

A coastal landscape with a rocky beach, waves, and a bird on the shore under a blue sky. The foreground is dominated by dark, rounded rocks and patches of green grass. In the middle ground, a white bird stands on the rocks near the water's edge. The ocean extends to the horizon, with a wave breaking on the right side. The sky is a clear, deep blue.

SAVE THE WAVES COALITION
PROTECTING OUR COASTAL HERITAGE

2014 Annual Report

... become a member of the Coalition
and help us protect the places you love ...

Dear Save The Waves Supporter,

2014 has been a banner year for all of us at Save The Waves Coalition. We've grown our impact, our programs, our staff and our budget to meet our mission more fully, preserving and protecting our coastlines worldwide. From Chile to Bali, from Peru to Mexico, and right in our own backyard of Santa Cruz, here are our proudest accomplishments from the year:

- We dedicated the 6th **World Surfing Reserve in Bahía de Todos Santos** in Mexico, and launched the **#SAVESANMIGUEL** campaign to protect one of Northern Baja's best waves and last intact watersheds.
- We launched the planning process to **acquire and preserve** the iconic Punta de Lobos in Chile as part of the efforts of the **World Surfing Reserve**.
- We held a **Planning Summit** with over 50 participants for the Santa Cruz World Surfing Reserve, including notable attendees such as CA Secretary of Natural Resources John Laird, Assemblyman Mark Stone, County Supervisor John Leopold, former Santa Mayor Hilary Bryant, and Big Wave Surfer Tyler Fox.
- We grew our **Unidos por Aguas Limpias Campaign** on World Water Day with over 1,200 volunteers and 48 communities along the coast of Chile removing over 12,000 pounds of trash and conducting water quality monitoring at five sites.
- We alerted the public and worked with communities to tackle threats at **Scorpion Bay**, Mexico, **Kirra**, Australia, **Puertecillo**, Chile, and beyond.
- We finalized two **Surfonomics** studies in Pichilemu, Chile, and Uluwatu, Bali, to demonstrate the need for coastal protection through quantifying the economic value of surfing and waves.

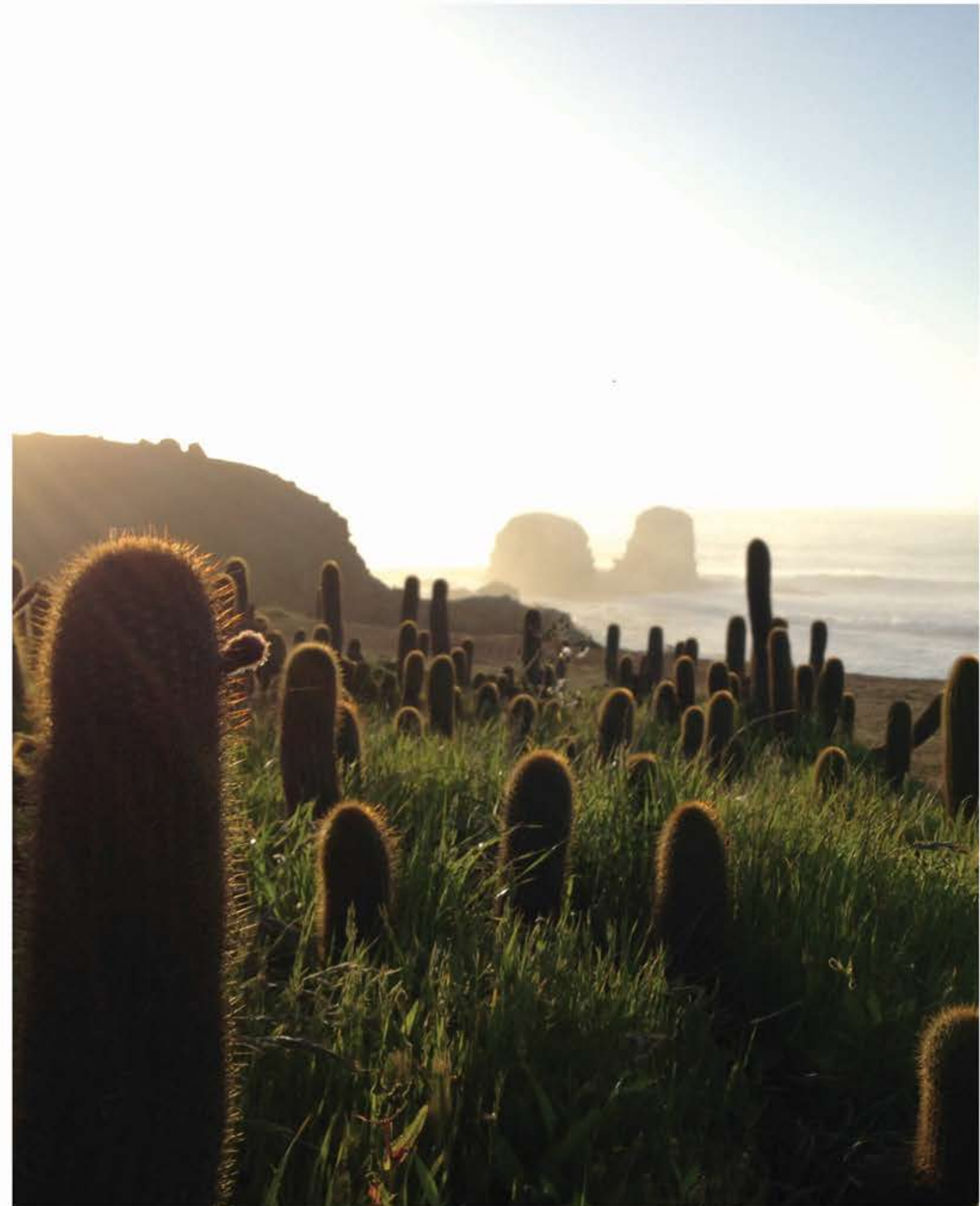
We want to continue this progress. We ask you to become part of the Coalition and help us protect the places **you love**. Become a member of Save The Waves or donate directly on our website at www.savethewaves.org.

With your donation, together we will make waves.

All the best,



Nik Strong-Cvetich
Executive Director



ABOUT SAVE THE WAVES

Save The Waves Coalition is a global nonprofit organization dedicated to protecting and preserving the coastal environment, with an emphasis on the surf zone, and educating the public about its value.

Save The Waves Coalition takes a unique approach to protecting coastlines and surf through a combination of **protected areas, economics, and direct action.**

WORLD SURFING RESERVES

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. 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 dedicated in 2013.

Hosted Santa Cruz World Surfing Reserve Summit with over 50 community leaders in attendance

Save The Waves Coalition and the Local Stewardship Council of the World Surfing Reserve teamed up on the occasion of the 2nd anniversary of the dedication of Santa Cruz as a World Surfing Reserve to convene over 50 key community



SCWSR Summit

stakeholders in an action-oriented conference to address environmental challenges to Santa Cruz's surf resources. Focus groups concentrated on addressing challenges from water quality to trash issues and sea level rise, and charted a path forward to create solutions to these issues.

Dedicated the sixth World Surfing Reserve in Bahía de Todos Santos in Baja, Mexico

The Bahía de Todos Santos World Surfing Reserve was officially dedicated on June 21, 2014, which culminated in a memorable enshrinement ceremony. Throughout 2013 and 2014, Save The Waves Coalition worked alongside local partners Wildcoast, Pronatura, and SurfEns to develop the WSR Stewardship

Plan, protecting five key spots like Salispuedes, San Miguel, 3Ms, Stacks, and Isla Todos Santos. With over 400 community members in attendance, the ceremony was a moving community effort in sport of protecting Northern Baja's unique coastline.

Launched a planning process to acquire and preserve the iconic Punta de Lobos in Chile as part of the efforts of the World Surfing Reserve

As the next World Surfing Reserve, Punta de Lobos, Chile, is known for its world-class surf, natural beauty, and biodiversity. The famous left-hand point break works in any swell conditions from 3 feet to 30 feet and is frequented by the world's elite big wave surfers. In an effort to guarantee long-term protection, Save



Save The Waves, along with the local community, will be acquiring and preserving Punta de Lobos for good in 2015. Photo: Nicolas Recordon

The Waves has worked with Ramon Navarro and the local stewardship council (consisting of the local municipal government, regional government, local NGOs, ministry of fisheries, private landowners, and other local actors) to put a plan together to acquire and preserve Punta de Lobos in perpetuity.

Supported past World Surfing Reserve locations and cultivated new locations

Save The Waves Coalition has dedicated significant time in 2014 to enhance the support structure for existing World Surfing Reserves, particularly in Santa Cruz, California. We have provided ongoing support to Reserves in Peru, hiring a Reserve manager and supporting projects around preservation of Huanchaco's coastline.

Save The Waves Coalition also worked alongside communities in Australia, Spain, and Costa Rica to begin their application submissions for the World Surfing Reserve program in 2015 - 2016. Once applications are received, they will be reviewed by the World Surfing Reserve's Vision Council for consideration in the program.



The priceless waves of Uluwatu are definitely a boost to the local economy. Photo: Justin Wright

decision-makers to influence how coastal planning happens and to demonstrate the economic value of the coastline.

Launched Surfonomics study in Bahía de Todos Santos and continued work in Peru

Save The Waves Coalition, the Center for the Blue Economy (Monterey Institute of International Studies), and Desarrollo y Gestión Costera continued 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.

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, and create an empirical argument for surf and coastal protection.

Finalized two Surfonomics studies in Pichilemu, Chile, and Uluwatu, Bali, to demonstrate the value of surfing and waves as a coastal resource

Save The Waves teamed with Conservation International and the Center for the Blue Economy to complete an economic valuation study based on the direct expenditures of surfing tourists at Uluwatu in Bali, Indonesia. Similarly, we completed a Surfonomics study with Regional Government of the Cardenal Caro province, and the Center for the Blue Economy to value the waves of Pichilemu. We shared this with regional

Nik Strong-Cvetich and Nik Mucha present economic research to the governor of the Cardenal Caro Province in Chile. Photo: Nik Strong-Cvetich



ENDANGERED WAVES AND BRANDED CAMPAIGNS

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.

Monitored endangered waves at Scorpion Bay and Kirra, Australia

A deep ocean phosphate mining project has been proposed for the waters offshore of Scorpion Bay in Baja Sur, Mexico. The grand scope of the project would have grave impacts to the ocean ecosystems located right next to some of Baja's most seductive points. Australian surfers are vigorously protesting a new proposal to develop a large cruise ship terminal and tourism



center on the beach near Kirra Point, an iconic wave on the Gold Coast of Australia. Save The Waves worked with both communities to spread the word about these threats.

Grew our Unidos por Aguas Limpias Campaign on World Water Day with over 1200 volunteers, 48 communities along the coast of Chile removing over 12 tons of trash and conducting water quality monitoring at 5 sites

In coincidence with World Water Day, Save The Waves launched the "Unidos por Aguas Limpias" campaign, organizing a series of beach cleanups across Chile's coast. More than 1200 volunteers gathered at 48 sites in 10 regions to cleanup and restore their beaches.

Launched the #SAVESANMIGUEL campaign to protect one of northern Baja's best waves and last intact watersheds

To protect the wave and watershed at the historic San Miguel, Save the Waves and World Surfing Reserve local partners is delivering 10,000 signatures to the governor of Baja California to show local and international support for creation of the state park. Save The Waves will also demonstrate the local economic impact of the state park through an economic valuation study of the wave.

STW Program Manager Gavin Comstock talks water quality with a local Chilean fisherman.



Left: Help make San Miguel Baja's first state park. Sign the petition at www.savethewaves.org. Photo: Serge Dedina Top: A volunteer cleans the iconic Punta de Lobos during the Unidos por Aguas Limpias campaign. Photo: Nicolas Recordon

Created Cowell's working group to tackle water quality issues at Cowell's Beach at the heart of the Santa Cruz World Surfing Reserve

In a move to improve the water quality conditions at Cowell's Beach, the Santa Cruz City Council voted to approve a new Cowell's working group, proposed by Save The Waves and supported by the Surfrider Foundation Santa Cruz Chapter and the Coastal Watershed Council. The vote formalized the city's support and involvement in a Cowell's working group to address the ongoing water quality issues at the historic beach. Save the Waves and Santa Cruz City staff will act collaboratively to create long-term solutions to reduce bacteria counts in near-shore waters.



FINANCIALS

2014 was a year of substantial growth for Save The Waves, with more than a 30% growth in revenue and an increase of almost \$100,000 from 2013.

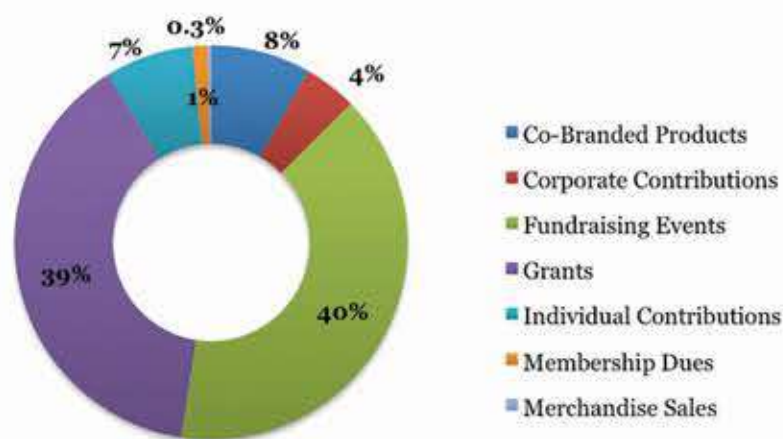
Revenue*:

	FY 2013	FY 2014
Co-Branded Products	43,605.00	33,670.00
Corporate Contributions	17,080.26	17,777.05
Fundraising Events	97,855.21	162,964.07
Grants	114,100.00	158,584.52
Individual Contributions	22,296.80	29,650.09
Membership Dues	4,615.00	5,125.00
Merchandise Sales	2,060.76	1,100.06
WSR Sponsorship	0.00	0.00
Total 2014 Income	306,113.03	408,870.79

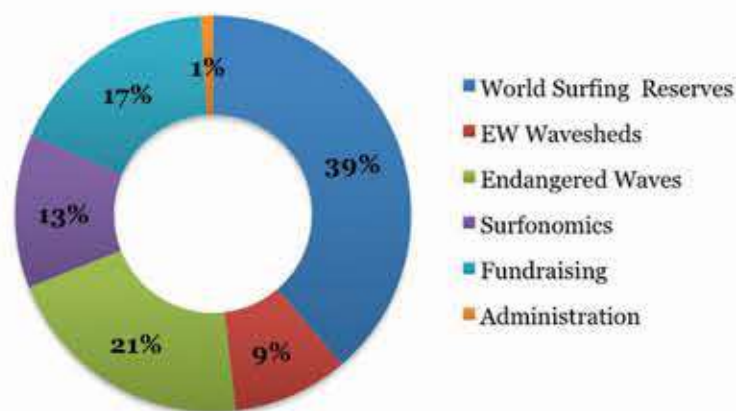
Expenditure*:

	FY 2013	FY 2014
World Surfing Reserves	136,004.03	144,811.52
Wavesheds Program	32,174.35	35,289.35
Endangered Waves	61,532.99	77,664.60
Surfonomics	32,720.33	46,985.36
Fundraising	34,707.84	65,414.98
Administration	2,594.49	3,670.31
Total 2014 Income	299,734.03	373,836.12

% of revenue by source



expenditure by activity



*Estimated year-end total

STAFF

Nik Strong-Cvetich, *Executive Director*
 Nick Mucha, *Director of Programs*
 Gavin Comstock, *Operations and Program Manager*
 Amie Miller, *Events Coordinator*
 Justin Wright, *WSR and Surfonomics Coordinator*
 Trent Hodges, *Surfonomics Fellow*
 Trey Highton, *Film Festival Manager*
 Josh Berry, *Film Festival Guru*

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 Marisla Foundation
 Newman's Own Foundation
 Ocean Foundation
 Edwin Pauley Foundation
 Clif Bar
 Barracuda Networks
 Volcom
 Jack Johnson Ohana Foundation
 Billabong
 Pacifico
 Sunskis
 Gobernación de la region General Libertador
 Bernardo O'Higgins, Chile
 Community Foundation of Santa Cruz County

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