

Gustavo Vergara

From: Johnathan Billings
Sent: Tuesday, February 11, 2025 10:55 AM
To: Gustavo Vergara
Subject: Fw: Surfing's Evolution & Preservation Foundation 2025 Funding Award

From: Jacquie Youngs <JacquieY@rjss.com>
Sent: Saturday, December 21, 2024 6:26 PM
To: Johnathan Billings <JBillings@indianriver.gov>
Subject: Surfing's Evolution & Preservation Foundation 2025 Funding Award

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Johnathan,

We are thrilled to inform you that the Surfing's Evolution & Preservation Foundation (SEPF) has selected Indian River County Ocean Rescue as a recipient of a grant award for 2025 to receive 3 beach wheelchairs. The value will be approximately \$11,000 and an exact value will be determined once they are manufactured and shipped. Your work embodies our mission to preserve surfing history and our shorelines, public education, conservation and water safety. We are proud to support your efforts.

This year, SEPF launched a Statewide advertising campaign to raise awareness for the Endless Summer® specialty license plate. Proceeds from plate sales allow the Foundation to fund over 100 nonprofits each year. Although it has been the top selling plate in the State for years, Floridian's now have the opportunity to choose from over 200 specialty plates and that number continues to grow. That is why we are asking for your help.

The partnership between SEPF and its partners can have a powerful marketing and fundraising results for all of us. As a partner, we kindly ask for your collaboration to help us gain exposure for our Endless Summer® license plate and SEPF through co-branding efforts. You can access the assets and co-branding guidelines with the link included in this email. Below are general guidelines for our request:

1. **Logo Inclusion:** Include the logo on print and digital materials, where appropriate.
2. **Social Media Recognition:** Please highlight SEPF and our Endless Summer® license plate on your social media platforms. Sharing your grant award and the work it supports will help amplify both your organization and our foundation's reach. We will also supply social posts in multiple sizes to help promote the Endless Summer® plate.
3. **Event Promotion:** At any public events or activities associated with your grant, please acknowledge our foundation's support and help spread the word about the Endless Summer® license plate. Also, please share any news releases related to events or your organization so we can help you!
4. **Website Collaboration:** We ask that you include a link to the SEPF and the Endless Summer® plate website (www.BuyThePlate.com).

As we have grown, we have built a community of very special partners with like-minded values. It has been our pleasure to help each of you work towards and meet your goals. The added value we have all received by sharing information and promoting each other's accomplishments is one of the keystones of the success of the Foundation's giving. The cooperation in this community and the higher goals we all strive for is what makes all

of you special and why you are chosen. We value your partnership and look forward to seeing the incredible outcomes of your work in 2025!

[Download our co-branding guidelines and all assets here.](#)

Jacquie Youngs
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