



# ORGANIZATIONAL OVERVIEW



Photo Credit: Sami Kattan, Beneath the Waves  
Program Shark Tagging, May 2018



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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.*

Members of SeaKeepers include influential opinion leaders who believe that the best way to protect the environment is to protect the world's oceans. Our members recognize the oceans' critical importance to the life of our planet. SeaKeepers is thus deeply committed to finding real-world solutions to the problems now plaguing our seas.

Our small but distinguished membership includes entrepreneurs, yachtsmen, corporations, divers, scientists, and concerned citizens building a global movement to help restore and protect the world's oceans. As a private/public collaborative effort, SeaKeepers focuses on critical ocean issues in cooperation with government agencies, other like-minded organizations, the academic community, and the public. Our motto is, "Research. Educate. Protect and Restore."

The International SeaKeepers Society supports marine science and conservation by utilizing 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 Society 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



## SCIENTIST-LED EXPEDITIONS

Scientific expeditions provide yacht owners, crew, and guests the opportunity to participate in ongoing research while engaging with experts in the field of marine science. The largest expense, and often limiting factor, in ocean research is access to an at-sea research platform. Using member yachts, SeaKeepers works with experts in the marine science and oceanography fields to conduct research. Each scientific expedition is unique, and is organized with both the science and yacht in mind.



*Dr. Bruce Molnia leads the Alaskan Glacier Analysis on DISCOVERY Yacht Jillian Glenn in Prince William Sound, Alaska (July 2022)*

## CITIZEN SCIENCE

Small-scale projects depend on community volunteers to support environmental initiatives. Vessel owners and crew participate by collecting data and making observations independently.

### SEABED 2030 PROJECT

Yacht owners can increase our understanding of the world's oceans by installing a logger device that collects data about the ocean floor. Vessels who are sharing this data help to fill in gaps especially in remote territory, improving the accuracy of global mapping efforts.

### NEUSTON NET RESEARCH COLLECTIVE

This endeavor brings together the scientific community and yachting enthusiasts to conserve and understand the ocean through research using Neuston Nets, providing onboard kits for yacht crews and owners to collect samples and participate in citizen science initiatives.

### SPOTTER BUOY PROGRAM

Participants deploy compact, solar-powered Spotter Buoys to collect real-time ocean data that can aid in weather forecasting and climate research. In partnership with SoFar Technologies.

*Neuston Net in tow aboard on DISCOVERY Vessel M'Powered (December 2022)*



*Completing a DY Application to install the Seabed 2030 Data Logger aboard DISCOVERY Yacht Pursuit (February 2023)*

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.



*SeaKeepers partnered with NOVA for a deployment of a mini ROV aboard the Tender to D/Y Marcato (August 2020)*



*SeaKeepers organized a cleanup for International Coastal Cleanup Day in Morningside Park (September 2022)*

## COMMUNITY ENGAGEMENT

SeaKeepers encourages participation in reef and beach cleanups, kayak and paddle island cleanups, and yachting industry functions. As of 2023, SeaKeepers has organized 106 cleanups, in which 3,930 volunteers have collected 883 bags containing 19,243 lbs of trash.

*(L) Teacher Workshop and (R) Floating Classroom in Miami aboard DISCOVERY Vessel, River Queen. (June 2022)*



*Junior SeaKeepers Program (December 2021)*

## EDUCATIONAL OUTREACH

Educational Outreach is focused on the next generation of marine enthusiasts and emphasizes marine conservation by studying marine wildlife, plastic pollution, sustainability practices and more.

### JUNIOR SEAKEEPERS PROGRAM

The Junior SeaKeepers Program provides high school students with hands-on experience empowering them to become ocean ambassadors and make a difference in marine conservation issues.

### FLOATING CLASSROOMS

SeaKeepers partners with yacht owners to offer a "Floating Classroom" experience that educates students about local waters and marine conservation through content experts. Activities are conducted aboard the vessel and at sea.

### TEACHER WORKSHOPS

SeaKeepers offers educators professional development opportunities, including hands-on ocean conservation training.

Yacht donations go towards scientific expeditions, citizen science, educational outreach events and community engagement. Donating your vessel can immediately eliminate ownership costs and considerably reduce income tax burdens as applicable. SeaKeepers recommends that vessel owners considering donating consult with their tax advisor first.

## YACHT DONATION PROGRAM

Receive Tax Benefits and Help Fund SeaKeepers Programs

# SEAKEEPERS ASIA



*SeaKeepers Asia Team with honorees at the SK Asia Awards Dinner 2022 in Singapore (November 2022)*

Since the Fall of 2020, SeaKeepers Asia in collaboration with SeaKeepers Headquarters, has established a Carbon Impact Program, including a boaters manual, a carbon footprint calculator, blogs, and a recognition page for vessels implementing sustainable practices.

In 2022, SeaKeepers Asia resumed its programming post the pandemic. Activities included specialized campaigns like #BringOurTurtlesBack and most notably the inaugural Ocean Collective Summit held in November to unite businesses, students and government around environmental issues. The fifth annual Asia Awards Dinner also took place after a two-year hiatus. The chapter continues to lead the way in next generation marine education in the region.

Visit [SEAKEEPERS.ORG/PROGRAMS/SEAKEEPERS ASIA/](https://SEAKEEPERS.ORG/PROGRAMS/SEAKEEPERS_ASIA/) to learn more.

## EVENTS



*(Top L-R) Dr. Sylvia Earle and Victor Vescovo  
(Bottom L-R) Nainoa Thompson, Lehua Kamalu, and Jay Wade (2022)*

Signature events are hosted globally in Miami, Palm Beach, Fort Lauderdale, London, Monaco, and Singapore. Events are typically held during boat shows. Annually, influential members of the yachting community unite to honor the SeaKeeper of the Year, NextGen Award recipient, and the DISCOVERY Yacht (D/Y) Fleet, which supports program activities year-round. Highlights from the past year's expeditions and initiatives are shared with guests and D/Y Fleet members are recognized for their involvement.

SeaKeepers is invited and recognized at a variety of exclusive global events hosted by our many partners throughout the year. We network and socialize at the highest levels of international business, government, and science. Sponsoring a SeaKeepers event offers unique opportunities to cross market your brand and reach a highly desirable demographic.

Visit [SEAKEEPERS.ORG/JOIN-SUPPORT-US/ RECENT-EVENTS/](https://SEAKEEPERS.ORG/JOIN-SUPPORT-US/RECENT-EVENTS/) to learn more.

## MISSION EXPANSION



*Deon Lotter, Christina Lotter & Mike Golding  
OBE in the SK London Reception  
(September 2022)*

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.

Since creating a presence in the United Kingdom (UK) as of October 2021, SeaKeepers has developed key relationships to launch programming globally. The official launch event for the UK office will take place in May 2023 and is expected to continue increasing the opportunities in that region to advance our programming goals.

SeaKeepers Asia, established 2015 in Singapore, aims to create better local awareness of the oceans and introduce marine science and conservation to next generation audiences. The chapter primarily focuses on educational outreach and also supports citizen science and community engagement through specific partner programs.

SeaKeepers draws a growing audience of motivated ocean conservation supporters through multiple platforms, with over 35,000 visitors annually and over 40,000 contacts in our database.

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

**260 +** | EXPEDITIONS

**170 +** | MEDIA ARTICLES

**60 +** | PRESS RELEASES

**100 +** | SUPPORTER RECOGNITION

**35,000+** | WEB VIEWS

**13.3%** | RETURNING VISITORS

**86.7%** | NEW VISITORS

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

## WEBSITE BY THE NUMBERS



**1.1K+ FOLLOWERS**



**1.2K+ FOLLOWERS**



**12,985 VIEWS**



**25K+ FOLLOWERS**



**5.4K+ FOLLOWERS**

## MEDIA IMPACT



30,000+ people virally reached through our social media channels



35,000+ annual web views from returning and new visitor channels



40,000 constituents directly impacted by our newsletters and emails



70+ expedition profiles published annually through our website

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