

CLEAN OCEAN ACTION 2011 ANNUAL REPORT



The sea, once it casts its spell, holds one in its net of wonder forever.

Jacques Yves Cousteau

Dear Friends of the Ocean,

These words of Jacques Cousteau echo in the souls of many. And if you are reading this, the sea has inspired you, too, and it's no wonder.

With today's technology we are all close enough to the ocean or have access to internet to be awed by its rich diversity and power. Yet our relationship is uniquely personal -- each of us holds a special connection with the sea. It can be a place to read a book, go for a walk, picnic with your family, a favorite critter, hunt for treasures, boat, sail, fish, surf, or just stand at the water's edge and breathe the salty air and unwind.

Clean Ocean Action works full-time to defend these joys and, as a part of this small, feisty, lean green ocean pollution fighting machine, *you make it work*. You hold the keys to our success with your dedication and support. As you review these brief highlights from 2011, know that you are behind every action, program, presentation, event, and moment.

While Jacques Cousteau's message is timeless, he also famously said, "People protect what they love." I urge us all to become a "little Cousteau"—a beacon for the sea. While we stand at the shoreline with a sense of awe, we also stand with defiance against that which would do harm. Together, we work to ensure that the sea is healthy and can continue to cast its spell of wonder on future generations.

We are inspired by you, Clean Ocean Action's coalition partners, supporters, volunteers, and friends.

Waves of thanks for all you do,

Cindy Zipf

A note from the Executive Director

Our goal is to improve the degraded water quality of the marine waters off the New Jersey/New York coast.

Clean Ocean Action identifies the sources of pollution and mounts attacks on each source by using research, public education, and citizen action to convince our public officials to enact



Long Island Surf Fishing, Montauk, NY. Photo by Rav Friedel.

and enforce measures which will clean up and protect our ocean.



Bottlenose dolphins depend on a wild and clean ocean. Photo by Herb Segars.

Advocacy and Science for a Clean Ocean

2011's Energy, Water Quality, and Public Health Successes

Sweet Success—Victory at Sea



On February 8th NJ Governor Christie exercised his legal right to officially "veto" the LNG port by Liberty Natural Gas. The veto of this massive offshore industrial project closed the door on the last in a series of three LNG proposals for the NY/NJ Bight. This brought an end to the 5-year battle to keep the ocean industry-free. By eliminating LNG

offshore facilities that would be used for exports, COA also helped thwart harmful hydraulic fracturing practices which contaminate waterways.



COAlition members celebrate!

Leadership Counts

NJ's bi-partisan congressional delegation stood firmly opposed to offshore drilling by voting against bills that could bring seismic surveys and exploratory wells to the NY/NJ Bight or COZ area.



NJ's "Green" Green Grass—now a Model for the Nation!

COA worked in conjunction with several other organizations across NJ toward the passage of the most strict fertilizer control law in the nation. The work was essential in drafting the legislation, challenging the chemical industry, and facilitating the successful outcome.

Staff Scientist Heather Saffert & Coastal Policy Attorney Sean Dixon.

Is it Safe to Swim? Testing the Waters

COA worked on initiatives to protect swimmers from sewage. With the help of organizations, COA fought for improvements to public health by protecting beach water quality criteria and testing programs. COA helped re-design the NJ state website to make it easier for citizens to know about health risks from water pollution.

The COA science and policy team spent 2011 at scores of meetings and hearings, writing dozens of official comments and reports, and fighting for a clean ocean on every front.



COA Staff Scientist Heather Saffert & Executive Director Cindy Zipf with Mary Lou Halverson, Jenkinson's Boardwalk Marketing Director, at a press Conference in Point Pleasant, NJ.



Spotlight: Clean Ocean Zone (COZ)

For years, COA has been working to highlight the need to establish the NY/NJ Bight as the nation's first "Clean Ocean Zone" under federal law to lock-out pollution and lock-in progress.

The COZ will ensure that clean ocean economies and ecosystems thrive today and for future



generations. The COZ would prohibit oil, gas, and other fossil fuels from the ocean, as well as prohibit new sources of pollution (new sewer pipelines or dumpsites).

COA scored big victories toward these goals when NJ Governor Christie vetoed a proposed offshore Liquefied Natural Gas facility, and when nearly all NJ's Congressional Delegation voted against oil and gas drilling in the Atlantic.

To energize the coalition of over 100 organizations, 49 municipalities, and 30,000 citizens, plans were initiated for an unprecedented event: the 2012 *Tour for the Shore*.

Spotlight: Barnegat Bay

The Barnegat Bay ecosystem is dying and, in response, many organizations are leading the efforts to save the Bay. COA's initiatives are wide-ranging – from our Bay Buddy Program (see page 5) to our work on the federal Barnegat Bay Partnership's Science and Technical Advisory Committee.

COA works to use the best science and policies available to produce and support strong legislation, and effect positive change for the Bay.

Early in the year in Waretown, NJ (*photo, right*), Gov. Christie signed into law a series of bills, which COA had a central role in crafting.

Importantly, COA worked on stormwater control issues, soil conservation programs, and fertilizer training, standards, and enforcement initiatives to help improve implementation.







26th Annual Beach Sweeps

People: 7,575 Pieces: 452,698 Pounds: 65,569 69 sites

Beach Sweeps 26-Year Totals

People: 94,802 Pieces: 4,833,571 Pounds: 1,139,967

Creating Solutions to Ocean Pollution

Beach Sweeps

In 1985, Clean Ocean Action launched the first Beach Sweep at Sandy Hook. That year, 75 volunteers gathered to rid the beaches of unsightly and harmful debris. Twenty six years later, the Beach Sweeps program has grown to include nearly 70 sites along the New Jersey coastline and inland to include rivers, lakes, and bays that empty into marine waters. Importantly the Beach Sweeps are held in the spring and fall when the beaches are not being cleaned by local municipalities, resulting in a true snapshot of local pollution problems.

Every Beach Sweeper becomes a "citizen scientist" as they use our data cards to record each piece of debris collected. The data collection turns a one-day event into a legacy of information that can be used to identify sources of pollution, for monitoring debris trends, and for research. This data is then tabulated in an annual report. During the year, COA works to find solutions to keep beaches clean, create federal, state, and local programs to reduce litter in the environment, and protect the public and marine life.

In 2011, for the first time in 19 years, the number of cigarette filters collected during Beach Sweeps dropped from the list of the top three most common pieces of debris. Other smoking related items (packaging, lighters, and cigar tips) also declined. Check out the Dirty Dozen, Roster of the Ridiculous, and all the data in the 2011 Beach Sweeps Annual Report on COA's website.



Corporate Beach Sweeps

Founded in 2005, COA's *Corporate Beach Sweeps* program is modeled after our successful statewide beach cleanups and offers a creative team-building experience wrapped in a day of service at the Jersey Shore. From June through September, employees from small to large corporations come to Sandy Hook, NJ, and become part of the *Beach Sweeps* legacy - removing harmful debris from the beaches of Sandy Hook and collecting valuable data while learning about the sources and solutions to ocean pollution.

In 2011, the *Corporate Beach Sweeps* program was expanded. Fourteen corporations with 789 volunteers removed 58,039 pieces of debris from the beaches.

"I highly recommend the Corporate Beach Sweeps program. It's a great team building and educational event where you can also help our oceans and environment," stated Tom Thorton of Morgan Stanley.



Bristol Myers Squibb Team at Sandy Hook.

Barnegat Bay Buddy Program

The Barnegat Bay Buddy Program continued to grow, adding 98 new "certified" Bay Buddies in 2011, a 23% increase over 2010. The model program is a simple and easy way for citizens to earn points by taking environmentally friendly actions in everyday life. Citizens and businesses alike engage in waterway stewardship by reducing the amount of non-point source pollution from their homes or businesses.

All active "certified" participants receive an acknowledgment package which includes additional bay-friendly tips and an attractive, 100% recycled aluminum lawn medallion. Perhaps more importantly, the Bay Buddy Program identifies and cultivates activists who are more likely to take actions (write letters, show up at hearings, install rain barrels, etc.) to protect the bay. COA is working to expand the program into Wreck Pond and Navesink River Watersheds.



Barnegat Bay Buddy Program By the Numbers

527 Barnegat Bay Buddies 98 New Bay Buddies in 2011 23% increase from 2010

of Actions taken in 2011: 2,640 Cumulative # Actions taken through 2011: 10,284





New Jersey students become marine biologists for a day during Student Summit.

Student Summit (Grades 5-8)

More than 1,000 students from 40 schools throughout NJ participated in the cost-free Student Summits. Northern and Central Jersey schools met at Sandy Hook and schools in southern regions met at Island Beach State Park for workshops and field trips designed to engage them in marine studies. Students from the Marine Academy of Science and Technology (MAST) and the Marine Academy of Technology and Environmental Science (MATES), along with dozens of Clean Ocean Action volunteer naturalists, helped make the statewide gatherings a great success for the 23rd year.

Training Tomorrow's Advocates

Presentations

Clean Ocean Action educated over 1,620 people in classrooms, meetings, and discussion forums.



Student Ocean Advocates (Grades 9-12)

Through Student Ocean Advocates (SOA), students are educated about current environmental threats to our oceans and learn key advocacy techniques and tools that can make a difference today, as well as in the future. Students are ambassadors to their high school, as they engage their entire schools in the issues they learn from the SOA program.

The SOA's from Monmouth County worked to reduce bottled water consumption in order to reduce the amount of plastic ending-up in the marine environment. Their projects included presenting about environmental harms from bottled water, conducting bottled vs. tap water taste tests, pledges to stop using bottled water, and bottled water sculpture displays. One student created and submitted a video on reducing plastic bottles to a national competition and received an "Honorable Mention".

The SOA's of Ocean County worked on nitrogen pollution in Barnegat Bay caused by fertilizer use. They used the Barnegat Bay Buddy program to educate and recruit new environmental stewards. They also gave presentations to their schools, set up informational tables and displays, and were



Ocean County SOA's participating in Jellyfish Symposium for the public.

featured in the morning announcements. Ocean County SOA's were also featured in the Jellyfish Symposium.

2011 Monmouth and Ocean CountySOA's

50 students • 16 High Schools



Student Ocean Advocates making presentations to their peers.

Organizing Citizen Action

Clean Ocean Action's success is due to the power of people — citizens like you who care for the ocean and dedicate time and effort to ensure progress toward protection.

COA citizen action volunteers participate in many ways—from logistical help in developing and sending monthly newsletters to planning parties, events, and advocacy meetings.

Today, social media is also playing a growing role in advocacy with Facebook, Twitter, and Blogs. By the end of 2011, COA had over 3,700 fans on Facebook, 900 followers on Twitter, and COA's 124 blogs posted by staff were read over 10,500 times in just 11 months.



Extraordinary Advocacy Volunteers Bob and Pat Bennekamper.



Fundraising Committee Volunteers Helen Aquino and Kelly Krystopowicz.

Throughout the year, Clean Ocean Action was represented at almost 80 festivals and events. Over 120 volunteers were actively engaged in advocacy work, over 50 volunteers helped raise funds and nearly 50 citizens of all ages volunteered as part of the annual summer Clean Ocean Action Shore Tips (COAST) campaign. This represents hundreds of hours of commitment for important ocean protection work.

Blue Vision Summit 3 on Capitol Hill

COA helped organize the 3rd national Blue Vision Summit held in May in Washington, DC, for nearly 350 people from almost 200 ocean organizations. The event was organized by the Blue Frontier Campaign, on whose Board of Directors COA's Cindy Zipf serves. COA coordinated and led two panels: Endangered Water Systems – Infrastructure and Innovation and Implementing Good Ocean Policy at the State Level.

The event included a "Hill Day" (an opportunity to meet elected leaders) and COA's teams met with nearly two dozen NJ/NY Congressmen and Senators or staff people.

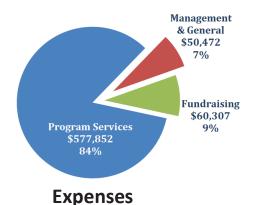


NY/NJ clean ocean advocates: Wendy Benchley, Jeff Hoffberger, NJ Congressman Frank LoBiondo, Cindy Zipf, Kathy Lacy, and Jane Bloom.



2011 Financial Summary and Ways to Give





Income \$703,054 Expenses \$688,631 Net \$14,423

Clean Ocean Action's 2011 audit was performed by German, Vreeland and Associates, LLP.

Copies of the audited financial statements and Form 990 are available by request.

Ways to Give

Clean Ocean Action is a registered 501(c)3 organization and all donations are tax deductible as allowed by law.

Direct Donations

All donations are much appreciated. Monetary gifts are accepted in the form of cash, checks, Visa, MasterCard, and American Express. They can be sent in the mail or may be made online at CleanOceanAction.org.

Employer's Match

Your company may match your charitable cash donations or the time you volunteer with Clean Ocean Action. Ask your human resources department for more information.

Monthly Giving

Invest in the ocean with a scheduled monthly gift to help lock-in protections for good.

Planned Giving

Consider naming Clean Ocean Action as a beneficiary in your will or insurance policies. This is an easy step you can take to ensure that your efforts to keep the ocean clean will continue long into the future.

Tributes

\$688.631

Make a contribution in memory of a friend or family member's passing or in honor of a birthday, wedding, bar-bat mitzvah, or other celebration.

In-Kind Donations

Gifts of goods or services help minimize COA's expenses while providing a tax deduction to the donor.

Learn more by calling 732-872-0111 or visiting COA's secure website at www.CleanOceanAction.org.

Waves of Thanks!



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Morgan Stanley Smith Barney

Natural Look

New Jersey American Water New Jersey Natural Gas Gloria and Len Nilson NuStar Foundation

Parlor Salon

Trudy and Charles Parton

Patagonia

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Salon Spa Eco Sea Vision Society

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Sojourn Salon and Spa Studio 35 Salon

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Jeffrey Wrightson **Betty Young**



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America, #1036
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Susan Stern Public Relations

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The Mens Room

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Egrets on Sandy Hook. Photo by Joe Reynolds.

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Village Farms

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World Service Meditation Group Environmental Fund

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\$250-499

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Bliss-A Full Service Salon

Blue Remedy

Holly and Robert Book

Breitman Family Foundation

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Raymond Cann

Doreen Catena and Mark Woldseth

James Conroy

Lisa and Alex Cordova

Carolyn Desena

Divine Images

Fran Donnelly

Sue and John Drastal

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Essential Beauty and Company

Rosanna Fazio and John Floyd

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Garden Club of Rumson

Leo and Kathleen Gasienica

Tara Gibson

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2011 Annual Report



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We are grateful to all our supporters. Your continuing efforts make us the strongest regional voice for the ocean that we all love.

If we have omitted your name from this list, please accept our apologies and inform us of our error at 732-872-0111 or events@CleanOceanAction.org.



protect the ocean.

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Judith Howard

Cathy Hudson

Michelle and Richard Huff

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Nancy and Brian Incremona

Deborah Jacobs

Millicent and Niels Johnsen

Sandra Johnson



Weston Gallery in Manasquan, NJ, donates proceeds from sales of their "Forever Beach Badge".



\$25-99 (continued)

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Team Aveda at Atlantic City Beach Sweeps.



Sandy Hook Student Summit.

\$25-99 (continued)

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2011 Memorial Internship Fund

A donation made in memory or in honor of a loved one or friend helps support the Internship Program, which was established to promote and motivate new leaders in ocean advocacy. Each year, we select students studying science, law, education, or public policy to work with us on projects specific to their academic programs. Your donation will help these students gain experience in pursuit of their career goals and will support COA's important ocean protection programs. Over the years interns have made positive improvements to our programs and have achieved admirable careers.

A gift protecting the ocean with its beauty and rich bounty is a wonderful tribute and COA is honored to have received these gifts in celebration of life and love for the sea.

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