



# SEASIDE SUSTAINABILITY

## ANNUAL REPORT

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2020



# Letter From Our Executive Director

## COVID-19

This year has been all about adapting. Covid-19 was certainly unexpected and everyone at Seaside Sustainability has worked tirelessly to avoid major disruptions caused by the pandemic, while making thoughtful program decisions to prevent further spread of the virus. As we assessed some of our projects and programs and transitioned to a remote environment, our focus continued to be fulfilling our mission -- to protect and restore our oceans by educating people of all ages about the critical issues that threaten our environment.

## Thankful

Four years ago, Seaside Sustainability was created in the belief that ecological sustainability is and will remain the necessary foundation of global health and thriving societies for generations to come. As a locally focused nonprofit environmental organization, our goals are promoting public awareness of the threats to ocean health and creating opportunities for everyday citizens to personally engage in supporting the sustainable use of ocean resources. Our work together has made a real difference!



Founder & Executive Director Eric Magers

In the last year, we have witnessed an unprecedented drop in CO2 emissions around the world, driven by lifestyle disruptions to the COVID-19 pandemic and the consequent decline in energy consumption. Despite extraordinary political and economic challenges, and the devastation caused by the pandemic, the Seaside Sustainability team has been evaluating our programs and activities, with a focus on adapting to the changing world and evolving environmental concerns.

Our new [website](#) and [YouTube](#) channel launched last year, and our marketing department has ushered in an ever-expanding audience of stakeholders who are increasingly engaged in promoting environmental sustainability.

Our signature internship program is continuously expanding, with hundreds of highly qualified applications from across the globe. This is a clear indication that Seaside's programs and approach are increasingly seen as a model for educating people of all ages to live sustainably, to take effective action to restore the planet's ecosystems, and to build healthier and more ethically engaged communities.

I am personally grateful to our wonderful board members, who have been the driving force in our strategic planning process this past year. They have asked tough questions and guided us in a thoughtful examination of the organization—who we are, what we are trying to accomplish, and where we are going. I am also grateful to all of our donors and supporters! Because we rely on foundation and corporate grants, as well as individual donations and program fees, this has been a challenging year financially. Your on-going commitment and participation in Seaside's many programs and initiatives are what sustain and inspire us.

Thinking globally and acting locally has never been more paramount. I believe that 2021 will bring even more environmental progress and educational engagement. In the meantime, stay healthy and engaged!

Sustainably, Eric Magers  
Founder & Executive Director

# 2020 Highlights

Even though we couldn't meet in person this year, we stayed focused on our mission by hosting some amazing events for our growing community. We continued to improve our virtual presence, hosted our robust internship program, and engaged in strategic planning to prepare for the future of Seaside.

## "The Story of Plastic" Film Screening

In June Seaside Sustainability hosted a virtual screening of "The Story of Plastic," a powerful new documentary exposing the sources and consequences of global plastic pollution. Following the screening we held an interactive panel discussion led by experts in the field of plastic mitigation:



Sharon Kishida



Lauren Packard



Erica Cirino, a writer, artist, and wildlife rehabilitator, exploring the intersection between the natural environment and human impacts.



Sharon Kishida, who has over 25 years of experience in the solid waste and recycling field, mostly with the Massachusetts Department of Environmental Protection.



Lauren Packard, who works with the Climate Law Institute at the Center for Biological Diversity to keep oil and gas in the ground and promote sustainable energy.



Dr. Judith S. Weis, a Professor Emerita of Biological Sciences at Rutgers University, Newark.



Dr. Judith S. Weis



Erica Cirino

More than 150 attendees, from 16 states and 6 countries including Canada, Denmark, Germany, Mexico, Turkey, and the U.K., tuned in to hear our panelists!

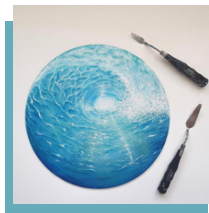
## Auctions to Support Artists



Sea Glass Stack Earrings  
Lahlo Designs



Of the Sea  
William Travis



Wave of Change  
Deniz Tekin

We hosted two virtual art auctions on Instagram this year (@ArtAuction4OurOcean) to raise money for local artists and Seaside. Artists were able to submit up to five pieces to be auctioned, with the portion of money over the starting bid donated to Seaside. Between the April and December auctions we raised \$955 for local artists and \$1639 for Seaside through the sale of 62 pieces of art!

## "Environmental Action During the Pandemic and How to Maintain Momentum"

Executive Director Eric Magers, Board Member Ashley Desrosiers, and Intern Director Sarah Spellman were interviewed for the Story Walking Radio Hour podcast with Wendy Fachon. The podcast focuses on integrating environmentalism into everyday practices in order to build a healthier, more beautiful, and sustainable world.

Eric, Ashley, and Sarah spoke to the ways in which Seaside Sustainability has adapted in the wake of the pandemic while successfully hosting a fully remote internship program, maintaining partnerships with sustainable brands, and determining how Seaside Sustainability will continue to evolve and adapt despite the challenges of the world. We were honored to be a part of such a wonderful show and want to thank Wendy for the opportunity to use her platform to further promote Seaside Sustainability's mission! You can find the link to the podcast [here!](#)



## Seaside Sustainability Book Club

Our team stayed connected and engaged on hot topics in sustainability by forming a virtual book club this year. Some of the books read in 2020 were [The Overstory](#) by Richard Powers and [The Green New Deal](#) by Jeremy Rifkin. Follow us on social media to find out what we're currently reading!

## Virtual Engagement

This year we launched our new Seaside Sustainability website featuring a blog to capture all of the amazing work our interns and board members are doing as well as to inform and educate on topical environmental issues. We also increased our presence on social media. Join our virtual Seaside Sustainability Communities today to stay connected!

Follow us on Instagram ([@seasusinc](#)), Twitter ([@seasusinc](#)), Facebook ([@Seaside Sustainability](#)), and LinkedIn ([@Seaside Sustainability](#)) and subscribe to our Youtube channel ([@Seaside Sustainability](#)) and newsletter ([seasidesustainability.org!](#))

# 2020 Highlights Cont.

## Current Seaside Teams and Projects

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### Business Projects

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**Development and Fundraising** -- *Individual Donor Relations; Corporate and Partner Relations; Events*

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### Grant Writing

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**Green Scholars** -- *Project Management; Environmental Literacy; Professional Skills; Program Management*

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### Green School Consulting

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### Human Resources

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**Legislation** -- *Single Use Plastic Bans; Environmentally-safe Sunscreen; Circular Economy; Marine Contamination; Legislative Advocacy*

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**Marine Science & Education** -- *Seabin Sales & Marketing; Field Projects and Virtual Programming; Collaborations*

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**Marketing & Communications** -- *Content Generation & Community Management; Operations, Analytics & Platform Management; Public Relations*

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**Tech Team** -- *IT Team; Sustainability Calculator*

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## Social Media Engagement

**instagram.**

**1687**

Instagram grew from 1,394 followers to 1,687 followers

**facebook.**

**4530**

Facebook grew from 2,286 followers to 4,530 followers

**blogs.**

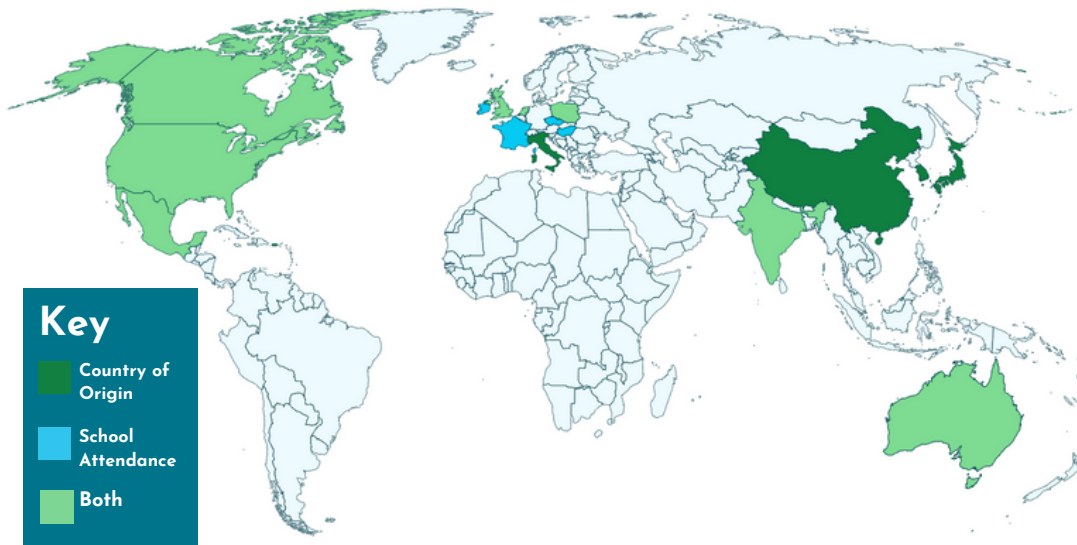
**66**

Posted 66 unique blogs about sustainability, the environment, education, climate change, intern spotlight, and much more

# Robust Internship Program

Our network of local & international interns brings together students, professionals, and lifelong learners who share a passion for advancing environmental education & building sustainable communities. Our interns receive valuable real-world experience working in dignified roles while learning about non-profit management, project and program development and management, and collaboration across organizations aimed at providing educational services to community members and solving environmental issues. Seaside Sustainability interns bring a diverse set of skills, perspectives, and backgrounds to our program having represented more than 300 colleges & universities in 20 countries throughout the internship program's history. Additionally, our internship program is accredited in more than **1200** colleges & universities across the United States, reflecting our commitment to support STEM career readiness opportunities.

**In 2020 our virtual internship program supported 134 interns who represented 33 states and Puerto Rico, and 15 countries (through nationality and school attendance)!**



This map represents the countries of our interns' countries of origin and school locations

- Intern countries of origin: U.S. (+Puerto Rico), Canada, Australia, England, Poland, Mexico, Italy, Japan, Netherlands, India, China, South Korea
- Location of schools represented: U.S., Canada, Australia, England, Poland, Hungary, Mexico, Czech Republic, India, Netherlands, Ireland, France

**55,000**

Our interns worked 55,000 hours collectively this year

**900**

Our internships have accredited in more than 900 colleges and universities across the United States

**100**

This year, the program was host to over 100 interns from across the globe

**4:1**

Applicant to hire ratio

## Testimonials

*“In my time at Seaside Sustainability, I have had the opportunity to develop and hone numerous invaluable skills. This internship program presented me with the unique opportunity to directly make a difference in our local community while also building up and benefitting a great organization and learning the inner workings of a nonprofit, all virtually from the safety of my home during the coronavirus pandemic. The internship is truly unique in that it gives interns the freedom to explore relevant areas which interest them and provides the opportunity to then work those interests into the teams and projects they are involved with, thus helping shape the programming and direction of Seaside. This freedom coupled with the enthusiastic attitudes of our motivated interns, management staff, and board creates a great work environment where meaningful connections and networks are created. I cannot recommend this internship highly enough as it has truly been one of the most insightful, hands-on experiences which I have had in my professional life thus far.*

**-Max Rudzinsky, Intern Director and Marine Science & Education Management Fellow**

*“My time at Seaside has been an invaluable learning experience. I learned how to manage people and organize a team effectively and efficiently and have grown immensely in how confident I am in taking control of a situation or a team. I feel the program not only is focused on making a difference, but also on giving students and the community the skills they need for future success. The Seaside Sustainability internship was the perfect place to build career-level skills and perform impactful, hands-on activities.*

**-Danielle Levy, Intern Director and Human Resources Management Fellow**



Max Rudzinsky



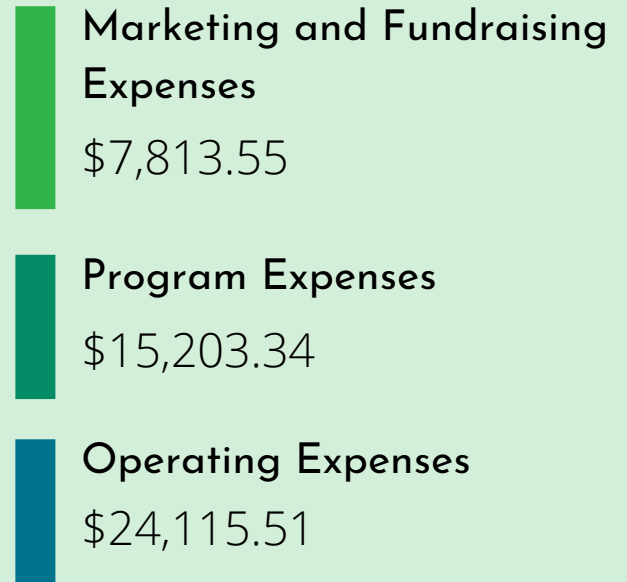
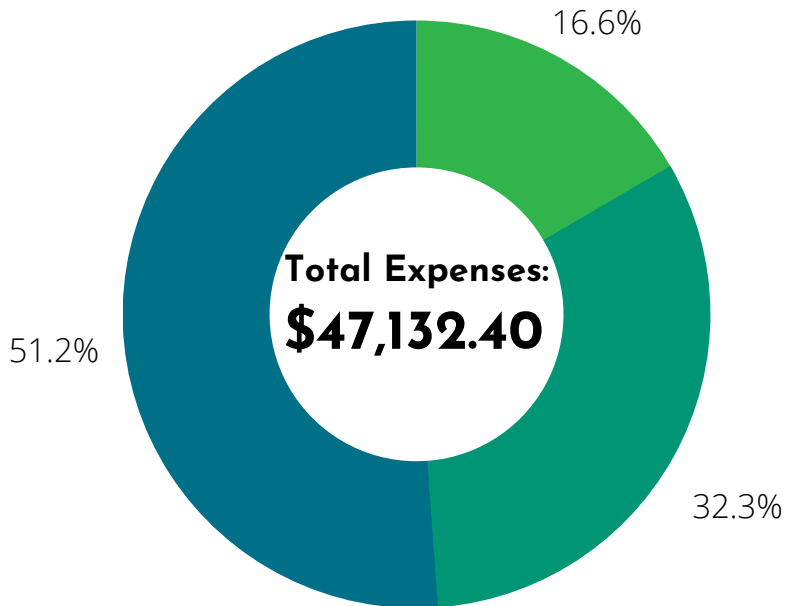
Danielle Levy

# Financials

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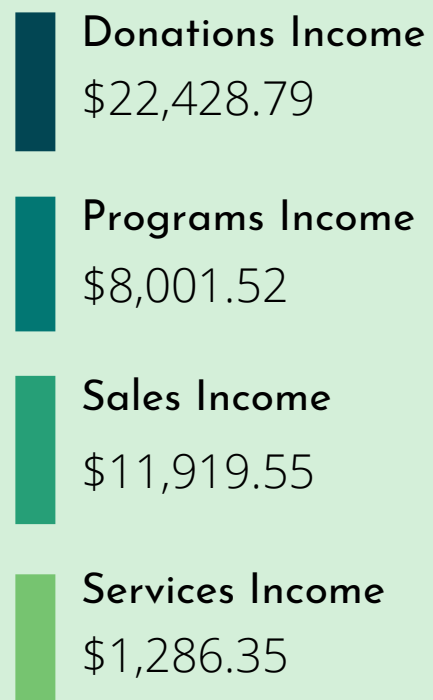
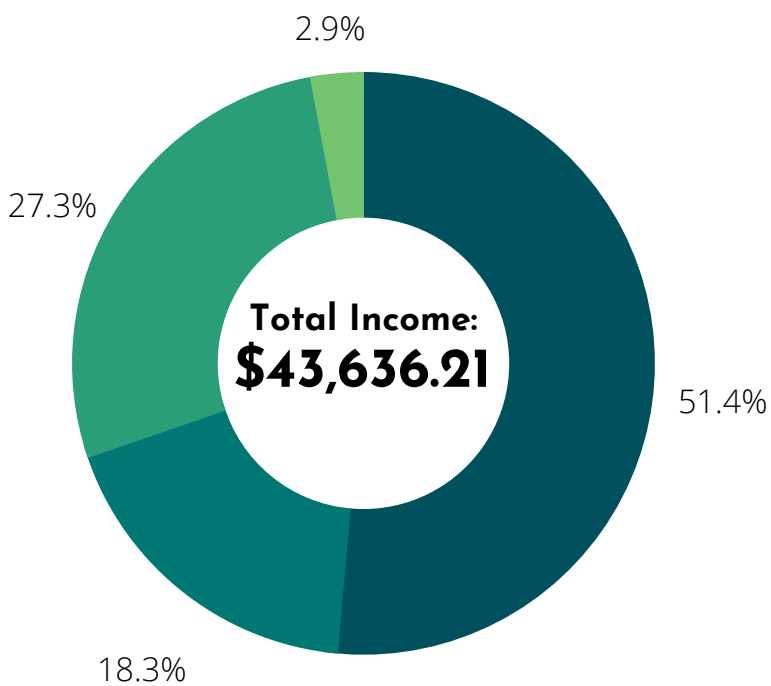
## Total Expenses

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## Total Income

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# Looking Forward

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## Strategic Planning

Our staff and board members are using this disruptive time to evaluate and further adapt to the needs of our community and broader environmental sustainability goals. Our mission is as strong as ever, and we are dedicated to an ongoing evolution to deliver results for a more sustainable future. We are assessing our priorities, establishing short and long term goals, and are implementing timetables for the next three years.

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## New Project

Seaside Sustainability is leading a multiple-party effort to address the health of Chebacco Lake and Alewife Brook. These bodies of water are experiencing ecological issues such as sedimentation, siltation, nutrient overload, and decreased water flow. If these issues are not promptly resolved, there will be severe negative implications for herring populations, which rely on the brook and lake for spawning.

The growing group of Chebacco stakeholders Seaside Sustainability is convening currently includes: the Chebacco Lake Watershed Association, the Massachusetts Division of Marine Fisheries, Ipswich River Watershed Association, Manchester Essex Conservation Trust, Save Chebacco Trails, representatives from the conservation committees and town governments of Essex and Hamilton, Gordon College, Parker-Ipswich-Essex Rivers Restoration Partnership, and representatives from Massachusetts state government. The coalition goal is to ensure Chebacco Lake will be restored as a vital herring spawning ground. The restoration work will begin in 2021 and we are looking for volunteers to assist in the execution phases of the project.



"Chebacco Lake: Hamilton, Massachusetts" by Elizabeth Thomsen

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## Volunteer Program

In 2021, we will set our Volunteer Program in motion and initiate more in-person and remote volunteer opportunities for those in our network who wish to get involved! We are looking for volunteers who offer event-planning experience, legal expertise, and management experience in the upcoming year. Check out [our website](#) for more information on open positions and fill the form if you are interested in volunteering with us!

# THANK YOU *to our...*

**2019 Sponsors** whose financial support of our projects and programs continued to support us through this year.

Cell Signaling Technology  
EBSCO

Hooper Fund  
Kurt Giessler Foundation

Paul and Edith Babson Foundation  
Puffin Foundation West

**2020 Donors** whose financial contributions were essential to our success this year. We hope you will continue to support Seaside's mission in 2021 and beyond!

Accenture LLP  
Cody Addison  
Thomas Baker  
Sarah Beckhaus  
Black Earth Compost  
Ron Magers and Shelley Bradbury  
Sarah Brukilacchio  
John Wilson Bugbee  
Vincent Burrigde  
John Thomas and Merry Camhi  
Michael Carvalho  
Carol Cataldo  
Dan Cherney  
Thomas Chmura  
Richard Ciolino  
Sean Cloherty  
Mary Connelly  
Crystal Energy Images  
Alison Daley  
David and Tink Davis in honor of Glenn Towne  
David DeFreitas

Amy Desimone  
Ashley Desrosiers  
Lori Ann Diego  
ECCF Fund  
Cynthia England  
Arlene and John Evans  
Fidelity Charities  
Alice Finen  
Darlene Fleischman  
Joseph Fossa  
Melinda Fox  
Ken Furuyama  
Chris Gauthier  
Kathleen Gearan  
Mark Glovsky  
Good News Giving Fund  
Elyse Gordon  
Susan Gordon  
Scott Graves  
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Patricia Hecht  
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Michelle Langille  
Emily Lawson  
Scott Lawson  
John Low  
Karen Lynch  
M Design  
Eric Magers  
Manchester Essex Rotary  
Alan McCoy  
Dan and Maria McCoy

Tina McCoy  
McCoy Family  
Joan McDonald  
Madeline McGrath  
Sam McGuffin  
Carolyn McWilliams  
Jennie Meyer  
Jason Miller  
Victor Mol  
Meredith Moore  
Penelope Neal  
Elizabeth O'Connor-Burke  
John O'Hara  
Eric Olson  
Meghan O'Neill  
Cassandra Pavaian  
William Porter  
Miriam Silva Preas  
Donna Qualters  
Tina Quirk  
Dalcione Reis  
Victoria Rolf

Butch Roth  
John Russo  
Donna Russo-Savage  
Stuart Russo-Savage  
Baylee Schack  
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Laura Trudel  
Elaine Villani  
Elaine Villaraga  
Suzanne Ward  
Penny Warren  
Christopher Wile  
Joseph Willwerth  
Kathryn Withers  
Yourcause LLC

**Partners** whose collaborations are integral to what we do. We appreciate your commitment to Seaside's mission and we look forward to working together in 2021!

1% For The Planet  
Cape Ann Chamber of Commerce  
Cape Ann Maritime Partnership  
CAPSTONE - Environmental Literacy  
Planning Group  
Climate Reality Project  
Eight Towns and the Great Marsh  
Essex Soap Refill

Gloucester City Clean Commission  
Guidestar  
Horizon Foundation  
Humans for Oceans  
Little River  
Ipswich River Watershed Association

Mass Audubon  
National Oceanic and Atmospheric Association (NOAA)  
New England Ocean Science Education Collaborative (NEOSEC)  
Seaside Graphics  
Town Green 2025  
Trustees of Reservations

And to our **Board of Directors** whose vision and passion fuel the work we do.



Alan McCoy  
Chairperson



Ashley Desrosiers  
Board Member



Chris Gauthier  
Board Member



Dalcione Reis  
Board Member



Eric Magers  
Executive Director



Jesse DeBenedictis  
Board Member



John Russo  
Board Member



Lynn Jackson  
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Ron Magers  
Board Member





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