

**BIG
BLUE
& YOU**

2021 Annual Report



BIG BLUE & YOU
20200 WEST DIXIE HIGHWAY,
SUITE 902
MIAMI, FL 33180

FROM THE BOARD CHAIR

I almost can't believe it – this is our 14th year! It seems like yesterday that Danni and I were talking about creating Big Blue & You and today, we are still the only ocean conservation organization to be founded and run by African American women. I hope you will join us in celebrating the impact that your support has made on our incredible organization. We are forever grateful for you! Together, we will continue to support emerging environmentalists and equip young leaders with STEAM tools for ocean advocacy. Onward!

Michelle



Michelle Swaby-Smith

Big Blue & You Board Chair



THANK YOU!

TO OUR MAJOR DONORS AND CORPORATE PARTNERS FROM JANUARY 2020 TO JANUARY 2021!

Cape Clasp
Captain Planet Foundation
Chicobag
Cinda Scott
Cotopaxi
Final.
House of Cheatham
iFundWomen
JM Family Enterprises
Lars Gesing Fine Arts
LUSH
Planet Home Charitable Foundation
Present Life/One Ocean Beauty
Rodney Clark
Stasher Bag
Trove Jewelry

OCEAN CONSERVATION STARTS WITH EDUCATION

Big Blue & You is dedicated to inspiring and educating youth about ocean conservation through arts, science, and media. Our organization is a passionate proponent of intersectional environmentalism and decolonizing the natural world. We believe that equitable access to outdoor spaces is critical to engaging BIPOC communities and that people must experience what they are asked to protect.

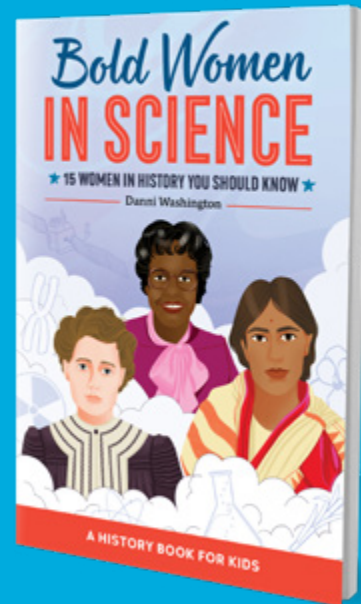
The Big Blue & You team is committed to providing science-based resources to inspire our youth to take action. Together, we protect our oceans for a vibrant future. **THANK YOU** for your continued support!



Danni Washington

Executive Director

Inspiring stories of women who changed the course of science



Written by Big Blue & You's own Danni Washington and published in 2021, *Bold Women in Science* is a collection of biographies of 15 women and their extraordinary accomplishments in history.

[View on Bookshop >](#)

PROGRAMS

BIG BLUE CREW

Our passionate group of ocean advocates is growing by leaps and bounds. We now have more than 40 Big Blue Crew members located on three continents – from the Netherlands to Kenya to the Bahamas. From scuba divers to students, authors to activists, these people are passionate about inspiring others to protect the ocean and all marine life. On our website, you can click through to connect on social media with a member in your community – and join the Crew.



Corinne Yamada

Marketing Manager

GET ON THE LIST!

Our newsletter delivers monthly.
Join us at www.bigblueandyou.org!

[Join Today >](#)

BIG BLUE CREW MEMBERS ALL AROUND THE WORLD*



*As of January 2022

Vectors by Vecteezy

PROGRAMS

SHORES FORWARD

The Shores Forward program really hit its stride in 2021. We partnered with Ocean Conservancy, Debris Free Oceans, the Environmental Club at Design and Architecture Senior High School (DASH), and the City of Miami Beach to reduce single-use plastics at businesses in our community. Despite roadblocks presented by the pandemic, our team engaged businesses to take action that will annually save 1.2 million pounds of waste – we are proud to announce that Mayor Dan Gelber declared September 30th to forever be known as Big Blue Crew Day in the City of Miami Beach. This program will continue to scale in 2022 – stay tuned!



Above: Big Blue Crew working as part of the Shores Forward program.

ART BY THE SEA

More than 3,000 children and their family members have attended annual Big Blue & You Art by the Sea Festival events, which are supported by as many as 100 volunteers and 40 community partner organizations and businesses each year. We collaborate with local artists and organizations and provide immersive experiences for visitors – most of whom are people of color and many of whom rarely visit the beach. Since 2011, the event has been held at Miami’s Historic Virginia Key Beach Park, which was established in 1945 by African Americans in response to segregation and is now on the National Register of Historic Places. Although the pandemic forced us to cancel this event in 2020 and 2021, we hope to soon host Art by the Sea once again.



Amanda Chiles

Marketing Coordinator



Emma Shelton

Programs and Development Coordinator



Left & above: From 2018 Art By The Sea

PROGRAMS

SEA YOUTH RISE UP*

SEA YOUTH RISE UP, which we created with the Ocean Project and the Youth Ocean Conservation Summit to train young ocean advocates and host their participation at the National Marine Sanctuary Foundation's annual Capitol Hill Ocean Week.

* Due to the pandemic, two programs in which we have historically participated were cancelled. We look forward to a safe and healthy future in which we can once again bring these programs to life!

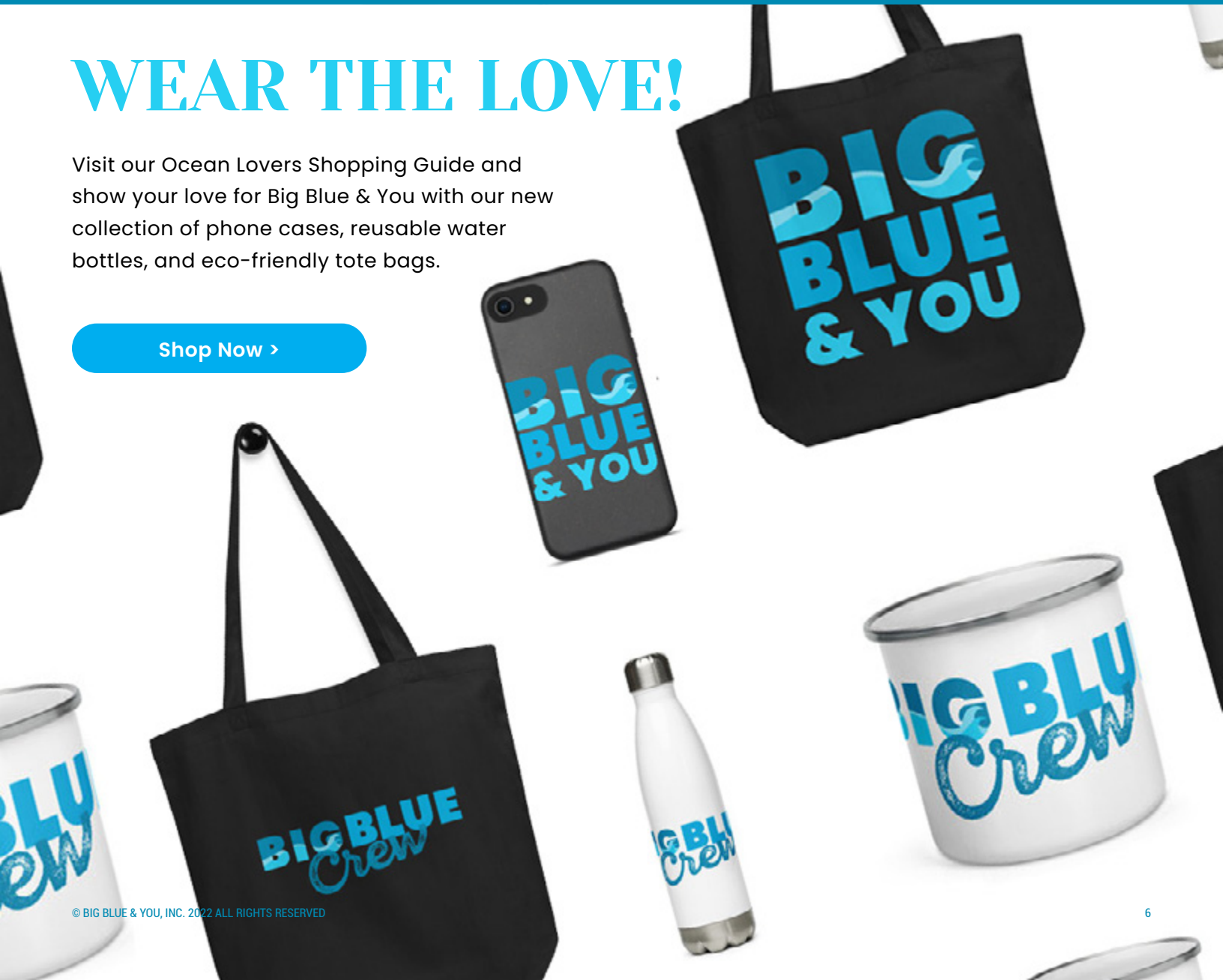
OCEAN HEROES BOOTCAMP*

OCEAN HEROES BOOTCAMP, through which we annually trained youth on communications strategies to fight plastic pollution – working with more than 500 young ocean advocates since 2018, when the program was founded by Lonely Whale and Captain Planet Foundation.

WEAR THE LOVE!

Visit our Ocean Lovers Shopping Guide and show your love for Big Blue & You with our new collection of phone cases, reusable water bottles, and eco-friendly tote bags.

[Shop Now >](#)

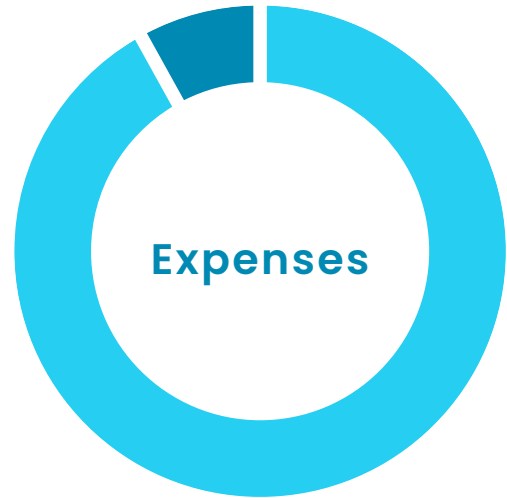


OUR NUMBERS

Please email hello@bigblueandyou.org to request a copy of our 990s, or visit our Charity Navigator page. Thanks!



- Corporate Contributions
- Donations
- Grants



- Programs
- Operations



CELEBRATE WITH US

Look for Big Blue & You on AmazonSmile, 1% for the Planet, Network for Good, and the PayPal Giving Fund. We're also on Facebook, where our co-founder and board chair recently hosted a fundraiser for Big Blue & You in honor of her birthday. Love you, Michelle!

[Donate Today >](#)

Big Blue & You is a 501(c)3 nonprofit organization dedicated to inspiring and empowering youth about ocean conservation through ARTS, SCIENCE and MEDIA.

www.bigblueandyou.org

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