



Dear potential supporter,

Solving our ocean degradation problem will take all of us, working together toward a more sustainable and less toxic environment.

We've seen that societies can change, and we believe in humanity's ability to solve the ecological problems facing Earth and our ocean.

That's our mission: **to protect the ocean, teach the ocean, and inspire the next generation** of marine scientists and ocean caretakers.

We think you'll find value in our actions, and we hope you'll find our efforts worthy of your support. Thank you for your consideration!

Dave Dahl
Managing Director

Judah Sanders
Science Director

Gitte
Events Director



Marine Watchdogs

An environmental action company

California Public Benefit Company #5312804
501(c)(3) nonprofit

6 Harbor Way #185
Santa Barbara, California 93109

Humans Can't Live without the Ocean

[Marine Watchdogs](#) is an environmental action company. We're using new technologies to monitor and protect our ocean. Our mission includes:

Research

Our Pacific coast field and lab studies include partnering with well-known US food testing labs and university advisors.

Education

Our dynamic learning programs and unique educational games fascinate and inspire kids and adults.

Action

Our activities include providing and promoting alternatives to disposable plastics and toxic chemicals that pollute our ocean.

Why we're committed to ocean health and education:

- **The world is producing more disposable plastic than ever before.**
- **American students are ranked #24 in science education compared to other countries**
- **Industry continues to pollute the ocean with toxic chemicals**

RESEARCH

Seafood Toxicology

Working with renowned food testing labs, we test marine samples for toxins that can accumulate in seafood and are dangerous for humans and marine animals.

Our [lab studies](#) include testing for contamination from:

- Radiation
- Toxic chemicals from industry, agriculture and municipalities
- Heavy metals like mercury, lead, cadmium and arsenic

We provide seafood toxicology report summaries and contamination alerts to the public.



* Sponsors may specify a focus for their support, request specific tests, or request a detailed proposal for a particular study, event or project. Costs noted here are approximate, and may change based on specific tests or other needs and priorities.



SUPPORT TOXICOLOGY RESEARCH

RESEARCH

Sea Star Survey

Following the unprecedented near-extinction of the intertidal *Pisaster ochraceus* starfish along the Pacific Coast, we're searching for survivors and [mapping the locations of existing colonies](#).

These sea stars are a keystone species of the Pacific intertidal ecosystem; what affects them affects other species in the food chain.

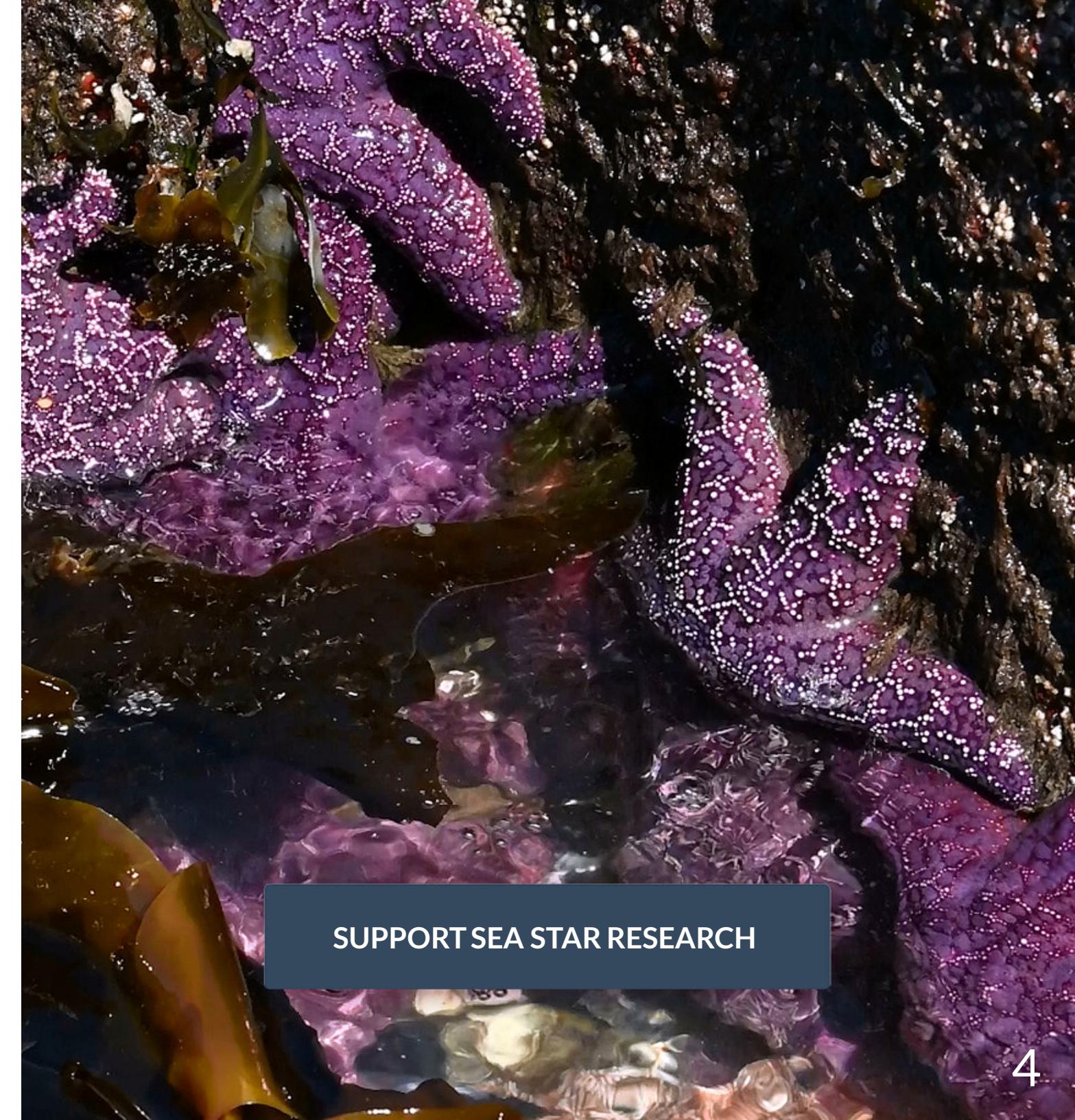
Our survey goals include :

- Remaining *Pisaster ochraceus* starfish locations
- Analysis of environmental factors
- Consultations with leading specialists

\$5,000
Complete Phase 1:
Locating,
documenting *Pisaster
ochraceus* locations

\$15,000
Enables Phase 2:
Overlapping existing
data points focusing on
next generation/
juvenile population
development

TBD
Phase 3: Sea Star
Restoration
(if deemed
feasible)



RESEARCH

Public Plankton Studies

Over 50% of Earth's oxygen is produced by plankton. We breathe the ocean.

But what is plankton? How is it critical to the ecosystem? Why is it so sensitive to changes in pH and temperature?

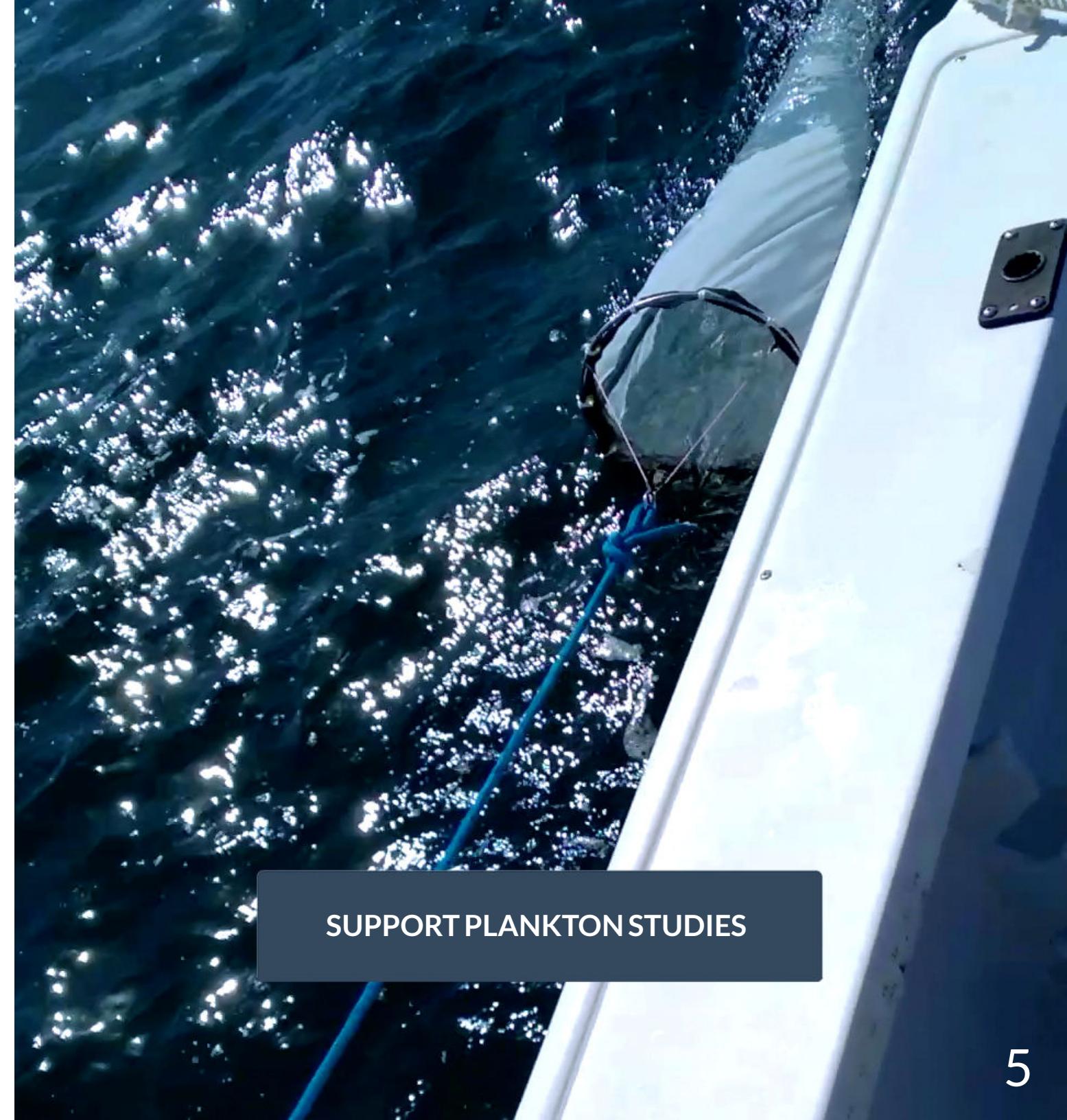
Science is for everyone, and our Pacific plankton research program will invite the public to join us in gathering study subjects and viewing microscopy. Working with expert advisors from universities and other organizations, our plankton study goals include:

- Examining plankton types and health
- Determining marine microplastics levels
- Creating materials for real-world academic lesson programs
- Producing relevant studies and public education media

•
\$5,000
Sponsors equipment for sample collection, microscope and imaging instruments

•
\$25,000
Sponsors public plankton sample collection field trips, sampling and analysis of coastal marine microplastic levels in sand and sea water

•
\$100,000
Sponsors Pacific coast-wide plankton and microplastics surveys



SUPPORT PLANKTON STUDIES

EDUCATION

Next-Gen Science Lessons

Marine Watchdogs' education experiences bring the ocean to students to discover the expanse of magical marine animals and inspire careers in life sciences.

Next-Generation Science Standards provide a guiding set of research-based, up-to-date science standards and learning objectives. We're producing current, model-based studies that connect people to the ocean through K-12 curriculum.

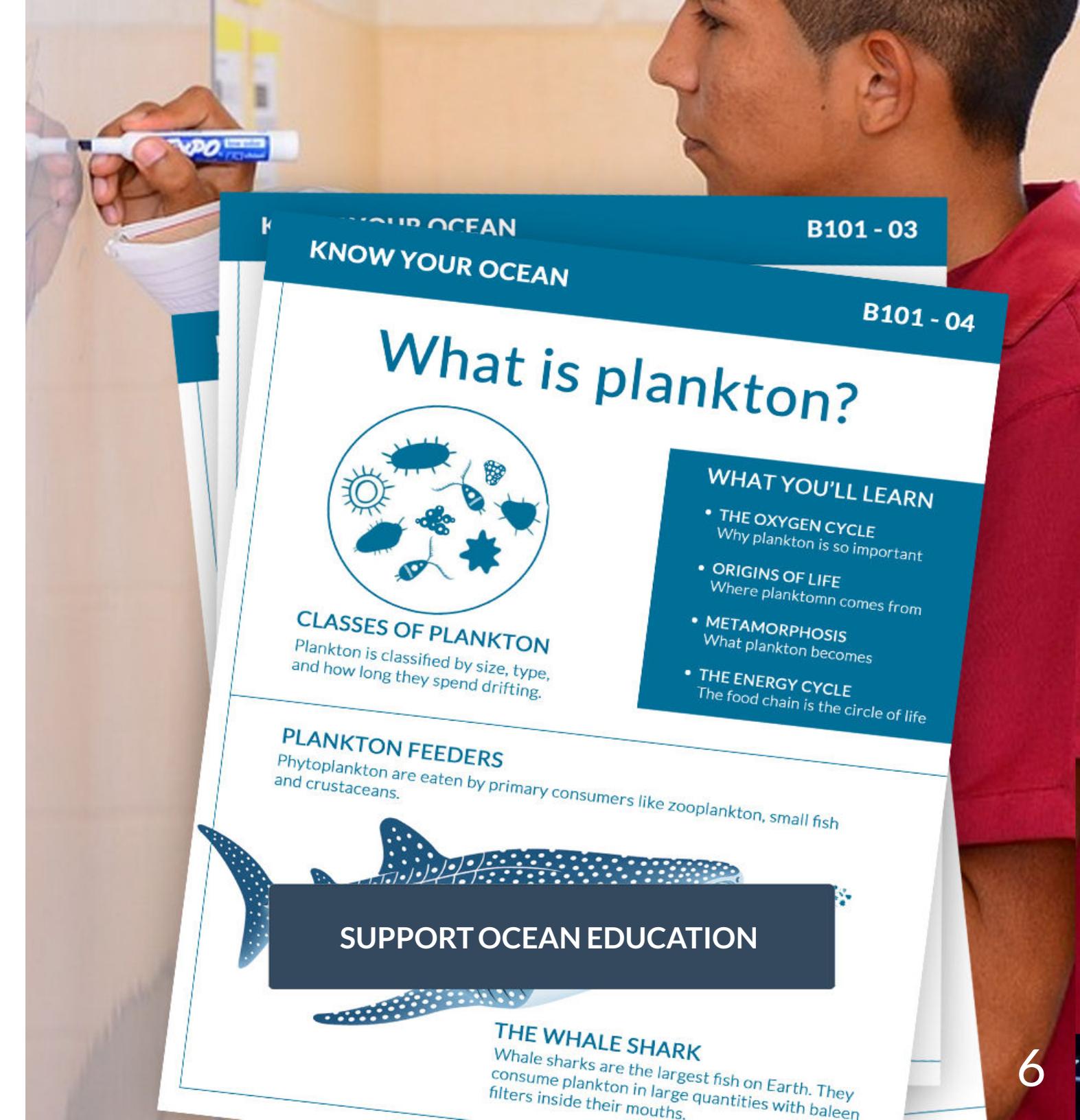
Our education program goals include:

- NGSS lesson plans for science teachers
- Dynamic, hands-on educational media
- Critical thinking and creative solutions activities

• \$ 500
Provides a complete learning kit

• \$1,500
Enables an interactive learning display

• \$25,000
Production of and distribution of free interactive lesson plans for schools



EDUCATION

Gamified Learning

Getting excited is the beginning of learning. Our online and offline games will engage you with fascinating facts about our mysterious underwater world.

Our learning games include:

- In-class digital games aligned with lesson plans
- Unique educational sets like bingo and playing cards
- Safe-for-kids online matching and trivia games ([try one!](#))
- Free online jigsaw puzzles ([try one!](#))

\$ 1,000
Sponsors
online jigsaw
puzzles

\$ 5,000
Sponsors our
new online
marine animal
matching game

\$ 25,000
Sponsors
distribution of
learning games to
schools



SUPPORT LEARNING GAMES

ACTION

Sea Floor Surveys

Our trash-finder submarine drone helps us [survey the seabed](#) to find discarded objects that can contaminate the ecosystem, like lost engines, fuel barrels and paint cans, and lost plastic and fishing gear.

Our sea floor survey goals include:

- Locating areas where trash is collecting, and retrieving it
- Replicating harbor seafloor cleanups in coastal cities
- Visual inspection for wrecks, artifacts and leaking objects
- Protocols for toxic materials disposal with proper officials
- Collecting marine life data (e.g., sea star colony locations)



[SUPPORT SEAFLOOR SURVEYS](#)

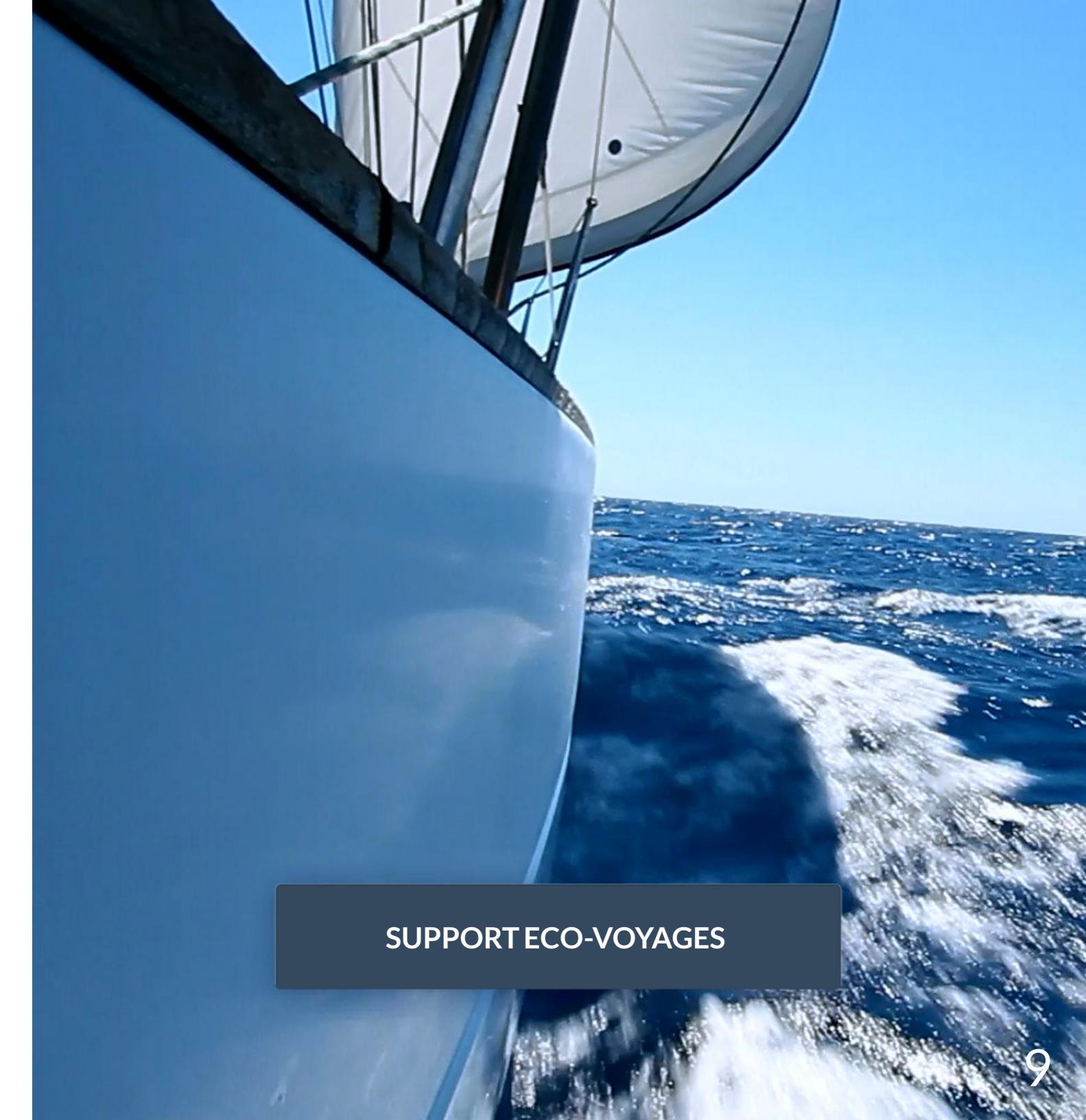
ACTION

Marine Bio Eco-Voyages

Marine Watchdogs Eco-Voyages create forever memories with exciting [marine biology field trips](#) to witness marine life first-hand, including activities like kayaking, fish identification, plankton collection, and sample procedures for lab studies.

Our ocean events include:

- Whale & dolphin spotting boat trips
- Intertidal kayak tours
- Public activities like magnet fishing and sample gathering



ACTION Reducing Disposable Plastics

Marine Watchdogs is helping to enable the migration from single-use and disposable plastic products to biodegradable products.

Our [ocean-friendly](#) products include:

- Plastic-free and reduced-plastic disposables
- Nontoxic bath & kitchen cleaning products
- Nontoxic farm & yard products

• \$1000
Supplies 4,000
free bamboo
toothbrush
samples

• \$10,000
Enables the sale
of custom plastic-
free products

• \$20,000
Sponsors an
alkaline water in
recyclable
aluminum cans
startup program



Recognition for Supporters



Your contribution will be noticed! You may choose to be anonymous, but otherwise we'll feature your support with

- A national press release
- A feature on the Marine Watchdogs home page
- Sponsor features on multiple other pages
- A feature segment in our video media
- Features on Facebook, Instagram, Twitter and LinkedIn
- Your brand or name included in events promotions
- Inclusion in advertising channels
- Lifetime membership



An Ocean for Future Generations

Marine Watchdogs is a new kind of nonprofit. We're a small organization with ambitious goals, so your contribution will make a big impact. Our expenses include staff, insurance, services, and equipment such as:

- Lab services and testing instruments
- Field research gear and boating equipment
- Educational media production
- Seafloor survey video & electronics technology
- Ocean-friendly product manufacturing

We invite you to join us in creating a force for ocean health and education.

SEE WHAT WE DO



A nonprofit action company

marinewatchdogs.org

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