

# so dash



## Bold New Ocean Partnerships



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▲ Aerial view, Key West, FL

### Ocean Conservancy capped the year with two exciting initiatives to benefit the ocean, people and marine life.

Most people know the Super Bowl as a one-day competition between the best teams in the National Football League. For non-sports fans, the Super Bowl may be appreciated for clever commercials, the half-time show or classic game-time foods. But for the cities chosen to host the Super Bowl every year, it's much larger than a one-time event. Activities surrounding the game stretch for months and have a public-service component, as each host city chooses a "legacy" project that makes a lasting difference.

"This year, the Miami Super Bowl Host Committee picked the environment as their cause. Ocean Conservancy was thrilled to be selected as the first-ever ocean partner," says Michael Farnham, Ocean Conservancy's senior manager of communications and

marketing. "The Super Bowl is the biggest single-day sporting platform in the world. It was a tremendous opportunity for us to raise awareness about our ocean."



Ocean Conservancy has been on the ground in the Sunshine State for over three decades, working on issues ranging from Gulf of Mexico restoration to

fisheries sustainability to Trash Free Seas®. As a result, the yearlong partnership with the Miami Super Bowl Host Committee's Ocean to Everglades (O2E) environmental initiative was a natural fit.

The partnership — which sponsored environmental events, education and sustainability efforts — comes at a

critical time for Miami and Florida. Communities along Florida's 8,436 miles of coastline and across the state are dealing with increased stress from harmful algal blooms, plastic pollution, ocean acidification, sea-level rise and other threats.

For the environmental campaign around Super Bowl LIV, Ocean Conservancy set a goal to remove and divert 54 tons of plastic and trash from Florida's coasts and waterways. In September, Ocean Conservancy announced the #SuperCleanupChallenge and launched a beach cleanup schedule for the 2019-20 NFL season, beginning with our annual International Coastal Cleanup (ICC) on September 21.

The tally of collected trash grew leading up to the playoffs and game day, with a trio of cleanups that rallied Miami Dolphins season ticket holders and staff in October. In November, Ocean Conservancy partnered with the Lower Keys Guides Association on a fishing tournament that included a boat-based cleanup to raise

awareness about threats to the Florida Keys. And in January, Ocean Conservancy held a "Super Cleanup" a few days before the big game.

Ocean Conservancy also worked with the host committee to reduce single-use plastic and encouraged corporate partners to join "Team Ocean" by taking sustainability measures. A group of NFL players wore special Ocean Conservancy cleats to games in early December, and then auctioned them off to benefit our ocean. The events culminated in Super Bowl week, when Ocean Conservancy hosted a booth at a bustling pop-up Super Bowl village that filled 15 blocks of downtown Miami.

"This was an opportunity for us to engage with a whole new audience on a massive scale," says Michael. "We were able to reach over one million people through our booth in just a week. Our goal was to engage people with a message of ocean conservation so that when they left the Super Bowl, they were inspired to take action. This partnership will have a life that continues long after the game."

The Global Ghost Gear Initiative (GGGI) is another partnership taken on by Ocean Conservancy in 2019 that will pay dividends for years to come. Abandoned, lost or otherwise discarded fishing gear — known as ghost gear — is a widespread and deadly form of marine debris that can ensnare animals and fish long after the gear is forgotten. Ghost gear also contributes greatly to the ocean plastic problem.

Recent studies suggest that up to 70 percent of floating macro-plastics in our ocean water column, if measured by weight, may be fishing related.

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#teamocean at the Super Bowl LIV booth

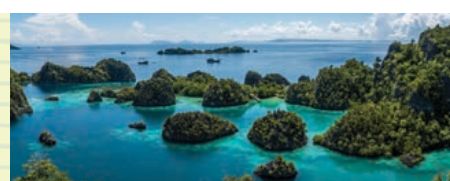
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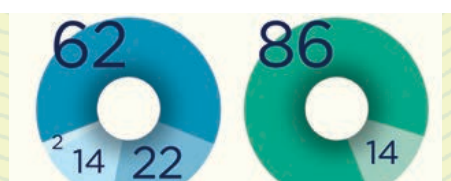
**3 Champions for Sea Change**  
We are grateful for ocean stewards who support our work with annual gifts of \$1,000 and above.



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



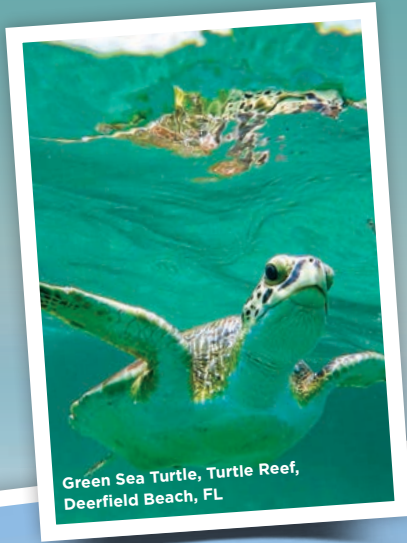
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We honor in memoriam supporters whose foresight and generosity create an ocean legacy for future generations.



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



**DAN OROS**  
Chair



Green Sea Turtle, Turtle Reef, Deerfield Beach, FL

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Leopard Seal, Yarlour Harbor, Antarctica

## If I had to use only two words to define Ocean Conservancy's focus in 2019, they would be these: climate change.

**T**he single greatest challenge facing our ocean is climate change. Each new scientific assessment confirms that the pace and scale of climate change are even greater than scientists had thought. But the ocean is not just a casualty of climate change — it is also a critical part of the solution. The ocean protects the planet from rising temperatures through heat absorption and traps roughly 30 percent of human-caused CO<sub>2</sub> emissions.

In 2019 Ocean Conservancy bolstered our Climate Policy Initiative to bring the unifying power of the ocean to bear in calling for climate action while also expanding science and ocean-based solutions. We apply a climate lens across all our work — from ensuring sustainable fisheries management, protecting Arctic seas for people and wildlife, fighting to eliminate the threats of plastics, and

doing absolutely everything we do on behalf of the ocean.

Our cover story presents our exciting efforts around the recent Super Bowl in Miami and our leadership of the Global Ghost Gear Initiative to remove dangerous “ghost nets” and derelict fishing gear from the ocean. You can read about just a few of our 2019 victories in the center section. Behind the scenes, we mobilized our million-plus person network of advocates through action alerts, blogs and sign-on letters for Congress while our International Coastal Cleanup army, one million plus, cleaned up shorelines and beaches around the world.

But no matter what Ocean Conservancy accomplished in 2019, none of it would have been possible without YOU — our supporters, funders, partners. From signing petitions to contacting congressional

representatives, removing trash from waterways to advocating for strong fisheries, your support has been critical. And, of course, your generous contributions have provided the “fuel” that keeps our ship afloat.

Ocean Conservancy is more committed than ever before to bold and ambitious efforts to address climate change and all challenges facing our ocean. Speaking for the board of directors, our CEO Janis Searles Jones and all of Ocean Conservancy, thank you for supporting our critical work.

Best regards,

Dan Oros,  
Chair, Ocean Conservancy  
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▲ La Jolla, CA

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# splash

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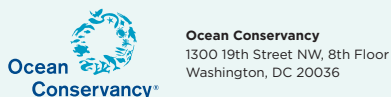
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### Our Mission

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



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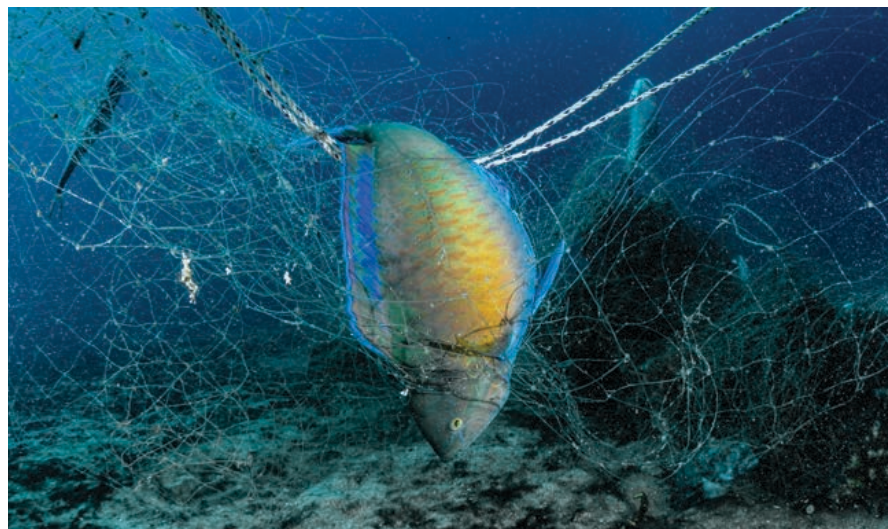
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## Bold New Ocean Partnerships

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Beginning in 2019, Ocean Conservancy became the host organization of the GGGI, the first global alliance of its kind dedicated to removing ghost gear in our ocean while preventing more from entering the ocean in the future.

In November, marine experts and world leaders from around the world came together at the sixth annual Our Ocean conference in Oslo, Norway, to discuss some of the biggest threats facing our ocean. A number of exciting commitments were made to address ghost gear. For one, Norway — one of the largest fishing nations in the European Union — became the 15th government to officially join the initiative.

“Norway has already shown its eagerness to protect marine

ecosystems through national laws dictating that anyone who loses gear or cuts it adrift is obliged to search for it and report it if it cannot be retrieved,” says Ingrid Giskes, the GGGI's director. “By joining the GGGI, they committed to sharing their knowledge and resources while continuing to develop best practices for managing fishing gear.”

The Seafood Businesses for Ocean Stewardship (SeaBOS) initiative also announced it is joining the GGGI. SeaBOS represents 10 of the world's largest seafood companies and is collectively the largest seafood industry group in the world.

“While there are many entities that need to take action to solve the

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ghost gear problem, the seafood industry is a large piece of the puzzle,” says Ingrid. “The sheer size of the global seafood industry, combined with the lifespan of plastic fishing gear, makes ghost gear a long-term threat. The commitment from SeaBOS and more than 100 other entities in the initiative sends a strong message that we are determined to tackle the problem in an innovative, collaborative and tangible way.”

# Champions for Sea Change

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CONTINUED ON PAGE 6

# 2020

OCEAN CLIMATE CHANGE

## Promoting Ambitious Ocean-Climate Action

In the past, fighting climate change has largely overlooked the impacts of climate change on the ocean and the role of the ocean in climate solutions. That is changing, and Ocean Conservancy's advocacy is at the heart of the transformation. During annual global climate negotiations (COP25), we worked with countries to create the first section on ocean-climate action in a COP decision. We also worked with coalitions to set ambitious ocean-climate goals; this included launching the Pacific Rim Ocean-Climate Action Partnership with California, Fiji, Costa Rica and others, and releasing a guide to action from U.S. states. Before the COP, we led a knowledge exchange on ocean acidification among U.S. and Chilean scientists and shellfish growers, given that carbon pollution drives acidification, and we worked with more than 80 countries to develop guidance for making ocean-smart climate commitments. At home, our testimony in House hearings informed the Climate Action Now Act, the first climate legislation passed by the House in 10 years, and we advanced the passage of four House bills addressing ocean acidification. ■



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ARCTIC OCEAN

## Protecting Arctic Seas for People and Wildlife

Ocean Conservancy's advocacy for the North Pacific Fishery Management Plan and a Fishery Ecosystem Plan for the Bering Sea. This tremendous step for sustainable fisheries in the face of climate change. We brought traditional knowledge into modern management, sustained strong opposition to fossil gas activities in U.S. Arctic waters. In addition, Ocean Conservancy's efforts to establish a safe-sea zone from the Aleutian Islands to the Bering Sea. Measures in place in the Aleutian Islands. This year, we began working with partners to develop similar measures for the Bering Sea. We also advancing an initiative to make shipping fuel safer. Last fall, Ocean Conservancy also launched the Arctic Shipping Pledge through which a number of shipping companies agreed to stop ship goods through emergency routes where vessel traffic could impact wildlife. And early in 2020, a second company joined the Pledge. ■



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SUSTAINABLE FISHERIES

## Supporting Sustainable Fisheries

Ocean Conservancy's efforts to end overfishing and restore threatened ocean ecosystems made important strides this year. In the Gulf of Mexico, we worked with fishermen in the for-hire sector to develop a new catch reporting system using electronic logbooks. This new system increases the timeliness and accuracy of data while improving opportunities for fishermen to sustainably catch more fish. In the Pacific, we worked with partners to advance strategic planning that identifies effective approaches for adapting fishery management to climate change, so that we can continue to have sustainable fisheries that support fishing communities into the future. And we worked with members of Congress, particularly with Congressman Joseph Cunningham (D-SC), to introduce a bill to help identify and prioritize actions to accelerate our transition to climate-ready fishery management. We are also tackling a critically important global fishery — tropical tuna. In partnership with a regional management body in the Eastern Pacific Ocean, we're using our unique "flight simulator" to help managers better understand the implications of rapidly changing conditions that threaten the fishery's sustainability. ■

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# THANK YOU

FOR ALL YOU DO TO HELP US SECURE A HEALTHY OCEAN

Here are some examples of what we accomplished this year

# REPORTING ON 19



## Arctic People

...cacy was critical to the  
...gement Council's adoption  
...n for the Arctic's Bering  
...forward for managing  
...te change also incorporates  
...management. We also  
...n to risky offshore oil and  
...waters, contributing to the  
...Arctic oil and gas leasing  
...Conservancy continued  
...shipping corridor from  
...North Pole. With routing  
...eutians and Bering Strait,  
...g with the Coast Guard to  
...or the Arctic Ocean while  
...to make the at-sea transfer  
...n Conservancy and Nike  
...shipping Corporate Pledge  
...f businesses agreed not to  
...ing Arctic shipping routes  
...peril important ecosystems.  
...d wave of companies

### OCEAN PLANNING

## Balancing Increasing Demands on Ocean Resources

The ocean is busy and getting busier all the time. As ocean ecosystems become more crowded and stressed, smart ocean planning helps to balance human activity with ocean health. Ocean Conservancy brought together industry leaders, fishermen and scientists from the Northeast and Mid-Atlantic to improve science and data about the ocean while strengthening the region's ocean plans. We hosted these leaders in Washington, D.C., where they educated congressional offices and federal ocean agencies about the value of ocean planning. The strategy paid off when, for the first time, regional ocean-data portals received dedicated funding. This new funding supports Regional Ocean Partnerships — organizations convened by governors that collaborate at a regional level with states, tribes and federal agencies to address ocean and coastal issues — improving their capacity to gather data on marine mammals, fisheries and climate that we need to conserve the ocean. We are also happy to report that the Regional Ocean Partnership Act advanced in the U.S. Senate. The bipartisan bill helps Regional Ocean Partnerships conserve and restore ocean and coastal areas. ■



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### TRASH FREE SEAS®

## Ridding the Ocean of Plastic and Debris

Ocean Conservancy's Trash Free Seas® program assumed leadership of the Global Ghost Gear Initiative (GGGI) this year. The international alliance addresses one of the deadliest forms of marine debris: lost and abandoned fishing gear, known as ghost gear. With projects in 15 countries, the focus is on recovering ghost gear, such as fishing traps and nets, from the ocean while implementing practices and policies to prevent fishing gear from being lost in the first place. We also combatted plastics in the ocean by launching a new finance partnership with Circulate Capital and the U.S. Agency for International Development (USAID) to channel resources into investments aimed at improving waste management. Specifically, USAID will guarantee up to \$35 million of loans made by Circulate Capital to boost investment in recycling infrastructure in South and Southeast Asia. And we announced that our International Coastal Cleanup, the world's largest effort to remove marine debris from beaches and waterways around the world, surpassed one million volunteers for the first time in its history. ■

# THANK YOU

HEALTHY OCEAN FOR FUTURE GENERATIONS.

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

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JANUARY 1-DECEMBER 31, 2019

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Sabryna Schmidt  
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Judith F. Schrafft  
David C. Schroeder  
Eileen E. Schroeder

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Laura M. Secord and Eric J.  
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Judith Sedlow  
Lee Seeger  
Ron Seidel  
Glenn Seiler and Pamela  
Kearby  
Joanne Selko  
Dr. Ranil Senanayake  
Viki M. Servis  
Mary S. Settles  
Miriam Sexton  
Patricia Shannon  
Stephanie Shaw  
Anna Shea  
Susan Shen  
Tara Shewchuk  
Marilee Shigematsu  
Ellen Shively  
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Lois Shriver  
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Eleanor R. Siegel  
Georgia Siegel  
Kathy Sifter  
Hans Signer  
Maureen S. Sikora  
Nancy M. Sikora  
Wendy Silipo  
Cynthia Sillaman  
D. Silverman  
Lauren Simms  
Marie Simolin  
Claire Simonich  
Patricia Sinclair  
Kenneth R. Sinibaldi, D.V.M.  
Miriam L. Sivak  
Carol Sjolund  
Cindy Slawski  
Ann Slocomb  
Stella Smetana  
Beverly Smith  
Carla Smith  
Eleanore N. Smith  
Glynda R. Smith  
J. B. Smith  
Jacqueline K. Smith  
Randi L. Smith  
Roberta Smith  
Virginia H. Smith  
Robert E. Smyth  
Maxwell and Teri Sobel  
Maria A. Socarras  
Lowell Sodeman, II  
Jeff Soff  
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Anne Bacon Soule  
David Spainhower  
Greg Sparks  
Anne D. Spivak  
Paula C. Spreitzer  
Heidi G. Sprowls  
Jeffrey and Vikki Spruill  
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Jenny R. St. Martin  
Mae Stadler  
Susan C. Staebler  
Linda Stalcup  
Dale Staley  
Nancy Stanislawski  
Lauren Stauffer  
Michelle Stauffer  
Sandra Stauffer  
Stephani S. Steckler  
Leigh E. Stedman  
Anne Steinhart  
Kurt Stephan  
Mr. and Mrs. Thomas Stepp  
Martin Sternlicht  
Nancy Stevens  
Dennis Stevenson  
Kerry Stevenson  
Nadine Stevenson  
Dr. Artemas Stewart  
Richard J. Stewart  
Sarah B. Stewart  
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Michael Stiffler  
Denise Stime  
Rebecca J. Stimson  
Lee Stoll  
Sylvia O. Stone  
William Stoyer

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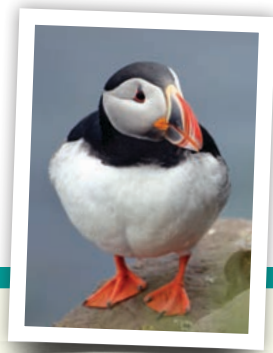


# Ocean Legacy Society CONTINUED

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William Sumner  
Amber C. Sumrall  
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Larilyn Swanson  
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Ursula Taggart  
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Tamara Taunt  
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George L. Taylor  
Glenn H. Taylor  
Judith Taylor  
Patricia L. Taylor  
Ronald G. Taylor  
Dr. Roslyn D. Taylor  
Jean Tease  
Dawn N. Tecumseh  
Diane Telander  
Anna Telles  
Frances Temchin, In Memory  
of Alex Temchin  
Judith Therrell  
Bob Thomas  
Fred and Susie Thomas  
Hildegard Thomas  
Dr. Joyce Thomas  
Martha L. Thomas  
Sandy Thomas  
Kimberly M. Thompson  
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Scot Trinklein  
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Theo Tucker  
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Lyn Wagner-Ditzhazy  
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Anonymous (78)



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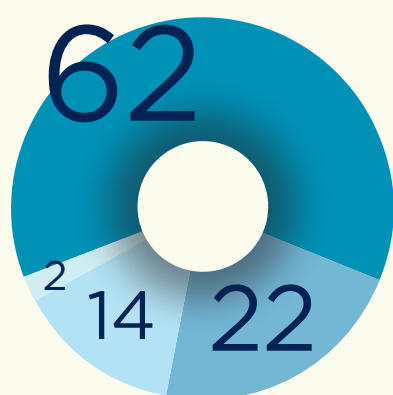
## Financial Summary

**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 2019 revenue totaled \$28.7 million. Investment income and gains totaled \$1.6 million and expenses totaled \$30.4 million. Eighty-six percent of expenses were for ocean conservation programmatic activities and administrative services, and 14 percent of expenses were for fundraising.

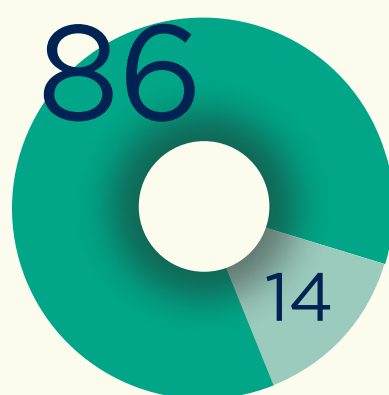
Ocean Conservancy meets all 20 standards for charitable organizations established by the Better Business Bureau's Wise Giving Alliance, and we are proud of our reputation as a good steward of the resources entrusted to us by our supporters. The financial results depicted are derived from Ocean Conservancy's June 30, 2019 audited financial statements. Copies of the complete audited financial statements are available upon request or on the Ocean Conservancy website — [oceanconservancy.org](http://oceanconservancy.org).

### REVENUES



Individuals **62%**  
Foundations **22%**  
Corporations **14%**  
Other **2%**

### EXPENSES



Program and Administrative Services **86%**  
Fundraising and Membership Development **14%**

## Revenue and Expense Summary

For the Year Ended June 30, 2019

### REVENUES

Contributions, grants and bequests	\$28,564,855
List rental income	37,594
Royalties and other	102,435

**Total revenues** **28,704,884**

### EXPENSES

Gulf of Mexico restoration	1,650,079
Ocean policy, science and governance	5,351,623
Trash free seas	5,460,682
Marine wildlife and ecosystem protection	5,954,754
Communications and outreach	5,251,252

**Total program expenses** **23,668,390**

Fundraising and membership development	4,376,381
Management and administration	2,380,668

**Total supporting service expenses** **6,757,049**

**Total expenses** **30,425,439**

### GAINS AND LOSSES

Investment income, net	1,610,654
------------------------	-----------

**Change in net assets** **(109,901)**

**Net assets, beginning of the year** **46,098,517**

**NET ASSETS, END OF THE YEAR** **\$45,988,616**



[bbb.org/charity](http://bbb.org/charity)  
MEETS ALL 20 BBB CHARITY STANDARDS

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## ANNUAL REPORT

