

splash



Ocean Health Is Buoyed by the Fourth “Our Ocean” Conference in Malta



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A delegation of Ocean Conservancy leaders joined representatives from 35 countries at the fourth Our Ocean conference, a global gathering hosted by the European Union to announce new commitments to address the world’s most pressing ocean challenges, held in Malta on October 4-5, 2017.

Including Ocean Conservancy’s commitment, more than 400 tangible commitments representing over \$3 billion for the ocean – from participating nations, NGOs, foundations, research institutes and international organizations – were announced during the two-day proceedings. These unprecedented outcomes demonstrate that working together around the globe, we can ensure a future for the ocean that is safe, secure, clean and healthy.

Each year since 2014, the Our Ocean conference, launched by former Secretary of State John Kerry with significant early input from Ocean Conservancy, has invited leaders from around the globe to come together and commit to changing behaviors and

practices to foster ocean conservation. This year the conference focused on six areas of action – mirroring several of Ocean Conservancy’s programmatic priorities – including marine protected areas, climate change, sustainable fisheries, marine pollution, the blue economy and maritime security.

With the ocean covering 71 percent of Earth and many people around the globe relying upon it for water, food, climate, air and their livelihoods, it is clear that a global focus on the ocean is needed. This is particularly critical when human activity – from pollution, overexploitation, coastal degradation and climate change – has caused so much distress for the

ocean. As Karmenu Vella, European Commissioner for Environment, Maritime Affairs and Fisheries said, “Forests are our planet’s green lung, but oceans are its blue heart. It is now up to all of us to keep this blue heart beating.”

The Ocean Conservancy team was especially excited about two commitments that reflect longtime priorities for the organization: our launch of a new global initiative to address waste management in Southeast Asia, and new work by the International Alliance to Combat Ocean Acidification (the Alliance) – of which Ocean Conservancy is a founding member.

Throughout this decade, Ocean Conservancy has focused on the growing problem of ocean acidification, which is having real impacts on people and communities around the world, including in the Pacific Northwest. Caused by increasing levels of carbon emissions being absorbed by the ocean, ocean acidification hurts shell-building animals like oysters, clams and mussels – and whole ecosystems like coral reefs.

Ocean Conservancy has led efforts to address ocean acidification since 2010, working with partners in coastal states and educating the public, decision-makers and those whose livelihoods are tied to the ocean about the growing intensity of the problem. Several years ago we joined California, Washington, Oregon and British Columbia in founding the Alliance. At Malta, the Alliance announced that 15 of its members will develop Ocean Acidification Action Plans by June 2019, and that the Alliance will seek inclusion of ocean acidification and changing ocean conditions in the “nationally determined contribution plans” (NDCs) developed pursuant to the Paris Agreement on climate change.

The Alliance also announced its commitment to grow to over 60 members by June 2018. While in Malta, New Zealand and Iceland joined the alliance, followed by Sweden, Fiji, Tokelau, and the Secretariat of the Pacific Regional Environment Programme at the Bonn climate conference. With New Zealand’s announcement, the Alliance now contains seven countries, five states, two provinces, several city governments and five Native American tribes.

The second announcement surrounds a bold new initiative on the world stage, developed by Ocean Conservancy, Closed Loop Partners and the Trash Free Seas Alliance® with the support of leading brands including Proctor & Gamble, 3M,

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“Forests are our planet’s green lung, but oceans are its blue heart. It is now up to all of us to keep this blue heart beating.”

– Karmenu Vella, European Commissioner for Environment, Maritime Affairs and Fisheries

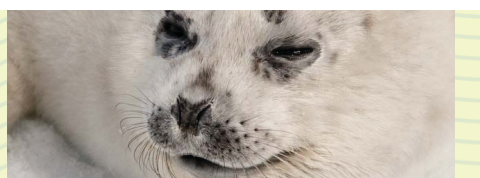


▲ Susan Ruffo, managing director of international initiatives at Ocean Conservancy, speaks with Sky News on the issue of marine debris at the 2017 Our Ocean conference in Malta.

INSIDE



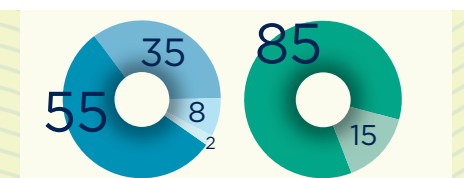
3 Champions for Sea Change
We are grateful for ocean stewards who support our work with annual gifts of \$1,000 and above.



4 A Look Back
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6 Bequests for the Ocean
We honor in memoriam supporters whose foresight and generosity create an ocean legacy for future generations.



8 Financial Summary
An overview of Ocean Conservancy’s revenues and expenses.



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DAN OROS
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In a turbulent, politically-charged year, Ocean Conservancy realized early on that the best way to support the ocean was to join forces with multiple stakeholders to build a stronger, more widely shared offensive for the ocean we all treasure.

In the center section of this 2017 Annual Report issue of *Splash*, you will read about the many ways Ocean Conservancy has developed common ground, from pragmatic partnerships to more diverse and unusual ones, all in the service of a more robust, productive ocean.

None of these victories would have been possible without the solid partnerships that have been established between the organization and you, our supporters. From signing petitions to contacting your congressional representatives, removing trash from local waterways to advocating for strong fisheries regulations, your support has been critical, especially in a year with so many challenges to our previous conservation gains. And, of course, your generous monetary contributions have provided the “winds” that have kept our sails full and our ship advancing.

Believing that partnerships must rise above politics to secure durable ocean wins, Ocean Conservancy reached across aisles as well as oceans. We worked across political aisles, regionally and nationally, to build constituencies of support for our efforts to ensure smart ocean planning, combat ocean acidification and call for science-based fisheries regulations. We battled across the Circumpolar Arctic to safeguard wildlife in that critical region, and have collaborated with institutions like Oxford University, Stanford University and the University of California – Santa Barbara to develop innovative techniques to understand and address complicated ocean challenges. And we joined with nations and multinational organizations in Southeast Asia to stop the flow of plastic waste into our ocean.

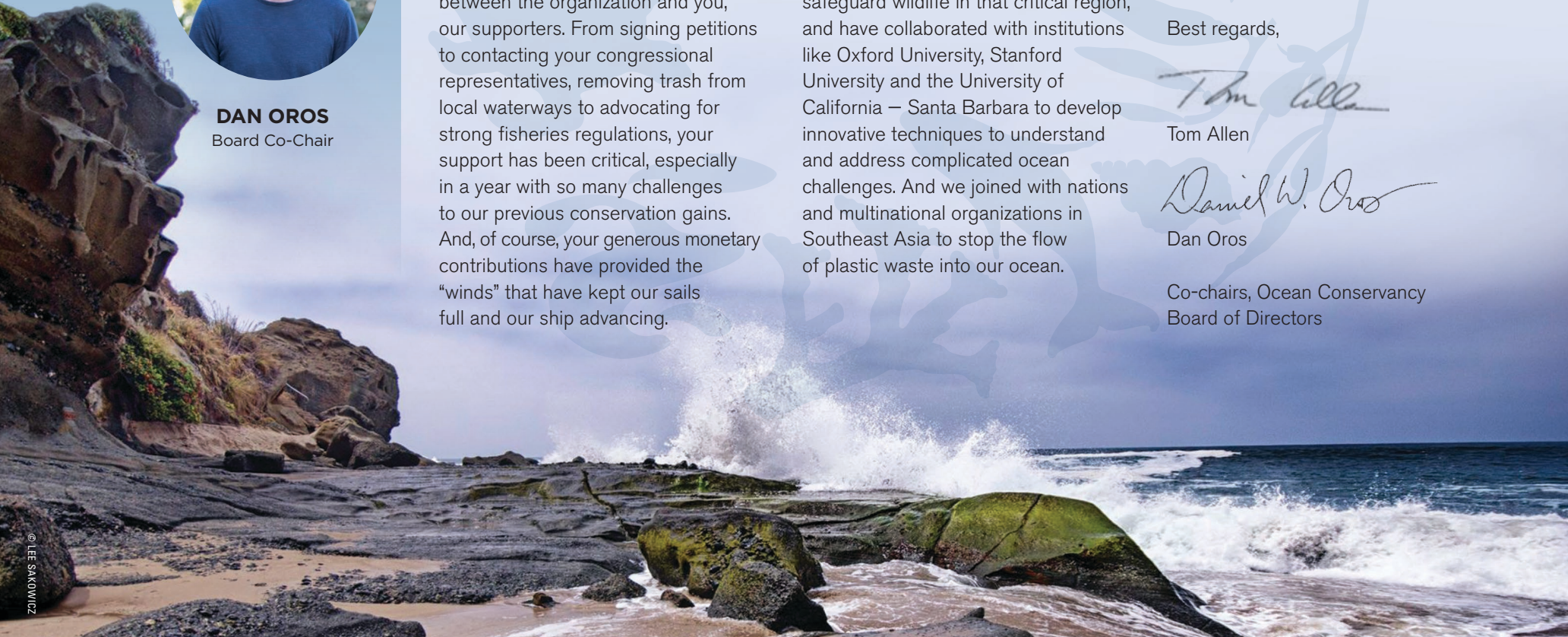
As we pause to celebrate the accomplishments of the past year, we are committed now, more than ever, to bold and ambitious projects to secure even more conservation wins for the ocean going forward. We speak for the entire Board, our CEO Janis Searles Jones and all of Ocean Conservancy in thanking you for your invaluable support in 2017. Please continue to help us in 2018.

Best regards,

Tom Allen

Dan Oros

Co-chairs, Ocean Conservancy Board of Directors



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Our Mission

Ocean Conservancy is working to protect the ocean from today's greatest global challenges. Together with our partners, we create science-based solutions for a healthy ocean and the wildlife and communities that depend on it.



Ocean Conservancy
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PepsiCo and plastic makers from the American Chemistry Council and the World Plastics Council. This impressive group will create a new funding mechanism to raise over \$150 million over five years to improve waste collection, sorting and recycling markets in Southeast Asia. Nearly half of the plastic that flows into the ocean every year – an estimated eight million metric tons – escapes from waste streams in just five rapidly developing economies in Asia (Indonesia, Philippines, Vietnam, Thailand and China). The fund will be operated by Closed Loop Partners, a firm that invests in companies, technology and recycling facilities.

“This is a major breakthrough in the fight for trash free seas,” says Susan Ruffo, managing director of international initiatives at Ocean Conservancy. “Our research has found that by improving waste management in Southeast Asian countries, we can cut the flow of plastic going into the ocean by half by 2025. This funding mechanism will take this goal from dream to reality, and support efforts by governments and local groups on the ground to improve their livelihoods and well-being while also improving ocean health.”

▼ **International Coastal Cleanup™ volunteers in Vietnam.**



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TRASH FREE SEAS®



Leading the Fight Against Ocean Debris, Especially Plastics

Ocean Conservancy works both upstream and downstream to stop the flow of ocean trash. Upstream, with the support of the Trash Free Seas Alliance® and leading global brands, we announced a collaboration with Closed Loop Partners to design a new funding mechanism to support waste management, recycling and circular economy projects in Southeast Asia — where plastic inputs into the ocean are among the highest. We also co-hosted a summit with the University of California-Santa Barbara and the Outdoor Industry Association to identify solutions towards addressing microfiber pollution — the contamination that occurs when synthetic fabrics like polyester are laundered, releasing tiny plastic particles that wash down our drains and eventually into the ocean. Downstream, our International Coastal Cleanup was again the largest volunteer effort worldwide to record and collect more than 18 million pounds of ocean trash. This year, our work to end ocean plastics and keep beaches clean included a new action-oriented partnership with Outerknown, the retail apparel company founded by Kelly Slater, 11-time World Surf League champion and vocal ocean spokesperson. ■

OCEAN PLANNING



Building A Healthy Ocean and Healthy Communities Through Smart Ocean Planning

Following the successful launch of the nation's first regional ocean plans last year, Ocean Conservancy is working to implement the plans, effectively balancing multiple ocean uses from conservation to economic development to recreation. For example, in 2017 commercial fishermen and conservationists used data from the ocean plans to better visualize important habitats and fishing spots while weighing conservation options of rare deep-sea corals in the Gulf of Maine and off Cape Cod. Newly available data helped managers map how changes in fishing vessel activity could be routed around key coral habitats. Also, our pragmatic, collaborative approach led scores of industry partners to submit a letter to the Trump Administration expressing strong support for smart ocean planning — sending an early signal that ocean plans enjoy broad backing from a range of bipartisan constituencies. Together with our partners in conservation and industry, we are ensuring ocean planning efforts succeed over the long term, pushing to increase sustainable management of our ocean and blue economy through 2018 and beyond. ■

OCEAN ACIDIFICATION



Spurring Action on Carbon Pollution in Our Ocean

From oyster die-offs to slower coral reef recovery and growth, the impacts of ocean acidification (OA) are being felt by coastal communities in the U.S. and around the world. As a founding partner of the International Alliance to Combat Ocean Acidification, Ocean Conservancy is helping to grow Alliance membership, uniting states, countries and others worldwide to address the issue by developing action plans aimed at taking steps to mitigate the impacts of OA and curb carbon dioxide pollution — the root cause of OA. Most recently, New Zealand, Iceland, Fiji and Sweden joined the Alliance — bringing the current membership to 58. Additionally, we produced a video focused on OA and coral reefs in Florida and its potential impacts to coastal industries. Congresswoman Ileana Ros-Lehtinen (R-FL) gave a floor speech on OA, describing its causes and day-to-day consequences and commended Ocean Conservancy and our video for championing this issue. ■

GULF OF MEXICO



Putting Marine Wildlife on the Path to Recovery in the Gulf of Mexico

In a region that has been severely impacted by the BP oil spill and a recent catastrophic hurricane, Ocean Conservancy is focusing on recovery efforts that will heal the Gulf of Mexico's iconic marine wildlife. Our new report, *Restoration Vision for the Gulf of Mexico*, is being used to identify the region where endangered species and loggerhead sea turtles are at greatest risk from pollution, fishing and other threats in order to identify solutions for bringing them back from the brink. Ocean Conservancy has also focused on building coastal resilience in the wake of the devastation wrought by the hurricane season in the Gulf, working to ensure that recovery dollars are used to better protect Gulf of Mexico marine wildlife from future threats. ■

THANK YOU

FOR ALL YOU DO TO HELP US SECURE A HEALTHY OCEAN. Here are some examples of what we've accomplished without your support, they would not have been possible.

REPORTING ON 2017

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MEXICO



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Marine Conservation on the Road in Mexico

Following the oil disaster and hurricanes, Ocean Conservancy focused on advancing marine conservation in the Gulf and its waters. Our newest report, *Without Borders*, identifies areas in the Gulf where endangered Kemp's ridley turtles are most at risk from fishing and shipping. We identify optimal areas for protecting these populations and support Ocean Conservancy's work on recovery and conservation in the aftermath of the 2017 hurricanes in the Gulf. We are working on restoration and conservation in communities and watersheds facing future threats. ■

ARCTIC



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Protecting Wildlife in the Arctic Ocean

With essential behind-the-scenes contributions from Ocean Conservancy, the U.S. chairship of the intergovernmental Arctic Council closed with a strong focus on conservation. We helped ensure the Council's Ministerial Declaration adopted a framework for an interconnected network of Marine Protected Areas that could safeguard wildlife throughout the region. The Declaration also tackled risks from increased Arctic shipping, acknowledged the profound impacts of climate change in the pan-Arctic and emphasized the need for global action to reduce greenhouse gases. Finland is now advancing this robust conservation agenda under its 2017-2019 Arctic Council chairship. On the domestic front, Ocean Conservancy took the lead persuading the U.S. Coast Guard to adopt our recommendations for safeguarding the Bering Sea and Bering Strait from increased shipping. During the coming year, we will work toward implementation of these measures — protecting the area for the millions of marine mammals that pass through it each year and for its local indigenous and coastal communities. ■

OCEAN COMMUNITY NETWORK



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Building a Groundswell of Community Support to Protect the Ocean

2017 was a politically charged year in the U.S., which saw attacks launched on long-standing, science-based ocean conservation priorities that previously enjoyed bipartisan support. Yet we know that the ocean is a potent rallying point around which people of many perspectives can unite to transcend political discord today. From communities concerned about healthy fish stocks, to coastal areas facing ocean acidification, to sailors and divers seeing first-hand the impacts of plastics in the ocean, Ocean Conservancy is working with renewed effort to elevate voices from our diverse network of ocean champions to find common ground and to defend the core ocean conservation programs upon which so many of our livelihoods, communities and personal sense of wonder all depend. For instance, this year, we brought together Philippe Cousteau, grandson of oceanographer Jacques Cousteau, and Rep. Carlos Curbelo (R-FL) — two leaders from different political parties — to discuss non-partisan solutions to our most pressing ocean conservation issues. Creating productive partnerships that rise above the political fray, and offer real options for durable ocean wins, will be an ongoing priority. ■

SUSTAINABLE FISHERIES



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Defending the Integrity of Our Nation's Fisheries Law and Driving Fishery Management Innovation

In July, the U.S. Department of Commerce issued a short-sighted order to extend the federal private recreational fishing season for red snapper, sanctioning overfishing and threatening rebuilding efforts. Ocean Conservancy (represented by Earthjustice) and Environmental Defense Fund are fighting back against this dangerous precedent. We are jointly litigating against the extended season so that political pressure does not override proven, science-based policy, charting a course for healthy fisheries for generations to come. Simultaneously, we are pushing the envelope on new management techniques to meet emerging fisheries challenges. This includes influencing West Coast fishery plans to consider larger ecosystem conditions in order to restore and maintain fish stock at healthy levels. And we developed an innovative computer modeling tool that predicts fishermen's actions — one of the most influential factors when considering how to best manage a fishery — amidst changing ocean conditions and policy landscapes. Ocean Conservancy, Oxford University and other partners are applying the tool internationally, pinpointing solutions for achieving sustainable fisheries globally. ■

THANK YOU

FOR A HEALTHY OCEAN FOR FUTURE GENERATIONS.

What we accomplished this year — could not have been possible.

Foundations, Corporations and Government Agencies

JANUARY 1-DECEMBER 31, 2017

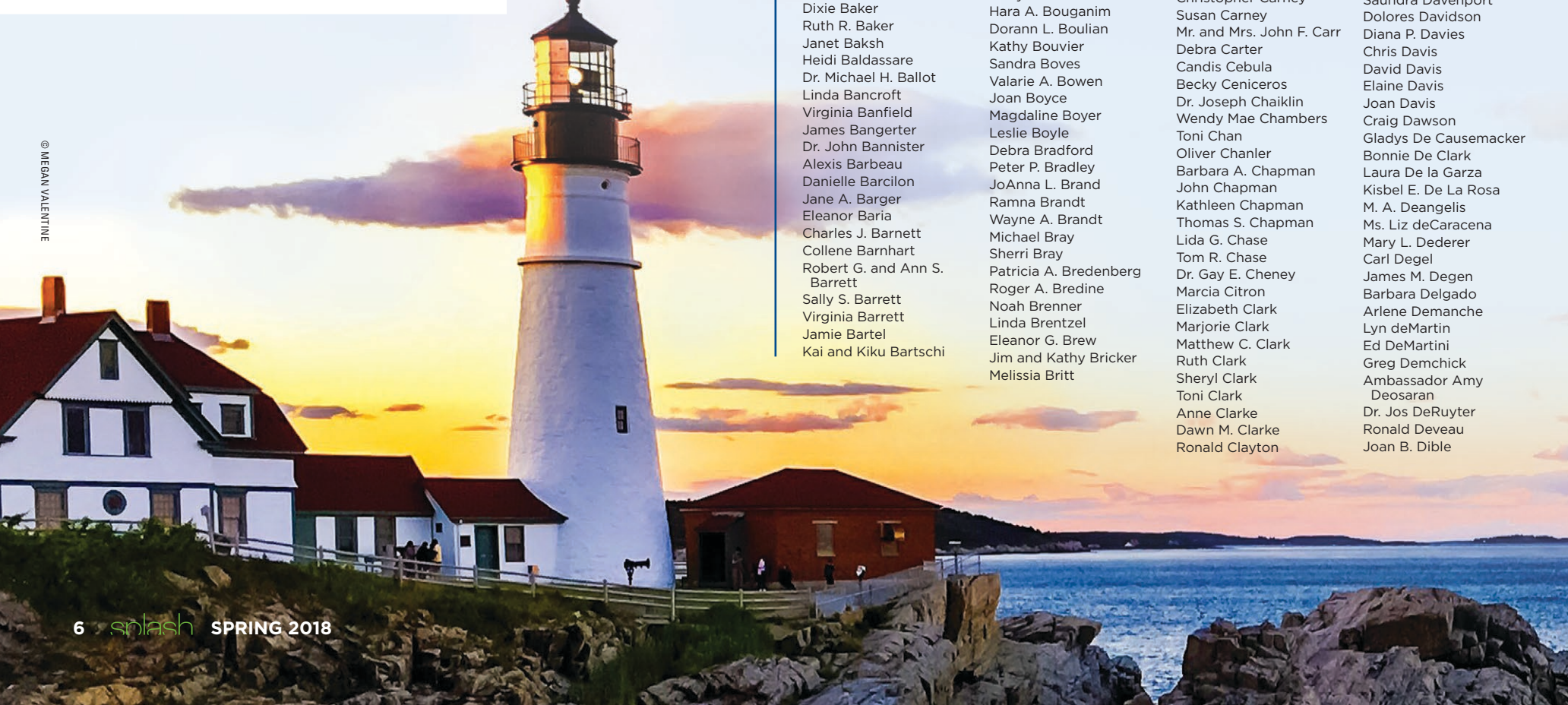
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JANUARY 1-DECEMBER 31, 2017

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Eileen E. Schroeder
Kay S. Schroer
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Anonymous (65)



Revenue and Expense Summary

For the Year Ended June 30, 2017

REVENUES

Contributions, grants and bequests	\$24,587,059
List rental income	62,197
Royalties and other	36,410
Total revenues	24,685,666

EXPENSES

Gulf of Mexico restoration	2,614,082
Ocean policy, science and governance	4,242,671
Trash Free Seas®	3,242,684
Marine wildlife and ecosystem protection	3,432,533
Communications and outreach	5,059,067
Total program expenses	18,591,037

Fundraising and membership development	3,683,800
General and administration	2,180,395
Total supporting service expenses	5,864,195

Total expenses	24,455,232
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GAINS AND LOSSES

Investment gains and interest income, net	2,086,226
Change in net assets	2,316,660

Net assets, beginning of the year	31,207,931
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NET ASSETS, END OF THE YEAR	\$33,524,591
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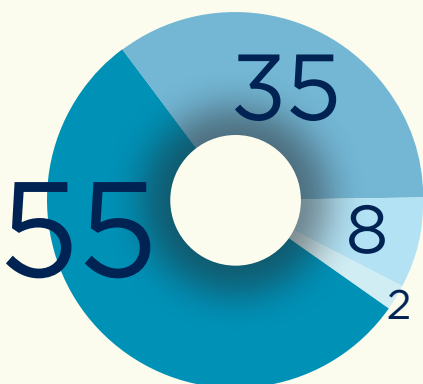
Financial Summary

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 that understand the critical importance of protecting and preserving the ocean.

Ocean Conservancy's 2017 revenue totaled \$24.7 million. Investment income and gains totaled \$2.1 million and expenses totaled \$24.5 million. 85 percent of expenses were for ocean conservation programmatic activities and administrative services, and 15 percent of expenses were for fundraising.

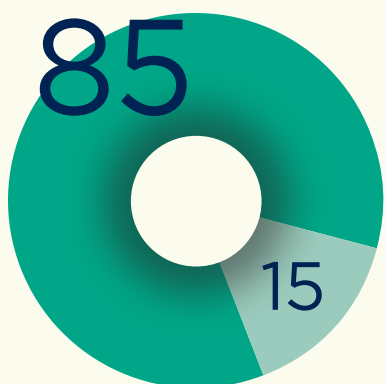
Ocean Conservancy meets all 20 standards for charitable organizations established by the Better Business Bureau's Wise Giving Alliance, and is proud of its reputation as a good steward of the resources entrusted to it by its supporters. The financial results depicted are derived from Ocean Conservancy's June 30, 2017 audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website — www.oceanconservancy.org.

REVENUES



Individuals **55%**
Foundations **35%**
Corporations **8%**
Other **2%**

EXPENSES



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

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2017 Annual Report