



THE CORAL REEF ALLIANCE • 2010 ANNUAL REPORT

An aerial photograph of a coral reef. The water is a vibrant turquoise color, and the coral patches are a mix of brown and light tan. The coral patches are scattered across the water, creating a textured, mosaic-like appearance. The overall scene is bright and clear, suggesting a healthy reef environment.

**INDIVIDUALLY, WE ARE ONE DROP.
TOGETHER, WE ARE AN OCEAN.**

-Ryunosuke Satoro, Poet

From the Executive Director



Forging new partnerships to save coral reefs is part of our DNA here at the Coral Reef Alliance (CORAL). And looking back on 2010, it's through that quintessentially CORAL approach that we addressed challenges and change. World headlines last year captured news of mass coral bleaching in Southeast Asia, Micronesia, and the Caribbean, underscoring the urgency of our work. Instead of getting mired in the gloomy news, CORAL expanded our effective reef conservation strategies by cultivating key partnerships, including an exciting new collaboration with the Smithsonian's National Museum of Natural History.

We know that we have a narrow window of time to affect positive change for coral reefs. With that in mind, we are embarking on new projects that will dramatically extend our impact. In 2011, you will hear more about our global reef resiliency management initiative with the U.S. Department of State's Bureau of Oceans, Environment, and Science, which will prepare a global network of reef managers to respond to climate change. CORAL is also now the home of Coral Reef CSI, an international capacity-building program that uses coral reef forensic investigative tools to enforce responsible behavior around reefs.

As we build these new relationships, our driving principles remain constant: CORAL continues to be strong and adaptive, and our community-based approach is seeing real results. We are finding more innovative ways to bring communities together to save their own reefs, using local knowledge and scientifically validated methods that can be replicated in conservation sites around the world.

We look forward to sharing our progress with you over the coming year. Thank you for being a part of our community and for supporting our mission of uniting communities to save coral reefs.

Rick MacPherson
Interim Executive Director
Conservation Programs Director

From the Board Chair



As a businessman and entrepreneur, I became involved with CORAL because I was impressed by their unique—and proven—strategy of improving reef health by developing and implementing sustainable community-based solutions. As board chair, I have realized an even deeper appreciation for the organization as I have worked more closely with CORAL's talented team and witnessed their unwavering commitment to our mission.

Over the last year, the board of directors has been working diligently to move the organization forward. While we said farewell to some long-time members, we also welcomed a stellar new addition—Dr. Nancy Knowlton, Sant Chair for Marine Science at the Smithsonian's National Museum of Natural History and adjunct professor at the Scripps Institution of Oceanography. As her first order of business, she invited CORAL to be part of the creative Hyperbolic Crochet Coral Reef exhibition at the Smithsonian, introducing hundreds of thousands of visitors to CORAL's critical conservation efforts.

The board also began transitioning to a new governance structure that will increase our efficiency and impact. Later this year, we will launch the CORAL International Advisory Council to give key supporters the opportunity to share their unique skills and make an even more significant difference for coral reefs.

Everyone in our community—staff, board, donors, partners—plays a vital role in our work to protect coral reefs around the world, and our combined effort produced many successes in 2010. I invite you to join this passionate group, whether for the first time or the twentieth time, by making a gift to CORAL today. What we do in the next few years will shape the course of coral reef conservation and make a lasting difference, not only for our generation, but also for our children and grandchildren. Through your financial support, you will make CORAL's vision of healthy coral reefs a reality.

H. William Jesse, Jr.
Board Chair

Creating Healthy Coral Reef Communities

The Coral Reef Alliance (CORAL) unites communities to save coral reefs. Our teams of experts and trained volunteers work on the ground with local stakeholders to provide the necessary knowledge, skills, and resources to implement effective and financially sustainable conservation solutions that significantly reduce negative impacts to coral reefs.

Our proven approach is the Coral Reef Sustainable Destination (CRSD) model, which bolsters a community's ability to effectively preserve and manage its own coral reef resources. The CRSD model uses six strategic indicators to improve sustainability in a particular project site.

The CRSD indicators include: 1) promoting **sustainable business practices**, 2) fostering **conservation alliances**, 3) developing **sustainable financing**, 4) reducing local **reef threats**, 5) implementing **effective management** of marine protected areas, and 6) creating **community benefits**.

CORAL works directly with communities to create programs and infrastructure that address each of the six indicators of sustainability. Using this approach, we are able to considerably boost the health of coral reef ecosystems and the communities that depend on them and ensure that conservation benefits will continue long into the future.



CORAL's Conservation Reach



★ Current CRSD Sites
 ● Coral Reef CSI Program Sites

SUSTAINABLE BUSINESS PRACTICES



A cruise ship docks at Cozumel's Puerta Maya Cruise Terminal, flooding the platform with hundreds of tourists eager to explore the island and its offshore reefs. While making their way through the terminal, the visitors are greeted by a spectacular photographic display hanging overhead, which showcases the beautiful creatures that inhabit Cozumel's reefs. Many slow to appreciate the eye-catching photographs and read the display's educational message before taking off with local tour operators to see the reefs in person.

This CORAL-funded display, featuring thirty-six large banners that line the terminal's main walking corridor, is just one example of how

CORAL is partnering with local industry to raise conservation awareness and alleviate the pressures of mass tourism on coral reefs. The banners educate not only tourists, but also tourism professionals who work at the cruise terminal. To keep the conservation message rippling across the island, CORAL also co-funded a traveling version of the display that will be exhibited in public spaces across Cozumel to increase demand for sustainable practices.

DEVELOPING SUSTAINABLE BUSINESS INITIATIVES CORAL led a pioneering grassroots effort in Mesoamerica to produce the world's first industry-developed set of voluntary marine recreation standards. Published in 2007, these standards establish good environmental practices for marine tourism businesses to minimize their impacts on the Mesoamerican Barrier Reef. Since the launch of the standards, CORAL has worked with companies throughout the region to help them successfully adhere to the guidelines and reduce the effects of tourism on their reefs.

CORAL's Sustainable Marine Recreation workshops are a key component of this initiative. These engaging trainings introduce marine tourism operators to the ecology and importance of coral reefs, the threats they face, and the importance of the voluntary standards. CORAL also developed the innovative Environmental Walk-Through program, which provides companies with comprehensive environmental performance assessments, as well as recommendations and support to help them further decrease their environmental footprint.

The key message conveyed in both of these programs is the link between healthy reefs and healthy businesses. By adopting good environmental practices, tourism companies are not only safeguarding the resources they depend on, but also increasing their appeal to the growing market of ecologically-minded tourists.

STRENGTHENING MARINE PARKS As a founding member of the Mesoamerican Reef Tourism Initiative (MARTI), CORAL is working with an extensive network of partners to reduce the environmental impacts of mass tourism. On behalf of MARTI, CORAL is serving as a key facilitator for the Cozumel Reefs National Marine Park advisory committee. The marine park formally agreed to incorporate the standards into their management plan as a result of our efforts. This important development will improve local reef resilience and serve as a precedent for other marine parks in the region to adopt marine recreation standards.





Mexico



CORAL's Impact Expands in Playa del Carmen

In 2010, CORAL trained six Reef Leaders in Playa del Carmen as part of the CORAL Reef Leadership Network (CRLN), a program that empowers local professionals to communicate key conservation messages in their communities. The CRLN program has been incredibly successful on the nearby island of Cozumel, and CORAL is teaming up with a local NGO partner to bring that success to the mainland.

As part of the MARTI initiative (see previous page), our partner the Riviera Maya Hotel Association is conducting environmental evaluations with hotels in Playa del Carmen. CORAL's new Reef Leaders are extending these evaluations to the marine recreation companies that work in the hotel marinas. This combined effort is addressing reef threats from tourism both in and out of the water.

The CRLN has been a cost-effective way to build conservation awareness and transform it into much-needed conservation action. In Cozumel, CORAL's Reef Leaders have trained more than 700 tour guides, and our workshops have become the official tour guide training program within the Cozumel Reefs National Marine Park.



With snorkeling gear in hand, tourists set out to explore the reefs at the popular Kahekili Beach Park in West Maui. Making their way toward the ocean, they come across one of CORAL's "Respecting Coral Reefs" signs. They are surprised to learn how easily they can accidentally harm the reefs—and how easily they can minimize their impact on the fragile coral ecosystem. After reading the sign's straightforward tips, they enjoy their afternoon at Kahekili even more, confident that they are doing their part to protect the reefs.

The sign at Kahekili is one of the latest additions to CORAL's "Adopt a Sign" program in Hawaii. Designed to educate locals and visitors about proper reef etiquette, the interpretive signs are "adopted" by local sponsors, who fund their manufacture and installation. The project has now expanded statewide from its origins on Maui; forty-one signs have been installed and an additional ten signs are pending installation as of December 31, 2010.

These interpretive reef signs are just one example of CORAL's efforts to build alliances among the many individuals and groups who want to protect Hawaii's reefs. Fostering community support and involvement has been a critical component of our conservation success in Hawaii.

ENSURING COMMUNITY BUY-IN Beginning in 2008, CORAL established a taskforce of almost 200 local stakeholders to develop the West Hawaii Voluntary Standards for Marine Tourism. The standards development process, which lasted almost two years, gave businesses, government agencies, nonprofits, and individuals the chance to create these important guidelines together and ensured that all parties became invested in this conservation effort. Thanks to CORAL's continued outreach during 2010, more than twenty-five marine recreation providers in Kailua-Kona have committed to following the voluntary standards in their shops.

CREATING STRATEGIC PARTNERSHIPS In 2010, CORAL seized the opportunity to involve important new partners in the voluntary standards project. CORAL staff persuaded the popular Keauhou Beach Resort in West Hawaii to place the standards' environmental pledge in every guestroom of the hotel. In addition, the Expedia® concierge service contracted by the hotel agreed to display a handout for customers listing its participating companies that have signed on to follow the voluntary standards. Hotel guests can now easily choose a company that has committed to adopting responsible business practices that minimize impacts to the reefs of West Hawaii. Expedia® Concierge Manager Johnessa Labrador-Lindsey noted that her company is "happy to be a part of what CORAL is trying to accomplish—preservation through education."

Partnering with the state of Hawaii, CORAL is also coordinating volunteer activities for the Kaanapali Makai Watch program. Modeled after the successful Neighborhood Watch program, in which community members act as the "eyes and ears" for law enforcement, Makai Watch gives locals the opportunity to become directly involved in the protection of their nearshore marine resources.





Hawaii



Supporting Citizen Science

Volunteer “citizen scientists” gather data for a variety of reef monitoring activities in Hawaii, including water quality testing, herbivore grazing surveys, and key species observations. CORAL’s new Coral Reef Monitoring Data Portal is improving the efficacy of these efforts.

Launched in 2010, our web portal provides a one-stop shop where volunteers can find monitoring programs statewide, access and download supportive resources, and enter their data for reef managers to use. The project not only supports and expands previous reef conservation efforts in Hawaii, but also acts as a catalyst for further collaboration among researchers.

Robin Knox of Water Quality Consulting, Inc., and Aquanimity NOW sees the web portal database as “a key factor in making our volunteer water quality monitoring programs an effective part of the state’s management program.”

To learn more about the portal, visit:
<http://monitoring.coral.org>



After exploring the Caribbean island of Roatan for the day, passengers board their cruise ship carrying shopping bags of souvenirs. Along with their selections of signature handicrafts and coffee, the tourists bring home t-shirts and hats featuring the Roatan Marine Park logo. Just a year ago, these visitors probably wouldn't have heard of this small, grassroots non-profit. Now, thanks in part to the business plan developed by CORAL, they're gladly making purchases to support the marine park's mission of protecting Roatan's coral reefs. They will also help to promote the park around the world by wearing their souvenir clothing throughout their travels and at home.

DEVELOPING A STRATEGIC VISION Finding sustainable funding sources for reef conservation can be difficult. So when CORAL offered to develop a business plan for the Roatan Marine Park that would explore opportunities for revenue expansion and provide a strategic vision for future growth, Grazzia Matamoros, the park's executive director, was thrilled. "The business plan that CORAL created has been really helpful. We have implemented several of their recommendations so far and are seeing great results."

CORAL enlisted Packard Environment Fellow Ian Hepworth to lead the business plan development process over the summer of 2009. Ian worked with our conservation programs team to evaluate the marine park's financial needs and develop a list of recommendations to build both monetary support and community buy-in for the park's future conservation work. CORAL is providing additional support to the marine park as it begins to execute the plan's recommendations.

IDENTIFYING OPPORTUNITIES FOR GROWTH CORAL recognized an opportunity for the marine park to create partnerships with local businesses to generate greater support, awareness, and revenue for its conservation initiatives. CORAL encouraged the park to involve restaurants, hotels, cruise ship docks, and radio stations in its outreach efforts, in addition to local dive shops. Employing this strategy, the marine park has inspired new local advocates to join the cause and has created vital revenue opportunities.

CORAL also recommended that the marine park develop a multi-tiered membership program with incentives to entice individuals and businesses to become members. Now a host of new member benefits—including logo placement on the park's website, a listing of participating dive shops in one of *Lonely Planet's* guide books, and promotional collateral for businesses supporting the Roatan Marine Park—are creating positive exposure for both local businesses and the marine park. Revenue from this program is helping to support the park's marine patrol operations, youth conservation outreach initiatives, and public awareness campaigns.

In 2011, the Roatan Marine Park plans to implement the next phase of the business plan, which will include an increase in the park's voluntary user fee.





Honduras



Creative Marketing Strategies Finance Reef Conservation

The Roatan Marine Park's turtle logo has become a recognizable symbol throughout the island of Roatan. Locals and tourists alike are sporting t-shirts, caps, umbrellas, and ponchos that proudly display the park's emblem and show support for its conservation activities. These items do more than raise awareness for the park; they also provide crucial funds to support patrols and infrastructure projects that are necessary for effective reef conservation.

The business plan that CORAL developed for the Roatan Marine Park made several recommendations for diversifying and increasing the park's revenue. One of those suggestions was to sell more merchandise at high-profile visitor locations that are frequented by a wide range of tourists. The marine park implemented the idea, installing two new sales booths at the main cruise ship terminals on the island. Merchandise sales increased significantly as a result—in fact, the park's revenue grew approximately 25% from 2009 to 2010, thanks in part to this blossoming retail operation.

THREAT REDUCTION



On a beautiful day in San Pedro, Belize, CORAL Field Manager Valentine Rosado stands knee-deep in seawater as he works with other conservation experts and community volunteers to plant mangrove seedlings along the coastline. Spirits are high as the volunteers apply new skills acquired through a CORAL-sponsored mangrove reforestation workshop.

Over the course of a week, the volunteers have planted nearly 100 mangrove seedlings in three high-priority locations along the coast of San Pedro. More plantings are planned for additional sites in the coming months.

IDENTIFYING REEF THREATS In Belize, the high demand for beachfront property has led to an alarming rate of mangrove destruction. That's a problem for coral reefs, as mangroves are essential to their long-term health. Not only do mangroves act as a natural purifier to prevent harmful pollutants from reaching reefs, but their root systems also provide a breeding ground and nursery for many reef species. Mangrove root systems also help to prevent erosion, protecting the coastline and nearby reefs by trapping sediments.

On a global scale, mangroves play an important role in combating climate change, one of the greatest threats to coral reefs worldwide. Mangroves, along with salt marshes and seagrass beds, capture and store between 800 and 1,650 million tons of carbon a year, equal to roughly half the annual carbon emissions of the global transportation sector. Because mangroves are one of the most intense carbon sinks on the planet, their protection is especially critical for coral reefs.

FINDING THE BEST STRATEGIES FOR CONSERVATION Mangrove reforestation is challenging, as wind and wave energy can make it difficult for seedlings to take root. CORAL teamed up with Bob Riley of Mangrove.org, who has created the Riley Encased Methodology™, a new technique that dramatically increases the success of mangrove plantings. Riley's innovative, simple, and cost-effective encasement process protects the young plant as it grows, allowing it to successfully take root and develop into a reproductively mature tree. CORAL sponsored a workshop that brought Bob Riley to San Pedro to train local leaders in the method and help start three pilot restoration sites.

CHANGING BEHAVIOR Coastal developers in Belize have traditionally favored clearing mangroves and constructing sea walls in their place to prevent coastal erosion. However, we have learned that the natural mangrove ecosystem does a much better job of minimizing erosion, in addition to providing important coastal habitat.

While it will take a few years for the newly planted seedlings to develop root systems, CORAL's Valentine Rosado knows that the ultimate return on investment will be well worth the wait. "We are confident that these sites will serve as models to educate coastal developers on the importance of maintaining mangrove habitat. Development is essential to our local economy, but it must be done in a responsible way."





Belize



Preventing Localized Reef Threats

Off the coast of Ambergris Caye, just a short boat ride from San Pedro, Belize, is a popular snorkeling spot known as Mexico Rocks. Marine tour operators from the mainland are bringing increasing numbers of snorkelers to explore this beautiful coral reef and the nearby seagrass beds.

Recognizing an increase in boat traffic to this tourist destination over the past year, CORAL and private investors funded a mooring buoy project to prevent anchor damage to the shallow reef system. A total of eighteen new mooring buoys were installed by our local partner, the San Pedro Tour Guide Association (SPTGA).

Tour operators can now safely visit Mexico Rocks without needing to drop anchor and risk damaging the reef. SPTGA is working with local marine tour operators to assign shared responsibility for the ongoing maintenance of the buoys so that they remain an effective conservation tool well into the future.

EFFECTIVE MANAGEMENT



Naneng Setiasih, Coral Triangle Regional Manager for CORAL, has logged hundreds of dives, but one stands out as the best ever—a dive in 1996 at Takad Saru, a remote location in Indonesia's Bali Barat National Park. "I could not see more than four meters ahead of me, not because the visibility was bad, but because there were so many fish. I dove through schools of jack and butterflyfish, and saw two reef sharks roughly the same size as me. The colorful corals were amazing, and I was completely speechless when I surfaced."

Just a year later, Naneng visited the same location and found that the reef had become a desolate gray, with only a fraction of the fish population she had seen previously.

BUILDING REEF RESILIENCE Coral bleaching—the phenomenon that Naneng witnessed at Takad Saru—occurs when high sea surface temperatures cause corals to expel the symbiotic algae that provide them with essential nutrition and their color. Bleaching threatens reefs globally, and 2010 saw some of the worst bleaching ever in Southeast Asia.

In June of 2010, experts from a number of conservation organizations met at the Asia Pacific Coral Reef Symposium in Phuket, Thailand, where Naneng served as a climate change adaptation specialist. The strategic climate priorities she helped to identify at the symposium will prove valuable as CORAL implements a multi-tiered training program to develop a global network of reef managers who are prepared to respond to climate change.

DEVELOPING EFFECTIVE MANAGEMENT TOOLS WITH COMMUNITY BENEFITS In the biodiverse Raja Ampat region of West Papua, Indonesia, CORAL has helped local partners develop patrol guidelines and trainings for the Misool Locally-Managed Marine Area (LMMA). The patrols reduce poaching in the region through effective enforcement of the LMMA's no-fishing rules. In 2010, LMMA rangers conducted more than 150 patrols and addressed thirty violations.

Effective management requires more than enforcement, though. Community support for conservation is essential for its long-term success, and local people must see benefits from conservation efforts if they are to continue them. To this end, an innovative CORAL-supported project turned the Misool LMMA patrol boat into more than an enforcement vehicle; it also became a much-needed educational resource, visiting remote villages throughout the region with an onboard library of more than 400 books to lend to local children.

The library project expanded in 2010 when a portion of the floating collection was transferred to a permanent facility at a local school, allowing students to access the educational materials in a school setting where teachers can provide tutoring support. Plans are underway to expand the project's book collection to help support additional school libraries in the region.





Indonesia



Informing Management Actions in Bali

CORAL expanded our marine conservation work to the eastern Bali community of Amed. The area is rapidly becoming a popular marine tourism destination, and it is in need of targeted coral reef management efforts.

After discussions with major dive operators in the region, CORAL identified support to pilot conservation activities based on our Coral Reef Sustainable Destination model. We are also meeting with local stakeholders to explore the potential for developing an effective locally-managed marine area in the region.

Since the waters of Amed are particularly susceptible to coral bleaching, CORAL partnered with Reef Check Indonesia and several local dive operators to complete a coral bleaching survey of the area in 2010. The data from the survey, currently being compiled, will inform future regional management activities that make reefs more resilient to climate change.



A group of tourists arrives by boat to Kiobo, a village located in Fiji's remote Kubulau District, to find the beach lined with villagers eagerly anticipating their visit. The villagers welcome their guests with music, leis, and a warm Fijian greeting: "Bula!"

Over the next several hours, the visitors tour the village, learn how the community is actively conserving its offshore reefs, participate in a time-honored kava ceremony, and enjoy traditional dance performances. As the day comes to an end, the tourists leave with a much better understanding of the connection between Fijians and the conservation of their natural resources.

GENERATING COMMUNITY BENEFITS FROM ECOTOURISM Since 2001, CORAL has worked with resource owners and other local stakeholders in Fiji's Kubulau District to develop sustainable conservation initiatives that protect the reefs of the Namena Marine Reserve and bring tangible benefits to the local people. Village visits like the one described above are part of a community-based ecotourism program created in partnership with CORAL. The program has helped Kubulau villagers set up ecotourism businesses that leverage the area's attraction as a dive tourism destination and bring new revenue and benefits to the district's ten villages.

Over the past year, the Kiobo community welcomed five separate groups of tourists, principally through a partnership with the *NAI'A*, a live-aboard dive boat that provides marine recreation services within the Namena Marine Reserve. With the income generated from these village visits, the people of Kiobo were able to fund the additional infrastructure required to extend clean water resources into their village. Moreover, one of the tourists was so inspired by his experience that he decided to fund secondary education scholarships for four local students.

EMPOWERING LOCAL CONSERVATION LEADERS In 2010, CORAL launched the Community Educators Network (CEN) with our partners SeaWeb and the Wildlife Conservation Society. This conservation training program empowers local leaders to conduct educational outreach activities in their villages by teaching them about reef conservation, resource management, and sustainable tourism. Because it is tailored to the unique needs of the Kubulau people, the program places special emphasis on the community's deep cultural connection to its natural environment. The training marked the first time that all of the chiefs from the Kubulau District converged to discuss the importance of conserving Kubulau's natural resources.

Using the skills learned in the CEN trainings, participants have launched new conservation initiatives that are bringing considerable benefits to their communities and offshore reefs. Villagers have organized beach cleanups, relocated pig farms away from the coast, constructed new rubbish pits, and limited the use of herbicides. Collectively, these small but significant steps are safeguarding the health of Namena's reefs.





Fiji



CORAL Lends Communication Support

In a region where the only way to send a message between villages has historically been by foot, something as simple as a telephone can alleviate many conservation challenges and open up significant new opportunities. That's why CORAL and the Kubulau Resource Management Committee (KRMCM) joined together to purchase telephone equipment for each of the region's ten villages.

Using revenue generated from the Namena Marine Reserve's user fee system, the KRMCM bought a mobile phone for each village. Most of Kubulau's villages do not have access to electricity, so a CORAL-funded microgrant supplied solar packs to power each phone.

The new technology is already improving communication between KRMCM members and other local stakeholders, and is streamlining management activities within the reserve. CORAL's Fiji team also provided a list of village cell phone numbers to local dive operators so that they can easily share information about village visits, poaching, and anchoring.

Raising Conservation Awareness Through Art



What do crochet and coral reef conservation have in common? Much more than you might think!

In the fall of 2010, the Smithsonian National Museum of Natural History in Washington, D.C., unveiled a new art exhibition

showcasing a stunning display of colorful crocheted corals and other reef-dwelling creatures constructed of yarn and recycled materials. The engaging display is exposing millions of museum visitors to the beauty, importance, and predicament of the world's coral reefs.

AN IDEA SPARKS A MOVEMENT The Smithsonian exhibition is the latest incarnation of the Hyperbolic Crochet Coral Reef project, the brainchild of sisters Margaret and Christine Wertheim of the Institute For Figuring (IFF). Using the mathematics of hyperbolic geometry—which naturally appears in the complicated forms of corals, sponges, and sea slugs—the Wertheim sisters crocheted a myriad of life-like marine organisms to create a coral reef in art form. The project sparked an unexpected flood of global support, and over the past five years the IFF has worked with communities around the world to produce local “satellite” crochet reefs that call attention to the plight of coral reefs.

THE CORAL CONNECTION CORAL teamed up with the Embassy of Australia and the Quiksilver Foundation to produce the Smithsonian Community Reef—the newest satellite reef of the IFF's global Hyperbolic Crochet Coral Reef. We felt particularly drawn to this opportunity, as the community-driven art project is a metaphor for the community-focused conservation work that CORAL is doing around the world.

Over 800 crocheters from the Washington, D.C., metropolitan area and beyond have participated in crocheting portions of the reef, which will be on display at the museum through April 24, 2011. The project is inspiring these handicrafters to take further action on behalf of coral reefs. Joan Williams, a crocheter from Fairfax, Virginia, is finding new ways to embrace conservation as a result of her participation in the project. “I have been limiting even more the use of plastics in my daily life. Also, I have been speaking of the project with family, friends, and neighbors to encourage their participation in conserving the ocean.”

To commemorate the opening of the exhibition, CORAL and our partners sponsored a VIP sneak preview event at the Smithsonian's Sant Ocean Hall. The event served as an opportunity to celebrate the remarkable exhibit and share our mission with a new audience. CORAL also developed reef education activities and trained Smithsonian docents to present the information to museum visitors, magnifying the impact of this exhibit.

Making Conservation Awareness Possible

CORAL's participation in this project was made possible through the generous support of Mac McQuown. A diver, ex-naval officer, and co-founder of Diversified Credit Investments, LLC, Mac shares a keen interest in the health of our oceans and coral reefs. After learning about the Smithsonian Community Reef, CORAL's ambitions, and the involvement of CORAL board member Dr. Nancy Knowlton, Mac felt compelled to support the project.

“Coral reefs are a particularly beautiful manifestation of the health of the planet, and their degradation is a strong indication that we have something seriously wrong going on here. It's time we all get to work on this problem.” Mac hopes that those who visit the exhibition will walk away with a greater appreciation for coral reefs and will take the necessary action to protect them.

Financials

In the fiscal year ending June 30, 2010, CORAL recognized nearly one million dollars from the generosity of individual donors, the highest level in our organization's history.

We received approximately \$440,000 from a variety of institutional and family foundations, as well as an additional \$77,000 from state and federal grants supporting our work in Hawaii.

In the same period, CORAL invested about \$1,180,000 in our international conservation project sites and our educational outreach initiatives.

Supporting services included just over \$228,000 in fundraising expenses and about \$156,000 in management and general expenses.

Statement of Activities for the Fiscal Year Ending June 30, 2010

Support and Revenue

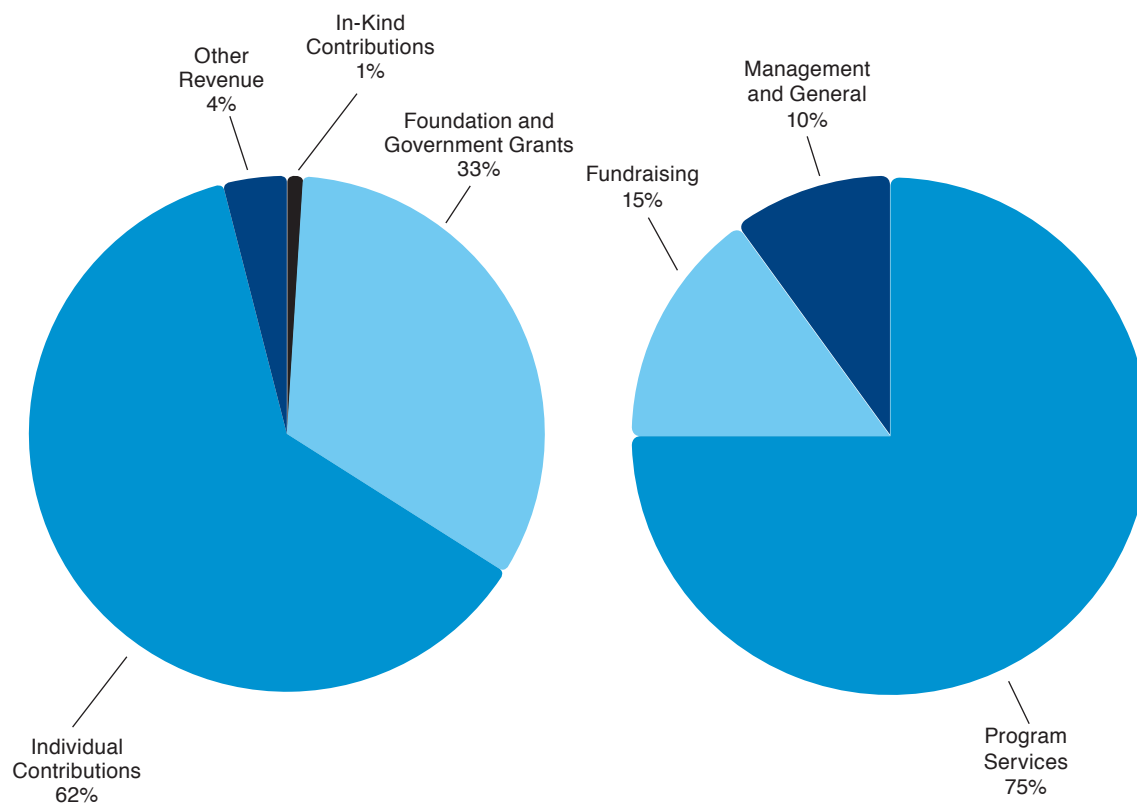
Individual Contributions	\$980,782
Foundation and Government Grants	\$518,557
In-Kind Contributions	\$12,020
Other Revenue	\$56,515
Total Support and Revenue	\$1,567,874

Expenses

Program Services	\$1,178,328
Fundraising	\$228,338
Management and General	\$156,086
Total Expenses	\$1,562,752

Net Assets

Change in Net Assets	\$5,122
Beginning Net Assets	\$722,277
Ending Net Assets	\$727,399



This statement represents the consolidated activities of the Coral Reef Alliance (CORAL). Copies of the complete, audited financial statement from which this information is reported are available upon request or on our website at www.coral.org.

2010 CORAL Gifts and Pledges

“THERE IS ONE THING THAT EVERYONE CAN DO, AND THAT IS ALIGN WITH THE CORAL REEF ALLIANCE. IT’S A SMALL BUT POWERFUL ORGANIZATION THAT REALLY MAKES A DIFFERENCE.”

– Dr. Sylvia Earle, Oceanographer and National Geographic Explorer-in-Residence

CORAL is grateful for ongoing pledge support from the following individuals and foundations:

Anonymous (2)
Margaret A. Cargill Foundation
Marisla Foundation
David and Lucille Packard Foundation
Tiffany & Co. Foundation
C. Elizabeth Wagner

\$100,000+

Summit Foundation
United States Department of State Bureau of Oceans, Environment, and Science

\$50,000-\$99,999

Bill and Jessica Jesse
Listwin Family Foundation
Mac and Leslie McQuown
National Fish and Wildlife Foundation
National Oceanic and Atmospheric Administration
Katheryn C. Patterson and Thomas L. Kempner, Jr.

\$25,000-\$49,999

Anonymous (2)
Hawai'i Tourism Authority
Pohaku Fund

\$10,000-\$24,999

The Arntz Family Foundation
The James R. Gardner Foundation
The Jonathan P. Graham and Elizabeth B. Ulmer Fund
Esmond Harmsworth and James Richardson
The Curtis and Edith Munson Foundation
SeaWorld & Busch Gardens Conservation Fund
Jim and Ginger Tolonen
C. Elizabeth Wagner
Robert Watt

\$5,000-\$9,999

Anonymous (3)
Glancy Family Trust
The Dirk and Charlene Kabcenell Foundation
Jeanie and Murray Kilgour
Richard S. and Darcy B. Kopcho
The Lawrence Foundation
Janet and Andrew Miller
William J. and Rita Chang Quinlan
Salesforce.com
Stan and Karen Watt

\$2,500-\$4,999

Anonymous
The Beagle Charitable Foundation
Curtis R. and Janet M. Berrien
Colonial Hill Foundation
Jason and Deborah DeSalvo
Craig and Susan Grube

William O. and Anita B. Kerr
The Nason Family Foundation
Jon and Nicole Ungar
Mr. Herb West and the Reverend Jan Hickman West
Jeff Yonover

\$1,000-\$2,499

Anonymous
Paul A. Bartlett and Yumi Nakagawa
Suzanne Behrs and Mike Trumpis
Michael and LaVerne Bilsend
Julie Elizabeth Chaiken
Robert and Alice Chan-Loeb
Mr. and Mrs. Walter Lee Christian
Lyn Ciocca and Robert McCaleb
Debbie and Steve Cohen
Lorraine Conner
Ronnie Davis
Helen and David Dornbusch
James L. Edwards
James L. and Martha Foght
Sarah and Brian Freiermuth
Nadine R. Freiman
Kevin and Claudia Gilbert
Sandra Glenn
Joel P. Goldfarb and Elizabeth H. Weinschel
Charles D. and Jack Hahn
Gary and Gail Hartstein
Miriam Hiser
Mark D. Jackson, M.D.
Kenneth R. Jacobs and Margaret Lasecke-Jacobs
Nancy E. Jamison
Roger Janeway
Christopher J. Jessen and Laura J. Goldblatt
David Kennedy
Nancy Knowlton
Craig B. Laub
Helaine Lerner
The Betty R. Lindner Foundation
Timothy E. and Kristen M. Lowry
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Front cover: Reef scene, Raja Ampat, Indonesia, by Jeff Yonover

Inside front cover: Great Barrier Reef, Gladstone, Queensland, Australia, by Laetitia Plaisance

Page 1 (left): Rick MacPherson; (right): H. William Jesse, Jr., by Aubrie Pick for Drew Altizer Photography

Page 2 (clockwise from top): School children in Fiji's Kubulau District; the Mesoamerican Voluntary Standards for Marine Recreation booklet; Expedia® staff Patricia Higgins and Margaret Clebsch at the Keauhou Beach Resort in West Hawaii with CORAL's environmental pledge; Namena Marine Reserve dive tag; Waitabu Marine Park patrol boat attached to a mooring buoy; the Eastern Misool Locally Managed Marine Area patrol boat, which doubles as a floating library, by Tobias Zimmer

Page 3 top (from left): CORAL Hawaii Field Manager Liz Foote at a beach cleanup event, by Gail Richard; CORAL staff on a dive trip during our annual field staff summit, Playa del Carmen, Mexico; Eastern Misool Locally Managed Marine Area patrol boat, Raja Ampat, Indonesia, by Tobias Zimmer;

bottom (from left): Preparing to install mooring buoys at Mexico Rocks, Belize, by Billy Leslie; CORAL Reef Leader Juan Valla (left) teaches Sotero Medina of Zolitur about responsible diving practices, Roatan, Honduras; Kubulau residents at a CORAL conservation training in Fiji

Page 4: CORAL-funded photographic display at the Puerta Maya Cruise Terminal in Cozumel, Mexico

Page 5: Southern stingray (*Dasyatis americana*), Grand Caymen Island, by Paul Colley; sidebar: Participants at CORAL's Sustainable Marine Recreation training in Playa del Carmen, Mexico

Page 6 (from left): Sophie Greeno, Earl Kukahiko, Liz Foote, and Elle Cochran at a sign dedication ceremony at Kahekili Beach Park on West Maui, Hawaii, by Gail Richard

Page 7: Spectacled parrotfish (*Chlorurus perspicillatus*), Midway Atoll National Wildlife Refuge, Hawaii, by James Watt; sidebar: Snorkeler in Honolulu Bay, Hawaii

Page 8: Marine park office, Roatan, Honduras, courtesy of Grazzia Matamoros

Page 9: Banded Coral Shrimp (*Stenopus hispidus*), Roatan, Honduras, by Jason Spitz; sidebar: Roatan Marine Park logo

Page 10: Belize Field Manager Valentine Rosado at a mangrove reforestation workshop in San Pedro, Belize

Page 11: Coastal scene, San Pedro, Belize; sidebar: Mooring buoy installation, Belize

Page 12: Coral Triangle Regional Manager Naneng Setiasih in Raja Ampat, Indonesia, by Tobias Zimmer

Page 13: Reef scene, Raja Ampat, Indonesia, by Jeff Yonover; sidebar: Coral Triangle Regional Manager Naneng Setiasih leads a Sustainable Marine Recreation workshop in Amed, Bali

Page 14: Villagers participating in a CORAL-funded ecotourism program, Kiobo Village, Fiji

Page 15: Traditional Fijian dance ceremony, Kiobo Village, Fiji; sidebar: Members of the Kubulau Resource Management Committee with new village cell phones, Kubulau, Fiji

Page 16 (left): Smithsonian Community Reef; (right): Javier Pizaña Alonso of Grupo Intersectorial and CORAL's Rick MacPherson in front of the Smithsonian Community Reef

Inside back cover: Anemonefish in a bubble-tip sea anemone, Indonesia, by Jeff Yonover

Back cover: Reef scene, Raja Ampat, Indonesia, by Jeff Yonover

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