



# *Annual Summary*

January - December 2019



# OUR MISSION

Beaches Go Green, a 501(c)(3) nonprofit, provides awareness and education around the waste that we produce and how it affects our planet – particularly single-use items and plastic pollution in our oceans. We aim to simplify complex environmental issues so that everyone can make sense of them and make changes in their own lives for the better of the planet.





# PAST EVENTS

01.11.2019



## WHITNEY LAB TOUR

BGG members took a private tour of University of Florida's Whitney Labs Sea Turtle Hospital. We learned about how plastic is impacting sea turtles and even met some rehabilitating sea turtles while we were there!

02.22.2019



## COASTAL CARNIVALE

Beaches Town Center Agency's largest fundraiser of the year was hosted at One Ocean Hotel. As an event sponsor, BGG supported education, composting, recycling and donation of leftover food to Mission House in Jacksonville Beach.

02.24.2019



## MOVIES THAT MATTER: BLUE, THE FILM

USGBC & BGG presented our 2nd free educational movie to the public to create awareness around plastic pollution. The movie was graciously hosted in the Courtyard of 200 1st Street, Neptune Beach.

03.02.2019



## DISCOVER WELLFEST

BGG provided educational displays at this health & wellness event. Our aim was to convey that the health of our planet is tied to our own personal health.



# PAST EVENTS

03.10.2019



## AB/NB COMMUNITY CLEAN-UP

BGG had 85+ volunteers that collected over 13K cigarette butts and 40 lbs of trash in the Beaches Town Center area. One group collected over 1K butts! Butts were sent in to TerraCycle for recycling.

04.28.2019



## JB COMMUNITY CLEAN-UP

BGG had 85+ volunteers that collected 13,325 cigarette butts and 40lbs of garbage. One volunteer collected over 800 butts around downtown Jax Beach and the JB Pier. The butts were sent in to TerraCycle for recycling!

05.08.2019



## LITTER GITTER

Partnering with Matanzas Riverkeeper on their Litter Gitter boat, 6 BGG volunteers cleaned up the Beach Blvd area of the intracoastal & cleaned over 410lbs of garbage from the tide line and beaches waterway.

05.18.2019



## HANDS ACROSS THE SAND

BGG joined forces with Oceana Florida, Sea Shepherd Jacksonville and many more groups in this awareness demonstration about seismic blasting off our shores & in the oceans of the world. Blasting greatly impacts the habits & health of marine animals.





# PAST EVENTS

05.18.2019



## DANCIN' IN THE STREETS

BGG supported this annual Beaches Town Center event for the first time with EDUCATION & RECYCLING efforts.

06.14.2019



## AB/NB COMMUNITY CLEAN-UP

This clean-up boasted 100+ volunteers and cleaned up over 120 lbs of trash, along with 12,014 cigarette butts in the Beaches Town Center area.

06.30.2019



## AB CLEAN-UP WITH ABOR

BGG partnered with Atlantic Beach Ocean Rescue (ABOR) for a successful beach clean-up with 35 volunteers. Residents & lifeguards volunteered to clean up 600 cigarette butts along with 40lbs of trash.

07.05.2019



## MICKLER'S BEACH CLEAN-UP

This post July 4th holiday clean up was our first official BGG clean-up in St. John's County. With 267 volunteers, we collected over 370 lbs of trash/recycling and about 5,634 cigarette butts. The butts were sent to TerraCycle to be recycled.





# PAST EVENTS

08.07.2019



## REPUBLIC SERVICES TOURS

BGG continues to partner with Republic Services to spread education about **RECYCLING RIGHT**. We typically have between 20-30 attendees at each Republic Services Tour, ranging from adults to homeschool groups.

08.11.2019



## BACK TO SCHOOL CUT-A-THON

PhiEco Salon in Jax Beach hosted a back to school hair cut-a-ton to benefit BGG. They offered haircuts, mini-facials and hosted eco-friendly local vendors as well. 8 stylists and 4 vendors donated their time and profits to BGG's educational efforts!

09.14.2019



## 21ST ANNUAL SOS SURF CLASSIC

BGG was a major sponsor for Sisters of the Sea's largest event of the year. Proceeds from the event went to Jacksonville Women's Center - Bosom Buddies to help women living with or recovering from breast cancer.

09.21.2019



## WORLD CLEANUP DAY

BGG & Clean Your 904 co-hosted this HUGE community clean-up. 600+ volunteers cleaned up the Jax Beach area. We collected 600 lbs of trash/recycling & 20,260 cigarette butts were collected and sent into TerraCycle for recycling.





# PAST EVENTS

10.8.2019



## **VOLUNTEER MEETING AT T-DUBS**

This BGG volunteer meeting was hosted at T-Dubs in Atlantic Beach with 30 attendees. BGG provided community updates & recruited volunteers for BGG committees while showing off T-Dubs, a new addition to Beaches Town Center.

10.13.2019



## **AB/NB COMMUNITY CLEAN-UP**

85+ volunteers, 100 lbs plus 4,106 cigarette butts! We had pre-clean up yoga by MBody and an after party at Poe's Tavern.

10.20.2019



## **MOVIES THAT MATTER: THE LORAX**

Hosted in the courtyard of 200 1st street with USGBC, BGG showed the free movie, THE LORAX. 50+ people enjoyed the film and our Q&A session afterwards.

10.30.2019



## **CHILDREN'S FALL FESTIVAL**

BGG joined the Beaches Town Center's Fall Festival with craft stations & a costume parade. BGG educated guests with our "Plastic fishing game" to educate about the dangers of plastics in our oceans.



# PAST EVENTS

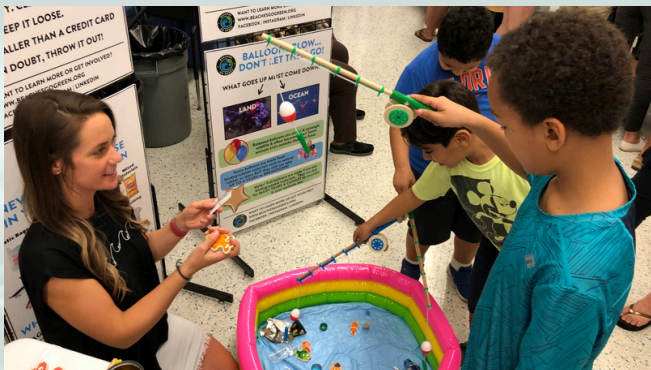
11.2.2019-  
11.3.2019



## RIGHT WHALE FESTIVAL

Several organizations gathered together to teach & celebrate the North Atlantic Right Whales that migrate past our shores each year. BGG provided a fun plastic pollution fishing game to teach kids about what the dangers of plastic pollution in the ocean.

11.7.2019



## STEM NIGHT AT LAKE LUCINA

BGG had a booth set up at Lake Lucina Elementary school in Jacksonville for their science night to educate students on how they can be more environmentally friendly inside & outside of school. We focused on the 4Rs: Refuse, Reduce, Reuse, Recycle.

11.23.2019  
-1.1.2020



## OCTOPUS GARDEN

BGG created a HUGE single-use plastic art installation for our 2nd year at Deck the Chairs in Jax Beach. Our exhibit impacted over 100K visitors over 40 days. A giant octopus, 2 jelly fish, a toothbrush eel garden, and a sea urchin were displayed. This project incorporated over 17,800 plastic bottles.

12.3.2019



## PVHS AT DTC - BRUCE THE SHARK

Ponte Vedra HS BGG Club students displayed their Shark made out of single-use plastic in the BGG Octopus Garden during Deck The Chairs. BGG is a proud sponsor of the PVHS BGG club! The shark had 600+ plastic bottles, 100+ plastic bags, 150+ hrs.





# PUBLIC SERVICE ANNOUNCEMENTS

Beaches Go Green has been educating the community with public service announcements (PSA's) through digital and print media. With our reach of 35K+ followers on Facebook & 4K+ followers on Instagram, we push out daily educational messaging. We have been running unique weekly PSA's in the Beaches/Ponte Vedra Leader since 9/19 to a large audience. Some educational topics include : microplastics, single-use plastic pollution, recycling right, public drain contamination, cigarette butt litter, balloon littering, greenwashing, green holiday tips and more.



## PLASTIC BAG WASTE



**DID YOU KNOW?**  
LEATHERBACK SEA TURTLES  
EAT JELLYFISH. THEY OFTEN  
MISTAKE PLASTIC BAGS FLOATING  
IN THE OCEAN AS FOOD.

**AMERICANS USE 10  
BILLION PLASTIC  
BAGS EACH YEAR.**  
(EARTH911)

**ONLY 1 PERCENT** OF PLASTIC BAGS ARE  
RETURNED FOR RECYCLING. THE REST  
END UP IN LANDFILLS OR AS LITTER.  
(WASTE MANAGEMENT)

**COME SEE OUR JELLYFISH TENTACLES MADE  
OUT OF 700+ GROCERY BAGS AT OCTOPUS  
GARDEN IN JAX BEACH (SEAWALK PAVILION)  
NOW THROUGH 1/1/2020.**



WANT TO LEARN MORE OR GET INVOLVED?  
[WWW.BEACHESGOGREEN.ORG](http://WWW.BEACHESGOGREEN.ORG)  
FACEBOOK | INSTAGRAM | LINKEDIN

## POLYSTYRENE

POLYSTYRENE (COMMONLY KNOWN AS  
**STYROFOAM**) CONTAINS **TOXIC  
SUBSTANCES** LIKE STYRENE & BENZENE  
THAT CAN **LEACH INTO FOOD AND DRINKS**  
WHEN ITS HEATED.

STYRENE & BENZENE ARE SUSPECTED  
CARCINOGENS AND NEUROTOXINS THAT  
ARE **HAZARDOUS TO HUMANS.** (EPA)

BECAUSE OF ITS LOW WEIGHT AND FOOD  
CONTAMINATION, **ALMOST ZERO  
POLYSTYRENE IS RECYCLED.**  
(RECYCLINGPARTNERSHIP)

**WHAT CAN YOU DO? REFUSE!**



WANT TO LEARN MORE OR GET INVOLVED?  
[WWW.BEACHESGOGREEN.ORG](http://WWW.BEACHESGOGREEN.ORG)  
FACEBOOK | INSTAGRAM | LINKEDIN





# HIGH SCHOOL CLUB

Beaches Go Green launched our first high school club at Ponte Vera High School for the 2019 - 2020 school year. The focus of the club is to have high school "Green Ambassadors" teach eco-friendly lessons to younger students. PVHS has partnered with Ocean Palms Elementary & PV Rawlings Elementary 5th graders. This year students are gaining leadership and public speaking experience and in-depth knowledge about the environment. The "Green Ambassadors" also volunteer with BGG at other events like Deck the Chairs, Litter Gitter trips, beach clean-ups and more.



"I am so proud of what our BGG student educational teams have accomplished this semester. By incorporating fun props and games into the slideshow presentation they created an engaging & interactive learning environment for the elementary students. I was blown away by how intently the younger students listened to their BGG "Green Ambassadors" and how enthusiastic they were to participate in the activities that the high schoolers had prepared."

**Kim Decker**

**Volunteer & BGG PVHS Parent Liaison**

"Both of our high school clubs elementary school visits were very successful and fun. Both the 5th graders and our PVHS presenters had a great time. The information was well received by the younger students and we are optimistic that we are making a difference. Can't wait for another great year with BGG!"

**Maximus Moquin**

**Volunteer & Co-President of PVHS BGG Club, PVHS Junior**





# HIGH SCHOOL CLUB

## ACCOMPLISHMENTS

- Launched in fall of 2019 - Beaches Go Green's first ever educational student-lead club at Ponte Vedra High School. (students met and planned all summer long)
- Officially launched at Club Fair in September with over 200 students signing up.
- Collected 167 pounds of trash on the intracoastal waterway aboard the "Litter Gitter."
- Toured the Republic Services recycling facilities in a team building event.
- Participated in the Beaches Go Green post 4th of July beach clean-up at Micklers Beach in Ponte Vedra.
- Presented their "Curriculum" to over 200 PVPV Rawlings and Ocean Palms fifth grade students.
- Created "Bruce the shark" for the BGG Deck The Chairs exhibit, made from 900+ single use plastic bottles!
- Partnered with PVHS PTO to display BGG educational posters throughout the school.
- Provided recycling at some PVHS sporting events.



"BGG Ponte Vedra High School Club has had many accomplishments this year. Our special projects team created "Bruce the shark" for the BGG Deck The Chairs exhibit, made from 900+ single use plastic bottles! We also partnered with PVHS PTO to display educational posters throughout the school and host a Spirit Night at Deck The Chairs with hot chocolate, face painting and gift card giveaways for school spirit. The clubs newest initiative is to staff and provide event day recycling at school activities and sporting events. "Beaches Go Green PV High School Club is excited to continue its mission of education and community outreach and being the change in 2020."

**Natalie Decker**

**Volunteer & Co-President PVHS BGG Club, PVHS Junior**





# CIGARETTE BUTT COLLECTION CANISTERS

Through a partnership with Keep America Beautiful, Beaches Go Green has coordinated the installation of over 150 ash cans in Atlantic Beach, Neptune Beach, Jacksonville Beach, and Saint Augustine Beaches. Beaches Go Green is hopeful that having a responsible option, along with education, will decrease the amount of cigarette butts polluting our communities. Cigarette butts are the number one polluted item on the planet causing harm to our environment and our water ways.



"As someone who has always been conscious of our environment and the negative effects of over consumption of single-use items, I wondered if the choices that I make to reduce really do enough. I can honestly say that after volunteering with Beaches Go Green, I finally feel like it does all make a difference. Every choice that we make to refuse, reduce, and reuse makes a difference. Being part of the installation of the St. Augustine Beach Ash Cans brought all this hard work to fruition for me. Thank you to everyone who makes a choice to make a difference and to Beaches Go Green for being our collective voice."

**Dilyn Jackson,  
Volunteer & St. Augustine BGG Representative**





# BGG OCTOPUS GARDEN

BGG created a powerful single-use plastic education display for this year's Deck the Chairs event. It included a 100' wide octopus, accompanied by two jelly fish, a sea urchin, and an eel toothbrush garden, all made with single use plastic. The BGG Octopus Garden also hosted eco-friendly works of art from Ponte Vedra High School, Landrum Middle School, Ocean Palms Elementary and PV Rawlings Elementary. Thank you to all of our tireless volunteers and our sponsors Artistic Contractors & Republic Services - we could not do it without you!



**700+ PLASTIC BAGS IN JELLYFISH TENTICLES**  
**4,000 PLASTIC TOOTHBRUSHES IN EEL GARDEN**  
**2,500+ PLASTIC BOTTLES ON OCTOPUS HEAD**  
**15,318 PLASTIC BOTTLES IN OCTOPUS ARMS**

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**THE PLASTIC IN THESE OCTOPUS ARMS REPRESENT  
THE USAGE FOOTPRINT OF 6.5 AMERICANS IN 1 YEAR.**



# BGG VALUE CONTRIBUTED

**VOLUNTEER HOURS**

**5,441**

THESE HOURS DO NOT INCLUDE CORE BGG TEAM HOURS\*

**POUNDS OF TRASH &  
RECYCLING RECOVERED**

**4,637**

**NUMBER OF CIGARETTE  
BUTTS RECOVERED**

**68,849**

**TOTAL VALUE PROVIDED TO COMMUNITY**

**\$139,078.50**

**1 VOLUNTEER HOUR:**

**\$24.53**

**1 POUND OF TRASH:**

**\$1.21**





# **2019 GIVEBACK TO THE COMMUNITY**

**DONNA FOUNDATION**

**BEACHES TOWN CENTER**

**ATLANTIC BEACH ELEMENTARY PTA**

**JAX BEACH ELEMENTARY PTO**

**SISTERS OF THE SEA**

**DECK THE CHAIRS**

**OCEAN PALM ELEMENTARY PTO**

**BEACHES WATCH**

**NONPROFIT CENTER**

**NORTH FLORIDA GREEN CHAMBER**

**PONTE VEDRA HIGH SCHOOL PTO**

**PONTE VEDRA HS BEACHES GO GREEN CLUB**

**TOTAL: \$65,290.48**





# 2019 AWARDS

## SEA TURTLE CHAIR CREATIVE AWARD

DECK THE CHAIRS - A CHAIR AFFAIR | MAY

## ENVIRONMENTAL ACHIEVEMENT AWARD

JACKSONVILLE ENVIRONMENTAL PROTECTION BOARD | JUNE

## BEST NON-PROFIT, BEST CAUSE, BEST VOLUNTEER EFFORT, BEST ENVIRONMENTAL ACTIVIST

FOLIO | AUGUST

## #1 NON-PROFIT IN THE 904

VOID MAGAZINE | AUGUST

## NORWEX FOUNDATION FOR A BRIGHTER FUTURE

NORWEX | SEPTEMBER

## ARTS EDUCATION & ADVOCACY AWARD

PV CULTURAL CENTER | NOVEMBER

## COMMUNITY GIVE BACK AWARD

BEACHES WATCH | DECEMBER

## BEST IN SHOW

DECK THE CHAIRS | DECEMBER





# COMMUNITY FEEDBACK

"Beaches Go Green has championed education and awareness about single-use plastic and plastic pollution in the Jacksonville Beaches area since June 2018. From beach and park cleanups to its countless other community service and education initiatives, Beaches Go Green's work is meaningful, inspiring, thorough and compelling. BGG is a game-changer in our community – and, as a result, in our world. The organization has made tremendous progress in awareness and initiating change in our community.

Although the City of Atlantic Beach doesn't provide funding to BGG, the organization is effectively performing a municipal function through their efforts by informing our citizens about the benefits of protecting the health of people, our ecology, our wildlife, and our planet. It's a win-win partnership.

Bottom line: Our community's residents and business operators are making better sustainability choices in their homes because of Beaches Go Green's education efforts. More of us at the Beaches are refusing, reducing, reusing and recycling directly as a result of the influence that BGG has had on us. So, there's less litter and littering in our community thanks to BGG and its volunteers. Like icing on the proverbial cake, our community -- not just Atlantic Beach but the entire Beaches community, as we call it -- is more tight-knit because of BGG. The organization has brought us together for a common, critical purpose."

**Kevin Hogencamp**  
**Deputy City Manager, Atlantic Beach, FL**

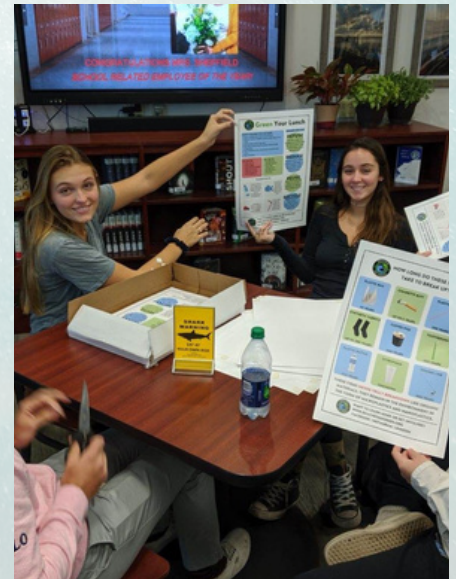




# COMMUNITY FEEDBACK

"Beaches Go Green is an incredible organization and a huge benefit to our community. Through a multitude of forums designed to reach as many people as possible, Beaches Go Green promotes education and awareness regarding the detrimental impact of single use plastics. They have sponsored movies, beach-clean-ups, the installation at Deck the Chairs (including all the educational information included with such installation), talks, educational PSA's and more. Significantly, Beaches Go Green works with schools and other community organizations to make the younger generations aware of the issues in order to make lasting change and they create volunteer opportunities to give students hands on involvement. I am nominating Beaches Go Green because it is an organization with a clear mission, a tireless resolve, an effective message and mission and a true interest in making our world a better place. They effectively channel this passion to the many, many people involved with the organization and are truly making a difference."

**Adam Buss**  
**Sponsor & Volunteer, Smith Gambrell & Russell, LLP**





# THANK YOU TO OUR BUSINESS SUPPORTERS!

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Thank you to all of our private donors!



**THANK YOU FOR BEING THE CHANGE.**



**WANT TO GET INVOLVED?**

**[WWW.BEACHESGOGREEN.ORG](http://WWW.BEACHESGOGREEN.ORG)**

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