

# 2021



ANNUAL IMPACT REPORT





# MISSION

Beaches Go Green, a 501(c)(3) nonprofit, provides education and awareness 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.



**2020  
CERTIFICATION**



**2020 CITY OF JAX  
GOLDEN GRABBER AWARD**



**2020 VOLUNTEER  
& COMMUNITY AWARD  
(OPE & PVHS BGG CLUB)**



**2020  
CERTIFICATION**



**NE FL USGBC GREEN  
NONPROFIT OF 2020**



**2020 NE FL USGBC  
PEOPLE'S CHOICE AWARD**



**2020 NE FL USGBC  
GREEN HERO**



**2020 FOLIO BEST  
ENVIRONMENTAL ACTIVIST**



**2020 FOLIO BEST  
CAUSE 2ND PLACE**



**2020 FOLIO COMMUNITY  
ACTIVIST 2ND PLACE**



**2020 FOLIO BEST  
NONPROFIT 2ND PLACE**



**FLETCHER MIDDLE SCHOOL  
BEACHES GO GREEN CLUB  
DECEMBER 2020**



**DECK THE CHAIRS OCTOPUS  
GARDEN 3RD PLACE AWARD**





# JANUARY - FEBRUARY 2021

## DECK THE CHAIRS BREAKDOWN

JAN 3

WITH A GREAT TEAM, WE TOOK DOWN OUR OCTOPUS GARDEN DISPLAY; IT WAS ANOTHER SUCCESSFUL YEAR - GETTING OUR SINGLE-USE PLASTIC MESSAGE INTO THE COMMUNITY.



## GO GREEN WINTER BEACH RUN

JAN 30

PARTNERING WITH 1ST PLACE SPORTS, DONOVAN HEATING & AIR AND CARRIER; WE KEPT OUR EVENT ALMOST ZERO WASTE BY PROVIDING 600 REUSABLE WATERBOTTLES FROM SIC AND OUR WATER MONSTER.



## COMMUNITY CLEANUP WITH NEWS4JAX

FEB 20

THE BIGGEST CLEANUP TO DATE! WORKING WITH NEWS4JAX AND RIVER CITY LIVE, WE HELD A 3-LOCATION CLEANUP IN THE BEACHES AREA.

- TOTAL VOLUNTEERS: 1,078
- TOTAL VOLUNTEER VALUE: \$58,643.20
- TOTAL BAGS OF TRASH/RECYCLABLES: 84
- TOTAL TRASH ABATEMENT: \$1,680
- TOTAL CIGARETTE BUTTS COLLECTED: 4,159
- TOTAL VALUE OF CLEANUP CONTRIBUTED TO THE COMMUNITY: \$60,083.20







# FEBRUARY - APRIL 2021

## REUSABLE BOTTLES FOR SPORTS PROGRAM

FEB 24

WORKING WITH LOCAL SPONSORS AND SIC, BGG PUT \*\* BOTTLES INTO THE SPORTS PROGRAMS AT LOCAL SCHOOLS - SAVING THOUSANDS OF SINGLE-USE PLASTIC.



## LITTER GITTER ON THE MATANZAS RIVER

FEB 28

THE BGG CLUB AT NEASE HIGH SCHOOL TOOK A TRIP DOWN THE MATANZAS RIVER, CLEANING UP THE WATER, THE ISLANDS AND GETTING FIRST HAND KNOWLEDGE OF HOW OUR TRASH IMPACTS MARINE LIFE.



## WHITNEY LABS TOUR

MAR 2

THE BGG STUDENT CLUBS TOOK THE DAY TO GET A PRIVATE TOUR OF WHITNEY LABORATORY FOR MARINE BIOSCIENCE AT UF. THE STUDENTS ABLE TO SEE THE TURTLE HOSPITAL AND TALK WITH SCIENTISTS ABOUT HOW HUMAN IMPACT IS CHANGING MARINE LIFE.



## WADER WEDNESDAY

MAR 3

19 VOLUNTEERS SHOWED UP IN HOWELL PARK IN ATLANTIC BEACH TO CLEANUP THE WATER AND WOODED AREAS. 14 BAGS OF TRASH WAS COLLECTED IN ABOUT ONE HOUR.



## DELIVERY OF THE KAB RECYCLE BINS IN ATLANTIC BEACH

APRIL 11

THE LONG AWAITED GRANT FINALLY PROVIDED THE FUND FOR COMPUTERIZED RECYCLE BINS IN THE CITIES OF ATLANTIC & NEPTUNE BEACH. THE "SMART" BINS NOTIFY THE CITY WHEN THE BINS ARE 80% FULL.







# APRIL 2021

## TRASHY PROM

APRIL 18

FIRST EVER, TRASHY PROM...AN END OF THE YEAR CELEBRATION FOR THE BGG STUDENT CLUBS AND VOLUNTEERS TO HIGHLIGHT THE IMPLICATIONS OF FAST FASHION. THE IDEA OF THE EVENT WAS TO CREATE & EMBELLISH A COSTUME FROM MATERIALS THAT WERE FOUND IN YOUR CLOSET, RECYCLE BIN AND EVEN THE TRASH.



## WAVEMAKER AWARD

APRIL 19

MAYOR HOFFMAN OF JACKSONVILLE BEACH PRESENTED BGG WITH THE WAVE MAKER AWARD, ACKNOWLEDGING THE EFFORT OF ANNE MARIE & VOLUNTEERS.



## EARTH DAY AT BREWHOUND DOG PARK

APRIL 22

THE BGG CREW, INCLUDING THE FURRY MEMBERS, SET UP A TENT WITH HOMEMADE DOG TREATS AND SUSTAINABLE PET-PARENT ADVICE.



## BGG'S 2020 CHANGE-MAKER SCHOLARSHIP WINNERS

APRIL 22

TWO LOCAL STUDENTS FROM PONTE VEDRA HIGH SCHOOL, BOTH RECEIVED A \$2,500 SCHOLARSHIP FOR THEIR COMMITMENT TO ENVIRONMENTAL LEADERSHIP IN THE COMMUNITY. NATALIE DECKER & LUCAS BOQUOT AND WILL BOTH BE ATTENDING FLORIDA STATE.







# MAY - JUNE 2021

## OCTOPUS GARDEN AT THE ZOO

MAY 3

THE JACKSONVILLE ZOO DISPLAYED BGG'S OCTOPUS GARDEN WITH EDUCATIONAL SIGNAGE IN AN EFFORT TO REDUCE PLASTIC POLLUTION.



## ECO-CINEMA

MAY 12

THE 1ST OF A 4-PART ECO-CINEMA SERIES AT THE ST.AUGUSTINE AMPHITHEATRE. PLASTIC PARADISE, HIGHLIGHTING PLASTIC POLLUTION AND ITS IMPACT ON THE GREAT PACIFIC GARBAGE PATCH HAD A DIVERSE AUDIENCE INCLUDING MANY LOCALS.



## BEACHES, A CELEBRATION OF THE ARTS

MAY 24

NOMINATED FOR TWO AWARDS, BGG RECIEVED THE FIRST COAST'S CULTURAL CENTER'S ART EDUCATION & ADVOCAY AWARD FOR THE DECK THE CHAIR'S OCTOPUS GARDEN.



## ERC TRAIL CLEANUP AT HANNA PARK

JUNE 5

WORKING WITH ONE OUR BIGGEST SUPPORTERS, ERC - WE TACKLED OUR FIRST EVENT AT HANNA PARK

- TOTAL VOLUNTEERS: 112
- TOTAL VOLUNTEER VALUE: \$6,678.36
- TOTAL BAGS OF TRASH/RECYLABLES: 19
- TOTAL TRASH ABATEMENT: \$459.80
- TOTAL CIGARETTE BUTTS COLLECTED: 1,317
- TOTAL VALUE OF CLEANUP CONTRIBUTED TO THE COMMUNITY: \$7,831.16







# JUNE - AUGUST 2021

## BGG'S ADOPT-A-HIGHWAY

JUNE 6

THE FIRST OFFICIAL CLEANUP ON THE ONE-MILE STRETCH OF ROAD FROM MICKLER'S TO THE ROUND-A-BOUT AT PUBLIX WAS ADOPTED BY THE BGG STUDENT CLUBS.

- TOTAL VOLUNTEERS: 35
- TOTAL VOLUNTEER VALUE: \$2,996.70
- TOTAL BAGS OF TRASH/RECYCLABLES: 12
- TOTAL TRASH ABATEMENT: \$290.40
- TOTAL CIGARETTE BUTTS COLLECTED: 1,876
- TOTAL VALUE OF CLEANUP CONTRIBUTED TO THE COMMUNITY: \$3,287.10



## THREE YEARS OF BGG

JUNE 26

A HUGE THANK YOU TO ALL OF OUR VOLUNTEERS.

- TOTAL VOLUNTEER HOURS: 41,993
- TOTAL LBS OF TRASH COLLECTED: 11,560
- TOTAL CONTRIBUTIONS TO THE COMMUNITY IN VOLUNTEER HRS & TRASH ABATEMENT: \$1,072,301.70



## FLETCHER CAMPUS BEAUTIFICATION

AUGUST 8

64 VOLUNTEERS INCLUDING FORMER & PRESENT FMS STAFF AND STUDENTS SPENT THEIR ENTIRE SATURDAY RAKING, MULCHING & WEEDING THE GROUNDS.







# AUGUST - SEPTEMBER 2021

## ECO-CINEMA

AUGUST 17

AFTER A FEW WEATHER DELAYS, PART 2 OF THE ECO-SERIES CONTINUED WITH WASTED: THE STORY OF FOOD WASTE. HELD ON THE FRONT PORCH OF THE ST. AUGUSTINE AMP., IT WAS A FAMILY-FRIENDLY EVENT THAT ALSO INCLUDED ECO-FRIENDLY VENDORS & FOOD TRUCKS.



## SISTERS OF THE SEA SURF CONTEST

SEPT 18

BEACHES GO GREEN WAS ONE OF THE MAJOR SPONSORS OF THE SISTERS OF THE SEA 23RD ANNUAL SURF CLASSIC. BGG PROVIDES A WATER REFILLING STATION FOR ATHLETES & SPECTATORS EACH YEAR THE TROPHIES ARE UPDATED AND REUSED AS WELL AS THE CONTEST JERSEYS



## FLORIDA FIN FEST

SEPT 18-19

DURING THE SAME WEEKEND, BGG TOOK PLACE IN THE FIRST EVER FIN FEST AT THE SEAWALK PAVILION IN JAX BEACH. THE FOCUS OF THE TWO-DAY FESTIVAL WAS ABOUT SHARKS AND UNDERSTANDING THEIR PLACE IN OUR ECO-SYSTEM. OUR EDUCATIONAL BOOTH WAS A GIANT SUCCESS SATURDAY AND UNFORTUNATELY SUNDAY'S WEATHER PREVENTED THE CLEANUP AND A SECOND DAY IN THE EDUCATIONAL VILLAGE.







# SEPTEMBER - OCTOBER 2021

## ESTUARY DAY AT GTMRR

SEPT. 25

CELEBRATING OUR NATURAL WATERWAYS IN FLORIDA, BGG SET UP AND EDUCATIONAL TENT AT GUANA RESEARCH RESERVE. THIS FAMILY-FRIENDLY EVENT WAS A GREAT WAY TO INTERACT WITH A YOUNGER CROWD AND CREATE SOME NEW CONNECTIONS WITH LIKE-MINDED GROUPS.



## BE THE CHANGE SERIES

SEPT. 29

AFTER THE YEAR OF SOCIAL DISTANCING, ANNE MARIE, FOUNDER OF BEACHES GO GREEN BEGAN, WHAT WE HOPE TO THE FIRST OF MANY, TALKS WITHIN THE COMMUNITY. THIS TALK FOCUSED ON PLASTIC & YOUR HEALTH.



## COMMUNITY CLEANUP WITH NEWS4JAX & WINSTON YMCA

OCTOBER 3

BGG WORKED WITH THE WINSTON YMCA & NEWS4 JAX TO HOLD THE FIRST EVER COMMUNITY CLEANUP OUTSIDE THE BEACHES AREA, IT WAS A GREAT WAY TO CONNECT WITH NEW AUDIENCE!  
NUMBER OF VOLUNTEERS: 273  
DURATION OF CLEANUP: 2 HRS  
BAGS OF TRASH: 56 (+250LBS OF LARGE ITEMS)  
BAGS OF RECYCLING: 16  
CIGARETTE BUTTS: 4,426  
COMMUNITY VOLUNTEER CONTRIBUTION: \$15,582.84  
TRASH ABATEMENT CONTRIBUTION TO THE CITY: \$1,742.40

OVERALL CONTRIBUTION TO THE CITY: \$17,325,24







# OCTOBER 2021

## MICKLER BEACH CLEANUP

OCTOBER 16

ORGANIZED BY THE STUDENT CLUBS AT NEASE AND PVHS, THE STUDENTS DECIDED TO HOLD THEIR FIRST EVENT. CLEANING UP THE BEACH AND PARKING LOT AT MICKLERS IN PONTE VEDRA AFTER A BUSY SATURDAY. THE EVENT WAS COMPLETELY CREATED AND HELD BY THE MEMBERS OF THE STUDENT CLUB, WITH ASSISTANCE FROM THEIR TEACHER SPONSOR ONLY AS NEEDED.

RESULTS:

NUMBER OF VOLUNTEERS: 273

DURATION OF CLEANUP: 2 HRS

BAGS OF TRASH: 56 (+250LBS OF LARGE ITEMS)

BAGS OF RECYCLING: 16

CIGARETTE BUTTS: 4,426

COMMUNITY VOLUNTEER CONTRIBUTION: \$15,582.84

TRASH ABATEMENT CONTRIBUTION TO THE CITY: \$1,742.40

OVERALL CONTRIBUTION TO THE CITY: \$17,325.24



## ECO-CINEMA

OCTOBER 19

AFTER THE WEATHER HAD CANCELLED OR DELAYED THE OUTDOOR ECO-CINEMA AT THE ST. AUGUSTINE AMP - WE FINALLY WERE ABLE TO SHOW BLUE: THE FILM. LIKE MOST OF OUR EVENTS, THE SERIES OF ECO-FRIENDLY MOVIES IS FREE AND OPEN TO THE PUBLIC. SUSTAINABLE FOOD TRUCKS AND VENDORS SETUP AT EACH SHOW!







# OCTOBER - NOVEMBER 2021

## BTC FALL FEST

OCTOBER 27

CELEBRATING HALLOWEEN AT THE BEACHES TOWN CENTER IN ATLANTIC BEACH, BGG ATTEMPTED TO REDUCE SOME OF THE UNNECESSARY HOLIDAY WASTE BY PROVIDING WATERING STATIONS WITH RECYCLABLE PAPER CUPS AND PROVIDING CANDY WRAPPED IN FOIL RATHER THAN PLASTIC PACKAGING.



## ECO-CINEMA

NOV. 8

WE ENDED THE EDUCATIONAL 4-PART ECO-CINEMA SERIES AT THE ST. AUGUSTINE AMP. BY SHOWING TWO SHORT FILMS ON RISING SEA LEVELS AND EXTREME WEATHER. SINKING CITIES: MIAMI & THE OLDEST CITY UNDERWATER HIGHLIGHTED THE CURRENT ISSUES SEASIDE CITIES FACE AND A LOOK INTO OUR OWN FIRST COAST.



## KEEP AMERICA BEAUTIFUL CAMPAIGN

NOV.10

IN LATE OCTOBER, FLAGLER COUNTY INSTALLED 30 CIGARETTE BUTT COLLECTION CANISTERS THEIR COASTLINE IN AN ATTEMPT TO REDUCE CIGARETTE BUTT LITTER. THROUGH A PARTNERSHIP WITH BEACHES GO GREEN, KAB & LOCAL BUSINESSES - FLAGLER COUNTY HAS TAKEN THE NEXT STEP TO KEEPING OUR OCEANS CLEAN!







# NOVEMBER 2021

## SET UP FOR "DECK THE CHAIRS" - OUR FINAL YEAR

NOV. 15

AFTER LOTS OF DELIBERATION, BEACHES GO GREEN HAS DECIDED TO RETIRE THE "OCTOPUS GARDEN." ALTHOUGH IT WASN'T AN EASY DECISION, IT WAS NECESSARY IN ORDER TO FOCUS RESOURCES ON EDUCATION; ESPECIALLY THE SCHOOL CLUBS. WITH THAT BEING SAID, BGG WANTED TO MAKE THE LAST YEAR AS MEMORABLE AS THE FIRST THREE. CREATING THE "INSPIRATION PATHWAY," WAS THE KEY TO KEEP THE EDUCATIONAL ASPECT, BUT ADD A FUN TWIST USING PIECES THAT WERE ALREADY AVAILABLE. THE DESIGN USED THE ARMS OF THE OCTOPUS TO CREATE ARCHES THAT FOLLOWED A LIT PATH TO REACH THE CENTER; WHERE THE SCHOOL CLUBS ADDED THEIR OWN SINGLE-USE PLASTIC ART. THIS YEAR'S BGG VOLUNTEERS HELPED CREATE AND SET UP THE DISPLAY WORKING WITH A LOOSE RENDERING AND ADAPTING TO UNFORESEEN COMPLICATIONS THROUGHOUT THE PROCESS IN ORDER TO FULFILL THE VISION. IN THE END, THE DESIGN BECAME THE "BEST IN SHOW," AS VOTED ON BY STAFF AND ATTENDEES OF DTC. THE "OCTOPUS GARDEN" IN ITS ENTIRETY WILL BE DONATED AND SET UP AT MAYPORT COASTAL SCIENCES MIDDLE SCHOOL WHERE IT CAN BE ENJOYED FOR YEARS TO COME.







# NOVEMBER - DECEMBER 2021

## ADOPT A HIGHWAY: MICKLER ROAD CLEANUP

NOV.20

THE BGG STUDENT CLUBS & OTHER VOLUNTEERS CLEANED THE ONE MILE STRETCH OR ROADWAY AND WOODED AREAS OF MICKELRS BEACH AS PART OF THE "ADOPT A HIGHWAY PROGRAM"

RESULTS:

NUMBER OF VOLUNTEERS: 70

DURATION OF CLEANUP: 2 HRS

BAGS OF TRASH: 23

CIGARETTE BUTTS: 156

COMMUNITY VOLUNTEER

CONTRIBUTION: \$3,996

TRASH ABATEMENT

CONTRIBUTION TO THE CITY:

\$465

OVERALL CONTRIBUTION TO

THE CITY: \$4,460



## BARTRAM'S CLUB FIRST EVENT

DEC. 4

THE BGG CLUB AT BARTRAM TRAILS HIGH SCHOOL HELD THEIR FIRST CLEANUP EVENT AT MICKLER'S BEACH IN PONTE VEDRA. THE STUDENTS COORDINATED ALL OF THE DETAILS OF THE CLEANUP WITH LIKE-MINDED SCHOOL CLUBS AND HAD AN AMAZING TURNOUT.

RESULTS:

NUMBER OF VOLUNTEERS: 59

DURATION OF CLEANUP: 1.5 HRS

BAGS OF TRASH: 10

CIGARETTE BUTTS: 156

COMMUNITY VOLUNTEER

CONTRIBUTION: \$2,526

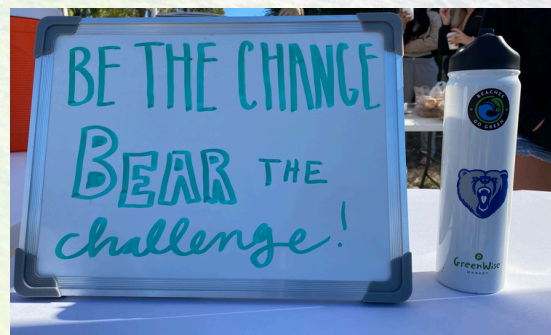
TRASH ABATEMENT

CONTRIBUTION TO THE CITY:

\$202

OVERALL CONTRIBUTION TO

THE CITY: \$2,728







# DECEMBER 2021

## DECK THE CHAIRS: BGG CLUB HOLIDAY PARTY

DEC. 7

IT WAS A GREAT NIGHT FOR EACH OF THE BGG CLUBS TO SHOW OFF THEIR SINGLE-USE PLASTIC ART OFF TO THEIR FAMILIES & FRIENDS. THE STUDENTS SET UP TABLES FOR SNACKS, FACE PAINTING, CRAFTS & TATTOOS. THE EVENT WAS OPEN TO THE PUBLIC - WE HAD MUSIC FROM THE FLETCHER DRUM LINE AND A "FLORIDA SNOWBALL FIGHT"



## HOLIDAY CLEANUP IN BTC

DEC. 10

THE SCHOOL BGG CLUBS AT FLETCHER AND MAYPORT MIDDLE HELD A COMMUNITY CLEANUP IN THE BEACHES TOWN CENTER IN ATLANTIC BEACH. FRIDAY, DEC. 10TH STUDENTS, THEIR FAMILIES AND COMMUNITY OFFICIALS GOT TOGETHER TO CLEAN THE SIDEWALKS, FLOWER BEDS AND PARKING LOTS...IN AN EFFORT TO REDUCE THE LITTER BEFORE IT REACHES OUR BEAUTIFUL BEACHES. OUR BIGGEST ACCOMPLISHMENT OF THE DAY WAS COLLECTING 5,500 CIGARETTE BUTTS!!

RESULTS:

- NUMBER OF VOLUNTEERS: 85
- DURATION OF CLEANUP: 1.5 HRS
- BAGS OF TRASH: 8
- CIGARETTE BUTTS: 5500
- COMMUNITY VOLUNTEER CONTRIBUTION: \$3,639
- TRASH ABATEMENT CONTRIBUTION TO THE CITY: \$162
- OVERALL CONTRIBUTION TO THE CITY: \$3,800







# HIGHLIGHTS OF 2021

2021

## REUSABLE WATERBOTTLES FOR SPORTS PROGRAM

ONE OF THE BIGGEST INITIATIVES OF BGG IS TO REDUCE (& EVENTUALLY ELIMINATE) THE AMOUNT OF SINGLE-USE PLASTIC WE CONSUME. THE EASIEST WAY TO MAKE A POSITIVE CHANGE FOR THE PLANET AND YOUR OWN HEALTH IS TO USE A REUSABLE WATER BOTTLE. IN ITS SECOND YEAR, BGG HAS PUT 10,000+ BOTTLES INTO THE SCHOOL SYSTEMS WITH THE HELP OF COMMUNITY SPONSORS. EACH REUSABLE WATER BOTTLE IS ESTIMATED TO SAVE 1,500 PLASTIC BOTTLES PER YEAR...NOT TO MENTION THE HEALTH IMPLICATIONS OF DRINKING FROM A PLASTIC BOTTLE. THE GOAL IS TO RETRAIN THE ATHLETES (AND HOPEFULLY THEIR FAMILIES & PEERS) TO TAKE PLAN AHEAD AND TO MAKE BETTER CHOICES WHEN IT COMES TO SINGLE-USE.



## STUDENT CLUBS

2021

BGG'S BIGGEST AND BUSIEST YEAR YET IN THE SCHOOL SYSTEM - LAUNCHING 4 NEW SCHOOL CLUBS. CURRENTLY, BGG HAS A CLUB IN PONTE VEDRA HIGH, NEASE HIGH, FLETCHER MIDDLE, MAYPORT MIDDLE, TOCOI HIGH, MANDARIN HIGH, AND BARTRAM TRAILS HIGH. THESE CLUBS ARE STUDENT RUN WITH A TEACHER SUPERVISOR - THE GOAL IS TO GET THE YOUNGER GENERATION INVOLVED AND TO CREATE HEALTHY HABITS FOR FUTURE GENERATIONS. THE STUDENTS HOST THEIR OWN CLUB FAIR, ELECT OFFICERS AND HOLD EVENTS IN THEIR COMMUNITY.







# 4 YEAR GIVEBACK STATS



**VOLUNTEER HOURS:**

**POUNDS OF TRASH COLLECTED: 6,650**

**VALUE TO THE COMMUNITY: \$**

**TOTAL CONTRIBUTION INCLUDES VOLUNTEER HRS & TRASH ABATEMENT VALUES**





# REUSABLE BOTTLES FOR SPORTS

## REUSABLE WATER BOTTLES FOR SPORTS PROGRAM



In an effort to reduce plastic pollution & to protect our youth from the harmful chemicals in plastic, Beaches Go Green has implemented over 4,000 SIC stainless steel reusable bottles for sports in our community.

These bottles represent a savings of 584,000 single-use plastic water bottles in the waste stream!

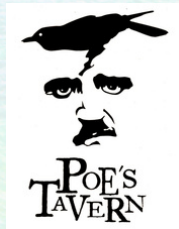




# THANK YOU TO OUR 2020 SPONSORS



RELATIONSHIPS.  
RESOURCES.  
RESULTS.



KEEP AMERICA  
BEAUTIFUL



Gordon Family  
Chiropractic





**THANK YOU FOR BEING THE CHANGE.**



**WANT TO GET INVOLVED?**

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