

# VolunteerCleanup.Org

Addressing marine debris through local engagement



# LEADERSHIP

## Dara Schoenwald

**Executive Director and Co-founder**

Cultural Anthropologist

Consumer Insights Strategist

Contributor – EPA Trash Free Waters Working Group

2018 Ocean Drive 'Women of Influence'



## David Doeblar

**President, Director of Development and Co-founder**

Member, Biscayne Bay Watershed Management Advisory Board

Steering Committee, Biscayne Bay Marine Health Coalition

Contributor – NOAA Florida Marine Debris Reduction Plan

2017 Miami New Times 'Citizen of the Year'



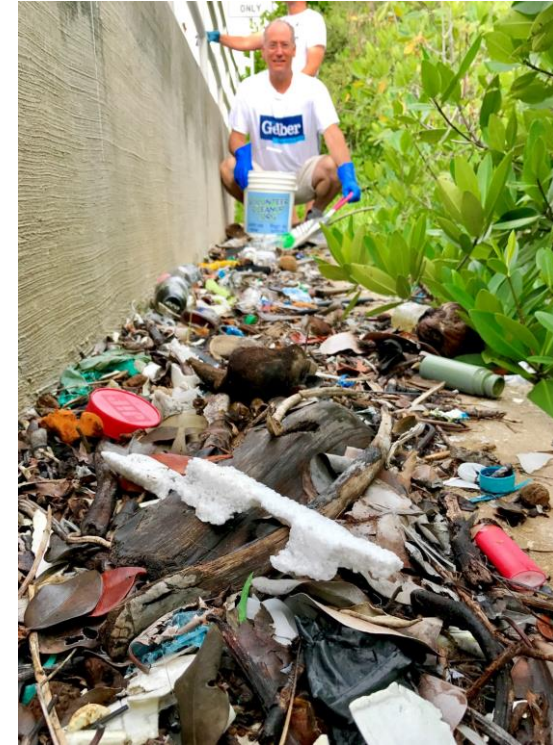
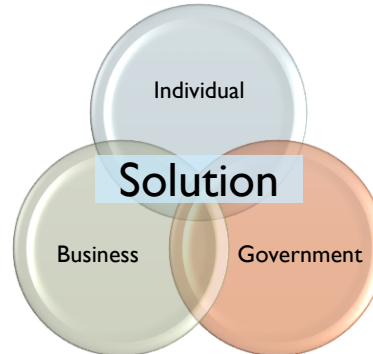


# OUR MIAMI MARINE DEBRIS PROBLEM



Albert Pallot Park  
38<sup>th</sup> Street and Biscayne Bay

- Plastic pollution is a global problem not just in third world countries, but right here in Miami
- We remove 60,000 pounds of debris annually from Miami shorelines
- Most of what we find is single-use
- Biscayne Bay IS our Economy. Plastics endanger marine life, enter our food chain, and decrease the value of real estate and tourism



MacArthur Causeway

## OUR MISSION

We engage volunteers to clean their neighborhoods, shorelines and waterways to raise awareness about marine debris and encourage people to reduce their reliance on single-use disposable plastics



## WHY?

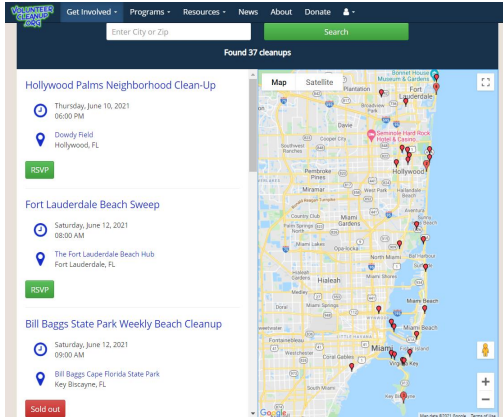
Cleanups alone won't solve the problem, but they can provide an eye-opening experience that inspires the necessary changes to stem the flow of marine debris.

*\* Registered 501c3 nonprofit organization "Miami-Dade Coastal Cleanup" \**



# OUR CORE PROGRAMS

## www.VolunteerCleanup.Org



Our web platform is the go-to destination to connect volunteers to local shoreline cleanups

We mobilize hundreds of volunteers across numerous cleanup events each week.

## International Coastal Cleanup



Organizers for Miami-Dade County's participation in the annual International Coastal Cleanup

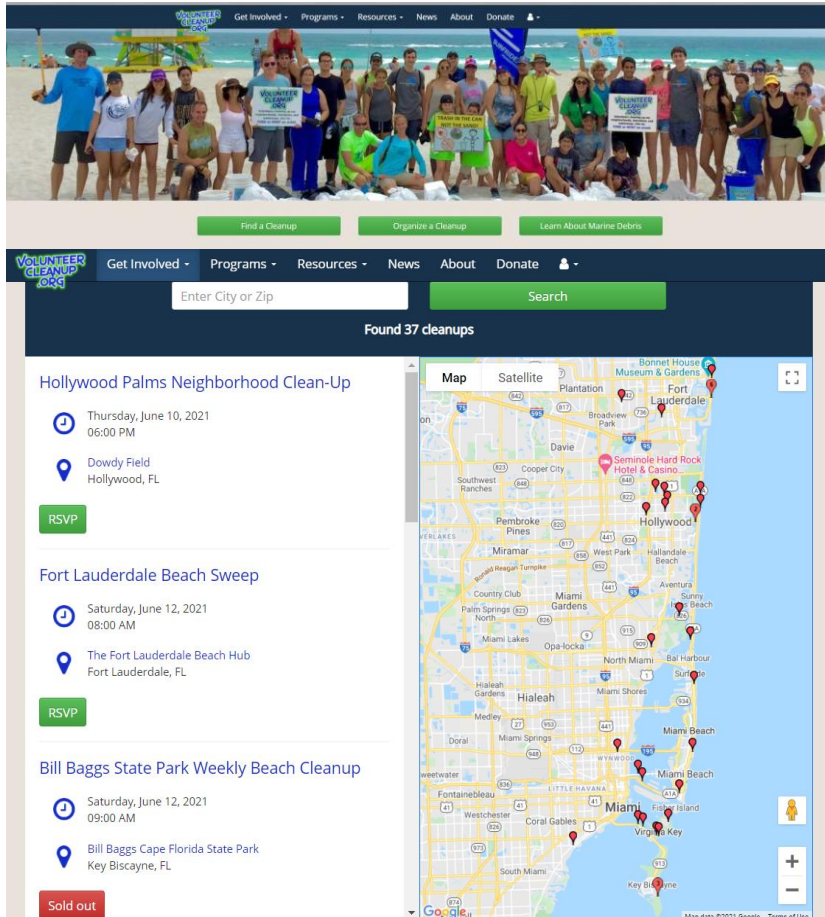
50+ cleanups and 3,000 volunteers removing 21,000+ pounds of debris in a single day

## Private Events



- Private Cleanups and Corporate Days of Service
- Educational and fun team-building or marketing event

# Our Website Platform - [www.VolunteerCleanup.Org](http://www.VolunteerCleanup.Org)



- Our web platform is a free community resource that helps cleanup organizers recruit, manage and communicate with volunteers
- Volunteers (including students who need service hours) can search by zip code to find local cleanups
- Volunteers can also sign up for the weekly e-blast of nearby cleanups, which broadens the reach of individual organizers and builds community. Thousands of volunteers receive our weekly e-blast.

# STATUS AND IMPACT TO-DATE



Number of  
Cleanups

3,258



Registered  
Volunteers

33,060



Volunteer  
Hours

281,557

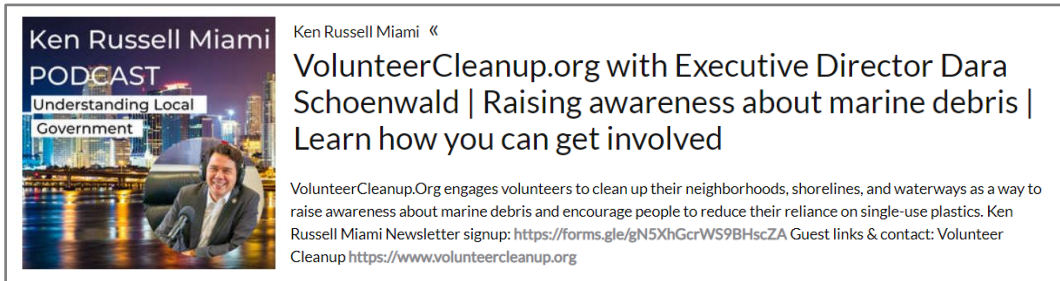


Pounds of  
Debris

651,600

- We scale by building a network of community cleanup hosts, which results in multiple cleanup events and volunteer opportunities every week.
- We support cleanup hosts through mentorship, material support, and connecting with new volunteers, which encourages them to lead more cleanups.
- Together with our hosts and volunteers, we have created a grassroots movement to encourage behavior change and inspire further engagement on the marine debris crisis across individuals, business and government.

# MEDIA & PRESS – STORIES ABOUT OUR WORK





# MEDIA & PRESS – ACTIVISM THAT LEADS TO CHANGE

**Miami Herald**  
Sign In / Subscribe  
59°  
FULL MENU NEWS SPORTS BUSINESS REAL ESTATE

MIAMI BEACH MARCH 15, 2018 5:28 PM

## Miami Beach kayaker is on mission to clean up city's waterways and help alleviate backed-up drains

**HIGHLIGHTS**  
A kayaker spends every Sunday scooping up bottles, cans, plastic bags—whatever else he finds—from the lakes and canals in Miami Beach. He has hauled more than a ton of garbage out of the water.

By Christina Veiga

David Doebler's kayak is crammed with junk.

An orange traffic cone, a Styrofoam cooler, 23 plastic bottles, aluminum cans and countless bits of other random trash weigh down his yellow vessel—almost to the point that it could take



**Local 10.com**  
NEWS WEATHER SPORTS FEATURES ENTERTAINMENT CHARGES NEWSLETTERS CONTACT US

## Holiday weekend highlights trash trouble on Miami islands

Local 10's Anchor Reporter  
Published: June 2, 2015 8:07 pm  
Tag: Don't Trash Our Treasures, Miami, Miami-Dade County


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**RELATED STORIES**

Miami Marlins Stadium basin threatened by dangerous boaters, proposed ramp

Miami hopes not to drop trash that's blurring Biscayne Bay

Send us your story ideas for 'Don't Trash Our Treasures'



MIAMI - It's bright and early on Memorial Day, one of the busiest boating days of the year, and Biscayne Bay is getting packed.

**WLRN** Miami | South Florida  
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## To Fight Plastic Waste, Miami Beach Eyes Curbside Water Purifiers

By CHRISTINE DRANTER • MAY 24, 2018

Listen  
4:42

WLRN's Christine Dranter interviews Volunteer Cleanup.org Executive Director Dana Sherris about new water purification kiosks planned for Miami Beach.

On a scorching day at the beach, there's almost nothing like reaching into your cooler or a beach bag and taking a swig out of an ice cold water bottle.

But if they're plastic, all those little bottles add up.



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ENVIRONMENTAL

## There's So Much Trash in Miami Canals, You Can See It From Space

BRITTANY SHAMMAS | OCTOBER 20, 2017 | 9:05AM



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ENVIRONMENTAL

## Yachts Miami Beach Event Leaves Styrofoam Mess in Water, Environmentalists Say

JESSICA WEISS | FEBRUARY 16, 2016 | 9:00AM

Miami Beach Yacht Show 2016 styrofoam mess

Watch later

Watch on YouTube



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ENVIRONMENTAL


## Video: Styrofoam Docks Pollute Biscayne Bay Near Venetian Causeway, Environmentalists Say

JERRY IANNELLI | OCTOBER 3, 2016 | 2:55PM

Styrofoam Docks - Venetian Causeway Miami Beach

DAVE VOLLMER - DAVE@VOLLMERCLEANUP.ORG

Watch on YouTube



# Opportunities for Corporate Engagement



# INTERNATIONAL COASTAL CLEANUP

SEPTEMBER 16, 2023 (SATURDAY)

International Coastal Cleanup (ICC), spearheaded by the Ocean Conservancy, every 3<sup>rd</sup> Saturday in September, is the world's largest one-day volunteer effort to clean up the marine environment and raise awareness for plastic pollution in our oceans. VolunteerCleanup.org is Ocean Conservancy's local partner, coordinating Miami-Dade County's participation (since 2016).

## 2022 ICC Results

- 56 cleanups around Miami-Dade on one day
- 3,000 adult and student volunteers
- 22,125 pounds of debris removed and cataloged
- 31 miles of coastline covered
- Pre and Post Event news and media coverage

[https://www.youtube.com/watch?v=hye\\_yuq2dVU&t](https://www.youtube.com/watch?v=hye_yuq2dVU&t)



### **South Florida makes a big difference on International Coastal Cleanup Day**

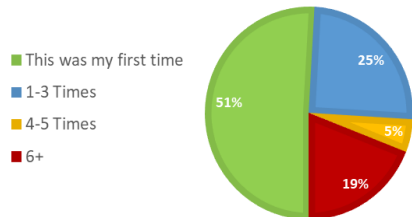
Volunteers across South Florida joined a worldwide effort to remove tons of trash and debris from our oceans and waterways on International Coastal Cleanup Day.



# MIAMI-DADE COUNTY ICC – POST EVENT VOLUNTEER SURVEY

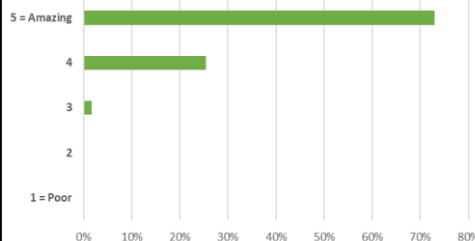
**We are reaching new people!** For half of survey respondents, the 2021 ICC was their first cleanup

HOW MANY TIMES HAVE YOU PARTICIPATED IN A CLEANUP PRIOR TO ICC?



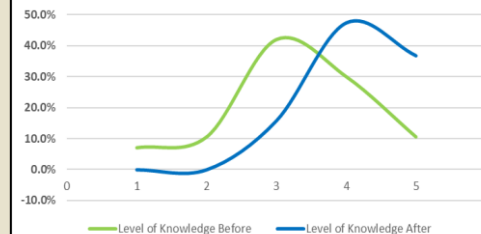
**The ICC is a great event!** 98% rated the event a 4 or 5, where 5 is amazing

On a scale of 1-5, rate your ICC cleanup experience



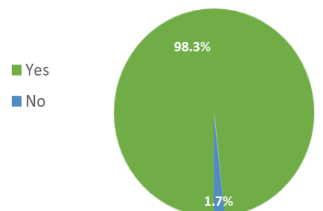
**Participating in a cleanup is a powerful learning experience!** 60% had an increase in knowledge

How would you rate your level of knowledge about our local marine debris problem?



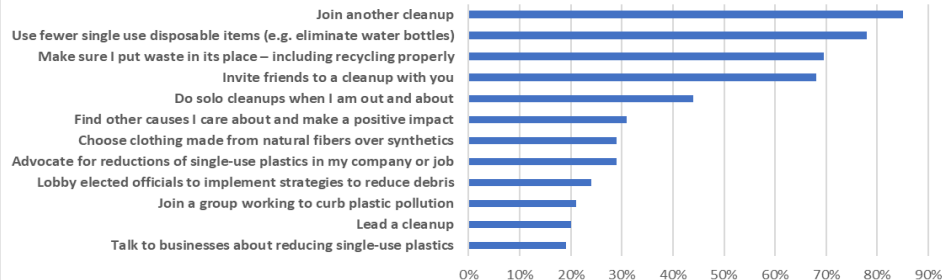
**Cleanups are a steppingstone to further action!** 98% want to do more to protect the environment

DID PARTICIPATING IN THIS EVENT MAKE YOU WANT TO DO MORE TO PROTECT THE ENVIRONMENT?



**Cleanups can be a catalyst for behavior change!**

If yes, what NEW actions will you commit to do? (check all that apply)



“I knew about plastic pollution of course but I really did not realize the extent to which it was a problem until I saw the sheer amount of trash that was in the mangroves. It was shocking!”

Just how much small trash there is. You notice big trash as you walk by, but when you're actually picking everything up, you start noticing all the little bits and pieces.

“That the reduction of plastic use is vital to our environment.”

## 2023 INTERNATIONAL COASTAL CLEANUP DAY SPONSORSHIP

Sponsorship Level	Presenting Sponsor \$10,000	Strategic Sponsor \$5,000	Core Sponsor \$2,500	Supporting Sponsor \$1,000
Name / logo / link featured on ICC Registration website	√ (Biggest)	√ (Bigger)	√ (Big)	√
Name / logo featured on communications (Flyer, Emails, Signage)	√	√	√	√
Promotional coupon or flyer in 3,000 giveaway volunteer tote bags	√	√	√	√
Dedicated Social Media Posts mentioning your support	√	√	√	
Priority early-bird registration for any cleanup ICC locations	√ (25 spots per site)	√ (25 spots per site)	√ (10 spots for site)	
Thank-you display with ICC impact summary	√	√	√	
Private shoreline cleanup (future date) for your company or school (up to 50 people)	√	√		
Free T-Shirts for main points of contact	√	√		
Logo printed on 3,000 giveaway canvas tote bags	√			
"Presented by" Sponsor Recognition	√			

**\*\* Customized, in-kind and non-profit sponsorships are available. \*\***

## CORPORATE DAY OF SERVICE / TEAM BUILDING / MARKETING ACTIVITY



- Private 2-hour family friendly event for groups of all sizes, led by experienced on-site Cleanup Coordinator at a location in your preferred geography
- All cleanup supplies provided (garbage bags, buckets, gloves, water refills, sunscreen, etc)
- Educational content about marine debris and what we can all do to address this growing problem
- Contests and prizes awarded for different 'finds'
- Invite family, customers or business partners to build closer relationships
- Optional citizen science data collection and logging activity
- Optional: BBQ's, boat/kayak/snorkel cleanup, yoga, drum class

*Feedback from a Client: "We were not familiar with Miami as we were all traveling from afar and they helped us find a great beach and create an experience for our leadership team that felt unique and special to us. They were responsive, friendly, accommodating, and were the perfect coaches as to how to navigate our beach clean up. Most of all - they inspired us!"*



## CORPORATE DAY OF SERVICE / TEAM BUILDING / MARKETING ACTIVITY

	<u>BUY ONE / GIVE ONE</u>	<u>PRIVATE CLEANUP</u>	<u>DIY</u>
	\$2,000 donation (private event up to 25 people, \$20 each additional person)	\$1,000 donation (private event up to 25 people, \$20 each additional person)	FREE
Do-it-yourself guide with checklist of supplies, safety briefing, best practices and educational content + remote support/guidance and consultation			√
Learn about our local marine debris problem and solutions	√	√	√
Participate in citizen science data collection	Optional	Optional	Optional
Private shoreline cleanup for your team coordinated by your on-site host	√	√	
Supplies included (buckets, gloves, water, first aid, garbage bags, trash pickers)	√	√	
Group Photo and Social Media recognition	√	√	
Sponsor a Shoreline Cleanup and Educational session with a local school	√		



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[HTTPS://WWW.ONEPERCENTFORTHEPLANET.ORG/](https://www.onepercentfortheplanet.org/)

1% for the Planet brings dollars and doers together to accelerate smart environmental giving.

Business members can support approved environmental nonprofits by donating the equivalent of 1% of sales through a combination of monetary, in-kind and approved promotional expenses. Individual members can donate 1% of their annual salary through monetary and/or volunteer support.

We guide and support this giving and provide credible third-party certification, and we encourage consumers to look for our logo when purchasing products or services. This helps you generate greater community goodwill and a unique differentiator to drive more business.

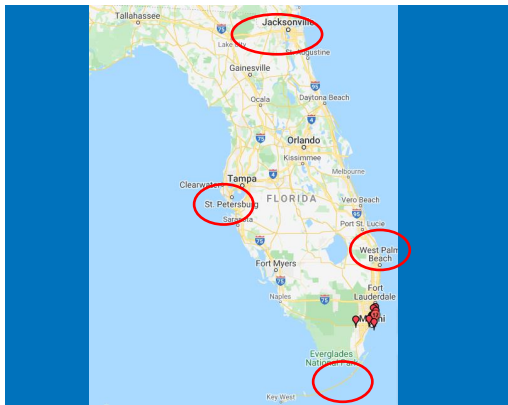
## DIRECTLY SUPPORT PROJECTS – FINANCIAL AND IN-KIND

Program	Funding Needed	In-Kind Skills of Value	Target Launch
<b>New Board Members / In-Kind Assistance</b>	\$0	Technology, Financial, Legal, Education	On-going
<b>Additional Staff Hire to support all projects</b>	\$40,000 / Year		Q2 2023
<b>2023 Website Infrastructure Refresh</b>	\$15,000	Backend Technology and Front-End Interface Design	Q2 2023
<b>2023 Trash-a-thon School Fundraisers- Platform Development</b>	\$15,000	Technology and Outreach	2023
<b>2023 Trash-a-thon School Fundraisers – Matching student pledges</b>	You decide		2024
<b>2022 Student Scholarships for Change-Maker Mentorship Program</b>	\$1,000 per student / \$10,000 for Cohort		Pilot Launched
<b>Online Marine Debris Training for Students (service hours offered)</b>	\$5,000	Curriculum Development and Training Design	Q4 2023
<b>Online Training Curriculum for Cleanup Organizers</b>	\$5,000 for platform	Content Design	2023
<b>\$250 Micro-Grants for new cleanup hosts</b>	\$5,000 (25 grants)		2023
<b>Pocket Ashtray Program Sponsor (\$.50 each)</b>	\$1,000-5,000	Contacts at Tobacco Retailers for deployment	On-going



## 2023 EXPANSION PROJECT PLANS

### Geography Expansion (in development)



Expand into 4 new geographies in Florida, repeating our proven model to create networks of cleanup hosts that benefit from each others efforts.

### Change-Maker Mentorship Program (in pilot)



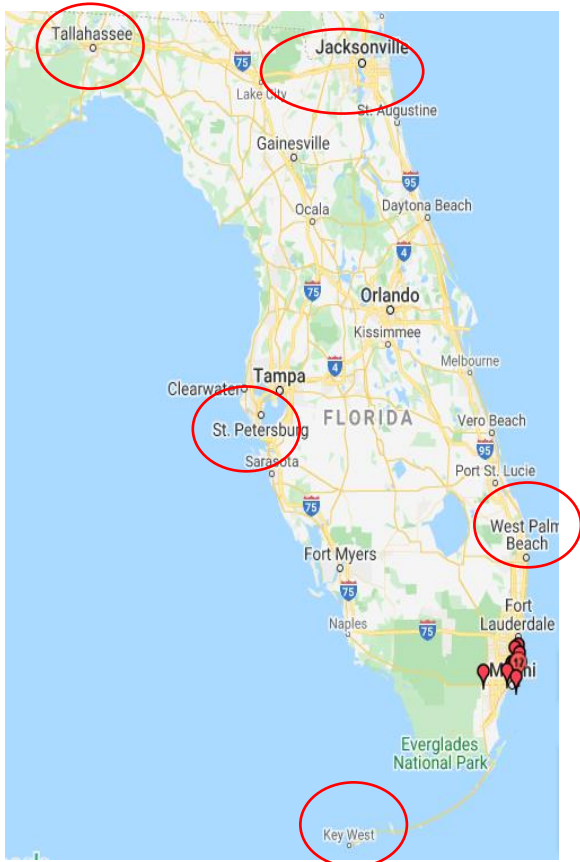
Adapt our current organizer mentorship to a 10-week cohort for high school students. Through the process of leading a cleanup, students will learn valuable skills to become community change makers.

### Trash-a-thon Fundraising Platform (in design)



School Groups raise money for school projects by performing a neighborhood or shoreline cleanup, while also spreading awareness of the marine debris crisis and solutions.

# Platform Expansion



- We have proven our model can help build and connect community through cleanups, so now it is time to introduce our free platform into new geographies.
- We need to identify groups and individuals already leading cleanups, share the benefits of our platform, and get them to post their cleanups to our site.
- We can leverage our Google Adwords Grant (\$10k per month) to drive new volunteers.
- Territories we want to invest in: Florida Keys, West Palm Beach, Jacksonville, Tampa / St Pete and Tallahassee.

# Change Maker Mentorship Program



- We are creating a 10-week “Environmental Change-Maker” after-school mentorship program, where high school students acquire and practice valuable activism skills through the process of organizing and leading a shoreline cleanup.
- The program will start with a background primer on the marine debris problem. Next, the students will plan, promote and execute a local shoreline cleanup. Finally, we will lead a broader discussion (including guest speakers) on ways they can further engage individuals, businesses and government on marine debris and other issues they care about.
- This course will develop valuable hard and soft skills including strategy, collaboration, communication and engagement skills that apply to a wide range of endeavors, benefiting both the student and the issues they care most about.
- A seed funding grant has been awarded for this project.

# New Program - 'Trash-a-thon' (platform in development)

## SCHOOL GROUP FUNDRAISING PROGRAM

“Trash-a-thon” is an innovative twist on the classic “a-thons” fundraisers where students solicit pledges for litter removal from neighborhoods or shorelines to raise money for school sustainability projects (ie, water bottle refill stations), needed materials or class trips, while also spreading awareness of the marine debris crisis and solutions.



350 pounds



# 'Trash-a-thon' – How it Works



- Adult mentors from school clubs or PTAs will lead students through our educational curriculum and plan a cleanup fundraiser hosted on our online pledge platform.



- Students will seek 'per pound' or 'per hour' pledges from friends, family, businesses, and local government through personal and social media outreach. Funds will support school sustainability projects (ie, water bottle refill stations), needed materials or class trips.



- As students ask for pledges, they will spread awareness and become advocates for reductions in single-use plastics and proper waste management.



- Student will clean a nearby park, neighborhood, or beach and adults will weigh the bags. Alternatively, students can do solo cleanups with parents validating the weight.



- The platform will automatically collect the funds and disperse to the school group.



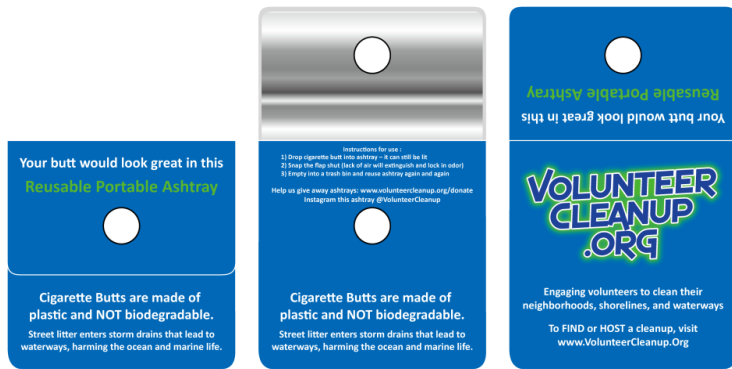
- As we have experienced through our core program, many of the students will influence family behaviors, and some will use the experience and learned skills to become community changemakers.

# How much money can a school group raise?

	Beach	City Neighborhood
Number of Students	20	30
# of pledges per student	10	20
Average per Pound Pledge	\$0.50	\$1.00
Pounds Collected per Student	10	20
Local business donations	\$500	\$2,000
Each Student Raises	\$50	\$400
Total Pounds Collected	200	600
Total Raised	<b>\$1,500</b>	<b>\$14,000</b>



# Pocket Ashtrays for Cigarette Litter Reduction



- VolunteerCleanup.Org designed a custom reusable pocket ashtrays to distribute to smokers at music festivals, events and on the beach.
- Volunteers approach mid-smoke with a smile, a pocket ashtray, and say 'Hey friend, here is a free pocket ashtray for you so you have a good place to put your butt when you are done.'
- In an effort to keep a positive engagement, we let our messaging on the pocket ashtray educate that their butts are not biodegradable (they are made of plastic), and that cigarette litter washes into storm drains and straight out to waterways.
- We've deployed over 10,000 pocket ashtrays, and we were selected to present our methodology at the 2018 International Marine Debris Conference

# VOLUNTEER CLEANUP .ORG

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