Ocean Conservancy continues to deliver high-impact programmatic results in an operationally efficient and cost-effective manner. This impact is made possible through the ongoing commitment, involvement and financial contributions of individuals, foundations and corporations who understand the critical importance of protecting and preserving the ocean.

Ocean Conservancy’s revenue totaled $14.5 million, primarily from grants and contributions from individuals, foundations and corporations. Expenses totaled $17.4 million, but were offset by $2.7 million in investment gains and allowances. Eighty-seven percent of expenses were for ocean conservation programmatic activities and administrative services, and 13 percent of expenses were for fundraising and membership development.

Ocean Conservancy meets all 20 standards for charitable organizations established by the Better Business Bureau’s Wise Giving Alliance. We are proud of our reputation as a good steward of the resources entrusted to us by our supporters. These financial results are derived from Ocean Conservancy’s June 30, 2011, audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website: www.oceanconservancy.org
Ocean Conservancy: 40 Years Young

This year, Ocean Conservancy celebrates 40 years of making the ocean matter. Founded in the midst of the nascent environmental movement in 1972, Ocean Conservancy began as a small organization focused on securing grants for environmental educators. Now we are recognized as a leader in empowering citizens to take action on behalf of the ocean.

For 40 years, Ocean Conservancy has helped protect important marine habitat and wildlife through public engagement and the creation of underwater parks. We’ve worked to support sustainable fisheries and establish strong policies to ensure the health of the ocean’s valuable resources for generations to come. And throughout our history, we’ve found success by relying upon science to inform our work and partnering with unexpected allies ranging from fishing communities to major businesses.

Someone who can certainly tell that history is Charlotte Meyer, Ocean Conservancy’s director of gift planning, who has worked with the organization over the past three decades in a career she calls “hugely rewarding.”

“The biggest change I’ve seen during the organization’s history is that we’ve moved from looking at specific problems and individual species to a more holistic view of how to better ocean ecosystems for wildlife and for people.”

Amplifying impact

In its infancy, Ocean Conservancy launched a single program to protest commercial whaling, recruiting a large group of supporters and quickly becoming an effective voice for larger marine conservation goals. Throughout the late 1970s and early 1980s, the organization expanded and was instrumental in protecting fur seals from over-hunting and in banning the international trade of sea turtles.

Building on a growing portfolio of marine work, Ocean Conservancy began efforts to help create national marine sanctuaries, eventually serving as the lead non-governmental organization in the designation of 10 of the 13 marine sanctuaries.

The organization also began to develop policy at the grassroots level. In the early 1990s, Ocean Conservancy was one of the first organizations to address the need for better fisheries management and reduce the effects of bycatch. Working with a coalition of environmental organizations, Ocean Conservancy won an important victory in 1996 when Congress re-wrote the Magnuson-Stevens Fishery Conservation and Management Act, changing the way fisheries are managed today.

“Ocean Conservancy has become a trusted caretaker of the ocean’s future,” Meyer says, “Our constituency sees us as the organization that uses science to advocate for the ocean in a way that creates a much healthier future.”

Building on past successes

When the explosion of BP’s Deepwater Horizon rig in 2010 generated the largest accidental marine oil discharge in history, Ocean Conservancy was well positioned to play a leading role in the assessment and restoration of damage. With more than 20 years of work supporting sustainable fisheries in the Gulf of Mexico, Ocean Conservancy had strong relationships in the region. In addition, our senior staff leveraged extensive expertise gained during the Exxon Valdez oil disaster two decades prior.

Thanks to your support, our work in the Gulf continues today with efforts to advocate for science-based restoration plans that ensure the region’s full recovery.

In 2011, Ocean Conservancy celebrated more than two and a half decades of beach cleanup work with the release of the 25th Anniversary International Coastal Cleanup report. One of the hallmarks of our work, the International Coastal Cleanup has grown from 12 sites along the Texas coast in 1989 to more than 6,000 sites in more than 100 countries this year. We couldn’t have done it without your help — or the help of the more than 8 million volunteers who have participated since the program’s inception.

There is still much work to be done, and as we look to the next 40 years, Ocean Conservancy is poised to address new challenges. We are witnesses to a complex world, where we must engage competing ocean interests, restore important habitats and help existing ecosystems adapt to a changing environment if we hope to protect the planet’s valuable marine resources in the decades to come.

“Whoever has contributed enormously to the fate of the planet where the health of marine ecosystems is concerned,” Meyer says. “And we will continue to be a major player in determining what kind of legacy we leave for future generations.”

To continue your support of Ocean Conservancy, go to: www.oceanconservancy.org/splash
Building on a Foundation of Success

As Ocean Conservancy turns 40 this year, we’re celebrating how far we’ve come by building our vision for the next 40 years.

When we think about our ocean in 2050, Ocean Conservancy believes we will have found solutions for our water planet. All of us will be working together to ensure that the things you love about the ocean — wildlife like whales, dolphins and seabirds; the beaches you roam; the waves you surf and sail; and the seafood you enjoy — are protected.

We imagine our nation’s fisheries thriving in a sustainable way, supporting well-paying jobs, providing for recreation and supplying Americans with healthy seafood.

We believe our goal of trash-free seas will become a reality and that solutions-focused partnerships with industry, government, science and conservation leaders will create a culture in which trash is too valuable to toss.

Our future ocean includes a revitalized Gulf of Mexico region, restored in earnest after the BP Deepwater Horizon oil disaster, and an Arctic that is thriving because we took the time to use sound science to make smart decisions about offshore drilling and other uses.

We hope the next 40 years will bring political change as well; we foresee a future in which decision-makers are influenced by unwavering public support for ocean health and make science-based conservation a priority.

We truly believe this vision for a healthy ocean in 2050 is achievable, but only with your continued support. Looking back at our successes over the last 40 years, we recognize that we could not have done it without your generosity.

Thank you so much for inspiring our vision for a more vibrant and beautiful ocean.

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Ocean Conservancy executive team and board members learn about our work in the Arctic at a 2011 board meeting in Alaska.
Ocean Conservancy values all of the dedicated members, volunteers and activists who make our work possible. We thank all contributors
Champions for Sea Change

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Advocacy at the State Level
Ocean Conservancy has helped advance key legislation to protect ocean wildlife and critical ecosystems off the coast of California, including co-sponsoring a bill requiring labels on genetically engineered salmon, building support for a ban on the sale of shark fins in California, and safeguarding the state’s oil spill prevention and response program.

Giving the Arctic a Voice
In 1989, the Exxon Valdez oil tanker ran aground in Prince William Sound, Alaska, spilling 11 million gallons of oil, and our staff members were on the scene leading cleanup and restoration efforts. Today, as we look further north to the productive and vulnerable Arctic seas, Ocean Conservancy presses for wise decisions that protect the wildlife and people of the Arctic as the oil and gas industry seeks expansion of drilling and the shipping industry eyes rapidly melting transport lanes.

Protecting Our Underwater Parks
Ocean Conservancy has long supported the creation of this network of marine parks along California’s coast. Protected habitat areas in the Channel Islands and central California have already been established, and new protections began in Southern California in January 2012. Planning is still underway on the North Coast. Over the next year, Ocean Conservancy will continue working to ensure this network of special coastal places will be protected for future generations to enjoy.

FOR THE LAST 40 YEARS, OCEAN CONSERVANCY HAS ADVOCATED FOR A HEALTHY OCEAN by supporting sustainable solutions informed by sound science. As the political climate has evolved, so too have our efforts, with many of our current initiatives built on the strong foundation of our four-decade history.

1972
Creation of Delta Corporation, which would later become known as the Center for Environmental Education, the Center for Marine Conservation and, finally, Ocean Conservancy.

1986
First beach cleanup

1987
Won fight to require Turtle Excluder Devices (TEDs) in shrimp trawls to prevent the drowning of sea turtles; our current efforts focus on working with fishermen in the Gulf of Mexico to enable conversion to more efficient gear that reduces mortality of fish and wildlife as bycatch, while also helping fishermen to reduce their costs.

1992
Helped establish Monterey Bay National Marine Sanctuary.

MORE THAN
6,000
SITES IN MORE THAN
100 COUNTRIES PARTICIPATED IN THE 2011 INTERNATIONAL COASTAL CLEANUP.
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Advocating for Smart Ocean-use Planning
Over the last four decades, Ocean Conservancy has helped pioneer ecosystem management of marine resources. Today, our work focuses on advocating for comprehensive ocean planning efforts that include all stakeholders in the decision-making process and address diverse — and sometimes competing — ocean uses such as commercial fishing, recreation, shipping and offshore wind development, and habitat protection.

Making it Right in the Gulf
Nearly two years after the beginning of the BP Deepwater Horizon oil disaster in the Gulf of Mexico, Ocean Conservancy is still hard at work advocating for science-based restoration plans that address the entire Gulf ecosystem, including coastal and offshore environments and Gulf Coast communities. In December 2011, Ocean Conservancy released its groundbreaking Gulf Restoration Framework, which provides a vision, criteria and recommendations for restoring this vital region. The recommended strategies support restoration of coastal and marine ecosystem resources impacted by the BP oil disaster as well as address environmental problems caused by decades of degradation.

Influencing Public Policy
In 2011, Ocean Conservancy played an important role supporting the introduction of the RESTORE Act, which, if passed, would designate Clean Water Act penalties — paid by the responsible parties as a result of the BP Deepwater Horizon oil disaster — to help restore the Gulf of Mexico ecosystem under the Trash Free Seas Act, which addresses the issue of ocean trash; and the National Endowment for the Ocean, which sets up a fund for long-term research and restoration. In addition, Ocean Conservancy staff testified on Capitol Hill about the risks of genetically engineered fish and the importance of offshore drilling safety and oil spill response.

Launching a Trash Free Seas Alliance
In September, Ocean Conservancy announced the creation of a Trash Free Seas Alliance as our 2011 Commitment to Action at the Annual Meeting of the Clinton Global Initiative. The Alliance will bring together industry, government, science and conservation leaders to develop innovative products and envision solutions that reduce the trash that travels to our ocean.

Network of marine protected areas adopted in the Channel Islands off the southern California coast; scientific monitoring shows that these protected regions are successfully improving biodiversity and ocean health — a strong argument supporting Ocean Conservancy’s current work establishing a state-wide network of marine protected areas.

In 2011+, Ocean Conservancy will continue to push for innovative solutions by fostering collaborative partnerships like the Trash Free Seas Alliance launched in 2011.
Foundations, Corporations and Government Agencies

Ocean Conservancy is grateful to the following foundations, corporations and government agencies for their generous support of our ocean conservation work.

Absolutely Fish, Inc.
Algalita Marine Research Foundation
Altria Group, Inc.
Arntz Family Foundation
Bank of America
Bank of America Affinity Card Services
Beneficia Foundation
The Bernice Barbour Foundation
Bonz Allen Hamilton
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Bequests for the Ocean

Ocean Conservancy is grateful to the following foundations, corporations and government agencies for their generous support of our ocean conservation work.

We honor in memoriam the following supporters of Ocean Conservancy. Their foresight and generosity provide important and ongoing program support and create an ocean legacy for future generations to behold and enjoy.

Alice H. Allen
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Jonathan L. Wilson

“THE BIGGEST CHANGE I’VE SEEN DURING THE ORGANIZATION’S HISTORY IS THAT WE’VE MOVED FROM LOOKING AT SPECIFIC PROBLEMS AND INDIVIDUAL SPECIES TO A MORE HOLISTIC VIEW OF HOW TO BETTER OCEAN ECOSYSTEMS FOR WILDLIFE AND FOR PEOPLE.”

Charlotte Meyer
Director of Gift Planning
Ocean Conservancy