

Ocean Blue
PROJECT



Nonprofit Organization

Ocean Blue Project

Multi-year Report 2023-2025

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Founder / Director Letter



Dear Ocean Blue Project Supporters,

Reflecting on our journey from 2023 to 2025, we are deeply grateful for your steadfast support. In these transformative years, Ocean Blue Project solidified its role as a national leader in plastic disaster relief, championing cleaner waterways and a healthier ocean for all.

Thanks to your dedication, our Plastic Disaster Relief Program reached unprecedented milestones. **Since 2023, we've more than doubled our cleanup impact, with over 3.2 million pounds of plastic and debris removed,** helping us surpass our annual goals and add value to our communities and wildlife. Every pound removed and every pledge fulfilled shows the powerful impact of our collective action.

Looking ahead, our vision grows brighter. The upcoming Education Station at our East Coast Regional Headquarters in Lottsburg, Virginia, will be a launchpad for youth leadership, innovation, and hands-on environmental learning. As we set our sights on **removing an additional 1.7 million pounds in the coming year,** we invite you to continue making waves with us.

With deep gratitude and hope,

Richard & Karisa Arterbury

Mission & Vision

Mission

As a grassroots, environmental 501c3 nonprofit, our mission is to rehabilitate and conserve the world's Ocean, beaches, and rivers through recovery of plastics from ocean, beach and river clean ups, solutions to keep pollutants from entering ecosystems, collaborative community-driven service learning projects, and youth education.

Vision

To see our One World Ocean, beaches, and rivers be once again healthy and naturally beautiful ecosystems where wildlife, plants, and humans can thrive alongside one another.



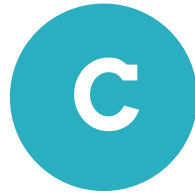
Core Values

Ocean Blue Project Board of Directors, staff, and lead volunteers follow our passion to care for our one world ocean and live by these core values:



Optimism

Stay positive and solution-oriented in all we say and do.



Collaboration

Work with people from all walks of life to fulfill a vision that unites us all: to protect and to restore our waterways and our One World Ocean.



Equality

Address the needs of all animals and human beings equally, without bias, in pursuit of a common good.



Action

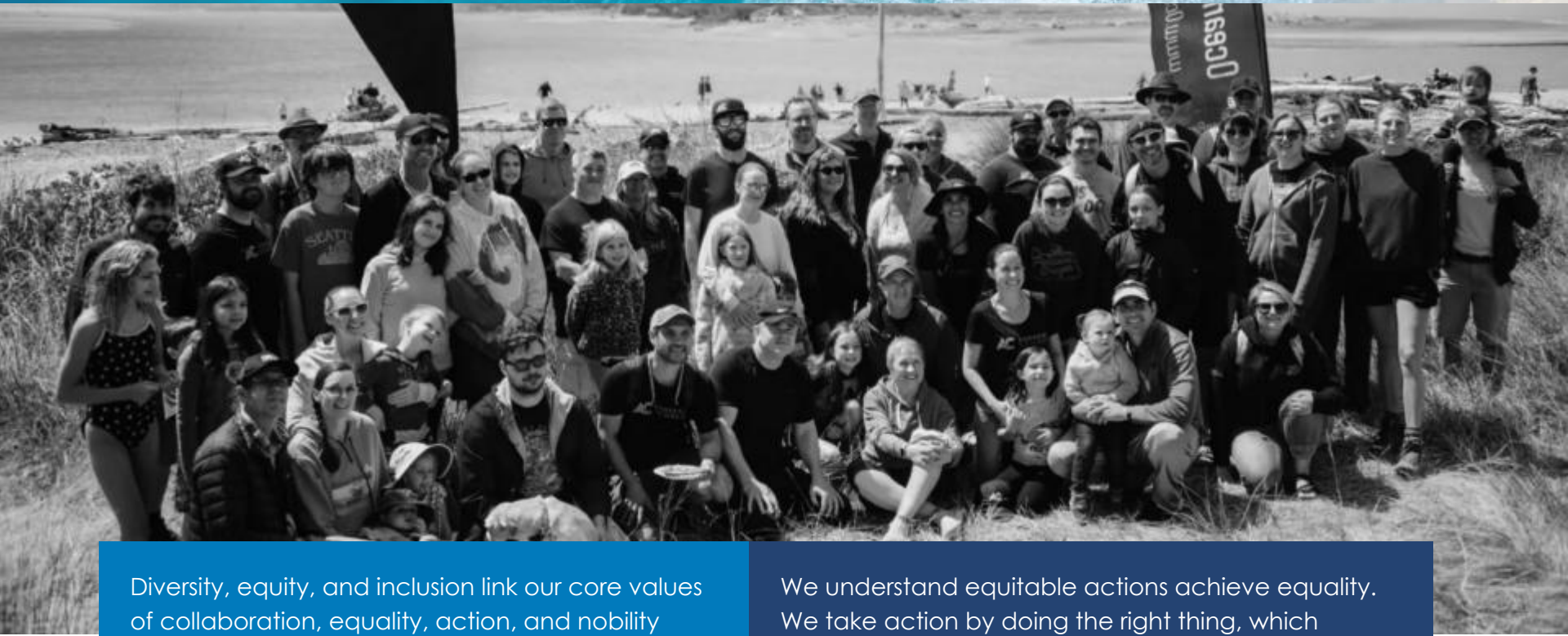
Put impact at the center of everything and limit salaries to best serve the evolving needs of people and wildlife.



Nobility

Let our mission, vision and Code of Ethics guide our every action, and continually seek to do the right thing.

Core Values



Diversity, equity, and inclusion link our core values of collaboration, equality, action, and nobility together. Ocean Blue Project strives to collaborate with agencies, organizations, and individuals from diverse backgrounds as we uplift others who share our vision. In other words, we provide the tools and resources necessary for anyone wanting to achieve a common goal, and our staff mentors those who may not otherwise have the experience, knowledge, or opportunity to do so.

We understand equitable actions achieve equality. We take action by doing the right thing, which means meeting the needs of marginalized communities. We also strive to be the voice for those who cannot speak. The waterways, the world's ocean that connect all people, the plants and creatures of all corners of the Earth who depend on the water for health and survival have voices that need to be heard, and it is our duty as stewards to include them in our conversations.

Impact Snapshot



3,293,344 pounds

Plastic and Debris recovered from beaches and waterways that flow to our one world ocean in **2024-25: 2, 125,717 pounds**



1,497 Students

Developed OBP Schools curriculum 2020. Students Reached through Blue Schools in **2024-25: 309**



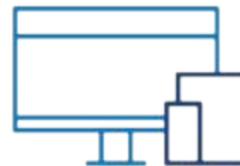
3,283 Volunteers

And 18 dedicated professional volunteers via Catchafire in 2025. **87 Total Cleanups 62,619 lbs**



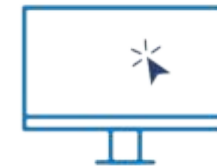
19.9 million

2025 Meta Views.
Content Interactions: 562.8K
Follows up by 302.1%



27.8 million

Website impressions in 2025

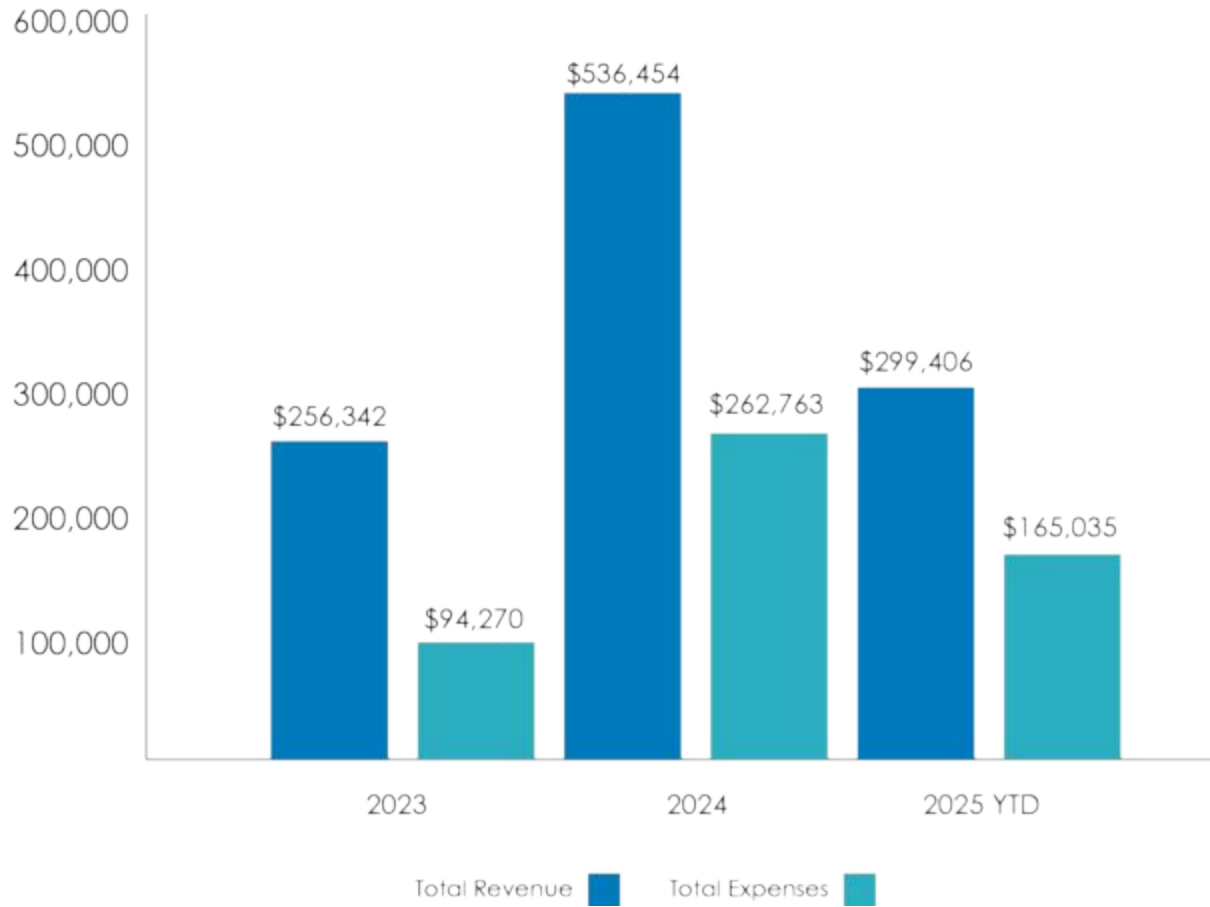


141,000 clicks

Website Clicks in 2025

Financials

Revenue v Expenses Trend (2023-2025)



2025 figures reflect year-to-date activity through December 2, 2025.

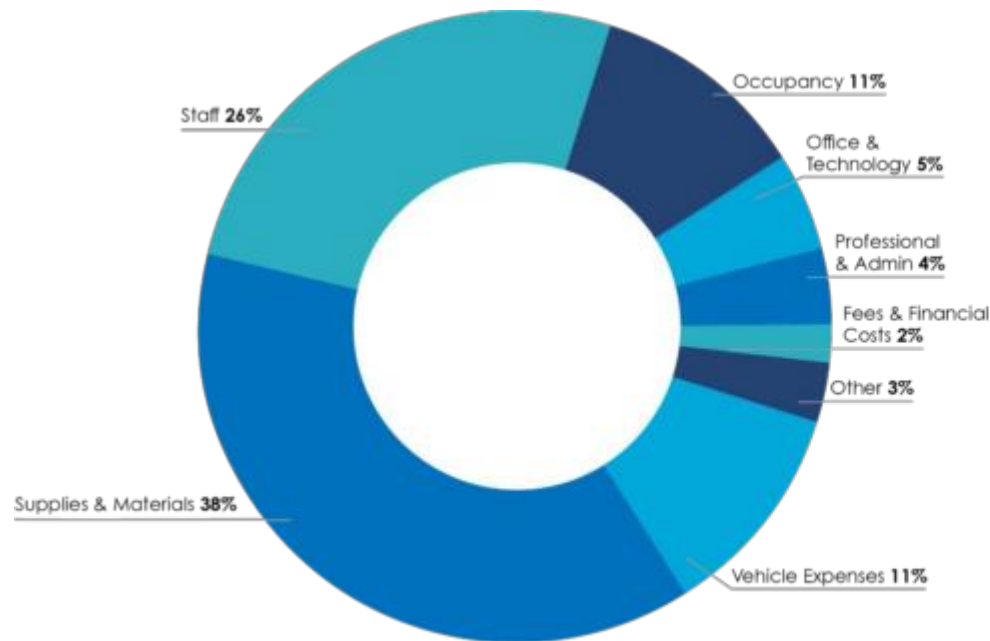
2024 includes one-time and/or large restricted gifts. In all three years, total revenue exceeded total expenses, allowing Ocean Blue Project to reinvest in future cleanup and education initiatives.

The largest growth occurred in 2024, with revenue reaching over half a million dollars.

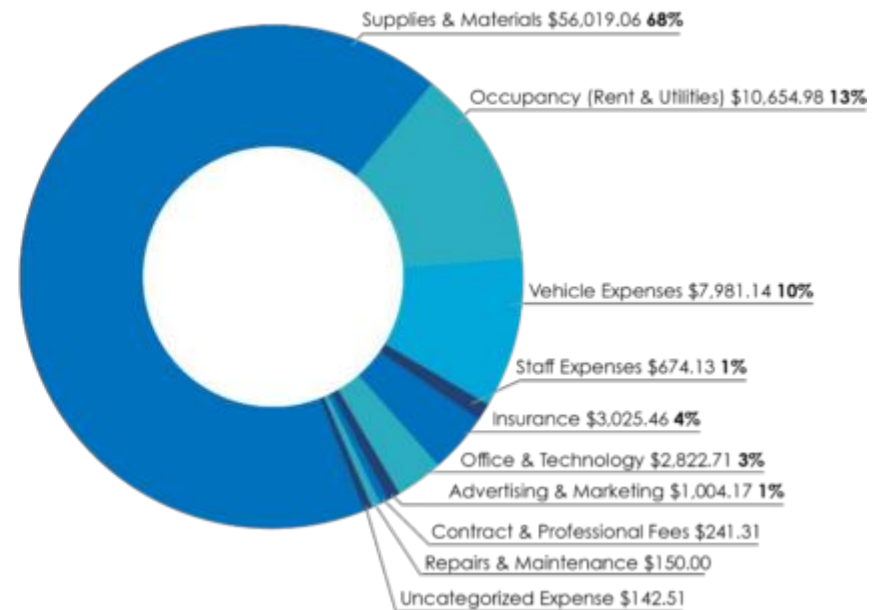
From 2023 to 2024, total revenue more than doubled, reflecting significant donor and grant growth. Expenses also rose as the organization expanded its programs. In 2025, revenue decreased due to timing of grants, but expenses remained stable, ensuring continuity of impact.

Financials

Expense Category Distribution (2025 YTD)



Plastic Disaster Relief - Expense Summary (2025 YTD)



Patagonia Partnership Proves Pivotal

Ocean Blue Project's five-year long partnership with Patagonia started with Patagonia's World Trout Initiative funds organizations offering oriented solutions for endangered solutions. Patagonia generously provided Ocean Blue Project with thousands of dollars to plant native trees along the streams of the Willamette River, Oregon.



It was through this initiative that sparked the beginning of Patagonia's support for Ocean Blue Project. Along with the funding for this project, Patagonia provided access to two pivotal platforms for Ocean Blue Project - Patagonia Action Works and Catchafire.



Catchafire is a New York-based company making skill-based connections between professional volunteers and non-profit organizations. This online platform is mobilizing the world's talent for good. This enables individuals to use their talents and skills developed throughout life towards meaningful projects that strive to make the world a better place.



Ocean Blue Project has received Catchafire's Most Active Organization awards for two years running for completing the most Catchafire projects. Our leadership team has worked with over 350 Catchafire volunteers - researchers, writers, designers, strategists, and marketing professionals from the United States, Austria, China, India, Japan, Nigeria, New Zealand, and many other places around the world - all connected through our one world ocean and all motivated by a passion for the ocean.

Together, we were able to build the Ocean Blue Project website and Environmental News Blog, run multiple fundraising and awareness campaigns, establish and build relationships with our supporters, and build curriculum for OBP Blue Schools, a K-12 watershed education program. Ocean Blue Project's many inspiring volunteers include college students who are looking to practice their skills and gain experience and working or retired folks who have a little bit or a lot of time to give back and feel compelled by their appreciation of nature, water, and the ocean to apply their skills and expertise to our ocean cleanup mission.

Patagonia Action Works

Patagonia Action Works is a gateway to connect committed individuals to organizations working on environmental issues in the same community. It's goal is to make it easier for anyone to get involved in environmental actions including events, petitions, donations; and volunteering opportunities. Ocean Blue Project has posted campaigns, beach cleanup events and we look forward to posting the most current cleanup events and happenings in 2026.



Ocean Blue Project's Cornerstone Program: Create a CleanUp

Everyone deserves a connection to their ocean. Our partnership with **Girl Scouts Heart of Central California** involved **323 girls**. They **raised funds that removed 1,500+ pounds of plastic from the ocean**. They volunteered for a cause they care about and paved the way for a better future.

We also prioritized outreach with organizations like Upward Bound, a federally funded program serving high school students from disadvantaged backgrounds. **Our 2025 collaboration with one TRIO group enabled 50 students to remove 530 pounds of debris in Newport, OR and we are doing it again in 2026.** Additional cleanups from Oregon to Florida involved college and university student clubs and civic engagement organizations.

May of 2025 also brought **our youngest Crew Leader, six-year-old Victor C, who referred to the cleanup as an "Easter egg hunt for trash,"** making conservation fun and accessible to all ages.



"Girls are able to earn a reward that gives back not only locally, but on a more global level."

Ilse Luna, Manager Product Program of the Girl Scouts of Central California

girl scouts 
heart of central
california

 **UPWARD**
BOUND
PROGRAM **TRiO**

OBP Blue Schools Youth Curriculum

Building a foundation means growing diverse connections to the ocean, especially with younger generations. OBP Blue Schools is an ecology and STEM based K-12 curriculum, focused on empowering students and communities to become stewards of their beaches, streams, rivers, and ocean. Through **OBP Blue Schools, students discover and explore the importance of their local watershed and inspire stewardship for the long-term** health of their local water supply, wildlife, and our One World Ocean.

Working 1-on-1 with teachers, curriculum is tailored to the unique needs and attributes of individual classrooms, communities, and watersheds. Communities are engaged in the stewardship action projects and are created by teachers during the customization process; this includes alignment with school/district initiatives. This ensures that learning segments are designed to benefit students, schools, and communities.



A centerpiece program of Ocean Blue Project, OBP Blue Schools, was developed in collaboration with the U.S. Environmental Protection Agency (EPA) and the National Oceanic and Atmospheric Association (NOAA).

Additional support is given to Title 1 schools being described as economically disadvantaged. Not every student has access to the materials needed to replace single use plastic products. Ocean Blue gives historically marginalized students the tools and materials required to make individual choices and provides a locus of control for these students to make an impact in their environment.

"The 6th graders felt your passion (they were right there with you!!!) and learned a lot from you so they could teach our youngest students about being environmental stewards for our One World Ocean!"
From Steph, Sherman, and the Rashi School.



The Ocean Blue Project Team is working diligently to engage students from every classroom across the United States. This dream is within reach as OBP Blue Schools has been recognized by UNESCO since 2022, highlighted by their Green Citizens Initiative.

Growing the roots of long-term ocean health



Ocean Blue Project's **Create a Cleanup** program empowers individuals, schools, and businesses to lead local cleanup events around the U.S. By mobilizing local communities, we address people's plastic problem.

Taking lessons learned during the pandemic, we've adapted into a higher state of efficiency and sustainability. We've successfully scaled our ability to remotely train local cleanup leaders and run cleanups at reduced operating costs.

While cleanups are crucial to accomplishing our goal of removing 5 million pounds of plastic, they are also a key investment in future generations' connection with our oceans and waterways. We are not only removing trash, but building a foundation.

Plastic Disaster Relief and Plastic-eating Fungi Research

Thanks to your commitment, the Plastic Disaster Relief Program made outstanding strides from 2023 to 2025. Since the start of 2023, following the devastation of Hurricane Ian in one of Ocean Blue Project's most active areas, Fort Myers Beach, **our teams have removed over 2.1 million pounds of debris, 43% of our 5 million pound goal**, including **792,700 pounds from Chesapeake Bay in 2024**. **We are currently at over 3.2 million pounds, with only 1.7 million pounds to go to reach our overarching goal.**

2024 also marked an **exciting advancement in our science-driven solutions**, thanks to research funded by Ekō and carried out in collaboration with retired NASA scientist Dr. Ken Cullings. Our team **explored the potential for specific fungi species to break down plastic pollution** in affected environments, providing nature-based strategies that could revolutionize post-disaster plastic cleanup. The early results, as seen in our [collaborative study](#) demonstrate promising fungal biodegradation of plastics, offering new hope for tackling the global plastic crisis with the power of nature.

The Ocean Blue Project Team is excited to open our new East Coast Headquarters and Education Station in Lottsburg, VA, to expand youth education, community-led cleanups, sort debris for upcycling, and empower youth through our UNESCO-recognized OBP Blue Schools program.

Key next steps: secure funding for a cleanup vessel, complete our Lottsburg facility, continue research, scale programs, and grow grant support for lasting impact.

Your ongoing support, as volunteers, donors, and advocates, is crucial to a cleaner, healthier One World Ocean.

Supporter Recognition - Foundations + Corporations

Foundations and Organizations

Adam R. Scripps Foundation
Baird Foundation
Benevity
Blumstein Foundation
Charities Aid Foundation
Girl Scouts Heart of Central California
Green Matters, Kathy Lynch
Helen S. and John J. McKetta Jr. Charitable
Moss Adams Foundation
Network for Good
The Reser Family Foundation
Sandcastle Foundation
The Tides Foundation
Tillie and William Blumstein Family
Top Jewish Foundation
UNESCO
United Way
Walkhill Reformed Church

Businesses and Corporations

1% for the Planet
Amazon Global
BeerDieGuys
BeeSure USA
Block15 Brewing Company
Broadley Vineyards
CanalPath Creative
Capital Group
CarStickers
Colas USA
Cortech USA
Duolingo
Earth Breeze
Ekō
Garden First
GlobalGiving
Good Tide and Wyld Works
Hampton Water
Herbal Skin Solutions
Mountain Rose Herbs
Next Level Burger
Ocean Network Express
Patagonia Action Works
PayPal Giving Fund
PathoSans
Real Oyster Cult
SEI Marine Products
Solmate Socks
Spirit Airlines
Thibaut
Secret Hideout Co
ShoppingGives
Smith
Spirit Airlines
Swag Bar
UpWest
Vista Tec House
Woolly Made

Supporter Recognition - Individuals

Individual Donor Members

Adam Brundage	Bonnie Reed	Devon Meidl	Jacob Chirlin
Addison Bergstrom	Brian Trautman	Dustin Rice	Jacob Goldberg
Addy Bengner	Bruce Wheatley	Edward C Osiecki	Jaime Poole
AJ Lipka	Caitlin Elder	Elaine Wallace	James Perina
Alexandra Meyer	Caleb Munholand	Elizabeth Dankworth	Janet Barile
Alexandra Phan	Cameron Stearns	Elizabeth Potter	Jason Mondares
Alexandria Buchanan	Carisa Boyce	Emily Facey	Jeana Kats
Alison Mitchell	Carla Leveratt	Emily Lieb	Jeff Gardner
Alyssa Parmer	Carrie Tilton-Jones	EMILY STECHER	Jeff Heil
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Andrea Harrison	Carys, Eleanor and Layla	Eric Krawetz	Jenn Jeck
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Arlyne Wayner	Cindy Cho	Gianna Macri	Jessica Broadley
Asher Perkins	Colin Smith	Gregory Hatswell	Jessica Morris
Ashley Cate	Collin Eder	Guanrong Fu	Jessica Qussar
Ava Ploszay	Connor McManus	Hallie Trias	Jill Robinson
Avi Ofelia	Connor Riedl	Heidi Cian	Jill Tomandl
Barb Morris	Crystal Corman	Hema Padhu	Jim Nunn
Ben Waters	Dailyn Davis	Ilene Novack	Jody Mooney
Benjamin Leuschner	Daniel Neal	Iva Hicks	Jolon Bankey
Birgit Lechner	Devin Carroll	Jack McCann	Joo Lee

Supporter Recognition - Individuals

Individual Donor Members

Joshua Bergstrom
Joshua Martindale
Judith O'Bannon
Judy Dumbauld
Justin & Sabrina Ali
Justin Bledsoe
Karl Bakeman
Katie Sanders
Kayla Guadagnolo
Keith Olsen
Keith Wight
Kelly Carlson
Kelly Gratz
Kendra K. Beighle
Kimberly Mounts
Kristen Kolstad
Kristin Baillie
L-da Wild
Laura A Stolte
Laura Tomas Mora
Lauren Brown
Leslie Parpart
Linda Blackaby
Lindsay Chapman

Lisa Gomez
Liz Edwards
Lucas Parry
M E ORourke
Madison Guay
Maggie Brady
Malissa Ferrone
Mallory Rome
Margaret Runyon
Mark Wickham
MaryEllen Ladd
May Heshiki
Meghan Storck
Melissa Mao
Michele Elliott
Michelle Evans
Michelle Paradise
Mikayla Zagrocki
Mike Sap
Minna Yoo
Monica Jackman
Nancy Barnes
Nasya Amaya
Nikita Telang

Nina Hoskins
Niranjan Bendre
Patrick Cole
Phillip Melnick
Rachel Hill
Ragnhild Skalstad
Rebecca Choudhury
Rick & Wendy Fuller
Rick Fuller
Rita & William
Nehmzow
Rod Yeomans
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Sarah Wetjen
Scott Dineen
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Thomas Candiloro
Tiffany Jazelle
Tracy Ward
Trent Jones
Trevor Wood
Véronique Billemon
Vince Vonada
Volker Löscher
Wendy Ng-Lee
Whitaker Fanestil
William Chichester
William Rainey
William Tainer & Denise Demaray



The past few years have strengthened several important collaborations. **Herbal Skin Solutions has been an integral participant in our Create a Cleanup program**, sponsoring the Long Beach cleanup during National CleanUp Month and pledging to clean up 12,500 pounds of debris.

Herbal Skin Solutions also featured Ocean Blue Project in their 10th anniversary annual magazine. We are incredibly thankful for this partnership and are excited to continue working together to care for our oceans.

Similarly, **Earth Breeze** continues to be an impactful partner, sponsoring beach cleanups in Florida and **pledging to support cleanup of over 1.55 million pounds of plastic and debris** from U.S. coastlines to date.

2024 brought an important milestone in our collaboration with **Good Tide and Wyld Works**. They pledged to continue their wave of support to remove **100,000 annually for three consecutive years**, bringing the company's total pledge of support to cleanup 450,000 total pounds through 2026, while staff led a few of their own yearly local cleanup efforts from coast to coast.

Ocean Blue Project's Goals and Year Look Ahead

As we close another transformative year at Ocean Blue Project, our vision expands with renewed energy and ambition.

Looking ahead, we are set to significantly grow our youth education program, **bringing hands-on environmental learning and stewardship to more schools and communities through our OBP Blue Schools initiative.** New garden expansions and the creation of dynamic learning spaces, including greenhouses, a schoolhouse, and a community kitchen will provide young people across the country with environmental science experiences that not only educate, but also inspire action for our blue planet.

Simultaneously, we are **forging deeper connections with small businesses nationwide.** By partnering with businesses, both local and national, we will amplify our impact, engaging communities, raising awareness, and driving collective action against plastic pollution. These collaborations will accelerate progress, provide valuable resources, and foster a shared responsibility for clean waterways and thriving habitats.

Most importantly, our commitment to tangible environmental restoration remains unwavering. With **1.7 million pounds left to reach our goal of 5 million pounds of plastic and debris recovered,** we know the challenge ahead requires all hands on deck. From **beach cleanups along the East Coast to improved recycling infrastructure,** every project in our upcoming budget fuels this mission.

Together, with youth, businesses, and supporters like you, we are building momentum for an even greater impact in the coming year.

Thank you for being an essential part of the Ocean Blue Project family. The future is bright, it's blue, and it includes you too.

