

BAY NATURE

IMPACT STATEMENT

Bay Nature connects the people of the Bay Area to our natural world and motivates people to solve problems with nature in mind. The importance of impact is woven tightly into everything Bay Nature does.

Bay Nature magazine has more than 6,000 subscribers and 1,000 newsstand buyers, and as our subscribers pass their issues to others, this leads to more than 15,000 print magazine readers for every issue.

Bay Nature's website traffic has grown by 20 percent every year for the last five years and has nearly doubled since 2014. We had more than one million page views in 2019. We regularly publish website-only content at baynature.org in addition to all stories published in the print magazine. We share Bay Nature stories via our weekly e-newsletter, which has more than 15,000 subscribers, and reach tens of thousands more followers via social media channels: Facebook, Twitter, and Instagram.

Bay Nature stories have been reposted by many other media organizations including KQED Science, *Grist*, *The New York Times* Roundup, Politico, and *Pacific Standard*, helping to spread Bay Nature stories to a national audience, increasing our impact.

Bay Nature inspires action

- 73% of readers take action after reading Bay Nature stories—such as volunteering for a conservation organization, becoming politically active, or going on a new hike.
- 93% of readers donate to nature/science/environmental organizations.

Bay Nature is a resource for educators

- 30% of readers are or were educators in the nature/science/environmental fields. We often receive comments about Bay Nature's usefulness in teaching. Teaching increases Bay Nature's impact to new and younger audiences.

Bay Nature helps build and celebrate the diverse environmental community of the Bay Area

- Each spring, Bay Nature gathers the Bay Area nature and conservation community for the Local Hero Awards, celebrating four amazing individuals—activists who, through their passion for the natural world, are making a difference in our precious Bay Area environment.

- Bay Nature editorial staff works closely with award-winning journalists, as well as aspiring journalists, naturalists, and scientists from diverse backgrounds to develop their skills as reporters and writers. We actively look for, develop, and publish the work of new voices in journalism and to tell the stories of diverse communities.

Bay Nature readers say it all

This [story in Summer 2019 issue] is a really well-done article. I work in this exact field (climate change impacts on CA agriculture), and Mark Schapiro has done an exemplary job talking to all the right people, asking the right questions, and reaching the right conclusions. It's fantastic to see an article on this topic that's both technically accurate and easy to read. But then, I wouldn't expect anything less from Bay Nature.

UC Davis postdoctoral researcher
Re: "A Time of Reckoning," Bay Nature Summer 2019

Bay Nature is my go-to source for understanding and connecting with our shared Bay Area natural environment, and the way we humans interact with and impact it. I've been reading the Institute's magazine since the first issue, and now I look at the website as well. There's info about local hikes and events, as well as in-depth articles on every aspect of the Bay and its inhabitants. Articles have sent me to kayak in Elkhorn Slough, to seek wildflowers on Mount Diablo, to collect acorns, to count bees in my backyard. Bay Nature delights me every time. The organization is a most precious local resource.

Nplessa via GreatNonprofits

I read Bay Nature with a highlighter. :)

Natural History Docent

*Wonderful article in @BayNature about how science can track environmental change through time—centered on the tide pools at @HopkinsMarine, right next to @MontereyAq:
<https://baynature.org/article/a-tidepool-in-time/> ... @Tessa_M_Hill @ericssimons @jbmbari @bodegamarinelab @MBNMS #climatechange*

Julie Packard, Executive Director and Vice Chair,
Monterey Bay Aquarium Board of Trustees
Re: "A Tidepool In Time"
via Twitter

In case you need a guide to better understand and appreciate nature in #NorthernCalifornia, check out these beautiful illustrations from Jane Kim and @BayNature."

Alex Padilla, California Secretary of State
Re: "Spring Almanac, An Illustrated Guide to Northern California"
via Twitter

As a newcomer to the Bay Area from Europe, I felt totally lost in a strange new environment where all the plants seemed to have waxy, oval leaves and I couldn't understand the seasons. The Bay Area Nature Institute's Bay Nature magazine has made a huge difference to me, helping me get to know and build a relationship with this beautiful area...and even find environmental volunteering opportunities. It's a gorgeous, informative, accessible magazine and I'm so grateful for it.

Laogongtutu via GreatNonprofits

Another excellent analysis of the #insectageddon hype @BayNature. There is hope: why we need to pay more attention to the insect communities around us. Great to see this conversation growing.

Internationally recognized ecologist
via Twitter

Thank you, Rachel, for capturing the subtleties of the individual concepts while getting the big picture correct. I have a renewed appreciation for journalism.

Senior Planner
Midpeninsula Regional Open Space District
Re: "Preparing a Mountaintop to Welcome Back Birds — and People"

I love your work! You continually impress me with the freshness, and yet, relevance, of your articles. I love your tone of curiosity and approachability (often I share your stuff with my kids) and optimism is really important to me too. It can be hard to find science writing that is current and provocative and yet optimistic and something that is layman accessible enough that I can share it with my kids easily.

Reader and parent

I liked this story so much I assigned it to my ecology students and wrote a homework question about it!

Educator
Re: "The Tarweed Lives Happily Ever After"
via Facebook

I have been a supporter of Bay Nature almost since its beginning. As a librarian/educator, I value it for the excellent science writing that is aimed at the layperson. As others have said, it is gorgeous and keeps me abreast of natural developments all over the bay area. Amazing magazine.

Newtnews, via GreatNonprofits