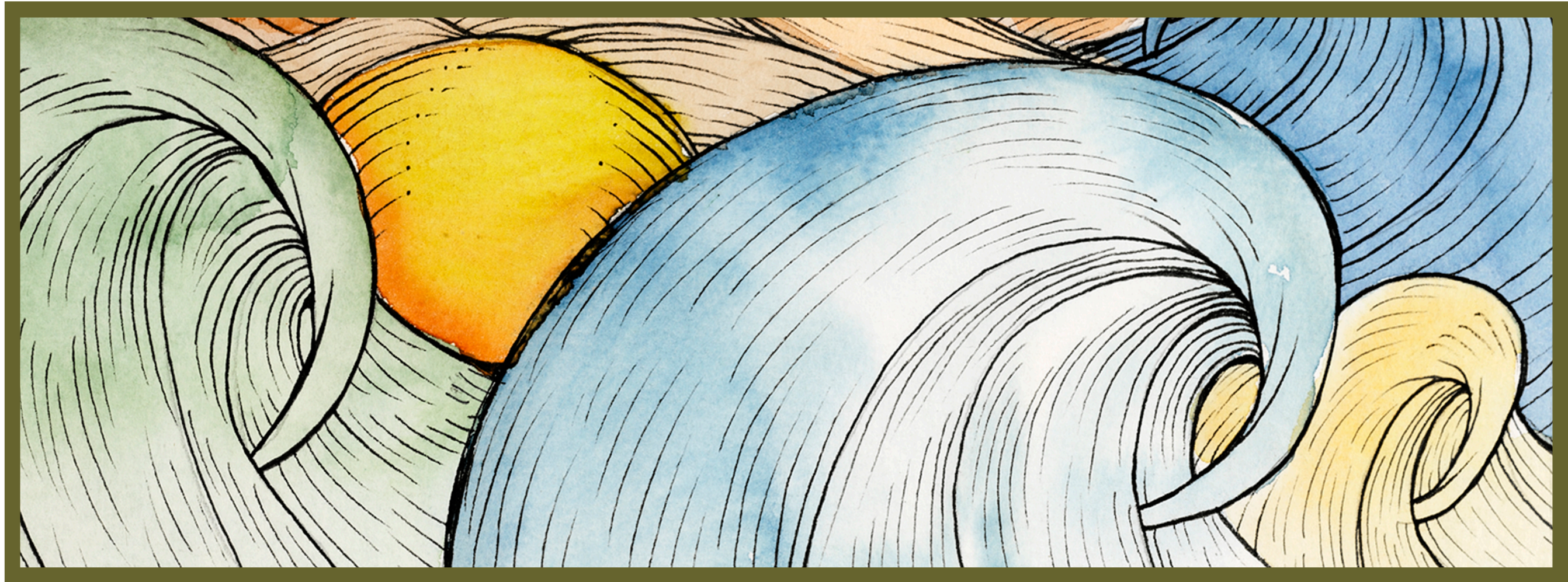




THE OCEAN FOUNDATION



∞ **The Annual Report** ∞

July 1, 2009 - June 30, 2010

*Tell us what you want to do for the ocean, we will take care of the rest*

## Dear Friends of The Ocean Foundation,

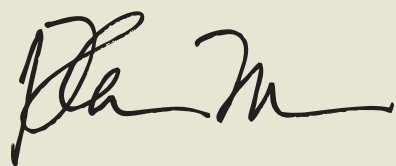
Once again, it is time to thank all of our donors and partners who have helped make The Ocean Foundation a success.

The past year has been a time of great growth for The Ocean Foundation as we continue our work to support, strengthen, and promote those organizations dedicated to reversing the trend of destruction of ocean environments around the world. We work with donors who care about our coasts and oceans to add value to marine conservation initiatives. We do this by providing conservation grants, hosting projects and funds, and collaborating with important campaigns and opinion leaders. As the community foundation for the oceans, we are fostering best-in-class projects and promoting solutions for healthy oceans and the people who depend upon them. We have been able to adapt to a changing economic climate while maintaining our integrity as honest brokers for marine conservation philanthropy.

This year we doubled the number of projects we host. By establishing a "fiscal sponsorship" relationship with a project, TOF can help reduce the complexity of operating a successful project. We thus enable dedicated individuals to concentrate on programs and goals instead of administration. Our staff members provide financial, administrative, legal and project counseling assistance so that project leaders can focus on promoting their projects and achieving their goals.

We are also proud to announce some amazing new corporate and foundation partnerships in support of the oceans. As we reflect on the past year and look forward to the next, we are confident that The Ocean Foundation community will continue to grow and prosper, and in turn, so too will the effort to promote healthier oceans.

All the best,



J. Thomas McMurray,  
Chair



Mark J. Spalding,  
President

## 2010 Accomplishments

- Distributed \$1.8 million in grants internationally;
- Doubled the amount of Fiscal Sponsorship Funds hosted at The Ocean Foundation from 16 to 34, with combined budgets of over \$3 million;
- Columbia Sportswear became a corporate sponsor/partner of the SeaGrass Grow Fund;
- Launched the Gulf Restoration Fund in response to the oil spill disaster in the Gulf of Mexico;
- The International Seafood Sustainability Foundation established a Committee Advised Sea Turtle Fund at The Ocean Foundation that funds sea turtle conservation research and initiatives;
- Attended the 15th Conference of the Parties for the Convention on International Trade in Endangered Species in Doha as a result of a series of NOAA workshops on science of pink and red corals and;
- Advised the White House CEQ on the international whaling crisis, the response to the Gulf oil disaster of 2010 and the Executive Order establishing a National Ocean Policy.



## Money Raised Per Category

**\$572,500**..... Conserving Marine Habitats and Special Places

**\$1,654,500**..... Protecting Species of Concern

**\$605,300**..... Building the Capacity of the Marine Conservation Community

**\$1,980,700**..... Expanding Ocean Literacy and Public Awareness

For each of the above mentioned categories, we have selected some of our accomplished Fiscal Sponsorships Funds (FSFs) and exceptional Project Leaders (or as we like to call them, Ocean Heroes), to expand on their incredible accomplishments and advancements over the past year. For additional information on any given category or project, please visit us online at [www.oceanfdn.org](http://www.oceanfdn.org) or email us at [info@oceanfdn.org](mailto:info@oceanfdn.org).



Photo: Hoyt Peckham

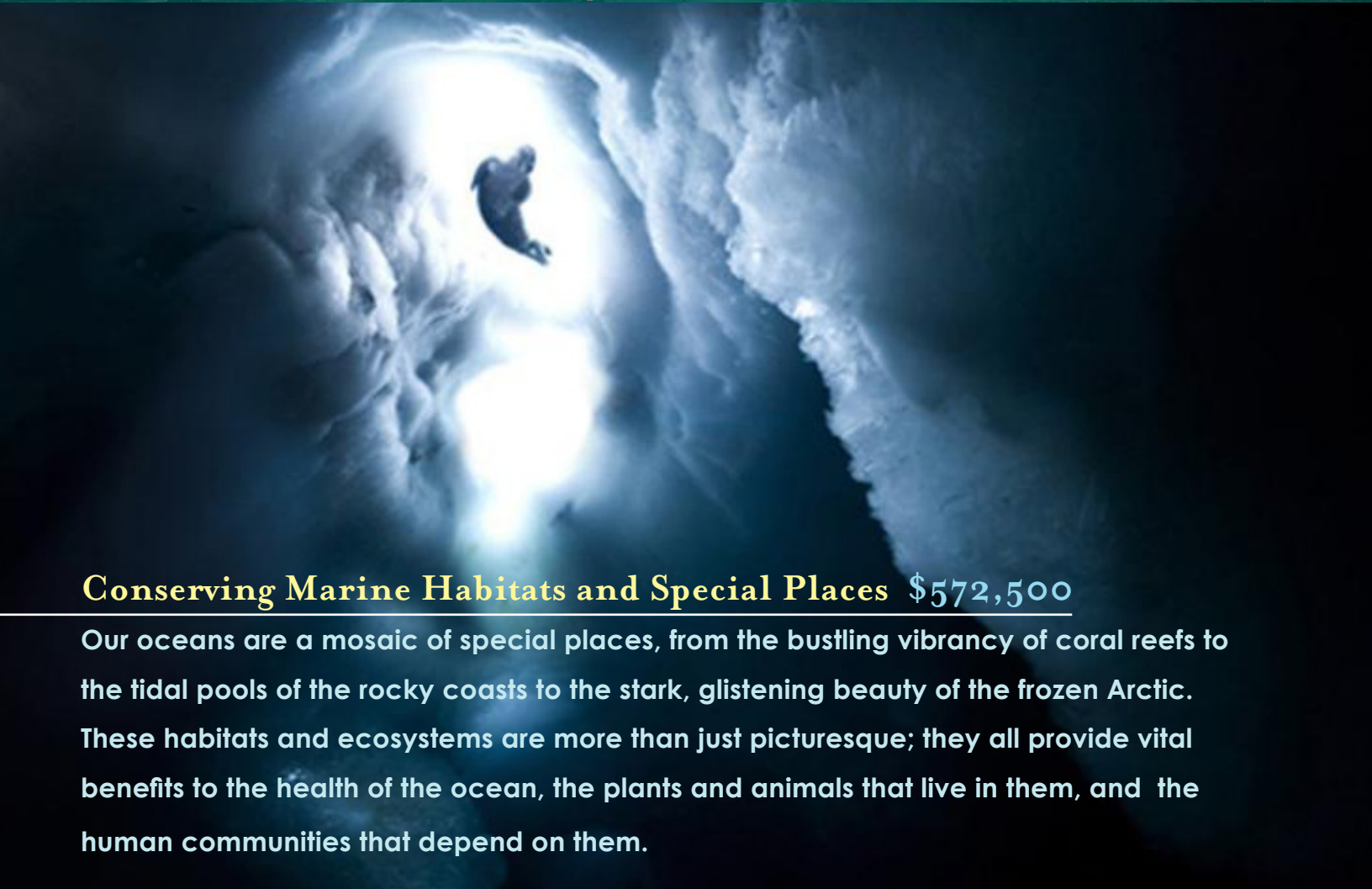
## Ocean Hero: David Guggenheim (Cuba Marine Research and Conservation Fund)

Dr. David E. Guggenheim, also known as the "Ocean Doctor," directs two projects of The Ocean Foundation, 1planet1ocean, and the Cuba Marine Research and Conservation Program. He is currently leading the Trinational Initiative for Marine Science & Conservation in the Gulf of Mexico & Western Caribbean, a major project to elevate collaboration in marine science and conservation among Cuba, Mexico and the U.S. Following the tragic BP Deepwater Horizon Gulf of Mexico Oil Spill, Dr. Guggenheim is working to introduce cutting edge technologies for sustainable aquaculture practices to reduce pressure on overfished wild fish stocks in his "Viet Village Urban Farm Sustainable Aquaculture Park." He is also engaged in the "50 Years – 50 States – 50 Speeches" tour, a special "expedition" to all fifty U.S. states visiting schools and bringing special programs about ocean exploration and conservation to young students. Follow David's "Ocean Doctor" radio program on the web at:



Photo: Abel Valdivia

[www.1planet1ocean.org](http://www.1planet1ocean.org)



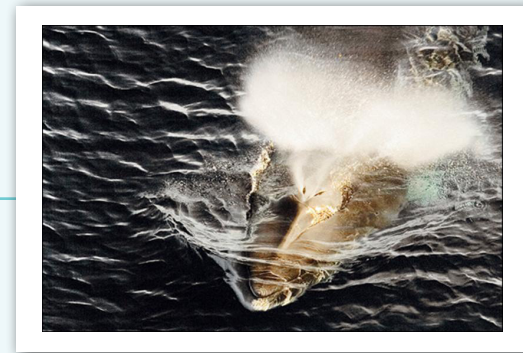
## Conserving Marine Habitats and Special Places \$572,500

Our oceans are a mosaic of special places, from the bustling vibrancy of coral reefs to the tidal pools of the rocky coasts to the stark, glistening beauty of the frozen Arctic. These habitats and ecosystems are more than just picturesque; they all provide vital benefits to the health of the ocean, the plants and animals that live in them, and the human communities that depend on them.

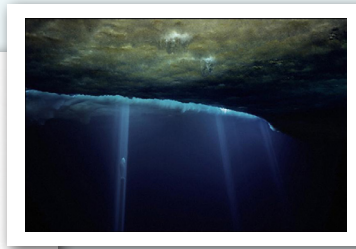
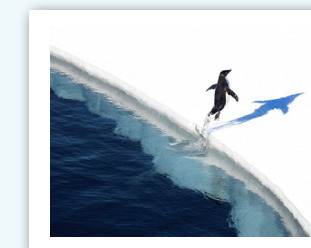
Photo: John Weller

## FSF: The Last Ocean Project

The Ross Sea, Antarctica, is recognized as a significant, if not the last, stretch of the world's ocean that has not been deeply affected by human activities and provides sanctuary to many vital marine creatures. The Last Ocean Project is a multi-media outreach effort intended to generate public support for a Ross Sea Marine Protected Area. Coordinating with relevant NGOs, the Project staff intend to leverage this support to exert pressure on the political process that decides the fate of the Ross Sea. Over the past year, the Last Ocean Project has been working diligently on a traveling exhibit of photographs and film with interactive components centered on the Ross Sea. The exhibit will travel around the world to garner support for protection of this amazing underwater ecosystem.



[www.lastocean-project.org](http://www.lastocean-project.org)



Photos: John Weller

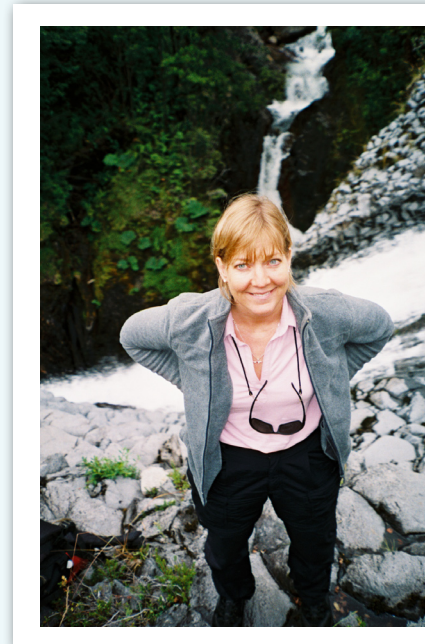


Photos:  
Will Henry  
Steven Swartz  
Jon Avery  
Wolcott Henry

## Protecting Species of Concern \$1,654,500

For many of us, our first interest in the oceans began with an interest in the large animals that call it home. Whether it be the awe inspired by a gentle humpback whale, the undeniable charisma of a curious dolphin, or the ferocious gaping maw of a great white shark, these animals are more than just the ambassadors of the sea. These apex predators and keystone species keep the ocean ecosystem in balance, and the health of their populations often serves as an indicator for the health of the oceans as a whole.

## Ocean Hero: Sonja Fordham (Shark Advocates International)



Sonja Fordham currently serves as Deputy Chair for the Shark Specialist Group of the International Union for Conservation of Nature (IUCN) and as a member of the Board of the American Elasmobranch Society, the world's foremost association of shark scientists. Sonja Fordham directed shark conservation projects at Ocean Conservancy from 1991- 2009, and starting in 2006 served as policy director for the Shark Alliance, working to improve European shark policies. Sonja continues her work with the Shark Alliance coalition to build support for amending the EU shark finning regulations. She founded Shark Advocates International as a project of The Ocean Foundation in May 2010. Sonja's advocacy work through Shark Advocates International includes identifying priority shark conservation needs, building informal coalitions of conservationists and scientists to unite around a common stand, and making timely written and in-person appeals to governments on behalf of those interests. [www.sharkadvocates.org](http://www.sharkadvocates.org)



## FSF: ProCaguama (Hoyt Peckham)

ProCaguama applies its research on the endangered loggerhead sea turtle, partnering with fishers in the Pacific Coast of Mexico to reduce bycatch of sea turtles and other marine species. In 2010, Pro Caguama mirrored the journey of the loggerhead; traveling to Japan for a series of meetings between Mexican fisherman and Japanese fishermen as well as interested individuals from other sectors and government. The exchange acknowledged the need to mitigate bycatch on both ends of the turtle's migration, Japan and the Baja California Peninsula, and directly addressed the bycatch problems in Japanese pound nets (which are big wooden corrals, or weirs). Diving in large tanks in Kobe for about ten days, the fishermen from Baja were able to set up trials with experimental fishing gear and demonstrate fishing techniques that would be effective for catching fish while allowing turtles to escape harm.

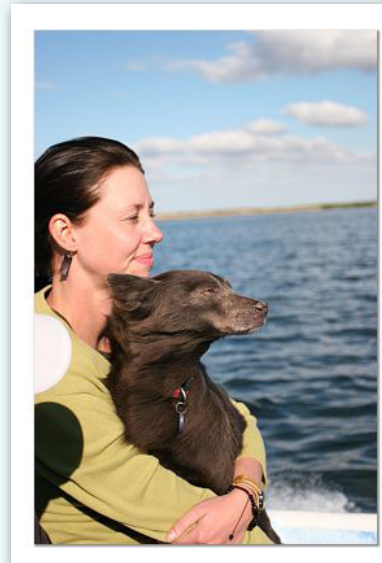


Photo: Hoyt Peckham

## Building the Capacity of the Marine Conservation Community \$605,300

There are many outstanding conservation organizations dedicated to protecting and preserving our oceans. The Ocean Foundation provides assistance to these entities, which have a need to develop a certain skill or competence, or for general upgrading of performance ability. The Ocean Foundation was created in part to bring new financial and technical resources to the table so that we can increase the capacity of these organizations to pursue their missions.

## Ocean Hero: Kama Dean (Pro Peninsula)



Kama Dean is a Program Officer at The Ocean Foundation where she manages TOF's Fiscal Sponsorship program. She joined TOF from Pro Peninsula, an organization that she co-founded and directed that focused on grassroots environmental efforts in Baja California. Kama holds a Master's degree in Pacific International Affairs from UCSD's Graduate School of International Relations and Pacific Studies. From 2004 to 2008 she managed the Grupo Tortuguero de las Californias, overseeing their monitoring, education and network building programs. She currently serves as the President of the Board of Directors of the Grupo Tortuguero. Kama has also worked with several U.S. and Mexican environmental organizations on grant writing, fundraising, policy research, and organizational development.



She served on the International Sea Turtle Symposium's planning committee for the 2008 and 2011 meetings, and is currently planning an international symposium focused on Conservation Science throughout Northwest Mexico to be held in May 2011. [www.propeninsula.org](http://www.propeninsula.org)



Photo: Patrick Love

## FSF: Blue Climate Solutions (Steven Lutz)

Blue carbon is the term used to describe the sequestration of carbon by seagrass meadows, mangroves, and other ocean systems. Over the past year, Blue Climate Solutions has spearheaded the effort to bring the opportunity presented by blue carbon to Congress, targeting key climate actors in the Senate and engaging the Executive Branch. Blue Climate Solutions raised the visibility of blue carbon by forming the the Blue Climate Coalition (BCC), to support blue carbon policies. The BCC currently represents over 70 groups and 150 marine scientists from 33 countries. The BCC has worked to educate senators and other government officials about the importance of protecting natural ocean carbon sinks, including healthy coral reefs, instead of ecologically harmful ocean fertilization projects. The coalition has also established the Blue Carbon Blog:

[www.bluecarbonblog.blogspot.com/](http://www.bluecarbonblog.blogspot.com/)  
[www.sites.google.com/site/blueclimatesolutions](http://www.sites.google.com/site/blueclimatesolutions)



Photos: A. Pomares, iStockphoto.

## Expanding Ocean Literacy and Public Awareness \$1,980,700

One of the most significant barriers to progress in the marine conservation sector is a lack of real understanding about the vulnerability and connectivity of ocean systems. It is easy to think of the oceans as vast, almost unlimited sources of food and recreation with abundant animals, plants, and protected spaces. Thus, it can be difficult to see the destructive consequences of human activities along the coast and below the surface. This lack of awareness creates a significant need for programs that effectively communicate how the health of our oceans relates to climate change, the global economy, biodiversity, human health, and our quality of life.



Photo: Hoyt Peckham

## Ocean Hero: Alexandra Cousteau (Blue Legacy International)

Alexandra Cousteau is one of National Geographic's "Emerging Explorers" and founder and President of Blue Legacy International. Alexandra's global initiatives, such as Expedition Blue Planet, seek to inspire and empower individuals to take ownership of their freshwater resources and realize their implications for human and aquatic communities, including marine habitats. Alexandra served as the Global Water Advisor and spokesperson for the global Live Earth 2010 Run for Water and currently sits on the Board of the Global Water Challenge, Mother Nature Network, and EarthEcho International, as well as on the steering committee of The Shark Alliance.



Photos: © 2010 Blue Legacy



In 2009, she co-hosted Discovery's "Blue August" and served as their Chief Correspondent on Water Issues for "Planet Green." By combining traditional media tours and film with social media platforms, Alexandra has helped NGO, governmental and corporate-led water programs to engage record audiences for action. She will release her first book, *This Blue Planet*, in 2011. [www.alexandracousteau.org](http://www.alexandracousteau.org)

## FSF: Ocean Connectors (Frances Kinney)

Frances Kinney, Ocean Connectors Program Director, has developed a unique and inspiring program model that teaches environmental stewardship in conjunction with important lessons in cultural awareness, teaching students in San Diego, California and Baja California Sur, Mexico that we must collaborate and unite across political boundaries to protect marine life. The Ocean Connectors program carries out innovative educational activities in both the US and Mexico, and is offered for free to about 2,500 low-income students each year. Using different species of migratory marine life as case studies, Ocean Connectors works to teach ocean conservation lessons to underserved students while also increasing their awareness of the connection between terrestrial and oceanic ecosystems. Thus, youth come to understand the human relationship to ocean health. Most of the students live just miles from the coastline, and yet the Ocean Connectors program is their only source of marine science education. With Frances at the helm, program participation and support have more than doubled over the past three years and demand continues to grow. [www.propeninsula.org/content/1/1/14.html](http://www.propeninsula.org/content/1/1/14.html)



Photo: Dale Frost

## STATEMENT OF FINANCIAL POSITION

JUNE 30, 2010

### CURRENT ASSETS

Cash and cash equivalents	\$959,368
Grants and accounts receivable	\$3,013,144
Prepaid expenses	\$126,148
	<b>\$4,098,660</b>

### PROPERTY AND EQUIPMENT

Equipment and software	\$55,243
Furniture and fixtures	\$2,041
Less: accumulated depreciation	\$43,158
	<b>14,126</b>

### TOTAL ASSETS

**\$4,112,786**

## LIABILITIES AND NET ASSETS

### CURRENT LIABILITIES

Accounts payable & accrued expenses	\$72,781
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### TOTAL LIABILITIES

**\$72,781**

### NET ASSETS

Unrestricted, Undesignated	(\$108,616)
Unrestricted, Designated	\$1,088,629
Temporarily Restricted	\$3,059,991

### TOTAL NET ASSETS

**\$4,040,005**

### TOTAL LIABILITIES AND NET ASSETS

**\$4,112,786**

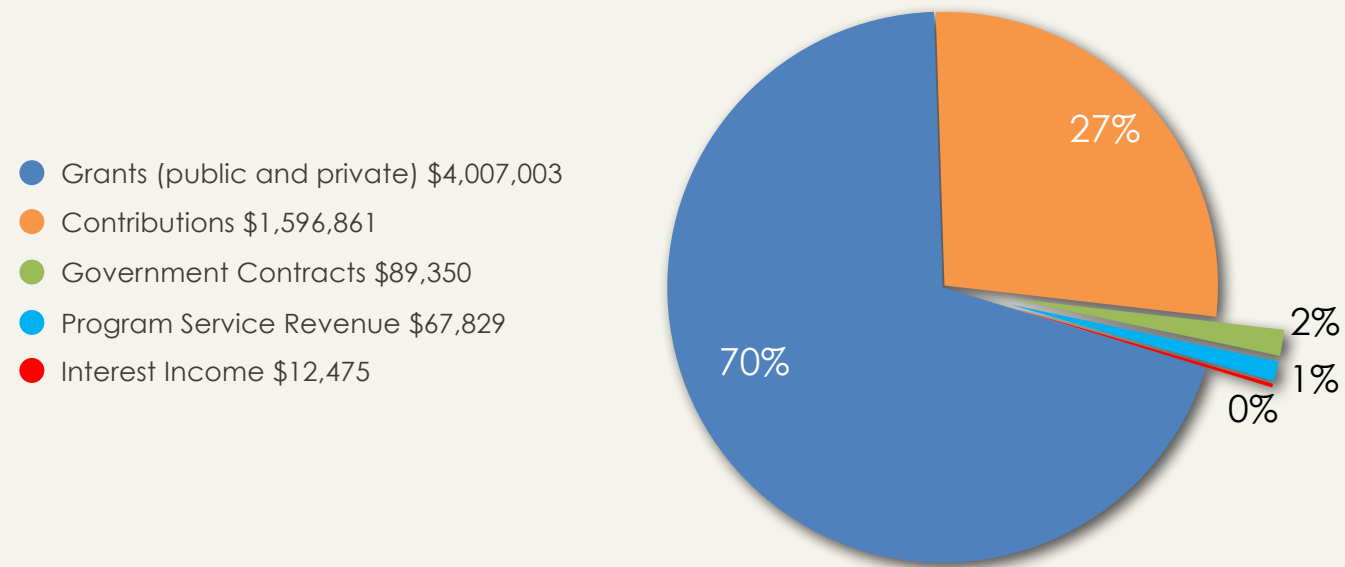
## STATEMENT OF ACTIVITIES

JUNE 30, 2010

	Unrestricted	Temporarily Restricted	Total
<b>REVENUE &amp; SUPPORT</b>			
Grants & contributions	\$177,598	\$5,496,266	\$5,673,864
Program service revenue	\$157,179		\$157,179
Interest income	\$12,475		\$12,475
	<b>\$347,252</b>	<b>\$5,496,266</b>	<b>\$5,843,519</b>
<b>NET ASSETS RELEASED FROM RESTRICTION:</b>			
Satisfaction of program restrictions	\$4,168,624	(\$4,168,624)	
<b>Total revenue &amp; support</b>	<b>\$4,515,876</b>	<b>\$1,327,643</b>	<b>\$5,843,519</b>
<b>EXPENSES</b>			
Program Services			
Protecting Marine Habitats	\$564,657		\$564,657
Protecting Species of Concern	\$1,367,587		\$1,367,587
Ocean literacy	\$1,086,828		\$1,086,828
Building Marine Community Capacity	\$956,395		\$956,395
<b>Total program expenses</b>	<b>\$3,975,467</b>		<b>\$3,975,467</b>
<b>Support Services</b>			
Management & general	\$510,701		\$510,701
Fundraising	\$62,600		\$62,600
<b>Total expenses</b>	<b>\$4,548,768</b>		<b>\$4,548,768</b>
<b>CHANGE IN NET ASSETS (DEFICIT)</b>	(\$32,892)	\$1,327,643	\$1,294,751
Beginning net assets	\$1,007,212	\$1,320,734	\$2,327,945
Net assets increase	\$5,695	\$411,615	\$417,309
<b>Ending net assets</b>	<b>\$980,014</b>	<b>\$3,059,991</b>	<b>\$4,040,005</b>

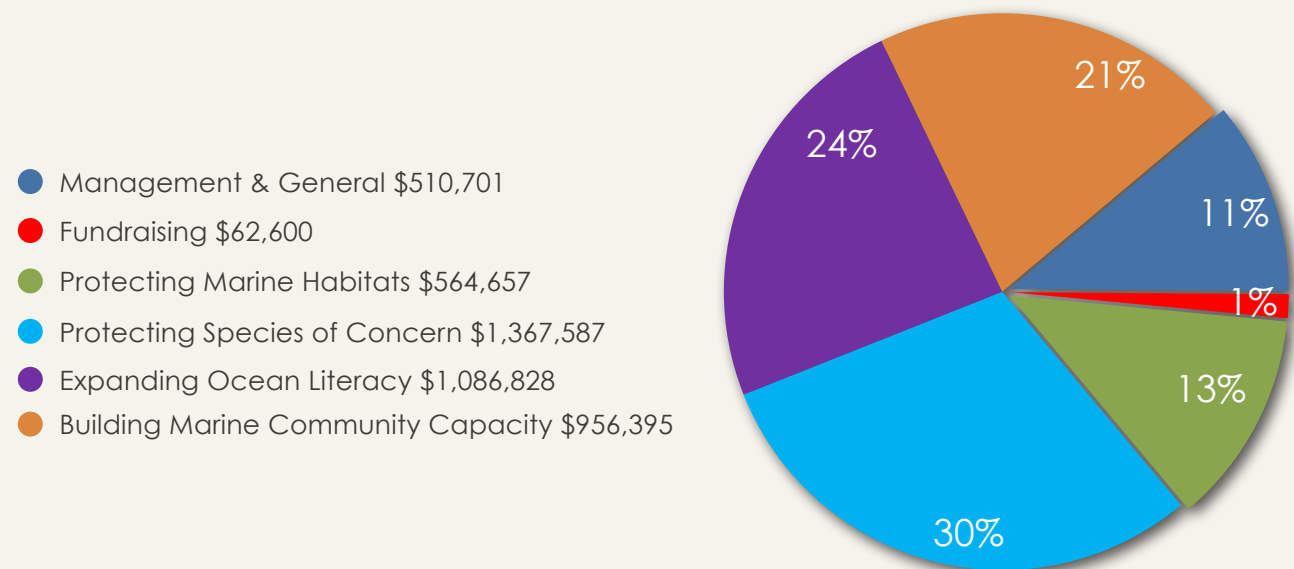
## INCOME BY TYPE FISCAL YEAR ENDED JUNE 30, 2010

Total Income \$5,843,519

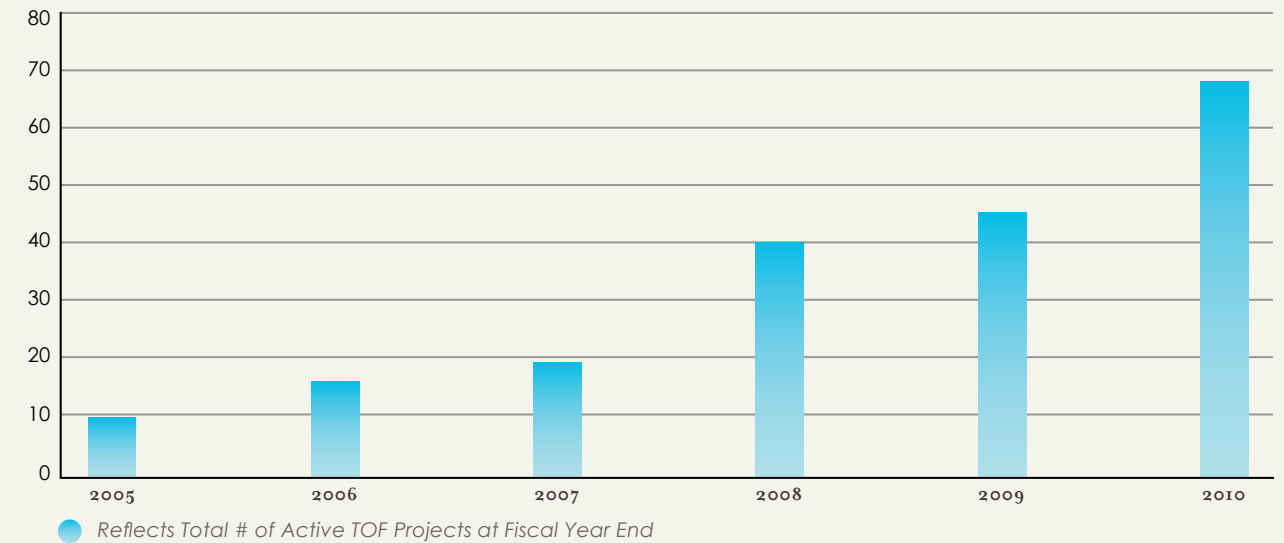


## EXPENSES BY PROGRAM AND SUPPORT FUNCTION FISCAL YEAR ENDED JUNE 30, 2010

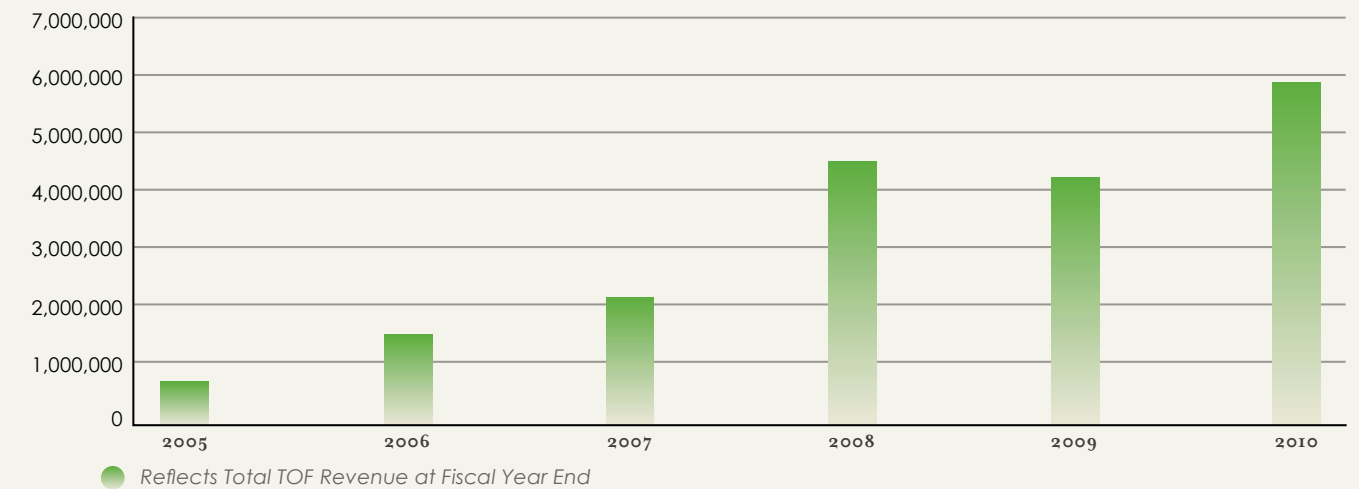
Total Expenses \$4,548,768



## PROJECT GROWTH



## REVENUE GROWTH



## Type of Funds The Ocean Foundation Manages

Please tell us what you would like to do for the ocean

**Donor-Advised Funds** are set up by a donor to be spent in support of marine conservation with a special emphasis on those areas perceived as having the greatest need, as advised by the donor.

**Field of Interest Funds** leverage the contributions of multiple donors in support of conservation efforts in specific geographic or issue areas of concern, such as Alaska's oceans, coral reefs or marine mammals.

**Fiscal Sponsorship Funds** are semi-independent, short term or incubatory projects housed at The Ocean Foundation, for which we provide financial oversight, tax and corporate compliance, and other services as needed.

**Committee-Advised and Resort Partnership Funds** are generally geographically or topically specific and each has a Board of Advisors that provides input into how funds are sent.

Greater detail about all of our funds can be found on The Ocean Foundation website

[www.oceanfdn.org](http://www.oceanfdn.org)





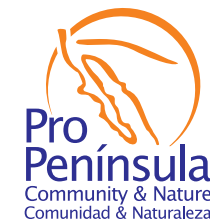
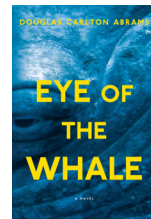
# THE OCEAN FOUNDATION

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Fax 202.887.8992  
info@oceanfdn.org

[www.oceanfdn.org](http://www.oceanfdn.org)

*The Ocean Foundation is the only international community foundation dedicated to the oceans. Its niche is providing high-end philanthropic advice for the community of donors who care about coasts and the ocean.*



Atlantic Salmon -Lost at Sea • Baja Loggerhead Mortality • Blue Climate Solutions • Blue Cloud Spatial • Deep Ecology Resources • Deep Surface • Guanaja Mangrove Restoration • Lateral Line Fund  
Marine Ecosystems Services Partnership • National Ocean Policy Fund • Sonar and Whales • Striper Wars • Weird and Wild In the Sea