



2022 Annual Report

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

FROM THE BOARD CHAIR

As we look back on 2022, all we can think is — we got through it. Right? The pandemic impacted all of our lives, the Big Blue & You team included. But we all got through it, together. And today we are stronger and more resilient, and remain committed to our mission to support emerging environmentalists and equip young leaders with STEAM tools for ocean advocacy. It has been 15 years since we co-founded this incredible organization, and we are still the first ocean conversation nonprofit to be founded and run by African American women. However, conversations and action on equity and intersectional environmentalism are now front and center — we are so proud of the leadership roles that we have played to make this happen. And, as always, we are grateful for this community — and YOU — and all that we do together to protect and support our Big Blue.

With gratitude,

Michelle & Danni



Michelle Swaby-Smith

Co-Founder and Board Chair

Danni Washington

Co-Founder and Executive Director



THANK YOU

**TO OUR MAJOR DONORS
AND CORPORATE PARTNERS
FROM JANUARY TO
DECEMBER 2022!**

Leap Lab

The Nature Conservancy

Ocean Conservancy

Oceanic Society

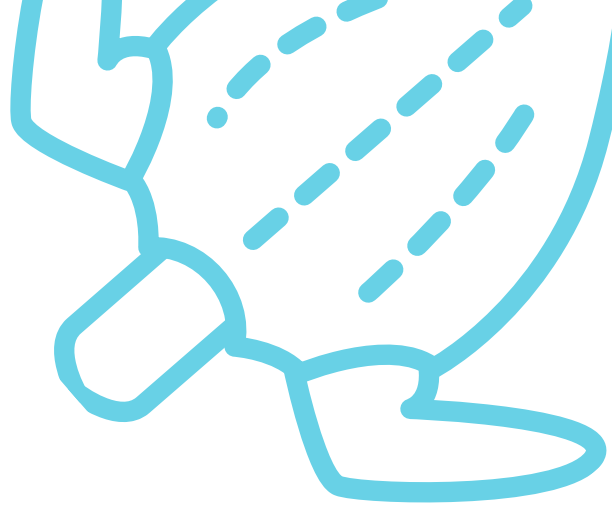
Planet Home Charitable
Foundation

Purifico

U.S. Charitable Trust Foundation

**WE ARE GRATEFUL TO OUR
BOARD FOR THEIR**

ONGOING SUPPORT



Brittney Starks

Board Secretary



Cinda Scott

Board Member



Ellen Woods

Board Member



Michael Cain

Board Member



PROGRAMS

BIG BLUE CREW

From scuba divers to students, authors to activists, the **Big Blue Crew** is a community of advocates who are passionate about inspiring others to protect the sea. Many of our Miami members are engaged in our **Plastic Free Cities** program and in 2021, Mayor Dan Gelber declared September 30th will forever be

celebrated as Big Blue Crew Day in Miami! But you don't have to be in our city (or even the United States) to join the movement. We have crew members all over the globe — one as young as six years old. Let's do this!



Danni Washington

Co-Founder and Executive Director

BIG BLUE CREW MEMBERS ALL AROUND THE WORLD*



*As of January 2023

Vectors by Vecteezy

PROGRAMS

BIG BLUE (OCEAN)

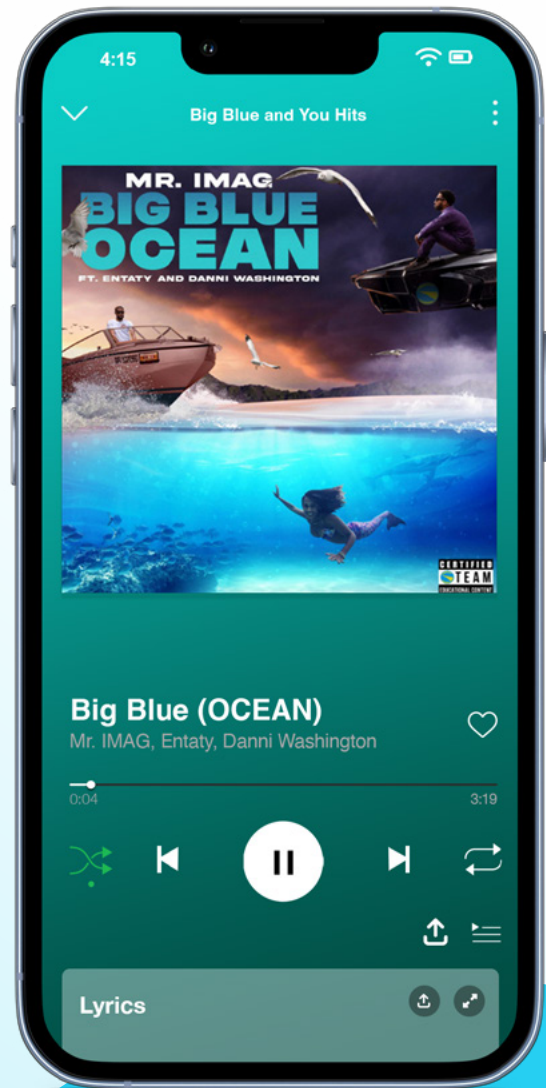
Lemond Brown, aka Mr. IMAG the STEAM MC, is a Big Blue Crew member based in Maryland. He is also the CEO of Swaliga Foundation and the genius behind #SteamTheBlock project. Inspired by his experiences with Big Blue & You, in 2022 Lemond created a track and video that featured Danni. Together, we designed materials – including a downloadable vocabulary list and study questions – that can be used to educate youth about ocean conversation. Listen up!

[Listen Now >](#)



RACHEL LINCOLN SARNOFF

Strategic Advisor



THANKS FOR YOUR PARTNERSHIP

Blue Scholars

Break Free From Plastic

Debris Free Oceans

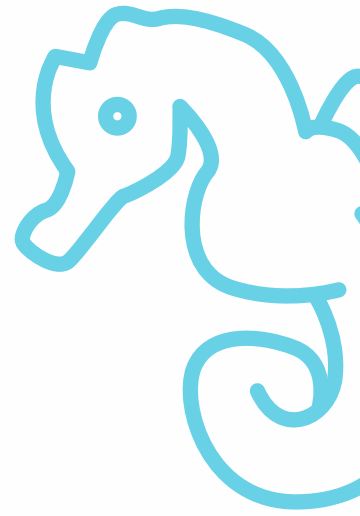
Ocean Conservancy

Oceanic Society

Swaliga Foundation

PROGRAMS

BRAND AUDIT + COASTAL CLEANUP



Big Blue & You annually participates in the Ocean Conservancy's International Coastal Cleanup, which has coordinated community beach cleanups for 35 years and inspires millions of volunteers worldwide. In 2022, we worked with Oceanic Society's Global Ocean Cleanup program and their partner Seiko, which supported Big Blue & You data analysis at the Blue Scholars Initiative beach clean up on Watson Island in Miami. In just a few hours, nearly 100 volunteers picked up and catalogued 1,011 pounds of trash and 1,395 items!

Each year, our data is included in the Break Free From Plastic global report. Last year, analysis

showed that the Coca-Cola Company had produced the most plastic litter of any other company around the world – for the fourth year in a row. Why is this data important? It cements the case that companies are responsible for this pollution and they need to clean it up. And it highlights our understanding that single-use plastic is a problem. You can do your part by choosing reusables (like our BBY-branded cups, bottles, and totes). At our 2022 in-person events, we decorated postcards in support of the federal Break Free From Plastic Pollution Act and sent them to Florida legislators to encourage their support.



Corinne Yamada

Marketing Manager

GET ON THE LIST!

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

[Join Today >](#)

PROGRAMS

PLASTIC FREE CITIES

Co-created with Ocean Conservancy and Debris Free Oceans, in partnership with Miami-Dade County's Plastic Free 305 and funded by the National Oceanographic and Atmospheric Administration (NOAA), **Plastic Free Cities** empowers students in the Miami area to reduce single-use plastics in their communities. Through advocacy training, outreach to businesses, and community clean-ups, the program aims to engage upstream and prevent waste from flowing into our precious ocean. This year, it will scale to nine schools in the Miami area: Our goal is to train a diverse cohort of high school students as ocean ambassadors so they can impact behavior change and build a more sustainable world!



Milly Milton

Programs Manager



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

SEA YOUTH RISE UP

In partnership with the Youth Ocean Conservation Summit and The Ocean Project, Big Blue & You co-founded **Sea Youth Rise Up** in 2016. The program trains youth leaders in ocean advocacy and hosts their participation at the National Marine Sanctuary Foundation's annual Capitol Hill Ocean Week. It was shuttered in 2020 due to the pandemic, and we can't wait to bring this program back in 2023!



Amanda Chiles

Marketing Coordinator



Left & above: From 2018 Art by The Sea

WEAR THE LOVE!

Visit our Ocean Lovers Shopping Guide and check out the sustainable products from our partner, as well as Big Blue & You's phone cases, water bottles, and tote bags. Show the love!

[Shop Now >](#)



OUR NUMBERS

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



Income



Expenses

- Individual Contribution
- Corporate Contribution
- Foundation/Nonprofit Contribution

- Fundraising
- Management & General
- Program Services



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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