OUR STORY

More than 35 years ago, a handful of surfers made a powerful statement by founding the Surfrider Foundation. The waves that they surfed in Malibu, California, were threatened by development and pollution. They wanted to protect what they loved, so they took action and organized a group to protest the threats to their local surf break. That spark ignited a movement that now consists of more than a million supporters, activists and members, with over 170 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 protect 100% of our coastlines. 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.
A LETTER FROM OUR CEO

The Surfrider Foundation’s strength is our grassroots model and our unbelievably dedicated activists, but what is often less obvious is the support that those activists receive from Surfrider’s experts. It is our unique ability to work from the ‘bottom-up and top-down’ that makes Surfrider so effective not only at the local level, but also at state and federal levels, by scaling our victories across the nation. Our model also enables important local and statewide progress during times like these, when the federal government is moving backward and attacking our environmental safeguards.

In 2018, we smashed our previous year’s record of 61 coastal victories and racked up 82 campaign wins that resulted in healthier oceans and coasts across the country. The marked uptick in success is largely a result of three things. First, our chapter network has never been stronger. Our extensive network of 81 chapters is recruiting more activists, running more effective campaigns and doing more in their communities. Second, we have increased our capacity to support our chapter network and are working together more effectively to scale up our campaigns to state and federal levels. Third, we are collectively tackling the plastic pollution problem like never before. More than 50 of our 82 campaign victories were related to reducing plastic pollution!

Plastic pollution is overwhelming our oceans. A recent study suggests that by 2050, there could be more plastic than fish in the ocean by weight. Surfrider is fighting plastic pollution by using a four-part strategy that includes: educating the public to impact individual behavior, such as bringing reusable bags; doing beach cleanups and collecting data on coastal litter; passing laws and policies to reduce plastic consumption; and working with businesses through our Ocean Friendly Restaurants program. The problem is massive but we are having an impact. We have reached more than 5 million people with our message, we have collected over 225,000 pounds of trash off our beaches, we’ve passed 51 laws and policies, and we have registered more than 400 restaurants as Ocean Friendly.

In another huge win for our coasts, Surfrider prevailed at the Supreme Court of the United States in our efforts to keep Martin’s Beach in Central California open to the public. This is another case of our chapters and expert staff working together. Our San Mateo Chapter discovered the illegal closure and led the campaign locally with the support of our headquarters legal experts, who brought in some of the best legal minds in California to help us win this historic victory.

You can see the full breakdown of Surfrider’s impact in 2018 here.

Thank you for your involvement and support.

For Clean Water and Healthy Beaches,

Dr. Chad Nelsen
CEO, Surfrider Foundation
Statement of Financial Activities – Years Ended December 31, 2018/2017

REVENUES & SUPPORT

2018 2017
Grants & Contributions $6,714,960 $4,900,672
Membership 1,566,897 1,430,827
Sales, Mail Order Merchandise (net of cost of goods sold) 163,812 97,371
Corporate Partnership Revenue 976,018 505,330
Special Events (net of direct costs) 359,016 121,971
Settlement Beneficiary & Other Revenue 240,007 11,594
Investment Income (loss) -22,944 55,814
Total Revenues & Support $8,997,766 $7,123,579

EXPENSES

2018 2017
Environmental Program Services 6,943,714 5,799,393
Fundraising 483,244 507,287
General & Administrative 689,079 720,979
Total Expenses $8,116,037 $7,027,659

Changes in Net Assets

2018 2017
881,729 95,920
Net Assets Beginning of Year 4,241,388 4,145,468
Net Assets End of Year $5,123,117 $4,241,388

ASSETS

2018 2017
Cash & Cash Equivalents $4,713,311 $4,030,341
Investments 354,603 391,666
Accounts & Grants Receivable 444,426 96,378
Settlement Receivable 240,007 493,625
Inventory 58,725 72,105
Prepaid Expenses 61,682 47,866
Property & Equip. (net of depreciation) 32,067 30,488
Total Assets $15,905,831 $15,162,469

LIABILITIES

2018 2017
Accounts Payable & Accrued Liabilities 438,921 610,646
Payroll Related Liabilities 343,793 310,435
Total Liabilities $782,714 $921,081

NET ASSETS

2018 2017
Without Donor Restrictions 3,288,935 2,674,966
With Donor Restrictions 1,836,182 1,566,422
Total Net Assets $15,123,117 $14,241,388
Total Liabilities & Net Assets $15,905,831 $15,162,469
Our ocean and coasts face growing challenges from pollution, habitat loss, development and climate change. At the same time, expanding industries, such as offshore oil drilling, threaten to destroy the health of our marine ecosystems and coastal economies. Every day poses new challenges to our ocean, waves and beaches. To turn the tide before further damage is done, we must proactively protect these resources from a range of growing threats.

This is why the Surfrider Foundation built a grassroots network of passion-driven people who serve as the 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 100% focus on protecting our coasts.

Our focus is 100% on protecting and preserving our ocean, waves and beaches.

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

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

CLEAN WATER
We protect our water resources and prevent pollution along our coasts and waterways through water testing, community outreach, planting Ocean Friendly Gardens and advocating for clean water solutions.
surfrider.org/initiatives/clean-water

PLASTIC POLLUTION
Plastic pollution is suffocating the ocean and the many animals that call it home. To address the plastic pollution crisis, we work to educate the public, clean up litter at beaches, pass laws that reduce plastic consumption and register Ocean Friendly Restaurants.
surfrider.org/initiatives/plastic-pollution

BEACH ACCESS
Our beaches mean so much to us. The coasts are where we live, work and visit. They are the entryway to our ocean and we need to access beaches to enjoy these special places. We work hard to ensure that our beaches are accessible for all people.
surfrider.org/initiatives/beach-access

OCEAN PROTECTION
Our ocean faces growing challenges from pollution, habitat loss, expanding industries and development. To protect the ocean, we work to stop offshore oil drilling, establish marine protected areas (MPAs), support regional ocean planning and apply best practices to renewable energy development.
surfrider.org/initiatives/ocean-protection

COASTAL PRESERVATION
Our network of volunteers tackle threats, including poorly planned coastal development, shoreline armoring and sand dredging projects. We also work proactively with community planners to address the impacts of climate change and sea level rise.
surfrider.org/initiatives/coastal-preservation

OUR PROGRAMS

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 citizens and officials in their communities about water quality problems and how to work toward solutions.
surfrider.org/blue-water-task-force

OCEAN FRIENDLY GARDENS
Surfrider Foundation volunteers help local communities to create Ocean Friendly Gardens. Coastal defenders use this program to conserve water and wildlife habitats with native plants, restore soil, sponge up rainwater, filter out pollution and ultimately reduce the amount of runoff reaching the ocean.
surfrider.org/programs/ocean-friendly-gardens

BEACH CLEANUPS
Beach cleanups can reduce litter, protect our ocean and raise awareness about waste and plastic pollution. The Surfrider Foundation’s volunteer network conducts beach cleanups throughout the East, West, Gulf, Great Lakes, Hawaiian and Puerto Rican coasts.
surfrider.org/programs/beach-cleanups

OCEAN FRIENDLY RESTAURANTS
Surfrider’s Ocean Friendly Restaurants program recognizes businesses that adopt sustainable practices to protect our ocean. Partnering with Ocean Friendly Restaurants increases awareness, drives change in behavior and ultimately creates scalable impact to reduce our plastic footprint.
surfrider.org/programs/ocean-friendly-restaurants
The Surfrider Foundation’s network of 176 chapters and student clubs works collectively across 10 regions on hundreds of campaigns, programs and community events annually.

Our network is provided with a host of resources, including legal, financial, scientific, organizational capacity building and governance services. In turn, the network fulfills our mission within coastal communities by providing opportunities to volunteer and engage in conservation campaigns, program implementation and fundraising efforts.

Operating under the core principles of direct action organizing, our network is trained and supported by Surfrider’s Regional Managers and Policy Manager staff, who provide expertise in community organizing, management, and ocean and coastal policy. They also help to implement chapter-led programs and campaigns at federal, regional and local levels.

To inspire and train our volunteers, we use a comprehensive training program that incorporates conferences, online resources through the Surfrider Foundation University, effective leadership transition and on-the-ground support. In 2018, we hosted regional chapter and club leadership conferences in areas including Hawai‘i, the Pacific Northwest, Texas, the Great Lakes, Florida, the Mid-Atlantic/Southeast and the Northeast. Each conference hosts Surfrider’s top leaders for intensive issue training, organizing techniques, strategy sessions and information sharing.

The Surfrider Foundation Chapter and Club Network is a volunteer-led group that is supported through a national nonprofit structure. The success of the Surfrider Foundation is dependent on a mutual respect between national headquarters, chapters and clubs, and a fundamental belief in the larger collective vision.
COMMUNICATION CHANNELS

SURFRIDER.ORG

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.

surfrider.org/chapters

ACTION NETWORK

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

secured.surfrider.org/action

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 is a one-stop-shop for a wealth of voices and information on the most current campaigns, programs, victories and stories about Surfrider’s on-the-ground, nationwide network.

surfrider.org/coastalblog

MAKING WAVES

The Surfrider Foundation publishes a bimonthly digital newsletter, Making Waves, which features campaign developments, chapter updates, and environmental news stories. Making Waves remains one of the Surfrider Foundation’s most effective vehicles for increasing awareness and communicating with our members on activities and achievements within the organization.

Sign up at surfrider.org

BEACHAPEDIA

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

beachapedia.org

SOCIAL MEDIA

The Surfrider Foundation makes the most effective use of social networks, including Twitter, Facebook, YouTube and Instagram, by engaging with supporters and followers, posting organizational updates, answering questions and providing resources. Surfrider’s social media channels are also tools for staff and chapter leaders to amplify messaging through additional regional and chapter social media outlets.

@surfrider

Surfrider.org makes the most effective use of social networks, including Twitter, Facebook, YouTube and Instagram, by engaging with supporters and followers, posting organizational updates, answering questions and providing resources. Surfrider’s social media channels are also tools for staff and chapter leaders to amplify messaging through additional regional and chapter social media outlets.

@surfrider
GIVING OPTIONS

We hope the information provided below will be helpful as you consider making a contribution to the Surfrider Foundation, while possibly receiving tax and financial benefits.

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

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

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

Individual Retirement Account (IRA)
Naming the Surfrider Foundation as a beneficiary of your IRA is a very tax-efficient way to make a charitable gift. In fact, retirement plans and IRAs should be the first asset considered in planned giving. This is because retirement funds have never been taxed. So, when you make a withdrawal from your IRA or retirement plan you must pay taxes on it as ordinary income. At your death, whatever remains in these plans does not escape taxes and is actually subject to both income tax and estate tax. In the highest estate tax bracket this could reduce the value of your retirement funds by 70 percent or more! Making a gift via your IRA or retirement plan is simple to do and can be changed if your financial or estate plans change.

GIVING OPTIONS

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

OTHER GIVING OPTIONS

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 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.

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 and 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 acknowledgement 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 oceans and coastal environment and to help young people 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.

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.

If you have any questions or would like more information about the Surfrider Foundation Endowment Fund, please contact our development office at:

Harriet Zaretsky
Executive Director
415-420-7575

For more information please visit dillonslist.org.
The Surfrider Foundation would like to thank the following companies for their support, which enables us to protect and preserve our world’s ocean, waves and beaches.

CLEAN WATER
HEALTHY BEACHES

CORPORATE PARTNERS

SURF INDUSTRY COASTAL DEFENDERS
On behalf of the world’s oceans, 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 2018.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Name and Description</th>
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<tbody>
<tr>
<td>$350,000+</td>
<td>The David and Lucile Packard Foundation</td>
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THE OCEAN BELONGS TO ALL OF US
STAFF

Chief Executive Officer
Chad Nelsen
Chief Operating Officer
Michelle Kremer

ACCOUNTING
Controller
Toni Craw
Senior Accountant
Mohamedali Mukadam
Staff Accountant
Matt Stephens

CHAPTERS & CLUBS
Director of Chapters
Edward Mazzarella
Chapter Manager
Sarah Darron
Student Club Network Manager
Ryan Chuse
Florida Regional Manager
Holly Parker
Florida Regional Coordinator
Mano Flores
Hawaiian Islands
Regional Manager
Stuart Coleman
Mid-Atlantic Regional Manager
John Weber
Northeast Regional Manager
Melissa Gates
Oregon Regional Manager
Briana Goodwin
Southern California
Regional Manager
Bill Hickman
Washington Regional Manager
Amelia Brown

DEVELOPMENT & MEMBERSHIP
Director of Development
Spencer Campbell
Associate Director of Development
Tara O’Andrea
Development and Events Manager
Kristara Williams
Global Grants Manager
Lori Booth
Partnerships Manager
Mary Herbransin
Partnerships Coordinator
Rachael Cushing
Membership Manager
Chris Casey
Membership Data & Communications Coordinator
Jenna Holland
Membership Service Coordinator
Jenny Hart

ENVIRONMENT
Environmental Director
Peter Stauffer
Staff Scientist
Katie Day
California Policy Manager
Jennifer Savage
California Policy Coordinator
Mandy Sackett
Mid-Atlantic Policy Manager
Matthew Sove
Northern California
Campaign Coordinator
Della Bense-Kang
North Carolina
Campaign Coordinator
Sierra Coomer
Oregon Policy Manager
Chad Scibor
Washington Policy Manager
Gus Gates

INITIATIVES
Clean Water Coordinator
Colleen Hann
Coastal Preservation Manager
Stefanie Salish-Quinn
Plastic Pollution Manager
Rachael Coccoa
Water Quality Manager
Mara Dias
Blue Water Task Force Intern
Hannah Dayton

LEGAL
Legal Director
Angela Howe
Legal Associate
Staley Prom
Legal Associate, Plastic Pollution Initiative
Jennie Romer

MARKETING & COMMUNICATIONS
Marketing and Communications Director
Eddie Anaya
Senior Marketing Manager
Ty Smith
Brand Manager
Kyle Libshock
Communications Manager
Melissa Mefford
Graphic Designer
Katie Klein
Merchandise and Marketing Coordinator
Jackson Van Kirk

OPERATIONS
Human Resources and Operations Manager
Dani Minn
Office Coordinator
Kelsey Canterbury

TECHNOLOGY
Technology Manager
Ruarri Serpe
Systems Administrator
Chris Wilson

CHAPTER TEAM
Eastern Long Island
Chapter Coordinator
Jillian Kampf
Huntington / Seal Beach
Chapter Coordinator
Tony Soriano
Los Angeles Chapter Coordinator
Graham Hamilton
Los Angeles Chapter, One Watershed Coordinator
Joel Ceare
Newport Beach Chapter Beach Cleanups Coordinator
Sarah Burgess
Oahu Chapter Coordinator
Doorae Shin
Pacific Rim Canada
Chapter Manager
Lily Woodbury
Pacific Rim Canada
Chapter Coordinator
Veronica Miralles-Sanchez
Pacific Rim Canada
Chapter Youth Coordinator
Alys Hoyland
San Diego Chapter Manager
Mitch Silverstein
San Diego Chapter Beach Cleanups Coordinator
Roberta Reilly
South Orange County
Chapter Coordinator
Danelle Erkensf
Vancouver Island Canada
Chapter Co-Manager
Gillian Montgomery
Vancouver Island Canada
Chapter Co-Manager
Chris Ann Lake