

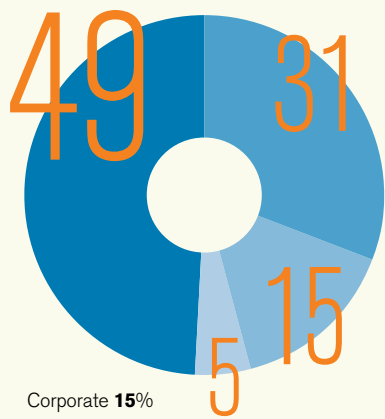
Financial Summary

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 \$14.5 million, primarily from grants and contributions from individuals, foundations and corporations. Expenses totaled \$17.4 million, but were offset by \$2.7 million in investment gains and allowances. Eighty-seven percent of expenses were for ocean conservation programmatic activities and administrative services, and 13 percent of expenses were for fundraising and membership development.

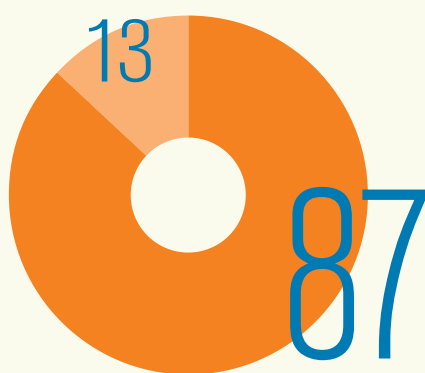
Ocean Conservancy meets all 20 standards for charitable organizations established by the Better Business Bureau's Wise Giving Alliance. We are proud of our reputation as a good steward of the resources entrusted to us by our supporters. These financial results are derived from Ocean Conservancy's June 30, 2011, audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website: www.oceanconservancy.org

REVENUES



Corporate 15%
Foundations 31%
Individuals 49%
Other 5%

EXPENSES



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

Revenue and Expense Summary

For the Year Ended June 30, 2011

REVENUES

Contributions, grants and bequests	\$14,117,771
List rental income	38,578
Royalties and other	345,429
Total revenues	14,501,778

EXPENSES

Gulf of Mexico restoration	3,650,865
Ocean policy, science and governance	3,604,659
Communications and outreach	3,008,704
Trash free seas	1,803,162
Marine wildlife and ecosystem protection	1,180,795
Total program expenses	13,248,185

Fundraising and membership development	2,332,916
General and administration	1,854,473
Total supporting services	4,187,389

Total expenses	17,435,574
-----------------------	-------------------

GAINS AND LOSSES

Investment gains and interest income	2,597,633
Change in allowances	112,578
Change in net assets	(223,585)
Net assets, beginning of the year	15,828,705
NET ASSETS, END OF THE YEAR	\$15,605,120



MEETS ALL 20 BBB CHARITY STANDARDS

bbb.org/charity

WINTER | 2012

solash

Individually,
we are one drop.

Together,
we are an
ocean.

— RYUNOSUKE SATORO

2011

Annual Report

splash



Ocean Conservancy: 40 Years Young



© ETHAN DANIELS, PHOTO CONTEST

This year, Ocean Conservancy celebrates 40 years of making the ocean matter. Founded in the midst of the nascent environmental movement in 1972, Ocean Conservancy began as a small organization focused on securing grants for environmental educators. Now we are recognized as a leader in empowering citizens to take action on behalf of the ocean.

For 40 years, Ocean Conservancy has helped protect important marine habitat and wildlife through public engagement and the creation of underwater parks. We've worked to support sustainable fisheries and establish strong policies to ensure the health of the ocean's valuable resources for generations to come. And throughout our history, we've found success by relying upon science to inform our work and partnering with unexpected allies ranging from fishing communities to major businesses.

Someone who can certainly tell that history is Charlotte Meyer, Ocean Conservancy's director of gift planning, who has worked with the organization over the past three decades in a career

she calls "hugely rewarding."

"The biggest change I've seen during the organization's history is that we've moved from looking at specific problems and individual species to a more holistic view of how to better ocean ecosystems for wildlife and for people."

Amplifying impact

In its infancy, Ocean Conservancy launched a single program to protest commercial whaling, recruiting a large group of supporters and quickly becoming an effective voice for larger marine conservation goals. Throughout the late 1970s and early 1980s, the organization expanded and was instrumental in protecting fur seals from over-hunting and in banning the international trade of sea turtles.

Building on a growing portfolio

of marine work, Ocean Conservancy began efforts to help create national marine sanctuaries, eventually serving as the lead non-governmental organization in the designation of 10 of the 13 marine sanctuaries.

The organization also began to develop policy at the grassroots level. In the early 1990s, Ocean Conservancy was one of the first organizations to address the need for better fisheries management and reduce the effects of bycatch. Working with a coalition of environmental organizations, Ocean Conservancy won an important victory in 1996 when Congress rewrote the Magnuson-Stevens Fishery Conservation

and Management Act, changing the way fisheries are managed today.

"Ocean Conservancy has become a trusted caretaker of the ocean's future," Meyer says. "Our constituency sees us as the organization that uses science to advocate for the ocean in a way that creates a much healthier future."

Building on past successes

When the explosion of BP's Deepwater Horizon rig in 2010 generated the largest accidental marine oil discharge in history, Ocean Conservancy was well positioned to play a leading role in the assessment and restoration of damage. With more than 20 years of work supporting sustainable fisheries in the Gulf of Mexico, Ocean Conservancy had strong relationships in the region. In addition, our senior staff leveraged extensive expertise gained during the *Exxon Valdez* oil disaster two decades prior. Thanks to your support, our work in the Gulf continues today with efforts to advocate for science-based restoration plans that ensure the region's full recovery.

In 2011, Ocean Conservancy celebrated more than two and a half decades of beach cleanup work with the release of the 25th Anniversary International Coastal Cleanup report. One of the hallmarks of our work, the International Coastal Cleanup has grown from 12 sites along the Texas coast in 1989 to more than 6,000 sites in more than 100 countries this year. We couldn't have done it without your help — or the help of the more than 8 million volunteers who have participated since the program's inception.

There is still much work to be done, and as we look to the next 40 years, Ocean Conservancy is poised to address new challenges. We are witnesses to a complex world, where we must engage competing ocean interests, restore important habitats and help existing ecosystems adapt to a changing environment if we hope to protect the planet's valuable marine resources in the decades to come.

"This organization has contributed enormously to the fate of the planet where the health of marine ecosystems is concerned," Meyer says. "And we will continue to be a major player in determining what kind of legacy we leave for future generations."

To continue your support of Ocean Conservancy, go to:
www.oceanconservancy.org/splash



Ocean Conservancy®
Start a Sea Change

YEARS YOUNG

INSIDE



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Celebrating donors who support us with annual gifts of \$1,000 or more.



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How have our 2011 successes built upon 40 years of history?



7 **Ocean Legacy Society**
Honoring supporters who have included Ocean Conservancy in their wills, trust or estate plans.



8 **Financial Summary**
Running the numbers on our financial health.

Building on a Foundation of Success

As Ocean Conservancy turns 40 this year, we're celebrating how far we've come by building our vision for the next 40 years.

When we think about our ocean in 2050, Ocean Conservancy believes we will have found solutions for our water planet. All of us will be working together to ensure that the things you love about the ocean — wildlife like whales, dolphins and seabirds; the beaches you roam; the waves you surf and sail; and the seafood you enjoy — are protected.

We imagine our nation's fisheries thriving in a sustainable way, supporting well-paying jobs, providing for recreation and supplying Americans with healthy seafood.

We believe our goal of trash free seas will become a reality and that solutions-focused partnerships with industry, government, science and conservation leaders will create a culture in which trash is too valuable to toss.

Our future ocean includes a revitalized Gulf of Mexico region, restored in earnest after the BP

Deepwater Horizon oil disaster, and an Arctic that is thriving because we took the time to use sound science to make smart decisions about offshore drilling and other uses.

We hope the next 40 years will bring political change as well; we foresee a future in which decision-makers are influenced by unwavering public support for ocean health and make science-based conservation a priority.

We truly believe this vision for a healthy ocean in 2050 is achievable, but only with your continued support. Looking back at our successes over the last 40 years, we recognize that we could not have done it without your generosity.

Thank you so much for inspiring our vision for a more vibrant and beautiful ocean.



VIKKI N. SPRUILL
President & CEO



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WINTER 2012

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Our Mission

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 strives to be the world's foremost advocate for the ocean.

 **Ocean Conservancy**
1300 19th Street NW, 8th Floor
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Ocean Conservancy executive team and board members learn about our work in the Arctic at a 2011 board meeting in Alaska.



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Champions for Sea Change

JANUARY 1 - DECEMBER 31, 2011

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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Rebuilding Valuable Fisheries

In August 2011, the Gulf of Mexico Fishery Management Council approved a new gag grouper fishery management plan that will help rebuild this important and popular Gulf fishery. The Council's actions largely aligned with Ocean Conservancy's recommendations.

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FOR THE LAST 40 YEARS, WE HAVE FOCUSED FOR A HEALTHY OCEAN SOLUTIONS informed by sound science. We are involved, so too have our efforts, and initiatives built on the strong foundation of our four-decade history.

Advocating for Smart Ocean-use Planning

Over the last four decades, Ocean Conservancy has helped pioneer ecosystem management of marine resources. Today, our work focuses on advocating for comprehensive ocean planning efforts that include all stakeholders in the decision-making process and address diverse — and sometimes competing — ocean uses such as commercial fishing, recreation, shipping and offshore wind development, and habitat protection.



© SHUTTERSTOCK



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Influencing Public Policy

In 2011, Ocean Conservancy played an important role supporting the introduction of the RESTORE Act, which, if passed, would designate Clean Water Act penalties — paid by the responsible parties as a result of the BP Deepwater Horizon oil disaster — to help restore the Gulf of Mexico ecosystem; the Trash Free Seas Act, which addresses the issue of ocean trash; and the National Endowment for the Ocean, which sets up a fund for long-term research and restoration. In addition, Ocean Conservancy staff testified on Capitol Hill about the risks of genetically engineered fish and the importance of offshore drilling safety and oil spill response.

Launching a Trash Free Seas Alliance

In September, Ocean Conservancy announced the creation of a Trash Free Seas Alliance as our 2011 Commitment to Action at the Annual Meeting of the Clinton Global Initiative. The Alliance will bring together industry, government, science and conservation leaders to innovate products and envision solutions that reduce the trash that travels to our ocean.

© CLINTON GLOBAL INITIATIVE



Vikki Spruill speaks during a Clinton Global Initiative panel discussion.

Making it Right in the Gulf

Nearly two years after the beginning of the BP Deepwater Horizon oil disaster in the Gulf of Mexico, Ocean Conservancy is still hard at work advocating for science-based restoration plans that address the entire Gulf ecosystem, including coastal and offshore environments and Gulf Coast communities. In December 2011, Ocean Conservancy released its groundbreaking Gulf Restoration Framework, which provides a vision, criteria and recommendations for restoring this vital region. The recommended strategies support restoration of coastal and marine ecosystem resources impacted by the BP oil disaster as well as address environmental problems caused by decades of degradation.



Ocean Conservancy Executive Vice President Dennis Takahashi-Kelso and Board Member Philippe Cousteau inspect the oiled marshes of Louisiana following the BP Deepwater Horizon oil disaster.

© TOM MCCANN / OCEAN CONSERVANCY

1996

Joined with partners in successful efforts to convince Congress to rewrite the **Magnuson-Stevens Fishery Conservation and Management Act**, which substantially improved the way fisheries are managed; Ocean Conservancy is now engaged in another battle to preserve this important piece of legislation.

2003

Network of marine protected areas adopted in the Channel Islands off the southern California coast; scientific monitoring shows that these protected regions are successfully improving biodiversity and ocean health — a strong argument supporting Ocean Conservancy's current work establishing a state-wide network of marine protected areas.

2010

BP Deepwater Horizon oil disaster



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2011+

Ocean Conservancy will continue to push for innovative solutions by fostering collaborative partnerships like the Trash Free Seas Alliance launched in 2011.

Foundations, Corporations and Government Agencies

JANUARY 1 - DECEMBER 31, 2011

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, 2011

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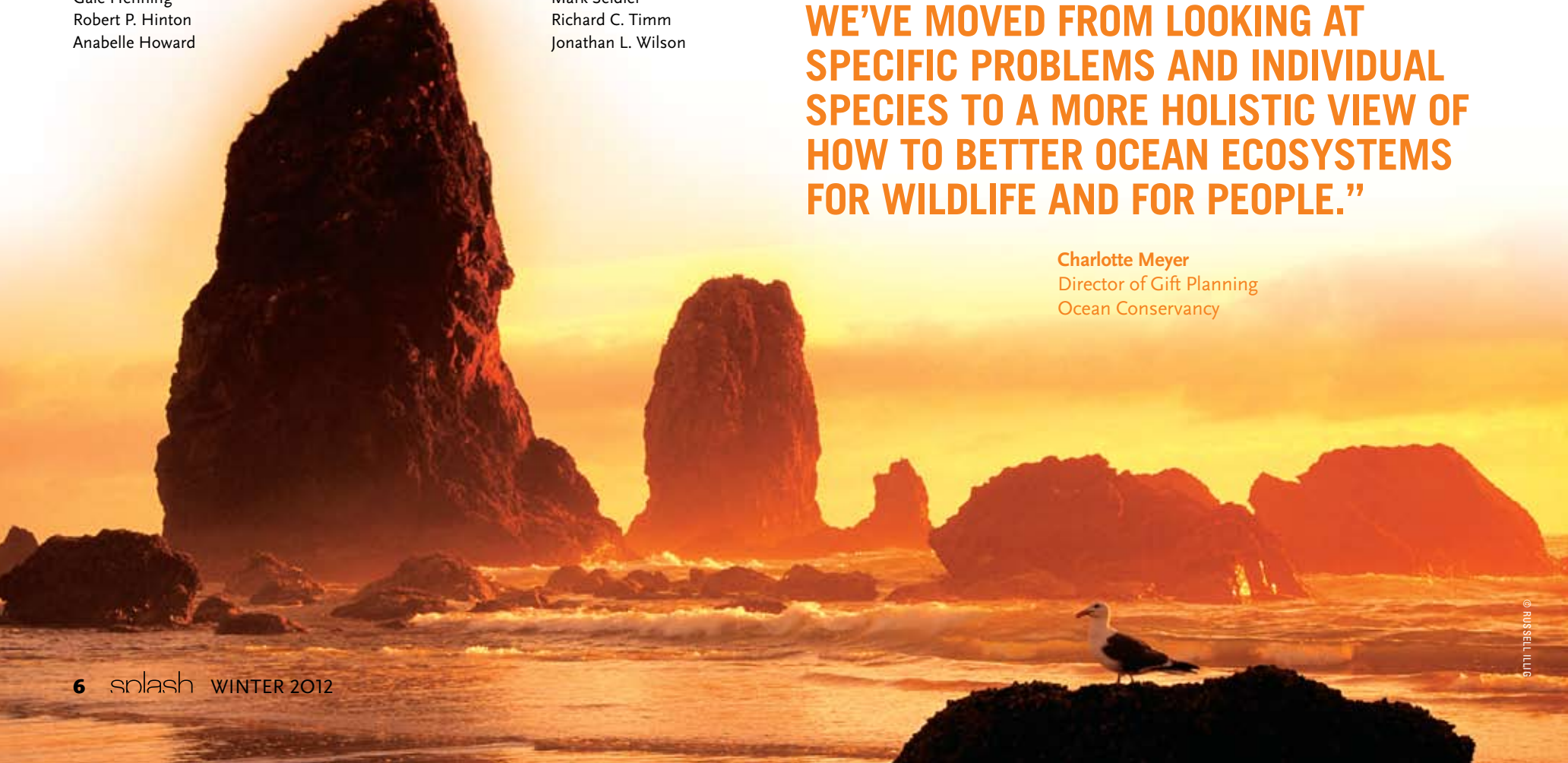
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“THE BIGGEST CHANGE I’VE SEEN DURING THE ORGANIZATION’S HISTORY IS THAT WE’VE MOVED FROM LOOKING AT SPECIFIC PROBLEMS AND INDIVIDUAL SPECIES TO A MORE HOLISTIC VIEW OF HOW TO BETTER OCEAN ECOSYSTEMS FOR WILDLIFE AND FOR PEOPLE.”

Charlotte Meyer
Director of Gift Planning
Ocean Conservancy



Ocean Legacy Society

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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