



# IMPACT REPORT

JULY 1, 2020 TO JUNE 30, 2021

[WWW.SEASMARTSCHOOL.COM](http://WWW.SEASMARTSCHOOL.COM)

## Sea Smart

# MESSAGE FROM DR. E

As we enter the fourth wave of the pandemic, I'm truly grateful for the Sea Smart team, including our staff, board, advisors, volunteers, and supporters, for never giving up on us and helping us ride out this huge storm. Through this difficult time, **~1/3 of non-profits** in North America have been estimated to close. The adaptability and perseverance of our team enabled Sea Smart to continue to deliver critical programs that empower people to make a positive and lasting impact on our oceans.

COVID-19 had positive short-term impacts on ocean health due to the reduction of various pressures that lead to overfishing, habitat loss, and climate change impacts. However, we cannot deny that COVID-19 has greatly exacerbated the **plastic pollution problem**, with an estimated global use of **129 billion face masks** and **65 billion gloves** every month. As the global economy returns to 'business as usual', our oceans will once again be under great threat and Sea Smart's work will be more important than ever. Although the pandemic has changed our delivery of in-person programs, we have been able to continue to power waves of change across Canada and beyond through virtual programs. In the past year, we educated a total of **210,934 students** from all of our education programs and resources, combined!

We look forward to teaching our students in person again. Sea Smart gives our deepest thanks for riding this wave of change with us as we coast through the pandemic and hop on the next wave! As the world continues along in these uncertain times, Sea Smart remains steadfast in our conviction to **educate, inspire and empower** people of all ages around the world to **take action to protect our oceans**.

Sincerely, Dr. Elaine Leung (or Dr. E, as I'm known by my students)



**DR. ELAINE LEUNG**  
**SEA SMART'S FOUNDER**  
**& EXECUTIVE DIRECTOR**

# WHY SHOULD I CARE ABOUT THE OCEAN?

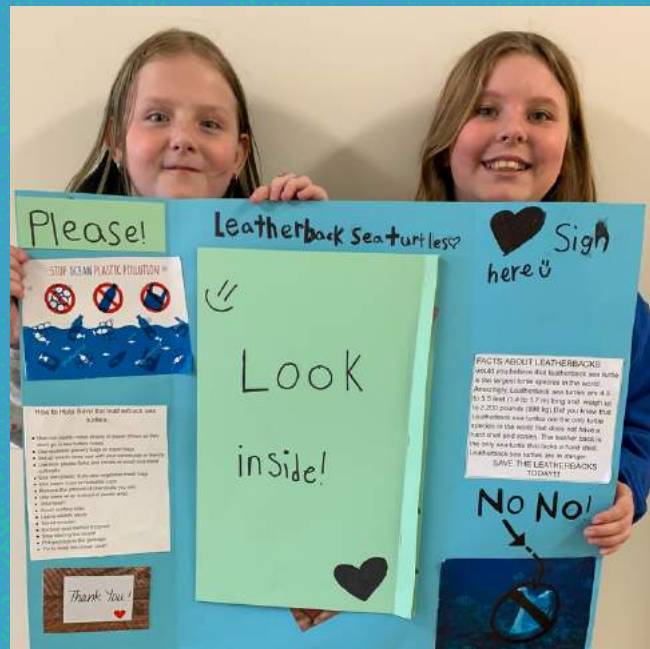
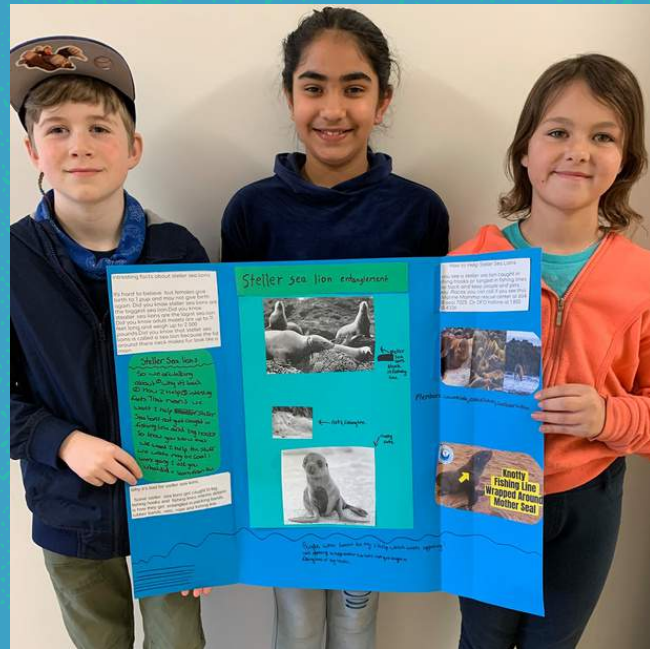


"Because the ocean is the cornerstone of earth's life support system, it shapes climate and weather. It holds most of life on earth. 97% of earth's water is there. It's the blue heart of the planet — we should take care of our heart. It's what makes life possible for us. We still have a really good chance to make things better than they are. They won't get better unless we take the action and inspire others to do the same thing. No one is without power. Everybody has the capacity to do something."

— **Dr. Sylvia A. Earle**

President of Mission Blue,  
National Geographic Society Explorer in Residence,  
first Hero for the Planet by Time Magazine, and Dr. E's hero





# WHY KIDS?

Kids are growing up in a world where the environment is facing existential threats. COVID-19 has captured the world's attention but few are aware of the silent pandemic threatening our youth: climate despair. Hopelessness and anxiety about the state of our planet are making the next generation give up on life and we NEED to inspire kids that they can make a positive impact on environmental issues to convert apathy into action.

Sea Smart is empowering kids with the tools, knowledge, and passion to create a better future for themselves. Through solutions-based programs, teamwork, and critical thinking, our students are given the opportunity to make the world a better place. This, in turn, inspires hope and action.

**"Kids have so much potential to become ocean superheroes...all they need is for someone to spark their love, curiosity and connection with nature"**  
— Dr. Elaine Leung

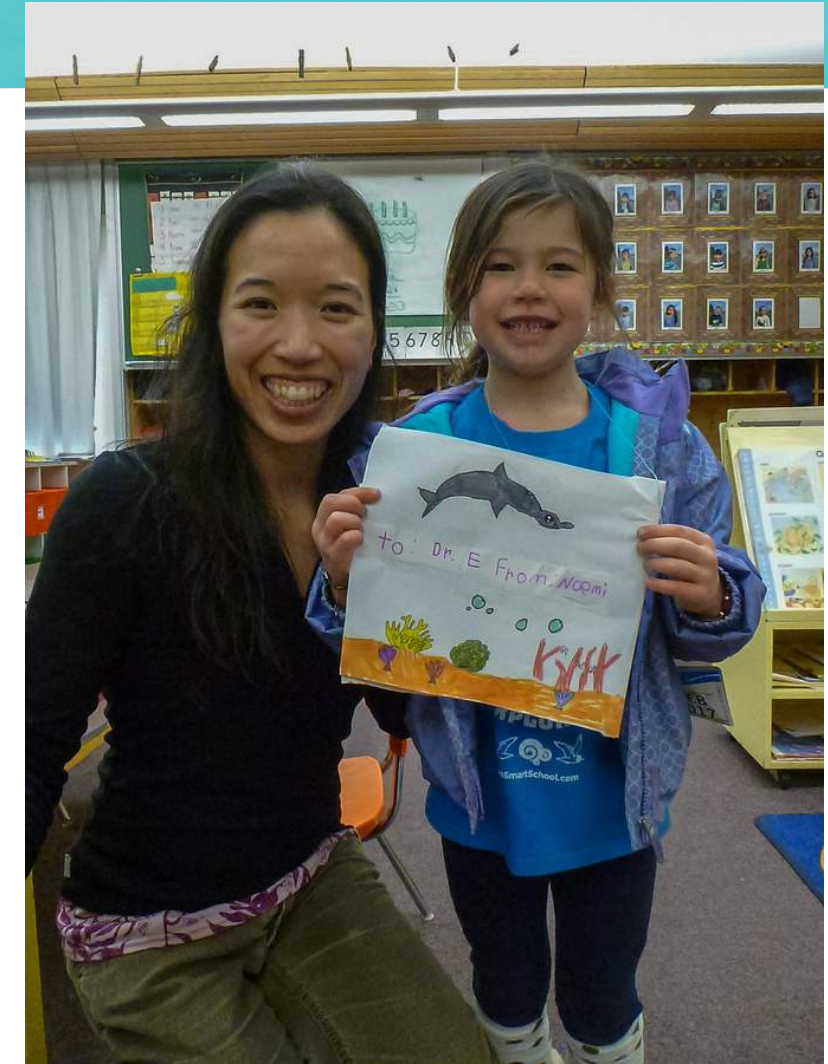
# WHY SEA SMART?

I've dedicated half of my life to ocean conservation as a marine biologist, studying endangered marine animals around the world for different governments and universities. When I finished my Ph.D., I realized over 30 of the species that I've studied or interacted with will go extinct within my lifetime. I couldn't see a direct link between my research and the immediate conservation action needed.

I believe strongly in the power of individual action to create positive change and how together, we can do so much more. I wanted to share my passion for ocean conservation with youth who still have a whole lifetime to create positive change for our oceans. This is why I started Sea Smart.

Our oceans need our help now. They are getting warmer and more acidic, coral reefs are dying, fish populations are collapsing, and many countries are treating the ocean like a trash can.

**Now is the time to turn the tides on ocean threats. — Dr. Elaine Leung**





# ABOUT SEA SMART

Sea Smart is a charity that delivers innovative, engaging education programs based on science and current ocean issues to empower people to be environmental champions. To date, Sea Smart has educated over 490,000 students in over 20 countries!

## PURPOSE

To inspire and empower people to love and protect our oceans

## MISSION

To deliver fun, action-oriented and solutions-based programs that empower people to protect our oceans



# OUR WORK

Sea Smart's innovative and engaging science education programs teach kids about ocean issues with a hands-on, solutions-based approach — much needed at a time when environmental problems are overwhelming and it is easy to lose hope.

Creative solutions are needed to address today's oceans issues. Sea Smart uses fun discovery activities to teach students from Kindergarten to Grade 12 about the threats to our oceans, prompting them to brainstorm solutions to these challenges.

Kids need ocean heroes to look up to. Sea Smart's founder, Dr. Elaine Leung created Sea Smart to inspire hope and love for our oceans and empower people to make the world a better place,

# SEA SMART PROGRAMS

- Foster curiosity, connection, and a love for nature
- Inspire people to make the world a better place



**SCHOOL  
WORKSHOPS**



**SUMMER CAMPS**



**AFTER-SCHOOL  
PROGRAMS**



**ONLINE PROGRAMS**



**CORPORATE  
PROGRAMS**



# FROM THE TEACHERS

"Sea Smart is an incredible program, and the information shared is so important in teaching the new generations the impacts of their actions. The facilitators were engaging and had fun activities for the kids to do, even virtually due to COVID. My students were inspired to do the projects, and were proud to share the impacts of their projects.

## - Mrs Baird, Grade 5-6 Teacher, Hyland Elementary

Sea Smart is a good way to enhance science in the classroom and to bring more worldly problems into student's perspective.

Especially during this COVID time, our environment has been overshadowed and having a guest presenter to brighten up the classroom routines is a joy!

## - Sue Vu, School Teacher

The program is exceptionally executed - from the planning stage to getting students personally involved in changing behaviours

## - Grade 6 teacher



They provided a wonderful 3-part webinar series for my Environmental Science class. After learning in a fun and interactive way, the students reached out to over 4000 people to promote their projects on the species at risk in the Salish Sea.

## - Michael Wolfe, School Teacher

It was a great experience and we all loved the connection to the real world. These are urgent, real issues that need addressing. Empowering!

## - Grade 8 Teacher



# FROM THE PARENTS

My son Cosmo LOVED his Ocean Explorers after school program. He would always have interesting facts to share with me after class and really enjoyed building the killer whale skeleton. Elaine and the teachers were very kind, professional, and FUN!!! He is already signed up for next term and very excited about it.

- Julia



Our daughters loved the Ocean Defenders and Ocean Heroes summer camps. They loved spending time exploring Kitsilano beach scavenging the shore, and learning about the ocean. Their group leaders were friendly, caring, and great teachers that made camp so much fun! My daughters are already asking to go to camp again next summer.

- Alice



An amazing experience for the kids, they learn so much for the oceans and what to do to protect them through tons of fun! You must have your kiddos experience Sea Smart!

- Marilena



Our son in first-grade loves Sea Smart! Elaine and the rest of the teachers are great with the kids, and it has been a wonderful experience to help our son build on the knowledge and sense of environmental responsibility he gains from the program. We will definitely be signing up again!

- Sadaf



# FROM THE PARENTS

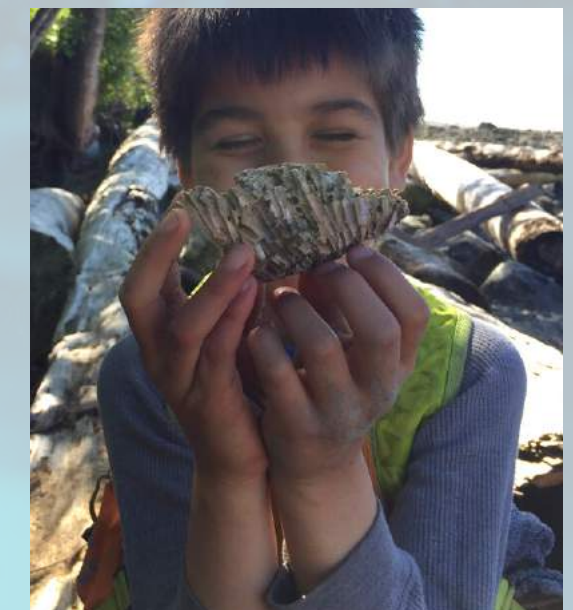
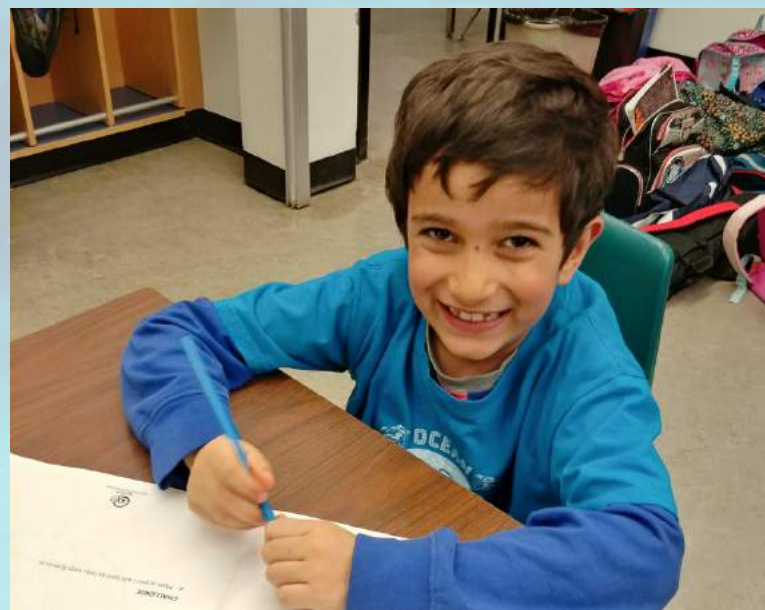
"I'm so impressed by the knowledge Jackson retained from Sea Smart's after school program. He was excited after every class to share everything he absorbed, which were some pretty big concepts for kindergarten. Jackson really loved Ocean Explorer and in turn we all learned so much. Thank you!"

- Jessica



"Jude absolutely loved Sea Smart. He had so much fun and felt empowered learning about threats to marine life. I think it's important to start them learning about the environment and the challenges our planet is facing when they're young. It's really great how Sea Smart offers actions kids can take to feel as though they're making a change and having a positive impact."

- Clea



# FROM THE KIDS

“Ocean Explorer is so much fun! We learn so much cool stuff and I think every person can make a difference!”

- Isla, 8 year old Ocean Explorer

“I love, I love, I love being an Ocean Explorer!!! It's so much fun and it's the best thing ever!”

-Anara, 6 year old Ocean Explorer

“I LOVE being an Ocean Explorer! It's so much fun and oceans are soooooo cool!”

- Naomi, 6 year old Ocean Explorer





# OUR YEAR AT A GLANCE

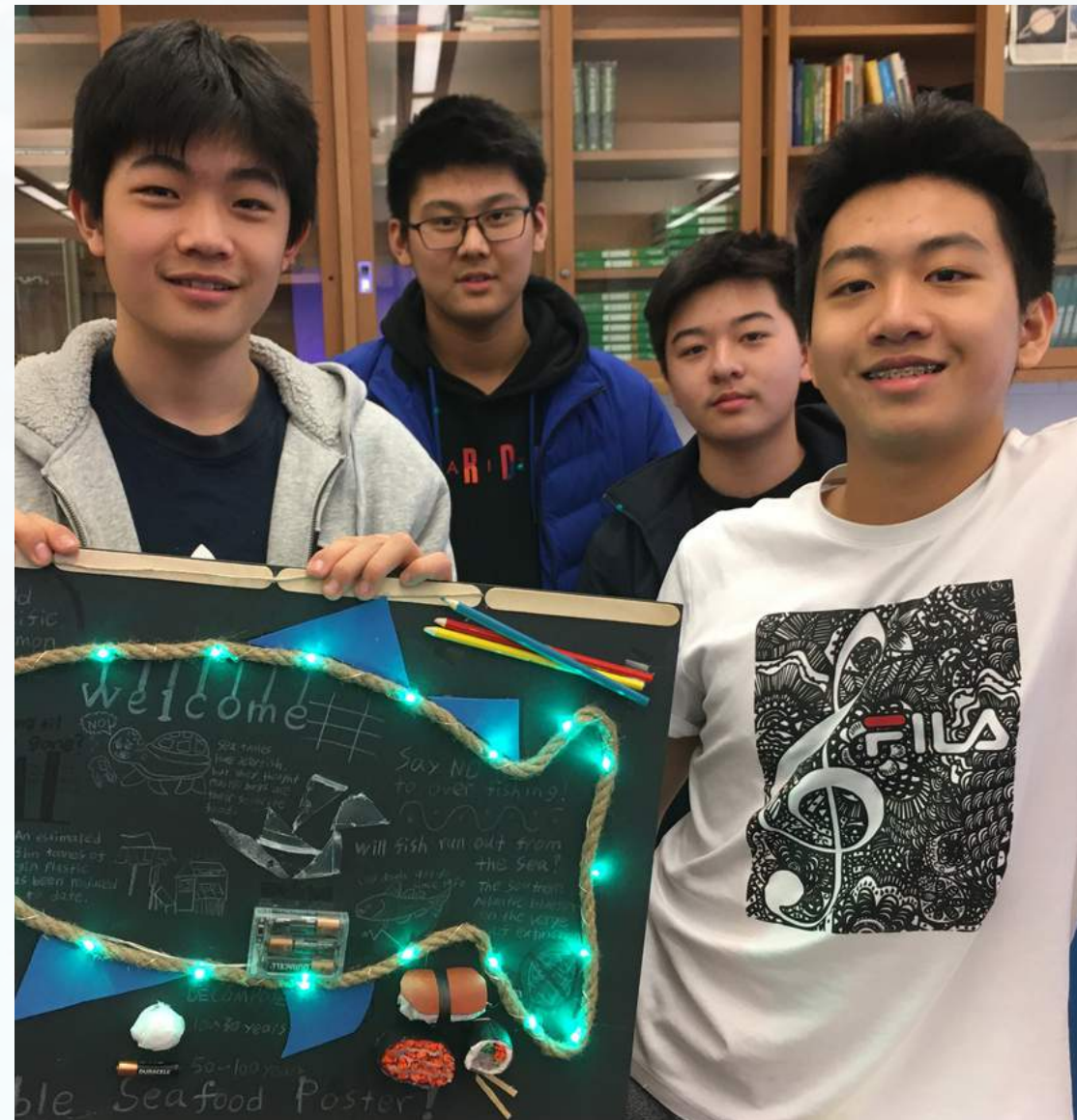
JULY 1, 2020 TO JUNE 30, 2021

## Sea Smart

# EDUCATION PROGRAMS

**210,934 STUDENTS**

Taught from all programs combined



**1,898 STUDENTS**

Virtual programs with live educator

**1,436 STUDENTS**

In-person programs

**179 STUDENTS**

Online programs

**207,421 STUDENTS**

Free online educator resources

# SHORELINE CLEAN-UPS



Note: Due to COVID-19, we had to cancel most of our clean-ups but look forward to cleaning our shorelines again soon!

**9**  
Cleanups

**485,350 m<sup>2</sup>**  
Shoreline Cleaned

**218**  
Participants

**39.55 kg**  
Garbage Removed  
**4,283 cigarette butts!**

# OUR IMPACT 2016 - 2021



**1200+**  
E-mail List

**E-mail list of  
Teachers,  
Parents, etc.**



**6,000+**  
Followers

**Social Media  
Followers**



**50+**  
Schools

**Schools in  
Metro  
Vancouver**



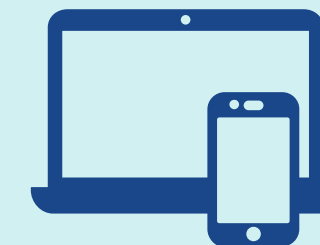
**12+**  
Channels

**Media  
Channels**



**20+**  
Countries

**Countries**



**450,000+**  
Students

**Online  
Educator  
Resources**



**40,000+**  
Students

**Students  
Educated  
In-Person**



# FROM OUR STUDENTS

It inspired me! The species at risk workshop is awesome because it taught me a lot of things and the workshop was super fun because it felt like I was actually making a change.

- Grade 6 student



Sea Smart came to my school and sparked a conversation that made us all rethink the problems we face in the world. We discussed plastic pollution in the oceans and how it impacts everything that relies on our oceans, including us. It left a large impression to truly see the depth of this problem. We were also encouraged to think of possible solutions, and the unintended consequences these can bring. I learnt a lot and had fun along the way!

- Grade 9 student



I love Ocean Explorer! It's so much fun and we learn that one person really can make a difference!

- Grade 2 student



# PROJECT SPOTLIGHT

## SPECIES AT RISK YOUTH ACTION TEAM (SAR YAT)



Fisheries and Oceans  
Canada

Pêches et Océans  
Canada

Fisheries and Oceans Canada funded Sea Smart to develop and deliver a series of school workshops and shoreline cleanups to teach students about aquatic species at risk. Students developed impactful projects to engage their schoolmates, families and community to take action to reduce threats to these species.

**Leatherback turtle**



**Steller sea lion**



**Basking shark**



**Killer whale**



# YAT SCHOOL WORKSHOPS

144

Workshops delivered

30

Schools in Metro Vancouver

1,106

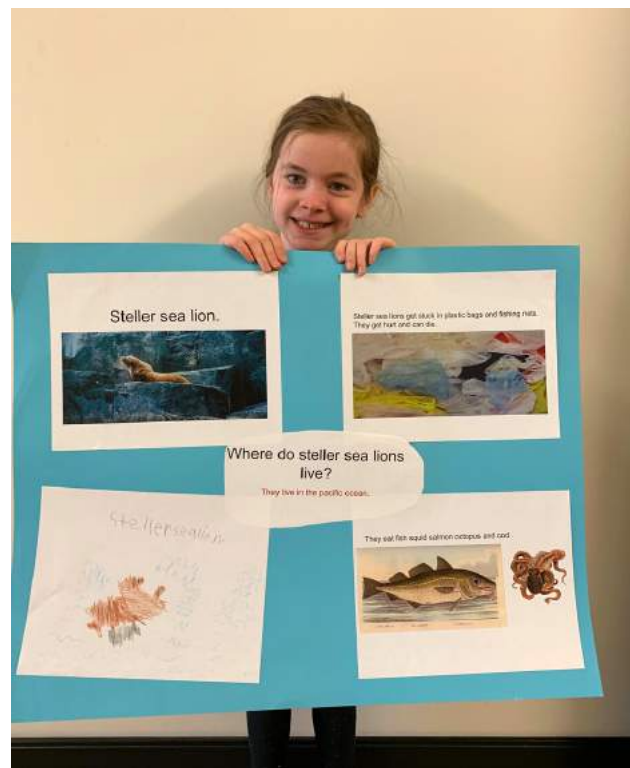
Students grade 3-12 learned about SAR threats and recovery actions

29,496

People educated on SAR threats and recovery actions through student projects

243

Student group projects to reduce threats to SAR



# YAT SCHOOL WORKSHOPS

48

YAT education kits were distributed to teachers to continue education on ocean conservation

80%

of students from Grades 5 to 12 report that they now know more about threats to SAR due to YAT



Usage of single-use plastics greatly decreased

184,110

single-use plastic items reduced over one year (data extrapolated to include all student participants)

> 55%

of families committed to reducing plastic use



# YAT SHORELINE CLEANUPS

Students explored local beaches to conduct a shoreline cleanup with Sea Smart to continue their species at risk learning out in nature. We visited a different beach each session to make sure students created an impact far and wide! We also measured metrics such as the area of habitat cleaned, the weight of garbage removed and the number of cigarette butts removed. This data allowed teachers to share their students' efforts in a measurable and meaningful way!

**218**

**Participants**

**485,350 m<sup>2</sup>**

**Cleaned**

**39.15 kg**

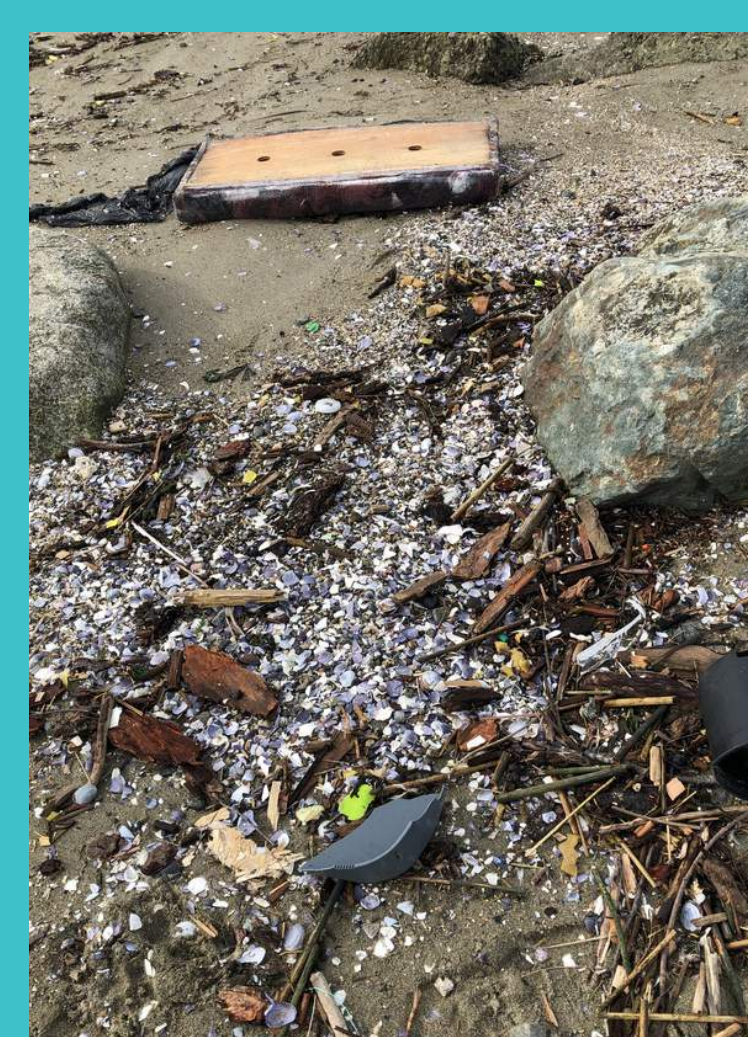
**Garbage Removed**

**0.4 kg**

**Waste Recycled**

**4,283**

**Cigarette Butts Recycled**





# SUMMER CAMPS

Our 2020 summer camps were canceled due to COVID-19 restrictions but we are happy to share that we successfully ran 15 week-long camps in 2021.

# OUR FINANCIALS

FISCAL YEAR JULY 1, 2020 - JUNE 30, 2021

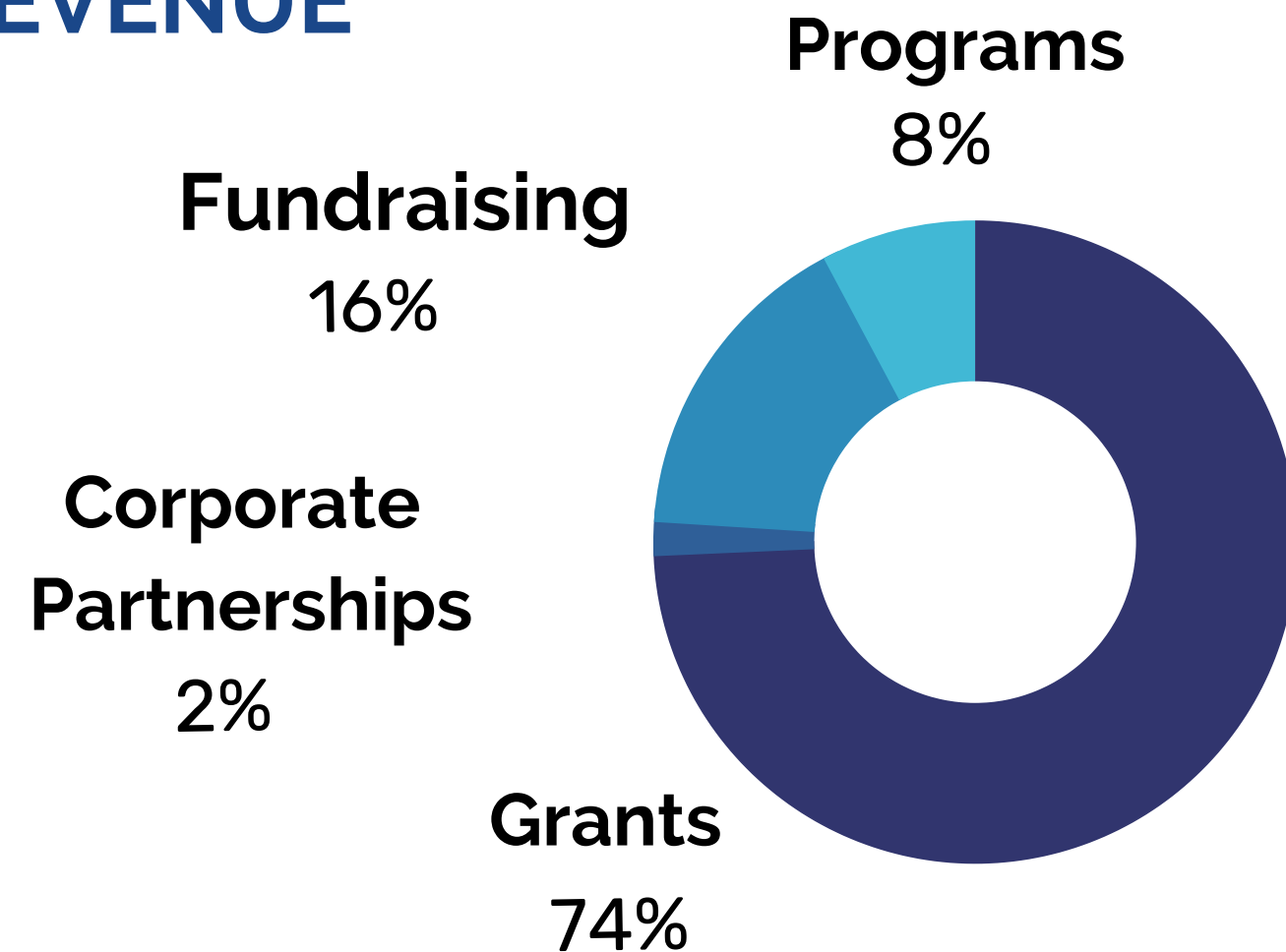
Annual Operating  
Budget  
**\$292,356**

In-kind Contributions  
Total Value: **\$42,946**

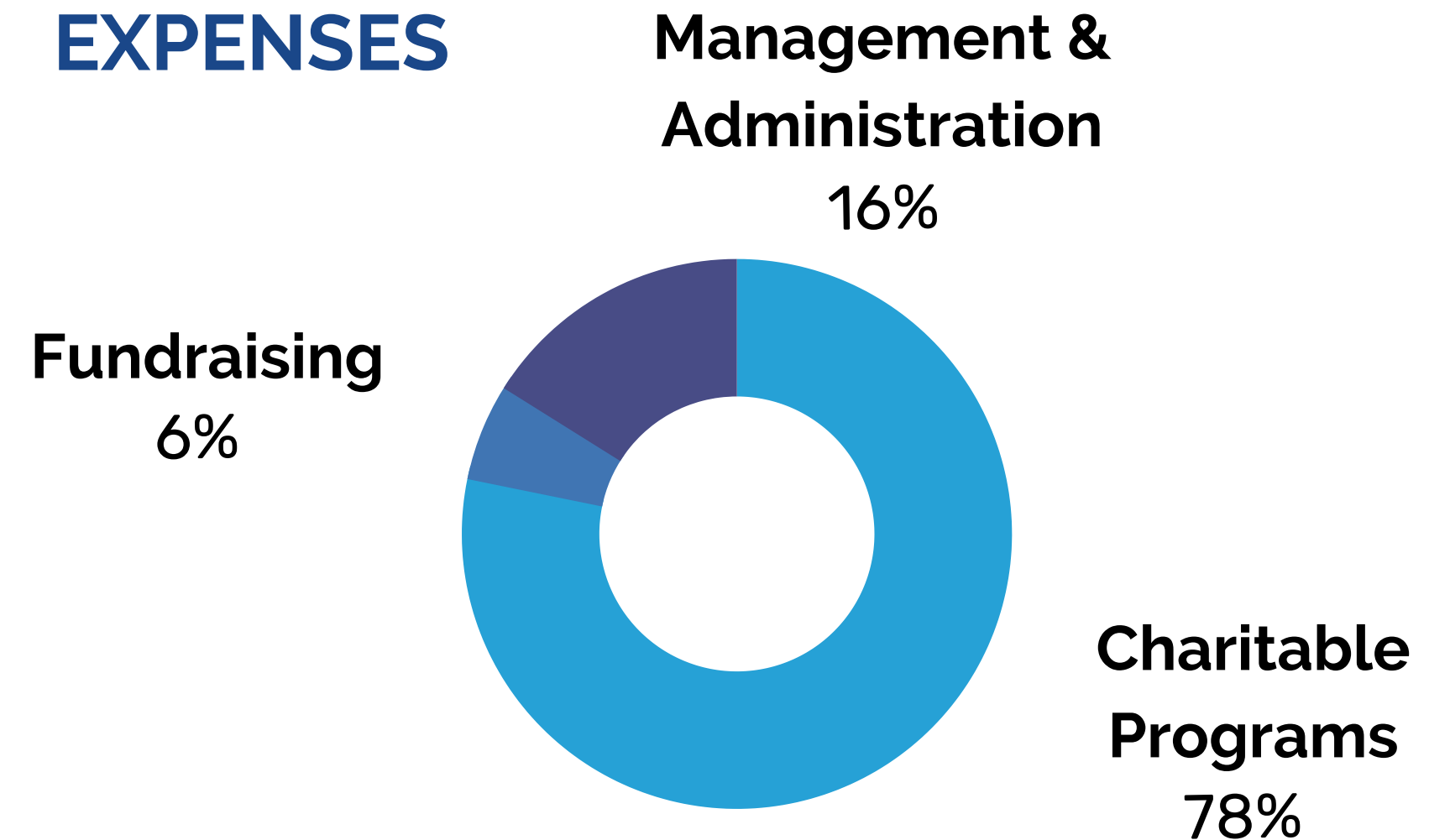
Volunteer Hours:  
**\$30,400**

Goods & Services:  
**\$12,546**

## REVENUE



## EXPENSES



# OUR TEAM



**Dr. Elaine Leung**  
Executive Director  
and Founder



**Hailey Renaud**  
Senior Manager



**Courtney Martin**  
Project &  
Administrative  
Coordinator



**Fiona Spitzig**  
Program Coordinator



**Riley Harding**  
Communications  
Coordinator



**Natasha Birdi**  
Communications  
Assistant



**Kuma - Chief Relaxation Officer (CRO) & Loki - Chief Entertainment Officer (CEO)**





# OUR BOARD



**Penny Norman**

**Chair**



**Victoria Nalugwa**

**Vice Chair**



**Lisa Blachut**

**Secretary**



**Jo Jo Imai**

**Treasurer**



# OUR ADVISORS



**Brianne Miller**

**Development Advisor**  
Nada Grocery



**Carrie St. Martin**

**HR Advisor**  
Lifelabs



**Pip Seymour**

**Digital Media Advisor**  
Seymour Digital Media



**Gavin Wilson**

**Media Relations Advisor**  
Communications  
Consultant



**Charlotte Firmenich**

**Youth Advisor**  
@60secs4oceans



**Chin Chang**

**Strategic Advisor**  
Classy Narwhal



**Brian Duong**

**Strategic Advisor**  
Hunter Litigation Chambers



**Abhi T.**

**Strategic Advisor**  
Nada Grocery



**Erin Leckie**

**Community Advisor**  
Stanley Park Ecology  
Society



**Mason Vander Ploeg**

**Youth Advisor**  
@masons\_ocean

# OUR PARTNERS

## Key Sponsors



## Key Community Partners



## Kudos



# DEEPEST THANKS

We are so incredibly grateful to all of our supporters for joining us on our amazing journey for the past five years. We couldn't have made such an incredible impact around the world without your support!

If you're new to Sea Smart and are interested in helping us power waves of change around the world, contact us at [info@seasmartschool.com](mailto:info@seasmartschool.com) to learn how you too can become an Ocean Hero.

Follow us on your digital channels



[@seasmartschool](https://www.seasmartschool.com)  
[www.seasmartschool.com](http://www.seasmartschool.com)

Never doubt that a small  
group of thoughtful,  
committed citizens can

*change the world*

indeed, it's the only

thing that

*ever has*

Margaret Mead