

Annual Report
2018-2019

A photograph of two humpback whales swimming in deep blue water. The whale in the foreground is larger and closer to the camera, showing its characteristic white and grey patterned skin and deep, horizontal grooves on its throat. The second whale is further away and higher up in the frame, appearing as a sleeker, darker shape against the blue background.

“ My bounty is as boundless as the sea,
My love as deep. The more I give to thee,
The more I have, for both are infinite. ”

- Romeo and Juliet, Act 2 Scene 2,
William Shakespeare



A humpback whale mom and calf swim together. Oceana's recent drift gillnet victory in California helps protect marine mammals like these from getting entangled in fishing gear.



Annual Report 2018-2019*

This international report reflects the combined operations of all Oceana organizations, including Oceana, Inc., and its affiliates, as well as information concerning Oceana Canada, an independent charity.

Together, the Oceana international organizations form the largest international advocacy group dedicated solely to ocean conservation. We are rebuilding abundant oceans by winning science-based policies in countries that control one-third of the world's wild fish catch.

With more than 200 victories that stop overfishing, habitat destruction, pollution and the killing of threatened species, Oceana's campaigns are delivering results. More than 5.5 million members, e-activists and social media followers support Oceana internationally.

Together, we can save the oceans and help feed the world. Oceana organizations have campaigners in North, South and Central America, Asia and Europe. To learn more, please visit www.oceana.org.

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* This report features editorial content through June 30, 2019 and financial information for the calendar year 2018

A local fisherman holds up a black ark clam (*Anadara tuberculosa*) at the Mangroves of Tumbes National Sanctuary in Peru. These clams are used in ceviche, Peru's national dish, and the fishery is closed several months each year to ensure abundance.



Letter From The CEO



Let me tell you about lingcod.

It might sound unfamiliar, but it has been fished along the west coast of North America for millennia. Archeologists discovered evidence of lingcod fishing in central California as far back as 6200 BCE. Even the “recent” commercial fishing on the West Coast goes back a hundred years. These fisheries sustainably caught a little more than a million lingcod a year for decades until the rise of groundfish trawling in the 1980s doubled and then nearly tripled the annual lingcod catch. After that, the lingcod population declined dramatically and was ultimately declared overfished in 1999.

But now consider what this fish is capable of. It reaches maturity in three to five years but can

live for twenty-five. Young females are fertile, and during spawning will lay 100,000 eggs at a nest site guarded by a male. A nest! And the nest is guarded by the male until the eggs hatch. Larger females can reach 80 lbs, and lay five times as many eggs, in premium nesting locations guarded by the largest males. Give this robust fish a little help – some sensible scientific management – and good things will happen.

By 2005, they had. After a few years’ break from excessive fishing, the number of spawning fish had doubled. A federal rebuilding plan combined with favorable ocean conditions led to a declaration of recovery – four years ahead of projections. Around the same time, Oceana won tens of thousands of square miles of protections against bottom trawling, safeguarding millions of lingcod nests.

The formula for sustainable fishing is simple: keep fishing pressure at a reasonable level and protect the habitat. It pays dividends. All it takes is sensible management – the most important element of which is science-driven catch limits. Guess what? America’s most important national law on ocean fisheries – called the Magnuson-Stevens Act – was strengthened in 1996 and

again in 2006. And it is no coincidence that these dates match the rebounds seen in many American fisheries.

Oceana’s job is to deliver the policies that drive ocean abundance. We do so by fielding teams of scientists, lawyers, policy analysts and advocates in ten key fishing countries around the world. We chose these countries because the oceans off their coasts provide nearly a third of the WORLD’s wild fish catch every year. And under the terms of the treaty familiarly known as the Law of the Sea, those coastal ocean zones are deemed the Exclusive Economic Zones of the adjacent country. That means that national laws – not international negotiations – control the fishing companies that work those waters. And that means we can save the world’s ocean country-by-country.

This annual report documents the progress Oceana and our allies have made in the last year in winning country-by-country policy changes that apply the lessons so vividly illustrated by the lingcod. You will find much to be encouraged by.

Consider what the Canadians did this year. For the first time in the history of that famous fishing

nation, they passed a law that mandates that collapsed fisheries must be rebuilt. They now have a law that insists that their fishery ministers produce abundance. It will no longer be possible for Canadian politicians and policy-makers to claim credit just for not making bad things worse. Sustainable overfishing is nothing to be proud of, and the Canadians have now outlawed it. It will no longer matter whether a fishery minister has the fortitude to do the right thing for Canada and her ocean – he or she will be required to do it.

This is good for hungry Canadians. It's good for Canadian fishers. And it's good for the world.

A rebuilt global ocean can feed a billion people a healthy seafood meal every day, FOREVER. It does this without adding to forest-clearing land hunger of terrestrial agriculture – the biggest driver of bio-diversity loss in the world. It does this without producing the methane gasses that beef producers emit into the air, with a climate-forcing impact equal to the total emissions of Japan. And it helps more than 600 million people living in some of the poorer developing coastal countries obtain essential nutrition.

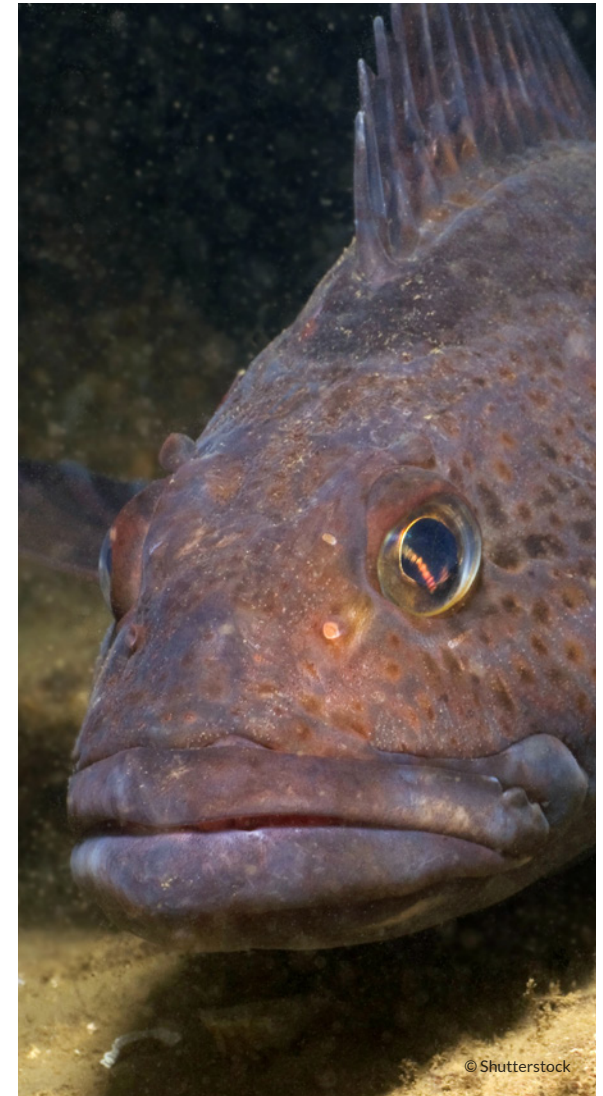
As a supporter of Oceana, I want you to know that all the policy victories reported in this latest annual report are yours. None of them are possible without your generosity. None of them. We raise virtually all of our funds every year in voluntary philanthropic contributions from you. An essential part of our job is pressing government policy makers to do the right thing for ocean conservation. That requires that we have the independence to speak and to act with integrity. Your financial support is the guarantee of that independence. Thanks to you, we are loyal to one goal only – what has to be done today to deliver an abundant and healthy ocean to the future.

Thank you. Together we are getting it done. The fish come back.

Sincerely,



Andrew Sharpless
CEO, Oceana



Oceana's Approach

Oceana's mission is to win policy victories that restore the world's oceans. Why? Because doing so will make the seas — which cover two-thirds of our planet — more abundant and biodiverse. This mission matters because healthy marine ecosystems full of wildlife can also support fisheries that will feed more than a billion people in a truly sustainable way. We can preserve our natural wonders for future generations while protecting a food source — wild seafood — that requires no fresh water or arable land to produce, is responsible for minimal greenhouse gas emissions and provides cheap, healthy protein to hungry people around the world.

Just 29 countries and the EU account for 90 percent of the global fish catch. We can — on a country by country basis — restore healthy oceans through responsible policymaking at the national level. Evidence from fisheries around the world shows that, when the right measures are put in place, fish populations bounce back.

Oceana fights for policies that are based in science and rely on five proven strategies that help restore healthy oceans.



Stop
Overfishing



Reduce
Bycatch



Protect
Habitat



Curb
Pollution



Increase
Transparency

A Sally Lightfoot crab sits perched atop lava stones. Marine Protected Areas like the newly created Banc-des-Américains MPA in Canada provide habitat for commercially important species like crab and shrimp.



Stop Overfishing

Implementing science-based catch limits, reducing government subsidies that encourage harmful behavior and preventing illegal fishing can end the overfishing of our oceans.

© Shutterstock/AJP



Reduce Bycatch

Each year, fishing gear incidentally kills or injures millions of animals including sharks, whales, dolphins, fish and sea turtles. Reducing this bycatch means improving monitoring and reporting of when it occurs, setting bycatch limits for fisheries and encouraging people to use cleaner, safer gear.

© Shutterstock/Iakov Kalinin





Oceana has helped protect more than 4.5 million square miles of ocean.

For a complete list of victories: visit oceana.org/victories

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How We Work

The good news is that we can restore the oceans to their former abundance. Since its founding, Oceana has won, together with our allies, over 200 victories and protected more than twelve million square kilometers (4.5 million square miles) of ocean. Oceana has the tools to win. We are:

✓ Campaign Driven

We focus our resources on strategic, directed campaigns to achieve measurable outcomes that will protect and restore our oceans to former levels of abundance. Our campaigns are specific, targeted and designed to be won in a three- to five-year timeframe.

✓ Fact Based

Our advocacy relies on scientific research to help us understand the ocean's problems and identify practical, effective solutions.

✓ Expedition Powered

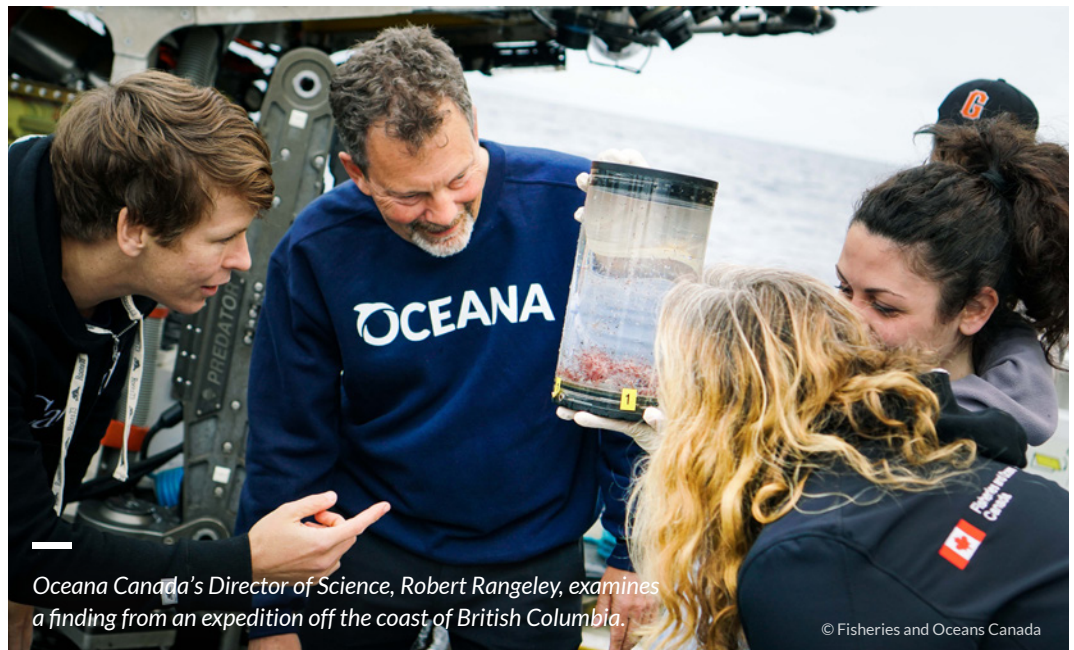
We recognize that getting on the water – with scientists, divers, underwater cameramen and campaigners – and bringing to life the most important marine places helps us make the case for needed protections. Oceana's expeditions have powered our campaigns and led to victories across the globe.

✓ Multi-Disciplinary and Expert

Our scientists work closely with our teams of economists, lawyers, communicators and advocates to achieve tangible results for the oceans.

✓ Supported by Citizens and Allies

Oceana has a base of over five million supporters, including more than one million Wavemakers. Our Ocean Council is a select group of business, policy and philanthropic leaders who represent and support Oceana's efforts on the global stage.



2018-2019

Victories

Oceana and allies have helped win more than 200 policy victories that restore ocean abundance since the organization's founding over a decade and a half ago.

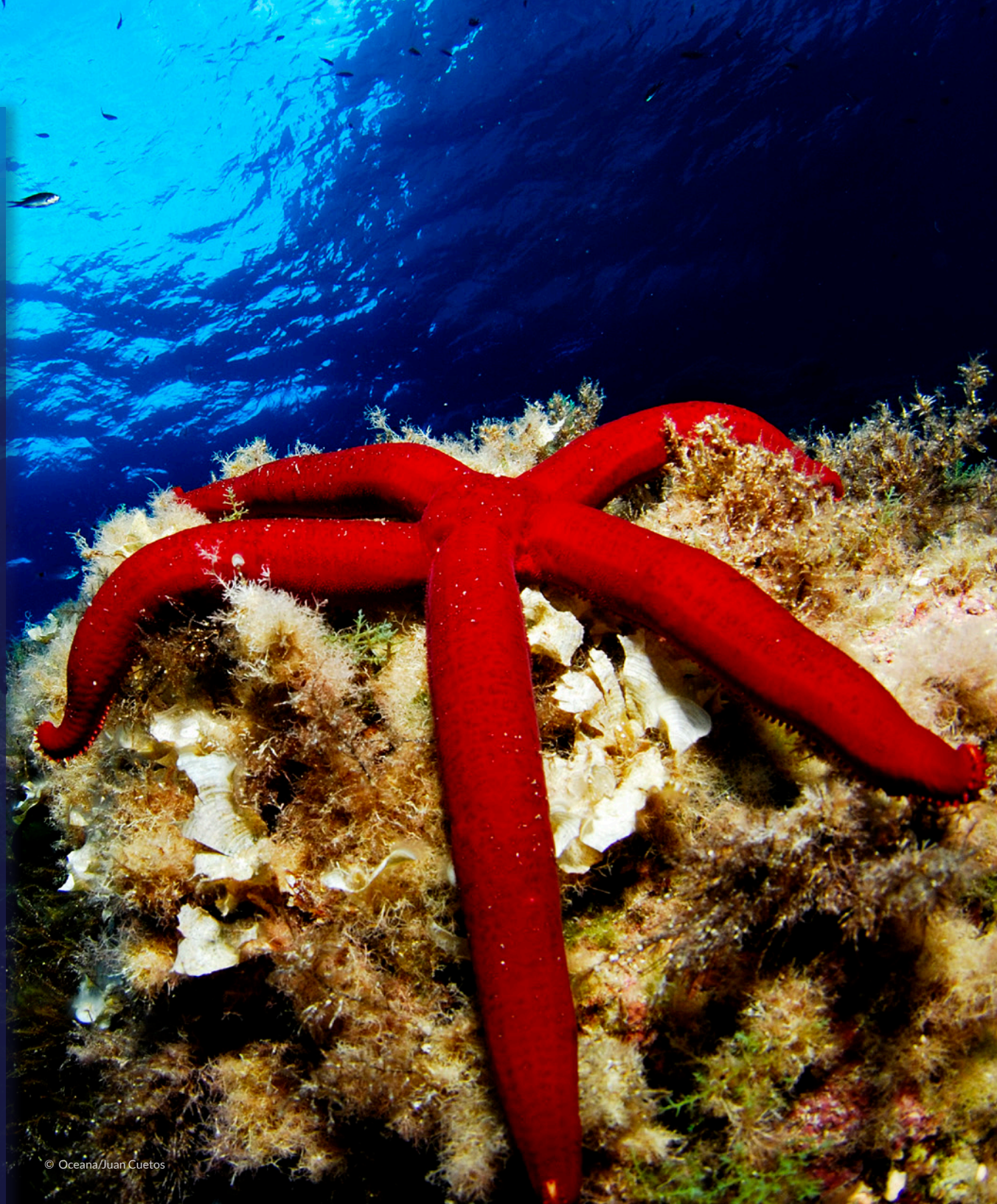
Oceana leverages law, science, grassroots activism, lobbying and strategic communications to win policy victories around the world. Here's what we accomplished between July 2018 and June 2019.

A curious Sea Lion takes a rest. Oceana campaigns to protect animals like these and their habitat.



Spain Creates the Second-Largest Marine National Park in the Mediterranean

After more than a decade of campaign work by Oceana and our allies, including six research expeditions made possible by numerous supporters, the Spanish government increased the size of Cabrera National Park from 100 to 900 square kilometers. This increase makes Cabrera – one of the richest and most biodiverse places in the Mediterranean and Spanish Coast – the second largest marine national park in the Mediterranean and the first one to protect deep-sea corals.





The Philippines Protects 276,000 Square Kilometers of Ocean from Bottom Trawling

In the Philippines, following Oceana's campaign, the government effectively ended bottom trawling in all municipal waters. The area protected is roughly equivalent to the landmass of the entire country. Bottom trawlers destroy habitat, which includes ocean nurseries, by dragging heavily weighted nets across the ocean floor in pursuit of fish and leaving behind damage that can last centuries.



Brazil Stops Destructive Bottom Trawling in 13,000 Square Kilometers of Ocean That Is Home To Endangered Species

After campaigning by Oceana and our allies, the government of Rio Grande do Sul, Brazil's southernmost state, passed a law to ban existing bottom trawling. These new protections extend along the entire length of the state's 620-kilometer coast and cover a distance of up to 12 nautical miles (22.2 km) from shore. The ban protects waters that are important to artisanal fishers and home to many endangered species.





Chile Passes One of World's Strongest Laws Against Illegal Fishing

After campaigning by Oceana and our allies, Chile passed a new law to fight illegal fishing. The new law extends criminal liability for illegal fishing to transporters, processors, vendors and other middlemen – where the most money from criminal activity is to be made – while legalizing subsistence and survival fishing. Oceana advocated for modernization of the law for three years and introduced one of its key components: mandating that the government make publicly accessible the fishing vessels tracking data it collects.



Peru Passes Law to Ban Plastic Bags and Reduce Plastics Use in Protected Areas

After campaigning by Oceana and our allies, a new law in Peru will reduce the use of plastics and plastic pollution. Peru's Congress passed legislation that bans the use of plastic bags and restricts other single-use plastics (including straws). The measures also prohibit the use of plastics in Peru's beaches, coast and the country's many protected areas.





California Stops Use of Destructive Fishing Gear that Kills Dolphins, Turtles and Sharks

The California swordfish drift gillnet fishery kills more dolphins than all observed U.S. West Coast fisheries combined. Thanks to a years-long campaign by Oceana and our allies, a new law will clean up the fishery, phasing out the use of drift gillnets through a buyout transition program and incentivizing the use of cleaner fishing gear.



Canada Creates Banc-des-Américains Marine Protected Area

The Government of Canada established a 1,000 square kilometer Marine Protected Area (MPA) in the Gulf of St. Lawrence called the Banc-des-Américains. This new MPA protects one of Canada's most diverse and productive marine areas. In 2017, Oceana Canada and Fisheries and Oceans Canada partnered to conduct an expedition in the Gulf of St. Lawrence, including the Banc-des-Américains. The government used data from the expedition to support protection and management of important habitat, including habitat-forming corals and sponges, forage fishes like capelin and herring, commercially important species, such as crab and shrimp, and the iconic and highly endangered North Atlantic right whale.





Canadian Government Bans Industrial Activity in Marine Protected Areas

Canada adopted new standards that ban industrial activities such as oil and gas, waste dumping, mining and destructive bottom-contact fishing activity in newly created Marine Protected Areas (MPAs), bringing Canada in line with international best practices. In the past few years, Canada has been protecting more of its ocean, but within these areas, industrial activities, including oil and gas, were still permitted. The new standards help protect fragile habitats that provide nursery, spawning and feeding areas for marine wildlife from harmful practices.





Canada Passes New *Fisheries Act*: A Historic Win for Canada's Oceans

Canada's new *Fisheries Act*, passed into law on June 18, 2019, requires, for the first time in Canada's history, science-based rebuilding of all depleted fish populations. The passage of this modernized law puts Canada on the path to restoring its oceans to abundance.





Canada Bans Shark Fin Trade, First of G20 Countries

Canada, following a significant grassroots effort by Oceana, became the first G20 country to ban the trade of shark fins in its borders. The practice of shark finning has been illegal in Canadian waters for years; however, Canada was the largest importer of shark fins outside of Asia. Oceana's campaign generated more than 300,000 petition signatures and thousands of emails and phone calls to members of Parliament calling on them to protect sharks. This ban is part of Canada's new *Fisheries Act*.



Chile Publishes Vessel Tracking Data for Fishing Fleets, Promoting Transparency at Sea

The Chilean government signed an agreement to make its vessel tracking data publicly available through Global Fishing Watch (GFW). This means that 700 fishing vessels and more than 800 vessels serving Chile's aquaculture industry will be visible on GFW's website, which tracks the movements of commercial fishing vessels in near real-time. The agreement, which was made between Chile's National Fisheries and Aquaculture Service and GFW, demonstrates Chile's commitment to greater transparency in fishing and is the result of Oceana's collaboration with the Chilean government.





New York Prohibits Offshore Drilling

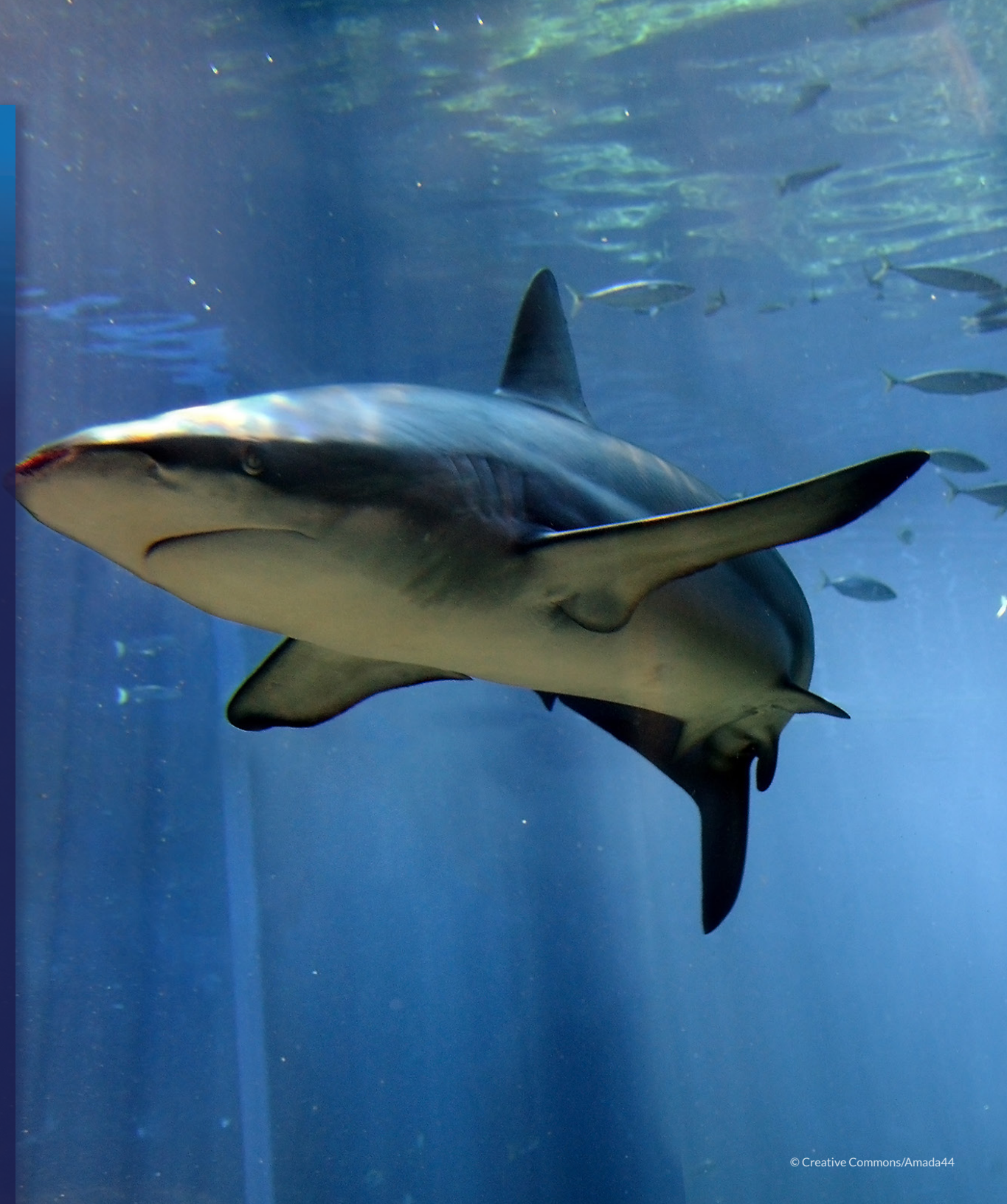
Governor Andrew Cuomo signed a bill to prohibit the exploration, development and production of offshore oil and gas in New York waters. The law also prohibits any infrastructure to support drilling off New York's coast, and prevents the state's agencies from taking regulatory actions to facilitate oil and gas production in federal waters. The Trump administration had proposed plans to open much of the United States' East Coast to oil and gas exploration and development.





Oceana Wins Lawsuit to Protect Vulnerable Dusky Sharks

A federal judge ruled that the federal government has to do more to reduce the killing of dusky sharks as a result of bycatch – the capture of non-target fish and ocean wildlife. The ruling, in response to an Oceana lawsuit in which we were represented by Earthjustice, found that the government failed to use all available scientific evidence. Dusky shark populations off the Atlantic and Gulf of Mexico coasts have plummeted by at least 65 percent in the past two decades as a result of bycatch. Dusky sharks can live as long as half a century and are greatly impacted by overfishing as they grow and reproduce slowly.





Peru has one of the world's highest catches of wild fish – a fact that both humans and seagulls appreciate.

On The Water

Around the world, Oceana expeditions bring to life the essential underwater areas that we seek to protect. We document unique habitats and, using the photos, video and scientific data gathered on our expeditions, collaborate with local communities and partners to win the victories that protect these places.

From June 2018 to June 2019, Oceana embarked on expeditions in three ecologically important areas:

- Northeast Pacific Seamounts, Canada
- Quark, Europe
- Katalalixar, Chile

Oceana has been on more than 40 expeditions since our maiden voyage across the Atlantic Ocean and Mediterranean Sea in 2005.



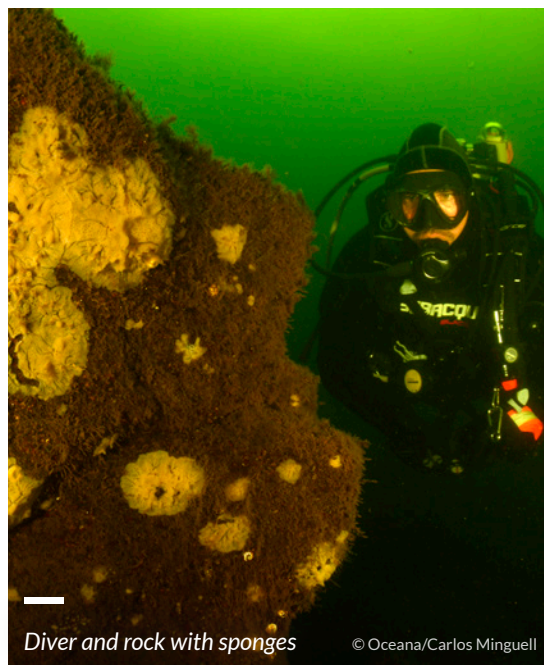




Northeast Pacific Seamounts

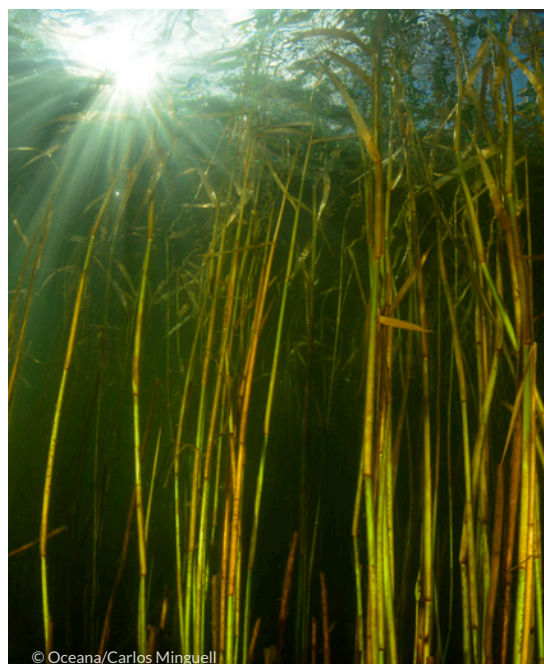
In July 2018, Oceana Canada set sail on a 16-day, 2,500-kilometer expedition, discovering six new seamounts while observing an abundance and diversity of marine life. Fisheries and Oceans Canada, the Haida Nation and Ocean Networks Canada partnered with Oceana Canada on this expedition aboard the Ocean Exploration Trust's E/V Nautilus. The 13 newly mapped known seamounts and discovery of six additional seamounts revealed ideal environments for species like coral and sponges, which form the base of important marine habitats. Based on the discovery of ancient and fragile coral forests, Oceana Canada is now campaigning for the permanent protection of these biodiversity hotspots.





EUROPE, Quark

In September 2018, Oceana embarked on a 20-day expedition to the Quark area between Finland and Sweden. These waters, which are also known as Kvarken and Merenkurkku, are home to a UNESCO World Heritage Site as well as a unique mix of freshwater, brackish and marine species. One of Finland's seven national seal protection areas can also be found here. Scientists and a team of professional divers studied and filmed marine life. The data collected will be used to win the designation of a transboundary marine protected area to safeguard this remarkable region from widespread threats like habitat degradation, pollution and sand dredging.





CHILE, Katalalixar

The Katalalixar National Reserve, located in Chilean Patagonia, is surrounded by the sea. However, only the land is protected. In 2018, Oceana and a team of scientists conducted three expeditions to document the marine biodiversity of this ecosystem. Oceana Chile is using the data collected to build the case for protecting this biodiverse habitat from destructive industrial activities like salmon farming.





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North of the reserve in the vicinity of the Gulf of Penas, a series of small islets dot the landscape.

Sailors for the Sea

Sailors for the Sea was co-founded in 2004 by David Rockefeller, Jr. and Dr. David Treadway, two avid sailors who recognized the importance of educating and activating this constituency of ocean enthusiasts. In 2018, Sailors for the Sea joined forces with Oceana, the largest international advocacy organization dedicated solely to ocean conservation. Together, Oceana and Sailors for the Sea are creating a global network of active, engaged ocean champions within the sailing and boating community who are taking action to save our oceans.

Sailors for the Sea is headquartered in Newport, Rhode Island and has two affiliates: Sailors for the Sea Japan and Sailors for the Sea Portugal.





Sailors for the Sea conducts three key initiatives

Green Boating

Green Boaters are part of a leading community of ocean conservationists that are taking action to address pressing ocean health issues. Sailors for the Sea provides members of the Green Boating initiative with the latest information and resources on sustainable boating practices and opportunities to act on critical policy issues that are needed to combat plastic pollution, prevent habitat destruction, source responsible seafood and stop overfishing.

Clean Regattas

The world's only sustainability certification for water-based events, Clean Regattas offers sailors, race organizers and marina managers a tool kit of 25 best practices to improve their environmental footprint. Clean Regattas is used globally by recreational and competitive sailors alike with over 2,000 regattas and 595,000 sailors who have participated in the program.

Kids Environmental Lesson Plans

Kids Environmental Lesson Plans, commonly referred to as KELP, are downloadable activities that educate junior sailors and school children about marine science and give them the tools to learn, discover and protect our oceans. The lessons are easy to teach and use items found around the house or sailing center.



Oceana achieves its goals by identifying the key decision-makers and then leveraging science, law, grassroots engagement, advocacy and strategic communications to win victories for the oceans.

Science & Policy



Law



Grassroots Organizing & Advocacy



Oceana: Around the World



Strategic Communications



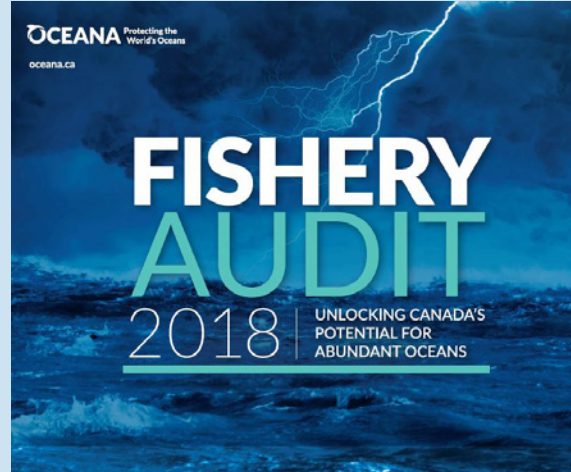
Science & Policy Reports

Oceana wins victories for the oceans through effective campaigns based in science and research. Reports published in 2018 and through June 2019 include:



Mexico | Gato x Liebre: Seafood Fraud in Mexico

This report investigated the fraud and substitution of seafood in three important cities of Mexico: Mazatlan, an important fishing port and headquarters of the federal fishing authority; Mexico City, which has the world's second largest fish and seafood market; and Cancun, a world-famous beach tourist destination. This report sparked press coverage nationwide and got the attention of Mexico's decision makers.



Canada | Fishery Audit 2018

Oceana Canada's annual Fishery Audit reports on the state of fish stocks and tracks progress on how well the government is meeting its policy and management commitments. This year's report revealed that Canada's fisheries are in trouble: only 34 percent are considered healthy and 13 percent are critically depleted. This report helped Oceana and its allies to win passage of a historic new fisheries law in Canada.



United States | Dirty Drilling: Trump Administration Proposals Weaken Key Safety Protections and Expand Offshore Drilling

Oceana released a new report finding that offshore drilling remains dirty and dangerous nine years after the BP Deepwater Horizon disaster, which claimed the lives of 11 people and caused the worst oil spill in U.S. history. The campaign and this report led to the government shelving its plans to expand offshore drilling to nearly all U.S. waters.



Reduce bycatch

- **Canada** | Comments on the Draft National Fishery Monitoring Policy
- **Peru** | Identification Guide for Shark Fins in Peru
- **Peru** | Technology Options for Controlling Waste and Reducing Juvenile Catch in the Peruvian Anchoveta Fishery
- **United States** | Stop the Nets: Sustainable Solutions to Catch Swordfish



Stop Overfishing

- **Canada** | Oceans of Opportunity: The Economic Case for Rebuilding Northern Cod
- **Canada** | Economic and Social Benefits of Fisheries Rebuilding
- **Canada** | Comments on the DFO Document for Consultation: Proposed Elements of a Regulation to List Major Fish Stocks and to Describe Requirements for Fish Stock Rebuilding Plans
- **Canada** | Rebuilding Canada's Fisheries: Submission to the Senate Standing Committee on Fisheries and Oceans
- **Peru** | Illegal Fishmeal Production in Peru
- **Peru** | Analysis of the Regulatory Framework for Elasmobranchii with Focus on Sharks

- **Peru** | Discussion About Industrial Anchoveta Fishing Activities Within the Five Miles in the Southern Zone



Increase Transparency

- **Mexico** | Gato x Liebre: Seafood Fraud in Mexico
- **Canada** | Fishery Audit 2018
- **Canada** | The Impact of Widespread Seafood Mislabeling on Canadians: Presentation to the House of Commons Standing Committee on Fisheries and Oceans
- **Chile** | Antibiotics Use in Chilean Salmon Farming Industry Between 2015 and 2017
- **Europe** | Building a GFCM Framework to Combat IUU Fishing
- **Europe** | Risk Assessment and Control of IUU Fishing for the Marine Insurance Industry
- **Peru** | The Escazú Agreement and Fishing Management: Endorsement Needed to Increase Transparency in Peru's Fishing Sector
- **Peru** | Global Fishing Watch Handbook
- **Peru** | Regional Governments and Fishing Management: Plans, Competencies and Budgets
- **Peru** | Seafood Fraud in Lima
- **United States** | Casting a Wider Net: More Action Needed to Stop Seafood Fraud in the United States

- **United States** | Illegal Fishing and Human Rights Abuses at Sea
- **United States** | Tagged Sharks Overlaid with Commercial Fishing



Protect Habitat

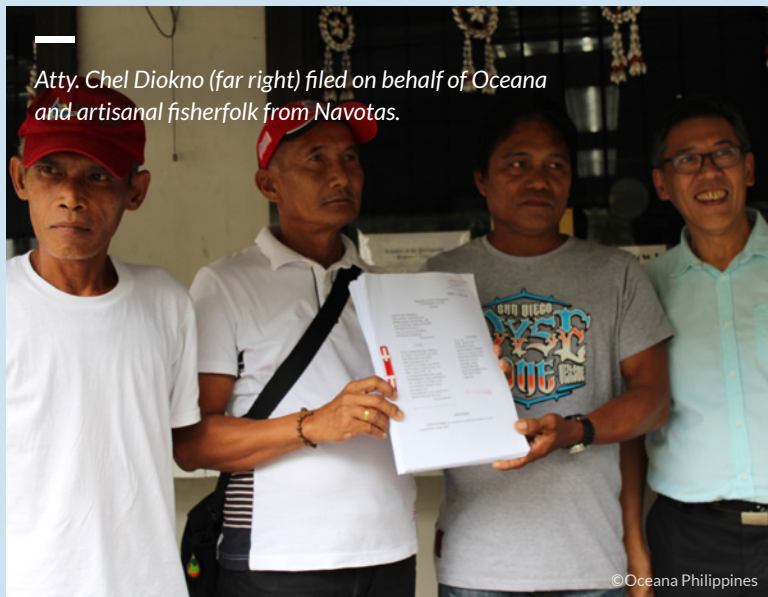
- **Chile** | Proposal to Limit the Generation of Disposable Products and Regulate Plastics
- **Europe** | Protecting the North Sea: Brown Bank
- **Europe** | Discovery of Sabellaria Spinulosa Reefs in an Intensively Fished Area of the Dutch Continental Shelf, North Sea
- **Europe** | Sponge Grounds of Artemisia (Porifera, Demospongiae) in the Iberian Peninsula, Ecological Characterization by ROV Techniques
- **Europe** | Towards the Creation of a Marine Protected Area in The Aeolian Islands: Results of the 2018 Expedition
- **Peru** | Competencies in Fisheries, Aquaculture and Tourism in Marine Protected Areas
- **Peru** | Assessment Tool to Drive a Diagnosis About the Use of Natural Resources and Tourism in the Paracas Reserve, Ballestas Islands and Chincha

Law

Oceana leverages the law to ensure that protections are enforced and policies are effectively implemented. Our legal efforts help to win victories by ensuring that governments finalize new rules and protections, follow science-based management principles and enforce key provisions of laws. Our efforts in court make real, in-the-water change happen.



Increase Transparency



Philippines | Oceana Urges Supreme Court to Take Action on Fishing Vessel Monitoring

Oceana joined artisanal fishers from Navotas, a major fishing port on the Manila Bay, in asking the Supreme Court to compel the Department of Agriculture and the Bureau of Fisheries and Aquatic Resources to establish a monitoring system for all commercial fishing vessels, identify scientific reference points, set harvest control rules and carry out other essential duties. The agencies' failure to perform these tasks has adversely affected fisheries, marine resources and the livelihood of local fishers.



Curb pollution

- **United States** | Groups Sue Feds to Stop Seismic Airgun Blasting in Atlantic Ocean

Oceana and other leading environmental groups sued the federal government to prevent seismic airgun blasting in the Atlantic Ocean. This extremely loud and dangerous process, which is used to search for oil and gas deposits deep below the ocean's surface, is the first step toward offshore drilling and would harm marine life, including whales, dolphins, fish and zooplankton – the foundation of the ocean food web. The case has not yet been decided.



Stop Overfishing

- **United States** | Court Confirms Decision Rejecting Outdated Catch Limit for California Anchovy Fishery



Protect Habitat

- **Chile** | Oceana Fights to Ensure Dangerous Mining Project is Dead in the Water
- **Spain** | Court Upholds Bottom Trawling Ban in Balearic Islands



Reduce bycatch

- **United States** | Oceana Wins Lawsuit to Protect Overfished Dusky Sharks
- **United States** | Federal Judge Rules to Protect Whales, Sea Turtles from Dangers of Drift Gillnets

Grassroots Organizing & Advocacy

Five million plus supporters and advocates - ranging from local on-the-ground fishers to activists on social media - help Oceana and our allies win victories all over the world.



Fisherfolks and other stakeholders protested the dump and fill project in Manila Bay.

Philippines

In the Philippines, Oceana created a digital platform to facilitate collaboration between mayors, municipal enforcement officers, police officers, coast guards and fisherfolk groups to report violations and probable intrusions of municipal waters by commercial fishing vessels. In December 2018, Oceana's efforts proved successful when the government closed a loophole to ban bottom trawling in all municipal waters.



Students learned how to classify kelp and how to use it for different purposes.

Chile

In Chile, Oceana worked alongside organizers in Iquique to host a public Marine Science Conference that raised community awareness and concern for transparency. A workshop in Tortel encouraged the community to provide input on a management plan for the new Marine Protected Area – a 6,702 square kilometer area that was established in March of 2017 as part of a larger ocean conservation victory for Oceana and its allies.



Oceana joined hands to say no to dirty and dangerous offshore drilling.

United States

Oceana's campaigners in the United States fought against the radical expansion of offshore drilling. Grassroots efforts have organized more than 360 municipalities and over 2,200 local, state and federal elected officials have opposed offshore oil and gas drilling and exploration.



Fishers showed their support for the new Sustainable Fisheries Act.

Brazil

In Brazil, Oceana coordinated workshops to identify and share key political and legal strategies to empower fishers. Following Oceana's grassroots efforts with support from local fishers, the Legislative Assembly of Rio Grande do Sul – a once-abundant fishing state along Brazil's southern border – unanimously approved the Sustainable Fisheries Act on August 21, 2018, a major Oceana-led victory.

Oceana: Around the World

Oceana sponsored and participated in important events with our supporters around the world. These events ranged from government hearings to international symposiums on the oceans to concerts and more. Take a look at some of our top moments from around the world:





Actress Diane Lane joins Oceana on Capitol Hill in fight against the U.S. shark fin trade.

© Oceana/Franz Mahr



Katharine McPhee performs at Oceana's 2018 SeaChange Summer Party.

© Ryan Miller/Capture Imaging



In Chile, Oceana presented a new website to celebrate 10 years of expeditions in Chile. During the event, some of the guests were able to navigate the new website.

© Claudia Pool



Oceana Chief Policy Officer for North America Jacqueline Savitz moderated a panel at the Our Ocean conference in Indonesia that focused on the role of governments in advancing transparency at sea.

© Danny Ocampo



A community event on Haida Gwaii was hosted during the Northeast Pacific Seamount Expedition in Canada.

Ricky-Lee Watts | Council of the Haida Nation



A training to show participants how to identify shark fins along the northern and central coast of Peru.

© Oceana Peru



Oceana CEO Andrew Sharpless and Oceana Board Members Valarie Van Cleave and Ted Danson at Oceana's December board meeting reception.

© Oceana/Alex J. Berliner /ABIImages



In Belize, Oceana mobilized a group of supporters who oppose dirty and dangerous offshore drilling during the annual Hands Across the Sand event.

©Oceana



In Chile, Oceana held an international seminar on "Salmon farming and antibiotics: threats to human health."

©Lorena Ulloa



©Oceana Philippines

Oceana's Mike Hirshfield and Bloomberg Philanthropies' Melissa Wright joined the Philippines team at a public forum.



Oceana's new global headquarters in Washington, DC.

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Oceana in Chile's VP Liesbeth van der Meer celebrates ten years of expeditions in Chile.

©Claudia Pool



Actor and Oceana advocate Joshua Jackson delivers a VIP Address, highlighting Oceana's campaigns to prevent plastic pollution and promote transparency at sea, at the Our Ocean conference in Bali, Indonesia.

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Strategic Communications

Oceana's campaigners design media and communications strategies that target key decision-makers, inform the public and help us win victories. Here are some of our press highlights from 2018-2019:

Fisher Organizations Say Time to Ban Gill Net use



Law to Regulate Fishing Provokes Controversy in Rio Grande do Sul



Nearly Half of Canadian Seafood Improperly Labelled



Canada's Fisheries Management Needs a 'Wake-Up Call'



Cold Corals and Abundance of Crustaceans Found During an Expedition



The EU's Risky Move On (Un) Sustainable Fisheries



Stunning Coral Forests Discovered Around Sicily's Deep Sea Volcanoes



Seafood fraud Revealed in 3 Cities in Mexico



Ceviche Flavored with Fraud



Environment Group Uses Satellite Images to Monitor Illegal Fishing Hotspots



Scientists Warn Seismic Testing for Oil and Gas Puts Marine Life at Risk



Seafood Fraud Investigation Finds 1 in 3 Businesses Sold Mislabelled Fish



A Shocking Amount Of Plastic Is Burned Every Second



Ocean Warming is Accelerating Faster Than Thought, New Research Finds



Ocean heat waves are killing underwater life, threatening biodiversity



Dead & Company Raise More Than \$1 Million at Backyard Benefit for Oceana



Support Oceana

Donate to Oceana

Each of us has the power to help save the oceans and feed the world. Your support allows Oceana to carry out targeted campaigns to end overfishing, limit bycatch, protect habitats, curb ocean pollution and increase the transparency of governance. Oceana wins victories that restore ocean abundance and biodiversity for generations to come. Become part of a growing base of ocean advocates by joining Oceana today.

You can provide financial contributions to Oceana via web, phone or mail. Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Checks may be mailed to our headquarters at the address below. Supporters who give \$1,000 or more annually receive a variety of benefits, including the Oceana magazine, invitations to special events and updates throughout the year.

Visit us at www.oceana.org/donate.

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Make a Gift of Appreciated Stock

Stocks held for more than one year are eligible for a tax deduction for the stock's full market value, and you also save by paying no capital gains taxes. Please visit www.oceana.org/support for more information.

Planned Gifts and Bequests

Contribute to the long-term revitalization of our oceans by making a planned gift. Support Oceana and receive tax benefits during your lifetime. For further information, please contact Nancy Golden at ngolden@oceana.org or (202) 467-1924.

Adopt an Animal

Many of the world's most iconic creatures rely on healthy oceans for their habitat and food. Adopting a sea creature is the perfect gift for friends and family and supports Oceana's campaigns. Show your support for ocean conservation with an animal plush, t-shirt or other item from our gift center at <http://gift.oceana.org>.

Follow Oceana

Follow Oceana on social media for breaking news from all around the world and insights into our research and campaigns.



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Take Action

Become a Wavemaker and join supporters from around the world who have signed up with Oceana to save our oceans from destruction. Being a Wavemaker means you will advocate for requiring escape hatches in shrimp nets to protect sea turtles and oppose seismic airgun blasts that can harm dolphins while searching for oil. With you by our side, we can fight these and other threats.

Every day, more irreplaceable ocean places — like coral gardens and whale nurseries — are threatened by destructive fishing and pollution. Take action to help protect our oceans by visiting www.oceana.org/take-action.

Make Every Day Earth Day

Oceana is a member of EarthShare, a federation that represents the nation's most respected environmental and conservation charities in hundreds of workplace giving campaigns. To find out how you and your workplace can support Oceana through an EarthShare campaign, call Jon Frank at (202) 467-1949.

By the Numbers:

Facebook Fans:
2.5 Million

Twitter Followers:
421,000

Instagram Followers:
1.4 Million

Wavemakers:
1.2 Million

\$ Raised via Online Giving:
\$2,136,420

Supporter Actions:
20 Million

Financial Summary

Oceana's contributors provided the support that is essential to our campaigns to preserve and rebuild ocean life. In 2018, Oceana received cash and commitments from our generous donors totaling \$59 million, of which approximately \$41 million was time- or program- restricted support and approximately \$18 million was unrestricted.

Expenses totaled \$43 million in 2018, of which \$23 million was paid from restricted funds, and \$20 million was paid from unrestricted funds. Of every dollar of expenses, approximately 75 cents were spent directly on Oceana's programs. The remainder was spent on general and administrative costs (about 16 cents) and raising funds (about 9 cents).

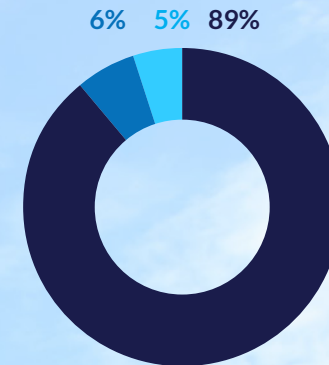
Oceana ended 2018 with \$54 million in net assets available for use in 2019 and beyond.

Financial data was derived from audited financial statements, copies of which are available upon request, and are posted on the websites for the following Oceana entities: Oceana, Inc.; Fundacion Oceana; Oceana Belize; Oceana Brasil; Oceana Philippines; and Oceana Canada. Donations to the various Oceana entities may be tax deductible.

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Washington, DC 20036
info@oceana.org | 1.202.833.3900

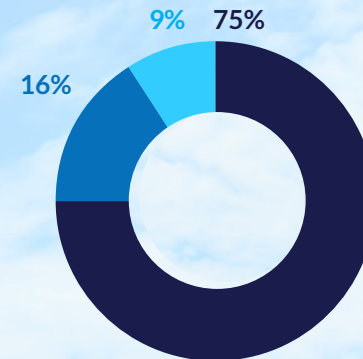
2018 Revenue \$58,638,216

Grants & Contribution ●
Special Events ●
Other Income ●



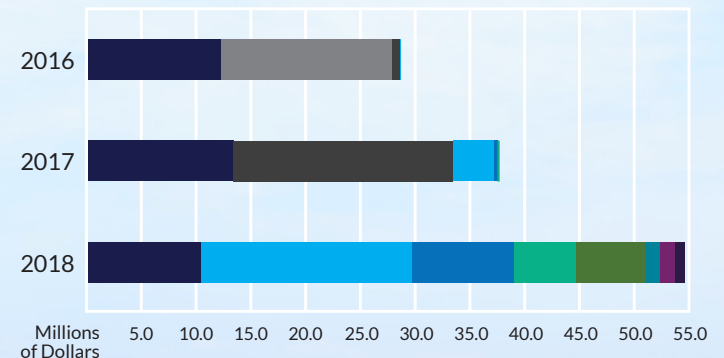
2018 Expenses \$42,602,811

Total Program Services ●
General & Administrative ●
Fundraising ●



Oceana Consolidated Net Assets as of 12.31.18

Unrestricted ●
Temporary restricted for 2019 ●
Temporary restricted for 2020 ●
Temporary restricted for 2021 ●
Temporary restricted for 2022 ●
Temporary restricted for 2023 ●
Temporary restricted for 2024 ●
Temporary restricted for 2025 ●
Temporary restricted for 2016 ●
Temporary restricted for 2017 ●
Temporary restricted for 2018 ●



Several of the largest donors provide multi-year funding, often on 2-3 year cycles. The changes in net assets above reflect that funding cycle.

2018

	UNRESTRICTED	RESTRICTED	TOTAL
Revenue and Support			
Grants and Contributions	\$10,544,790	\$41,236,716	\$ 51,781,506
Special Events	3,803,114	-	3,803,114
Investment Income	17,910	-	17,910
In-Kind Revenue	2,915,559	-	2,915,559
Miscellaneous	22,127	-	22,127
Foreign Currency Transaction (Gains) Losses	98,000	-	98,000
Net Assets Released from Restrictions:			
Satisfaction of Time Restrictions	3,697,500	(3,697,500)	-
Satisfaction of Program Restrictions	19,233,513	(19,233,513)	-
Total Revenue and Support	40,332,513	18,305,703	58,638,216
Expenses			
Program Services			
United States Oceans	8,922,369	-	8,922,369
International Activities	15,745,698	-	15,745,698
Communications	1,989,984	-	1,989,984
Law	3,571,497	-	3,571,497
Marine Science	1,820,578	-	1,820,578
Oceana Advocacy Resources	13,026	-	13,026
Total Program Services	32,063,152	-	32,063,152
Supporting Services			
General and Administrative	6,978,281	-	6,978,281
Fundraising - Cost of Direct Benefit to Donors	678,388	-	678,388
Fundraising - Other	2,882,990	-	2,882,990
Total Supporting Services	10,539,659	-	10,539,659
Total Expenses	42,602,811	-	42,602,811
Change in Net Assets	(2,270,298)	18,305,703	16,035,405
Net Assets (Beginning of Year)	\$12,771,174	\$25,825,213	\$38,596,387
Net Assets (End of Year)	\$10,500,876	\$44,130,916	\$54,631,792

2018 Donors:

\$1,000,000+

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\$250,000 - \$999,999

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These contributions were made calendar year 2018 and are reported on a cash basis.

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Members of the Oceana's board of directors at the Sea Song event, which was the first fundraising event in Mexico. It took place at the National Auditorium in Mexico City.

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Board of Directors

Valarie Van Cleave, Chair

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.

Ted Danson, Vice Chair

To most, Danson is known for TV and movie acting roles, but for those in the conservation movement, he is much more famous for his work as a passionate ocean advocate and Oceana spokesman. Danson helped create the American Oceans Campaign in 1987, which eventually became Oceana in 2001. In the last two

decades, Danson's stellar acting career has been complemented by his staunch ocean advocacy. He has appeared in public service announcements, appealed to donors and testified before the government on the condition of our oceans.

Diana Thomson, Treasurer

Thomson is Chair of The Nikita Foundation, a Toronto-based charity she co-founded in 2012. The Nikita Foundation supports charitable initiatives in the areas of health, education and environmental protection.

James Sandler, Secretary

Sandler was a member of Oceana's founding Board of Directors and is in charge of the Sandler Foundation's environmental giving. Sandler grew up in Lafayette, California and studied biology at San Francisco State University.

Keith Addis, President

Addis is the co-founder of Industry Entertainment, a leading management and production company. He is also a longtime environmentalist. Prior to joining Oceana's board, Addis was the Chairman of the American Oceans Campaign (AOC). Under his leadership, AOC – founded by Addis's longtime friend and client Ted Danson – achieved victories on key marine issues including bottom trawling and offshore oil drilling. AOC merged with Oceana in 2001.

Gaz Alazraki

Alazraki is the writer and director of Mexico's record-breaking comedy *Nosotros los Nobles* (2013) and the Co-Creator, Executive Producer and Director of *Club de Cuervos* (2015) – Netflix's first original series in Spanish. He heads Alazraki Entertainment, a Mexico City-based production company focused on high-

quality entertainment for general audiences in Latin America and Hispanic USA.

Monique Bär

Bär is the founder and president of Arcas Foundation, a Swiss organization committed to promoting equal work opportunities for marginalized communities. With degrees in engineering as well as supervising and coaching, Bär has advised a number of business and nonprofit organizations.

Herbert M. Bedolfe, III

Bedolfe, the executive director of the Marisla Foundation, was one of Oceana's founders and led the organization from 2002 until 2008. Under his leadership, Oceana's efforts led to many victories for the oceans including the protection of over 640 million acres of ocean habitat from destructive bottom trawling, the commitment by the world's second largest cruise line to stop dumping inadequately treated sewage and wastewater into the ocean and a decision by the European Union to shut down illegal driftnetters and thereby potentially save up to 25,000 juvenile bluefin tuna from being caught.

Nicholas Davis

Davis currently serves as the President of EuroAmerica, a Chilean insurance and financial services group. Davis is the founder of Fundación Punta de Lobos, a non-profit organization aiming to protect and preserve the Chilean coastline and its ecosystems. This organization seeks to

educate, create awareness and become a national example by implementing scalable models of conservation, focused on coastline public access, marine protected areas, and zoning tools and regulations.

Sydney Davis

Davis is a jewelry designer, mother and activist. She is an advocate for numerous environmental and educational causes. Davis has worked to protect and improve the lives of children, a goal that cannot be achieved without safeguarding the world's oceans. Davis is a volunteer member of Women of Vision, through which she works to help impoverished women and children. She is also an active member of Oceana's Ocean Council.

César Gaviria

Gaviria served as the President of Colombia from 1990 to 1994, and as Secretary General of the Organization of American States from 1994 until 2004. During his four-year presidential term, Colombia drafted a new, more democratic constitution.

María Eugenia Girón

Girón joined Oceana's board of directors in 2006, shortly after her tenure as chief executive officer of Carrera y Carrera, Spain's top jewelry manufacturer and one of the world's leading luxury brands. Girón is an active lecturer, teacher and adviser at various universities and business schools. She brings to Oceana a vast knowledge of

strategic planning, marketing and public relations. In 2004, Girón was nominated for "Women Executive of the Year" by the Spanish Federation of Women CEOs and Professionals.

Loic Gouzer

Joining Oceana's board of directors in 2013, Gouzer – most recently Chairman for the Post-War & Contemporary Art Department at Christie's Auction House – uses his position in the art world to raise money and draw attention to ocean conservation. He is also an avid freediver.

Jena King

King founded the Jena and Michael King Foundation with her late husband in 1999. The foundation has supported the efforts of 78 environmental and humanitarian nonprofits. As an advocate for the environment and human health, King is also a founding member of C.O.A.C.H. for Kids, an organization that provides medical assistance to underserved children.

Sara Lowell

Lowell is a long-time ocean philanthropist and board member of the Marisla Foundation. She also is the Foundation's Marine Conservation Program Director and oversees efforts to create marine protected areas, advance sustainable fisheries, and protect coastal lands in California, Hawaii, Baja California, Chile and the broader Pacific.

Stephen P. McAllister

McAllister is a successful developer. He became executive director of Greenpeace Australia in 1989, and from 1990-1991, he was deputy executive director and campaign director of Greenpeace International at its headquarters in Amsterdam. In 2005, McAllister donated the use of the Ranger catamaran to Oceana.

Dr. Kristian Parker

Parker was born in Aalborg, Denmark and raised in Switzerland. He graduated from Colby College (Waterville, Maine) and received a Doctorate in Environmental Sciences from the Duke Marine Laboratory (Beaufort, North Carolina). Parker was a member of Oceana's founding Board of Directors. He is a trustee of Oak Foundation, based in Switzerland, and oversees Oak's environment program. Parker is also a marine biologist.

Dr. Daniel Pauly

Pauly is a world-renowned fisheries scientist. He currently serves as the Principal Investigator of the Sea Around Us Project at the University of British Columbia's Institute for the Oceans and Fisheries. His global, multi-year analyses of marine ecosystems have allowed him to reach startling and important conclusions – most critical among them that fish populations are declining rapidly all over the world.

David Rockefeller, Jr.

David Rockefeller, Jr. is a lifelong sailor and conservationist and was a Founder of Sailors for the Sea, now a component of Oceana. He



In Tañon Strait in the Philippines, some local fishers have seen their catches double after a ban on illegal commercial fishing was enforced.

© Oceana/Candeze Mongaya

served on the Pew Oceans Commission and was previously the Citizen Chair of the National Park Foundation. He and his wife Susan are active in overseeing an organic and biodynamic farm in upstate New York, and they like to use the phrase “Healthy Seas, Healthy Soils” to describe their collaborative work.

Susan Rockefeller

Susan Rockefeller is a documentary filmmaker whose award-winning films have appeared on HBO and PBS. Rockefeller also authored the ground-breaking “Green At Work” (Island Press) that helped usher environmentally-friendly jobs into nontraditional arenas. She’s also a designer of inspirational jewelry. She sits on the Program Committee of The Stone Barns for Sustainable Agriculture, the Global Leadership Council for NRDC, the Audubon’s Women in Conservation,

and is Chairwoman of Oceana’s Ocean Council. Rockefeller holds a BA from Hampshire College and a MA in education from NYU.

Simon Sidamon-Eristoff

Sidamon-Eristoff leads the tax-exempt organizations group at Kalbian Hagerty LLP in Washington, DC. He has deep experience working with national and international nonprofit organizations, both as a board member and as a staff member. His nonprofit experience includes chairing the boards of both the Chesapeake Bay Foundation and American Friends of Georgia. He has also served as General Counsel for American Farmland Trust, and as a staff attorney for the Trust for Public Land and the Rails-to-Trails Conservancy.

Heather Stevens

Stevens and her husband founded The Waterloo Foundation, based in the UK, which she now chairs. Waterloo's environmental efforts are focused on marine work and tropical forest conservation. 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.

Dr. Rashid Sumaila

Sumaila is Professor and Director of the Fisheries Economics Research Unit and the OceanCanada Partnership at the University of British Columbia. He specializes in bioeconomics, marine ecosystem valuation and the analysis of global issues such as fisheries subsidies, illegal fishing, climate change and oil spills.

Sam Waterston

As a member of Oceana's board of directors, Waterston brings to the organization a wealth of talent and resources in support of Oceana's programming and mission. As an actor, his trophy case includes television awards such as the Emmy, Golden Globe and Screen Actors Guild and theater awards like the OBIE and Drama Desk. Other accolades include an Academy Award nomination for his role as journalist Sydney Schanberg in 1984's "The Killing Fields" and six Emmy Award nominations for his roles in "I'll Fly Away" and "Law & Order." Waterston grew up in New England, where he saw the effects of fisheries collapses on the life of seaside towns.

Jean Weiss

Weiss is a philanthropist with a business background in training and development. She worked for The American Funds, a member of The Capital Groups Companies. Weiss' connection to Oceana began the day the BP Deepwater Horizon Oil rig blew up and destroyed the marine life, fishing industries and way of life in her hometown on the Louisiana Gulf Coast.



A woman cleans fish at a market in Peru. Women represent nearly half of the global fisheries workforce.

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Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Oceana is rebuilding abundant and biodiverse oceans by winning science-based policies in countries that control one third of the world's wild fish catch. With more than 200 victories that stop overfishing, habitat destruction, pollution and the killing of threatened species like turtles and sharks, Oceana's campaigns are delivering results. A restored ocean means that one billion people can enjoy a healthy seafood meal, every day, forever. Together, we can save the oceans and help feed the world. Visit www.oceana.org to learn more.

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