SAVE THE WAVES COALITION

PROTECTING OUR COASTAL HERITAGE

2010 Annual Report

In today's economic climate of shrinking funds and greater philanthropic needs, we focus on results...

Dear Save The Waves Supporters,

Thanks for your continued support of Save The Waves Coalition. Enclosed is a brief report on Save The Wave's 2010 programs and campaigns. It's been an exciting time for the organization, as we continue to build programs to proactively protect surfing coastline around the world.

2010 has been a very busy year for us with the burgeoning World Surfing Reserves program, a major relief effort launched in Chile in the wake of the earthquake and tsunami in late February, a new Surfonomics study about Mavericks released in partnership with Stanford and the University of Hawaii, and award-winning films recently released from our in-house documentary film program.

Save The Waves Coalition remains a small yet very effective organization that achieves a lot with a little. We work hard and focus on several core themes to achieve success in protecting the coastal environment. In today's economic climate of shrinking funds and greater philanthropic needs, we focus on results, with limited overhead and total commitment to our cause of protecting the coastal environment.

We look forward to your continued partnership.

Regards,

Dean LaTourrette
Executive Director
Save The Waves Coalition

Front and Left: William Henry.

Chile Program & Help Chile Now!

Save The Waves' ongoing program work in Chile

Photos, video and updates of relief efforts can be found on the STW website: http://www.savethewaves.org/news/chile-relief-photos-videos

DISASTER RELIEF

Save The Waves, led by a passionate group of volunteers throughout the international surf community, including professional surfers Ramon Navarro, Greg Long and Kohl Christensen, launched a major relief effort in the wake of the Chile earthquake and tsunami on February 27, 2010. Phase one of relief efforts focused on distributing nearly 1,000 water filters along with other essential shelter supplies to coastal Chile. The water filters, provided by partner nonprofit Waves for Water, are now providing clean drinking water for up to 10,000 Chileans, many of who live in remote coastal areas and were cut off from clean water in the wake of the 8.8-magnitude earthquake and subsequent tsunami on February 27, 2010.

Once initial emergency needs were met and or had passed, Save The Waves launched phase two of relief efforts, focused on rebuilding and community development in a small number of coastal communities where the organization was already active. These efforts are focused on empowering local Chilean leaders and community members through large beach cleanups at the beaches and surf spots most damaged by the tsunami; the planting and tending of educational organic gardens for use by local schools; the purchase and distribution of tools and supplies for small-scale artisan fishermen and the establishment of a core network of STW fishermen ambassador-watchdogs at select coastal zones; and the establishment of a scholarship fund to assist the efforts of outstanding students who are already helping to guide the post-tsunami relief efforts in their communities. The communities we are serving include the areas in and around Pichilemu, Constitucion, Curanipe and Cobquecura.

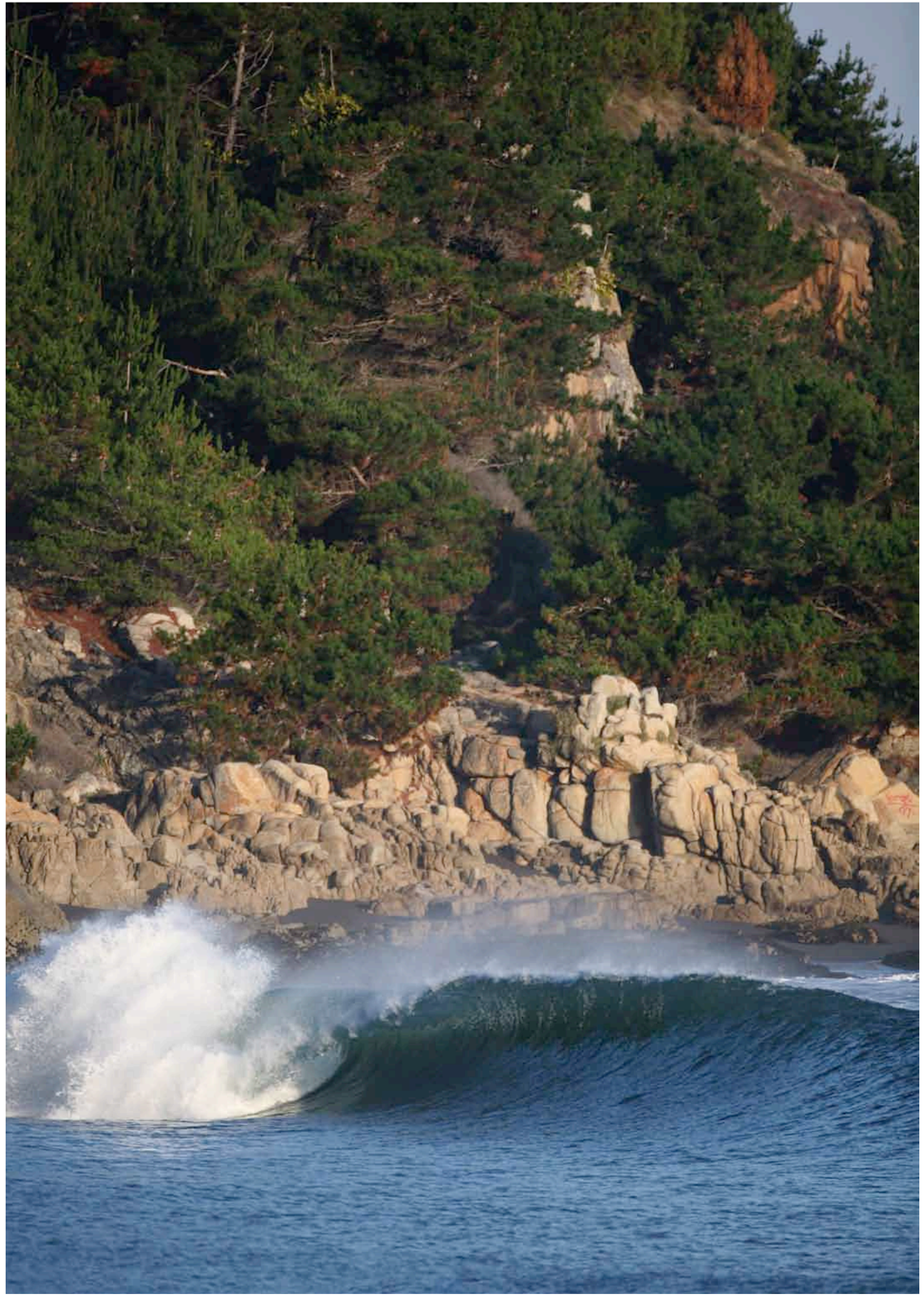
REGIONAL PROGRAMS

Our ongoing regional environmental program continues in Chile. Specific recent accomplishments of our organization include the inception, formation and continued administration of Chile's first Waterkeeper Alliance member, the Maule Itata Coastkeeper; we plan on achieving an exploratory pilot program expansion of this organizational model into coastal Peru in late 2010.

Through our work in Chile and its Coastkeeper we have also conducted (and continue to present) environmental law workshops for the public in coastal towns threatened by industrial pollution and development through training, capacity building and general scientific support of local community members, leaders and interested citizens. We have educated thousands at these workshops, which are highly effective tools designed to empower local communities around environmental issues that directly threaten local economies and environments. We conduct these "legal empowerment workshops" in close partnership with Fiscalía del Medioambiente, Chile's leading nonprofit organization of environmental lawyers dedicated purely to legally challenging pollution and other environmental issues.

Above: Philip Muller.

Right: William Henry.



2010 PROGRAMS SUMMARY

"**World Surfing Reserves** is about surfers saving the world, one wave at a time."

~ Drew Kampion, Surf Historian

WORLD SURFING RESERVES

World Surfing Reserves, a new STW program launched in 2009 to permanently enshrine and protect special surfing regions and coastal zones throughout the world, is gathering great momentum and inter-agency support to provide proactive protection of global surf spots. The program has gone through the process of defining a short list of proposed sites to be enshrined under the "WSR" banner through a democratic selection process involving global citizens, thought leaders, national surfing federations and partner environmental NGOs.

In October 2010, the program reached its most important milestone thus far, the dedication of the very first World Surfing Reserve at Malibu, California. The dedication events were overwhelmingly successful, well attended by the local community and garnering press around the world, including coverage by the LA Times, ESPN, Sports Illustrated and USA Today to name a few.

To learn more about the World Surfing Reserves, please visit the WSR website: http://www.worldsurfingreserves.org/

Above: Anthony Giglia.

SURFONOMICS

Save The Waves' Surfonomics Program recently completed its second graduate-level research project in partnership with Stanford University and the University of Hawaii, determining the economic value of the surfing wave at Mavericks in Half Moon Bay. The study's preliminary results have been released, and the complete study will be released in December 2009. This ecotourism and surfonomics data is used as a tool to bolster arguments for coastal preservation and wave protection through scientific, government, industry, community and media resources at local, regional and international levels.

DOCUMENTARY FILMS

Save The Waves' Documentary Film program educates and activates broader audiences around coastal environmental threats such as pollution and destructive development. The films are conceived, written and produced by our team and, in addition to being critically acclaimed, have been very effective at educating audiences around the world. These include two new short films: Keeping Coast (2009), about the organization's Coastkeeper program in Chile and an award-winner at film festivals; and All Points South (2009), an award-winning short documenting the threat to and battle against industrial pulp mill pollution on Chile's central coast. Our first short film, Pulp, Poo and Perfection (2007) continues to be well received by film festivals, media and the public as a highly effective educational tool. Save The Waves also produced and continues to distribute Lost Jewel of the Atlantic (2006) a feature film highlighting the organization's early work on the island of Madeira, off the coast of Portugal.

Save The Waves is in the planning stages for a new short film project for 2011, which will focus on educating audiences on sea level rise, using surfing and surf spots as a way to connect people to the issue.

LOCAL PROGRAMS

Save The Waves is now working on several local programs, including at Surfer's Beach near Pillar Point Harbor in Half Moon Bay, CA. The project is a collaborative effort with the local community, NOAA, state regulators and the Army Corps of Engineers to protect the beach and coast from a man-made erosion problem originating from a poor harbor design.

In early 2010, Save The Waves launched the *Save Sloat!* campaign, in response to the City of San Francisco's emergency coastal armoring at South Ocean Beach, SF. STW successfully lobbied the City to minimize emergency plans to armor the beach at South Sloat, and to initiate long-term planning for an environmentally-friendly solution. The Save Sloat! fight continues as the City wants to continue to dump rocks on the beach which will worsen coastal erosion and threaten the surf break at South Sloat.

2010 REVENUE*

Grants	148,500.00
Chile Relief Donations	146,534.81
Fundraising Events	66,258.35
WSR Sponsorship	22,569.25
Corporate Contributions	20,424.50
Membership & Merchandise	9,652.25
Individual Contributions	9,115.06
Total Income	**423,054.22**

2010 EXPENSES*

Chile Relief	142,719.66
World Surfing Reserves	78,329.45
Fundraising & Merchandise	59,939.20
Overhead (Allocated to Programs)	57,803.90
International Surf Spot	27,751.60
Surfonomics	25,265.67
Documentary Film	17,544.17
Chile & Peru	26,914.73
Surf Ambassador	6,855.88
Total Expense	443,124.26

2010 NET INCOME*

Net Income	**-20,070.04**

PROGRAMS
(88%)

ADMINISTRATION & FUNDRAISING
(12%)

*Save The Waves is a 501(c)3 nonprofit corporation, and adheres strictly to United States law 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. (http://www.savethewaves.org/financial)

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Joao de Macedo, *Program Manager*
Lindsey Davis, *Office Manager*

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SAVE THE WAVES COALITION

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