

2025-2026

ANNUAL IMPACT REPORT



Protecting Our Coast

Our first year of
community impact.



A MESSAGE FROM OUR PRESIDENT

Just over a year ago, Proyecto Saladita existed only as an idea.

It was born from a simple belief: that protecting Playa La Saladita would require an entire community working together to care for the place we all love.

That journey did not begin with us.

For more than a decade, the Azulita Project inspired people to care for Playa La Saladita and helped lay the foundation for what was possible. Their mentorship, encouragement, and continued support have been invaluable as we began our own journey, and we are proud to build upon the path they helped create.

Today, we are a legally established nonprofit organization with active programs, dedicated volunteers, and measurable community impact. Every volunteer hour, every student reached, every kilogram recycled, every Green Star certification, and every donation received represents something far greater than a number—it represents people choosing to care.

This report reflects what we accomplished together during our first year, but more importantly, it reflects the community that made it possible.

At Proyecto Saladita, we believe that education inspires understanding, understanding inspires care, and when a community cares, even the smallest actions can create lasting change.

Thank you for believing in this vision and for being part of this journey. Together, we are building a healthier future for Playa La Saladita.



Viri De la O

President

Proyecto Saladita A.C.

OUR STORY

Playa La Saladita is much more than a world-class surf destination. It is a place where the ocean, rivers, mangroves, wildlife, local families, businesses, surfers, fishermen, and visitors are all connected. The health of one depends on the health of the others.

That connection is what makes this coastline so special—and why it deserves to be protected.

As Playa La Saladita continues to grow, so does the responsibility we all share to protect the natural resources that sustain our environment, local economy, and quality of life.

We believe conservation cannot succeed through one organization alone. It succeeds when an entire community understands the value of the place it calls home and chooses to protect it together.

That belief is the foundation of Proyecto Saladita.

Through environmental education, recycling, community engagement, conservation initiatives, and local partnerships, we work to create opportunities for everyone to become an active steward of our coastline.

Today, Proyecto Saladita serves as a platform for collaboration—bringing together people, ideas, and resources around a common purpose: protecting the natural and cultural treasures that make Playa La Saladita unique for generations to come.

Because when a community cares for its coastline, it protects far more than a beach.

It protects its future.

BUILDING THE FOUNDATION

FY2026 marked the official establishment of Proyecto Saladita as a community-based nonprofit organization.

So much to celebrate!!

- Establishment of our organizational charter
- Creation of a legally recognized Mexican nonprofit entity
- Development of governance policies and operating procedures
- Formation of a volunteer Board of Directors
- Engagement of independent accounting and auditing services
- Development and launch of multiple community-focused programs
- Creation of partnerships with local government, schools, businesses, and conservation organizations

While much of our first year focused on building infrastructure, these foundational investments created the framework necessary to support long-term community impact.



FY2026 IMPACT AT A GLANCE

2,120 kg

Plastic diverted from
the waste stream

45

Collection points
established

5

Recycling collection
services provided
across five
communities

140

Students participated
in hands-on
environmental
learning experiences

18

Environmental
education sessions
delivered

20+

Individuals
contributing their
time and talents

1,200+

Volunteer hours
contributed

5

Properties certified
through the Green
Star Program

PROGRAM HIGHLIGHTS

Green Star Program

The Green Star Program was created to encourage practical environmental responsibility among households and businesses while recognizing those committed to more sustainable practices.

The program received official endorsement from the Municipality of La Unión de Isidoro Montes de Oca, reinforcing its role as a community-driven initiative that promotes environmental leadership.

FY2026 Highlights

- Green Star Program officially launched
- Community training workshop conducted
- Five properties achieved Green Star certification

By recognizing environmental leadership and encouraging achievable improvements, the Green Star Program demonstrates that meaningful change begins with individual action.



PROGRAM HIGHLIGHTS

Recycling Program

The Recycling Program remains one of Proyecto Saladita's flagship initiatives.

Through partnerships with residents, businesses, volunteers, and regional recycling partners, this initiative provides a practical and accessible way to reduce recyclable waste entering local ecosystems while strengthening community participation.

FY2026 Results

- 2,120 kilograms of recyclable material collected
- 45 collection points established
- Punta Verde Local Recycling Center opened, expanding local recycling to include glass, aluminum, batteries, and a dedicated space for environmental education workshops
- Collection routes operated twice monthly
- Service provided across five communities:
 - Playa La Saladita
 - Barra de Saladita
 - Pueblo La Saladita
 - Boca de Lagunillas
 - Los Llanos

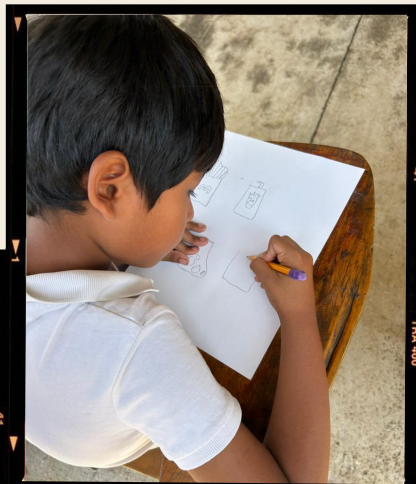
PET collected through Proyecto Saladita is delivered to Separa & Recicla, a regional collection center in La Puerta, Zihuatanejo. There, the material is sorted, compacted, and prepared for transport to industrial recycling facilities outside the municipality.



PROGRAM HIGHLIGHTS

Environmental Education Program

Creating lasting change requires investing in future generations. Proyecto Saladita's Environmental Education Program brings hands-on learning opportunities into local schools while encouraging students to become environmental leaders within their communities.



FY2026 Results:

- Two schools served
- 18 educational sessions delivered
- 140 students reached
- Unique curriculum developed for each session

Topics included environmental awareness, responsible consumption, recycling, conservation, and conscious decision-making.

PROGRAM HIGHLIGHTS



Voces Que Suman

Voces Que Suman gives individuals a platform to share ideas and inspire positive action in a fun and unique way. This free form dialog is fun, inspiring and very encouraging.



Through short videos and social media storytelling, participants explored environmental topics including sustainable tourism, fast fashion, recycling, conservation, and responsible living.



FY2026 Highlights:

- More than 7,500 people reached globally
- Student-led environmental messaging
- Integrated into Proyecto Saladita's digital outreach efforts



The future of conservation belongs to the next generation, and their voices can be heard here.

PROGRAM HIGHLIGHTS

Community Observatory & Ecosystem Monitoring

Proyecto Saladita launched the Community Observatory & Ecosystem Monitoring Program to document the biodiversity, wildlife, seasonal events, and natural history of our region.

Residents and visitors are invited to share wildlife sightings and nature observations through the Community Observatory on our website or by contributing to Proyecto Saladita – Monitoreo de Ecosistemas on iNaturalist.

Together, these community observations create a living record of the place we call home while laying the groundwork for future conservation planning, scientific collaboration, and environmental education.



PROGRAM HIGHLIGHTS

Sea Turtle Conservation Program - Under development

One of the most exciting developments of FY2026 was the exploration of a future sea turtle conservation program for Playa La Saladita.

Working alongside CONANP and Centro Mexicano de la Tortuga, Proyecto Saladita began evaluating the feasibility of establishing a legally authorized sea turtle conservation effort.

FY2026 Highlights:

- Feasibility study initiated
- Two-day professional training conducted
- 15 community members trained
- Collaboration established with federal conservation specialists
- Authorization process initiated

If approved, the program will help protect nesting habitat while providing opportunities for education, monitoring, and conservation within a legal and scientifically guided framework.



COMMUNITY EVENTS & OUTREACH

Throughout FY2026, Proyecto Saladita organized and supported events that educated, inspired, and strengthened community connections through conservation.

Highlights included:

- Green Star Training Workshop
- Two Community & Beach Cleanup Events
- Sea Turtle Conservation Training
- Five Cine con Sabor Local events
- First Annual Ceviche Festival (approximately 150 attendees)
- Women's Voices of the Ocean conservation event hosted at the Museo Arqueológico de la Costa Grande
- Plastic-Free Sponsorship of the Mexico Surf Film Festival
- Sustainable Hydration Stations across multiple community events

Proyecto Saladita's short conservation film, *La Voz en el Mar*, premiered at the Mexico Surf Film Festival, where it received the Audience Favorite Award.

The film was later screened at additional conservation events and festivals, helping share Playa La Saladita's conservation story with broader audiences.



THE PEOPLE BEHIND THE WORK

Proyecto Saladita is powered by people.

The organization operates primarily through volunteer leadership, community participation, and the generosity of individuals and businesses who believe in protecting the future of our coastline.

FY2026 Volunteer Impact

- Approximately 20 active volunteers
- More than 1,200 volunteer hours contributed
- Community participation across recycling, education, events, conservation, and outreach programs

"We actually do things."

That simple phrase has become a reflection of Proyecto Saladita's culture: turning ideas into action through community involvement.



LOOKING AHEAD TO 2027

The foundation has been built.

In the coming year, Proyecto Saladita will focus on expanding recycling services, strengthening environmental education, growing Green Star participation, advancing sea turtle conservation efforts, and increasing community engagement.

We are also proud to host the Save The Waves Film Festival in Playa La Saladita, strengthening our connection with Save The Waves Coalition and bringing internationally recognized coastal conservation stories and conversations to our community.

As we continue to grow, we remain committed to building a cleaner, healthier, and more resilient coastline through community leadership, education, and conservation.

The work has only just begun, and we look forward to continuing this journey with our community.

Together, We Are Protecting What Makes Saladita Special

Support Our Work

Donate

Scan the QR code to support Proyecto Saladita's conservation, education, and community programs.



U.S. Tax-Deductible Donations

U.S. tax-deductible donations may be made through the Azulita Project International Grant Program, which supports community-led conservation initiatives aligned with Azulita's mission, including organizations such as Proyecto Saladita.



Thank you

We are grateful to every volunteer, donor, business owner, student, resident, visitor, and partner who has made our first year possible.



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