

**20** ANNUAL  
**22** REPORT



# SURFRIDER PACIFIC RIM

SURFRIDER FOUNDATION CANADA

2

MESSAGE FROM THE TEAM

3

MISSION

4-5

HIGHLIGHTS OF 2022

6-7

LOOKING AHEAD TO 2023

7

HOW TO GET INVOLVED

8-9

DONORS & SPONSORS

10

THANK YOU!



## MESSAGE FROM THE TEAM

*2022 was a year of many victories. Among the most impactful were the Districts of Tofino and Ucluelet banning single-use utensils in the region.*

Our Dart Board video, launched in March, received national recognition and publicity. Through our Hold On To Your Butt Campaign, we have recycled almost 1.3 million cigarette butts. The Meares Island Tribal Park dock was replaced by May with air-filled billets, and the First Street is coming soon.

2022 also saw us bring back all of our in-person beach clean-ups, including our Washed-Up Wednesdays collaboration with Tofino Tourism during July and August. We also supported waste diversion with our recycling station at a number of public events including Ukee Days, Ucluelet Night Markets, Edge to Edge Marathon, and CSA competitions in Tofino.

The ACRD harnessed our resources to support the local composting roll-out program in Tofino, Ucluelet, Port Albion and Millstream, along with Esowista, Ty-Histanis and Hitaču this fall. If that wasn't enough we received 28K from Blue Friday to create styro-surfboards in 2023!

There is so much to look forward to in the future as we've settled into our new location at Surf Grove. Our amazing crew of west coast volunteers have been key to our successes, especially in their drive to encourage businesses and community members to reduce our environmental footprint.

Thank you to all of the volunteers who came to our beach clean-ups by foot, boat, kayak, and bike this year! Our volunteers who recycle cigarette butts all year, our Ocean Friendly Business, and wetsuit recycling volunteers are so vital to the functioning of our initiatives and you are all the heart of our mission, to protect the ocean, beaches and waves for all!

Photo – Cover: Nicole Holmann  
Photo – Above: Sarah Bennett



## MISSION

Surfrider Pacific Rim is a non-profit environmental organization dedicated to the protection and enjoyment of the world's oceans, beaches, and waves, for all people through a powerful activist network.

The Surfrider Pacific Rim Chapter is based out of Tofino and Ucluelet on the central West Coast of Vancouver Island, and has three main focuses:

Photos: Nicole Holmann



1

**ELIMINATING  
SINGLE-USE  
& UNNECESSARY  
PLASTICS**



2

**BUILDING  
A LOCALIZED  
CIRCULAR  
ECONOMY**



3

**ENGAGING YOUTH,  
BUSINESSES, THE PUBLIC,  
& ALL LEVELS OF  
GOVERNMENT IN OCEAN-  
FRIENDLY INITIATIVES**

## 2022 HIGHLIGHTS

### PLASTICS

- \* **2 Coastal Victories for Cut the Cutlery in Tofino and Ucluelet!** Cut the Cutlery goes to council and gets passed! Coastal victory Cut the Cutlery Campaign, which reached close to 100% compliance across the Pacific Rim. Plastic cutlery was added to the single-use plastic regulation bylaws in Tofino and Ucluelet.
- \* We spent a total of **23 days** cleaning the coastline, engaging more than **400 volunteers** and removing a total of **14,202 lbs** of debris from the environment through the **Love Your Beach Clean Program**. Volunteers engaged in citizen science by using the Marine Debris Tracker App, sorting recyclable materials and collecting marine debris data.
- \* Through our **Hold On To Your Butt Campaign** we recycled over **294,987 butts** this year. We also completed a cigarette surfboard (*the Dart Board*) to raise awareness around the pollution caused by cigarette butts in the community and have developed an informative and empowering video to support the campaign!



- \* **Foam Free Docks Installed!** We replaced the foam flotation on the Big Tree Trail dock on Mearse Island in collaboration with Tla-o-qui-aht Tribal Parks - and gave the DOT **\$25,000** to replace the First Street Dock with air-filled billets in 2023!
- \* Through the **Take Back the Tap Campaign**, we installed 'Classic Plastic' an environmental awareness art piece created by **Pete Clarkson** funded by the District of Tofino.
- \* Through our **Wetsuit Reincarnation** program, we continued to support the research by Shred, investigating potential wetsuit recycling opportunities in Canada.
- \* **8 new businesses** registered as **Ocean Friendly** across the Pacific Rim in 2022, bringing the total number of registered Ocean Friendly Businesses to almost **70** by the end of 2022!

“ You cannot get through a single day without having an impact on the world around you. What you do makes a difference and you have to decide what kind of a difference you want to make.

Jane Goodall



## 2022 HIGHLIGHTS

### EDUCATION

- \* We supported the ACRD to educate the community on the **curbside composting program** rollout to residents in **November 2022**. Working with the ACRD to educate businesses on plastic contamination as the new regional composting program started in fall of 2022. This included 15 Ocean Friendly Business audits completed by our waste consultant Robin Jackson!
- \* With the Alberni-Clayoquot Regional District, we continued the third year of the **Transparent Waste Education Initiative** under our **Rise Above Plastics Program**, with the aim of diverting a greater amount of waste from landfill through the uptake of proper waste practices. This included providing **21 business visits** and **14 waste audits**.
- \* A brand new ocean-friendly curriculum was developed for the Youth Environmental Stewardship Program to be implemented in 2023!
- \* Ucluelet Secondary School Surfrider Youth Club continues to make waves with their school based waste reduction campaigns and shoreline cleanups.



- \* Surfrider UVic, UBC Surf Club, and USS Surfrider gathered on our shores for a day of networking, workshops, and participation in the design of an **Ocean Friendly Schools Campaign**, set to launch in 2023!
- \* We developed an **Ocean Friendly Camping Guide** available to the public through our website's Ocean Friendly Resources page.
- \* We supported and mentored Ocean Friendly Port Alberni by attending monthly meetings and educating their members and volunteers on best practices.
- \* With the increasing impact of cargo container spills on the west coast, Surfrider Canada representatives were invited to speak in the House of Commons on this issue and provide recommendations on how to improve cargo container spill response.



Photo – Right: Jess Turcotte

### OUTREACH

- \* Remaining dedicated to growing our partnerships with other non-profit and stewardship-focused organisations: *Cedar Coast Field Station, REDD Fish Restoration Society, Clayoquot Action, Coastal Restoration Society, Friends of Clayoquot Sound, Ocean Legacy Foundation, Raincoast Education Society, Rugged Coast Research Society, Strawberry Isle Marine Research Society, Tla-o-qui-aht Tribal Parks, Maaqutusiis Hahoulthee Stewardship Society, Emerald Sea Society and Ucluelet Aquarium.*
- \* In partnership with Tourism Tofino, **Washed-Up Wednesdays** weekly beach cleans throughout high summer removed more than **15,000 items/fragments**, including **719 cigarette butts** alone!
- \* We partnered with **Long Beach Lodge** to create a **Beach Clean Bag** and **informative door-hanger** to educate visitors on the importance of reducing their waste footprint and protecting the area they are visiting. **14 businesses** on the Pacific Rim participated in this program and it will continue in 2023!
- \* We supported circular economy initiatives partnering with various local businesses; Drift Mfg (*Styrofoam Surfboards*), Sea Woven (*recycled rope artwork*), Pete Clarkson (*marine debris artist*), and Shred (*neoprene recycling*).
- \* **Surfrider Sessions Fundraiser** online auction raised **over \$6,000**, thanks to all the local businesses for donating and all the folks who participated in this event.

## LOOKING AHEAD TO 2023

### PLASTICS

- \* **Take Back the Tap** community consultation with off-shore communities and businesses to eliminate 1L and under water bottles from our region.
- \* **Foam Free Docks:** First Street dock replacement with the District of Tofino will take place next, in 2023!
- \* Develop an **Ocean Friendly Handbook** for residents and visitors that can be shared with communities along the coast.



### CIRCULAR ECONOMY

- \* Create **Styro-surfboards** made of foam sourced from local beach clean-ups as an educational tool to bring awareness to the harm caused by EPS foam in the marine environment and exemplify a downstream solution to the plastics crisis.
- \* Continuing to fulfill our mission by keeping neoprene out of our local landfill site, through community education on neoprene recycling options in North America!
- \* **Stitch N' Beach** sewing program to continue monthly in 2023.



Photos – Above: Todd Smith

### EDUCATION

- \* In conjunction with the ACRD, we will focus on single-use bioplastic education in composting systems for business and residential, providing locally compostable alternatives. Ongoing support of waste diversion efforts for other single-use plastic items and eventually, we plan to review recycling options for textiles and construction waste.
- \* We will invest in the development of digital resources to enhance the **YES Curriculum**, further empowering young leaders in the community.
- \* Launch the **Ocean Friendly Schools** student workbook in the fall of 2023, which was designed by students to empower fellow students to step-up as leaders in their classroom and lead the Ocean Friendly Revolution in schools!
- \* Continue to provide high-quality place-based learning experiences for students to connect with their environment and learn about ocean conservation and how they can take a lead role in protecting the ocean, beaches, and waves.
- \* We will host a **Love Your Beach Clean** online webinar and in-person training for volunteers to learn the skills necessary to host their own beach clean-up

Volunteer Quotes  
from 2022

OUTREACH

- \* Love Your Beach Clean will continue with monthly beach clean-ups on local beaches with local businesses sponsoring each one. A few remote beach clean-ups are on the agenda as well!
- \* Continue to support Long Beach Lodge with the roll out of their Beach Clean Bag initiative: providing visitors with information on how to do a 5-minute beach cleanup, log their data, and recycle their debris. Guests can use the bag throughout their stay, reducing the need for single use.
- \* Continue to partner with surf competitions and community events, supporting visitor education and waste reduction and diversion.
- \* Continue to support the hard work of our volunteers and innovative coastal stewardship ideas that help our organization grow and achieve our mission.

Photo: Sophie Peters

“

Volunteering with Surfrider has connected me with like-minded passionate people and allowed me to support the communities, oceans and beaches that I love. As Bob Dylan said: “you gotta serve somebody”, and I can’t think of any higher priority than serving Mother Earth and her life giving ocean!”

*Amorita Adair,  
Chair of Surfrider Pacific Rim*

“

The ocean connects all of us and reminds us of our shared responsibilities to nurture it. Volunteering for Surfrider Pacific Rim is a wonderful way to join the movement to protect our oceans, beaches, and waterways.

*Genevieve Fuji Johnson,  
2022 Surfrider Pacific Rim Volunteer of the Year*

“

It’s been such a fulfilling journey volunteering for the Surfrider Pacific Rim Chapter. To be a small part of such a large effort among so many like-minded individuals, working towards the common goal of restoring, maintaining and protecting healthy oceans in your community (and everywhere) is a reward unto itself. Any time spent on the beach is irreplaceable, but working with and learning from others while there has been the *real* joy for me.

*Clint Mack, Hold On To Your Butt Lead*

HOW TO GET INVOLVED

Surfrider Pacific Rim cultivates a unique and innovative space where our volunteers can grow as environmental leaders.

Volunteers may start their volunteer journey at a beach clean, and through Surfrider Foundation University and other training opportunities, they will go on to lead projects, campaigns, committees, and even join the Executive Committee.

Our theory of change is based on the idea that if we grow environmental capacity on the ground in communities by training and investing in a collective of individuals, we will create the political will necessary to increase support for pollution prevention, coastal protection, and environmental awareness provincially, nationally, and internationally.

Through this approach, we also facilitate a pathway for volunteers to positively influence businesses, industries, and educational institutions, as Chapter initiatives also seek to make changes in these sectors.

To get involved and find out more about how your skill sets and interests will benefit our organization, contact our volunteer coordinator at: [volunteercoordinator@pacifcrim.surfrider.org](mailto:volunteercoordinator@pacifcrim.surfrider.org) or sign up through our website under the ‘Volunteer’ tab.



## DONORS & SPONSORS

### THE BARREL

**\$15,000**

Alberni Clayoquot Regional District  
(ACRD)

Long Beach Lodge Resort

ECO Canada

Surf Grove Beachside Campground

### HEAD HIGH

**\$5,000 - \$9,000**

Vancouver Island Tourism

Pacific Sands Resort

Wickaninnish Inn

### KNEE HIGH

**\$1,000**

CSA

Black Rock Resort

Crystal Cove

BC Parks

VANS Shoes

Treeline Collective

Live to Surf

District of Ucluelet

BC Marine Trails

Cedar Coast Field Station

Ucluelet Chamber of Commerce

Tofino Tourism

BeeKind

Bravocados

Gaia Grocery

### FREE SPIRIT / IN-KIND!

Community Foundations of Canada

Tuffocean Upcycling Company

Sea Wench Naturals

Tuff City Radio

Hello Nature

Canadian Museum of Nature

First West Credit Union

Hotel Zedd

Londre Body Wear

MEC Electrics

Merge

Rugged Coast

Sea Woven

Sustainable Capacity Foundation

The Merrifield Family Foundation

The United Way

Victoria Shipping Containers

Yukon Arts Centre

### DOUBLE OVERHEAD

**\$10,000 - \$14,000**

Jamie's Whaling Station

Arcteryx

### WAIST HIGH

**\$2,000 - \$4,000**

Ocean Outfitters

Vancouver Island Brewing

Ucluelet Co-op

District of Tofino (DOT)

Clayoquot Biosphere Trust

Ocean Legacy

Vancouver Island Tourism

Adventure Tofino Wildlife Tours

Photo: Sarah Bennett





## DONORS & SPONSORS

### BLUE FRIDAY DONORS

ASH Refillery and Co.  
Bilston Creek Farm  
Bravocados Bistro  
Eco Beige  
Forage & Faire  
Gaia Grocery  
Goldilocks Wraps  
Laykhaus Nomadic Naturals  
Marine Conservation Photography  
Merge Tofino  
Mini Mioche  
Nomi Designs  
Norrskin AB  
Pacific Sands Beach Resort  
Picot Collective

plentiFILL  
Pretty Clean Shop Ltd.  
Reusables Vancouver Island  
Salt Shop  
Seek & Surf  
Shades of Green  
Silt Skincare  
Swallow Jewellery  
The Den  
Tofino Distillery  
Upward Refillery  
Vancouver Island Brewing  
Vancouver Island Refillery  
Whistle Buoy Brewing Company  
Zero Waste Emporium

Photos – Above & Back Cover: Nicole Holmann

### SURFRIDER SESSIONS DONORS

Archipelago Wildlife Cruises  
Coach Jake SUP & Surf  
Crystal Cove  
Elm Studios  
Gaia Grocery  
Hotel Zed  
Live to Surf  
Long Beach Lodge  
Middle Beach Lodge  
Ocean Village  
Pacific Surf Co.  
Pluvio Restaurant and Rooms  
Relic  
Reusables VI  
Sacred Stone Spa  
Salt Spring Inn  
Shannon Brown High Performance Surfing

Single Fin Sessions  
Surf Sister  
Tea Wize  
The Surf Club  
Tofino Distillery  
Tofino Hot Sauce  
Tofino Mobile Massage  
Tofino Sea Kayaking  
Tofino Therapeutics  
Tofino Yoga  
Touchstone Dog Training  
TUCG  
Tuff City Saunas  
Waters Edge Suites  
Wolf in the Fog  
Zoë's Bakery

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**THANK  
YOU!**