SAVE THE WAVES COALITION

PROTECTING OUR COASTAL HERITAGE

2012 Annual Report

We focus on results, with limited overhead and total commitment to the cause of protecting our coast.

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' 2012 programs and campaigns. This year we continued to build out our programs to proactively protect surfing ecosystems around the world.

2012 was another productive year for the World Surfing Reserves initiative. We officially dedicated two new reserves in Manly Beach, Australia and Santa Cruz, California on March 10th and April 28th respectively. We've also established Local Stewardships Councils for each reserve, along with Stewardship Plans for ongoing management, to further safeguard these iconic places. In late 2012 we also approved the first two reserves in Latin America, in Huanchaco, Peru, and Bahia Todos Santos, Mexico (a surf zone in the Ensenada region), both of which will be implemented in 2013.

In Chile, we launched the *United for Clean Water* campaign in March 2012 with a nationwide beach cleanup effort at 16 sites in 9 regions removing over 4,000 kilos of trash from Chilean beaches. This effort engaged and galvanized Chilean coastal communities, and will serve as a platform for ongoing coastal watershed education and empowerment.

Our Endangered Waves Program continued to provide support for local communities fighting against coastal threats in Australia, United Kingdom, Latin America, and other regions, as well as provide information-based resources for communities around the world. We also expanded the Save The Waves Film Festival in November 2012 to a thriving three-city tour in Santa Barbara, Santa Cruz, and San Francisco, and screened environmental films to packed theaters, educating thousands on coastal environmental issues.

Save The Waves Coalition remains a small and effective organization that achieves a great deal with a streamlined budget. We focus on results, with limited overhead and total commitment to the cause of protecting our coast.

We look forward to our 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, which was followed by Ericeira, Portugal in 2011. In 2012, two new reserves were formally dedicated in Santa Cruz, California and Manly-Freshwater Beaches in Australia. 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. We achieved the following through the World Surfing Reserves initiative:

1) Dedication of the Manly-Freshwater and Santa Cruz World Surfing Reserves
The Manly-Freshwater World Surfing Reserve was officially dedicated in March 2012. The Santa Cruz World Surfing Reserve was officially dedicated in April 2012, and the LSC has established a Local Stewardship Plan and is currently working on implementation.

2) Approval of World Surfing Reserves in Huanchaco, Peru and Bahia Todos Santos, Mexico
Save The Waves worked with community members from Huanchaco, Peru, as well as Ensenada, Mexico to create and submit applications for Huanchaco and Bahia Todos Santos (a surf zone in the Ensenada region). The applications were approved in October and December 2012, respectively, and the Reserves will both be implemented in 2013. These will be the first World Surfing Reserves in Latin America.

3) World Surfing Reserve Stewardship Manual
As a guide for the ongoing management of WSRs, we have developed a stewardship manual focused on the three cornerstones of WSR management: 1) threat response; 2) proactive stewardship capacity building; and 3) community outreach and education. This document provides guidance on how to address threats, ideas and info on how to conduct stewardship activities, and how to build awareness on the importance of conserving the reserve.

4) Cultivation of New World Surfing Reserves
We are continuing to cultivate applications for potential new WSR locations. We are working with communities such as Uluwatu, Indonesia, Jeffrey's Bay, South Africa, and others as potential future WSR sites.

Right Top: William Henry. Right Bottom: Henry Wong.

2012 PROGRAMS SUMMARY

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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. The program has evolved to provide assistance and communications to communities that are battling development projects, coastal armoring, water pollution, and public access issues. In 2012, we provided communications and advocacy assistance to the following campaigns: Crab Island and Doolin Point in Ireland, Bastion Point in Australia, Broadbench in the United Kingdom, Rabo de Peixe in the Azores, and Honolua Bay in Hawaii, among others. We also continued to evolve the Wave Saver's Toolkit as a resource for all coastal communities. Specifically, we accomplished the following:

1) Bastion Point
Save The Waves has been providing support for the campaign at Bastion Point in Victoria, Australia, for several years. The campaign reached a crucial point in late 2012 with the local council applying for final Coastal Management Act consent to build a jetty and boat ramp that would destroy the popular pointbreak near the town of Mallacoota. Save The Waves provided extensive media exposure all year long and supported a final push and petition drive to ask the Department of Sustainability and Environment to deny the application under the Coastal Management Act.

2) Crab Island/Doolin Point
Another long-standing Endangered Waves campaign has been Crab Island and Doolin Point, in Ireland. Save The Waves has provided ongoing support to the community in Clare County, Ireland, to fight against the proposal for construction of a large pier that would potentially damage both waves, as well as create a safety hazard for surfers. In addition to media and advocacy support, Save The Waves brought in advisory board member and coastal oceanographer Dr. Shaw Mead, who analyzed and disputed in public testimony the conclusions reached in the Environmental Impact Statement on the project. The An Bord Pleanála, the national governing body overseeing decisions on the development, is expected to rule on the project in early 2013.

3) Documentary Film & Save The Waves Film Festival
Another major tool of the Endangered Waves Program is the use of documentary film as a platform for environmental advocacy. In November 2012, Save The Waves expanded the Save the Waves Film Festival to a three-city tour including Santa Barbara, Santa Cruz, and San Francisco. The festival featured films about coastal protection, including a short film on our *United for Clean Water* campaign in Chile. The films screened to packed movie theaters, and more than 1,500 people attended the 2012 festival.

Above Top: savebastionpoint.org. Above Bottom: Paudie Scanion.

CHILE PROGRAM

Save The Waves continued our work to protect the near-shore ocean water quality and surfing coastline in Chile. In March 2012, we launched the *Unidos por Aguas Limpias* (United for Clean Water) Campaign and conducted the following activities: 1) organized a series of 16 beach cleanups along the Chilean coastline and produced a short video about the importance of conserving coastal and marine resources in Chile; and 2) increased the capacity of local groups including the Maule Itata Coastkeeper through three fundraising and project management trainings.

***Fuerza Chile! Unidos por Aguas Limpias* Campaign**
As the first activity of the *Unidos por Aguas Limpias* Campaign, we organized a series of post-tsunami beach cleanups. On Saturday, March 24th, more than 600 volunteers gathered at 16 sites in nine regions to cleanup and restore beaches and coastal areas throughout Chile. Volunteers removed nearly 9,000 pounds of trash and debris (more than 500 bags), cleaning and restoring beaches, river mouths, and estuaries along more than 15 miles of Chilean coastline. Also, working with the award-winning filmmaker Sachi Cunningham, we filmed the beach cleanups and produced a short video to convey the importance of conserving Chilean coastal and marine resources. This film screened at five film festival events around the world and has been viewed by more than 1,700 people online.

Capacity building of Chilean nonprofits and community groups
In order to establish the Maule Itata Coastkeeper (MICK) as a sustainable, efficient, and high-impact Chilean nonprofit organization that addresses water quality in the Maule and Biobío Regions, Save The Waves worked to build capacity by providing nonprofit management training in the areas of grant writing, grant management, and program management. Through the creation of the *Unidos por Aguas Limpias* Campaign, Save The Waves helped to create a nationwide network of individuals, organizations, and community groups who are dedicated to coastal and marine conservation and promoted collaboration and knowledge sharing. Save The Waves also supported the efforts of MICK to conduct coastal advocacy to prevent the construction of Los Robles, a coal-fired power plant project, which was set to be built on the coast this year but is currently stalled. In the next stage of the *Unidos por Aguas Limpias,* Save The Waves, in partnership with MICK, will focus on implementing comprehensive water quality testing of the Itata River, downstream from the largest pulp mill factory in Chile (the Nueva Aldea pulp mill factory) to establish scientifically-valid evidence to use in advocacy and litigation to curb pollution.

Above: William Henry.

2012 REVENUE*

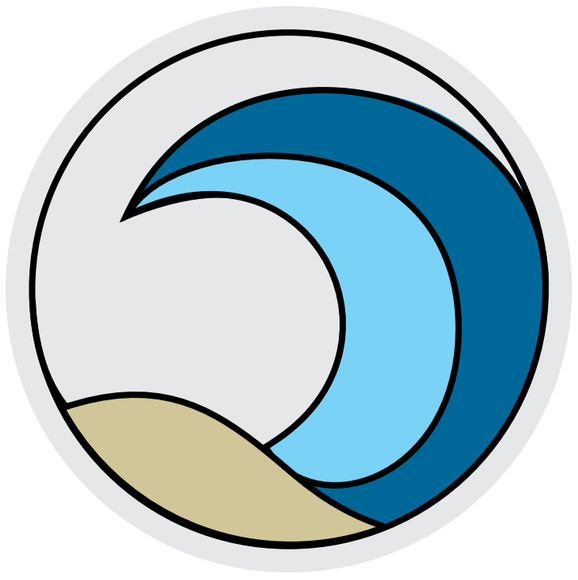
Grants	116,500.00
Fundraising Events	110,767.87
Membership & Merchandise	38,293.62
Individual Contributions	22,388.68
WSR Sponsorship	14,653.04
Corporate Contributions	11,143.04
Total Income	**313,746.25**

2012 EXPENSES*

World Surfing Reserves	119,147.32
EW Tools & Resources	66,057.90
EW Chile	39,904.77
Fundraising	33,725.92
EW Save Sloat	27,713.57
Administration & Other	2,983.84
Total Expense	**289,533.32**

2012 NET INCOME*

Net Income	**24,212.93**



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)

STAFF

Dean LaTourrette, *Executive Director*
Katie Westfall, *Environmental Director*
Josh Berry, *Film Festival Director*
Gavin Comstock, *Office Manager*

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Tactics
Volcom

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Proyecto Fronterizo
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Surfbreak Protection Society
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Surfrider Foundation
Waterkeeper Alliance
WAVES for Development
WiLDCOAST

SAVE THE WAVES COALITION

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