



# THE OCEAN FOUNDATION

ANNUAL REPORT FY2016



# LETTER FROM THE PRESIDENT

Dear Ocean Steward,

There is a pervasive feeling of collective breath holding as we close out 2016 and head into 2017 (a breath, we might add, brought to you by the ocean). Many have seen the past year as a colossal joke, a reason for mourning, or an omen of the apocalypse; a year where we saw the passing of world leaders and role models; where we saw unexpected paradigm shifts and regime changes; a world, perhaps, that has woken us up to issues we previously did not stop to consider.

This year our global population hit just over 7.4 billion people, and 2015 was announced the warmest year on record worldwide – 2016 is set to beat that record. We saw the coral bleaching crisis of the Great Barrier Reef and watched as NOAA released their coral thermal stress report, confirming we had suffered our third global coral bleaching event. Readers paid rapt attention as Ian Urbina reported on human rights abuses and the seafood industry in his iconic “Outlaw Ocean” series. As we head into the final year of the United States’ chairmanship of the Arctic Council this polar climate continues to warm and the ice continues to melt. Global carbon dioxide measures breached 400 ppm, and did not drop again. The now notorious “blob” caused fish die offs and led to the tragic starvation of sea lion pups. Could there be no end to bad news?

However, despite the grave threats faced by our marine world, we do have solutions and reasons for hope. We are seeing great progress in combatting crises, even as they develop.

A string of announcements heralded the creation of ever larger protected areas. The Papahānaumokuākea Marine National Monument was expanded to four times its original size following a trend set by Chile, France, New Zealand, and the United Kingdom. While bigger may not necessarily mean better parks, it is an encouraging trend to witness. The United States took action on illegal, unreported, and unregulated fishing. Bans on micro-beads and plastic bags were put into effect on state and nationwide levels.

Grassroots and local organizations took a stand against offshore oil and gas exploration and were heard – oil and gas interests backed out of the Arctic and the Atlantic, at least for a time. Projects we are proud to host – Coastal Coordination, Ocean Conservation Research, and Ocean Defense – have worked tirelessly to reach this milestone. As President of The Ocean Foundation I provided legal advice to the coalition builders and community organizers defending our coasts from industrial interests.

The Ocean Foundation and our CubaMar project helped to pioneer new relations with Cuba, using scientific partnerships as models to forge new diplomatic ties and pledges to work together on protected areas. The Guanahacabibes and Banco de San Antonio in Cuba and Florida Keys and Flower Garden Banks national marine sanctuaries in the United States became sister parks – recognizing that these places are all inextricably linked through the flow of the ocean. The international community came together for the Our Ocean series of conferences to address significant threats to our global resource.

This year may seem like cause for great alarm. We urge you not to be alarmed but rather to act. Throughout the years, we’ve discovered that The Ocean Foundation has developed a unique role within the marine conservation community. As a leading figure, our advice is highly sought after to provide ground-breaking solutions for the world’s most complicated environmental issues. But our mission is far from over. Join us in action – donate your dollars, your time, or your talents to the issues that matter to you. Sign a petition, pledge to use a reusable water bottle, join a local community beach clean up, or find less harmful modes of transportation.

As a global community we have taken great strides for ocean conservation in this past year. Though we embark on our share of challenges, we promise to rise above any obstacle. It is our hope that through our projects and programs we provide inspiration for the next generation of ocean conservationists. We urge you to commit to reasons for hope - commit to change, commit to diversity and resilience, and commit to our blue planet.

Today, I stand incredibly honored to share The Ocean Foundation’s accomplishments with you and the marine community. You are an important part of our global network of ocean heroes as we keep steering ocean stewardship onto a new horizon.

For the ocean, and for us all,



Mark J. Spalding, President



THE OCEAN FOUNDATION

## OUR MISSION AND VISION

Our mission is to support, strengthen, and promote those organizations dedicated to reversing the trend of destruction of ocean environments around the world. We do this in three ways:

- We simplify giving so donors can focus on their chosen passion for the coasts and ocean.
- We focus our collective expertise to generate cutting edge content on emerging threats, potential solutions, and better strategies for implementation.
- We find, evaluate, and support the most effective marine conservation projects and organizations.

Our vision is to be the organization that:

- Steers human interaction with the coasts and ocean toward a sustainable future by building a strong, vibrant and well-connected community of donors, grantees and projects that effectively respond to urgent issues and seizes on key opportunities for global marine conservation.
- Provides leadership to the ocean conservation community - working together, developing a better understanding of potential solutions to the threats facing the marine environment, along with stronger capacity and effectiveness to implement those solutions on the ground and in the water.
- Promotes the use of diverse tools to protect and restore ocean habitats worldwide.



### MONEY SPENT PER CATEGORY

\$1,598,339	Protecting Marine Habitats & Special Places
\$1,684,685	Protecting Species of Concern
\$1,282,060	Building Marine Community & Capacity
\$797,973	Expanding Ocean Literacy

In this report, we have highlighted The Ocean Foundation's success and accomplishments in the areas mentioned above. For more information on any given category, please visit us at [www.oceanfdn.org](http://www.oceanfdn.org) or contact us at [info@oceanfdn.org](mailto:info@oceanfdn.org).

## CONSERVING MARINE HABITATS AND SPECIAL PLACES: \$1,598,339

TOTAL AREA OF PLACES WITH NEW OR  
EXPANDED PROTECTIONS: 8,600 SQUARE MILES

### SEAGRASS

- In November of 2015, we received great news – the methodology for a restoration project to sequester carbon was certified by the **Verified Carbon Standard (VCS)**. TOF and Restore America’s Estuaries put in a tremendous amount of work to write, review, and submit this methodology. The certification by VCS is a great culmination of this hard work, and further legitimizes blue carbon projects as economical and high impact carbon sequestration projects.
- This year we were able to support **seagrass restoration activities in California** that are part of a larger ecosystem and biodiversity research project. Two of our staff members were able to visit this project and see first hand the amazing life that these seagrass beds support.
- We are a partner in the **UNEP Blue Forests project**, which aims to unlock the values of coastal carbon and ecosystem services and turn them into revenue and management options.
- TOF was also able to deepen relationships with corporate sponsor and donors, as well as begin new relationships with organizations such as **In2Green**. This past year, In2Green designed a specific seagrass themed blanket, with part of the proceeds from the sale of this blanket going to support our Seagrass Grow Fund!
- Mark J. Spalding was asked to be a guest lecturer on **Blue Carbon at Scripps Institution of Oceanography** in February 2016.
- Also this past year saw the launch of our new **Seagrass Grow website** in March of 2016. Our updated calculator provides a more user-friendly experience. It features more options for donors to calculate an amount of carbon they would like to offset, or enter a set dollar amount they would like to donate and how much carbon that donation can sequester.
- Along with the release of our new website in March we worked with Conservation Media Group to produce “**One Blade of Grass,**” a short promotional video about the benefits of seagrass and our Seagrass Grow Fund.

### DID YOU KNOW?

#### One acre of seagrass:

- ➔ Sequesters 7,401 pounds of carbon per year (83 g carbon per square meter per year), equivalent to CO2 emissions from an automobile traveling 3,860 miles (6,212 km).
- ➔ Absorbs 6.4 pounds (2.9 kg) of nutrients per year, equivalent to the treated effluent from 490 people.  
Provides ecosystem services worth \$18,000/year.
- ➔ Acts as the nurseries of the sea by supporting
- ➔ 40,000 fish and 50 million small invertebrates.
- ➔ Is valued at over \$200,000 per year in the potential value of fish protected.

## CORAL REEF FUND

Through the generosity and support of other foundations in the marine community, TOF was able to make several grants to the Corals of the World project being led by J. "Charlie" Veron. Charlie has been working steadily on converting the information on the coral reefs, species, and ecology he gathered into the Corals of the World book and CDs onto an interactive website.

The goal of the Corals of the World Project is to create interactive online, updateable, open-access system that will act as the digital version of the project's 3-volume hard copy encyclopedia published in 2000. Charlie recently was able to launch a draft version of the website at the International Coral Reef Symposium in Honolulu this past June, and within the first week had over 700 visitors to the site.



## PROJECT HIGHLIGHT: Cuba Marine Research and Conservation

Fernando Bretos of our Cuba Marine Research and Conservation project was featured on AAAS panel "Science Diplomacy with Cuba: Advances and Opportunities" in December 2015. This year saw incredible progress for the relationship between Cuba and the United States, including the signing of a sister marine parks agreement that originated from

- CMRC's Trilateral Initiative meetings.

In the words of our President, "Congratulations to all those who worked hard to make this happen. A big bit of credit goes out to

- Fernando Bretos and all those who have been part of our Cuba Marine Research and Conservation project at The Ocean Foundation and the years of building trust and bridges of cooperation via the Trilateral Initiative to promote Cuba, Mexico and USA collaboration on marine science."



## PROTECTING SPECIES OF CONCERN: \$1,684,685

TOTAL SPECIES WITH NEW OR EXPANDED PROTECTIONS: 10

## REDUCING BYCATCH & MORTALITY

The incidental take of marine animals in fisheries, both legal and illegal, is one of the major threats to species of concern such as the iconic leatherback sea turtle or the highly vulnerable Vaquita porpoise. TOF is working with scientists and students to connect to local communities and reduce the amount of bycatch and mortality of charismatic species.

- An illegal gillnet fishery in Mexico is greatly endangering the Vaquita porpoise, a shy and highly endemic species. In FY16 we supported a group working to monitor illegal fishing activity in the Vaquita's range through the use of citizen science and engagement through the development of an app.
- The winner of this past year's Boyd Lyon Scholarship was Andrews Agyekumhene, a Master's student at the University of Ghana. Andrews is working with local communities, fishermen, and scientists to reduce the amount of sea turtle bycatch in the gill net fishery along the coast of Ghana.



## OCEAN DISCOVERY INSTITUTE – OCEAN LEADERS

The Ocean Foundation was able to support the **Ocean Discovery Institute** this past year, a San Diego-based 501(c)(3) nonprofit organization that has been providing science education to underserved, urban communities for over 15 years. Ocean Leaders is an Ocean Discovery Institute initiative that engages underrepresented students in a series of interconnected after-school and summer programs. This initiative offers a pathway for these students to progress from secondary school through college and on to careers in science and conservation. The students' experience includes field work in Baja California, Mexico with the goal of determining methods to reduce sea turtle in small-scale commercial gillnet fisheries

### ICAPO

ICAPO, a project of The Ocean Foundation, received the **top award** at 2016 International Sea Turtle Society symposium for its sea turtle research in March 2016.

### TAG-A-GIANT

**Dr. Barbara Block**, our Tag-A-Giant project leader, won the "Excellence in Science" 2016 Peter Benchley Ocean Award!

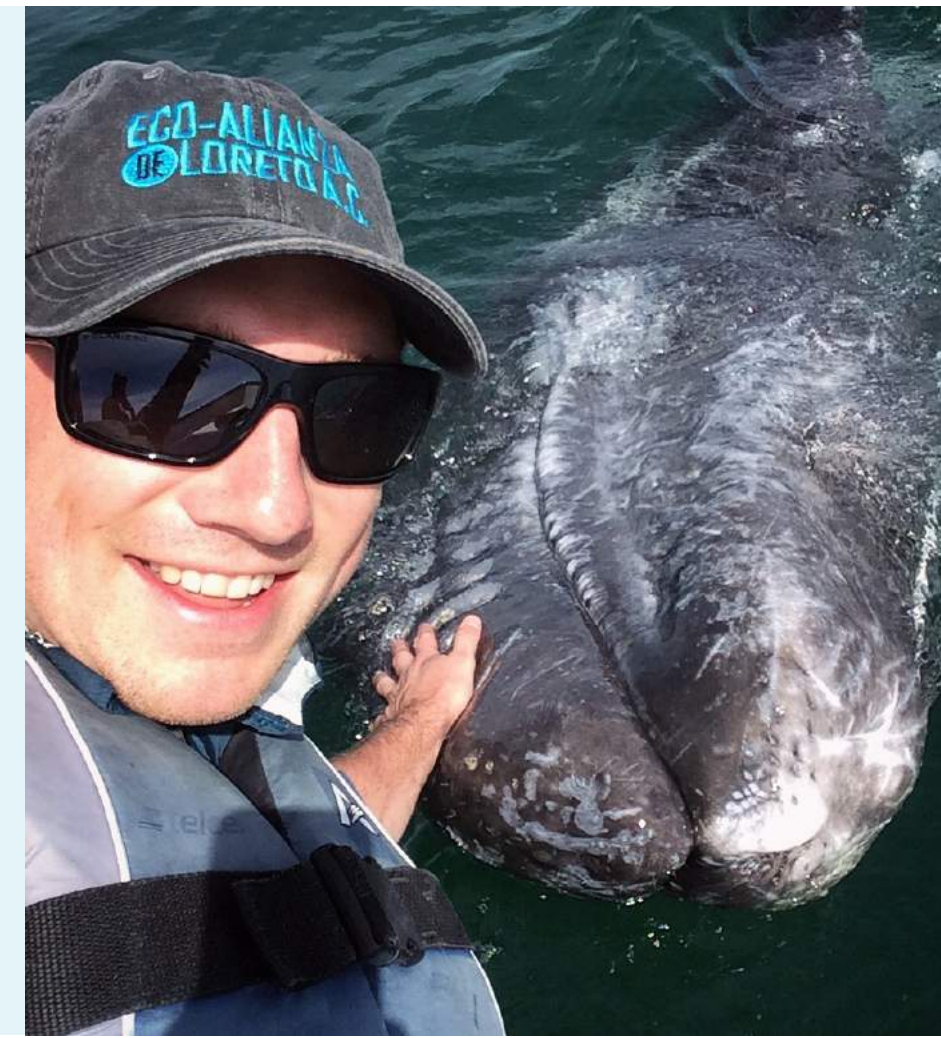
On February 29, 2016, an enthusiastic group of 45 participants meet at the Scientific University of the South in Lima, Peru, for the very first workshop on the use of **Photo Identification (PID) in sea turtle research and conservation** held in association with the Annual Symposium on Sea Turtle Biology and Conservation from February 29 – March 4, 2016. This session was made possible by the support of The Ocean Foundation

## PROJECT HIGHLIGHT:

### Laguna San Ignacio Ecosystem Science Program

Our program manager Ben Scheelk visited our program in Baja California Sur, the Laguna San Ignacio Ecosystem Science Program. Steven Swartz, author of Lagoon Time, leads this scientific program in the investigation and monitoring of the gray whales and other species in Laguna San Ignacio.

In Ben's own words, "For years, this remote area has captured the imagination of explorers, scientists, filmmakers, and fishermen, as well as whalers and industrialists. The lagoon, best known for the prodigious number of gray whales that arrive each winter to breed and calve, is full of diverse marine wildlife, including sea turtles, dolphins, lobsters, and numerous varieties of commercially-valuable fish... Whatever may happen in the years to come, it is clear that the ongoing protection of Laguna San Ignacio will largely depend, as it has in the past, on the area's most iconic visitors, la ballena gris."





## BUILDING THE CAPACITY OF THE MARINE CONSERVATION COMMUNITY

**\$1,282,060**

TOTAL NUMBER OF  
GRANTS DISTRIBUTED: **89**

## BAJA CALIFORNIA SUR Nopoló Park Project

TOF has secured an additional year of funding to support our ongoing efforts to secure federal protection of 5,000 acres of land in Loreto, Mexico. This area is adjacent to the Loreto Bay National Marine Park, a UNESCO World Heritage Site, and contains the headwaters of the Primer Agua River, cardon cactus forests, upland desert, and coastal habitat. These diverse ecosystems offer a pristine playground for kayaking, recreational fishing, hiking, whale watching, and more.

The overarching goal of our effort is to create the Nopoló National Park to enable public access and provide recreational opportunities to both locals and visitors. The new park will permanently protect a corridor of delicate habitat that provides ecological connectivity between the Loreto Bay National Marine Park and the Sierra La Giganta mountains (which are being nominated by the Mexican federal government as a Biosphere Reserve).

We owe special gratitude to Columbia Sportswear, a key field partner for TOF and the organization which nominated us for support from The Conservation Alliance for a third year in a row.

## OTHER HIGHLIGHTS

- Though TOF's ongoing participation in the Ocean and Climate Platform, we helped make the ocean a part of The Paris Agreement at COP21.
- For the past three years we have partnered with the Fundación Tropicalia, which works in the Dominican Republic to improve education, agriculture, and community health. TOF developed a detailed Sustainability Management System for Tropicalia, and continues to monitor its implementation.

## BAJA CALIFORNIA SUR

### Keep Loreto Magical

Loreto is a designated “Pueblo Mágico,” a designation initiative led by Mexico’s Secretariat of Tourism to promote towns that offer a “magical” experience with their natural beauty, cultural riches, or historical relevance. For over 30 years TOF has met with and advised local grassroots organizations, resorts, and citizens’ organizations in Loreto. We have been able to lend our expertise through consulting, pro bono work, and grantmaking to help build and support the local community and their work to protect their local, magical environment.



In November 2015 and June 2016, Mark J. Spalding visited Loreto to talk to local leaders, business owners, and non-profit staff about the best ways to ensure that Loreto’s landmark Ecological Ordinance, a conservation law, is implemented as intended. Open pit mining is one example of a water-intensive, water-polluting activity that flies in the face of the ordinance. Mark had many valuable meetings that helped inform what might be done to ensure the community does not open the door to mining. We continue to work with community leaders to address threats to the upholding of the local ordinance, and continue to commit our resources and staff time to keeping Loreto magical.



## PROJECT HIGHLIGHT:

### Redfish Rocks Community Team

The Redfish Rocks Community Team is a new project TOF added to its fiscal sponsorship portfolio in FY16. The purpose of the Redfish Rocks Community Team is to support the success of the Redfish Rocks Marine Reserve, Marine Protected Area, and the community through research, community engagement, economic development, and effective partnerships. Their vision includes ongoing reliable research being conducted around Redfish Rocks and integrated with analysis of the ecological and socioeconomic research. The team will strive to achieve its vision through focusing resources in three main areas:

- Ecological Research and Monitoring
- Outreach and Education
- Economic Development

Through citizen science programs, the team engages students and community volunteers to gather data on ecologically significant issues such as ocean acidification monitoring with Oregon State University.





## EXPANDING OCEAN LITERACY AND PUBLIC AWARENESS

\$797,973

TOTAL NUMBER OF STUDENTS REACHED: MORE THAN 9,000

### EXPANDING NETWORKS: Field Research Partnership

In September 2015 we launched our Field Research Partnership program. Brands who are passionate about sustainability and the ocean—like longtime partner Columbia Sportswear – have been donating product to The Ocean Foundation to be used by projects in the field for three years. By using this formalized model, TOF can reach a wider audience with our conservation message and businesses can contribute through in-kind or cash donations to the “in the water” work that TOF makes possible throughout the world.

TOF's Field Partners now include:

- Columbia Sportswear Company
- Klean Kanteen
- JetBlue
- Numi Organic Tea

### THE OCEAN FOUNDATION IN THE NEWS...

Our President wrote three peer-reviewed articles on topics such as the blue economy and new trends in philanthropy.

- *The New Blue Economy: The Future of Sustainability*, *Journal of Ocean and Coastal Economics Vol. 2*, Article 8 (February 2016)
- *Giving with Your Heart and Your Head: Using Metrics in Philanthropy*, *Journal of Sustainable Finance and Banking* (November 2015)
- *Offset Your Life the Blue Way*, *Journal of Sustainable Finance and Banking* (November 2015)

Llewellyn King of **White House Chronicle** interviewed Mark on the state of our ocean today, touching base on plastics, ocean acidification, seagrass, shrimp and much more in January 2016.

Mark was also featured in a November 2015 Women's Wear Daily piece about **precious red coral** being used in jewelry.

### Friends of the Global Ocean Acidification Observing Network (GOA-ON)

President Mark J. Spalding represented us at the 4th International Symposium on the Ocean in a High-CO2 World in Hobart, Tasmania and a side workshop meeting for the GOA-ON membership itself in May 2016. We were able to release five travel grants to scientists from around the world to attend the GOA-ON Science Workshop. Mr. Spalding gave a talk and held a poster session regarding the expansion of the Global Ocean Acidification Observing Network. Following this presentation, Mark also participated in a briefing for the US Interagency Working Group on Ocean Acidification in June 2016.



### Ocean Acidification and Climate Action Program

This past year marked the second year of our work on our Ocean Acidification and Climate Action Program, made possible by the Educational Foundation of America. This is a unique strategic multi-sector partnership to work with legislators in states where there is momentum and opportunity to advance important policies at the state level (that will also further a national dialogue). In our second year we have made significant progress in helping states take action to address OA and climate change. Our network of partners has grown; we are now working with champions in ten states, exceeding our target of eight states. We continue to hold one-on-one meetings with champions and are working with them to draft legislation specifically for their state. We have so far supported the passage or introduction of legislation in five states: Massachusetts, New Hampshire, Rhode Island, New York, and California.

### NETWORK BUILDING

To ensure long-term success of the training programs, each trainee was assigned a senior scientist mentor as part of GOA-ON's "Pier-2-Peer" mentorship program. The Ocean Foundation, in partnership with GOA-ON, also established the **Africa OA Network**. This network, led by former workshop participants, provides a place for African scientists to collaborate and problem solve as they study how ocean acidification is affecting their coasts and communities.

### 12 SCIENTISTS FROM 10 COUNTRIES

Twelve scientists from 10 countries participated in a capacity building workshop held in Mozambique.

- Through our public-private partnership with the U.S. Department of State and donations to the Friends of GOA-ON Fund we trained scientists on the theory, laboratory and field skills necessary to conduct ocean acidification monitoring.

### PROJECT HIGHLIGHT: The Ocean Project

As part of its growing efforts to develop a youth alliance for our ocean, The Ocean Project facilitated the creation of Sea Youth Rise Up, collaborating closely with Big Blue & You and the Youth Ocean Conservation Summit. This collaborative campaign, launched for World Oceans Day 2016, focused on developing youth engagement and leadership in advocating for policy improvements as well as the arts and media for ocean conservation. The youth delegation for Sea Youth Rise Up 2016 conducted a World Oceans Day live Google hangout at the New York Aquarium, met with leaders at the United Nations during their World Oceans Day reception and events, met with the leadership of the White House Council on Environmental Quality to discuss protecting special marine areas (e.g. the Northeast Canyons and Seamounts Marine National Monument), and participated in Capitol Hill Oceans Week and an Oceans Live broadcast about the importance of including youth in helping bring about a healthier ocean and more sustainable future. A Sea Youth Rise Up documentary has also been released to help spread the word about youth leadership and engagement for ocean conservation.



# OCEAN ACIDIFICATION

From the shallows to the deeps of the great ocean that covers 71% of our planet, a crisis is occurring. As CO<sub>2</sub> dissolves into the ocean, it alters its chemistry – the ocean is 30% more acidic than it was 200 years ago, and it is acidifying faster than at any time in Earth's history.

Ocean acidification may be invisible, but its impacts are not. Shellfish and coral are particularly vulnerable, but fish and even sharks are having trouble in the increasingly acidic conditions. This incredibly rapid change poses significant threats not only to those species that are affected, but also to all of us who depend on the ocean for the food we eat, the air we breathe, and the life we live.

The Ocean Foundation has been a leading voice on ocean acidification (OA) since 2003. We focus on building the scientific capacity needed to fill critical data gaps to better understand how OA is affecting our coastal communities. We see this issue as incredibly complex, and interdisciplinary by nature of just how much is at stake. In order to fight it, we take a four-part approach:

## MONITOR » ANALYZE » ENGAGE » ACT

### MONITOR: How, where, and how quickly is change occurring?

The first step to fighting OA is to monitor our waters so that we can better understand how, where, and how quickly the change is occurring. We have tools to monitor both chemical and biological changes. Right now, entire regions of the ocean have limited or no capacity for such monitoring. The Ocean Foundation works to increase monitoring capacity by providing training workshops for early career scientists and by supporting the Global Ocean Acidification Observing Network (the GOA-ON) with our Friends of GOA-ON Fund.

### ANALYZE: How are we being affected now, and how will we be affected in the future?

Once we have data, we can identify patterns and conduct experiments informed by real world conditions. With enough experimental data, we can produce models that help us predict future scenarios so that we know where, how, and when to act. The Ocean Foundation supports training on how to design experiments that help us better understand how OA might affect economically, ecologically, and culturally valuable species and the communities that depend on them. This training also includes the building of models and forecasting systems that give us predictive abilities and the power to adapt.

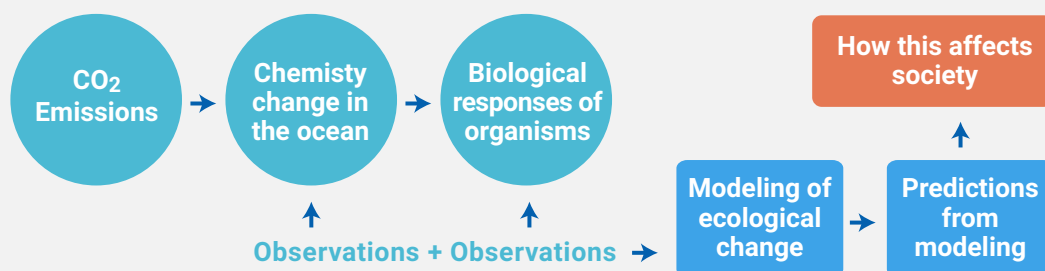
### ENGAGE: Building partnerships and coalitions with stakeholders

Armed with data and a scientific understanding of the threat, we can engage stakeholders with a compelling story of what ocean acidification could mean to them. We can work with fishers, shellfish farmers and others in coastal communities to interpret the effects of OA, and we can work with policy makers to demonstrate how their constituents and the economies of their districts might be affected. The Ocean Foundation works with community groups and legislatures across the world to help bring attention to OA and its potential impacts.

### ACT: Enacting legislation that mitigates ocean acidification and helps communities adapt

By building a coalition of stakeholders – stakeholders who are armed with strong science – we have the power to act. The Ocean Foundation works with legislatures around the world to craft legal language that addresses OA from the local level to the international level. We craft legislation that both helps mitigate – through reduction of CO<sub>2</sub> pollution or blue carbon restoration, including plantings of seagrass, mangroves and salt marsh grasses – and adapt to OA – through programs that provide the tools and resources needed by those industries being affected now, such as early warning systems and tools for reducing mortality at hatcheries.

**Policy makers care about ecosystem services that are threatened by ocean acidification. Observations of chemistry change and biological response allow us to model ecological change and social science to predict societal effect:**



## WHAT ARE WE DOING ABOUT BLUE CARBON?

Since 2008, The Ocean Foundation has been involved in many coastal restoration projects and has widely promoted the concept of Blue Carbon – the capacity of natural ecosystems of seagrasses, tidal marshes and mangroves to take up and sequester large quantities of carbon in both the plants themselves and the sediment below them. Recognizing that this concept could help address climate change while promoting ocean health, The Ocean Foundation has protected and restored these coastal ecosystems while investing in the science and viability of blue carbon.

Blue carbon is the most effective, yet overlooked, method for long term sequestration and storage of carbon. Of equal importance, investment in blue carbon provides invaluable ecosystem services such as:

- Protection from shoreline erosion
- Food and habitat for 70% of juvenile marine species – from shellfish and seahorses to manatees and sea turtles
- Support for recreational and commercial fishing, tourism and food security



### SEAGRASS GROW

In 2008, The Ocean Foundation launched the SeaGrass Grow program, the first blue carbon offset program in the world. Through this innovative program, individuals or businesses can calculate the carbon footprint of their home, workplace or travel and offset it through the voluntary purchase of blue carbon credits to restore and protect seagrass. This year we updated our carbon offset calculator and launched a new website, working with various corporations, foundations, events and individuals to develop the most appropriate offset approach for them. Since its formal launch we have replanted over 300,000 square feet of seagrass (or wetland equivalent) and offset over 200,000 tons of carbon.

In 2013 and 2014 we partnered with Restore America's Estuaries (RAE) to verify a tidal wetland and seagrass restoration methodology to be certified by Verified Carbon Standard. We are now working to design a boater behavior change project as part of the first wetland conservation methodology to provide coastal managers the tools needed for achieving successful adaptation and conservation.

### CONFERENCE OFFSETS

In the past two years, our SeaGrass Grow program was the official offset provider for several events including the SeaWeb Sustainable Seafood Summit, the 3rd World Ocean Summit hosted by the Economist, 35th Annual Symposium of the International Sea Turtle Society, and the USA stopover of the Volvo Ocean Race in Newport, Rhode Island.

**BLUE CARBON OFFSETS** (SeaGrass Grow)  
Guest lecture on Blue Carbon at  
Scripps Institution of Oceanography

**ICAPO** An Ocean Foundation project  
receives the top award at ISTS16  
for its sea turtle research

**Completed a series of blue papers on the issue  
of human rights and the ocean:**

"Human Rights & The Ocean: Slavery And the Shrimp  
on Your Plate" and "Human Rights & The Ocean:  
Shipbreaking and Toxins"

In FY2016 we welcomed the following

**NEW** Fiscally  
Sponsored Projects

- ➔ Redfish Rocks Community Team
- ➔ Yacht Summit Foundation
- ➔ SeaWeb Communications
- ➔ SEVENSEAS

**NEW** Friends of  
Funds

- ➔ Environmental Sculptures
- ➔ Marine Science Today

**WE DOUBLED OUR  
SOCIAL MEDIA IMPACT**

 Facebook followers jumped from 5,000 to  
10,000 in one year

 Our Twitter followers increased from 17,000 to  
over 33,000 strong

**Dr. Barbara Block,**  
our TagAGiant  
project leader  
won the "Excellence  
in Science" 2016  
Peter Benchley  
Ocean Award!

We developed a plan and  
budget to create an  
**International Ocean  
Acidification Secretariat**

### SEAWEB

Launched a new platform "Speaking of Seafood,"  
which puts out comprehensive issue briefs on topics that  
are relevant to the sustainable seafood industry, such as  
pushing people toward more sustainable practices

In February, we held the **12th Seafood Summit  
in Malta**, focused on advancing solutions in  
sustainable seafood



Our Instagram  
has more than  
1,000 followers  
and counting

### OCEAN ACIDIFICATION

We spoke at the National Caucus of Environmental Legislators' annual meeting in Seattle on state legislation to address ocean acidification

AND we presented on international efforts to address ocean acidification for listening session for the state leads from the Pacific Coast Collaborative

We released two new web videos:  
"The Future of the Ocean Depends  
on You" & "Why We Love the Sea"

For our staff & board, we founded a  
**DIVERSITY & INCLUSIVENESS  
COMMITTEE**

**Participated at Rethinking the Future for Coral  
Reefs Symposium, St. James Palace, London**  
in our pursuit of creative and effective means of achieving ocean  
health and amplifying our ocean conservation knowledge

During this fiscal year, we participated in or presented at  
**dozens of conferences, meetings  
and roundtables**

**A few examples include:**

#### Travel and Tourism Sustainability:

Presentation on Sustainable Tourism models for coastal conservation at MarCub (Havana, Cuba); participant in Tropicalia sustainable resort design charrette (Costa Rica); presentations at CREST's Innovators Think Tank: Climate Change & Coastal Tourism (Punta Cana, Dominican Republic)

#### Promoting the Healthy of the Ocean and Its Coasts:

Annual ocean environmental talk at the Eisenhower School (Washington, D.C.); keynote talk at Sustainable Oceans Summit (Washington, D.C.); panel talk at Confluence Philanthropy's annual practitioners meeting (Cambridge); talk at Seafood Expo North America on The Future of The Global Seafood Industry on a Changing Planet (Boston); participant at "Launching the Grand Challenges for Ocean Conservation" as part of a ConservationXlabs "Oceans Big Think", Scripps Institution for Oceanographic Studies; presenter on the New Blue Economy in Middlebury Institute for International Studies' Center for the Blue Economy "Oceans in National Income Accounts Symposium"; presentation on ocean conservation for Environmental Business International (Washington, D.C.); keynote at Confluence Philanthropy's roundtable discussion on "Aquaculture: Impact Investing Opportunities and Risks"; keynote "The State of the Coasts and Ocean" for Conservation Media Group Catalyst Workshop; advisor for the capstone projects for the Masters of Applied Studies in Marine Biodiversity and Conservation at Scripps Institution of Oceanography

Our president, project manager and Board of  
Advisor members were featured as **OCEAN  
HEROES in Origin Magazine!**

### "THE NARROW EDGE" by Deborah Cramer

A wonderful tale of the red knot's epic migration journey, was honored by multiple organizations and is still generating deserved buzz and accolades:

- National Academy of Sciences Best Book Award 2016
- Society of Environmental Journalists Rachel Carson Book Award 2016
- Southern Environmental Law Center Reed Award 2016

We added new resources pages to our website  
on pressing topics such as:

- Deep Sea Mining
- Ocean Acidification
- Sargasso Sea
- Human Rights & the Ocean
- Loreto
- Blue Carbon

# PROJECT SUCCESSES

## FISCALLY SPONSORED PROJECTS

- **FSF Cuba Marine Research and Conservation** organized the **7th annual Trinational Initiative Workshop** with nearly 100 scientists in attendance.
- **FSF The Ocean Project** launched the Youth Initiative in Partnership with Big Blue & You called, “**Sea Youth Rise Up**” (SYRUP). The campaign empowers young people under 25 to be an ocean advocate.
- **FSF Coastal Coordination defeated a poison pill Californian bill** entitled “Rigs to Reef” that would have allowed oil companies to dump oilrigs into the Pacific.
- **FSF Ocean Connectors** hired a **new permanent staff member** and completed an 8-month marketing campaign to improve site traffic including its social media capacity and community outreach.
- **FSF Deep Sea Mining Campaign** published a critical report entitled “**Zero Accountability**” which shed light on Nautilus’ faulty social and environmental benchmarks.
- **FSF SEVENSEAS** surpassed **5,000 subscribers**, reaching readers around the world in over 170 countries.
- **FSF Colorado Ocean Coalition** launched **Ocean Rangers**, a program that trains individuals on a variety of freshwater and saltwater ecosystem topics.
- **FSF Laguna San Ignacio Ecosystem Science Program** launched the first-ever **photo ID catalog of Bottlenose dolphins** living in the lagoon.
- **FSF Ocean Revolution** was among the first-ever NGOs to **partner with the Mozambique government**, signing a Memorandum of Understanding with the Ministry of Sea, Inland Waters, and Fisheries.

## FRIENDS OF FUNDS

- **FoF IEMANYA** organized 15 local and regional workshops **engaging well over 300 fishermen** from surrounding watermen communities.
- **FoF Song Saa Foundation** won a \$50,000 grant from the Asian Development Bank and partnered with **Cambodian** NGOs to create the country’s **first marine protected area**; Koh Rong Archipelago.
- **FoF Island Reach** led the **Nguna Pele Marine & Land Protected Area Network** workshop on climate change adaptation and produced a video on the project’s latest activities.
- **FoF Jamaica Environmental Trust** organized nearly 8,000 volunteers for a **nationwide cleanup effort of Jamaica’s waterways** in partnership with Ocean Conservancy’s International Coastal Cleanup.
- **FoF Fundación Tropicalia** launched the **"Miches, Si" business competition** where 24 students completed workshops and presented plans to judges. Four winners were announced – winning cash prizes up to \$1,000 each.

## Statement of Financial Position

### June 30, 2016

#### CURRENT ASSETS

Cash and cash equivalents	\$251,125
Investments	\$135,179
Grants and account receivable	\$3,069,325
Prepaid expenses	\$38,838
	<u>\$3,494,467</u>

#### PROPERTY & EQUIPMENT

Equipment and software	\$100,271
Furniture, fixtures and vehicles	\$19,936
	<u>\$120,207</u>
Less: accumulated depreciation	\$114,212
	<u>\$5,995</u>

#### OTHER ASSETS

Intangible assets, net	\$15,319
Security deposit	\$12,042
	<u>\$27,361</u>

<b>TOTAL ASSETS</b>	<u><u>\$3,527,823</u></u>
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#### LIABILITIES AND NET ASSETS

##### CURRENT LIABILITIES

Accounts payable and accrued expenses	\$397,347
Tenant security deposit	\$3,100
Deferred rent liability	\$126,261
	<u>\$526,708</u>

<b>TOTAL LIABILITIES</b>	<u>\$526,708</u>
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##### NET ASSETS

Unrestricted	\$2,106,306
Temporarily restricted	\$894,779

<b>TOTAL NET ASSETS</b>	<u>\$3,001,085</u>
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<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u><u>\$3,527,793</u></u>
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The Ocean Foundation is in good financial health with stable cash flow, no debt, few outstanding receivables, and positive revenue flows. We have strong, annually audited, fiscal controls for accountability and transparency for donors, and hosted projects. We are keeping within our budget projections for revenue and expenditures. TOF is operating a lean operation with an average infrastructure and administration cost percentage of less than 11%. Infrastructure and Administrative (I&A) costs include all headquarter office costs including salaries, rent and office expenses accounting and auditing fees, insurance and communications, as well as other related costs to manage the foundation operations. TOF successfully covers these traditional "indirect" operating expenses with the I&A fees charged on all incoming funds to the foundation.

As with almost all nonprofits, we are operating with a very small percentage of unrestricted funds and are working to make this margin more robust and more sustainable. Finally, we would like TOF to be stronger, bigger, more powerful to drive the mission to reverse the trend of destruction of ocean environments around the world. Please join our community foundation for the ocean and help us get there.

## Statement of Activities

June 30, 2016

REVENUE & SUPPORT	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
Grants and contributions	\$1,415,256	\$4,111,035	\$5,526,291
Program service revenue	\$507,289		\$507,289
Investment income	\$2,281		\$2,281
Other income	\$1,310		\$1,310
Rental Income	\$39,600		\$39,600
	<u>\$1,964,125</u>	<u>\$4,111,035</u>	<u>\$6,075,461</u>

#### NEW ASSETS RELEASED FROM RESTRICTION

Satisfaction of program restrictions	\$5,599,699	(\$5,599,699)	
<b>TOTAL REVENUE AND SUPPORT</b>	<u>\$7,564,125</u>	<u>(\$1,488,664)</u>	<u>\$6,075,461</u>

#### EXPENSES (Program Services)

Protecting Marine Habitats	\$1,598,339		\$1,598,339
Protecting Species of Concern	\$1,684,685		\$1,684,685
Building Marine Community Capacity	\$1,282,060		\$1,282,060
Expanding Ocean Literacy	\$797,973		\$797,973
Other Program Services	\$652,687		\$652,687
<b>TOTAL PROGRAM EXPENSES</b>	<u>\$6,015,744</u>		<u>\$6,015,744</u>

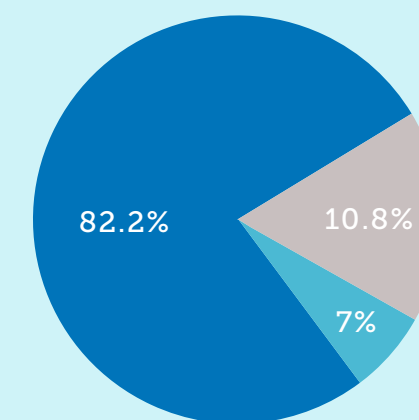
#### SUPPORT SERVICES

Management and general	\$731,748		\$731,748
Fundraising	\$219,070		\$219,070
<b>TOTAL PROGRAM EXPENSES</b>	<u>\$950,818</u>		<u>\$950,818</u>
<b>TOTAL PROGRAM EXPENSES</b>	<u>\$6,966,562</u>		<u>\$6,966,562</u>

<b>CHANGE IN NET ASSETS (DEFICIT)</b>	<u>\$597,563</u>	<u>(\$1,488,664)</u>	<u>(\$891,101)</u>
<b>BEGINNING NET ASSETS</b>	<u>\$1,354,713</u>	<u>\$2,383,443</u>	<u>\$3,892,186</u>
<b>ENDING NET ASSETS</b>	<u>\$2,106,306</u>	<u>\$894,779</u>	<u>\$3,001,085</u>

## COST ALLOCATIONS

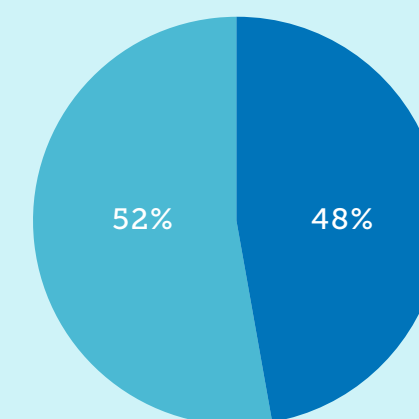
June 30, 2016



- Infrastructure & Admin
- Ocean Leadership Fund
- Programs

## CASH VS. PAYABLES

As of June 30, 2016

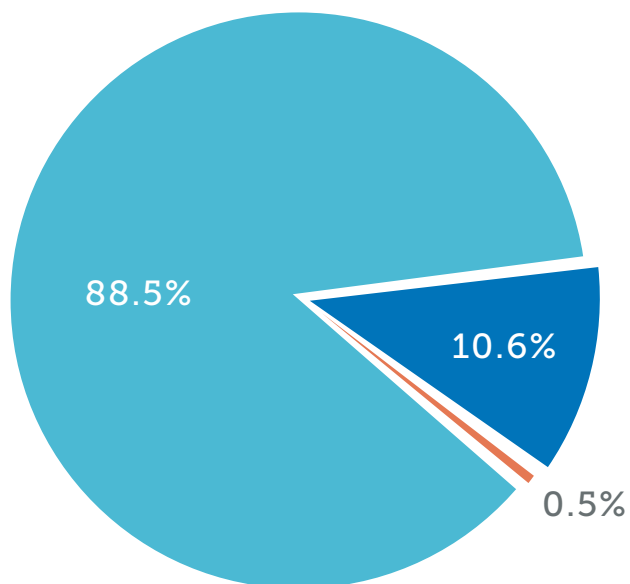


- Cash on Hand: \$386,305
- Outstanding Payables: \$357,754

\*NOTE: The Ocean Foundation has no outstanding loans or other similar outstanding obligations

## REVENUE TO SUPPORT MARINE CONSERVATION

Fiscal Year ended June 30, 2016

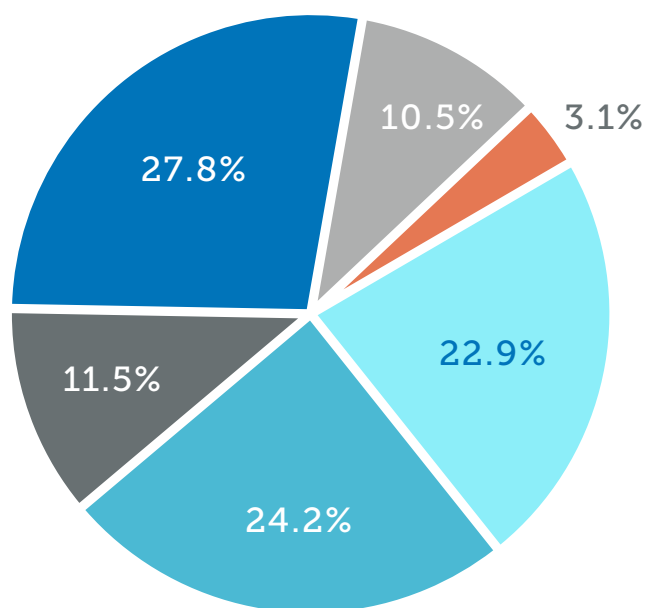


**TOTAL REVENUE: \$6,075,461**

- Grants and contributions from a community of donors who care about the coasts and oceans: \$5,379,769
- Support we received to nurture an array of good ideas and the smart people behind them: \$646,563
- Additional revenue earned to help support those engaged in ocean conservation in the world: \$49,129

## SPENDING BY FUNCTION

Fiscal Year ended June 30, 2016

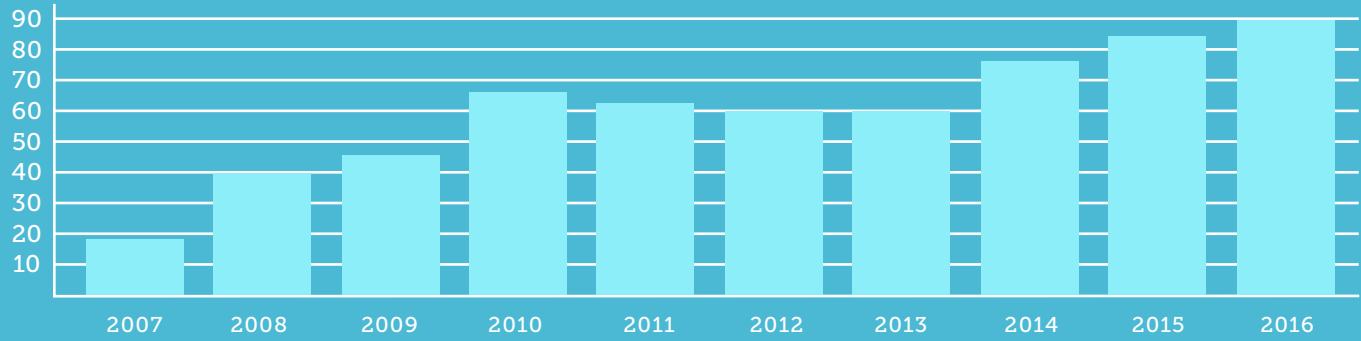


**TOTAL EXPENSES: \$5,820,613**

- Cost of the support we provide to those working to improve the health of the oceans: \$731,747
- Cultivating more support for marine conservation: \$219,070
- Conserving marine habitats and ecosystems that are more than just picturesque: \$1,598,338
- Protecting the species that keep the ocean ecosystem in balance: \$1,684,685
- Expanding awareness that effectively communicates how the health of our oceans relates to almost everything, including our quality of life: \$797,973
- Helping to build the capacity of the many outstanding conservation organizations dedicated to protecting and preserving our oceans: \$1,934,787

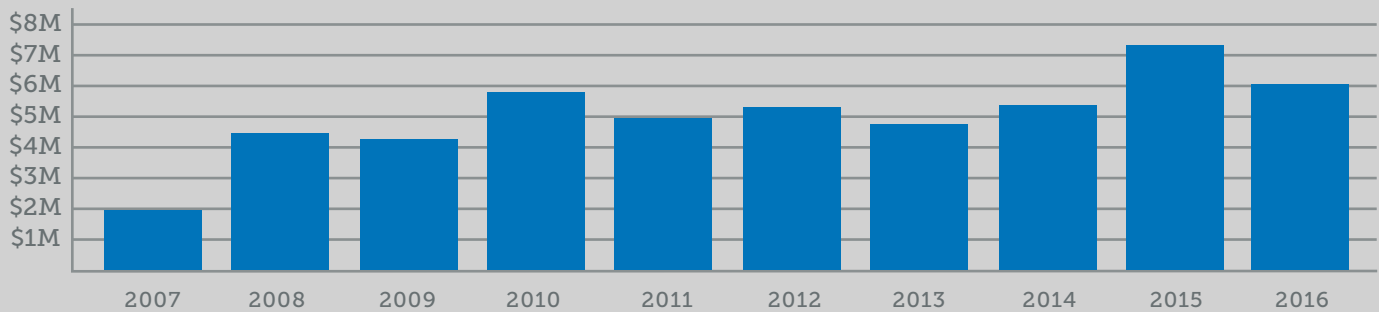
## PROJECT GROWTH

Reflects Total # of Active TOF Projects at Fiscal Year End



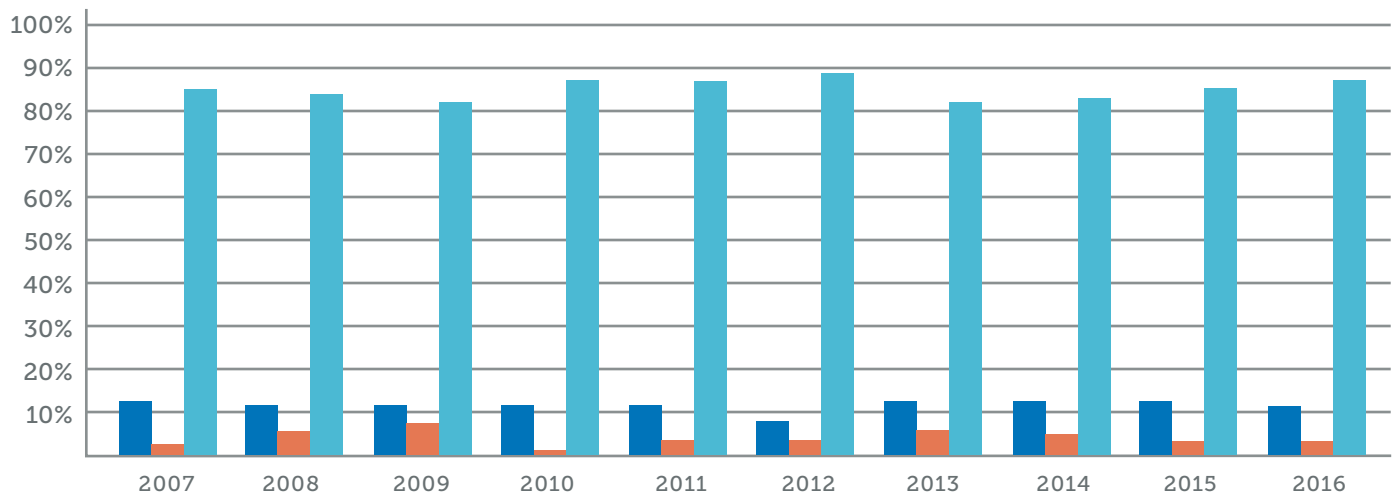
## REVENUE GROWTH

Reflects Total TOF Revenue at Fiscal Year End



## A VIEW OF HOW WE'VE BEEN SPENDING EVERY DOLLAR DONATED

Management and General  
Fundraising  
Program Services





## Staff

Mark J. Spalding – President  
 Karen Muir – Vice President, Operations  
 Jarrod Curry – Marketing Manager  
 Hannah Ntephe – Operations Associate  
 Wanda Freeman – Office Manager  
 Jessie Neumann – Marketing Associate  
 Caroline Coogan – Monitoring & Evaluations Associate  
 Shree Karmacharya – Accountant  
 Tamika L. Washington – Accounting/Tax Preparation Consultant

Nora Burke – Development Associate  
 Everett Uhl – Development Assistant  
 Eleni Refu – Development Associate  
 Ben Scheelk - Program Manager, Fiscal Sponsorship  
 Jaime Sigarón – Program Associate, Fiscal Sponsorship  
 Diane Davidson - Senior Legal and Program Consultant  
 Luke Elder – Program Associate  
 Alexis Valauri-Orton – Program Associate  
 Michele Heller – Program Associate

## Interns

Alex Aines – Marketing  
 Alex Cafritz – Grantmaking  
 Beryl Dann – Marketing  
 Michaela Gold – Program  
 Mary Hayes – Fiscal Sponsorship  
 Phoebe Turner – Operations

## Board of Directors

Mark J. Spalding  
 Angel Braestrup  
 Joshua Ginsberg  
 Walter Howes  
 Bill Eichbaum  
 Elliot Cafritz  
 Nora Pouillon  
 Dawn Martin  
 Nicholas Haffenreffer

## Board of Advisors

The members of the Board of Advisors agree to join The Ocean Foundation Community as part of our global network of eyes and ears on ocean conservation efforts. They provide feedback, advice, and other support as needed—deepening the expertise we can deploy on behalf of donors, projects, and grantees.

John Amos	Kathleen Frith	Nyawira Muthiga	Alejandro Robles
Jason Babbie	Lisa Genasci	Magnus Ngoile	Abigail Rome
Nancy Baron	J. Martin Goebel	John Ogden	Barton Seaver
Paul J. Boyle	Mara Haseltine	Chris Palmer	Nirma Jivan Shah
Hooper Brooks	Hans Herrmann	Daniel Pauly	Jonathan Smith
Dayne Buddo	Asher Jay	Roger Payne	Maria Amalia Souza
Dominique Callimanopoulos	Nancy Knowlton	Donald Perkins	Richard Steiner
David Conover	Sara Lowell	Dan Pingaro	Kira Stillwell
Catharine Cooper	Jane Lubchenco	Craig Quirolo	Michael Sutton
Terressa Davis	Dan Martin	DeeVon Quirolo	Ole Varmer
James Delgado	Laura Martínez Rios	Agnieszka Rawa	Hilda Vandergriff
Sylvia Earle	Hiroshi Matsubara	Carleton Ray	Asha de Vos
Charlotte de Fontaubert	Sergio d Mello e Souza	Jerry McCormick-Ray	Robin Yeager
Toni Frederick	Angeles Murgier	Monica Robinson Bours Muñoz	

## Seascape Council

Aimeé Christensen	Nick Lapham	Bob Ramin
Liz Burdock	Vikki Spruill	Ann Luskey
Debra Erickson	David Rockefeller, Jr.	

## Senior Fellows

William Finch	Conn Nugent
Brooks Yeager	Michael Lang
Ken Stump	Josh Horwitz
Kevin Ranker	

*Our senior fellows represent diverse fields of expertise, including marine conservation, ocean governance, scientific research, and fisheries management. They agreed to join The Ocean Foundation community as senior fellows, which allows them a platform from which to continue their important work and an opportunity for our donors, programs, and staff to benefit from their specific expertise.*

## Ocean Heroes

Richard Charter	Sylvia Earle
C Wolcott Henry	Alexandra Cousteau
Sonja Fordham	

*Our Ocean Heroes are people that have been very special to The Ocean Foundation over the years. Their passion and commitment to ocean conservation is humbling. They have helped our organization grow and succeed and will continue to inspire new ocean conservationists for years to come.*

## PHOTOS

TOF would like to thank the following for generously providing their photos for us to use in this book and other projects

Thomas Alberico	Elizabeth Henry	Marine Photobank	Richard Salas
Christine Guinness	Richard Jackson	Hoyt Peckman	Mark Sebastian
Wolcott Henry	Ann Lusky	Tyson Razor	Unsplash



# THE OCEAN FOUNDATION

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

## Fiscally Sponsored Funds



ENGO Fisheries Coalition • Reef Screen • Reef Conservation Project International • The Last Ocean Project Coastal Coordination Project • Sea Turtle Bycatch Fund • Global Tuna Conservation Project • The Lost Years Rebuilding Strategies for U.S. Fisheries • Wise Laboratory Field Research Program • Friends of the Delta

## Friends of Funds



NEW



JOIN OUR COMMUNITY  
OF DONORS WHO  
CARE ABOUT THEIR  
OCEAN LEGACY

