

 AQUARIUM OF THE PACIFIC
2025 IMPACT REPORT



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The Aquarium of the Pacific is pleased to share our 2025 Impact Report, highlighting a year of progress in advancing our mission to instill a sense of wonder, respect, and stewardship for the Pacific Ocean, its inhabitants, and ecosystems. Through education, conservation, and community engagement, the Aquarium welcomed more than 1.5 million guests and served over 135,000 students, creating opportunities for people of all ages to connect with the ocean and contribute to a more sustainable future.

As a nonprofit organization, this work is only made possible by the continued support of our donors, members, and partners. Your generosity enables us to expand access to its programs, advance critical conservation efforts, and strengthen our role as a trusted resource for ocean education and stewardship. Together, we are creating a lasting impact for our community and our ocean.



Making our ocean planet a better place...restoring and preserving nature, providing the best quality of life for our animals, and enriching the lives of our community. These are all the ways the Aquarium of the Pacific strives to make a lasting positive impact. The Aquarium is more than just a place to connect with marine life. We also educate and inspire and facilitate meaningful connections to each other and nature. Programs like our CELP Scholars and free admission to Title I schools, along with our robust volunteer program, provide access and build community.

In combination with these programs, it is our innovative conservation initiatives that have the potential to make the most lasting impact for all. The Aquarium is working to save and bring back species that have entirely disappeared from their former range, helping to restore ecosystem balance. We are cleaning up marine and coastal ecosystems so that animals and human communities can be healthier. We are rescuing individual animals that without our intervention would not have survived but now thrive after being reintroduced to the wild or are living a stress-free life in the sanctuary of the Aquarium if they can't be put back out into nature.

Impact is at the heart of our organization and would not be possible without our staff, Board of Directors, and generous donors and members. I am very proud to have joined the Aquarium of the Pacific as the new CEO & President and look forward to contributing to and growing even further our positive impact on this ocean planet we all depend upon.

Jeff Flocken
CEO & President





EDUCATION

Our education programs inspire curiosity, critical thinking, and a deeper connection to the ocean through hands-on experiences, in-classroom outreach, and immersive learning opportunities. By expanding access to high-quality STEM programs for students from diverse backgrounds, we empower the next generation of ocean stewards to understand their role and take action toward a more sustainable future.

FIELD TRIPS

99,223 students explored the Aquarium on field trips including 15,846 students from Title I schools who received free admission.

MOBILE OCEAN CLASSROOM

4,489 students at 31 Long Beach schools participated in hands-on scientific learning at no cost through the Mobile Ocean Classroom.

AQUARIUM ON WHEELS

16,236 students at 103 schools explored the live tidepool habitat on the Aquarium on Wheels.

CELP SCHOLARS

15 students from different Southern California colleges joined the Community, Equity, Learning, and Persistence (CELP) Scholar Program. 49% of the recipients are the first in their family to attend college, and 49% are Pell Grant recipients.



"When I joined CELP, I was expecting it to be like any other scholar program where you attend events and just go about the rest of your day. But instead, it has provided me with a community of amazing individuals who all share a similar passion as I do for the marine sciences. We all come from different backgrounds so it's great to bond over shared interests and learn from one another. It has truly been one of my greatest support systems when it comes to my career in marine science."

- Sarah Rodriguez, CELP Scholar

PAID INTERNS

20 paid interns gained invaluable professional experience alongside Aquarium experts in 8 departments.



“The UC Climate Stewards program improved both my sense of efficacy in climate resilience and my feeling of belonging in community. The program highlighted how positive impacts can be made in a variety of meaningful ways with people from so many backgrounds, not just professionals or researchers but everyday humans like myself.” - Cat Santacruz, 2025 UC Climate Stewards

UC CLIMATE STEWARDS PROGRAM

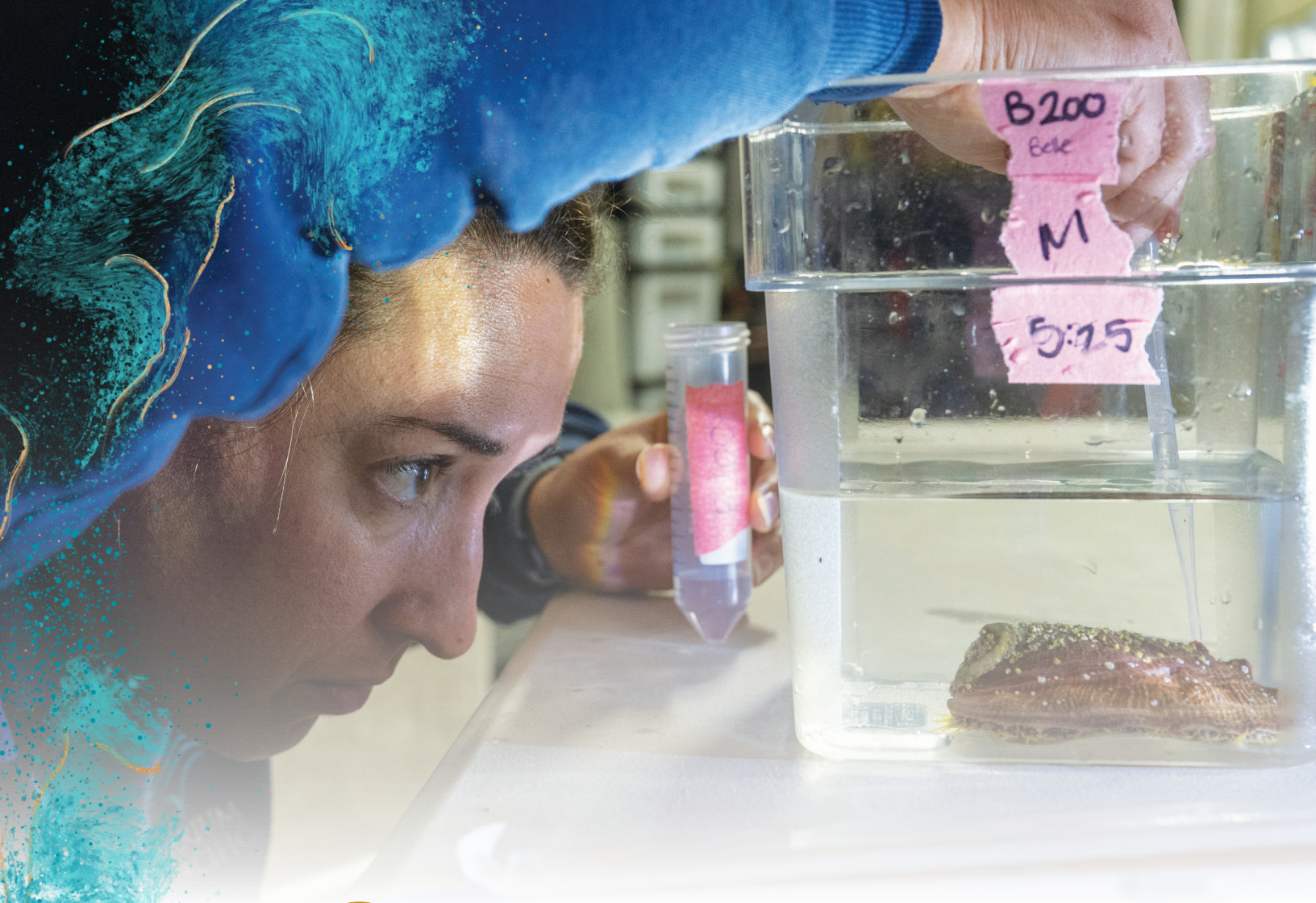
In 2025, the Aquarium of the Pacific launched the UC Climate Stewards Program in collaboration with the University of California Department of Agriculture and Natural Resources and other partners. This program brings a new model of community-based climate education to Southern California. Through a twelve-week course combining classroom learning, field experiences, and hands-on training, participants explored the impacts of climate change on local ecosystems while gaining practical skills in sustainability and community engagement.

The program empowers participants to take action by developing their own stewardship projects and working alongside Aquarium staff to create solutions that support environmental and community resilience. Made possible through full scholarships from Dr. Allen and Charlotte Ginsburg, the program expands access to climate education and supports the next generation of ocean stewards. The Aquarium of the Pacific certified 12 new Climate Stewards in our first course.

A young boy with dark skin, seen from the side, is looking into a large aquarium tank. The tank is filled with several large, silver fish, possibly Atlantic croakers, swimming in clear blue water. The boy is wearing a light blue t-shirt with a yellow graphic on the back that includes the words "JOSIAH TREE". The background is dark, and the lighting is focused on the fish and the boy.

15,846

Your support provided
15,846 students from
Title I schools with free
Aquarium admission
last year.



CONSERVATION

We are committed to protecting vulnerable ocean species, both behind the scenes and in the field. Through science-based initiatives, partnerships, and community-driven programs, the Aquarium works to address environmental challenges while supporting efforts to safeguard the ocean for future generations.

2,454 endangered White Abalone reared at the Aquarium were outplanted in 2025, bringing the total since the program began in 2019 to 19,382.

The first ever sunflower sea star went on exhibit, with **5** juvenile sunflower sea stars currently being raised behind the scenes.

We paired **7** orphaned sea otter pups with a surrogate mother as part of a partnership with the Monterey Bay Aquarium Sea Otter Surrogacy Program.

186 Mountain Yellow-Legged Frogs released back to the San Gabriel mountains and 733 are currently being raised for future release.

Aquarium divers spent **98.3** hours underwater on 149 dives for conservation projects.

3 injured sea turtles were rescued, rehabilitated, and released by the Aquarium.



"Time and again, our staff are prepared to prioritize aid for animals in their time of need, which is nothing short of inspirational." - Nate Jaros, Vice President of Animal Care



WILDLIFE RESCUE

In response to the 2025 Palisades Fire, the Aquarium of the Pacific led critical efforts to rescue endangered northern tidewater gobies from the impacted Topanga Canyon Lagoon. As ash, debris, and chemical runoff threatened one of the species' few remaining habitats, Aquarium biologists worked alongside partners to safely relocate the fish and provide expert care. Listed as endangered since 1994, tidewater gobies play a vital role in coastal ecosystems, making their protection essential to the health of local habitats.

After five months of care at the Aquarium and partner facilities, the gobies were successfully returned to the wild in the Santa Monica Mountains, supporting the recovery of one of the region's most significant populations. In recognition of this effort, the Aquarium of the Pacific was honored by the U.S. Fish and Wildlife Service for its leadership in protecting this vulnerable species. Through efforts like this, the Aquarium continues to support the recovery of vulnerable species and local ecosystems.



7

We paired 7 orphaned sea otter pups with surrogate mothers in 2025.

Photo Credit: Robin Riggs



COMMUNITY

Volunteers play a vital role in advancing our mission and strengthening our connection to the community. From long-standing volunteers to youth participants in programs like VolunTEENs, they expand access to our programs, support conservation efforts, and inspire others to protect the ocean and its inhabitants.

VOLUNTEERS

1,688 volunteers contributed **145,645** hours across **7** Aquarium departments.

EDUCATION VOLUNTEERS

HOURS **62,623**

VOLUNTEERS **625**

YOUTH STEWARDSHIP PROGRAMS

HOURS **25,427**

VOLUNTEERS **432**

DIVE VOLUNTEERS

HOURS **18,191**

VOLUNTEERS **133**

BIRDS, AMPHIBIANS, MAMMALS, AND VET

HOURS **17,167**

VOLUNTEERS **109**

AQUARIST VOLUNTEERS

HOURS **10,979**

VOLUNTEERS **83**

CONSERVATION AND COMMUNITY SCIENCE

HOURS **6,408**

VOLUNTEERS **432**



VOLUNTEERS

211 VolunTEENs and 44 Mentors contributed 19,243 hours engaging guests in marine science through interactive stations.

TEEN CLIMATE COUNCIL AND TEEN SCIENCE CAFE

70 teens participated in Teen Climate Council and **31** teens participated in Teen Science Café, contributing 4,228 hours.

14,670 people attended Teen Climate Fest, an annual conservation and sustainability event hosted by the Teen Climate Council.



"TCC and the Aquarium have shaped me into the person I am now, and I will forever carry what I have learned. Thank you to the Aquarium for giving me the opportunity to be the person I am now, I am very grateful for all the opportunities."
- 2025 Teen Climate Council Member

STUDENT ECO AMBASSADORS TRIP TO OAXACA

10 Student Eco Ambassadors traveled to Oaxaca, Mexico to support conservation efforts for olive ridley, green, and leatherback sea turtles, gaining hands-on field biology experience.

HIGH TIDE FILM FESTIVAL

96 students from **28** high schools submitted **48** films focused on marine species and habitats, ocean celebrities, and fish tales.

SEA TURTLE MONITORING

In 2008, two Aquarium of the Pacific volunteers documented the year-round presence of green sea turtles in the San Gabriel River, establishing it as the northernmost known habitat for Pacific green sea turtles (*Chelonia mydas*). This discovery launched a long-standing partnership among the Aquarium, the Los Cerritos Wetlands Authority, Tidal Influence, NOAA Fisheries, and conservation and wildlife management groups. Together, these partners established a community science program dedicated to long-term sea turtle monitoring.

In 2025, **116** volunteers spent over **2,061** hours monitoring the San Gabriel River for Pacific green sea turtles. In that time, the volunteers counted over 13,000 green sea turtle sightings.

Consistent volunteer presence on the river allowed the Aquarium to respond quickly to emerging threats and conservation needs. Between January and July 2025, two sea turtle rescues were directly initiated by sea turtle monitoring volunteers. The volunteers identified the distressed turtles, reported their concerns, and remained on site until Aquarium of the Pacific responders arrived. Both sea turtles underwent lifesaving care at the Aquarium and were later released back into the wild.



"It amazes me we have so much wildlife - from nudibranchs to grunion to sea turtles to giant whales - along our highly urbanized coast. The sea turtles inspire wonder and encouragement. The same goes for the staff and the other volunteers I get to work with." - Tamara Mason, Sea Turtle Monitoring Volunteer



EXPLORING OUR LIVING COASTLINE

The Aquarium of the Pacific debuted Our Living Coastline in summer 2025, transforming the California Terrace into an immersive outdoor experience focused on local coastal habitats. The reimagined space highlights shores, wetlands, and tidepools, introducing two new touchpools set within a lifelike rock structure designed to replicate the movement and energy of a rocky shoreline. With surging water, cascading waterfalls, and peek-through viewing windows, guests can observe and interact with species such as sea stars, sea urchins, and sea anemones while learning about their role in California's coastal ecosystems.

The exhibit also features an enhanced Shorebird Sanctuary, where a redesigned beach slope and boardwalk pathway encourage natural behaviors and provide guests with an up-close view of birds native to coastal wetlands. Educational staff engage visitors throughout the space, fostering a deeper understanding of local habitats and the importance of protecting them. By connecting guests directly to the diversity of life along the California coast, Our Living Coastline encourages a greater appreciation for these environments and the role each of us plays in their stewardship.



“We want to teach healthy respect for ecosystems. We want to relate that respect for our local tidepools and tidepools up and down the western coast of the United States.”

- Nate Jaros, Vice President of Animal Care



Photo Credit: Robin Riggs

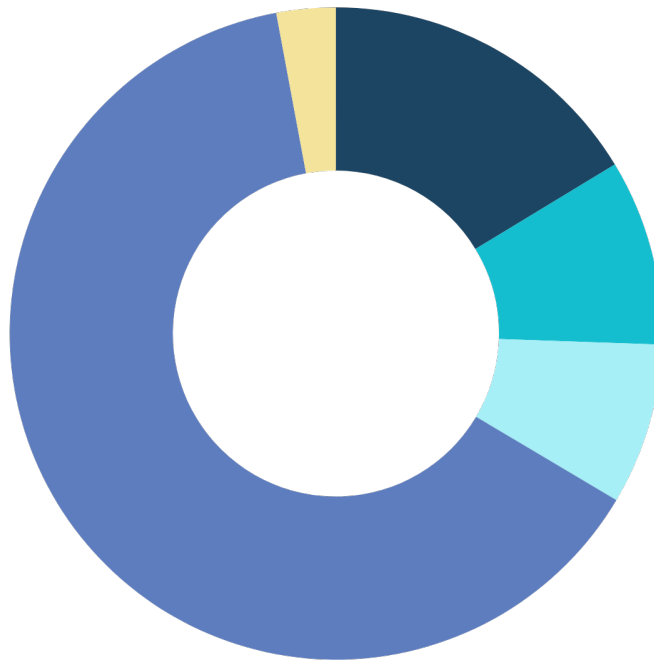


FINANCIALS

The Aquarium experienced strong revenue in attendance, membership sales, retail sales, and philanthropic giving in 2025 with resulting net activity of \$5,890,412.

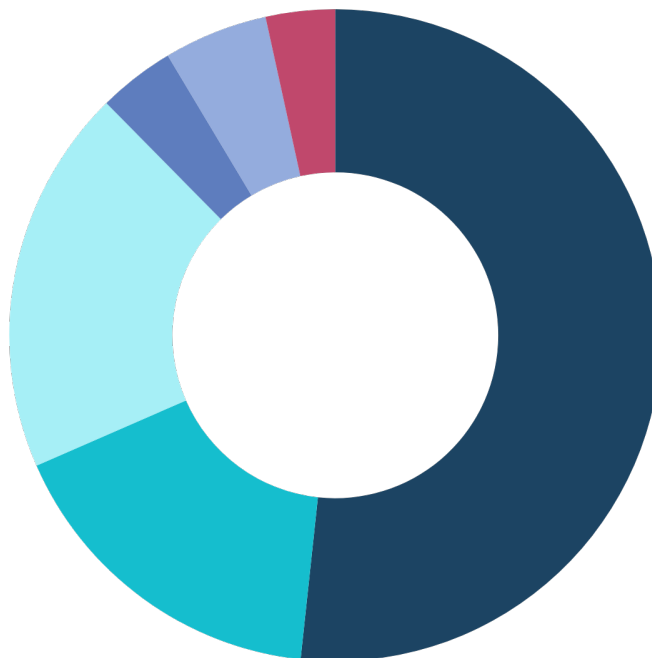


REVENUE



Earned Revenue	\$10,284,922
Membership	\$5,803,656
Fundraising	\$5,034,879
Admission	\$40,026,361
Other income	\$1,846,143
Total:	\$62,995,961

EXPENSES



Personnel	\$29,522,344
Administrative	\$9,564,928
Facility	\$10,943,450
Marketing	\$2,171,427
Program Services	\$2,942,043
Other	\$1,961,357
Total	\$57,105,549



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Thank You to all of our treasured donors who made contributions in support of the Aquarium in 2025. Our accomplishments would not have been possible without you.

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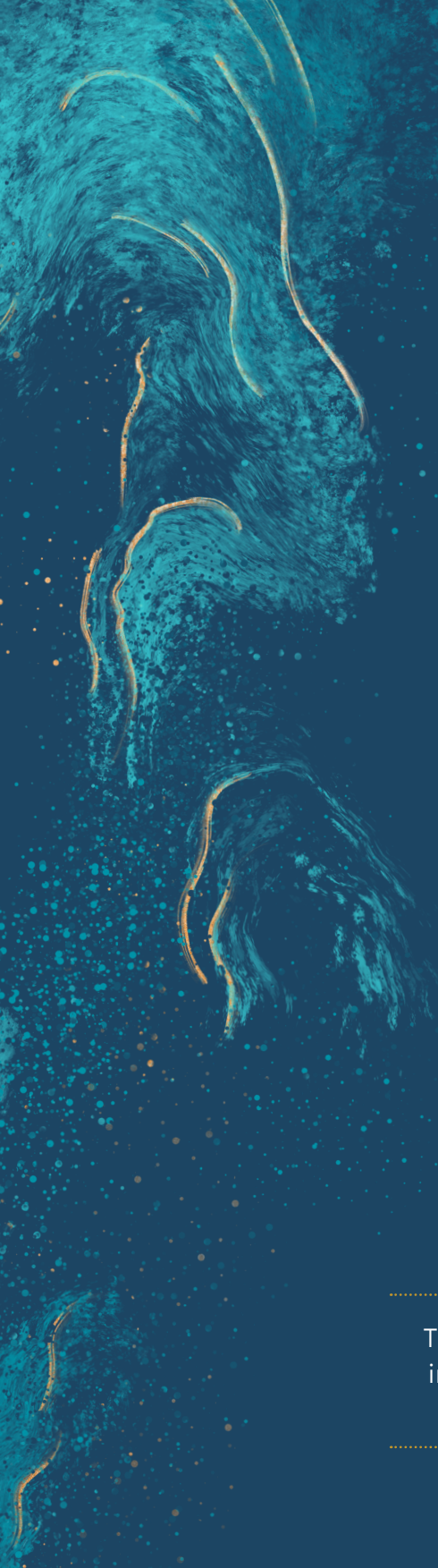
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inspiring others to find their place in science and
preserving nature for future generations.

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