

Ocean Legacy Society CONTINUED

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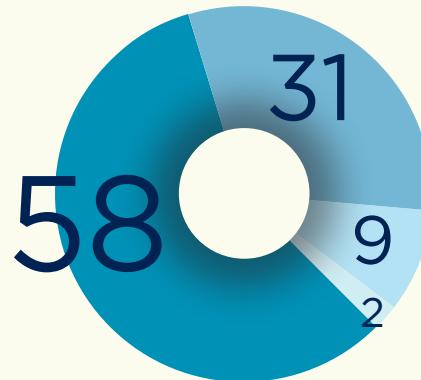

Financial Summary

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.

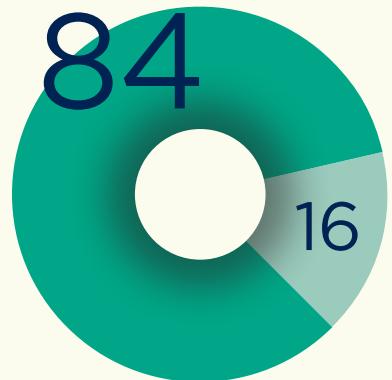
Ocean Conservancy's 2016 revenue totaled \$19.46 million. Investment income and gains totaled \$0.5 million and expenses totaled \$22.8 million. Eighty-four percent of expenses were for ocean conservation programmatic activities and administrative services, and 16 percent of expenses were for fundraising.

Ocean Conservancy meets all 20 standards for charitable organizations established by the Better Business Bureau's Wise Giving Alliance and is proud of its reputation as a good steward of the resources entrusted to it by its supporters. The financial results depicted are derived from Ocean Conservancy's June 30, 2016 audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website – www.oceanconservancy.org.

REVENUES



EXPENSES



Revenue and Expense Summary

For the Year Ended June 30, 2016

REVENUES	
Contributions, grants and bequests	\$19,402,188
List rental income	54,078
Royalties and other	1,708
Total revenues	19,457,974
EXPENSES	
Gulf of Mexico restoration	3,223,756
Ocean policy, science and governance	3,941,089
Trash free seas	3,104,946
Marine wildlife and ecosystem protection	2,395,571
Communications and outreach	4,423,175
Total program expenses	17,088,537
Fundraising and membership development	3,562,353
General and administration	2,145,085
Total supporting service expenses	5,707,438
Total expenses	22,795,975
GAINS AND LOSSES	
Investment gains and interest income, net	472,566
Change in net assets	(2,865,435)
Net assets, beginning of the year	34,073,366
NET ASSETS, END OF THE YEAR	\$31,207,931



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E-NEWSLETTER

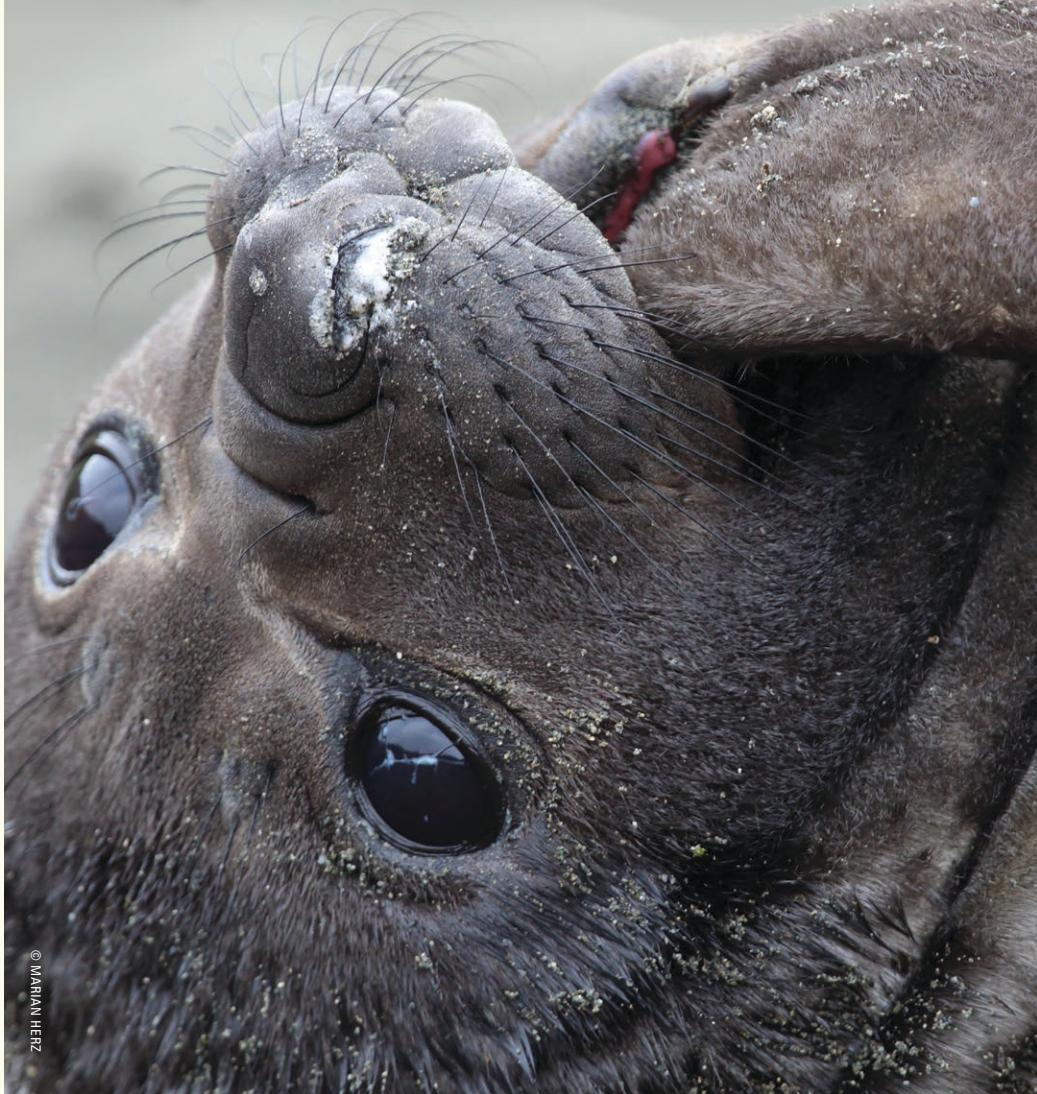
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SPRING | 2017

splash

2016 Annual Report

Ocean Conservancy



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Ocean Conservancy

Winning Ocean Conservation: Sound Strategy and Smart Moves for the Ocean



Through our programs here at Ocean Conservancy, we look holistically at the ocean. A complexity of issues affects the ocean waters that cover 70 percent of the planet. Multiple threats can interact to jeopardize ocean well-being, and we must be prepared at every square on our "board" to meet these threats.

When we think about the current threats from climate change in the ocean, it's not only important to focus on the increase in ocean temperatures and acidity levels imperiling shellfish and the coastal communities whose economies depend upon a healthy ocean. We must also monitor the shifting stocks of fish, as many move towards the polar reaches for cooler waters, changing the balance of nature in the food web. We must work tirelessly in the Arctic where temperatures in November were 36 degrees higher at the North Pole than in previous years – melting ice at alarming rates and opening up the last frontier to increased shipping that threatens habitat and wildlife. And we must continue our efforts to secure a healthy and revitalized Gulf of Mexico.

We must work with rapidly developing countries to help them strengthen their waste infrastructures in order to stem the tide of toxic plastics into our ocean. Here at home, we must continue advancing the management of competing ocean uses – from commercial fishing to wildlife protection to off-shore energy development to recreation – relieving the pressure on ocean waters and coastal areas through intensive planning. And we must fight to protect and advance the laws that make our ocean and coastal communities stronger.

When we look at the ocean as a chess board, however, we must also be most

CONTINUED ON PAGE 2

FOR OVER 40 YEARS, OCEAN CONSERVANCY HAS STOOD STRONG FOR THE OCEAN

The work we do requires sound strategies, pragmatic thoughtfulness and serious expertise across the spectrum of ocean issues. A united front is paramount as we work together with partners, supporters and lawmakers to find solutions that protect our blue planet.

In this spring issue of *splash*, we always highlight some of our greatest wins of the past year. We take this time also to assess the present and to thank supporters like you who make all of our wins possible, and we look ahead and recommit to saving our seas.

Effective ocean conservation is much like a successful game of chess: patience, science, strategy and action combine to produce victory. In chess,

every move must have a carefully planned purpose, and Ocean Conservancy's method of protecting the ocean formulates smart, purposeful moves based on sound science and winning strategies.

To win at chess, one plays for the advantage, defends one's position, seizes the initiative, learns to spot patterns, and ignores the opponent's actions at one's own peril! Play for Plan A, but always have Plan B and even C as backups in case of sudden reversals. Remain flexible and recalculate – things seldom go the way they were planned; adjust and continue the game to win. (See "Living Strategically: 50 Lessons Chess Teaches You about

Life," Sean Hampton Cole, <http://seanhamptoncole.wordpress.com>).

These admonitions are nothing new to Ocean Conservancy – they sum up how we do our work. But with the recent changes throughout our government, it's good to remind ourselves and our supporters that Ocean Conservancy understands the "game" and will never back down.

Pushing the chess analogy forward, we can view the ocean as one large chess board: We must vigilantly watch over our charge, the ocean, to make sure a move in one direction does not leave another flank unguarded. The thing a chess player never wants is a surprise from the side.

Marineland Beach, Marineland, Florida



INSIDE



3 **Champions for Sea Change**
We are grateful for ocean stewards who support our work with annual gifts of \$1,000 and above.



4 **A Look Back**
Reflecting on last year's achievements.



6 **Bequests for the Ocean**
We honor in memoriam supporters whose foresight and generosity create an ocean legacy for future generations.



8 **Financial Summary**
An overview of Ocean Conservancy's revenues and expenses.



TOM ALLEN
Board Co-Chair



DAN OROS
Board Co-Chair

The Board of Directors could not be more proud of Ocean Conservancy's accomplishments in 2016 — nor more appreciative of your support on behalf of the ocean.

Without your generous commitment, these "victories at sea" would never be possible. Thank you, thank you — for your financial contributions as well as your efforts in signing petitions, contacting your congressional representatives, removing trash from your local waterways and advocating for a healthy ocean.

The cover story offers you an overview of Ocean Conservancy's multi-faceted conservation efforts and explains the level of thought and strategy that informs all of our actions. Our CEO Andreas Merkl and President Janis Searles Jones lead the organization, almost 100 strong, to make a significant difference for the ocean.

Because of this model, we have lots to celebrate. In the center section, you will read about ocean conservation wins from the past year. From expanding our global efforts to stem the tide of plastics entering the ocean, to securing this country's first landmark ocean plans in the Northeast and Mid-Atlantic regions, to winning a significant victory to limit drilling in the Arctic Ocean, Ocean Conservancy has

moved the dial forward for the ocean waters that cover 70 percent of our world.

Ocean Conservancy realizes that working with partner organizations — on the local, regional, national or international stage — is critical to achieving effective conservation. We are particularly proud of the collaborative effort of a number of groups, including Ocean Conservancy, in launching the Marine Conservation Diversity Fellowship program in 2016 to increase the diversity of professionals entering the marine conservation field.

As we pause to celebrate the accomplishments of the past year, we are committed now, more than ever, to bold and ambitious campaigns to protect the ocean going forward. Needless to say, global and ocean warming, with its threats to ocean life and coastal communities, is front and center in the challenges we address.

Co-chairs, Ocean Conservancy Board of Directors

Best regards,

Tom Allen

Dan Oros

Co-chairs, Ocean Conservancy Board of Directors

Champions for Sea Change

JANUARY 1-DECEMBER 31, 2016

\$50,000 AND ABOVE

The Brunckhorst Foundation
Dan and Kim Hush Foundation
The Dirk and Charlene Kabcenell Foundation
Foundation for the Carolinas
Dr. and Mrs. Gordon E. Moore
Steven E. Moore and Kathleen Justice-Moore
Panaphil and Uphill Foundation
Mr. and Mrs. Roger Sant
Connie and John Sargent
Strongin Family Trust
WestWind Foundation
Wiancko Charitable Foundation
Anonymous (3)

Ocean Conservancy values all of the dedicated members, volunteers and activists who believe in our mission and make our work possible. We want to thank all of our members for their generous financial support of our ocean conservation efforts. Ocean Conservancy is especially grateful for our Champions for Sea Change, an elite group of ocean stewards who support our work with annual gifts of \$1,000 or more.

\$2,500-\$4,999

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David and Sharman Altshuler
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Eva Ho
Gregory Holt<br

REFLECTING ON

2016


Ocean Conservancy

FUTURE OCEAN LEADERS

**Nurtured Future Leaders of Conservation**

This year we launched The Roger Arliner Young Marine Conservation Diversity Fellowship program with our environmental partners to provide work opportunities for young people from communities underrepresented in marine conservation and to foster the next generation of environmental leaders. In its inaugural year, partners included Ocean Conservancy, Environmental Defense Fund, Greenpeace, Natural Resources Defense Council, Oceana and Rare. Created for recent college grads, the fellowship's goal is to open doors, build bridges, recognize and remove barriers, make this work accessible and inclusive, and increase the diversity of professionals entering the field.

© MARJA G. DIAZ

TRASH FREE SEAS

**Expanded our Ocean Plastics Work to New Regions and Areas of Greatest Priority**

As part of our International Coastal Cleanup™, we launched our mobile app, Clean Swell®, that allows volunteers to record trash collected along beaches and waterways. Collected data is instantaneously uploaded to Ocean Conservancy's global ocean trash database, helping us understand waste trends and hotspots for harmful ocean debris. This year also marked the first official Cleanup in Cuba, where a door has opened between our countries on conservation. In Asia, we mobilized our National Asia Pacific Cleanup Coordinators to collaborate on solutions where ocean plastic leakage is currently greatest. And, we hosted a high-level summit in Japan to explore ways to spur waste management investment in the region and prevent trash from entering the ocean.

© DAVID E. GUGGENHEIM

GULF OF MEXICO

**Kept the Spotlight on Gulf of Mexico Health and Recovery**

A May oil spill south of the Louisiana coast brought Gulf of Mexico drilling to the forefront once again. Since the 2010 BP oil disaster, Ocean Conservancy has been a relentless voice demanding that billions in BP funds are put to good use in rebuilding the region's ecological and economic vitality. This year, our new report, *Charting the Gulf*, provided decision-makers with a comprehensive picture of where natural resource monitoring is happening effectively and where it is not. By highlighting the critical importance of monitoring the impacts of our restoration dollars on species ranging from sea turtles to bluefin tuna to deep sea corals and more, Ocean Conservancy is making the case for spending restoration dollars in the areas — and on the wildlife — most in need of those precious resources.

© TOM PUCHNER

SUSTAINABLE FISHERIES

**Secured Victories for Sustainable Fisheries on the West Coast and Nationwide**

In spring 2016, the federal government finalized a groundbreaking rule banning the commercial fishing of certain West Coast forage fish. The rule included species like smelt and herring that play a critical role in the food chain and health of marine ecosystems. Conservation groups, including Ocean Conservancy, crafted the policy in a significant step for our ocean. We also celebrated the 40th anniversary of the Magnuson-Stevens Fishery Conservation and Management Act (MSA), the keystone law that has made so many of our fisheries sustainable, well-managed and productive. We remain committed to preserving this foundational policy. And we continue to bring together teams of the best researchers — including Oxford University — to develop new, highly adaptive approaches to managing fisheries in the wake of changing ocean conditions.

© OCEAN CONSERVANCY

OCEAN PLANNING

**Country's First Regional Ocean Plans Go into Effect in the Northeast and Mid-Atlantic**

This year marked the historic release of the nation's first ocean plans. These landmark plans — now in effect from Maine to Virginia — represent a fundamental shift in the way the U.S. thinks about managing the ocean. As the ocean gets more crowded, ecosystems get more stressed and conflicts arise over the use of ocean resources. Ocean plans provide a mechanism for bringing together ocean users to identify such things as key fishing grounds, locations of energy platforms, hotspots for tourism, and important migration routes — all in order to better balance ocean uses and protect marine wildlife and habitats. Ocean Conservancy and our partners have helped win support from industry, conservationists and lawmakers to make this new model a reality.

© ISTOCKPHOTO / ROBERT INGELHART

OCEAN ACIDIFICATION

**Mobilized U.S. and International Action to Battle Ocean Acidification**

Ocean Conservancy continues to drive action on ocean acidification (OA) and support for impacted coastal communities. With our partners, we increased federal funding for acidification research and monitoring by 66 percent to a total \$10 million, and we helped shape two California bills to address changing OA. To draw attention to this largely invisible threat, we hosted Stanford University's Virtual Reality Lab to introduce members of Congress to OA's damaging impacts below the water. In addition, we helped create and launch the International Alliance to Combat Acidification with West Coast states and British Columbia at the State Department's Our Ocean Conference in September. France and Chile were the first countries to sign on and others have since joined to collectively combat OA and reduce carbon emissions.

© BARBARA KINNEY

ARCTIC

**Achieved Ground-breaking Wins for the Arctic**

Ocean Conservancy played key legal, policy and strategic roles in achieving recent wins for the Arctic. Victories include major conservation announcements from the White House, including establishment of the Northern Bering Sea Climate Resilience Area at the request of Alaska Native tribes. This action balances conservation of this unique region with sustainable economic development, establishing comprehensive management for the region that integrates Alaska Native tribes into federal management. The Obama administration also took bold actions to protect the Chukchi and Beaufort seas from risky offshore drilling. And, the U.S. and Canada committed to partnering to make Arctic shipping safer, phasing out the use of heavy fuel oil (HFO) in the region and reaffirming science-based fisheries management practices. Ocean Conservancy's team of lawyers, scientists and advocates actively championed these milestones, and we will work tirelessly to try to defend them from opposition in coming years.

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THANK YOU

for all you do to help us secure a healthy ocean for future generations.
Here are some examples of what we accomplished this year — without
your support, they would not have been possible.



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JANUARY 1-DECEMBER 31, 2016

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Bequests for the Ocean

JANUARY 1-DECEMBER 31, 2016

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La Push Beach, Washington State

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