



ORGANIZATIONAL OVERVIEW

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


THE INTERNATIONAL
SEAKEEPERS
SOCIETY

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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."**

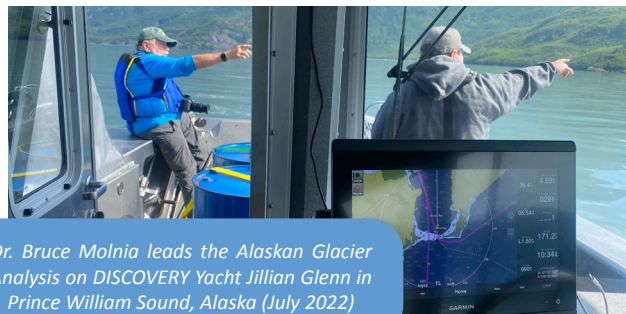


DISCOVERY YACHT PROGRAM



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. Yacht crews and owners by collecting samples with provided onboard kits and participate in citizen science initiatives.

AND BEYOND...

We are always finding new projects, initiatives, and new opportunities. To be kept up to date, contact us at programming@seakeepers.org.



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

Completing a DISCOVERY Yacht 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 initiatives, 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 DISCOVERY Yacht Marcato (August 2020)



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

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 at no cost to participants.

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. SeaKeepers recommends that vessel owners considering donating consult with their tax advisor first.

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)

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 the Green Marine Program, including a green boaters guide, a carbon footprint calculator, blogs, and a recognition page for vessels implementing sustainable practices.

In 2022, SeaKeepers Asia resumed its programming post-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%20ASIA/) to learn more.

EVENTS



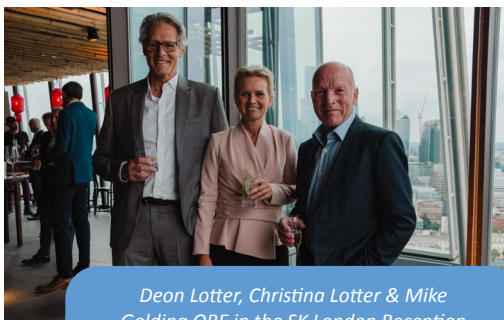
*(Top L-R) Dr. Sylvia Earle and Victor Vescovo
(Bottom L-R) Nainoa Thompson, Lehua Kamalu,
and Jay Wade (2022)*

Signature events are hosted globally in Miami, Palm Beach, Fort Lauderdale, London, Monaco, and Singapore and 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 to advance our programming goals in that region.

In 2015, SeaKeepers Asia was established in Singapore with the aim to create increased local awareness of the oceans and introduce marine science and conservation to the next generation. 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

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 GUIDE

- 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

The International SeaKeepers Society

P: 786.924.6209 |

E: INFO@SEAKEEPERS.ORG

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