



WILDCOAST
COSTASALVAJE

2012
YEAR IN REVIEW

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A LETTER FROM THE EXECUTIVE DIRECTOR

On a sweltering morning in June on the remote Morro Ayuta beach in southern Oaxaca, I sat with residents of the Chontal indigenous village of Rio Seco to discuss how to assist in the protection of more than 400,000 sea turtles that lay their eggs at Morro Ayuta each year.

Three months later, I worked with that same team to convince Mexico's oil giant, PEMEX, to clean up Morro Ayuta and 120 miles of beaches and lagoons impacted by an oil spill. Those same villagers successfully convinced Mexico's Attorney General to file legal claims against one of the world's largest state-owned oil companies for damages to sea turtles, pristine beaches, and mangrove lagoons.

Whether it is taking action to clean up the oil that fouled sea turtle nesting beaches, demonstrating sustainable fishing for the cameras of the PBS series *Saving the Ocean*, or educating students about new marine protected areas (MPAs) in California, our team members are proactive, passionate and committed to preserving our coast and ocean.

Sincerely,



Serge Dedina
Executive Director



Photo © Octavio Aburto

CABO PULMO

It only takes a dive under the water at Cabo Pulmo, site of the only coral reef in the Sea of Cortez and the northernmost coral reef in North America, to realize you are in another world. Big fish abound. Schools of sharks swim silently around the reef. Humpback whales breach offshore. And whale sharks open their giant gaping mouths to inhale the plankton they survive on. For WiLDCOAST, Cabo Pulmo is a marine wonderland that proves that we can restore our ocean ecosystems. More than a decade ago Mexican government biologists forged an agreement with the community to stop fishing in the 17,000-acre marine park. As a result, fish populations have increased more than 460% and Cabo Pulmo is considered one of the world's "most robust marine reserves."

Cabo Pulmo, however, is not safe. Threats abound. After we successfully carried out an international campaign to halt plans by a Spanish developer to build a new resort larger than Cancun around the shores of Cabo Pulmo (a project that was halted by President Felipe Calderon), another Spanish developer has proposed a similar resort plan. To counter these ill-fated proposals, WiLDCOAST is working with Mexico's National Protected Areas Commission (CONAMP) to secure a conservation concession for 13.7 miles of the park's fragile shoreline that fronts the coral reef. Additionally, we are building a movement among residents of the Cape Region of the Baja California Peninsula to support Cabo Pulmo and to encourage the world to discover the wonders of this underwater oasis.

MARINE PROTECTION

Just a few decades ago Southern California tide pools spilled over with abalone and lobster. Giant black sea bass the size of cars patrolled the kelp forests offshore. But years of overfishing, pollution, and habitat destruction have decimated the historic abundance of our coastal ecosystems. To restore this lost marine biodiversity, California has embarked upon an ambitious project to create a network of marine protected areas (MPAs). These coastal areas are set aside to protect key habitat and species so future generations can enjoy them. In 2012, a network of 50 MPAs was created from Santa Barbara to the Mexico border.

In partnership with the State of California and other organizations, WiLDCOAST is working to increase community awareness and support of San Diego County MPAs. In 2012, we carried out

an MPA-focused campaign that reached over 100,000 people through presentations, kayak tours, outreach materials, and a media campaign. WiLDCOAST is also assisting the Department of Fish and Game to develop bilingual interpretive signage and a stewardship action plan to ensure that our San Diego County MPAs are successful in protecting marine life and encouraging compatible recreation activities for San Diego residents and visitors.

To support San Diego County's MPA network, WiLDCOAST launched an MPA Watch program to recruit and train local volunteers to gather human use data within the newly established MPAs. This data captured will be a key tool to evaluate the effectiveness of MPAs and to inform future conservation efforts.

440,000+

ACRES
PRESERVED
LAGUNA SAN IGNACIO
HABITAT

160+

MILES
CONSERVED
LAGUNA SAN IGNACIO
SHORELINE

WHALES

From our inception, WILD COAST has focused on preserving critical habitat for whales and other marine mammals in Baja California and the Sea of Cortez. Since successfully helping to halt plans to industrialize Laguna San Ignacio—a gray whale birthing lagoon and UNESCO World Heritage site—we have also put in place numerous conservation tools to ensure the long-term protection of breeding habitats for gray whales in Baja California.

LAGUNA SAN IGNACIO

In Laguna San Ignacio, in partnership with our Conservation Alliance, we worked to establish conservation easements and conservation concessions to preserve more than 440,000 acres of lagoon habitat. Additionally, we successfully conserved nearly 160 miles of lagoon shoreline while strengthening the ability of local residents and whalewatching guides to carry out their economic activities in a sustainable way.

BAHIA MAGDALENA

Further south, in Bahia Magdalena, we have worked to educate local guides about the best practices for safe whale watching, to minimize their impacts to whales. We are also working with Mexico's National Protected Areas Commission (CONANP) to permanently preserve the mangroves, islands, and shoreline that keep Bahia Magdalena pristine and safe enough to remain one of only three gray whale birthing lagoons in the world. Our hope is to ensure that whales have safe havens forever in these unique breeding lagoons in Baja and that local residents can continue to make a living by safely bringing tourists to see these majestic leviathans for themselves.

SEA TURTLES

It used to be that you could not travel anywhere in coastal Mexico without running into the remains of endangered sea turtles slaughtered for their meat. Thankfully, our innovative “Don't Eat Sea Turtle” campaigns dramatically reduced much of this illegal practice, as well as black market trade in sea turtle meat and eggs. But there are still places where the practice of eating sea turtles and their eggs continues. To combat this, we continued our partnership over the past year with Mexico's lucha libre superstar, El Hijo del Santo, with radio campaigns that reached millions of people in Guerrero and Oaxaca, where the tradition of eating the meat and eggs of these marine reptiles remains popular.

Additionally, we worked directly in the communities where hundreds of thousands of sea turtles lay their eggs each year to involve local residents in beach protection and education efforts. In 2012, our work included supporting beach protection patrols in some of Mexico's most remote coastal indigenous villages, as well as an ocean film festival and sea turtle outreach effort in villages throughout coastal Oaxaca. Because of this effort, and in partnership with local communities and the Mexican government, more than 600,000 sea turtles successfully laid their eggs on the beaches where we work. And in the case of the nearly extinct leatherback sea turtle, biologists reported that for the first time, this year there were virtually no incidents of egg poaching along one of the main nesting beaches in Oaxaca.

WILDCOAST IN ACTION

20,000,000+

SEA TURTLES HATCHED ON BEACHES PROTECTED BY WILDCOAST

650,000+

SEA TURTLES LAID EGGS ON BEACHES PROTECTED BY WILDCOAST

VOLUNTEER SUPPORT IN 2012

 3,050 PEOPLE VOLUNTEERED

 10,500 HOURS CONTRIBUTED

 \$228,000 VALUE CONTRIBUTED

 154,546 LBS TRASH COLLECTED

3,221,350 ACRES CONSERVED SINCE 2000

542,720 ACRES WE HELPED TO ESTABLISH AS MPAS ALONG THE CALIFORNIA COASTLINE

340 MILES OF COASTLINE IN MEXICO PROTECTED THROUGH CONCESSIONS AND ACQUISITIONS SINCE 2000

15,808 ACRES OF MPAS WE ARE HELPING TO MANAGE IN SAN DIEGO COUNTY

2012

BAJA CALIFORNIA PACIFIC COASTLINE CONSERVED

2,970 ACRES + 9.3 MILES OF COASTLINE

MEDIA IN 2012

430,000,000

PEOPLE REACHED GLOBALLY THROUGH WILDCOAST MEDIA CAMPAIGNS IN 2012

926 MEDIA PIECES—TV, RADIO, WEB, PRINT
228 PUBLIC OUTREACH EVENTS
16,000 ATTENDEES AT OUR EVENTS



SPECIAL THANKS: Wildcoast thanks renowned photographers Octavio Aburto and Ralph Lee Hopkins, for helping us show the world the amazing natural places and wildlife we strive to protect.



WILDCOAST WOULD LIKE TO THANK EVERYONE FOR THEIR CONTINUED SUPPORT.

We depend on donors, volunteers, interns, and community support to fulfill our mission.

LIST OF MAJOR DONORS:

Current as of November 29, 2012.

\$200,000 and above

- David and Lucile Packard Foundation
- Resources Legacy Fund
- The Sandler Foundation, a Supporting Foundation of the Jewish Community Federation of San Francisco, the Peninsula, Marin and Sonoma Counties
- Zoological Society of San Diego

\$50,000 to \$199,999

- The Leona M. & Harry B. Helmsley Charitable Trust
- International Community Foundation
- Kisco Cares Foundation
- Marisla Foundation
- Wallace Research Foundation

\$10,000 to \$49,999

- Smoky & Kim Bayless
- Border Environment Cooperation Commission
- The City of San Diego
- County of San Diego
- Hattie Ettinger Conservation Fund at the San Diego Foundation
- Normandie Foundation
- Orca Fund at the San Diego Foundation
- Quiksilver Foundation
- The REI Foundation
- San Diego Gas & Electric
- SIMA Environmental Fund

\$5,000 to \$9,999

- 2032 Trust
- Jeff & Deborah Berg
- Billabong
- The Cox Kids Foundation Fund
- Greg Davis & Karin Orsic
- Lainie & Mike Johnstone
- Joni LeSage
- Monterey Bay Aquarium Foundation
- Reef
- TCJ Fund at The San Diego Foundation
- The Surfer's Journal
- Unified Port of San Diego
- World Service Meditation Group Environmental Fund

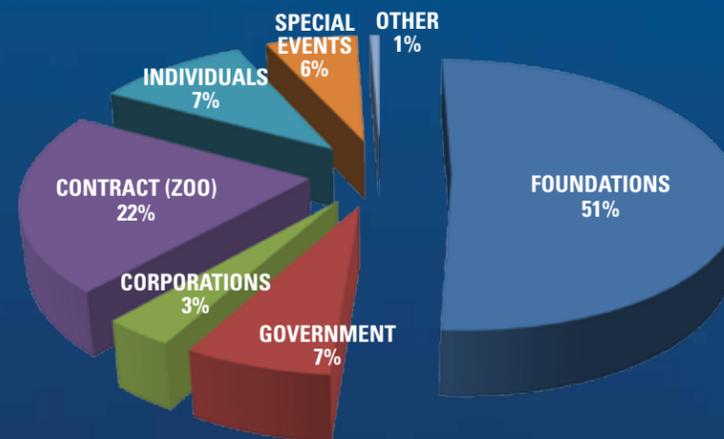
\$1,000 to \$4,999

- Antares Properties
- William & Phoebe Biggs
- City of Imperial Beach
- Fondo Mexicano para la Conservación de la Naturaleza
- Peter Howland Family Fund at the Rhode Island Foundation
- Daren, Terri & Josh Johnson
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- Ocean Minded
- Papoose Conservation Wildlife Foundation
- PEERS
- Ruth Covo Family Foundation
- San Diego Coastkeeper
- Tactics.com
- Tiki Oasis
- Topspin Creative Corporation
- Walmart Foundation
- Jake & Julie Young

\$500 to \$999

- Adept Process Services, Inc.
- Baja Bound Insurance Services, Inc.
- Billabong
- Peter & Maryly Benzian
- David Collins
- Cunniff Construction
- Embajada de Canada
- Emerald City Gang
- Theresa Fenner & Trace Funderburk
- Gene & Catherine Grillo
- Gerald Lieberman
- Lowery Donor Advised Fund
- Dan Murphy
- Native Foods, California LLC
- Charles Ostrowski
- Pacific Realty Sales & Management, Inc.
- Pacifica Companies
- Chuck Peinado
- San Diego Foundation GiveBIG Campaign
- Sea Rocket Bistro
- Sony Computer Entertainment
- David Welborn

YEAR TO DATE REVENUE AS OF NOV. 30, 2012



TREASURES OF THE SEA

From some of the most world's most beautiful coastlines in Baja California, to baby sea turtles in Oaxaca, as well as kelp forests, mangrove lagoons, coral reefs, gray whales, California condors, and leopard sharks, WILDCOAST preserves our coastal treasures large and small.

Just as it takes millions grains of sand to form a pristine coastline, it takes millions of people all over the world to preserve our treasures of the sea. It begins with a young volunteer who cleans up a shoreline with her friends and family for the first time. It continues when we purchase more than nine miles of wild coastline along the Pacific coast in Baja California.

In 2012, WILDCOAST tackled an oil spill in Oaxaca, stopped a new development threat to the reserve in Cabo Pulmo, and successfully pressured agencies to fix broken sewage pipes in Tijuana. We also connected children to California's newest Marine Protected Areas, inspired indigenous communities in Mexico to protect nesting sea turtles from poachers, and conserved thousands of acres of coastal wildlands.

Help us conserve our coastal treasures. Your support enables us to implement these innovative solutions in conservation. For as little as \$10 a month, you can make a difference to our coast and ocean and help us protect what we all love and value. And thanks to a challenge grant from the Sandler Foundation, all new gifts and increased gifts from previous donors will be matched, dollar for dollar, up to \$100,000.

Donate today using the enclosed envelope, online at www.wildcoast.net, or contact our Development Director, Lenise Andrade at (619) 423-8665 ext. 201.



WILDCOAST is also the proud recipient of Charity Navigator's highest honor, a 4-star rating, noting our ability to efficiently manage and grow our finances, especially during these tough economic times. To view our profile, please go to www.charitynavigator.org.

WILDCOAST
COSTASALVAJE

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