SAVE THE WAVES COALITION

PROTECTING OUR COASTAL HERITAGE

2011 Annual Report

We work hard and focus on several core themes to achieve success in protecting the coastal environment.

Dear Save The Waves Supporter,

Thank you for your continued support of Save The Waves Coalition. Enclosed is a brief report on Save The Waves' 2011 programs and campaigns. This past year has been a very productive time for the organization, as we continue to build programs to proactively protect surfing coastline around the world.

2011 has been a particularly exciting year for World Surfing Reserves, including the approval of three new World Surfing Reserves in the following locations: Ericeira, Portugal; Santa Cruz, California; and Manly Beach, Australia. We officially dedicated the first World Surfing Reserve on the European continent in Ericeira, Portugal on October 14th, and will be dedicating Manly Beach and Santa Cruz in March and April 2012, respectively. We've also established Local Stewardships Councils for each reserve, and these councils are serving as the guardians of these iconic places.

Our Endangered Waves Program has had several significant victories. Among others, our Save Sloat! Campaign celebrated the unanimous denial of a City of San Francisco permit for more coastal armoring at Ocean Beach, San Francisco. In Chile, we are transitioning back to focus on environmental work following the relief efforts of the earthquake/tsunami in 2010 and conducted capacity building trainings with our partner organization, the Maule Itata Coastkeeper Program. We also provided support to a number of campaigns around the world including Doolin Point and Crab Island in Ireland, Playa Encuentro in the Dominican Republic, and Molle in Sweden. Finally, our environmental coalition celebrated a major victory late in the year when plans for a proposed tuna farm just off the coast of Pavones, Costa Rica—a world class left point—were halted, sparing the area's water from extensive pollution.

Save The Waves Coalition remains a small yet very effective organization that achieves a great deal with a streamlined budget. 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 our coast.

We look forward to your continued partnership.

Regards,

Dean LaTourrette
Executive Director
Save The Waves Coalition

Front and Left: William Henry.

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WORLD SURFING RESERVES

World Surfing Reserves (WSR) is a global initiative that was launched in 2009 to permanently enshrine and protect special surfing regions and coastal zones throughout the world. In 2010, the first World Surfing Reserve was celebrated in Malibu, California. In early 2011, three new reserves were formally approved in the following locations: Santa Cruz, California; Manly Beach, Australia; and Ericeira, Portugal. For each Reserve, Local Stewardship Councils were established to steward these areas and actively work to address threats, build the stewardship capacity of the broader community, and to communicate the value of the World Surfing Reserve.

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

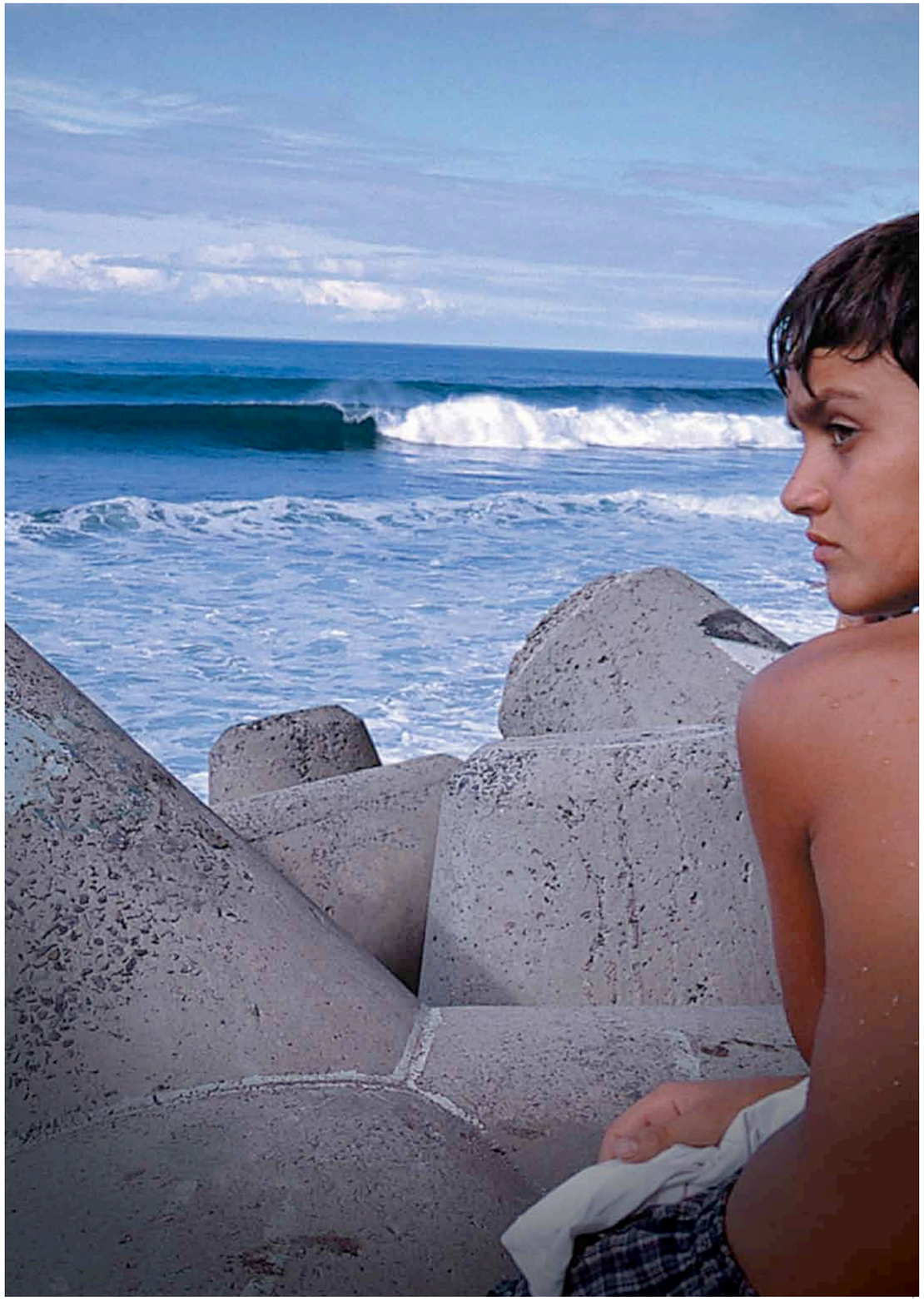
In October of this year, we celebrated the dedication of the new WSR in Ericeira, Portugal, which is the first WSR on the European continent. The Local Stewardship Council along with World Surfing Reserves held a formal dedication ceremony, which included a morning paddle out and an afternoon ceremony. During this event, the Ericeira World Surfing Reserve Booklet was also unveiled and distributed to attendees. This booklet will be used in outreach and educational efforts to relay the importance of conserving this special coastline. The President of Portugal, Aníbal Cavaco Silva and the Portuguese National Assembly have formally recognized the Ericeira World Surfing Reserve.

In addition to the implementation of the reserve in Portugal, we also worked to implement Reserves in Santa Cruz, California and Manly Beach, Australia. The dedication ceremonies are planned for March and late April 2012 respectively. We established Local Stewardship Councils for each location, and we are currently working to create Local Stewardship Plans to guide the conservation activities for the Reserve.

During the year, the activities of World Surfing Reserves were covered by a number of international media outlets, including ESPN, MSN, Surfline, Surfer Magazine, Surfersvillage, Surf Portugal, Mercury News, and many more.

In the spring of 2011, we launched a standalone website for the initiative at worldsurfingreserves.org. This website includes information on the mission of the program, approved and dedicated reserves, and how to apply to have a surf spot or zone become a WSR. We have also worked to evolve the structure of the initiative. This includes the streamlining of protocol for soliciting WSR designation, creating guidelines for establishing Local Stewardship Councils, and establishing guidelines for process and implementing deadlines. This new structure will help us to manage the program more effectively and to communicate the expectations of communities who are awarded with a World Surfing Reserve designation.

Right Top: Ricardo Bravo. Right Bottom: Ryan Craig.



We are working to provide assistance and communications to communities that are battling development projects, coastal armoring, water pollution, and public access issues.

ENDANGERED WAVES

The Endangered Waves Program is the flagship work of Save The Waves, after our first battle to protect threatened waves in Madeira, Portugal in the early 2000s. We are working to provide assistance and communications to communities that are battling development projects, coastal armoring, water pollution, and public access issues. We maintain a database of current information about threats around the world on the Save The Waves website to build more awareness of threats to the surfing coastline worldwide and the ways individuals can get involved to help preserve the coast and ocean. During the year, we provided communications (including website and social media promotion) and advocacy assistance (including planning and strategy advice) to the following campaigns: Crab Island/Doolin Point in Ireland, Molle in Sweden, Playa Encuentro in Dominican Republic, Aramoana in New Zealand, El Bolsillo in Colombia, Bastion Point in Australia, El Buey in Chile, and Paul do Mar in Madeira.

A campaign we've been working on for a number of years at Pavones, Costa Rica, along with other environmental groups, celebrated a major victory in November of 2011, when proposed plans for an industrial tuna farm just off the coast of the famous left point were halted. The tuna farms would have badly polluted the waters in and around Pavones and the Golfo Dulce, so both surfers and environmentalists have reason to celebrate.

In an effort to provide more resources for communities and activists worldwide, we are creating a "Wave Saver's Toolkit," which will be a compilation of resources to draw upon in campaigns advocating against a harmful project. This will include economic information on the value of surf spots and surf related travel, advocacy tips and best practices, policy information, and more. We have developed a draft version, and we expect to have a final version completed in spring 2012.

One major tool of our Endangered Waves Program is our work to quantify the economic value of surfing locations and to share the results of these studies with local communities. We completed two Surfonomics studies, one for Mundaka, Spain and the other for Mavericks in Northern California. By the end of 2011, these studies will also be available in Spanish in order to reach a broader audience and will be available for public access on the Save The Waves website.

Another major tool of the Endangered Waves Program is the use of documentary film as a platform for environmental advocacy. In November 2011, Save the Waves hosted the third annual Save the Waves Film Festival in San Francisco. The festival featured films about coastal protection, including a short film on our Save Sloat! Campaign. More than 500 people attended this year's sold out film festival.

To learn more about the Endangered Waves program, please visit http://www.savethewaves.org/endangered

Front and Left: William Henry.

This work is designed to empower local communities to take action on environmental issues that directly threaten their local economies and environments.

CHILE PROGRAM

Our work in 2010 was primarily focused on providing relief to the affected communities after the devastating earthquake and tsunami. Save The Waves was uniquely positioned to provide aid to communities that lacked access to water and other basic necessities following the disaster. In 2011, we transitioned back to environmental work in order to address water quality issues in the Maule and Biobío regions in central Chile. This region faces serious water contamination issues from two pulp mill factories, the possible construction of a coal-fired power plant, faulty sewage infrastructure, and negligent businesses.

To learn more about the Chile program, please visit http://www.savethewaves.org/ChileProgram

We are working to build the organizational capacity of Maule Itata Coastkeeper (MICK), the first Coastkeeper in Chile that Save The Waves co-founded. In order for MICK to sustainably address water quality in Chile, they must also have the capacity to function as an independent Chilean nonprofit. We are working to build their capacity in strategic planning, program design, and fundraising. We held a conference with staff of MICK on program design and strategic planning and assisted in the creation of a program logic model and program goals. We have also provided grant writing trainings for MICK to improve their ability to raise vital funds for their program, and we provided assistance on three proposals.

We will continue to work closely with our partner organization on the ground in Chile. This last winter, we conducted community outreach and education about the water quality issues of the Maule and BioBío region to hundreds of attendees at Patagonia's Adventure Film Festival. We are also planning a series of advocacy workshops and beach cleanups to take place Chile in early 2012. This work is designed to empower local communities to take action on environmental issues that directly threaten their local economies and environments.

Above: William Henry.

2011 PROGRAMS SUMMARY

Our advocacy has helped to result in significant incorporation of relocation in the first draft of the Ocean Beach Master Plan...

SAVE SLOAT! CAMPAIGN

In 2010, Save The Waves launched a new campaign to stop coastal armoring at the southern end of Ocean Beach in San Francisco. For decades the cliffs have been eroding and are now affecting public infrastructure that was built too close to the coast. The City of San Francisco has been using rock revetment and debris from the crumbling parking lot and road to protect threatened sewage infrastructure from wave energy and storms. The use of rocks as protection is only a band-aid approach to coastal erosion and sea level rise. Save The Waves has become a leader in the effort to get the City to move away from detrimental armoring practices and towards a more environmentally sustainable solution.

In July of 2011, the City of San Francisco applied for a permit from the California Coastal Commission for after-the-fact revetment and for additional coastal armoring. Save The Waves, along with the San Francisco Chapter of Surfrider, advocated for the denial of the City's coastal armoring permit at the July Coastal Commission Hearing and presented over 500 letters from community members in support of the denial of this permit – which was subsequently unanimously denied by the CCC. The commissioners made comments about "sending a message" to San Francisco that it is time to identify and implement long-term solutions to coastal erosion issues in Ocean Beach, alternatives that are much more sensitive to coastal access, the natural environment, aesthetics, and recreation.

We are now actively participating in the drafting of the Ocean Beach Master Plan, a visionary document to guide policy recommendations for the next 50 years. In the Sloat area we are advocating for a transition towards a "strategic relocation" or "managed retreat," which involves the relocation or removal of development along the coast to make room for coastal processes. Our advocacy has helped to result in significant incorporation of relocation in the first draft of the Ocean Beach Master Plan, including the rerouting of the Great Highway.

We are continuing to conduct community outreach and education on the issue. We have collected over 800 letters in support of the implementation of the "strategic relocation" or "managed retreat" strategy to coastal erosion and sea level rise. We provided community outreach and education about the coastal erosion and sea level rise issues in Ocean Beach to hundreds of residents at events such as the Rip Curl Pro Contest at Ocean Beach and Outside Lands Music Festival. We also created and screened a short film for the Save Sloat! Campaign that was viewed by over 500 residents of San Francisco and visitors at the Save The Waves Film Festival.

To learn more about the *Save Sloat!* campaign, please visit http://www.savethewaves.org/save-sloat

Above: Marcus Sanders.

2011 REVENUE*

Grants	128,000.00
Fundraising Events	80,032.00
Membership & Merchandise	50,360.79
Individual Contributions	15,011.26
Corporate Contributions	14,528.75
Other Income	402.14
Total Income	**288,334.94**

2011 EXPENSES*

World Surfing Reserves	101,081.31
Endangered Waves	69,072.62
Fundraising & Merchandise	41,530.56
International Surf Spot	26,979.28
Documentary Film	16,153.53
Overhead	5,462.00
Total Expense	**260,279.30**

2011 NET INCOME*

Net Income	**28,055.64**

PROGRAMS
(83%)

ADMINISTRATION & FUNDRAISING
(17%)

*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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WiLDCOAST

SAVE THE WAVES COALITION

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