



GREEN FI  
CLEANUP TOUR

# Impact Report

May – Sept 2025

# A Purposeful Partnership

## Shared Mission

GreenFi and United by Blue share a common purpose of leaving this planet better than we found it. GreenFi helps people build a better financial future for themselves while taking climate action by offering financial products that do not fund fossil fuels. GreenFi also makes a positive impact on our environment in other ways, like planting trees, donating to non-profits, and removing ocean debris.

United by Blue has been guided by the same core mission since its inception in 2010: for every product sold, United by Blue will remove one pound of trash from oceans and waterways. For the past 15 years, we have done just that. Through US-based cleanup projects, we have removed over 5.3 MM pounds of marine-bound debris.

In this report, we will outline the four cleanups we focused on through this partnership and the impact it had on both communities and the marine environment

- Miami, FL
- Brooklyn, NY
- Boulder, CO
- Fort Collins, CO

## Our Purpose

Removing debris from oceans and waterways has cascading effects on our marine environments. Between 9–18 million tons of trash enter the ocean each year. This is equivalent to dumping a garbage truck's worth of trash into the ocean every minute. Supporting these efforts helps to protect marine environments, reduce the prevalence of microplastic pollution, and spread awareness around the impacts of single-use plastic.

We also acknowledge that illegal dumping affects marginalized communities disproportionately. When choosing sites for a cleanup, we focus on areas that are in need of our efforts and collective attention.

In addition to hosting cleanups, United by Blue advocates for a plastic-free future which is why we push for enduring policy change like the UN Global Treaty and Plastic Pellet Free Waters Act.

2,169 pounds  
removed



# By the Numbers

3 States Visited

4 Cleanup Events

2,169 lbs Removed

280+ Volunteers

7 Nonprofit Partnerships





# A Deeper Look

LOCATION	PARTNERS	OUTCOME
Historic Virginia Beach Park	Debris Free Oceans, Miami Waterkeeper	<ul style="list-style-type: none"><li>• 50 lbs</li><li>• 45+ Volunteers</li><li>• Targeted microplastics during the International Plastic Pellet Count</li></ul>
Marine Park Brooklyn, NY	Marine Park Alliance, Jamaica Bay Rockaway Parks Conservancy	<ul style="list-style-type: none"><li>• 1,674 lbs</li><li>• 80+ Volunteers</li><li>• Targeted a section of shoreline impacted by illegal dumping</li></ul>
Goose Creek Boulder, CO	Boulder Parks and Rec, Ocean First, Patagonia Boulder, Rayback Collective	<ul style="list-style-type: none"><li>• 545 lbs</li><li>• 110+ Volunteers</li><li>• Removed debris from a bike path that hasn't been cleaned this year</li></ul>
Poudre River Fort Collins, CO	Fort Collins Open Space, New Belgium Brewing	<ul style="list-style-type: none"><li>• 350 lbs</li><li>• 40+ Volunteers</li><li>• Cleaned two natural areas affected by encampments</li></ul>





# A Case Study: Brooklyn, NY

## The Cleanup

On June 8<sup>th</sup>, World Oceans Day, we traveled to New York to host a cleanup in the largest park in Brooklyn, Marine Park. This area is home to salt marshes and estuaries that provide crucial habitat for migratory birds.

In one day, we were able to remove:

**1,674**

Pounds of marine debris removed

During the cleanup, we collected plastic bottles, cans, and illegally dumped debris like car parts and construction waste. If we did not intercept this trash, it would directly flow from Shell Bank Creek into the Atlantic Ocean. Over 80% of marine debris originates from land-based sources. Our efforts helped to keep these plastics, tires, and other pollutants out of the bodies of marine life.

Marine park is one of the only green areas close to the Homecrest and Shepherd's Bay neighborhoods. Recently, netting was installed to allow for easier access to the shoreline. With our cleanup efforts, we hope that more folks will visit Shellbank Creek and the Salt Marsh Nature Trail.



"I came across this cleanup after my night shift at the sheriff's department. I live right across the street and never come over here because of all the bottles and car parts. I loved coming to this cleanup. I got a workout in, cleaned the park, and even got a great meal afterwards. I hope to come down here more often."

—Anthony R. Marine Park Cleanup  
Volunteer