

# splash



## Ocean Conservancy: Working Both Sides of the Aisle for the Ocean



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▲ Close up portrait of a manatee breaking the surface of the water. Key West Seaport, Key West, Florida

Magnuson-Stevens Act, the nation's primary law regarding fisheries, the Endangered Species Act and the Marine Mammal Protection Act against those committed to weakening them. With several partners, we successfully sued the Department of Commerce after its decision to illegally extend the private recreational red snapper fishing season in the Gulf of Mexico during the 2017 season. For example, over the past several months we have hosted events across the country to educate chefs on the Magnuson-Stevens Act so they can influence Congress to defend the law's strong fish conservation measures.

We were sorry to see several ocean champions, both Republicans and Democrats, lose their seats in the November election. But we are eager to get to know and work with several new congressional members from both parties, including South Carolina's Joe Cunningham, a former ocean engineer; Debbie Marcusel Powell, Miami, who previously worked with the Coral Restoration Foundation; and Elaine Luria, a retired U.S. Navy officer from Virginia Beach.

On the state level, initiatives have passed to bolster ocean conservation. Take Florida, for instance. We were thrilled that Florida's Amendment 9 ballot initiative, aimed at banning offshore drilling in state waters, was passed by voters with a super-majority! Also in Florida, the 2018 devastation from red tide led to urgent action from us, including production of a Citizen's Action Guide for residents, a Capitol Hill briefing hosted by Senator Marco Rubio and former Senator Bill Nelson to bring the crisis to the forefront nationally, and a bipartisan effort to

**Year in and year out, regardless of who is in political power, Ocean Conservancy works on both sides of the political aisle to advocate for the well-being of our ocean.**

**F**ar from being a partisan issue, the state of the ocean affects all voters and all people. It is essentially connected to the air we breathe, the climate we inhabit, the food we eat. Ocean Conservancy focuses on the long game — the ocean is too critical to grab onto the political pendulum as it swings back and forth over time.

"It's time to roll up our sleeves and work together for the future of our ocean." This message, delivered by CEO Janis Searles Jones in a blog the day after the 2018 mid-term elections, emphasizes that even after such a polarizing and divisive election season, our organization looks forward to continuing our work on important ocean issues. As in every year since our 1972 founding, Ocean Conservancy remains steadfast in our mission to protect the ocean on behalf of the millions of people who depend upon it.

"A commitment to conservation, collaboration and unity; those are the three overriding principles that should guide all that we do," stated Jones. While it is easy to be focused on who is losing power and who is gaining power at any given moment, the more important thing is to focus on what the elected officials actually do with their power. This focus is key to Ocean Conservancy and the way we work.

The last two years have been challenging for Ocean Conservancy and for everyone in the environmental space — nowhere more evident than the push from some congressional members and the Trump Administration to undermine ocean laws. We have redoubled our efforts to defend the



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JANIS SEARLES JONES  
CEO

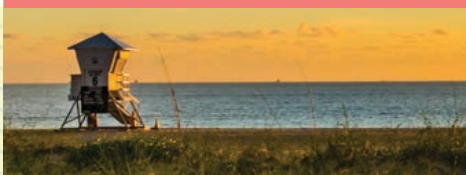
**"It's time to roll up our sleeves and work together for the future of our ocean."**

— Janis Searles Jones, CEO

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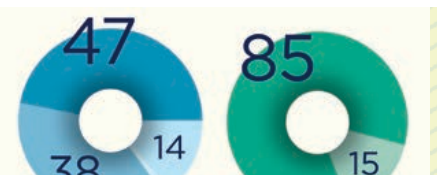
**3 Champions for Sea Change**  
We are grateful for ocean stewards who support our work with annual gifts of \$1,000 and above.



**4 A Look Back**  
Reflecting on last year's achievements.



**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**  
Board Co-Chair

# Significant challenges coupled with terrific opportunities on behalf of the ocean — that’s what characterized Ocean Conservancy’s efforts for 2018.

Attempts from Congress and the administration to weaken fishing regulations that could counter the gains Ocean Conservancy and like-minded organizations have fought for over decades, as well as intense pressure to open up ocean waters to drilling in the Arctic and around our shores, have kept us on our toes.

But we’ve also been met with tremendous opportunities, not only in the United States but throughout the world. From pioneering fishery management innovations in the Pacific to applying, with our partners, ground-breaking modeling tools to manage Indonesian snapper and Eastern Tropical Pacific tuna, we’ve worked diligently to improve ocean sustainability.

In the center section of this Annual Report issue of *Splash*, you’ll read how Ocean Conservancy has met even more challenges and opportunities, all in the service of a more robust, productive ocean. Leading the charge to rid our ocean of harmful plastics,

expanding smart ocean planning to promote an enhanced “blue economy,” and bringing ocean solutions to problems caused by climate change — these are some of the ways Ocean Conservancy has put your dollars to work. And as you read in our cover story, Ocean Conservancy has reached across aisles as well as oceans — political aisles, regionally and nationally, to build constituencies of support for ocean issues.

Without you, our generous and committed supporters, we couldn’t accomplish any of these things. From signing petitions to contacting your congressional representatives, removing trash from local waterways to advocating for strong fisheries regulations, your support has been critical. And, of course, your generous monetary contributions have made all this work possible.

As we pause to celebrate the accomplishments of the past year, we recommit now to bold and ambitious

campaigns to meet both the challenges and opportunities that continue to face the ocean. We speak for the entire Board, our CEO Janis Searles Jones and all of Ocean Conservancy in thanking you for your invaluable commitments in 2018.

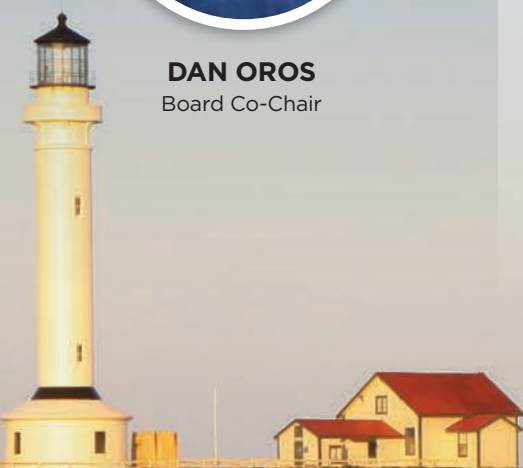
Together, we will make 2019 an even better year to ensure a healthy, productive ocean!

Best regards,

Tom Allen

Dan Oros

Co-chairs, Ocean Conservancy Board of Directors



▲ Point Arena Lighthouse, California

## splash

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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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## Ocean Conservancy: Working Both Sides of the Aisle for the Ocean

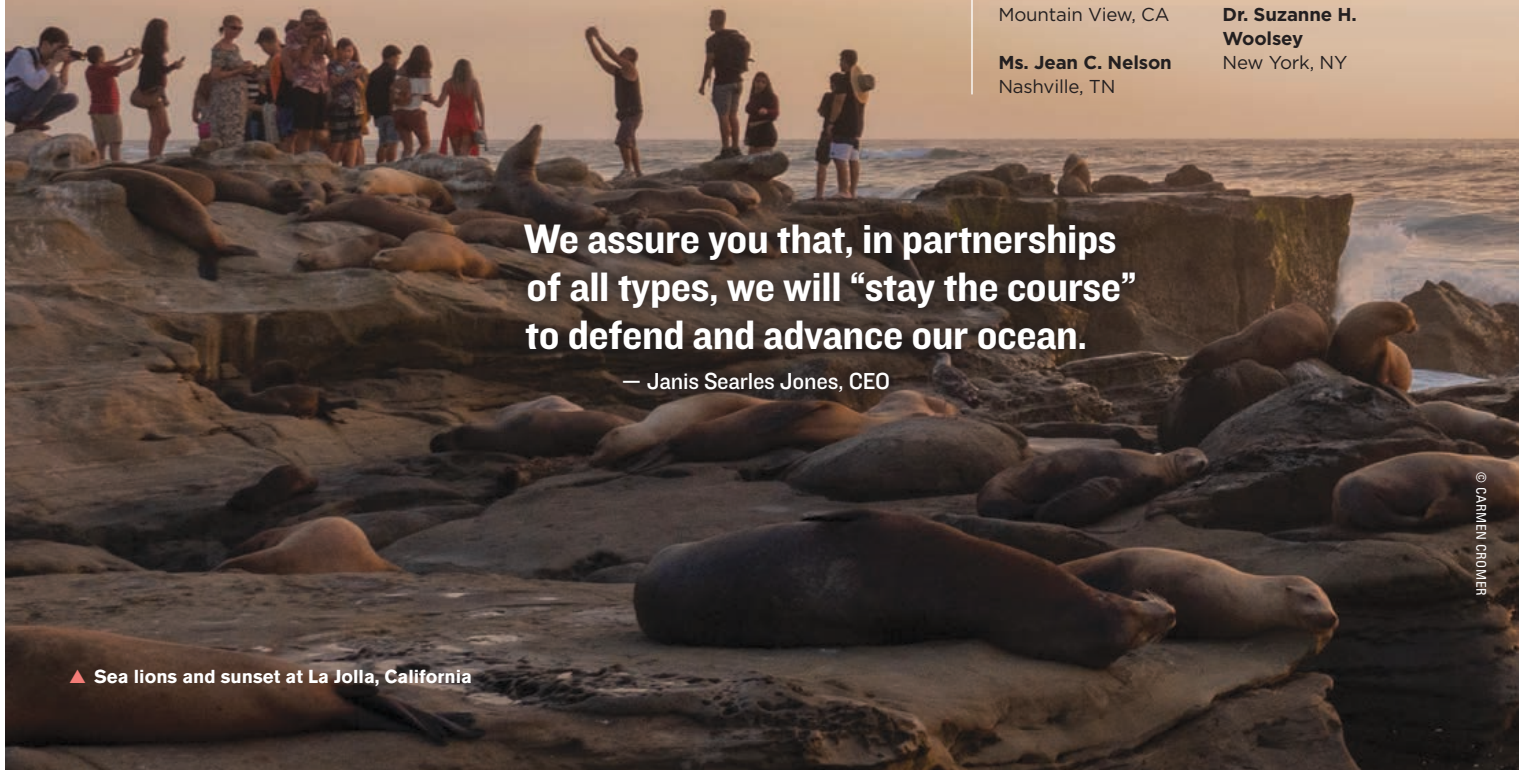
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assemble multi-disciplinary experts to call on Congress to reauthorize the NOAA Harmful Algae Bloom program and address issues like nutrient pollution.

Now it is a new day and we look forward, not backward. Critical to all of these advances, and to the ones we will win on behalf of the ocean, is the support we receive from our membership, over 120,000 strong. Members weigh in on action alerts that go to decision-makers on the national, state-wide and local scenes — prompting these leaders to sit up

and take notice of ocean health. Your emails and phone calls are crucial; we could not effectively carry out our advocacy efforts without your partnership.

Every political environment presents risks and opportunities. That was true for the past two years and will be true with the newly-elected officials who took office in January. We assure you that, in partnerships of all types, we will “stay the course” to defend and advance our ocean. Let’s roll up our sleeves and work together!



**We assure you that, in partnerships of all types, we will “stay the course” to defend and advance our ocean.**

— Janis Searles Jones, CEO

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▲ Sea lions and sunset at La Jolla, California



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OCEAN PLANNING

## Advancing Ocean Planning to Support the Environment and Blue Economy

Ocean Conservancy engaged a wide range of influential stakeholders, including industry leaders and scientists, to improve ocean data in the Northeast and Mid-Atlantic regional ocean plans. As ocean ecosystems become more crowded and stressed, data-driven ocean planning is needed to improve coordination between agencies and resolve ocean-use conflicts. We hosted many of these stakeholders in Washington, D.C., where they educated congressional offices and key federal ocean agencies about the merits of ocean planning. This strategy paid dividends when the Trump Administration preserved key principles of ocean planning after revoking President Obama's National Ocean Policy with their own. Our work to educate federal agencies on the value of ocean planning most recently manifested in the U.S. Coast Guard's Maritime Commerce Strategic Outlook, which outlines the agency's national vision and made ocean planning a direct policy priority. Together with our partners, we are ensuring that ocean planning succeeds over the long term, resulting in sustainable management of our ocean and blue economy. ■



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GULF OF MEXICO

## Ensuring Resiliency in the Gulf of Mexico Post-BP Oil Disaster

Building on our 2017 report, *Restoring the Gulf Beyond the Shore — Part II*, this year we advocated for five restoration solutions that would help the Gulf's fish and corals bounce back from the BP oil disaster. With projects that include working cooperatively with scientists to restore reef fish habitats to long-term monitoring of our varied coral reef habitats across the Gulf, we hope to see these project ideas included in the *Deepwater Horizon* Trustees' Open Ocean Restoration Plan, expected in early 2019. This plan will be the first payment of the \$1 billion to restore the Gulf's marine wildlife and habitats, earmarked within the \$20 billion BP settlement. This year we have also been tracking the Trump Administration's proposed plan to open all U.S. waters to oil and gas activities and opposing their efforts to put oil and gas companies ahead of coastal communities. ■



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TRASH FREE SEAS®

## Sounding the Alarm and Leading the Charge to Rid the Ocean of Plastics

This year, Ocean Conservancy joined an expedition to St. Helena — one of the world's remotest islands — that revealed ocean plastics on every beach, threatening important foraging grounds for whale sharks. For the first time in our International Coastal Cleanup's 33-year history, all top-10 most common items collected by volunteers around the world were made of plastic — a stunning fact raising even more concerns about the global scale of plastic pollution. Through our Trash Free Seas Alliance®, we are working with scientists, industry leaders and nonprofits to inform solutions. One big win in our shared fight came when corporate Alliance partners like Coca-Cola, Danone, Dow, PepsiCo and Procter & Gamble collectively committed more than \$100 million in funding for research and incubation of scalable solutions to the ocean plastic crisis. In addition, they pledged to eliminate half a million tons of virgin plastic from products and packaging each year. Through these and other actions, we are leading the way among an expanded cadre dedicated to stemming the tide on ocean plastic. ■



# ACTING ON 18



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## ARCTIC OCEAN

### Protecting Our Northern Seas for Arctic People and Wildlife

Ocean Conservancy led the way to increased shipping safeguards for the Bering Strait. The International Maritime Organization adopted both a U.S. and a joint U.S.-Russia proposal to protect the Strait, which supports indigenous communities and millions of animals traveling between the Arctic and Pacific Oceans. We also led vigorous opposition to a series of Trump Administration actions designed to open Alaska's Arctic waters to new oil and gas projects — a fight that continues. And 10 nations signed the Central Arctic Ocean fisheries agreement — closing 1.1 million square miles to fishing for at least 16 years, creating the largest no-fishing area in the world. Ocean Conservancy boosted the campaign for this binding pact, helping put it over the top. We are also laying the foundation for implementation: establishing a joint research program to provide the scientific data needed to ensure commercial fishing does not start prematurely in these high seas. ■



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## OCEAN CLIMATE CHANGE

### Bringing Ocean Solutions to Climate Change Problems

Support for addressing ocean acidification (OA), caused by carbon dioxide pollution, continues to grow. Domestically, we successfully advocated for increased federal OA research funding, which has reached its highest level yet, and supported passage of California's Proposition 68, which funds action on OA and other ocean stressors. As a founder of the International Alliance to Combat OA, we created a model action plan that helps Alliance members fight OA within their own states and countries. However, OA isn't the only serious ocean impact of carbon pollution. At California's Global Climate Action Summit, our CEO Janis Searles Jones joined other leaders, including former Secretary of State John Kerry and Chilean climate leader Julio Cordano, in calling attention to the need for ocean-focused climate solutions. We continue to work with leading countries and partners to incorporate ocean solutions into the Paris climate agreement, while also helping local and national governments include ocean considerations in their climate actions and policies. ■

## SUSTAINABLE FISHERIES

### Safeguarding the Sustainability of Our Nation's Fisheries and Transforming Management to Meet Emerging Threats

Nationally, Ocean Conservancy defended our country's premier fishing law, the Magnuson-Stevens Fishery Conservation and Management Act, from efforts by Congress and the Trump Administration to prioritize short-term political pressures over the long-term conservation of our fishery resources. We are also helping U.S. West Coast fishery managers pioneer new management approaches. Ocean Conservancy helped shape two notable improvements — California adopted new guidelines to achieve sustainable fisheries and ecosystems, and the Pacific Fishery Management Council kicked off a new initiative to examine the impacts of climate change on fish and fishing communities. Internationally, with the help of partners including Oxford University, we are applying and testing our POSEIDON computer model with two fisheries currently under stress: Indonesian snapper and Eastern Tropical Pacific tuna. This groundbreaking tool will allow local fishery managers to identify the best solutions for long-term sustainability. ■



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— without your support, they would not have been possible.



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JANUARY 1-DECEMBER 31, 2018

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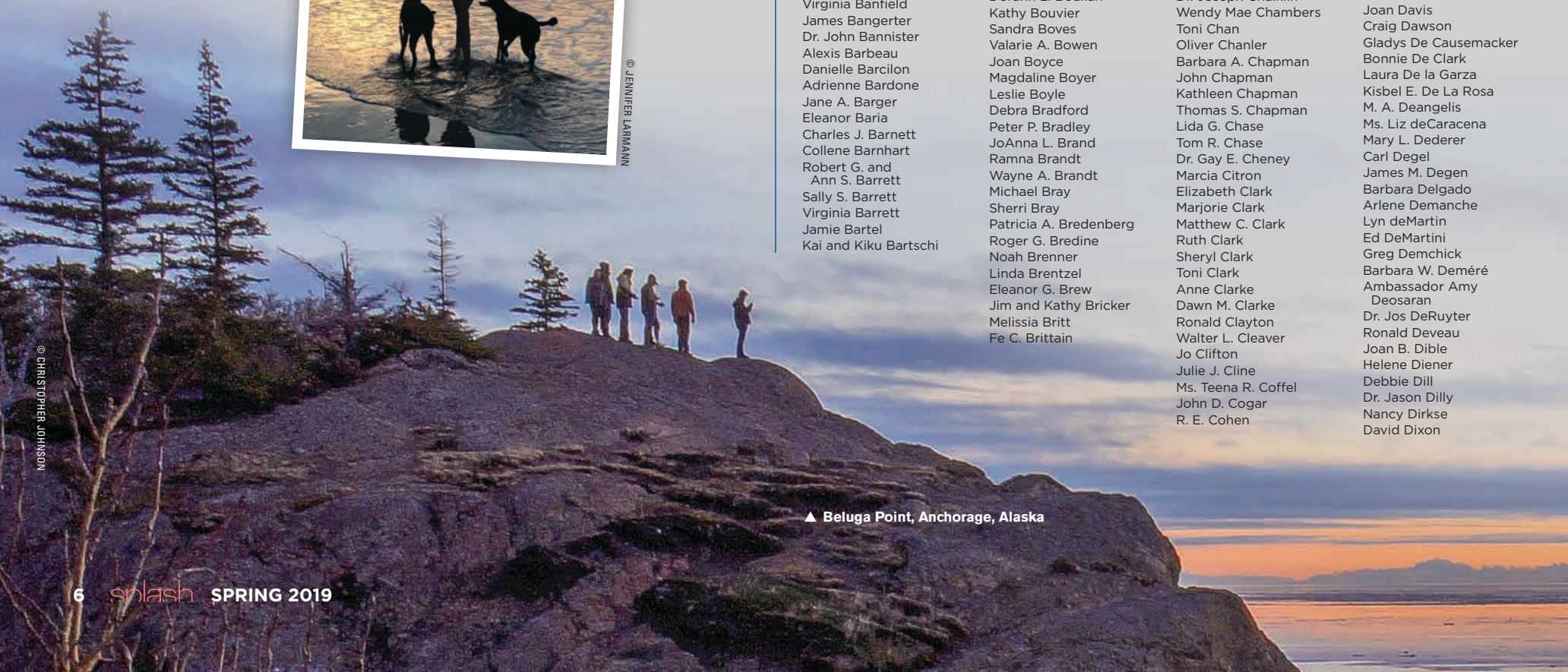
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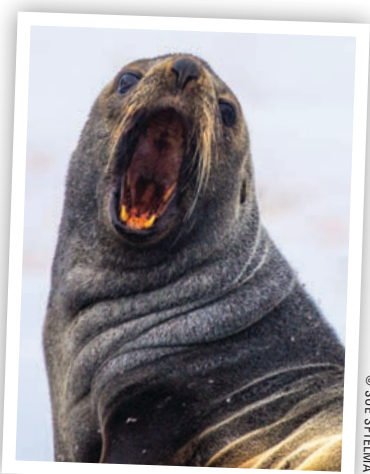


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# Revenue and Expense Summary

For the Year Ended June 30, 2018

REVENUES	
Contributions, grants and bequests	\$36,970,865
List rental income	67,681
Royalties and other	236,760
<b>Total revenues</b>	<b>37,275,306</b>
EXPENSES	
Gulf of Mexico restoration	1,673,019
Ocean policy, science and governance	5,715,620
Trash Free Seas®	3,428,913
Marine wildlife and ecosystem protection	5,137,447
Communications and outreach	4,469,415
<b>Total program expenses</b>	<b>20,424,414</b>
Fundraising and membership development	3,836,994
General and administration	2,108,412
<b>Total supporting service expenses</b>	<b>5,945,406</b>
<b>Total expenses</b>	<b>26,369,820</b>
GAINS AND LOSSES	
Investment gains and interest income, net	1,668,440
<b>Change in net assets</b>	<b>12,573,926</b>
<b>Net assets, beginning of the year</b>	<b>33,524,591</b>
<b>NET ASSETS, END OF THE YEAR</b>	<b>\$46,098,517</b>



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MEETS ALL 20 BBB CHARITY STANDARDS

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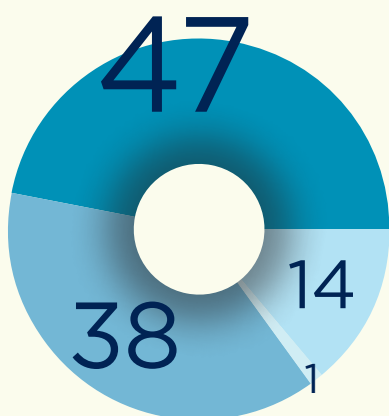
# Financial Summary

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 2018 revenue totaled \$37.3 million. Investment income and gains totaled \$1.7 million and expenses totaled \$26.4 million. Eighty-five percent of expenses were for ocean conservation programmatic activities and administrative services, and 15 percent of expenses were for fundraising.

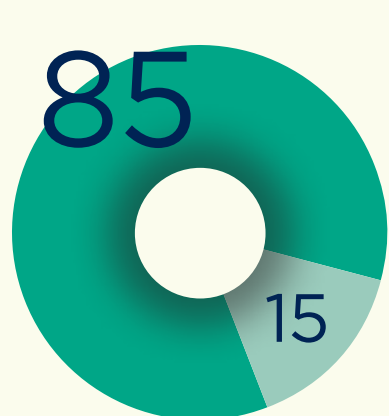
Ocean Conservancy meets all 20 standards for charitable organizations established by the Better Business Bureau's Wise Giving Alliance, and we are proud of our reputation as a good steward of the resources entrusted to us by our supporters. The financial results depicted are derived from Ocean Conservancy's June 30, 2018 audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website — [www.oceanconservancy.org](http://www.oceanconservancy.org).

## REVENUES



Individuals 38%  
 Foundations 47%  
 Corporations 14%  
 Other 1%

## EXPENSES



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

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SPRING | 2019



2018  
 Annual Report

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