



SAVE THE WAVES COALITION

Protect The Places You Love

2016 ANNUAL REPORT

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LETTER FROM OUR DIRECTOR

Dear Save The Waves Supporter,

2016 has been an amazing year of growth for us at a truly important time. From protecting the Gold Coast's world-class waves at Kirra and Snapper rocks, to reducing bacteria concentrations at California's "Dirtiest Beach", here are our 10 proudest accomplishments from the year:

- Dedicated Gold Coast, Australia as the 8th WSR, and stopped cruise ship terminal at Kirra Point;
- Reduced Cowell's Bacteria concentrations by 50%, California's "dirtiest beach" in the Santa Cruz WSR;
- Stopped Donald Trump's Irish Wall, gathered 100,000+ signatures through the #Nature-TrumpsWalls Campaign
- Approved Guarda do Embaú, Brazil as the 9th World Surfing Reserve;
- Ericeira WSR created world's first Surf Interpretive Center and purchased land for conservation of the Reserve;
- Alerted the world to Endangered Waves in Doughmore, Ireland; Algarve, Portugal; and Scorpion Bay, Mexico;
- Grew STW Film Fest to 13 stops in Portugal, the East Coast, California, Baja, Australia and Hawaii;
- Honored Dr. Charles Lester, Greg Long and Bureo Inc, as "Wave Savers" at the 10th Anniversary of Life Is A Wave;
- Launched trial version of Endangered Waves Mobile App to empower surfers as stewards of their coasts; and
- Legal protection obtained for Huanchaco through WSR and Ley de Rompientes, blocked a series of Jetties.

We want to do big things in 2017, like protect Brazil's Guarda do Embaú as the next World Surfing Reserve, officially launch our Endangered waves App to empower surfers to protect their coastlines, dedicate Baja Mexico's first state park at San Miguel, host the 5th Global Wave Conference in Santa Cruz and grow our film festival to reach thousands more across the world.



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 a focus on the surf zone.

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

2016 BY THE NUMBERS

→ **\$400,000**

donated in the Punta de Lobos campaign

→ **1,500**

attendees at the 15 stops of the Film Festival

→ **50%**

reduced Cowell's Beach Bacteria

→ **500 +**

volunteers participating annually in clean-ups and events

→ **100,000**

signatures on the #NatureTrumpsWalls

→ **9**

approved World Surfing Reserves

→ **100,000**

likes on Facebook, 30% growth

→ **42**

miles of coastline protected by World Surfing Reserves

Puerto Escondido
Photo Credit: Nikki Brooks



WORLD SURFING RESERVES



“The major outcome of the dedication and effort was the permanent rejection of a planned cruise ship terminal on the Southern Gold Coast.”

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, and Gold Coast Australia. Pending dedications in 2017 are Punta de Lobos, Chile; and Guarda do Embaú, Brazil.

Dedicated Gold Coast, Australia as the 8th WSR, and stopped cruise ship terminal at Kirra Point;

On March 8th the Gold Coast from Burleigh to Snapper was officially dedicated as a World Surfing Reserve (WSR) in a ceremony held at Point Danger Park where Premier of Queensland Anastacia Palaszczuk and Gold Coast Mayor Tom Tate formally

Left: Gold Coast Australia
Photo Credit: Luke Sorensen
Right: Huanchaco caballito
Photo Credit: Vargas

dedicated the 16 kilometers of Gold Coast beaches. Also in attendance were Wayne "Rabbit" Bartholomew who MC'd the event, members of the City Council, the World Surf League, Gold Coast World Surfing Reserve Chairman Andrew McKinnon, 2016 Longboard World Champion Piccolo Clemente, and Fernando Aguerre, President of International Surfing Association.

The major outcome of the dedication and effort was the permanent rejection of a planned cruise ship terminal on the Southern Gold Coast.

Approved Guarda do Embaú, Brazil as the 9th World Surfing Reserve;

Guarda do Embaú is home to a world-class wave that breaks consistently year-round and is known as one of the best surf spots in Brazil.

It is situated directly adjacent to the Serra do Tabuleiro State Park, the largest conservation area in the Brazilian state of Santa Catarina, which boasts a stunning natural environment including the Do Madre River, an intact estuary system, and a mature sand dune system. The reserve will help address water quality issues and potential coastal developments. It will be dedicated in 2017 after the stewardship planning process.

Ericeira WSR created world's first Surf Interpretive Center, purchased land for conservation of the Reserve;

Save The Waves and the Municipality of Mafra, Portugal convened a diverse group of stakeholders including Salvem Os Surf, Quiksilver Europe, and Friends of Coxos, to open an innovative surf interpretive center, developed by experimentadesign and ALTA_International Creative Alliance for the Ericeira World Surfing Reserve.

Its main objective is to present and explain the reserve and its main attributes: the 7 waves and their characteristics, the biosphere, the meteorological composition, the flora and fauna and the

facilities. Furthermore, the WSR is purchasing land for additional conservation within the Reserve.

Legal protection obtained for Huanchaco through WSR and Ley de Rompientes, blocked a series of Jetties.

Since 2015, Save The Waves worked with our Huanchaco World Surfing Reserve to finance and expedite their application for federal protected status.

The WSR Huanchaco made history this year by formally gaining legal coastal protection under the 'Ley de Rompientes' – a landmark Peruvian federal law specifically aimed at protecting waves. This approval helped defeat a series of jetties destined for Huanchaco's historic shores.

Received significant interest in the World Surfing Reserve Program:

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 2016 /17. There was interest for other communities in South Africa and Ecuador. Once applications were received, they were reviewed by the World Surfing Reserve's Vision Council for consideration in the program.



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.

Left: Guarda do Embaú WSR
Photo Credit: Plínio Bordin
Right: Ericeira Surf Center
Photo Credit: Miguel Manso



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.

Stopped Donald Trump's Irish Wall, gathered 100,000+ signatures through the #NatureTrumpsWalls Campaign

Bowing to international pressure from STW and partners, Trump International Golf Links (TIGL) rescinded their proposal for the 3km seawall at Doughmore Beach, Ireland.

The Trump Organization's decision represents a remarkable victory for the Save The Waves and the local Irish groups' #NatureTrumpsWalls campaign. Save The Waves has actively opposed "Trump's Irish Wall" through the campaign since October 2015 alongside a coalition of partners. Although the seawall proposal had widespread support from the local community, the #NatureTrumpsWalls campaign successfully gathered over 100,000 petition

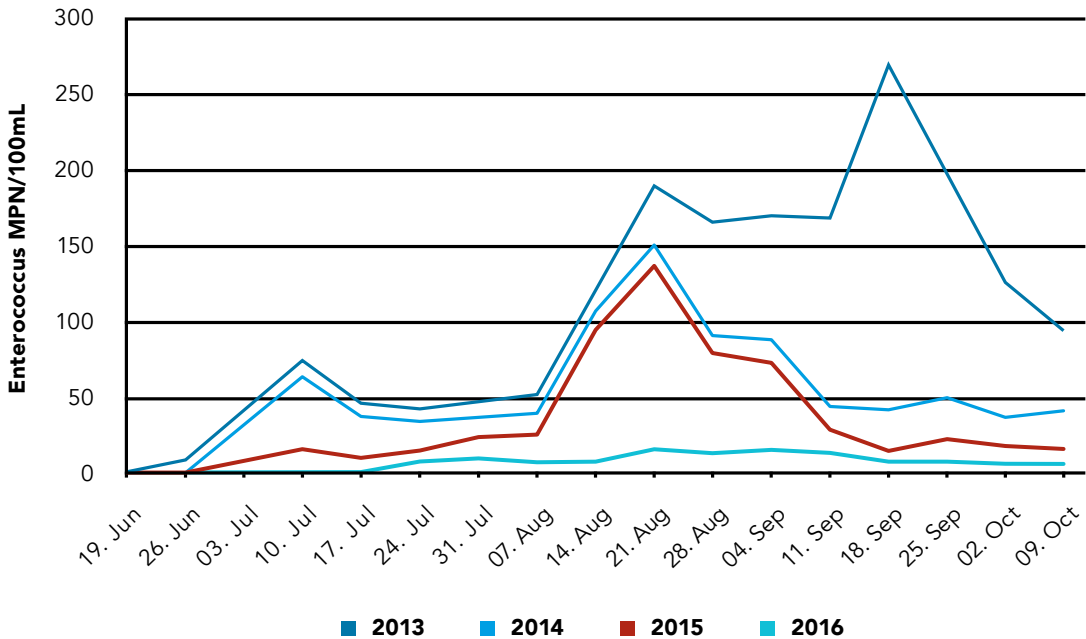
signatures, and sent a strong message to TIGL and the local decision-makers that there was vast global opposition to the project. This was one of the first environmental victories over the recent President elect.



Reduced Cowell's bacteria concentrations by 50%, California's "dirtiest beach" in the Santa Cruz WSR;

Save The Waves, the City of Santa Cruz and the Cowell Beach Working Group (CWG) are cautiously optimistic after summer water quality testing

Cowell's 30-day geometric mean 2013-2016



demonstrates that bacteria levels at Cowell's Beach are substantially lower compared to previous years. The group, in conjunction with the City's wharf crew, oversaw installation of bird screening designed to reduce pigeons/gulls roosting and defecating under the wharf onto the sand.

This, in combination with improved waste management practices by the City and Seaside Company on Main Beach, has reduced bacteria across the board, documented through the following:

- ➔ 50% fewer high bacteria postings at Cowell's Beach in 2016 compared with 2015
- ➔ 62% reduction in E. Coli samples in exceedence of State health limits compared with 2015
- ➔ Two years of continuous human DNA marker testing by the City of Santa Cruz reveals little or no traces of human-derived bacteria.

Launched trial version of Endangered Waves Mobile App to empower surfers as stewards of their coasts;

We created a preliminary version of our new smart-phone App that gives surfers the power to monitor their own coastlines and surf spots worldwide.

The App uses a smart phone's camera technology to document threats to surfing spots that apply to larger coastal issues. The user would snap a photo of the impacted site, select a threat category from a drop-down menu and to include a brief comment with the photo. The photo would be synced with a mapping function to display on the Save The Waves website.

Launching the next versions in 2017, this will empower surfers and coastal users as real-time guardians of their coastal resources, allow Save The Waves to better track coastal threats, prioritize threats based on need, and, inform coastal agencies and educate stakeholders worldwide.



“STW was pleased to officially introduce the Punta de Lobos Foundation – Fundación Punta de Lobos – a local Chilean-led non-profit organization”

We will pilot this technology on water quality, trash, coastal and access issues on the central coast of California.

Alerted the world to Endangered Waves in Doughmore, Ireland; Algarve, Portugal; and Scorpion Bay, Mexico.

In winter and early spring of 2016, Save The Waves continued to work 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. The project was officially rejected early in the year.

STW also monitored coastal drilling in the Algarve Portugal, for a proposal that could alter this precious coastline permanently. Last, STW responded to calls from locals in Doughmore Beach, Ireland, and ultimately launched the #NatureTrumps-Walls campaign.

Partnered with the Fundación Punta de Lobos, and transferred \$80,000 to support stewardship activities.

In 2016, Save The Waves was pleased to officially introduce the Punta de Lobos Foundation – Fundación Punta de Lobos – a local Chilean-led non-profit organization dedicated to preserving Punta de Lobos’ beauty and its long-term protection. Working in partnership, the funds raised in the Lobos Por Siempre campaign benefitted the operations of the Fundación and contributed to their priority stewardship efforts.

As future owners of the properties along the point, the Fundación is working to apply permanent protection under a model called Conservation Easements (CE), which will define the permitted uses over the acquired and other private lands, and restrict large scale construction. These restrictions will be written into the CE, and inscribed in the titles of these properties, so they will protect the land regardless of future title changes.



STW Film Festival, Santa Cruz
Photo Credit: Yvonne Falk

Grew the Save The Waves Film Festival to 13 international stops, with over 1,500 in attendance

Fresh off the West Coast tour and screenings in Ensenada, Baja Norte and on the North Shore of Oahu, the Save The Waves Film Festival, presented by Pacifico and GoPro, also reached audiences in Portugal, the US East Coast, and many more.

Featuring work from an eclectic mix of international filmmakers including Nate Myers, Morgan Maassen, Rodrigo Farias Moreno, Dan Norkunas & Albee Layer, Andrew Gough & Harrison Roach, and more, the Save The Waves Film Festival is curated to inspire and educate audiences on key issues, as well as highlight the best oceanic adventure documentaries and stunning surf imagery in the world.



Left: STW Staff and Board Retreat
Photo Credit: Nikki Brooks
Right: Kim Mayer, NorCal
Photo Credit: Nikki Brooks

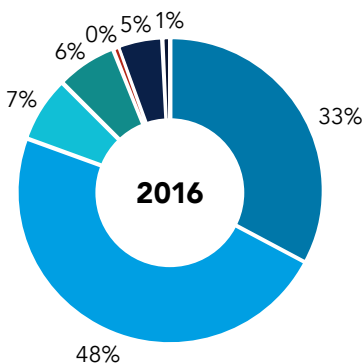
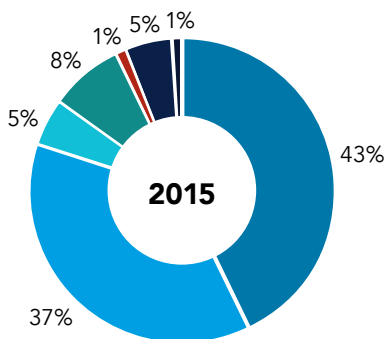


2016 FINANCES

This year was one of steady growth for Save The Waves, with more than 30% growth in the budget. Save The Waves raised more than \$125,000 for the #LobosPorSiempre campaign with more than 800 individual donors participating and additional \$100,000 pledged by Patagonia.

STW REVENUE

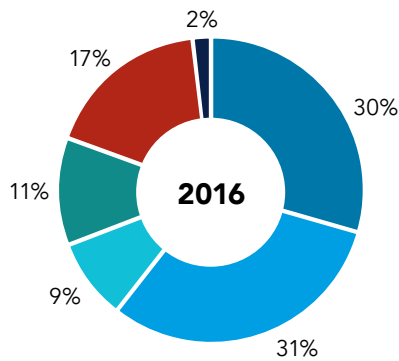
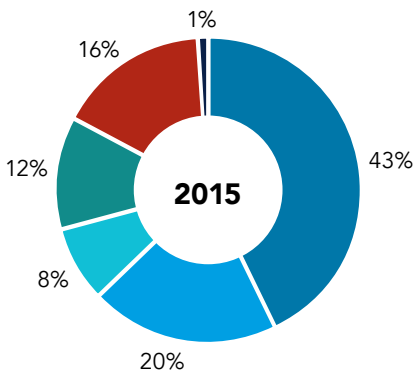
	2015	2016
Grants	186,335	179,100
Fundraising Events	160,375	260,413
Corporate Contributions	23,107	38,269
Individual Contributions	33,510	35,408
Merchandise Sales	4,061	2,404
Co-Branded Products	20,740	25,805
Membership Dues	3,480	4,526
Operating Income	431,608	545,953
Lobos Por Siempre Income, Restricted	280,110	128,104
Total Income	711,718	674,104



- Grants
- Fundraising Events
- Corporate Contributions
- Individual Contributions
- Merchandise Sales
- Co-Branded Products
- Membership Dues

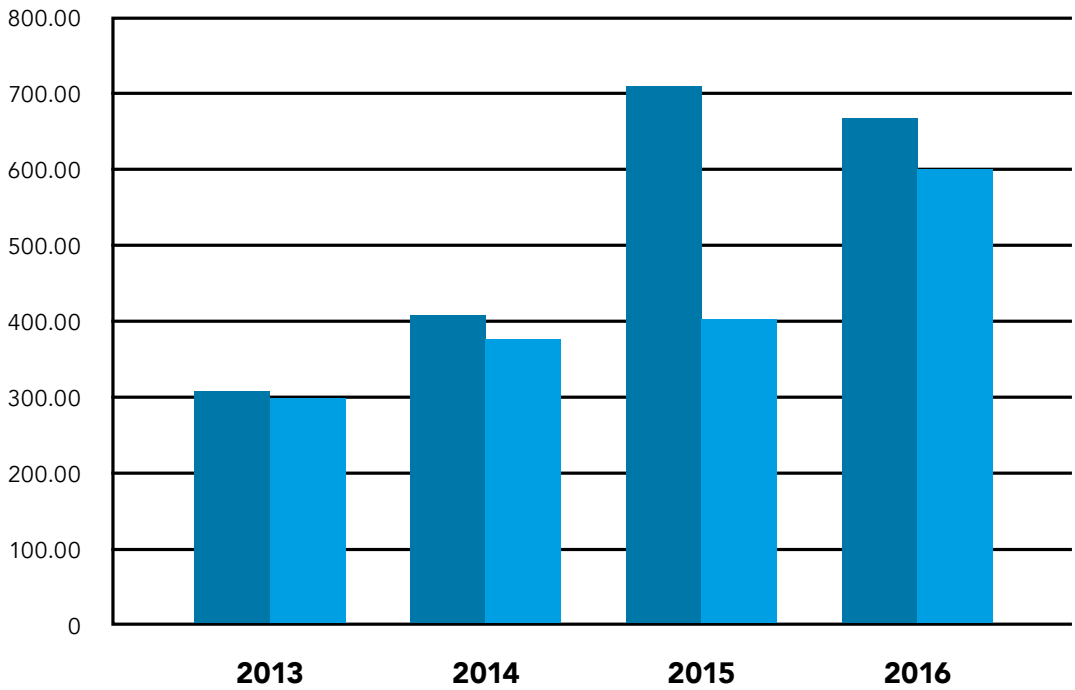
STW EXPENDITURE

	2015	2016
World Surfing Reserves	167,085	152,396
Endangered Waves	78,671	159,636
Campaigns	29,509	44,172
Surfonomics	47,022	58,976
Fundraising	59,925	90,909
Administration	4,343	9,379
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Operating Expense	386,556	515,469
Lobos Por Siempre Expenses	17,939	81,095
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Total Expense	404,494	596,564



- World Surfing Reserves
- Endangered Waves
- Campaigns
- Surfonomics
- Fundraising
- Administration

■ REVENUE ■ EXPENDITURE



ORGANIZATIONAL STRUCTURE



STAFF

Nik Strong-Cvetich,
Executive Director
Nick Mucha,
Director of Programs
Gavin Comstock,
Operations Manager
John Morley,
Human Resources
Director
Mara Arroyo Rodriguez,
Bahia de Todos Santos
WSR Manager
Trey Highton,
Film Festival Director
Lauren Parrino,
Communications
Coordinator
Amie Miller,
Events Coordinator
William Rinehart,
Fundraising Coordinator
Catalina Hubbard,
Operations Intern
Riley Smith,
Outreach Intern

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Board Secretary
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Kyle Thiermann,
Tiago Pires,

Jeffrey Denholm,
Tyler Fox,
Eric Abel,
Nikki Brooks,
Sarah Gerhardt,
Matt Beard

SUPPORTERS*

Patagonia,
**SIMA Environmental
Fund**,
Marisla Foundation,
**Monterey Peninsula
Foundation**,
Clif Bar,
Waitt Foundation,
Pacifico,
Peak Design,
Parley for the Oceans,
GoPro,
Sunskis,
**Community
Foundation of Santa
Cruz County**

*Partial list



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