

EXECUTIVE SUMMARY

The Vision of the Surfrider Foundation is 150 coastal victories by 2010.



The Surfrider Foundation is unique within the environmental community. We are surfers and ocean and beach enthusiasts who share a deep passion for the ocean and coastal environment because we live with and recreate in it on a regular basis. We have translated our love for the ocean into an active stewardship program that includes protection of beach access and surf breaks, preservation and restoration of coastal and ocean environments, and environmental education.

The strength of the Surfrider Foundation lies in our chapter network. It enables us to work as credible, community-based activists for coastal conservation. With our ability to mobilize grass roots action through our chapters, and our focus on the coastal and marine environment, we have won a number of significant coastal protection victories. **We define these victories as a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or both.**

We have crafted this vision to challenge and inspire our network of volunteers, chapter activists, members, staff and board members. We believe this vision is ambitious, specific, unifying, inspirational, explanatory, measurable and—most importantly—capable of positively empowering our mission: *the protection and enjoyment of the world's oceans, waves and beaches, for all people, through conservation, activism, research and education.*

We have identified seven Strategic Goals to move Surfrider toward this Vision:

- Stop human interruption of natural beach processes
- Improve coastal water quality
- Ensure healthy coastal ocean ecosystems
- Protect waves
- Secure universal, low-impact beach access
- Motivate a global movement of care for the coasts
- Attain our vision through chapter-based activism

Finally, all that we do is guided by three key values: Protection and enjoyment of our oceans, waves and beaches; environmentalism; and grass roots activism.

The full Strategic Plan follows.