

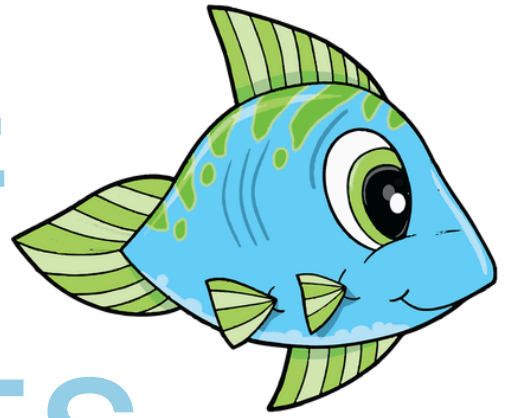


CTC 2025
COAST TO COAST



Save a Fishie!

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Who is Save a Fishie?

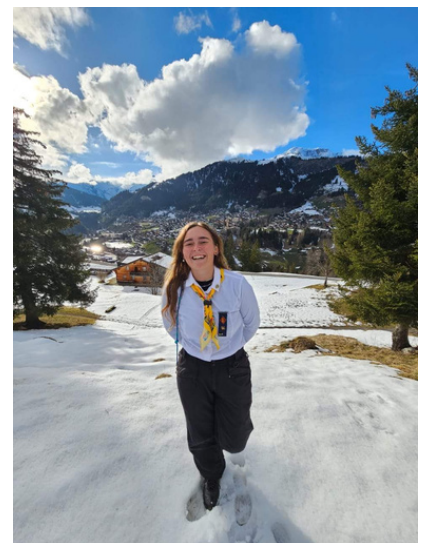
Save a Fishie NPC was founded by Zoë Prinsloo, a 22-year-old environmental activist from Cape Town when she was just 16 years old! Zoë has been cleaning beaches since the age of 10 and has to date cleaned over **360** beaches and collected over **35 tons** of litter in the process!

With the aid of her team Zoë recently broke a **World Record** for the longest beach clean-up, which lasted 27 hours! She was selected to go to New York in 2019 to attend the **United Nations Youth Climate Summit** and in 2022 was announced as one of the **Top 100 African Youth Conservation Leaders**.

Zoë has also successfully completed the **UN Plastic Tide Turners Challenge** and recently represented South Africa at the **Helen Storrow Seminar** in Switzerland.

She has also been recognised by the Mayor of Cape Town, Mayor Geordin Hill-Lewis, receiving the **Mayor's Medal Civic Award for Conservation** in December 2023 and in 2024 won the **Caroline Reid Award**.

Most recently she was awarded the prestigious **Paul Harris Fellow** award by Rotary International.



Project Overview

Coast 2 Coast is an innovative and impactful beach clean-up campaign led by Save a Fishie NPC founder Zoë Prinsloo, and has left a profound mark on the coastal regions of South Africa over the last 2 years.

The campaign's successful efforts have led to the cleaning of over 150 beaches and the collection of an impressive 8.6 tons of litter across SA's beaches. This accomplishment is a testament to the dedication and collective commitment towards preserving the natural beauty of South Africa's coastal areas.

From the shores of the Cape Peninsula to the dazzling beaches of KwaZulu-Natal and beyond, Save a Fishie mobilizes a variety of volunteers, including local residents, environmental organizations, GIRL GUIDES and concerned citizens, who join forces with one common goal — to make a positive impact on the environment.

Our ability to galvanize communities and mobilize resources creates a strong surge of environmental awareness, generating a ripple effect of positive change that resonates throughout South Africa.

The significance of Coast 2 Coast's accomplishments cannot be overstated. The campaign's efforts have not only protected and preserved the remarkable beauty of South Africa's beaches but have also helped to safeguard the diverse marine ecosystems and the wildlife that depends on them. Moreover, clean beaches serve as prime destinations for tourists, thus boosting local economies and rejuvenating coastal communities.

2023:		:	1112 cleanups, 9 Weeks, 7895 km, 7 Provinces 3 616kg collected
2024:		:	45 cleanups, 6 Weeks, 6300 km, 7 Provinces 5 300kg collected

Looking back...

Coast 2 Coast 2023

Our inaugural Coast 2 Coast 2023 was a huge success!



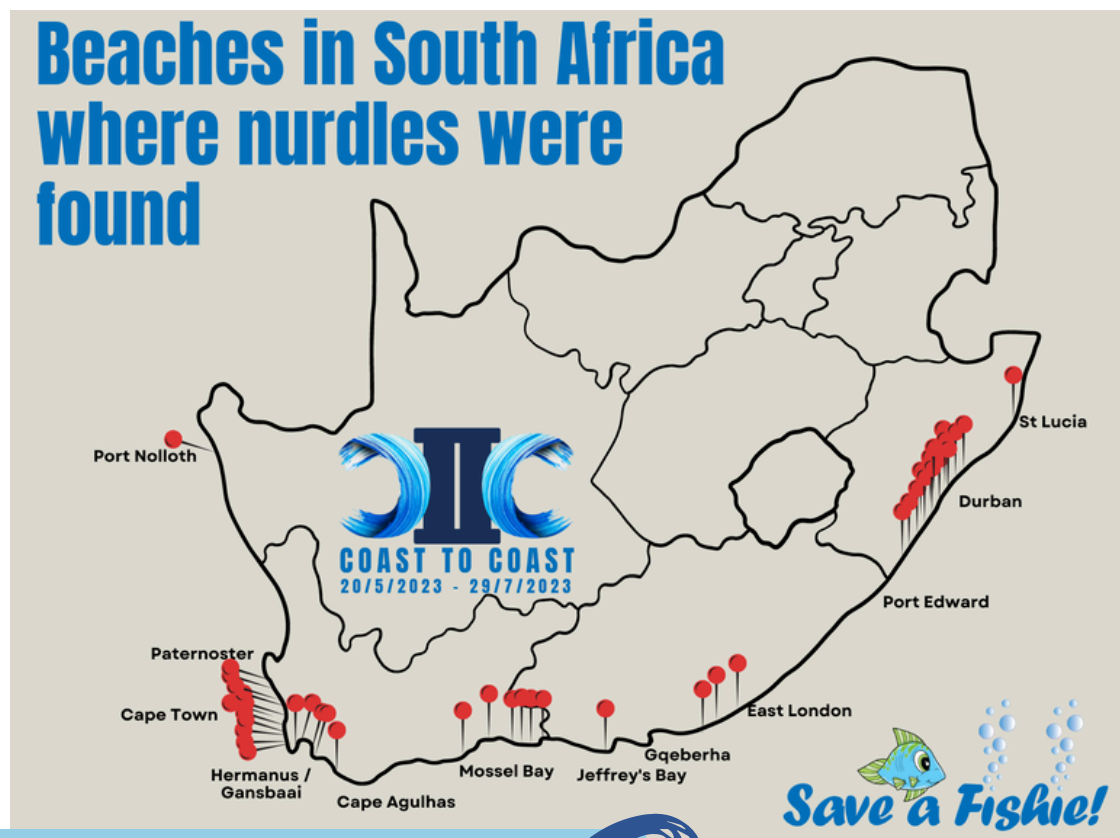
Astounding results were achieved when we cleaned **112 beaches** across South Africa over a period of **71 days** with **3,6 tons** of litter being collected!

Our first Coast 2 Coast campaign was the most ambitious campaign Save a Fishie had ever attempted. A dream project, 5 years in the making!

Being that this was the first Coast 2 Coast we wanted to clean as many beaches around South Africa as possible! This was a very ambitious campaign which was very exhausting, with up to 4 clean-ups per day!

There were lots of beaches that were beautifully clean with minimal litter found. We collected data from all the clean-ups including how much litter (kg), what kind of litter as well as whether or not there were nurdles found.

112 CLEANUPS
80+ TOWNS
7 OUT OF 9 PROVINCES
7895 KILOMETERS
3.616 TONS OF LITTER! ,



WHAT ARE NURDLES?

Nurdles are a type of microplastic, which means they are less than 5 millimeters in size. They are often lentil-shaped.

Nurdles are the raw material used to make many plastic products, including water bottles, grocery bags, and polystyrene foam.

We were also on an incredibly tight budget with not all accommodation being sponsored as well as no sponsors for food, snacks, drinks etc. This meant we were limited to a budget of R150 per DAY for 3 people, which was very hard at times. The necessity for more sponsors in 2024 was noted.

Coast 2 Coast 2023 was an incredible campaign which opened our eyes to the possibilities of what we COULD achieve with this trip. 2024 saw us fine-tune the logistics of the campaign to a degree and we took what we learned into Coast 2 Coast 2024.

Looking back...

Coast 2 Coast 2024: The Route, The Stats, The Beaches and The Helpers

The Route and the Beaches

The team started at Eden on the Bay in Cape Town and travelled up the West Coast all the way to Port Nolloth, whereafter they crossed the country doing clean-ups at the Hennops and Jukskei rivers before starting at Richard's Bay and travelling down the entire East Coast back down to Milnerton Lagoon in Cape Town.

List of Clean-ups for

WITH



Save a Fishie!



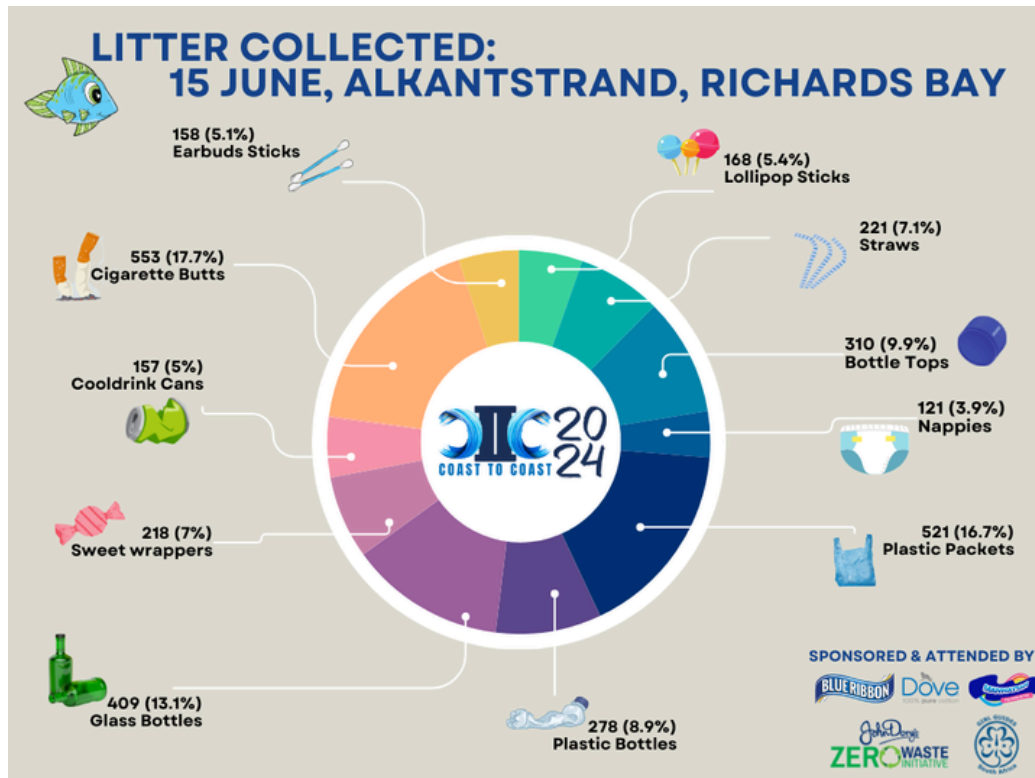
EDEN ON THE BAY - 29 KG
MILNERTON LAGOON BEACH - 72 KG
DERDESTEEN - 180 KG
KELPBAAI - 74 KG
GANZEKRAAL - 42 KG
ROADSIDE (N7 BEFORE YZERFONTEIN) - 21 KG
YZERFONTEIN MAIN BEACH - 18.5 KG
ROADSIDE (N7 BEFORE SALDANHA) - 21 KG
SALDANHA BAY - 18.5 KG
ROADSIDE (OUTSIDE LAMBERTS BAY) - 24 KG
ROADSIDE (OUTSIDE CLANWILLIAM) - 4 KG
PORT NOLLOTH - 14 KG
MCDOUGALL BEACH - 16.5 KG
JUKSKEI RIVER (ALEXANDRA) - 730 KG
KLIP RIVER (SOWETO) - 1 624 KG
ALKANTSTRAND, RICHARDS BAY - 187 KG
GRANNY'S POOL, SALT ROCK - 35 KG
CASUARINA BEACH, TONGAAT - 61.5KG
UMDLOTI BEACH - 22 KG
DOLPHINE WATCH, LA MERCY - 58 KG
GLENASHLEY BEACH - 5 KG
LAGUNA BEACH - 105 KG

226 KG - BLUE LAGOON BEACH
17 KG - USHAKA BEACH
212 KG - ISIPINGO BEACH
95 KG - SUNWICH PORT BEACH, PORT SHEPSTONE
56 KG - UMTENTWENI RIVER
111 KG - THE BLOCK BEACH, PORT SHEPSTONE
17 KG - BONZA BAY BEACH, QUENERA
253 KG - QUIGNEY BEACH, EAST LONDON
54 KG - SHARK PIER BEACH
57 KG - JEFFREYS BAY BEACH
44 KG - CONEY GLENN BEACH, KNYSNA
75 KG - VICTORIA BAY BEACH, GEORGE
18 KG - DIASSTRAND, MOSSEL BAY
3 KG - STRUISBAAI MAIN BEACH
20 KG - GANSBAAI (OPP CARAVAN PARK)
2 KG STANFORD COVE
1 KG - KAMMABAAI, HERMANUS
41 KG - STRAND BEACH
3 KG - MUIZENBURG BEACH
12 KG - MILTON BEACH, SEA POINT (1)
43 KG - MILTON BEACH, SEA POINT (2)
283 KG - MILNERTON LAGOON BEACH

TOTAL COLLECTED: 5 005 KG

The Stats

Detailed **data** was collected at our 2 of our biggest clean-ups: Alkantstrand in Richards Bay and Blue Lagoon Beach in KZN, where we had over 100 GIRL GUIDES join us.



The Stats (continued)

Alcohol glass bottles was one of the main culprits of our campaign. Bottles were found at 31 of the 44 clean-ups we had. In total over 2 400 glass bottles collected.

LIST OF CLEAN-UPS AND NUMBER OF BOTTLES COLLECTED AT EACH

GANZEKRAAL 30
ROADSIDE N7 (near LAMBERTS BAY) 112
LAMBERTS BAY 7
ROADSIDE N7 (near YZERFONTEIN) 38
ROADSIDE N7 (near SALDANHA) 46
ROADSIDE (near CLANWILLIAM) 49
PORT NOLLOTH 45
JUKSKEI RIVER, ALEXANDER 100+
KLIP RIVER, SOWETO 150+
MCDUGAL BEACH 40
ALKANTSTRAND 30
GRANNY'S POOL 40
CASUARINA 90
DOLPHIN BEACH, LA MERCY 205
GLENASHLEY 5
LAGUNA BEACH 150
BLUE LAGOON BEACH 182
ISIPINGO BEACH 30
SUNWICH PORT BEACH 160
THE BLOCK BEACH 70
BONZA BAY BEACH 80
QUIGNEY 797
SHARK PIER 20
JEFFREYS BAY 5
CONEY GLENN, KNYSNA 110
VICTORIA BAY, GEORGE 170
DIASSTRAND, MOSSEL BAY 15
STRAND BEACH 5
MILNERTON LAGOON 9



The Helpers

The Coast 2 Coast beach cleanup campaign was a resounding success, thanks in large part to the incredible support from volunteers, school children, local organizations, and community members. This report highlights the importance of these contributions and the positive impact they had on our environment and community.

Objectives

- To remove debris and litter from the beach, improving the local ecosystem.
- To raise awareness about ocean pollution and environmental stewardship.
- To foster community involvement and education, particularly among youth.

Volunteer Contributions

Volunteers played a pivotal role in the success of this campaign. Over 1150 volunteers participated, dedicating their time and effort to clean the beach. Their enthusiasm and commitment were evident as they worked tirelessly to collect litter, sort recyclable materials, and engage with community members.

Involvement of School Kids and Youth Groups

Local schools were integral to our efforts, with over 300 students participating in various clean-ups. This involvement not only helped to clear the beaches but also educated the students about the importance of environmental conservation. Many students expressed their newfound awareness of how their actions can impact the environment, which will encourage them to become lifelong advocates for sustainability.

Support from Organizations

Collaboration with local organizations, such as GIRL GUIDES South Africa, Alexandra Water Warrior, ARMOUR, Lions Clubs, and various local tourism organizations significantly enhanced our capabilities. These organizations provided promotion and outreach to encourage community participation.

This beach cleanup campaign demonstrated the power of community collaboration. We extend our heartfelt thanks to all volunteers, schools, and organizations that made this campaign a success.

Our Sponsors: 2024

We owe a significant part of our achievement to our **incredibly generous sponsors**. This report highlights the crucial role they played in providing accommodation, food, financial support, and resources that made our campaign possible.

Role of Sponsors

Our sponsors were instrumental in the success of the campaign. Their contributions included:

- **Accommodation:** Many sponsors provided lodging for our team, ensuring we had a comfortable place to rest after a long day of cleaning. This support allowed us to attract participants from various areas, expanding our reach and impact.
- **Food and Refreshments:** Sponsors generously provided meals and snacks not only for our team but also for volunteers, keeping everyone energized and motivated throughout the event. Offering food not only improved morale but also created an inviting atmosphere that encouraged camaraderie among participants.
- **Financial Support:** The financial contributions from our sponsors helped cover essential costs, including fuel, food, additional cleanup supplies (eg reusable gloves and sanitizer), boots, equipment etc. This support enabled us to execute the campaign efficiently and effectively.
- **Resources and Materials:** Several sponsors contributed additional resources, such as educational materials on environmental conservation and promotional items that helped raise awareness about the importance of beach cleanliness.

Impact of Sponsorship

- **Enhanced Participation:** The support from our sponsors allowed us to reach a broader audience, resulting in over **1 150 volunteers** participating in the cleanups across South Africa.
- **Improved Organization:** With adequate resources and funding, we were able to organize the event more effectively, ensuring a smooth and enjoyable experience for everyone involved.
- **Increased Awareness:** By partnering with local businesses, we were able to promote the campaign widely, increasing community awareness about the importance of maintaining clean beaches.

Conclusion

The beach cleanup campaign was a testament to the power of collaboration, and our sponsors played a vital role in making it a success. Their generous contributions in accommodation, food, and financial support not only enhanced the experience for participants but also underscored the importance of community engagement in environmental conservation.

Acknowledgments

We extend our heartfelt gratitude to all our 2024 sponsors (listed below). Your support made a significant difference, and we look forward to continuing our partnership in future initiatives to protect our beaches and promote sustainability.



PRIME SPONSORS

John Dorys Fish, Grill, Sushi. & Premier Hotels & Resorts



CORPORATE/PRODUCT SPONSORS



ACCOMMODATION SPONSORS



SUPPORTERS

GIRL GUIDES South Africa, City of Cape Town Solid Waste
ARMOUR, Alexandra Water Warriors, Yzerfontein Accommodation, Jeffrey's Bay Tourism



2023 vs 2024

The Table below shows the comparative litter collected (by kilogram) between 2023 and 2024. Please note that this does NOT imply that any particular beach was more dirty or is in any worse condition from the year before. It simply indicates what our team (and whichever volunteers were there on the day to assist) were able to remove.



Media Coverage

Coast 2 Coast 2023/4

<https://www.goodthingsguy.com/environment/save-a-fishie-gets-ready-for-another-cross-country-clean-up/>

<https://www.goodthingsguy.com/environment/a-coast-to-coast-mission-cleaned-up-an-elephants-weight-in-litter/>

<https://www.engineeringnews.co.za/article/plastics-industry-leaders-sponsors-save-a-fishie-coast-to-coast-24-campaign-2024-05-27>

<https://www.citizen.co.za/south-coast-herald/news-headlines/local-news/2024/07/27/countless-fishies-saved/>

<https://www.news24.com/news24/community-newspaper/tygerburger/final-beach-clean-up-flags-go-up-for-save-a-fishie-cleaning-111-beaches-20230809>

<https://petco.co.za/?latest-news=petco-helps-with-save-a-fishie-campaign>

<https://www.news24.com/news24/community-newspaper/tygerburger/clean-ups-go-big-save-a-fishie-to-clean-up-over-100-beaches-nationwide-20230301>

<https://www.news24.com/news24/community-newspaper/tygerburger/save-a-fishie-launches-second-coast-to-coast-beach-clean-up-campaign-to-combat-plastic-pollution-20240606-2>

<https://bewarea.org.za/activities/save-a-fishie-beach-clean-up-june-5th-1000am-main-beach/>

<https://www.cleanupandrecycle.co.za/event/save-a-fishie-final-coast2coast-beach-clean-up/>

<https://ewasa.org/inspiring-non-profit-helps-clean-south-african-beaches/>

<https://1stclaremont.org.za/smoke-signals/ss2023q3-save-a-fishie/>

<https://www.plasticsinfo.co.za/2024/05/21/environment-entertainment-education/>

<https://www.tiktok.com/@soundmatchsa/video/7372637498637372678>

<https://www.citizen.co.za/south-coast-herald/news-headlines/local-news/2024/07/27/countless-fishies-saved/>

<https://worldoceanday.org/event/coast-2-coast/>

<https://www.capetownetc.com/conservation/21-year-old-environmentalist-leads-beach-clean-up-campaign/>

<https://www.goodthingsguy.com/environment/20-year-old-leads-coast-to-coast-clean-ups-over-500kgs-of-litter-gone/>

Looking ahead to 2025

We are excited to announce



From May into July 2025, myself, Zoë Prinsloo and our team at Save a Fishie NPC, will once again embark on an epic 7-week campaign to clean beaches all along our South African coastline!

As we prepare for our next campaign, scheduled for 17 May to 5 July 2025, we are eager to build upon the success of previous years and make an even greater impact! We learnt so much from the previous 2 campaigns and are confident that 2025 will be even more successful!

Potential sponsors are invited to reach out to us directly at info@saveafishie.co.za to discuss sponsorship opportunities for Coast 2 Coast 2025 further. We are excited to offer various promotional opportunities, including logo placement on our vehicle and materials, recognition on our social media platforms, and acknowledgment during the event.

We are open to any type of sponsorship, including, but not limited to, fuel, food, drinks, accommodation, clothing, cleaning supplies, entertainment, experiences as well as a **vehicle** sponsor.



DETAILS

Campaign starts on 17 May at Milnerton Lagoon Beach and will end back at Milnerton Lagoon Beach on 5 July.

From Milnerton we will work our way up the West Coast to Port Nolloth. From there we will cross the country, stopping to do cleanups in Alexandra and Soweto and then heading to Richards Bay and working our way down the East Coast back down to Cape Town and ending once again at Milnerton Lagoon Beach.

There will be between 1 and 2 cleanups per day, so between 50 and 55 cleanups in total.

Wherever possible, members of the public, local organisations, schools and eco clubs etc will be invited to attend. We will post a list of all cleanups on our various social media pages and invite everyone to join. We will also reach out to the various Municipalities and Tourism agencies to help advertise the cleanups and to encourage participation.

Every cleanup will be documented and reported on. We weigh all the waste we collect, noting the various kinds of litter found, including the top 3 offenders. We also photograph (and sometimes video) all our cleanups and where possible we collect and count nurdles found.

Coast to Coast 2023 saw us collect a total of 3,616 tons and 2024 we just passed the 5 ton mark. We are hoping to set a new record in 2025!



EXAMPLES OF SPONSORSHIP PACKAGES AVAILABLE

NOTE: WE WELCOME SPONSORSHIPS IN BOTH MONETARY AND PRODUCT FORM TO ENABLE DIFFERENT TYPES OF SUPPORT AND WE ARE OPEN TO ANY AND ALL SUGGESTIONS/IDEAS!

LEAD SPONSOR – R100 000

Maximum Exposure & Impact

As the Lead Sponsor, your brand will be front and center in our nationwide campaign, demonstrating your commitment to the environment on a large scale. This premier package includes extensive branding and recognition across all platforms.

Benefits Include:

- Branding on the campaign's vehicle (large decals).
- Prominent placement of your logo on all promotional materials, including press releases, social media, website, and event signage.
- Recognition as the Lead Sponsor at all events, with an opportunity to speak at select locations.
- Your logo featured on the official campaign feathers.
- Social media shout-outs and video content featuring your brand during cleanups.
- Co-branded media coverage and press mentions.
- Option to sponsor up to 10 beach clean-ups nationwide.
- Option to have your branded banners at select clean-up sites.
- VIP invitations to local clean-up events and media opportunities.

GOLD – R50 000

High-Impact Exposure

As a Gold Sponsor, your brand will receive excellent visibility and recognition throughout the campaign. This is a perfect choice for companies looking to significantly align with environmental responsibility and reach a broad audience.

Benefits Include:

- Branding on campaign vehicle (medium-sized decals).
- Logo placement on all digital and printed promotional materials.
- Your logo on the official campaign feathers.
- Social media mentions and dedicated posts about your support.
- Option to sponsor up to 5 beach clean-ups nationwide.
- Option to have branded banners at select clean-up sites.
- Recognition at select clean-up events with your brand prominently displayed.

Continued...

SILVER SPONSOR – R25 000

Effective Reach & Community Engagement

The Silver Sponsor package offers a balanced mix of visibility and meaningful involvement in the campaign, showcasing your brand's dedication to environmental causes.

Benefits Include:

- Branding on campaign vehicle (smaller decals).
- Logo included on promotional materials, including event signage and social media.
- Your logo on event feathers.
- Social media recognition and spotlight posts.
- Sponsor up to 3 beach clean-ups nationwide.
- Option to have branded banners at select clean-up sites.

BRONZE – R10 000

Local Impact with National Reach

The Bronze Sponsor package is an excellent choice for companies seeking to engage with the campaign on a local level while still receiving nationwide recognition.

Benefits Include:

- Branding on campaign vehicle (small decals).
- Logo placement on select promotional materials.
- Social media mention and thank you posts.
- Option to sponsor 1 beach clean-up in your own town/city.
- Recognition at specific cleanup site(s) where your brand's involvement is highlighted.

GREEN – R5 000

Local Impact with National Reach

The Bronze Sponsor package is an excellent choice for companies seeking to engage with the campaign on a local level while still receiving nationwide recognition. This is especially suited to small companies/accommodation sponsors.

Benefits Include:

- Logo placement on select promotional materials.
- Social media mention and thank-you posts.
- Recognition at specific cleanup site(s) where your brand's involvement is highlighted.

Join Us in Creating Cleaner, Greener Beaches

By partnering with our campaign, you're not just sponsoring an event; you're investing in a cleaner, healthier future for our oceans and coastal communities. Together, we can create real change, promote environmental stewardship, and increase awareness for ocean conservation. For more information or to discuss **custom sponsorship opportunities**, please contact us at info@saveafishie.co.za.

Examples of *product* sponsorships:

VEHICLE SPONSORSHIP

We are in need of a vehicle, preferably a van or double cab. A trailer isn't realistic for the trip so a vehicle with lots of packing space is needed. We are also hesitant to take our family Subaru again as we are not sure she'll make another trip around SA.

FOOD SPONSORSHIP

Meal vouchers, restaurant vouchers, snacks, drinks etc.

FUEL SPONSORSHIP

Could be in the form of pre-loaded fuel cards.

ACCOMMODATION SPONSORSHIP

Accommodation needed at various destinations along our route. A list of locations can be given on request.

KIT SPONSORSHIP

Branded t-shirts, hoodies, caps, beanies, as well as boots, etc.

PRODUCT SPONSORSHIP

Products such as sunscreen, travel bags/duffel bags, Go-Pro, toiletries, etc and any products we can give out to volunteers or use as prizes.

For more information or to discuss **custom sponsorship opportunities**, please contact us at info@saveafishie.co.za.

We are open to any of your ideas and to see how we can tailor a sponsorship package to your needs.

We thank you for your
support of our
organisation and our
environmental
campaigns.



Save a Fishie!

Save a Fishie NPC

2021/755525/08

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