2017 / 2018

IMPACT REPORT

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SAVE THE WAVES COALITION

LETTER FROM OUR DIRECTOR

Dear Save The Waves Supporter,

As you know, surf ecosystems are perhaps the most amazing places on earth. With some of the highest biodiversity, surf ecosystems embody a special relationship between the ocean, surrounding beaches, watersheds, plants, animals and people. These unique interfaces between land and sea also produce breaking waves - one of nature's greatest miracles.

We connect to the ocean and to each other in these unique places. Millions of us surf, swim, dive, paddle and thrive there. We depend on surf ecosystems for our jobs and livelihoods, and so many more have lives that revolve around them.

However, many surf ecosystems are under threat from habitat destruction, pollution, overuse of marine resources, poorly planned development and climate change. These threats not only impact the ecology of the surf zone, but also the entire surf ecosystem, which include the local community, economy and cultural heritage. Our mission is to protect these ecosystems across the globe.

Over the last 15 years, Save The Waves has protected over 130 surf ecosystems, and we're setting our future targets even higher with the goal of protecting 1,000 surf ecosystems by 2025. To do this, we'll use a combination of protected areas, stewardship and grassroots mobilization.

In the last two years we saw some of our biggest successes using this formula. From acquiring and transferring the first piece of land to a local foundation at Chile's Punta de Lobos (a protected area), to removing thousands of pounds of marine debris at Isla Todos Santos in Baja (stewardship), to defeating Donald Trump's seawall for a second time in Ireland (mobilization) - these are just a few of our proudest accomplishments.

This report is a snapshot of our impact over the last two years that we will scale across the globe to 1,000 places with your help and support.

Sincerely,

Nik Strong-Cvetich, Executive Director

Greg Jones, Board President

VICTORIES AT A GLANCE

2017 - 2018

Protected Chile's iconic point break, Punta de Lobos, forever

Created and launched the Endangered Waves App, a tool to help monitor coastal threats

Formed a new partnership with Conservation International to create and scale Surf Protected Area Networks

Completed a Stewardship Plan for Guarda do Embaú World Surfing Reserve, resulting in new water treatment plant

Reduced bacteria levels and improved water quality at Cowells Beach in Santa Cruz

Stopped Trump's 3km seawall in Ireland and then continued to object to new project proposals

Removed thousands of pounds of marine debris from Isla Todos Santos in Baja, Mexico

Approved new World Surfing Reserves at Noosa, Australia and Punta Borinquen, Puerto Rico

Defended Endangered Waves with local parters at Mangamaunu in New Zealand and Martha Lavinia in Tasmania

Hosted over 300 surf luminaries at the 5th Global Wave Conference in Santa Cruz

ABOUT SAVE THE WAVES

Protecting surf ecosystems across the globe.

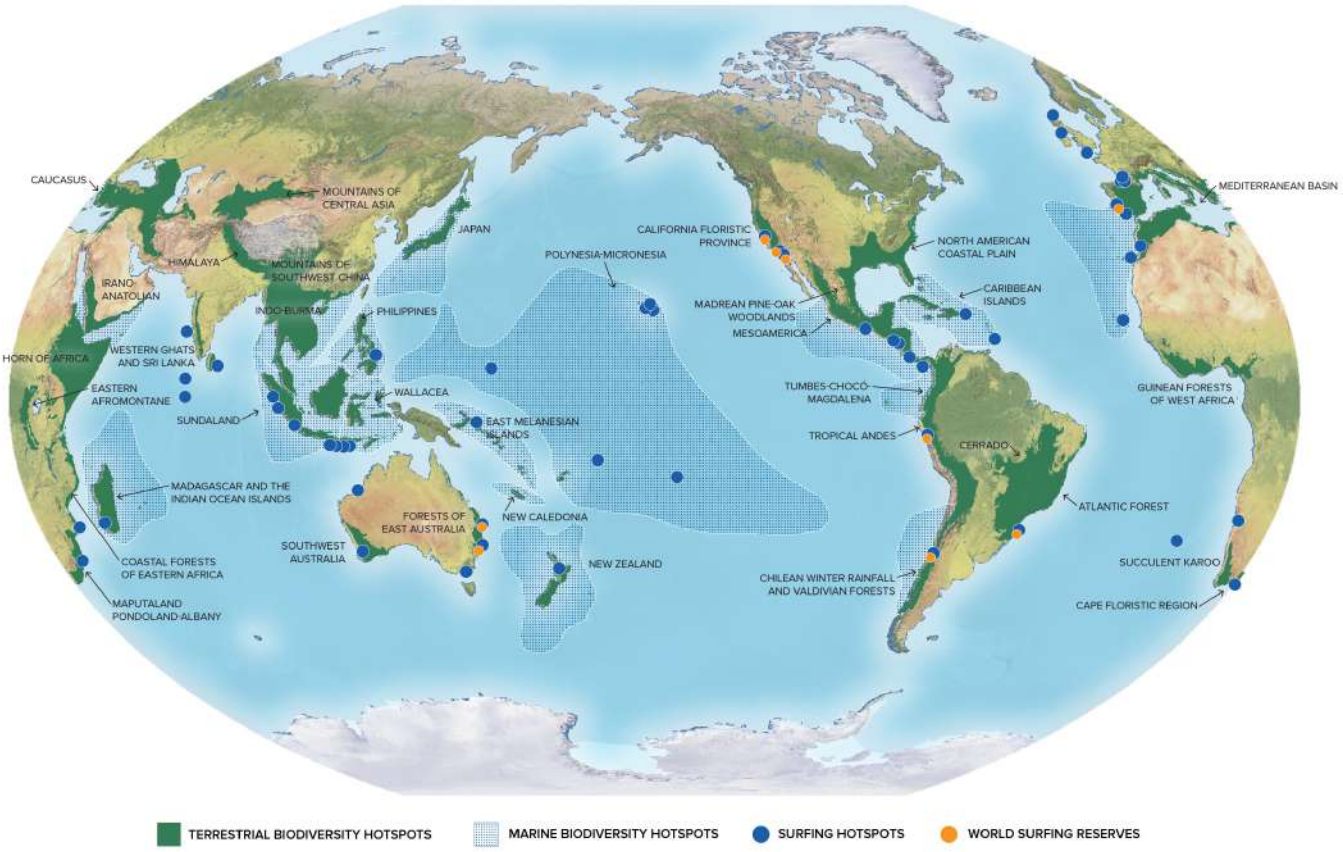
We take a unique approach to protecting coastlines and surf ecosystems through a combination of protected areas, economics, stewardship and direct-action campaigns.

15 YEARS OF IMPACT

- → **138**
  Waves protected
- → **85**
  Threats reduced or eliminated
- → **220**
  Kilometers of coastline protected
- → **2,500+**
  App users
- → **7,000+**
  STWFF Attendees

WORLD SURFING RESERVES

1. Malibu, California
2. Manly Beach, Australia
3. Ericeira, Portugal
4. Santa Cruz, California
5. Huanchaco, Peru
6. Bahía de Todos Santos, Mexico
7. Punta de Lobos, Chile
8. Gold Coast, Australia
9. Guarda do Embaú, Brazil
10. Noosa, Australia
11. Punta Borinquen, Puerto Rico



WHY SURFING?

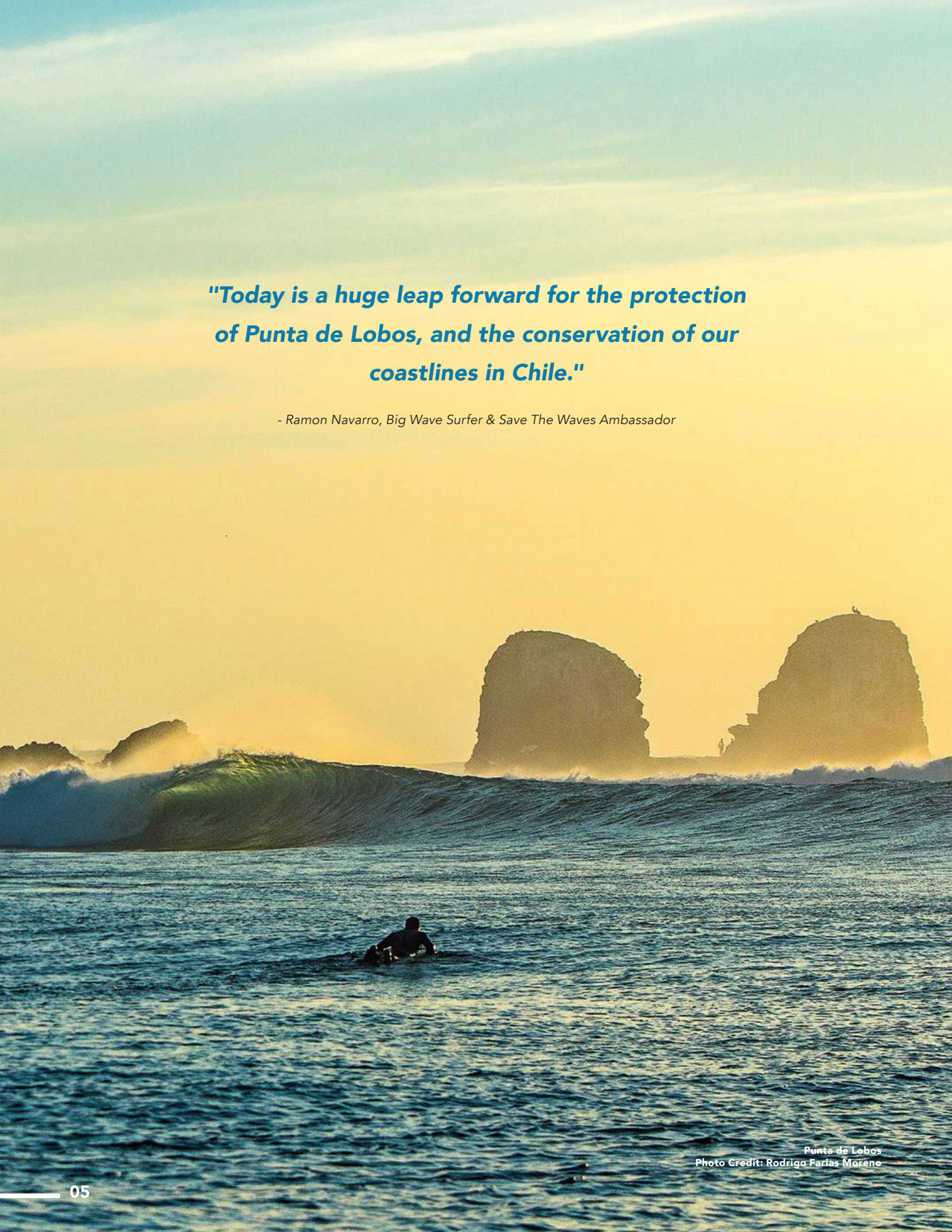
With over 35 million surfers across the globe, surfing has a powerful and motivated constituency for conservation. When we protect a wave and its ecosystem, we protect much more than a surfer's place to pursue their passion - we protect someone's connection to the ocean, we preserve someone's livelihood, and we safeguard a critical ecosystem. The map above displays 50 globally important surfing areas overlaid with the biodiversity hotspots. With 90% of these surf ecosystems overlapping, it's easy to see how surf breaks are important in protecting marine biodiversity.

"Surfers are uniquely positioned to become an incredible force for ocean conservation."

- M. Sanjayan, CEO of Conservation International

"Today is a huge leap forward for the protection of Punta de Lobos, and the conservation of our coastlines in Chile."

- Ramon Navarro, Big Wave Surfer & Save The Waves Ambassador



Punta de Lobos
Photo Credit: Rodrigo Farias Moreno

PROTECTED AREAS

WORLD SURFING RESERVES & SURF PROTECTED AREA NETWORKS

World Surfing Reserves (WSR) is a global initiative that was launched to proactively identify, designate, and preserve outstanding waves, surf zones, and their surrounding environments around the world.

Surf Protected Area Networks (SPANs) are an effort to legally protect surf ecosystems using legal tools.

STW and key partners celebrate at Punta de Lobos

Patagonia signs and officially transfers Mirador Property to the local Fundación

Punta de Lobos World Surfing Reserve dedicated and iconic Chilean point protected forever

On Nov. 16th, 2017, Save The Waves, Fundación Punta de Lobos and Patagonia officially dedicated Punta de Lobos, Chile as a World Surfing Reserve.

In an intimate ceremony, the iconic Mirador Property was transferred and the World Surfing Reserve officially dedicated. In attendance was Punta de Lobos' legend Ramon Navarro, Patagonia Ambassadors Greg Long, Kyle Thiermann, Kohl Christensen and Otto Flores, as well as Jack and Kim Johnson, and locals and volunteers at the Fundación Punta de Lobos.

In 2015, Save The Waves and Patagonia launched the Lobos Por Siempre campaign following Chris Malloy's film, 'The Fisherman's Son', with the goal of raising enough money to purchase the 4.5 acre Mirador Property at the very tip of Punta de Lobos. This was purchased by Chilean Philanthropist Nico Davis and held with an agreement to sell only to the local Fundación when the money had been raised.

With the help of Patagonia, Marisla Foundation, Packard Foundation, Waitt Foundation and over 900 small donors, Save The Waves and partners were able to raise over $750,000 toward the purchase of the property.

Punta Borinquen WSR | Roberto Leon

Noosa, Australia and Punta Borinquen, Puerto Rico Approved as the next World Surfing Reserves

Noosa, Australia was selected as the 10th World Surfing Reserve in October 2017. Noosa is a remarkably beautiful coastline with five world class point breaks and two consistent beach breaks, most of which are protected within National Park boundaries.

Noosa was selected for the decades of best practice in coastal management and protection that have resulted in its international reputation as one of surfing's natural wonders.

Punta Borinquen, Puerto Rico was approved as the 11th World Surfing Reserve in November 2018. Punta Borinquen World Surfing Reserve will consist of eight kilometers of coastline between Crash Boat and Surfers/Survival Beach, and is the first World Surfing Reserve in Puerto Rico and the Caribbean.

An interdisciplinary team has formed a Local Stewardship Council (LSC), consisting of professors, students, local entities, NGO's and local veterans of the surf and outdoor industries, including Patagonia Surf Ambassador and pro surfer Otto Flores.

Guarda Do Embaú, Brazil Created and Launched Stewardship Planning

In July 2017, Save The Waves spent time in the Guarda Do Embaú World Surfing Reserve and led the community through their WSR planning process to identify common conservation goals. Working alongside our partners at Conservation International, we determined that the primary focus of the Guarda do Embaú WSR was water quality and water use issues in their Rio da Madre river, which serves as the lifeblood for their community, economy and coastal ecosystem.

In June 2018, the Local Stewardship Council (LSC) launched their year-long monitoring plan and began collecting water samples in and around the Rio de Madre for analysis.

Stewardship planning with Guarda LSC

Baja Manager Mara Arroyo leading the Todos Santos cleanup | Nikki Brooks

Progress Made Toward State Park at Bahía de Todos Santos WSR and Shipwreck Debris Cleaned Up on Isla de Todos Santos

The campaign to achieve Baja California's first state park at San Miguel reached another milestone by obtaining approval from Mexico's federal water board, CONAGUA, to implement a State Park in their jurisdiction in the arroyo at San Miguel. This bureaucratic advance enables us to ultimately declare a State Park in an area that was historically federal land. This ground-breaking multi-year effort continues to move forward thanks to strong local leadership and highly collaborative partners in the World Surfing Reserve.

In October 2017, Save The Waves headed to Isla de Todos Santos off the coast of Ensenada to cleanup thousands of pounds of marine debris from an abandoned shipwreck. Led by local charger and WSR Ambassador Vicente Yazbek, our crews collected and removed an array of fishing nets, nylon ropes, fiberglass, and other materials from the island's marine sanctuary. Big wave surfers Greg Long, Ramon Navarro, Kyle Thiermann and Otto Flores also responded to the call for help and assisted in the cleanup.

"Every surfer has a responsibility to look after the areas and breaks that they love."

Greg Long
Big Wave Surfer & STW Ambassador

Greg Long retreives debris from divers | Nikki Brooks

SURF PROTECTED AREA NETWORKS

A NEW APPROACH TO CONSERVATION

In 2018, Save The Waves began strategizing a new way to protect hundreds of surf ecosystems through the creation of Surf Protected Area Networks. SPANs consists of individual Surf Protected Area sites that will be preserved and managed under the legal system of the country where they are developed. These sites may range in size and focus: from small areas that center on protecting surf ecosystems and the immediately surrounding coastal area, to large land and marine protected areas that work to manage larger ecosystems in areas where there is also high-quality surf and vulnerability to an array of threats.

Toward this goal, we formed strategic partnerships with Conservation International and A Liquid Future to focus on planning and implementation of SPAN in the priority regions of Indonesia, Costa Rica, the Galapagos, Fiji, and the Marshall Islands.

In Chile, we partnered with La Sociedad Peruana de Derechos Ambientales and Fundación Rompientes to further the creation of protected surfing areas.

In Mexico, we are working with Reservas de Surf México, a nonprofit created to support Bahía de Todos Santos World Surfing Reserve, as well as protect and monitor surf ecosystems. We are currently working on the legal framework and surf break inventory for Mexico.

"SPANs use legal protection to support sustainable community developement where high quality surfing waves and priority marine ecosystems overlap."

- Nik Strong-Cvetich, Save The Waves Executive Director

STW and CI launch official partnership with Harrison Ford

ECONOMICS

SURFONOMICS

Pristine coastline and quality surfing waves have an enormous social and economic value to local communities – a value that is often underestimated by political leaders and business people. Save The Waves' research and "Surfonomics" studies are changing that by creating empirical arguments for surf and coastal protection.

Guarda do Embaú WSR. Photo by Plinio Bordin

Guarda do Embaú Uses Surfonomics To Protect Their Coastal Resources

Guarda do Embaú, Brazil was the most recent location to undertake a Surfonomics study in an effort to quantify the economic impact surfing and surf resources have on their community. This marks Save The Waves' 7th Surfonomics study.

The study officially began in the first week of February 2018, with additional research conducted in March, April and July. Methodology and operations were guided by Professor Marcos Bosquett from the Federal University of Santa Catarina (UFSC), the Surf and Suitability Research Group, and by Professor Marcos Souza from the Municipal Faculty of Palhoça (FMP), whose Tourism Management Course is providing on-the-ground researchers.

Surfonnomics team begins on-the-ground research in Guarda WSR
Photo by Plinio Bordin

DIRECT ACTION

ENDANGERED WAVES & BRANDED CAMPAIGNS

Save The Waves continues to assist communities worldwide by advocating for coastal and marine conservation, building public awareness and conducting education about threats to surfing coastlines. By directly engaging and leading campaigns, we help build the capacity of local groups to address threats to their coastal resources.

#NatureTrumpsWalls: Campaign Continues Against 'Trump's Irish Wall' in Doughmore Beach, Ireland

Building on our successful defeat of Trump's original 3km seawall proposal at Doughmore Beach, Ireland, Save The Waves' continued to monitor Trump International Golf Links (TIGL) and their plans for sea defenses along the pristine beach and sand dunes in front of the private Doonbeg Golf Resort.

In early 2017, TIGL submitted a scaled-back proposal involving a 1km+ seawall. STW and our partners immediately gathered over 700 individual letters and flooded the public comment period with objections, resulting in the deferment of the decision. Despite opposition, and a poor ROI and Environmental Impact report from TIGL, the Clare County Planning Board approved the proposal.

In January 2018, Save The Waves submitted a formal appeal to the National Appeal Board (An Bord Pleanala) for further review of the approval. That summer, our local partners and activists gathered on Doughmore Beach to shoot a short film stating the community's concerns and the futility of seawalls for coastal health. The film is set for release in early 2019 as we continue to fight the seawall proposal.

Doughmore Beach with TIGL Resot in background | Anne Estonilo

#CleanCowells: Improvements and Success for Santa Cruz Water Quality

For the second straight year, high bacteria levels at Cowells Beach were reduced by ~50%, resulting in an improved grade on the Heal The Bay's 'Beach Report Card'. The Cowells Working Group (CWG), created by the City of Santa Cruz and led by Save The Waves, maintained efforts to prevent roosting birds under the municipal wharf which has led to significant water quality improvements.

CWG is now working with a Technical Advisory Group of water quality experts to consider what additional steps might further develop our understanding and improvements of the issue at Cowells.

Cowells Beach, Santa Cruz | Nikki Brooks

Martha Lavinia, Tasmania

Two New Endangered Waves: Martha Lavinia and Mangamaunu

Save The Waves' declared two additional Endangered Waves in 2018: Martha Lavinia in Tasmania and Mangamaunu in New Zealand

In February 2018, Save The Waves joined Surfrider Australia in the fight for Martha Lavinia following government approval for Tassal salmon farm operations immediately east of Martha Lavinia Beach on King Island. Known for its perfect 'A-frame', Martha Lavinia is a world class beach break. A Change.org petition was launched against the potential farming project, earning over 23,000 supporters.

In New Zealand, north of Kaikoura, a righthand point break called Mangamaunu was threatened by a proposed infrastructure project that would have damaged the famous surf spot and NZ Outstanding Natural Feature. Under the pretext of earthquake reconstruction works, and to enhance coastal resilience, the North Canterbury Transport Infrastructure Recovery Alliance (NCTIR) initiated plans to develop a cycleway and car park above the surf break along with a large sloping rock revetment to prevent coastal erosion. Surfbreak Protection Society and eCoast called out the misled proposal due to potential impact on Mangamaunu and the larger threat the project could have for New Zealand's coastal management policies. With Save The Waves' help, a campaign was launched in April 2018 to gather petition signatures, raise legal fees and encourage written letters to NZ Ministers of Parliament. In November 2018, Mangamaunu obtained official reprieve from the project after a review and modeling of the project revealed the construction's impact on the wave.

Mangamaunu, New Zealand | Warren Hawke

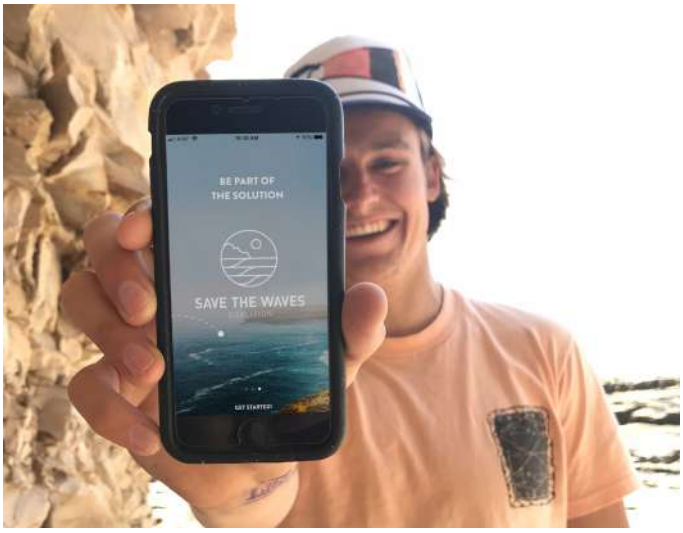
ENDANGERED WAVES APP

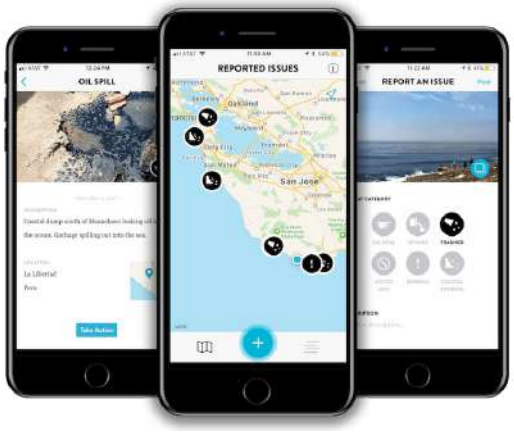
THE EVERYDAY TOOL TO PROTECT THE PLACES YOU LOVE

Save The Waves' Endangered Waves Mobile App Goes Live and Encourages Coastal Stewardship Worldwide!

After more than a year in development, Save The Waves proudly released the first public version of the Endangered Waves mobile app in Fall 2017. The Endangered Waves App gives surfers the power to monitor the world's coastlines and surfing locations. Save The Waves was selected as a finalist in the HeroX Ocean Challenge where technology and conservation concepts compete for additional development funding. The competition enabled us to complete the app with MJD Interactive and make it publically available. Out of a field of over 300 other competitors and entries, HeroX later announced the Endangered Waves App as the winner of the Best Conservation App.

The Endangered Waves App has since been downloaded 2,500 times from users all over the world, empowering surfers and coastal users to act as real-time guardians of their coastal resources.





In October 2018, we partnered with XPRIZE and WSL Pure to launch our first-ever "Dirty Wave Challenge", where we invited users to find and identify the dirtiest surf ecosystem and upload their photo entry and location to the app for a chance to win a $5,000 cash prize and beach cleanup.

The data collected allows Save The Waves to better track and prioritize coastal threats, inform coastal agencies on key issues, and educate stakeholders worldwide. We are piloting this technology on water quality, coastal erosion, trash and access issues at surf spots, but will scale to include geo-specific challenges once a large enough network is built. Our goal is 20,000 users by 2020.

Download for iOS or Android today!

5TH GLOBAL WAVE CONFERENCE

Save The Waves Coalition and Surfrider Foundation host unforgettable Global Wave Conference in Santa Cruz, CA

From March 4-7th, 2018, Save The Waves and Surfrider Foundation hosted the 5th Global Wave Conference in Santa Cruz, bringing together the best international minds from the surfing, conservation, and innovation communities in an inspiring call to tackle the world's most challenging ocean issues.

With over 70 speakers, the conference united experts and leaders from more than 14 different countries and over 100 organizations, forming an audience of over 300 surfers, scientists and activists.

Motivating and enlightening, the keynotes included M. Sanjayan, Shaun Tomson, Guy Kawasaki, Serge Dedina, Liz Clark, Greg MacGillivray, Julie Packard, Dr. Wallace J Nichols, and Greg Long.

The conference's three themes of 'Land to Sea Connection', 'Surf + Protected Areas', and 'Climate Change and Innovation', gave birth to the following tangible outcomes:

M. Sanjayan (CEO of Conservation International) speaks at GWC | Nikki Brooks

- Declaration by leading surf brands to reduce plastic packaging waste
- Release of 5 Gyres BAN List 2.0
- New collaborative paper for the IUCN launched on legal tools for protected surfing areas
- New App mobilizing surfers to gather data on coastal issues unveiled by Save The Waves
- New Surfing Protected Areas established in Chile, Malibu and Point Conception, CA
- Activist toolkit for surfers and scientists launched by Patagonia
- New International Association of Surf Academics formed
- Stoke Sustainability Certification for the conference achieved

Attendees celebrate at paddle out ceremony to mark the end of the conference | Nikki Brooks

Julie Packard (Executive Director, Monterey Bay Aquarium) speaks at GWC | Nikki Brooks

Guy Kawasaki speaks at GWC | Nikki Brooks

SAVE THE WAVES FILM FESTIVAL

Save The Waves Film Festival Expands to Five Continents and Celebrates 10th Anniversary

In 2017, Save The Waves Film Festival kicked off with a dual world premiere in Bali and Portugal and grew internationally, with events in Europe, Latin America, Australia, as well as domestically, with stops in the Northeast and Pacific Northwest. The 2017 tour saw more than 3,000 attendees and a growing online and social media presence with a worldwide trailer viewed more than 195K times (a 1,522% increase from 2016).

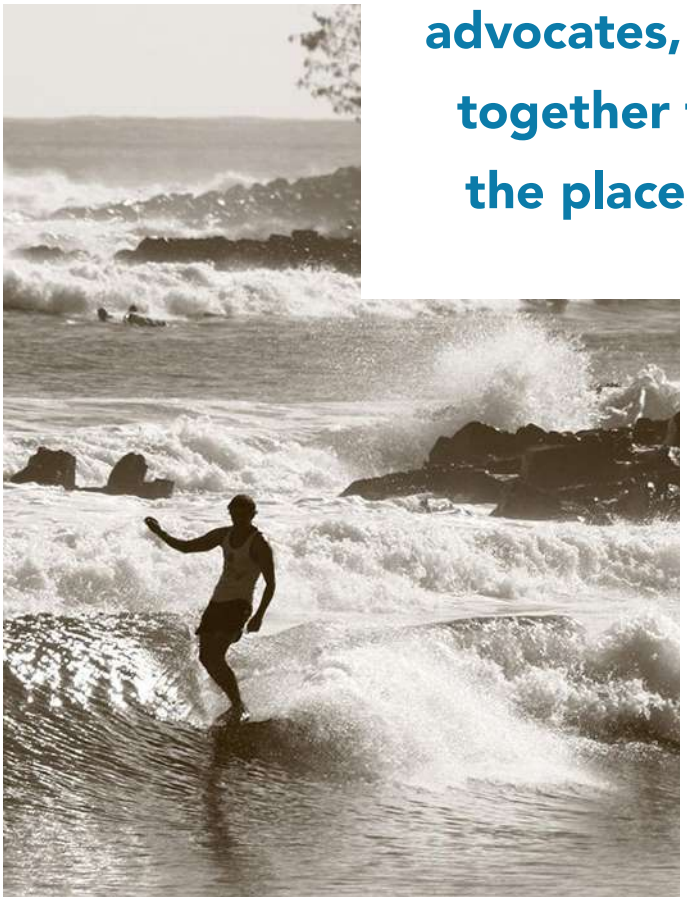
Our 2018 tour marked the film festival's ten year anniversary and showcased a program with films from over 18 countries that were chosen by an international selection committee. Our anniversary tour raised over $130,000 and hosted screenings in 25 communities across four continents, including two-day events in Rapa Nui and Oceanside, CA.

With films focusing on plastic pollution, healthy coral reefs, female empowerment, community coalitions and grassroots activism, Save The Waves Film Festival prides itself on blending education with inspiration, and remains the only internationally touring environmental surf film festival in the world.

STWFF in Portland, Maine I Tucker Grinnell

STWFF at Chris Burkard's studio in Pismo Beach, CA I Nikki Brooks

We are a global coalition of local advocates, all working together to protect the places we love.

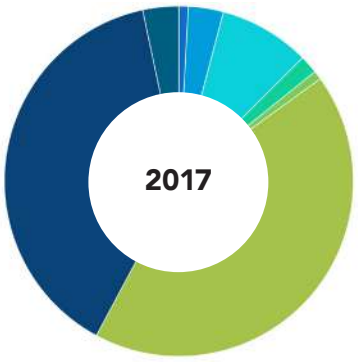


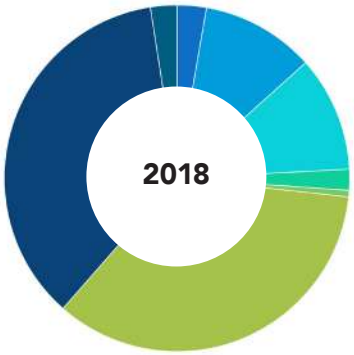
Top: Morros at Punta de Lobos | Rodrigo Farias Moreno
Bottom Left: Noosa, WSR | Nikki Brooks
Bottom Right: Isla de Todos Santos, Baja, Mexico | Nikki Brooks

FINANCES

STW REVENUE

	2017	*2018
In Kind Donations	5,125	20,268
Corporate Contributions	19,083	78,502
Individual Contributions	49,559	79,558
Co-Branded Products	9,915	14,439
Membership Dues	4,796	4,520
Grants	251,408	256,500
Fundraising Events	228,157	266,113
Merchandise Sales	19,613	18,284
Total Income	**587,656**	**738,185**

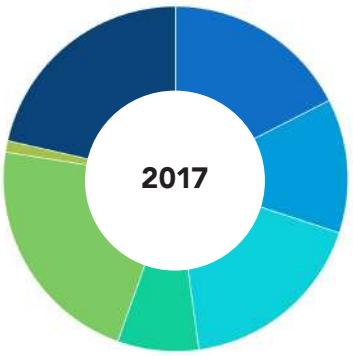


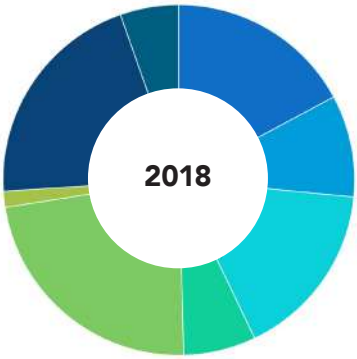


- Grants
- Fundraising Events
- Corporate Contributions
- Individual Contributions
- Merchandise Sales
- Co-Branded Products
- Membership Dues
- In Kind Donations

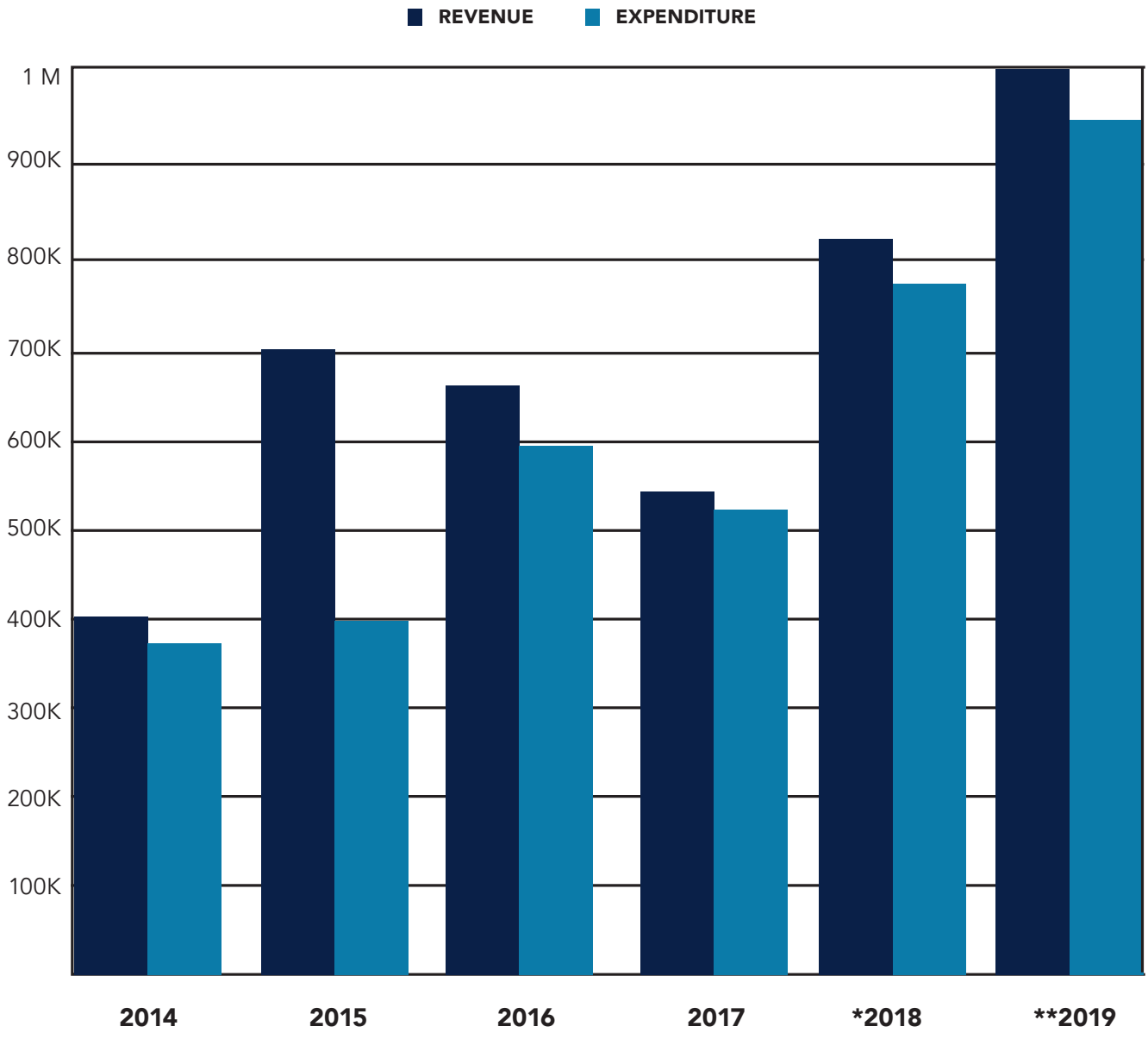
STW EXPENDITURE

	2017	*2018
World Surfing Reserves	98,995	122,686
Endangered Waves	71,228	67,367
Campaigns	100,581	117,056
Surfonomics	43,104	47,582
Fundraising	124,716	164,275
Administration	6,053	10,552
STW Film Festival	121,373	147,638
Surf Protected Area Networks	---	38,651
Total Expense	**566,050**	**715,807**





- World Surfing Reserves
- Endangered Waves
- Campaigns
- Surfonomics
- Fundraising
- STW Film Festival
- Administration
- Surf Protected Area Networks



*2018 Revenue and Expenditure reports are projected totals.

**2019 projected budget.

***Estimated year-end totals. Save The Waves is a 501(c)3 nonprofit corporation and adheres strictly to United States governing such entities. The 990 tax forms filed by STW on an annual basis are public and can be downloaded from the STW website at any time. www.savethewaves.org

ORGANIZATIONAL STRUCTURE

STAFF

Nik Strong-Cvetich
Executive Director
Nick Mucha
Director of Programs
Mara Arroyo Rodriguez
Mexico Country Manager
Lauren Parrino
Communications Coordinator
Jonathan Steinberg
Operations & Development Director
Gavin Comstock (2017)
Operations Manager
Trey Highton
Film Festival Manager
John Morley (2017)
Human Resources Director
Riley Hanson
Operations Intern / Administrative & Programs Specialist
Chantelle Sanders
STWFF Intern
Shaun Burns (2017)
Programs Intern
Martin Dietz (2017)
Programs Intern

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Founder
Greg Jones
President
Dean Latourrette
Vice President
Ted Chin
Treasurer (2017/2018)
Ryan Seelbach
Secretary (2018)
Al Ramadan
Josh Karliner
Julie Cox
Rachel Strader
Fernando Aguerre (2018)
Mark Thomas
Christian Charles
David Haynes (2018)

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Ramon Navarro
Greg Long
João De Macedo
Kyle Thiermann
Sarah Gerhardt
Tyler Fox
Jeff Denholm
Cliff Kapono
Tiago Pires

ART AMBASSADORS

Erik Abel
Nikki Brooks
Matt Beard
Ethan Estess

STW Staff and Board at 2018 Retreat in Santa Cruz

Director of Programs Nick Mucha meets with fishermen in Guarda WSR | Plinio Bordin

Baja WSR team strategize for San Miguel State Park

Building traditional caballito de totoras with WSR team in Huanchaco, Peru | Nikki

STW staffer Jonathan 'Steiny' Steinberg at the GWC paddle out at Cowells Beach

2017 PARTNERS & DONORS

50,000 +

The David & Lucile Packard Foundation
Marisla Foundation

10,000 - 49,000 +

The Conservation Alliance
Parley For The Oceans
Clif Bar Inc.
Peak Design
Community Foundation Santa Cruz County
Jeremy & Cassandra Ertl
Greg & Amanda Jones
Resources Legacy Fund
The Little Chihuahua
City of Santa Cruz

2,500 - 9,999 +

Patagonia
Surf Industry Manufacturer's Association
Klean Kanteen
Marine Layer
Lumen Wine
Joanna Miller

100 - 2,499 +

Jeremy Lang
Moore Foundation
Poler Inc
Sunski Sunglasses
Suerte Tequila
Barefoot Wine
The Forrest And Frances Lattner Foundation
Wilder Public Relations
Rachel Strader
Annabelle Hinshaw
Tambor Acai
Escape Campervans
Cali Craft Brewing
Santa Cruz Waves
Tarbell Family Foundation
Mazal Foundation
Jafon Hakkinen
Stephen Mccabe
New Resource Bank
Clay Westling
Chris Bigford
Matt Beard
Thomas Ennion
Sonia Mariano
Daniel Hayes
Jonathan Pucci
Ted Chin
Oliver Grantham
Craig King
Matthew Pebley
Brian Siebert
Aaron Ungerleider
Michael Wiley
Maria Kolliker
Rebecca Castonguay
Bob Brown
William Collins
Eric Johnson
Taylor Roy
Michael Benoit
Curtis De La Cruz
Liam O'Callaghan
Hendrik Wendte
Dean Latourrette
Erika Groff
Theodore Hatch
Stuart Kirchick
Warren Legarie
Donna Meyers
Kevin Starr
Marvin Berdinsky
Robert Mckee
Debora Smith
Mat Grabowski
Minnie Ingersoll
John Koene
Thanaporn Simmons
Susan Hewlett
Casey Miller
Camilla Lynch
Kaaren Sipes
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Julie Dyson
Sue Elliott
Virginia Feira
Dean Filipowicz
Holly Finn
Amy Fisher
Michelle Fliegauf
Georgia Hodges
Doug Jacuzzi
Megyn Lansing
Megyn Lansing
Lillian Laszlo
Andy Laszlo
Lesley Margolis
Inessa O-Childs
Ryan Oman
Karin Reeves
Pete Reich
Craig Rosa
Patricia Roth
Tucker Roy
Eric Sanford
Robert Sebastian
Thaxter Sharp
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