

The background of the entire page is a textured, abstract composition of various shades of blue and dark blue, resembling a cloudy sky or a close-up of water. The colors are layered and blended, creating a sense of depth and movement.

SURFRIDER



LETTER FROM THE CEO

Surfrider is about passion. It's about protecting what you love. And since coming here, I've discovered that nothing displays this passion better than our stories. Stories about our activists. Our supporters. Our campaigns. Stories about us.

The piece you hold in your hands is a new way for us to connect with you. So, if you're asking what this is and why you're receiving it, the answer is simple... it's about sharing our stories.

You've had a meaningful role in these stories. Your financial support has enabled amazing work to take place, including some notable coastal preservation victories, and we simply want to share some of this with you. In the five-year period between 2006 and 2011 Surfrider annually enjoyed an average of 28 domestic coastal victories. In 2013, that number jumped by more than 50% to 43. This year we're on track to have another banner year. Each one of these victories has a story. But, they all share one thing: each was fought and won by local activists. Thus, our cup overflows with real

people engaging and becoming stewards of their local oceans, waves and beaches. On top of this, our domestic chapter network is now larger than ever, with 84 chapters nationwide.

So, welcome to Surfrider. This new print piece will be published twice a year for our most loyal donors and contributors. In it, we'll share our stories. Your stories. And, we'll connect your support to the work we are accomplishing. It's your donations that are enabling this work. Your support is our lifeblood. We hope you enjoy these stories as much as we do.

Thank you for your continued generous support.

For our oceans, waves and beaches,

Jim Moriarty
CEO



P.S. If you have comments or questions regarding this new publication, please feel free to email us at surfrider_mag@surfrider.org



LEAVE BEHIND A LEGACY

SHARE YOUR LOVE FOR
OUR OCEANS, WAVES
AND BEACHES.



Just by including Surfrider Foundation in your estate plans, you can help protect our coasts for future generations. A bequest is a simple way to support Surfrider in the future while retaining control of your assets during your lifetime. Surfrider can be named as a beneficiary of your will, trust, retirement plan, life insurance or financial accounts.

By leaving a gift to Surfrider in one of these ways, you will be included in our Legacy Circle and you will remind your friends and loved ones that throughout your lifetime and beyond, you cared for the world's oceans, waves and beaches.

For more information about including Surfrider Foundation in your estate, please contact Steve Blank, our Director of Development at (949) 492-8170 x 416 or sblank@surfrider.org.

If you have already arranged for a future gift, please contact us so we can add you to our Legacy Circle.

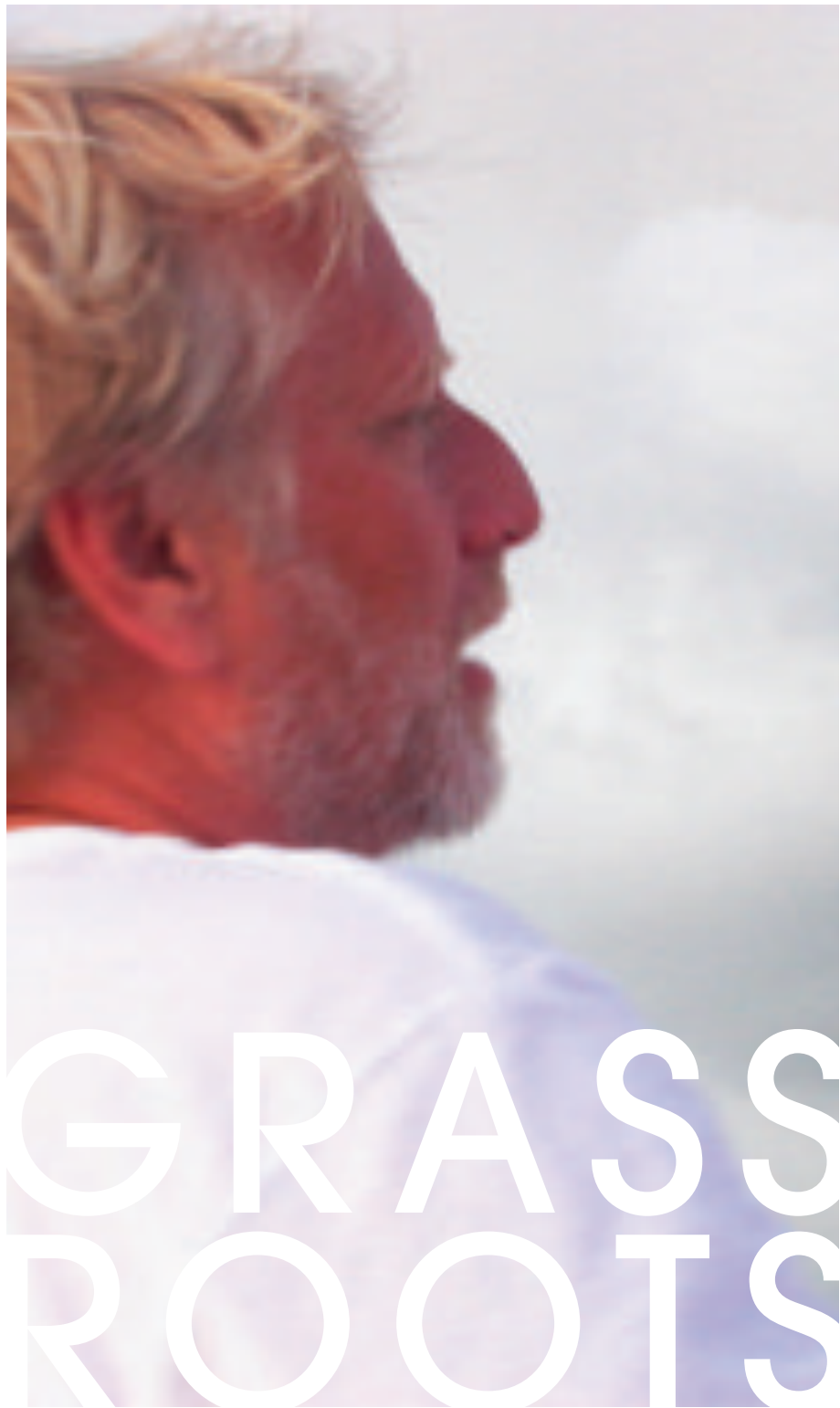


WHAT GOES IN THE OCEAN GOES IN YOU.

A RECENT STUDY FOUND THAT 35% OF FISH SAMPLED OFF THE WEST COAST HAD INGESTED PLASTIC. FIND OUT HOW YOU CAN HELP. VISIT WWW.SURFRIDER.ORG/RAP
MAKE THE PLEDGE. BAN THE BAG.

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Source: <http://www.algalita.org/research/bispap-ingestion-update-9-09.html>





HE FELT WOODY AND DIZZY

"For people to engage, there needs to be an epiphany. Mine was simple. I got sick."

In 1995, Mike Rhodes was a Senior Partner with Cooley Godward Kronish and had just finished presenting a case. It was a Friday and the waves were pumping. Sure, it had been raining for a couple days, but the ocean was calling and Mike was experiencing the feeling that surfers know too well . . . he was itching to get out for a surf after weeks of work and no surf. Saturday morning, he loaded up his board and headed to 15th Street in Del Mar, his local break and the spot he'd been surfing for 25 years. He had a great session, caught his share of waves, and went home feeling rejuvenated and ready to return to the courtroom on Monday, where he would make his closing argument and then babysit the jury during their deliberations.

When Monday rolled around, he felt woozy and dizzy but managed to get through his closing. By Tuesday, he was unstable and couldn't even drive his car. He asked his partner to attend to the jury and asked his wife to take him to the doctor. After some routine tests, his doctor informed him that he was suffering from a massive ear infection and build up of fluid in his inner ear. His physician

went on to suggest that the infection was a direct result of Mike's surfing in polluted waters.

Rhodes was told to stay out of the water for a few weeks and allow the ear to heal. During his recuperation, he began to take a closer look at his local beaches and waves. "I grew up going to Torrey Pines State Beach with my Dad in the 60s. He would push my sister and me into waves on those old rubber mats. I've lived and surfed in Del Mar since about 1979. I've seen the degradation of the beaches over time and the deterioration of the oceans. My observation is that the beaches, the quality of the water, the quality of the environment – has suffered."

Mike had heard about the Surfrider Foundation but wasn't a member and wasn't active with his local chapter. As he began to do more research, what he found impressed him. The local chapter was performing water quality testing at beaches in his area. They were trying to raise consciousness and help people to understand the impacts of their actions on the water quality. Mike believed that they were taking steps to improve water quality over the long term, and he decided he wanted to support those efforts. "I started by making some donations. Later, one of my partners, who was doing some pro bono work for Surfrider at the time, suggested that I might also be able to use my professional talents to help the organization."

As an attorney focused on corporate law and intellectual property, Mike wasn't sure how he could apply his knowledge. But after joining the Legal Issues Committee (LIC) – a small group of advisory attorneys who help guide the direction of the Legal Department – he found that he could apply a business filter to the issues facing the organization. “I don't view litigation as an effective instrument for the environmental movement. It's entirely retrospective. Something bad has already happened. The water is polluted. Access has been impeded. Something has occurred that you want to challenge or change. You're trying to reset the clock and put it back. Very often you don't ultimately win the war. You're skirmishing over battles.” So, Mike began to ask questions with a corporate business lens applied to Surfrider's non-profit issues. Is it possible that litigating this case will accomplish your short-term objective but you will lose in the long term? What is the collateral damage if you wage the battle but end up losing? What are the allocable resources that can be focused on this problem? “You can't tilt at every windmill,” says Rhodes.

Nearly twenty years on, Mike is still an active member of the LIC. He was incredibly influential in the efforts to Save Trestles. He has offered the resources of his firm to assist with research, planning and preparation related to Surfrider's legal efforts. He has presented to the San Diego Chapter regarding the use of litigation as a tool in their battles. And, he has continued to use the

same “big law” acumen that he offers to clients like Facebook, eBay and Google to help Surfrider Foundation consider their plans, look at the angles and make wise decisions pertaining to litigation.

Mike has also been an ambassador of sorts for Surfrider. He has encouraged others to get involved and utilize their expertise for the benefit of the organization. Clients who surf are told to contact their local chapters and see how they can help out. Others are introduced to Surfrider's leadership as potential donors or board members. Rhodes has even passed it along to his family members. His daughter, Molly, interned at Surfrider Foundation's Global Headquarters while she attended UCLA.

Throughout, he has remained a loyal major donor to Surfrider. “I grew up in modest means. But, my career has blessed me with a lucrative income and financial status. I feel that people like me should plow that asset back into the community. I personally have a creed that I should give 10 to 15 percent of my income back to charity or to the community. So, I've been willing to give freely to support Surfrider's efforts.”

Rhodes has made efforts to spread this mantra but has been frustrated by the results. “I've been very disappointed at the challenge of getting others – including those in my peer group – to give money. It just shocks me. What Surfrider does is hard and often futile work, against all odds and with very limited resources. I think that everyone should chip in, especially if they enjoy and utilize the resource at stake.”

LEAVING A LEGACY



HONORING A LIFE

Dillon Henry (DHen to his friends) was unique among teenage boys. He had a passion for life and was multi-talented. He was a social chameleon and had a diverse group of friends, all of whom admired his joyful disposition and enjoyed his broad smile and charisma. Besides his friends, his two loves were writing and surfing. He repeatedly displayed strong leadership characteristics and was a 17-year-old honor student about to begin his senior year at Palisades Charter High School when his life was cut short in a tragic car accident in July, 2007. His friends remembered him for his unwavering kindness toward others and his belief that everyone should “pay it forward” by helping others. They also recalled his loyalty, his warm and engaging personality, his creativity and an inclusiveness that touched the hearts of those around him.

During his junior year, Dillon founded the Ocean Awareness Club at Palisades Charter High School and it quickly became the most popular club on campus, amassing more community service hours for students than any other. The club was a demonstration of Dillon’s concern for our planet and its inhabitants, and the inquisitiveness and character that often drove him to action

on behalf of the causes he believed in.

Dillon’s loss continues to have a tremendous impact on his classmates, friends and family. But, no one was more devastated than his parents, Harriet Zaretsky and Steve Henry, and his sister, Taylor Henry. The shock of losing such a remarkable son and brother was immobilizing. Yet, they swiftly set in motion goals for themselves, as they felt honoring their son’s and brother’s desire to make the world a better place had to be their mission too. And, this goodness would help them stay uplifted and provide some relief from the unimaginable grief. They created the Dillon Henry Foundation and Dillonslist.org and partnered with a handful of non-profit organizations that were in sync with Dillon’s interests and passions. The goal of these partnerships was to create a worldwide community dedicated to education, children in need, human rights and the environment.

In continuing the family tradition of compassion and generous giving, the Dillon Henry Foundation created an endowed internship fund at the Surfrider Foundation to preserve Dillon’s spirit and his love for the oceans. Harriet’s and Steve’s partnership with Surfrider was a major milestone, as it was the first gift of its type and represented the beginning of a formal endowment for the organization.

An endowment fund is similar to a permanent savings account. The

amount given to the endowment is not spent, but instead is conservatively invested. The investment earnings are then available for Surfrider to spend on campaigns and projects or for purposes specified by the donor. This first fund was established with a gift of nearly \$200,000 from the Dillon Henry Foundation and Dillon’s friends and family gave another \$50,000 bringing the original principal in the fund to \$250,000. Upon making their gift, Dillon’s parents remarked, “We hope to carry on for Dillon, as we feel confident that he would have continued to reach out to others and engage them in working together to create better futures for us all. Dillon lived his life with purpose and with the knowledge of the joy that comes from giving.”

The fund they created is the Dillon Henry Memorial Internship Fund and will provide, in perpetuity, monetary support to help young people pursue a career in coastal and marine conservation. The funds generated by the endowment will provide annual stipends for at least two qualified interns to work with the Surfrider Foundation’s environmental and legal teams. With these funds Surfrider is able to attract, hire and train the best and most committed interns each year. Since its creation in 2007, the fund has had a tremendous impact on our internship program and has enabled a number of talented young minds to gain valuable experience while helping Surfrider with our mission-related work.

Past recipients of the Dillon Henry Memorial Internship fund include:

2013

- **Jake Wyrick - Legal Intern (L)**

Entering his third year as a Law Student at Duke University Law School.

- **Amanda Vegter - Enviro Intern (E)**

Pursuing a Master of Science by Research in Marine Biology at James Cook University.

2012

- **Stephanie Haughey (L)**

Graduated from Golden Gate University Law School. Interviewing for ocean and environmental law jobs in San Francisco.

- **Carolyn Labarbiera (E)**

Completed her Masters of Environmental Management at Duke University, Nicholas School of the Environment. Now a Coastal Processes Specialist, New York Coastal Program, Albany, NY.

2011

- **Kirk Tracy (L)**

Graduated from Tulane Law School. Now an Environmental Policy Graduate Fellow at The Association of Clean Water Administrators in Washington, DC.

• **Clara Cartwright (E)**

Graduated from the Bren School of Environmental Science and Management. Now a Water Conservation Representative for the City of Santa Cruz, CA.

2010

• **Tip Wonhoff (L)**

Graduated from University of Washington Law School. Now a Law Clerk at the Washington Court of Appeals in Tacoma. Also serving as a Board Member of Dillonslist.org.

• **Lauren Campbell (E)**

Graduated from the Bren School of Environmental Science & Management. Now a Conservation Manager at The Pacific Whale Foundation in Hawaii.

2009

• **Angela McIntire (L)**

Graduated from Gonzaga University School of Law. Now holds the position of In House Counsel/Manager at First-Carbon Solutions in Sacramento, CA.

• **Katie Tannenbaum (E)**

Graduated from Bren School of Environmental Science & Management and accepted a job as an Instructor at the University of the Virgin Islands.

2008

• **Mike Velarde (L)**

Graduated from University of Southern California Law School. Recently became a Solo Practitioner in Employment Law in Laguna Beach, CA.

• **Brycen Swart (E)**

Graduated from Oregon State University with a Masters in Marine Resource Management. Currently a Fisheries Management Policy Analyst with NOAA Fisheries Service, MD.

The Dillon Henry Memorial Internship Fund was inspired by Dillon's passion for learning and his unending love of the oceans. Through this endowment, his giving spirit will continue to contribute and serve as an enduring legacy and tribute to his life.

To learn more about Dillon and the legacy of giving that his life inspired, visit www.dillonslist.org. The family encourages visitors to the site to make donations to the Dillon Henry Memorial Internship Fund and continue the growth and impact of the fund.

To learn more about endowments and memorial gifts please contact our Development Office at 949.492.8170 or info@surfrider.org

To learn more about internships at Surfrider Foundation visit www.surfrider.org/job3.asp



EMPOWERING CITIZENS

The true power of any citizen science program is the ownership that each volunteer feels for their sampling site, and the passion they have to do whatever it takes to make sure that site is clean and protected. The Northwest Straits Blue Water Task Force (BWTF), led by Eleanor Hines and her team of star students from Western Washington University (WWU), are no exception.

The Northwest Straits Chapter started testing the water quality at Wild Cat Cove in Larrabee State Park a decade ago. Located near Bellingham, WA, Larrabee is popular with both visitors and locals alike. During the summer months, the campsites fill up every night, and the park welcomes millions of visitors each season. Beachgoers enjoy exploring tide pools, kayaking, fishing, crabbing, wading; and for those willing to brave the cold water temperatures, swimming and scuba diving. Unfortunately, the Chapter's water quality test results have shown that this beach has a chronic bacterial pollution problem that appears to be worsening over the years.

After watching conditions decline at Wild Cat Cove for five years, the BWTF team beseeched their local and state partners to investigate the sources of pollution. They found and fixed a number of problems in the watershed,

including some failing and leaking septic systems, and a disconnect between the sewer and rain pipes leaving a home. Unfortunately, this did not lead to the anticipated improvements in water quality at the beach, and the State threatened a permanent closure in 2010.

While continuing to help their partners look for sources of the pollution, the chapter undertook a massive education and outreach program at the park to better inform visitors, and to try to understand the local problems better. "We weren't certain of what the source of bacteria was at Larrabee, but we thought that our best chance to keep the beach open was to do some education and outreach while observing human and animal activities in the park," recalls Eleanor Hines, Northwest Straits Chapter Chair.

Every summer since, this massively successful education program has grown larger and larger. This past summer, Eleanor managed a team of over a dozen WWU interns that were at Larrabee on a daily basis manning an information booth, leading nature walks, hosting campfire talks and conducting surveys with park visitors.

Meanwhile, the chapter's partners think they have zeroed in on the most likely culprit of the bacteria showing up at the beach: Raccoons! Apparently, the local population of these animals has exploded as they have learned to scavenge food from the park's camp-

sites. Their preferred use of one of the park's streams for eating, bathing and grooming has loaded the system with bacteria, which washes straight down into Wild Cat Cove.

The Chapter uses their education programs to inform visitors about the importance of securing food items from the raccoons and has implemented a pilot 'Scoop the Poop' program this summer to determine impacts on water quality.

While the absolute solution to the bacterial problem at Larrabee State Park remains uncertain, the Northwest Straits Chapter BWTF volunteers won't give up until they can rest assured that the beach water is clean and access remains open for all types of recreation.

Similar stories of citizen empowerment via volunteer-generated data can be found throughout the Blue Water Task Force. Surfrider currently has 30 very diverse, volunteer-run BWTF water testing labs operating around the country. While all of the labs are mea-

suring bacteria levels of water samples collected from either marine or freshwater sites, each chapter has been able to design and implement their water-testing program to best utilize the available resources and meet local needs. Some chapters collect water samples at local beaches and run their own water testing labs. Other chapters partner with coastal organizations, universities, aquariums and watershed groups. Some provide manpower to local beach monitoring programs by collecting water samples and delivering them to state or county-run labs. Many chapters also have water-testing programs established in local schools. The common thread running through all of the BWTF programs is the passion of Surfrider volunteers and activists to do their part and protect the places they love.

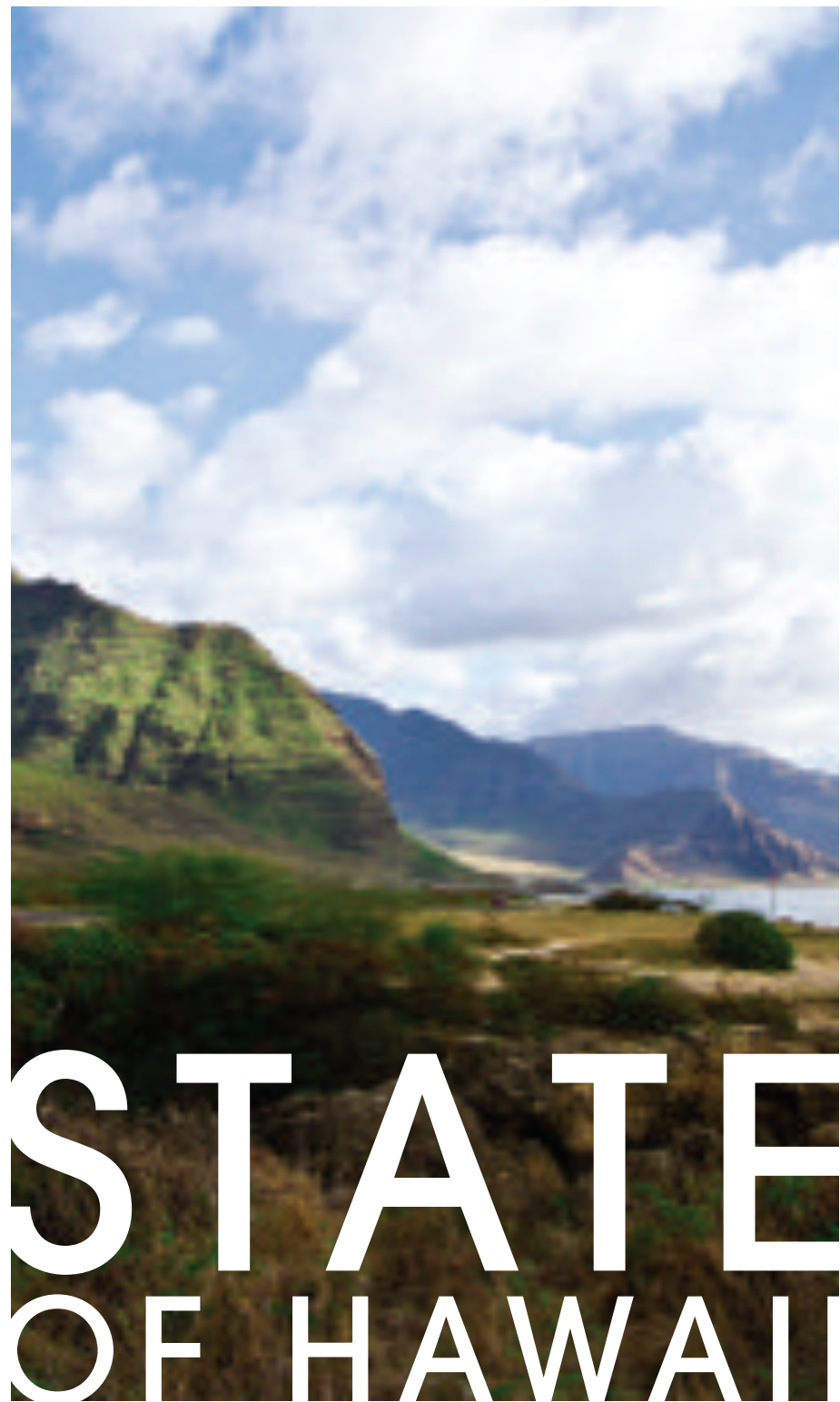
Learn more about the Blue Water Task Force at www.surfrider.org/blue-water-task-force. Click on the Resources tab to download the 2012 BWTF Annual Report.





ALMOST 90% OF ALL FLOATING
MATERIAL IN THE OCEAN IS PLASTIC
RISEABOVEPLASTICS.ORG
PHOTO: ZAC NOYLE





EVOLUTION OF CHAPTERS

Hawaii is known for its pristine beaches and top surfing spots, making it a key state to maintain a strong Surfrider Foundation presence. A few years ago, it became evident that uniting the chapters from island to island would be crucial in protecting the state's treasured coasts. In order for Hawaii to live up to its reputation as "paradise," chapters needed to figure out a way to come together to achieve major victories and launch groundbreaking campaigns. Achieving those types of results would eventually require hiring a Hawaii Chapter Coordinator.

As issues affecting the coasts of Hawaii began to rise, so did the number of Surfrider Foundation chapters. The number of campaigns and members grew throughout the state as people continued to get involved. Although they were doing good work, the chapters on Oahu, Maui, Kauai, and the Big Island were geographically isolated and working independently. So, statewide goals and big victories were more difficult to achieve.

The chapters consisted of small, core groups of members who were more focused on their local issues and surf breaks rather than the bigger, underlying swells that affected us all. Up to that point, chapters didn't know much about each other's campaigns, strategies or struggles.

With the rise of Regional Coordinators in the Northeast, Southern

California and the Northwest, the role of a Hawaii Regional Coordinator came into play. This role was created to help oversee the chapters, encourage them to work together, and take a look at the bigger picture. Realizing they were a part of a powerful activist network, the chapters started coming together to ask for a paid staff person.

When raising funds for the position, it certainly helped that Hawaii was the birthplace and Mecca of the surfing world so people recognized the importance of having a strong Surfrider presence there. In January of 2009, Stuart Coleman was brought on as the first Hawaii Regional Coordinator. Securing enough grants to make the Hawaii Coordinator a full-time position has had a remarkably positive impact on the effectiveness and success of the chapters' efforts.

"Over a decade ago, Surfrider identified the need to place regional staff throughout our network. Since hiring Stuart Coleman, we've seen an increase in coastal victories, memberships, donations, new chapters being developed and attendance at our Hawaiian Islands Chapter Conferences," said Ed Mazarella, Surfrider Foundation's Director of Chapters.

One of the main issues the Hawaii chapters set out to tackle was fully implementing the Rise Above Plastics program and achieving bag bans throughout the state. With a rapidly expanding activist network, politicians continue to feel the pressure to do something about the plague of plastic waste in the state's landfills, waterways and

ocean. Building on the existing bans on Maui and Kauai, the statewide efforts of Surfrider and other organizations resulted in the passing of plastic bag bans on the Big Island and then on Oahu in 2012, making Hawaii the first state in the nation to ban plastic bags in each of its counties!

“The biggest difference that I’ve noticed since the chapters secured the Hawaii Coordinator position has been in the legislative arena. Stuart has been a tremendous asset in that area, so much that Surfrider has had a noticeable and influential presence amongst the Hawaii lawmakers and was actually a key player in helping to pass a groundbreaking statewide ban on single use plastic bags,” said Scott Werny, former Oahu Chapter Chair.

At the 3rd Hawaii Chapters Conference in August of 2013, activists from each chapter had more victories to celebrate than ever before. After a complete reorganization a few years ago, the Maui Chapter helped save the famous surf breaks at Ma’alaea and Honolua Bay. The Hilo Chapter won a beach access victory. Partnering with several other non-profits, the Oahu Chapter helped pass a ban on smoking at all of Oahu’s beaches and parks. Surfrider’s QUAD Club at the University of Hawaii convinced the Chancellor to place a ban on all expanded polystyrene (EPS) foam food service containers on campus.

Following the lead of this younger generation of student activists, the state’s five chapters committed to passing legislation at the county and state levels to reduce the use of EPS

foam (aka, Styrofoam) containers, which are toxic to both the marine environment and human health. Chapter leaders are also working on a big water quality grant to measure the amount of pesticides in the nearshore waters of Hawaii.

“Starting as a Surfrider volunteer over a decade ago, I’m amazed at the growth and positive changes our chapters have made in our local communities and across the state,” said Stuart Coleman. “Since becoming Hawaii Coordinator, I’ve been impressed by the hard work of our volunteers and chapter leaders. They have shown me that a powerful activist network really can help change the world, one person at a time.”

In addition to the positive impacts on the chapters, Stuart has also built and maintained links to various funders in the state including foundations and individuals. He provides them with updates and makes sure to include them in the campaigns and programs of the local activists. As a result, funding for Surfrider’s Hawaii-focused work has increased year to year and Surfrider is now looking at ways to mirror this success with other Regional Managers elsewhere in the U.S.

It is clear that this is only the beginning of something tremendous. Hawaii has set a tone within their community and all of Surfrider Foundation by being the first to ban single use plastic bags statewide. With the help of a Hawaii Chapter Coordinator to organize efforts, the chapters are already making a larger difference in protecting their state’s oceans, waves, and beaches.



I WILL NOT TURN MY BACK ON THE OCEAN

Shaun Tomson is a current member of Surfrider Foundation's Board of Directors and his connection with our mission goes back to his youth and to the inception of Surfrider itself.

To truly understand the depth of Shaun's love and respect for the ocean, one needs to start with his father. Shaun's dad, Ernie Tomson, was an Olympic-bound champion swimmer in South Africa and had his kids in the ocean from their earliest days. Even after he nearly lost his arm in a shark attack while surfing, his Dad did not shy away from the ocean. In fact, his love and respect grew deeper. It's safe to say that Shaun grew up in the ocean. In his early teens, he developed a competitive spirit that he applied to his surfing and that fueled his desire to win.

For his bar mitzvah, Shaun's father took him on his first trip to the North Shore of Oahu in Hawaii. Shaun was instantly hooked on the perfection of the powerful waves he found there, and he returned every year for the next three decades. Shaun developed a unique style characterized by both power and grace. He became a masterful tube-rider and changed the way waves were ridden when he was the first to actually make turns inside the tube.

In the mid 70s, it was Shaun and a few others who literally created the idea that surfers could be paid. They invented professional surfing and, in 1977, at the ripe age of 22, Shaun became World Champion. While many professional athletes peak at a moment like this, Shaun was just warming up.

A decade later, Surfrider was being formed, and when founder Glenn Hening needed a photo for our first advertisement, he called Shaun. Dan Merkel's photo depicted Shaun in an elegant and powerful bottom turn and the accompanying copy read, "Do a good turn." This first ad succinctly embodied the essence of Surfrider -- we love the waves and we should engage to protect them.

A few years later, Glenn again reached out to Shaun and asked him to speak to children at an upcoming event. Shaun wanted to connect the kids with the ocean and also give them something they'd remember. He sat down and, in one sitting, wrote the 12 lessons that embody a code for surfers. He printed the lessons on laminated cards and gave them to the kids. This became the framework for his first book, *The Surfer's Code*.

The original 12 lessons and the larger book illustrate the clear connection Shaun sees between the ocean, the sport of surfing, and life beyond the waves and the environment.



The Surfer's Code

- 1) *I will never turn my back on the ocean.*
- 2) *I will always paddle back out.*
- 3) *I will take the drop with commitment.*
- 4) *I will know that there will always be another wave.*
- 5) *I will realize that all surfers are joined by the ocean.*
- 6) *I will paddle around the impact zone.*
- 7) *I will never fight a rip tide.*
- 8) *I will watch out for others after a big set.*
- 9) *I will pass along my stoke.*
- 10) *I will ride, and not paddle, into shore.*
- 11) *I will catch a wave every day, even if only in my mind.*
- 12) *I will honor the sport of kings.*

Shaun's views on our ocean environment represent a natural extension of his life as a waterman. "Surfers are immersed in the elements, they are on the front line and see the environment as it's enveloping them."

Yet, his understanding of the connection between surfing and the environment goes well beyond that of many surfers. He understands the real value of a wave and the related need to invest in the protection of waves and beaches. "Every surfer should be a member of Surfrider. They all take advantage of what the ocean has to offer; waves aren't free and we all need to join

Surfrider so all surfers have a larger collective voice."

Today, almost 30 years after his first interaction with Surfrider, Shaun's commitment and engagement is deeper than ever. He is an active member on our Board of Directors and continues to push our mission into the hearts and minds of people of all ages worldwide.

Last year, Shaun spearheaded a membership push to strengthen our connection with surfers. He asked the question "Who is the best young surfer who is clearly driving modern surfing?" and answered the question with "Dane Reynolds." He then took it upon himself to contact Dane, share his stoke with Dane, direct the ad's creation and design, and help to get it run in all of the major domestic surf magazines. (See facing page)

As 2013 comes to a close, Shaun and Surfrider are partnering once again. As our annual gift to our Lifetime Members, we will be sending an inscribed copy of *The Surfer's Code*. It's our hope that the book will remind our loyal supporters of Shaun's connection to the ocean and his ongoing engagement in its protection. As an ambassador both for the sport of surfing and for the Surfrider Foundation, we believe Shaun is an excellent example of continued work to protect what you love. As he says in *The Surfer's Code*, Lesson 1... Shaun Tomson will never turn his back on the ocean.

When you go to the beach everyday it's easy to take it for granted. The water is clean, your favorite surf break isn't buried under a harbor, there's birds and there's dolphins and sand crabs. The ocean is a vital resource for everything from sea life to the economy. As surfers, we're somewhat caught in the middle. The beaches and sea life can't exactly protect themselves and when it comes to business' agendas, they're more worried about margins than interrupting sand flow or a migratory pattern. We're really lucky to have the ocean and the beach and the waves, and we're also really lucky to have Surfrider Foundation who's dedicated to protecting it.

Support your beach at surfrider.org





THE THING I HAD MOST TO GIVE WAS TIME

Every volunteer has a story, a reason they support Surfrider, and a reason they joined the fight to protect our oceans, waves and beaches. This is Jeff Duclos' story.

Since an early age, the beach was Jeff Duclos' refuge. Being born and raised in California, surfing has been a constant in his life since high school. More than 30 years ago, Jeff started a family and scraped some money together to find a home in Hermosa Beach. It was a dream come true when the day came that he no longer had to travel to the beach, because he now lived there.

Raising his family in the late 70s and early 80s in this little beach city brought some alarming coastal issues to light; all was not right in his paradise. Birds and marine life were vanishing and kelp beds were virtually non-existent. Marine pollution was practically an accepted cost of doing business during that time.

This is when Surfrider Foundation entered the picture. As a lifelong surfer and beachgoer, Jeff felt he had a personal obligation to do something to protect this treasured resource.

"The thing I had most to give was time, so I became a volunteer," said Duclos.

Surfrider was a logical choice for Jeff, not just because of the Foundation's connection to surfing, but because it was a community-based organization.

By the early 1990s, a chapter had formed in the South Bay and that's where his commitment to advancing coastal protections all started. He began volunteering for the South Bay Chapter and was soon asked by nose riding wizard, Bob Purvey, to assist the struggling Malibu Chapter.

When he started in Malibu, there were maybe half a dozen active members, and by the time he left, he had helped build the chapter to a level of prominence. The chapter had amassed an impressive operating budget, accomplished some really fine work protecting the watershed and preserving the point break, an amazing natural resource.

This led to the opportunity to join the Surfrider Board of Directors, where he served with and met activists from around the county, while interacting with Surfrider staff on a whole different level.

"The Staff, Board, and volunteers from around the world really are some of the most outstanding and inspiring people I have ever met," said Duclos. "The experience and relationships were life-changing for me."

He became educated on local issues. He knew other engaged locals as well as many of the politicians. He understood grassroots activism and the

power that engaged citizens could wield.

His time as an activist and chapter leader ultimately served as a springboard to his involvement in politics where he felt he could have a bigger influence on the issues plaguing our coasts.

“As far as my political aspiration, Surfrider was the wellspring,” said Duclos.

Jeff’s political calling came when he realized that far too much effort was being spent on trying to change flawed political thinking, rather than putting in the effort and resources to replace that thinking.

Nobody was stepping up and running who accurately represented Jeff’s views or the views of his friends and neighbors. He asked himself, ‘why don’t I run?’ So he ran for Hermosa Beach City Council and after two failed attempts to get elected, the third time



was the charm. Jeff has been on the Council since 2009 and has also served as Mayor.

“As a surfer, I understood trying and failing and the disappointment and frustration that brings; as an environmental activist, I did as well,” said Duclos. “But my experience in both of those pursuits had taught me the importance of perseverance, of not losing sight of the goal, of how struggle sweetens success when it is achieved. This mindset is a gift that surfing and Surfrider have given me. And that’s why I’ll always feel deep gratitude and connection to this organization.”

So, what is Jeff doing now? Involvement in his coastal communities remains strong as he is currently a Governing Board member of the Santa Monica Bay Restoration Commission. And in January, he was named the California Coastal Commission’s South Coast alternate appointee, representing Los Angeles and Orange counties.

A story like this proves that even if time is the only resource you have to give, you never know where it could lead or where things could end up. One common theme among Surfrider supporters is that we all care. We care enough about our coasts to want to get involved. Whether getting involved means dedicating time or donating money, we are all lending a hand in advancing Surfrider’s mission.

Make a Special Tribute

REMEMBER A LOVED ONE
HONOR A SPECIAL MILESTONE
OR OCCASION

Remember the memory of someone important to you.
Celebrate a birthday, graduation, anniversary or wedding.
Recognize a special achievement or event.

Memorial and tribute gifts mark your commitment to oceans,
waves and beaches and recognize that the individual
being honored shared this same passion.

To learn more call (949) 492-8170
or visit www.surfrider.org/ways-to-give

RISE ABOVE PLASTICS.

FIND OUT HOW YOU CAN HELP TURN THE TIDE ON
PLASTIC POLLUTION AT WWW.SURFRIDER.ORG/RAP

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Photography by Chris Jordan



2012 ANNUAL REPORT

LETTER FROM CEO & CHAIRMAN OF THE BOARD

Large Uptick in Mission Impact

To set the stage for our 2012 results, let us offer some context. Between 2006 and 2011, our annual average of coastal victories (defined as a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or both) was 28. This means that during those five years, with the 2008 - 2009 recession occurring in the middle of that period, our domestic chapters averaged 28 victories.

In 2012, our domestic chapter network achieved 43 coastal wins, more than a 50 percent increase in wins over the previous six-year average.

2012 was a stunning year for coastal victories.

This quantifiable figure allows

you to “see” the impact that Surfrider Foundation is making toward our mission: the protection and enjoyment of oceans, waves and beaches through a powerful activist network. A complete list of these wins can be found at Surfrider.org/wins. We encourage you to visit this page and spend a few minutes viewing our achievements.

We recognize that some coastal victories are years in the making. That’s why we took steps in 2012 to analyze and to ensure that the infrastructure for the Foundation remains capable to efficiently support the activities of the chapters and our members. We understand that teaming top-notch technical and tactical expertise with local knowledge and experience is fundamental to future coastal victories.

Our success is related to all the

elements that make up Surfrider Foundation; the power of our brand in coastal communities, the massive reach of our network, the credible citizens that stand up for local issues in coastal communities, and the hundreds of thousands who engage with us every month through social media. Our network runs deep, spans wide and points in one direction: coastal preservation.

Financially speaking, 2012 was not an easy year, yet we achieved what we set out to do. We met our revenue goals and operated within our projected expenses.

Surfrider enjoys an advantage that many nonprofits do not: diversity in revenue streams. This has enabled us, even within the challenging past few years, to operate without layoffs and maintain focus on our mission. We have four major lines of revenue: grants, membership, donations and cause marketing partnerships. We have selectively invested in those areas with the greatest potential for growth, while preserving the revenue lines with the smallest growth potential.

One could read the above and ponder, “is this enough?” Is it enough to meet our financial goals and achieve a very impressive list of coastal wins? In the end, the question becomes “how many victories is enough?” We have thought long and hard about that question because, even in the midst of our success, we see loss. Our conclusion:

The greatest coastal victory is one you never have to fight.

The best scenario for a win is when the public, particularly the locals in a coastal community, treasure what it is that they already have... and are willing to act to preserve it when even the smallest threat arises. This point speaks to the very essence of Surfrider Foundation, our distributed, grassroots network of people. In the years ahead, you will see us leaning more and more toward this point. We know this is our competitive advantage. We understand that our “special sauce” is identifying, nurturing and supporting local coastal stewards.

We will add more and more wins in the years ahead. We want you to know your past and future financial support is invested with these points at the forefront.

From every member of the Surfrider network, thank you so very much for your ongoing support.

For our oceans, waves and beaches,



Jim Moriarty
Chief Executive Officer



Steve Shipsey
Chairman of the Board

WAYS OF GIVING

We hope the information provided below will be helpful as you consider making a contribution to the Surfrider Foundation while possibly receiving tax and financial benefits

Current Gifts

Cash

A gift of cash is the simplest and most popular gift to the Surfrider Foundation. It provides immediate support for our mission-related work and gives the donor a charitable income tax deduction in the year of the gift.

Securities

Gifts of appreciated securities are an excellent vehicle for giving to Surfrider. If you have appreciated securities that you have owned for more than one year, you may want to consider using such an asset to make charitable gifts. When a gift of long-term appreciated securities (securities held for more than a year) is made directly to Surfrider, there is no tax on your capital gains, even though the gain is counted as part of your charitable deduction. To receive the greatest tax bene-

fit, gifts of appreciated securities should be made directly to Surfrider, rather than selling them first and making a donation of the proceeds (you would then have to pay tax on the gains).

If your gift of appreciated stock, combined with other gifts, exceeds 30% of your adjusted gross income—the maximum deduction allowed for most appreciated securities gifts—the excess might be carried forward for five additional years. The value of the gift is based on the date the transfer of shares is complete.

Future Gifts

In addition to these current gifts, individuals may make contributions to Surfrider Foundation through one or more of the following planned giving opportunities. Maximizing your gift and participating in planned giving are wonderful,

strategic ways to leave the legacy of a healthy ocean environment and help secure the work of Surfrider Foundation into the future.

We would be happy to show you the potential benefits to you and/or your heirs of a planned gift supporting our efforts. Such a consultation creates absolutely no obligation on your part and all information is completely confidential.

Individual Retirement Account (IRA)

Naming Surfrider Foundation as a beneficiary of your IRA is a very tax-efficient way to make a charitable gift. In fact, retirement plans and IRAs should be the first asset considered in planned giving. This is because retirement funds have never been taxed. So, when you make a withdrawal from your IRA or retirement plan, you must pay taxes on it as ordinary income. At your death, whatever remains in these plans does not escape taxes and is actually subject to both income tax and estate tax. In the highest estate tax bracket, this could reduce the value of your retirement funds by 70% or more! Making a gift via your IRA or retirement plan is simple to do and can be changed if your financial or estate plans change.

Life Insurance

Naming Surfrider Foundation as a beneficiary of your life insurance is a simple way to provide support without giving

up current assets. You may also create a new policy or transfer ownership of your existing life insurance policy to Surfrider Foundation and receive an immediate charitable gift deduction. If you continue making premium payments to maintain the policy, those payments are tax deductible.

Bequests

You can establish a legacy that will reflect your commitment to the coastal environment by including the Surfrider Foundation in your will or living trust. Bequests to Surfrider are generally exempt from federal or state inheritance taxes, and subject to an unlimited deduction.

The simplest way is to add any of the following to your will or living trust:

Percentage: I give the Surfrider Foundation Global Office, located in San Clemente, California, _____ % of the residue of my estate (for the support of _____ program) or (to establish the _____ fund) or (for its general purposes).

Dollar Amount: I give to the Surfrider Foundation Global Office, located in San Clemente, California, the sum of \$ _____ (for the support of _____ program) or (to establish the _____ fund) or (for its general purposes).

Specific Property: I give to the Surfrider Foundation Global Office, located in San Clemente, California, my interest in (describe the property and the exact location) (for the support of _____ program) or (to establish the _____ fund) or (for its general purposes).

Please consult with us, and your financial and tax advisors in selecting a program or specific target for such a bequest.

Charitable Remainder Trusts (CRT)

A charitable remainder trust can be used to bypass capital gains taxes on the sale of highly appreciated assets, generate an increase in income, receive a charitable income tax deduction, and help you fulfill your philanthropic objectives. Typically, property or money is donated to Surfrider, but you, the donor, continue to use the property and/or receive income from it while living. The beneficiaries receive the income and Surfrider receives the principal after a specified period of time. You avoid any capital gains tax on the donated assets, and you receive an income tax deduction in the year the trust is created. In addition, the donated asset(s) are removed from the estate, reducing subsequent estate taxes. While this contribution is irrevocable, you may have some control over the way the assets are invested, and may even switch from one charity to another (as long as it's still a qualified charitable

organization). CRTs come in two main types: charitable remainder annuity trust (which pays a fixed dollar amount annually) and a charitable remainder unitrust (which pays a fixed percentage of the trust's value annually).

Charitable Lead Trust

Some individuals would like to have use of their gift now, while reserving benefits from the gift for family members for later. Charitable lead trusts are essentially the opposite of Charitable Remainder Trusts. In this type of gift, a donor contributes property to an irrevocable trust. The trustee pays an income to the charity for the donor's lifetime or a specified time period. At the end of the term, the trust property is distributed either back to the donor or to the donor's heirs. The primary advantage of this arrangement is that the property contributed to the lead trust is valued for estate and gift-tax purposes as of the date of the contribution. For assets that are likely to appreciate substantially in value over time, a donor may wish to remove it from their estate now by contributing it to a lead trust.

Charitable Gift Annuity (CGA)

With a charitable gift annuity you, the donor, will receive fixed payments, based on your age, for the rest of your life. These payments are partially tax-free, plus you will receive an immediate tax deduction in the year you fund the annuity. If you create your annuity with

appreciated assets, you will also avoid immediate capital gains taxes. When the annuity matures, the remainder passes to Surfrider Foundation. The minimum age for an immediate CGA is 55. Others may consider a deferred CGA.

Other Giving Options

Workplace Giving

The Surfrider Foundation is a member of EarthShare, a nationwide network of the most respected environmental and conservation organizations. EarthShare partners with employees and employers across the country to support hundreds of environmental groups through efficient and effective payroll deduction giving and offers a simple way to care for the environment.

Workplace giving is probably the easiest way to make a charitable gift. If your company offers an EarthShare workplace-giving program, you can choose an amount that you wish to have deducted from your paycheck each pay period. These payroll deductions are fully tax deductible and take place automatically.

Through EarthShare's workplace giving programs, you can elect to contribute only to the Surfrider Foundation or you can donate to all of the environmental and conservation charities you normally support by designating them in your EarthShare gift. Federal employees and military personnel can get involved too. Each year the US gov-

ernment offers its employees the chance to participate in the Combined Federal Campaign (CFC). [*Surfrider's CFC code is 10642*] EarthShare is a part of many state and municipal government agencies' giving programs as well.

If EarthShare is not offered in your campaign, or if there is no campaign at your workplace, you can help us introduce the program to your employer.

Employer Matching Contributions

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some corporations set aside millions of dollars for matching gifts each year and only a small portion of the funds are ever used. Most companies match dollar for dollar, and some will even double or triple match your gift. To find out if your company offers gift matching, please contact your human resources department.

Tributes and Memorials

Honor someone's accomplishment or memory, celebrate a friend's birthday or recognize an individual's achievement with a tribute or memorial to Surfrider Foundation. Tribute or memorial acknowledgement cards are sent directly to the recipient to recognize your gift in their honor. You receive a letter for tax purposes and honor a friend while supporting Surfrider at the same time.

ARE YOU A LIFETIME MEMBER?

Lifetime Members are those who have drawn a line in the sand and made a lifelong commitment to Surfrider Foundation's mission: the protection and enjoyment of our oceans, waves and beaches.

Become one today by calling our Membership Department or by visiting www.surfrider.org/join

Your Lifetime Membership includes a subscription to our monthly digital newsletter, Making Waves, a Lifetime Membership sticker, a membership t-shirt and an annual appreciation gift. Your initial sign-up will also include a reusable tote, a license plate frame, and a hooded sweatshirt.

And if you become a Lifetime Member before January 1, 2014, we'll send you Pipeline, a beautiful coffee table book all about the world-famous break on Oahu's North Shore.

CORPORATE PARTNERS



Das Auto.



MEMBERSHIP PARTNERS: KEN AUSTER, BILLABONG, SWELL.COM, TRANSWORLD SURF MAGAZINE, WESTERN FEDERAL CREDIT UNION.

A wide-angle photograph of a vast, shallow ocean under a hazy, overcast sky. The water is a pale, milky blue-grey color, with gentle ripples across its surface. In the lower-left quadrant, four small, dark silhouettes of birds are visible, likely albatrosses, standing or wading in the shallow water. The horizon line is straight and divides the image roughly in half.

OCEANS

DONORS

On behalf of the world's oceans, waves and beaches, the Surfrider Foundation would like to thank the following individuals, foundations and corporations for their generous support received between January and December 2012.

\$400,000+

The Gordon & Betty Moore Foundation

\$200,000-\$399,999

Barefoot Wine

EarthShare

The Estate of James Emil Franco

\$100,000-\$199,999

American Littoral Society

Aveda

California Department of Fish and Game

The Forrest

& Frances Lattner Foundation

The Marisla Foundation

The David & Lucille Packard Foundation

SIMA Environmental Fund

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Pacific States Marine Fisheries

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Sarah & Matthew Pincus Foundation

Judith Posnikoff

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Anonymous

Croul Family Foundation

Dancing Tides Foundation

Deckers Outdoor Corporation

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Pacifico

The Gunzenhauser-Chapin Fund

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NOAA

Northwest Fund for the Environment

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Hunter MacDonald

A photograph of a massive ocean wave, likely a tsunami or a very large storm surge, with a thick, white, foamy crest. The water is a deep, dark blue, and the sky is a pale blue with some light clouds. The wave is moving from the left towards the right, and the word "WAVES" is superimposed in white capital letters on the right side of the image.

WAVES

Chris Maginski
John Maley
Norbert Matz
Joyce Yates Mauro
Michael G. McAllister
Tutu McClain
Timothy James McCormick
Dan McKelvey
Christian Medina
Vincent Menella
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Mike Bradley
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David Brown
Debbie Brown
Brad Buecker
Tony Burman
Jay Campbell
John Campeau
Lynne Cantu
Andrew Capers
McKenna Carroll & all of her
friends at her 4th
Cindy Chapman & Neil Selman

Fabio Checchin
Aaron Checkwood
Chip, Eula & Singko
Christian Surfers
Christie & Sebastien
Christine & Jason
Doris Cole
John Crawford
TJ Crist
Cub Scout Den 5, Pack 112
Paul Curtin
Dad
Dr. Beverly Dalby
Estelle Dare Dangler
Matt Danon
Julia Dawn
Dan Dawson
Sonja Dighe
Rich Dodd
Mike Doyle
Mike Dragin
Mary Beth & Jeff Dziedzic
Chris Engelsman
Tiffany Fisk & Carlos Palma
Fleming & Mike's Wedding
Caitlin Folgner
Shane Fuchs
Mike Funk
Susan Gagliardi & Chris Higa
Norb Garrett
Patrick Garrison
Glitter Beach
Alan Gonzales
Jennifer Grasse
Matthew Gregory
Chris Guba
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The Haines Family
Ryan Harris
Ryan Hertz
Jim Hill
Emily & Chris Himes
Stella Hitch
William Homer
Bill Homer's Birthday
Inigo & Xanthe Hungerford
The Irons Family
David Jaynes
John Johnson
Rose Johnson
Bruce Johnston's 47th with the
Beach Boys
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Ben Jura
Amy Kauffman
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Jake Keating
Doug Kidder
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Ethan Kruteck
Cash Lee
Sandy Lejeune
Selene Lenox
Linda, Peter & Julia
Lisa & Sandy's wedding
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James Little
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Matthew
Melissa & George Mayernik

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 Vickie McMurchie
 Kisha Menifee & Jeff Farley's wedding
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 Charles Miller
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 John Montague
 Melanie Mooney & Christian
 Brodersen's wedding
 Scott Morelen
 Amanda Morris
 Greg Morrow
 Mike Mross
 Angie Mrowiec
 Kristin Muir & Bobby Morrell
 Aaron Murray
 Elisabeth Murray
 Esther Newman
 Newport Beach Surfing Lessons
 Katherine Nguyen's Birthday
 Kirsten Nygren-Formea
 Brynn & Norah O'Connell
 The Ocean
 Matt Okui
 Orville & Teresa
 Our son Gabriel age 8
 Our Wedding Guests
 Pacific Beach
 Mike Padroni
 JD Pahre
 The Pedrozas
 Phillip C. Person
 Karen Pincus
 The Rare Beer Tent Guys

Nolan Reenders
 Patrick Richmond
 Billy & Nancy Ripley
 Chris Ritter
 Elijah Roth
 Rutgers Ed. M. in College Student
 Affairs and friends
 David Sands
 Santa Cruz Surf Outlet
 Kumi, Linda, Lindy & Kelsey Shibuya
 Hannah Lucky Shulman
 Rob Slack
 James Smallwood
 John Smallwood
 Todd Smith
 Michael J. Spendolini
 Karen Sperling
 Joshua & Deirdre Stearns
 Jan & John Stebbins
 Bekah Stendahl
 Kira Stilwell
 Kathleen Stone
 Thomas Kenneth Stuhmann III
 Surf the Musical
 The SurfTurf Girls
 Kristopher, Kimball & Amy Tetreault
 Threshold Racing 2012 Metro Triathlon
 Participants
 Jack & Ben Tobin
 Rob Tonkin
 Sam Trammell
 Eric Travis
 Val & Tom
 Sierra Varano
 Marty Wadley
 Hunter Waldron
 Jimbo Ward

Miranda Watson
 Scott Welch's birthday
 Ryan Whiting
 Melissa Mizer Wilhelm
 Walter Wilhelm
 Holly Yang
 Kate Zeiss

Dillon Henry Memorial Endowed Fund Donors

Created in 2007 by his parents, Harriet Zaretsky and Stephen Henry, the Dillon Henry Memorial Internship was created to honor Dillon's memory, recognize his commitment to the oceans and coastal environment and to help young people to pursue a career in coastal and marine conservation. The Endowment provides funds on an annual basis for two interns working with Surfrider Foundation's Environmental and/or Legal departments. The family welcomes additional donations to the fund. For more information please visit www.dillonslist.org.

Rose Good
 Steve & Denise Henry
 The Dillon Henry Foundation
 Elizabeth G. Zailian

Legacy Circle Donors

The Legacy Circle recognizes and honors those who have included Surfrider Foundation in their plans. They have done so by naming Surfrider as a beneficiary to wills, living trusts, IRAs, life insurance and other life-income gifts or who have made an outright gift to the Surfrider Foundation Endowment Fund.

If you qualify for membership in the Legacy Circle or for more information about planned giving, please contact Surfrider Foundation's Director of Development.

We thank those who notified us in 2012 of their planned giving, enabling us to protect the world's oceans, waves and beaches in the future.

Stan Hymel

Work Place Contributions

Surfrider Foundation thanks those individuals who have supported our work through payroll deduction via EarthShare. For further information about adding an environmental option to your company's workplace giving campaign, please visit www.earthshare.org



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Chumash People

Robert "Nat" Young

LETTER FROM THE CFO

Annual Report Message, Year 2012

Christopher W. Keys, CPA, Chief Financial Officer Surfrider Foundation

The impact Surfrider Foundation is making toward our mission - the protection and enjoyment of oceans, waves and beaches through a powerful activist network - is increasing each year due to the financial support of our members, granting foundations and cause marketing partners. The year 2012 saw an increase in the pace and scope of the coastal victories won by the Surfrider Foundation. These victories do not happen without your financial support and we thank you for your largesse.

I am happy to report that our balance sheet tells us we continue to be in solid financial shape. We have invested your contributions wisely and have continued to build our revenue streams to support our critical mission. Our staff has done an outstanding job managing the resources of the Foundation and continues to pursue excellence in every aspect of our business. More and more people are donating their dollars and efforts thereby confirming the relevance of our mission and its importance in people's lives around our country and around our world.

When your financial contributions are leveraged with the donated time of our volunteers, we continue to deliver outstanding results by putting 85 cents of every dollar to work directly on what matters most: our beaches, waves and water quality. Please take a few minutes to congratulate yourself for being an integral part of our success by visiting Surfrider.org/wins. Jumping from an average of 28 coastal victories to 43 in 2012 is an outstanding result and we share that result with you, our financial supporters.

Your donation to Surfrider Foundation is an investment in the future ocean environment of our planet. Our best work is yet to come and we are counting on your continued financial support. Please accept my personal thanks for your generosity and my invitation to continue to invest in the future of the Surfrider Foundation.

For the oceans, waves and beaches,



Christopher W. Keys, CPA
Chief Financial Officer

FINANCIALS

Statement of Financial Activities-Years Ended December 31,
2012/2011*

	2012	2011
Revenues and Support		
Contributions	\$4,668,515	\$3,536,475
Membership	1,255,043	1,256,848
Sales, mail order merchandise	212,843	197,471
Licensing	626,007	701,817
Special Events (net of direct costs)	(17,714)	120,052
Settlement beneficiary	67,952	438,521
Investment Income	23,080	62
Total Revenues and Support	\$6,835,726	\$6,251,246

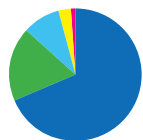
Expenses		
Program Services	5,696,202	5,636,640
Fundraising	494,821	561,402
General and administrative	393,136	300,651
Total Expenses	\$6,584,159	\$6,498,693

Changes in Net Assets	251,567	(247,447)
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Net Assets beginning of year	3,748,749	3,996,196
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Net Assets end of year	\$4,000,316	\$3,748,749
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Revenues and Support



- Contributions 68%
- Membership 18%
- Sales, mail order merchandise 3%
- Licensing 9%
- Settlement beneficiary 1%

Statement of Financial Position as of December 31, 2012/2011*

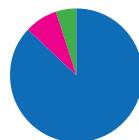
	2012	2011
Assets		
Cash and cash equivalents	\$3,860,776	\$3,505,979
Investments	275,755	248,684
Other receivables	168,663	88,671
Inventory	198,256	175,546
Prepaid expenses	61,005	55,936
Property and equip. (net of depr.)	118,079	161,194
Total Assets	\$4,682,534	\$4,236,010

Liabilities		
Accounts Payable & accrued liabilities	404,236	236,699
Payroll related liabilities	277,982	250,562
Total Liabilities	\$682,218	\$487,261

Net Assets		
Unrestricted	2,742,551	2,866,295
Temporarily Restricted	1,000,115	634,804
Permanently Restricted	257,650	247,650
Total Net Assets	\$4,000,316	\$3,748,749

Total Liabilities and Net Assets	\$4,682,534	\$4,236,010
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Expenses



- Program Services 87%
- Fundraising 8%
- General and administrative 5%

* Per Audited Financial Statements

Protect what you Love

If you are thinking of making a year end gift to Surfrider Foundation this year, now is the time to consider a donation of appreciated assets, especially appreciated stock.

With federal capital gains taxes now set at 25% and with the Medicare surcharge on capital gains at 3.8%, almost 30% of the value of your appreciated asset will be lost to the U.S. Government. In addition many states have their own capital gains taxes - for example in California the rate is currently 15% - so depending on where you live you could lose nearly half the value of your asset.

Check with your tax advisor to find out about capital gains in your state and to understand the benefits of donating appreciated assets.

To learn more about donating appreciated assets - such as stock - to the Surfrider Foundation please contact Steve Blank our Director of Development at (949) 492-8170 x416 or sblank@surfrider.org.

A close-up photograph of a sandy beach. In the foreground, a thick, white, bubbly foam from a wave is washing onto the shore, creating a soft, textured surface. The foam is on the left side of the frame, and the sand is on the right. The sand is a warm, golden-brown color with a fine, granular texture. The word "BEACHES" is written in a large, white, sans-serif font across the middle of the image, positioned over the sand. The lighting is bright, suggesting a sunny day, and the overall mood is serene and coastal.

BEACHES



**** 6795/1...1000/926/5
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Surfrider Foundation
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