DETAILED IMPACT REPORT 2025



LOVE
THE SEA

HISTORY

- Love The Sea began on O‘ahu in 2015 - born from a simple idea: to protect what we love, a plastic free ocean.
- In 2017, our Free Ocean Aid music festival brought together 5,500 people at the Waikiki shell Honolulu. Ocean Aid broadcast live on Television reaching over 100,000 viewers across the state, raising awareness about ocean plastic and highlighting the work of many nonprofit organizations addressing plastic pollution in Hawai‘i.
- Since then, with 8,000 volunteer hours, Love The Sea has removed more than 125,000 pounds of plastic rope, net and line debris from Hawai‘i’s coastlines, most of it right here in Maui County.
- In 2023 Love The Sea in collaboration with others spent countless hours & raised over $100k in response to the Maui Wild Fires.
- Through our cleanups, films, and youth programs, we’ve inspired over 5 million people worldwide.

OUR MISSION

Through action & education, Love The Sea achieves hard to reach extractions, ghost net recovery while raising awareness & educating youth for generational change.



Aloha,

As we look back on 2025, we want to take a moment to share the impact of your continued support. This past year was defined by action, collaboration, and stronger community engagement. ***Thanks to our donors, partners, and volunteers,*** *Love The Sea continues to protect Maui's coastline, educate the next generation, and strengthen the connection between people, culture, and the ocean.*

We also took important steps to connect our cleanup work with ocean science, ensuring that what we observe in the fields can help inform a deeper understanding of marine debris movement and ocean health around Hawai'i.

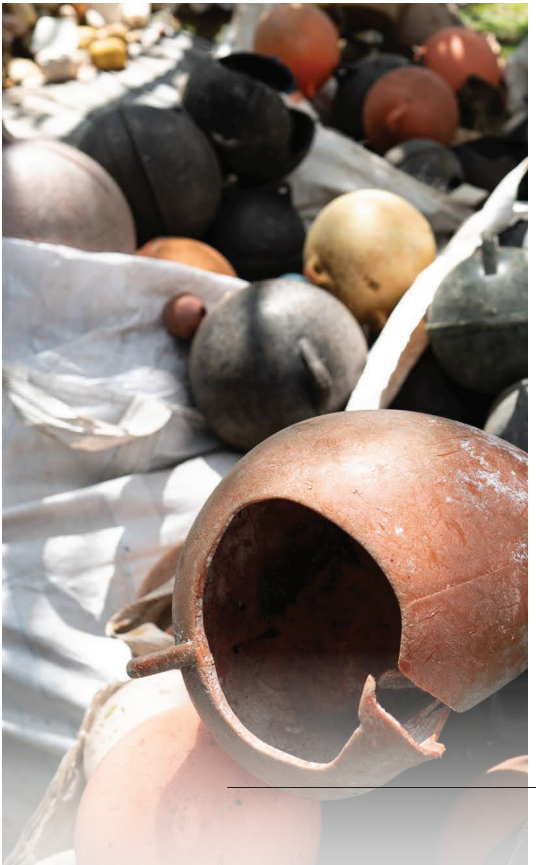
Below is an example of the plastic debris we recover together.



CORE ACTIONS & COMMUNITY IMPACT

Hard-to-Reach Beach Cleanups and Marine Debris Processing

- LTS Base Yard Clean up and Remediation
- A large-scale operation removing accumulated debris from previous clean ups and restoring a critical working space used by the community.
- Earth Day - Community Sorting Day
  A hands-on event including music and art stations for the kids, bringing the community together to sort, understand, and learn from the debris collected along Maui's coastline.
- 12,000 lbs diverted to the Maui County Landfill in 2025 because at this time in Hawaii, especially on Maui, there is no other feasible or environmentally friendly option.

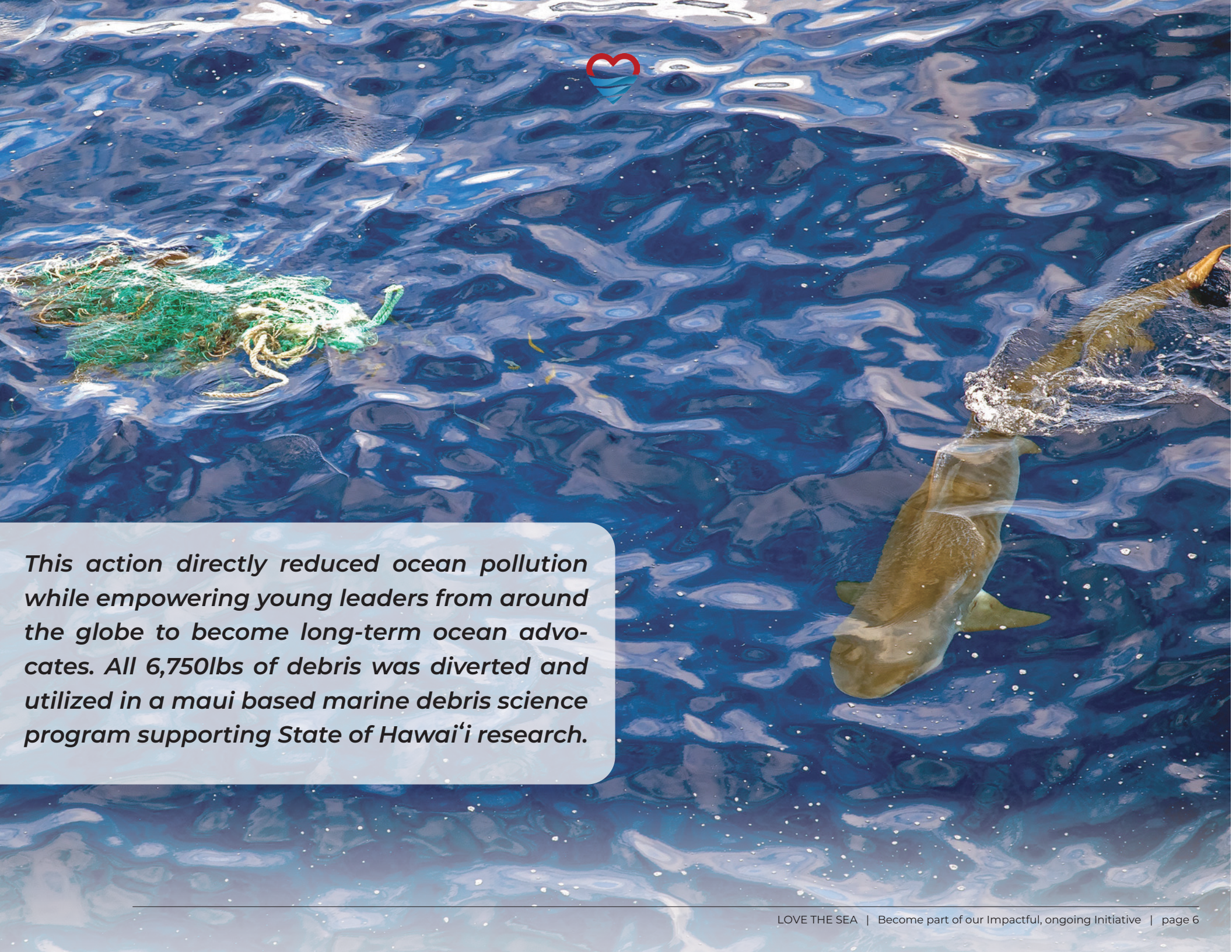





2X Hard to Reach Coastal Clean Ups with Sea Cleaners NZ

- Day 1: 3,100 lbs of marine debris removed
- Day 2: 3,650 lbs of marine debris removed
- Both clean ups included 20 international youth leaders from New Zealand, Australia, Hawai'i, and the continental U.S.
- Our focus was on teamwork & leadership towards hands-on environmental responsibility
- This collaborative event was supported by Pacific Whale Foundation, Hawaii Tourisim, Hawaiian Airlines and Outrigger Hotels





This action directly reduced ocean pollution while empowering young leaders from around the globe to become long-term ocean advocates. All 6,750lbs of debris was diverted and utilized in a maui based marine debris science program supporting State of Hawai'i research.

Community Engagement & Education

Love The Sea was invited for the second year to participate in the Ian Walsh Menehune Mayhem, a free two-day youth surf contest and community celebration at Hoʻokipa Beach Park, attended by about 300 young surfers and over 500 children from the community.

Love The Sea's "Life of Ocean Plastic" tower helped educate participants about ocean health and plastic pollution from macro to micro plastics, collected ocean debris was integrated into artisticly creative, hands-on educational activities.

The "Life of Ocean Plastic" tower, a visual learning experience that helps youth understand how large plastic pieces break down into micro pieces that impact marine life.

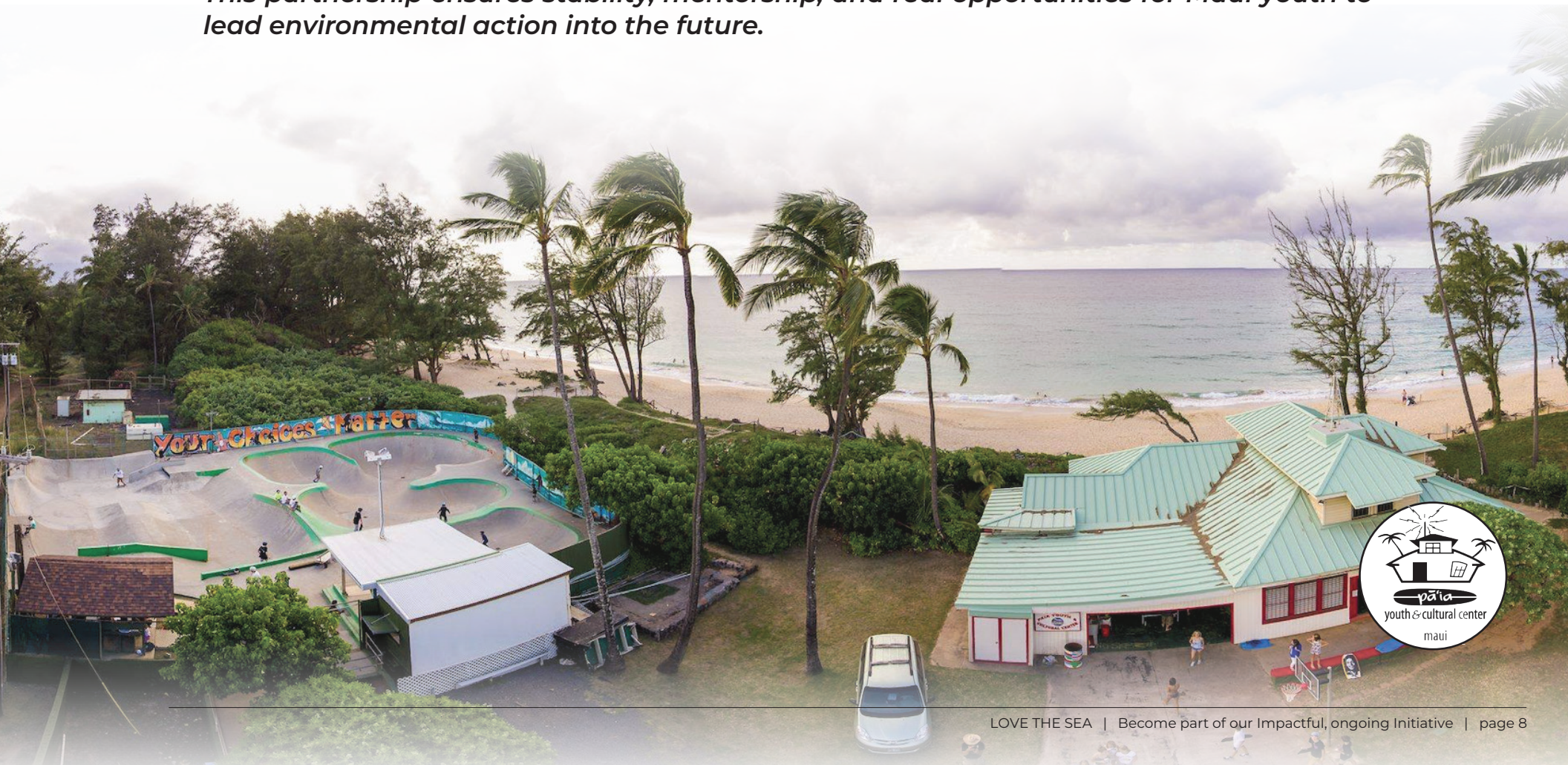


YOUTH LEADERSHIP PROGRAM

One of the most exciting developments of 2025 was the growth of our Youth Leadership Program.

- Paia Youth & Cultural Center (PYCC) will become the official base center for Love The Sea's Youth Leadership Program.
- A structured, long-term program is being developed, partnership launch is scheduled for 2026

This partnership ensures stability, mentorship, and real opportunities for Maui youth to lead environmental action into the future.



LAND, CULTURE & COMMUNITY

From Mauka to Makai (mountains to the sea) land, culture, and ocean are deeply connected. It is an honor and a privilege for Love The Sea to support people and organizations caring for these places and to be included in their work.



Hawaiʻi Land Trust & Local Stewardship

In 2025, Love The Sea was grateful to continue working alongside the Hawaiʻi Land Trust, contributing support to land stewardship efforts that protect both land and ocean ecosystems:

- Removal of coastal and inland trash protects the environment and pays respect to culturally significant lands
- Assistance with native land rehabilitation, including fishpond and rock wall restoration

Being part of this work reinforces our belief that protecting the ocean begins on land and that caring for these places is a shared responsibility.

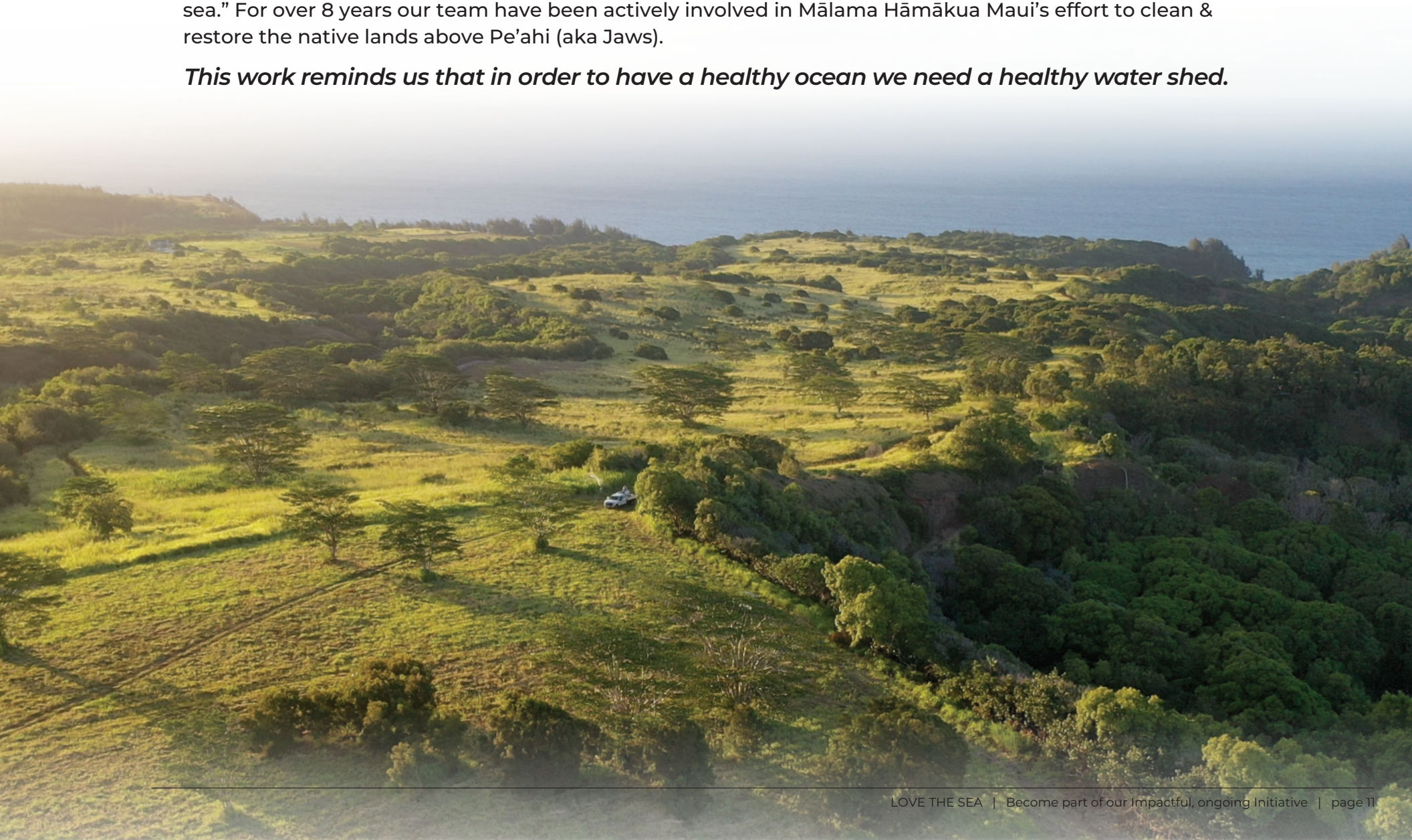




Mauka to Makai - Cleaning Our Own Backyard

Love The Sea's work begins at home, right next to our headquarters in Haiku. According to the Hawaiian principle that states: "Our Kuleana (responsability) is to keep all things natural from the mountain to the sea." For over 8 years our team have been actively involved in Mālama Hāmākua Maui's effort to clean & restore the native lands above Pe'ahi (aka Jaws).

This work reminds us that in order to have a healthy ocean we need a healthy water shed.



Collective Action & Nonprofit Collaboration

We believe ocean conservation is strongest when organizations work together. Love The Sea proudly supports:

1. ***Mālama Hāmakua Maui*** - A non-profit, community based organization created to help the county with maintaining and preserving the Hāmākua Open Space

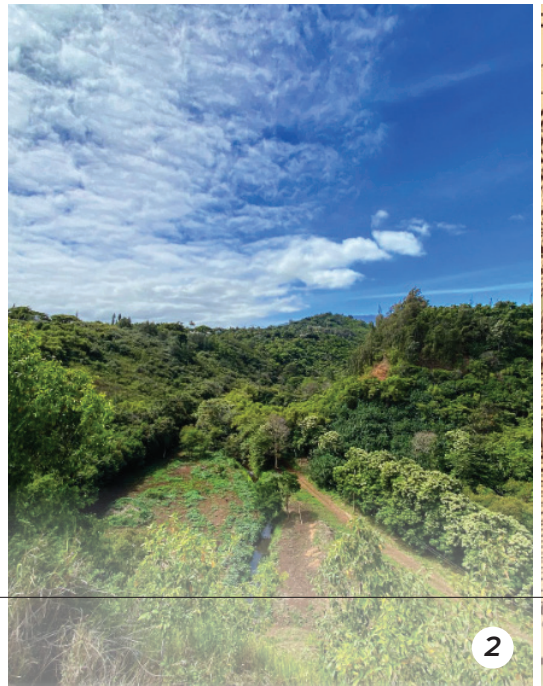
2. ***Regenerative Education Centers*** - Practice successful stewardship of the environment by implementing regenerative farming practices that cultivate change and ignite transformation in our local community and around the world.

3. ***Kula Community Watershed Alliance*** - Their mission is to stabilize, protect, restore, and maintain the upper Kula watershed that burned and increasing our community's resilience to wildfire.

4. ***Lahainaluna High School Foundation*** - A non-profit organization that supports Lahainaluna High School (LHS) enrich students' educational experiences and preserve the school's unique culture and traditions.

This support reflects Love The Sea's holistic approach to conservation, rooted in mutual support, shared responsibility, and the understanding that protecting the ocean starts well before the shoreline.


1

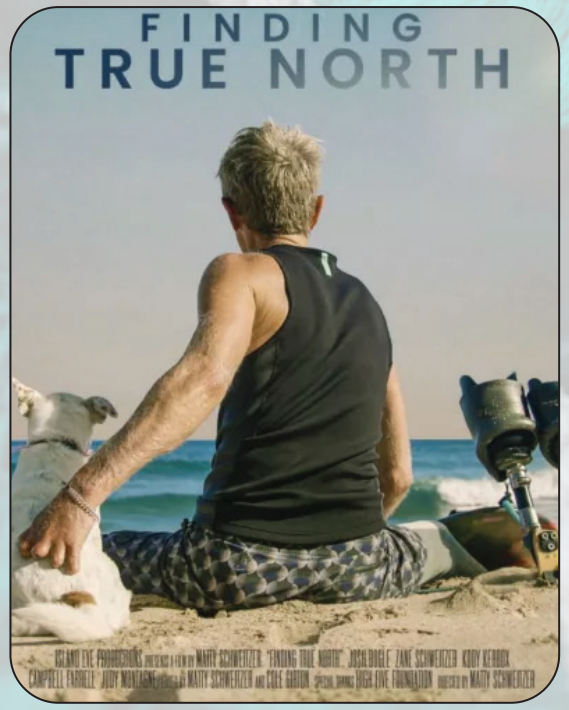

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STORYTELLING & FILM PROJECT SUPPORT

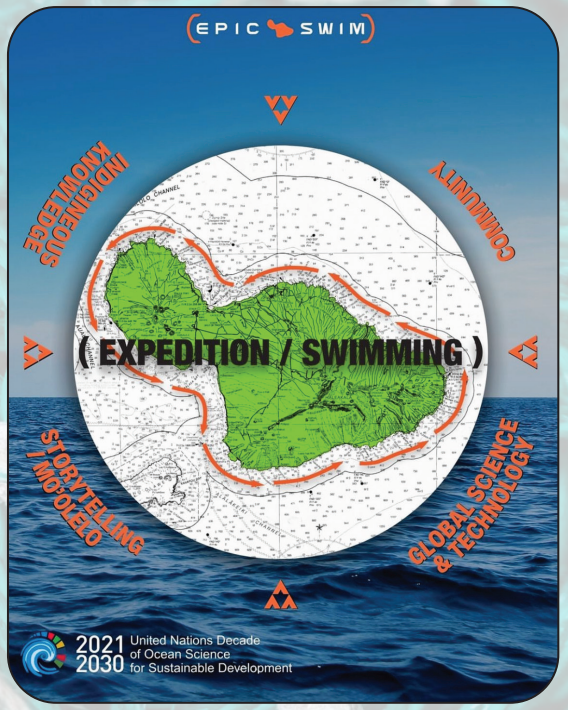
Storytelling remains a key pillar of Love The Sea's mission, amplifying local voices and environmental issues beyond the shoreline.



FInding True North Documentary is a community-driven film that tells the personal story of Josh Bogle, a quad amputee who finds his strength and connection with nature, environmental stewardship and cultural connection. Josh is one of Love The Sea's most dedicated vounteers. His sprit and dedication to living a purpose driven life is an inspiration to all.



Kuleana is a documentary about ocean plastic pollution surrounding Hawai'i. Bringing together sport, science, and stewardship to highlight microplastic impacts and inspire action. The film is narrated by Woody Harrelson, features Lai Lenny and supported by Stable Road Foundation. All friends of Love The Sea. We have been invited to host a special cleanup in support of the film's global message.



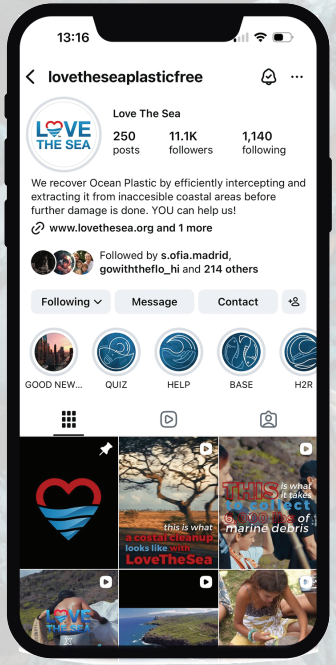
Epic Swim Maui documentary is a powerful ocean-focused story, raising awareness about ocean health and conservation. Following athletes first ever done 160 mile swim around the entire island of Maui in the deep and dangerous waters Hawaian waters. Love The Sea was the #1 responder for any marien debris activity encountered during the expedition.

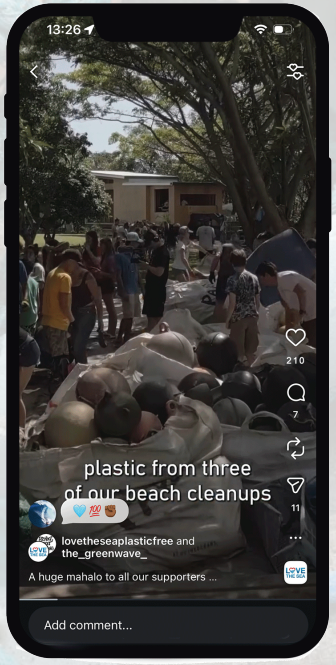
Digital Storytelling & Online Engagement

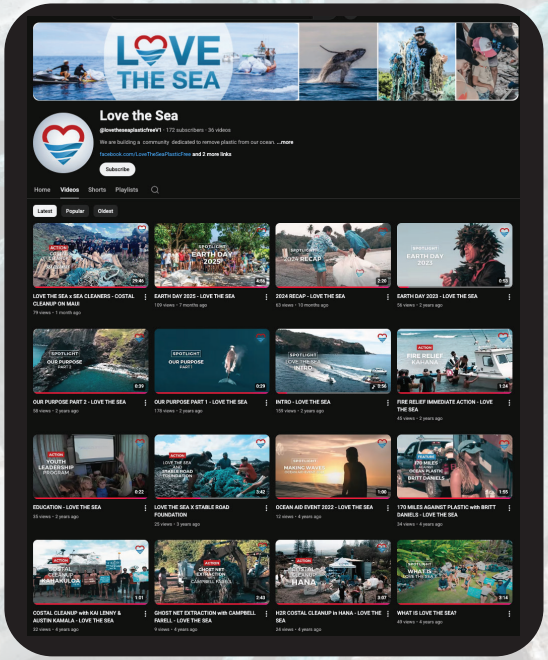
Beyond film and hands-on action, Love The Sea engages and educates a growing global audience through social media and digital platforms. Our Instagram @lovetheseaplasticfree reaches ***over 11,000 followers***, sharing real-time cleanup highlights, educational reels, and community stories that extend the reach of our mission beyond Maui.

In 2025, we prepared and launched a new YouTube channel @lovetheseaplasticfreeV1
Now we have a dedicated home for all our film and documentary content. This platform allows us to globally promote educational ocean science, conservation stories and field action videos produced by LTS.

The various channels amplify our impact, increase awareness of ocean conservation challenges and foster a growing community of engaged supporters around the world.







MERCHANDISE & SUSTAINABILITY

To support our programs and increase visibility:

- Love The Sea now has merchandise including bottles, hats, tee-shirts and additional items.
- Love The Sea products can be found at the Kuau Store on Maui, located 701 Hana Hwy, Paia.
- Website www.lovethesea.org has been recently updated with a dedicated merchandise section.

All proceeds directly support Love The Sea's environmental and education efforts.



Plastic Reduction Through Water Refill Stations



100,000+

WATER BOTTLE DIVERTED FROM HAWAII LANDFILL

As part of our commitment to reducing single-use plastic at the source, Love The Sea supports the installation of Flowater water refill stations in local stores. These stations provide free, high-quality filtered water, allowing community members to refill reusable bottles instead of purchasing single-use plastic. Each refill represents a plastic bottle kept out of landfills and the ocean, offering a simple, everyday solution that turns prevention into action while making sustainable choices accessible to everyone.

As a pilot project LTS provided a free Flowater refill station that successfilly reduced the use of 95,000+ plastic bottles in one year. The Kuau Store on Mauis North shore now covers all expenses claiming the concept was notibly respected and valued by all customers.

INTEGRATING SCIENCE INTO ACTION

In 2025, Love The Sea took important steps to connect our coastal cleanups with ocean science. This year focused on laying the groundwork, aligning field observations so they can support scientific understanding of marine debris movement around Hawai'i and the North Pacific, with ***full implementation launching in 2026.***

This work is developed in collaboration with Nikolai Maximenko, Senior Researcher at the International Pacific Research Center (IPRC), School of Ocean & Earth Science & Technology, University of Hawai'i at Mānoa, whose research focuses on tracking marine debris pathways, including the North Pacific Garbage Patch (NPGP) and debris influx toward the Hawaiian Islands.



Nikolai Maximenko,
International Pacific Research Center UH Mānoa,

A - Linking Local Action to Ocean Models

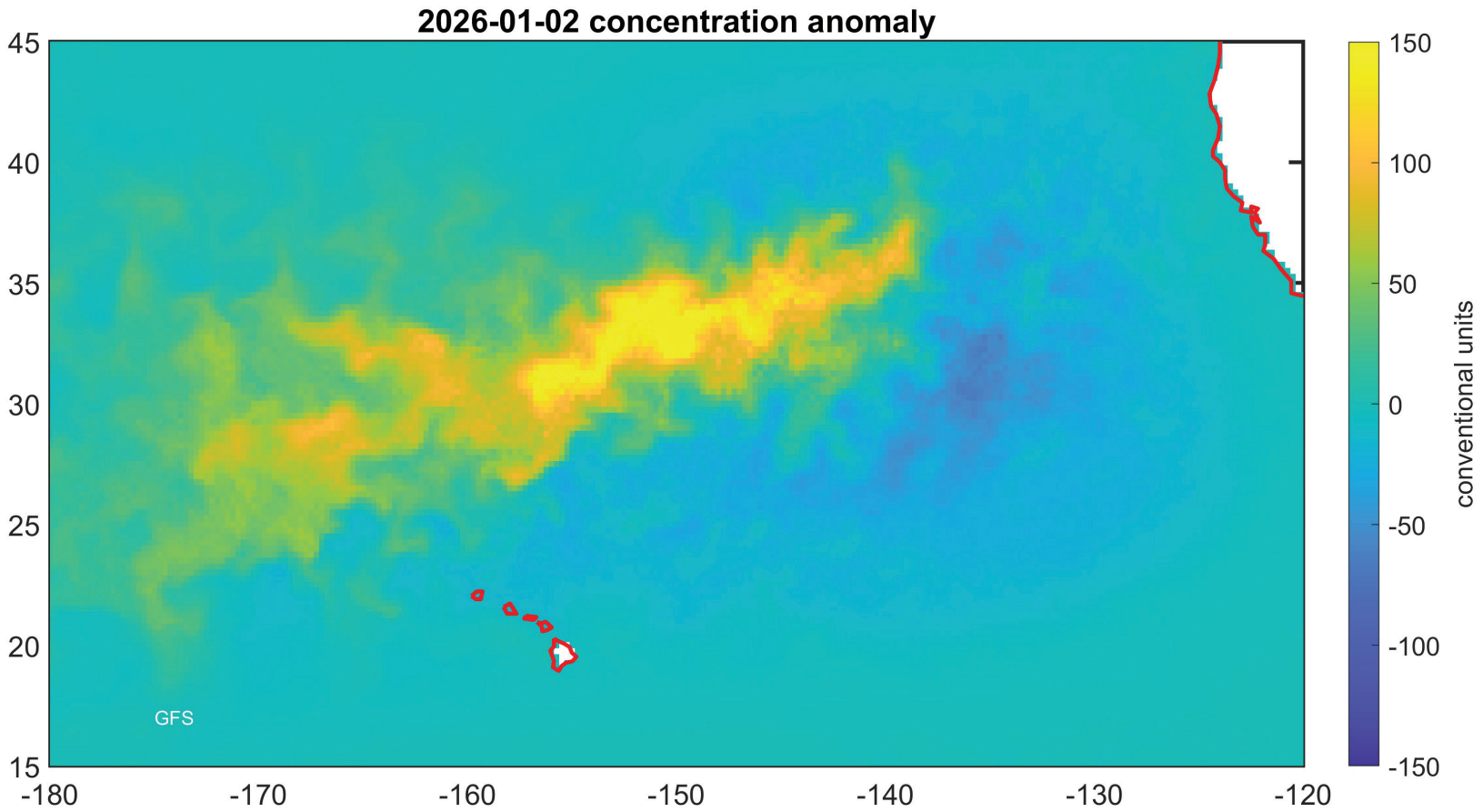
Love The Sea's cleanup activities are now informed by a near-real-time marine debris model that simulates the location and movement of marine debris across the North Pacific and estimates debris influx on Hawaiian shorelines.

This model provides critical context, allowing local cleanup observations on Maui to be understood within a broader ocean circulation system from offshore accumulation zones to nearshore impact.

B - What the Science Shows

This map shows the current modeled distribution of marine debris across the North Pacific, with yellow colors highlighting the central accumulation zone of the North Pacific Garbage Patch. It provides a clear, intuitive visualization of where debris concentrates offshore and how Hawai'i sits downstream of these large-scale systems.

This image helps explain why debris reaches Hawai'i and reinforces the connection between distant sources and local impact.



SOEST
SCHOOL OF OCEAN AND EARTH SCIENCE AND TECHNOLOGY

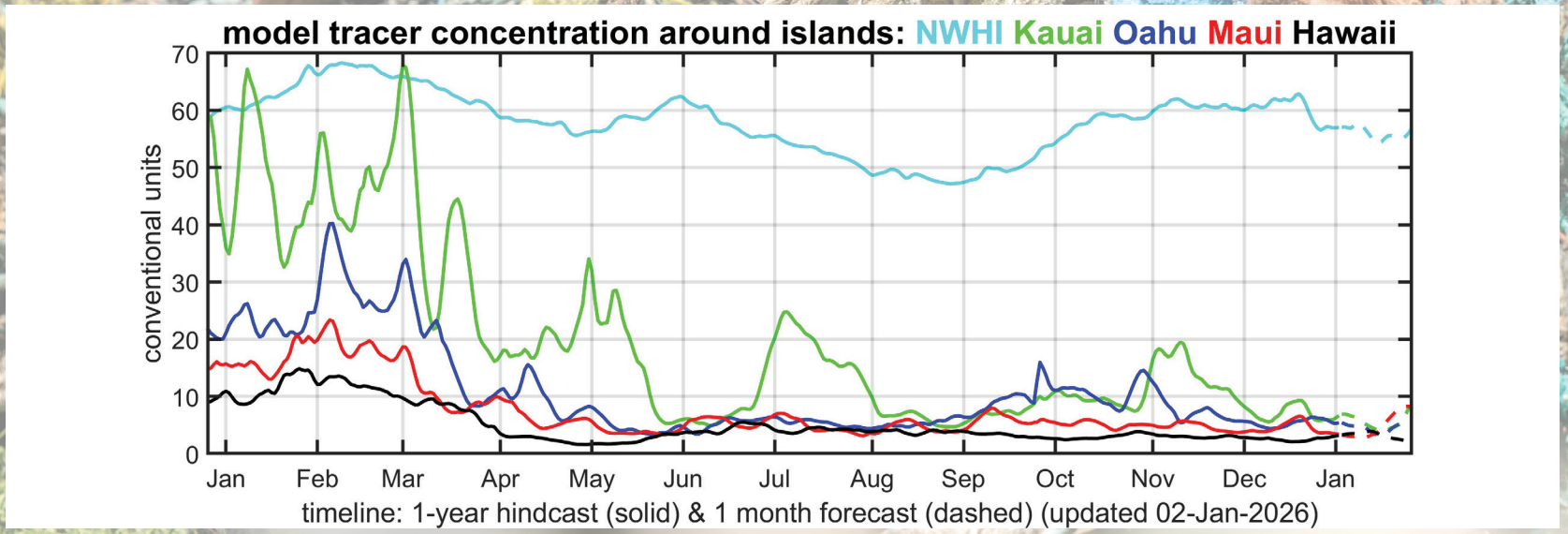
iprc
CLIMATE SYSTEM SCIENCE

UNIVERSITY of HAWAI'I® MĀNOA

C - When Hawai‘i Is Most Affected

The timeline graph shows modeled marine debris concentrations near the Northwestern Hawaiian Islands, Kaua‘i, O‘ahu, Maui, and Hawai‘i Island. It includes a 12-month hindcast (solid lines) and a 1-month forecast (dashed lines), highlighting seasonal variability and short-term outlooks for debris exposure.

This temporal perspective helps identify periods of increased debris influx, supporting better timing of cleanup efforts, monitoring, and community response.





D - How Love The Sea Contributes

Building on this scientific framework, Love The Sea is developing a debris documentation approach during targeted cleanups, including:

- What debris is found
- Where it accumulates
- Areas where debris is notably absent

We also document:

- Debris potentially linked to major container spill events
- Floating debris with attached algae, which may act as transport vectors

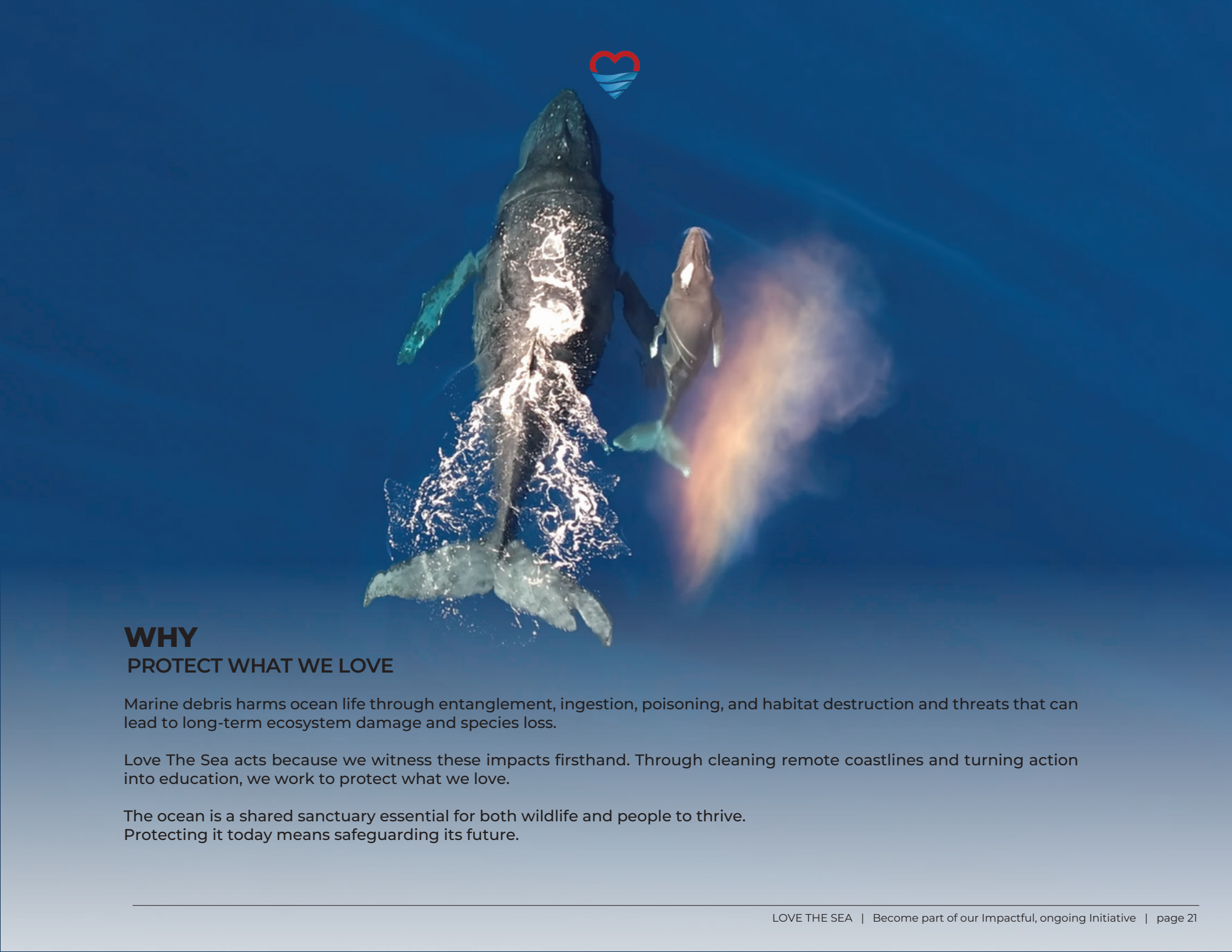
These field observations help ground-truth models and strengthen understanding of how debris moves from offshore systems into nearshore and reef environments.

E - Why This Matters

By linking hands-on cleanup work with advanced ocean modeling, Love The Sea helps transform local action into usable knowledge that can:

- Improve understanding of debris pathways
- Inform prevention and preparedness strategies
- Strengthen the bridge between community action and global ocean research

This is a long-term effort, and 2025 marks the foundation of that bridge between action, observation, and science.



WHY

PROTECT WHAT WE LOVE

Marine debris harms ocean life through entanglement, ingestion, poisoning, and habitat destruction and threats that can lead to long-term ecosystem damage and species loss.

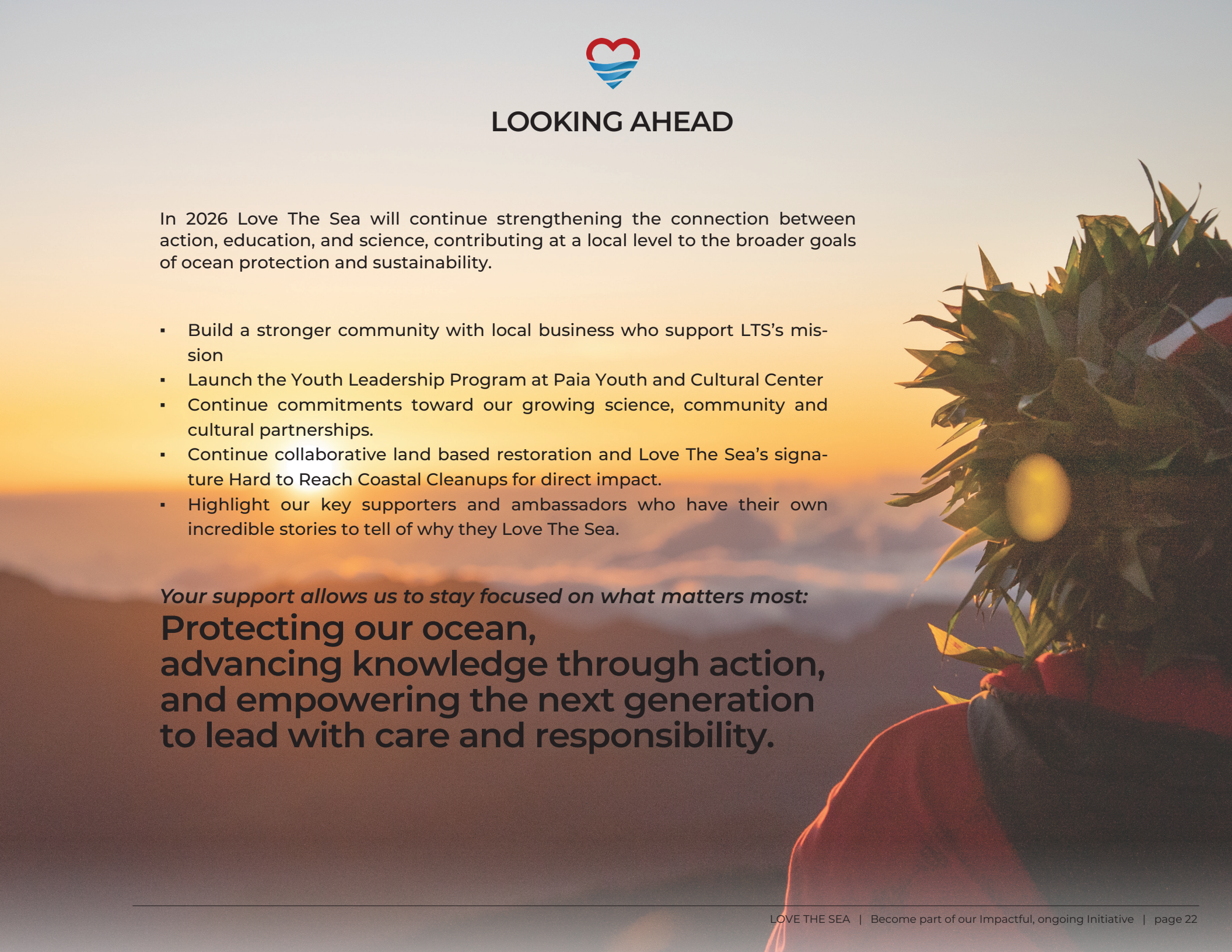
Love The Sea acts because we witness these impacts firsthand. Through cleaning remote coastlines and turning action into education, we work to protect what we love.

The ocean is a shared sanctuary essential for both wildlife and people to thrive.
Protecting it today means safeguarding its future.

LOOKING AHEAD

In 2026 Love The Sea will continue strengthening the connection between action, education, and science, contributing at a local level to the broader goals of ocean protection and sustainability.

- Build a stronger community with local business who support LTS's mission
- Launch the Youth Leadership Program at Paia Youth and Cultural Center
- Continue commitments toward our growing science, community and cultural partnerships.
- Continue collaborative land based restoration and Love The Sea's signature Hard to Reach Coastal Cleanups for direct impact.
- Highlight our key supporters and ambassadors who have their own incredible stories to tell of why they Love The Sea.



Your support allows us to stay focused on what matters most:

Protecting our ocean, advancing knowledge through action, and empowering the next generation to lead with care and responsibility.

MAHALO

None of this would be possible without donors and volunteers who support our work in the community. Your comittment fuels every cleanup, every youth program, and every story we tell. Our coastal waters are more pristine and safer for wildlife because of you.

If you would like to deepen your impact, we invite you to consider setting up a monthly or annual recurring donation.



CONTACT

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