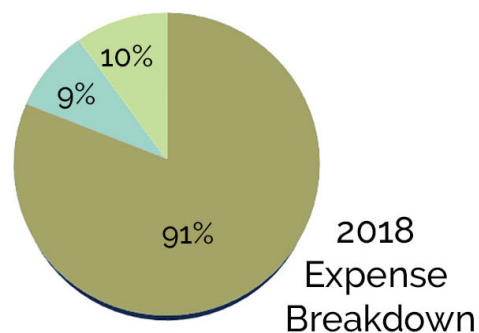
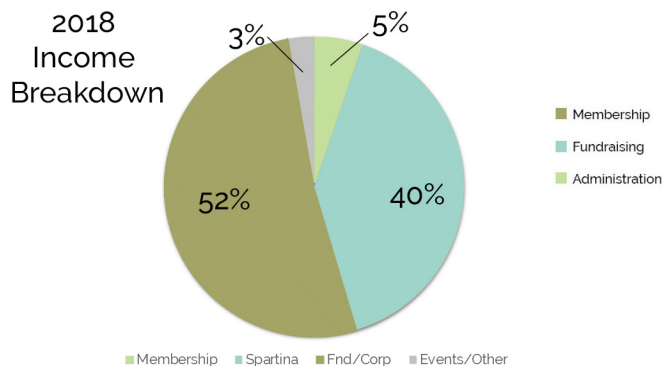
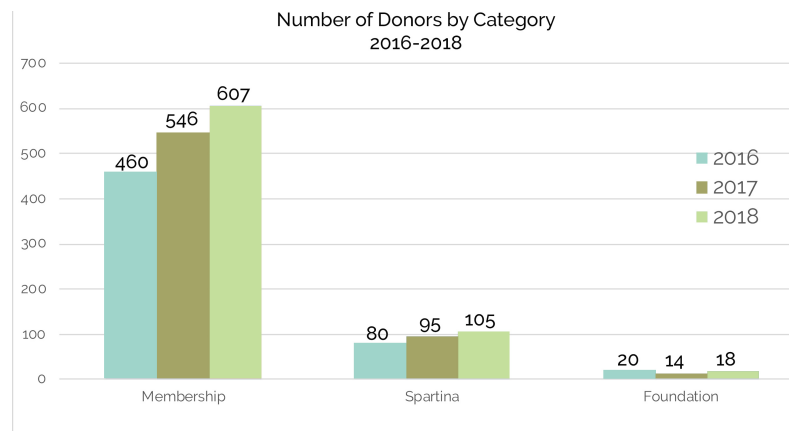
#### Goal 5: We cultivate a network of supporters who share their love of Georgia's coast with others.

The most direct path to achieving our mission is to build an organization that can remain steadfast and solid into the future. We are grateful for each and every dollar sent to support our



work. As such, we are committed to being responsible fiscal stewards of your gifts and our organization.

- *Budget and Cash Reserves:* We closed 2018 with an income of over \$1 million, which marked three years of \$1 million fundraising. Simultaneously, by actively managing our expenses to carry a surplus each year, we maintain cash reserves sufficient to cover four to six months of operations.
- *Advocacy Network:* We started 2018 with more than 8,300 online constituents (Mailchimp, Facebook, Twitter, Instagram) in our advocacy network. Today we have more than 10,000 advocates. Additionally, each staff member maintains his/her own activist lists for their own projects. These lists contain the most active advocates and volunteers in our network, and we regularly call on them to take action for our coast. Thanks to Choosing to Lead, Glynn County COAST, and many other community events, we are able to meet new people and significantly grow our reach annually.
- *Membership:* Total number of members and major supporters is one indicator of the acceptance of and support for our mission and tactics. In 2018, we grew our membership (annual donations of \$1-\$999) and Spartina support (annual donations of \$1,000 or above) by more than 31% over 2016 numbers and 11% over 2017 numbers.



Together, we can respond to the threat of sea level rise, maintain the character of our landscapes, and ensure the health of the water resources on which we all depend. Our work – and your support – is about the future of coastal Georgia.

## One Hundred Miles Donors

### January 1 - December 31, 2018

#### Spartina Society

##### Muhly Grass (\$25,000+)

Anonymous (2)  
Bobolink Foundation  
Butler Conservation Fund  
Dalio Foundation  
Jeannie Kaufmann  
Dana and Jim Manning  
Laura Richards  
R. Howard Dobbs, Jr. Foundation  
The Sapelo Foundation  
Turner Foundation

##### Yaupon Holly (\$10,000 - \$24,999)

Shearon and Taylor Glover  
Next Generation Foundation  
Patagonia Foundation  
Rosalie and Steve Sanderson

##### Sea Oxeeye Daisy (\$5,000 - \$9,999)

Anonymous (3)  
Claire and Ross Arnold  
Jenny Lynn and Waldo Bradley  
Connie and Glen Darbyshire  
Cumberland Island Conservancy  
Megan and Michael Desrosiers  
FThree Foundation  
Judy and Walter Hoyt  
Halsey Family Coastal Georgia Fund  
Donald and Marilyn Keough Foundation  
Massey Charitable Trust  
Mills Bee Lane Foundation  
Sally and Allen McDaniel  
John Sibley  
Southwire

##### Spanish Moss (\$2,499-\$4,999)

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Mary Lynn Galagher  
Carolyn Hayes  
MK Pentecost Ecology Fund  
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Karen and Clay Rolader  
Georgia Department of Natural Resources  
Nancy and David Weitnauer

##### Sawtooth Palmetto (\$1,000-\$2,499)

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