

# The Drop

FALL 2022





The Surfrider Foundation is committed to fostering a just, equitable, diverse and inclusive organization for all people who 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.

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# The Solutions Exist; We Need the Will

This summer, I attended the second-ever United Nations Ocean Conference. It brought together 24 Heads of State and Government leaders, and almost 10,000 ocean conservation leaders. The conference was notable for a number of reasons. First, the threats to ocean health from biodiversity loss, climate change, plastic waste and water pollution demand urgent action. Second, there has been a shift from focusing on the problems to focusing on solutions. There is no question that we can solve the urgent issues facing our coasts and ocean. We just need to build the public pressure to drive action.

That is exactly what we are doing at Surfrider. We launched an ambitious new Strategic Plan, which is focused on solving three of the biggest issues facing our ocean and coasts today: the impacts of climate change on the coasts and ocean, the plague of plastic in the ocean, and our failing water quality infrastructure.

Surfrider takes a 360° approach to addressing these issues, from grassroots action in local communities and expanding our network to be younger and more diverse, to advocating for change at every level of government and using our legal might when necessary.

In this issue, you will read about Surfrider's multiscale advocacy strategy to drive impact, our efforts to address the effects of climate change on our coasts and ocean, and hear from supporters, such as legendary surfer Rob Machado, Board of Directors member Sarah Lim and artist Sandro Young, who are helping to amplify our network's actions to defend our ocean and coasts for the future. You'll also get to know Lucas Harris, the Executive Director of our newest international affiliate, Surfrider Canada, along with one of our innovative partners, Sand Cloud. In addition, we're excited to share our most recent updates about how we're working to expand the value of your Surfrider membership.

Our success is a direct result of the efforts of our passionate network of volunteers, supporters and members like you, who are making a real difference in the protection of the world's ocean, waves and beaches for today and always. Thank you for your continued support.

For Our Ocean, Waves and Beaches,



Dr. Chad Nelsen  
Chief Executive Officer



# A Year of Success on the Front Lines of Ocean Protection

By: Zach Plopper, Senior Environmental Director

This year, our Surfrider network has been working intensely to make a meaningful impact for our ocean, waves and beaches. We know that we can no longer wait to address many key issues affecting our coasts, from climate change and sewage in our ocean, to plastic pollution. Fortunately, as we build on 38 years of coastal victories driven by Surfrider, our hard work in 2022 is paying off and gives us hope that we will have a future with healthy and accessible coastlines for all people.

To make a real impact on the ground, we are constantly evaluating our strategies and shifting pressure as needed between local, state and federal levels. When our push for sweeping federal legislation to reduce plastic pollution, such as the Break Free from Plastic Pollution Act, is slowed by roadblocks, we double down our efforts in cities and counties across the country. As of August, we have achieved 12 plastic pollution wins this year, which include the reduction of litter through a ban on balloon releases and cigarette smoking on the beach, and the elimination of expanded polystyrene foodware at local restaurants.

At the local level, Surfrider is working every day to improve ocean water quality through our Blue Water Task Force program, which now covers more than 450 sites across the nation.

This year marks a major success for our Clean Water Initiative at the federal stage as well. Our constant pressure for more funding for water quality testing resulted in the first allocation of more than \$10 million to the Beaches Environmental Assessment and Coastal Health (BEACH) Act. This program provides federal assistance to states to run beach water quality monitoring and public notification programs. Surfrider also resolved one of the most egregious Clean Water Act violations ever this year and settled our Clean Border Water Now lawsuit to improve ocean water quality along more than 20 miles of binational coastline on the U.S.-Mexico border.

Meanwhile, we've ramped up our efforts to address climate change on our coasts. From unprecedented heat waves to catastrophic flooding and rising seas, we are aware that climate change is upon us. We also understand that how we adapt is not a question for the future but it is one that we must address now. Our approach to tackling this climate emergency extends from our local chapters working on the ground to restore coastal dunes and carbon-storing wetlands, to the halls of Congress, where we are advocating for more investments in coastal resilience and nature-based solutions.



Surfrider activists gather for Hands Across the Sand, a grassroots event that brings people together to oppose new offshore drilling and other harmful fuel proposals.

This year, Surfrider has passed state laws to protect carbon-storing habitats like Florida's Everglades, and eelgrass meadows and help forests in Washington's Puget Sound. Our team and chapters are also working on the ground in Puerto Rico and Miami to protect coastal dunes and mangroves.

At the national level, Congress finally committed to an unprecedented investment in climate resilience through the Inflation Reduction Act, which includes funding at the highest levels ever seen for coastal restoration, climate research and weather forecasting. While we applaud this commitment to climate action, there is much more work to be done, including the elimination of the threat of new offshore

drilling along our coasts. As the federal administration continues to decide if and where to drill, we are making our voices loud and clear that we will accept no new drilling off our shores.

Our massive achievements this year and continued pressure on leadership to make the best decisions for our communities, ocean and coasts, would not be possible without the support of our members and volunteers, who are on the front lines of these battles every day. While we are up against a lot, with this support in mind, we remain hopeful for a future with our ocean, waves, and beaches protected for all people.

**To make a real impact on the ground, we are constantly evaluating our strategies and shifting pressure as needed between local, state and federal levels.**

# Protecting the Coasts in Canada

By: Lucas Harris, Executive Director, Surfrider Foundation Canada

## Can you give a bit of background about Surfrider Foundation Canada and your current role?

Over the past 15 years, Canadian chapters and clubs have operated as a hybrid affiliate and received support from the Surfrider Foundation headquarters office based in California. But in recent years, we have grown and evolved to the point where we can now work independently at the national level in Canada. In March 2022, we officially became Surfrider's newest international affiliate and I was brought on as Surfrider Foundation Canada's first Executive Director.

## How did you initially get involved with Surfrider Foundation Canada?

I moved from Vancouver, British Columbia (B.C.) to Vancouver Island in 2006 to study political science and environment at the University of Victoria. Victoria is one of the few places in Canada where you can live, work or study and have relatively easy access to good waves. There was a small but growing local chapter when I moved there and I immediately started participating in beach cleanups and community events. Surfrider is a perfect balance of my educational and personal interests, so it was a no-brainer to get involved.

## What inspires you to take action to protect the ocean, waves and beaches?

Many of the coastal places that can be visited in Canada to surf and explore are very remote and undeveloped. Growing up, I was exposed to tourism advertisements about the raw and untouched beauty of B.C. and was left with an impression that the coast was this pristine place. However, when I started exploring coastal areas as an adult, I was shocked at the level of pollution. Places so remote that wild wolves roam the shore were covered with all types of marine debris. It was then that I started to observe a gap in people's perceptions of the coast and what it was actually like. I knew that I had to help raise awareness and find ways of reducing human impacts.

## What are your top priorities or goals for Surfrider Foundation Canada?

While Surfrider Foundation Canada has operated primarily in B.C., there is tremendous potential to expand Surfrider and create chapters and clubs in new communities across the country. However, it is important for us to first strengthen the network that we have in the region. Over the next year, we are focused on developing local tools and resources that will enhance our advocacy in Canada. For example, we are creating a Justice, Equity, Diversity and Inclusion framework that elevates the need for us to include all of Canada's diverse cultures, including Indigenous communities, in our work.

**However, when I started exploring coastal areas as an adult, I was shocked at the level of pollution.**



Photo: Bryanna Bradley



Photo: Jen Steele



Photo: Jen Steele

**What are the primary coastal protection issues for your region and across Canada?**

Plastic continues to be a major issue for us. In June of this year, Canada banned several of the most common types of single-use plastics. While this was a major victory for Surfrider Foundation Canada, these materials represent a small fraction of the plastic debris on our coastlines. Results from Surfrider and other shoreline cleanup efforts in Canada in recent years have demonstrated that the volume of single-use plastics pales in comparison to the volume of plastic material from industries, such as commercial fishing and aquaculture. Products, including buoys, foam floats, ropes and nets make up the majority of the debris that is found when we look at the coast holistically.

**How do you hope to work together with other affiliates around the globe to increase coastal protection?**

The marine debris that covers our coastlines is not all generated by Canadian industries. It's a known fact that marine pollution is highly decentralized as it can originate in

one place and travel long distances in the ocean before landing on the coast. Effectively addressing this issue will require international cooperation. With its presence in countries around the world, Surfrider is well-positioned to work across the network of global affiliates and address multi-regional issues, such as plastic pollution.

**What are you most excited about in this new role with Surfrider Foundation Canada?**

Surfrider chapters and clubs in B.C. have developed amazing communities of volunteers, members and supporters. These chapters and clubs are collectives of positive, passionate people that take it upon themselves to develop volunteer-driven on-the-ground programs and campaigns that create real environmental change. It's an amazing testament to what people can accomplish when we get organized and I am super excited to share Surfrider across the country so that new communities can use it as a platform for change.



Photo: Jen Steele

**What has been the highlight of your Surfrider experience?**

Leading the first Combing the Coast beach cleanup expedition with the Vancouver Island Chapter in 2011 is one of my fondest memories with Surfrider. After realizing just how bad the plastic pollution was on Vancouver Island, a team of volunteers got together and organized a cleanup on a distant West Coast shoreline. Surfrider was one of the first groups to perform a remote cleanup and as a result, it has since become a key voice in raising awareness about this issue with a wide variety of stakeholders. Fast-forward 11 years and there have been major plastic pollution reduction victories in Canada. I am proud to have had the opportunity to be involved with such an amazing groundswell of change here in Canada and it's a great reminder of the strength of Surfrider.

**What is the most important thing you tell others about Surfrider?**

It's all about the people. Without its amazing network of volunteers and coastal activists, Surfrider would be nowhere near as effective as it clearly is.

**How can people get involved with Surfrider Foundation Canada?**

There are three chapters and four clubs in Canada that are always looking for volunteers. Becoming a member of Surfrider Foundation Canada and joining our growing activist network is also a fantastic way of supporting our work, especially if you are in an area without a chapter or a club. As we are also looking for stoked individuals in communities across Canada who are motivated to start a chapter or a club, people can reach out to find out more about setting one up by visiting [Canada.surfrider.org](http://Canada.surfrider.org).

**Why is being a part of the Surfrider ocean conservation community important to you?**

The ocean and coast is a defining part of my family's life. But there are so many things threatening the health and well-being of these special places. Being part of Surfrider and dedicating my career to the organization allows me to help protect them so that future generations can enjoy the ocean, waves and beaches as much as I have.

# Keeping Our Beaches Resilient in a Changing Climate

By: Stefanie Sekich-Quinn, Senior Manager, Coast and Climate Initiative

As extreme weather events are becoming more prevalent across the country, many of us have experienced elevated climate impacts during the past few years. According to new research, one in three Americans faced 'weather disasters' in 2021. During summer months, 64% of us suffered through multi-day heat waves, which are some of the deadliest forms of extreme weather.

However, heat waves are just one aspect of the climate emergency. The threat of flooding, wildfires, droughts and hurricanes lingers over our communities every day. Along our coasts, hurricanes are increasing in intensity and frequency. The National Oceanic and Atmospheric Administration (NOAA) not only predicted a 65% greater chance of more hurricanes in the Atlantic this year, but it also estimates that by 2050, hurricanes could more than double. In addition to extreme weather, our coastlines are being impacted by sea level rise. Scientists warn that if fossil fuel emissions are not sharply decreased, sea levels could rise by up to seven feet by 2100.

To help communities respond, the Surfrider Foundation is working at local, state and federal levels to pass climate legislation and implement nature-based solutions that will buttress and preserve coastlines from the climate emergency.

In Puerto Rico, we are restoring mangroves, which provide an additional layer of protection against sea level rise and storm surge. They also absorb more carbon from the atmosphere than forests on land. Nature-based solutions, including mangrove and dune restoration, make economic sense and provide long-lasting protection for shorelines, especially when compared to outdated, expensive erosion control measures, such as seawalls.

In Jacksonville, Florida, one of the fastest-growing cities in the nation, we are working with communities to plan for sea level rise and to protect the sensitive barrier island from development. Surfrider and our 12 Florida chapters also helped to defeat a bad bill that would have weakened Florida's protections for local wetlands and the Everglades.

On the North Shore of O'ahu, we are working to protect beaches from chronic erosion and sea level rise. Surfrider co-founded a community-based coalition composed of neighbors, state agencies, researchers and other nonprofits to implement solutions like dune restoration and to improve coastal management plans to safeguard these world-renowned beaches.



Mangrove forests are a powerful mitigation tool against the impacts of climate change as they protect shorelines from damaging storms and surges, prevent coastal erosion by stabilizing sediment with their root systems, and maintain water quality by filtering run-off pollutants and sediment from land.

In California, we won a 20-year campaign to stop the construction of a massive greenhouse gas intensive desalination plant in Huntington Beach. The proposed site was unbelievably located in historic wetlands and would have been vulnerable to sea level and groundwater rise within the next decade.

At the national level, 160 Surfrider advocates met earlier this year with 148 congressional leaders and the White House to discuss Surfrider's 2022 climate priorities. Surfrider is following many federal climate bills and worked hard to ensure coastal resilience and climate

justice were included in the Inflation Reduction Act of 2022, the largest investment in climate resilience that we have ever seen. This historic legislation will reduce emissions by 40 percent by 2030 and invest billions of dollars in climate justice and coastal resiliency. While the bill is not perfect, the swinging of the pendulum toward climate action is very encouraging.

While Surfrider celebrates these milestones and network achievements, we will continue our work to protect our coastal communities, precious beaches and the vitality of our ocean from the impacts of climate change.

**To help communities respond, the Surfrider Foundation is working at local, state and federal levels to pass climate legislation and implement nature-based solutions that will buttress and preserve coastlines from the climate emergency.**

INITIATIVE SPOTLIGHT

# Beach Cleanups Lead to Record-Breaking Results

By: Jennifer Savage, Senior Manager, Plastic Pollution Initiative and Jenny Hart, Healthy Beaches Programs Manager

Plastic pollution is a global issue and the Surfrider Foundation's national Beach Cleanup program is a fundamental way that we are working to address it. Our 2021 Beach Cleanup Report, which was released in June, highlights the significant impacts of our Beach Cleanup program and how our activist network achieved our most successful year yet.

Surfrider's Plastic Pollution Initiative uses policy, such as advocating for bans on single-use plastic bags and polystyrene, in addition to programs, including our Ocean Friendly Restaurants and national Beach Cleanup program, to advance changes

that will help to save our ocean, waves and beaches from plastic pollution. Surfrider's Beach Cleanup program serves as an important step toward reducing the amount of plastic in our environment and allows us to track the types of plastic found on our beaches. It also helps to educate people about the impacts of single-use plastic on our ocean and coasts. Our volunteer chapter network conducts local beach cleanups across the nation and removes hundreds of thousands of pounds of trash and recyclables from the coastlines each year. Data collected during these cleanups is used to inform policies at local, state and national levels.

## Setting New Records

As the U.S. began to reopen in 2021, our communities continued to navigate the realities of the new landscape under COVID-19 pandemic guidance. With in-person cleanups back in action and ongoing solo cleanups, Surfrider surpassed a long-standing goal and attained 1,000 cleanups that were recorded in our database. We also increased our cleanup impacts across all aspects since 2020 and nearly doubled the number of volunteers engaged and the total weight of trash collected during cleanups. As a result of 1,230 beach cleanups in 2021, 15,864 volunteers removed nearly 170,000 pounds of trash and recycling to ultimately reduce the flow of plastic pollution into our ocean.

## From the Sand to the Science

The most recent Beach Cleanup Report also documents how Surfrider's chapters and student clubs worked to improve their communities in 2021. From reigniting a sense of togetherness through new in-person events to pursuing multi-state grant opportunities, the beach cleanup

program provided a channel for activists to join together and leave special coastal places better than how they were found.

In addition, the report explores the complex realm of ocean plastic and its integration into products. While the recycling of these plastics may often seem like a promising idea, it can potentially be a greenwashing tactic that furthers our reliance on plastic. Surfrider will continue to fight for a plastic-free future by working to create reusable systems and reduce overall dependence on plastic.

## Ballooning Impacts of Plastic

Over the last six years, nearly 9,000 balloons have been collected during Surfrider beach cleanups. Since 2016, Surfrider has helped to pass 31 balloon release laws across the country and we are continuing to fight against balloon pollution at local, state and federal levels. As this type of waste is harmful to humans, wildlife and the planet, we encourage our network to be part of the solution and find sustainable ways to celebrate and commemorate life's special moments.



2021 was a record-breaking year for Surfrider as we surpassed a long-standing goal of having 1,000 cleanups recorded in our database.

**1,230**

Total Cleanups

**15,864**

Volunteers Engaged

**170,000**

Pounds of Trash Collected





**Each year, the Better Beach Alliance brings together businesses, communities and individuals to play important roles in enacting meaningful change for our planet.**

**The Better Beach Alliance**

In 2018, Surfrider and our brand partner, REEF, founded the Better Beach Alliance to educate and inspire new volunteers to get involved with our national Beach Cleanup program. Each year, the Better Beach Alliance brings together businesses, communities and individuals to play important roles in enacting meaningful change for our planet.

In 2021, improved data reporting showed that Surfrider had an overall increase in direct program impacts, which included surpassing two major milestones by hosting more than 1,000 cleanups in one year, and removing over one million collective pounds of trash from beaches and waterways in the U.S. and Europe since the program's inception.

**The 'Dirtiest Beach Day of the Year'**

While the Fourth of July brings people together for fun and celebration, the trash produced during the holiday has resulted in July 5th being recognized as 'the dirtiest beach day of the year' across the country. Unfortunately, many people still depend on single-use plastic items and leave beverage bottles, foodware and packaging behind. This is a problem any day of the year, but with the increase in visitors to the beach for the Fourth of July, combined with the additional litter created, and it's no wonder the day after is such a mess. In fact, last year, Surfrider activists collected more than 1,100 fireworks off of local beaches.

**Making the Change, Being the Change**

To wake up to cleaner beaches in the future, we must put the responsibility for pollution where it ultimately belongs: on the producers of single-use plastics. Our Surfrider network

is striving toward this goal with multiple victories across the country and dozens of campaigns in full swing. Individually, we can advance efforts to fight pollution by making healthier choices and refilling or reusing whenever possible in our daily lives. For example, when packing up for a beach picnic, bring reusable utensils, water bottles, stainless steel cups and fabric bags instead of disposables. Make sure to pack out what you packed in. Any time you see trash, safely dispose of it and leave the beach better than you found it. You can also join your local Surfrider Foundation chapter and its cleanup efforts to help keep our beaches pristine all year round.

As we look toward future holidays, let's be sure to pick up after ourselves, advocate for change at the top and make the choice to free our communities from the significant impacts of plastic pollution.



Thanks to the support of our program sponsor REEF, we were able to surpass a major milestone in 2021 by removing over one million collective pounds of trash from beaches and waterways in the U.S. and Europe since the program's inception.



As a result of the high volume of trash produced during the Fourth of July holiday, July 5th is known as 'the dirtiest beach day of the year' across the country.

# Expanding the Value of Membership

By: Chris Casey, Membership Manager

The Surfrider Foundation's members and supporters are critical to the success of our mission to protect our ocean, waves and beaches for all people. As we are always looking for opportunities to seek feedback and improve the membership experience, we surveyed our members last year to find out more about various aspects, including how our network learned about Surfrider, what motivates action to support our mission, and the value of Surfrider membership.

Many supporters expressed surprise to learn that the price of an individual membership at Surfrider has not changed in our 38 year history and was still the initial cost of \$25 after all these years. As more members equals more voices and greater impacts, we decided that rather than raising the cost, it is important to make membership as accessible as possible to all people. Anyone who supports Surfrider's mission, regardless of the level, is now a Surfrider member. This basic change is being implemented as part of a larger technology transformation at Surfrider. Through ongoing updates, we are deploying new platforms to communicate with our members and supporters, manage volunteers, drive advocacy and raise critical funds for our mission.

A new suite of tools includes features to enhance each member's access to their Surfrider membership information. By visiting [mygiving.surfrider.org](https://mygiving.surfrider.org), members can now access the 'Donor's Giving Portal' to update donations and payment methods, view recent history, download receipts and manage fundraisers that they've created to support Surfrider's mission.

We also listened closely to feedback about how important Surfrider's membership premiums, such as member stickers and t-shirts, are to our supporters. Now, new and renewing members are asked to 'opt-in' to specify if they want to receive additional gifts. This simple change streamlines our fulfillment process and delivers those benefits to members who value them.

Thank you for your ongoing commitment to Surfrider's mission to protect the places we love. We'll continue to share information about changes to Surfrider memberships, new capabilities to directly manage individual information, and updates about expanding the impacts of your support as we work together to ensure clean water and healthy beaches for all people, now and in the future.

**Anyone who supports Surfrider's mission, regardless of the level, is now a Surfrider member.**





## Join the Better Beach Alliance

Beach cleanups are a great way to get outdoors and get involved in making a positive impact in your community – not just for your own local beaches, but also to help influence future legislation to protect our coastlines nationwide.

[cleanups.surfrider.org](http://cleanups.surfrider.org)



# After 20 Years of Pressure, We've Stopped Poseidon

By: Mandy Sackett, California Policy Coordinator

If water is life and drought is pervasive in California, why did the Surfrider Foundation lead the charge against a proposed seawater desalination facility in Huntington Beach? While it may seem counterintuitive, our recent victory against the proposed Brookfield-Poseidon Huntington Beach desalination plant represents an enormous win for the climate, local communities, marine life and the coast.

When Poseidon first expressed interest in constructing a desalination plant in Huntington Beach in the early 2000s, Surfrider's Huntington Beach Chapter quickly opposed the harmful project. By then, Surfrider had been advocating for integrated water management to address the water supply needs of California and the nation. This is an approach based on conservation, water recycling and other solutions like groundwater recharge and regional water transfers.

Surfrider, along with our Stop Poseidon Coalition partners, is now celebrating an epic victory in the decades-long fight against the massive proposed desalination facility in Huntington Beach, California. The campaign included hundreds of meetings, countless local and state hearings, numerous petitions, action alerts and so much more. In May of this year, the California Coastal Commission finally denied the project and ended the long-fought campaign against what would have been the nation's largest desalination facility.

The proposed facility would have been enormously energy-intensive and out of alignment with California's carbon emission goals. In fact, the Sixth Assessment Report by the Intergovernmental Panel on Climate Change (IPCC) refers to seawater desalination as "maladaptive" to climate change.

According to the Orange County Municipal Water District's Water Reliability Report, the proposed facility was the least reliable and most expensive of a suite of options to meet the region's water supply needs, which raised serious environmental justice concerns due to the cost of water. It also would have been constructed in a coastal hazard zone where it would be vulnerable to rising seas and seismic activity. In addition, the desalination facility would have drawn in 100 million gallons per day (MGD) of ocean water to produce 50 MGD of drinking water, which would have had significant entrainment and impingement impacts on marine life.

For more than two decades, Poseidon attempted to strong-arm the project forward by relying on political investments and bullying tactics. However, a buyer was never secured or the need proven for their water. Orange County is one portion of Southern California known to have relatively sufficient levels of water. Investing in this project would have made the 'water rich' even wealthier and taken scarce resources away from better projects where the water is actually needed, such as in parts of Los Angeles, San Bernardino and Ventura counties.



Dozens of activists attended and spoke at a California Coastal Commission meeting to oppose a proposed desalination plant in Huntington Beach.

KC Fockler, Co-Chair of the Surfrider Huntington Beach / Seal Beach Chapter, dedicated many volunteer hours to the campaign to Stop Poseidon over the years as the last in a long line of chapter leaders who have opposed the project for decades. The May Coastal Commission meeting drew hundreds of public commenters. Fockler helped to persuade the Commission to deny the project by pointing out that the plant would also discharge toxic brine near the shore, stating, "I know I don't want to be surfing in toxic brine for the rest of my life."

Ultimately, the California Coastal Commission determined that there was no way to adequately mitigate the enormity and breadth of the impacts of this facility while remaining in compliance with the California Coastal Act. Despite immense political pressure, valiant Coastal Commissioners unanimously denied the project and a decades-long, hard-fought battle finally came to an end. With an eye toward the future, we look forward to supporting smart, local, sustainable, integrated water management in California and beyond.

**Surfrider, along with our Stop Poseidon Coalition partners, is now celebrating an epic victory in the decades-long fight against the massive proposed desalination facility in Huntington Beach, California.**

# Innovation Inspires Action With Sand Cloud

By: Rachael Cushing, Partnerships Coordinator

For the past two years, the Surfrider Foundation has proudly partnered with Sand Cloud, an innovative towel company launched in 2014, to release ocean-inspired collaborative collections that benefit Surfrider's mission to protect clean water and healthy beaches for all people. Since gaining national attention on the well-known business reality television series Shark Tank, Sand Cloud has built a vast community around its beach accessory and lifestyle products, as well as its mission to support conservation organizations like Surfrider through select purchases.

As a San Diego-based company, Sand Cloud first began supporting Surfrider at the local

level by donating to the San Diego County Chapter's annual fundraising efforts. The brand then extended their support by contributing to Surfrider's national campaigns and initiatives. In 2021, Sand Cloud and Surfrider launched our first joint collection of beach towels, followed by a second collection that was released in 2022.

"As our company grew, it allowed us to expand our giving and make a bigger impact in helping to address critical environmental issues," said Sand Cloud's Chief Sustainability Officer, Bruno Aschidamini. "We are really proud of our partnership with Surfrider because we share the same values and goals of protecting our ocean and environment."



Beyond leveraging the sales of their iconic sand-resistant towels to generate essential funds for Surfrider, Sand Cloud has donated towels to our chapters and helped to incentivize volunteers to take action in their communities. In our ongoing partnership, the brand has also continued to look for ways to further rally their network to support Surfrider's mission.

In early October 2021, a devastating oil spill was detected off the coast of Orange County, California. It quickly began washing ashore in an area near Sand Cloud's backyard in San Diego. In response, Sand Cloud immediately

organized a plan to help raise awareness of the spill and its consequences through a social media campaign. The organization allocated additional funds toward Surfrider's work to ensure that the spill's impacts were mitigated as much as possible, a full and comprehensive cleanup was completed, and the polluters were held accountable.

Thanks to our partners at Sand Cloud for supporting Surfrider's mission. We are also grateful for all of the dedicated Surfrider volunteers across the country making great strides in their communities to protect what they love for future generations.

**We are really proud of our partnership with Surfrider because we share the same values and goals of protecting our ocean and environment.**

## AMBASSADOR PROFILE

# Rob Machado

By: Rachael Cushing, Partnerships Coordinator

Rob Machado is well known and respected in the surfing community and beyond for his legendary career as a professional surfer and pioneer of the sport as we know it today. As a prolific surfer from a young age, Rob acquired an awareness early in life of the issues impacting the health of our ocean, and an appreciation for the importance of taking action to protect the beaches and surf spots that we love and rely on. Throughout his career, Rob has continued to help raise awareness about the degrading health of our ocean and advocate for solutions alongside the Surfrider Foundation. In recent years, he has joined our annual Coastal Recreation Hill Day as both a keynote speaker and as part of a lobbying delegation. Rob has also played a key role in our Better Beach Alliance film series released in partnership with REEF, and helped to bring to life a film opposing new offshore drilling. We connected with Rob to learn more about his views on coastal protection and grassroots activism.

### **How did you initially get involved with the Surfrider Foundation?**

I first became aware of Surfrider in the late '80s. I was part of the first Blue Water Task Force. We were doing water testing for the physical education surf program at my local high school and were responsible for taking samples at my home spot of Cardiff Reef and sending them in to Surfrider for testing. The results were quite surprising since we were testing both the ocean and the San Elijo Lagoon. The lagoon at that time was very unhealthy and stagnant. Eventually, the lagoon would break through the sandbar and empty into our surf spot. After we had an idea of how polluted the lagoon was, it really changed our approach to surfing after the rain.

### **Are there any experiences with Surfrider that stand out as particularly impactful to you?**

I've been supporting Surfrider from a very early age. It means a lot to me to be able to use my voice in a positive way and to help spread the word about Surfrider's amazing work. Any way that we can get the word out there and help protect our beaches and ocean... I'm all in.

### **Having traveled the world and spent so much time in and around the ocean, are there specific issues that you've witnessed that surprised you or illustrated the interconnectedness of our ocean?**

It really depends on where you are. It's crazy to think that you can be in some of the most remote places in the world and be surrounded by plastic. I've visited villages in the deepest parts of the Mentawais in Indonesia, only to find their villages littered with trash. It's mind-blowing actually. Everywhere has its own issues. The rainy season in Bali brings onshore winds, and with that comes crazy amounts of trash that are deposited on the beaches. Japan after typhoon rains can flush out all the rivers, which leads to an excessive amount of trash and debris. You can really say the same thing about anywhere. All drains lead to the ocean. Big rains bring big problems.

### **What would you recommend to anyone who is interested in taking action but isn't sure where to start?**

Get out there and get your hands dirty. Do the research and find ways to get involved.



Photo: Todd Glaser

## BOARD MEMBER PROFILE

# Sarah Lim

### What is your current job and what is your role with the Surfrider Foundation?

After nine years of working on environmental legislation in the U.S. Congress, I recently started my own company, One Earth Strategies. I help foundations, nonprofits, start-ups, and other organizations achieve legislative and policy goals in the environment and energy space. I have served on the national Board of Directors for the Surfrider Foundation since 2019.

### Why and when did you get involved with Surfrider?

I first became involved with Surfrider almost 20 years ago as a beach cleanup volunteer. Every time I moved, I would search out the local chapter to get involved with cleanup efforts. I knew from an early age that I wanted to dedicate my career to the protection of the ocean environment and Surfrider's mission aligns perfectly with that.

### What are some local issues that are affecting your ocean, waves and beaches?

My oldest child, Kaia, loves to find interesting rocks and shells whenever we go to our local beaches. Unfortunately, we also find a lot of plastic trash. Plastic pollution is a major issue impacting the marine environment both locally and globally. The amount of plastic that has and continues to enter the ocean is alarming and it is poisoning our coasts. Plastic is not only deadly because it can choke and entangle marine life, but plastic particles can also leach toxic substances into the ocean and wildlife. Single-use plastics need to be stopped at the source.

### What Surfrider projects or committees do you work on?

I have the honor of serving on Surfrider's Justice, Equity, Diversity and Inclusion Committee, Audit Committee, and as the Chair of the Legal Issues Committee, which advises Surfrider's legal department.

### What has been the highlight of your Surfrider experience?

There have been a lot of highlights, but I think attending oral arguments with the brilliant legal department and other incredible legal advisors at the U.S. Supreme Court for an important Clean Water Act case less than a year after I had joined the Board of Directors takes the cake. It was a decade-long battle and we weren't certain how the judges would rule. When we found out that the highest court in the land had ruled in Surfrider's favor, it was a major and well-deserved victory that rejected the previous federal administration's polluter-friendly position and reinforced the Clean Water Act as one of our nation's strongest environmental laws.

### What is the most important thing you tell others about Surfrider?

The Surfrider Foundation is so much more than a handful of volunteer surfers cleaning up beaches and rivers. From legal victories for clean water in the courts to passing laws to reduce single-use plastic pollution in local and state governments, Surfrider has earned its place as an

influential player in the environmental policy space. Not only that, but people are also proud to be Surfrider members because there's an authentic sense of passion and purpose that shines throughout the organization, which starts with the volunteers and staff. In my view, it is a rare combination to have both the policy chops and a passionate network of engaged members.

### Why is it important to you to sit on the Board of Directors for Surfrider?

In addition to being essential to life on Earth, the ocean has, personally, provided me with a lot. Whether it has been fishing with my family growing up or gliding across the waves to melt the stresses of the day away, the ocean has impacted my life in many positive ways and I want to ensure that future generations can continue to enjoy a healthy ocean and have access to unpolluted beaches. Assisting the Surfrider Foundation in the mission to protect the ocean, waves, and beaches for all people, allows me to give back a small part of what has been given to me.





# Step Into Fall

Just in time for fall, our first drop is available now!

From clean logos to bold graphics, this collection features a range of new headwear, apparel and accessories for the changing season.

100% of every purchase helps protect our ocean, waves and beaches.



Scan the code or visit [shop.surfrider.org](https://shop.surfrider.org) to see what's new.





## ACTIVIST PROFILE

# Isabella Ng

### What is your role with the Surfrider Foundation?

Currently, I am President of Surfrider's University of San Diego (USD) Student Club. I am also a member of the Student Leadership Council within the Surfrider student network.

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

I first found out about the Surfrider Foundation when I was living in San Francisco as a young kid. I learned to surf in Hawai'i when I was eight years old. Soon after, I suddenly became aware of the many things that threatened the health of our ocean and wanted to do my part to help protect our ocean and beaches.

I began my involvement with Surfrider by participating in beach cleanups. During the Fall 2020 semester, I started our Surfrider Foundation Student Club at my university with the hope of bringing like-minded students together to enact change within our USD community.

Surfrider is such an amazing organization with caring and compassionate individuals who dedicate their free time to preserving something we all cherish deeply on the USD campus – our ocean! I wanted to bring Surfrider to our group of passionate students and inspire them to enact powerful change.

**I wanted to bring Surfrider to our group of passionate students and inspire them to enact powerful change.**

### What are some environmental issues that are affecting your local community?

The most immediate issues that affect the San Diego community include clean water, coastal preservation, beach access and plastic pollution. Imperial Beach in San Diego's South Bay region experiences regular and extended beach closures due to polluted water conditions. Additionally, beach access, sea walls, coastal development and sea level rise have caused numerous issues pertaining to coastal preservation in the greater San Diego area.

### What Surfrider projects have you worked on?

With the local San Diego County Chapter, I had the pleasure of participating in our 2022 Coastal Hill Day virtual fly-in and served on a San Diego County delegation. As a student, this was a wonderful opportunity to gain new skills and perspectives on initiating systemic change. Additionally, I'm so grateful to have had the opportunity to represent the student voice on policy change in my community.

Within the USD Student Club, I have led two major campus-wide projects. In the spring of last year, we initiated an ocean-friendly sunscreen project. We have also begun laying the groundwork for a Break Free From Plastic campaign at USD, with the hope that our university can sign a Break Free From Plastic pledge in the next couple of years. With our campaign, I've seen students step out of their comfort zones to dedicate an inspiring level of passion and commitment to reducing single-use plastics on our campus.

### Why is being a part of the Surfrider ocean conservation community important to you?

I love that Surfrider emphasizes the importance of empowering club members and educating the community, in addition to performing powerful activist work. Most of all, Surfrider provides a space for everyone and anyone to play a role in maintaining the health of our oceans, beaches and waterways for all people.



## ARTIST PROFILE

# Sandro Young

### When was the first time you went surfing or visited the ocean and what was it like?

I grew up in Minnesota, which is obviously really cold and not remotely close to the ocean. My family was very middle class and didn't have a lot of disposable income, but my parents tried their best to get us out of the cold a few times growing up.

The first time I saw the ocean was on a trip to Mexico when I was seven. It was mind-blowing but at that age, I was way more interested in the pool and nachos. We went back when I was 14, and that was a very different experience. I barely left the beach. It caught me in that introspective teenage season and I remember coming

back home and being crestfallen. I knew that from that moment, I HAD to live by the ocean. Flash-forward a few years, I met a surfer girl from Florida and the rest is history. We live in a little house 10 minutes from the beach and the ocean is a major part of my life.

### What inspires you and the art you create?

This might sound forced but honestly, the ocean is my greatest muse. It is endless and unknowable but also universally loved and relatable. Also, I think I use art as a vehicle to connect with people and share joy and emotions. There is a playfulness in the work because it's where I go to escape the dark parts of the world. It's a welcome distraction, like an ethereal teleportation of some sort.

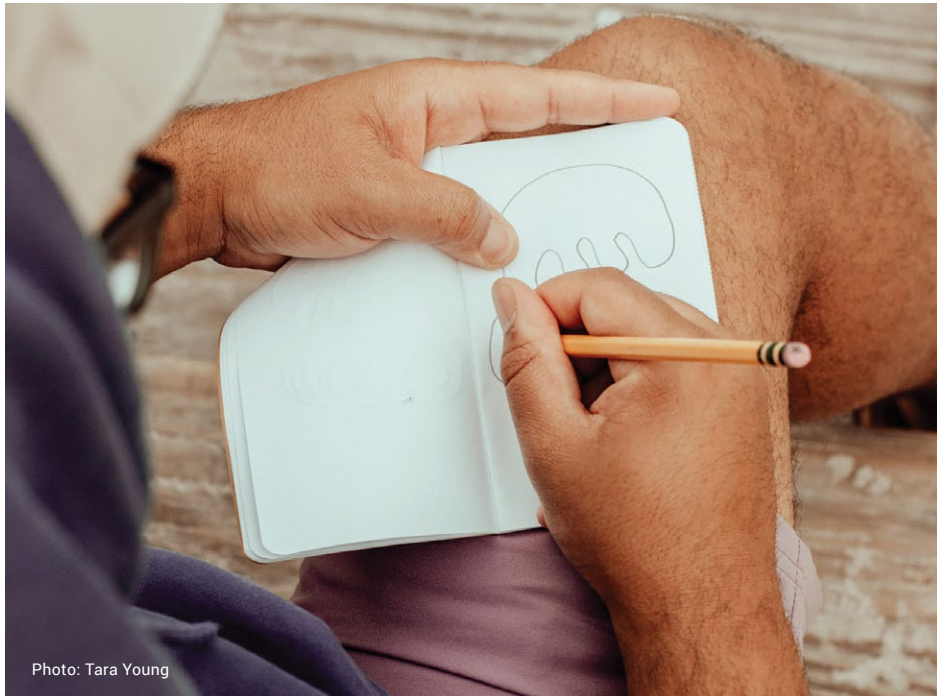


Photo: Tara Young



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

Caring for the ocean, and to a larger extent the planet, falls under the large umbrella of 'be a good human.' Picking up after ourselves is literally the bare minimum and if everyone did at least that, we'd be better off. It can also feel overwhelming to make wholesale changes with the items we buy or our everyday habits. I think my message is to just start small and do what you can. A lot of people doing small things turns into a big thing.

**How did you come up with the concept for our International Surfing Day collaboration and what does it represent?**

"Lil Wave Dude," as he's affectionately called, was a one-off drawing I made a few months back. I love breathing life

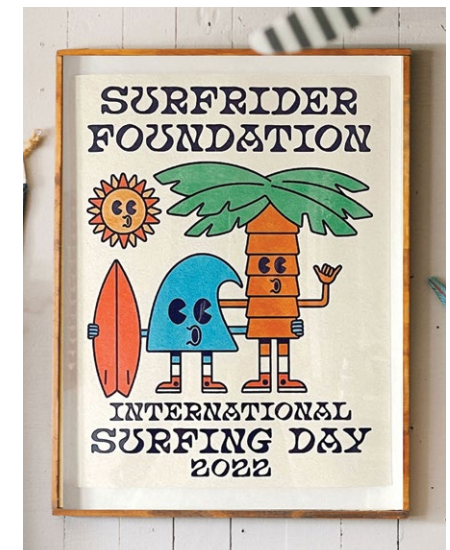
into inanimate objects and the idea of a wave holding a surfboard helped me remember that it's really my 10-year-old inner child who runs the creative department in my brain.

When Surfrider approached me about making the art for International Surfing Day, it became clear that the best move was to just share Lil Wave Dude with others. I think this direction allowed us to deliver an important message while disarming the audience with a lovable character.

**Anything else you'd like to add?**

I'd just like to thank Surfrider for the opportunity to collaborate on such a cool project with International Surfing Day. It really warms the soul to be able to do the thing I love (create) while also benefiting the place I love (the ocean) simultaneously.

**I think my message is to just start small and do what you can. A lot of people doing small things turns into a big thing.**



# Coastal Victories Update

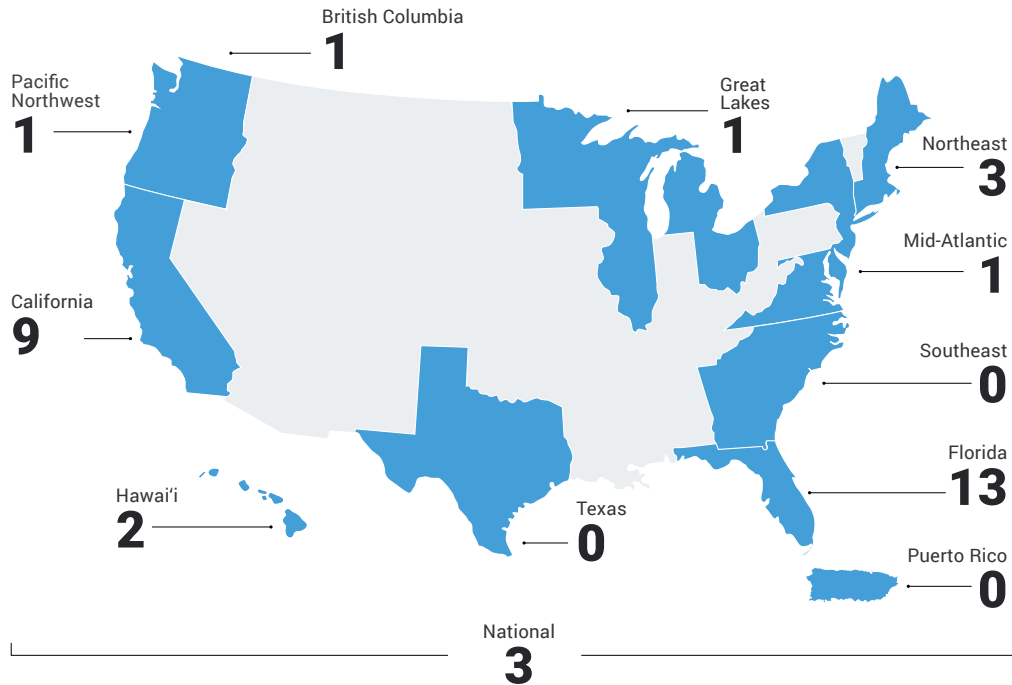
A coastal victory is a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or both.

For more information visit [surfrider.org/campaigns](https://surfrider.org/campaigns).

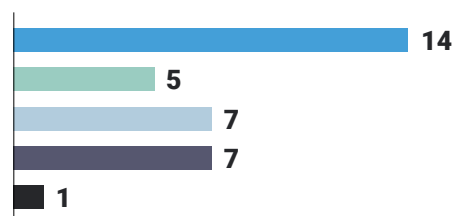
# 34

Total Victories as of August 2022

## VICTORY LOCATIONS

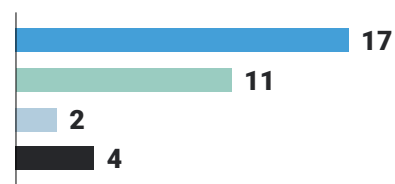


## VICTORY TYPE



- Plastic Pollution
- Ocean Protection
- Coastal Preservation
- Clean Water
- Beach Access

## VICTORY SCOPE



- Local
- State
- Regional
- National



# Leave a Lasting Legacy

Help advance the protection of our ocean, waves and beaches for future generations. Scan the code below or contact us about Planned Giving.

[surfriderlegacy.org](https://surfriderlegacy.org) | 949.492.8170

