

How You Can Help



Make a gift to CORAL

Make a donation by mail, internet, or phone, and you will receive a gift acknowledgement and our sincere thanks. Use the envelope provided, visit our website at www.coral.org, or call us at (415) 834-0900.

One of the most cost-effective ways to support CORAL is through our monthly or quarterly giving program. You can authorize CORAL to charge a specific amount on your credit card monthly. At the end of the year, we will send you a summary of your giving and a tax receipt. Contact **Eileen Weckerle** at (415) 834-0900 x315 or eweckerle@coral.org.

Make a Gift of Securities

By donating stock to CORAL, you may avoid paying capital gains tax on securities that have increased in value and have been held longer than one year. And you will receive an income tax deduction for the current market value of the gift. Contact **Janine Kraus** at (415) 834-0900 x305 or jkraus@coral.org for transfer information.

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Your employer might match your charitable donations, doubling or even tripling the impact of your gift. To learn if your company participates, contact your human resources department.

Remember CORAL in Your Estate

By making a planned gift through your estate, you can make a lasting commitment to reef conservation and realize a significant tax savings. For more information, contact **Janine Kraus** at (415) 834-0900 x305 or jkraus@coral.org.

Thank you.

"CORAL is an inspiring blend of passion, idealism, and the best available scientific information. This is an unbeatable combination for saving reefs."

Scientist and CORAL Board Member, Rod Fujita, Environmental Defense Marine Ecologist, Author "Heal the Ocean"

"The Tiffany and Co. Foundation supports community-led work promoting the conservation of our coral reefs. CORAL helps by organizing the local community to make conservation a priority and get projects done! We are proud to partner with the Coral Reef Alliance (CORAL) to protect the beautiful reefs and reef creatures."

President, Fernanda M. Kellogg, The Tiffany and Co. Foundation

"I wish to express my strong support for CORAL's efforts to educate the public about the dire consequences of the devastation of coral reefs and to help build support for coral reef conservation."

Supporter, Timothy E. Wirth, Former Under Secretary for Global Affairs, United States Department of State; President, United Nations Foundation

"Our project's goal of creating a network of Marine Protected Areas in Milne Bay is no small task. By partnering with CORAL, we are more able to effectively engage the dive community and develop protected areas that address the needs of all those who use it. At CORAL's recent workshops, it was the first opportunity we've had to sit down with local dive businesses and other concerned groups to share our project's goals and realize our mutual desire to protect the reef."

Partner, Mike Christensen, Milne Bay Community-Based Coastal and Marine Conservation Project, Papua New Guinea



THE CORAL REEF ALLIANCE

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San Francisco, CA 94104

www.coral.org

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ANNUAL
REPORT

05



MISSION Working Together to Keep Coral Reefs Alive

The Coral Reef Alliance (CORAL) is a member-supported, non-profit organization, dedicated to protecting the health of coral reefs by uniting ecosystem management, sustainable tourism, and community partnerships.

Picture a healthy reef teeming with life. Near this reef lives a vibrant community. Local people play an active role in the reef's conservation and benefit economically and culturally from its preservation. The businesses that serve the community and tourists are managed in a way that is environmentally sustainable. There is a marine protected area that is well-managed. Together, the reef managers and the community are identifying and eliminating threats to the reef. The reef and the people it supports are a sustainable community. Now, place yourself in this community. You will experience a good deal more than great diving or snorkeling. You will learn about the reef and community it supports, as well as your own role in working with your hosts to ensure the reef remains healthy and productive. You will see how the money you paid to enter the protected area is used and the difference good management has made there.

Bonaire and the Rock Islands of Palau might have come to mind as you imagined such a place. In fact, it has been CORAL's work in these destinations that inspired a comprehensive approach we call the Coral Reef Sustainable Destination model (CRSD). Built on our experience working with these communities and our expertise in environmental business practices, sustainable marine park financing, marine protected area management, and informal education, CRSD is a powerful tool helping communities achieve sustainability through coral reef conservation. It is also a tool you can use when visiting coral reef destinations to informally monitor their progress towards sustainability.

2006 will be an exciting time. In addition to working with communities in Fiji, Papua New Guinea, Hawaii, and Mesoamerica to create sustainable destinations, we are planning for the future. As a CORAL member, we invite you to share your thoughts and ideas for creating more coral reef sustainable destinations.

Your contributions have made this work possible. We thank you for your support.

Cheers,

Message from the Chair and Executive Director



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(Seth M. Wolters & Heather Anderson)
In honor of the Farrior-
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(Guests of the Farrior-
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(Guests of the Goldsmith-
Litwack wedding)
In honor of Kay McKeever
(Family & Friends)

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In memory of Daniel Wray
(Family & Friends)

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* Denotes Friend of the Reef

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CORAL REEF SUSTAINABLE DESTINATION MODEL

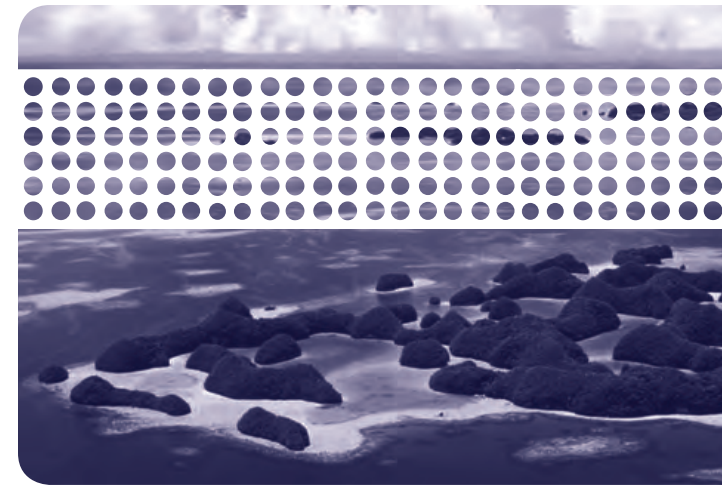
The Coral Reef Sustainable Destination (CRSD) model represents CORAL's strategic approach to coral conservation. The goal of the CRSD model is to measurably increase the capacity of marine recreation providers, reef managers, and local communities to work collaboratively towards coral reef conservation. Upon completion of work, destinations will have the fundamental skills and capacity to implement effective and financially sustainable coral conservation strategies. CORAL's comprehensive CRSD model establishes six broad indicators to measure the sustainability of the

destination, along with five levels of conservation capacity that can be observed and measured. Prior to working with a site, CORAL identifies a coral destination's existing capacity to achieve objectives along a continuum of increasing sustainability. Our unique approach of engaging local communities through education, building cooperative alliances among stakeholders, and implementing conservation programs strives to move each site along this continuum. Key indicators of progress towards each objective allow us to identify program success.

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
SUSTAINABLE BUSINESS PRACTICES	Tourism businesses provide basic awareness to clients	Tourism businesses trained	50% Adoption	80% Adoption	Full participation and self regulation
CONSERVATION ALLIANCES	Initial contacts and interest cultivated	Community buy-in, collaborative projects	Collaborative projects initiated	Collaboration increased 50%	Collaboration sustained 5 years
SUSTAINABLE FINANCING	Financial needs assessed, funding sources defined	Stakeholder process initiated	Adoption of new finance system	Additional funding sources defined and adopted	Diversified funding in place, sustained 5 years
THREAT REDUCTION	Threats defined and ranked	Threat reduction plan endorsed	Projects implemented	Monitor and evaluate projects	Reassess, redefine if necessary
EFFECTIVE MANAGEMENT	Management needs and assessment surveys	Stakeholder process, draft management plan	Management plan adopted	Monitor, evaluate, and implement management tools	Management plan updated, revised
BENEFIT SHARING	Awareness building	Tourism sector hiring locals	Alternative livelihood training	Micro-enterprises initiated, support by tourism sector	Tangible benefits realized for community

SNAPSHOT 2005

- 1 Educational visitor center built to help educate the public on ocean conservation issues.
- 3 Patrol boats purchased or repaired to stop illegal poachers.
- 22 Mooring buoys installed to prevent anchors from repeatedly damaging the reef.
- 35 Marine protected areas partnered with CORAL to improve their management capacity.
- 71 Countries participated in CORAL programs protecting the health of reefs.
- 460 Marine tourism industry professionals committed to implementing sustainable business practices.
- 28,960 Square kilometers of reef protected through CORAL programs.
- 73,600 People participated in Dive In To Earth Day events such as beach cleanups, educational seminars, and underwater surveys.
- 750,000 Tourists given environmental education by CORAL trained tourism businesses.



THREAT REDUCTION

CORAL launches Maui project to reduce tourism threats to Honolua Bay and Molokini such as trampling and anchor damage. CORAL, Maui Reef Fund, and Malama Kai Foundation install five moorings on Maui and train islanders to install and maintain future moorings reducing anchor damage on Maui's fragile reefs.

CONSERVATION ALLIANCES

250 tourism businesses, governmental ministries, local NGOs, and community members from four countries agree that a voluntary code of conduct for marine tourism businesses is necessary to protect the Mesoamerican Barrier Reef. 170 commit to represent their communities in creating the code of conduct.

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

SUSTAINABLE BUSINESS PRACTICES

Tourism businesses in Placencia, Belize identify and create a list of best business practices for the area such as giving environmental briefings to tourists. 95% agree to re-evaluate their current practices according to this list of best practices.

CORAL in partnership with Conservation International and local stakeholders investigates current Papua New Guinea tourism fees and devises a plan for a more transparent user fee system including creating a multi-stakeholder advisory board.

SUSTAINABLE FINANCING

At the invitation of the US Department of State, CORAL provides Jamaican government and business leaders recommendations on sustainable tourism and marine protected area management.

CORAL helps coordinate the Tulum + 8 conference in Cancun, Mexico.

This conference furthers the objectives of the Tulum Declaration, a regional agreement by the governments of Mexico, Belize, Honduras, and Guatemala to protect and conserve the biodiversity of the Mesoamerican Barrier Reef, the second longest barrier reef in the world.

CORAL and the eleven villages from the Kubulau District in Fiji agree that tourism fees are necessary and should be split between the Kubulau District Education Fund and operating costs for the Kubulau Marine Protected Area Network.

BENEFIT SHARING

CORAL participates in the International Coral Reef Initiative Annual Member Meeting in Palau. At the invitation of the National Oceanic and Atmospheric Administration CORAL provides Task Force with an introduction to the Coral Reef Sustainable Destination model.

Dive operators and community members from Roatan, Honduras rank pollution as the number one threat to local reefs and are planning to partner with CORAL on solutions such as a local recycling program.

WHERE WE WORK

CORAL programs currently operate in six geographic worksites—Mexico, Belize, Honduras, Hawaii, Fiji, and Papua New Guinea. How do we arrive at selecting a coral reef destination for our conservation work? While high biodiversity and the presence of marine tourism play a big part in identifying potential worksites, a good deal more is involved in our analysis. Site selection is determined by evaluating potential destinations for political stability and safety, type of threats, funding availability, local support for marine protected areas, and the presence of potential conservation partner organizations.

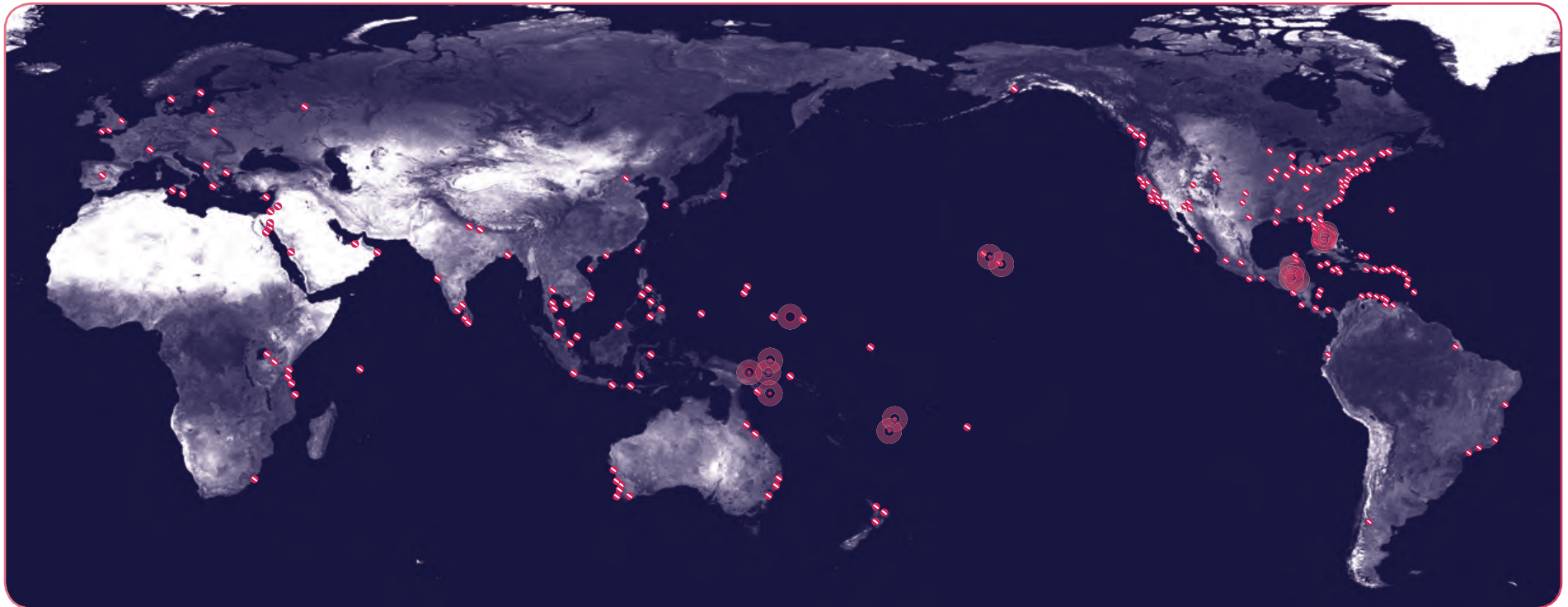
PROJECT SITES

Hawaii Kona | Maui
Papua New Guinea Milne Bay | Kimbe Bay | Madang | Kavieng
Mesoamerica Playa del Carmen, Mexico | Roatan, Honduras | Placencia, Belize
Fiji Taveuni | Namena
Florida Broward | Martin | Miami-Dade | Palm Beach

PARK BUDDY SITES

Micronesia Pohnpei
Mesoamerica Roatan, Honduras | Placencia, Belize
Papua New Guinea Milne Bay

DIVE IN SITES

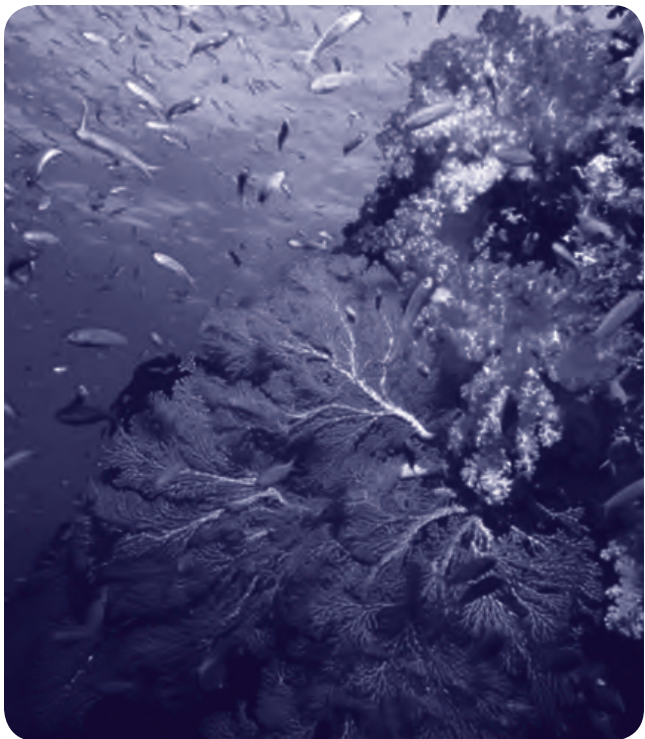


ABOUT DIVE IN

Dive In To Earth Day is an international Earth Day celebration that promotes the active conservation of coral reefs, oceans, and aquatic ecosystems, and raises public awareness of the importance of marine conservation. In the past six years, 271,450 people have participated in 1,527 marine conservation events in 103 countries and territories around the world, removing trash, educating children and their communities, supporting coral reef protected areas, and much more. www.coral.org/divein

CORAL REEF
SUSTAINABLE DESTINATION

NAMENA



An octopus peeks out from a crevice in the coral as an ancient hawksbill sea turtle swims elegantly into the blue. Storm clouds of pink and orange Anthias dart through vibrant soft corals. This is the Namena barrier reef in Fiji, a site that CORAL has been working to protect since 2001.

Faced with threats from commercial fishing, the villagers from the district of Kubulau realized that protecting Namena could generate longer-term sustainable income for local communities. In 1997, Kubulau leaders established the 70 square kilometer Namena Marine Reserve.

Yet the community soon discovered that effectively managing a marine protected area is no small task. Despite an initial reduction in commercial fishing, several factors threatened the success of the reserve including a shortage of technical expertise, limited community support and awareness, tourism practices, and a lack of adequate funding.

In 2001, CORAL began work to help Namena's coral reefs by enabling a village representative to visit the well-established Bonaire Marine Park to receive training in effective management and sustainable financing. One of the primary challenges of protecting coral reefs is finding the finances to do so. CORAL is currently working with villagers, tour operators, tourists, government agencies, and non-governmental organizations to ensure Namena tourism fees have support from all communities, are transparent and effective, and generate funding for years to come.



**"Thank you CORAL for helping our community protect Namena's coral reefs for our children and grandchildren."
- Ratu Peni, Kubulau District Chief**

CORAL believes that sustainable tourism can and should play a central role in protecting Namena's coral reefs. We recently arranged a workshop with Kubulau villagers and the Fiji Ministry of Tourism to discuss ecotourism opportunities and economic incentives for reef conservation. We also launched a training program for dive operators on sustainable business practices, facilitating discussions on local threats and implementing solutions that support Kubulau's communities.

CORAL has been working in close partnership with the Wildlife Conservation Society (WCS) to establish a larger network of marine protected areas that extend beyond Namena. CORAL and WCS complement each other well—WCS focuses on the science and management of MPA networks and CORAL focuses on the people by building conservation capacity and support from all those involved.

Our approach is simple: by focusing on the relevant criteria from our Coral Reef Sustainable Destination model, we believe that together we can keep Namena's reefs alive.

CORAL REEF
SUSTAINABLE DESTINATION

ROATAN



CORAL uses many different approaches to create Coral Reef Sustainable Destinations. For example in Roatan, Honduras, CORAL is helping the Sandy Bay and West End Marine Park Association reduce the threat of poaching by increasing marine patrols. Jennifer Keck, an association board member who works at a resort in Roatan, remembers when you could drop off of many dive sites and see an abundance of curious groupers. However, the numbers of these and other prize catches such as lobster, conch, and snapper began to dwindle due to over fishing and rampant poaching. Jennifer and other members of the Sandy Bay and West End Marine Park Association recognized a clear need to revitalize their marine park's patrolling systems.

To do this, the association had to replace some of the marine parks' equipment and find a way to give the patrols more credibility for enforcement. Innovatively, the association asked local police to take an active role in the patrolling. Police officers agreed to put an officer on every patrol boat and help enforce marine park rules by issuing warnings for fish not caught by traditional line methods and confiscating poaching gear. CORAL

added capacity by funding a new patrol boat engine, radios, and educational signs in shoreline locations along the reserve. These combined efforts have virtually eliminated poaching and dive shops are reporting an increase in lobster and conch numbers.

With further assistance from CORAL and our partners in the ICRAN Mesoamerican Reef Alliance, the association expects to implement additional conservation initiatives such as improving a recently launched tourism fee system, installing mooring buoys, placing trash bins along highly polluted areas of the beach, and providing environmental education programs for local schools.

While the reserve still faces serious threats from pollution, sewage, sedimentation, marine recreation, and anchor damage, last year's efforts have improved park management, reduced poaching, and increased opportunities for sustainable financing. Word of these successes has already spread, as **Scuba Diving** magazine recently highlighted the work of the marine patrols in its December 2005 issue.

A CORAL microgrant provides marine rangers with a boat engine and radios that decrease the number of illegal poachers in the reserve.





Financial Report

Due to the extraordinary commitment of the Board of Directors, key individuals, and a number of foundations, CORAL recognized a record \$1.5 million in annual revenue.

In addition, CORAL has benefited from a significant amount of pro bono support including advertising for Dive In To Earth Day and generous support from Underwriters Laboratories, Morrison Foerster, and Scuba Diving magazine.

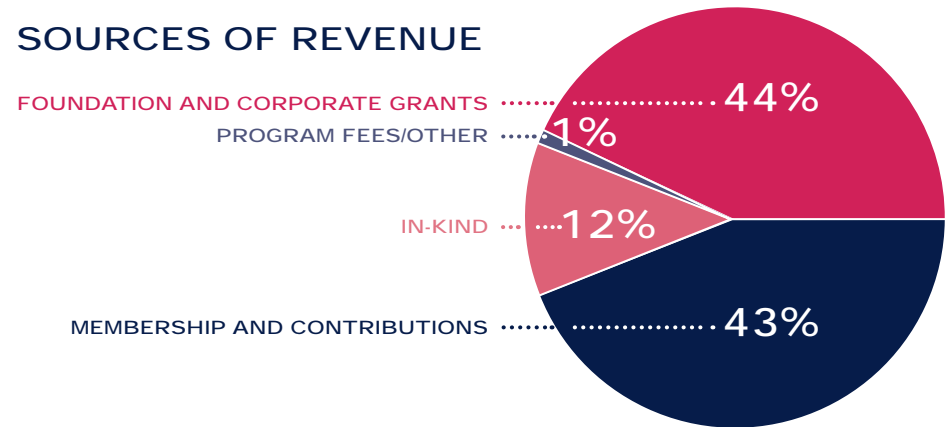
Expenditures for program services expanded significantly to over 75% of our total budget.

In a continual effort to improve our operational efficiency, expenditures for supporting services comprised less than 25%, of which 10% was in fundraising and 15% in general administration and governance.

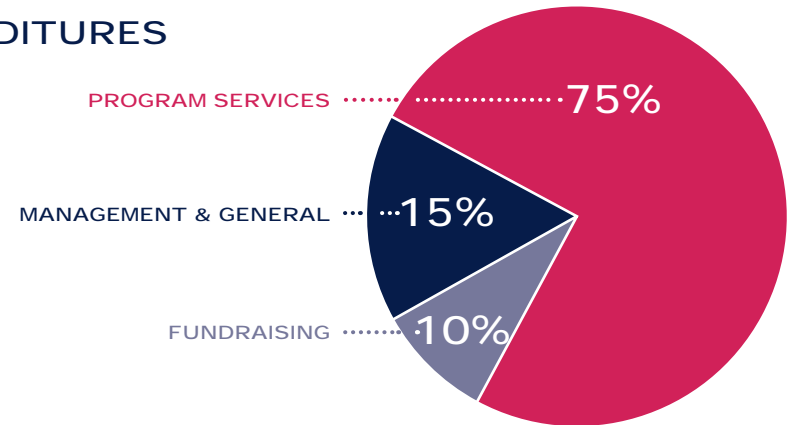
We ended the fiscal year with an increase in Net Assets of more than \$324,000, of which more than \$86,000 is unrestricted.

For a full copy of CORAL's audited financials, please call Eileen Weckerle at 415.834.0900 x315.

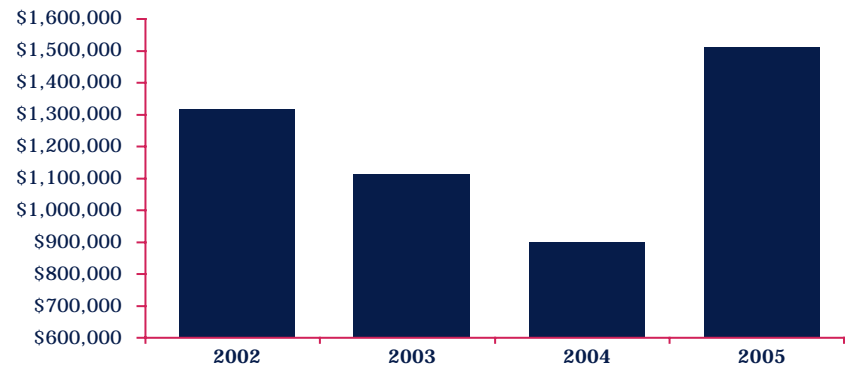
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World Wildlife Fund

FIJI Fiji Ministry of Tourism
Kubulau District of Fiji
Wildlife Conservation Society

PAPUA NEW GUINEA Conservation International
Mahonia na Dari
Milne Bay Community-Based Conservation and Marine Conservation Project
The Nature Conservancy
Papua New Guinea Divers Association
Papua New Guinea Locally Managed Marine Area Network
United Nations Development Programme

HAWAII Hawaii Department of Land and Natural Resources,
Department of Aquatic Resources
Hawaii Wildlife Fund
Malama Kai Foundation
Maui Reef Fund
Project SEA-Link
United States Coral Reef Task Force



Thank You

Many thanks to the individuals, businesses, corporations, and foundations that made annual gifts to the Coral Reef Alliance in the 2005 calendar year.

“Working Together to Keep Coral Reefs Alive”

\$100,000 and Up

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 Greg Bellowe
 Donna Blake
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 Elizabeth Wray
 Paula Zabik*
 Suzanne G. Zarling
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In honor of the Anderson-
 Wolters Wedding
 (Guests of Seth M. Wolters
 & Heather Anderson)
 In honor of the Farrior-
 Schumann Wedding
 (Guests of Farrior-
 Schumann Wedding)
 In honor of the Goldsmith-
 Litwack Wedding Guests
 (Brant Goldsmith &
 Melissa Litwack)
 In honor of Kay McKeever
 (Family & Friends)

MEMORIAL GIFTS

In memory of Lester
 Diamond (Family &
 Friends)
 In memory of John Hulka
 (Thelma Hulka)
 In memory of George
 Kalnitz (Leah Yarrow)
 In memory of David Sorg
 (Carla Rachel Borchers)
 In memory of Daniel Wray
 (Family & Friends)

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Special thanks to our
 monthly and quarterly giv-
 ing members.

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* Denotes Friend of the Reef