



THE INTERNATIONAL  
**SEAKEEPERS**  
SOCIETY

# MISSION OVERVIEW |

Neuston Net Research Collective  
Photo Credit: SeaKeepers 2023

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# OUR MISSION

*The International SeaKeepers Society promotes oceanographic research, conservation, and education through direct involvement with the yachting community. Providing educational resources and hands-on marine science experiences to students is the primary focus for ensuring the future wellbeing of our planet. SeaKeepers enables the yachting community to take full advantage of their unique potential to advance marine sciences and raise awareness about global ocean issues.*

SeaKeepers boasts a dynamic cohort of influential opinion leaders united by a shared belief: safeguarding the environment relies upon preserving the world's oceans. Our members recognize the oceans' critical importance to the life of our planet embrace their responsibility in championing social and environmental stewardship. Consequently, SeaKeepers is deeply committed to the real-world solutions to the problems plaguing our seas.

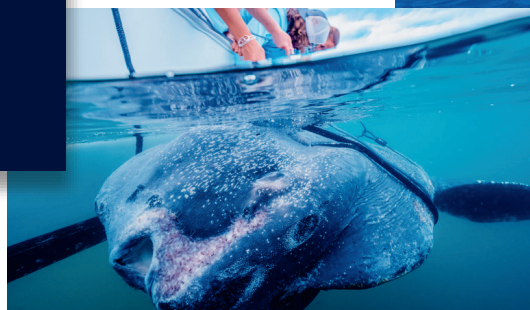
Through the DISCOVERY Yacht Program, the organization utilizes privately-owned yachts as platforms for oceanographic research, educational outreach, and marine conservation. Our efforts eliminate vessel costs and permit scientists to allocate those funds to maximize research potential.

The organization fosters collaborations with stakeholders, including other like-minded organizations, academic institutions, government agencies, scientists, and yachtsmen, to spearhead initiatives aimed at revitalizing and protecting the world's oceans. Leveraging the resources and expertise of yacht and boat owners, our collaborative endeavors blend private and public efforts to orchestrate research and outreach tailored with their unique ocean interests.

SeaKeepers is a registered not-for-profit organization (EIN#58-2385869). Donations to The International SeaKeepers Society are tax-deductible to the extent allowed by law. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352.



**“Research. Educate.  
Protect and Restore.”**





# DISCOVERY YACHT PROGRAM



*Acoustic Effects of Naval Sonar on Bottlenose Dolphins with California Ocean Alliance*



## SCIENTIST-LED EXPEDITIONS

Expeditions provide yacht/boat owners, guests, and crew the opportunity to participate in ongoing research while engaging with influential, well-established marine scientists. The largest expense, and often limiting factor, in ocean research is access to an at-sea platform. Using DISCOVERY Yachts, we work with experts in oceanography fields to conduct research.



*Oceanic Manta Ray Surveys and Tagging with Manta Watch New Zealand aboard DISCOVERY Yacht Salut *



*Juvenile White Shark High Resolution Tracking aboard DISCOVERY Yacht Valkyrie*



*DISCOVERY Sailing Vessel Tea Time*

## CITIZEN SCIENCE

Initiatives offer an opportunity for vessel owners to get involved in smaller-scale marine research initiatives. Yacht/boat owners participate by collecting data and making observations independently.

### SEABED 2030 PROJECT

By installing a logger device that collects data about the ocean floor, yachts/boats can supply the information to help fill in gaps of remote territories, improving accuracy of global mapping efforts by the year 2030.

### NEUSTON NET RESEARCH COLLECTIVE

This unique collective engages the yachting/boating community to support specific research projects by providing comprehensive onboard kits which allow participants to tow nets that are designed to collect samples at the ocean surface.

### MICROPLASTICS SAMPLING

Participants install a SubCTech microplastic sampler onboard that will collect and filter samples in order to understand the extent of contamination in regions that would not otherwise be obtained.



The SeaKeepers' DISCOVERY Yacht Program is our foremost initiative in accomplishing our mission and goals. There are four strands of programming: Scientist-Led Expeditions, Citizen Science trips, Educational Outreach activities, and Community Engagement events. Privately owned vessels are the platform for achieving at-sea expeditions and eliminate significant vessel charter costs for participants.

SeaKeepers collaborates with numerous organizations, academic institutions, and government agencies in delivering its programming. Staff work closely with yacht owners and crew to coordinate research and outreach activities that reflect each yacht owner's ocean-related interests.



Acoustic Effects of Naval Sonar on Bottlenose Dolphins aboard DISCOVERY Yacht Valkyrie

## COMMUNITY ENGAGEMENT

SeaKeepers hosts shoreline and underwater cleanups. As of March 2024, over 160 cleanups have happened, in which 5,750 volunteers have collected 1,150 bags containing 24,228 lbs of trash. SeaKeepers also participates in various capacities with industry partners at yachting functions.



SeaKeepers' South Pacific Chapter Floating Classroom in partnership with Blake NZ

## EDUCATIONAL OUTREACH

SeaKeepers' Education is focused on the next generation of marine enthusiasts at no cost to participants by emphasizing marine conservation through studying marine wildlife, plastics pollution, and sustainability practices.

### JUNIOR SEAKEEPERS PROGRAM

Providing high school students with hands-on experiences, empowering them to become ocean ambassadors and make a difference as they consider career trajectories.

### FLOATING CLASSROOMS

Partnering with yacht/boat owners to offer a "Floating Classroom" experience that educates students about local waters and marine conservation. Activities are conducted aboard the vessel while at-sea. Programming takes place in the US, South Pacific, Asia, and the UK.

### TEACHER WORKSHOPS

Offers educators professional development with hands-on ocean conservation training, with the aim of maximizing student impact by teachers sharing their experiences with their students.

### LESSON PLANS

Providing free resources that include lesson plans, presentations, marine science kits, e-workbooks and activities to present a fun and interactive way of impacting the next generation.

(L) Underwater Dive Cleanup and (R) Floating Classroom in Miami aboard DISCOVERY Vessel, River Queen



Teacher Workshop with Georgia Aquarium

Yacht donations support our DISCOVERY Yacht Program, encompassing Scientist-Led Expeditions, Citizen Science, Educational Outreach, and Community Engagement. By donating your vessel, you can alleviate ownership costs and potentially reduce income tax burdens (as applicable). SeaKeepers recommends that yacht and boat owners contemplating donations to first consult with their tax advisor for personalized guidance.

## YACHT DONATION PROGRAM

Receive Tax Benefits and Help Fund SeaKeepers Programs

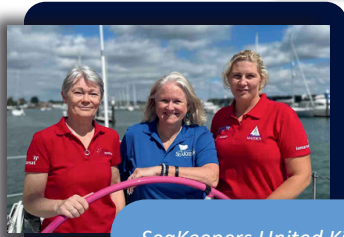


# I GLOBAL EXPANSION



*SeaKeepers Asia Chapter*

**SeaKeepers Asia:** Established in 2015 in Singapore, the SeaKeepers Asia Chapter is dedicated to raising local awareness about oceans and introducing marine science and conservation to the next generation. Emphasizing educational outreach, the chapter supports citizen science and community engagement through partner programs.



*SeaKeepers United Kingdom Office*

**SeaKeepers United Kingdom:** Since 2021, SeaKeepers has expanded its global presence, particularly in the United Kingdom, with an official launch event held in May 2023. This expansion is expected to enhance opportunities and further programming goals in the region.



*SeaKeepers South Pacific Chapter*

**SeaKeepers West Coast:** In 2022, SeaKeepers expanded its vessel donations team to have representation on the West Coast of the USA. The West Coast Director develops that territory for vessel contributions and is in process of establishing an environmental program in support of sustainability practices in the yachting community.

**SeaKeepers South Pacific:** In March 2023, SeaKeepers launched the South Pacific Chapter, headquartered in Auckland, New Zealand with a strategic focus on expanding the D/Y Fleet's involvement in at-sea research, citizen science, and educational outreach initiatives.

**SeaKeepers Bangladesh:** Established in November 2023 is the newest region to be included in the SeaKeepers program and currently operates as an extension of SeaKeepers Asia. **Visit [SEAKEEPERS.ORG](https://www.seakeepers.org) to learn more about each chapter and office.**

# I EVENTS



*Bal de la Mer 2023*

Signature events are hosted globally in cities like Miami, Palm Beach, Fort Lauderdale, London, Monaco, and Singapore, usually coinciding with boat shows. These gatherings bring together influential members of the yachting community annually to celebrate key supporters, influential marine conservation activists, and prominent scientists and educators. The events feature highlights from past programming and recognize the contributions of D/Y Fleet members.



*SeaKeepers' United Kingdom Launch*

SeaKeepers is also present and acknowledged at exclusive global events hosted by partners, providing opportunities for networking at the highest levels of international business, government, education, and science. Sponsoring a SeaKeepers event presents unique opportunities for cross-marketing and reaching a highly desirable demographic. **Visit [SEAKEEPERS.ORG/JOIN-SUPPORT-US/ RECENT-EVENTS/](https://www.seakeepers.org/join-support-us/recent-events/) to learn more.**



SeaKeepers draws a growing audience of motivated ocean conservationists through multiple platforms, with over 35,000 visitors annually to our website, and over 50,000 contacts in our database.

Read the latest articles featuring SeaKeepers' expeditions, activities, and more at [WWW.SEAKEEPERS.ORG](http://WWW.SEAKEEPERS.ORG)

**260 +** | EXPEDITIONS

**215 +** | MEDIA ARTICLES

**60 +** | PRESS RELEASES

**100 +** | SUPPORTER RECOGNITION

**33,000+** | WEB VIEWS

**40,000+** | SUBSCRIBERS

**86.7%** | NEW VISITORS

**3 MIN** | AVERAGE TIME SPENT ON SITE

## WEBSITE BY THE NUMBERS



1.1K+ FOLLOWERS



1.8K+ FOLLOWERS



146K VIEWS



26.1K+ FOLLOWERS



5.6K+ FOLLOWERS



435,218 people virally reached through our social media channels



33K+ annual web views from returning and new visitor channels



35K constituents directly impacted by our newsletters and emails



170+ expedition profiles published annually through our website

# MEDIA GUIDE

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