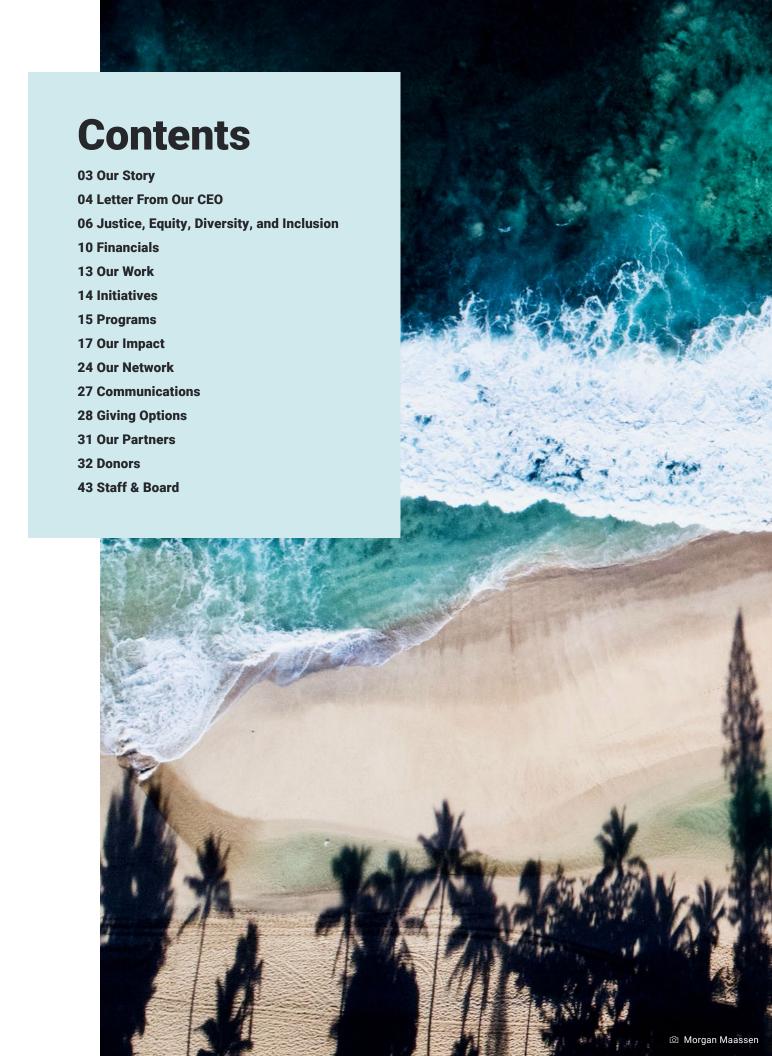


ANNUAL REPORT





Our Story

More than 40 years ago, a handful of surfers made a powerful statement by founding the Surfrider Foundation. The waves that they surfed in Malibu, California, were threatened by development and pollution. They wanted to protect what they loved, so they took action and organized a group to protest the threats to their local surf break. That spark ignited a movement that now consists of more than a million supporters, including activists and members comprising over 200 volunteer-led chapters and student clubs.

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

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

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

Thank you for your continued support.

The Surfrider Foundation invites all who care about the ocean, waves, and beaches, regardless of background, socioeconomic class, or geographic location, to join us as we work together to protect our coasts for the future.



Middle Age is Looking **Good on Surfrider**

As we reflect on Surfrider's 40th year, I'm incredibly proud of what we've accomplished together in 2024 and over the past four decades. Our network of volunteers, chapters, and supporters achieved extraordinary results protecting our ocean, waves, and beaches, and took some time to gather and celebrate what a powerhouse this organization has become.

This year, we secured 59 campaign victories, passing policies that safeguard our coasts. Our volunteers removed over 114,000 pounds of trash from our beaches, while our Blue Water Task Force performed 9,500 water quality tests at nearly 600 sites nationwide – the largest testing program of its kind.

We celebrated major milestones in ocean protection, helping establish the Chumash Heritage National Marine Sanctuary in California, protecting 2.9 million acres of coastline. In total, new marine protected areas safeguarded over 25 million acres of ocean habitat. We celebrated the Biden administration's efforts to protect our coasts from offshore drilling and secured nearly \$250 million for sewage infrastructure improvements along the US-Mexico border.

Our Climate Action Program launched with force - 2,260 volunteers planted 14,472 native plants across 47 restoration events, building coastal resilience through nature-based solutions. At Surfers' Point in Ventura, we broke ground on Phase II of our multi-decade managed retreat project.

The fight against plastic pollution advanced significantly. Our Ocean Friendly Restaurants program grew to 570 businesses, now serving 38 million plastic-free meals annually, and we launched Ocean Friendly Hotels with 20 properties already participating. We also filed a groundbreaking lawsuit against ExxonMobil for its alleged role in deceiving the public about plastic waste.

This work happens because of you - our 55,000 volunteers who showed up for conservation action, our chapter leaders driving local campaigns, and our supporters who make it all possible.

The challenges ahead are significant, but so is our momentum. Together, we'll continue protecting our coasts for the next 40 years and beyond.

Your fellow friend of the ocean,

25ill

Dr. Chad Nelsen

CEO, Surfrider Foundation

DEFENDING OUR OCEAN FOR ALL TO ENJOY



Environmental Justice, Equity, Diversity, and Inclusion

Our Commitment

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

Why It Is Important

Our ocean and coasts are public commons, and we believe that access to healthy and clean coasts and a vibrant ocean should be for the benefit of all people. But around the world, too many people are excluded or made to feel unwelcome on our coasts and are disenfranchised from decisions made about the future of these shared resources.

For over four decades, our mission has sought the protection and enjoyment of our coasts and ocean for all people through active engagement in our democratic decision-making processes. We know we must expand our community of coastal activists to be more inclusive of and serve nearby communities, and we recognize that we fell short in proactively welcoming and empowering everyone to be part of our organization in the past.

In addressing this reality, Surfrider seeks to infuse the principles of Environmental Justice, Equity, Diversity, and Inclusion (EJEDI) into every aspect of our work. We will work to achieve environmental justice guided by a vision of a world in which all individuals, communities, and people work together toward the protection of our coastal and ocean resources, as well as our shared access to them; are active participants in the decisions that affect them; and equitably share the joy and benefits of healthy and vibrant coastal communities.

With EJEDI principles guiding our work, Surfrider is evolving to become a more just and powerful organization.

Diversifying our network of activists and integrating their unique perspectives enables us to learn from the wisdom of marginalized communities, and empowers us all to better protect our environment.

Our EJEDI Definitions

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

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

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

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

2024 EJEDI Goals and Progress

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

Goals and Progress

1. Increase diversity of board, staff, and volunteers.

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

For our volunteer network, demographic assessments are conducted on a less frequent cycle due to the scale of our grassroots base and the decentralized nature of volunteer engagement. These broader assessments are designed to capture meaningful trends across our national network over time, rather than year-toyear fluctuations. Our next volunteer demographic assessment is scheduled for 2026 and will help inform continued progress toward building a more inclusive and representative volunteer base.

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

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

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

We continue our rollout of the Learning Management System (LMS), which includes dedicated EJEDI (Environmental Justice, Equity, Diversity, and Inclusion) training for staff, board, chapter, and club members. The LMS supports multiple platforms, formats, and languages to ensure accessible, inclusive learning experiences across our diverse network.

In addition to onboarding-focused education, we continue to invest in ongoing learning opportunities for staff. In 2024, Surfrider hosted an all-staff training led by Right to Be on "How to Lead Discussions Across Differences," as well as a presentation and workshop by Intersectional Environmentalist during our staff-wide meeting. These sessions reinforced the importance of EJEDI work as foundational to our mission and provided tools for engaging more thoughtfully and effectively across identities and experiences.

As part of our Surfrider Work Culture Project, we launched an anonymous staff culture survey to understand how our internal environment reflects our values and where we can improve. Staff input will guide future conversations and help align our workplace culture with our strategic goals, including those related to inclusion and equity.

4. Diversify creative collaboration in our marketing and communications materials.

We have been intentionally utilizing our brand platform and reach to amplify and lift up the voices and perspectives of our diverse partner organizations, user groups, and individuals in our national network. In 2024, we developed an internal Social Issues Statement Protocol to provide transparency to staff and members on how we determine when and how to take public positions on social and EJEDIrelated issues. This protocol helps ensure consistency, clarity, and alignment with our mission and values when navigating complex or evolving topics.

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

5. Provide inclusivity training and resources to chapters & clubs and report results.

In 2024, Surfrider advanced its commitment to environmental justice, equity, diversity, inclusion, and accessibility (EJEDI) through expanded training and structural updates within our volunteer network. As part of our 40th Anniversary Summit, we introduced a new training, "Generative Resolution and Accountability," designed to equip volunteer leaders with strategies for welcoming diverse perspectives and constructively addressing conflict. The training emphasized building a culture of openness, learning, and repair across the network. Post-training survey results showed increased confidence among participants in their ability to foster safer and more inclusive volunteer environments.

To further embed equity principles into chapter leadership, we created a new volunteer leadership role: the Environmental Justice, Equity, Diversity, and Inclusion (EJEDI) Advisor, a dedicated position within the Chapter Executive Committee framework. This role is intended to elevate equity-centered decision-making and strengthen local chapter governance.

In addition, we continue to support shared learning and open dialogue through our Equity Roundtable — a virtual space where staff, chapter, and club members gather to share experiences, challenges, and best practices related to EJEDI work throughout the network.

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

We have updated our campaign strategies and resources to consider and address environmental injustices in communities as they relate to the conservation of our coasts and ocean. We continue to build relationships with organizations focused on youth development and education in underserved communities, tribes, to support their efforts. Staff members are encouraged to study EJEDI issues and attend campaign planning strategies on their own and then share insights. For instance, several staff members have attended the Effective and Equitable Coalitions seminar, as well as shared summaries of webinar findings on Basecamp, Surfrider's project management and team collaboration tool, to promote staff learning and discussion opportunities.

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

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

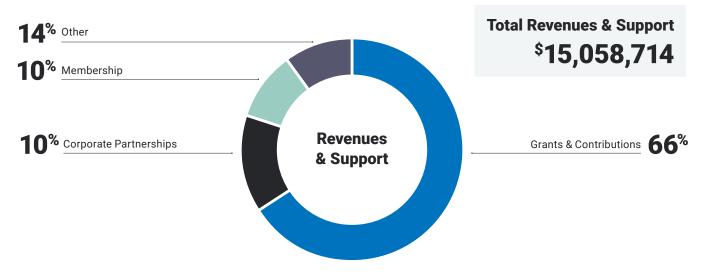
This work is not easy. These efforts will take time. We are as committed to making sure our workplace and network are as welcoming to all people as we are to the protection of our ocean, waves, and beaches for future generations. The work that we do here matters, and ensuring a seat at the table for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





Financial Activities

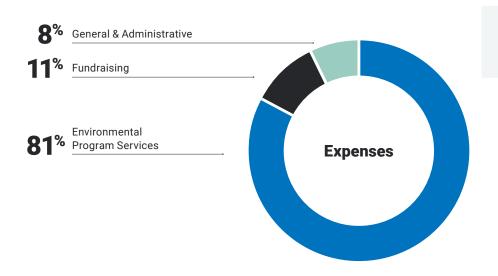
Years Ended December 31, 2024/2023



2023	2024	Revenues & Support
\$10,457,30 3	\$9,922,936	Grants & Contributions
1,445,753	1,500,946	Membership
272,772	246,386	Sales, Mail Order Merchandise (net of cost of goods sold)
1,754,004	1,569,652	Corporate Partnership Revenue
73,441	225,549	Special Events (net of direct costs)
0	924,114	Employee Retention Credits
183,552	94,168	Other Income (loss)
741,098	574,963	Investment Income (loss)
\$14,927,92 3	\$15,058,714	Total Revenues & Support
		Expenses
11,243,443	12,020,410	Environmental Program Services
1,416,789	1,617,888	Fundraising
989,077	1,251,010	General & Administrative
^{\$} 13,649,309	\$14,889,308	Total Expenses
1,278,614	169,406	Changes in Net Assets
18,569,831	19,848,445	Net Assets Beginning of Year
	\$20,017,851	Net Assets End of Year

Financial Position

Years Ended December 31, 2024/2023



Total Expenses \$14,889,308

Assets	2024	2023
Cash & Cash Equivalents	\$9,443,619	\$11,148,829
Investments	5,327,615	4,882,055
Accounts & Grants Receivable	5,003,545	4,019,855
Employee Retention Credit Receivable	924,114	0
Inventory	126,104	182,747
Prepaid Expenses	222,348	337,596
Property & Equip. (net of depreciation)	\$54,147	^{\$} 77,612
Operating Lease Right-Of-Use Asset	480,117	627,130
Total Assets	\$21,581,609	\$21,275,824
Liabilities		
Accounts Payable & Accrued Liabilities	281,774	57,194
Payroll Related Liabilities	744,469	677,828
Operating Lease Liability	537,515	692,357
Total Liabilities	\$1,563,75 8	\$1,427,379
Net assets		
Without Donor Restrictions	7,862,545	9,999,537
With Donor Restrictions	12,155,306	9,848,908
Total Net Assets	\$20,017,851	\$19,848,445
Total Liabilities & Net Assets	\$21,581,609	\$21,275,824



Our Work

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

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

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Initiatives



Plastic Reduction

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

surfrider.org/initiatives/plastic-pollution





Clean Water

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

surfrider.org/initiatives/clean-water



Coasts and Climate

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

surfrider.org/initiatives/coasts-climate



Ocean Protection

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

surfrider.org/initiatives/ocean-protection



Beach Access

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

surfrider.org/initiatives/beach-access

Programs



Beach Cleanups

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

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





Ocean Friendly Restaurants & Hotels

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

surfrider.org/programs/ocean-friendly-restaurants surfrider.org/programs/ocean-friendly-hotels



Climate Action Program

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

surfrider.org/programs/climate-action



Ocean Friendly Gardens

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

surfrider.org/programs/ocean-friendly-gardens



Blue Water Task Force

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

surfrider.org/blue-water-task-force

From testing our coastal waters to ensuring that runoff stays in your garden to reducing plastic pollution, Surfrider's programs help ensure that our marine ecosystems are protected.



Our Impact

Marking 40 years of action on our coasts, 2024 saw enormous growth in our network and impact across the United States.

2024 was a significant year for Surfrider and the work we've led to protect our ocean, waves, and beaches. Marking 40 years of action on our coasts, 2024 saw enormous growth in our network and impact across the United States. We led successful campaigns to curb plastic pollution at the source, improve ocean water quality monitoring at beaches in need, and better protect our coasts against erosion and climate change. We built new programs while strengthening the ones we have been leading for decades.

Our network helped establish new marine protected areas, protecting millions of acres of ocean habitats, while working with Congress to keep new offshore oil drilling out of the Gulf of Mexico and Alaska. We restored coastal ecosystems, monitored water quality on more beaches than any other organization in the world, and helped hundreds of restaurants and hotels transition away from single-use plastics. It wasn't just the end of any year — it was the end of 40 years of Surfrider leading the way for ocean protection.









59

Campaign Victories to Protect our Coasts and Ocean



>364,000

Pounds of Trash Removed From Beaches and Coastal Waterways



55,000

Volunteers Engaged in On-the-Ground Conservation



9,500

Water Quality Tests Performed



60,000

Volunteer Hours Contributed



47

Restoration Events to Restore Coastal Ecosystems



2.9 million

Acres of Ocean Habitats Protected



14,472

Native Plants Installed

Coasts and Climate

Highlights

47

Restoration Events

14,472 Native Plants Installed

Surfrider's Coasts and Climate Initiative grew exponentially with major impacts across the country. Our network achieved 16 campaign victories in 2024, with local wins to stop harmful coastal armoring in Oregon and advance better beach management on O'ahu's famous North Shore, an area suffering from chronic erosion issues.

Through state-level campaigns, we kept major development out of Florida's treasured state parks and worked with the California Coastal Commission to make smarter decisions for the state's coastline. At the federal level, Surfrider helped expand the Coastal Barriers Resources Act to protect 290,000 acres of coastal habitats from risky development and climate change-driven hazards.

The year marked significant milestones to protect and adapt iconic shorelines and surf breaks in California from erosion and the impacts of climate change. Surfrider's multi-decadal campaign at Surfers' Point in Ventura broke ground on Phase II to relocate an eroding bike path and parking lot off the beach and make way for a natural dune habitat. At San Onofre State Beach, Surfrider launched an effort, with a new grant from California's State Coastal Conservancy, to lead a community-driven and naturebased project that protects this globally unique surfing and cultural site.

In 2024, Surfrider officially launched its Climate Action Program, a first line of defense against the impacts of climate change and erosion on our coasts. Through the program, Surfrider's network is getting their hands dirty and restoring coastal habitats across the country, including carbon-storing mangroves in Puerto Rico, beach dunes up and down the East Coast, and wetlands in California. In 2024, more than 2,260 Surfrider volunteers installed 14,472 native plants through 47 restoration events. This program harnesses naturebased solutions and the power of our volunteer network to help our coasts adapt to sea level rise, increasingly intense storms, and chronic erosion that are affecting so many of our beaches.



Clean Water

Highlights

10

Policy Campaign Wins

600

Water Sampling Sites

9,500

Water Quality Tests Performed

\$250 million

Secured for Border Sewage Infrastructure Improvements

In 2024, Surfrider won 10 policy campaigns that protect coastal water quality, ensure continued water quality monitoring to safeguard public health at the beach, and improve public notification when the water is polluted.

We continued to advocate for the solutions and funding needed to address the sewage crisis on San Diego County's US-Mexico border, one of the worst ongoing public health and environmental justice issues in the nation. Surfrider led an effort with Un Mar de Colores that officially declared the Tijuana River, which empties into Imperial Beach, as one of America's **most endangered rivers**. Surfrider's grassroots advocacy on the issue helped secure nearly \$250 million for border sewage infrastructure improvements in 2024 through Congress and California's Climate Bond.

In Hawai'i, Surfrider led campaigns to improve water quality testing and public notification across the islands while advancing cesspool conversions through state-level advocacy. In Suffolk County, New York, Surfrider successfully advocated to establish a new revenue stream to fund septic and sewer system upgrades on Long Island. Meanwhile, in Florida, Surfrider's Miami Chapter supported a successful county-wide ordinance to reduce stormwater runoff and promote nature-based solutions.

Surfrider's Ocean Friendly Gardens program grew in 2024, making an impact on beach water quality upstream - at homes, schools, community centers, and public property. Florida's Space Coast Chapter installed four new Ocean Friendly Gardens that soak up and filter runoff before it flows into the Indian River Lagoon, an important ecosystem for threatened manatees. In Southern California, the Los Angeles and Long Beach Chapters installed seven new gardens with partners at an elementary school, an indigenous cultural center, city departments, and neighborhood associations. These garden projects provide opportunities for hands-on education and action to protect clean water and resilient communities.

Surfrider's Blue Water Task Force, the largest volunteer-run beach water quality testing program in the U.S., continued to grow in 2024. With 60 labs across the country, volunteers performed over 9,500 tests at nearly 600 sampling sites. Surfrider's data is critical to protecting families at the beach by helping people make informed decisions on where it is safe to surf, swim, and play, while also driving important policy decisions to solve pollution issues.



Plastic Reduction

Highlights

13

Policy Campaign Wins

1,295
Beach Cleanups

39,161

364,057Pounds of Trash Removed

In 2024, Surfrider's **Beach Cleanup Program** removed 364,057 pounds of trash, including single-use plastics, from beaches around the country. With the help of nearly 39,161 dedicated volunteers, we led more than 1,295 cleanups that provided communities, youth, partner organizations, and companies a first-hand stewardship experience that protects our coasts. In addition to removing enormous amounts of waste from our beaches, these cleanups provide essential data that helps pass policies to curb single-use plastic waste at the source.

Meanwhile, Surfrider successfully led 13 policy campaigns that: strengthen bag bans in California and Folly Beach, South Carolina; prevent intentional balloon releases in Florida;

stop harmful chemical recycling in New York; reduce construction site plastic waste locally in New Jersey; ban plastic bags in Annapolis, Maryland; and reduce restaurant single-use plastic waste, through a Skip the Stuff ordinance, in East Hampton, New York.

Surfrider also continued working with businesses to help them transition away from single-use plastics in 2024. Our Ocean Friendly Restaurants now include more than 570 businesses that serve more than 38 million singleuse plastic-free meals a year. Surfrider's Ocean Friendly Hotels, launched in September 2024, already includes 20 businesses that collectively reduce the use of more than 620,000 plastic water bottles and 930,000 mini toiletry bottles in hotels.

In September, Surfrider, along with Heal the Bay, Sierra Club, and San Francisco Baykeeper, filed a lawsuit alleging that ExxonMobil, the largest producer of virgin single-use plastic polymers, caused a public nuisance — California's plastic litter crisis — by covering up the truth about the viability of recycling and the dangers of the single-use plastics it produces.



Ocean Protection

Highlights

25.6 Million

Campaign Victories

Acres of Ocean Protected

Surfrider won nine campaigns in 2024 that protect more than 25.6 million acres of our ocean against offshore oil drilling, seabed mining, and other destructive human activities. After more than a decade of advocacy with the Northern Chumash Tribal Council and other partners, the Chumash Heritage National Marine Sanctuary was established, protecting 2.9 million acres of central California's wild coastline. Surfrider helped strengthen protections for the 3.1 million-acre Northeast Canyons and Seamounts Marine National Monument off the coast of New England and played a critical role in management

plan updates for the Florida Keys and Olympic Coast National Marine Sanctuaries. In Puerto Rico, a new marine reserve was also established, thanks to Surfrider's grassroots leadership on the island. Vega Baja y Manati Marine Reserve protects 43,700 acres of Elkhorn coral, mangroves, and other key ecosystems.

While these new protected areas safeguard critical habitats, the threats from offshore oil drilling loom large along nearly all coasts. Surfrider continued to monitor efforts by Congress to open up offshore areas for new drilling. We were able to help stop a proposal that would have required the Department of the Interior to conduct oil and gas lease sales in the Gulf of Mexico and off Alaska's coast. Also, in 2024, with the help of Surfrider, Hawai'i joined California, Washington, and Oregon in banning destructive seabed mining in state waters.



Beach Access

Highlights

Campaign Victories to Protect Beach Access

25 years

Onofre State Beach Secured

Open public access to the coast is essential to our ability to enjoy the ocean, waves, and beaches. In 2024, our network worked to restore public recreational beach access in Maine and Galveston, Texas, allow for more timeframes to legally surf in Delaware, and improve beach access in Florida. We also reached the final steps in a campaign to preserve public coastal access at Lighthouse Beach in Coos Bay, Oregon.

At Southern California's San Onofre State Beach, home to the iconic Trestles surf break, Surfrider embarked on a campaign to ensure the continued management of the beach by California State Parks. A 50-year lease agreement between the Marine Corps and State Parks was set to expire this year, threatening continued public access. At the eleventh hour, and after months of advocacy by local ocean users, a 25-year agreement was reached, ensuring continued public access to this globally important surfing and cultural resource.

While we can look back on our 40th year and reflect on the success that Surfrider has had in protecting coastlines across the United States, we know that there is much more work to be done. We staved off new oil drilling in 2024, but we can expect there will be pressure to open up more areas in the years to come. We will continue to defend federal agency budgets that are critical for programs that protect our health and our coasts. Meanwhile, we will double down on our efforts to pass meaningful policies at the local and state levels that ensure clean, protected, and accessible waves and beaches for all. Lastly, Surfrider's programs will continue to make an impact on the ground every day, as they have for the last 40 years.







Our Network

At the heart of the Surfrider Foundation's grassroots power is a thriving network of volunteer leaders. Surfrider is committed to developing ready-now and future-ready leaders by offering high-impact learning opportunities that equip volunteers to be agile, capable, and enduring advocates for our coasts. Our chapter leaders are recognized as some of the most well-trained in the environmental field, thanks to a dynamic ecosystem of support that includes regional leadership conferences, hands-on training, and an expanding set of virtual tools and platforms.

In 2024, we celebrated Surfrider's 40th anniversary by hosting the Surfrider Summit and Celebration in Long Beach, California. More than 400 chapter and student club leaders came together for a powerful weekend of learning, connection, and inspiration. Attendees participated in sessions focused on core leadership skills such as volunteer recruitment, engagement strategy, and chapter growth, as well as mission-focused topics like climate action, water quality, and plastic pollution. Keynote speakers included Patagonia CEO Ryan Gellert, professional big wave surfer Greg Long, and marine biologist and New York Times bestselling author Dr. Ayana Elizabeth Johnson, each offering unique insights and motivation to our volunteer leaders.

As part of our 40th anniversary celebration, we proudly presented the Wave Maker Awards, recognizing outstanding chapters, clubs, volunteers, and supporters for their exceptional leadership, innovation, and commitment to our mission. These honorees exemplify the spirit of grassroots

activism, going above and beyond to drive meaningful change in their communities and across the nation.

Award categories included Excellence in Chapter and Club Initiatives and Chapter Program Impact, with winners recognized across both East and West Coast divisions. Highlights included standout events, impactful campaigns, environmental justice initiatives, and programmatic excellence in Surfrider's core areas, such as Blue Water Task Force, Ocean Friendly Programs, beach cleanups, and climate action.

These awards recognize and celebrate the collective power and dedication of our volunteer network, reinforcing the important role our chapters and clubs play in protecting our ocean, waves, and beaches for all people.

We also expanded our reach through our Golden volunteer management platform, engaging over 55,000 volunteers who collectively contributed more than 60,000 hours toward Surfrider's mission. Notably, we saw a 4.6% increase in volunteers returning for multiple opportunities, demonstrating stronger long-term engagement and chapter connection.

As of the close of 2024, we chartered three new chapters: Kenai Peninsula, Alaska; Annapolis, Maryland; and Cape & Islands, Massachusetts. The Surfrider Foundation proudly supports a national network of 80 chapters and 170 student clubs, each led by passionate volunteers dedicated to protecting our ocean, waves, and beaches.



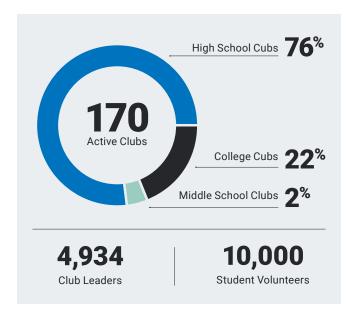
Student Clubs

Surfrider had 170 clubs officially register to be active for the 2024-2025 school year (37 College/University, 130 High School, 3 Middle School). The club network consists of 4,934 club leaders, and we directly engaged more than 10.000 student volunteers in Surfrider events and initiatives.

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

Our student clubs engage in a variety of projects and programs related to our mission, such as beach cleanups, Ocean Friendly dining halls, Ocean Friendly Gardens, policy initiatives, educational campaigns, art projects, and more. This data represents the percentage of total clubs participating in each type of project/program across our network. "Other" encompasses various environmental stewardship projects related to our mission, such as fundraisers, art shows, JEDI initiatives, concerts, podcasts, educational outreach, and more.

Conference Engagement: Each year, Surfrider hosts a series of in-person regional conferences across the United States open to a limited number of volunteers. These conferences are particularly impactful for our student leaders as we provide training on direct-action organizing while providing the opportunity for networking, sharing ideas, challenges, and successes related to ocean conservation. During the 2024-2025 school year, we had 67 club leaders attend and contribute to Surfrider conferences in Long Beach, CA, Monterey, CA, and Charleston, SC — this represents a 76% increase in conference engagement compared to the last school year. This high level of interest highlights the growing demand from young people to utilize our network to build leadership skills and take direct action in service of our mission.



Lobby Days: For many students in Surfrider's Student Club Network, our lobby days are their first-ever political action - an experience that empowers, energizes, and inspires. In 2024, our program engaged the highest number of students to date in direct, nonpartisan political action at the local, state, and federal levels. These volunteer opportunities equip students with life-long skills that foster civic engagement, including public speaking, advocacy, relationship building, and leadership development.

Hill Day: Surfrider's 9th Annual Federal Coastal Recreation Hill Day received the highest level of participation ever. Students comprised 39% of participants who represented our volunteer network, which included 39 students from 28 different Surfrider clubs around the country.

State: Our California, Florida, and Maryland Surfrider clubs also attended and organized state lobby days. Between these three events, we saw 40 students from 12 different clubs advocating for clean water and healthy beaches in their respective state capitals. This reflects a 150% increase in the number of students participating in state lobby days compared to the previous year.

During the 2024-2025 school year, we had 67 club leaders attend and contribute to Surfrider conferences in Long Beach, CA, Monterey, CA, and Charleston, SC - this represents a 76% increase in conference engagement compared to the last school year.

Global Plastics Treaty: Building upon our club postcard campaign from the 2023-2024 school year, our Student Club Network continued to advocate for a strong Global Plastics Treaty in the 2024-2025 school year. On the ground in Busan, South Korea, Surfrider Club Network staff and a student club leader engaged in an interactive tabling exhibition alongside international non-profit environmental organizations, various decision makers, and the general public to raise awareness about our priorities and programs. Additionally, we hosted an international youth panel discussion on "The Power of Youth Activism: Leadership & Solutions for Plastic Pollution," featuring environmental youth leaders from four different countries as well as members of The Society of Native Nations. The purpose of this panel was to create a platform for youth leaders to share their insights, experiences, and priorities about plastic pollution. Back at home, club leaders from across the country engaged in an educational webinar and shared action alerts with their networks on social media.

Club Leadership Council: The club leadership council advises Surfrider Club Network staff on how to best support the future generation of ocean activists, foster stronger connections between clubs across the country, and provide targeted feedback on new endeavors to help ensure Surfrider's programs, campaigns, initiatives, and communications are relevant and reflective of the values of today's students. For the 2024-2025 school year, we had 14 students participating in the council.

Coastal Defender Academy: During the 2024-2025 school year, we launched our newly developed Coastal Defender Academy (CDA). The CDA is a policy-focused training program for the Club Leadership Council, providing the skills and confidence needed to effectively create policy change at their schools and in their communities at the local, state, and federal levels.

The Coastal Defender Academy is composed of two core components: (1) leadership development and skill-building trainings; and (2) hands-on engagement in existing Surfrider campaigns and events, like California Ocean Day and Coastal Recreation Hill Day in Washington, D.C.

Trainings for the 2024-2025 school year included:

- Plastic Pollution and Advocating for Policy Change
- · Leadership Recruitment, Retention, and Succession Planning
- · Soft Skills and Critical Thinking: Reflective Journaling Activity
- · Presidential Elections 101, Electoral Processes, and Navigating Challenging Political Conversations
- · Climate Action Program Webinar
- · Coastal Recreation Hill Day Training
- · Global Plastics Treaty Webinar
- · Policy Pathways and Community Organizing with Justin Cummings, then-Chair of the California Coastal Commission



Communications

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

Surfrider website

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

Coastal Blog

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

Action Network

Through Action Alerts, Surfrider mobilizes our activist network by email and text, inviting them to weigh in when it matters most by sending a message or petition directly to their elected representatives and key policymakers at the local, state, and national levels. With a few simple clicks, a personalized letter is generated and addressed to the relevant stakeholders. Our Action Network does the rest - sending timely email messages to elected officials, corporate leaders, and other important decision-makers to help influence policy to better protect our ocean. Learn more at surfrider.org/action.

Social Media

The Surfrider Foundation effectively utilizes social networks - including Instagram, Facebook, LinkedIn, YouTube, TikTok, BlueSky, and X (formerly Twitter) by engaging with supporters and followers, posting organizational updates, responding to questions, and providing resources. Surfrider's social media channels are also tools for staff and chapter leaders to amplify messaging through additional regional and chapter social media outlets. Follow @surfrider for timely Surfrider Foundation updates.

Making Waves

"Making Waves" is the Surfrider Foundation's bi-weekly digital newsletter, featuring campaign developments, chapter updates, and environmental news stories. Started in print in the late 1980s, "Making Waves" is the Surfrider's longest-running vehicle for communicating with our members and supporters about mission-related activities and achievements. Sign up at surfrider.org/subscribe.

Beachapedia

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

Giving Options

Current Gifts

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

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

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

Future Gifts

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

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

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

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

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

Workplace Giving

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

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

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

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

Employer Matching Contributions

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

Tributes & Memorials

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

Dillon Henry Memorial Endowed Fund Donors

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





Our Partners

We would like to thank our partners for their support.







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Donors

On behalf of the world's ocean, waves and beaches, the Surfrider Foundation would like to thank the following individuals, foundations, and corporations for their generous support received between January and December of 2024.

\$500,000+

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\$250,000-499,000

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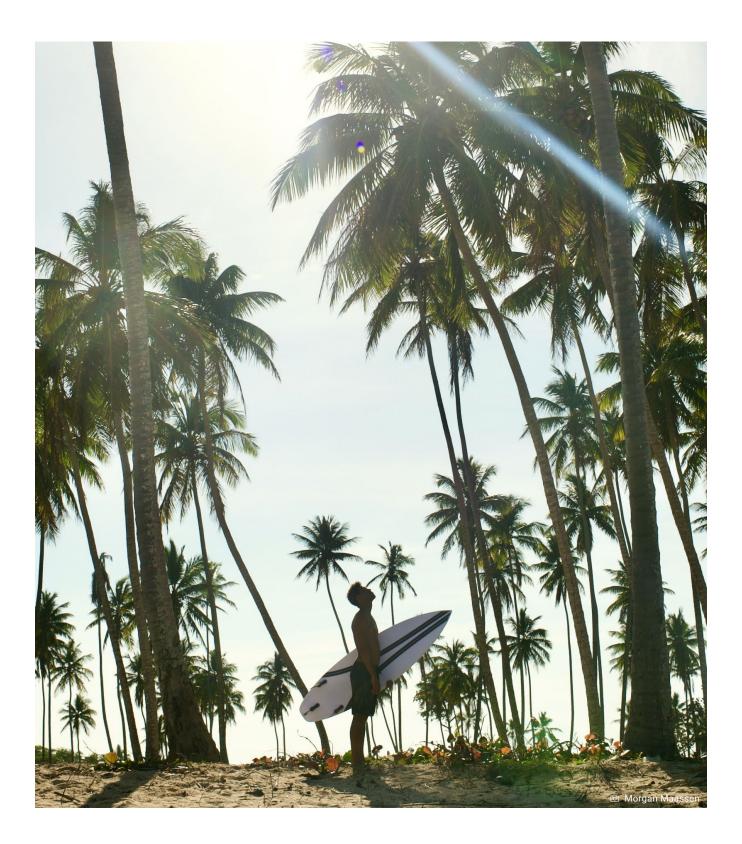
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