



**SEASIDE**  
**SUSTAINABILITY**

# **ANNUAL REPORT**

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**2021**



# Letter from the Board Chair



Hello to all,

Seaside Sustainability has had a remarkable journey from its founding in 2016 until today. Now entering our sixth year, I am delighted to say the organization is stronger than ever. We have weathered the pandemic and used this challenge as an opportunity for strategic growth. Notably, we have taken this time to build a virtual network of volunteers from around the globe who have lent talent and expertise to Seaside and who have helped us expand our programs well beyond Cape Ann.

Under our Executive Director's passionate and energetic leadership we continue to have a significant impact across organizational priorities: inspiring individual and community action, delivering world-class sustainability education, building coalitions, advancing legislation, and so much more. In addition, our dedicated team of board members, advisors, and interns continue to provide meaningful mission-focused programs that serve a wide range of communities.

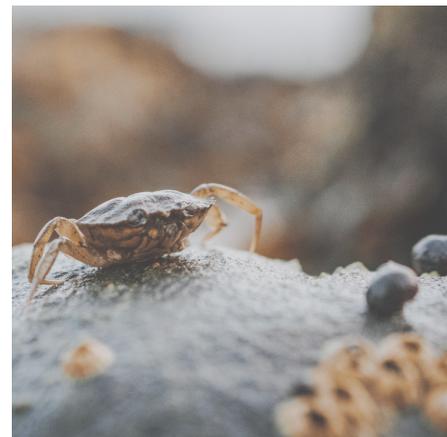
I am truly honored to be serving as Board Chair and I am excited for the prospects of 2022: supporting community, educational, institutional and individual initiatives, growing our ever-expanding base of supporters, adding to our board, and securing the funding that will take Seaside Sustainability well into the future as a positive change-maker. Together we will accomplish much!

Best,

Alan McCoy  
Board Chair



Alan McCoy  
Board Chair



# Letter from the Executive Director



Dear friends,

Thank you for being part of the Seaside extended family! Our collective stewardship of this fragile ecosystem continues to be ever more and increasingly imperative. Our team has taken a quantum leap during the pandemic, welcoming new members from all age groups and walks of life!



*Eric Magers,  
Founder &  
Executive Director*

At the start of 2021, we launched the Seaside Advisory Program where professionals from all over the globe provide each of our rapidly growing teams and departments with guidance and support. Furthermore, the internship program continues to function at the highest level and has become a cornerstone of our programming! Personally, working alongside this cadre of diverse interns and advisors is the most exciting program we have at Seaside!

Mitigating and adapting to climate change unites us at Seaside. It is our common cause. The reality is that 2021 has punctuated the urgency for aggressive climate change action, as it is the most severe threat to life on our planet.. Fortunately, there are plenty of solutions to climate change and they are well-understood. Seaside aims to bring these solutions to our communities and set them into action, ensuring the preservation of the fragile ecosystems that provide us our home.

I'd like to share my mantra with you, the simple words I live by:

- Think globally and act locally
- Be an informed consumer
- Never underestimate your power

I am grateful to all of our donors and supporters; financial stability makes Seaside Sustainability "sustainable." Please join me in creating a more habitable, just, and sustainable planet!

Sustainably,

Eric Magers  
Founder and Executive Director



# 2021 Virtual Highlights

Despite Covid-19 keeping us apart, we were determined to connect with our community, make new friends, and contribute to initiatives that advance our mission to protect aquatic environments through education and action.

## Coastal Celebration Virtual Auction

From July 23rd - July 31st, Seaside held a virtual auction through BiddingforGood that raised funds to expand our outreach initiatives and continue our sustainability efforts for oceans and waterways. We sold 68 auction items to 68 different bidders, raising a total of \$7,579. Donated items for auction included travel experiences, whale-watching trips on Cape Ann, and ocean-inspired art pieces.



*BEC's Gordon, MA Compost Site - Soon there will be a new one just like it in Manchester!*

## Black Earth Compost Joint Fundraising Campaign

Over the summer, Seaside partnered with Black Earth Compost to host a GoFundMe campaign to complete a state-of-the-art composting facility in Manchester. Together, we raised \$350,000! The facility will replace the Pine St. Transfer Station and secure organic waste management capacity on the North Shore for generations. Removing food scraps from trash streams keeps organic material from producing methane in landfills, reduces the total amount of trash our community generates, and rescues plant nutrients to be reused to grow food. BEC is excited to break ground in the coming year!

## Climate Change Newsletter

In December, Seaside launched C Change, a monthly newsletter that provides critical, current information about the climate crisis, specifically the impacts of coal and other fossil fuels. It also shares resources to help you, your family, and your community take practical steps to be part of the climate solution. Each of us will be affected by climate change; the more we learn now, the better prepared we'll be to respond. Click [here](#) to sign up for C Change!

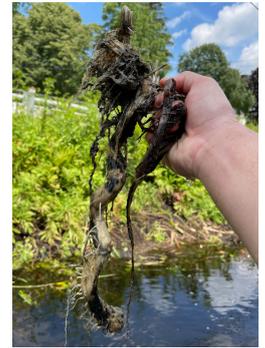


# 2021 Field Projects

Thanks to our teams' careful planning, we were able to organize two field projects in 2021! We look forward to putting on more volunteer events and community programs in 2022.

## Alewife Brook Restoration Project

As a leading member of the Chebacco Lake Coalition, Seaside organized and participated in a month-long restoration of the Apple St. Duck Pond section of Alewife Brook, which feeds into Chebacco Lake. This area is ecologically valuable due to its role in the spawning migration of alewife herring. Look out for more field volunteering opportunities in 2022!



*Before and After the successful restoration. Taken August 5th and August 17th*

*Seaside volunteers hard at work*



*A sailboat "on the hard" - shrink wrapped for winter storage*



## Marine Shrink Wrap Recycling Program

In the spring of 2021, Seaside piloted a marine shrink wrap recycling program in Gloucester. The shrink wrap that is used to store boats for the winter is prime material for recycling, as it is usually discarded clean and undamaged. In partnership with Dynamic Waste Systems, we installed a shrink wrap collection bin at the department of public works, and visited the site twice a week to ensure that discarded shrink wrap was rolled and tied correctly. We are excited to expand the program in 2022, so look out for more information on where to recycle your shrink wrap!



*One week's haul -almost 30 boats' shrink wrap!*



*Interns roll and replace recycled shrink wrap for transport.*



# Our Advisory Board

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“ Being part of Seaside Sustainability as a Web & Tech advisor has always been exciting for me. I get to work with some of the amazing minds who are willing to contribute to the environment and technology at the same time! From website updates, to integrating platforms to learning team management and being actively involved in Seaside Sustainability's initiatives for the environment - this role is fulfilling all my aspirations and goals for a brighter future.

- Ashima Dogra, Technology & IT Advisor



“ Being a part of the Seaside family has given me the opportunity to meet with very resourceful, energetic and open-minded individuals committed to making the earth a better place. The corporate culture is enabling; it allows individual growth and innovative approaches to the work we do.

-Mujidah Ajibola, Green Scholars Advisor



“ Being an advisor with Seaside allows me to connect to like-minded individuals who are passionate about conserving our Earth just like I am. It allows me to work with a diligent team that is all working toward a collective goal, while accomplishing important projects along the way.

- Marilyn McCall, Climate Change Advisor

**Meet the rest of our team here! [Advisory Board](#)**

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## Social Media Engagement: Our reach beyond the teams!



**+ 256**

**Instagram grew from 1,687 followers to 1,943 followers**



**+ 32**

**Facebook grew from 4,530 followers to 4,562 followers**



**+ 110**

**Posted 110 unique blogs about sustainability, the environment, education, climate change, intern spotlight, and much more**

# Team Highlights

Although Covid-19 kept Seaside's work virtual, Seaside's project teams worked hard to develop, research, and plan for project launches and expansions in 2022.

## Blue Technology

Blue Technology had a busy year selling and promoting sea- and beach-cleaning devices.

The team continued its sales and promotion efforts of Seabins, including selling two to Encore Boston Harbor. We also entered into a new partnership with Gautier, the US supplier of Searial Cleaning Devices, and created promotional materials for the BeBot device, a solar-powered sand-sifting robot for cleaning beaches. To wrap up the year, Blue Tech began outreach and promotion efforts for the BeBot, and looks forward to selling it and other Searial devices next year!



*Searial BeBot:  
Beach cleaning  
robot*



*Searial PixieDrone:  
Waste-catching and  
data collecting sea  
drone*



*Searial  
Collec'Thor:  
Floating waste  
collector*

### Next year, we plan to:

-  Outreach to new companies and existing clients to sell new Searial device line
-  Create an independent Blue Tech grantwriting team
-  Investigate and apply for grants that will reduce the cost of Searial devices

## Grants

The grants team focused their efforts this year on securing funding for a host of Seaside's educational and outreach programs. Notable grants include:

### Merrimack Conservation Partnership Environmental Science, Education, and Outreach Grant

Provides funding for environmental science, education, and outreach activities related directly to the Merrimack River or its watershed.

### Kars4Kids Small Grant

Supports educational initiatives across the US that focus on mentorship, youth development, and children's education.

### Cell Signaling Technology Environmental Grant

Provides funding for projects aimed at ecosystem protection, wildlife research, and creative ways to engage communities in outdoor recreation and conservation.

### New England Biolabs Local Community Grant

Funds local, grassroots community organizations with a focus on public education, STEM initiatives, environmental initiatives, and other social services/programs.

### In the works for 2022:

-  Essex Heritage Partnership Grant
-  Alfred E. Chase Charity Foundation Grant
-  Cabot Family Charitable Trust



# Green Scholars

After the success of the Green Scholars program at local middle and high schools, our team focused on expanding the program to a nationwide audience.

In 2021, they reorganized existing program content to develop a digital platform for their curriculum. With this new format, the team was able to add additional materials and expand each module, including:

- Module assessments that encourage critical thinking, problem-solving, and knowledge application
- Case studies that connect each module to current events and issues
- A collection of activity ideas for teachers and project ideas for students



## In 2022, we plan to:

-  Launch the Green Scholars curriculum at middle and high schools across the U.S
-  Continue video production so each module has an accompanying video
-  Create supplementary material for environmental literacy and professional development

## Legislation and Advocacy

The Legislation and Advocacy team focused on three distinct issues this year: PFAS, reef-safe sunscreen, and zero-waste initiatives.

- **Zero-Waste:** Submitted written and oral testimony before the Mass. legislature in support of the single-use plastics ban bill and expanded producer responsibility for paper/packaging bill. Submitted a letter urging the expansion of the Massachusetts bottle bill to the editor of the Boston Globe, which was published in October.
- **PFAS:** Advocated for the passage of several bills in Massachusetts that ban the use of PFAS in food packaging and fire fighting personal protective equipment. Efforts included testifying at state legislature hearings, writing letters to legislators, and planning a phone bank for legislators.
- **Sunscreen:** Developed, planned, and organized the Sunscreen Dispenser Initiative for implementation in 2022. Coordinated with Raw Elements and Impact Melanoma to select locations for and approve a marine-safe sunscreen that will be provided free of charge to passersby.

LETTERS

### A better bottle bill is within reach

#### In 2022, we plan to:

-  Advocate for state initiatives that reduce the amount of packaging in the environment, including bottle bills and extended producer responsibility for packaging
-  Implement Sunscreen Dispenser initiative at high UV exposure areas and near college campuses this coming summer. Look out for our dispensers at beaches and lakes in Northern MA!
-  Produce a resource guide for municipalities in Massachusetts regarding possible funding sources for the remediation of PFAS in drinking water



Raw Elements' sunscreen dispenser model

# Marine Science and Education

MS&E worked on a host of different projects this year to advance their mission of education about our environment through action. In addition to leading the Alewife Brook Restoration, MS&E :



- Submitted a letter of intent to apply for a grant from the National Oceanic and Atmospheric Administration, and were selected to submit a full grant proposal.
- Developed a survey to explore businesses' single-use plastic consumption to support the Gulf of Maine Marine Debris Action Plan (MDAP), a multi-year collaborative effort convened with the help of NOAA.
- Joined the PIE-Rivers (Parker, Ipswich, & Essex Rivers) Watershed Restoration Partnership. Our membership will allow us to support the Chebacco Lake coalition and support additional field projects in the future.

## In 2022, we plan to:

-  Secure grant funding for education and outreach initiative.
-  Distribute the Marine Debris Action Plan survey to local businesses and conduct follow up interviews.
-  Draft MDAP case study and publish and distribute findings.

# Sustainability Consulting



## In 2022, we plan to:

-  Implement a pilot consulting program at a local school to measure success and find areas for improvement
-  Outreach to local businesses to identify and pursue prospective clients.

Our Sustainability Consulting team spent the year developing and preparing their consulting programs for launch in 2022. Important program work includes:

- Drafting a business plan to tailor the structure of the consulting program for schools/businesses
- Developing a workshop plan to help schools build a solid team to implement sustainability measures
- Drafting a contract for clients when they agree to participate in the program

# Technology

In 2021, the Tech team created an online sustainability calculator for Seaside's website.

Using six quizzes focused on different aspects of individual consumption, the app determines a user's carbon footprint and recommends simple ways to decrease their consumption. The team led two rounds of user interviews and troubleshoot issues to ensure the app's accuracy and function. We are excited to share it with you in early 2022!



## In 2022, we plan to:

-  Finalize and launch the sustainability calculator on Seaside's website
-  Create an app to record and share data that highlights the negative effects of boating shrink wrap
-  Connect all of Seaside's online applications using Zapier to transfer data and automate tasks

# Robust Internship Program

Our network of local & international interns brings together students from around the globe who share a passion for advancing environmental education and sustainable communities. Our interns receive valuable real-world experience by taking an active role in developing, leading, and implementing sustainable projects and educational initiatives. They learn about non-profit management, project and program development and management, and productive cross-organizational collaboration. Our largely virtual format allows for applicants across the US and internationally. Seaside's interns bring a diverse set of skills, perspectives, and backgrounds to our work, having represented more than 400 colleges and universities and 25 countries since the program's inception.

**In 2021 we hosted 177 interns that represented 33 states and Puerto Rico, and 15 countries!**

**63,750**

Our interns worked 63,760 hours collectively this year

**35:1**

Applicant to hire ratio

**1,250**

Our internships are accredited by more than 1,250 colleges and universities across the U.S.



## Intern Testimonials

“ While working at Seaside, I was able to be a part of a positive and encouraging environment -- every individual on the team is there to help one another succeed. With the support of incredible team members, managers, and advisors, I was able to strengthen the skills needed for my future career. Even in a remote format, this internship allowed me to effectively communicate with amazing people, gain leadership experience, and pursue my passion for protecting the environment. I can say, without a doubt, that working for Seaside has been an invaluable experience for myself and many others, and I am very grateful to have been a part of this organization.

“ As an intern at Seaside, I have the chance to work on a global team, collaborate in a professional environment and learn how to adapt to an organizational culture. Within my role as a Project Manager, I learned how to delegate tasks based on individual strengths and drive a team towards accomplishing objectives on time. I also had the chance to hone my grant research and writing skills, which will be critical for my future professional endeavors. My favorite part of the experience is the connections I made with like-minded individuals working to protect the environment for future generations!



-Michelle Meugniot, Marine Science and Education Project Manager and Blue Technology Intern



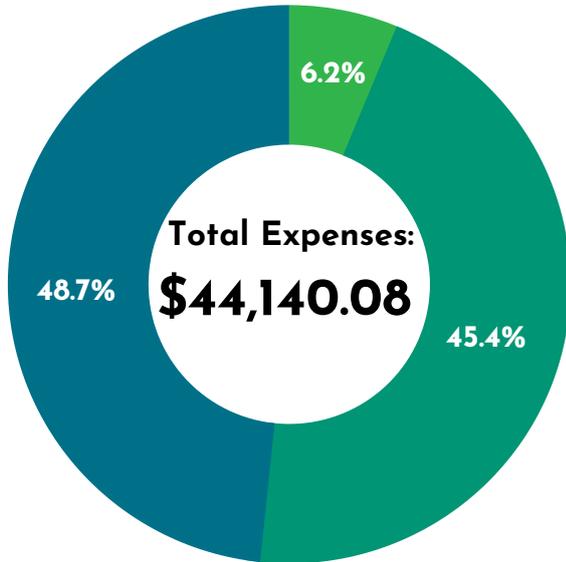
-Molly Monahan, Grantwriting Project Manager and Sustainability Consulting Intern

# 2021 Financials

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## Total Expenses

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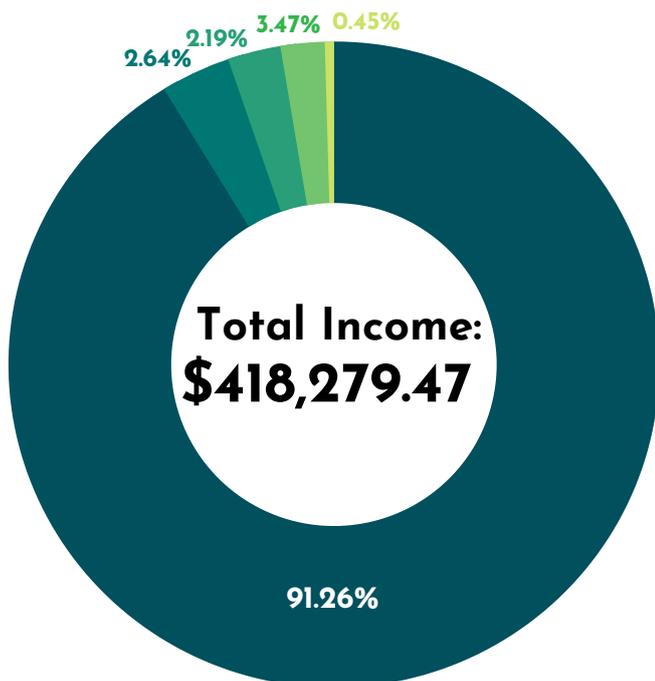
Program Expenses  
\$21,341.70

Operating Expenses  
\$20,043.70

Marketing/Fundraising Expenses  
\$2,754.68

## Total Income

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Donations Income  
\$381,706.74

Programs Income  
\$11,028.56

Grants Income  
\$14,500

Services Income  
\$9,164.16

Sales Income  
\$1,880.01

# THANK YOU *to our...*

**2021 Sponsors and Donors**, whose financial contributions and support of our projects and programs were essential to our success this year. We hope you continue to support Seaside's mission into 2022 and beyond!

Black Earth Compost  
Cape Ann Chamber of Commerce  
Cape Ann Community Foundation  
Cape Ann Savings Bank  
Cell Signaling Technology  
COMBined Foundation  
Eastern Bank  
EBSCO  
Gorton's Seafood  
Hooper Fund  
Institution for Savings  
Kars4Kids  
Knowles Family Fund  
Job Family Foundation  
Jordan Taylor Wellness, LLC  
M Design Toys  
Manchester Essex Rotary  
Merrimack Conservation Partnership  
Merrimack Planning Commission  
New England Biolabs  
SBA  
S.E.A. Foundation  
Taliaferro Family Fund  
Winga LLC

Jenny Amory  
Lakeshia Bailey  
Thomas Baker  
Jaspreet Bal  
Parminder Bal  
Kimberly Ballard  
Ann Banks  
Wrenn Bartlett  
Sheila Batchelder  
Shawna Beaudette  
Sarah Beckhaus  
Inta Blomquist  
Kay Brown  
Vincent Burrridge  
Roberta Camhi  
Berni Chong  
Eric Andrew Cinotti, MPA, JD  
Richard Ciolino  
Sean Cloherty  
Terry Cowman  
Michael Crystal  
Alison Daley  
David Davis  
David DeFreitas  
Amy Desimone  
Ashley Desrosiers  
Lori Ann Diego  
Sharon Donati

Lynda Drumsta  
Cynthia England  
Barbara and Robin Estrin  
McCoy Family  
Desiree Felix  
Alice Finen  
Darlene Fleischman  
Michelle Foley  
Victoria Fortune  
Ken Furuyama  
Chris Gauthier  
Mark Glovsky  
Elyse Gordon  
Susan Gordon  
Scott Graves  
Autumn Greenfield  
Garth Greimann  
Tim Greiner  
JoeAnn Hart  
Paul Howard  
Patricia Hecht  
Debe and Nick Holland  
Paul Howard  
Eric Hutchins  
Lynn Jackson  
Norman Jones  
Amy Kemon  
Donald Kemon  
Heather Kent

Jasmine Kerrissey  
Sharon Kishida  
John Knowles  
Robert Knowles  
Janet Kolodner  
Beth Kurlander  
Keryn Kwedor  
Michelle Langille  
Emily Lawson  
Scott Lawson  
John Low  
Karen Lynch  
Elyse Gordon  
Priscilla Malbouef  
Brenda Manley  
James Manley  
Ann Marisic  
Krystal Marks  
Andy Mallow  
Shelagh McCauley  
Alan McCoy  
Tina McCoy  
Joan McDonald  
Madeline McGrath  
Jennie Meyer  
Victor Mol  
Kelley Moore  
Meredith Moore

Adhithi Narayana Murthy  
Meghan O'Neil  
Elizabeth O'Connor-Burke  
Connor O'Leary  
Eric Olson  
Tomothy Parsons  
Cassandra Pavain  
Bill Porter  
Tina Quirk  
Cortney Raffael  
Dalcione Reis  
Kirsty Robertson-Smith  
Wendy Roddy-Gibson  
Ella Roelofs  
Victoria Rolf  
Nancy Rolsen  
Albert Roth  
John Russo  
Stuart Russo-Savage  
Steve Ryan  
Baylee Schack  
Pete Sellitto  
Alex Shorts  
Kelly Shriner  
Miriam Silva Preas  
Paula Sirola  
Stephanie Smith  
Mark Specia

Sarah Spellman  
Allison Ste. Marie  
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Todd Teigler  
MaryBeth Trapeni  
Laura Trudel  
Bette Viano  
Suzanne Ward  
Penny Warren  
Seryna Warren  
Christopher Wile  
Alyssa Williamson  
Joseph Wilwerth  
John Wilson Bugbee  
Katheryn Withers  
Rhonda Wodlinger-Cohen  
Elizebeth Wolff  
Melissa Zungia

## Our Board of Directors, whose vision and passion fuel the work we do:



Alan McCoy  
Chairperson



Ashley Desrosiers  
Board Member



John Russo  
Board Member



Eric Magers  
Executive Director



Jesse DeBenedictis  
Board Member



Larry Pihl  
Board Member



Ron Magers  
Board Member



Rick Ciolino  
Board Member

## And all of the people who made this report possible:

Abigail Uche  
Alan McCoy  
Alison Daley  
Anabella Roman  
Andrew Brousseau  
Anne Gero  
Anower Hossain  
Ashima Dogra  
Ashley Desrosiers

Autumn Greenfield  
Catherine Mudd  
Cassidy Schroeder  
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Edmarie Martinez  
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Tarun Prasad