

REEF RELIEF

Founded in 1986

Reef Relief is a nonprofit membership organization dedicated to improving and protecting our coral reef ecosystem.



photo by Dora DeMaria



Reef Relief Personnel

Board of Directors:

President/Chair/CEO

Tricia Coyne

Vice President

Carly Shabo

Secretary

Mimi Stafford

Treasurer

Alex Risius

Board Members at Large:

Bob Cardenas

Ed Russo

Kevin Keeley

Dr. Patrick Rice

Maggie Howes

Jeff Graves

Staff:

Executive Director:

Millard McCleary

Assistant Executive Director:

Dora DeMaria

Education Coordinator 1:

Tara McCracken

Program Manager:

Alicia Manfroy

Education Coordinator 2:

Logan Mignerey

On maternity leave:

Director of Virtual Programs-

Erin O'Brien Bogashewicz

Discover Coral Reefs School Program

2024-2025

16,389

students taught

3,147

Individual Monroe County Students

1,791

Students in Key West & Stock Island



Discover Coral Reefs School Program

2024-2025

17
field trips



Dry Tortugas National Park



Dry Tortugas National Park



Looe Key National Marine Sanctuary



Dry Tortugas National Park



John Pennekamp State Park

Discover Coral Reefs Middle School Program 2024-2025

392

Participating students

7

Schools

27%

Increase in quiz scores





Coral Camp for Kids- 2025



252
total campers

10 camp sessions 26% increase in test scores 27 scholarships awarded



Reef Explorer Coral Camp- 2025



26

total campers



38%

increase in test scores

2

camp sessions



1

scholarship awarded



Storm Drain Stenciling Program

1,104
storm drains stenciled

154
volunteers



Marine Debris Removal Program



142,018

lbs of marine debris



963

volunteers



442,238

lbs since 2010



Plastic Free Key West

Recognizes businesses within the City of Key West



Tier 1

Happy Landings Marina
Southernmost Point Bar

Saint Paul's Episcopal Church
Mile Marker 3D
Juanchi Produce

Tier 2

Schooner America 2.0
AMRI Day Spa and Salon
Boat House Bar & Grill

Key West Tropical Forest & Botanical

Bug Ceramics
Doing Work Coffee
Date & Thyme
Ell Drops

Garden
Koffie House
Old Town Manor
Erick's Produce
Sea, Key West
Sloppy Joe's

Fausto's Food Palace on Fleming St
Half Shell Raw Bar

Sugar Apple
Tavern n Town

Hyatt Centric
Irish Kevin's
Key West Historic Inns
We've Got The Keys

The Waggin' Wiggle Food Truck

Tijon

Dawgone 'Licious
Empanadas Calenas

Shade Ceramics and Shutter Photography

The Living Truck
Authentic Hemp Company

Tier 3

Argo Navis
Bella Laine
Cayo Kombucha
America 2.0
Honest Eco
Trinity Curtis Art
Key Fillery
Daily Plan-It
Ginger Voodoo

Key West Bed and Breakfast
Key West Legal Rum
Purple Hero
Key West Yoga Sanctuary
Rose Lane Villas
The Green Pineapple
Key West Sailing Center
World Angling
Southernmost Pint

Responsible Sunscreen Campaign

Recognizes businesses in the Florida Keys



Tier 1

50% Responsible Sunscreen

Ocean Wellness Spa
Southernmost Beach Resort
Stingray Steve
Captain Hook's- Marathon Key
Sugar Apple

Tier 2

75% Responsible Sunscreen

Southpoint Divers

Tier 3

100% Responsible Sunscreen

Keyfillery	Charisma Sailing
Amri	Yankee Freedom III
Sea, Key West	The Lagoon
Captain Hook's- Big Pine Key	Formula Freediving
Captain Hook's- Key West	Coral Reef Park Co. Bahia Honda
The Marker	John Pennekamp State Park
Date & Thyme	Tilden's SCUBA Center
Ell Drops	Key Dives
Rainbow Reef	Divers Direct

Skip the Straw Campaign

Recognizes businesses outside the City of Key West

Participating Businesses



Aquarium Encounters

Boondocks

S.S. Wreck & Galley Grill

Bongo's

Islamorada Brewery & Distillery

Florida Keys Brewing Co.

Deer Run on the Atlantic

The Docks Restaurant

Oceans Edge Resort & Marina

7 Mile Cafe

Croissants de France

Cayo Hueso Brewing

Geiger Key Marina

Reef Relief Environmental Center



1,130
visitors in 2024



568
visitors in 2025

*excludes camp programs

Key West Marine Park



There are currently 7 buoys anchored in front of Higg's beach, marking part of the Key West Marine Park. Reef Relief staff works with Tow Boat US Key West to safely maintain these buoys when water quality data from the Monroe County Health Department reads safe. There are several anchors and buoys missing, Reef Relief is establishing a plan to begin restoring those swim boundaries.





Community Support

The following entities helped support Reef Relief's 2024 programs.

Including but not limited to:

- Barefoot Billy's
- Beach Weekend Marina
- Captain's Corner Dive Center
- City of Key West
- CoastLove
- Coast Guard Cutter Willow
- Coast Guard Sector Key West
- College of the Florida Keys
- College of the Florida Keys Environmental Club
- Danger Charters
- Dry Tortugas National Park
- Eco-Discovery Center
- Florida Department of Environmental Protection
- Florida Keys Commercial Fishermen's Association
- Florida Keys National Marine Sanctuary
- Florida Keys National Marine Sanctuary Advisory Council
- Florida Fish and Wildlife Conservation Commission
- FOLKS (Friends of the Lower Keys)
- Fury Water Adventures
- Historic Tours of America
- Hyatt Centric
- KEEN Footwear
- Key West Aquarium
- Key West Harbor Services
- KWHS Team Blu
- Last Stand of the Florida Keys
- Lower Keys Guides Association
- Martin Luther King Jr. Pool
- Monroe County
- Monroe County School District
- Monroe County Sheriff's Office
- Mother Nature's Minions
- National Park Service
- NOAA
- Ocean Aid 360
- Pier House Resort and Spa
- Publix Supermarket
- Salute! On the Beach
- Sebago Water sports
- Somerset Island Prep
- Sunset Watersports
- Surfrider Florida Keys
- The Kimpton
- Tito's Vodka
- Tow Boat US Key West
- United States Navy- FRCSE Detachment
- United Way of Collier and the Keys
- Waste Management
- Winn Dixie
- Yankee Freedom III

Foundation and Grant Support

**The following foundations and grants helped financially support Reef Relief's 2024 programs.
Including but not limited to:**

- Ardea Holdings
- Bass Pro Shops Outdoor Fund
- Batchelor Foundation
- Bill Simpson Foundation
- Bright Funds Foundation
- Brooks and Joan Fortune Foundation
- Carmelo Foundation
- Cascade Foundation
- Community Foundation of Greater Atlanta - William Monroe
- Community Foundation of the Florida Keys
- Dogwood Foundation
- Eric Oppenheimer Family Foundation
- Felburn Foundation
- Friends for a Better Way Foundation
- George and Dorothy Lee Witwer Endowment
- Gordon & Meridyth McIntosh Charitable Fund
- Humana Foundation
- Hunter Ward Foundation
- Just A Few Friends Foundation
- Kirby Family Foundation
- Lannan Foundation
- Lookout Foundation
- Lothar Von Ziegesar Foundation
- Massicotte Giving Fund
- Merrill G. & Erita E. Hastings Foundation
- Morby Family Charitable Foundation
- Robert Alfandre Foundation
- Ron Jon Surf Shop
- Randi & Michael Potack Donor Advised Fund
- Sexton Family Foundation
- Triad Foundation
- Turning Dreams Into Reality, Inc.
- United Way of Collier and the Keys
- Vanguard Charitable Endowment

Business Support

The following businesses provided support Reef Relief's 2024 programs.

Including but not limited to:

- Bender & Associates Architects
- Captain Hooks Dive Shop
- Capt. Rollin's Key West Pepper Sauce
- Classic Harbor Line- Key West
- Curry & Sons Printing
- Dante's Pool Bar & Restaurant
- Diamond Rock Hospitality
- Dragonfly
- DRN Moving
- Fausto's Food Palace
- Florida Powerboat Club
- Gary Hempsey
- Good Condition
- Grateful Diver
- Green Parrot
- Green Pineapple
- Hammerhead Surf Shop
- Hank's Hair of the Dog Saloon
- Happy Dog
- Historic Key West Inns
- Heritage Farmed
- Isla Bella Beach Resort
- Key West Bait & Tackle
- Key West Hash House Harriers
- Key West Homes
- Key West Island Bookstore
- Key West Marine Supply
- Key West Yoga Sanctuary
- Lagerheads Beach Bar
- Lower Keys Plumbing
- Margaritaville Beach House Resort
- Mile O Events
- Monroe County Tax Collector
- Ocean Key Resort & Spa
- Orlando Pen Show
- Porter Griffin Construction
- Purple Heron Charters
- Ram's Head Southernmost
- Salt Water Angler
- Sloppy Joe's Bar
- Southpoint Divers
- Stream2Sea
- Suburban Plumbing
- Strunk Ace Hardware
- Sunset Watersports
- Terramar Environmental Services
- The Angling Company
- The Marker
- Vision Event Management
- Ward & Meyers
- Waterlust
- West Marine- Key West
- West Marine- Stock Island



We appreciate the generosity from our supporters.
Please accept our apologies for any omissions or errors.

Feel free to bring corrections to our attention at
reefrelief@gmail.com

Business Support

The following businesses provided donations to support Reef Relief's 2024 programs.

22& Co.
Amigos Tortilla Bar
AMRI Day Spa and Salon
Aqua Lung
Argo Navis
Bagatelle / 915 / First Flight
Barefoot Billy's
Beach Glow Co.
Benihana
Big Cheezees
Breakfast Club Too
Broil
Bug Ceramics
Captain Rollin
Captain's Corner
Cayo Hueso Brewing
Chiguana
Coastal Key West
CoCo's Monkey
Coloring Passport
Conch Republic
Conchitized
Coral Athletic
Cruisin' Tikis Key West
Damien Skal
Danger Charters
Date & Thyme
Dolphin Research Center
Dolphin Safari

Dora DeMaria Photography
Double Tree
Elevated Rigging
Fat Tuesday's
Fausto's Food Palace on
Fleming
Fin Pin Shop
FishMonster MAX
Flaming Buoy
Florida Aquarium
Florida Keys Marine Detail
Floridays
Flow Surf Puerto Rico
Fly2Die Charters
Free Dive Key West
Fury Watersports
General Horseplay
Goldman's Deli
Grand Hyatt Tampa
Grateful Diver
Grateful Guitar
Green Pineapple
Grimal Grove
Half Shell Raw Bar
Harborside Rope Works
Hemingway House
Henry Rose Photography
Hooked on Key West
Hydration Station
HydroThunder

Including but not limited to:

Imagination Station
Irish Kevin's
Island Guitar
IV in the Keys
Kaya Island Eats
KEEN Footwear
Key Fillery
Key Lime Bike Tours
Key Lime Pie Co.
Key West Aloe
Key West Aquarium
Key West Legal Rum
Key West Food Tours
Key West Hospitality Inns
Key West Island Books
Key West Legal Rum
Key West Monopoly
Key West Trading Company
Key West Wellness Center
Keys Collection
Kinos
Koffie House
La Trattoria
Lagerheads Beach Bar
Lazy Dog
Line in the Sand
Little Hands
Little Whitehouse Subs
Local Color
Miami Grill
Mobile Massage Key West
Museum of Science and Industry (Tampa)
Mutiny Vodka
Local Side of Key West
Lost Boy Creations
Marathon Turtle Hospital
Mary Ellen's
Maryann Levendusky Jewelry
Mertailor
Neritic
Ocean Encounters Curacao
Ocean Wellness
Old Town Tavern
Opal Key
Papa's Pilar
Pickles Pub Key West
Pirate Scooter Rentals
Reel Skipper
Retro Room
Roostica
Salt Life
Salty Bottom Boats
Salty Frog's
Salty Paws Key West
Salty Soul Charters
Sandcloud
ScubaPro
Sea, Key West

Seabago Watersports
Sky Dive Key West
South Point Divers
Square Grouper
Stone Soup
Summerland Wine and Spirits
Sunset Sail Key West (When and If)
Sunset Watersports
Sunshine Scooters
Surly Siren Saloon
Tattoos and Scars
Tervis
The Docks
The Marker
Timothy Cameron Photography
Tropic Cinema
Waihana
Waterlust
Wicked Lick
Willy T's
Wyland
Zoo Miami Tickets
Zoo Tampa

REEF RELIEF

Proud Members of:

