

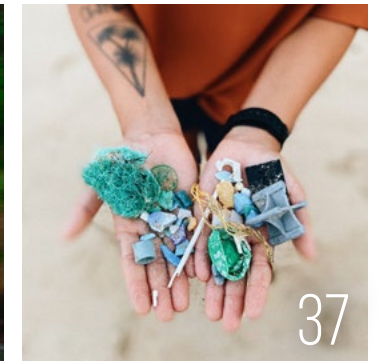
THE DROP

SPRING 2020



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The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves and beaches through a powerful activist network.

We are committed to fostering a diverse, equitable, and inclusive organization for all people who protect and enjoy the world's ocean, waves, and beaches. Our success and impact depends on learning from our community, standing in solidarity with our allies and working towards a more just future, both for our organization and the environmental movement as a whole.

SURFRIDER.ORG

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LETTER FROM OUR CEO

PROTECTING THE PEOPLE AND PLACES WE LOVE

As we continue to navigate the uncertain waves in an unprecedented time, we are reminded of the power of the Surfrider network. For more than 35 years, the Surfrider Foundation has been an organization dedicated to bringing communities together to solve challenging problems for the benefit of all. In the face of COVID-19, we are doing just that. We took early and decisive action to protect our staff and chapter volunteers, and have been leading efforts to get surfers, beachgoers and coastal communities to practice physical distancing. We have also been helping our community figure out how to continue to advocate for ocean and coastal protection from home.

It is the strength and creativity of our organization that has carried us through more than 700 victories over the last three decades. Surfrider is a human-powered network of amazingly dedicated people who are committed to not only the protection of our ocean, waves and beaches, but also to our communities. From water quality testing to climate action, we are working at local, state and national levels to protect clean water,

public health and our planet. Our group of passionate coastal defenders is stronger than ever and together, we will fight through any storm that comes our way. While we continue to adapt to our new reality, there is no question that passion and commitment to protect our ocean, waves and beaches have not diminished. If anything, we have been reminded of how much we love our coasts and are more resolved to protect them than ever before.

Thank you for being part of Surfrider's network and for your commitment and compassion. You are uniquely qualified to help make a significant difference and we intend to do our best to support that every step of the way.

For our ocean, waves, beaches and communities,

Dr. Chad Nelsen
Chief Executive Officer

MAKING PROGRESS

SURFRIDER'S 2020 VISION FOR CLEAN WATER AND HEALTHY BEACHES

BY PETE STAUFFER, ENVIRONMENTAL DIRECTOR

At the Surfrider Foundation, we understand the power of grassroots activism. We were founded 35 years ago on the premise that people should protect what they love. Since then, our victories both large and small have been fueled by volunteers taking action to effect positive change.

In 2019, Surfrider achieved our most successful year ever as we won 97 coastal victories to protect our ocean, waves and beaches. These campaign wins tackled a range of coastal threats – from plastic pollution to offshore drilling to sewage overflows – and are a testament to the power of citizen activism.

Surfrider is inspired to build on this success and we will be adapting our work to be as effective as possible during this unprecedented time. Our network of chapters and clubs has never been stronger or more motivated to protect our coasts. Our local activism and stewardship provide an integral front line of defense from threats, while our network's vast coverage allows us to pass proactive policies at the state and national levels.

This year, Surfrider is focusing on five goals to defend our ocean and coasts:

1. Protect clean water at the beach.

Surfrider is protecting coastal water quality by building awareness of local pollution problems and advocating for solutions. With 50 volunteer-run water testing labs across the U.S., our Blue Water Task Force is monitoring over 450 beaches and will perform thousands of water quality tests this year.

2. Keep plastics out of the ocean.

Surfrider is waging local, state and federal campaigns to keep plastic bags, cigarette butts, foam containers, straws and other forms of plastic trash out of the environment. Through our Ocean Friendly Restaurants program, we are registering hundreds of restaurants to serve plastic-free meals. Our grassroots network will also remove hundreds of thousands of pounds of plastic from beaches and parks by engaging more than 30,000 volunteers.

3. Demand action on climate change.

Surfrider met with more than 140 congressional offices and the Trump administration this year to demand immediate action to reduce greenhouse gas emissions and help communities adapt to impacts from climate change. We are continuing to fight offshore drilling and other oil and gas projects along our coasts. At the local level, Surfrider is advocating for community choice energy policies and working with over 25 communities to plan for sea level rise.

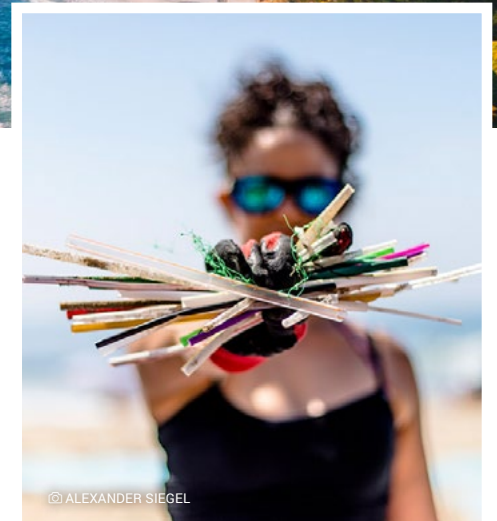
4. Make the coast accessible to all.

The Surfrider Foundation views beach access as a universal right of all people. That's why we work to secure beach access on every coast through community outreach, partnership building, grassroots advocacy and legal strategies. To protect public health during this unique time, we have asked our supporters to 'stay home, shred later' which will allow all of us to return to the beach sooner. Later this year, we plan to bring inland or underserved community members to visit the beach when it's deemed safe to do so.

5. Grow the coastal advocacy movement.

Surfrider is the leading grassroots coastal protection group in North America. The issues that we fight for – clean water, coastal access, ocean and beach health – are not partisan issues but priorities that should be embraced by all interests. That's why Surfrider is continuing to grow and diversify our grassroots network in the U.S. and beyond.

We invite you to join us in our efforts by volunteering with your local chapter or club and renewing your membership at surfrider.org/support-surfrider.



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GUEST FEATURE

DRIVING COASTAL PROTECTION FOR THE FUTURE

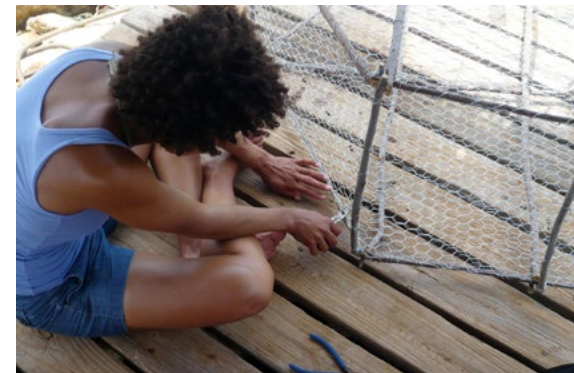
BY DR. AYANA ELIZABETH JOHNSON, MARINE BIOLOGIST, FOUNDER AND CEO OF OCEAN COLLECTIV AND FOUNDER OF URBAN OCEAN LAB

Why and when did you get involved with ocean and coastal protection?

I have always been enamored with the ocean. I started working on ocean and coastal protection when I studied abroad in college and had an opportunity to do research in a small fishing village in South Caicos, where a few hundred people depended on seafood for nutrition and livelihoods at the time. They had established a protected area a few years before and I was part of a team trying to figure out if it was working. While taking classes on ecology and environmental economics, I did a research project looking at the conch population to find out whether or not it was being protected in the area. We stumbled on to why it was working – when the protected area boundaries had been set, the area happened to include a nursery habitat. This opened my eyes to the role of science in conservation, and how it needs to be part of the broader policy discussion. A lot of my work evolved out of that.

What inspired you to take action?

What originally inspired me to take action is the same thing that inspires me today – it really matters to marine life and coastal communities. No one else is going to step up in your place. Finding ways to be part of the solution feels so much better than sitting back, watching the world from the sidelines, and doing nothing. When you look at the ocean, you can see how magnificent and worth protecting it is. Because of that, you also see how high the stakes are and how many people rely on it directly and indirectly.



Right: Designing a fish trap to reduce bycatch in Curaçao.



Above: Press conference to launch the Blue Halo Initiative in Curaçao.

What has been the highlight of your experiences related to the protection of the ocean and coasts?

Two highlights come to mind. First, as part of my dissertation research in Curaçao, I worked with fishermen and the government to figure out how to make fish traps more sustainable and reduce bycatch. So I came up with this design for a fish trap that had slots in the corner to let the baby fish and the ornamental species escape. It worked super well – it took hundreds of scuba dives to prove it, but if you put a hole in the corner of the trap, the small fish get out. Surprise! Then the government actually used that as the foundation for a new law that required the escape slots, and this is now also being used on several Caribbean islands, in addition to Kenya and Tanzania. Just knowing something that simple could be so useful and actually get adopted in a bunch of different places was really encouraging. We often think about ocean conservation as something that requires huge amounts of money, or something high-tech or a big organization, but there are these opportunities to do things that are just really practical.

Second, when I was leading the Waitt Institute in Barbuda, we worked with that community and government as they were envisioning and designing comprehensive, new ocean

laws. After a year-and-a-half of stakeholder consultations and many iterations, they signed into law arguably the most progressive and visionary ocean policy in the Caribbean. It protects a third of their coastal waters, along with parrotfish, urchins, corals, sharks, sea grass and mangroves, and also establishes anchoring areas and a shipping lane. It's a full ocean zoning plan and local people drew all the lines on the zoning map. But then Hurricane Irma hit the island and it has yet to recover. So thinking about these victories in the context of a changing climate is also really hard, and I think it's important that we are working on multiple scales right now.

What are the primary ocean protection issues that you're focused on?

I'm really focused on coastal cities. They are almost completely unprepared for a changing climate, and one in three Americans live in these cities. So this is not some niche or elite issue, this is a third of our people. I'm particularly interested in the role that coastal ecosystems can play as a buffer against sea level rise and storms. My work has shifted from ocean conservation to climate solutions more generally and making sure that people don't forget that the ocean is a big part of that.

How have you been involved with Surfrider's mission to protect the ocean, waves and beaches?

I am a huge fan of my local New York City Chapter that Nikita Scott is the chair of, so I try to cheer them on. I also worked with Surfrider's CEO, Dr. Chad Nelsen, on an opinion piece called the 'Big Blue Gap in the Green New Deal,' that we co-authored with an ocean farmer. We pointed out how the ocean offers key climate solutions, from restoring coastal ecosystems that absorb a lot of carbon to offshore renewable energy and regenerative ocean farming. People are having all these conversations about the Green New Deal (which is only 13 pages long and easy to read – please everyone read it so we can all debate what's actually being proposed). I also collaborated with the Elizabeth Warren campaign to help flesh out what would it look like to include the ocean in our nation's climate policy, which ultimately led to the Blue New Deal Plan.



Above: Surfrider's national network of chapter volunteers serves as the first response to local threats in coastal communities across the country.

What is the most important thing you tell others about protecting the ocean and coasts?

That you should do it. When I went to Surfrider's National Summit conference last year, I was so impressed with the work that the chapters are doing. It's clearly work that matters and it's clearly making a difference – and it doesn't happen unless you do it. I think the beautiful thing about Surfrider and the chapter structure is that you don't have to do it alone.

How can people get involved to protect the ocean and coastlines?

Join Surfrider and actually show up. A lot of people join things and then are passive, and we need actively involved people doing this work. The other element is to be really thoughtful about what skills you can bring to the table, because not everyone should be doing the same thing. So power map your own spheres of influence and expertise and see how you can leverage that for ocean conservation.



Above: Dr. Ayana Elizabeth Johnson with former presidential candidate Elizabeth Warren.

CAMPAIGN SPOTLIGHT

THE SEAS ARE RISING AND SO ARE WE

BY STEFANIE SEKICH-QUINN, COASTAL PRESERVATION MANAGER

Since 1975, the phrases “global warming” and “climate change” have been used interchangeably, with some people arguing that one term is better than the other. However, nowadays, the debate over semantics has shifted to reflect what is currently happening — a climate crisis. Evidence of the climate crisis can be seen across the globe with record-breaking temperatures, extreme weather events, wildfires, and melting glaciers and ice sheets.

Increasingly, it is evident that our ocean and coastlines are at the center of the climate crisis. Rising seas and more powerful storms are damaging community infrastructure, shrinking coastlines, and diminishing the public’s ability to enjoy our favorite beaches and surf spots. Our ocean acts like a giant sponge and has absorbed 90% of the heat and 30% of carbon dioxide trapped in our atmosphere from fossil fuel emissions.

As a result, the ocean is warmer, more acidic, and less habitable for marine life.

Just within the past few years, a slew of scientific reports have indicated that we have little time to tackle the problem for future generations. Recently, 11,000 scientists issued a statement that mentioned people will face “untold suffering due to the climate crisis” unless there are major transformations to the global society. Fortunately, students across the globe are not waiting for adults to save their future — millions are mobilizing and demanding bold climate action.

While the climate crisis is daunting, Surfrider is undeterred. Over the past five years, we have built a multi-pronged climate program and we’re working around the country to protect coastal communities, ecological resources and recreation in light of the climate crisis.



Above: Surfrider coastal defenders and recreation industry representatives gathered in Washington, D.C. for Coastal Recreation Hill Day to ask our nation's leaders to protect our ocean and coasts.

We're rolling up our sleeves to:

- Educate our supporters, the general public, and decision-makers about how the climate crisis is impacting our ocean and coasts.
- Safeguard and pass climate legislation at state and federal levels.
- Help improve coastal management and development standards by publishing a 'State of the Beach Report' where we provide detailed recommendations and grade states on how they manage coastlines and plan for rising seas.
- Work directly with decision-makers in 25 different localities across the country to develop sea level rise plans.
- Participate in dune restoration and 'living shoreline' projects that can withstand rising seas.
- Partner with universities to better understand ocean acidification. For example, in Oregon, we help monitor sensors to collect data on changes in ocean chemistry.
- Use Smartfins while surfing to collect data that will inform scientists about how the climate crisis is impacting the ocean and marine life.
- Advocate for greenhouse gas reduction by supporting 'Community Choice Energy' programs where municipalities create their own 'energy portfolios' to increase renewable energy.
- Plant Ocean Friendly Gardens to create 'living soils' that trap greenhouse gases.
- Hit the streets! Surfrider mobilizes people to attend global climate marches and strikes.
- Lobby the halls of Congress. Through our Coastal Recreation Hill Day, more than 150 Surfrider advocates conducted over 140 meetings with congressional representatives to urge stronger leadership to solve the climate crisis.

Let's all roll up our sleeves together and join the millions of people who are fighting for the future. Visit go.surfrider.org/climate to learn more.



INITIATIVE SPOTLIGHT

CITIZEN SCIENCE IN ACTION

BY MARA DIAS, WATER QUALITY MANAGER

Since the inception of the Blue Water Task Force (BWTF) program more than 25 years ago, Surfrider volunteers have been out in their communities testing the water quality at the beach. Now a large national network that includes 50 chapter-led labs, the BWTF is measuring bacteria levels at more than 450 ocean, bay, estuary and freshwater sampling sites nationwide. Most chapter water testing programs are designed to fill in the gaps and extend the coverage of state and local agency beach programs. Surfrider citizen scientists are testing beaches that are not covered by these agencies, and we are also monitoring potential sources of pollution, such as stormwater outlets, rivers and creeks that discharge onto the beach. The BWTF is in operation year-round, providing public health protection through the off-season when lifeguards leave the beach and health officials stop collecting water samples.

In addition, the Blue Water Task Force is cultivating the next generation of coastal defenders. Students help to collect and process water samples for more than half of our BWTF programs nationwide and gain valuable field and laboratory experience along the way. Many former students go

on to pursue careers in conservation and environmental science fields.

All BWTF test results are compared to water quality standards set to protect public health in recreational waters and are posted on Surfrider's website. Chapters also share their water quality data through social media, email and community presentations to provide beachgoers with the information that they need to know where it's safe to surf, swim and play in the water.

When our BWTF results demonstrate long-term or seasonal trends of elevated bacteria levels, our chapters apply their data to build community awareness and motivate local decision-makers to take action and fix the sources of pollution. For example, the Newport and North Coast BWTF programs in Oregon have been highly successful in forming positive working relationships with other community groups and government agencies to raise awareness of local pollution problems at Nye Beach and Cannon Beach. With persistence, Surfrider volunteers have successfully advocated for pollution source investigations and sewage and stormwater infrastructure improvement projects in both communities.

The Eastern Long Island Chapter and their community partners in New York have also applied their water quality data to inform many pollution source tracking studies and prioritize placement of solutions. Many chapters in Florida, Puerto Rico, Washington, California and Hawai'i are working hard to build community awareness of pollution problems so they can see similar results. While it can take many years, even a decade, from the first discovery of new pollution concerns until enough political will is generated to drive solutions, the Surfrider Foundation is in it for the long haul. Blue Water Task Force volunteers are committed to not only measuring water quality conditions at the beaches they love, but also to rallying their communities around protecting clean water for future generations.

As a result of close community connections and solid working relationships with local agencies, many chapters' BWTF programs have also been able to respond quickly to community

needs following natural disasters, harmful algal blooms and other emergencies. In Puerto Rico, the Rincón Chapter expanded its BWTF program to test community sources of fresh water in the months following Hurricane Maria. This was especially critical during a time when much of the population was left without secure sources of drinking water and government testing programs were suspended.

In California, the Isla Vista Chapter at the University of California, Santa Barbara adjusted their water sampling program to better understand the impacts of the Thomas Wildfire on water quality conditions. Heavy rain falling on the burnt hillsides caused mudslides to occur and local beaches received much of the resulting debris and sediment. In response, BWTF volunteers coordinated with Santa Barbara Channelkeeper and the County Department of Health to add sampling sites and test more frequently to meet community concerns and inform safe ocean recreation.



Above: Miami Beach coastline where BWTF volunteers play a vital role in keeping the community informed about water quality.



Sewage spills have been plaguing coastal waters across South Florida this past year. During the first week of August, BWTF volunteers were out collecting water samples in Miami for their regular weekly sampling run on an early Thursday morning. As a sewage line break had occurred in nearby Biscayne Bay the night before, the Surfrider Miami Chapter measured high bacteria levels at nearly all of their Atlantic Ocean beach sites. After reading the alarming results, they resampled the very next day. All of the test results and the No Swim Advisory issued by the city were then shared in the Miami Chapter's 'weekend water quality report' to inform beachgoers of conditions at affected beaches. This all took place before the state beach program drew their first samples after the sewage failure the following Monday morning.

In Fort Lauderdale, several large-scale sewer breaks have also occurred since December 2019, causing over 126 million gallons of raw, untreated sewage to spill into the streets,

lawns and waterways of Fort Lauderdale. In response, the Broward County BWTF reached out to surfers, paddlers and others with recreational interests to determine where people had the most concerns of exposure to this pollution. The chapter added 13 new sampling sites to cover popular recreation areas in the nearby intracoastal waterway and at ocean beaches that were not already being tested by the Florida Healthy Beaches Program. As a result of the fast response by their BWTF volunteers, both the Miami and Broward County chapters were able to provide critical health information in a timely manner on the impact of those sewage spills.

To best protect yourself and your family's health, always check local water quality conditions before you head to the beach. All of Surfrider's water test results are available at [Surfrider.org](https://www.surfrider.org), or you can access your local agency beach advisories at [Beachapedia.org](https://www.beachapedia.org).



Above: In California, the Isla Vista Chapter at the University of California, Santa Barbara adjusted their water sampling program to better understand the impacts of the Thomas Wildfire on water quality conditions.

SURFRIDER IMPACT

TACKLING WATER QUALITY UPSTREAM AND DOWNSTREAM

BY SPENCER CAMPBELL, DIRECTOR OF DEVELOPMENT

There are many different paths that lead members of our network to Surfrider, just as there are boundless streams and rivers that connect all of our waters. The journey that water takes from our mountains to our ocean is profoundly affected by our actions at many places along the way. How we treat water on land affects the ocean waters that we swim, surf and play in.

What happens upstream, doesn't stay upstream.

The 'Dirty Water Rule,' issued upstream by the federal administration in January, strips away Clean Water Act protections for more than half of our country's remaining wetlands and one-fifth of our streams that provide drinking water for 117 million Americans. Under this rule, roughly 20,000 acres of wetlands and millions of miles of small streams are no longer protected from destruction, fill or polluted discharges.

Of course, the damage doesn't stop there. These small headwaters are connected to larger, navigable waterways downstream

through our watershed. Pollution flows from our headwaters in the mountains into our rivers, and ultimately to our beloved ocean.

Meanwhile, downstream, Surfrider's chapter activists are taking action to effect positive change. They are testing the waters for bacteria and other signs of contamination, raising public awareness and finding real solutions to ocean pollution.

Since the inception of the Blue Water Task Force program more than 25 years ago, Surfrider volunteers have tested water quality at beaches in their local communities, often filling in the gaps and extending the coverage of state and local agency beach programs.

Surfrider's Blue Water Task Force program is essential to knowing if it's safe to swim or surf at your favorite beach. The program is rapidly growing because it's needed more than ever, especially as programs and funding that protect clean water and keep beachgoers safe continue to be rolled back. In fact, 95 laws that were meant to protect clean air, water and a



Above: Surfrider's chapter activists testing the waters for bacteria and other signs of contamination, raising public awareness and finding real solutions to ocean pollution.

healthy environment for all Americans are now being scaled down, weakened or completely thrown out!

Whether upstream or downstream, when clean water is threatened, Surfrider activists will be the first to act.

Many Surfrider supporters contribute their time and talents to Surfrider's programs, such as testing water quality with our Blue Water Task Force program, or fighting pollution at the source through our Ocean Friendly Gardens and Ocean Friendly Restaurants programs. Other Surfrider members focus on advocacy and taking action to let policymakers know our positions related to climate change, plastic pollution, offshore drilling, beach access and many other issues. Supporters also provide Surfrider with the financial support that is critical to our ability to pursue our mission.

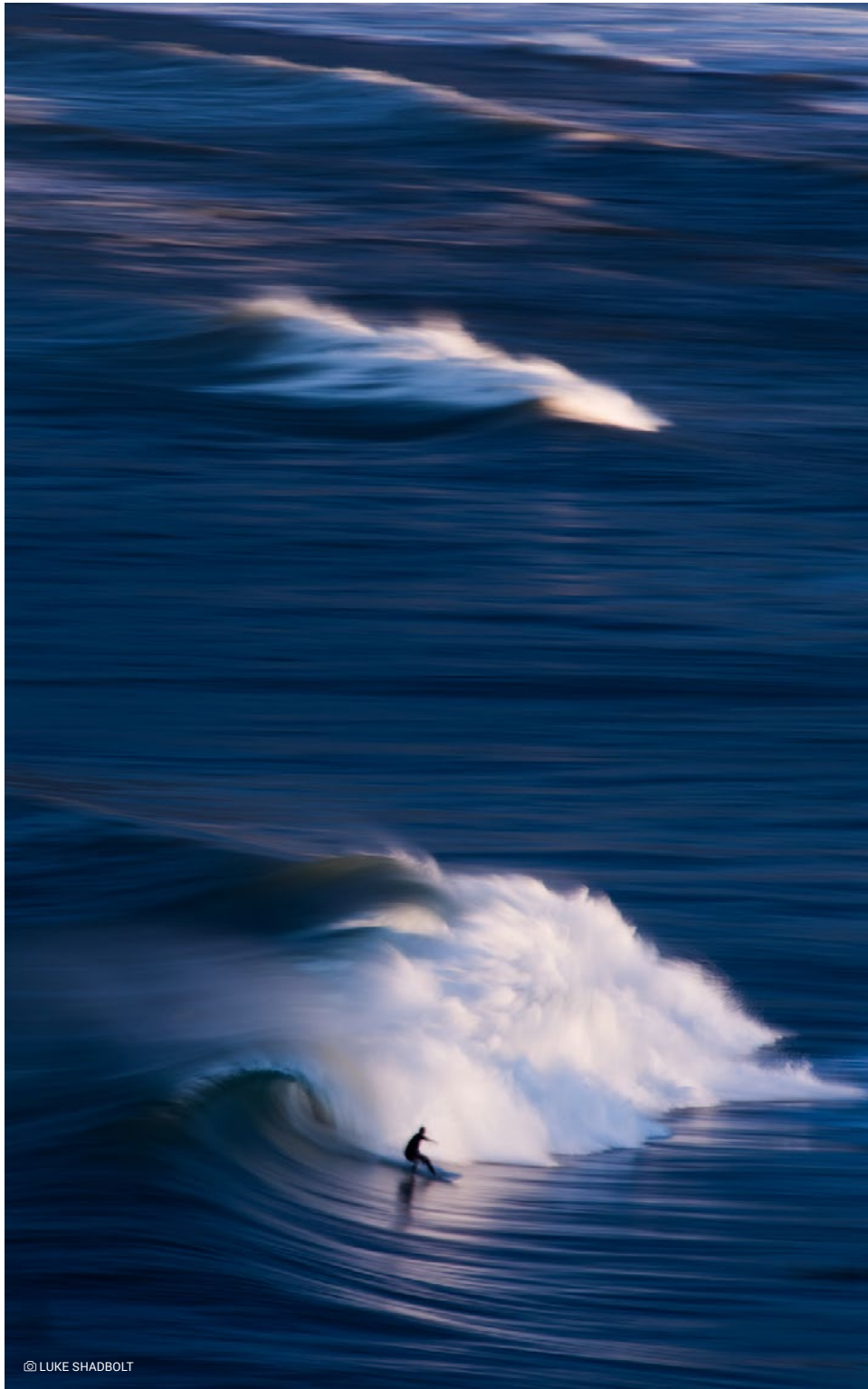
A small monthly gift goes a long way and collectively provides the means to take on the big fights, to face down the major challenges, and to do the work that allows for us all to also

enjoy our ocean, waves and beaches that we work so hard to defend.

Thank you for contributing to the important work that Surfrider does to protect clean water and healthy beaches. Find out more at surfrider.org/support-surfrider.



Above: Surfrider's Ocean Friendly Gardens (OFG) program provides valuable information to property owners and local governments on how landscapes and hardscapes can prevent water pollution.



© LUKE SHADBOLT



Our ocean and coasts are at the center of the climate crisis. Extreme weather events, sea level rise and ocean acidification are putting our coastlines at risk. Join us and demand Congress take climate change action now.

LEARN MORE AT [SURFRIDER.ORG](https://www.surfrider.org)

REGIONAL SPOTLIGHT

PERSISTENCE PREVAILS IN VENTURA, CALIFORNIA

BY PAUL JENKIN, VENTURA CAMPAIGN COORDINATOR AND
STEFANIE SEKICH-QUINN, COASTAL PRESERVATION MANAGER

All good things take time, and the perseverance of Surfrider's Ventura County Chapter is paying off. The Surfer's Point Managed Shoreline Retreat project is a long-term campaign that dates back to the early days of the organization. This 'managed retreat' example has become a nationally recognized model for a sustainable response to coastal erosion.

Surfer's Point is a classic California point break at the mouth of the Ventura River. The consistent waves attract surfers from throughout the region and a coastal trail provides a connection between the urban city beaches and the more natural river mouth.

Back in 1991, local activists rallied against the threat of a seawall at Surfer's Point and formed the Ventura County Chapter in response to erosion damage to the popular bike path and parking lot.

Recognizing that the root cause of the increasing erosion problem was construction that was taking place too close to the shoreline, Surfrider began to advocate

for a planned retreat strategy to move the infrastructure back and restore the beach. A few years later, the chairman of the Surfrider chapter was elected to the Ventura City Council, which provided further support for a managed retreat option. A working group was created and in 2001, the group reached a consensus for a 'managed retreat' project that included:

- Relocating the bike path and public parking lot more than 60 feet further inland.
- Removing existing rip rap.
- Restoring the area to a more natural beach habitat.
- Continuing to provide adequate parking for beachgoers and the nearby local fairground.
- Providing for ongoing beach renourishment.
- Preserving public access to the area.
- Advocating for the removal of the Matilija Dam to increase sand supplies to the beach.



Above: Abandoned and obsolete Matilija Dam and outbuildings in Ojai, California.

Phase I of construction was completed in 2011. Since then, Surfrider Foundation volunteers have been planting and maintaining sand dunes to protect the bike path and parking lot from encroaching waves. In addition, they have built bioswales, which collect stormwater runoff to improve beach water quality. Based on the achievement of the first phase, planning for the second and final phase of the project will relocate the remaining infrastructure out of

harm's way. Construction is anticipated for 2021, assuming funding is secured.

Adopting a managed retreat policy at Surfer's Point has been successful because it began at a grassroots level. The Ventura County Chapter of the Surfrider Foundation continuously championed this approach for two decades and highlighted the benefits of the option to the City Council and general public. The project was also effective because it involved all major stakeholders in the planning process, which resulted in the conclusion that managed retreat was the best solution.

As sea levels rise, damage to coastal infrastructure will threaten the very existence of our recreational beaches. Most often, the initial response to shoreline erosion is to build a seawall. As managed retreat has not been a widely employed approach to shoreline management, it has been difficult to convince others that planned retreat can be the best economic and environmental solution for erosion problems. However, the significant progress at Surfer's Point demonstrates that managed retreat can support recreational beaches into the future.



Above: Surfer's Point in Ventura, California.

PARTNERSHIP SPOTLIGHT

MAKING A SPLASH TO DEFEND OUR COASTS

BY RACHAEL CUSHING, PARTNERSHIPS COORDINATOR

The Surfrider Foundation is honored to align with brands that share our passion for protecting what we love and encouraging others to do the same. JOLYN is a swimwear brand created by female athletes, for female athletes. Known for their attention to detail in creating a functional fit for sports and recreation, as well as the strength and longevity of their materials, JOLYN embraces the concept of sustainability through the durability of timeless, lastingly reusable goods.

This year, Surfrider is thrilled to welcome JOLYN as a partner in our collective goals to contribute to large-scale, positive impacts and protect our ocean and coasts.

“JOLYN calls Huntington Beach, California home — we live, work and play on the coast and we sponsor professional athletes who also call the beach their home,” said Mondy Herndon, CEO of JOLYN. “The sandy shore is our happy place and an integral part of our lives and livelihoods. Our goal is to educate and encourage our employees, ambassadors and customers to become the activists and movement-makers the world needs.”

In collaboration with Surfrider, JOLYN will

launch the brand’s first swimsuit made from 100 percent recycled fabric this summer. In addition, 50 percent of profits from the collection will directly support Surfrider’s mission to protect clean water and healthy beaches. The swimwear collection will be released in tandem with additional opportunities for customers and athletes to help protect the ocean and coasts.

JOLYN’s support for Surfrider’s mission has also extended beyond their public-facing efforts.

“As lovers of all things water, especially the ocean, Surfrider’s work is very close to our heart,” said Mondy. “We all share a common passion — we love and appreciate our ocean, waves and beaches. Since partnering with Surfrider, we as a company have become significantly more conscious about single-use plastic and proper disposal methods, and we plan to use this ever-growing knowledge to encourage our aquatic community to do the same.”

We are proud to have JOLYN’s support of our mission to protect clean water and healthy beaches for this and future generations.



Top: Surfer Eryn Krouse Bottom: Kiana Fores



ACTIVIST PROFILE

SKYE SCHOENHOEFT

BY RYAN CRUSE, STUDENT CLUB NETWORK MANAGER

Why and when did you get involved with the Surfrider Foundation?

I joined Surfrider's Marin County Chapter at the beginning of my junior year of high school. A friend of mine told me about the Blue Water Task Force at his school, and I wanted to introduce the program to my school. Because I was excited to learn about new ways I could help the environment, I started the Tam High Surfrider Club and have become increasingly involved ever since.

What inspired you to take action?

The ocean has always been a huge part of my life. I want to do what I can to preserve the coasts, as no life would be the same without it, especially my own. Surfrider has given me a platform to create change in my community. I was unaware of the range of things I could do to help my environment before joining Surfrider, and now I feel like I'm doing my part to make a difference.

What has been the highlight of your experiences related to the protection of the ocean and coasts?

My highlight from working with Surfrider is the success of our Blue Water Task Force program. We officially started testing at the beginning of this school year, and we have conducted over 50 successful water quality tests. Our program is entirely student-run, and we are the only public school in our district

to have a lab. We've been able to warn people of unsafe levels in recreational areas, teach students the science behind water quality, and provide an opportunity for real-life, hands-on lab work. Also, we get to head to the beach instead of class to collect water samples because actual science is better than sitting at a desk.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

Ocean conservation is everyone's responsibility. It is important to be conscious of the waste you create, the ethics of the businesses you buy from, and your role in your community's environmental impact. All change starts small.

Anything else you'd like to add?

Follow [@tamhighsurfrider](https://www.instagram.com/tamhighsurfrider) on Instagram!



AMBASSADOR PROFILE

QUINCY DAVIS

BY EDDIE ANAYA, MARKETING DIRECTOR

Why and when did you get involved with the Surfrider Foundation?

I absolutely love what Surfrider does and have been attending the beautiful One Ocean event in Montauk, New York, for years now. As I've spent most of my life in the ocean, preserving and keeping it clean are very close to my heart.

What has been the highlight of your experiences related to the protection of the ocean and coasts?

As the owner of a retail store, I try to be very conscious with working with brands that are eco-friendly and aware. I once curated a pop-up called "Good for the Globe" with the primary focus on sustainable brands. That was really cool to be a part of and to learn about some other incredible brands that are thinking that way.

What inspires you to be active in ocean conservation?

From growing up in the water, to spending time at the beach every day and becoming a professional surfer, the ocean has given me so much. I want to give back and use my voice to inspire others to do the same! It's up to us to make a difference.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

Leave the ocean, waves and beaches better than when you arrived. I think everyone can make an effort every single day. I try to completely avoid plastic as much as possible and use refillable bottles. No effort is too small and even picking up any trash you walk by makes a difference.

GEAR THAT GIVES BACK



100% of the proceeds from our store directly fund our mission to protect our ocean, waves and beaches.

[SHOP.SURFRIDER.ORG](https://shop.surfrider.org)





DONOR PROFILE

A LASTING IMPACT: IN MEMORY OF ALEC “ACE COOL” COOKE

BY SPENCER CAMPBELL, DIRECTOR OF DEVELOPMENT

Jump out of a helicopter into giant waves. Swim 160 miles around the island of O’ahu to raise awareness about water quality. Give \$1.5 million to “Keep the Ocean Blue” around Hawai’i in perpetuity. When Alec “Ace Cool” Cooke went for something, he went big.

Alec lived life to the extreme, pushing the limits on big wave surfing and becoming a strong voice for our planet. In the 1980s, Alec was a pioneer of big wave surfing and wanted to be known as the “Evel Knievel” of the sport. He once even had a helicopter drop him into 45-foot waves.

In an incredible effort to raise awareness about water quality, Alec also swam more than 160 miles around O’ahu in 10 days. During his swim, he brought attention to not only the remarkable wildlife he saw, but also to the pollution and trash impacting the ocean.

In 2015, Alec paddled out at the legendary Waimea Bay on O’ahu’s famed North Shore,

never to be seen again. While he’s no longer with us, he left a swell of environmental protection in his wake. His legacy now lives on through Surfrider’s work in Hawai’i.

After seeing environmental policies succeed in Hawai’i and the public engaging in beach cleanups, Alec wrote Surfrider into his will and left \$1.5 million to contribute to the mission of protecting clean water and healthy beaches. With those funds, we are establishing an endowment that will provide a permanent position to support our chapters and activists throughout Hawai’i. This position will now be known as the Alec “Ace Cool” Cooke Hawai’i Regional Manager.

All of us can make a wave of difference – and we don’t need to go as big as Ace. Go for a swim in the ocean. Volunteer at a beach cleanup or take water samples with our team. And think of Surfrider when [planning your estate](#). Your support will have an impact on the future of our ocean, waves and beaches.



FEATURED ARTIST

LIZ PLASCENCIA

BY KYLE LISHOK, BRAND MANAGER

Why and when did you get involved with ocean conservation?

Growing up in Los Angeles, I was drawn to the Pacific as an escape from the metropolitan chaos. The sea was my refuge. But the inviting sandy shores are also where I noticed land-based debris strewn about the beaches – from single-use plastic packaging to thousands of cigarette butts. Since then, I've observed millions of colorful particles of plastic superimposed onto the quartz sand and coral sediment beaches where I now live in O'ahu, Hawai'i. The shock value of this imagery never fades, and my drive to work on solutions has increased tenfold.

What inspired you to take action?

The heaviness of the plastic pollution crisis may seem daunting. But I use the strategy of art as an empowering vehicle for inspiration and action. It's this idea called "Activism" – art inspiring a form of activism – that prompted me to participate in Surfrider's Found Objects contest.

What has been the highlight of your experiences related to the protection of the ocean and coasts?

My curiosity for hands-on environmental work led me to pursue a sailing opportunity in Tonga in 2018. We focused on coastal restoration, beach cleanups, and environmental education

workshops. Witnessing the plastic pollution crisis, coupled with intense coral beaching in one of the most beautiful places in the world, left a lasting impression on me.

What is the most important thing you tell others about protecting the ocean, waves and beaches?

The fact that we can find nanoparticles of plastic in the most remote locations across the ocean, including the deepest trench and furthest water from landmass, is an issue. But I also like to remind people that we engineered plastic, so I'm certain that we're capable of also engineering a solution to this mess.

Anything else you'd like to add?

I'm eager to build out solutions that resist a 'throw away' culture and work toward the sustained protection of our planet by stopping the flow of plastics into our landfills, and subsequently into our ocean, for the future.



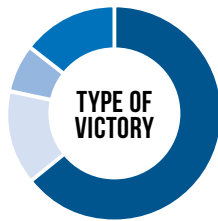
2020 COASTAL VICTORIES UPDATE

A coastal victory is a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or both.



14

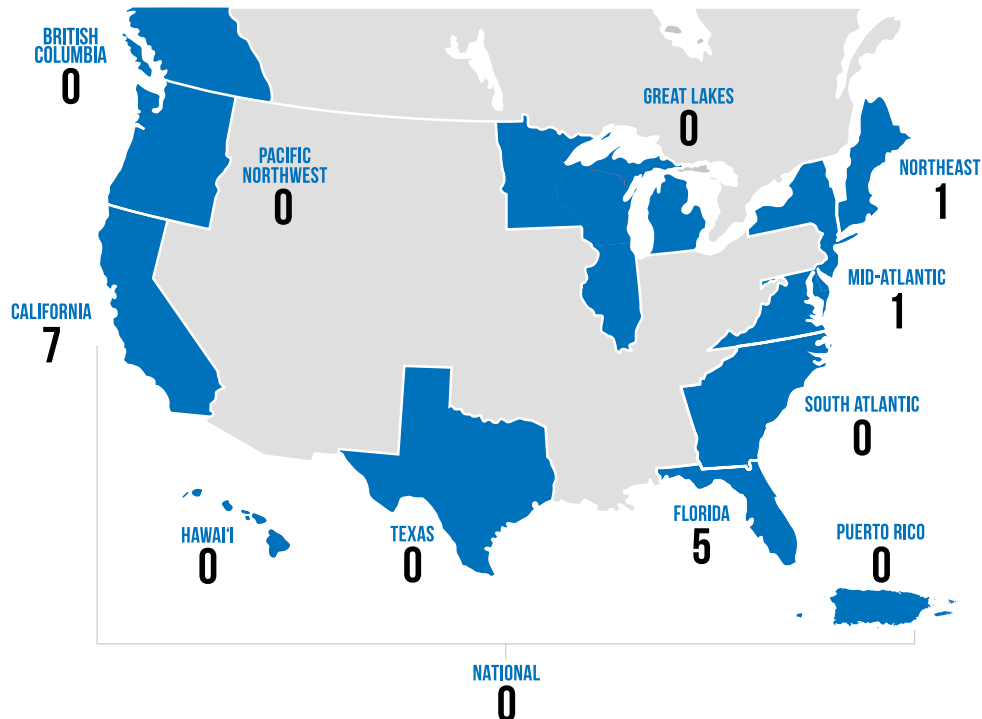
TOTAL VICTORIES



Plastic Pollution: 9
Beach Access: 2
Ocean Protection: 0
Clean Water: 1
Coastal Preservation: 2

Local: 14
State: 0
Regional: 0
National: 0

WHERE THE VICTORIES TOOK PLACE



(VICTORIES AS OF MARCH 2020)

For more information on our victories visit surfrider.org/campaigns.



IMPACT OUR FUTURE THROUGH PLANNED GIVING.

Touch the lives of others while creating a lasting legacy. Help the Surfrider Foundation advance the protection of our ocean, waves and beaches for future generations.

Include Surfrider in your estate planning.
[SURFRIDERLEGACY.ORG](https://surfriderlegacy.org) | 949.492.8170



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