

2023

ANNUAL REPORT



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Our Story

More than 38 years ago, a handful of surfers made a powerful statement by founding the Surfrider Foundation. The waves that they surfed in Malibu, California, were threatened by development and pollution. They wanted to protect what they loved, so they took action and organized a group to protest the threats to their local surf break. That spark ignited a movement that now consists of more than a million supporters, activists, and members, with over 200 volunteer-led chapters and student clubs.

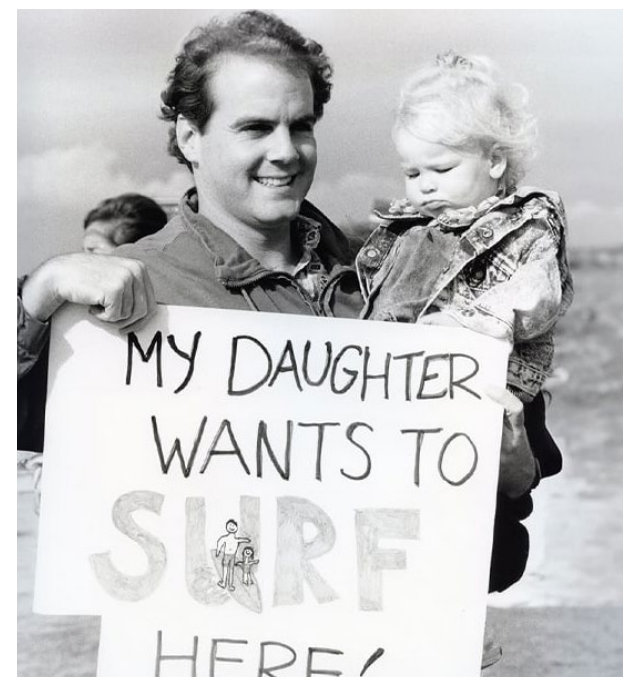
Today, the Surfrider Foundation is a powerful network of coastal defenders who share a deep passion for the ocean, waves, and beaches because we live, work, and play there. We're surfers, swimmers, divers, beachgoers, stand-up paddleboarders, and coastal recreationists. It's our love for the ocean and coasts that drives us to defend clean water and healthy beaches.

Our vision is to lead the movement for clean water and healthy beaches for all people – always. Surfrider's members and supporters, like you, empower citizens to be leaders in their communities. By bridging local knowledge with national experts in law, policy, and science, our formula for success has produced hundreds of victories that result in scalable change. We don't just play. We win.

We each have a stake in taking action to ensure the places where we surf, swim, play, and live are protected for this and future generations. The Surfrider Foundation invites all who care about the ocean, waves, and beaches, regardless of background, socioeconomic class, or geographic location, to join us as we work together to protect our coasts for the future.

Thank you for your continued support.

We each have a stake in taking action to ensure the places where we surf, swim, play, and live are protected for this and future generations.



Letter From Our CEO

Dear Friends of the Ocean,

As we reflect on 2023, I am proud to share some of the Surfrider Foundation's most impactful environmental victories and campaign successes. Our collective efforts have made a profound difference in protecting our ocean and coasts.

It is widely acknowledged that the weather extremes and ocean phenomena we faced in 2023 were fueled by climate change — from unprecedented marine heatwaves, like when the water in the Florida Keys topped 100 degrees last summer, to the massive winter storms that ravaged the California coastline. New studies have reinforced the mounting evidence that the lifecycle of plastics is not only bad for our ocean and its wildlife, but also for our bodies and climate. By 2040, greenhouse gas emissions from plastic production, use, and disposal could account for 19% of the total global carbon budget.

It has become clear that climate change is becoming the dominant threat to our coasts and ocean, and that plastic pollution is not only a pollution problem, but also a climate issue.

This year, Surfrider successfully led 30 critical policy campaigns that advanced coastal protections and clean water initiatives across the U.S. Notably, we passed landmark legislation in California to hold producers responsible for single-use plastic waste, setting a national precedent for tackling plastic pollution. This win is part of our ongoing fight against plastic waste, where our efforts removed over 1 million pounds of trash from beaches nationwide through dedicated beach cleanups.

In addition to reducing pollution, we protected more than 150 miles of coastline from overdevelopment and habitat destruction through coastal conservation campaigns, securing victories in Washington, Oregon, and Florida.

Our relentless advocacy for clean water led to the adoption of stricter water quality standards and the expansion of ocean-friendly surf zones, benefiting coastal communities and marine ecosystems alike.

The Blue Water Task Force continued its essential work, conducting over 15,000 water quality tests and empowering communities with the data needed to protect their local waters. These victories are a testament to the passion and persistence of our volunteers, members, and partners.

Read our [2023 Year in Review](#) for more information on our impact across the country, from coast to coast.

As we continue our work in 2024, we remain committed to amplifying these efforts and creating lasting change for our ocean and coasts. Thank you for being a friend of the ocean through your support of Surfrider.

For clean water and healthy beaches,



Dr. Chad Nelsen
CEO, Surfrider Foundation



Justice, Equity, Diversity, and Inclusion

OUR COMMITMENT

The Surfrider Foundation is committed to fostering a just, equitable, diverse, and inclusive organization for all people working to protect and enjoy the world's ocean, waves, and beaches. Our success and impact depend on learning from our community, standing in solidarity with our allies, and working toward a more just future — both for our organization and the environmental movement as a whole.

WHY IT IS IMPORTANT

Our ocean and coasts are public commons, and we believe that access to healthy and clean coasts and a vibrant ocean should be for the benefit of all people. But around the world too many people are excluded or not welcomed to our coasts and are disenfranchised from decisions made about the future of these shared resources. For four decades, our mission has sought the protection and enjoyment of our coasts and ocean for all people through active engagement in our democratic decision-making processes. We know we must expand

our community of coastal activists to be more inclusive of and serve nearby communities, and we recognize that we fell short in proactively welcoming and empowering everyone to be part of our organization in the past.

In addressing this reality, Surfrider seeks to infuse the principles of Environmental Justice, Equity, Diversity, and Inclusion (JEDI) into every aspect of our work. We will work to achieve environmental justice guided by a vision of a world in which all individuals, communities, and people work together toward the protection of our coastal and ocean resources as well as access to them; are active participants in the decisions that affect them; and equitably share the joy and benefits of healthy and vibrant coastal communities. With JEDI principles guiding our work, Surfrider is evolving to become a more just and powerful organization. Diversifying our network of activists and integrating their perspectives enables us to learn from the wisdom of marginalized communities, and empowers us all to better protect our environment.



OUR JEDI DEFINITIONS

Environmental Justice (EJ): In consultation and partnership with marginalized communities, consider the potential impacts of our work on advancing environmental laws, regulations, and policy outcomes for these communities. Actively seek out, listen to, support, and amplify mission-relevant issues that impact these communities, better understand our shared challenges, and collaboratively pursue solutions that provide both social and environmental justice whenever possible.

Equity: Within our network (staff, chapters, clubs, and board of directors), equity means everyone has an equal chance at an opportunity, whether in hiring, board appointments, promotion, or professional development training. Equity recognizes that each person has different circumstances, and allocates the resources and opportunities needed to reach a fair outcome.

Diversity: The Surfrider Foundation will strive to ensure individuals from a wide range of racial, ethnic, socioeconomic, and cultural backgrounds with different lifestyles, experiences, and interests are hired, contracted, and engaged as volunteers to represent the organization.

Inclusion: The Surfrider Foundation will continually work to ensure that all staff, volunteers, network members, and prospective network members feel welcome and that they belong. All of our leaders and employees will demonstrate behaviors that allow diverse perspectives, opinions, and experiences to be recognized, heard, elevated, and appreciated.

2023 JEDI PROGRESS

Our JEDI committee, comprised solely of board and staff members, continued to provide oversight and guidance to the organization on our JEDI goals. In addition, our “Equity Roundtable” discussion group, continued to meet on a regular basis to provide the broader network (chapter, clubs, and staff) an opportunity to share successes and challenges of JEDI work in the field, as well as provide input and feedback to the JEDI Committee via quarterly meetings. This group held quarterly deeper dives to hear what is happening in the network, share best practices, host guest speakers, facilitate talks, etc.

Our success and impact depend on learning from our community, standing in solidarity with our allies, and working toward a more just future — both for our organization and the environmental movement as a whole.

PRIORITY JEDI GOALS FOR 2023

GOAL 1

Increase diversity of board, staff, and volunteers.

Our Progress: We have conducted an annual survey of board and staff to measure progress. We have seen a 20% increase in the diversity of our board and a 14% increase in diversity of staff, over the last 3 years. We've seen a 36% increase in Hispanic, Latino/Latina/Latine/Latinx and 4% increase in Asian volunteers.

GOAL 2

Human Resource policies and practices to recruit and retain a diverse workforce.

Our Progress: We have updated our employee manual and hiring process to allow for experience, not just degrees. We have broadened our job posting sites and worked with diversity-focused recruiters.

GOAL 3

Ongoing education of all new staff, board, chapter, and club members on the importance of JEDI work and how it relates to the Surfrider mission.

Our Progress: We are in the process of implementing a Learning Management System that will have JEDI-specific training sessions for all new staff, board, chapter, and club members. The LMS allows for learning on different platforms, formats, and languages to accommodate most learners.

GOAL 4

Provide inclusivity training and resources to chapters + clubs and report results.

Our Progress: We hold annual training sessions at our chapter conferences and provide virtual training opportunities. We strengthened existing efforts to prioritize environmental justice, equity, diversity, inclusion, and accessibility by providing training to the Chapter and Club Network on “4 Strategies to Mitigate Implicit Bias” by our friends at Right to Be. This interactive training provided our volunteers with an understanding of how implicit biases can unintentionally show up in even our best efforts and how we begin to undo and work through them. Volunteers are now more confident in their ability to successfully recognize and overcome implicit bias in order to build safer and more inclusive communities, chapters, and clubs. We also provided Bystander Intervention training to over 250 core volunteer leaders and staff. This was designed to provide training on how to reduce instances of volunteer/workplace disrespect and harassment by giving volunteers + employees the tools they need to safely disrupt those perpetrating it. In addition, we have created an Equity Roundtable to provide our chapter, club, and staff members a safe space to share their experiences. We developed learning road maps for all future training in the service to our Why, Equity, Inclusion, and Diversity statements. This provides a visual representation of the steps and milestones in a learning journey. It outlines the skills, knowledge, and competencies that an individual and Surfrider Foundation aims to achieve and provides a timeline for how to achieve them. These will be incorporated throughout the coming years.

We are as committed to making sure our workplace and network are as welcoming to all people as we are to the protection of our ocean, waves, and beaches for future generations.

GOAL 5

Diversify creative collaboration in our marketing and communications materials.

Our Progress: Continued progress towards promoting our diverse partnerships with other organizations, user groups, and individuals. Using our platform and reach to amplify these voices and perspectives.

GOAL 6

Understand, increase, and integrate environmental justice into our campaign efforts.

Our Progress: We have updated our campaign guidance documents to ensure that environmental justice issues are considered and incorporated into our campaign planning. We continue to build relationships with other organizations to support their efforts. Staff members are encouraged to study JEDI issues and attend campaign planning strategies on their own and share insights. For instance, several staff members have attended the Effective and Equitable Coalitions seminar, as well as shared summaries of webinar findings on Basecamp for other staff to learn from and discuss.

GOAL 7

Partner with environmental justice organizations and communities to achieve common goals and initiatives.

Our Progress: Over 50% of our active legal cases include environmental justice groups (including tribes) as co-plaintiffs or are aligned with community action networks. Surfrider’s Legal Department has also updated our Litigation Handbook to incorporate best practices for aligning with EJ communities in our litigation efforts. Additionally, the organization’s Beach Access Policy has been updated to have a focus on increasing equitable access opportunities to get to and enjoy the coast.

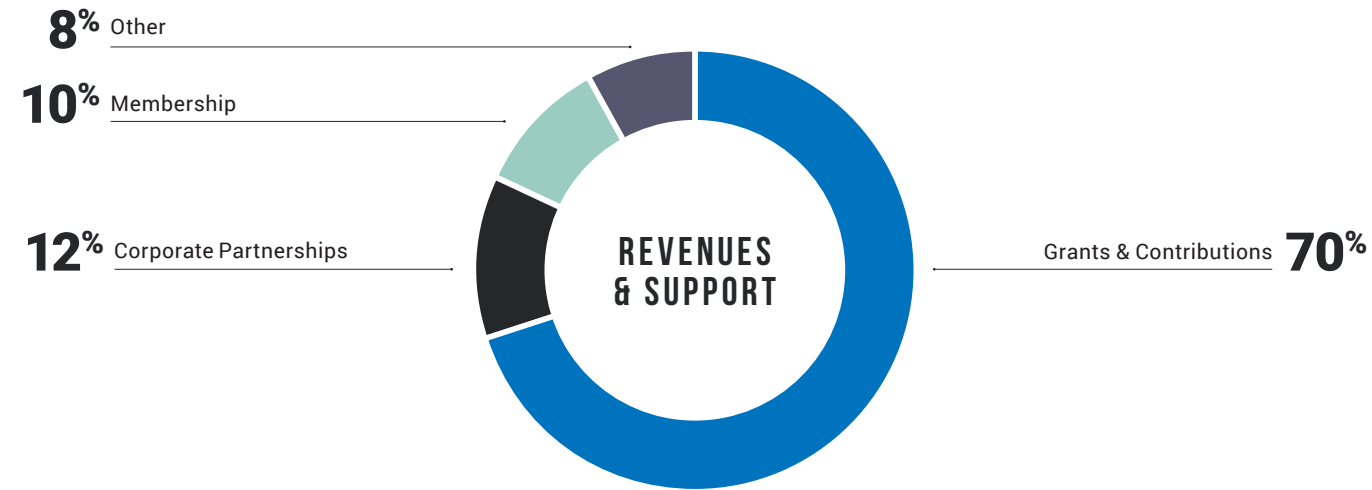
This work is not easy. These efforts will take time. We are as committed to making sure our workplace and network are as welcoming to all people as we are to the protection of our ocean, waves, and beaches for future generations. The work that we do here matters, and ensuring a seat at the table for everyone is imperative. Collectively, we can make the Surfrider Foundation a more just, equitable, diverse, and inclusive organization for all.

DEFENDING OUR OCEAN
FOR ALL TO ENJOY



Financial Activities

YEARS ENDED DECEMBER 31, 2023/2022



REVENUES & SUPPORT

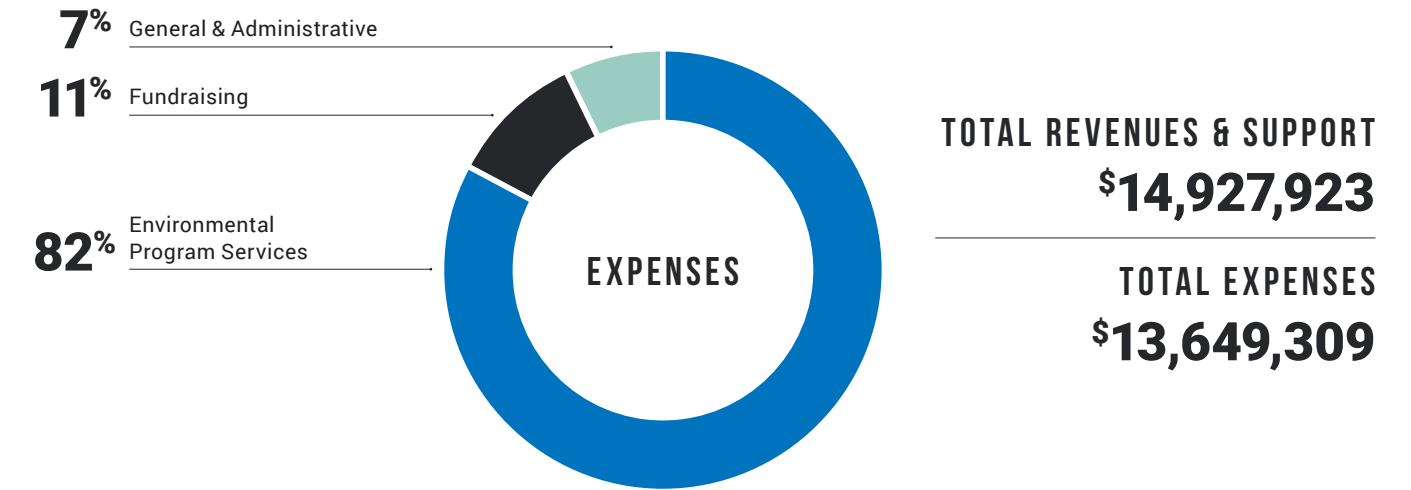
	2023	2022
Grants & Contributions	\$10,457,303	\$8,675,557
Membership	1,445,753	1,703,952
Sales, Mail Order Merchandise (net of cost of goods sold)	272,772	306,028
Corporate Partnership Revenue	1,754,004	2,320,671
Special Events (net of direct costs)	73,441	29,998
Other Income (loss)	183,552	0
Investment Income (loss)	741,098	(601,275)
Total Revenues & Support	\$14,927,923	\$12,434,931

EXPENSES

Environmental Program Services	11,243,443	9,551,009
Fundraising	1,416,789	1,149,423
General & Administrative	989,077	951,300
Total Expenses	\$13,649,309	\$11,651,732
Changes in Net Assets	1,278,614	783,199
Net Assets Beginning of Year	18,569,831	18,569,831
Net Assets End of Year	\$19,848,445	\$19,353,030

Financial Position

AS OF DECEMBER 31, 2023/2022



TOTAL REVENUES & SUPPORT
\$14,927,923

TOTAL EXPENSES
\$13,649,309

ASSETS

	2023	2022
Cash & Cash Equivalents	\$11,148,829	\$12,819,706
Investments	4,882,055	4,259,786
Accounts & Grants Receivable	4,019,855	1,816,517
Inventory	182,747	209,058
Prepaid Expenses	337,596	212,323
Property & Equip. (net of depreciation)	\$77,612	\$76,618
Operating Lease Right-Of-Use Asset	627,130	772,097
Total Assets	\$21,275,824	\$20,166,105

LIABILITIES

Accounts Payable & Accrued Liabilities	57,194	161,482
Payroll Related Liabilities	677,828	594,388
Operating Lease Liability	692,357	840,404
Total Liabilities	\$1,427,379	\$1,596,274

NET ASSETS

Without Donor Restrictions	9,999,537	11,359,605
With Donor Restrictions	9,848,908	7,210,226
Total Net Assets	\$19,848,445	\$18,569,831
Total Liabilities & Net Assets	\$21,275,824	\$20,166,105

PROTECT AND ENJOY

Our Work

Our ocean is our work, as well as our sanctuary. Some of us love to ride its waves. Others might like to just dig our feet in the sand. Our ocean regulates our climate and provides us with food and most of the air we breathe. Our ocean also possesses powers that can help us to combat climate change and protect our coastlines. Whatever the ocean means to you, protecting it is one of the most important things we can do. Unfortunately, our ocean is facing growing challenges every day.

To turn the tide before further damage is done, we must proactively protect our ocean from a range of growing threats. That is why the Surfrider Foundation, powered by a grassroots network of passion-driven activists, serves as the collective voice for our ocean and coasts. With one foot in the sand and the other in the water, the Surfrider Foundation is the only nonprofit organization with a 100% focus on protecting our ocean, waves, and beaches.



Initiatives



PLASTIC REDUCTION

Plastic pollution is suffocating the ocean and the many animals that call it home. To address the plastic pollution crisis, we seek to reduce plastic pollution at its source by holding corporate polluters accountable, working to educate the public, cleaning up litter at beaches, passing laws that reduce single-use plastic consumption, and reducing unnecessary single-use plastics in the hospitality industry through our Ocean Friendly Restaurants and Hotels programs.

surfrider.org/initiatives/plastic-pollution



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CLEAN WATER

We protect our clean water resources and prevent pollution along our coasts and waterways through water testing, community outreach, planting Ocean Friendly Gardens, and advocating for pragmatic clean water solutions to protect the health of you and your family, as well as our coastal ecosystems.

surfrider.org/initiatives/clean-water



COASTS AND CLIMATE

Our network of staff and volunteers are addressing the impacts of climate change on our coasts through nature-based solutions. We work collaboratively with community stakeholders to restore coastal ecosystems, including mangroves, wetlands, and dunes, and drive smart, long-term climate planning solutions on our coast.

surfrider.org/initiatives/coasts-climate



BEACH ACCESS

The coasts are where we live, work, play, and visit. Our beaches are the entryway to our ocean. We need access to beaches in order to enjoy these special places. We work hard to ensure that our beaches are accessible for all to enjoy through policy campaigns and legal action.

surfrider.org/initiatives/beach-access



OCEAN PROTECTION

Our ocean faces new and growing challenges from pollution, habitat loss, development, resource exploitation, and climate change. To protect the ocean, we work to stop offshore oil drilling and seabed mining, and to establish marine protected areas.

surfrider.org/initiatives/ocean-protection

Programs



BEACH CLEANUPS

Beach cleanups can reduce ocean-bound litter, raise awareness about plastic pollution, and drive practical policy solutions. The Surfrider Foundation's volunteer network conducts beach cleanups throughout the East, West, Gulf, Great Lakes, Hawaiian, and Puerto Rican coasts. Surfrider uses the data from these cleanups to contribute to an annual Beach Cleanup Report and to inform policies across the nation.

surfrider.org/pages/beach-cleanup-activist-guide



OCEAN FRIENDLY RESTAURANTS & HOTELS

Surfrider's Ocean Friendly Restaurants and Hotel programs recognize businesses that adopt sustainable operational practices to protect our ocean. Partnering with Ocean Friendly Restaurants and Hotels increases awareness, drives change in consumer behavior, and ultimately creates scalable impact across the hospitality and travel industries to reduce our plastic and water consumption footprints.

surfrider.org/programs/ocean-friendly-restaurants

surfrider.org/programs/ocean-friendly-hotels



CLIMATE ACTION PROGRAM

The goal of the Surfrider Foundation's Climate Action Program is to provide a platform to empower and support our chapters' longstanding work to restore and protect our coastlines, mitigating and adapting to climate change impacts while preserving coastal environments for future generations through nature-based solutions.

surfrider.org/programs/climate-action



OCEAN FRIENDLY GARDENS

Surfrider Foundation volunteers help local communities create Ocean Friendly Gardens, which conserve water and promote wildlife habitats with native plants — restoring soil, sponging up rainwater, filtering out pollution, storing carbon, and ultimately reducing the amount of runoff reaching our ocean.

surfrider.org/programs/ocean-friendly-gardens



BLUE WATER TASK FORCE

The Blue Water Task Force is the Surfrider Foundation's volunteer-run water testing, education, and advocacy program. Our chapters use this program to alert communities and local officials of water quality problems and to work toward solutions.

surfrider.org/blue-water-task-force



Our Impact

TOP HIGHLIGHTS



Won **41 coastal victories** at local, state, and federal levels to **protect our ocean** and coasts, for all people.



Installed more than **12,000 native plants** to restore carbon-sinking **ecosystems** that buffer our coastlines against the impacts of climate change.



Removed more than **225,700 pounds of ocean-bound trash** from our beaches and waterways through **997 cleanups** with the help of **34,700 volunteers**.



PLASTIC REDUCTION

Surfrider helped to pass 13 plastic pollution policies in nine cities across four states. This includes a Skip the Stuff bill in New York City that reduces the use of single-use plastics in food delivery and takeout orders. In Washington, we helped pass a comprehensive single-use plastic ban that requires water refill stations, bans foam-filled docks, and reduces single-use plastic body products in hotels. Our team in Oregon helped to modernize Oregon's health code to cut down on single-use plastics and more easily allow for reusable containers and refill systems in the state.

In 2023, Surfrider welcomed 210 new Ocean Friendly Restaurants (OFR), reaching a total of 540 OFRs in 28 states and Puerto Rico. The program now serves over 36 million single-use, plastic-free meals a year. Surfrider also added seven hotels to the program in California, Oregon, and Washington. In 2024, we will be launching a new Ocean Friendly Hotels Program to reduce single-use plastic waste in the hospitality industry.

Meanwhile, Surfrider volunteers continued to clean up trash and plastics from our beaches and waterways, as they have for the last 40 years. This year, more than 34,700 volunteers removed 225,700 pounds of trash through almost 1,000 cleanups across our nation's beaches. More than 163,000 cigarette butts, 17,500 straws, and 30,000 plastic bottle caps were collected. The data from these cleanups inform Surfrider's highly successful plastic pollution policy campaigns, making a lasting impact at the source, like we did in New York City, Washington, and Oregon this year – with our ultimate goal being to eliminate single-use plastics nationwide.

We also strengthened our global reach, working with our Surfrider affiliates across the world, particularly in Europe and Senegal, on the Global Plastics Treaty, on an effort that will continue in 2024 to tackle the entire life-cycle of plastic at an international scale.

CLEAN WATER

To help communities become better equipped to identify and resolve local pollution problems, Surfrider made an impact from the national to local levels. This year, Surfrider helped to achieve historic funding for the Beaches Environmental Assessment and Coastal Health Act, or BEACH Act, an EPA program that provides critical funding for coastal states, territories, and tribes to monitor their beaches and to notify the public in the event of pollution levels that could put public health at risk.

Meanwhile, Surfrider's Blue Water Task Force (BWTF) is rapidly becoming the world's most comprehensive beach water quality testing program, with more than 561 sampling sites across the country. For more than a quarter century, BWTF volunteers have been testing water quality at beaches and in coastal waterways and using their data to raise awareness of local pollution problems and advance policy solutions. In 2023, there were 57 chapter and student club-led BWTF labs that ran nearly 9,000 water quality tests in 14 states and territories.



COASTS AND CLIMATE

In 2023, Surfrider helped pass 12 local and state-level coasts and climate-related policies that improve coastal resilience along 8,915 miles of coastline in California, Hawaii, Oregon, and Washington. This includes added funding for coastal resilience projects in Washington, penalties for unauthorized shoreline structures that encroach on public lands in Hawaii, and better sea level rise planning by cities in California. Surfrider helped guide states, counties, cities, and tribes across the country to access the unprecedented federal funding made possible through the Inflation Reduction Act and Bipartisan Infrastructure Law for coastal resilience projects. Our team created a resource that is helping

to guide more than \$5 billion into critical adaptation efforts to protect ecosystems, wildlife, and communities.

Across the Surfrider network, more than 1,200 volunteers restored coastal habitats including mangroves, a blue carbon ecosystem, and coastal dunes – critical natural barriers to storm surge, waves, and sea level rise. In California, Florida, North Carolina, New Jersey, New York, Wisconsin, Delaware, Hawaii, Ohio, and Puerto Rico more than 12,000 native plants were installed across approximately 650 acres of coastline. These restoration efforts are improving the resilience of climate-vulnerable coastlines across the country, through nature-based solutions.

Across the Surfrider network, more than 1,200 volunteers restored coastal habitats including mangroves, a blue carbon ecosystem, and coastal dunes – critical natural barriers to storm surge, waves, and sea level rise.

OCEAN PROTECTION

As part of the U.S.'s commitment to protecting 30% of the world's ocean by 2030, Surfrider advanced its ambitious efforts to establish new marine protected areas and conserve our coastal waters. In Puerto Rico, Surfrider continued to steward Tres Palmas Marine Reserve, the first community-driven marine protected area on the island, through water quality monitoring, coastal restoration events, and educational outreach. Meanwhile, Surfrider continued to make progress to establish new marine reserves in Aguadilla and Vega Baja y Manati, on Puerto Rico's north coast. These reserves will protect coral reefs, habitats for an abundance of marine and coastal wildlife, and critical outdoor open spaces for local communities and visitors.

On the west coast, in California and Oregon, Surfrider worked with ocean users and state agencies to conserve more than half a million acres of coastal marine ecosystems located within the states' marine protected areas.

Surfrider's network also worked to strengthen the conservation of more than 7.1 million acres of marine habitats located within Olympic Coast and Florida Keys National Marine Sanctuaries, and Northeast Canyons and Seamounts National Monument. Our chapters and staff in Washington, the Mid-Atlantic, Northeast, and Florida helped to inform important updates to management plans that will protect more habitat, encourage the restoration of carbon-storing ecosystems, and limit take of marine resources in vulnerable areas.

In California, Surfrider worked with the Northern Chumash Tribal Council to establish the 5.4 million-acre Chumash Heritage National Marine Sanctuary. The designation will be the first tribally nominated national marine sanctuary in the U.S., preserving marine and cultural resources along 156 miles of central California's majestic coastline.

Surfrider also continued the fight to stop new oil and gas drilling off our coasts. We helped introduce eight bills in Congress to ban new drilling and our grassroots network and partners secured the smallest five-year offshore drilling plan in U.S. history. While Surfrider strongly opposes any new offshore drilling, the three approved leases in the final plan are vastly better than the 47 leases originally proposed by the Department of the Interior in 2019.

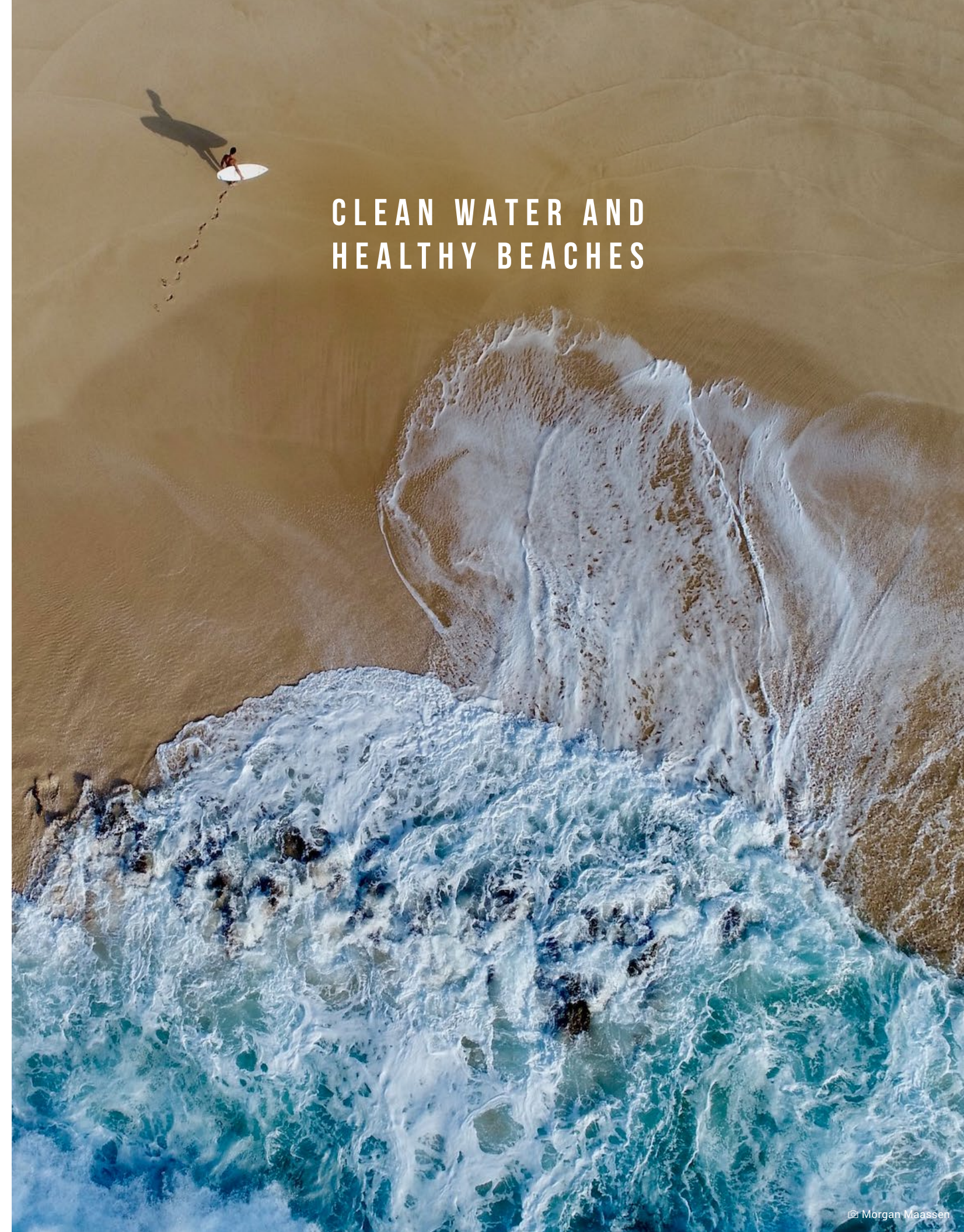


BEACH ACCESS

Fully committed to Surfrider's goal to keep our beaches accessible for all to enjoy, our network worked tirelessly to address threats posed by private property owners, developers, and sea level rise. In Texas, Surfrider's chapters successfully addressed state-level legislative efforts to undo coastal access rights enshrined in the Texas Open Beaches Act since 1959. A series of bad bills that Surfrider Texas rallied to defeat would have severely limited the public's right to access large sections of Texas beaches.

Surfrider and coalition partners filed a lawsuit against the Federal Aviation Administration to address environmental harms and threats to access associated with the SpaceX Starship/Super Heavy launch program at Boca Chica Beach in south Texas. SpaceX has applied to close State Highway 4 for up to 800 hours annually. The highway is the only public roadway connecting Brownsville and surrounding communities to Boca Chica Beach, the nearby state park land, and a National Wildlife Refuge.

In 2023, Surfrider also worked to restore permanent public access to Oregon's iconic Lighthouse Beach in Coos Bay and led successful local access campaigns in Key Largo and along Chicago's lake shoreline.



CLEAN WATER AND
HEALTHY BEACHES

Our Network

The Surfrider Foundation's network of 200 chapters and student clubs works collectively across 10 regions on hundreds of campaigns, programs, and community events annually. Our network is provided with a host of resources, including legal, financial, scientific, organizational capacity building, and governance services. In turn, the network fulfills our mission within local communities by providing opportunities to volunteer and engage in conservation campaigns, program implementation, and fundraising efforts.

Operating under the core principles of direct action organizing, our network is trained and supported by Surfrider Regional Managers and Policy Manager staff who provide expertise in community organizing, management, and ocean and coastal policy. They also help to implement chapter-led programs and campaigns at federal, regional, and local levels. To inspire and train our volunteers, we utilize a comprehensive learning program that incorporates conferences, online resources, micro-learning, effective leadership transitions, and on-the-ground support. The Surfrider Foundation plays a vital role in strengthening communities and facilitating civic engagement.

SURFRIDER LEADERSHIP

Surfrider is committed to preparing ready-now and future-ready volunteer leaders with development opportunities that transform them into capable, agile activists and chapter leaders. Our volunteer chapter leaders are respected as some of the most well-trained in our field. This is achieved by creating an immersive learning environment that is supported by regional leadership conferences, hands-on training, and virtual platforms, among a host of other cohesive and innovative approaches.

STUDENT CLUB NETWORK

In 2008, Surfrider launched our Student Club Network, providing young people with opportunities to influence environmental action through service, development, leadership, and civic engagement and organization through the collective empowerment of our chapter network. The Student Club Network sets the stage to ensure our Surfrider network grows and mentors the next generation of environmental leaders. It also provides us with the opportunity to expand our influence beyond the coastal zone. Learn more at surfrider.org/pages/student-club-network.



The Surfrider Foundation's network of 200 chapters and student clubs works collectively across 10 regions on hundreds of campaigns, programs, and community events annually.

NETWORK HIGHLIGHTS

In 2023, the Surfrider Foundation held Chapter + Club Leadership Conferences in California, Hawai'i, the Pacific Northwest, Northeast, Texas, Florida, and the Southeast + Great Lakes regions. These led to over 500 chapter and club leaders receiving training in the core principles of direct action organizing, climate change, water quality, and environmental justice, equity, diversity, and inclusion efforts. Through our new Golden Volunteer Management Platform, we recruited 48,000 volunteers exceeding our goal of 45,000. These volunteers alone donated 49,000 hours toward our mission.

We successfully achieved one of our key goals by purchasing the Absorb Learning Management Platform. Over the course of the year, we focused on developing tailored learning journeys to enhance volunteer and staff development. We conducted a series of tests with our staff team, ensuring the platform's functionality met our

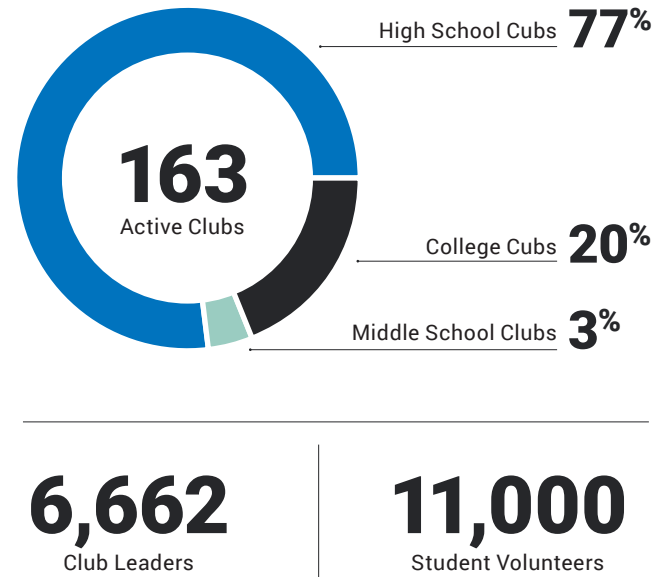
organizational needs and provided a strong foundation for future training initiatives. This milestone has significantly strengthened our internal learning capabilities and positioned us for continued growth in professional and volunteer development. We strengthened existing efforts to prioritize environmental justice, equity, diversity, inclusion, and accessibility by providing training to the chapter and club network on "4 Strategies to Mitigate Implicit Bias" by our friends at Right to Be. This interactive training provided our volunteers with an understanding of how implicit biases can unintentionally show up in even our best efforts and how we begin to undo and work through them. Volunteers are now more confident in their ability to successfully recognize and overcome implicit bias in order to build safer and more inclusive communities, chapters, and clubs. Our chapter network ended 2023 with 92% of them meeting or exceeding our operational standards leading to 35 coastal victories.



STUDENT CLUB HIGHLIGHTS

We had 163 clubs officially register to be active for the 2023-2024 school year [United States (155), Puerto Rico (5), Canada (3)]. This reflects a 13.2% increase in the growth of Surfrider student clubs from the previous school year. The club network consists of 6,662 club leaders, and we directly engaged more than 11,000 student volunteers in Surfrider events and initiatives. Of the 163 active clubs, 125 were high schools, 31 were colleges, and 7 were grandfathered in middle schools. Additionally, we had 38 club leaders attend and contribute to Surfrider conferences in Hawai'i, Mid-Atlantic, Florida, PNW, and British Columbia. This high level of interest highlights the growing demand from young people to utilize our network to build leadership skills and take direct action in service of our mission.

On average, 70% of clubs return each year, while 30% are either new or existing clubs that have been dormant for more than one school year. Given the nature of a student-led program, this turnover is to be expected and has remained relatively constant over the past six school



years. Our student clubs engage in a variety of projects and programs related to our mission, such as beach cleanups, Ocean Friendly Dining Halls, Ocean Friendly Gardens, policy initiatives, educational campaigns, art projects, and more.



State Lobby Days: Our California and Florida Surfrider Chapters & Clubs attended our state lobby days in which we had record participation with 13 students from six different clubs advocating for clean water and healthy beaches in their region.

Coastal Recreation Hill Day: We have seen a growing desire from our club leaders to learn about and engage in policy change, especially at the federal level as evidenced by growing participation in our Ocean Recreation Hill Day in Washington, D.C. In the 2023-2024 school year, although virtual, we saw the highest level of student participation, with 28 students from 21 different clubs. Hill Day is an incredibly unique opportunity for our student club leaders to build confidence in the civic engagement arena as well as develop public speaking and effective advocacy skills.

Global Plastics Treaty: To mobilize youth voices from around the United States and Puerto Rico, 54 Surfrider Student Clubs at the high school and college level mailed more than 2,000 physical postcards to the White House, calling on President Biden and the State Department to commit to a strong Global Plastics Treaty. They were mailed to the White House throughout March and April of 2024, in order to arrive in time for Earth Day and the fourth session of the Intergovernmental Negotiating Committee on Plastic Pollution (INC-4). We also had Surfrider club network staff

and one student club representative on the ground at INC-4 in Ottawa, Canada, to learn about the international negotiation process and advocate for Surfrider's priorities.

Coastal Defender Academy & Club Leadership Council: In the 2023-2024 school year, the club network received funding from the Dillon Henry Foundation to launch our newly developed Coastal Defender Academy (CDA). The CDA is a policy-focused program to guide our club leadership council through a series of leadership development and skill-building trainings, as well as provide opportunities to engage in direct action activities. The club leadership council was created in 2020 to advise Surfrider staff on how to best support future generations of ocean activists, foster stronger connections between clubs across the country, and help develop resources for the club network. This opportunity provides a platform for our most engaged leaders to develop new skills and engage in higher-level leadership opportunities within Surfrider. The CDA will equip our club leadership council with the skills and confidence that they need to effectively create policy change at their schools and in their communities at the local, state, and federal levels. The program will cover travel costs to events like Coastal Recreation Hill Day, state lobby days, and other policy-centric events, ensuring that cost isn't a barrier for students who want to engage in our policy work. In 2024-2025 we will have 14 students participating in the initial cohort of the program.

Communications

SURFRIDER WEBSITE

The Surfrider Foundation's website, surfrider.org, shares the campaigns, programs, and initiatives that our dedicated network is working on across the nation to protect clean water and healthy beaches. In addition, nearly all Surfrider chapters maintain individual websites, which host information on local issues, events, and ways to get involved. Chapter websites can be accessed directly through the Surfrider Foundation website at surfrider.org/chapters.

COASTAL BLOG

The Surfrider Foundation website hosts the Coastal Blog, which is a resource that provides updates from subject experts on Surfrider's initiatives, including plastic pollution, ocean protection, coastal preservation, beach access, and clean water, in addition to content from the legal team. It brings together a wealth of voices and information on the most current campaigns, programs, victories, and stories about Surfrider's on-the-ground, nationwide network. Find out more about our latest news at surfrider.org/coastal-blog.

ACTION NETWORK

Through Action Alerts, Surfrider mobilizes activists by email, inviting them to weigh in when it counts by sending a message or petition to key policymakers at the local, state, and national levels. A personalized letter is generated simply by replying to each email or by clicking on the website. Our Action Network does the rest, sending handcrafted email messages to elected officials, corporate leaders, and other important decision-makers. Learn more at surfrider.org/action.

SOCIAL MEDIA

The Surfrider Foundation makes the most effective use of social networks, including X (formally Twitter), Facebook, Instagram, TikTok, YouTube, and LinkedIn, by engaging with supporters and followers, posting organizational updates, answering questions, and providing resources. Surfrider's social media channels are also tools for staff and chapter leaders to amplify messaging through additional regional and chapter social media outlets. Follow [@surfrider](https://twitter.com/surfrider) for Surfrider Foundation updates.

MAKING WAVES

The Surfrider Foundation publishes a biweekly digital newsletter, *Making Waves*, which features campaign developments, chapter updates, and environmental news stories. Making Waves remains one of the Surfrider Foundation's longest-running and most effective vehicles for increasing awareness and communicating with our members on activities and achievements within the organization. Sign up at [Surfrider.org](https://surfrider.org).

BEACHAPEDIA

Beachapedia is the Surfrider Foundation's community-driven online reference tool that catalogs combined coastal science information taken from the Surfrider Foundation's activist network and environmental experts. This comprehensive resource captures relevant and timely updates related to the protection of our coasts using Wiki technology. With its constant influx of content, Beachapedia serves as a valuable source of information for the general public, media, and elected officials. Beachapedia covers a vast range of topics, from beach access and water quality testing to coastal preservation and plastic pollution. Learn more at beachapedia.org

The Surfrider Foundation has many channels to help you stay connected and get involved with our work.



THE OCEAN NEEDS
MORE FRIENDS

Giving Options

CURRENT GIFTS

Cash: A gift of cash is the simplest and most popular gift to the Surfrider Foundation. It provides immediate support for our mission-related work and gives the donor a charitable income tax deduction in the year of the gift.

Securities: Gifts of appreciated securities are an excellent vehicle for giving to Surfrider. If you have appreciated securities that you have owned for more than one year, you may want to consider using such an asset to make charitable gifts. When a gift of long-term appreciated securities (securities held for more than a year) is made directly to Surfrider, there is no tax on your capital gains, even though the gain is counted as part of your charitable deduction. To receive the greatest tax benefit, gifts of appreciated securities should be made directly to Surfrider, rather than selling them first and making a donation of the proceeds (you would then have to pay tax on the gains).

If your gift of appreciated stock, combined with other gifts, exceeds 30% of your adjusted gross income — the maximum deduction allowed for most appreciated securities gifts — the excess might be carried forward for five additional years. The value of the gift is based on the date the transfer of shares is complete.

FUTURE GIFTS

In addition to these current gifts, individuals may make contributions to the Surfrider Foundation through one or more of the following planned giving opportunities.

Maximizing your gift and participating in planned giving are wonderful strategic ways to leave the legacy of a healthy ocean environment and help secure the work of the Surfrider Foundation into the future. The Legacy Circle recognizes and honors those who have included the Surfrider Foundation in their financial plans. They have done so by naming Surfrider as a beneficiary of wills, living trusts, IRAs, life insurance, and other life-income gifts or have made an outright gift to the Surfrider Foundation Endowment Fund.

If you qualify for membership in the Legacy Circle or would like to learn more about becoming a member, please contact the Surfrider Foundation's Director of Development. We would be happy to show the potential benefits to you and/or your heirs of a planned gift supporting our efforts. Such a consultation creates absolutely no obligation on your part and all information is completely confidential.

Bequests: You can establish a legacy that will reflect your commitment to the coastal environment by including the Surfrider Foundation in your will or living trust. Bequests to Surfrider are generally exempt from federal or state inheritance taxes, and subject to an unlimited deduction. Please consult with your financial and tax advisors in selecting a program or specific target for such a bequest.

Individual Retirement Account (IRA): Naming the Surfrider Foundation as a beneficiary of your IRA is a very tax-efficient way to make a charitable gift. In fact, retirement plans and IRAs should be the first asset considered in planned giving. This is because retirement funds have never been taxed.

So, when you make a withdrawal from your IRA or retirement plan you must pay taxes on it as ordinary income. At your death, whatever remains in these plans does not escape taxes and is actually subject to both income tax and estate tax. In the highest estate tax bracket this could reduce the value of your retirement funds by 70 percent or more! Making a gift via your IRA or retirement plan is simple to do and can be changed if your financial or estate plans change.

In addition to gifts, there are a variety of other ways to make a lasting contribution to ensure that our ocean, waves, and beaches are protected for future generations.



WORKPLACE GIVING

The Surfrider Foundation is a member of EarthShare, a nationwide network of the most respected environmental and conservation organizations. EarthShare partners with employees and employers across the country to support hundreds of environmental groups through efficient and effective payroll deduction giving and offers a simple way to care for the environment.

Workplace giving is probably the easiest way to make a charitable gift. If your company offers an EarthShare workplace giving program, you can choose an amount that you wish to have deducted from your paycheck each pay period. These payroll deductions are fully tax deductible and take place automatically.

Through EarthShare's workplace giving programs, you can elect to contribute only to the Surfrider Foundation or you can donate to all of the environmental and conservation charities you normally support by designating them in your EarthShare gift. Federal employees and military personnel can get involved too. Each year, the U.S. government offers its employees the chance to participate in the Combined Federal Campaign (CFC). Surfrider's CFC code is 10642. EarthShare is a part of many state and municipal government agencies' giving programs as well.

If EarthShare is not offered in your campaign, or if there is no campaign at your workplace, you can help us introduce the program to your employer.

EMPLOYER MATCHING CONTRIBUTIONS

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some corporations set aside millions of dollars for matching gifts each year and only a small portion of the funds are ever used. Most companies match dollar for dollar, and some will even double or triple match your gift. To find out if your company offers gift matching, please contact your human resources department.

TRIBUTES & MEMORIALS

Honor someone's accomplishment or memory, celebrate a friend's birthday, or recognize an individual's achievement with a tribute or memorial to the Surfrider Foundation. Tribute or memorial acknowledgment cards are sent directly to the recipient to recognize your gift in their honor. You receive a letter for tax purposes and honor a friend while supporting Surfrider at the same time.

DILLON HENRY MEMORIAL ENDOWED FUND DONORS

Created in 2007 by Harriet Zaretsky and Stephen Henry, the Dillon Henry Memorial Internship was created to honor their son Dillon's memory, recognize his commitment to the ocean and coastal environment, and to help young people to pursue a career in coastal and marine conservation. The endowment provides funds on an annual basis for two interns working with Surfrider Foundation's Environmental and/or Legal Departments. The Henry Family welcomes additional donations to the fund. For more information, please visit dillonslist.org.

Our Partners

We would like to thank our partners for their support.



TOGETHER WE CAN
PROTECT OUR COASTS



Donors

On behalf of the world's ocean, waves and beaches, the Surfrider Foundation would like to thank the following individuals, foundations, and corporations for their generous support received between January and December of 2023.

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Amadea Bailey	Ned Henry	Christian Frank	Gregoire Tessandier	Nick Stannard	Jennifer Greenberg	Steven Denys Curry	Belinda Mitchell
Ame Mason	Clark Savage	Christina Pappas	Marissa Van Sant	Steffen McKernan	Jennifer Hart Wood	Susan Snyder	Beth McConaughy
Andrew Beaton	John King	Darrin Moret	Wendy Lindley	Vrenae Sutphin	Jesse Ruegg	Ted Carlson	Bill Wagner
Anthony Barylski	Megan Murai	Doug Ehlen	William Hanes	Dave Tight	Joanna Raczkiewicz	Tom Hornaday	Bradley Hill
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Denise Erkeneff	Scott Stipe	Gina Filipelli	Erin Foote	Mark West	John Martino	Tyler Korba	Brett Kelts
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James Cutri	Brad Hochberg	Grey Dixon	Lindsay Hallett	Alexandra King	Jon and Cookie Miller	Adam Clammer	Bruce Proctor
Jennifer Painter	Chris Diskin	James Dougherty	Wesley Monillas	Andrea Dudek	Josh Thigpen	AJ And Phoebe Bocchino and Washburn	Brunswick School, Inc.
Lonnie Schwirtlich	Chris Sears	James Royer	Dustin Williams	Angus Taggart	Kathryn Goulding	Glenn Glasser	Carrington Barrs
Richard Dunn Family Foundation	Frederick Last	Jeremy Brydon	Tanya Wendling	Anneliese Kristedja	Leslie Wilson	Lexy Lurie	Catherine Larion
Richard Erkeneff	Frederick and Heather Sutor	John Sindelar	Sarah Alvarado Meissner	Ben Pomeroy	Lisa Forward	Marcella Mee	Cathy West
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Wade Sunada	Elizabeth Weiss	Kathleen Simmons	Robin Flounlacker	Careton Sage	Magdalen Sangiolo	Adriana Santo Tomas	Chris Pyle
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Stacey Kotler	Nolie Diakoulas	Kirk Diehl	Leo Bauer	Cheryl Lentini	Mark Segal	Melanie Barna	Anonymous Fund at Community Foundation for Monterey County
Lee Scott	The Roots and Shoots Club at Highland Ukiah Yeager-Woock	Kyle McNeill	Kathryn Hogg	Chris and Bonnie Christie	Mary Ellen Seitz Kaschub	John Bush	Corinne Nevinny
Christie Soares		Leidy Fournier	The Good Beginning	Christine Castle	Matt Page	John Leino	Craig Geiger
Charlie Kunzer	Brett Crozier	Lori Gatto	Steve Riggs	Cindy Albrecht	McKenna Carroll	Kira McGieson	Charles Kayser
Christine B. Hayes	Jon Schlobohm	Mark Perkins	Bob and Mary Miller	Cleary Family	Melissa Rodgers	Alden Seabolt	Daniel and Julia Siegfried
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Chad Anglin	Debra Fields	Matthew Saldivar	Mark Brolaski	Dan Brandenstein	Michael Behner	Abigail Roth	Daniel Wagman
Laura Wall Klieves	Caroline and Tiger Williams	Mike Stock	Chris Cooper	Dana Zimmerli	Michael Seidner	Alexander Niehenke	Darby T. Keen
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Mark Kunimune	Christian Freissler	Pat Johnson	James Jacobsen	Dyopath LLC	Paul Gilbert	Amanda Yang	David Gay
Norma Hoffman	Steve and Wes Shipsey	Raeshell Drouillard	Marlo Willis	Edward Dorsey	Philip Misiowiec	Andrew Anderson	David Miller
Norman Torgerson	Chloe Eshel	Barbara Reynolds	LiquidPro US	Eve Stephens	Robert Smith	Andrew Hill	David Risch
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