

CLEAN OCEAN ACTION

Annual Report – 2006

Clean Ocean Action is the only full-time regional coalition that works exclusively and effectively for a clean ocean. Since 1984, COA has worked to stop ocean pollution in the New York/New Jersey Bight. Our primary source of inspiration and support is from individuals, businesses, and organizations who care about protecting our ocean.



Media Outreach: Lights, Camera, Action!

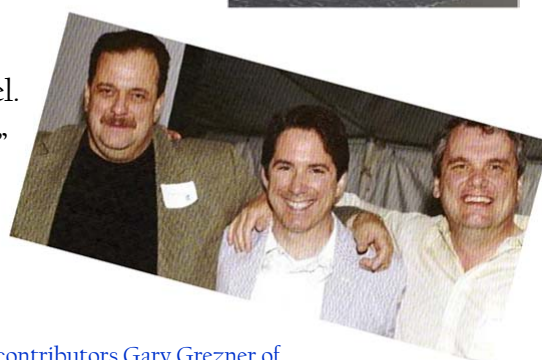
Supporters funded the creation and premiere of our 30-second Public Service Announcement, “You’re the Solution to Ocean Pollution” (PSA) and thousands of citizens were educated during COA’s Public Awareness Campaign. The PSA continues to play on regional and local television networks, radio stations, and at select Film Festivals. Also, a new full-color advertisement (pictured right) appeared in state, regional, and local publications.



Premier Media Partner



- ✓ Bruce Springsteen allowed COA to continue to feature his song “Waitin’ on a Sunny Day” on COA’s PSA through November 2008.
- ✓ PSA aired 1,500 times across New Jersey. Comcast, alone, aired the PSA 1,000 times on networks, including Animal Planet, CNN Headline News, Outdoor Living Network, Style, and The Weather Channel.
- ✓ COA’s 6-minute video “The Giving Ocean” was shown on Comcast OnDemand in New Jersey, New York, and Philadelphia markets.
- ✓ COA created new color brochures.



Campaign contributors Gary Grezner of Crossroad Audio/Video, Chair Brian Pasch, and Frank McCann of McCann Systems pledge their support.



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Outreach & Policy: A Trusted Resource



COA engages citizens, organizations, and businesses in campaigns, meetings, and actions to improve and protect our ocean. These actions have stopped ocean dumping and improved water quality. Today, efforts focus on locking-in the progress made in ocean protection with grassroots campaigns.

Here are some recent highlights:

- ✓ Federal, state, and local elected officials depend on COA to review and advise them on environmental legislation, regulations, and to identify solutions and strategies.
- ✓ Launched “The New Jersey/New York Clean Ocean Zone,” a pioneering bi-partisan, bi-state legislative proposal, on July 22, 2006 to lock-in 20 years of ocean successes. This bill permanently protects the waters off the coast from polluting activities and is championed by Congressmen Jim Saxton (NJ-R-3) and Frank Pallone, Jr. (NJ-D-6), along with eight US representatives from both NY and NJ.
- ✓ **Oil and Oceans Don’t Mix.** COA led the successful charge to oppose offshore oil and gas development activities in the Atlantic Ocean. For 25 years a bi-partisan effort has worked to ensure a moratorium for development offshore, sustaining our clean ocean economy.
- ✓ **Outreach efforts inspired a surge of volunteerism.** More than one hundred new volunteers signed up to donate time, energy, resources, and assistance to COA programs.
- ✓ **Launched First Annual Corporate Beach Sweeps program,** which included 550 employees (1,650 volunteer hours) from Goldman Sachs, Johnson & Johnson, Phillips-Van Heusen, Ricoh, Stryker Orthopedics, United Teletech Financial, and Verizon, expanding awareness of COA throughout the business community.

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Education: Empowering Tomorrow's Ocean Advocates Today



COA offers educational programs, activities, and resources that inform citizens of all ages about solutions to ocean pollution. These programs and resources include: free Student Summits, Storm Drain Stenciling, and lesson kits for teachers and educators. Here are some recent highlights:

- ✓ Held our “18th Annual Student Summit”: over 1,200 students from 45 public and private schools across New Jersey participated in seaside science symposiums, led by naturalists and peer teachers at Sandy Hook and Island Beach State Park.
- ✓ Conducted the “21st Annual Statewide Beach Sweeps”, one of the longest running cleanups of its kind in the nation. In 2006, over 4,367 volunteers collected 32,328 plastic caps/lids, 27,147 plastic food/candy wrappers or bags, and 22,838 cigarette filters from New Jersey’s beaches. The Beach Sweeps first started in 1985 at Sandy Hook with 75 volunteers. Since then, 50,000 volunteers from Glen Ridge to Cape May have removed millions of pieces of debris from our beaches and waterways.
- ✓ Field-tested “Sewer Sleuth Testing Kit” in select Monmouth County waterways. This kit is a citizen-friendly, easy to use program that will help track down potential sources of bacteria in waterways. The simple technique detects optical brighteners, which are only found in laundry detergent.

Management & Fundraising: On Solid Ground

COA relies on its strong leadership and the generosity of its contributors to continue our ocean protection efforts. The principles that guide COA include the following:

- ✓ 100% of funds raised are used to fight ocean pollution. 89% of funds raised are allocated to program expenses.
- ✓ To ensure public support, COA maintains a balance between individuals, corporations, and foundations through grants, Public Awareness Campaign, fundraising events, newsletter subscriptions, and an annual appeal. COA is not funded by state/federal grants.
- ✓ COA is the only full-time regional coalition that provides research, education, and action to work exclusively and effectively for a clean ocean. The professional and award-winning staff of nine includes a Ph.D. in Biological Sciences, Master of Science in Environmental Policy and Democratic Processes, an attorney, and a certified educator.
- ✓ Established *Guardians of Our Ocean* to sustain revenue for COA’s innovative initiatives.



(Above) Commerce Bank partnered with COA for the Student Summit



(Right) NY Mercantile Exchange Charitable Foundation sponsored the Ocean Golf Classic

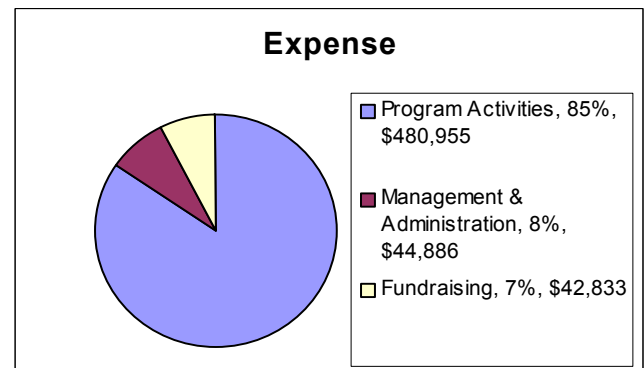
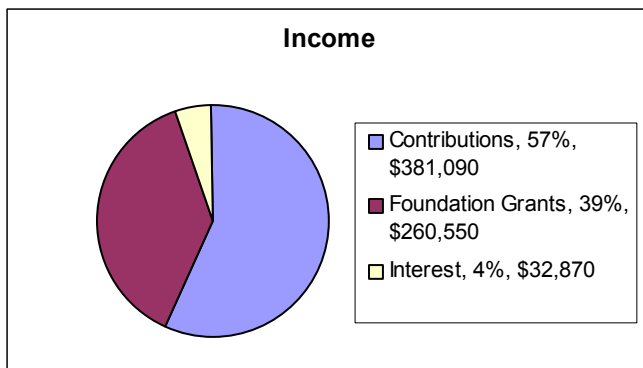
Science & Research: Solutions to End Ocean Pollution



Science and law are key to defending the ocean. The professional and dedicated staff of COA tracks federal, state, and local proposals for activities or conditions that may be harmful to the marine environment. In addition, an outstanding team of researchers, scientists, experts, and lawyers serve as technical advisors to COA. Increasingly, citizens call to report suspicious activities. The result is a lean, green, clean ocean protection machine that works to target pollution with campaigns and policies that are based on science, fact, and good governance.

- ✓ **Beach Closures** were up 61% in 2006. Why? Each time it rains, litter and bacteria-containing animal waste washes off streets and lawns into underground pipes to rivers, streams, and the ocean. Old underground pipes and septic systems are also crumbling, adding raw sewage to the mix. COA released a stormwater action plan to help towns reduce this pollution.
- ✓ **Watch-dogging:** Staff reviewed countless announcements and thousands of pages of documents for proposals that could affect the ocean, including 72 Public Notices from Army Corps of Engineers, 21 Federal Registry Notices, 15 NJ State Register Notices, 53 NJDEP Bulletins, and local public notices. COA responded to over 75 projects of concern.
- ✓ **Mud Matters.** Each time it rains, tons of dirt from land runs into waterways. Called sediment, it clogs waterways, reduces or eliminates boat access, and impacts water. COA tackles this problem by identifying solutions to drive better public policies that reduce the sources of mud, and support environmentally sound solutions for dredged materials. Efforts include Wreck Pond in Spring Lake and the Monmouth County Bayshore Region.
- ✓ **Legacy Contamination** has worked its way through the food chain, contaminating marine life and threatening public health. In 2006, NJ officials added winter flounder to the list of local fish advisories for human consumption that already includes striped bass, bluefish, and eel (due to PCBs and/or dioxin). Two major sources are the Superfund Sites of General Electric in the Hudson River and Diamond Alkali Co. in the Passaic River. Both hazardous sites were declared Superfund Sites in 1984 and clean up schedules are years overdue. COA has engaged state and federal officials to pressure responsible parties to hurry up and clean up.

2006 Financials



2006 Gifts to the Ocean

In appreciation...

Each of you gives significantly by volunteering your time, energy, and creativity.

You empower COA and strengthen our ability to improve and protect our precious ocean.

Together we continue to make a difference. We thank you all. - Cindy Zipf, Executive Director

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Special thanks to the following for their generous in-kind contributions:

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In addition, COA thanks the many individuals and businesses that have donated gifts and services to our events and programs throughout the year.



Photo by Scott Thompson

2006 Memorial Fund Internship Program

These donations are dedicated to The Memorial Fund Internship Program, which promotes and motivates new leaders in environmental advocacy. We are honored to receive these gifts in celebration of life and love for the sea.

In Memory of..

*Patricia Ackerman
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*Bob Otten
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In Honor of..

*50th Birthday Celebration for Joe Anderson
Birthday and Holidays for Raymond Dodd
13th Birthday Celebration for Kate Incremona and Connor Reilly
Gift for Janine Karoly
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Gift for Ginny & Greg Vasil, Kathy & George Doehner, Stella Ruane, and Shannon Giblin*

Corporate Matching Gifts

Many companies will match an employee's donation; please check with your employer about a matching gift program. The following companies provided matching donations:

*American Express Foundation
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Earth Share
OF NEW JERSEY

Earth Share of New Jersey (ESNJ)

ESNJ is a non-profit organization founded in 1995 by 18 of New Jersey's leading environmental groups, including COA, to raise funds through a payroll-giving program. In 2006, over \$5,000 was raised for COA's programs from employees of Phillips-Van Heusen and United Way, among others. For information on this program or for a list of participating companies, please contact Jennifer Smiga, COA Events and Development Director, at 732-872-0111.

Charity Navigator

Based on effective and efficient use of donations, Charity Navigator, America's largest independent evaluator of charities, designates Clean Ocean Action as a Four Star Charity. To read our rating profile or to learn more about Charity Navigator, visit www.charitynavigator.org.

