



## **Leave ONLY your Footprints®**

### **A 501C3 Environmental Advocacy Organization**

#### **Program Mission:**

LOYF.org is a 501C3 non-profit, environmental advocacy organization whose goal is to develop materials and programs that influence and promote change in the behavior of people through a simple program message: "Leave Only Your Footprints®" in keeping beaches, parks, and public places clean.

- **Change the message and impact the HABIT of littering.**
- **Thinking Globally, Acting Locally... one location at a time.**
- **NO PLACE is immune from the plague of littering.**

#### **Overview:**

The "Leave ONLY Your Footprints" Organization is dedicated to a common set of principles:

#### **LOYF MESSAGING**

LOYF is a simple, recognizable program that can be easily understood by all people and offered in multiple languages - FOR FREE.

#### **ADDRESS & CHANGE**

Address and change the perception of the littering habits of the general populace, generation of non-point pollution, the long term consequences, and educate people to the benefit of alternative materials, reusable containers, and recycling.

#### **IMPACT & EDUCATE**

The next generation by developing education modules & proactive habits ensuring cleaner communities, environment, and future for all.



## The LOYF SUPPORT YOUR BEACH (or Park) PROGRAM

This Program is offered to local establishments, companies, or groups who are willing to step up and make an effort to curtail the litter within their communities while gaining recognition for their financial support.

The LOYF signage is offered to towns for FREE. But that doesn't mean it's cheap. It's actually expensive in producing materials that stand up to the elements. We need backing to place the signage in each town and to those ends, we are offering "Locals" to step up by financially backing this program.

We are offering to include a **QR code** that once scanned by a cell phone, redirects the visitor to our website to "Learn More" - This specific page reflects your establishment (logo) as a live HTML border to this page.





## **Our Sponsorship / Supporter Program**

Please see the page for Manasquan Bank [HERE](#)

The program costs are based on the amount of signage a particular town requires.

As an example is Manasquan which required 40 Metal signs, 50 vinyl decals, and 2 stencils, hardware and paint.

A total of \$ 1,500.00 for this town which included the Beach, 1/2 mile boardwalk, entrances, street walks, and 2 local parks.

All installation was done by volunteers for the High School Environmental Club (community hours)

## **Could your community use the LOYF Program?**

Our goal is to present and offer this program to municipalities, organizations, and state agencies to adopt a long-term program that will enhance the quality of public places initially town by town, THEN state by state and beyond

Also.....This is an impactful **public relations program** for any town to employ as a proactive effort in addressing litter. !!

**If your business or company want to support your community by being proactive in addressing the plague of littering. Contact Us !!**

**Email: [info@loyf.org](mailto:info@loyf.org) Phone: 732-221-4850**



## **Reasons for adopting this Program – Specific to any Shore Community:**

Our beaches are directly affected by non-point pollution and a generation of people who are unaware (or don't care) of proper disposal of waste.

The beaches and parks are also a major source of tourist income to any town. For any town to promote an advocacy program sends a strong message of caring about clean beaches, the environment, & the future for others.

Shore Communities have an opportunity to employ a program that has proven to be a public relations success story for other towns

The LOYF program does not replace or add onto any current municipal sanitation / collection programs. Nor does the program employ any "new" signage placement but reuse current areas that are trash receptacles, high traffic (high litter) areas, and fixed sign posts that already exist.

We offer "wayfinder" maps to determine signage placement and avoid message "pollution" - the idea is being repetitive by design - psychologists and marketers call it "subliminal messaging".

As a 501C3, we support the inclusion of volunteers, students, local civic organizations, municipalities, and school groups. Also including other environmental organizations as these programs support our reflective efforts of a better environment.

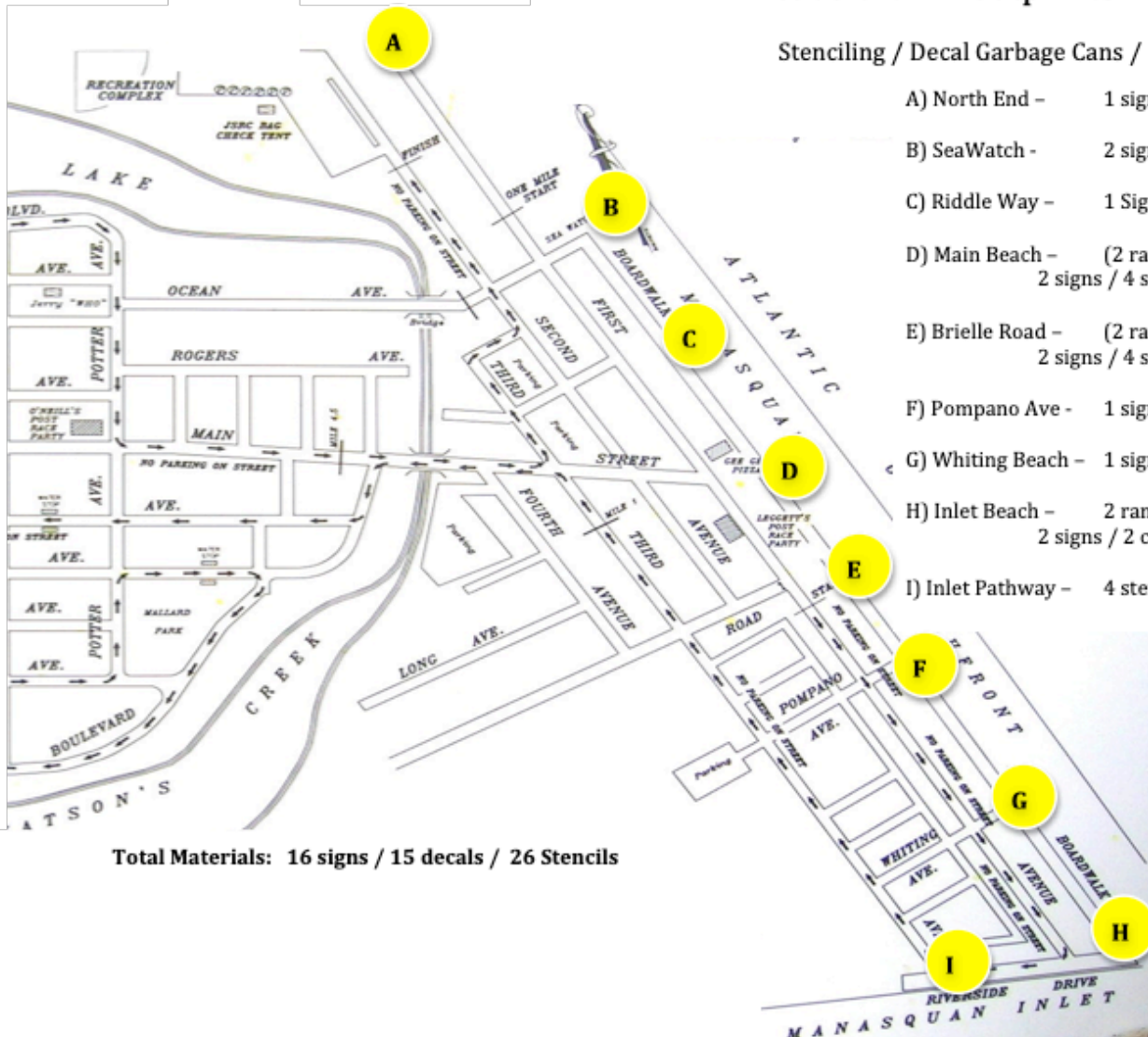


Placement plan for Manasquan, NJ – implemented in 2016  
(updated in 2021)

### Leave ONLY Footprints Program

#### Stenciling / Decal Garbage Cans / Signage

- A) North End - 1 signs / 1 can
- B) SeaWatch - 2 signs / 2 cans / 4 stencils
- C) Riddle Way - 1 Sign / 2 stencils / 1 can
- D) Main Beach - (2 ramps)  
2 signs / 4 stencils / 2 cans
- E) Brielle Road - (2 ramps)  
2 signs / 4 stencils / 2 cans
- F) Pompano Ave - 1 sign / 2 stencils / 1 can
- G) Whiting Beach - 1 sign / 2 stencils / 1 can
- H) Inlet Beach - 2 ramps  
2 signs / 2 cans / 6 stencils
- I) Inlet Pathway - 4 stencils / 4 cans



**Total Materials: 16 signs / 15 decals / 26 Stencils**



**SIGNAGE:**

English:



Spanish:

