



CONNECTING PEOPLE TO AMERICA'S
NATIONAL MARINE SANCTUARIES

National Marine Sanctuary Foundation | 2008-09 Annual Report



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THE NATIONAL MARINE SANCTUARY FOUNDATION INSPIRES
AND EMPOWERS PEOPLE TO ENJOY AND PROTECT OUR OCEAN
THROUGH PRESERVATION, PROTECTION, AND THE PROMOTION
OF AN OCEAN ETHIC WITHIN NATIONAL MARINE SANCTUARIES.



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FROM THE PRESIDENT & CEO

I would like to express my excitement, honor, and humility in joining the National Marine Sanctuary Foundation. The opportunity to lead the Foundation as it looks to enter its second decade is at once, a challenging, daunting, and exhilarating one.

Much of my own 20-year career has been dedicated to marine resource conservation, in the Administration, on Capitol Hill, internationally, and with for-profit and non-profit organizations. This diverse experience gives me the perspective to appreciate just how unique and successful the Foundation has been over its short history. And it has given me the insight to appreciate why. It is the strength of our mission; the talent and dedication of our small staff; and most of all, the commitment of people like you.

Notwithstanding our achievements, we cannot afford to be complacent. The challenges in protecting our ocean, coasts, and Great Lakes are now greater and more complex than ever. Indeed, it can seem almost impossible to know where to begin in protecting the more than 70 percent of our Earth that makes up our marine environment. Yet our priorities are clear: we begin with those places that have already been identified as the most unique, the most special and the most important places across U.S. waters—our national marine sanctuaries. And our programs are diverse and far-reaching: advocacy, awareness, education, and conservation – the themes highlighted in this annual report – reinforce each other, creating meaningful and lasting results. My goal is to nurture and strengthen our current programs, and to complement them across local, national, and international levels.

Your support of the Foundation has been instrumental to our success in strengthening the sanctuary system and promoting broader marine conservation. I very much look forward to building on the successes of the past to fulfill our aspirations for the future of the ocean.


Jason M. Patlis, *President & CEO*

FROM THE CHAIRMAN OF THE BOARD

Thirty years ago in Johnstone Strait, British Columbia, I was riding the wind with three friends in a 16-foot inflatable boat crammed with camera gear. Orcas had swept us into their pod, porpoising alongside the boat. Calves we had met two years before were growing up. Mischievous juveniles were still causing trouble. We were with our friends. Everything, it seemed, was perfect. We had traveled with them for miles by the time the sun began to disappear behind Vancouver Island. As we turned the boat around, we were struck by a strong cold wind from the north. Pounding through wind waves we were joyfully riding moments before, we inched our way toward the black horizon. A strut broke and the outboard began to shift dangerously on the transom. Each wave left gallons of water in the boat and we were soon holding on to camera cases so they wouldn't wash away.

I am often reminded of that day by people's complacent attitude toward the crisis we are facing in the sea. Many continue to ride the swell of the ocean's bounty, blissfully unaware of disappearing species and decimated ecosystems, then pat themselves on the back for fashionable and woefully ineffective conservation efforts.

We eventually made it back to camp that afternoon, cold and battered, but with a chance to make better choices in the future. Unfortunately, the sea is rapidly running out of chances. The storm is coming. We must act now.

National marine sanctuaries are one of our best tools to affect meaningful ocean conservation. The National Marine Sanctuary Foundation is here to support them. Please join us.


Bob Talbot, *Chairman, Board of Trustees*

ADVOCACY

“OUR MARINE RESOURCES ARE IN DANGER—
WITH POTENTIALLY SEVERE CONSEQUENCES FOR
OUR ECONOMY AND NATIONAL SECURITY.”

Dr. Jane Lubchenco, NOAA Administrator
Capitol Hill Ocean Week Keynote Address

National marine sanctuaries provide unique and powerful recognition for particular places set aside for their special biological, ecological, cultural, or historical values. They serve to focus our efforts in addressing the myriad of complex challenges facing our world's ocean.

The National Marine Sanctuary Foundation was created to support and strengthen the national network of marine sanctuaries established by the U.S. Congress and managed by the National Oceanic and Atmospheric Administration (NOAA). By supporting the protection of these places in the Pacific, Atlantic, Gulf of Mexico, and Great Lakes, the Foundation seeks to more broadly promote conservation of ocean resources.

Numerous studies have concluded that the marine environment has become seriously degraded by human actions such as overfishing, pollution, and coastal development, and these problems will only become magnified as the world's climate continues to change. While there is general agreement that something must be done to mitigate these effects, there is still too much talk and too little action with respect to the specific steps to address these very serious issues. Our unique role is to focus our efforts on increasing protection and awareness of national marine sanctuaries. Sanctuaries serve many important roles in ocean conservation: they serve as sentinel sites for resource monitoring and protection; they serve as living laboratories and hands-on classrooms for research and outreach; and they serve as models for connecting stakeholders and partners through cooperative co-management and compatible uses to reduce the harmful impacts of that usage.

Placing our ocean at the top of the environmental agenda for federal policymakers is one of the Foundation's main goals, and we do it beginning with national marine sanctuaries. The Foundation works diligently to increase federal resources for national marine sanctuaries and to focus attention on key pieces of legislation affecting sanctuaries, including the long overdue reauthorization of the National Marine Sanctuaries Act. Through sanctuaries, the Foundation seeks to promote sound ocean policies that improve resource protection, strengthen scientific understanding, facilitate partnerships, and enhance ocean governance. Through our efforts, national leaders become better equipped to make informed and coordinated decisions that can improve the overall health and sustainability of the ocean, coastal, and Great Lakes ecosystems now and for the future.



The NMSF Leadership Awards Dinner is an important part of Capitol Hill Ocean Week that brings together distinguished leaders in ocean conservation, including Dr. Richard Spinrad, Assistant Administrator for NOAA's Office of Oceanic and Atmospheric Research, Dr. Bob Ballard, NMSF Trustee Emeritus and recipient of the 2009 Lifetime Achievement Award, and Vice Admiral Conrad Lautenbacher, USN (Ret), former NOAA Administrator.

Capitol Hill Ocean Week
2009 Sponsors



Presenting Sponsor
Pacific Life

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NOAA Office of Oceanic and Atmospheric Research

Stewards
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NOAA Coral Reef Conservation Program
NOAA National Ocean Service
NOAA Oceans and Human Health Initiative
Ocean Conservancy
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Leadership Awards Dinner
Constellation Energy
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National Geographic Society
Shell Exploration and Production Company

CAPITOL HILL OCEAN WEEK 2009

One of the prime tools that we use to educate policymakers on current ocean issues is the Foundation's signature program, the annual Capitol Hill Ocean Week (CHOW) symposium, a neutral forum where diverse stakeholders exchange information about the key issues affecting the health of our ocean and its resources. Only by bringing all ocean users to the table—where those from the world of conservation share the table with those from government, science, industry, and recreation—can scientifically sound and mutually acceptable ocean policies be established.

Scheduled to coincide with World Ocean Day each year, the 2009 symposium was held June 9 through June 11. The theme was "The BLUE Economy: Understanding the Ocean's Role in Our Nation's Financial Future," which highlighted the inextricable link between the ocean and America's economy. The keynote address was delivered by the new NOAA Administrator, marine biologist Dr. Jane Lubchenco, who reiterated the urgent need for intervention to counteract the serious threats to America's marine resources. Sessions covered a wide spectrum of economic-related topics, including energy, travel and tourism, agriculture, and even pharmaceuticals.



NOAA Administrator Dr. Jane Lubchenco delivers the keynote address at Capitol Hill Ocean Week 2009.



U.S. Congressman Nick Rahall speaks to the need for better marine policies at the session "Charting the Course: Enacting a National Ocean Policy."

Another important forum during Capitol Hill Ocean Week is the Foundation's annual Leadership Awards Dinner, which is an occasion for the Foundation to honor leaders in marine conservation. More importantly, the dinner allows ocean stakeholders to continue the dialogue initiated at the symposium, making the connections that help move ocean policy forward.

Capitol Hill Ocean Week has become the premier venue to highlight national ocean policy. Bookending our symposium was the June 8 release of the first-ever national level report on U.S. ocean and coastal economies by the National Ocean Economics Program, and President Barack Obama's June 12 establishment of the Interagency Ocean Policy Task Force. This group is tasked with developing a recommendation for national ocean policy that ensures protection, maintenance, and restoration of our ocean, coasts, and Great Lakes, as well as recommending a framework for improved public stewardship and effective zoning and usage of coastal and marine areas—known as marine spatial planning, a concept building momentum in ocean conservation and management.



U.S. Senator Sheldon Whitehouse makes remarks at the session "Marine Spatial Planning: The Science, Business, and Policy Case."

What began as a one-day event in 2001 has blossomed into a must-attend event with more than 500 participants. The Foundation will continue to use the symposium to encourage changes in how national leaders develop ocean policies. We encourage ocean stakeholders and decision-makers to put June 8-10, 2010 on their calendars for next year's Capitol Hill Ocean Week, highlighting a decade of Foundation support of effective national ocean policies.

Connect to >>

Capitol Hill Ocean Week
www.NMSFoceano.org/capitol-hill-ocean-week-2009

AWARENESS

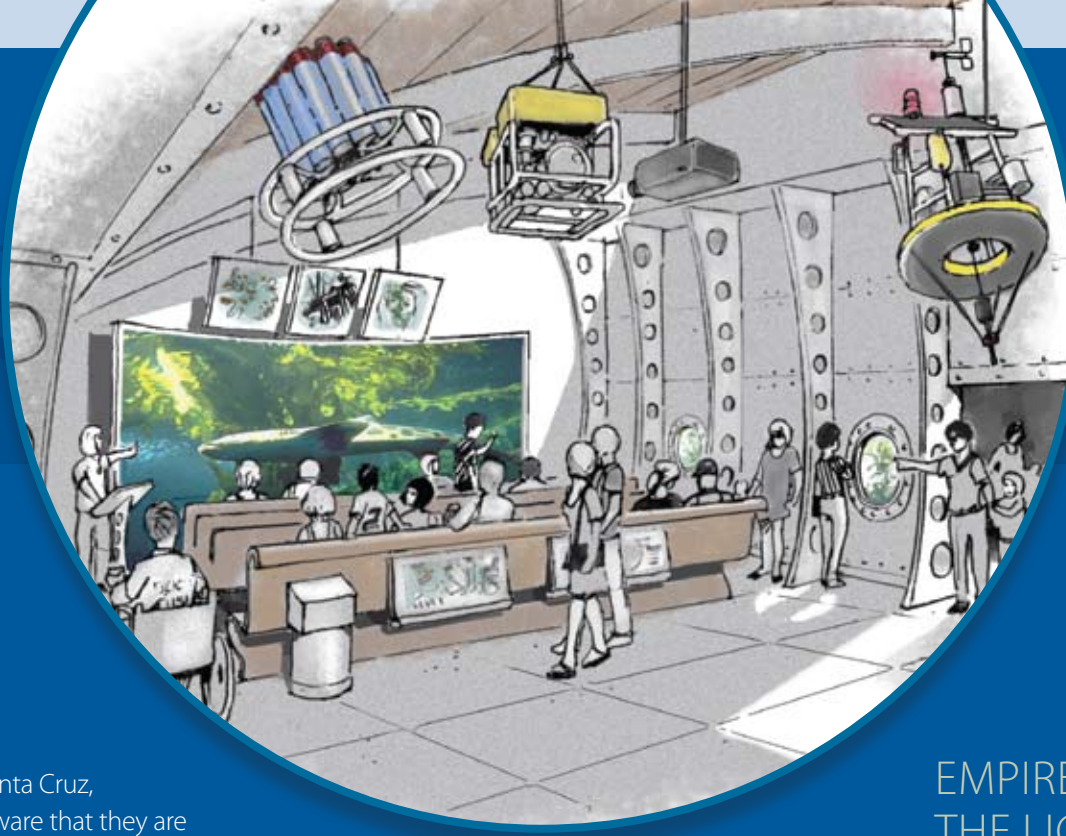
“PEOPLE WILL PROTECT WHAT THEY LOVE.”

Jacques - Yves Cousteau

Since its inception at the turn of the twenty-first century, one of the primary goals of the National Marine Sanctuary Foundation has been to increase the visibility of national marine sanctuaries, encouraging public stewardship of marine and Great Lakes resources by connecting people with these special places. The Foundation seeks to develop strategic opportunities that will increase recognition of the National Marine Sanctuary System.

By connecting people to national marine sanctuaries, the Foundation works to promote and activate an ocean stewardship ethic, which motivates behavioral changes in key issue areas, through unique opportunities designed to increase ocean literacy. An ocean literate public is one that makes a personal connection to the ocean, truly understanding the ocean's influence on them and their communities and is ever-mindful of human impacts on marine resources.

In its quest to develop greater public awareness about the ocean and Great Lakes, and about national marine sanctuaries in particular, the Foundation engages in ongoing relationships with both public and private partners, including other non-profit organizations and corporations. While the Foundation fosters many projects designed to promote better awareness of our marine resources, primary focus is on projects that target specific populations, reduce the introduction of marine debris into the ocean, and engage people through interactive exhibits and multi-media projects.



Visitors to the MBNMS Exploration Center in Santa Cruz will be able to see real-time underwater video in the wide screen theater.

MONTEREY BAY NATIONAL MARINE SANCTUARY EXPLORATION CENTER

Each year, four million tourists visit the famous Beach Boardwalk in Santa Cruz, California, on the shores of the Monterey Bay, but most are likely unaware that they are walking along one of the most productive coastal and marine areas in the world. Monterey Bay National Marine Sanctuary is bigger than Yellowstone and Yosemite National Parks combined and is America's largest national marine sanctuary—home to 33 species of marine mammals, 94 species of sea birds, 345 species of fishes, and the nation's largest kelp forest. To inform visitors of this remarkable place under the water, and to help inspire visitors to care for this and similar places, the Foundation has embarked on a \$3 million campaign to support the development of state-of-the-art exhibits for the planned Monterey Bay National Marine Sanctuary Exploration Center in Santa Cruz.



Overlooking the ocean at the intersection of the Beach Boardwalk and the Santa Cruz Wharf, the new Exploration Center is envisioned to include dynamic, multi-media exhibits for children and adults, including a theater with real-time, interactive underwater video and technologically advanced classroom space for education programs. With proper funding, the Exploration Center can become the gateway to the unique and diverse ecosystems of the Monterey Bay National Marine Sanctuary, featuring hands-on, interactive displays that bring fundamental concepts about the ocean to life for visitors.

The Exploration Center will be a fun, dynamic addition to the attractions that line the Santa Cruz coastline, fostering a sense of stewardship that encourages all visitors there to make informed, responsible decisions about the land-based actions that impact ocean life. From central California's school children to the tourist crowd, the Exploration Center will inspire curiosity in the sea beyond the beach, and create a new era of ocean protectors that enjoy and take pride in their sanctuary, ensuring its existence for many generations to come.

Monterey Bay National Marine Sanctuary Exploration Center Leadership Team

Ted J. Balestreri, CEO,
Cannery Row Company

Charles Canfield, CEO,
Santa Cruz Seaside Company

Ceil Cirillo, Director (retired),
City of Santa Cruz Re-Development

Dan Haifley, Executive Director,
O'Neill Sea Odyssey

Tom Honig, Sr. Executive,
Armanasco Public Relations

Fred Keeley, Treasurer
County of Santa Cruz

Frans Lanting, National Geographic Wildlife Photographer,
The Frans Lanting Studio

Cynthia Mathews, Mayor,
City of Santa Cruz

Harriet Mitteldorf, President,
Vital Spark Foundation

Bob Talbot, Acclaimed Film Producer,
Talbot Productions

Jim Weisenstein, CEO,
Graystone Consulting

EMPIRE STATE BUILDING SHINES THE LIGHT ON OCEAN PROTECTION

One of the most recognizable buildings in America—and across the world—is New York City's Empire State Building. There is truly no bigger platform on land to help connect people to their ocean. On June 8, 2009, the Empire State Building was illuminated in blue to celebrate World Ocean Day and national marine sanctuaries. World Ocean Day, the day set aside to remind us that three-quarters of our planet is water, was chosen to highlight the important role the ocean plays in our lives—from the air we breathe, to the food we eat, to the medicines that heal us—and the need for all of us to protect it.

The National Marine Sanctuary Foundation orchestrated the lighting of the Empire State Building to literally "turn the light bulb on" for the world that we all can, and must, act now to protect our ocean resources. By shining a light on the problems, like overfishing, pollution, trash in the ocean, and climate change, that are devastating the world's ocean, the Foundation hopes to motivate Americans to properly dispose of trash and recycle, avoid pouring chemicals or oil down sewer drains, and join local efforts and groups that support ocean conservation—like the NMSF!

New York City's Empire State Building illuminated with blue lights on World Ocean Day.



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Monterey Bay National Marine Sanctuary Exploration Center
www.montereybay.noaa.gov/sec/welcome.html

PARTNERING WITH DISNEY AND THE AD COUNCIL TO KEEP OCEANS CLEAN

This past year, the Keep Oceans Clean campaign continued to inspire audiences to prevent pollution before it can harm the ocean, the result of an exciting partnership between the Walt Disney Company, the Ad Council, and the National Marine Sanctuary Foundation. This phase of the campaign featured characters from the Walt Disney movie *The Little Mermaid: Ariel's Beginnings*, who encouraged us all to learn more about what we can do to help keep the ocean clean through web ads, outdoor advertising, and TV and radio Public Service Announcements that drove traffic to the campaign web site.



Disney characters encourage us to keep the ocean clean on one of the campaign posters.

Taking a 'trickle-up' approach, the campaign targeted kids ages 2 through 12 with the idea that their parents would help them use the games and interpret the information on the web site, providing opportunities for the campaign's messages of recycling and disposing of trash properly to reach adults as well. While the campaign garnered more than \$33 million in donated advertising and public relations support, including more than 21 million visits to the web site, the real success is shown in the changes in attitudes of the people impacted by campaign messages. Surveys used to evaluate the campaign showed nearly three-quarters stating they understood that recycling and proper trash disposal can help the ocean, with more than half of the kids who participated stating that protecting the ocean is very important to them.

The NMSF Online: Become a fan on Facebook or follow us on Twitter

In the coming years, the National Marine Sanctuary Foundation will pursue more strategic partnership opportunities to promote ocean conservation and national marine sanctuaries, and will reopen its Ernest F. Hollings Ocean Awareness Trust Fund to support the work of other organizations that seek to fulfill similar missions. Meanwhile, the Foundation will expand our constituency through online social networking opportunities and an expanded web presence, positioning our web site as a dynamic one-stop portal for sanctuary system updates and natural and cultural ocean resource conservation.

Sanctuary Sam is the National Marine Sanctuary System's answer to Smokey the Bear, helping spread awareness about the importance of America's underwater national parks.



CONTINUING OUR MISSION TO CONNECT PEOPLE TO SANCTUARIES

Other important opportunities arose throughout the year that helped the Foundation expand awareness of national marine sanctuaries.

Building the recognition of the National Marine Sanctuary System's lovable mascot, sea lion Sanctuary Sam, in April 2009, the Foundation participated in **Lifetime Fitness Centers' Family Earth Day event**, targeted to more than 3 million Lifetime Fitness members. While the Family Earth Day event was a nationwide effort, Sanctuary Sam made appearances at Lifetime Fitness Centers in Columbia, Maryland, and Fairfax, Virginia, handing out thousands of activity booklets to kids from the Ocean Guardian Kids Club project, as well as goodies from the Keep Oceans Clean campaign.

PBS's Journey to Planet Earth is one of the most successful environmental television series ever, with more than 75 million viewers worldwide. The Foundation was pleased to support the development of the episode "The State of the Planet's Oceans," narrated by actor Matt Damon. The film investigated the health and sustainability of the world's oceans, in part by featuring an area of the Florida Keys National Marine Sanctuary called the Dry Tortugas Reserve, known as a modern success story in ocean protection and conservation.



The work of NMSF-funded grantees continued to help us spread the word about ocean conservation, primarily through projects funded as part of the Foundation's Ernest F. Hollings Ocean Awareness Trust Fund. Several projects originally funded in 2007 came to full fruition this year, including the **Kai Palaoa project**, a CD featuring a compilation of ocean-themed music by some of Hawaii's finest musicians, benefitting marine conservation programs for kids in the Hawaiian Islands.

"The State of the Planet's Oceans" explores the fragile relationship between people and the ocean world, emphasizing issues affecting marine preserves, fisheries, and coastal ecosystems.

Connect to >>

Ariel and Friends at the Keep Oceans Clean campaign
www.KeepOceansClean.org

Connect to >>

The Kai Palaoa Project
www.hawaiihumpbackwhale.noaa.gov

EDUCATION

“WE SHALL REQUIRE A SUBSTANTIALLY NEW
MANNER OF THINKING IF MANKIND IS TO SURVIVE.”

Albert Einstein

For many, the ocean is vast and distant, and seems unaffected by actions in our daily lives. However, our actions have very real impacts on local shores, as well as on distant open waters and faraway coastlines. Understanding critical issues such as habitat loss, urban runoff, unsustainable fishing, marine debris, and climate change is key to modifying the behaviors that create these problems. To address the urgent need for citizen participation in coastal and ocean protection, the National Marine Sanctuary Foundation supports several education projects in partnership with the Office of National Marine Sanctuaries, other NOAA offices, and other important partners, as well as through its own Ernest F. Hollings Ocean Awareness Trust Fund grants.

Teaching ocean science in formal education settings like school classrooms or in more informal venues like aquaria and field experiences is important to developing a more ocean literate public. Concepts taught in the classroom and brought to life through more informal experiences can pique a lifelong passion for the ocean world in a student, and even inspire them to pursue ocean and science-related careers.

A new generation of ocean stewards can be inspired through effective classroom and real-world learning that focuses on humans' relationships to and dependence on the ocean. The Foundation believes that neither socio-economic status, nor race, nor language, should prevent students from experiencing and learning about the ocean. Sanctuaries are outstanding living laboratories that can only add to the understanding and appreciation of concepts taught in the classroom. The Foundation fosters innovative programs that enhance the field of marine science education through traditional and non-traditional mechanisms, using the power of partnerships as a pathway to success in reaching the ultimate goal of connecting both students and teachers to our nation's underwater treasures.



The Ocean for Life program fosters cross-cultural learning, appreciation, and lasting experiences between students of different cultures. Students from ten countries participated in the Florida Keys field study.

ONE WORLD. ONE OCEAN.

On September 11, 2001, a group of students and teachers on their way to a field study at Channel Islands National Marine Sanctuary tragically perished aboard American Airlines Flight 77 that struck the Pentagon. From that tragedy, a new idea was born—an international, marine science, student exchange program designed to foster cultural understanding through the study of the ocean and how it connects us all.



Eight years later, the Ocean for Life program came to fruition as an innovative, international educational collaboration that provides high-quality, immersive ocean field studies and education programs to high school students from Western and Greater Middle Eastern countries. The 2009 project included two-week field studies at either the Florida Keys National Marine Sanctuary or at the central California sanctuaries (Cordell Bank, Gulf of the Farallones, and Monterey Bay). A portion of the experience was also conducted in Washington, D.C. National Geographic photographers and American University film students helped the participants create multimedia projects that documented what they learned. The films and photos created by Ocean for Life participants are a tool to promote ocean conservation and cultural understanding with their friends, families, and communities back home. In total, 57 students from 14 different countries participated in the pilot year, setting a strong foundation to develop the program in the future.



The Foundation worked with project partners including NOAA's Office of National Marine Sanctuaries, the Near East South Asia Center for Strategic Studies, the GLOBE (Global Learning and Observations to Benefit the Environment) Program, and SCUBAnauts International, and collaborated with the Meridian International Center and other supporters. Many thanks to the EllMar Foundation, Inc. as well as to Able Body Labor Company, for their outstanding financial support of the Ocean for Life program, helping students become better stewards of their local environment and strengthen the links between the communities and cultures of their fellow participants.

Ocean for Life Class of 2009 Student Countries

Armenia
Australia
Bahrain
Canada
Denmark
Egypt
France
Jordan
Lebanon
Morocco
Norway
Pakistan
Saudi Arabia
United States

THE OCEAN, BROUGHT TO YOU BY THE INTERNET



A high regard is placed upon educational efforts that are innovative and incorporate burgeoning technological capabilities, exposing students and teachers not only to marine science, but also enhancing their understanding and familiarity with technology. The Internet has become a powerful tool, allowing educational programs to reach exponentially more users than a single site program. OceanLIVE!, a national education program of the Office of National Marine Sanctuaries that is supported by the NMSF, harnesses the power of state-of-the-art, advanced communications technologies to bring the underwater world of the ocean and Great Lakes above the surface for those who might not otherwise get to experience it.

The OceanLIVE! program's capstone is a marine science web portal that educates people of all ages about the ocean and national marine sanctuaries through links to live video and special content. Thanks to a grant from the American Petroleum Institute, the OceanLIVE.org site has received upgrades that include the ability to offer streaming video, bringing NOAA research missions in national marine sanctuaries to life for students across the world. In fact, generous support from the AT&T Foundation will allow OceanLIVE! to play an integral role in the planned 2010 mission to the Aquarius underwater research laboratory, which will bring to light the serious impacts of global climate change on coral reef ecosystems like the Florida Keys National Marine Sanctuary, where the Aquarius habitat is located. Students across the country, including at select inner-city schools, will be able to see and talk to the Aquanauts (Aquarius mission divers) live in real time using the OceanLIVE! technology.

Students explore the ocean in the comfort of their school library by participating in an OceanLIVE! interactive broadcast.



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Ocean for Life student projects
www.OceanForLife.org



Fourth grade students of Santa Barbara City restoring the banks of Sycamore Creek as part of their field experiences with the Channel Islands National Marine Sanctuary MERITO Program.

REACHING OUT TO UNDERSERVED COMMUNITIES

Long-term conservation success depends on the commitment of all local communities and residents. In California, MERITO, a unique educational initiative in sanctuaries, targets the state's fastest growing ethnic community: Hispanics. The MERITO (Multicultural Education for Resource Issues Threatening Oceans) initiative helps educate California's underserved students and their teachers about Earth and ocean science, key ocean threats, and the concept of stewardship using national marine sanctuaries as a natural classroom. The program provides bilingual conservation education, inquiry-based field experiences, and hands-on coastal monitoring and restoration programs for local teachers, after-school program leaders, and Hispanic and other students from underserved public schools and extended learning programs located near Channel Islands and Monterey Bay National Marine Sanctuaries. The MERITO program also includes adult education and community outreach.

In July 2009, the regional MERITO program was presented at the National NOAA Bay-Watershed Education and Training Conference in Washington, D.C. A template environmental education program to reach multicultural audiences, MERITO was lauded for its ability to breach cultural and socio-economic barriers and integrate evaluation methods in every phase of the program.

The MERITO program has served thousands of students and teachers since its inception, but this valuable educational program is in danger of ending due to lack of funds.

The National Marine Sanctuary Foundation is diligently working with the Channel Islands and Monterey Bay sanctuaries to secure stable funding for the program. Without it, we will be passing by an important opportunity to create new ocean stewards at a time when our ocean is most in peril.

Students participate in a field study as part of Channel Islands National Marine Sanctuary's MERITO education program.



Learning Ocean Science Through Ocean Exploration

The Foundation also provides professional development opportunities for educators by continuing its long standing agreement with NOAA's Office of Exploration and Research to facilitate the Learning Ocean Science Through Ocean Exploration program. This program creates alliances with aquaria across the nation to provide at least two annual workshops for teachers that help them incorporate marine science lessons into their classrooms.

OTHER OPPORTUNITIES TO SUPPORT MARINE SCIENCE EDUCATION



The Foundation has also been working in support of the Ocean Guardian Kids Club, a program that began in Hawaii as a contest to help instill a sense of connection to the ocean and coral reef ecosystems. The Kids Club and contest offers children nationwide in grades K-8 the chance to explore the Hawaiian Islands, allowing them to express their understanding of the ocean through the creation of poetry, a short story, or visual art. The Foundation is also helping with another phase of the

Ocean Guardian program in California, which will offer scores of small grants for California schools to implement community-based conservation projects which foster a better understanding of the ocean ecosystem.

The Foundation will continue to develop and foster educational programs that help contribute to the long-term, sustainable protection of our nation's watersheds, coastal habitats, ocean, and especially sanctuaries, led by educated and engaged students who will be the next generation of ocean stewards. The Foundation will support the development of the next round of Ocean for Life, tentatively scheduled for the summer of 2011, once an evaluation of the pilot program and continuing educational opportunities for the 2009 cohort is complete.



The Foundation looks forward to the development of the Aquarius mission, slated for October 2010, and the abilities of the redesigned and upgraded OceanLIVE! web portal. MERITO will remain one of the Foundation's top priorities, as we seek to establish stable funding for this important education program.

At the 2009 Leadership Awards Dinner, Marshall Criser III (l), President of AT&T Florida, presents a check for \$100,000 to NMSF Vice President Joy Williams (r), a connection made possible through Rep. Ileana Ros-Lehtinen, represented by District Chief of Staff Debbie Zimmerman (c).

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The MERITO Initiative
www.channelislands.noaa.gov/edu/merito.html
www.montereybay.noaa.gov/educate/merito

Connect to >>

Aquarium Alliance Workshops
www.oceanexplorer.noaa.gov/edu/development/onsite_development.html

CONSERVATION

“KNOWLEDGE OF THE OCEANS IS MORE THAN A MATTER OF CURIOSITY. OUR VERY SURVIVAL MAY HINGE UPON IT.”

President John F. Kennedy

Life on Earth is dependent on the ocean and its resources. The ocean provides food, transportation, energy, medicine, recreation, employment, and even oxygen. Conserving and protecting our ocean resources is of vital importance, not just to America, but to the world. However, ocean life is not static; it is ever-changing, moving from place to place, feeding in one place, spawning in another, migrating along ocean currents, coral reefs, and coastal areas. Given that, how do we know what makes a part of the ocean special or unique, worthy of protection as a sanctuary? Scientific research helps inform us about the conservation needs of places in the ocean and the state of existing sanctuaries.

Ranging in size from less than one square mile to 137,792 square miles, each site in the sanctuary system is a distinctive place needing special protections. The primary objective of a sanctuary is to protect its natural and cultural resources, which is balanced with allowing people to use and enjoy the ocean in a sustainable way. The National Marine Sanctuary Foundation helps protect these unique and special ocean places by supporting NOAA efforts, including the development of management plans, species research, and habitat conservation, to ensure effective governance of existing sanctuaries. The Foundation also champions additions to the system as appropriate places are identified, and works to create a greater level of comfort and engagement on the part of the constituents of the National Marine Sanctuary System. Together, these efforts can help build the momentum to expand the role of these special marine places, and help the entire system become more effective and far-reaching.



Connect to >> Sustainable Seafood Information: www.nmfs.noaa.gov/fishwatch/
www.seafoodwatch.org and www.sheddaquarium.org/right_bite.html

HONORING THOSE WHO ADVANCE CONSERVATION

Recognizing that we are not alone in our mission to preserve and protect the ocean, the Foundation takes advantage of the prestigious audience present at our annual Leadership Awards Dinner to recognize and promote national and regional leaders in conservation. The Foundation traditionally honors three outstanding individuals with our Leadership Award, Lifetime Achievement Award, and Volunteer of the Year Award.



Madeleine Z. Bordallo, 2009 Leadership Award

The Leadership Award honors a Member of Congress who has shown exceptional leadership in progressing ocean policy legislation. In 2009, Delegate Madeleine Z. Bordallo of Guam, sponsor of more than 83 bills that would create laws to protect our ocean resources, was selected for her major leadership role in support of ocean conservation. As chairwoman of the formerly named Subcommittee on Fisheries, Wildlife, and Oceans of the House Committee on Natural Resources, she convened oversight and legislative hearings on the National Marine Sanctuaries Act and was a proponent of its reauthorization in

the 110th Congress. Congresswoman Bordallo is also an active member of the National Marine Sanctuary Caucus, and Speaker Nancy Pelosi has recognized the importance of Bordallo's work, asking her to continue her service with the House Committee on Natural Resources.



Bob Ballard, 2009 Lifetime Achievement Award

It is often said that the sea is our last frontier. No ocean explorer has been a greater pioneer of that frontier than famed explorer Dr. Bob Ballard, and that is why the Foundation selected him as the recipient of its 2009 Lifetime Achievement Award. Best known for his 1985 discovery of the wreckage of the *Titanic*, Dr. Ballard wears many hats, including oceanographer, explorer, scientist, communicator, and teacher, and is also an Explorer in Residence with the National Geographic Society and a Trustee Emeritus of the National Marine Sanctuary Foundation.

Dr. Ballard shares his passion for ocean exploration with school children through his Institute for Exploration, bringing thousands of students on interactive expeditions to explore deepwater mysteries through the innovative JASON project and through telepresence technology with Immersion Presents. Through these projects, Dr. Ballard inspires thousands of students to love science and technology, and to become the new generation of explorers on the ocean frontier.



Josh Churchman, 2009 Volunteer of the Year

The NMSF Volunteer of the Year is a person who has made a significant contribution to a national marine sanctuary through selfless service. In 2009, Josh Churchman, a commercial fisherman from Bolinas, California, was selected for his contributions to Cordell Bank National Marine Sanctuary. Josh Churchman is an example of someone who protects what he loves; who requires the ocean to be healthy and productive as a matter of livelihood.

He was selected from among 16 other nominees for his work with submersible surveys, locating harmful marine debris in the sanctuary, and providing the use of his own boat to conduct important marine life surveys and an albatross tagging program. A charter member of the Cordell Bank National Marine Sanctuary Advisory Council, Churchman was also an integral part of implementing California's Marine Life Protection Act. He advocates for sustainable fishing practices and by-catch reduction at Pacific Fisheries Management Council meetings, and is an important ambassador to the commercial fishing community, encouraging fellow fishermen to be responsible stewards of the ocean.

SUSTAINABLE SEAFOOD

Overfishing has caused such a tremendous decrease in major populations of fish and other types of seafood that the implementation of better sustainable seafood practices cannot wait. While the issue of sustainable seafood is certainly a hot topic in marine conservation today, four renowned chefs tackled the issue with gusto at the 2009 Leadership Awards Dinner by preparing a special four-course menu, highlighting the importance of conserving our ocean resources by consuming only sustainable species. Michele Richard of Citronelle and Central, Todd Gray of Equinox, Ris Lacoste of ris, and Xavier Deshayes from the Ronald Reagan Building and International Trade Center donated their creative talents to support greater awareness of ocean issues. Dinner guests were treated to a short film by marine cinematographer and NMSF Board Chairman Bob Talbot, designed to inspire individual actions to protect ocean and Great Lakes resources.

Also as part of its sustainable seafood initiative, the Foundation, in partnership with SeaWeb, NOAA National Marine Fisheries Service, and the Smithsonian Museum of Natural History, presented a forum on March 2, 2009 in Washington, D.C. for professional chefs titled, "Sustainable Seafood: What Is It and How Does It Affect My Bottom Line?"

The roasted prawns served as the appetizer at the Leadership Awards Dinner is considered sustainable because it was farmed with sustainable aquaculture practices.

Sustainable Seafood Goals

The goal of our sustainable seafood initiative is to educate chefs about the benefits of adopting sustainable seafood practices in their restaurants, and motivating consumers to choose restaurants and purveyors that use only sustainable seafood. The Foundation partners with both the Monterey Bay Aquarium on their Seafood Watch program and with the National Marine Fisheries Service on their FishWatch program to help encourage the public to make sustainable seafood choices.





GIVING

“TRUE HAPPINESS...IS NOT ATTAINED THROUGH
SELF-GRATIFICATION BUT THROUGH FIDELITY
TO A WORTHY PURPOSE.”

Helen Keller

The activities of the National Marine Sanctuary Foundation aren't possible without the financial support of people like you who believe in our mission and look to us as partners in improving ocean and Great Lakes conservation.

Make a difference by making a general donation to the National Marine Sanctuary Foundation. As a donor to NMSF, you will receive a subscription to *Sanctuary Watch*, a quarterly publication with photos and stories from national marine sanctuaries, and a bi-monthly e-newsletter from the Foundation. Here's how:

ONLINE. Make a donation to a specific program or campaign, or make a general contribution. For fast, secure donations by credit card via PayPal, visit www.NMSFocean.org.

BY CHECK. Simply use the envelope provided in this report to mail a check made payable to the National Marine Sanctuary Foundation.

AT WORK. Many companies will fully or partially match charitable gifts made by their employees. Check with your employer to find out the rules at your workplace—you might be able to double your contribution to help sanctuaries!

Federal employees who participate in the Combined Federal Campaign may elect the National Marine Sanctuary Foundation for contributions through payroll deduction. We are proud to be part of the 2009 CFC as agency #10762, making giving to NMSF easier for government employees—many of whom directly impact the work of national marine sanctuaries. The NMSF is also part of workplace giving campaigns for state employees in California, Florida, and Washington.

BEQUESTS, GIFTS OF STOCK, AND LIFE INSURANCE. You may be able to make a larger gift than you may have thought possible, through a bequest in your will or trust. Simple language added to your estate plan can ensure your wishes are carried out. Also consider gifts of stock, or adding the NMSF as a beneficiary to a life insurance policy you no longer need. These and other instruments can help you protect national marine sanctuaries for future generations. We encourage you to contact your personal financial advisor or attorney to find out what helps you best meet your personal estate planning goals.

CORPORATE AND FOUNDATION GIFTS. The Foundation is proud of its tradition of building bridges between the public and private sectors, offering our partners the opportunity to invest in the conservation and preservation of America's national marine resources. We welcome inquiries from conservation-minded companies and foundations seeking to make a difference through a one-time gift or an ongoing partnership.

To learn more about corporate, foundation, or individual giving opportunities, contact the Foundation at (301) 608-3040, extension 3.

OUR GRANTS

Green Chefs, Blue Ocean
BLUE OCEAN INSTITUTE
East Norwich, New York, \$25,000

Learning Ocean Science
Through Ocean Exploration
DAUPHIN ISLAND SEA LAB
Dauphin Island, Alabama, \$25,000

Learning Ocean Science
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GEORGIA AQUARIUM
Atlanta, Georgia, \$25,000

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Through Ocean Exploration
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OF THE PACIFIC**
Long Beach, California, \$25,000

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NEW ENGLAND AQUARIUM
Boston, Massachusetts, \$25,000

Learning Ocean Science
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OREGON STATE UNIVERSITY
Corvallis, Oregon, \$25,000

Gulf of the Farallones Interpretive Exhibits
and Signage at Fitzgerald Marine Reserve
**SAN MATEO COUNTY
DEPARTMENT OF PARKS**
Redwood City, California, \$424,080

State of the Planet's Oceans
SCREENSCOPE, INC.
Washington, DC, \$10,000

FishWatch Evaluation
SEAWEB
Silver Spring, Maryland, \$25,000

Learning Ocean Science
Through Ocean Exploration
JOHN G. SHEDD AQUARIUM
Chicago, Illinois, \$25,000

Graveyard of the Atlantic
Museum Exhibits
**STATE OF NORTH CAROLINA
DEPARTMENT OF CULTURAL RESOURCES**
Raleigh, North Carolina, \$250,000

Learning Ocean Science
Through Ocean Exploration
UNIVERSITY OF SOUTH FLORIDA
St. Petersburg, Florida, \$25,000

OUR DONORS

With special gratitude for their commitment to national marine sanctuaries and their support of the Foundation's mission, we acknowledge the generosity of our individual and corporate donors who made contributions between July 1, 2008 and June 30, 2009.

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And a special thank you to those who contributed through donation boxes at local national marine sanctuary sites, and to those who contributed at work through the Combined Federal Campaign or their state's charitable campaign drive.



FINANCIALS

Statement of Activities and Change in Net Assets

For the Twelve Months Ending June 30, 2009

REVENUES	Unrestricted	Temporarily Restricted	Total
Grants & Contributions			
Federal	3,456,870	-	3,456,870
Corporate	132,906	33,436	166,342
Foundations	65,250	475,220	540,470
Individuals	103,526	50	103,576
Other	7,500	37,888	45,388
Total Grants & Contributions	3,766,052	546,594	4,312,646
Investment Income	(368,922)		(368,922)
Net Assets Released from Donor Restrictions	274,950	(274,950)	-
TOTAL REVENUES	3,672,080	271,644	3,943,724
EXPENSES			
Program Services	4,224,306	-	4,224,306
Supporting Services			
Management and General	205,081		205,081
Fundraising	199,561		199,561
Total Supporting Services	404,642	-	404,642
TOTAL EXPENSES	4,628,948	-	4,628,948
Change in Net Assets	(956,868)	271,644	(685,224)
NET ASSETS AT BEGINNING OF YEAR	6,425,075	111,352	6,536,427
NET ASSETS AT END OF YEAR	5,468,207	382,996	5,851,203

Statement of Financial Position

For the Twelve Months Ending June 30, 2009

ASSETS	Unrestricted
Current Assets	
Cash and Cash Equivalents	323,792
Investments	5,571,281
Accounts Receivable	59,894
Grants Receivable	161,765
Prepaid Expenses	17,293
Total Current Assets	6,134,025
Fixed Assets	
Equipment	38,489
Software	6,703
Less: Accumulated Depreciation	(31,232)
Net Fixed Assets	13,960
Other Assets	
Deposits	6,665
TOTAL ASSETS	6,154,650
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accounts Payable	275,185
Accrued Expenses	9,262
Refundable Advance	19,000
Total Current Liabilities	303,447
Net Assets	
Unrestricted	
Undesignated	(149,973)
Designated	5,618,180
Total Unrestricted	5,468,207
Temporarily Restricted	382,996
Total Net Assets	5,851,203
TOTAL LIABILITIES AND NET ASSETS	6,154,650

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