Ocean Conservancy capped the year with two exciting initiatives to benefit the ocean, people and marine life.

Most people know the Super Bowl as a one-day competition between the best teams in the National Football League. For non-sports fans, the Super Bowl may be appreciated for clever commercials, the half-time show or classic game-time foods. But for the cities chosen to host the Super Bowl every year, it’s much larger than a one-time event. Activities surrounding the game stretch for months and have a public-service component, as each host city chooses a “legacy” project that makes a lasting difference.

“This year, the Miami Super Bowl Host Committee picked the environment as their cause. Ocean Conservancy was thrilled to be selected as the first-ever ocean partner,” says Michael Farnham, Ocean Conservancy’s senior manager of communications and marketing. “The Super Bowl is the biggest single-day sporting platform in the world. It was a tremendous opportunity for us to raise awareness about our ocean.”

Ocean Conservancy has been on the ground in the Sunshine State for over three decades, working on issues ranging from Gulf of Mexico restoration to fisheries sustainability to Trash Free Seas®. As a result, the yearlong partnership with the Miami Super Bowl Host Committee’s Ocean to Everglades (O2E) environmental initiative was a natural fit. The partnership — which sponsored environmental events, education and sustainability efforts — comes at a critical time for Miami and Florida. Communities along Florida’s 8,436 miles of coastline and across the state are dealing with increased stress from harmful algal blooms, plastic pollution, ocean acidification, sea-level rise and other threats.

For the environmental campaign around Super Bowl LIV, Ocean Conservancy set a goal to remove and divert 54 tons of plastic and trash from Florida’s coasts and waterways. In September, Ocean Conservancy announced the #SuperCleanupChallenge and launched a beach cleanup schedule for the 2019-20 NFL season, beginning with our annual International Coastal Cleanup (ICC) on September 21.

The tally of collected trash grew leading up to the playoffs and game day, with a trio of cleanups that rallied Miami Dolphins season ticket holders and staff in October. In November, Ocean Conservancy partnered with the Lower Keys Guides Association on a fishing tournament that included a boat-based cleanup to raise awareness about threats to the Florida Keys. And in January, Ocean Conservancy held a “Super Cleanup” a few days before the big game.

Ocean Conservancy also worked with the host committee to reduce single-use plastic and encouraged corporate partners to join “Team Ocean” by taking sustainability measures. A group of NFL players wore special Ocean Conservancy cleats to games in early December, and then auctioned them off to benefit our ocean. The events culminated in Super Bowl week, when Ocean Conservancy hosted a booth at a bustling pop-up Super Bowl village that filled 15 blocks of downtown Miami.

“This was an opportunity for us to engage with a whole new audience on a massive scale,” says Michael. “We were able to reach over one million people through our booth in just a week. Our goal was to engage people with a message of ocean conservation so that when they left the Super Bowl, they were inspired to take action. This partnership will have a life that continues long after the game.”

The Global Ghost Gear Initiative (GGGI) is another partnership taken on by Ocean Conservancy in 2019 that will pay dividends for years to come. Abandoned, lost or otherwise discarded fishing gear — known as ghost gear — is a widespread and deadly form of marine debris that can ensnare animals and fish long after the gear is forgotten. Ghost gear also contributes greatly to the ocean plastic problem.

Recent studies suggest that up to 70 percent of floating macro-plastics in our ocean water column, if measured by weight, may be fishing related.

CONTINUED ON PAGE 2
If I had to use only two words to define Ocean Conservancy’s focus in 2019, they would be these: climate change.

The single greatest challenge facing our ocean is climate change. Each new scientific assessment confirms that the pace and scale of climate change are even greater than scientists had thought. But the ocean is not just a casualty of climate change—it is also a critical part of the solution. The ocean protects the planet from rising temperatures through heat absorption and traps roughly 30 percent of human-caused CO2 emissions.

In 2019 Ocean Conservancy bolstered our Climate Policy Initiative to bring the unifying power of the ocean to bear in calling for climate action while also expanding science and ocean-based solutions. We apply a climate lens across all our work—from ensuring sustainable fisheries management, protecting Arctic seas for people and wildlife, fighting to eliminate the threats of plastics, and doing absolutely everything we do on behalf of the ocean.

Our cover story presents our exciting efforts around the recent Super Bowl in Miami and our leadership of the Global Ghost Gear Initiative to remove dangerous “ghost nets” and derelict fishing gear from the ocean. You can read about just a few of our 2019 victories in the center section. Behind the scenes, we mobilized our million-plus person network of advocates through action alerts, blogs and sign-on letters for Congress while our International Coastal Cleanup army, one million plus, cleaned up shorelines and beaches around the world.

But no matter what Ocean Conservancy accomplished in 2019, none of it would have been possible without YOU—our supporters, funders, partners. From signing petitions to contacting congressional representatives, removing trash from waterways to advocating for strong fisheries, your support has been critical. And, of course, your generous contributions have provided the “fuel” that keeps our ship afloat.

Ocean Conservancy is more committed than ever before to bold and ambitious efforts to address climate change and all challenges facing our ocean. Speaking for the board of directors, our CEO Janis Searles Jones and all of Ocean Conservancy, thank you for supporting our critical work.

Best regards,

Dan Oros,
Chair, Ocean Conservancy Board of Directors
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.
Protecting Arctic Seas for People and Wildlife
Ocean Conservancy's advocacy was critical to the North Pacific Fishery Management Council's adoption of a Fishery Ecosystem Plan for the Arctic's Bering Sea. This tremendous step forward for managing fisheries in the face of climate change also incorporates traditional knowledge into management. We also sustained strong opposition to risky offshore oil and gas activities in U.S. Arctic waters, contributing to the Administration suspending Arctic oil and gas leasing efforts. In addition, Ocean Conservancy continued efforts to establish a safe-shipping corridor from the Aleutian Islands to the North Pole. With routing measures in place in the Aleutians and Bering Strait, this year, we began working with the Coast Guard to develop similar measures for the Arctic Ocean while also advancing an initiative to make the at-sea transfer of fuel safer. Last fall, Ocean Conservancy and Nike also launched the Arctic Shipping Corporate Pledge through which a number of businesses agreed not to ship goods through emerging Arctic shipping routes where vessel traffic could imperil important ecosystems. And early in 2020, a second wave of companies joined the Pledge.

SUSTAINABLE FISHERIES
Supporting Sustainable Fisheries
Ocean Conservancy's efforts to end overfishing and restore threatened ocean ecosystems made important strides this year. In the Gulf of Mexico, we worked with fishermen in the for-hire sector to develop a new catch reporting system using electronic logbooks. This new system increases the timeliness and accuracy of data while improving opportunities for fishermen to sustainably catch more fish. In the Pacific, we worked with partners to advance strategic planning that identifies effective approaches for adapting fishery management to climate change, so that we can continue to have sustainable fisheries that support fishing communities into the future. And we worked with members of Congress, particularly with Congressman Joseph Cunningham (D-SC), to introduce a bill to help identify and prioritize actions to accelerate our transition to climate-ready fishery management. We are also tackling a critically important global fishery — tropical tuna. In partnership with a regional management body in the Eastern Pacific Ocean, we're using our unique “flight simulator” to help managers better understand the implications of rapidly changing conditions that threaten the fishery's sustainability.

OCEAN CLIMATE CHANGE
Promoting Ambitious Ocean-Climate Action
In the past, fighting climate change has largely overlooked the impacts of climate change on the ocean and the role of the ocean in climate solutions. That is changing, and Ocean Conservancy's advocacy is at the heart of the transformation. During annual global climate negotiations (COP25), we worked with countries to create the first section on ocean-climate action in a COP decision. We also worked with coalitions to set ambitious ocean-climate goals; this included launching the Pacific Rim Ocean-Climate Action Partnership with California, Fiji, Costa Rica and others, and releasing a guide to action from U.S. states. Before the COP, we led a knowledge exchange on ocean acidification among U.S. and Chilean scientists and shellfish growers, given that carbon pollution drives acidification, and we worked with more than 80 countries to develop guidance for making ocean-smart climate commitments. At home, our testimony in House hearings informed the Climate Action Now Act, the first climate legislation passed by the House in 10 years, and we advanced the passage of four House bills addressing ocean acidification.

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.
Ridding the Ocean of Plastic and Debris

Ocean Conservancy’s Trash Free Seas® program assumed leadership of the Global Ghost Gear Initiative (GGGI) this year. The international alliance addresses one of the deadliest forms of marine debris: lost and abandoned fishing gear, known as ghost gear. With projects in 15 countries, the focus is on recovering ghost gear, such as fishing traps and nets, from the ocean while implementing practices and policies to prevent fishing gear from being lost in the first place. We also combated plastics in the ocean by launching a new finance partnership with Circulate Capital and the U.S. Agency for International Development (USAID) to channel resources into investments aimed at improving waste management. Specifically, USAID will guarantee up to $35 million of loans made by Circulate Capital to boost investment in recycling infrastructure in South and Southeast Asia. And we announced that our International Coastal Cleanup, the world’s largest effort to remove marine debris from beaches and waterways around the world, surpassed one million volunteers for the first time in its history.

Balancing Increasing Demands on Ocean Resources

The ocean is busy and getting busier all the time. As ocean ecosystems become more crowded and stressed, smart ocean planning helps to balance human activity with ocean health. Ocean Conservancy brought together industry leaders, fishermen and scientists from the Northeast and Mid-Atlantic to improve science and data about the ocean while strengthening the region’s ocean plans. We hosted these leaders in Washington, D.C., where they educated congressional offices and federal ocean agencies about the value of ocean planning. The strategy paid off when, for the first time, regional ocean-data portals received dedicated funding. This new funding supports Regional Ocean Partnerships — organizations convened by governors that collaborate at a regional level with states, tribes and federal agencies to address ocean and coastal issues — improving their capacity to gather data on marine mammals, fisheries and climate that we need to conserve the ocean. We are also happy to report that the Regional Ocean Partnership Act advanced in the U.S. Senate. The bipartisan bill helps Regional Ocean Partnerships conserve and restore ocean and coastal areas.

Thank you for all you do to help us secure a healthy ocean for future generations.

— without your support, they would not have been possible.
Foundations, Corporations and Government Agencies

JANUARY 1–DECEMBER 31, 2019

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

Bequests for the Ocean

JANUARY 1–DECEMBER 31, 2019

We honor in memorial the following supporters of Oceana Conservation. Their foresight and generosity provide important and ongoing support and create an ocean legacy for future generations to behold and enjoy.

Ocean Legacy Society

We thank the following dedicated supporters who are investing in the future of our ocean and its inclusion by Oceana Conservation in their wills in trust and beneficiary designations.

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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 2019 revenue totaled $28.7 million. Investment income and gains totaled $1.6 million and expenses totaled $30.4 million. Eighty-six percent of expenses were for ocean conservation programmatic activities and administrative services, and 14 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 we are proud of our reputation as a good steward of the resources entrusted to us by our supporters. The financial results derived are from Ocean Conservancy’s June 30, 2019 audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website — oceanconservancy.org.

Revenue and Expense Summary

For the Year Ended June 30, 2019

REVENUES
 Contributions, grants and bequests $28,564,855
 LIST RENTAL INCOME 37,594
 Royalties and other 102,435
 TOTAL REVENUES 28,704,884

EXPENSES
 Gulf of Mexico restoration 1,650,079
 Ocean policy, science and governance 5,351,623
 Trash free seas 5,460,682
 Marine wildlife and ecosystem protection 5,954,754
 Communications and outreach 5,251,252
 TOTAL PROGRAM EXPENSES 23,686,390
 Fundraising and membership development 4,376,381
 Management and administration 2,380,668
 TOTAL SUPPORTING SERVICE EXPENSES 6,757,049
 TOTAL EXPENSES 30,425,439

GAINS AND LOSSES
 Investment income, net 1,610,654
 CHANGE IN NET ASSETS (109,901)

NET ASSETS, END OF THE YEAR 45,988,616

Individuals 62%
 Foundations 22%
 Corporations 16%
 Other 2%