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New Solutions for a Changing Ocean



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For more than 40 years, Ocean Conservancy has championed science-based solutions to the greatest challenges facing the ocean. With the support and advocacy efforts of our members and conservation partners, Ocean Conservancy has played a key leadership role in winning many victories on behalf of the ocean.

To cite a few, these victories include:

- securing significant improvements to our nation's fisheries management law while rebuilding vitally important fisheries;
- establishing along the coast of California the nation's only network of marine protected areas;
- protecting the ocean's vast array of wildlife—sea turtles, whales, dolphins and others—whose well-being has been jeopardized and habitats compromised;
- hosting the largest global volunteer effort annually to rid the ocean and other waterways of dangerous and unsightly trash; and
- leading the charge for comprehensive restoration in the Gulf of Mexico following the 2010 BP Deepwater Horizon oil disaster.

Soon after taking the helm of the organization in February 2013, President and CEO Andreas Merkl kicked off a strategic effort to assess where we are now as an ocean conservation organization and where we should direct our efforts to achieve the most conservation impact going forward. We looked at the major forces affecting ocean health, Ocean Conservancy's own history, our strengths and passions, and emerging issues—like climate change, ocean acidification and melting Arctic wildlife habitats—that put enormous stress on the ocean and its precious resources.

Our assessment revealed that our priorities are, indeed, the right ones.

First and foremost, Ocean Conservancy is convinced that we can achieve the greatest conservation gains by approaching conservation holistically, taking into account a region's economic stability and human communities as well as its habitats, wildlife and the range of stressors that harm ocean health. We apply this ecosystem approach in the major places where we work and that our members love.

Second, Ocean Conservancy designs and implements science-based solutions to overcome the myriad threats facing the ocean, from increased acidity levels caused by rising carbon

dioxide levels to proliferation of marine debris that jeopardizes ocean life to the costly conflicts among ocean activities that result from the lack of smart planning for our ocean and coasts.

Our future efforts, like our current work, will be grounded in these two priorities.

Our research during this planning process also revealed that the enormous changes occurring in the ocean call for nimble, adaptive solutions to meet the increasing challenges to ocean health. And these changes are happening at the same time that technical, analytical and scientific tools to aid conservation are becoming more widely available.

Indeed, this moment presents an opportunity—and a great deal of hope for ocean conservation—for Ocean Conservancy, in collaboration with domestic and international partners, to strengthen our conservation impact in the face of these changes. And to accomplish those gains for the ocean, we will need the help, hard work and support of Ocean Conservancy members and allies.

We will proceed judiciously in 2014 to incorporate new areas of work into our current conservation agenda. For example, we will expand our focus in the Arctic from a solely U.S. approach to one that extends across the Arctic,

working to build an integrated approach to managing the ecosystems and activities in Arctic seas. With the opening of Arctic waters and the increased shipping that accompanies melting ice—as well as the changes that follow the widening of the Panama Canal—we will focus on the shipping risks that arise for the ocean, identifying the hot spots of risk from shipping and determining how best to mitigate them. We will bring our decades of fisheries management experience to places beyond our national borders to address ecologically destructive overfishing. And we will accelerate our analysis of plastic pollution, which harms ocean wildlife and habitats, with the goal of developing solutions to reduce it.

The confluence of a rapidly changing ocean and an explosion in demand for its natural resources, especially as the global population continues to increase, mandates that Ocean Conservancy redouble our efforts. New solutions are needed, and we will work with colleagues and experts the world over to discover and implement them.

As Ocean Conservancy moves forward to embrace this exciting future, we are grateful for the continued support of our members who make our work possible. We look forward to leading the way with you as our partners.

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We are grateful for ocean stewards who support our work with annual gifts of \$1,000 and above.



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WELCOME

New Year, New Opportunities

As we look back on 2013, we are convinced that Ocean Conservancy's programs are stronger than ever as we continue to make progress in rebuilding fish stocks, tackling marine debris and combating emerging issues such as ocean acidification. We achieved significant milestones this past year, thanks to supporters like you who make our efforts possible and productive.

You helped us restrict oil and gas drilling in the fragile Arctic. We persuaded states to take action on ocean planning and ocean acidification. California's marine protected areas are already demonstrating their effectiveness—and are being embraced by ocean enthusiasts throughout the state. Four years after the BP Deepwater Horizon oil disaster, we are successfully advocating use of restoration funds for projects that will lead to a healthier Gulf of Mexico. You once again supported our International Coastal Cleanup—the largest global

volunteer effort of its kind, and helped us use the Cleanup's monitoring protocol to protect endangered sea turtles from harm caused by marine debris in their nesting habitats.

But all is not well in the ocean. Warmer and more acidic waters, retreating ice levels, and tremendous pressure from fishing, shipping and resource exploitation are stretching our current management methods way beyond what they are designed to do. How do we manage fisheries in an age when fish stocks are constantly shifting in search of cooler waters? How do we manage supertanker shipping through the newly ice-free "northern routes"? As the ocean undergoes these types of systemic change, Ocean Conservancy needs to lead the search for new solutions. Our scientists, fishery management specialists, policy experts, advocates and economists are determined to tackle these critical issues in the

years to come. We cannot do this alone—we need to build deep global networks of technical leaders and decision-makers, we need hosts of partners, and we need you.

The challenges in front of us are extraordinary, and we consider ourselves extremely privileged to do the work that we do. The problems can only be solved by working together, and we are immensely grateful for your continued dedication in our fight for a healthy ocean.

Kind regards,



ANDREAS MERKL
President & CEO



DAVID C. ALDRICH
Board Chair

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SPRING 2014

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DESIGN
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PRINTED IN THE USA
AXIAL360

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
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Splash is printed on forest-friendly recycled Orion Satin text. Paper requirements: 12,811 lbs. Using this paper for this publication saves the following: Trees: 13. Total energy: 6,000,000 BTUs. Greenhouse gases: 1,104 lbs CO₂. Solid waste: 400 lbs. Environmental impact estimates were made using the Environmental Paper Network Paper Calculator. For more information visit www.papercalculator.org.



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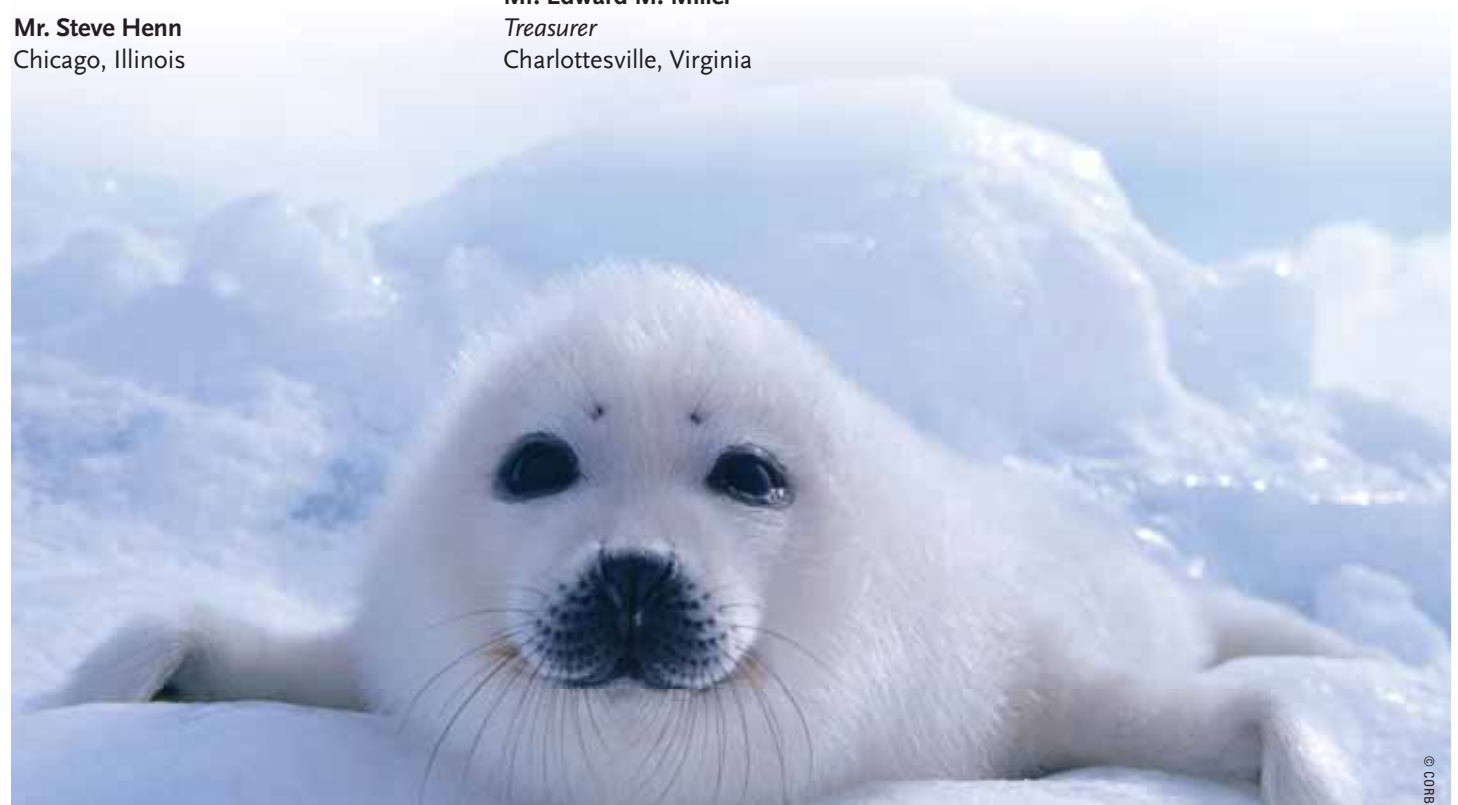
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Champions for Sea Change

JANUARY 1 – DECEMBER 31, 2013

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.

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ACCOMPLISHMENTS OF 2013

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



▶ Celebrated a successful completion of California's network of underwater parks

Early 2013 brought us to a successful completion of a decade-long project to create California's network of underwater parks—covering 850 square miles of diverse, representative habitats of California's coastal waters. During the year, we shifted our focus toward encouraging residents and visitors to explore their new underwater parks, convinced that building awareness about marine protected areas is critical to ensuring the permanence and effectiveness of the entire network. We generated publicity in multiple tourism, recreation and industry publications, and helped generate expanded public awareness so personal connections with the marine protected areas will help ensure their lasting success. Ocean Conservancy participated in the International Marine Protected Areas Congress in France to highlight our success in the creation of this statewide network.

▶ Led efforts to reauthorize and strengthen the nation's fisheries law

The Magnuson-Stevens Fishery Conservation and Management Act (MSA) has helped make the United States a global leader in ending overfishing, and Ocean Conservancy has been at the forefront of the current reauthorization effort. We released a report highlighting how the law has benefited fishermen and successfully prepared those fishermen to testify before Congress. Additionally, our Director of Ecosystem Conservation Programs Chris Dorsett became the first member of the conservation community in four years invited to testify on the topic on Capitol Hill. As we work to defend the gains we have made, we are also advocating for changes to the MSA that better incorporate ecosystem considerations into fisheries management.



▶ Used the International Coastal Cleanup's data collection methods to protect endangered sea turtles

The International Coastal Cleanup remains the largest global volunteer effort to remove debris from beaches and waterways, and over the last year we've also organized special cleanups to collect debris originating from Superstorm Sandy and the 2011 Japan tsunami. In 2013, we also began applying the Cleanup's debris monitoring protocol to a pilot project in Wrightsville Beach, N.C., to better understand the potential impacts of ocean trash on sea turtles and identify opportunities to enhance their protection. We are working to build on this project with similar work in the southeastern United States, Gulf of Mexico, Central America and Africa.



▶ **Helped launch the first two regional planning bodies to engage decision-makers in smart ocean planning**

Ocean Conservancy continues to lead the marine conservation community in calling for sound, coordinated planning for our ocean that balances competing uses such as alternative energy, industrial activities and recreation. Thanks to our efforts, the Mid-Atlantic and Northeast regional ocean councils held their inaugural meetings this year—an indication of increasing commitment among federal, state and tribal decision-makers to effective ocean and coastal management. Moreover, we helped maintain previous levels of federal funding for the issue—a significant achievement amid political pressure to reduce overall federal spending.



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◀ **Successfully advocated for a halt to drilling operations in U.S. Arctic waters**

By highlighting Shell's error- and problem-riddled drilling efforts in 2012 and advocating significant reforms to improve safety, Ocean Conservancy helped ensure that Shell abandoned its plans to drill in U.S. Arctic waters in 2013. Two other oil companies announced a suspension of their offshore activities in the region until at least 2015. These developments underscore our belief that the oil industry is not ready to drill in the Arctic Ocean, and give us momentum as we seek protections for the most ecologically vulnerable areas amid growing threats, not only from industrial activity but also from climate change.

▶ **Produced a comprehensive atlas that provides a big-picture view of the Gulf of Mexico in support of restoration efforts**

As restoration efforts continue in earnest following the BP Deepwater Horizon oil disaster, Ocean Conservancy released *The Gulf of Mexico Ecosystem: A Coastal and Marine Atlas*, which maps key habitats and geographic features of the Gulf and highlights marine wildlife critical to the ecoregion. The unique atlas, lauded by decision-makers, helps guide our efforts as we advocate for use of RESTORE Act funds toward comprehensive, science-based restoration projects with emphasis on the marine environment on which many local economies in the Gulf depend.



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◀ **Worked with partners to promote state action on ocean acidification**

Our efforts to bring attention to the impacts ocean acidification has on people, places and livelihoods achieved an important milestone as Washington became the first state to adopt an executive order mandating action. California followed by creating a science panel to study ocean acidification, and scientists from Oregon and Washington have agreed to join. Maine also passed a resolution identifying acidification as a threat. Ocean Conservancy produced videos about people impacted by ocean acidification on the East and West coasts which we used to engage decision-makers. We are building on this momentum by mobilizing stakeholders and working with state leaders to demand further action.

Foundations, Corporations and Government Agencies

JANUARY 1 - DECEMBER 31, 2013

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, 2013

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.

Mary Ellen Bates
Barbara Beegel
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Robert Traut
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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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Bob Allen, Jr. and Rona Daniels-Allen
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Marial Delo

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Linda Dunham
Patricia Dunham
Hugh R. Dunlap
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Frances Duvall
Sarah Duvall
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Beverley Edgar
Samuel E. and Hilda S. Duff
Anna W. Edwards
Patricia Ehline
Daphne Eitel
Carolyn A. Eldred
James Eldridge
Donn Ellerbrock
Susan S. Elliger
Linda Emblen

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G. Friedrich	Don and Diane Holmes	Harmony Larson	Ms. Patricia L. Minnick	Diane Prisco	Marie Simolin	Sally Vogel
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Molly M. Fulton	Kathleen M. Homa	Marta Jo Lawrence	Yvonne Mohlman, M.D.	Alan D. Rammer	Carol Sjolund	Peter Walker
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JoyceAnn A. Gardner	John Hunt	Tui Lindsey	Steven E. Moore	Carla Reeves	Roberta Smith	Sandra M. Webber
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Cheryl L. Garnant	Dr. Joan Hunter	Philip A. Link	Pamela S. Morton	Cadi M. Reiss	Maria A. Socarras	Margaret J. Welke
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Wynne S. Gillis	Jake Jerome	Dr. Kirk Lum	Sarah Murphy	Linda Riedel	Susan C. Staebler	Roxanne Wiley
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Peggy D. Goldberg	Bill Johnson	Dana Lyons	Donald Neeper	Ms. Jane W. Robertson	Lauren Stauffer	Lisa and Paul Williams
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Fred Good	Richard Johnson	Ms. Karen A. Malkin	Gloria Nelson	Elaine Roeder	Leigh E. Stedman	Stephen A. Williams
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Daniel S. Gordon	Roger Johnson	S. Mangini	John A. Nevros	Cynthia Rose	Thomas Stepp	Jesse T. Wilson
Jeanne Gordon	Sue C. Johnson	Joanne Manoway	John S. Newberry	Joseph Roseman	Martin Sternlicht	Elizabeth C. Winter
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Robert N. Granfeldt	John N. Jones	Doris E. Marshall	Jeffrey D. Norwalk	Danielle Roy	Denise Stime	Fay Woodruff
John Granger	Sandra B. Jones	Dr. Susan Marshall	Barbara Nowaczyk	Brad August Ruesch	Rebecca J. Stimson	Wayne Wright
Cynthia Gray	Connie Joyce	Jean Martin	Beverly L. O'Donoghue	Norma E. Rugg	Lee Stoll	Stanley A. Wtulich
Gloria Gray	Phyllis F. Kadle	Julie Martin	Elizabeth A. Ofstead	Dorothy M. Ruhl	William Stoyer	Patricia C. Wyse
Janet M. Gray	William Kagan	Karen L. Martin	J. Anthony Ogden	Eric Rush	Michelle Stauffer	Ernest Yagel
David Greenblatt	Donna E. Kantner	JoHanne Martz	Michael and Barbara Ogg	Steven J. Russ	Leigh E. Stedman	Mary Yazel-Muska
John W. Griek	Teresa Kapciuk	Candace Mast	Kathleen E. Olander	Ms. Paula A. Russo	Kurt Stephan	Dr. Lynne Yeannakis
Edward G. Griffin	Joann Karges	Dianne Mathieson	Mr. Steven H. Olanoff	Janeris Saavedra	Thomas Stepp	Kent Yee
Rebecca Griffith	Susan B. Karsten	Irene Matthews	Leslie O'Loughlin	Dr. Charlotte Sahnnow	Martin Sternlicht	Gail Yenny
Craig and Susan Grube	Bernard Katz	William H. Mattox	Ann Olson	Joyce Salg	Dennis Stevenson	Susan York
Timothy Gudukas	Shirley J. Kaub	Shari Matz	Ron Olson	Carol A. Salzetti	Dr. Artemas Stewart	Brian D. Young
Melva Hackney	Barbara Kautz	Christopher B. May	Dr. Carol O'Neil	Joan S. Samara	Andrea J. Stickney	Ina Young
Margaret A. Hager	Pauline E. Kayes	Patricia Maydahl	Jeff O'Neil	Patricia T. Sandberg	Denise Stime	David and Judi Zaches
Debbie Hamel	Pamela J. Kearby	Nancy B. Mayeski	Mr. and Mrs. Gilman Ordway	Robert A. Sanvi	Rebecca J. Stimson	Christine Zahm
Nancy M. Hamilton	Ginni Keith	Betty Mayr	Rowland M. Orum	Heather Sargeant	Lee Stoll	Alan Zaslow
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Steven Eric Handwerker	Lee and Kathy Kelley	Ann S. McAllister	Madeline Owen	Karen F. Schaaf	Michael A. Strem	Lilly Zhang
Melissa A. Hanmer	Mary Kent	Rev. Mary E. McAnally	Lauretta M. Owens	Karen Schanerberger	Penny Strohl	Arlene C. Zimmer
Sherry E. Hansen	Nora Kenway	Margaret McBride		Judith Scherff	Jeanne Suchanek	Jill Zimmerman
William T. Hardison, Jr.	Kevin Kerr and Genevieve Hahn Kerr				William Summers	Anonymous (35)



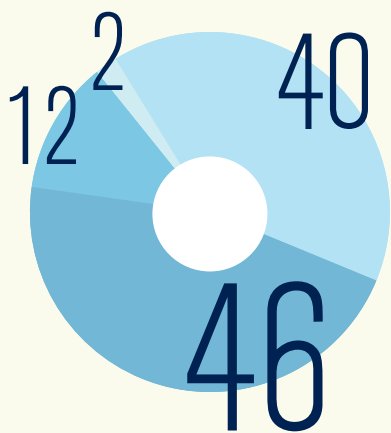
Financial Summary

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 2013 revenue totaled \$22 million. Investment income and gains totaled \$1.6 million and expenses totaled \$19.3 million. Eighty-five percent of expenses were for ocean conservation programmatic activities and administrative services, and 15 percent of expenses were for fundraising.

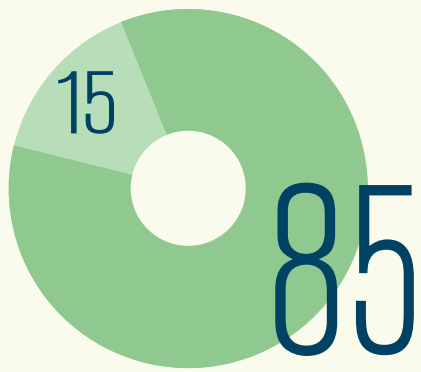
Ocean Conservancy meets all 20 standards for charitable organizations established by the Better Business Bureau's Wise Giving Alliance, and is proud of its reputation as a good steward of the resources entrusted to it by its supporters. The financial results depicted are derived from Ocean Conservancy's June 30, 2013 audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website: oceanconservancy.org.

REVENUES



Foundations **46%**
Individuals **40%**
Corporations **12%**
Other **2%**

EXPENSES



Program and Administrative Services **85%**
Fundraising and Membership Development **15%**

Revenue and Expense Summary

For the Year Ended June 30, 2013

REVENUES

Contributions, grants and bequests	\$21,523,437
List rental income	31,992
Royalties and other	463,180
Total revenues	22,018,609

EXPENSES

Gulf of Mexico restoration	3,755,627
Ocean policy, science and governance	2,954,144
Trash-free seas	1,480,197
Marine wildlife and ecosystem protection	1,812,520
Communications and outreach	4,379,967
Total program expenses	14,382,455

Fundraising and membership development	2,831,006
General and administration	2,096,401
Total supporting service expenses	4,927,407

Total expenses	19,309,862
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GAINS AND LOSSES

Investment income and gains	1,567,978
Change in net assets	4,276,725
Net assets, beginning of the year	17,665,983
NET ASSETS, END OF THE YEAR	\$21,942,708



MEETS ALL 20 BBB CHARITY STANDARDS

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“To stand at the edge of the sea, to sense the ebb and flow of the tides, to feel the breath of a mist moving over a great salt marsh, to watch the flight of shore birds that have swept up and down the surf lines of the continents for untold thousands of years, to see the running of the old eels and the young shad to the sea, is to have knowledge of things that are as nearly eternal as any earthly life can be.”

– Rachel Carson

2013

Annual Report