



Clockwise from top left: The footbridge through the forest protected by Seacology's first project at Falealupo, Samoa; a fisherman in a Sri Lankan mangrove forest; Anuradha Wickramasinghe, cofounder of our future partner organization Sudeesa, wins the 2001 Seacology Prize; Chinese school-children receive scholarships from a Seacology project protecting the Hainan gibbon; installing mooring buoys in the Philippines

From humble beginnings

Seacology marks a quarter-century of innovative conservation work

S Seacology's win-win model was born after the Samoan government gave the remote village of Falealupo an ultimatum: Build a new school or the village's teachers would be relocated. Having no other source of income, the villagers would have to sell logging rights to their 30,000-acre forest.

Dr. Paul Cox, an ethnobotanist doing research in Samoa, heard about the situation. With the financial support of colleague Ken Murdock and others, and advocacy among the villagers from High Chief Fuiono Senio, Cox struck a creative bargain with Falealupo's leaders and the Samoan government. The money was raised, the school was built, and the sale of the forest was rejected. Seacology was formally established as an international nonprofit in 1991. Cox and Senio were awarded the 1997 Goldman Environmental Prize for their innovative solution at Falealupo, and Cox and Murdock later hired former Goldman Fund director Duane Silverstein to manage their new conservation group.

A quarter-century later, the rainforest remains protected and its canopy walk—a bridge through the dense forest built in

a subsequent Seacology project—has become a popular ecotourism destination. Seacology has brought this model of mutual benefit to over 270 island communities in more than 50 countries around the world, conserving nearly 1.5 million acres of unique habitat and impacting the lives of countless islanders.

"As we met with the Sri Lankan President and members of Parliament to dedicate the new Seacology-funded mangrove museum, I thought of how far our conservation efforts have reached," said Cox (read his full statement, pg. 2).

Murdock, who along with Cox still serves on Seacology's Board of Directors, reflected on the cultural exchange he's experienced through our work.

"Seacology has done much to assist with the needs of island communities. And in turn, the Seacology family—Board members, staff, and donors—has been deeply enriched and touched by each village and every experience with these wonderful people," he said.

Seacology has continued to succeed and grow thanks to the commitment of you, our supporters. On behalf of all of those who have been helped by our work on the world's islands, thank you, and here's to the next 25!

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Support our work with your holiday shopping!

Thanks to Amazon's Smile program, your purchases this holiday season (and any time) can benefit Seacology at no extra cost to you. Simply go to seacology.org/amazon to select Seacology as your preferred charity. Seacology will then receive a small amount of the price of any items you buy through smile.amazon.com. All of your account information and Prime benefits will still apply.



Explore Machu Picchu and more with Seacology!

Next summer, Seacology will lead our first-ever trip to Peru! We invite you to join us as we explore key sites of the Inca Empire, including Machu Picchu, the Sacred Valley, and more. We'll also visit Foca Island, the location of our first project in Peru.

For more information, visit seacology.org/travel or call 510.559.3505.



From the Chair

Dear friends,

Twenty-five years ago, we incorporated Seacology as a charity with a singular focus: to support indigenous islanders in their efforts to save their local environments. I wish that I could claim credit for coming up with the idea of swapping schools, medical clinics, water supplies, and other public works for rainforest and marine reserves, but the truth is, that like many good initiatives, we just fell into it.

In February 1989, the chiefs and orators of Falealupo village, Samoa, signed a covenant with Ken Murdock, Rex Maughan, and me to protect their rainforests in return for us funding a village school. The villagers had been faced with a terrible choice: either allow loggers to destroy their forest, one of the last large lowland rainforests in the Pacific islands, or to deny their children a basic education. I offered an alternative—we would pay for the school if they would protect their forest. Ken Murdock (who serves as Vice Chair) and Rex Maughan made major gifts, while my wife Barbara and I together with friends and family, made up the difference, which totaled \$85,000.

The initial term of the agreement was for 50 years, but the chiefs extended this in perpetuity when we dedicated the Samoan rainforest aerial walkway, which was funded by a \$75,000 gift from Nu Skin's Force for Good Foundation.

Over the next few years, we were approached by more villages that faced similar difficult choices, and so with the help of Bill Marre, incorporated Seacology as a 501(c)(3) charity in 1991.

Since that time, Seacology has funded over 270 schools, water supplies, clinics, solar electrification schemes, etc. on islands in 57 different countries resulting in the preservation of nearly 1.5 million acres of island rainforests and marine resources. Our largest project to date is our agreement with Sri Lanka to protect all of their coastal mangrove forests in return for us providing microloans to 15,000 impoverished women. As we met with the Sri Lankan President and members of Parliament on the World Mangrove Day to dedicate the new Seacology-funded mangrove museum, I thought of how far our conservation efforts have reached.

We could have done none of this without your generous support, the remarkable support of our Board and Fellows, a small but deeply dedicated staff, and most importantly the commitment of villagers throughout the world to help protect their precious island environments.

Seacology has been a very bright spot in my life, as I hope it has been in yours.

There are few organizations I have encountered that have such a purity of purpose and such a global reach as Seacology. I can only imagine the conservation achievements this small but determined organization will make with your help over the next 25 years.



Building the Falealupo Rain Forest School in Samoa established Seacology's win-win model. Two years later, our organization was officially founded.

Sincerely,

Paul Alan Cox, Ph.D.
Chair, Seacology Board of Directors



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SEACOLOGY PRIZE

Irma Brady, a brave and accomplished activist from Honduras' Bay Islands, wins Seacology's 2016 conservation award and urges our supporters to follow her inspiring example

On October 6, before an audience of more than 100 Seacology supporters, staff, and Board members, Irma Brady of Honduras accepted the 2016 Seacology Prize. Recounting her early years on Honduras' Bay Islands and her decades-long career in conservation, Brady thanked her family, her colleagues in the Honduran NGO community, and her hosts for setting her on the path to a career in environmental stewardship and for the unexpected recognition.

Brady dedicated her award in part to Blanca Jeannette Kawas, a friend and fellow conservation activist who was murdered in 1995, a crime that has never been solved. Brady described it as a pivotal moment in her journey.

"When the environmental movement of Honduras traveled to Tela to Jeanette's funeral, all the fears that I ever had, just disappeared," Brady said. "I clearly understood, that when a price is put on your head there's no way out, so I choose to live and work without fear."

And work fearlessly she has. In nearly three decades of activism, Brady has been vastly important in the Honduran conservation movement. As the tourism industry has set off a wave of development and population growth on the once-sleepy Bay Islands, she and her colleagues have been there to make sure stewardship of local habitats remains a priority. The Bay Islands Conservation Organization, which she co-founded, is now influential on all three of the major islands. Roatan's coral reefs are among the healthiest in the Mesoamerican Barrier Reef region, and forests once damaged by unrestricted burning and hunting are now part of well-regulated parks.

Brady concluded her remarks by urging others to follow in her footsteps,



Irma Brady addresses the audience after accepting the 2016 Seacology Prize.

to strive for protection of threatened natural resources, and to raise consciousness about the need to integrate sustainability with development.

"I encourage you to continue to support environmental organizations in your communities as well as abroad. We need your continued help and support to maintain the quality of life on our planet."

We couldn't be more proud of this year's prize winner, and we echo her sentiments. We encourage our supporters and donors to visit the islands of Roatán, Utila, and Guanaja to see for themselves the real impact Irma Brady and other conservationists have made there.

If you missed the prize ceremony, we invite you to watch the video of Brady's acceptance speech and the brief documentary about her at seacology.org/prize.

SRI LANKA'S MANGROVES

Seacology's first nationwide project, now in its second year, continues to exceed its ambitious goals as awareness of the need for mangrove conservation grows worldwide

This summer, conservationists worldwide for the first time recognized World Mangrove Day as a UNESCO-designated day of observation. While July 26 has long been celebrated unofficially as Mangrove Action Day in the NGO community, this new status reflects a growing international awareness of the importance of mangrove forests in maintaining healthy marine ecosystems, sheltering coastal communities from storm damage, and removing planet-warming carbon from the atmosphere.

Just over a year into Seacology's groundbreaking project to protect all of Sri Lanka's mangrove forests, this inaugural World Mangrove Day held special significance for us. Launched in May 2015, the five-year project has shown impressive traction and results in Sri Lanka. The project has funded three large nurseries



Sri Lanka President Maithripala Sirisena, center, joins leaders of Seacology and Sudeesa to open the new Seacology-Sudeesa Mangrove Museum.

to propagate mangrove seedlings in areas of degraded coastline. Hundreds of women have completed skills trainings and received microloans in exchange for their support of the conservation effort. The Sri Lankan government

has demarcated all of the country's existing mangrove forests and its navy has assisted with planting thousands of seedlings. And on World Mangrove Day, in a ceremony attended by the president of Sri Lanka, the leaders of Seacology and Sudeesa, and many others, we cut the ribbon on the world's first Mangrove Museum in Pambala.

The reception has been overwhelming. The project has attracted the attention of local and international news outlets and strong support by the government and public there. The museum is already a popular destination for school groups and a vital part of instilling the importance of conservation in future generations of Sri Lankans. With four years left to go in the project, we're confident this momentum will continue to grow and will inform our next project at this scale.

PROJECT UPDATES

With dozens of active projects around the world, things are happening all the time. Here are just a few highlights of the past several months.

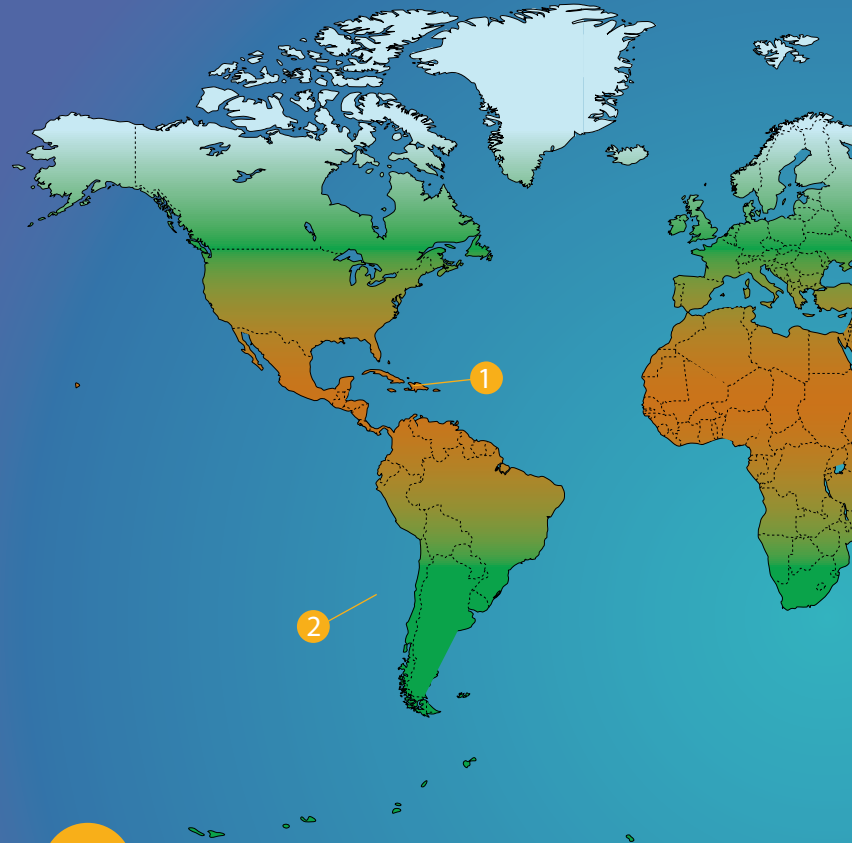
1



CARACOL BAY, HAITI

Protection of biodiversity through education and training, sustainable livelihood initiatives, community-based park ranger training, and mangrove reforestation

Hundreds of people, including local charcoal producers, tourism workers, fishers, farmers, women's groups, and employees of the ministry of agriculture and environment, have attended educational activities on sustainable livelihoods such as beekeeping and ecotourism. From two new mangrove nurseries, 75,000 seedlings have been planted and 30 beehives established. The project is now complete.



2

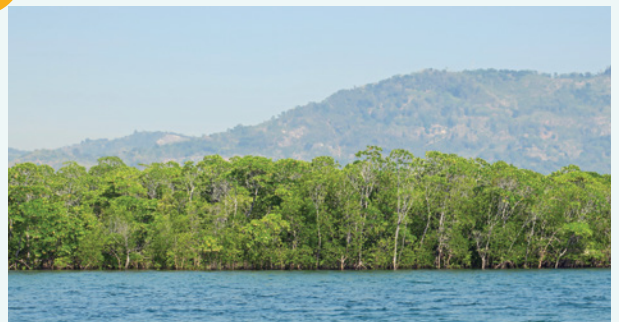


KOLDITA ISLAND, CHILE

Development of a management plan for 12,630-acre marine protected area and purchase of surveillance equipment such as marine radios and binoculars

Seacology Field Representative Claudio Delgado, the project coordinator, a marine biologist, and an anthropologist toured the project boundaries by boat, observing the salmon and mussel farming operations that threaten the environment and getting a feel for the rich marine biodiversity.

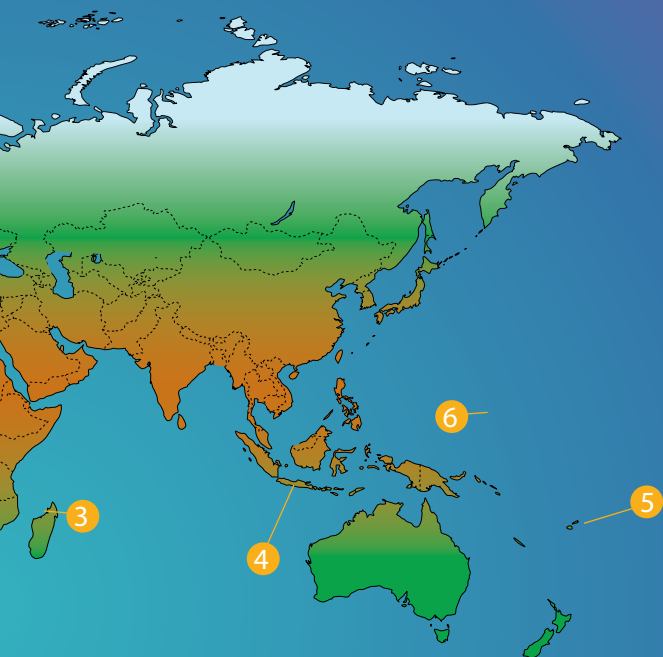
3



AMBANJA BAY, MADAGASCAR

Ecotourism center and latrines, eco-camp, and improvements to mangrove walk in exchange for protection of 988 intact acres of mangrove forest for 30 years

Program Manager Mary Randolph recently visited several sites on Madagascar, including our active project at Ambanja Bay, where Seacology is funding our visitors' center and eco-camp. Plans have been drawn up for the visitors' center, and the community has bought kayaks that tourists will be able to use (with guides) to explore the beautiful mangrove forests.



5



NANUCA VILLAGE, VANUA LEVU, FIJI

Community hall, in exchange for protection of 459 hectares (1,134 acres) of marine reserve and 84 hectares (208 acres) of mangroves for 15 years

This project has been finished. The community center was opened in a festive ceremony attended by the village chief, Seacology Field Representative Pettine Simpson, and many others.

4



PUNCAK BARU, JAVA, INDONESIA

Repair of community freshwater supply system in exchange for preservation of 2,325 acres of forest for 15 years

Launched in June, this project is already well underway. The villagers have begun reinforcing an erosion-prone system of trenches and tunnels that provides the community with water for its traditional rice-growing operations.

6



ANT ATOLL, POHNPEI, MICRONESIA

Solar power system for ranger station in support of making four marine protected areas, totaling 8,388 acres, no-take zones in perpetuity

The solar power system has been installed and is operational. This project is now complete and the marine area remains under protection.

New Projects

Seacology's Board of directors recently approved 10 new projects.

For details on all of our work, past and present, visit seacology.org/projects.

Country	Location	Community Benefit	Environmental Benefit
CUBA	Cocodrilo	Support for alternative livelihoods, including ecotourism skills, and reef-monitoring training and equipment	Increased protection of the offshore marine environment
COSTA RICA	Islas Catalinas	Environmental education programs for local schools	Establishment of a marine protected area for giant manta rays
FEDERATED STATES OF MICRONESIA	Rang Village, Yap	Community water system	Protection of 24-acre mangrove forest as no-take area for 15 years
INDONESIA	Pakraman Wongaya, Bali	Renovation of community center used for youth activities, meetings, and music and dance instruction and performance	Permanent protection of 1,600 acres of rainforest
INDONESIA	Puncak Baru, West Java	Repair of community freshwater supply system	Preservation of 2,325 acres of forest for 15 years
INDONESIA	Saporkreng Village, Waigeo Island	Jetty, boat moorings, and marker buoys	Permanent protection of 371 acres of coral reef habitat
KENYA	Sii Island	Watchtowers, mangrove mapping and replantation, and community awareness program	Conservation of 1,977 acres of mangrove forest for 15 years
MEXICO	Contoy Island	Installation of solar power and restoration of fishermen's shelters	3,927-acre permanent lobster refuge
PERU	La Islilla, Foca Island	Construction of ecotourism and interpretive center	Protection of 24,216 marine acres for 15 years
UNITED STATES	Carysfort Reef, Florida	Replanting and restoration of coral reef	

Seacology welcomes...



Ximena Escovar Fadul
Colombia Field Representative

Ximena, born and raised in Colombia, is a marine scientist with broad experience in fisheries research and a strong background in ocean management in Latin American countries. She is the associate director of Ocean Doctor's Cuba Conservancy Program, working to develop successful scientific collaboration between Cuba and the United States. She also works on local community projects, including Seacology's first project in Cuba. Ximena holds a Masters in Environmental Studies and Policy from the University of Pennsylvania and a Bachelor of Science in Biology — Marine Sciences, from the Universidad de Los Andes in Bogotá, Colombia. She is a certified scuba instructor and an experienced diving instructor and marine ecology educator.



Christine Mania
Development Associate

Christine moved to the Bay Area in 2013 and is thrilled to be a part of an environmental nonprofit working in Development. After spending most of her career in the financial industry focusing on product implementations and project management, Christine switched to the nonprofit sector a few years ago. She has fundraised and helped many nonprofit organizations as a volunteer, so it made sense to focus on cause-related work full-time. Before joining Seacology, she worked at the Downtown Berkeley Y as the Associate Wellness Director. Born and raised in the Midwest, Christine enjoys exploring the beautiful Northern California beaches and trails in her spare time as well as practicing yoga, gardening, cooking, reading, and sailing.

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Seacology would also like to thank the members of our Board of Directors for their ongoing generous contributions to the organization.

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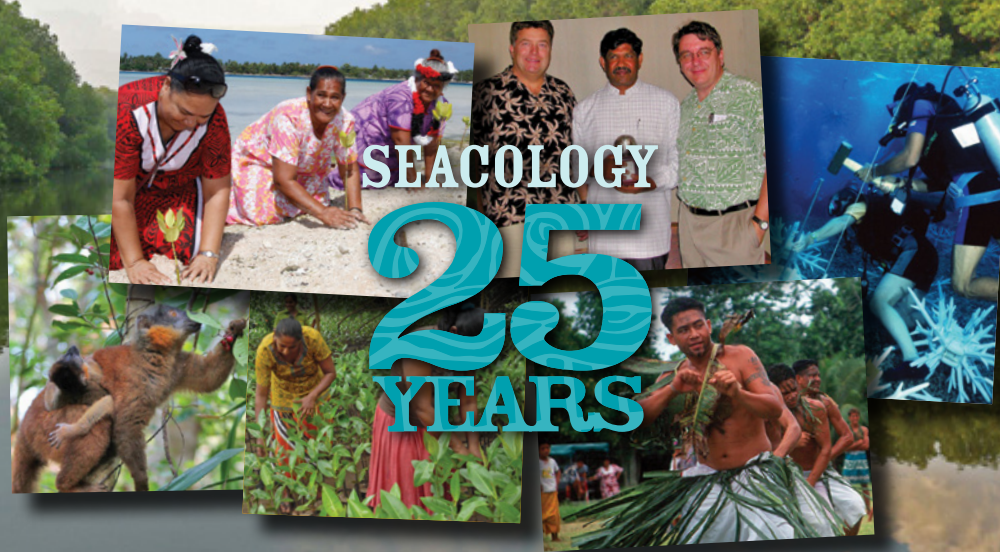
Traditional fishermen working
at Madagascar's Lac Alaotra





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Since 1991, Seacology has helped protect island habitats and local communities by offering villages a unique deal: if they agree to create or enforce a forest or marine reserve, we'll provide funds for something the village needs, like a schoolhouse or health clinic.

seacology.org/25