SAVE THE WAVES COALITION

PROTECTING OUR COASTAL HERITAGE

2013 Annual Report

...**become a partner in this wave of change** and help us protect the special surf spots of the world.

Dear Save The Waves Supporter,

2013 has brought waves of change for us all—for our oceans, for our coast and for our waves. Since I came on at Save The Waves at the beginning of the year, we've seen the continued destruction of our coasts, continued degradation of our ecosystems and our surf spots.

However, we've also seen a wave of positive change: communities standing up to protect and preserve their coastal heritage, surfers coming together to protect their local breaks, and governments beginning to realize the value of their coastal resources.

As part of this positive wave, we've been focused on evolving and growing our impact as an organization. Here are our top seven accomplishments from 2013:

[1] Dedicated the **fifth World Surfing Reserve** In Huanchaco, Peru;

[2] Created a long-term Stewardship Plan to protect the coast and surf in **Huanchaco** and **Bahia Todos Santos** in Baja, Mexico;

[3] Approved new World Surfing Reserves in the iconic **Punta de Lobos**, **Chile** and legendary **Uluwatu, Bali**;

[4] Launched campaigns to stop illegal dumping along the Peruvian coast, and protect waves in Australia, Rhode Island and Africa;

[5] Grew our *'Unidos por Aguas Limpias'* campaign to 28 communities across the coast of Chile, removing over **10,000 lbs** of trash;

[6] Conducted *'Surfonomics'* studies in Bali and Peru to protect waves as economic resources; and

[7] Created new partnerships like our fellowship program with the **Center for the Blue Economy**.

I ask you to become a partner in this wave of change and help us protect the special surf spots of the world. Become a 2014 member of Save The Waves, donate on our website www.savethewaves.org, and follow us on social media.

With your support, I promise that together we will make waves in 2014.

All the best,

Nik Strong-Cvetich
Executive Director
Save The Waves Coalition

Front Cover: Justin Wright. Left: William Henry.

The fifth World Surfing Reserve in Huanchaco, Peru was dedicated in 2013; a first in Latin America.

WORLD SURFING RESERVES

World Surfing Reserves (WSR) is a global initiative that was launched in 2009 to proactively identify, designate, and preserve outstanding waves, surf zones, and their surrounding environments around the world. In 2010, the first World Surfing Reserve dedication was celebrated in Malibu, California, which was followed by Ericeira, Portugal; Santa Cruz, California; and Manly-Freshwater Beaches in Australia. Huanchaco, Peru was recently dedicated this year.

1) Dedicated the fifth World Surfing Reserve In Huanchaco, Peru; first in Latin America

The Huanchaco World Surfing Reserve was officially dedicated on October 26, 2013, which culminated in a weekend-long enshrinement ceremony. Throughout 2013, Save The Waves Coalition worked alongside the Huanchaco WSR Local Stewardship Council (LSC) to develop the WSR Stewardship Plan and prepare for their dedication ceremony. The Reserve will ensure ongoing stewardship of Huanchaco's unique coastal resources, as well as protection for the ancient seafaring tradition of the *caballito de totora*—the world's oldest surf craft.

2) Created a new long-term stewardship planning process to protect the coast and surf in Huanchaco and Bahia Todos Santos in Baja, Mexico

Save The Waves Coalition worked to develop a new stewardship planning process alongside each of the new World Surfing Reserves in Huanchaco and Bahia Todos Santos. Each Stewardship Plan identifies the local World Surfing Reserve goals, primary threats to those goals, the root causes of those threats, and concrete steps for mitigating those threats. Developing the Reserve Stewardship Plan with the local community builds consensus on future conservation efforts that they will enact to protect their prestigious World Surfing Reserve. The result is a clear conservation framework developed by the local community in partnership with Save The Waves Coalition.

3) Approved new World Surfing Reserves in the iconic Punta de Lobos, Chile and legendary Uluwatu, Bali

Two of the most iconic waves in the world, Punta de Lobos, Chile and Uluwatu, Bali were approved as the next World Surfing Reserves in September 2013.

Punta de Lobos, is known for its world-class surf, natural beauty, and stunning topography. The famous left-hand point break works in any conditions from 3ft to 30 ft and is frequented by the world's elite big world surfers for it's ability to produce clean XXL conditions. Home to the Quiksilver Ceremonial leg of the Big Wave World Tour, Chile's surfing history can be traced to this place.

Uluwatu sits on the most southern tip of the Bukit Peninsula of Southern, Bali. After being immortalized in the 1972 surf classic *'Morning of the Earth,'* Uluwatu has become one of the world's most renowned surfing destinations. Having consistent swell and offshore winds more than 6 months a year, the break at Uluwatu reigns supreme to an area that contains about 20+ world class left-handed reef breaks. Both support unique coastal habitats, with a stunning array of marine and terrestrial biodiversity. Save The Waves will be working with local communities in both regions to develop their unique Reserve Stewardship Plans and protect these amazing places in the long-term.

4) Supported past World Surfing Reserve locations, and cultivated new locations

Save The Waves Coalition worked alongside communities in Mexico, Fiji, Brazil, and Hawaii to assist their application submissions for the World Surfing Reserve program in 2014–2015. Once applications are received, they will be reviewed by the World Surfing Reserve's Vision Council for consideration in the program.

Save The Waves Coalition has dedicated significant time in 2013 to enhance the support structure for existing World Surfing Reserves, particularly in Santa Cruz, California. This effort has been aimed at providing ongoing coordination with the Local Stewardship Council and updating their Reserve Stewardship Plan.

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

Right Top: Carlos Antonio Ferrer. Right Bottom: William Henry.

Pristine coastline and quality surfing waves have an enormous social and economic value to local communities

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

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 businesspeople. Save The Waves' research and *'Surfonomics'* studies are helping to change that by creating an empirical argument for surf and coastal protection. In 2013, we launched two Surfonomics studies in Bali and Peru.

1) Conducted *'Surfonomics'* studies in Bali and Peru to protect waves as economic resources

Starting in June of 2013, Save The Waves teamed with Conservation International and The Center For The Blue Economy to initiate an economic valuation study based on the direct expenditures of surfing tourists at Uluwatu in Bali, Indonesia. The goal of the study is to gather data to support local management of the marine and coastal resources of Uluwatu and the Bukit Peninsula. This Surfonomics study also provides economic data to support the long-term conservation of the proposed Uluwatu World Surfing Reserve.

In August 2013, Save The Waves Coalition, The Center For The Blue Economy (Monterey Institute of International Studies), and Desarrollo y Gestión Costera initiated a year-long Surfonomics study in the coastal community of Huanchaco, Peru. The economic valuation of the Huanchaco coastline and waves provides critical economic data to quantify the economic value of surfing in Huanchaco, thereby providing policymakers with data to support the protection of the coastline. The data produced from this study reinforces the inherent value in protecting the Huanchaco World Surfing Reserve.

2) Created new partnerships like our fellowship program with the Center for the Blue Economy (CBE) at the Monterey Institute of International Studies

The first collaborative projects between the two organizations were initiated this past summer. CBE fellows, Justin Wright and Cindy Zuluaga carried out Surfonomics studies in Bali and Peru as Save The Waves Coalition research fellows. The partnership will continue on in 2014 to promote ocean conservation through economics.

Above: Nick Mucha.

ENDANGERED WAVES

We continued to assist communities worldwide by advocating for coastal and marine conservation, building public awareness and conducting education about threats to surfing coastlines, building the capacity of local groups to address threats, and directly engaging and leading campaigns.

1) Launched campaigns to stop illegal dumping along the Peruvian coast, and protect waves in Australia, Rhode Island and Mexico

In 2013, Save The Waves led a campaign against an illegal trash dump on the coast of Peru that was contaminating the Huanchaco World Surfing Reserve with plastic, oil, and other contaminants. We also helped surf communities at Ruggles, Rhode Island; Punta Colorada, Mexico; Punta Rocas, Peru; and Bastion Point, Australia protect their waves from development threats. During this time, Save The Waves also developed a *'WaveSaver Toolkit'*; an informative document designed to assist coastal communities mount effective, strategic campaigns against coastal threats.

2) Grew our *'Unidos por Aguas Limpias'* campaign to 28 communities across the coast of Chile, removing over 10,000 lbs of trash

As the central activity of the 'Unidos por Aguas Limpias' Campaign, we organized a series of beach cleanups across the coast of Chile. On Saturday, March 23rd, more than 600 volunteers gathered at 28 sites in 10 regions to cleanup and restore their beaches. Volunteers removed nearly 10,000 pounds of trash and debris (more than 750 bags), cleaning and restoring beaches, river mouths, and estuaries along 21 miles of Chilean coastline.

3) Expanded our Environmental Film Festival to three-cities from Coast to Coast

For the first time ever, Save The Waves Film Festival went bi-coastal, visiting Los Angeles and Brooklyn before returning to its roots in San Francisco. With over 800 people in attendance, the film festival acted as an excellent outreach tool for STW's environmental programs.

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

Above: Rafael Palmita.

2013 REVENUE*

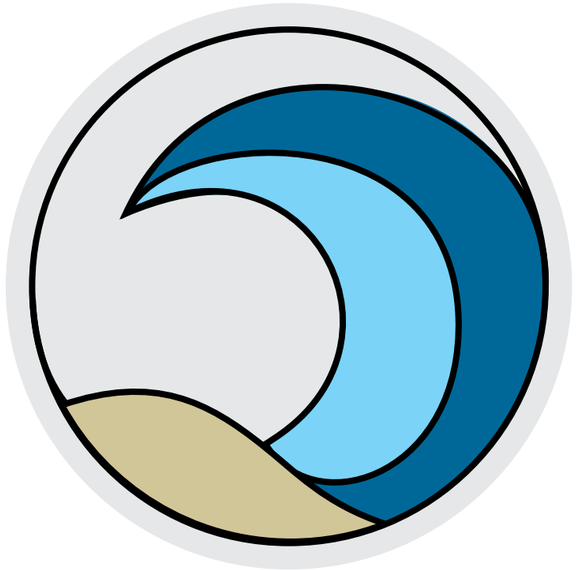
Grants	113,100.00
Fundraising Events	97,855.21
Co-Branded Products	43,605.00
Individual Contributions	21,546.80
Corporate Contributions	11,446.06
Baja Enviro Summit	5,150.00
Membership Dues	4,340.00
Merchandise Sales	2,010.76
Total Income	**302,053.83**

2013 EXPENSES*

World Surfing Reserves	168,110.53
EW Tools & Resources	61,378.78
Fundraising	34,234.15
EW Chile	32,020.14
Administration	2,543.41
Total Expense	**298,287.01**

2013 NET INCOME*

Net Income	**3,766.82**



PROGRAMS
(88%)

ADMINISTRATION & FUNDRAISING
(12%)

*Estimated year-end totals. 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

Nik Strong-Cvetich,
Executive Director

Nick Mucha,
Environmental and Programs Director

Gavin Comstock,
Operations and Program Manager

Amie Miller,
Events Coordinator

Justin Wright,
WSR and Surfonomics Fellow

BOARD OF DIRECTORS

Chad Nelsen,
Board President

David Haynes,
Board Vice President

Sachi Cunningham,
Board Secretary

Dean LaTourrette,
Board Treasurer

Will Henry,
STW Founder

Greg Benoit

Ryan Seelbach

Peter Reich

Fernando Aguerre

Greg Jones

AMBASSADORS

Greg Long

Holly Beck

Hans Hagen

Ramon Navarro

Tiago Pires

Kyle Thiermann

ADVISORY BOARD

Yvon Chouinard

Nell Newman

Keith Malloy

Mark Massara

Kevin Hillyer

Wallace J. Nichols, PhD

Sarah Gerhardt

Evan Slater

Dr. Tony Butt

Dr. Shaw Mead

Tim Bluhm

Kevin Wasserman

Gregory A. Jones

Alex Dick-Read

Terry Gibson

Lesley Ewing

João Valente

Nelio de Sousa

Peter Mull

Jay Drake

Steve Winterhalter

Ben Hewlett

Ted Witt

Peter Kim

Josh Berry

SUPPORTERS (Partial List)

Patagonia

SIMA Environmental Fund

Marisla Foundation

Newman's Own Foundation

Tides Foundation

Ocean Foundation

Edwin Pauley Foundation

Clif Bar

Barracuda Networks

Volcom

TOMs

Pacifico

Sunskis

Billabong

COALITION MEMBERS

Fiscalía del Medio Ambiente (FIMA)

Groundswell Society

Ocean Revolution

NOAA

Pro Peninsula

Proplaya

Proyecto Fronterizo

Quercus

Salvem o Surf

Save Our Shores

Surfbreak Protection Society

Surfers Against Sewage

Surfers' Environmental Alliance

Surfrider Foundation

Waterkeeper Alliance

WAVES for Development

WiLDCOAST

SAVE THE WAVES COALITION

PO Box 183, 3500 Highway One, Davenport, California 95017

Phone: 831.426.6169