

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 revenue totaled \$21.6 million, primarily from grants and contributions from individuals, foundations and corporations. Expenses and net investment losses totaled \$19.6 million. Eighty-seven percent of expenses were for ocean conservation programmatic activities and administrative services, and 13 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 on this page are derived from Ocean Conservancy's June 30, 2012, audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website: www.oceanconservancy.org.

Revenue and Expense Summary

For the Year Ended June 30, 2012

REVENUES

Contributions, grants and bequests	\$21,056,657
List rental income	27,034
Royalties and other	556,697
Total revenues	21,640,388

EXPENSES

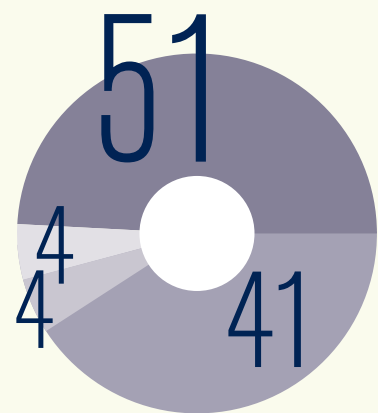
Gulf of Mexico restoration	4,149,659
Ocean policy, science and governance	2,961,577
Trash free seas	2,153,711
Marine wildlife and ecosystem protection	1,455,530
Communications and outreach	4,185,149
Total program expenses	14,905,626

Fundraising and membership development	2,534,038
General and administration	2,066,125
Total supporting services	4,600,163
Total expenses	19,505,789

GAINS AND LOSSES

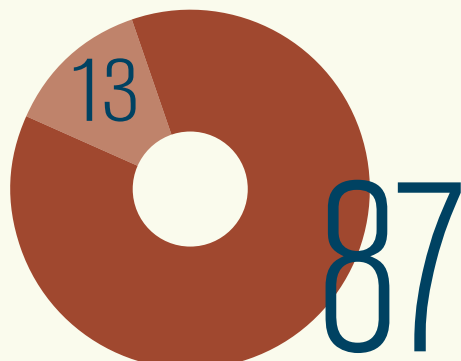
Investment income and losses	(73,736)
Change in net assets	2,060,863
Net assets, beginning of the year	15,605,120
NET ASSETS, END OF THE YEAR	\$17,665,983

REVENUES



Foundations **51%**
Individuals **41%**
Corporate **4%**
Other **4%**

EXPENSES



Program and Administrative Services **87%**
Fundraising and Membership Development **13%**



MEETS ALL 20 BBB CHARITY STANDARDS

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WINTER | 2013

solash

The sea,
once it casts its spell,
holds one in its net
of wonder forever.

— Jacques Yves-Cousteau

2012

Annual Report



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Andreas Merkl Joins Ocean Conservancy as New CEO



© PENNY HAMMER, PHOTO CONTEST

When Andreas Merkl graduated from high school in Cologne, Germany, his father gave him 3,000 Deutsche Marks and told him to leave out of the front door of the house and return at the back door, taking the long way around.

Andreas began his “walk-about” in the United States by hitchhiking outside the arrivals terminal of New York City’s JFK airport. He made his way all over the country, eventually traveling from Vancouver, British Columbia, down to Los Angeles by way of Berkeley and Santa Cruz, California.

It was in Santa Cruz that Andreas

fell in love with California’s beautiful scenery. He returned to the area as an undergraduate student to “do nothing but study science and explore the Central Coast,” he says, and eventually moved to San Francisco, where he has lived for the last 36 years.

Earlier this year, Andreas made another long-distance – albeit far less circuitous – move when he packed up for Washington, D.C., where he joined the Ocean Conservancy team as President and CEO.

Andreas’ love for all things aquatic began during his youth in northern Germany. As a child, he played along the Rhine River’s beautiful embankments, in willow thickets and on sandy beaches. But he was never allowed to put as much as a big toe in the water – “by penalty of a very good whooping,” he says – because the river was, at that time, a “chemical and organic cesspool.”

When Andreas was about 10 years old, people began to take notice and work to repair the environmental damage in post-war northern Germany.

He remembers being told in 1970 that by the year 2000, there would be salmon in the Rhine. That period of Germany’s environmental awakening was formative for him, inspiring his lifelong commitment to conservation.

“That’s all I’ve ever done or wanted to do,” he says. “It’s wonderful if you find your thing when you’re 10 years old, and I did. I still don’t want to do anything else.” A passionate diver, sailor and surfer, Andreas has traveled the world to explore the ocean’s depths. His favorite diving experience took place in the remote waters of eastern Indonesia, in an area where large sea snakes aggregate. After approaching Andreas and his wife, Donna, the inquisitive snakes looked them in the goggles and played with their diving fins. “We just danced with them for half an hour, and it was magical,” he says. “Half of you is just mesmerized by how beautiful they are and the other half is just completely terrified.”

Andreas started his career studying environmental science at the University

of California at Santa Cruz where he received his undergraduate degree. He continued his graduate studies at Berkeley where he did more natural resource analysis and helped build the first geographic information systems, or GIS. Later, he received an M.B.A. from Harvard University because he wanted to better understand the “ecology of money.”

Much of Andreas’ work has been focused on environmental management, including the development of market-based incentives for responsible resource stewardship. Most recently, he served as a principal at California Environmental Associates, a think tank and consulting firm, where he worked on natural resource management issues, including rights-based fisheries and catch share programs.

Over the years, Andreas has watched Ocean Conservancy closely and says that two things always struck a chord with him: Ocean Conservancy’s “amazing people” and its focus on the issues that really matter.

Before coming aboard in his new role, Andreas spoke with a number of experts in the field about what needs to be done in U.S. ocean conservation, and he says for the most part they agree on the top priorities. These priorities – protecting the Arctic; ensuring comprehensive ocean planning to maximize resources for commerce, recreation and conservation; restoring the Gulf of Mexico and beginning critical work to address increasing acidity levels in the ocean – all fall in line with Ocean Conservancy’s programmatic focal points.

Andreas says his job as CEO will be to help design, fund and implement programs like these that help protect a healthy ocean. It’s not unlike what he was doing at California Environmental Associates, save for one key distinction: “If you’re a consultant, you think up these great ideas and then you walk out the door,” he says. Whether or not those ideas succeed is out of your hands.

“For me, the chance to work with Ocean Conservancy’s world-class staff in thinking through programs around the one issue I care most about in the world and then to actually have a chance of seeing it through, that’s just wonderful for me. I’ve been wanting to do that for a long time.”



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Change Is in the Air

A new year brings change, with resolutions made with best intentions and newly elected officials taking office across the country. It's a time of change for Ocean Conservancy as well, with a new leader at the helm and excitement in the air for what lies ahead for us in 2013.

Ocean Conservancy's Board and staff have hit the ground running this year, working to improve our nation's fisheries, clean up our seas, and seek solutions to threats like ocean acidification and drilling in the fragile Arctic waters. We pledge to redouble our efforts to foster new ideas and embrace an invigorated spirit to tackle the ocean's biggest challenges with science-based solutions.

Ocean Conservancy had a banner year in 2012. You helped us protect polar bears, seals and walrus by pushing for a timeout on oil and gas activity in the Arctic.

We completed the nation's first statewide network of marine parks in California – truly a proud moment. And, with your support, we helped pass the RESTORE Act, which will direct much-needed funds toward restoring the marshes, fisheries and habitats of the Gulf of Mexico.

We also mobilized volunteers all over the world to clean trash from our beaches and waterways and started a movement of people stopping ocean trash at the source. We launched our mobile app Rippl™ to help consumers make wise choices to reduce their trash impact, thereby diminishing the flow of trash into our ocean and waterways.

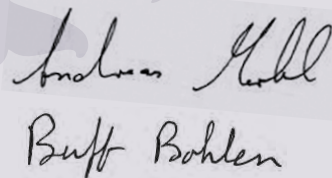
Despite these achievements, our work is far from done. The food, energy and resource demands of a rapidly growing population will place enormous demands on our ocean – demands which we

absolutely must learn to manage sustainably. The ocean is at the center of the most important resource issues of our time – and Ocean Conservancy will need to be at the very center of this crucial debate.

We are fortunate to lead a talented team to help shape our collective response to these pressing ocean management needs, and we are confident that together, with your ongoing support, we will be able to continue our legacy of success for years to come.

Of course, it is your generosity that makes all of this work possible. Thank you so much for your continuing commitment in our fight for a healthy, thriving ocean.

Making waves,




ANDREAS MERKL
President & CEO



BUFF BOHLEN
Board Chair

splash

WINTER 2013

ANDREAS MERKL
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Our Mission
Ocean Conservancy educates and empowers citizens to take action on behalf of the ocean. From the Arctic to the Gulf of Mexico to the halls of Congress, Ocean Conservancy brings people together to find solutions for our water planet. Informed by science, our work guides policy and engages people in protecting the ocean and its wildlife for future generations.

 **Ocean Conservancy**
1300 19th Street NW, 8th Floor
Washington, DC 20036

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Ocean Conservancy executive team and Board members prepare to kayak on Alaskan waters during the 2011 summer board meeting in Alaska.



Champions for Sea Change

JANUARY 1 - DECEMBER 31, 2012

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 especially grateful for the support of our Champions for Sea Change, an elite group of ocean stewards who support our work with annual gifts of \$1,000 or more.

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ACCOMPLISHMENTS OF

2012



Thank You from the Sea Turtles and All Marine Wildlife

Sea turtles epitomize the plight of many ocean creatures and are affected by many of the problems facing the ocean today. Here are some of our numerous accomplishments in 2012 that help protect sea turtles and all ocean wildlife.



Stewarded adoption of the nation's first statewide network of underwater parks in California

Our staff in California advocated for this network of underwater parks for more than two decades, and a final decision in 2012 to adopt the network finally made it a reality. These marine protected areas are already starting to foster vibrant, healthy ocean habitats for an abundance of sea life, from rockfish and razor clams to sea lions and shorebirds.



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Advocated successfully for the passage of the RESTORE Act, which will direct fines from the 2010 BP Deepwater Horizon oil disaster to ecosystem restoration, long-term science and monitoring, and economic recovery in the Gulf of Mexico

We know the culture and economy of the Gulf depend on the health of the ecosystem, and that's why we worked so hard to ensure the passage of the RESTORE Act, which will direct a large portion of the BP fine money toward restoration, science and monitoring efforts. By convening a range of partners, experts and regional stakeholders, we've also provided decision-makers with recommendations for restoration and science projects that reflect an integrated Gulf-wide approach, including a plan to better protect sea turtle nesting areas.

Built on the International Coastal Cleanup, the world's largest volunteer effort to rid our ocean and waterways of harmful debris, the Trash Free Seas Alliance® brings together industry, science and nonprofit leaders who share the common goal of a healthy ocean free of trash

The Alliance provides a forum in which to identify cross-sector solutions, to foster innovation and to encourage reinvention of products that may cause harm if they end up in the ocean.



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Secured science-based annual catch limits for all U.S. fisheries, which will help wild fish populations recover from decades of overfishing

At Ocean Conservancy, we know overfishing harms more than just fish; it harms the fishermen, coastal communities and ecosystems that depend on them. That's why we've spent more than two decades supporting sustainable U.S. fisheries. In 2012, we took a major step toward protecting the future of fish by filing a lawsuit to prevent overfishing of two critically important species of deepwater grouper. And we're continuing to work with fishermen to keep our nation's fisheries laws strong to ensure ongoing success.



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Helped advance funding for smart ocean planning

Millions of jobs and billions of dollars worth of commercial and recreational activity depend on a healthy ocean and coasts, but we're facing a rising tide of competition for these valuable marine resources. Ocean Conservancy advocates for smart ocean-use planning strategies that help reduce conflict among ocean uses and with the environment – helping protect migration routes and breeding areas for sea turtles, whales and other wildlife. This year, Ocean Conservancy has been helping plan for the ocean of the future by working closely with stakeholders including ports, ocean exploration businesses, fishermen, the tourism industry and offshore renewable energy companies.



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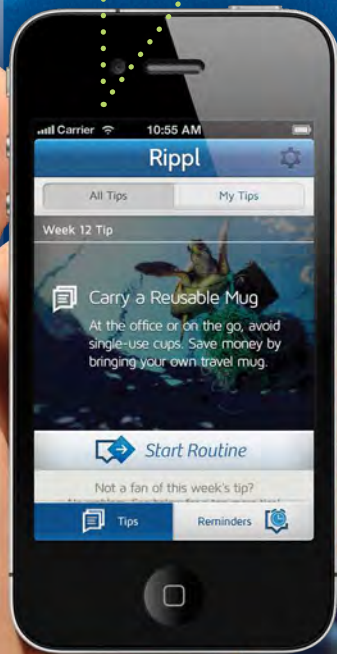
Advocated for a responsible approach to oil and gas leasing and exploration in our fragile Arctic seas

In the Arctic, we're dedicated to finding solutions that will help preserve this pristine ecosystem and enable whales, seals, seabirds and other ocean wildlife to thrive and coastal communities to maintain their subsistence way of life. We know from our experience in the Gulf of Mexico that more scientific analysis is needed to inform decisions about whether, where and how to drill, so we've called for a timeout on oil and gas activity in the Beaufort and Chukchi seas.



Launched our new mobile application, Rippl™, which is creating a new solution to ocean trash by guiding users on how to reduce their waste

We've started a year-round movement to stop pollution at the source with Rippl™, a mobile application that helps you make simple, sustainable lifestyle choices for a trash-free ocean.



Worked to raise awareness of ocean acidification's impacts on coastal communities, and opportunities for states to take action

Carbon dioxide emissions are being absorbed by the ocean, and as a result, the ocean's chemistry is changing at an alarming rate. This change is damaging the basic building blocks of life needed by oysters, clams, corals and other animals to make their shells and skeletons. The impacts from ocean acidification are already being seen in the Pacific Northwest, where shellfish growers and their businesses have suffered from increasingly corrosive water. Ocean Conservancy spent 2012 working with partners across the United States to raise awareness of this threat to our coastal communities and the options that exist for states to take action.



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Foundations, Corporations and Government Agencies

JANUARY 1 - DECEMBER 31, 2012

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

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Bequests for the Ocean

JANUARY 1 - DECEMBER 31, 2012

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.

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"AS THE DIRECTOR OF PLANNED GIVING, I'VE HAD THE OPPORTUNITY TO WITNESS THE INCREDIBLE IMPACT THAT CARING OCEAN CONSERVANCY MEMBERS CAN HAVE IN PROTECTING OUR OCEAN FOR FUTURE GENERATIONS."

Charlotte Meyer
Director of Planned Giving
Ocean Conservancy

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We thank the following dedicated supporters who have invested in the future of our wild, healthy ocean by including Ocean Conservancy in their wills, trusts or other estate plans.

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