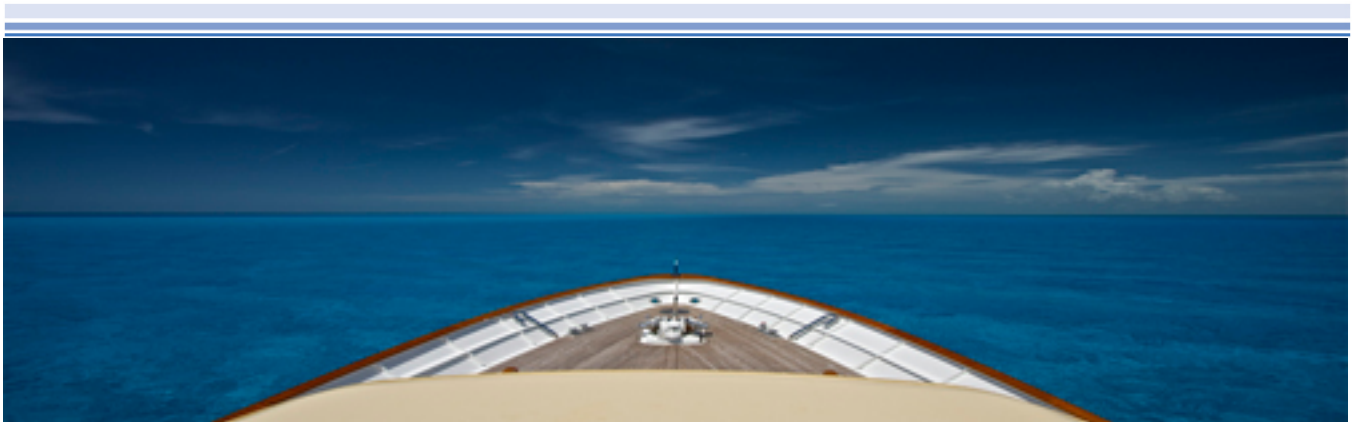




THE OCEAN FOUNDATION



ABOUT THE OCEAN FOUNDATION

The Ocean Foundation is a unique community foundation with a mission to support, strengthen, and promote those organizations dedicated to reversing the trend of destruction of ocean environments around the world. The Ocean Foundation works with donors who care about our coasts and oceans to provide financial resources to marine conservation initiatives through the following lines of business: Committee and Donor Advised Funds, Field of Interest grantmaking Funds, Fiscal Sponsorship Fund services, and Consulting services. The Ocean Foundation's Board of Directors is comprised of individuals with significant experience in marine conservation philanthropy, complemented by an expert, professional staff, and a growing international advisory board of scientists, policy makers, educational specialists, and other top experts. We have grantees, partners and projects on all the world's continents.

A RESORT PARTNERSHIP WITH THE OCEAN FOUNDATION

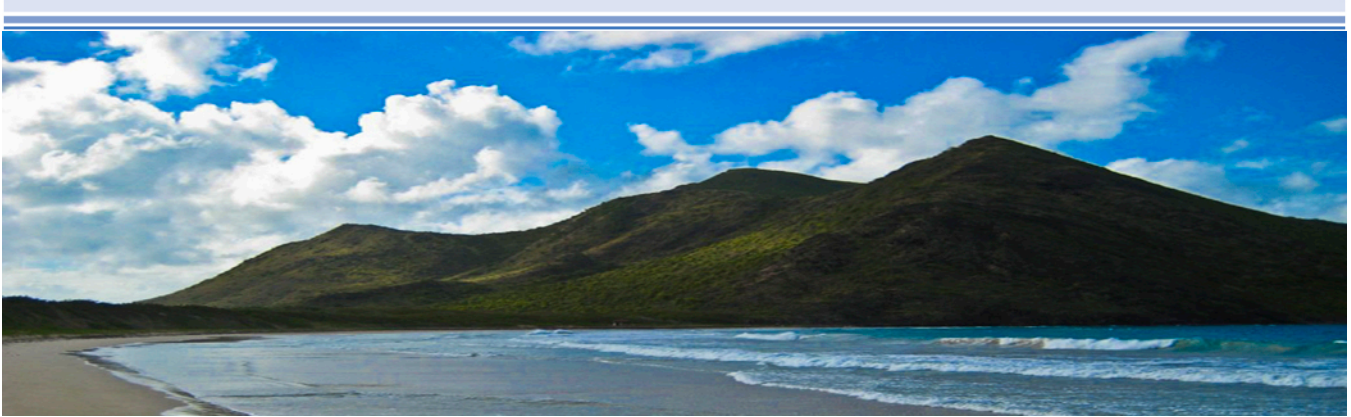
Our resort partnership model supports local conservation, sustainability, and long-term positive community development with 1% of the proceeds from coastal and island developments. We will only work with developers who incorporate best practices into their developments for the highest levels of social, economic, aesthetic, and ecological sustainability during planning, construction, and operation. Public-private partnerships like these to promote sustainability and conservation are more than just a market trend and a PR strategy—this model helps to ensure the long-term success of the project by proactively addressing the social, ecological and economic impacts of the development.

VALUE OF THE PARTNERSHIP

We will set up a named fund at The Ocean Foundation to receive 1% from all sales and revenues from your resort development. In turn, we will distribute grants to support local charitable activities focused on protecting the natural environment and enhancing the quality of life for residents. Thus, the fund will become a dedicated source of revenue for community needs long into the future, ensuring ongoing support for projects that benefit the local community and the health of your project.

Adding a foundation to your resort partnership is not a reduction in your profit margin. We believe the 1% should be added to all sales, and that it stands alone outside of the cost calculations in your business analysis. We recommend it be presented transparently to homebuyers and resort guests as an additional line item that gives back to the community and culture they have come to visit, as well as for the protection of the beautiful natural environment they came to enjoy. We are confident that not only will no one balk at such a mechanism, our experience to date has been that the story of an independent, strategically-managed foundation provides a “feel good” moment that can help close a sale or enhance a vacation.

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



BENEFITS OF THE PARTNERSHIP

Once everything is in place, and revenue streams are flowing into the fund, we provide four core services:

1. *Grantmaker.* We serve to fulfill one of the sustainability commitments of the resort developer. As such, we receive and evaluate grant proposals, using an array of information sources and our own 21-point due diligence checklist to look at the project's management, financing, legal filings and other reports. And, whenever possible, we prefer to conduct on-site interviews with key staff. Our strength is our ability to identify the best of the marine and coastal conservation community and support their work in a fashion that is strategic and coordinated. As such, The Ocean Foundation:

- Identifies individuals and organizations with unique, promising abilities.
- Invests in those individuals and organizations to support their work over time. In this regard, we also believe that if properly pursued, “engaged, active philanthropy” actually improves a grantee’s effectiveness. We do not just give away money; we also serve as a resource, giving direction, focus, strategy, research and other advice and services.
- Seeks social returns on our investments (SROI) in the form of measurable outcomes.
- Increases the capacity and effectiveness of the marine conservation community.

2. *Facilitator.* We are an independent 3rd party that can convene stakeholders to ensure transparency and credibility so that stakeholders can be effective partners with a developer in achieving its sustainability commitments because those stakeholders are fully informed. As such, we maintain a continuing engagement of all stakeholders and other interested parties in modifying process, priority setting, and plan implementation.

3. *Advisor.* Due to the background of our staff, we are available, as needed, to give advice on how the developer can meet its sustainability commitments. We can also be of assistance in how the developer can become more involved in conservation on a regional basis.

4. *Observer.* We act as an unofficial independent 3rd party to inspect, evaluate, verify and provide assurance of conformity to homebuyers and other members of the public that the progress of the development is meeting the sustainability principles on which it was founded.

PAST AND PRESENT RESORT PARTNERSHIPS AT THE OCEAN FOUNDATION



Loreto Bay Foundation – Baja California Sur, Mexico – established by the Loreto Bay Company



St. Kitts Foundation – St. Kitts and Nevis, Eastern Caribbean – established by Auberge Resorts

For more information, please contact Mark J. Spalding, President, at mspalding@oceanfdn.org or call 202.887.8992