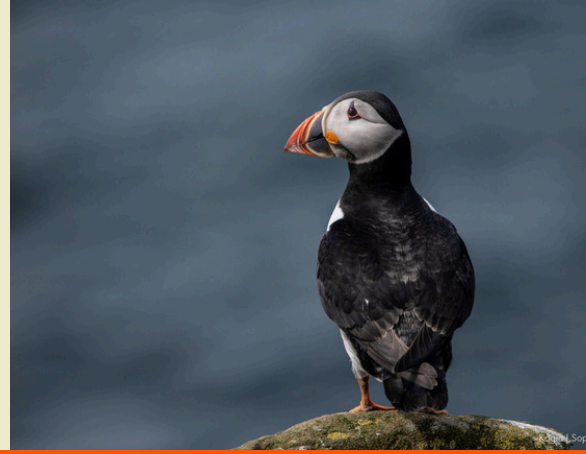




sea-changers



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IMPACT

REPORT

2024

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A YEAR OF IMPACT FOR THE OCEAN

2024 saw glimmers of hope for marine conservation, driven by international collaboration, innovative technologies, and increased awareness of ocean health. Despite this positive progress, the challenges and threats to our ocean continue, and Sea-Changers' unique contribution funding communities to take action for the marine environments or species they understand best, feels more important than ever.

2024 was another year for varied grant programmes, which kept our team busy allocating and awarding grants:

- **9 new coastal water fountain locations received their grants.**
- **15 projects received funding totalling just over £31,000 from Spring Main Grants.**
- **21 projects received funding totalling just over £43,000 from Autumn Main Grants.**
- **23 projects received funding totalling just over £9,000 from Small Grants.**

Main grants projects each received between £800 and £2,500 and small grant projects £500 or less. Once again, we're proud to have funded projects all over the UK, from Cornwall to Aberdeen...and even land-locked Leicester!

We also received an unprecedented number of applications that we were unable to support due to lack of funding. In 2025, we have an ambition to grow the funds available by significantly increasing the support from new and existing corporate partners in order to meet the demand for our grants.

The sheer diversity of projects we fund can make it challenging to summarise, as we receive final evaluations many months after funding is received. That said, we are excited to share our 2024 impact with you and excited for what 2025 brings!

Thank you for supporting Sea-Changers, and protecting our seas.



Helen Webb and Rachel Lopata
Co-Founders Sea-Changers



OUR STORY SO FAR



OUR VISION

Since giving out our very first grant in 2012, we have been supporting communities around the UK to conserve, protect and restore their precious coastal and marine habitats and species. Our vision is a future where the UK's seas and shores are clean and healthy and marine species and habitats are protected.

Through our various grants, we aim to:

- Harness people's love for the sea, inspiring them to contribute positively to its sustainability.
- Enable everyone who cares about the marine environment to make a difference.
- Support diverse, grassroots and community-led marine conservation all around the British Isles.

Sea-Changers' grants are unique in UK marine conservation. We provide a place for small, local and grassroots organisations to seek funding for their marine conservation activities, based on the priorities that they identify. This is a bottom-up rather than top-down approach to encourage community engagement, and has proven, year on year, to have wide ranging social, economic and environmental impacts.

WE'RE ON A MISSION

To empower local communities and organisations that care about the marine environment, to identify and proceed with conservation projects that make a difference to its future.

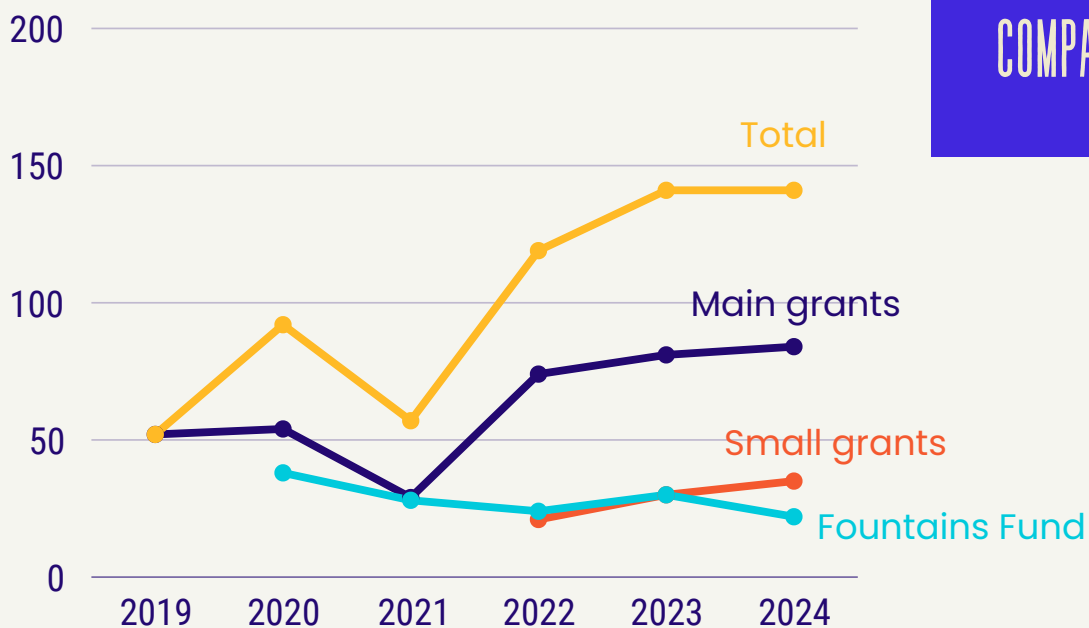
We achieve this with the support of our amazing corporate partners, funders, donors and volunteers who collectively help us in our mission.

400+

PROJECTS
FUNDED
SINCE 2012

DEMAND FOR OUR GRANTS IS GROWING

Here you can see the volume in grant applications over the last five years:



**ALMOST
3 X**
THE APPLICATIONS
COMPARED WITH 2019

Demand for our grants now far outstrips the number we can support

- Applications have steadily increased (aside from the years affected by COVID 19).
- Awareness of our grants is growing.
- More people and projects are choosing to take action for marine and coastal environments and communities.

You will see that Bunzl Coastal Fountain Fund applications have slightly reduced. We have developed our guidance to help applicants better understand what permissions and funding is required to install and maintain their water bottle refill station. As a result, locations that were allocated grants in 2024 were installed and operational much quicker than in previous years.

IMPACT TIMELINE

2024 grants kept our team busy!

Main grants projects each received between £800 and £2,500 and small grants projects £500 or less. Once again, we're proud to have funded projects all over the UK.

MONTH	GRANTS PROGRAMME	OUTCOME/IMPACT
February	Innovation Fund (Evaluation Event)	<ul style="list-style-type: none"> • Held an online event for funders to hear from each Innovation Fund project. • Wide ranging impacts shared including two projects that led to open access AI tools, useful to marine researchers globally.
March	Spring Main Grants	<p>Spring Main Fund allocated grants of up to £2,500:</p> <ul style="list-style-type: none"> • £30,000 allocated to 15 conservation projects • Diverse approaches including engagement, research and direct clean-up action.
April	Bunzl Coastal Fountain Fund 2024	<ul style="list-style-type: none"> • Nine new coastal fountains added to the existing 30. • Each can prevent the purchase of around 20,000 plastic bottles each year. That means c.780,000 bottles per annum that can't end up as litter!
May	Marine Conservation Social Fund	<ul style="list-style-type: none"> • Five new projects funded. • All projects have a combined social and conservation benefit. • Audiences include disadvantaged young people, people suffering from isolation and refugees.
September	Autumn Main Grants	<p>Autumn Main Fund allocated grants of up to £2,500:</p> <ul style="list-style-type: none"> • £43,000 allocated to 21 conservation projects • projects ranging from promoting sustainable fishing practices, to inspiring the next generation of marine scientists.
October	Bespoke Reef Cubes Partnership	Partnership with Gwynt Glas for a collaborative Reef Cube installation at Falmouth Harbour in Cornwall won the Environment and Sustainability Award at the Global Offshore Wind Awards.
October	All Programmes (2024 Project Showcase Event)	<ul style="list-style-type: none"> • Funders heard amazing stories from four key funded projects covering social impact, innovation, plastic pollution and community engagement (see next page).

2024

OUR IMPACT IS DIVERSE

here are some examples of the diverse outcomes they achieve

INNOVATION

Using thermal imaging and AI in monitoring seal populations



OUTCOMES:

- Cutting-edge method for collecting data on seals with thermal imaging and drones
- New AI model for automatic analysis for faster and less impactful seal counts and ID
- Never before seen dolphin behaviour captured - attack by bottlenose dolphins on harbour porpoise

SOCIAL IMPACT

Sea voyages for disadvantaged young people, removing ocean plastics.



OUTCOMES:

- 22 miles of coastline cleaned.
- 742kg marine plastic collected.
- 23 vulnerable people supported.

“It was a hugely empowering and inspiring day, which has really changed things for me. I'm desperate to come back, learn more and grab more plastic!”

POLLUTION

Working with the fishing community to reduce discarded fishing equipment



OUTCOME:

New net collection site for fishers to recycle obsolete gear set up in Eyemouth Harbour.

COMMUNITY ACTION

Supporting a team of citizen scientists to protect a unique habitat.



OUTCOME:

Community conservation group supported to undertake regular surveys of the state of the unique chalk reef system and remove ghost gear.



MAKING AN IMPACT TOGETHER

PARTNERSHIP CASE STUDY - MIKE'S DIVE STORE

A long term partnership

Mike's London Dive Store was established over 30 years ago and has been providing divers with kit that best suits their needs ever since. As well as being an award winning retailer, Mike's Dive also cares deeply about the impact divers have on our environment. They strive to work with their supply chain and manufacturers to identify ways to improve everything from packaging to shipping to lower Mike's Dive Store's and the industry's waste and carbon footprint.

As part of their environmental commitment, Mike's Dive Store has been supporting Sea-Changers since 2015 through direct donations and they have donated more than £20,000 in that time.

How are they doing this?

Mike's donates **1% of its profits to the charity**. Customers are invited to match the company's generosity and make their own donations too.

Sharing stories

Mike's Dive Store customers and followers can learn about projects all around the UK acting to protect and conserve the marine environment.

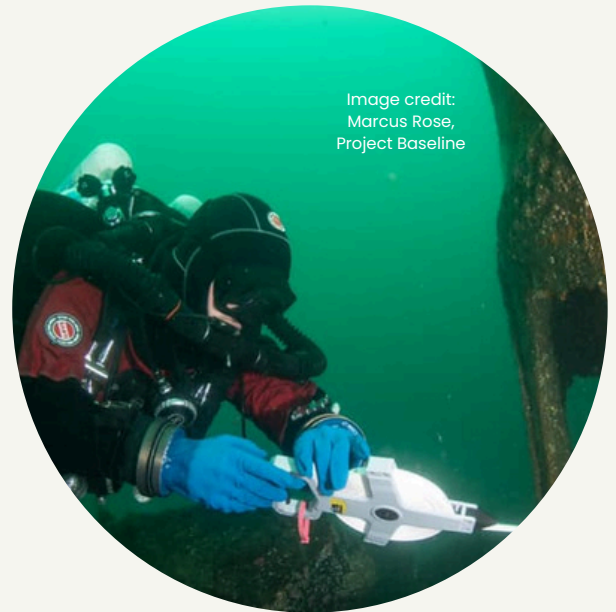


Image credit:
Marcus Rose,
Project Baseline

Many of Sea-Changers' funded projects involve divers. Mike's Dive Store help us to engage more divers around our work!

PARTNERSHIP OPPORTUNITIES

COULD YOUR BUSINESS BE OUR NEXT PARTNER?

“The UK's seas give Mike's Dive Store's customers a rich variety of opportunities to enjoy their sport. We are delighted to play our part in making sure there are healthy oceans and coastlines for future generations of divers to enjoy and learn from.”

Steve Brown, MD
Mike's Dive Store

36

NEW GRANTS ALLOCATED
IN 2024

YOUR SUPPORT OUR IMPACT

what our grants mean to our 2024 recipients...

“Please let me take this opportunity to thank the Sea-Changers team for providing their support to **Durham Wildlife Trust’s Cetacean Watch Project**. Without organisations like yours, fantastic engagement work that supports marine conservation would not be possible.”

“We are REALLY grateful for your ongoing support for CRRU, for so many years now! Such long-term relationships are difficult to forge, and we are happy to know that you are there and thank you all for ALL you do for our marine environment!”
Cetacean Rescue and Research Unit (CRRU)

“Thank you very much! We are excited to be able to develop this work and these funds are vital for that.”
Sussex Bay

“D+G Eco Warriors are very grateful for this opportunity through the funding of Sea Changers.”

“This is very exciting indeed!! We are thrilled and look forward to starting our project ...Thank you ever so much!” **Alba Explorers**

“Thanks so much again for this offer and helping us to continue our monitoring in Studland Bay next season.”
Studland Bay Partnership

“Thank you so much for your email notifying us of the grant approval from Sea-Changers. We are incredibly excited about this project and the potential it has to help so many fishermen across all coastal communities in the UK. Without your support, this would not be possible.”
Lyme Bay Fisherman’s CIC

£150K+

**FUNDING GIVEN
IN 2024**

OUR ECOSYSTEM

Joining the dots and connecting communities...



FOR THE PLANET
- ENVIRONMENTAL PARTNER -



sea-changers

PARTNERS

Business Donors

Trusts & Foundations

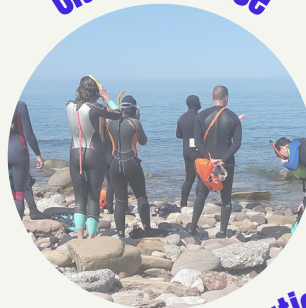
Corporate Partners

Pro bono supporters

Research & Innovation



Citizen Science



Species Protection



Photo: Katrin
Schrengel

Direct Action



Nature-based Restoration



Pollution Prevention



Education & Engagement



PEOPLE

Volunteers

Individual Donors

Fundraisers

TACKLING MARINE ISSUES



OUR 2025 AMBITION



1

Scale up to meet demand

We are committed to building our income to try to keep pace with growing demand. Our main grant applications were higher than ever in 2024 - more requests from more organisations, and we couldn't afford to support them all. Something we aim to improve in 2025.

2

Empower more diverse communities

Continue to support and empower community and grassroots projects to lead marine protection and conservation in their local areas. We want to target places and people that are under-represented amongst our grant applicants and recipients.

3

Become more resilient and sustainable

We want to make sure that Sea-Changers' grants are available for communities long into the future. As a Founder-led and volunteer-run charity, we are focused on developing a strategy for the future that is less reliant on a small number of key individuals, so our focus is on income growth to allow us to sustain a small paid team in the future.

4

Drive innovative solutions

2025 will see more focus on innovation with the third, and biggest round of our Innovation Fund opening for applications. The challenges facing the marine environment and its creatures demand creative solutions and a route to test out new ideas. At the community level, we are determined to play our part.

WE COULDN'T DO IT WITHOUT YOU!

We have an amazing group of business partners who support our grant programmes, and an amazing team of volunteers who make everything happen!

If you are a business or volunteer interested in supporting our work, get in touch!

info@sea-changers.org.uk



SEA
CHANGE



WILLIAM GRANT
FOUNDATION

sea of purpose



THANK YOU FOR SUPPORTING SEA-CHANGERS!