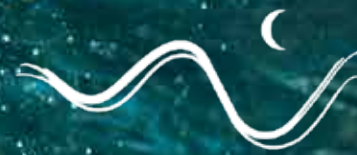


Changing Tides Foundation Annual Report 2020



CHANGING
TIDES
FOUNDATION



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Letter from the Executive Director

“ 2020 was a year of lessons and loss, division and unity, love and hate. It was a year where our eyes were opened to the broken systems that exist in our country regarding racial injustice from all angles, environmental racism, to police brutality, social injustice, food access and beyond.

Despite the challenges we have faced as a global community, Changing Tides Foundation has been unwavering in our commitment to empower women to take action for a healthier future for ALL of us. We are committed to listen, learn, grieve and grow. We are learning to be good allies and to become uncomfortable as we learn. Through this discomfort, we are able to catch a glimpse into the hardships that many in our country face.

Along with the amazing programming we hosted that you will learn more about later in our report, we started 2020

by reimagining our mission statement to “empowering women to protect the planet” and rebuilding the foundation on which our house stands. With the help of incredibly skilled volunteers, we learned about how we can better serve our community and how to create opportunities for people to get more involved. We have since launched a beautiful new website and membership program.

In 2021, we are excited to continue our journey and commitment to support BIPOC communities. We will be partnering with established organizations and leveraging our current platforms to educate and catalyze change on environmental racism and food justice, and we will build Women’s Outreach Mentorship Programs right here on our own coasts in underrepresented communities. We have a new opportunity to be our best selves. We intend to seize that opportunity every single day.

Becky Mendoza



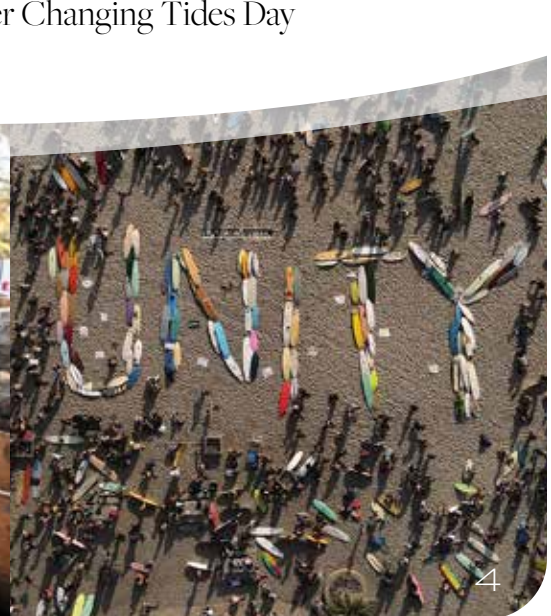


Changing Tides Foundation to date has Hosted Women’s Outreach Mentorship Programs (WOMP) in:

- Panama in 2017
- The Dominican Republic in 2018
- Peru in 2019
- El Salvador in pre COVID 2020

In 2020 we:

- Reimagined our mission statement to “empowering women to protect the planet.”
- Released episodes 3 & 4 of “Where Does It Go?”
- Turned food waste into compost on Oahu
- Hosted the Women & Water Photo Show
- Created the Featured Artist T-Shirt Series
- Started the first-ever Plant-Based March Challenge
- Organized coastal trash cleanups
- Ran the 4th Annual Plastic Swear Jar Challenge
- Organized the Paddle Out For Unity
- Hosted the Raffle For Unity
- Hosted a virtual screening of The Story of Plastic
- Created a VOTE image with surfboards
- Launched the first-ever Changing Tides Day





26,400
Followers



2,422
Fans



8,200
Subscribers



24,800
Viewers

3,000+ Attendees at
Paddle For Unity

50 Mentees
through WOMP



- 1,000s Committed
- 90K views via partner channels
- 16K views direct



Where We Have Been

What started off in 2016 as a group of female surfers learning how to give back to the places we visited has evolved into so much more. Changing Tides Foundation is a beacon calling in everyone who wants to be actively involved in empowering women and solving the problems we face as a global community.

While our work abroad has always focused on inclusivity, the social justice movements of the last two years have helped us understand that we have a lot of work to do right here in the US. We are now more focused on creating equity and diversity in our own communities.

Empowering Women

We believe that the best hope for the future of our planet and the protection of our environment is to invite more women to the table and encourage and empower them to become key decision-makers in their communities. Everyone benefits when we have more female stakeholders. Female empowerment has been a focal point since we started curating *Women's Outreach Mentorship Programs (WOMP)* four years ago, taking us to Panama, the Dominican Republic, Peru, and El Salvador to work with groups of marginalized surf ladies to help them improve their skills and confidence in the ocean and teach them about protecting it.





“ The goal of WOMP has been to bring girls into a safe space to explore their goals, values and the challenges they face and seek out solutions that will help them support each other, their communities, and improve their quality of life.



Empowering Women

Where we have been

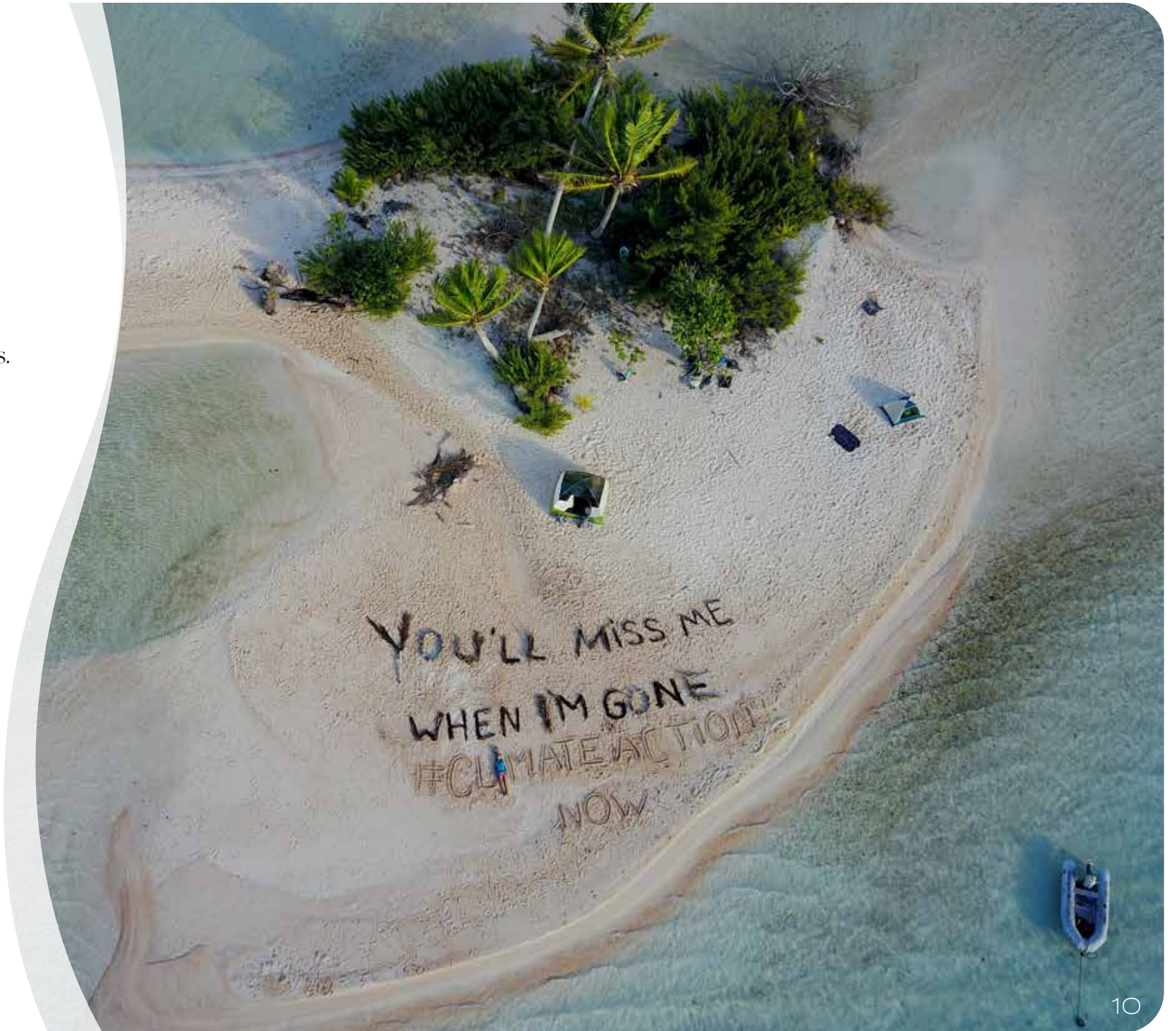
After learning about the disparities that exist in sport between young boys and girls in Latin American countries, it was evident that there was a need for girls to have their own safe space to learn to fall and get right back up and to learn about the healing power of the ocean. We are now realizing that these discrepancies can be found closer to home as well.

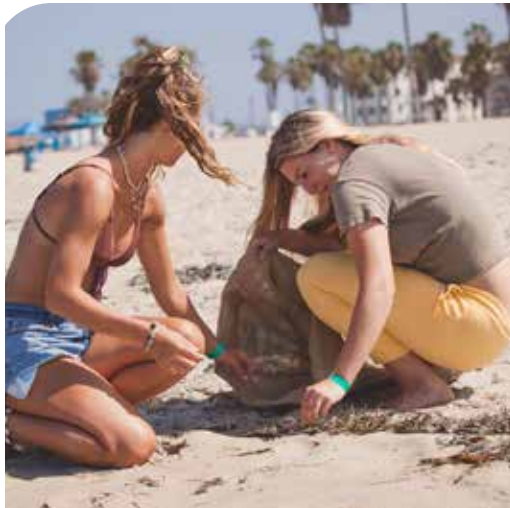
Where we are going

While WOMP has taken us to many countries to work with many amazing and diverse ladies, we are turning our attention to working with organizations in the US that focus on getting more young women of BIPOC communities into the ocean.

Protect the Planet

Our planet is in crisis. From the oceans to the forests, we are destroying the resources we need to survive as a species. By giving women the tools they need to become effective environmental stewards, we are empowering women to protect our planet and to enact positive change from the ground up in their own communities. At home and around the world, we implement local educational and mentorship programs focusing on sustainability, ocean health, empowerment and access to clean water.





“ Our goal is to activate individuals and communities to participate in global solutions that benefit our planet. By fostering that same love, connection and stewardship for the ocean in women and girls around the world, we believe we can protect the future of the planet.

Protect the Planet

Where we have been

We work to empower individual action to create collective change for the protection of the environment and oceans. We curate an avenue to learn about our individual impact through the “Where Does It Go? Series”. Our Plastic Swear Jar Challenge and Plant-Based March challenges further these educational efforts, but combined with our highway cleanups to protect our planet through direct action.

Where we are going

We believe that education is the key to change; sometimes that comes through exposing facts and figures, other times it comes through exercises in personal awareness. We will continue to spread information bringing light to the urgency of the problems we face and presenting solutions that exist. We do not shame or shun, we celebrate progress over perfection and invite everyone to join us in learning how to do better by Mother Earth.





Join Us!

Since 2016, thousands of people from all over the world have gotten involved with Changing Tides Foundation. Our community has been making commitments to adventure consciously and to add purpose to their travels by being of service in the communities they visit.

All Around The World

We have had volunteers help with disaster relief projects from Indonesia to the Caribbean, take water filters on their travels to Sri Lanka, Nicaragua, El Salvador, Mexico and beyond, and have helped get more girls in the surf. We've had hundreds of people join us for cleanups in California, Peru, Dominican Republic, Panama, New York and beyond. We've had thousands globally take our environmental challenges and commit to being more kind to the planet.

Membership Program



To show our appreciation to those wanting to be more involved with Changing Tides Foundation, we created our membership program. Our aim is to create giving opportunities that go beyond just making a donation – we want to engage our community of supporters to become activists.

Visitors to our website can sign up to become a Tide Shifter member or Tide Changer member. Each membership category has its own perks: gift cards, discount codes, a free glass straw, an upcycled luggage tag, stickers, and more. Tide Changer has some elevated perks including the opportunity to engage with our team via quarterly zoom calls to discuss ideas and get feedback. We are excited to grow our movement through our membership program!



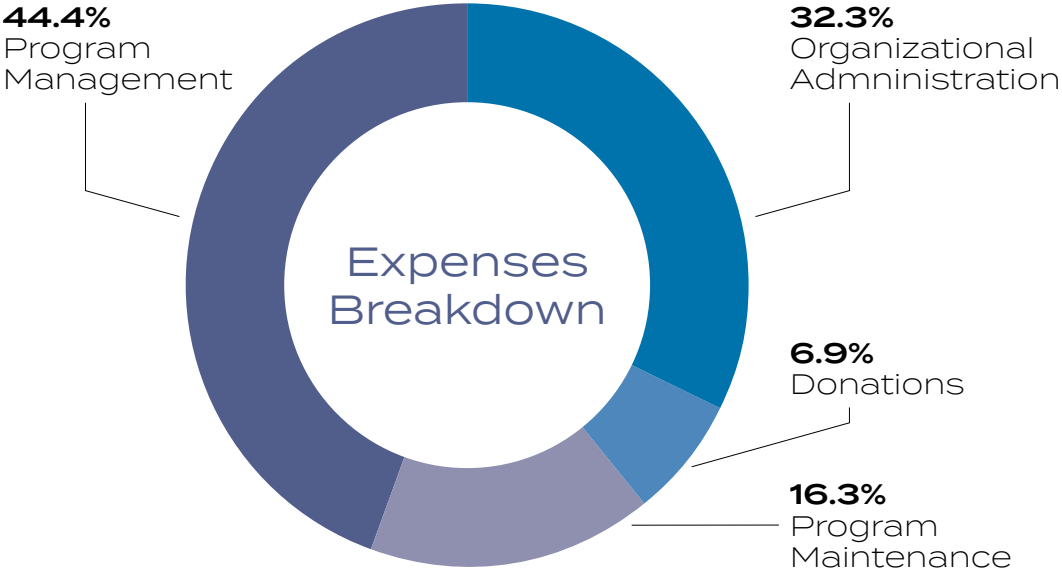
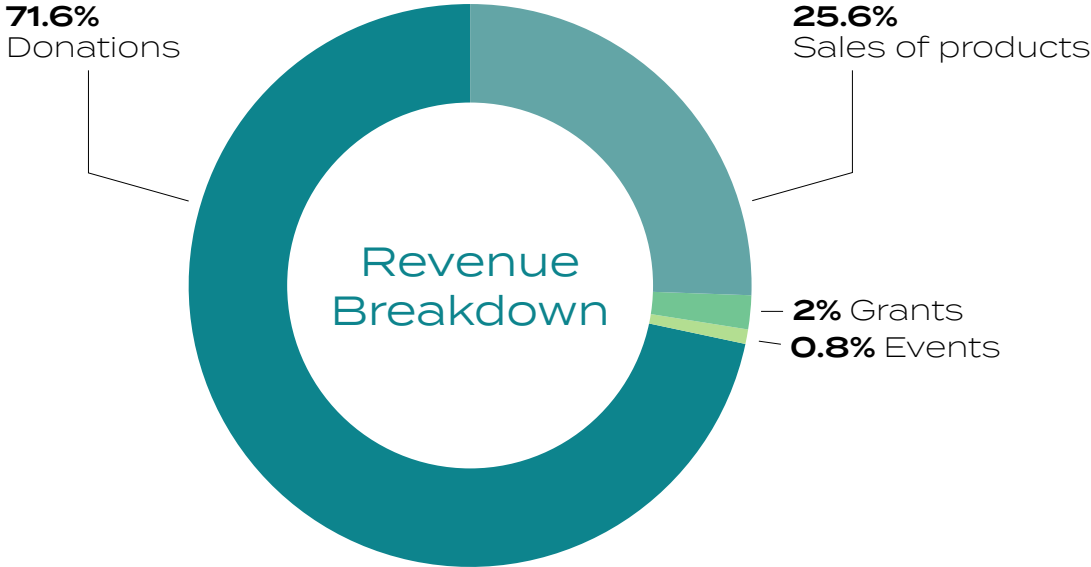
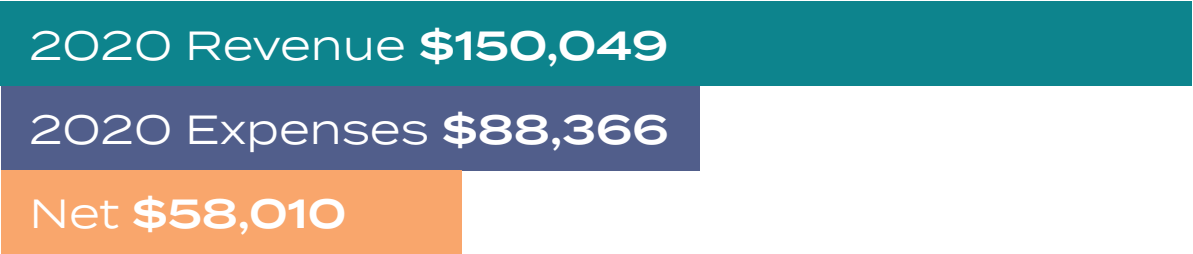
Our Partners



Non Profit Partners



Revenue and Expenses



A silhouette of a person with their hair in a bun, looking out at a sunset over the ocean. The sun is low on the horizon, creating a golden glow and casting long shadows. The sky is filled with scattered clouds, some of which are illuminated by the setting sun. The overall mood is peaceful and reflective.

Thank You



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