



Our Inaugural Year

June 2018 - June 2019

BE THE CHANGE.



ABOUT BEACHES GO GREEN

OUR MISSION

Beaches Go Green provides awareness and education around the waste that we produce and how it affects the environment. 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. #BETHECHANGE



EDUCATE OUR YOUTH

Beaches Go Green believes in empowering our youth with knowledge. We understand that education will help shape our young people's consumption habits and will hopefully result in more eco-conscious choices.



EDUCATE OUR COMMUNITY

Beaches Go Green believes in the mantra - KNOW BETTER, DO BETTER. We organize and support community events in order to educate and inspire change in different pockets of people. We use programs such as free "Movies That Matter", speaking via community outreach, as well as pushing out educational content to our many followers on social media.

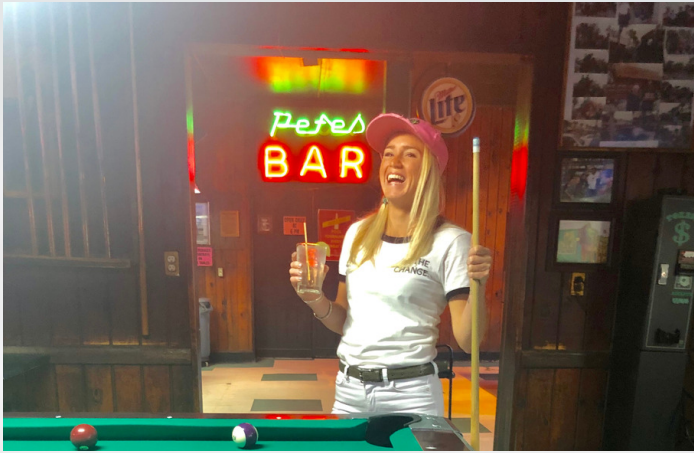




ABOUT BEACHES GO GREEN

PARTNER WITH LOCAL BUSINESSES

We offer educational resources and support to area businesses. We strive to be true partners in the community by promoting local businesses who are making efforts to improve our environment.



GREEN LOCAL EVENTS

BGG partners with many local events in our community and beyond. We offer suggestions to encourage less waste production, better recycling habits, and creating awareness about the waste created at events.



VOLUNTEER OPPORTUNITIES FOR ALL AGES

We offer many ways to engage our community through volunteering at local events. We strongly believe that people of all ages should have the opportunity to give back to the community and be involved!



P A S T E V E N T S



GREEN LION FESTIVAL

8.1.2018

This was BGG's inaugural event & we were there in great force. It monsooned during the event & was cut short due to flash flooding but was a great bonding experience!



1ST COMMUNITY CLEAN UP

8.19.2018

With 250 volunteers, BGG cleaned 160 pounds of litter from Atlantic, Neptune & Beaches Town Center areas. We had great support from the local community.



SOS SURF CLASSIC

9.15.2018

We partnered with Sisters of the Sea for their 20th annual surf classic! BGG was there to provide education and recycling in our tent.



NORTH BEACH KICKOFF TO GOLF

9.17.2018

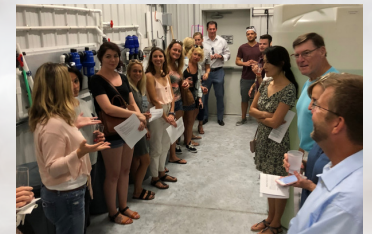
35 BGG volunteers staffed this Beaches Town Center event with education, event support & the Water Monster (which saved 1000 single-use plastic water bottles)



1ST VOLUNTEER MEETING

9.24.2018

Hosted by Atlantic Beach Urban Farms, our first BGG meeting included approximately 35 volunteers who enjoyed snacks, drinks & a tour of the farm as well as an organizational overview.



GREAT INFLATABLES RACE

10.6.2018

BGG had 16 adults and children participating in this team building race full of inflatable obstacles.



NEPTUNE HOUSE

10.19.2018

BGG provided education and support for the Water Monster at the grand opening of the Neptune House in Neptune Beach, FL



P A S T E V E N T S



FALL FESTIVAL

10.20.2018

BGG supported this Beaches Town Center family-friendly event with our educational tent and staff support for kids to enjoy a fall parade and safe trick-or-treating!



RIGHT WHALE FESTIVAL

11.3.2018

BGG volunteers are passionate about animals. We brought our educational materials to spread the word about plastic pollution in our oceans in order to protect the Right Whales.



MOVIES THAT MATTER: A PLASTIC OCEAN

11.11.2018

In partnership with USGBC Florida, we presented our first free movie in the series and hosted a panel discussion afterwards.



OBI CLEAN SEAS

11.29.18

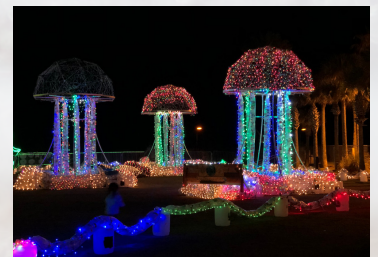
BGG provided educational support at a local event to support the United Nations Environment team Clean Seas Initiative.



DECK THE CHAIRS

11.23.2018-1.1.2019

BGG Jellyfish park was a fun and educational single-use awareness art installation that was on display from Thanksgiving through New Years in Jacksonville Beach.



DR BEACH CLEAN-UP

12.15.2018

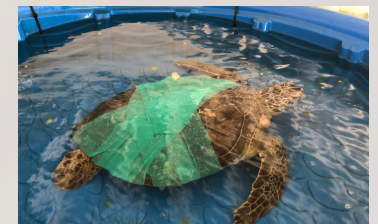
In partnership with ERC DR, Beaches Go Green helped clean a sea turtle nesting beach & educate the local people in this small area of the Dominican republic.



WHITNEY LABS TOUR

1.23.2019

A group of BGG volunteers toured the Whitney Labs Sea Turtle Hospital where we learned more about how plastic pollution affects these beautiful animals.



P A S T E V E N T S



DONNA MARATHON WEEKEND

2.8.2019-2.10.2019

As the official Environmental Sponsor of the Donna, we sponsored 5,000 JUST Water containers and brought recycling to the race for the first time. After sorting the waste, BGG's net was 3:1 bags of recycling to garbage.



COASTAL CARNIVAL

2.22.2019

This Beaches Town Center event was partially sponsored by BGG where we supported education, composting, recycling and donation of leftover food to Mission House.



AB & NB BUTTS CLEAN-UP

2.24.19

BGG had 75 volunteers that collected over 13K cigarette butts, One group collected over 1K butts ! Butts were sent in to Terracycle for recycling.



MOVIES THAT MATTER: BLUE, THE FILM

2.24.19

USGBC and BGG presented the 2nd free movie to the public to create awareness around plastic pollution in our oceans and around the world.



WELLNESS FEST

3.2.2019

BGG attended the event by Discover Wellness to convey that the health of our planet is tied to our own personal health.



AB FOCUS ON RECYCLING

3.2.2019

The City of Atlantic Beach hosted BGG & partners to discuss the recycling industry and how to "recycle right."



BEACHES EARTH DAY

4.20.19

BGG supported this Earth Day event at Jarboe Park in Neptune Beach put on by Dig Local. Lots of educational participants.



P A S T E V E N T S



JAX BEACH BUTT CLEAN-UP

4.28.19

BGG had 85 volunteers that collected 13,325 cigarette butts. One volunteer collected over 800 on their own at this clean-up. The butts were sent in to Terracycle for recycling!



LITTER GITTER

5.8.2019

Partnering with Matanzas Riverkeeper on their Litter Gitter boat, 6 BGG volunteers cleaned up the Beach Blvd area of the intracoastal & cleanup over over 410lbs of garbage.



DANCIN' IN THE STREETS

5.18.19

BGG supported this Beaches Town Center event with recycling in our educational tent and the Water Monster (saving 1000 single-use plastic water bottles).



HANDS ACROSS THE SAND

5.18.19

BGG joined forces with Oceana, Sea Shepherd and many more to create this awareness demonstration about seismic blasting off our shores & in the oceans of the world.



AB/NB CLEAN-UP

6.14.2019

This community clean-up boasted 75 volunteers and cleaned up over 120 lbs of trash & about 6K cigarette butts.



AB BEACH CLEAN-UP

6.29.19

BGG partnered with Atlantic Beach Ocean Rescue for a successful beach clean-up. 40lbs of trash were recovered, sorted and recycled when possible.



MICKLER CLEAN-UP

7.5.2019

Our first official BGG clean-up in St. John's County. With about 100 volunteers, we collected over 60 lbs of trash and recycling and about 3K cigarette butts.



BGG VALUE CONTRIBUTED

POUNDS OF TRASH COLLECTED

5,420

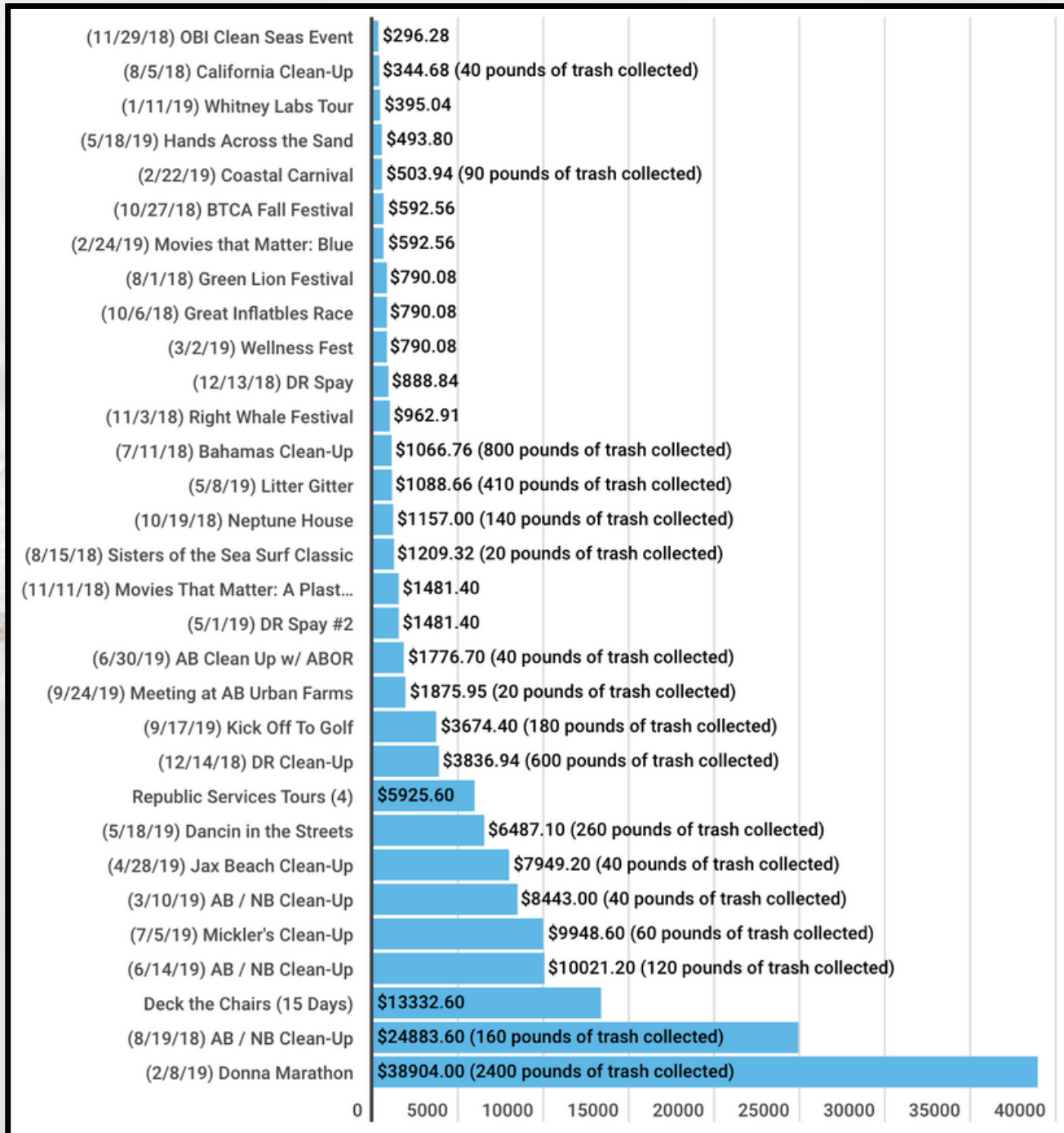


TOTAL VOLUNTEER HOURS

5,890

*DOES NOT INCLUDE FULL-TIME CORE VOLUNTEER HOURS

TOTAL VALUE CONTRIBUTED



TOTAL: \$151,984.28

1 VOLUNTEER HOUR:

\$24.69

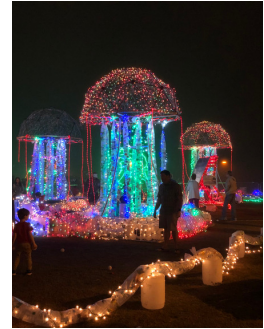
1 POUND OF TRASH:

\$1.21



AWARDS & RECOGNITION

Deck the Chairs
Creative Appreciation Award
December - 2018



Keep Jacksonville Beautiful Commission
Environmental Organization Award
June - 2019



2019 Chair Affair Award
Sea Turtle Chair
May - 2019



2018 Nominations
USGBC Green Hero - Anne Marie Moquin
USGBC Green Leadership Award - Beaches Go Green



HIGH SCHOOL CLUBS

Beaches Go Green will establish our first educational high school clubs in the Jacksonville, FL area in the Fall of 2019. The goal of the high school club is for high school students to act as “GREEN AMBASSADORS” and present eco-friendly curriculum, specified by Beach Go Green, to a partnered elementary school. The elementary students will love learning from the older students and the high school students will gain valuable experience in curriculum development, leadership & mentoring as well as public speaking. The elementary students will be encouraged to act as “GREEN AMBASSADORS” at their own school and carry on other eco-friendly programs within their own school. The requested funding will support educational materials needed for this program at multiple schools. Each high school will have a teacher “sponsor” and a Beaches Go Green Education Coordinator overseeing the educational programs and presentations.



“Launching the Beaches Go Green high school club will be very important in spreading awareness to high school & elementary students about the plastic epidemic. Within these partnered schools, the clubs hope to spread green practices as well as educate peers about the plastics pollution problem that our planet is facing. The younger students will be taught some of the basics of going green; like recycling right, and choosing reusable options when possible over single-use! This will allow them to become “green ambassadors” at their school as well as bring those habits home with them so they can make green decisions with their family. Encouraging students to bring reusable bottles for water and other drinks will be a focus on campus with the education program stretching to local elementary schools.

As a beach community, this issue is very important to us; we spend our summers enjoying the beaches and ocean. If we do nothing about the plastic epidemic, our oceans and planet will continue suffer. The beaches will be covered in waste, and the sick ocean will have no fish to catch, no reefs to enjoy, and no clear, clean waters to swim and play in. If the ocean gets sick then we will begin to lose oxygen production from aquatic plants, making it harder to survive.”

Maximus Moquin
Student Volunteer & Co-President of PVHS BGG Club, 16



PUBLIC SERVICE ANNOUNCEMENTS

Beaches Go Green plans to educate the community through public service announcements through digital and print media. Through our social media reach of 34K+ followers on Facebook and 3K+ followers on Instagram we push out daily educational messaging. In addition, by partnering with local media groups, we can continue to educate and work towards a greener community. Topics will include but not limited to education on the following: microplastics, single-use plastic pollution, recycling right, public drain contamination, cigarette butt litter and more.

Hands Across the Sand

Beaches Go Green understands the importance of protecting what you love, and this year they did just that at North Florida's Hands Across the Sands event. Together Beaches Go Green stood together with Oceana, Surfrider, Sea Shepherd, Sisters of the Sea, local city officials & environmental activist in our community to oppose the expansion of offshore oil drilling and seismic blasting along our Atlantic Coastline. Hand in hand they stood together along the shoreline to protest dirty fossil fuels and protect our beaches community from offshore drilling which threatens our environment and jeopardizes the future of our livelihood. The event brought in over 150 people making Hands Across the Sand the biggest event in North East Florida.

Beaches Go Green has had a massive impact on our surrounding beaches community. In only one short year since inception they are charging! BGG has introduced a massive awareness campaign against the harmful effects of single use plastics and how as a beach community we can make more mindful choices and reduce our use of single use plastics. In addition, BGG has also taught us how to "recycle right", which helps us to determine which products are recyclable and non-recyclable before disposing our trash. BGG is leading the way in making real changes in our beach community. If you want to see change happen you must take the initiation to make it happen and BGG encourages us all to make better choices and create healthier habits.

Melissa Giorno
Adult Volunteer



"The Beaches Go Green organization has been a true blessing to our beaches communities. As a volunteer, I am fulfilled attending every event hosted or sponsored by this wonderful organization. The energy that the Founder has created around her mission is a clear force for the organization as a whole. It is a true joy to see people from all facets of life, young and old; as well as local businesses coming together to improve the environment we live in. The momentum created by Beaches Go Green in their first year as an organization has been tremendous. There are initiatives in place that can only be successful with continued support of our residents and local businesses. My hope is that Beaches Go Green continues to gain sponsorship and fundraising support so that their efforts result in great impacts to our local communities and environment as a whole."

Laura DeStella-Whippy
Adult volunteer & Director of Fundraising



ASH CANS

Beaches Go Green, in partnership with Keep America Beautiful, is combating the most frequently littered item in the United States and around the world – cigarette butts. Last month, Keep America Beautiful® the nation's leading community improvement nonprofit organization, awarded 65 free cigarette butt litter canisters to Beaches Go Green (BGG) through its Cigarette Litter Prevention Program® (CLPP). Now, Atlantic and Neptune Beach are among the more than 1,500 cities in America who are taking aim at reducing cigarette butt litter by installing cigarette butt litter canisters at every single beach access as well as the high traffic areas of Beaches Town Center (BTC). Beaches Go Green will be sending the collected cigarette butts into TerraCycle's cigarette butt recycling program.

This cigarette litter canister installation is phase one of a multiple phase program across the Jacksonville Beaches. Beaches Go Green is working with multiple beach cities to continue to add more cigarette litter canisters. We hope to encourage local businesses to add canisters for their patrons and employees on break as well. According to Keep America Beautiful's "Litter in America" landmark national study of litter costs and littering behavior, cigarette butt littering decreases by 9% with every litter canister added to the area.

Lauren McPhaul
Director of Programs



"Anne Marie Moquin introduced me to Beaches Go Green last summer. While supporting the BGG mission for environmental conservation, I had no idea how quickly Anne Marie and her mighty team would change our community. In just one year, BGG has tapped into energy that is transforming how our residents and business owners think and act. People accept that the future of our planet depends on how we take care of it.

BGG is leading the local education effort about the 4R's (Refuse, Reduce, Reuse and Recycling). Over the last year, the City of Atlantic Beach has partnered with BGG in many ways. Where our beach municipalities lack resources, BGG has been a force multiplier for us, with projects and education that include documentary films in the Courtyard, Jellyfish Park at Deck the Chairs, beach & town clean-ups, recycling tours and workshops, boxed water and the Water Monster, partnerships with local businesses to limit single-use plastic, and a myriad information at events. BGG is making a difference! Our most recent collaboration is to support recycling of cigarette butts, with installation of "Butt Boxes" at beach accesses and other key locations. With all their efforts, BGG looks to partner with other organizations for maximum impact.

Atlantic Beach looks forward to working with BGG for another great year! I can't wait to see what happens in Year 2!"

Ellen Glasser
Adult Volunteer & Mayor, Atlantic Beach, FL



PLANS FOR 2019

EVENTS

SO much waste is created from an event. Beaches Go Green plans to partner with even more events this year to create less waste while still having a great time. We plan to include the Water Monster in more events decreasing plastic water bottle usage and educating about carrying your own reusable water bottle. We also plan to work with event vendors to implement green policies. Educating the community about the waste we produce and the effects it has on the environment are key to becoming a greener community.

DECK THE CHAIRS 2019

We have exciting things planned for Deck the Chairs 2019. We will need lots of volunteers to help with this single-use plastic masterpiece! You will NOT want to miss the Beaches Go Green Changing Tides Play Space at the Seawalk Pavillion starting November 23rd - January 1st, 2020.



"I love helping Beaches Go Green because I love the beach and the ocean. I go surfing all the time and always see trash on the beach or in the ocean. You can change that though by using the 4r's: Refuse, Reduce, Reuse and Recycle. My friends and I did a lemonade stand where we made money for Beaches Go Green to help raise awareness about saving our earth. I hope that you start saving the earth too!"

Stella Hammer
Student Volunteer, 10 yrs old.



"The Beaches Go Green high school clubs strive to educate students about our effect on the planet. High school students will spend meetings researching and creating a presentation specific to a partnered school. Groups of us will then visit the elementary schools to present to the younger students. This is so important as these young "green ambassadors" are the next generation. These are the children who are going to be majorly affected by these mass environmental changes, that we are causing. Also, the high schoolers who are spending time researching and educating themselves now understand the consequences and as they graduate and move on to make their own decisions, they will be making smarter choices themselves. We are the generation that can be the change.

Growing up steps away from the ocean makes this effort so much more important to me, and so many others here at the beaches. We are observing these consequences first hand and therefore learning more about the plastics in the oceans and its even scarier than we thought. We live in a beach community, where seeing beautiful marine life like sea turtles and their nests are a part of our lives. Now it's more important than ever to take care of our planet, our ocean, so that we can continue to have this beach life."

Natalie Decker
Student Volunteer, Co-President of PVHS BGG Club, 16 yrs old.



EDUCATIONAL LINKS:

WWW.BEACHESGOGREEN.ORG

[HTTPS://OCEANA.ORG/OUR-CAMPAIGNS/PLASTICS](https://oceana.org/our-campaigns/plastics)

[HTTPS://WWW.NATIONALGEOGRAPHIC.COM/MAGAZINE/2018/06/PLASTIC-PLANET-WASTE-POLLUTION-TRASH-CRISIS/](https://www.nationalgeographic.com/magazine/2018/06/plastic-planet-waste-pollution-trash-crisis/)

[HTTPS://WWW.ZEROWASTEWISDOM.COM/SINGLE-POST/2017/02/25/RECYCLING-ISN%E2%80%99T-THE-CURE](https://www.zerowastewisdom.com/single-post/2017/02/25/recycling-isn%E2%80%99t-the-cure)

[HTTPS://OCEANSERVICE.NOAA.GOV/OCEAN/EARTHDAY.HTML](https://oceanservice.noaa.gov/ocean/earthday.html)

[HTTPS://THEREVELATOR.ORG/CIGARETTE-BUTT-LITTER-SOLUTIONS/](https://therevelator.org/cigarette-butt-litter-solutions/)

[HTTPS://FORTUNE.COM/2019/06/11/PACKAGING-GARBAGE-CRISIS-LOOP/](https://fortune.com/2019/06/11/packaging-garbage-crisis-loop/)

ABOUT OUR FOUNDER, ANNE MARIE MOQUIN

Anne Marie Moquin is the Founder/Executive Director of Beaches Go Green. She is also a resident of Atlantic Beach, FL along with her husband, Kirk, and 2 sons, Maximus & Kingston. Anne Marie is a graduate of the University of Michigan where she studied psychology. She is a lifelong animal lover turned environmental warrior.

After watching the documentary, A Plastic Ocean, Anne Marie did not understand why “we” were not doing more about this problem of plastic pollution. She decided that she would “BE THE CHANGE” and created Beaches Go Green in June of 2018. In the same timeframe, she joined the board of the Beaches Town Center Agency where she created a “green” committee also called Beaches Go Green. Beaches Go Green and Beaches Town Center Agency have been working closely with the Cities of Atlantic and Neptune Beaches and several local events to spread awareness and education about the waste that we produce and how it affects our environment.



THANK YOU TO OUR BUSINESS SUPPORTERS!



Thank you to all of our private donors!

THANK YOU FOR BEING THE CHANGE.



**Want to get involved?
www.BeachesGoGreen.org
Follow us on Facebook | Instagram | LinkedIn**