SAVE THE WAVES COALITION

PROTECTING THE PLACES YOU LOVE

2015 Annual Report

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and help us protect the places you love . . .
www.savethewaves.org
SAVE THE WAVES COALITION
MEMBER
Photo: Nikki Brooks

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PROTECTING THE PLACES YOU LOVE

2015 Annual Report

Dear Save The Waves Supporter,

2015 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 Portugal, from Peru to Mexico, from Australia to right in our own backyard of Santa Cruz, here are our **top ten proudest moments** from the year:

- Gathered over **7,000** signatures for the **#SAVESANMIGUEL** campaign to protect one of Northern Baja's best waves and last intact watersheds.
- Co-produced the film ***The Fisherman's Son***, with Patagonia and Farm League, documenting the life of Ramon Navarro.
- Launched the **#LobosPorSiempre** campaign, raising almost **$400,000**, and helped form the **Fundación Punta de Lobos**.
- Expanded the **#CleanCowells** campaign, with the City of Santa Cruz approving our recommendations.
- Approved **Australia's Gold Coast** as the 8th World Surfing Reserve.
- Supported past World Surfing Reserve in **Ericeira** in stewardship planning.
- **Protected Huanchaco** permanently and legally by inscripting it into Peru's Ley de Rompientes.
- Finalized two **Surfonomics** studies in **Huanchaco** and **San Miguel** to demonstrate the need for coastal protection through the economic value of waves.
- Grew the **Save The Waves Film Festival** to 7 international stops, with over **1,400** in attendance.
- **Monitored** endangered waves at Scorpion Bay, Baja; Puertecillo, Chile; **Chicama, Peru**; and Mundaka, Spain.

In 2016 we will protect iconic places like Australia's Gold Coast, San Miguel in Baja, and Punta de Lobos, Chile as **World Surfing Reserves**. We will engage thousands of surfers as coastal stewards through new **mobile technology**, and educate thousands more through expanding our **film festival**. We want to continue this progress. We ask you to become part of the Coalition and **help us protect the places you love by becoming a member or donating directly at our website www.savethewaves.org.**

All the best,

Nik Strong-Cvetich
Executive Director
Save The Waves Coalition

Photos: Nikki Brooks

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.

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

2015 BY THE NUMBERS

$380,000
Pledged in the Punta de Lobos campaign by 800+ donors

360,000
Views of *The Fisherman's Son*

7,000
Signatures on the #SaveSanMiguel campaign

73,000+
Likes on Facebook

1,400
Attendees at the 6 stops of the film festival

2 + 4,000
Miles of coastline and years of fishing culture to be legally protected in Huanchaco

500+
Volunteers participating annually in clean-ups and events

8
Approved World Surfing Reserves

42
Miles of coastline protected by World Surfing Reserves

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; Manly-Freshwater Beach, Australia; Huanchaco, Peru, and Bahía de Todos Santos, Mexico. Pending official dedication in 2016 are Australia's Gold Coast and Punta de Lobos, Chile.

Save The Waves and the Municipality of Mafra, Salvem Os Surf, Quiksilver Europe, Friends of Coxos, Tiago Pires and João De Macedo.
Photo: Nik Strong-Cvetich

Approved the Gold Coast as the 8th World Surfing Reserve.

Gold Coast's nomination for a World Surfing Reserve from Burleigh Point to Snapper Rocks was approved by the Vision Council's annual meeting. The final Gold Coast application was the culmination of a lot of hard work from local and regional advocates and the efforts resulted in an application highly endorsed by a range of important stakeholders, supported by Save The Waves. The Gold Coast demonstrated a high degree of community support, which is an important selection criterion for the WSR governing body.

Supported past World Surfing Reserve in Ericeira in stewardship planning.

Save The Waves and the Municipality of Mafra, Portugal, convened diverse group of stakeholders including Salvem Os Surf, Quiksilver Europe, and Friends of Coxos to formalize plans for the further protection of coast and ecosystems of the Ericeira World Surfing Reserve. The group decided to update the WSR stewardship plan to tackle water quality and development issues within the Reserve, as well as pursue

The Gold Coast's Snapper Rocks in action.
Photo: Sean Scott

Protected Huanchaco's coastline and culture by permanently and legally by inscripting it into Peru's "Ley de Rompientes."

Photo: Carlos Antonio Ferrer

legal options to both acquire key coastal lands and create a national designation to protect the beach and marine environment.

Protected Huanchaco permanently and legally through inscription into Peru's Ley de Rompientes.

In 2015, Save The Waves worked with our Huanchaco World Surfing Reserve to finance and expedite their application for federal protected status. The WSR Huanchaco is on the brink of making history to gain legal coastal protection under the "Ley de Rompientes," a landmark Peruvian federal law specifically aimed at protecting waves. Approved coastlines are granted legal protections against any project that could otherwise alter their coastline and wave resources. Huanchaco is only the second beach community in Peru to fulfill all of the required coastal studies and formally submit for this historic designation.

Received numerous World Surfing Reserve applications.

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

Visit worldsurfingreserves.org for more information.

STW team member Mara Arroyo Rodriguez interviews beachgoers at the iconic San Miguel.

Photo: Mara Arroyo Rodriguez

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 Surfonomics study in Bahía de Todos Santos and in Huanchaco, Peru.

Save The Waves completed two multi-year Surfonomics studies to quantify the value of waves in two of our most recent World Surfing Reserves: Bahia de Todos Santos, Baja California, and Huanchaco, Peru. These Surfonomics studies found that the average surfer spends $111 daily at San Miguel in Baja while the average surfer in Huanchaco spends $45 daily in the local economy. Multiplying this average expenditure by the number of visiting surfers results in significant annual economic contributions for the local economies. These results equip decision makers with economic grounds for coastal conservation policies.

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.

Monitored endangered waves at Scorpion Bay, Mexico, Puertecillo, Chile, Chicama, Peru, and Mundaka, Spain

CHICAMA, PERU - In August of 2015, Save The Waves' monitored and informed the public of Korean and Spanish companies who expressed interests in expanding the breakwater at the epic left in Chicama.

SCORPION BAY, MEXICO - In winter and early spring of 2015,

Even Peru's Chicama faced a threat this year.

Photo: Nick Mucha

Save The Waves worked with local contacts on the ground in Scorpion Bay to monitor the actions of Exploraciones Oceanica in attempts to begin a deep sea phosphate mining operation. If approved, the project would have granted rights to operate multiple dredges off the coast of San Juanico. The project has been inconclusively delayed for the present.

MUNDAKA, SPAIN - In May of 2015, Save The Waves worked with local contacts on the ground and our friends at Surfline, Inc., to raise awareness of the dredging taking place near the wave at Mundaka to replenish the beach of Playa de Laida. The resulting press earned the local surf community a conversation with local authorities and the opportunity to consult on the project advancement.

PUERTECILLO, CHILE - In the winter and spring months of 2015, Save The Waves publicized the development threatening the surf at Puertecillo, Chile. Working with longtime friend and contact in Chile, Matías Lopez, Save The Waves publicized the efforts on the ground, persons responsible for questionable development, and broadcast the public demand for transparency in all work at Puertecillo. In late spring of 2015, Surfing for Change and Save The Waves' ambassador Kyle Thiermann featured development at Puertecillo in a short webisode shot while in Chile for the Ceremonial at Punta de Lobos.

BRANDED CAMPAIGNS

Gathered over 7,000 signatures the #SAVESANMIGUEL campaign to protect one of Northern Baja's best waves and last intact watersheds.

After launching our #SaveSanMiguel campaign barely a year ago, there is a growing local and international constituency of surfers for Baja's first State Park at San Miguel. The State Park designation would legally protect 143 acres of critical watershed and the rivermouth at the classic San Miguel surf spot in Northern Baja. This year we have reached over 7,000 online petition signatures in support of the park. Building off of this momentum, Save The Waves has taken the fight to Baja government officials and we are currently working closely with Baja California's Secretary of Environmental Protection to approve the designation of San Miguel as Baja California's first State Park.

Launched the #LobosPorSiempre campaign, raising almost $400,000, and forming the Fundación Punta de Lobos.

This year, Save The Waves co-produced the film The Fisherman's Son, with Patagonia and Farm League, documenting the life of Ramon Navarro, winning the Surfers Poll Award. With the support of over 800 donors around the world, the Lobos Por Siempre campaign has hit some important milestones this year. We have almost $400,000 pledged toward the campaign from over 800

The #LobosPorSiempre campaign, raising almost $400,000, helped form the Fundación Punta de Lobos and protect 4.5 acres of the point at Punta de Lobos.

individuals, roughly half of what we need for the first property. With this support, a local foundation, Fundación Punta de Lobos, has been created to own and preserve key Lobos properties through conservation easements. The most iconic 4.5-acre property ("Mirador Property") at the very tip of Punta de Lobos has been purchased by a willing partner and will be held with an agreement to sell only to the Foundation. We expect the first property to be purchased and transferred to Fundación Punta de Lobos in 2016, when we will officially dedicate Punta de Lobos as a World Surfing Reserve.

Finalists at the WSL's Big Wave World Tour show their support for the #LobosPorSiempre Campaign

Photo: Gavin Comstock

Expanded the #CleanCowells campaign, with City of Santa Cruz formally approving our recommendations.

Based on the Save The Wave's recommendations, the City of Santa Cruz agreed to address the following: install screening and other modifications to reduce bacteria from pigeons and gulls roosting under the wharf near the beach; conduct night time and early morning patrols on beach and under wharf with an increased police presence; create a Third-Party Science Advisory Committee to verify science and produce ongoing recommendations; convene ongoing public meetings about the issue, with citizen science opportunities for monitoring the issue; and maintain adequate signage in the area to inform the public during elevated risk. To date, the group has launched proactive measures including the establishment of a new monitoring site in the surf lineup to determine the extent of the problem, regularly sharing and reviewing data and educating the public.

Save The Waves, Ramon Navarro, and Fundación Punta De Lobos discuss details of acquisition and stewardship.

Photo: Nik Strong-Cvetich

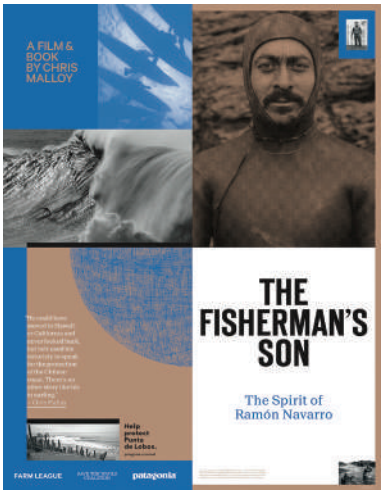
Film Festival at Capacity in Santa Cruz, CA

Photo: Erik Oberg

SAVE THE WAVES FILM FESTIVAL

Grew the Save The Waves Film Festival to seven international stops, with over 1,400 in attendance.

Attracting over 1,400 attendees across California, Mexico, and Texas, the Save The Waves Film Festival united surf fans in San Diego, Dana Point, Austin, Santa Cruz, and San Francisco around amazing surfing, environmental stories, and good, old-fashioned fun. This year's tour featured films from an array of international filmmakers like Chris Malloy, Jensen Young Sik, Kyle Buthman, and Jason Baffa arranged around a common theme of respect and care for our oceans and environment, while featuring live music from amazing acts such as The Mattson 2. To further reduce the footprint of the events, we proudly eliminated all single-use plastics this year and encouraged all attendees to bring their own reusable cups or purchase a Save The Waves stainless steel pint cup at the events. In 2016, the film festival will reach additional audiences through licensing.



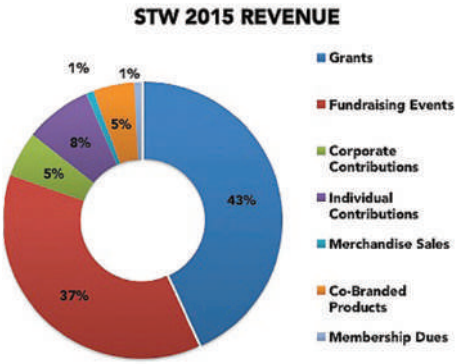
FINANCIALS

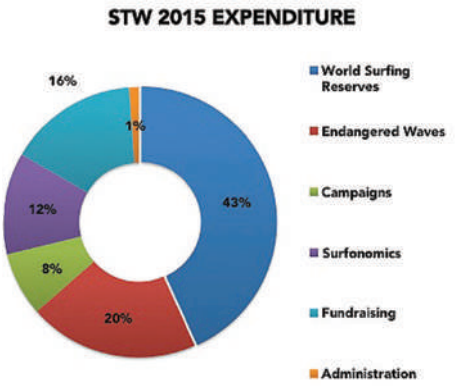
This year was one of steady growth for Save The Waves, with more than 30% growth in the budget. Save The Waves raised $280,000 for the #LobosPorSiempre campaign with more than 800 individual donors participating and additional $100,000 pledged by Patagonia.

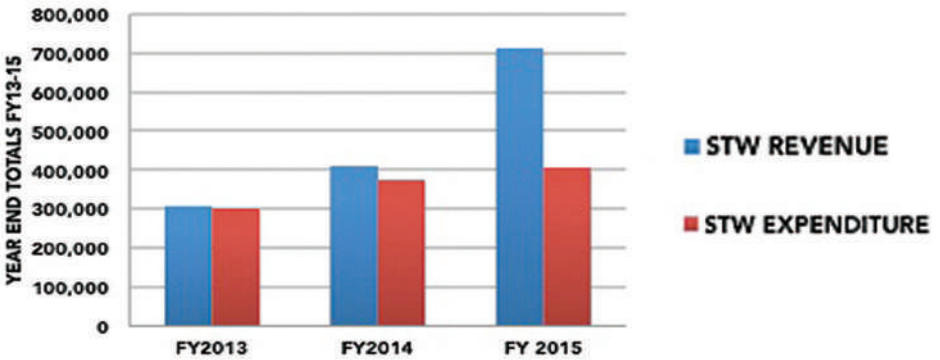
YEAR-END TOTALS*

STW REVENUE	FY2015
Grants	186,335
Fundraising Events	160,375
Corporate Contributions	23,107
Individual Contributions	33,510
Merchandise Sales	4,061
Co-Branded Products	20,740
Membership Dues	3,480
Operating Income	431,608
Lobos Por Siempre Income, Restricted	280,110
Total Income	711,718

STW EXPENDITURE	FY2015
World Surfing Reserves	167,085
Endangered Waves	78,671
Campaigns	29,509
Surfonomics	47,022
Fundraising	59,925
Administration	4,343
Operating Expense	386,556
Lobos Por Siempre Expenses	17,939
Total Expense	404,494







* Estimated year-end totals as the fiscal year had not yet been completed at the time of this report. Save The Wave Coalition is 501 (3) nonprofit corporation and adheres strictly to United State 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. www.savethewaves.org. Revenue for the Lobos campaign goes directly to acquisition not STW operating expenses, and will be spent in 2016.

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Marisla Foundation
Newman's Own Foundation
Ocean Foundation
Campbell Foundation
Clif Bar
Volcom
Waitt Foundation
Billabong
Pacifico
Sunskis
Community Foundation of Santa Cruz County

*Partial list

Save The Waves Board, Staff, and Partners in Baja.
Photo: Nikki Brooks

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Cover photo by Rodrigo Farias Moreno