

splash

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Winning Ocean Conservation: Sound Strategy and Smart Moves for the Ocean



ANDREAS MERKL, CEO AND
JANIS SEARLES JONES, PRESIDENT

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FOR OVER 40 YEARS, OCEAN CONSERVANCY HAS STOOD STRONG FOR THE OCEAN

The work we do requires sound strategies, pragmatic thoughtfulness and serious expertise across the spectrum of ocean issues. A united front is paramount as we work together with partners, supporters and lawmakers to find solutions that protect our blue planet.

In this spring issue of *Splash*, we always highlight some of our greatest wins of the past year. We take this time also to assess the present and to thank supporters like you who make all of our wins possible, and we look ahead and recommit to saving our seas.

Effective ocean conservation is much like a successful game of chess: patience, science, strategy and action combine to produce victory. In chess,

every move must have a carefully planned purpose, and Ocean Conservancy's method of protecting the ocean formulates smart, purposeful moves based on sound science and winning strategies.

To win at chess, one plays for the advantage, defends one's position, seizes the initiative, learns to spot patterns, and ignores the opponent's actions at one's own peril! Play for Plan A, but always have Plan B and even C as backups in case of sudden reversals. Remain flexible and recalculate — things seldom go the way they were planned; adjust and continue the game to win. (See "Living Strategically: 50 Lessons Chess Teaches You about

Life," Sean Hampton Cole, <http://seanhamptoncole.wordpress.com>).

These admonitions are nothing new to Ocean Conservancy — they sum up how we do our work. But with the recent changes throughout our government, it's good to remind ourselves and our supporters that Ocean Conservancy understands the "game" and will never back down.

Pushing the chess analogy forward, we can view the ocean as one large chess board: We must vigilantly watch over our charge, the ocean, to make sure a move in one direction does not leave another flank unguarded. The thing a chess player never wants is a surprise from the side.

Through our programs here at Ocean Conservancy, we look holistically at the ocean. A complexity of issues affects the ocean waters that cover 70 percent of the planet. Multiple threats can interact to jeopardize ocean well-being, and we must be prepared at every square on our "board" to meet these threats.

When we think about the current threats from climate change in the ocean, it's not only important to focus on the increase in ocean temperatures and acidity levels imperiling shellfish and the coastal communities whose economies depend upon a healthy ocean. We must also monitor the shifting stocks of fish, as many move towards the polar reaches for cooler waters, changing the balance of nature in the food web. We must work tirelessly in the Arctic where temperatures in November were 36 degrees higher at the North Pole than in previous years — melting ice at alarming rates and opening up the last frontier to increased shipping that threatens habitat and wildlife. And we must continue our efforts to secure a healthy and revitalized Gulf of Mexico.

We must work with rapidly developing countries to help them strengthen their waste infrastructures in order to stem the tide of toxic plastics into our ocean. Here at home, we must continue advancing the management of competing ocean uses — from commercial fishing to wildlife protection to off-shore energy development to recreation — relieving the pressure on ocean waters and coastal areas through intensive planning. And we must fight to protect and advance the laws that make our ocean and coastal communities stronger.

When we look at the ocean as a chess board, however, we must also be most

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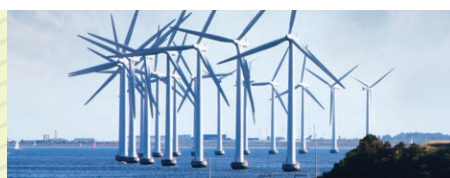
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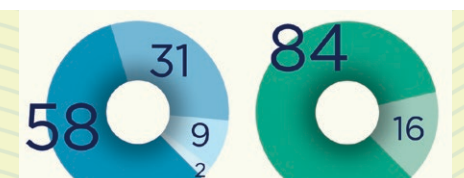
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We are grateful for ocean stewards who support our work with annual gifts of \$1,000 and above.



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We honor in memoriam supporters whose foresight and generosity create an ocean legacy for future generations.



8 Financial Summary
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TOM ALLEN
Board Co-Chair



DAN OROS
Board Co-Chair

The Board of Directors could not be more proud of Ocean Conservancy's accomplishments in 2016 — nor more appreciative of your support on behalf of the ocean.

Without your generous commitment, these “victories at sea” would never be possible. Thank you, thank you — for your financial contributions as well as your efforts in signing petitions, contacting your congressional representatives, removing trash from your local waterways and advocating for a healthy ocean.

The cover story offers you an overview of Ocean Conservancy's multi-faceted conservation efforts and explains the level of thought and strategy that informs all of our actions. Our CEO Andreas Merkl and President Janis Searles Jones lead the organization, almost 100 strong, to make a significant difference for the ocean.

Because of this model, we have lots to celebrate. In the center section, you will read about ocean conservation wins from the past year. From expanding our global efforts to stem the tide of plastics entering the ocean, to securing this country's first landmark ocean plans in the Northeast and Mid-Atlantic regions, to winning a significant victory to limit drilling in the Arctic Ocean, Ocean Conservancy has

moved the dial forward for the ocean waters that cover 70 percent of our world.

Ocean Conservancy realizes that working with partner organizations — on the local, regional, national or international stage — is critical to achieving effective conservation. We are particularly proud of the collaborative effort of a number of groups, including Ocean Conservancy, in launching the Marine Conservation Diversity Fellowship program in 2016 to increase the diversity of professionals entering the marine conservation field.

As we pause to celebrate the accomplishments of the past year, we are committed now, more than ever, to bold and ambitious campaigns to protect the ocean going forward. Needless to say, global and ocean warming, with its threats to ocean life and coastal communities, is front and center in the challenges we address.

We speak for the entire Board and all of Ocean Conservancy in thanking you for your help. Please continue to support the work that lies ahead.

Best regards,

Tom Allen

Dan Oros

Co-chairs, Ocean Conservancy Board of Directors



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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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Winning Ocean Conservation: Sound Strategy and Smart Moves for the Ocean

CONTINUED

cognizant of the “pieces” on the board in order to win the game. It's not just the queen and the king that are important, but rather the combined efforts and complementary capacities of all the chess pieces that ensure success. Without the bishop, the castle, the knight, the pawns, “checkmate” doesn't happen. Chess is a game, above all, of interdependence, and that is certainly true of ocean conservation as well.

Neither Ocean Conservancy nor any other non-profit organization can achieve victory alone. We rely on our partners — trusted scientists and ocean experts, local stakeholders, state and local governments, national policy makers, foreign governments, on-the-ground organizations and a vocal and supportive public — to help us win. Please continue to stand with us in 2017 and beyond as we redouble our efforts for victory in ocean conservation.

Together, we are a united front for our ocean.



Double Saddled Toby Fish

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FUTURE OCEAN LEADERS



Nurtured Future Leaders of Conservation

This year we launched The Roger Arliner Young Marine Conservation Diversity Fellowship program with our environmental partners to provide work opportunities for young people from communities underrepresented in marine conservation and to foster the next generation of environmental leaders. In its inaugural year, partners included Ocean Conservancy, Environmental Defense Fund, Greenpeace, Natural Resources Defense Council, Oceana and Rare. Created for recent college grads, the fellowship's goal is to open doors, build bridges, recognize and remove barriers, make this work accessible and inclusive, and increase the diversity of professionals entering the field.

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TRASH FREE SEAS



Expanded our Ocean Plastics Work to New Regions and Areas of Greatest Priority

As part of our International Coastal Cleanup™, we launched our mobile app, Clean Swell®, that allows volunteers to record trash collected along beaches and waterways. Collected data is instantaneously uploaded to Ocean Conservancy's global ocean trash database, helping us understand waste trends and hotspots for harmful ocean debris. This year also marked the first official Cleanup in Cuba, where a door has opened between our countries on conservation. In Asia, we mobilized our National Asia Pacific Cleanup Coordinators to collaborate on solutions where ocean plastic leakage is currently greatest. And, we hosted a high-level summit in Japan to explore ways to spur waste management investment in the region and prevent trash from entering the ocean.

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GULF OF MEXICO



Kept the Spotlight on Gulf of Mexico Health and Recovery

A May oil spill south of the Louisiana coast brought Gulf of Mexico drilling to the forefront once again. Since the 2010 BP oil disaster, Ocean Conservancy has been a relentless voice demanding that billions in BP funds are put to good use in rebuilding the region's ecological and economic vitality. This year, our new report, *Charting the Gulf*, provided decision-makers with a comprehensive picture of where natural resource monitoring is happening effectively and where it is not. By highlighting the critical importance of monitoring the impacts of our restoration dollars on species ranging from sea turtles to bluefin tuna to deep sea corals and more, Ocean Conservancy is making the case for spending restoration dollars in the areas — and on the wildlife — most in need of those precious resources.

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SUSTAINABLE



Secured Viable Sustainable Fisheries on the West Coast and Nation

In spring 2016, the federal government finalized a groundbreak... the commercial fishing... Coast forage fish. These species like smelt and... play a critical role in... and health of marine... Conservation groups... Conservancy, crafted... significant step for... celebrated the 40th... Magnuson-Stevens F... and Management Act... law that has made so... fisheries sustainable... and productive. We... to preserving this fo... And we continue to... teams of the best res... Oxford University —... highly adaptive app... ing fisheries in the w... ocean conditions.

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THANK YOU

for all you do to help us secure a healthy future. Here are some examples of what we've accomplished with your support, they would...

REPORTING ON 2016



FISHERIES	OCEAN PLANNING	OCEAN ACIDIFICATION	ARCTIC
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Victories for the Fisheries West Coast wide

Federal government breaking rule banning of certain West the rule included and herring that the food chain ecosystems. s, including Ocean and the policy in a our ocean. We also anniversary of the fishery Conservation (MSA), the keystone o many of our , well-managed remain committed undational policy. bring together earchers — including to develop new, roaches to manag- ake of changing



Country's First Regional Ocean Plans Go into Effect in the Northeast and Mid-Atlantic

This year marked the historic release of the nation's first ocean plans. These landmark plans — now in effect from Maine to Virginia — represent a fundamental shift in the way the U.S. thinks about managing the ocean. As the ocean gets more crowded, ecosystems get more stressed and conflicts arise over the use of ocean resources. Ocean plans provide a mechanism for bringing together ocean users to identify such things as key fishing grounds, locations of energy platforms, hotspots for tourism, and important migration routes — all in order to better balance ocean uses and protect marine wildlife and habitats. Ocean Conservancy and our partners have helped win support from industry, conservationists and lawmakers to make this new model a reality.

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Mobilized U.S. and International Action to Battle Ocean Acidification

Ocean Conservancy continues to drive action on ocean acidification (OA) and support for impacted coastal communities. With our partners, we increased federal funding for acidification research and monitoring by 66 percent to a total \$10 million, and we helped shape two California bills to address changing OA. To draw attention to this largely invisible threat, we hosted Stanford University's Virtual Reality Lab to introduce members of Congress to OA's damaging impacts below the water. In addition, we helped create and launch the International Alliance to Combat Acidification with West Coast states and British Columbia at the State Department's Our Ocean Conference in September. France and Chile were the first countries to sign on and others have since joined to collectively combat OA and reduce carbon emissions.

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Achieved Ground-breaking Wins for the Arctic

Ocean Conservancy played key legal, policy and strategic roles in achieving recent wins for the Arctic. Victories include major conservation announcements from the White House, including establishment of the Northern Bering Sea Climate Resilience Area at the request of Alaska Native tribes. This action balances conservation of this unique region with sustainable economic development, establishing comprehensive management for the region that integrates Alaska Native tribes into federal management. The Obama administration also took bold actions to protect the Chukchi and Beaufort seas from risky offshore drilling. And, the U.S. and Canada committed to partnering to make Arctic shipping safer, phasing out the use of heavy fuel oil (HFO) in the region and reaffirming science-based fisheries management practices. Ocean Conservancy's team of lawyers, scientists and advocates actively championed these milestones, and we will work tirelessly to try to defend them from opposition in coming years.

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THANK YOU

Healthy ocean for future generations. We accomplished this year — without and not have been possible.

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JANUARY 1-DECEMBER 31, 2016

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Bequests for the Ocean

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Georgia Siegel
Kathy Siftar
Maureen S. Sikora
Nancy M. Sikora
Cynthia Sillaman
D. Silverman
Marie Simolin
Patricia Sinclair
Kenneth R. Sinibaldi, D.V.M.
Miriam L. Sivak
Carol Sjolund
Cindy Slawski
Stella Smetana
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Jacqueline K. Smith
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Roberta Smith
Robert E. Smyth
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Jeff Soff
Mark Solomonson
Anne Bacon Soule
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Greg Sparks
Anne D. Spivak
Paula C. Spreitzer
Heidi G. Sprowls
Jeffrey and Vikki Spruill
Jenny R. St. Martin
Mae Stadler
Susan C. Staebler
Tellina Stafford
Linda Stalcup
Nancy Stanislawski
Lauren Stauffer
Michelle Stauffer

La Push Beach, Washington State

CONTINUED ON PAGE 8

Ocean Legacy Society CONTINUED

Leigh E. Stedman
Kurt Stephan
Mr. and Mrs. Thomas Stepp
Martin Sternlicht
Dennis Stevenson
Kerry Stevenson
Dr. Artemas Stewart
Sarah B. Stewart
Andrea J. Stickney
Michael Stiffler
Denise Stime
Rebecca J. Stimson
Lee Stoll
William Stoyer
Patricia C. Strasburger
Michael A. Strem
Penny Strohl
Sonja Stupel
Jeanne Suchanek
William Sumner
Stephanie Sunnarborg
Larilyn Swanson
Jim Swearingen
Richard A. Swinney
Karen Joan Swope
C. Tabler-Guthrie
Ursula Taggart
Catherine Tamasik
Dr. John H. Tanton
Christine L. Tapparo
Tamara Taunt
Barbara T. Taylor
George L. Taylor
Glenn H. Taylor
Judith Taylor
Dr. Roslyn D. Taylor
Jean Tease
Dawn N. Tecumseh
Diane Telander
L. P. Tenders
Judith Therrell
Bob Thomas
Fred and Susie Thomas
Hildegard Thomas
Dr. Joyce Thomas
Martha L. Thomas
Kimberly M. Thompson
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Kathy Thornhill
David Thornton
Tom E. Thornton
Tom Tlusty
Connie Tonken
Barbara H. Topp
Carlos Torres
Marshall Trackman
Ann Tretter
Scot Trinklein

Dr. Rosalind H. Troupin
Catherine Jeri Truesdell
Cindy Truran
Theo Tucker
Crystal Turner
Walter Turner
Lisa Turrini
Kassandra Tuten
Frances M. Ujhazy
Nancy Umphrey
Linda Unrue
J. R. Usher
Michelle Uting
Giancarlo Vacca
Peter Van Blokland
Marge Van Lente
Dora Van Loggem
Betty T. Van Pelt
Kristina Vandenberg
Rose B. Vanderslice
Suzanne Van Sickle
Shelley Varga
Anthony Vargo
Fred J. Veltri
Dharmendra T. Verma
John C. Vermillion
Dr. Seeske D. Versluys
Robert Victor
Lydia M. Villalobos
Claire Virga
Sally Vogel
Jerry and Carolyn Voight
James Wade
Carol Wagner
Lyn Wagner-Ditzhazy
Lynn Waishwell, Ph.D
Peter Walker
Susannah L. Walker
Rosemary Walsh
Betty M. Walters
Jane Walters
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William Warburton
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Roxanne Warren
Linda J. Watson
Pat Watson
Jane Webb
Sandra M. Webber
Thomas R. Webber
Karen M. Weber
Phyllis Webster
Rachel Weed
Damaris E. Welles
Darlene Wenner
Lisa Wersal
Suzanne Westgaard
William Wheatland

Patchur White
Diane Whitmore
Frederic Whitson
Leslie Wildrick
Roxanne Wiley
Deborah L. Wilker
Deborah Wilkinson
H. C. Willeboordse
Lisa and Paul Williams
Rebecca M. Williams
Stephen A. Williams
Vikki L. Williams
Patricia Williamson
Allan R. Willis
Arlene Wilson
Betty B. Wilson
Jesse T. Wilson
Kathy Wilson
Elizabeth C. Winter
Anita Wintner
Linda M. Wolff
Patricia J. Wolff
Michael N. Wood
Fay Woodruff
Wayne Wright
Stanley A. Wtulich
Dr. Ayshdov Wygodny
Patricia C. Wyse
Ernest Yagel
Joe M. Yarosevich
Mary Yazel-Muska
Dr. Lynne Yeannakis
Kent Yee
Gail Yenny
Susan York
Brian D. Young
Ina Young
David and Judi Zaches
Christine Zahm
Alan Zaslou
Scott Zelenski
Kendra Zell
Lilly Zhang
Arlene C. Zimmer
Jill Zimmerman
Roger L. Zinnecker
Anonymous (56)



Scissortail Sergeant

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Revenue and Expense Summary

For the Year Ended June 30, 2016

REVENUES

Contributions, grants and bequests	\$19,402,188
List rental income	54,078
Royalties and other	1,708
Total revenues	19,457,974

EXPENSES

Gulf of Mexico restoration	3,223,756
Ocean policy, science and governance	3,941,089
Trash free seas	3,104,946
Marine wildlife and ecosystem protection	2,395,571
Communications and outreach	4,423,175
Total program expenses	17,088,537

Fundraising and membership development	3,562,353
General and administration	2,145,085
Total supporting service expenses	5,707,438

Total expenses	22,795,975
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GAINS AND LOSSES

Investment gains and interest income, net	472,566
Change in net assets	(2,865,435)

Net assets, beginning of the year	34,073,366
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NET ASSETS, END OF THE YEAR	\$31,207,931
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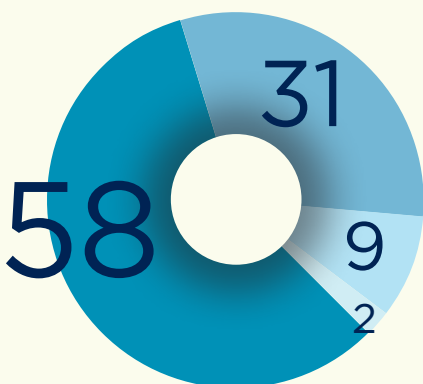
Financial Summary

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.

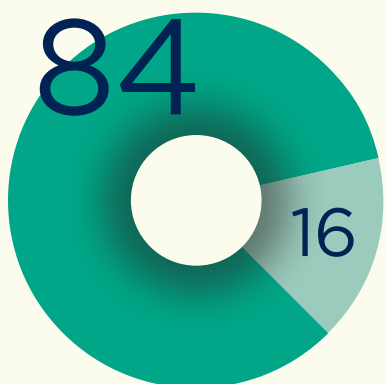
Ocean Conservancy's 2016 revenue totaled \$19.46 million. Investment income and gains totaled \$0.5 million and expenses totaled \$22.8 million. Eighty-four percent of expenses were for ocean conservation programmatic activities and administrative services, and 16 percent of expenses were for fundraising.

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, 2016 audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website — www.oceanconservancy.org.

REVENUES



EXPENSES



Individuals **58%**
Foundations **31%**
Corporations **9%**
Other **2%**

Program and Administrative Services **84%**
Fundraising and Membership Development **16%**

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MEETS ALL 20 BBB CHARITY STANDARDS

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2016 Annual Report

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