

WHAT WE ASK OF YOU

1.

Quarterly Feed Post: Share at least one post each quarter on your main feed highlighting Changing Tides Foundation or our work.

2.

Annual Long-Form Content: Participate in one longer-form content capture per year (ex: a photoshoot, podcast appearance, or similar).

3.

Ambassador Feature: Provide content for your Ambassador feature on the CTF website and newsletter.

4.

Quarterly Story Share: Share CTF campaigns to your Instagram stories at least once per quarter.

5.

Community Growth: Share potential ambassadors so we can grow this community together.

Ambassador Invite

Katie McConnell



Dear Katie,

Thank you so much for supporting Changing Tides Foundation — your dedication to surfing, environmental stewardship, and inspiring the next generation has long inspired us. We would be thrilled to invite you to become an Ambassador for CTF. In a short time, you've become one of North America's top female heavy-water surfers, placing on the podium at Red Bull Magnitude and winning Thriller at Killers at Todos Santos, while also earning a B.S. from UC Santa Cruz and a Master's from Oregon State studying coral reef microbiomes, and spending five years as a Scientific Diver in Chilean Patagonia, Antarctica, and Pacific kelp forests.

Your commitment to uplifting women, protecting the environment, and mentoring young people aligns perfectly with CTF's mission to empower underserved girls through mentorship, education, and community in outdoor sports, and we would be honored to have your voice and vision helping us reach and uplift even more girls and communities worldwide.



What is a CTF Ambassador?

An ambassador is someone we admire who embodies our mission to empower underserved girls through mentorship, education, and community in outdoor sports. They resonate with our values and actively support our work.

Our ambassador community is made up of people who understand why our work matters and challenge us to grow. Together, our goal is to uplift one another, increase awareness of our mission, and amplify the passion areas of those we partner with.

Ambassador Invite

Katie McConnell



WHAT YOU CAN EXPECT FROM US:



Newsletter feature &
website highlight



Instagram spotlight
post



Monthly ambassador
updates with events,
exclusives & share-
ready content



Quarterly personal
check-ins to
support your goals
with CTF



Celebrating your
wins on CTF social
channels



Annual Ambassador
"Thank You Night"

Ambassador Invite

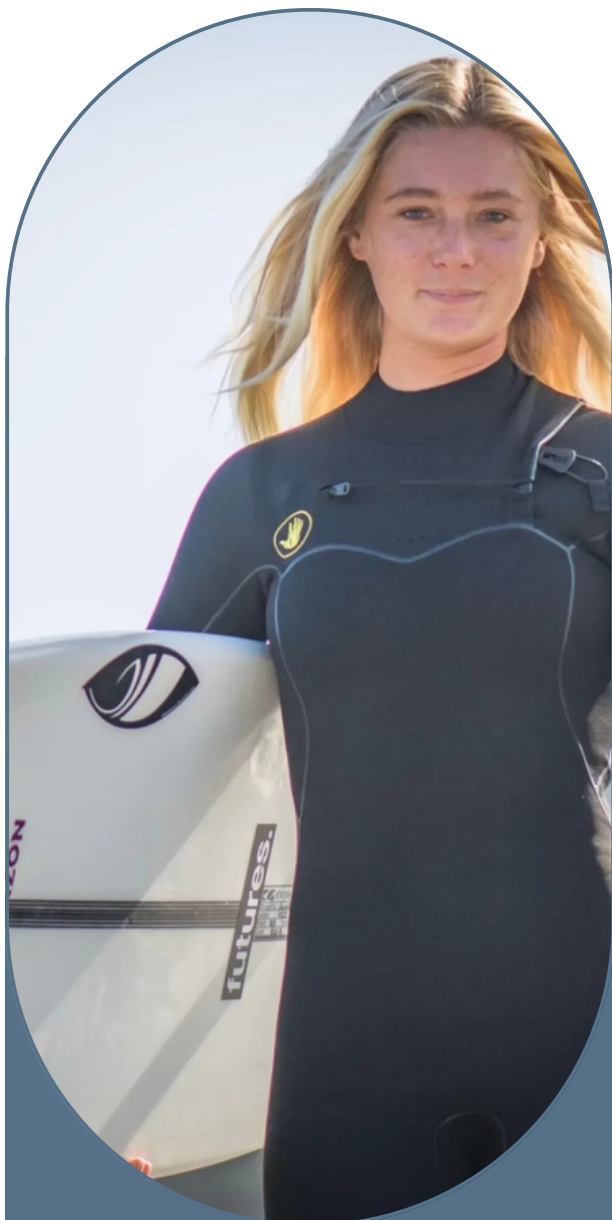
Ella McCaffray



Dear Ella,

Thank you so much for supporting Changing Tides Foundation — your dedication to the ocean, surf culture, and empowering young athletes has long inspired us. We would be thrilled to invite you to become an Ambassador for CTF. Your accomplishments as a professional surfer, from winning events like the Nias Pro and SLO CAL Open to your journey in the WSL Qualifying and Challenger Series, reflect incredible skill, perseverance, and leadership both on and off the waves.

You lead by example. Your commitment to mentoring young surfers and connecting girls to the ocean aligns perfectly with CTF's mission to empower underserved girls through mentorship, education, and community in outdoor and environmental fields.



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Ambassador Invite

Ella McCaffray



WHAT WE ASK OF YOU

A circular inset image on the left side of the page shows a female surfer, Ella McCaffray, riding a barrel wave. She is wearing a blue wetsuit and is in a crouched position on her surfboard, looking towards the camera. The wave is a vibrant turquoise color with white foam.

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