

# FY24 Annual Report

## Revenue and Expense Summary

For the Year Ended June 30, 2024

<b>REVENUES</b>	
Contributions, grants and bequests	\$46,589,844
List rental income	39,989
Royalties and other	362,408
In-kind contributions	482,834
Other income	171,787
<b>Total revenues</b>	<b>47,646,862</b>
<b>EXPENSES</b>	
Science, policy and outreach	14,898,263
Trash Free Seas	10,979,793
Marine ecosystem protection	4,769,019
Climate	9,091,426
<b>Total program expenses</b>	<b>39,738,501</b>
Fundraising and membership development	7,204,124
Management and administration	5,174,066
<b>Total supporting service expenses</b>	<b>12,378,190</b>
<b>Total expenses</b>	<b>52,116,691</b>
<b>GAINS AND LOSSES</b>	
Investment income, net	6,132,806
<b>Change in net assets</b>	<b>1,662,977</b>
<b>Net assets, beginning of the year</b>	<b>80,322,731</b>
<b>NET ASSETS, END OF THE YEAR</b>	<b>\$81,985,708</b>

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Baby penguins

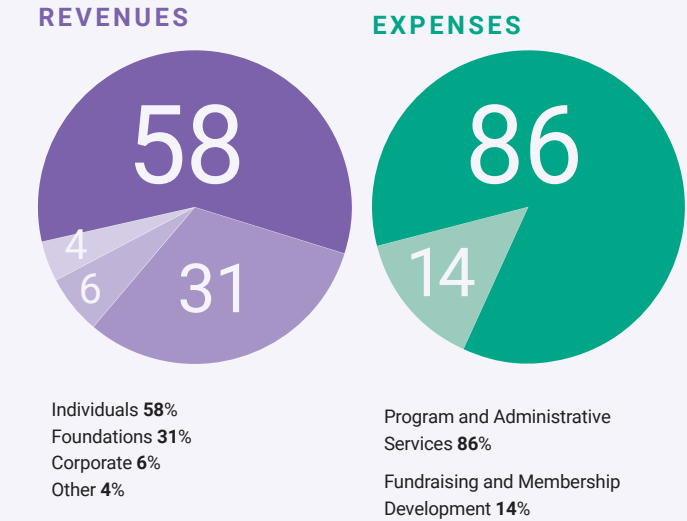
© STEVE BAROCH

## 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, corporations and government agencies that understand the critical importance of protecting and preserving the ocean.

Ocean Conservancy's 2024 revenue totaled \$47.65 million. Investment income and losses totaled (\$6.13 million) and total expenses were \$52.12 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 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, 2024, audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website, [oceanconservancy.org](https://oceanconservancy.org).



### CONNECT WITH US



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Sign up for our e-newsletter and action alerts at [www.oceanconservancy.org](https://www.oceanconservancy.org)

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# Splash



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## The Five Frontiers of Ocean Health

BY JANIS SEARLES JONES

The ocean needs all of us now more than ever. At Ocean Conservancy, we are clear-eyed about the challenges facing our ocean (and today, there are MANY challenges). And we are also laser-focused on what is needed to protect the ocean and how we can make progress, together. This *Splash* feature outlines the five frontiers for achieving a healthy ocean.

### 1. Building a Clean Ocean-Energy Future

While the ocean faces many threats, none is as urgent as climate change, which is changing the ocean from its surface to its deepest depths. The greatest opportunity to address climate change and protect our ocean is in how we produce energy. We must move away from harmful fossil fuels and adopt clean renewable energy sources like offshore wind. In fact, clean ocean energy could meet one-third of global energy demands, and it is impossible to

hit climate targets without it. Ocean Conservancy has called for a transition to 100% clean ocean energy by 2050. Phasing out offshore oil and gas drilling and replacing it with clean, responsible renewable energy is one of the most important things we can do to protect the ocean and its ecosystems.

### 2. Safeguarding Ocean Wildlife and Fish

We can't have a healthy ocean without safeguarding the wildlife and fish that depend on it.



At Ocean Conservancy, we've dedicated ourselves to efforts that protect our ocean's inhabitants—from championing laws that protect marine mammals to establishing safeguards for imperiled species and their habitats and leading efforts to sustainably steward our nation's fisheries.

Continuing to protect whales, manatees, sea turtles and other marine wildlife and fish and the habitats they depend on is crucial to ensuring a healthy and functioning ocean.

### 3. Stopping Ocean Plastic Pollution at the Source

Over 11 million metric tons of plastic pollution enter the ocean each year. That amounts to more than a garbage truck's worth of plastics entering the ocean every minute. Ocean plastic pollution

CONTINUES PAGE 7



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Given the time between producing this issue and delivering it to your mailbox, changes are occurring daily in our world. We are closely monitoring all changes that affect our ocean. Visit [oceanconservancy.org](https://oceanconservancy.org) for the most up-to-date information.



© PHOTO BY KATE LARSON

Harbor seal



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**NATIONAL GRAPHICS**  
Printed in the USA

#### Our Mission

Ocean Conservancy is working with you to protect the ocean from today's greatest global challenges. Together, we create evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it.

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## WELCOME

Each year, I have the mandate of reviewing Ocean Conservancy's conservation outcomes from the past twelve months: tracking where we have met or exceeded our goals and assessing where we might have come up short. I am pleased to reflect on the highlights from 2024 which you will read about in the center section of this annual report issue of *Splash*.

First, however, I want to say that none of our victories, none of our work, would have been possible without the moral support and essential funding from you, our partners, in all we do on behalf of our ocean. Thank you so much for your advocacy efforts, your donations and your emotional support for our important mission.

It is essential to pause and take stock of what we have accomplished. I hope you will celebrate the wins you have made possible—from ridding our ocean of tons of derelict fishing gear to mobilizing thousands of volunteers across the globe to clean up our beaches and waterways to launching a new campaign in the Central Arctic Ocean and working to achieve the first-ever global treaty on plastic pollution.

And it is equally essential to plan for the future—to strategize where we should go in the months—and years—ahead to make the biggest impact for the ocean. In our cover article, written by our CEO Janis Searles Jones, you will read about the five frontiers where Ocean Conservancy's expertise and leadership are needed right now. As Janis rightly says, "The ocean needs all of us now more than ever."

We vow never to lose sight of the trust you place in our work and in our organization. We pledge to you that we will persevere in our mission and continue to meet the ocean's climate, plastics and biodiversity crises with the ambitious leadership they demand. Please continue to stand with us to produce wins for the ocean that means so much to all of us and to all life on Earth.

For our ocean,  
**KACKY ANDREWS**  
**CHIEF OF CONSERVATION**



© LAURA WALCH

Galapagos Islands

## DEEP DIVE

# Kacky Andrews

## Chief Conservation Officer



The coastal waters surrounding Fort Myers, Florida, were an early influence on Ocean Conservancy Chief Conservation Officer Kacky Andrews. Kacky grew up fishing, sailing on a Sunfish sailboat, and hunting for seashells with her grandmother on the beaches of Sanibel Island.

"My dad was a Florida boy, and so he was always outside," Kacky says. "My mom liked to say that my brother and I were born with sand in our shoes from the beach—when she could get us to wear shoes."

Kacky's love for the ocean inspired her career. After obtaining a degree in environmental and natural resources law, she spent years advocating for Florida's coastal and marine protected areas at the Florida Department of Environmental Protection. Among other important roles, she oversaw nearly two million acres of the state's aquatic preserves and three national estuarine research reserves.

Her dedication to protecting the state's ocean and coastal areas was inspired in part by her experience with red tides, harmful algal blooms related to pollution that have plagued Florida waters for decades.

"The degradation we've seen in the Florida coastal environment has been part of what keeps me motivated," Kacky says. "I got certified to scuba dive in the Florida Keys when I was 13 years old. I can remember the first time I went down. It was just a riot of color with all the fish. And then 15 or so years later, I went diving there again and was appalled at the lack of color. Everything

looked as if it had been washed out, and there weren't as many fish."

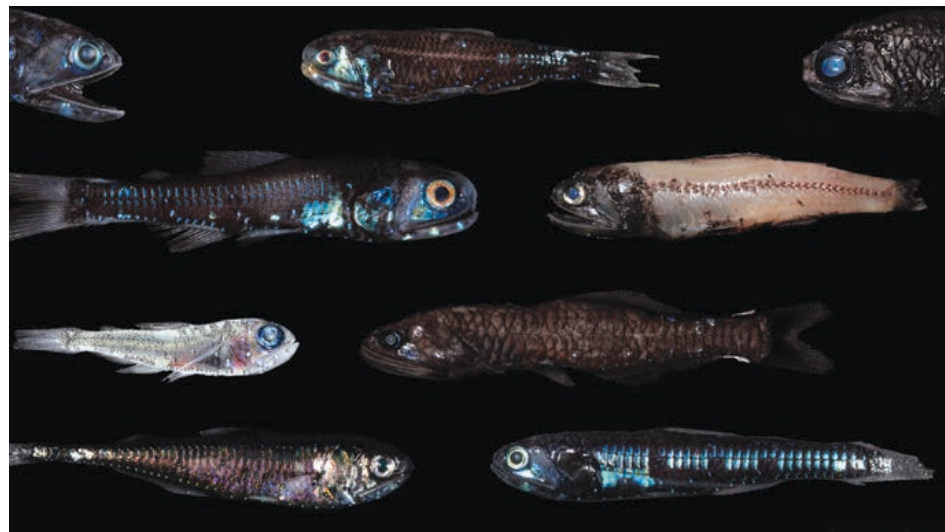
Since her childhood, escalating impacts from climate change and plastics have added greater threats to the ocean.

Now a resident of central Virginia, Kacky doesn't get to the ocean as frequently. But her dedication remains as strong as ever while overseeing Ocean Conservancy's conservation programs in the areas of plastics, climate and biodiversity.

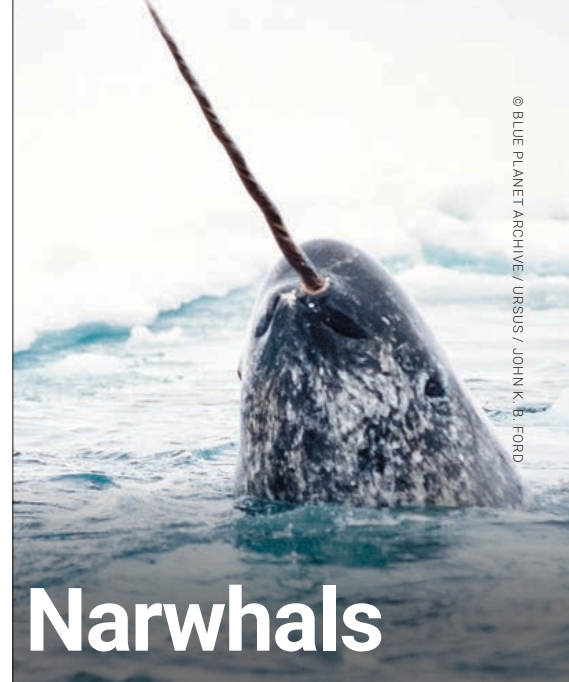
Around the country, she stewards Ocean Conservancy's efforts to transition to clean marine renewable energies, promote ocean-friendly policies and programs at the state level, and protect the central Arctic Ocean, among other priorities.

And a fascinating new Ocean Conservancy campaign involves conserving the mesopelagic zone, also known as the ocean twilight zone, which extends from 660 to 3,300 feet below the ocean's surface. Recent underwater research by the Woods Hole Oceanographic Institution uncovered a previously unknown world of marine life there, well past scuba depth.

"What they found was amazing," Kacky says. "The mesopelagic zone contains the single largest daily migration of biomass on the planet. By some estimates, it's about 20% of the ocean by volume with 90% of the fish biomass. We didn't even know that up until a few years ago. That's why I get so excited about this. There is so much awe and wonder in the ocean yet to be discovered."



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# Narwhals

## CREATURE FEATURE

Narwhals are known for their distinct tusks, which landed them the nickname "unicorns of the sea." But their "tusk" is actually a tooth! Their teeth are very sensitive and have up to 10 million nerve endings inside each one. All narwhals are born with two teeth, but their teeth patterns change as narwhals get older. Males usually have one tooth that becomes much more prominent than the other (the tusk), and females typically lose their teeth. Sometimes, males can be seen "tusk," which is thought to be a way of cleaning their teeth.

Beyond this, their tusks have some very important functions. They're able to sense environmental changes, including salt level and water temperature. They can even help narwhals sense nearby prey!

Narwhals are porpoises and are related to orcas, harbor porpoises and bottlenose dolphins. They travel in groups called pods. Narwhal pods are usually made up of anywhere from 10 to 100 individuals, but sometimes their pods can number almost a thousand. Narwhals spend their lives in the icy waters around Canada, Greenland, Norway and Russia.

Like most sea creatures, climate change poses a significant threat to these sea unicorns and their habitat. Melting Arctic ice, and the increased development that brings, means more shipping traffic and gas and oil production. These activities increase underwater noise pollution and the risk of collision, both of which can be detrimental to narwhals.

#### DID YOU KNOW?

■ Narwhals prefer to stay closer to the ocean surface, but they can dive up to a mile and a half!

■ Narwhal tusks can grow to be almost 9 feet in length.

# Highlights and Wins Reflecting on 2024

As the world's leading ocean conservation organization, we are committed to understanding, protecting and advocating for the ocean and all who depend on it. Our strategic focus on climate change, plastic pollution and threats to biodiversity led to successes last year that are worthy of celebration. From mobilizing cleanups on local beaches, to advancing national and global policies that protect our ocean, to increasing public awareness through the media and high-profile events, our work is driving the change we need to see. With your support, we will double down on our efforts to advance our shared vision of a vibrant, thriving ocean that supports all life on our blue planet.



## Climate

- In August 2024 Ocean Conservancy hosted a global dialogue with **G20 leaders** to accelerate efforts in **expanding offshore renewable energy** for ocean climate action, with former U.S. Secretary of State John Kerry delivering the open address.
- Released, as part of our Clean Ocean Energy program objective to rapidly transition away from offshore oil and gas toward clean ocean energy, a **first-of-its-kind analysis on affordable financing for offshore wind** in developing countries, an important advocacy tool for scaling responsible offshore wind production and achieving 100% clean ocean energy by 2050.
- Changed the global standard for climate progress at the United Nations' 28th Conference of the Parties, held in Dubai in December 2023. Our intensive advocacy brought the ocean to the fore, **ensuring clean ocean energy is now part of the global "report card"** measuring progress toward climate goals.



## Plastics

- Activated over **485,000 volunteers** worldwide to remove nearly **8 million pounds of trash**. Since the International Coastal Cleanup® (ICC) began, more than **18 million volunteers** around the globe have removed an astounding **382 million pounds of trash** from shores and waterways, covering more than 621,000 miles.
- Celebrated the successful conclusion of the **#TeamSeas campaign**, a global movement championed by two of the world's top YouTubers, by announcing that as a core partner, Ocean Conservancy helped **remove 34 million pounds of trash** from the ocean, beaches and rivers since January 2022. As the official Ocean and Beaches partner of the campaign, Ocean Conservancy conducted nearly 2,000 beach, underwater and ghost gear (abandoned, lost or discarded fishing gear) cleanups, mobilizing more than **172,000 volunteers** across 73 countries.
- Advocated for passage of three laws to address plastic pollution, including banning all plastic bags at checkout in California, eliminating single-use personal care products at hotels in Illinois, and increased support for microplastics research federally. Our scientists estimate these two state laws alone will eliminate over 6 billion individual single-use plastics every year.
- Selected by the **National Oceanic and Atmospheric Administration (NOAA)** for a new, four-year **\$5.2 million award to remove Large Marine Debris (LMD)** from U.S. coastal waters. This grant will allow us to distribute more than \$2 million to communities around the country to supercharge cleanup efforts, including in remote locations heavily impacted by trash.



Cleanup volunteers in Nigeria

© BLAZING LIGHT PHOTOGRAPHY



Cleanup volunteer in Malaysia

© LIYANA AMIRA SALLEH

## The Biggest Threats Facing the Ocean:

Climate Change  
Plastic Pollution  
Biodiversity Loss



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## Biodiversity

- Launched an ambitious **new campaign to protect the Central Arctic Ocean (CAO)** from shipping and deep-sea mining. We have already made early progress, with the first Arctic coastal state (Canada) announcing that it will not allow deep-sea mining in areas under its jurisdiction, including the continental shelf that extends into the CAO.
- In a July 2024 op-ed, Ocean Conservancy CEO **Janis Searles Jones** called on the U.S. government to support a **full moratorium on deep-sea mining**, warning of potential ecological damage and calling for prioritizing scientific research to assess environmental impacts before allowing commercial operations to proceed.
- **Recycled 81,073 pounds of end-of-life fishing gear** through our Global Ghost Gear Initiative, protecting countless marine animals from entanglement and death.
- Fought for and defended a new Florida statute, signed into law in June 2024, **prohibiting the intentional release of balloons**, one of the deadliest forms of beach debris in Florida's coastal counties to wildlife. Our work resulted in major media attention, including a *New York Times* front-page story.

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# The Journey to 40: Celebrating Four Decades of the ICC's Commitment to a Cleaner Ocean



DOMINICAN REPUBLIC

**A**s Ocean Conservancy's International Coastal Cleanup® (ICC) celebrates its 40th year in 2025, we reflect on the incredible journey that has brought it to this point—a journey fueled by passion, dedication and a shared belief in the power of collective action for our ocean. The evolution from a single cleanup in Texas to a global effort of over 18.5 million people who have collected more than 420 million pounds of debris is a tangible testament to this power.

Volunteers have not only cleaned their communities and coastlines but have fostered a deep connection to their local environments. From schoolchildren to retirees, from beachgoers to local activists, the ICC has brought together a diverse, multi-generational movement united in their desire to create a cleaner, healthier ocean for future generations.

Throughout 2025, we are celebrating the cleanup successes of the ICC Coordinator Network—both new and longstanding members—who have dedicated themselves and their organizations to creating lasting impact. After four decades, the ICC continues to inspire, proving that it is people who are at the heart of change. Already this year, we've celebrated hundreds of volunteers at the 3rd Annual Cameroon Beach Cleanup Day and joined partners in Belize for a cleanup that removed over 35,000 pounds of debris.

We're excited to tell more stories of impact and collaboration as we celebrate this incredible journey together.



SOUTH AFRICA



JAPAN



USA

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CAMEROON

Already this year, we've celebrated hundreds of volunteers at the 3rd Annual Cameroon Beach Cleanup Day and joined partners in Belize for a cleanup that removed over 35,000 pounds of debris.

## The Five Frontiers of Ocean Health

CONTINUED FROM PAGE 1

doesn't just come from beaches and coastal communities. It enters our ocean from rivers, canals and storm drains, originating far upstream and inland.

Ocean Conservancy is at the forefront of taking bold action to stop the flow of plastics at the source. It is essential to do this to keep these plastic products from entering the water where they harm or kill marine life, like sea turtles and birds, and before pollution reaches our beaches and depresses local economies.

### 4. Defending an Evidence-Based Approach to What Our Ocean Needs

Truth and transparency matter. As a nation, we rely on science to provide us the unbiased, unvarnished truth about the crises facing our ocean and our planet and to help us plan for the future.

For example, the National Oceanic and Atmospheric Administration (NOAA) monitors and uses the latest and best science to predict weather, track the climate, manage fisheries and protect

Scan here to see how you can join the movement to protect our ocean!



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Josh Parris and Andrea Quattrini on their first shift as video and data loggers in the ROV control room at NOAA

sensitive ocean places and wildlife. Without the unbiased science that NOAA provides to all Americans, we would be facing many ocean crises blindfolded.

For over 50 years, Ocean Conservancy has advanced evidence-based solutions to ocean crises. We will continue to advocate for the role of science in policy and support the critical monitoring and science that NOAA provides to inform coastal communities and all Americans.

### 5. Saving Special Ocean Places

Our ocean holds some of America's greatest natural treasures. Some ocean places are so special or so vulnerable or

so important that they require special protection. As a country, we protect these places with special designations such as marine sanctuaries, marine monuments or wildlife refuges, and we condition or limit certain activities, like offshore oil and gas drilling, to protect these special places. These protections are crucial for these areas to continue to support thriving marine life and coastal communities, and they are crucial to supporting the functioning of the ocean on which we all rely.

Whether we succeed on these five frontiers will determine the future health of the ocean, the climate and the planet for all of us.

We know you love the ocean as much as we do. Ocean Conservancy will never stop working toward a healthy ocean and a thriving planet for everyone.

Together, we will fight for our ocean. And together, we will win.