

2022

Annual Report



Photo: Bryanna Bradley

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A scenic view of a beach with a dense forest in the background. The foreground shows a sandy beach with some seaweed and driftwood. The middle ground is a calm body of water. The background is a thick forest of tall evergreen trees under a clear blue sky.

DEDICATED TO THE PROTECTION AND
ENJOYMENT OF OCEANS, WAVES AND BEACHES,
FOR ALL PEOPLE,
THROUGH A POWERFUL ACTIVIST NETWORK

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 around the world.

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.

Over the past 15 years, Surfrider chapters in Canada have had a tremendous impact by tackling numerous threats and advancing progressive policies to protect our ocean and coasts. During this time, we have grown and evolved to the point where we can now work independently on the national level in Canada as a Surfrider global affiliate. In March 2022, Surfrider Foundation Canada became the organization's newest international affiliate, marking an important milestone in our growth and evolution in Canada.

If we have the means to take action for the aquatic places we love and depend on, then we have a responsibility to do so 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.





Photo: Chelsea Parkinson

If we have the means to take action for the aquatic places we love and depend on, then we have a responsibility to do so for this and future generations.



Photo: Malcolm Johnson



Photo: Chelsea Parkinson

A scenic coastal landscape featuring a rocky shoreline with waves crashing against the rocks, creating a large plume of white spray. In the background, a grassy hillside is dotted with several houses, including a prominent red one. The sky is clear and blue.

**OUR VISION IS TO STRENGTHEN AND EXPAND
THE SURFRIDER NETWORK ACROSS CANADA
TO ADDRESS THE GROWING ISSUES THAT THREATEN ALL
OF OUR COUNTRY'S COASTS AND WATERS**

Surfrider is Growing Across Canada

2022 was one of the most important years in the history of Surfrider Foundation Canada. Surfrider chapters and clubs have been active in Canada since the mid-2000's and Surfrider Foundation Canada has been a registered charity since 2009. But in March 2022, we joined the global Surfrider community of international affiliates located in Argentina, Australia, Europe, Japan, Senegal as the newest international affiliate, responsible for supporting and growing the chapter and club network in Canada. Until this point, our Canadian network has always received support from the global headquarters in Southern California. Moving forward, we are able to provide support and resources to our chapters and clubs through a made-in-Canada approach that recognizes our unique cultures and environmental issues.

Last year was also a major turning point for our advocacy. For over a decade, our network has been calling on decision-makers to reduce the use of single-use plastic items. On Monday, June 20th, the federal government announced the regulations that will prohibit the manufacture, import, sale and eventually export of 6 categories of single-use plastic items. While this ban is coming in late and is a humble beginning to a lot of work ahead of us to truly address the roots of the plastics crisis, it is a testament to all the hard work that Surfrider volunteers have done over the years alongside First Nations, local governments and fellow environmental organizations in British Columbia, and is a clear step in the right direction in the work to prevent plastic pollution.

We also launched our first network-wide advocacy efforts to address expanded polystyrene pollution (EPS) often referred to as Styrofoam™, which is a petroleum-based plastic commonly used for protective packaging or dock floatation. Through the autumn of 2022, we rallied our national network and provincial network in British Columbia to support several actions that called for a ban on the use of EPS in the marine environment, effectively raising awareness about the issue and starting the conversation about solutions to this ongoing and very problematic form of pollution.

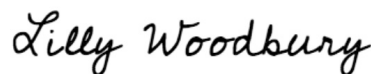
Our network also grew last year for the first time in several years. We welcomed two new Surfrider Canada Clubs at Dalhousie University in Halifax and McGill University in Montreal. Already, these clubs are organizing coastal restoration efforts, zero waste events and supporting the movement to get EPS banned from aquatic environments.

Looking forward to 2023, Surfrider Foundation Canada is excited to keep our momentum going. We aim to continue to support existing and new chapters and clubs in Canada to perform effective programs and campaigns in their communities, while at the same time, we will be focused at developing more ongoing campaigns at the provincial and national level, such as more work on EPS and potentially other important issues like cigarette butts and abandoned, lost or discarded fishing gear. In this start-up phase as a new affiliate, it is also critical for us to develop strong and sustainable revenue streams to support our growth and look forward to continuing to develop a community of sponsors and partners that align with our values and support our important work.

Thank you for joining us on this ride. Hope to see you in the water or on the beach.



Lucas Harris
Executive Director



Lilly Woodbury
Regional Coordinator

Justice, Equity, Diversity and Inclusion

Why is the Surfrider Foundation working on Justice, Equity, Diversity and Inclusion issues?

The ocean and coasts are public spaces 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 have been excluded, disproportionately impacted and not welcomed to the coast. These people have been disenfranchised from decision-making about these shared resources.

Surfrider seeks to infuse the principles of Environmental Justice, Equity, Diversity, and Inclusion (JEDI) into every aspect of our work. With JEDI principles ingrained in our efforts, Surfrider will become a more just and powerful organization. Diversifying our network of activists and integrating the perspectives of underserved communities help us gain the knowledge to protect the environment.

As part of our affiliation from the United States, **Surfrider Foundation Canada** recognized the need to develop our own JEDI strategy. This is necessary for addressing the history and ongoing structures of colonialism in Canada, including how western conservation has and continues

to be influenced by colonialism and white supremacy within Canada. We recognize that ocean and coastal issues are social justice issues first and foremost, and must be addressed in consensual allyship with the communities that are directly affected, including the Indigenous Nations whose sovereign territories we operate on.

In 2022, all Surfrider Foundation Canada staff, several individuals from the Board of Directors (BOD) and chapter representatives participated in several forms of decolonization training. Also, in the spring of 2022, the JEDI committee began collecting recommendations from BIPOC led organizations, entities, community members and scholars regarding decolonization and JEDI best practices. From here, we went through all recommendations and added organizational contextual information to a draft JEDI strategy. We have shared this with our BOD and the entire chapter and club network for feedback. In 2023, we will share the strategy with experts in the field for feedback and continue working to finalize the strategy and implementing the recommendations.

Surfrider Foundation Canada is committed to fostering a just, equitable, diverse, and inclusive organization for all people. Our success and impact depends on learning from our community, standing in solidarity with our allies and working towards a more just future.

DEFENDING THE OCEAN AND WATERS
FOR ALL TO ENJOY



Our Impact

The Surfrider Foundation Canada network continued to have major impact on coastal environmental issues in 2022. As communities began to re-emerge following the COVID-19 pandemic allowing opportunities for in-person engagement, chapter and club leaders were able to organize events and activities that allowed volunteers to stay connected and address key issues in their communities. As a result, the re-opening of Surfrider's activities injected new energy and growth across the entire organization.

The year 2022 also brought a welcome arrival of some major federal leadership on coastal and ocean issues. After years of advocating for a ban on single-use plastics, the federal government finally introduced a national ban on several key items. The federal government also focused energy on analyzing the critical issue of cargo container spills. On both of these issues, Surfrider Foundation Canada has been a leading voice, helping to inform the direction of this work.

Surfrider Foundation Canada continues to have a major voice on critical issues facing Canada's marine environment.

CLEAN WATER

13

Beaches Monitored

139

Sampling Sites

OCEAN PROTECTION

3

Recommendations to Improve Cargo
Container Spill Response Acknowledged

PLASTIC POLLUTION

1

Federal Plastic Reduction
Law Passed

1

Local Plastic Reduction
Law Passed

1

Re-usable Food Container
Program Launched

1

Greenwashing Case Won

54

Total Cleanups

14,202lbs

Debris Removed

294,987K

Cigarette Butts Picked-up



Photo: Michelle Munkittrick

Coastal Victories

4

Total Victories

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 <https://canada.surfrider.org/coastal-victories>

In 2022, Surfrider Canada had four coastal victories, increasing our total to 13.

VICTORY LOCATIONS



| VICTORY | FOCUS AREA | LOCATION |
|------------------------------------|-------------------|-------------|
| Plastic / bioplastic cutlery ban | Plastic Reduction | Pacific Rim |
| Keurig greenwashing settlement | Plastic Reduction | National |
| Federal ban on Single-Use Plastics | Plastic Reduction | National |
| UVic Reusable Foodware Program | Plastic Reduction | UVic |

Initiatives

Surfrider Foundation focuses on several key environmental issues, including plastics reduction, ocean protection, beach access, coastal preservation and water quality. With Surfrider Foundation Canada being a new global affiliate in startup mode, we focused our advocacy in 2022 on two key provincial/national issues: plastic pollution and ocean protection.



OCEAN PROTECTION

Our ocean faces growing challenges from pollution, habitat loss, development, and climate change. To protect the ocean, we work to address pollution and support regional ocean planning. In 2022, we were involved with the issue of cargo container spills. In particular, the ZIM Kingston spill in October 2021 had significant impacts along the coast of Vancouver Island. Chapter volunteers were involved in the cleanup response and Surfrider Canada staff participated in a dialogue with federal decision-makers about recommendations for future policy. To learn more about our work on Ocean Protection, please visit: <https://canada.surfrider.org/our-work>

The Province of British Columbia is developing a Coastal Marine Strategy with First Nations that will lay out a plan for addressing priorities for coastal-marine ecosystem health and community well-being. Surfrider Foundation Canada has been identified as a key stakeholder and provides a critical perspective on issues such as shoreline pollution and beach access.

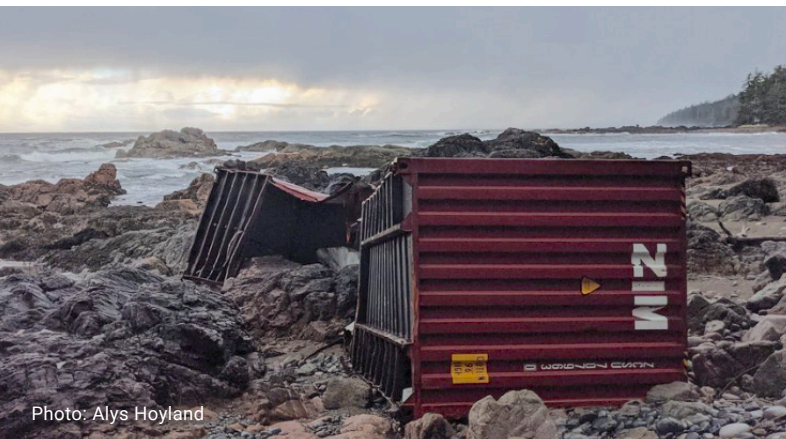


Photo: Alys Hoyland



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, support legislation that reduces single-use plastic production and consumption. In 2022, we achieved a massive coastal victory, with the federal government banning several types of single-use plastic materials. However, these materials represent a small amount of the debris we find on Canadian shorelines. Last year we focused our attention on Expanded Polystyrene (EPS), a form of plastic that has plagued the shorelines of Canada for years. Engaging our network of activists, we supported several policies that were being raised both provincially and nationally. Governments have yet to demonstrate meaningful action in addressing EPS so we will continue to focus our work on this issue in the years ahead. To learn more about our work on EPS, visit: <https://canada.surfrider.org/eps-pollution>

Our model is to engage environmental experts to create solutions by uniting local and national resources to protect the coast.

Programs



BEACH CLEANUPS

Beach cleanups can reduce litter, protect our ocean and raise awareness about plastic pollution. Surfrider Foundation Canada's volunteer network conducts beach cleanups throughout Western Canada, Montreal area and in Nova Scotia. Surfrider uses data from these cleanups inform various campaigns. In 2022, the Surfrider Foundation Canada network performed a total of 56 community shoreline cleanups across Canada.



Photo: Malcolm Johnson



BLUE WATER TASK FORCE

The Blue Water Task Force is the Surfrider Foundation's volunteer-run water testing, education and advocacy program. Our Vancouver Island chapter spearheads this program in Canada to alert communities and local officials of water quality problems in the Southern Vancouver Island region and to work toward solutions. In 2022 they performed 140 tests.

<https://vancouverisland.surfrider.org/blue-water-task-force>



OCEAN FRIENDLY BUSINESS

Surfrider's Ocean Friendly Business program recognizes businesses and restaurants that adopt sustainable practices to protect our ocean. The Pacific Rim Chapter has certified 66 businesses in Tofino/Ucluelet and the Vancouver Island chapter, in collaboration with Synergy Foundation, has certified over 125 businesses.

<https://vancouverisland.surfrider.org/ocean-friendly-business->

<https://www.pacificrim.surfrider.org/ocean-friendly-business>



Photo: Reusables

Our Network

Surfrider Foundation Canada has three local volunteer-run chapters in Canada based in Tofino/Ucluelet (Pacific Rim Chapter), Victoria (Vancouver Island Chapter) and Vancouver and four school clubs at the University of Victoria, the Ucluelet Secondary School, McGill University and Dalhousie University that work collectively across Canada on various 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 their communities by providing opportunities to volunteer, engage in campaigns that seek to address the roots of coastal and marine issues, program implementation and fundraising efforts.

Operating under the core principle of direct action organizing, our network is trained and supported by staff who provide expertise in community organizing, management, ocean and coastal policy, and guidance implementing chapter-led programs and campaigns at the federal, provincial, regional and local levels.

SURFRIDER CANADA CONFERENCE

In September 2022, we hosted our National Conference in Tla-o-qui-aht First Nation territory, Tofino, B.C. The event brought together chapter and club leaders from throughout British Columbia to discuss challenging ocean and coastal issues. We invited experts and leaders in the area of waste prevention and coastal conservation to educate attendees on current issues affecting Canadian shorelines and waters. The conference was an excellent opportunity for our network gathered together to learn, share and organize around our united mission of ocean protection.

MEMBERSHIP

As part of becoming a new international affiliate, Surfrider Foundation Canada launched its own membership program on international surfing day - June 18, 2022. Members are monthly givers to Surfrider Foundation Canada. Members form our activist network, protecting coastlines from harm and yielding influence at the local, provincial and national level for regulatory and policy change. Between June 18 and the end of 2022, we steadily grew our membership base, closing out the year with 100 members! For sign up to become a Surfrider Foundation Canada member today, visit: <https://canada.surfrider.org/join>



Photo: Chelsea Parkinson

Network Highlights

CHAPTERS

PACIFIC RIM focused energy addressing plastic pollution. They recycled more than 1.3 million CIGARETTE BUTTS, which they used to create a cigarette butt surfboard -The Dart Board! They also continued to push their Take Back the Tap campaign. In partnership with First Nation and local government, they continue to retrofit old expanded polystyrene docks. The chapter also spent a total of 23 days cleaning the coastline, engaging more than 400 volunteers and removing a total of 14,202 lbs of debris. Eight more local businesses signed up for their Ocean Friendly Businesses Program! And a brand new ocean-friendly curriculum was developed for the Youth Environmental Stewardship Program to be implemented in 2023 with the **UCLUELET SECONDARY SCHOOL CLUB!**

VANCOUVER had a full rebuilding year, growing the volunteer base after the impact of the pandemic and bringing awareness to the city about the chapter's mission and activities. In 2022, the chapter was able to hold numerous social events as well as 4 beach cleanups across Vancouver. In 2023, Surfrider Vancouver will be moving forward with monthly cleanups, film events, as well as action on cigarette butts through the Hold On To Your Butt Campaign!

VANCOUVER ISLAND had a full year of keeping beaches clean and waters healthy, starting with 12 cleanups that took place between Port Renfrew and Island View Beach. SFVI also continued with the Blue Water Task Force (BWTF) program, conducting water quality monitoring and informing the public about safe water recreation. In 2022, this included 139 sample results from 13 different sample locations. Unfortunately, 38 of the sampling results that were reported were considered to have 'High' bacteria levels. In 2023, SFVI will continue with BWTF and seek a new clean water victory, stay tuned for more action!

STUDENT CLUBS

UNIVERSITY OF VICTORIA Club won the Student United Nations Sustainable Development Goals (SDG's) [video contest](#), focused on single use cup waste, describes how phasing out single use plastic on campus would support multiple SDG's. Surfrider UVic also helped get the ECObox, a [reusable take-out container system](#), into the new resident cafeteria. The club has also organized many shoreline cleanups that draw a large crowd of students.

MCGILL UNIVERSITY Club launched in 2022 and has provided a venue for students passionate about coastal conservation, water quality and plastics reduction to connect and collaborate. The club has organized zero-waste picnics and cleanups in local parks in the Montreal area.

DALHOUSIE UNIVERSITY Club also launched in 2022 and has started with a bang, organizing surf trips and beach cleanups to local beaches for people that have never tried surfing or had ever even been able to go to a beach in Nova Scotia before, helping so many people connect with the ocean and understand its value.



Collaborators



SURFRIDER TROPICAL IPA

Vancouver Island Brewery has a long and impactful history with the Vancouver Island Chapter, and has been one of the organization's most consistent supporters in the Southern Vancouver Island region. In 2022, Vancouver Island Brewery and Surfrider Foundation Canada collaborated on a Surfrider Tropical IPA that was sold across western Canada, helping to raise awareness about our organization. \$1 from the sale of each four-pack went to support Surfrider Canada.



Photo: Chelsea Parkinson



University
of Victoria

ENVIRONMENTAL LAW CENTER

Surfrider Foundation Canada chapters have been collaborating with the Environmental Law Center for many years. The law students from the ELC have always developed exceptional work that has added tremendous benefit to our advocacy. In 2019, Surfrider Foundation Canada volunteers collaborated with the University of Victoria Law Centre and Eco Justice to submit an application of inquiry to Canada's Competition Bureau asking for an investigation into Keurig Canada's claims about the recyclability of their coffee pods. In January 2022, the Bureau concluded that Keurig Canada's claims regarding the recyclability of its single-use coffee pods are false or misleading and arrived at a settlement for Keurig to pay a \$3 million penalty and donate \$800,000 to a Canadian charitable organization focused on environmental causes. Also, early in 2022, Surfrider Foundation Canada worked with the ELC to develop a submission that provided comments on Canada's draft Single-Use Plastics Prohibition Regulations. For more information on both these initiatives, please visit our blogs on [Keurig Canada's settlement](#) and the submission on the [single-use plastics regulation](#).

GUSTAVSON SCHOOL OF BUSINESS

Developing and marketing the Surfrider brand in Canada is a critical part of our growth and expansion across the country. That's why we collaborated with a team of Masters of Business Administration students from the Gustavson School of Business at the University of Victoria to perform a marketing research project that focused on how Surfrider Canada might grow brand awareness to increase stakeholder involvement and organizational capacity. The students delivered the results of their term project in December 2022, which included a wide variety of important recommendations. Surfrider Canada staff will begin to operationalize the recommendations in 2023.

TOGETHER, WE PROTECT COASTLINES

Our Supporters

On behalf of the Canada's ocean, waves and beaches, Surfrider Foundation Canada would like to thank the following individuals, foundations and organizations for their generous support. Their support makes our work possible.

CORPORATE SUPPORTERS



1% FOR THE PLANET SUPPORTERS

- Renewal Funds
- Treeline Collective Inc
- Good Juju Body & Home
- Salty Face Naturals
- Wildplay Canada
- Wallop Film
- Rux
- Eagle Wing Tours

\$500+ DONORS

- 50 Songhees Strata Recycling Committee
- The Banner Foundation
- Don & Joan Stanley Fund
- Scott Lake
- The McLean Foundation
- Rick Odegaard
- Doug Pearce
- David Saltman
- Robert Sebastien
- Mark Zacharias



Photo: Bryanna Bradley

Staff & Volunteers

SURFRIDER CANADA HQ

Executive Director

Lucas Harris

Regional Coordinator

Lilly Woodbury

Board President

David Boudinot

Board Vice President

Kristina Lee

Board Treasurer

Fraser Work

Director

Gillian Montgomery

Director

Nicole Bresser

Clubs Coordinator

Matt Miller

PACIFIC RIM CHAPTER

Chapter Coordinator

Sophie Peters

Chairperson

Amorita Adair

Vice Chairperson

Nick Goulet

Treasurer

Ericka Chemko

Volunteer Coordinator

Margaux Martin-Jarrand

Rise Above Plastics Lead

Robin Jackson

Media Coordinator

Genevieve Fuji Johnson

Membership Service Coordinator

Alanna Fuschillo

Membership Communications Coordinator

Jenna Holland

VANCOUVER CHAPTER

Chairperson

Brian Andrews

Volunteer Coordinator

Genevieve Kang

Treasurer

JY Fores-Pimentel

Communications Director

Kareena Fagwani

Partnerships Lead

Amelie Ann-Chuche

Secretary

Amarys Joseph

VANCOUVER ISLAND CHAPTER

Chairperson

Lynn Wharram

Vice Chairperson

Melissa Tupper

Secretary

Kaitlyn Deweerd

Treasurer

Colette Lapierre

Membership Coordinator

Crystal Touhey

Beach Cleanups

Katie Keats & Kayla Jones

Rise Above Plastics

Ellena Minicola & Noah Snell

Hold On To Your Butt Lead

Ali Ruddy

Plastic Free Schools

Margaret McCullough

Website

Jessica Weber

UNIVERSITY OF VICTORIA CLUB

Chairperson

Sophia Olim

Vice Chairperson, Secretary

Micah Allen

Social Media & Merchandise

Julianne Berg

Beach Cleanup Coordinator

Hayley Senger

Executive Director

Matt Miller

DALHOUSIE UNIVERSITY CLUB

Chairperson

Amy Irvine

Vice Chairperson

Hannah Solway

MCGILL UNIVERSITY CLUB

Chairperson

Stas Castro

Vice Chairperson

Lea Hein & Heidi Xu

Treasurer

Diana Berk

Secretary

Nandini Mukherjee

Social Media Coordinator

Ke Ke Li

UCLUELET SECONDARY SCHOOL CLUB

Chairperson

Iris Hagar

Media

Mackenzie Helliwell



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