

THE BEACH PROJECT



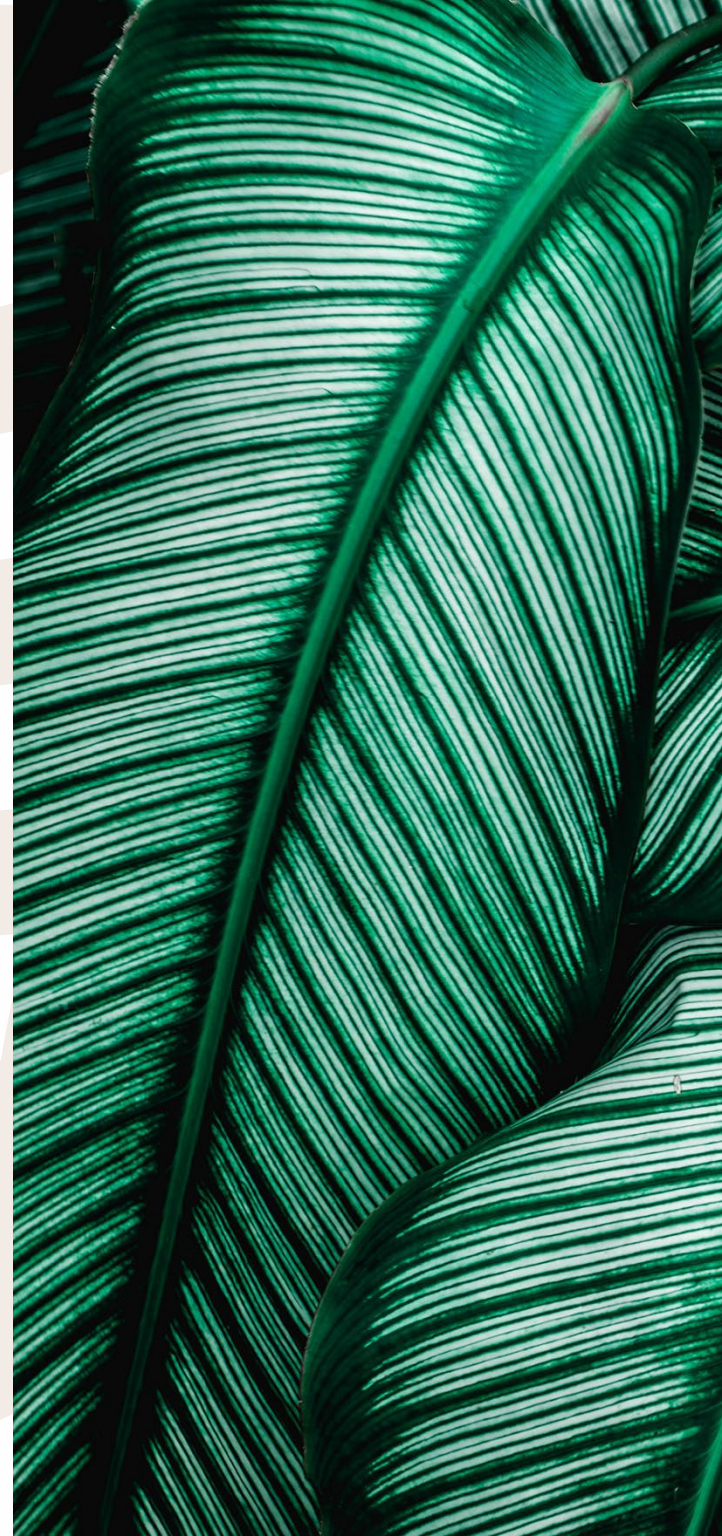
Annual Report

CY / FY 2024

www.thebeachprojectmd.org

3012 Summit Avenue
Baltimore, MD 21234

Version 1.1 | Updated February 6, 2025



Agenda



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About The Beach Project



Mission

At The Beach Project, our mission is to protect and preserve the environment for wildlife and future generations. We aim to preserve nature's public spaces through community collaboration; sustainable removal and upcycling of trash and debris; and environmental and sustainability education.

Values

Humility, Accountability, Integrity, Perseverance, & Resourcefulness

Guiding Principals

Commitment to preserving nature; Reducing waste sent to landfills; Protecting wildlife living in all ecological systems; Promoting sustainability and respect for all living things

Pillars

Reduce waste	Reduce waste sent to landfills
Cleanup	Sustainable clean-up of public spaces
Art	Upcycling waste into something beautiful
Education	Environmental education, promoting respect and love for wildlife
Activity	Sustainable clean-up through activity and engagement
Community Engagement	Working together and educating for positive change

THE BEACH PROJECT 2024 ANNUAL REPORT

Letter from the Executive Director & Board of Directors

To Our Supporters,

The Beach Project is proud to present our 2024 Annual Report which provides a high-level overview of our accomplishments and the stakeholders that have built the organization.

The Beach Project spent 2024 establishing the ground-work to become fully-functioning operationally. As we head into 2025, we are excited to continue our efforts and declare ourselves fully-functional *and* impactful to our communities on the program side of the organization. By providing the essential service of removing trash and waste from our public spaces we hope to build relationships by bringing communities together; instill pride in those helping our cause and/or living in areas of focus; provide long-term solutions for areas in need of enhanced trash collection or other outdoor aid; and create a positive impact on our environment where wildlife can thrive. We believe the key component of our long-term success will be educating community members on the importance of keeping our spaces, waterways, and wildlife in healthy condition; sustainability, self-sufficiency, and the power of nature; and instilling respect and love for nature and wildlife, particularly for youth.

We want to give a *very* large, special 'thank you' to our staff and volunteers for sticking with us through this ever-changing, face-paced, and sometimes difficult, start-up period. Thanks to our staff, we have had the opportunity to learn, grow, and continue our efforts. We cannot impress how truly grateful we are for the contributions of those listed in this slide deck.

To our supporters now and in future – we thank you from the bottom of our hearts for your belief in this new, growing organization. Be on the lookout in 2025 for events and other initiatives you can take part in to be part of the change.

Signed:

Katie Jordan

Founder & Executive Director



Formation Timeline

The Beach Project is a 501(c)(3) private foundation established in April 2024 by Founder & Executive Director, Kate (Katie) Jordan. The below timeline illustrates progress made during the organization's first year:

-Idea Phase to Start-up Phase Formation

- Mission, values, pillars, and guiding principles developed
- Board of Directors formed
- Bylaws & organizing documents formed

Q2

Q3

- EIN & Articles of Organization Filed
- 501(c)(3) status awarded
- Research & Development
- Strategic Planning

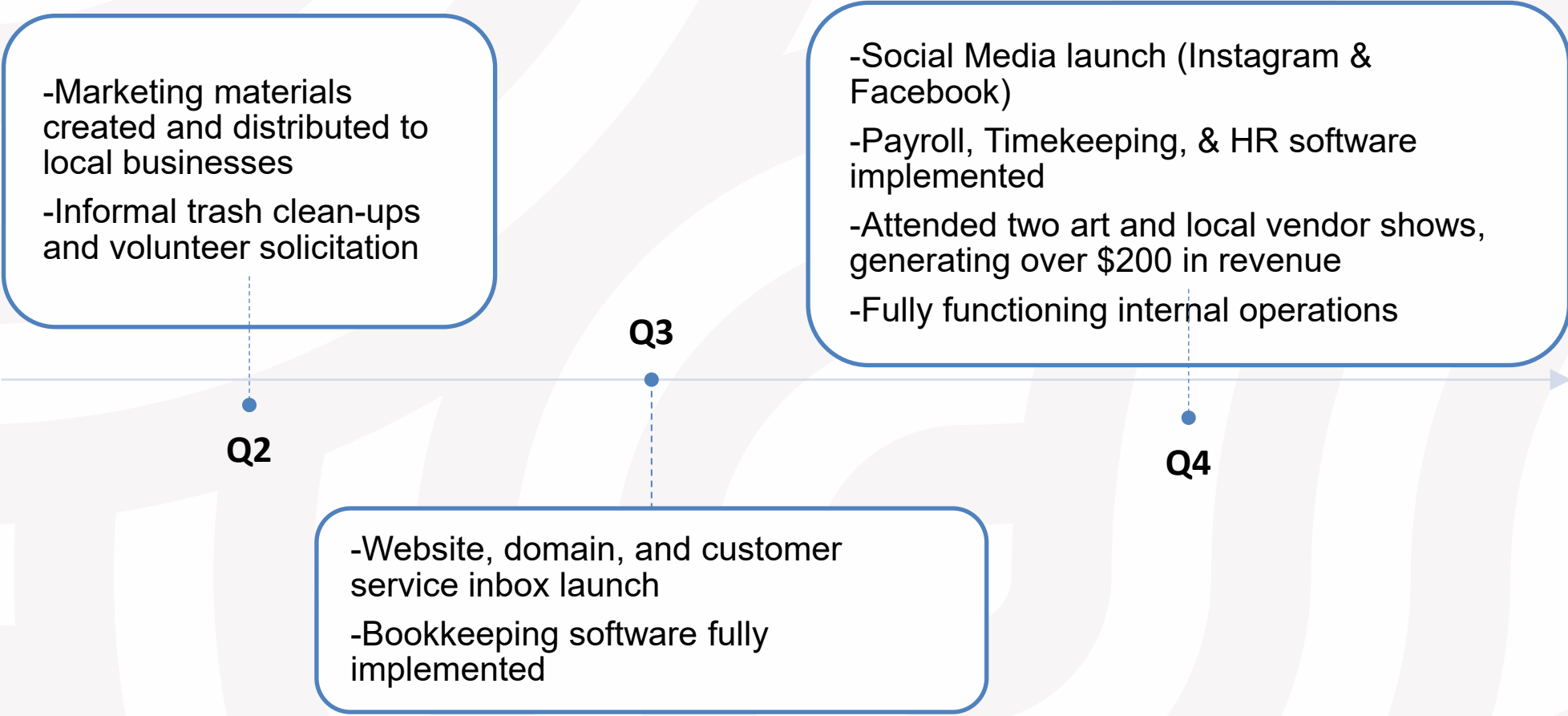
- Maryland taxation accounts and charitable solicitation registration filed
- Maryland sales tax exempt status awarded
- DUNS account created
- Founder/Executive Director refocused full-time career position to The Beach Project (resigned from FT job December 2024)
- Hired 2 staff members

Q4

2024 Achievements



The Beach Project is a 501(c)(3) private foundation established in April 2024 by Founder & Executive Director, Kate (Katie) Jordan. The below timeline illustrates progress made during the organization’s first year:



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2024 Financials



Revenues, gains, and other support:

Public Support:	
Contributions (In-Kind)	\$4,892
Grants (all types)	\$0
Sale of Goods	\$273
Total Revenue, gains, and other support	\$5,165

Expenses:

Program services:	
Cost of Goods Sold	\$87
Supporting services:	
Management, Job Supplies, & General*	\$7,687
Fundraising & Marketing	\$738
Total Expenses	\$8,512

Net Assets – start of year	\$0
Net Assets – end of year	\$289

*Management, Job Supplies, & General total included fair market value of in-kind goods donations. Items are available as supplies needed for fundraising and creation of goods sold. These items are not considered inventory.

2024 Donors



- Kate Jordan
- Joseph Jordan
- Linda Coughlin
- John Rizzotti

2024 Board of Directors



- Joseph Jordan – Chair
- Elaine Fortman – Vice Chair
- Julie Rost – Treasurer
- Lindsay Morresi – Secretary

2024 Staff & Volunteers



Staff:

Kate Jordan – Founder & Executive Director (part-time, unpaid)

Yi Sun Jung – Intern, Data Analysis (part-time, temporary, unpaid)

Dongwoo Kim – Programs, Funding, & Volunteer Coordinator (part-time, temporary)

Volunteers:

Joseph Jordan

Elaine Fortman

Lindsay Morresi

Deborah Lubinski

2024 Pro-bono Attorney & Professional Services

The Beach Project did not utilize any pro-bono legal or professional services in 2024.

2025 Goals- Operational

Q1

- Apply for Johns Hopkins Community Impact Internship
- Hire 3-5 Spring/Summer unpaid interns
- Establish recurring social media content to increase support
- Establish donation avenues (PayPal, Venmo, QuickBooks, Amazon Wishlist, etc.)
- Search and complete internal compliance audit
- Begin grant research and application material preparation

Q2

- Data Collection: track trash collection impact in gallons vs time spent collecting
- Timekeeping: create project codes for timekeeping to track and analyze performance and needs
- Begin applying for grants
- Determine how to raise funds for operational needs (low grant probability, highest funding priority)

Q3

- Grant application submissions
- Recruit/Hire two Fall/Winter unpaid interns
- Evaluate staffing needs and salary budget for 2026
 - Needs: Executive Director salary; addition of Accountant/Bookkeeper (part-time) & Marketing Consultant
- Continue operational funding efforts; explore bonds, if needed

Q4

- Grant application submissions
- Begin year-end compliance reporting
- Research and obtain pro-bono legal and accounting services

2025 Goals– Programs

Q1

- Research / determine needs for hosting event in public spaces (i.e. contact county Parks & Recs departments for permit requirements, fees, waiver information, etc.)
- Distribute donation mailers for World Wildlife Day

Q2

- Complete an average of two clean-up events per month in Q2
- Host goods donation fundraiser through FUNdrive – encourage donations for fundraising and landfill waste reduction

Q3

- Complete an average of one clean-up event per month in Q3 (heat advisory dependent)
- Host a fall/Halloween themed upcycling art workshop for children and parents / guardians
- Begin corporate outreach for fundraising and event partnerships
- Begin research on city, state, and local service contracts

Q4

- Complete an average of one clean-up event per month in Q4 (snow/wind dependent)
- Host a virtual holiday donation drive with a goal of \$2,000
- Review 2025 impact & programs for 2026 strategy revisions
- Draft 2026 Clean-up Event & Fundraising schedule (post year-one experience)
- Finalize the 2026 Q1 event and fundraising schedule and 2026 trash collection goal (in gallons)