

# splash



Buoyed by the Changing Winds:

## Fifty Years of Protecting Our Ocean

▲ Moss Beach, Half Moon Bay, CA

© JAY HUANG



▲ A NZ Fur seal pup comes in for a closer look at Kaikoura, New Zealand.

© KIM FREE

Bill Kardash saw a *National Geographic* special on great whales and dangers to them from overfishing. He remarked, "I came away from that overwhelmed by what I had seen and felt this could be an issue for CEE."

Kardash went to the Board of Directors who gave a "thumbs up," and CEE's Whale Protection Fund was launched. In the early years, all of CEE's efforts were geared towards protection of individual marine species. In addition to whale conservation, CEE added projects to protect seals and sea turtles in the late 1970s and then expanded efforts to include other threatened marine fauna.

In 1978, Kardash attended the International Whaling Commission (IWC) in London as an official delegate. He relates: "In April, our office received a call from the PR agent for John Denver, an extremely popular American singer-songwriter, actor and activist. The agent said, 'John Denver will be in London in June and would like to attend the IWC meeting! I explained the meetings were not open to the public but suggested a possibility for John to serve as my 'alternate delegate.' The agent liked that idea, and we ran with it."

"The morning of the opening session, I met with John who was dressed in jeans, cowboy boots and a bright red satin jacket with 'John Denver' in lavish script on the

CONTINUED ON PAGE 2

Five different names, six outstanding CEOs, hundreds of dedicated staff, millions of volunteers, countless victories for ocean conservation—that's a thumbnail sketch of Ocean Conservancy. We turn 50 this year and want to share some early history with you—our supporters and partners—who've made these years successful.

**F**ounded in September 1972, Ocean Conservancy got its start as the Delta Organization. Three years later it became the Center for Environmental Education (CEE), then Center for Marine Conservation (1989) and The Ocean Conservancy in 2001 (legally dropping the "The" in 2007).

To set the scene: The decade of the 1970s was productive for the burgeoning environmental movement. The first

Earth Day occurred on April 22, 1970. Congress established the Environmental Protection Agency (EPA) and passed the Clean Air Act in 1970, the Clean Water Act (1972 and 1977) and the Endangered Species Act (1973).

Two early ocean-focused statutes gained passage in 1972: the Marine Protection, Research, and Sanctuaries Act, which endorsed marine sanctuary designation of special ocean areas and

banned ocean dumping, and the Marine Mammal Protection Act which safeguarded the ocean's mammalian inhabitants. The country's primary fisheries legislation, the Magnuson-Stevens Fishery Conservation and Management Act (MSA), went into effect in 1976.

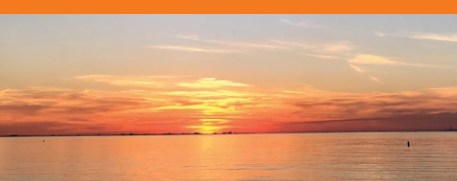
In the beginning, the organization's work was all about environmental education—with no particular focus on the ocean. CEE talked about the natural environment—including the ocean—in terms of its wildlife, believing that encouraging people to care about animals was the first step in doing broader environmental work. Then in April 1975, the organization's founder



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### INSIDE



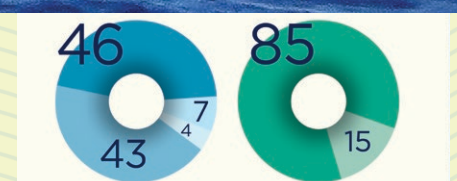
**3** **Champions for Sea Change**  
We are grateful for ocean stewards who support our work with annual gifts of \$1,000 and above.



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



**7** **Bequests for the Ocean**  
We honor in memoriam supporters whose foresight and generosity create an ocean legacy for future generations.



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



# WELCOME



**SUZANNE WOOLSEY**  
Chair

Each spring Ocean Conservancy brings you our annual report. For me, this year's report gave rise to reflection, gratitude and hope. I reflect on the tremendous victories for our ocean last year, feel grateful for our dedicated supporters like you and am hopeful for what 2022 holds for our ocean.

**W**e wanted to enter 2022 with the pandemic over, but the continuing rise of COVID and the introduction of Omicron in December put that on hold.

Nevertheless, we stood firm for the ocean throughout 2021. And you have been there for us—by signing petitions, venturing out again for our annual International Coastal Cleanup®, successfully advocating for passage of the Infrastructure and Jobs Act and supplying greatly needed funds.

Our hope lies in what can be accomplished for our ocean and coastal communities through that momentous Act. We were heartened last January to see climate change emerge as a top priority for the Biden-Harris administration.

And several decisions agreed upon in Glasgow, Scotland, in November at the United Nations Framework Convention on Climate Change Conference of Parties 25 demonstrate action that will help stem the tide of accelerating climate change.

In our cover story, you'll find that 2022 is the organization's 50th anniversary and hear a bit about the early days. And in our center section, you'll read about efforts at home and abroad to mitigate climate change and reduce plastic pollution, advance

climate-ready fisheries on the West Coast, create the largest no-fishing area in the world in the Central Arctic Ocean and more.

Now, in 2022, Ocean Conservancy is more committed than ever to bold and ambitious leadership for ocean conservation. We cannot do it without you! Our Board of Directors and all of Ocean Conservancy thank you for your support and hope you will stand with us again in 2022.

Best regards,  
Suzanne Woolsey, Chair  
Ocean Conservancy Board of Directors



Green Sea Turtle, Key Largo, FL



▲ Man O War, Gulf Stream, FL

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## splash

SPRING 2022

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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.

 Ocean Conservancy  
1300 19th Street NW, 8th Floor  
Washington, DC 20036

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## Buoyed by the Changing Winds: Fifty Years of Protecting Our Ocean

CONTINUED

back and a guitar slung over his shoulder. Denver went right up on the stage and said to the chair, 'On behalf of the 500,000 people who've signed petitions to put an end to commercial whaling,' and broke into his new song, 'I Want to Live.' Despite the fact his impromptu performance was 'out of order,' no one said a word, and John finished his song." This was a show-stopping moment that brought global attention to the plight of whales.

In the 1980s, several "alumni" from the White House Center for Environmental Quality (CEQ), policy and science experts, came to the organization and set it on the course that it follows today—advocating for a healthy and productive ocean and ocean communities protected through robust policies and comprehensive programs. Spending countless hours

on Capitol Hill and working hand in hand with agencies like the National Oceanic and Atmospheric Administration (NOAA) became hallmarks of the organization. CEE was, for many years, the only nationally supported nonprofit to work exclusively on ocean conservation.

Over our history, we've made progress that once seemed impossible. We've worked with partners to end overfishing in U.S. waters, establish a vast network of marine reserves along the California coast, brought the ocean's role in climate change to the forefront and built a global movement to end plastic pollution. So many members have been with us all the way. We've set our sails for the next 50 years to ensure a vibrant ocean future. Working together with you, we can do it!

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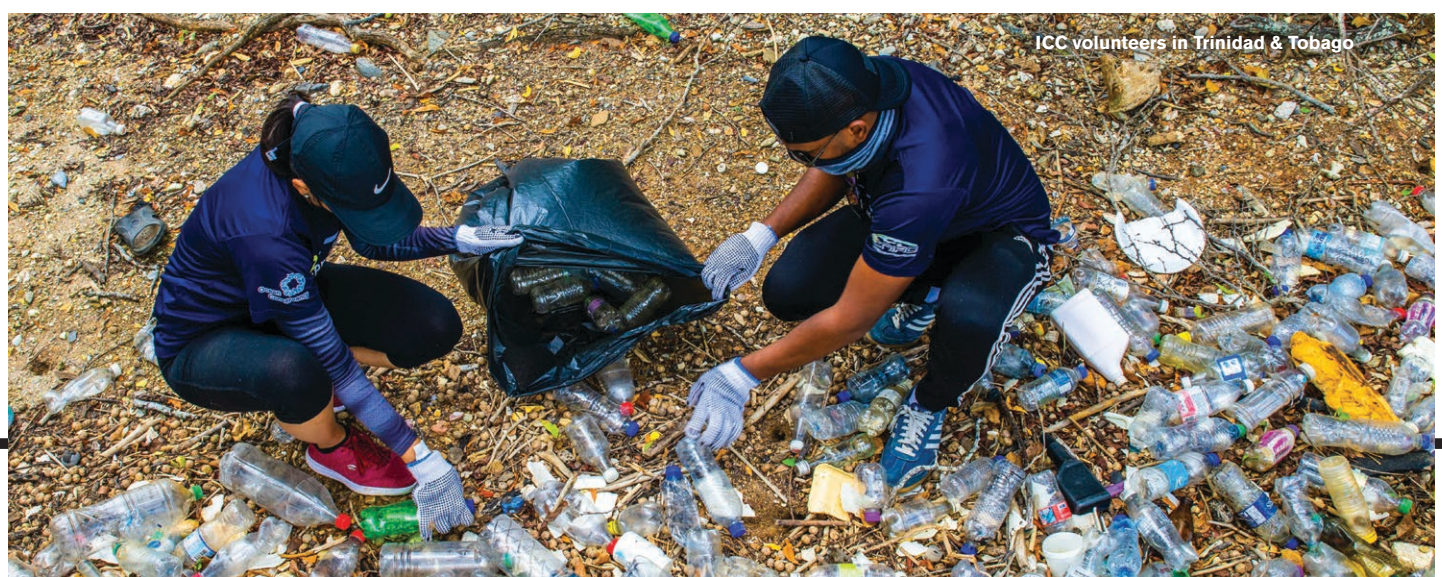
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ICC volunteers in Trinidad & Tobago

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# Champions for Sea Change

JANUARY 1-DECEMBER 31, 2021

Ocean Conservancy values all of the dedicated members, volunteers and activists who believe in our mission and make our work possible. We want to thank all of our members for their generous financial support of our ocean conservation efforts. Ocean Conservancy is especially grateful for our Champions for Sea Change, an elite group of ocean stewards. Listed below are those who support our work with annual gifts of \$1,000 or more. Donors in bold are members of Ocean Conservancy's Business Champions program.

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Champions for Sea Change are our most loyal supporters who help protect the ocean from today's greatest global challenges. With a one-time annual donation of \$1,000 or more, you will enjoy exclusive benefits that connect you to the impact of your generosity.

To learn more about this program:

Visit: [oceanconservancy.org/champions](https://oceanconservancy.org/champions)

Email: [vision@oceanconservancy.org](mailto:vision@oceanconservancy.org)

Call: 202-280-6283

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# REFLECTING ON

# 2020



## OCEAN-CLIMATE CHANGE

### Bringing the Power of the Ocean to the Global Fight Against Climate Change

- Propelled support for ocean-climate solutions, yielding important U.S. and international commitments: government and private sector goals to eliminate shipping emissions by 2050 at the latest, and inclusion of ocean-related measures like offshore wind and blue carbon in ambitious new U.S. emissions targets.
- Organized global, high-profile events with leaders, from heads of state to former Vice President Al Gore, to raise awareness of the climate crisis, ocean-climate solutions and protection of historically marginalized communities.
- Created resources to drive ocean-climate action, including a zero-emissions U.S. shipping blueprint, zero carbon shipping fuels report for the West Coast, and guides to incorporate a suite of ocean solutions into national climate policies.
- Worked with Biden-Harris Administration to inform key ocean priorities, detailing immediate near-term actions needed to recommit the U.S. to climate and ocean leadership.
- Won new global commitments at the UN Climate conference COP26, including creation of a permanent ocean-climate dialog under the Paris Agreement, establishment of dedicated green shipping corridors between 22 countries, and a U.S. commitment to creating a sustainable ocean plan.



## SUSTAINABLE FISHERIES

### Defending the Integrity of Our Nation's Fisheries Law and Driving Innovation

- Advocated to the Biden administration the importance of "climate ready" fisheries, creating momentum for the issuance of an Executive Order (EO 14008) that directs NOAA to collect input from fishermen, fishery management councils, scientists and other stakeholders to ensure fisheries are resilient in the face of climate change.
- Built support for a comprehensive, climate-focused reauthorization of the Magnuson-Stevens Act — our nation's bedrock fisheries law — which would substantially improve the sustainability of our marine fisheries in the face of climate change and advance equity in management.
- Advanced efforts to make fisheries on the U.S. West Coast "climate-ready" by supporting innovative approaches to plan for climate impacts and prioritize adaptations that support fishery sustainability and fishing community resilience.
- Celebrated a staff member's appointment to the Pacific Fishery Management Council an important decision-making body on the U.S. West Coast. This is only the second time an environmental NGO representative has been appointed in the council's 45-year history.



## GOVERNMENT RELATIONS

### Protecting the Ocean in the Halls of Power

- Successfully advanced ocean and coastal governance, securing the establishment of a permanent cabinet-level Ocean Policy Committee at the White House to ensure ocean science will be used to address climate change, marine conservation and coastal resilience.
- Partnered with the Center for Open Data Enterprise, outlining key recommendations for the administration and Congress to improve access to ocean and coastal data to keep our ocean healthy.
- Successfully advocated for momentous funding levels for ocean conservation through the Infrastructure Investment and Jobs Act, including:
  - \$10 billion to support the transition to zero-emission shipping and ports and clean energy hubs;
  - \$1 billion for coastal restoration;
  - \$650 million for marine debris, pollution prevention and recycling initiatives; and
  - \$56 million for Regional Ocean Partnerships.

# THANK YOU

FOR ALL YOU DO TO HELP US SECURE A HEALTHY OCEAN

Here are some examples of what we accomplished this year



# 2021



## ARCTIC CONSERVATION

### Protecting Northern Seas and Wildlife with Arctic Peoples

- After years of work from our experts, 10 Arctic and non-Arctic nations ratified the Central Arctic Ocean fishing agreement. It went into force in June 2021 — protecting 1.1 million square miles of Arctic high seas and creating the largest no-fishing area in the world.
- With the urging of Ocean Conservancy and our partners, the Biden administration protected the Arctic Ocean and its communities and wildlife from potentially catastrophic oil drilling impacts. This included keeping the protective 2016 Arctic drilling rule in place and abandoning the Trump administration's draft Outer Continental Shelf leasing program — which proposed lease sales in the Arctic's Bering, Beaufort and Chukchi seas.
- Ocean Conservancy provided crucial support to the Tribal-led initiative to reinstate the Northern Bering Sea Climate Resilience Area. As a result, President Biden protected this 112,000 square-mile area — outlining safeguards from an array of industrial threats including bottom trawling, shipping, and oil and gas, and advancing Alaska Tribes' role in management.



## FLORIDA CONSERVATION

### Building an Ocean Groundswell

- Helped students and businesses eliminate single-use plastics through our #PlasticFreeMB campaign in partnership with Miami Beach, Big Blue and You, and Debris Free Oceans.
- Conducted the first-ever city-level Circularity Assessment Protocol analysis in the U.S. with marine debris expert Jenna Jambeck and her research team to study plastic impacts on the Miami River and Biscayne Bay in Miami.
- Launched a rapid-response partnership with University of Florida to stem pollution from the abandoned Piney Point phosphate plant that poured 400 million gallons of wastewater into the ocean and provided emergency funding to aid in recovery.
- Partnered with Benny Blanco, fishing guide and TV host of Fox Sports' "Guiding Flow" show, to produce marine conservation episodes that expanded the reach of our messaging to millions of households.
- Passed comprehensive resilience legislation in Tallahassee that created the Flood Hub at the University of South Florida College of Marine Science to produce invaluable modeling for forecasting floods, floodplain inundation mapping, and assessing economic damage.



## TRASH FREE SEAS®

### Leading the Fight Against Ocean Plastic Debris

- Celebrated the 35th International Coastal Cleanup®, the world's largest ocean volunteer effort, with our report highlighting 35 years of data — including 344 million pounds of trash collected by over 16 million volunteers.
- Issued a report on the rising tide of pollution from personal protective equipment (PPE) during the COVID-19 pandemic and included recommendations for responsible management.
- With local Vietnamese partners, supported implementation of the country's marine debris action plan, increased access to financing in the formal and informal waste management sectors, and installed the first in a series of trash trappers along the Red River.
- The Global Ghost Gear Initiative® (GGGI) launched a small grants program to support grassroots groups in reducing derelict fishing gear and released a new best practices guide for the management of aquaculture gear. CBS News also featured our work with local partners in Maine to address lost and abandoned fishing gear.
- Helped five Urban Ocean® cities become part of the solution by assessing their marine debris impact and assembling a trove of resources to aid cities in improving their waste management systems.
- Partnered with the highly successful #TeamSeas campaign, launched by influencers MrBeast and Mark Rober, for which we will commit to removing 15 million pounds of ocean trash by 2024.

# THANK YOU

HEALTHY OCEAN FOR FUTURE GENERATIONS.

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



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JANUARY 1-DECEMBER 31, 2021

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| Mara and Robert                             | Randolph Stadler                  | Anonymous (16)                       |

## Revenue and Expense Summary

For the Year Ended June 30, 2021

### REVENUES

Contributions, grants and bequests	\$53,132,509
List rental income	47,871
Royalties and other	504,467
In-kind contributions	496,885
Other income	25
<b>Total revenues</b>	<b>54,181,757</b>

### EXPENSES

Science, policy, and outreach	9,803,681
Trash free seas	6,136,085
Marine ecosystem protection	5,163,899
Climate	3,432,596
<b>Total program expenses</b>	<b>24,536,261</b>
Fundraising and membership development	4,860,287
Management and administration	2,539,385
<b>Total supporting service expenses</b>	<b>7,399,672</b>
<b>Total expenses</b>	<b>31,935,933</b>

### GAINS AND LOSSES

Investment income, net	8,554,164
------------------------	-----------

**Change in net assets** **30,799,992**

**Net assets, beginning of the year** **48,969,047**

**NET ASSETS, END OF THE YEAR** **\$79,769,039**



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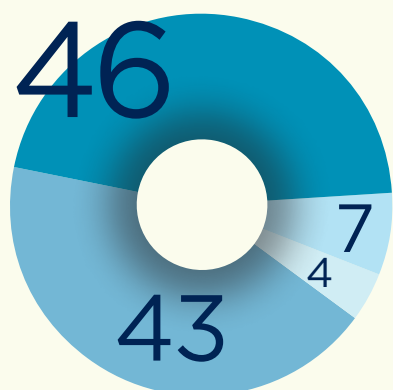
## Financial Summary

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 2021 revenue totaled \$54.18 million. Investment income and gains totaled \$8.55 million and expenses totaled \$31.94 million. Eighty-five percent of expenses were for ocean conservation programmatic activities and administrative services, and 15 percent of expenses were for fundraising.

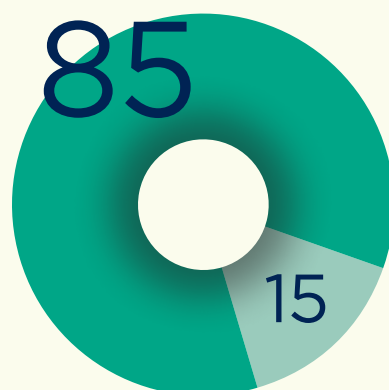
Ocean Conservancy meets all 20 standards for charitable organizations established by the Better Business Bureau's Wise Giving Alliance and is proud of its reputation as a good steward of the resources entrusted to it by its supporters. The financial results depicted are derived from Ocean Conservancy's June 30, 2020 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



Foundations **46%**  
Individuals **43%**  
Corporate **7%**  
Other **4%**

### EXPENSES



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

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# 2021

## ANNUAL REPORT