



OCEANA

Protecting the
World's Oceans

ANNUAL REPORT

**OCEANA 2012
ANNUAL REPORT**

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Oceana is the largest international advocacy group working solely to protect the world's oceans. Oceana wins policy victories for the oceans using science-based campaigns. Since 2001, we have protected over 1.2 million square miles of ocean and innumerable sea turtles, sharks, dolphins and other sea creatures. More than 500,000 members and e-activists support Oceana. Global in scope, Oceana has offices in North, South and Central America and Europe. To learn more, please visit www.oceana.org.



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DEAR READER,

HERE ARE SOME ENCOURAGING FACTS FOR YOU:

- Ten years ago, less than 10 percent of all European Union fisheries were fished within scientific limits. Today more than 50 percent have quotas consistent with scientific recommendations.
- Five years ago, nursery habitat in Chile was completely unprotected. As of today, every seamount in Chile is off limits to bottom trawling or other bottom-touching gear. There are 118 seamounts (i.e., submerged mountains) in Chile.
- Three years ago, bottom trawlers were punishing Belize's reef — representing 40 percent of the second largest reef in the world. Today, all trawling is banned in the waters of Belize.
- Three years ago, many U.S. East Coast fisheries were allowed to catch and discard fish without accountability. Now, after a federal court ruling, the U.S. government must establish a standardized system for counting and reporting the amount of bycatch in commercial fisheries from North Carolina to the Canadian border.

These policy wins are so big that we are, for the first time, ready to forecast measurable increases in fishery abundance by the end of this decade. Our policy wins in the three key areas of fishery management — setting and enforcing scientific quotas, protecting nursery habitat, and controlling bycatch — are producing a more abundant ocean in the countries where we campaign.

That is good for biodiversity. It also means there is more healthy seafood for people to eat.

If we could extend Oceana's approach to the top fishing countries of the world, we could produce a global ocean rebound that could feed hundreds of millions of people a healthy seafood meal every day. Our estimate is that this could be 700 million people in the year 2050, up from 450 million people if overfishing is allowed to continue to deplete the oceans.

A well-managed ocean marries biodiversity protection with higher levels of food production. In the ocean, we are eating a wild resource, so the policies that promote ecosystem abundance also promote high levels of sustainable fish catches. This opportunity makes saving the oceans, second only to preventing excessive climate change, the most important conservation goal of our time.

This concept was poetically illustrated in a recent conversation with Julius Gaudio, a stalwart donor and supporter of Oceana. He noted, "In Spanish there are two words for fish — one for fish as an animal ('pez') and one

for fish as food ('pescado')." I was struck by this because it reflects a divide in the way many people in the world (and not just Spanish speakers) think about fish. The living, swimming animals are not the ones that end up on our plates, it seems to imply. But the truth is that we must bridge that gap, both linguistically and literally — We must save the pez to provide pescado for the world.

And it is achievable.

The practical, deadline-driven policy campaigns at Oceana are producing results. The most recent round of victories is detailed in this annual report. You, along with the other backers who have generously funded Oceana this year, make them all possible. Thank you!

Please take a moment to savor the success you have produced. You are, year by year, and country by country, rebuilding the world's ocean fisheries.

Sincerely,



Andrew F. Sharpless
Chief Executive Officer

IF WE COULD EXTEND OCEANA'S APPROACH TO THE TOP FISHING COUNTRIES OF THE WORLD, WE COULD PRODUCE A GLOBAL OCEAN REBOUND THAT COULD FEED **HUNDREDS OF MILLIONS OF PEOPLE** A HEALTHY SEAFOOD MEAL EVERY DAY.

WE ARE TAKING TOO MANY FISH OUT OF THE WATER

In the last few decades, commercial fishing has evolved into a high-tech, heavily subsidized industry that uses cutting-edge electronics, computer systems, large numbers of boats, huge amounts of fuel and miles and miles of gear to find and catch fish. The data is clear — if the global fleet is unfettered, the fish do not stand a chance. We can and will catch them all.

According to research by Dr. Daniel Pauly, leading fisheries scientist and Oceana board member, global seafood catch peaked in the late 1980s and has been declining ever since despite more and more boats on the water. The U.N. Food and Agricultural Organization reports that 80 percent of seafood species are overexploited, fully exploited or recovering from depletion. This has consequences for the billion people — many of them hungry — who rely on the ocean for animal protein, as well as for ocean creatures like dolphins, which are at risk when they can't find enough food to eat. Irresponsible fishing is both a biodiversity and food security issue.

The negative impact of overfishing is compounded by destructive fishing practices such as bottom trawling and bycatch. Bottom trawls drag heavily weighted nets along the ocean floor in search of fish or crustaceans in a practice akin to clear-cutting a forest in order to catch rabbits. They flatten nursery habitat. Bycatch results from unselective nets and longlines that kill enormous numbers of untargeted ocean creatures along with target species. Each year, more than 16 billion pounds of unwanted fish and other wildlife are caught and thrown overboard.

An appalling share of our seafood is mislabeled, i.e., represented as another species when it is sold. Oceana scientists found that one-third of all the seafood they sampled in the United States was mislabeled. Seafood fraud misleads consumers about the true availability of seafood and the state of the marine environment. Because mislabeling maintains the appearance of a steady supply of popular fish species despite severe overfishing, the general public is unaware that the species are in serious trouble. This also makes it difficult for consumers to use seafood guides to find sustainable fish to eat and can, in some cases, pose a health risk when a species is swapped for one that can make people sick.

Meanwhile, ocean aquaculture of carnivorous fish like salmon and tuna further depletes wild fish stocks, rather than taking the pressure off wild seafood species. For example, four pounds of wild fish are required to produce just one pound of farmed salmon. Many of the world's biggest fisheries — including Peru's anchoveta, the largest fishery in the world — are used chiefly to feed salmon and livestock rather than people.

WE ARE RISKING A CRITICAL SOURCE OF FOOD FOR A HUNGRY PLANET

The Earth will be home to 9 billion people by 2050, and yet we are risking the most healthful, cheapest and most potentially sustainable source of animal protein by mismanaging our wild seafood. A billion people already depend upon fish as their primary source of animal protein, many of them in the world's poorest countries. Four hundred million hungry people live in major fishing countries.

The U.N. estimates that 70 percent more food will be needed by mid-century because of growing demand. The demand for animal protein is expected to almost double, and it is unclear where all this additional food will come from. Arable land and fresh water are already in short supply, and in many cases the remaining available lands on the planet are ecologically irreplaceable forests (like the Amazon rainforest). And even if it were possible to responsibly find more land, filling them with livestock would generate huge amounts of greenhouse gases like methane and further exacerbate climate change.

THE EARTH WILL BE HOME TO **9 BILLION PEOPLE BY 2050**, AND YET WE ARE RISKING THE MOST HEALTHFUL, CHEAPEST AND MOST POTENTIALLY SUSTAINABLE SOURCE OF ANIMAL PROTEIN BY MISMANAGING OUR WILD SEAFOOD.

Wild seafood can provide a major portion of the food we need in the coming decades, but fish stocks around the world are in decline. This is a problem we can't afford to ignore because seafood is in many ways the world's perfect animal protein. Wild seafood doesn't require arable land or fresh water and only generates small amounts of greenhouse gases. Contrary to popular belief, most wild seafood is controlled by a relatively small number of countries rather than by international treaties.

Twenty-five countries control two-thirds of the world's wild catch by weight. And we know that with a relatively small investment, we can dramatically increase the size of the wild fish stocks in these countries. If we put the right policy measures in place in these countries, we can turn around depleted fisheries and provide needed food for a hungry world while also preserving the biodiversity of ocean ecosystems. According to a 2012 study in *Science*, if the world's fisheries were better managed, they could yield up to 40 percent more wild seafood, and do so forever. That would mean that 700 million people could enjoy a nutritious meal each day in 2050. The oceans are an invaluable resource for humankind — one that we can't afford to squander, especially as our planet becomes increasingly crowded and hungry.

**NINE COUNTRIES AND
THE EUROPEAN UNION
CONTROL TWO-THIRDS
OF THE WORLD'S WILD
CATCH BY WEIGHT.**





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WE ARE POLLUTING THE OCEANS AND JEOPARDIZING THEIR FUTURE

Due to the burning of fossil fuels, the oceans are becoming saturated with carbon dioxide. All this carbon dioxide is changing the very chemistry of the oceans, causing them to become more acidic and jeopardizing the future of coral reefs and organisms that produce shells, both of which are vital components of the marine food web.

Despite these long-term impacts and despite the clear short-term risks, such as inevitable spills from offshore oil drilling and pollution from ocean-based coal fired power plants, governments and industry continue to push for more carbon-based energy development in and near the oceans, even in remote or pristine places, such as Belize, the U.S. Arctic and Chile.

Belize is home to the Mesoamerican reef, the world's second largest barrier reef system, which is a UNESCO World Heritage Site and a major tourist destination. Yet Oceana revealed that almost all of Belize's waters had been leased secretly to oil companies for exploration, including a lease allowing

drilling in Belize's iconic Blue Hole. An oil spill would devastate the reef and Belize's tourism and fishing industry.

The Arctic is one of the most forbidding places on Earth. Oil companies — led by Shell Oil — are pushing aggressively to drill in the Arctic even though there is no way to clean up oil in the ice-covered sea's harsh environment, and virtually no infrastructure to deal with a spill. The push to drill in the oceans is justified by a myth — that increased ocean oil drilling will substantially lower gas prices in the U.S. As a global commodity, oil is priced on an international basis — according to global supply and demand. The data shows that new oil discoveries of the size found in the Arctic have little impact on the local price of gas. Oil found in the United States, for example, is not sold to Americans at a discount off the world price.

In Chile, the government is allowing major coal-burning power plants to be built right on the edge of the ocean. These plants emit tons of greenhouse gases into the atmosphere and send superheated pollution directly into the water, killing fisheries and sickening residents, turning local communities into sacrifice zones.

For the health of the oceans and the billions of people that depend on them, we must invest in offshore wind and other renewable energy sources, and move away from offshore drilling and other dirty, ocean-based energy. Wind is clean, guaranteed not to spill and has great potential to power our needs. An economic analysis prepared for the Department of Energy found that by 2030, the domestic offshore wind industry could generate enough energy to power the entire United States four times over.

WE MUST INVEST IN OFFSHORE WIND AND OTHER RENEWABLE ENERGY SOURCES, AND MOVE AWAY FROM OFFSHORE DRILLING AND OTHER DIRTY, OCEAN-BASED ENERGY.

THE GOOD NEWS: SAVING THE OCEANS IS **POSSIBLE** IN OUR LIFETIMES

WE HAVE SOLUTIONS

Many of the most serious threats to the oceans can be addressed with solutions that already exist. Fish stocks recover when science-based fisheries management is established and three key steps are taken: establishing science-based quotas, protecting habitat and reducing bycatch. We know that this approach works and can be successfully put in place on a country by country basis (including in the 25 countries that control 76 percent of the world's wild seafood catch). Science-based fisheries management has led to the rebound of numerous seafood species, from striped bass on the U.S. East Coast to sardines in Spain to cod in Norway's North Sea. In addition, new technology has made many kinds of ocean pollution preventable and new sources of clean energy, like offshore wind, possible.

WE HAVE SUPPORTERS AND ALLIES

Oceana is not alone in this fight. We have more than 550,000 e-activists and supporters in over 150 countries. We are allied with conservation organizations and foundations, far-sighted commercial and recreational fishermen, indigenous peoples, seafood consumers, scuba divers, sailors and ocean enthusiasts of all stripes. And we are just getting started. There is potential to build even more support for our campaigns to protect and restore ocean ecosystems.





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OCEANA

works on a limited number of campaigns with clear short-term objectives designed to bring our oceans back to abundance and vitality. In 2012, we won numerous important victories for the ocean.



VICTORIES

PROMOTING RESPONSIBLE FISHING

Irresponsible industrial fishing is pushing wild seafood populations toward collapse, threatening ocean wildlife and one of the world's essential sources of protein for humankind along with it. A 2012 study from researchers at the University of California, Santa Barbara and the University of Washington showed that more than half of the world's fisheries are in decline, and the worst hit include small-scale fisheries that are critical for feeding hungry people all around the world.

The good news is that we know how to bring fish stocks back from the brink. Governments need to implement responsible fisheries management — science-based quotas, habitat protection and bycatch reduction — and fisheries will rebound. In fact, the aforementioned study also found that if better fisheries management were established worldwide, the global catch could increase by 40 percent.

Oceana promotes responsible fishing (and the restoration and protection of wild fish stocks and ocean ecosystems) by campaigning for responsible fisheries management. We seek to enact and enforce responsible fishing policies that establish science-based quotas, control bycatch and protect habitat.

VICTORY: OVERHAULING CHILE'S FISHERIES LAW

Oceana was instrumental in the passage of sweeping new legislation for managing Chile's fisheries. The new "General Fisheries and Aquaculture Act" establishes new regulations on habitat, fishing quotas and bycatch, the three pillars of good fisheries management, in the nation whose fishery is the seventh largest in the world.

The new law requires that the fishing industry's catch limits be based on science, not politics. According to a report presented to Chilean lawmakers by Oceana, in the past decade catch limits for three of Chile's major fisheries — anchovy, jack mackerel and hake — far exceeded scientific recommendations (by 78 percent, 87 percent and 193 percent, respectively). Now, those recommendations will be mandatory, as will a new requirement that fishing fleets reduce the amount of unwanted species, or bycatch, they catch and discard.

VICTORY: EUROPEAN UNION MOVES TO REFORM FISHERIES MANAGEMENT

After more than a year of negotiations, a key committee of the European Parliament voted to approve new measures that would greatly improve the way the European Union manages

its fisheries, the fifth largest in the world and one of the worst managed and most overfished on the planet.

The new reforms to the Common Fisheries Policy, the law that governs fisheries in the EU, include an obligation to set catch limits above maximum sustainable yield levels by 2015, in order for stocks to recover by 2020, a clear ban on discards and the creation of a network of fish stock recovery areas. Oceana has been a crucial advocate for these changes. The new reforms will be voted on by entire European Parliament in 2013.

VICTORY: "FREEZING THE MENU" FOR FORAGE FISH

After campaigning by Oceana, the Pacific Fishery Management Council decided to "freeze the menu" and to prohibit the development of new fisheries for forage fish off the U.S. West Coast of the United States.

Forage fish are the ocean's small fish and invertebrates, such as lanternfish, smelts, saury, and small squids. They serve as prey for larger animals, including dolphins, whales, seabirds, and fish species like salmon, tuna, and rockfish. Forage fish have immense ecological and economic value. Oceana's

IF BETTER FISHERIES MANAGEMENT WERE ESTABLISHED WORLDWIDE, THE GLOBAL CATCH COULD INCREASE BY 40 PERCENT.

past efforts to protect these animals had already led to the prohibition of a fishery for krill, a small crustacean that forms a critical part of the food web for animals like the blue whale.

The Council's decision sets up a process and timetable for interim protective measures and a regulatory process to implement a long-term prohibition on new fisheries.

VICTORY: CALIFORNIA ADOPTS ECOSYSTEM-BASED POLICY FOR FORAGE SPECIES

As the direct result of over six years of Oceana's campaign work with the California legislature and state fishery managers, the California Fish and Game Commission unanimously adopted an ecosystem-based approach for managing the forage species that make up the foundation of the ocean food web. The policy prevents the expansion of new or existing fisheries on forage species in California waters until adequate scientific data on the species in question is available, and requires fisheries managers to consider the ecological values of forage species when setting catch levels. The policy also specifies the ecological information to be used in managing forage species, including the importance of forage fish for other species, including their predators.



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VICTORY: SALMON AND SEA TROUT GAIN PROTECTIONS IN THE BALTIC

Oceana helped win protections for wild salmon and sea trout in the Baltic Sea. In the summer of 2012, studies from the Baltic found that wild sea trout had become critically endangered. Until recently, there were no limits to how much wild sea trout could be caught despite a decades-long decline and evidence that populations in Finland and Russia were well below historic levels. This news, along with campaigning by Oceana and our allies, led to a decision by regional authorities to ban wild sea trout fisheries in the Gulf of Finland to give the stock a chance to rebuild. Oceana is pushing other Baltic countries to enact sea trout bans similar to Finland's.

Meanwhile, salmon in the Baltic Sea have been managed without regard to scientific advice. But in June 2012, after campaigning by Oceana, members of the EU Parliament Fisheries Committee adopted a multiannual plan for the Baltic salmon, a significant step forward towards rebuilding stocks of these threatened fish.

VICTORY: REDUCING BYCATCH OF PACIFIC HALIBUT IN THE GULF OF ALASKA

After revealing the capture of huge numbers of incidentally caught (or "bycaught") halibut by the trawl fleet in the North



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Pacific, Oceana and allies called on the North Pacific Fishery Management Council to cut the allowance for incidentally catching halibut. In June the Council voted to reduce the Gulf of Alaska trawl fleet's halibut bycatch allowance by 15 percent, phased in over three years, starting in 2014. In addition, because of this decision, fishing fleets that target groundfish using hook and line gear will also have their halibut bycatch allowance reduced 15 percent and factory freezer longline vessels will have their allowance cut by 7 percent, phased in over the same period.

VICTORY: SAVING FOOD FOR STELLER SEA LIONS

Oceana scored a victory for Steller sea lions when a federal court ruled to uphold protections for the Western population of these endangered mammals. The protections were put in place by the National Marine Fisheries Service to reduce competition between large-scale commercial fisheries and Steller sea lions in Alaska's Aleutian Islands.

In 2010, Oceana campaigned for new rules that would prohibit bottom trawling in certain areas where sea lions feed. As a result, the State of Alaska and fishing industry groups sued to have the sea lion protections thrown out, but Oceana prevailed, and protections were kept in place. The ruling means that Steller sea lions will have a better chance of surviving in the Aleutian Islands.



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VICTORIES

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PROTECTING HABITAT AND NURSERIES

Oceans cover 71 percent of the planet, and yet scientists know more about the surface of Mars than the ocean floor. What we do know is that oceans are incredibly productive and abundant thanks to some of the world’s most vibrant ecosystems, from coastal upwellings that nourish a cornucopia of wildlife to centuries-old white coral forests a mile below the surface.

Oceana works to protect these ecosystems before their productivity and biodiversity are destroyed by industrial fishing or pollution. Oceana’s efforts to protect habitat have resulted in the protection of over a million square miles of sea from trawling and other forms of destructive fishing, an area one-and-a-half times the size of Alaska, California and Texas combined. In 2012, Oceana built on its efforts to protect the future viability and biodiversity of marine ecosystems.

VICTORY: PROTECTING ALL OF CHILE’S UNDERSEA MOUNTAINS

Oceana was instrumental in the passage of Chile’s new “General Fisheries and Aquaculture Act.” The new law made Chile the first country in the world to protect all of its seamounts from bottom trawling as a precaution while scientists assess these and other vulnerable underwater ecosystems off the Chilean coast. This means that the country’s 118 undersea mountains will now be protected from

destructive fishing. Seamounts are underwater mountain ranges, where nutrient-rich water fuels an array of life. Expeditions by Oceana and National Geographic to a range of volcanic seamounts northeast of Chile’s Easter Island uncovered flourishing communities of red corals, Galapagos sharks, butterfly fish and more.

VICTORY: NEW MARINE RESERVES APPROVED IN OREGON

After years of campaigning by Oceana and allies, the State of Oregon passed a new law creating the state’s first network of marine reserves and marine protected areas (MPAs). The law designates three new marine reserves and adjacent MPAs, adding an additional 109 square miles to the state’s protected ocean waters. These reserves prohibit all fishing and development while the MPAs allow for limited fishing, but not bottom trawling or offshore development.

Marine reserves give fish and other wildlife a safe place to grow and thrive, which can even benefit unprotected waters as the populations swell and swim past the boundaries of the protected areas. The new reserves and MPAs build on two other sites that were established by the legislature in 2009, and together the five areas combined protect nearly 10 percent of the Oregon coast in a marine reserves network.

VICTORY: A SAFE HAVEN FOR PACIFIC LEATHERBACKS

In a culmination of years of work by Oceana and our allies, the National Marine Fisheries Service designated nearly 42,000 square miles off the U.S. West Coast as critical habitat for endangered Pacific leatherback sea turtles. This is the first permanent safe haven for leatherback habitat in continental U.S. waters, the first recognition of the importance of foraging grounds for sea turtles, and is the largest area set aside to protect sea turtle habitat in the nation.

Since 2006, following the publication of scientific discoveries that the California Current is a primary feeding ground for Pacific leatherbacks, Oceana has campaigned to get these areas protected as “critical habitat” for endangered leatherbacks. The critical habitat designation means that any federally permitted activity will undergo increased scrutiny by the government, and the public, to ensure that activities don’t impact leatherbacks and their habitat.

VICTORY: LEATHERBACK SEA TURTLE BECOMES CALIFORNIA STATE SYMBOL

The California State Legislature and Governor Jerry Brown designated the endangered Pacific leatherback sea turtle as California’s official state marine reptile and declared October 15 as the state’s annual Leatherback Conservation Day.

VICTORIES



Oceana was a key champion of the bill and won statewide support from thousands of California citizens, the California Fish and Game Commission and more than 30 businesses and other organizations. This literally symbolic victory in the Golden State recognizes the importance of California waters to the survival and recovery of this endangered and ancient sea turtle species, which migrate an astonishing 6,000 miles from Indonesia to coasts of California, Oregon and Washington to feed on jellyfish, and encourages further conservation efforts.

CLEAN OCEAN ENERGY

Oceana continued to fight dirty and dangerous ocean energy, while promoting clean offshore wind energy as a viable alternative. In the United States, legislation expanding oil exploration or drilling continued to be introduced in both chambers of Congress in 2012, but no bill was enacted into law. An economic analysis prepared for the U.S. Department of Energy found that by 2030 the domestic offshore wind industry could create 200,000 jobs, bring in over \$70 billion in annual investments and create 4,000 gigawatts of clean power — enough to power the entire United States four times over. In Chile, Ocean fought to limit the footprint of coal-fired power plants that despoil local marine environments and pollute local communities, turning them into “sacrifice zones.” In Spain, Belize and the Arctic, Oceana sought to keep oil drilling out of some the most vulnerable and important ocean ecosystems.

VICTORY: COAL-FIRED POWER PLANT DEFEATED IN NORTHERN CHILE

In 2012, Oceana, together with local communities, successfully campaigned against two coal-fired power plants in Chile. The first, a planned thermoelectric plant known as Castilla in northern Chile, which would have been the largest coal-fired power plant in South America, was rejected by the Chilean Supreme Court.

The Castilla plant was planned for the Punta Cachos area off of Chile’s northern coast, just a few miles from important habitats for Humboldt penguins and sea turtles. As part of its operations, the plant would have released warm water into the ocean, which would have negatively affected the entire ecosystem.

VICTORY: SPANISH NATIONAL PARK SAVED FROM OIL DEVELOPMENT

The Spanish government nixed a proposed oil industry development that would have threatened the Doñana National Park, a UNESCO World Heritage Site, after campaigning by Oceana and our allies.

The park is an area of marsh, shallow streams, and sand dunes, and is home to one of the few large stretches of undeveloped coastline remaining in Spain. More than half a million birds winter in the park each year, and the area is home to many rare species, including the Iberian lynx and the Spanish imperial eagle.

Oil companies attempted to install an oil refinery discharging buoy and pipeline in the waters of the Gulf of Cadiz near Doñana. This station would have resulted in many more tankers visiting the area and an increased risk of spills and accidents during unloading operations. Oceana is now pressuring Spain’s government to apply this approach to similar proposed projects that may threaten other marine protected areas.

VICTORY: BELIZE HOLDS “PEOPLE’S REFERENDUM” ON DRILLING

In 2011, Oceana collected and submitted petition signatures against offshore drilling from nearly 20,000 Belizean voters, more than enough to trigger the first-ever formal national policy referendum. The government responded by arbitrarily invalidating about 8,000 of the signatures, thereby invalidating the referendum petition.

In 2012, Oceana countered by organizing a national “People’s Referendum” on the question of whether or not Belizeans agreed with ocean oil drilling. Nearly a fifth of the country’s registered voters participated, 96 percent declaring their support for a ban on ocean oil drilling. Oceana filed a formal legal challenge to the government’s invalidation of our original referendum petition, but it was struck down by the court. Oceana is appealing this decision.

OCEANA'S EFFORTS TO PROTECT HABITAT HAVE RESULTED IN THE PROTECTION OF OVER A MILLION SQUARE MILES OF SEA.



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VICTORIES

Oceana also has filed a legal challenge that would effectively declare oil leases that were secretly issued by the government null and void. Our work is beginning to pay off. At the time of the Deepwater Horizon disaster, 86 percent of Belize's ocean had been leased to oil companies for oil exploration. As of the end of 2012, only 27 percent of Belize's ocean was leased to the oil companies, due to the fact that many leases have expired and have not been re-issued by the Belizean government, thanks to increasing pressure by Oceana and other organizations in the region.

VICTORY: TAX CREDIT FOR OFFSHORE WIND RENEWED

As the U.S. veered ever closer to the so-called "fiscal cliff," the future of the nation's offshore wind industry hung in the balance. A financing tool crucial to luring investment to the industry, known as the Investment Tax Credit (ITC), was set to expire on December 31, 2012 unless Congress acted to renew it.

While the credit technically lapsed momentarily, after extensive campaigning by Oceana and its allies, Congress decided to renew the ITC as part of the fiscal deal reached in the New Year. Had the ITC not been renewed, it would have dealt a severe blow to an industry that, though well-established elsewhere, is just getting off the ground in the U.S. Meanwhile, subsidies for the oil and gas industry are seemingly permanent provisions of the U.S. tax code.

An economic analysis prepared for the Department of Energy found that by 2030, the domestic offshore wind industry could create 200,000 jobs, bring in over \$70 billion in annual investments and create 4,000 gigawatts of clean power, enough to power the entire United States four times over.

With the renewal of the ITC, wind companies that had begun to scale back plans for new projects due to financial uncertainty are ramping up their efforts once more, and are ready to attract investors to what could be a booming industry that could reduce the country's dependence on fossil fuels.

VICTORY: PREVENTING SHELL FROM DRILLING IN THE ARCTIC OCEAN

Since 2006, despite its constant efforts to drill in the Arctic Ocean, Shell has not yet been permitted to complete a single exploration well. Shell's 2012 season, in which the company tried to mobilize its fleet and conduct preliminary drilling activities, was a fiasco. Oceana brought substantial attention to the company's lack of preparedness and the government's willingness to stretch legal obligations in order to grant permits and approvals. Together with our partners, we have helped prevent risky exploration activities in Arctic waters through legal action and advocacy.

SHARKS

Sharks have been swimming the world's oceans for more than 400 million years. While they have survived mass extinction events, sharks are in grave trouble due to heavy fishing pressure, shark finning and bycatch.

As the ocean's top predators, sharks play a vital role in maintaining the health of marine ecosystems and serve as an indicator of ocean health. Despite their fearsome reputation, sharks are slow-growing, late-maturing, long-lived and give birth to few young, making them extremely vulnerable to overexploitation.

Oceana is working to protect and restore shark populations around the world by campaigning for shark finning bans, species-specific shark management and reduced shark bycatch. We won several major victories for sharks in 2012.

VICTORIES FOR SHARKS IN EUROPE

In a major triumph for sharks and for Oceana, the EU Parliament overwhelmingly voted for a strict ban on shark finning. This new ban will require all sharks caught in EU waters, and by EU vessels fishing worldwide, to be landed



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with their fins naturally attached to the body. The decision is the culmination of a two-year campaign by Oceana to close loopholes in EU policy on finning.

In another important win for European sharks, the EU voted in favor of strictly protecting 10 highly threatened species of sharks and rays in the Mediterranean Sea. These species, including hammerheads, tope, and shortfin mako, have declined dramatically in numbers — some by as much as 99 percent during the last century — while others have vanished altogether from parts of the Mediterranean where they were once common. Oceana was the sole NGO pushing for this measure, which prohibits the capture, landing, and sale of these shark species throughout the entire Mediterranean.

VICTORY: ILLINOIS BANS SHARK FIN TRADE

Illinois became the first inland state to ban the trade of shark fins, following the passage of similar bans in California, Oregon, Washington and Hawaii.

Although Illinois is far from the ocean, it imports large numbers of shark fins to be used as the main ingredient in the Asian delicacy, shark fin soup. This demand for fins fuels at-sea shark finning, where a shark’s fins are sliced off and the body is thrown overboard while the shark is often still alive. Tens of millions of sharks are killed each year for their fins, contributing to population declines as large as 99 percent in recent decades.

While shark finning is illegal in the United States, there are few federal laws that address the trade of shark fins. In fact, many shark fins are imported into the U.S. from countries with few or even no shark protections in place.

VICTORY: PROTECTING GREAT WHITE SHARKS IN THE PACIFIC

Oceana, along with the Center for Biological Diversity and Shark Stewards, filed petitions with the U.S. federal government and the state of California to list the West Coast population of great white sharks as an endangered species. The classification would bring with it new protections for this unique population of white sharks and provide additional research funding for this iconic top predator.

Recent scientific studies show that great white sharks off the coast of California and Baja California, Mexico are genetically distinct and isolated from all other great white shark populations around the globe and that only a few hundred adult sharks remain. This means there could be fewer than 100 breeding females left in the population. Meanwhile, U.S. and Mexican gillnet fisheries continue to kill young white shark pups in their nursery grounds as bycatch.

In September, Oceana won an initial victory when the National Marine Fisheries Service (NMFS) announced that

OCEANA IS WORKING TO PROTECT AND RESTORE SHARK POPULATIONS AROUND THE WORLD.

the petition presented substantial scientific information and that a federal Endangered Species Act (ESA) listing for great whites may be warranted. NMFS is expected to make a final determination on listing the species as threatened or endangered by June 2013.

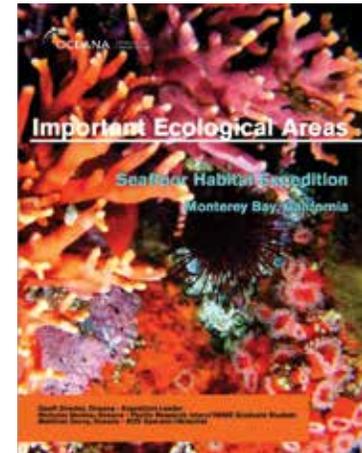
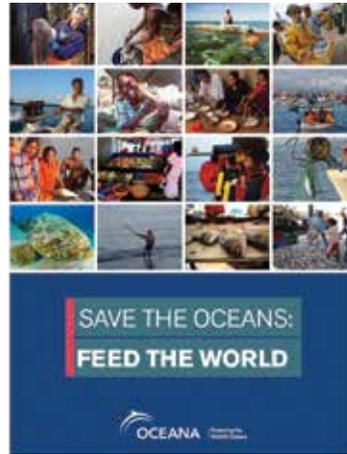
ALIBABA.COM STOPS SELLING MANTA RAY PRODUCTS

Oceana collected nearly 40,000 signatures from online supporters asking leading international commerce website Alibaba.com to stop selling manta ray leather products. The company quickly responded, pulling down the products and promising to not sell products created from animals protected by the UN in the future, which includes manta and devil rays.

Manta ray populations are overexploited because of demand for their skin and other body parts. Manta ray skin is turned into leather and ultimately into products like cowboy boots and wallets, both of which were available on Alibaba.com. The company had previously made a commitment to sustainability after removing products made from endangered sharks from their website several years earlier.

OCEANA PUBLISHED 13 REPORTS IN 2012

- Shifting subsidies to environmentally beneficial measures
- Áreas marinas de Canarias afectadas por la exploración petrolífera
- Fisheries Management in the Baltic Sea
- Non-managed Species in EU Fisheries
- Oceana fishing opportunities recommendations for 2013: North East Atlantic Stocks
- Fishy Business: Do you know what you are really eating?
- Offshore Drilling Reform Report Card 2012
- Widespread Seafood Fraud Found in Los Angeles
- Persistent Seafood Fraud Found in South Florida
- Widespread Seafood Fraud found in New York City
- Important Ecological Areas in Monterey Bay
- Ocean-based Food Security Threatened in a High-CO₂ World
- Exploitation of pelagic sharks: Bycatch and shark finning



OCEANA'S AT-SEA CAMPAIGNS AND EXPEDITIONS

THE RANGER

The Mediterranean and Eastern Atlantic have been traversed by merchants, fishermen and sailors for thousands of years. But even in this oft-explored sea, some of its most spectacular treasures have remained unseen by human eyes — that is, until now. In the fall of 2012, Oceana took its catamaran research vessel, the Ranger, to explore Spain's and Portugal's seamounts. What it uncovered, with the aid of a remote operated vehicle (ROV), was an overwhelming abundance of marine life as well as troubling evidence of human intrusion.

Seamounts are underwater mountains that host a profusion of life along their slopes, including coral reefs and gorgonian gardens that support a wide range of life, and that can take centuries to build up. These undersea treasures can be destroyed in an instant by bottom trawlers.

The Ranger uncovered these and other underwater gems just 12 miles off the coast of Southern Spain on an underwater ridge known as the Chella Bank. Otherworldly deep-sea sharks, conger eels, octopuses, monkfish, Norway lobsters and even carnivorous sponges were among the animals documented in the Chella Bank.

Further offshore, in the Atlantic, the Oceana crew, working with researchers from the University of Algarve, explored



© OCEANA | Carlos Suárez

the Gorringe Bank, a chain of seamounts 130 miles west of Portugal. As old as the Atlantic Ocean itself, the Gorringe Bank formed 145 to 155 million years ago as the ancient supercontinent Pangaea pulled apart. The Bank juts from depths of as much as 16,000 feet to only 100 feet below the surface, comprising everything from deep-sea habitats to Technicolor kelp forests and red algae formations at its peaks. During the expedition, Oceana scientists identified a variety of dragon fish, fan corals, deep-sea sharks, pink frogmouths and even species unknown to science or never found at these seamounts before. Unfortunately the Ranger also discovered that the Gorringe Bank was home to an increasing amount of trash, particularly abandoned fishing gear. The Ranger's findings underscored the need for conservation for these vulnerable habitats.

Oceana is using the images and samples gathered during its 2012 European expedition to push for new protections for these seamounts.

THE HANSE EXPLORER

In April, Oceana's Hanse Explorer set off on a voyage to document life in the Baltic Sea. Saltier than freshwater but fresher than saltwater, this shallow, brackish inland sea bordered by nine countries is one of the most peculiar bodies of water in the world. Unfortunately it is also one of the most polluted and in need of protection.

Oceana's crew sailed 4,500 miles, from the canyons of the Kattegat to the remote upper reaches of the Bothnian Bay. Along the way, the team carried out 105 dives with an ROV as well as 30 scuba dives in frigid water temperatures — including several that included Oceana senior advisor Alexandra Cousteau, granddaughter of ocean legend Jacques Cousteau. The team also conducted dozens of dredges and oceanographic samples to better understand this ailing sea.

THE VIDEO, PHOTOGRAPHY AND DATA COLLECTED BY OCEANA'S EXPEDITIONS HELP WIN POLICY VICTORIES.

Like many bodies of water facing increased development, the Baltic suffers from pollution and eutrophication. Fertilizers from inland agriculture that runoff into the Sea generate enormous blooms of cyanobacteria that can be seen from space. The effects of these blooms can be devastating. As the blooms die off they use up the available oxygen in the water column, creating dead zones where the sea becomes inhospitable to most marine life. While the team did uncover some of these dead zones, they also found areas teeming with life, like the areas around Klints Bank and the island of Gotland which Oceana is pushing the Swedish government to designate as a Marine Protected Area. Oceana also uncovered flourishing communities of blue mussels, flounder, scorpionfish and cod, which is enjoying an encouraging but tentative recovery in the Baltic.

The team also identified and photographed close to one hundred fishing boats. Destructive fishing practices are a major stress on the Baltic, from illegal driftnetting and bottom trawling in marine protected areas to industry boats exploiting stocks of fish that are ostensibly “closed.”

With the work carried out in the 2012 expedition, as well as that carried out in 2011, Oceana is building a compelling case to protect the Baltic. Oceana is pushing for the Baltic countries to set aside at least 30 percent of the Baltic as marine protected areas and strictly protected no-take zones. In 2012 its advocacy in the region sparked protective

measures for disappearing wild sea trout stocks in Finland and promising steps by the EU towards the protection of wild sea salmon.

SOUTH AMERICA

In 2012, Oceana completed two expeditions off the coast of Chile. The first was to the little-explored Islotes Pájaros off of Chile's central coast in an area where Oceana has proposed the creation of a marine protected area known as La Higuera-Isla Chañaral.

Using divers and an underwater robot able to dive more than 800 feet, the crew documented a diversity of marine life, including dozens of invertebrates, fish and macroalgae. In addition, they documented the importance of the islands as habitat for sea lions and Humboldt penguins as well as schools of mackerel, krill and shrimp, which are economically valuable species in the region.

Oceana also embarked on a four-day expedition to Robinson Crusoe Island in the Juan Fernández Archipelago, which is most known for having been the home to Scottish castaway Alexander Selkirk for four years, inspiring the novel Robinson Crusoe. After years of campaigning by Oceana and several expeditions to document the biodiversity of the area's underwater mountains, the Chilean Congress passed a law banning bottom trawling on these and all 118 of the country's seamounts.

ON THE WATER



© OCEANA | Iñaki Relanzón



© OCEANA | Carlos Minguell



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MAKING THE CASE FOR OCEAN CONSERVATION

NORTH AMERICA

Once again Oceana was widely featured in the U.S. media with thousands of press hits – from high-profile television appearances to recognition in prominent newspapers and websites.

Oceana received extensive coverage of its seafood fraud campaign. In April, the Los Angeles Times featured Oceana's L.A. seafood fraud report on its front page. Following the release of Oceana's New York City seafood fraud investigation, Oceana campaign director Beth Lowell was interviewed for segments on NBC Nightly News and the Today Show. The New York Times also ran a story about Oceana's report and senior vice president for North America Michael Hirshfield appeared on ABC's 20/20.

Oceana's deputy vice presidents Susan Murray and Jacqueline Savitz appeared in numerous regional and national stories about offshore drilling and Shell's ill-fated offshore drilling activities in the Arctic, including those by Associated Press, Thomson Reuters, the Wall Street Journal, Los Angeles Times, the Washington Post and others.

Prior to appearing at The Economist's World Oceans Summit, Oceana CEO Andy Sharpless appeared on the BBC to discuss overfishing and prospects for rebuilding the world's fisheries. Andy was also interviewed by China Central Television about the state of the world's fisheries

and the need to institute limits on bycatch, protect habitat and adopt science-based quotas in order to increase fishery yields and feed a growing world population.

Oceana was again a non-profit partner for Discovery Channel's Shark Week, which celebrated its 25th anniversary in 2012. The programming included "Great White Highway," which was narrated by actor and Oceana board member Ted Danson.

Oceana also continued to raise its profile through the promotion of public service announcements about its work, which generated more than \$3 million in donated advertising value. In May, Oceana released its latest PSA starring "Friday Night Lights" actress Aimee Teegarden. The video featured Aimee surfing and free diving off the coast of Southern California with a message to protect the ocean's "hidden treasures."

Thanks to the generous support from media outlets like Hulu, O Magazine, Forbes Magazine, Shape Magazine, USA Network, HGTV, Food Network, Outside TV, CNN International, and many others, Oceana was able to share its message with millions of people around the country in high profile magazines, on radio and national TV.

EUROPE

Oceana's campaign to end wasteful subsidies for the EU's oversized and unsustainable fishing fleet attracted media attention around the world, including in The New York Times and Le Monde, as well as on national stations, such as Spain's TVE, and in wire stories, including those by AFP and EuropaPress.

Oceana's work to protect habitat, in and around the Balearic Islands, off of the Portuguese Algarve and elsewhere in the

EU was highlighted in dozens of media outlets, including El Pais and El Mundo, as well as interviews on Radio France International and Canal Sur.

Oceana was also featured in the media for its work to protect sharks. As the EU negotiated, and eventually adopted, a strict ban on shark finning, after tireless campaigning by Oceana, this victory was written about on the international wires AP, AFP, and EFE, securing coverage from the United States to France, Spain, and beyond. National coverage included Spain's nationwide TV station (La Sexta TV), radio stations (RNE) and newspapers, while industry coverage included Atuna, Fishnewseu and FIS. An Oceana investigation into illegally caught shark liver oil in EU waters garnered interviews from Voice of Russia, the Sunday Times as well as coverage in countries as diverse as Greece, Lithuania, Hungary, Australia and Vietnam. Oceana also fielded questions about sharks from journalists from The Guardian and Radio France International.

CENTRAL AMERICA

Oceana Vice President for Belize Audrey Matura-Shepherd was selected as a runner up in this year's Condé Nast Traveler Environmental Award for her work helping to ban trawling in Belize's waters.

Oceana's tireless work in opposing offshore oil drilling in Belize's azure waters also resulted in local coverage from The Belize Times, Channel 7 Belize, Channel 5 Belize, Plus TV, CTV3 and PG TV. Oceana's work was also covered by radio stations such as KREM FM, Love FM, Wave Radio, Vibes Radio, Mood FM and Reef Radio.

SOUTH AMERICA

Oceana's Chile office received a great deal of media interest surrounding the passage of the country's sweeping new

**OCEANA'S
PUBLIC SERVICE
ANNOUNCEMENTS
RAISED MORE
THAN 3 MILLION
IN DONATED
ADVERTISING VALUE.**



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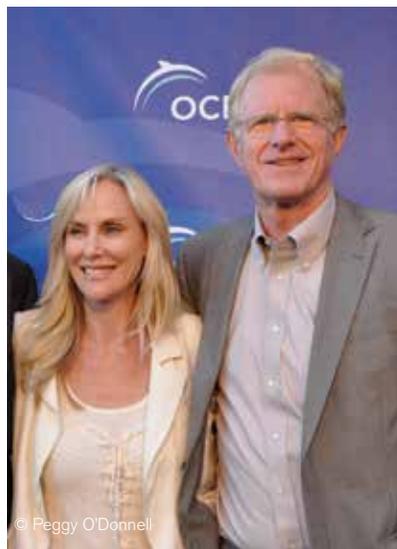


© Jon Dee

fisheries law. Oceana Vice President for Chile, Alex Muñoz, appeared on several major networks on Chilean TV and radio including Canal 24 Horas, Canal 13 and Radio Futuro.

In addition, Oceana's campaign to stop heavily polluting copper refineries and coal-fired power plants in the nation's so-called coastal "sacrifice zones" was featured in the Financial Times from Germany; El Mercurio de Valparaíso and major online media such as Terra.cl, Cooperativa.cl, BioBio.cl and ElMostrador.cl.

Oceana also received national attention for its work to expand the Salas y Gomez marine park in the newspaper La Tercera, as well as for its push to protect the country's 118 seamounts, which was featured in a spread in the major newspaper El Mercurio.



© Peggy O'Donnell



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Oceana's celebrity supporters. Top row: Alexandra Cousteau and Adrian Grenier; Aimee Teegarden; Maya Gabeira Middle row: January Jones; Almudena Fernandez; Sam and Lynn Waterston Bottom row: Rachelle Carson-Begley and Ed Begley, Jr.; Leonor Varela; Kate Walsh.

Oceana’s Board of Directors and staff extend our deepest appreciation to our contributors for their continued support and generosity during 2012.

Oceana’s support comes from foundations, organizations and individuals in more than 150 countries. Oceana benefits not only from cash contributions, but also from generous in-kind contributions of goods and services.

Despite the continuing economic turmoil in 2012, Oceana’s contributors maintained the support that is essential to our campaigns to preserve ocean life. Oceana received revenue and support of approximately \$15 million in unrestricted funds, including the release of \$13 million in time- and program-restricted gifts for which commitments had been received in the current and prior years.

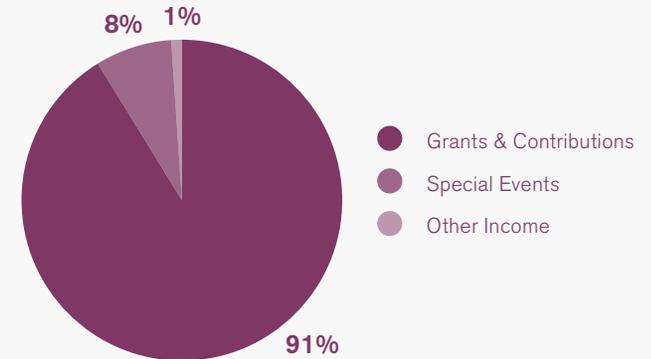
Oceana continues to benefit from significant multi-year grant commitments, which is a major reason why Oceana ended the year with just over \$19 million in net assets. Expenses were approximately \$17 million in 2012. Of every dollar of expenses, approximately 75 cents were spent directly on Oceana’s programs. The remainder was spent on general and administrative costs (just about 11 cents), raising funds (slightly less than 13 cents), and good/services that event ticket purchasers paid for (approximately 1 cent).

Oceana, Inc. is tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Code, so contributions may be tax-deductible. Please contact Oceana at the address below for information on making gifts to Oceana, for a copy of its audited financial statement, or for other inquiries.

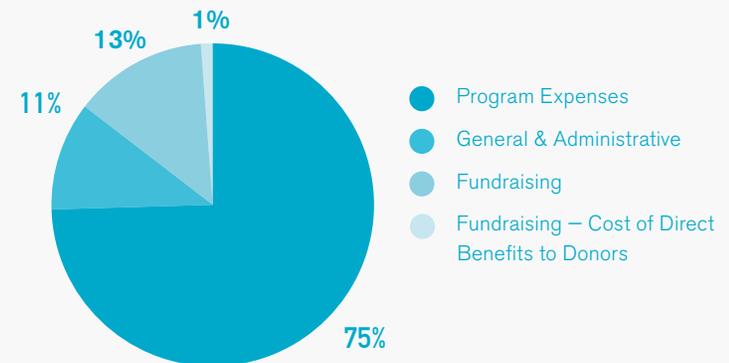
Oceana, Inc.
 Attn: Development Department
 1350 Connecticut Ave. NW, 5th Floor
 Washington, DC 20036 USA
 info@oceana.org
 1.202.833.3900

These financial results represent the consolidated operational activity of Oceana, Inc. and Oceana Advocacy Resources, Inc.

2012 REVENUE \$15,436,284



2012 EXPENSES \$17,244,408



NET ASSETS AT END OF YEAR (2012) \$19,266,773



(CHART IN MILLIONS OF US DOLLARS)

	2012			2011		2010
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	TOTAL	TOTAL	TOTAL
REVENUE AND SUPPORT						
Grants and Contributions	7,092,426	6,987,836	14,080,262	18,367,978		20,679,039
Special Events	1,191,141	-	1,191,141	1,353,942		1,775,796
Investment Income	8,681	-	8,681	14,617		46,131
Rental Income	70,031	-	70,031	113,743		120,009
In-Kind Revenue	-	-	-	-		-
Miscellaneous	26,335	-	26,335	1,927		6,185
Foreign Currency Transaction Gain (loss)	59,834	-	59,834	(51,697)		(348,212)
Net Assets Released from Restrictions:						
Satisfaction of Time Restrictions	5,926,746	(5,926,746)	-	-		-
Satisfaction of Program Restrictions	5,458,109	(5,458,109)	-	-		-
TOTAL REVENUE AND SUPPORT	19,833,303	(4,397,019)	15,436,284	19,895,510		22,278,948
EXPENSES						
Program Services						
North American Oceans	4,253,254	-	4,253,254	5,952,777		6,639,505
International activities	5,840,662	-	5,840,662	7,750,687		4,885,134
Communications	1,559,337	-	1,559,337	1,788,857		1,888,956
Law	834,065	-	834,065	735,209		638,461
Marine Science	352,198	-	352,198	528,304		574,793
Oceana Advocacy Resources, Inc.	14,599	-	14,599	5,278		1,223
TOTAL PROGRAM SERVICES	12,854,115	-	12,854,115	16,761,112		14,628,072
Supporting Services						
General and Administrative	1,874,967	-	1,874,967	2,060,793		1,856,289
Fundraising – cost of direct benefit to donors	204,462	-	204,462	279,424		483,540
Fundraising – other	2,310,864	-	2,310,864	2,032,735		2,111,511
TOTAL SUPPORTING SERVICES	4,390,293	-	4,390,293	4,372,952		4,451,340
TOTAL EXPENSES	17,244,408	-	17,244,408	21,134,064		19,079,412
CHANGE IN NET ASSETS	2,588,895	(4,397,019)	(1,808,124)	(1,238,554)		3,199,536
NET ASSETS (Beginning of Year)	8,402,414	12,672,483	21,074,897	22,313,451		19,113,915
NET ASSETS (End of Year)	10,991,309	8,275,464	19,266,773	21,074,897		22,313,451

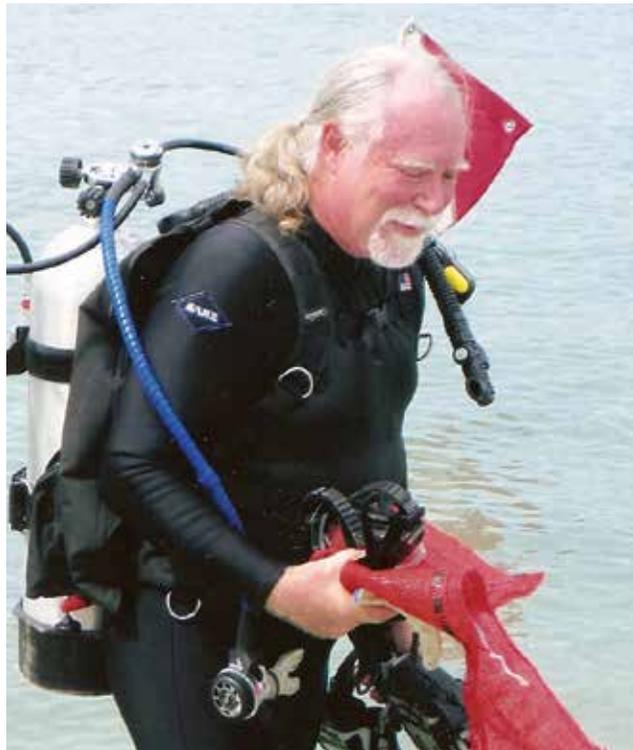
IN 2012, OCEANA GREW TO OVER 550,000

SUPPORTERS

WORLDWIDE AND DRAMATICALLY INCREASED OUR LOW-DOLLAR GRASSROOTS FUNDRAISING RESULTS, RAISING MORE THAN \$800,000 IN DONATIONS.

Oceana also grew its presence on the social media platforms Facebook and Twitter, climbing to 75,000 supporters on Facebook and 55,000 followers on Twitter. The fourth annual Ocean Heroes contest, which honors everyday people working to save the oceans, was held on Oceana's Facebook page this year. More than 11,000 voters selected Captain Don Voss, the owner of a marine debris collection organization, as the adult ocean hero, and 15-year-old James Hemphill, the leader of a youth organization cleaning Virginia's waterways, as the junior ocean hero. The contest received promotional support from contest sponsors Nautica and Revo as well as celebrity supporters Lauren Conrad, Ashley Benson, Kellan Lutz and others.

Finally, more than 40,000 Oceana supporters signed an online petition asking major international commerce website Alibaba.com to pull manta ray leather products from their website. The company quickly responded, pulling the products and promising to refrain from selling animals protected under UN policies in the future, which includes manta and devil rays.



GIVE TODAY TO HELP THE OCEANS.

DONATE TO OCEANA

Each of us has the power to contribute to the health of the oceans. With the support of thousands of people like you, Oceana can carry out targeted campaigns to end overfishing, protect marine creatures, stop pollution and eliminate bycatch. Together, we can reverse the collapse of the oceans and preserve their rich abundance for the next generation. You can become part of a growing circle of supporters by joining Oceana today.

BENEFITS TO CONTRIBUTORS

All Oceana supporters who give \$1,000 or more annually receive a variety of benefits, including the magazine, invitations to special events and VIP receptions, political updates and exclusive briefings by Oceana scientists and policy experts from around the world.

U.S. TAX DEDUCTION FOR DONATION

Oceana is designated as a tax-exempt organization under Section 501(c)(3) of the U.S. Internal Revenue Code, so donations are tax-deductible.

HOW YOU CAN SUPPORT OCEANA

You can support Oceana financially by sending us a check at the address below or by credit card. Please call the number below or visit www.oceana.org/donate. Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Oceana appreciates your ongoing support and understands that

you may cancel this contribution at any time. You may also contact us concerning gifts of stock, matching gifts and gifts made through workplace giving programs.

DONATE LIFETIME PLANNED GIFTS AND BEQUESTS

You may support Oceana and receive tax benefits during your lifetime through planned giving. Please consult your financial advisor or contact us for further information. If you are considering supporting Oceana through a bequest, please let us know so that we can acknowledge your support and ensure you receive information about our campaigns and invitations to our events.

To discuss planned gifts, please contact the Major Gifts team at 1.212.371.5016 or at 909 Third Avenue, 31st Floor, New York, NY 10022.

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We are extremely grateful for the in kind contributions that we receive throughout the year from a variety of sources. These important contributions allow Oceana to carry out our important work to protect and preserve the world's oceans.



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Diane K. Hall	Accounting Manager
Cheryl Haro	Manager, Executive Department
Benjamin J. Hayman	Senior Organizer
Jennifer Henderson	Campaign Associate
Lianne R. Holzer	Executive Assistant
Matthew W. Huelsenbeck	Marine Scientist
Jennifer Hueting	Manager, Creative Services
Jennifer Jones	Pacific Communication Manager
Amanda Keledjian	Marine Scientist
Konstantin Kostadinov	Web Systems and Database Manager
Christopher J. Krenz	Arctic Campaign Manager and Senior Scientist
Cecilia Kress	Paralegal
Heather Lane	Sr. Director, Institutional Giving
Michael LeVine	Senior Pacific Counsel
Kristie Livingston	Administrative Clerk
Beth Lowell	Campaign Director
Brianne A. Mecum	GIS Analyst
Helen Metcalfe	Administrator
Rebecca Marques	Campaign Organizer
Joseph Mokodean	Law Fellow
Nancy O'Connor	Director, Foundations
Elizabeth N. Pincumbe	Administrative Clerk
Rachael L. Prokop	Senior Associate, e-Activism and Social Media

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Nancy Pyne	Campaign Organizer, Climate & Energy
Carolina Quijano	Administrative Assistant
Nicole Rockwell	Foundations Associate
Jacqueline Savitz	Deputy Vice President, US Campaigns
Nicole Scott	Development Assistant
Leah Scull	Campaign Analyst
Erin Sells	Grantwriter
Whit Sheard III	Pacific Counsel and Senior Advisor
Geoffrey Shester	California Program Director
Nancy L. Sopko	Ocean Advocate
Tanvir S. Sra	Database Administrator
Margot L. Stiles	Campaign Manager and Senior Marine Scientist
Randy Sturgill	Campaign Organizer, Climate & Energy
Justine Sullivan	Social Media Fellow
Dedria R. Taylor	Junior Accountant
Walker F. Timme	Fellow
Amelia R. Vorpahl	Communications Manager
Kimberly A. Warner	Senior Scientist
Jonathan J. Warrenchuk	Senior Ocean Scientist
Deborah Washington	Accounting Clerk/ Payroll
Corry Westbrook	Federal Policy Director
Jessica C. Wiseman	Manager, Marketing and Communications
Caroline Wood	Campaign Organizer
Roberta M. Zapf	Receptionist
Rebecca W. Zisser	Ocean Advocate

SOUTH AMERICA

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Meredith Brown	Executive Assistant
Paulette Dougnac	Communications Assistant
Matthias Gorny	Science Director
Cristian Gutierrez	Economic Area Director
Annalore Hoffens	Communications Director
Belkis Perez	Secretary

UNITED KINGDOM

Tim Keenan	Director of Development
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Dr. Kristian Parker, Chair

A founding member of Oceana's Board of Directors, Dr. Kristian Parker is the Trustee in charge of Oak Foundation's environment program, which is dedicated to marine conservation and climate change prevention. Parker is also a marine biologist and received his Ph.D. in environmental sciences from Duke University.

James Sandler, Vice-Chair

James Sandler is a director of the Sandler Foundation and is in charge of the foundation's environmental giving.

Simon Sidamon-Eristoff, Secretary

Simon Sidamon-Eristoff is a member of the tax-exempt organizations practice group at Kalbian Hagerty LLP, a Washington, D.C. law firm.

Valarie Van Cleave, Treasurer

Valarie Van Cleave's business career encompasses work in mergers and acquisitions, sales and marketing and new business development. She has spearheaded successful fundraising efforts for political campaigns and conservation advocacy. She co-founded and co-chairs SeaChange, a record-breaking benefit for Oceana.

Keith Addis, President

Keith Addis merged his thriving management business with best friend Nick Wechsler's high-profile production enterprise in 1989, creating the first firm to combine top-notch talent management and first-rate feature film and television production into one innovative, dynamic and prolific entity. The company has since evolved into Industry Entertainment Partners, and has emerged as a leader in the rapidly changing landscape of 21st-century Hollywood.

Herbert Bedolfe

Herbert Bedolfe is the executive director of the Marisla Foundation where he has focused on international biodiversity conservation, marine conservation and environmental health and justice.

Ricardo Cisneros

Ricardo Cisneros is Chairman of Cisneros Corporation, one of the premier privately held media, entertainment and consumer products organizations based in Latin America. Mr. Cisneros is committed to the welfare of the Pemón people of the Gran Sabana region of Venezuela, through Fundación Wonken, which he created for that purpose.

Ted Danson

Ted Danson's versatility makes him one of the most accomplished actors in film, stage and television today. Mr. Danson founded the American Oceans Campaign (AOC) in 1987 to alert Americans to the life-threatening hazards created by oil spills, offshore development, toxic wastes, sewage pollution and other ocean abuses. AOC merged with Oceana in 2001.

Sydney Davis

Sydney Davis is a jewelry designer and activist. She and her husband, Andrew, are advocates for numerous environmental and educational causes. Through their family foundations, they work to protect and improve the lives of children, a goal that cannot be achieved without safeguarding the world's oceans.

César Gaviria

César Gaviria served as President of Colombia from 1990-1994. He was first elected Organization of American States (OAS) Secretary General in 1994, and re-elected by the member countries in 1999.

María Eugenia Girón

María Eugenia Girón began her career in the luxury goods industry as a consultant for the Guggenheim Museum and Estée Lauder. Most recently, she was international vice president for Loewe and chief executive officer of Carrera y Carrera from 1999 to 2006. She is currently the Director of Observatory for Premium and Prestige Business at IE Business School.

Stephen McAllister

Stephen McAllister is a successful developer with solid environmental credentials that include being a crewmember in Greenpeace's first Rainbow Warrior and deputy executive director and campaign director of Greenpeace International at its headquarters in Amsterdam.

Michael Northrop

Michael Northrop directs the sustainable development grant making program at the Rockefeller Brothers Fund in New York City.

Dr. Daniel Pauly

Dr. Daniel Pauly is one of the most prolific and esteemed marine scientists working in the field. Since 1999, Dr. Pauly has been principal investigator of the Sea Around Us Project, based at the Fisheries Centre at the University of British Columbia.

Susan Rockefeller

Susan Rockefeller is a documentary filmmaker and jewelry designer. She is Chairwoman of Oceana's Ocean Council and also sits on the program committee for The Stone Barns for Sustainable Agriculture, Advisory Board to Audubon Women in Conservation and on the Global Leadership Council of NRDC. Susan loves to paddle board and swim and spend time with her husband and family.

OCEANA IS THE **LARGEST INTERNATIONAL ADVOCACY GROUP** WORKING SOLELY TO PROTECT THE WORLD'S OCEANS.

OUR POLICY WINS IN THE THREE KEY AREAS OF FISHERY MANAGEMENT ARE PRODUCING A MORE ABUNDANT OCEAN IN THE COUNTRIES WHERE WE CAMPAIGN.

Heather Stevens

Heather Stevens and her husband founded The Waterloo Foundation, based in the UK, which she now chairs. The Foundation has funded considerable work in the marine sector, including campaigns to combat illegal fishing in west Africa and to improve the fishing industry and marine life in the Pacific Coral Triangle.

Rogier van Vliet

Rogier van Vliet is chairman of Adessium Foundation, a Dutch fund founded in 2005 that provides financial support to charitable organizations in the Netherlands and worldwide. The Foundation aspires to a world in which people live in harmony with each other and with their environments. Since 2002, Mr. van Vliet has also been a director at Multifund, a private investment company.

Sam Waterston

Sam Waterston is an award-winning actor and an activist, as a member of Oceana's board and of the board of Refugees International, advocating for refugees worldwide, with particular attention to displacement due to climate change and environmental degradation. With an extensive curriculum vitae in theater and film, he is a leading actor on HBO's new Aaron Sorkin series, "Newsroom."



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Susan Rockefeller, Chairwoman
Filmmaker and Activist

Julie Tauber McMahon, Vice Chair

Dr. Andrew Bevacqua
La Mer Max Huber Research Laboratories

Carolyn Marks Blackwood
Filmmaker

Pierce Brosnan
Actor

Deborah Buck
Buck House

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