





# Why We Do What We Do

80 percent of ocean pollution begins as on-land litter - primarily single-use plastics. We encourage capturing it before it lands on the sand.

Ocean Conservancy

By 2050 it is estimated there will be more plastic pollution by weight than fish in the world's oceans if we don't reverse our consumption of plastic and improve recycling.

Ellen Macarthur Foundation

We love where we live just like you! Our coast is magnificent and we want to protect it.



### HOW WE DO IT

#### **Partnership**

Coalition members' financial contributions support program operations, logistics and materials needed to prevent tens of thousands of pounds of trash from becoming marine pollution.

#### **Education & Awareness**

Every bin comes with recycling and trash messaging to get potential litter in its place. We also market the program through local media and online marketing platforms.

#### **Data**

Every item disposed of gets sorted and weighed. Everything is is then disposed of properly and recorded for annual reporting.



## BY THE NUMBERS

3.5 million pounds

Over 3.5 million pounds of marine litter prevented from entering the ocean since the program's inception

100,000

pounds of potential marine litter

100,000 pounds of potential marine litter expected to be collected and removed in 2024

\$1 Invested = \$7 Returned in Community Benefit

IndependentSector.org - Value of Volunteer Time



## ENVIRONMENTAL STEWARDS SEE BENEFITS

HALF OF ALL U.S. CONSUMERS TAKE A BRAND'S ENVIRONMENTAL IMPACT INTO CONSIDERATION

Global Sustainability Study 2022

We make your corporate partnership turnkey.

I Love A Clean San Diego's audience is engaged,
loyal and upwardly mobile.

Align your brand with I Love A Clean San Diego and Coastal Protection.

Longest running and one of the strongest environmental organizations in San Diego County.

Help grow and sustain a program aimed at protecting San Diego's coastline.

## 2024 Sponsorship Levels

### One Sponsorship for Three Cleanups & 100+ Bin Placements

OCEAN

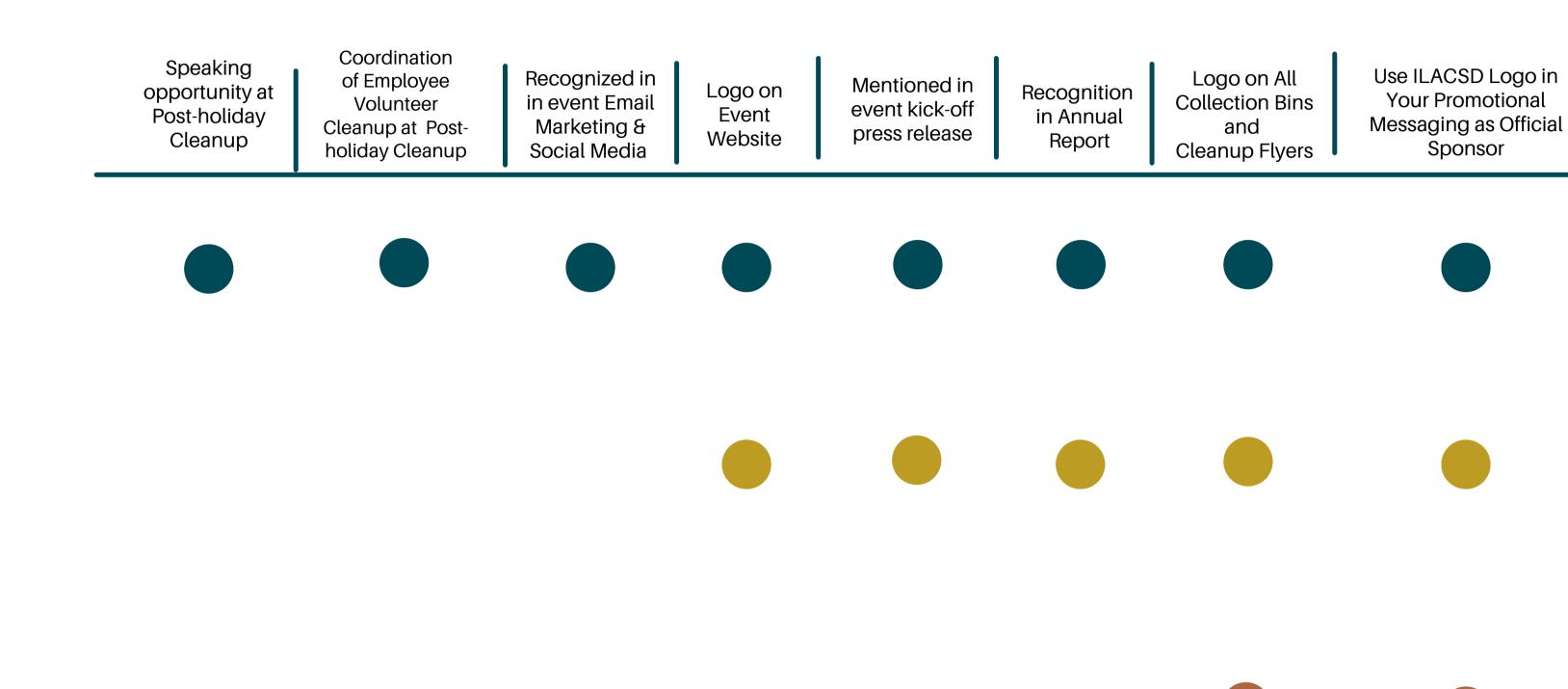
\$5,000

BEACH

COAST

\$500

\$2,500



\*All sponsor levels can be customized.

\*\*All of our sponsorships are considered to be an underwriting and are likely tax-deductible. Please check with your accountant.

