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# A Defining Moment A Defining Year



ANNUAL REPORT 2010

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**OCEAN CONSERVANCY** promotes healthy and diverse ocean ecosystems and opposes practices that threaten ocean life and human well-being. Through research, education, and science-based advocacy, Ocean Conservancy informs, inspires, and empowers people to speak and act on behalf of the ocean. In all its work, Ocean Conservancy is the world's foremost advocate for the ocean.

# A Defining Moment

For all ocean conservationists—for all Americans, really—2010 will forever be the year of the BP Deepwater Horizon oil disaster.

For years, Ocean Conservancy and others warned against expansion of industrial activities in the ocean because such activities are replete with risks. And the consequences can be devastating—as the world now knows because of this tragic event.

While it was a human tragedy and ecological and economic disaster of the highest order, it was also a defining moment for the ocean, and a call to action for Ocean Conservancy. We have met that challenge head-on, helping the stricken watermen of the affected region as well as cherished and valuable habitat and wildlife. Within days, Ocean Conservancy expanded

its efforts in the Gulf of Mexico, building on our decades-long presence in the region to help ensure that relief reached affected communities, that a robust restoration effort became a national priority, and that a multi-faceted reform agenda emerged with the potential to fundamentally reshape how we manage and care for our ocean.

At the same time, Ocean Conservancy never wavered on our existing commitments to the ocean. We celebrated our 25th International Coastal Cleanup, with volunteers around the world proving once again that we all have a role to play in protecting the health of our marine

environment and inland waterways. We continued our work in the Gulf of Mexico to end overfishing (a goal made more challenging by impacts from the oil spill). We achieved major policy victories—chief among them President Obama's Executive Order establishing the nation's first-ever comprehensive national ocean policy. In California, we secured approval of a network of marine protected areas in the highly contentious South Coast region of the state. And in Alaska we fought back successfully against approval of new offshore drilling in the fragile Arctic seas.

From fisheries to marine debris, national ocean policy to the BP disaster, 2010 was a defining moment for Ocean Conservancy. And in this moment, you, our committed members, have been nothing short of amazing, reaching out



to us with generous offers of physical, financial, and moral support. Thank you for your continued work for our ocean.



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# Tragedy in the Gulf

On April 18, 2010, Ocean Conservancy hosted a special IMAX screening of the documentary “Oceans” at the Smithsonian Institution.

Chairwoman Nancy Sutley of the White House Council on Environmental Quality and Administrator Dr. Jane Lubchenco of the National Oceanic and Atmospheric Administration (NOAA) gave opening remarks. Members of Congress and a number of Ocean Conservancy friends and supporters attended. The standing-room only audience was hundreds strong.

It was another milestone in what was promising to be a watershed year. The Obama administration was making good on key promises for

comprehensive ocean management. Even the iconic red snapper—signature fish of the Gulf of Mexico—was finally recovering after years of work by Ocean Conservancy experts and others in the region. Things were looking up.

Two days later, the BP Deepwater Horizon oil platform exploded and eleven lives were tragically lost. By the time the well could be capped, some four months later, 205 million gallons of crude oil had spewed into the Gulf of Mexico. A unique ecosystem that supports life throughout our



ocean—and provides more than 20 million jobs among a wide range of industries from tourism to fishing—was reeling from the biggest accidental release of oil into the ocean in history. So much was on the line, from the economic well-being of Gulf residents to the fish and wildlife that call the Gulf home.



Using our depth of knowledge in the Gulf region, **we acted quickly in a time of crisis.**

# Relief, Restoration, Reform

As the magnitude of the BP oil disaster became clear, Ocean Conservancy committed to a transformative and sustained organization-wide effort in response.

The loss of life was shocking and tragic, and the devastation to marine resources and coastal communities was soon painfully apparent. As our team in the region knows so well, the Gulf of Mexico is a special place — not only a region of great beauty, but an economic driver providing us with food, jobs, and a unique way of life. Now the world watched in horror as the well-being and prosperity of the region came under siege from a gushing oil well a mile beneath the surface of the ocean that couldn't be capped.

As Ocean Conservancy responded, we drew on a strong foundation: the credibility of our team in the region, which has many connections in coastal communities from years of collaboration to end overfishing; the reach of our International Coastal Cleanup coordinator network in the Gulf states; the sage perspective of our senior staff who had played central roles in the *Exxon Valdez* response; the savvy of our government relations professionals; the expertise of our science and legal teams — all of this allowed us to mobilize quickly to confront almost every aspect of the unfolding tragedy.

Our mantra during the long spring and summer, when the well continued to gush millions of gallons of oil a day into the Gulf, echoed a three-pronged strategy: to secure relief for the communities and environment harmed by the spill; to ensure that full restoration of the Gulf of Mexico became a national priority; and to advance reforms to the broken system that had allowed such a disaster to happen.

**Relief:** Ocean Conservancy was successful in helping to secure million of dollars in federal assistance for those most profoundly affected, including fishermen and those in the coastal tourism industry, while our outreach team on the ground helped many in the region navigate the new realities they were confronting day-to-day. Senior leaders Dennis Takahashi-Kelso and Stan



We helped gain assistance for those most profoundly affected.



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Senner committed themselves virtually around the clock to the response effort, sharing their wealth of experience from the *Exxon Valdez* oil spill with government officials and community leaders alike.

**Restoration:** Our call for full restoration of the Gulf ecosystem became the heart of our new Gulf Restoration and Fisheries Program. For decades, we have worked to restore the depleted fisheries of the region; however, in the wake of the BP disaster, the importance of a broader, ecosystem-restoration focus was clear. BP has a legal obligation to fix the damage it has inflicted, but an immediate and sustained national investment to renew the prosperity of the entire region after decades of degradation became our rallying cry. The President's pledge to do precisely that, in his June 15 address to the nation, was an important commitment—and one that must be honored year after year through bold and concerted action. Our expanded team in the Gulf—including staff

with our new Science Center in Baton Rouge and Restoration Center in New Orleans—will play a central role in ensuring that the promise of a Gulf restored to health is realized.

**Reform:** Ocean Conservancy has long advocated for changes in the way the federal government exploits and manages our ocean, and the BP disaster brought increased public scrutiny to this flawed system. We testified before Congress an unprecedented number of times, worked with senior staff on Capitol Hill and in the Executive Branch, advocated before various commissions of inquiry, and wrote plans of action for change. Many of our ideas shaped the reforms that have been implemented by the administration. Unfortunately, other essential changes have not been enacted by Congress. Securing these statutory reforms will remain a priority for us in the years ahead. As the BP disaster devastatingly demonstrated, the risks of inaction are simply too great.

We support the vision of  
a Gulf restored to health.

# Arctic: Perseverance Pays

The vital importance of our work in the Arctic was underscored by the tragic events in the Gulf of Mexico.

In the months prior to the Deepwater Horizon blowout, the Minerals Management Service (MMS) had approved plans by Shell to conduct exploratory drilling in the Chukchi Sea. This remote and fragile environment is critically important to the subsistence way of life of Arctic coastal communities, not well understood by scientists, undergoing rapid changes, and a treacherous place to attempt a spill response if one were necessary.

The Arctic is our planet's air conditioner. It is a unique and wild place, and it is already feeling the impacts of climate change. The Arctic is warming at twice the rate of the rest of the planet and

will almost certainly be one of the first regions substantially impacted by ocean acidification. Watching the BP disaster unfold, it was impossible not to think about what an oil blowout in the Arctic would mean for our ocean and all who rely on it.

Ocean Conservancy has called for a time-out on expanded industrial activity in the Arctic until we know more about this critical ecosystem. We have focused on developing the science plans necessary to assess gaps, evaluate risks, and guide decisions, and we have focused on industry preparedness and safety—the ability to respond adequately to a spill in remote and ice-filled seas.



Our team met with some success in March, when the Obama administration acknowledged the science limits, and announced a decision to defer new Arctic lease sales. In the aftermath of the BP disaster, we met with additional success as the administration acknowledged the need for more information about oil spill risks and spill response capabilities and postponed exploration plans for existing leases.

Most recently, Shell announced its plans to forgo drilling in the Arctic this coming summer, and focus its efforts on the 2012 season. These critical decisions are the result of an exhaustive, multi-front effort, and a significant victory of Ocean Conservancy and our colleague organizations.

At the same time, we have worked with lawmakers, the administration, and various commissions of inquiry to ensure that the systemic failures that led to the BP disaster are considered in the context of the Arctic. The National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling, in particular, has carefully considered how the lessons of the Gulf should be applied off Alaska's coast and made important recommendations for the future.

We're advocates for applying the lessons of the Gulf **in the remote and fragile Arctic.**



# A New Ocean Policy for Our Nation

**For decades, experts have agreed that a lack of comprehensive, coordinated decision-making has caused great damage to ocean health.**

A piecemeal approach has meant conflict between competing uses of the ocean, costly delays for projects, and harm to ecosystems—all of which paint an unsustainable future for our ocean, our coast, and the next generation that depends on them. Ocean Conservancy has long advocated for urgently needed improvements in the ways we manage our precious marine resources. The last two years have finally seen the start of a sea change in our nation's ocean governance, and we're proud of the key role we've played in making it possible.

In June 2009, the President created an Ocean Policy Task Force to consider ways in which different parts of the federal government should work together to keep our ocean healthy—including the use of an ecosystem-based management tool called Coastal and Marine Spatial Planning (CMSP). On July 19, 2010, the President signed a landmark Executive Order to implement those recommendations, which include a new White House-level National Ocean Council bringing together over 20 relevant agencies; the integration of CMSP into ocean planning on a regional basis throughout the nation; and the development of

strategic plans to confront critical challenges in a number of specific areas.

Ocean Conservancy's leadership role in this historic victory is unquestioned. From the earliest moments of the transition following the 2008 presidential election, we worked to ensure that the new White House team understood why comprehensive ocean management must be a top priority for the nation. We convened the conservation community in weekly meetings during the Task Force process, in order to provide informal advice and formal recommendations to key decision-makers. We testified before powerful congressional committees in support of the National Ocean Policy and CMSP, and fought to secure the funding necessary to implement CMSP effectively.



Although the BP oil disaster overshadowed the President's visionary Executive Order, the order's potential to change the face of ocean conservation is profound. The challenge now is to ensure the new National Ocean Policy, National Ocean Council, and strategic plans realize their full potential. In that task, too, Ocean Conservancy will be working hard to ensure that the results translate into lasting benefits for ocean health.



**We've helped spark the start of sea change in our nation's ocean governance.**



# 25 Years of Sea Change

**During the 25th anniversary year of our International Coastal Cleanup, Ocean Conservancy not only celebrated the remarkable growth and success of the world's largest volunteer effort for ocean health, but also expanded our leadership role in the global movement to solve the problem of ocean trash.**

In the spring, Ocean Conservancy released our yearly report on the results of the Cleanup. The report, *Trash Travels: From Our Hands to the Sea and Around the Globe*, provides country-by-country, location-by-location, and item-by-item details, and also explains how water-borne trash moves all over the world, impacting us all.

The weeks following the BP Deepwater Horizon oil disaster presented an unexpected opportunity to make a difference for the Gulf of Mexico: Working with our network of volunteer coordinators, we helped organize cleanups to remove trash on Gulf beaches where oil had not yet made landfall, preventing it from becoming oil-contaminated waste. From there, momentum grew for thousands of International Coastal

Cleanup events in the fall. All told, more than 600,000 volunteers came out to pick up trash in 2010, from landlocked places like Beatrice, Nebraska, to the coast of Ghana in West Africa.

The data collected by hundreds of thousands of volunteers throughout the world provide a critical snapshot of a ubiquitous problem. As we moved into our 25th year, we expanded our reach. In addition to our global cleanup movement, we have focused on the need for more science, more collaboration, and more communication about this major pollution problem. In September, we hosted a Marine Debris Summit with our partner The Coca-Cola Company, bringing together some of the best and brightest representatives from government,



industry, academia, and nonprofits to collaborate on successful strategies. We're moving forward with the knowledge that, working with partners, we can stop the tide of trash and promote greater ocean health.

We're bringing leadership to the **global movement** for trash free seas.



# Rethinking the Future of Fish

**For generations, the ocean has been an important source of food.**

But our global population has put immense strain on the seas and many of the world's wild fish are now at historical lows. As Ocean Conservancy and our colleagues around the world work to help bring these species back from the brink, it has become clear that wild fish alone won't meet our future seafood needs. Fish farming—also known as aquaculture—can help complement our sustainable wild fisheries, but to do so, it must develop here at home in ways that don't damage natural habitats, including our ocean. Rapid growth of some forms of aquaculture around the world has often come with considerable environmental and social cost. Ocean Conservancy is leading the charge to ensure that these negative impacts

aren't experienced in the US as well. We believe that aquaculture, if done right, can contribute to a viable future for fish—in the wild and on our dinner plates.

The core of our effort has been to ensure that strong safeguards are in place before the expansion of an open-ocean aquaculture industry in US waters. To that end, we laid out our vision of a precautionary approach in a seminal 2010 white paper, *Right from the Start*. We developed and provided science and educational materials to key decision-makers, and supported the first precautionary offshore aquaculture bill ever introduced in the United States Congress. And we helped shape the administration's approach,



successfully urging a policy review of NOAA's approach to open-ocean fish farming.

We also took Ocean Conservancy's message to the international stage, including the 2010 Seafood Summit in Paris, where leaders in the seafood industry, the conservation community, and the foundation world explored cutting-edge solutions that advance sustainable seafood and marine conservation.

As humankind makes critical decisions that will determine how future generations balance a growing global population, a growing aquaculture industry, and the desire for wild seafood, Ocean Conservancy will continue to occupy the key role we played in 2010, as both pioneer and leader for strong, protective aquaculture policies.

With aquaculture in the ocean,  
we have **the chance to get it**  
**“right from the start”** in US waters.

# Patience and Progress

**After years of Ocean Conservancy's leadership—and collaboration with all those who have a stake in protecting coastal waters—the California Fish and Game Commission voted on December 15 to adopt a network of marine protected areas (MPAs) off California's South Coast.**

This network of "Yosemites of the sea," where ocean wildlife can recover and multiply, will stretch from Santa Barbara to the Mexico-US border. The new MPAs build on northern Channel Islands protections adopted in 2002, the Central Coast in 2007, and the North Central Coast in 2009, and constitute the southern portion of the statewide underwater park system envisioned by California's Marine Life Protection Act of 1999. These marine protected areas are

designed to foster healthy ocean habitats and natural diversity, and to help restore the lost abundance of California fisheries.

The final South Coast MPA network doubles the number of marine protected areas in Southern California—including key ecological areas such as Naples Reef, Point Dume, and La Jolla, and represents hundreds of hours of outreach and public meetings.

Attention next turned to the MLPA implementation process in the North Coast region. Ocean Conservancy is working hard to find common ground with fishermen, tribal representatives, and other key stakeholders. Underscoring our leadership in the implementation of the MLPA, our North Coast representative was appointed to the Regional Stakeholder Group—making us the only conservation organization to have served on all four MLPA regional stakeholder groups.

The long-term challenge in California is to ensure that implementation of the MLPA is adequately funded. Efforts to provide a dedicated revenue stream via a state ballot initiative were defeated by voters in November, but our commitment to securing the resources that are



needed to provide future generations of Californians—and all Americans—with the full benefits of the MLPA process will continue.

We've helped create  
underwater parks to  
support thriving marine life.

# Looking to the Future

**As we look to the future, Ocean Conservancy supporters like you can rest assured that our organization will remain focused but nimble in the face of the defining issues of our time.**

We continue to demonstrate that we are prepared to take on not only the existing challenges faced by our ocean, but also sudden new threats that arise. In our response to the BP oil disaster, you have witnessed Ocean Conservancy as a leader of both thought and action, an organization of impact able to react with force to a serious crisis, while maintaining its ongoing programs without fail.

In our work it is our science-based vision, flexibility, and collaborative spirit that set us apart. We look forward to ushering in a new era in

which a comprehensive National Ocean Policy translates into lasting protection for our ocean under the President's Executive Order. We are excited to join with our partners in support of this effort to redefine how the ocean is managed—but the hard work is just beginning. We will continue to bring together leaders from science, academia, business, government, and conservation along with other stakeholders to ensure that the very best science, thought, and effort are used to the greatest effect possible to return the ocean to health.



In the past 38 years, Ocean Conservancy has risen to every challenge put before us. With the backing of our members, activists, volunteers, and partners, we are leading advances in ocean conservation. Our experts are tackling head-on the greatest environmental challenges of our time, including ocean pollution, restoration, sustainable fishing, and ocean governance. Thanks to your support, our work continues to inform and inspire actions that will ensure a wild and healthy ocean for the future.



Together, we're rising to the challenge of ensuring a wild, healthy ocean for future generations.

# Financials

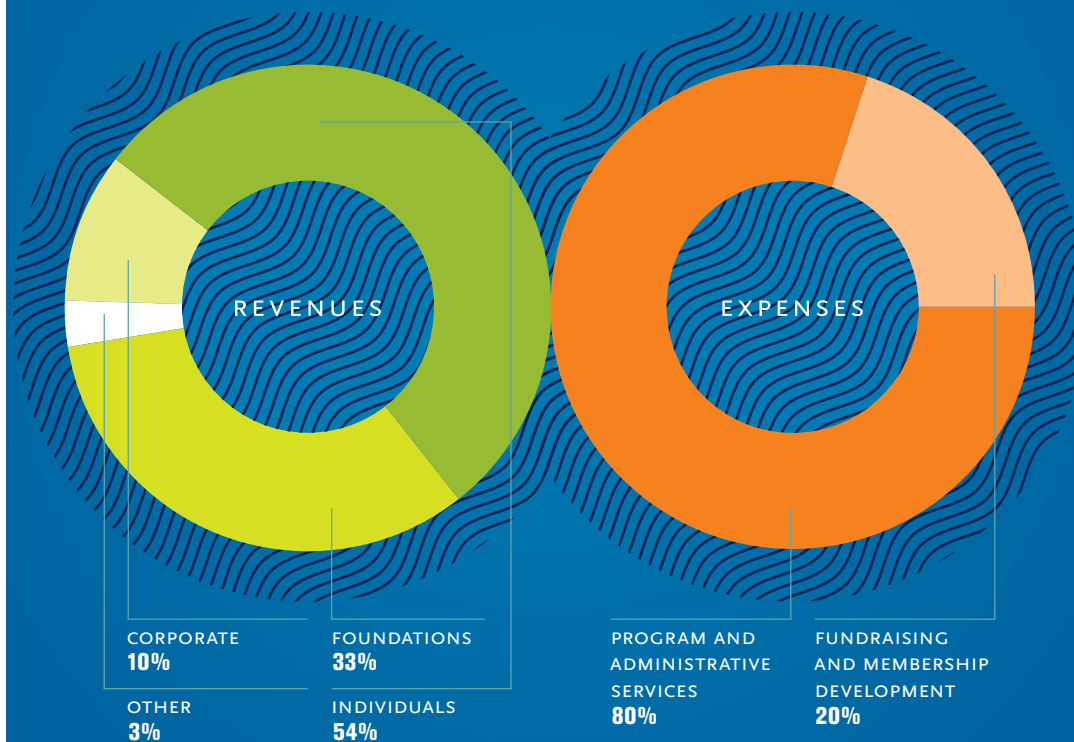
Ocean Conservancy continues to deliver high impact programmatic results in an operationally efficient and cost-effective manner, made possible through the ongoing commitment, involvement, and financial contributions of individuals, foundations, and corporations who understand the critical importance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

Ocean Conservancy's revenue totaled \$11.3 million in the fiscal nine-month period, primarily from grants and contributions from individuals, foundations, and corporations. Expenses, gains and losses totaled \$11.1 million. Eighty percent of expenses were for ocean conservation programmatic activities and administrative services, and 20 percent for fundraising and membership development.

Ocean Conservancy strives to be a good steward of the resources entrusted to it by its supporters. The financial results depicted below are derived from Ocean Conservancy's June 30, 2010 audited financial statements. Copies of the complete audited financial statements are available upon request.

## Revenue and Expense Summary

Nine-month Period Ended June 30, 2010



### REVENUES

	2010
Contributions, Grants and Bequests	\$11,008,015
Government Grants	195,683
Rent, Royalties and Other	134,347
<b>Total Revenues</b>	<b>11,338,045</b>

### EXPENSES

Restore Sustainable Fisheries	2,875,242
Protect Marine Wildlife	679,461
Conserve Special Ocean Places	828,704
Ocean Governance	1,622,950
Outreach and Awareness	1,200,758
Communications, Marketing and Publications	251,851
<b>Total Program Expenses</b>	<b>7,458,966</b>
Fundraising and Membership Development	2,247,385
General and Administration	1,267,586
<b>Total Supporting Services</b>	<b>3,514,971</b>
<b>Total Expenses</b>	<b>10,973,937</b>

### GAINS/LOSSES

Investment Gains/Losses and Interest Income	125,568
Change in Allowances	41,403
<b>Change in Net Assets</b>	<b>531,079</b>
<b>Net Assets, Beginning of the Year</b>	<b>15,297,626</b>
<b>Net Assets, End of the Year</b>	<b>\$15,828,705</b>

Please note that the revenue and expense information presented here is for the nine-month period that ended June 30, 2010. The shortened fiscal period results from a change in the fiscal year from one ending September 30 to one ending June 30.

# Champions for Sea Change

OCTOBER 1, 2009 – DECEMBER 31, 2010

Ocean Conservancy values all of the dedicated members, volunteers, and activists who make our work possible. We thank all contributors for their generous financial support of our ocean conservation work. Ocean Conservancy is grateful for the generous support provided by our Champions for Sea Change, those who support our work with annual gifts of \$1,000 or more, from October 1, 2009 to December 31, 2010.

## \$50,000 AND ABOVE

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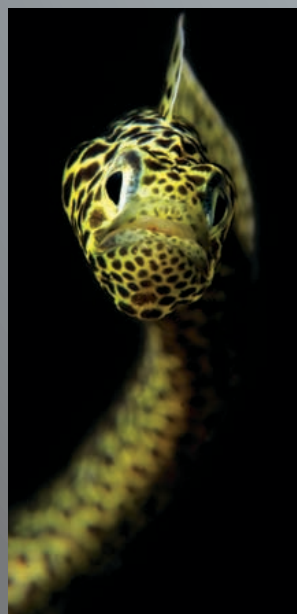
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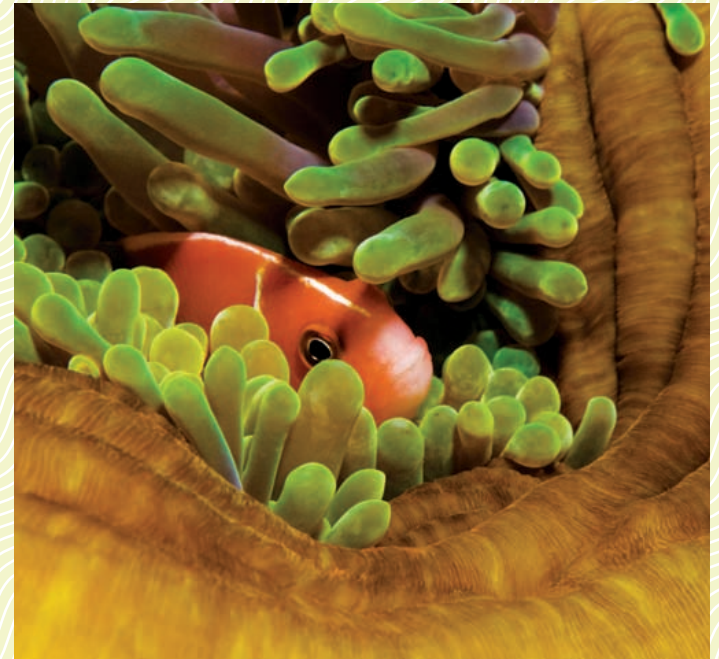
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