



**FRIENDS OF THE
LA RIVER**



1000
scholarship students

+800

Mayor's Season of
STEM students

1800
students from
23 schools



470 & 30
public partner
comment letters
opposing Casitas Lofts



1760
New followers and
email signups

IN A YEAR FULL OF UNCERTAINTY, ONE THING'S CERTAIN: RIVER STEWARDSHIP IS LASTING.

The support you - our donors and volunteers - show us is always appreciated, but there is something truly remarkable about your support when 2020 produced various issues needing attention and assistance from all of us. Thank you!

With your help, we pivoted quickly when a pandemic changed how we engage the community on the LA River. Our need to shift forced us to be innovative, so **we broadcasted Return to the River, a virtual series of events across four weekends**, where we heard from the Indigenous people of the watershed what the River means to their history and future. **We also held our first virtual Noche del Río**, gala where we highlighted various River stewards and BIPOC groups. When the call came from Mayor Garcetti's Season of STEM Initiative, **FoLAR's environmental educators virtually delivered our environmental education curriculum to 5th grade students in LAUSD**. While many things were new for us in 2020, some things stayed the same such as our Crack the Concrete campaign to drive 100+ acres of continuous climate-resilient open space in an enhanced ecosystem in the mid-River.

We want to THANK YOU for your continued and sustained support for FoLAR and our beloved River

We felt the pandemic's impact much like everyone else and strategically downsized to maintain the health and impact of our organization, but our passion for seeing an equitably accessible, restored LA River and inspiring future generations of environmental advocates propels us forward. When funders shifted their monetary support to much needed COVID relief efforts and social justice causes, **your support is what kept us moving forward**. With a pandemic ailing our society and the social unrest that followed, we renewed our focus on **environmental justice**, taking steps to implement our **environmental education in schools in the Black community** and join with like-minded partners to widen the proverbial table for BIPOC leadership and with those who have complementary expertise and/or work on intersectional issues. We will deepen these partnerships in 2021 - we look forward to partners joining our new and improved Annual River CleanUp while we continue digital storytelling and engagement.

Every dollar, every like, every follow, every view, every comment, every opened email allowed us to function with less staff, stay focused on restoring the LA River, pivot quickly, and be innovative and resilient. Much like the River itself. **We made it because River stewards like you made sure that we could.**

**THANK YOU FOR BELIEVING IN THE
LA RIVER AND FOR TRUSTING FOLAR
TO BE ITS VOICE.**

In 2021 we look forward to seeing you out on the River for our new and improved socially distant Annual River CleanUp! Stay tuned for future announcements.





CLEANUP 2021

You may have noticed a polluted River in 2020, but for 2021 we look forward to changing that view & seeing you out on the River for our new & improved socially distant Annual River Cleanup!



Congrats to Kat C, the winner of our Litterati challenge in partnership with Adobe. She protected our waterway by collecting over 300 pieces of litter!



Stay tuned for future announcements.



RETURN TO THE RIVER

This past October FoLAR produced over four hours of original River-themed content that explored the people and places of our watershed.

We enrolled 13 partners to appear on screen and behind the scenes - **don't miss these videos, subscribe to our YouTube channel to watch new releases.**



7900

views, & counting, of our new video series!



NATIVE NARRATIVES TONGVA TRADITIONS

As part of Return to the River, our video series featuring the people, places and wildlife of the LA River - **Native Narratives: Tongva Traditions** sees the LA River through the eyes of local indigenous representatives.



This video series has been selected as a case study by an equity training nonprofit to share nationally as an exemplar of digital inclusivity programming.



BLACK LIVES MATTER

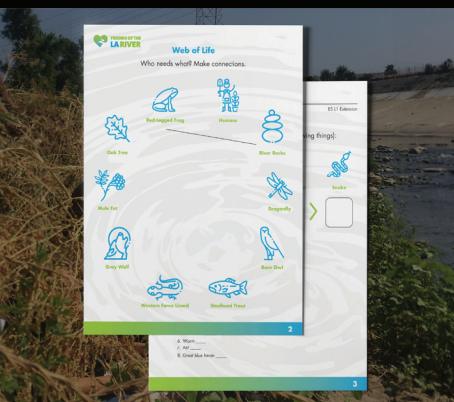
FoLAR stands in solidarity with Black Lives Matter

FOLAR STANDS IN SOLIDARITY WITH BLACK LIVES MATTER

"As an environmental advocacy organization, **we recognize racism is an existential threat to all of us.**

Without addressing racism and white supremacy we will not rise to the challenge of protecting our communities from the slow violence of climate change."

Read our full statement on the FoLAR Blog.



ONLINE EDUCATION CURRICULUM

Not only did we reach nearly **1800 students**, we've improved on online learning resources for all ages. Take a look and use our free curriculum and activities with your students or children.

FOLAR.ORG/EDU

