

SEE TURTLES

2019 ANNUAL REPORT

A Year of Progress & Recognition



LETTER FROM THE PRESIDENT

SEE Turtles was conceived in 2007 and launched to the public in 2008 with the aim of supporting sea turtle conservation efforts through travel. What began as a small project of the Ocean Conservancy, now after more than ten years, has grown to provide financial support for important sea turtle nesting beaches, a campaign to end demand for turtleshell, and a school program that gives kids a way to help these iconic animals. As an independent non-profit now, we can make our donations go further to meet these lofty goals.

2019 was a year of recognition for our efforts. First, in April we won the prestigious Changemakers Award from the World Travel & Tourism Council, which this year recognized efforts to protect endangered wildlife through tourism. We were presented the award at the WTTC Summit in Seville, Spain in front of leaders of the tourism industry from around the world. Then in August, we also won the Skål Sustainable Tourism Award in the Marine and Coastal category. These are two of the biggest honors in the world of sustainable travel and were only possible due to the success of our dozens of partners and hundreds of donors from around the world.

In addition, in 2019, our Billion Baby Turtles program grew rapidly and for the first time, surpassed 1 million hatchlings saved in one year! That included support for more than 10 new nesting beaches, expanding to Asia for the first time, and totaled more than \$100,000 in grants. Our Too Rare To Wear campaign added more

than 25 new partners, funded new research on the turtleshell trade in several countries, and helped expand efforts to end the trade in Colombia, Costa Rica, and Indonesia. Our Turtle Conservation Trips generated roughly \$70,000 for conservation and local communities including our most successful trip ever to Colola, Mexico. In total, we generated more than \$200,000 for sea turtle conservation in 2019.

SEE Turtles also organized the first large-scale celebration of Sea Turtle Week. This week, which runs from June 8th to 16th, helped to educate millions of people about sea turtles and their threats. In its first year, we had 68 partners, 4 million people reached, thousands of social media posts, and a new website. We expect 2020 to be even bigger!

In 2020, we will continue to find unique ways for our small organization to advance sea turtle conservation. We will release a groundbreaking report on the turtleshell trade and develop new technologies to address the trade, continue to grow our support for nesting beaches, and add new destinations for our Conservation Trips. We hope you will join us in this effort, we need your help now more than ever.

Brad Nahill, President



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Photo: Juan González

MISSION

SEE Turtles protects endangered sea turtles throughout Latin America and the world by supporting community-based conservation efforts.

PROGRAMS

• SEA TURTLE CONSERVATION TOURS:

Unique sea turtle conservation expeditions that support local organizations and communities

• BILLION BABY TURTLES:

Saving turtle hatchlings at important turtle nesting beaches around Latin America and the Caribbean.

• TOO RARE TO WEAR:

Ending the demand for turtleshell products in partnership with the tourism industry.

• SEA TURTLE WEEK:

Organizing the sea turtle community to engage the public.

2019 AT A GLANCE



TOO RARE TO WEAR:

- 150 tourism and conservation partners in our coalition.
- Helped partner Fundacion Tortugas del Mar expand efforts in Colombia.
- Provided support for Turtle Foundation to launch a new campaign in Indonesia.
- New research on the turtleshell trade in five countries.
- Creation of Shell Alert model to recognize turtleshell through photographs.

BILLION BABY TURTLES:

- 1.175 million hatchlings saved.
- \$115,000 granted to 23 conservation organizations.
- 27 turtle nesting beaches supported.
- 5 species of sea turtles protected.

CONSERVATION TRAVEL:

- 68 travelers on 7 trips.
- 256 volunteer work shifts completed.
- \$70,000 generated for turtle conservation and local communities.
- 43,000+ hatchlings saved.

Photo credits: Left: Hal Brindley, Middle & Right: Brad Nahill.

BILLION BABY TURTLES

Billion Baby Turtles supports sea turtle conservation organizations that work to protect sea turtle hatchlings around the world. The funds go towards paying local residents to patrol important turtle nesting beaches, protecting turtles that come up to nest, and ensuring that the eggs are protected. To date, we have helped save more than 2.8 million hatchlings at more than 30 nesting beaches in Latin America, the Caribbean, and Asia.

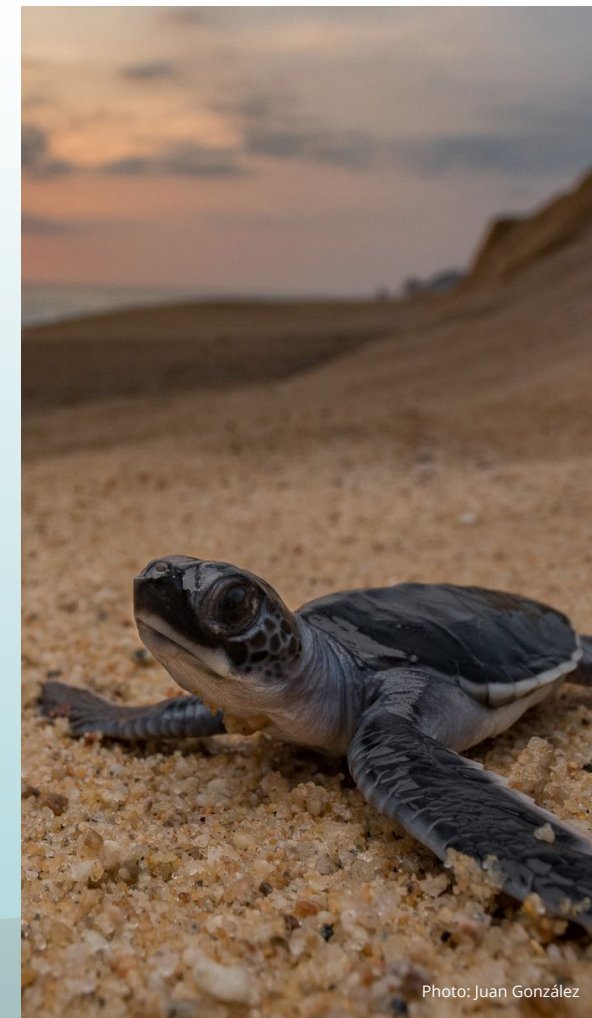


Photo: Juan González

2019 HIGHLIGHTS

- More than 1 million hatchlings saved at 27 nesting beaches in 8 countries.
- Supported 11 new partner nesting beaches.
- Expanded to support projects in Asia for the first time.
- Funding from J. Berman Memorial Fund helped launch new programs and continued (learn more about this fund in our Donor section).
 - Turtle Love Project (Costa Rica).
 - Reef Guardians (Malaysia)
 - Osa Turtles (Costa Rica)
 - Ocean Spirits (Grenada)
 - Sea Turtle Conservancy (Panama)

Learn more about our partners on our TurtleBlog:

- [ProCosta: Protecting El Salvador's Unique Hawksbill Turtles](#)
- [Return of the Black Turtle: Colola Beach, Mexico](#)

SCHOOL CONTEST RESULTS

2019 School Fundraising Contest Results

65,500 Hatchlings Saved

- 16 classes & schools
- 6 individual students
- 850+ total participating students

Grand Prize Winners:
Riverdale Elementary School (VA) • Limestone Walters District #316 (IL) • Kitayama Elementary (CA) • A.P. Giannini Middle School (CA)

Student Prizes:
Chessie W • Annabel T & Friends

Runner's Up Prizes:
Joaquin Moraga Intermediate School (CA) • Jefferson Elementary (MO)

Sponsors:

SMITH & VANDIVER®

KIDS & SEA TURTLES:

In 2019, the support we receive from students & schools fundraising on their own jumped dramatically to nearly \$12,000, helping us to save nearly 100,000 hatchlings! These inspirational kids held bake sales, sold reusable plastic straws, urged friends and family to donate on social media, and gave up birthday presents to help save sea turtles around the world. Find a full list of participating schools and students in our section on donors and check out our 2019 Billion Baby Turtles Report and on [our blog](#) for examples of these efforts.



Photos: Juan González

DONATE TO SAVE BABY TURTLES

FUNDS RAISED IN 2019:

Total Raised: \$122,782

Administrative Costs: \$5,521

Expenses: \$3,252

Grants Provided: \$115,580

Funds Available for 2020: \$33,856

Hatchlings saved per dollar donated: 10.17

TOTALS TO DATE

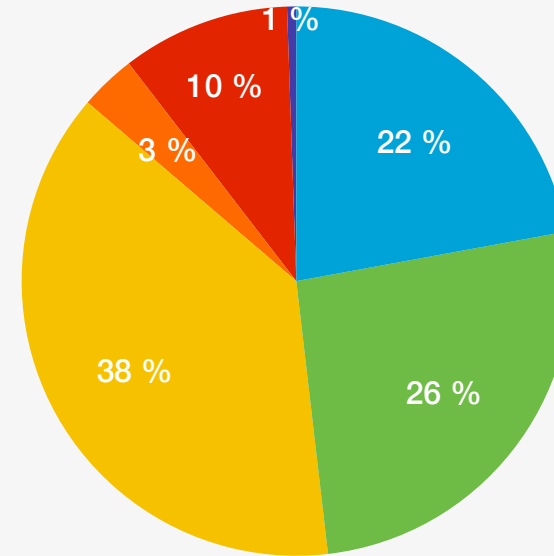
2.8 MILLION
HATCHLINGS
SAVED

\$380,000
GIVEN IN 83
GRANTS

5 SPECIES OF
SEA TURTLES
SUPPORTED

30+ NESTING
BEACHES IN 13
COUNTRIES

BILLION BABY TURTLES FUNDS RAISED IN 2019:



- Individual donations: \$28,230
- Grants: \$33,251
- Sponsorships: \$48,660
- SEE Turtles Conservation Tours: \$4,200
- Schools & Students: \$12,640
- Symbolic hatchling adoptions: \$690

DONOR PROFILES

J. Berman Memorial Foundation:

Dan Berman is an avid diver and traveler and fell in love with sea turtles. Working for the US Department of Agriculture in places like Mexico and Japan, he saw first-hand how much need there is in the world and wanted to contribute to concrete solutions to social and environmental projects. When his mother Jackie passed away in 2016, the family home was sold and put into a fund to support social and conservation projects including human trafficking in Vietnam and ocean conservation efforts.

Dan first contacted SEE Turtles in 2017 to see how these funds might be used to help save sea turtles. We created a new program that supports previously unprotected nesting beaches and established ones that had lost funding. The first grant went to Ocean Spirits in Grenada to help their leatherback nesting beach in Levera. The Fund also supported efforts to address the turtleshell trade in Colombia by our partner Fundacion Tortugas del Mar.

In 2019, the Berman Fund dramatically expanded its support and this year funded four new projects in Panama, Malaysia, and Costa Rica, as well as continuing their support for Grenada and Colombia. SEE Turtles and our partners thank the Berman family for their tremendous support and look forward to continuing to partner to catalyze important turtle conservation efforts around the world.



Smith & Vandiver:

Alida Stevens (Smith) started selling handmade bath and body products in a small California shop in 1970. After growing to multiple locations, in 1978, she partnered with Lynn Vandiver to create Smith & Vandiver, bringing the products to more consumers by selling to other retailers. The company grew over the decades to become a leader among wellness brands in the US.

Alida learned about the plight of sea turtles in Nicaragua and decided she wanted Smith & Vandiver to help. They created a new line of bath fizzies based on their popular Dino Fizz product which became their Turtle Rescue Fizzie, sold in Kroger stores around the country and on the company's website starting in January 2019. Each sale of a Turtle Rescue Fizzie helps save at least 3 baby sea turtles. The bath fizzle is safe for children, vegan, free of sulfates, parabens, and synthetic fragrances, and contains a fun pop-up baby turtle surprise.

The Turtle Fizzie has taken off, with more than 120,000 hatchlings saved through sales in the first three quarters of 2019. Smith & Vandiver also donated products for our Baby Turtle School Fundraising Contest, which helped raise a record amount in 2019. The company plans to expand availability to additional retailers around the country to grow their support for sea turtle conservation.

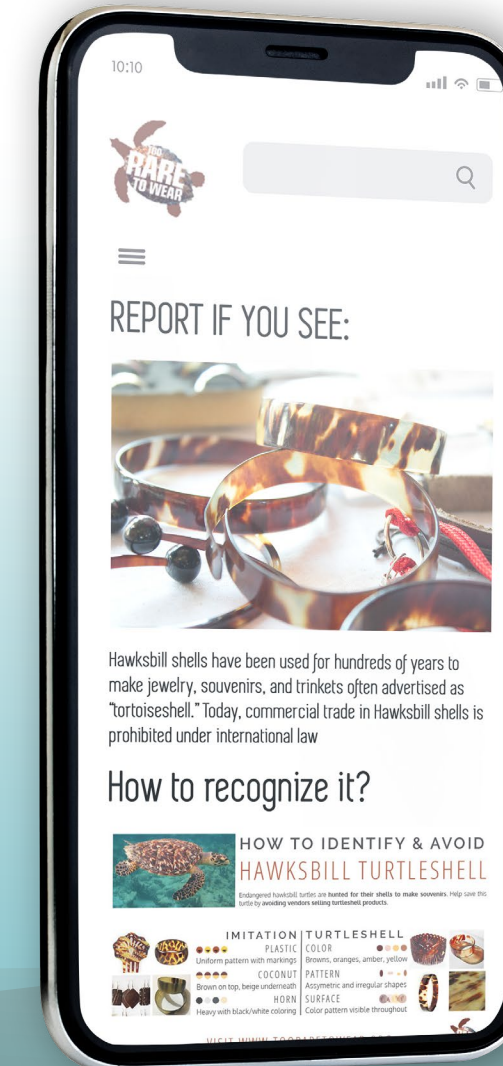
[Learn more about this product here.](#)



TOO RARE TO WEAR



Too Rare To Wear is a coalition of more than 150 conservation and tourism organizations working to end the demand for turtleshell products. These products come from the critically endangered hawksbill sea turtle and tourists are the top consumers of these products.



2019 HIGHLIGHTS

- New research into the turtleshell trade in Costa Rica, Haiti, Indonesia, Tobago, and Belize.
- Launch of "Shell Alert" prototype to use artificial intelligence to recognize turtleshell. [Read more about this tool in our blog here.](#)
- Addressing the Trade in Colombia: Our partner Fundacion Tortugas del Mar is expanding its successful campaign to reduce the trade in Cartagena to new parts of the country, including Santa Marta, Tolu, Coveñas, and Rincon del Mar.
- Studying The Trade & Improving Enforcement in Costa Rica: We are supporting efforts by our partner Latin American Sea Turtles (LAST) to collect new data on this trade and train law enforcement officials.
- We are partnering with the Haiti Ocean Project to study the turtleshell trade in the country for the first time.
- Turtle Foundation and ProFauna, with our support, is conducting in-person and online research on this trade and putting together a plan to end the trade in Indonesia.

TOO RARE TO WEAR 2019 GRANTS:

GRANTS: \$16,531

• **Fundacion Tortugas del Mar:**

\$7,500 to work with law enforcement officials, expand research into the turtleshell trade, and work with tourism businesses to reduce supply and demand of turtleshell products.

• **Turtle Foundation:**

\$6,000 research the turtleshell trade in Indonesia and develop a plan to address the trade in the country.

• **Haiti Ocean Project:**

\$2,000 to research the turtleshell trade in Haiti.

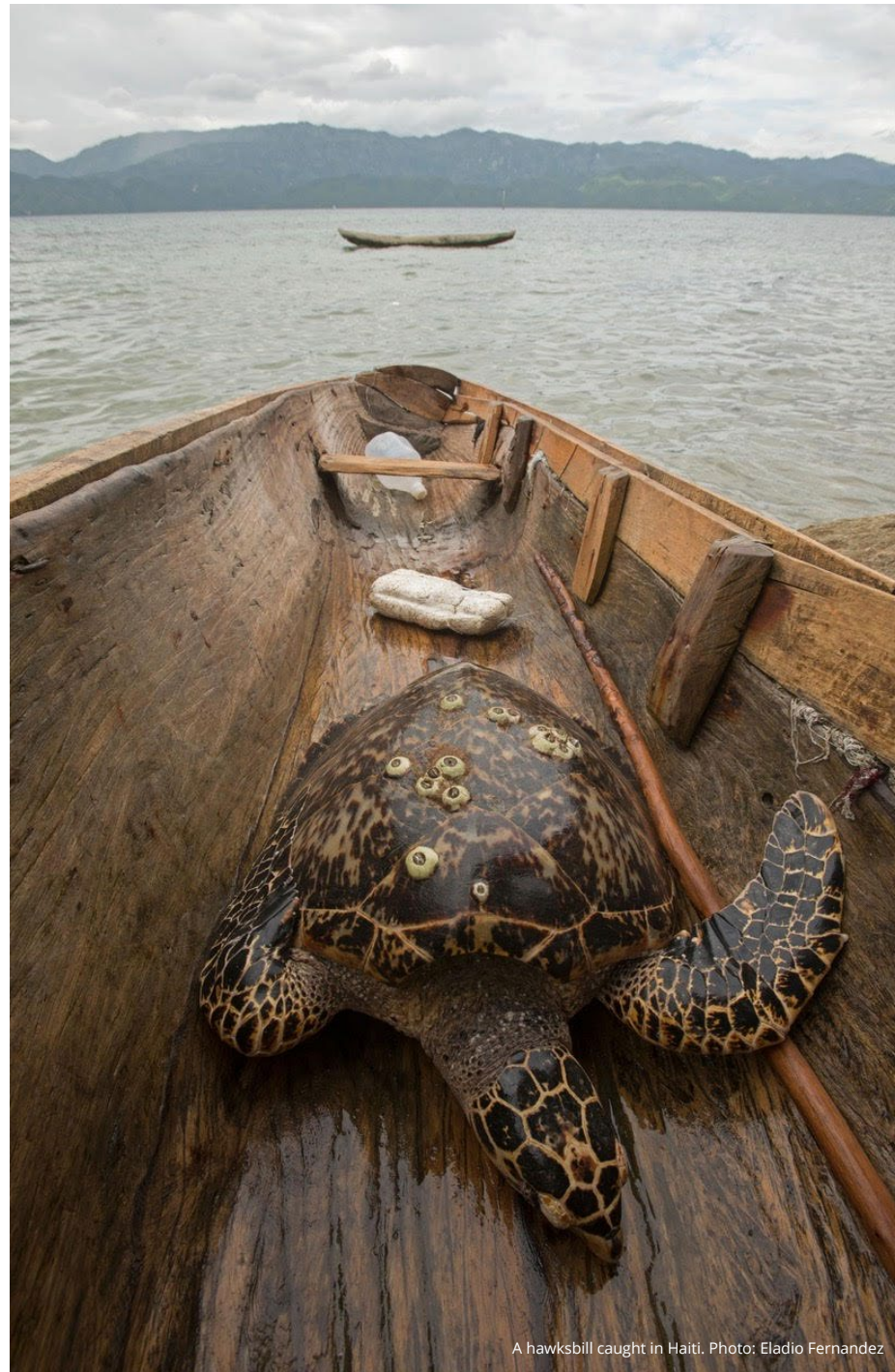
• **Nurturing Nature Trinidad & Tobago:**

\$531 to research the turtleshell trade in Tobago.

• **EcoMar:**

\$500 to research the turtleshell trade in Belize.

**DONATE TO
SAVE HAWKSILLS**



A hawksbill caught in Haiti. Photo: Eladio Fernandez

NEW TOO RARE TO WEAR TOURISM PARTNERS

• **Tourism Organizations**

• **Global Exchange**

• **Tourism Cares**

• **Mexico Liveboards**

• **The Colombian Project**

• **Island Jane Ecotours (US)**

• **I Show You Colombia**

• **Real Grenadian Taxi and Tours**

• **Sendero Adventures**

• **Finca Montezuma (Panama)**

• **Punta Faro (Colombia)**

• **Niyama Maldives**

• **AVANI (Vietnam)**

• **Anantara Quy Non (Vietnam)**

• **Pelagic Dive Travels**

• **FairTravel4U**

• **Purposeful Nomad**

• **Africa Answers**

• **Wicked Adventures**

• **Intercultural Outreach Initiative**

• **Geographic Expeditions**

• **Khiri Travel**



Photo: Naail Hussain on Unsplash

SEA TURTLE CONSERVATION TRIPS

SEE Turtles Conservation Tours offer the opportunity to see and participate in sea turtle conservation programs around Latin America. Our trips work with local researchers to help study and protect turtles on the beach or at sea and every trip helps save at least 200 hatchlings through our Billion Baby Turtles program.



Photo: Brad Nahill

2019 HIGHLIGHTS

- 68 travelers on trips to Costa Rica, Cuba, Belize, and Mexico.
- 256 volunteer shifts worked.
- 43,000 hatchlings saved through grants to Billion Baby Turtles.
- \$70,000 generated for turtle conservation and local communities.

OUR TURTLE CONSERVATION TRIPS

- [Baja Ocean Wildlife Expedition](#)
- [Belize Ocean Wildlife Expedition](#)
- [Costa Rica Leatherback Turtle Research](#)
- [Costa Rica Green Turtle Research](#)
- [Colola, Mexico, Black Sea Turtle Capital of the World](#)
- [Galapagos Turtles & Tortoises](#)
- [Whales of Guerrero](#)

TOUR PROFILE: COLOLA BEACH, MEXICO

Our 2019 tour calendar wrapped up with a special trip we organized for our past travelers to Colola Beach, Mexico, the Black Turtle Capital of the World. This beach is one of the biggest success stories in sea turtle conservation, going from a low of 533 nests in 1999 to more than 46,000 this past year. This trip was so popular with our travelers that we filled two trips in record time.

Over the two trips, Colola had more than 3,000 nests and roughly 20,000 hatchlings. The days were filled with working in the hatchery in the morning and evening, walking the nesting beach at night, with visits to beautiful nearby beaches during the day. In all, this trip generated more than US \$10,000 for the local community in addition the \$10,000 grant provided to this project, which was partially funded by this trip. We can't wait to go back in December 2020! [Read more about this trip on our blog.](#)

[LEARN MORE ABOUT OUR TRIPS](#)

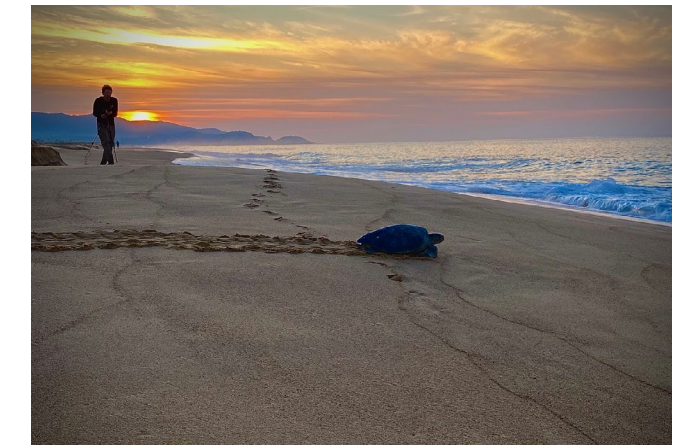


Photo credits:
Top-left: Brad Nahill, Bottom-left: Juan González
Top-right & Bottom-right: joyce moore

DIVERS FOR TURTLES

Divers For Turtles aims to engage the dive industry in turtle conservation efforts. [Read about our launch on our Turtle Blog.](#)



DIVE SHOP PARTNERS

- Nautilus Aquatics
- Ocean First
- Aquatic Adventures
- Ocean Paradise Dive & Travel
- Blue Octopus Scuba
- Down Under Dive Shop



SEA TURTLE WEEK

Sea Turtle Week was originally created by the US National Oceanic & Atmospheric Administration (NOAA) to highlight the agency's work on these creatures. In 2019, SEE Turtles organized the worldwide community of sea turtle organizations and researchers to expand this week and use social media to educate the public.

The week begins on June 8th (World Oceans Day) and runs until June 16th (World Sea Turtle Day), with each day in between focused on a different species and threat.

2019 SCHEDULE:

- **June 8th:** World Oceans Day
- **June 9th:** Flatback Sea turtle Day / Threat – Coastal Development
- **June 10th:** Kemp's Ridley Day / Oil Spills
- **June 11th:** Olive Ridley Day / Consumption of Eggs and Meat
- **June 12th:** Loggerhead Day / Entanglement in Fishing Gear
- **June 13th:** Hawksbill Day / Turtles Shell Trade
- **June 14th:** Green Turtle Day / Climate Change
- **June 15th:** Leatherback Day / Plastic Pollution
- **June 16th:** World Sea Turtle Day



2019 SEA TURTLE WEEK RESULTS

- **68** participating organizations
- **4,000** unique visitors to [SeaTurtleWeek.com](#)
- **200** Twitter followers
- **4 million** unique people reached
- **6.4 million** impressions
- An estimated **2,500 tweets & 10,000 retweets**
- **4,400** participating accounts

www.SeaTurtleWeek.com

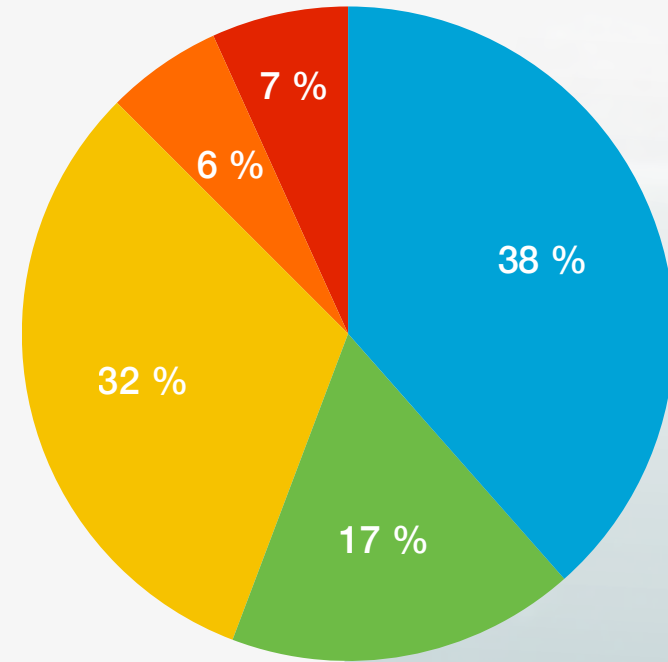
Funding for Sea Turtle Week was provided by For Love Of All Things (FLOAT).

FINANCIALS

EXPENDITURES BY PROGRAM:

• Billion Baby Turtles	\$118,832
• Too Rare To Wear	\$53,393
• Conservation Tours	\$97,943
• General Fund	\$17,756
• Administration	\$20,937

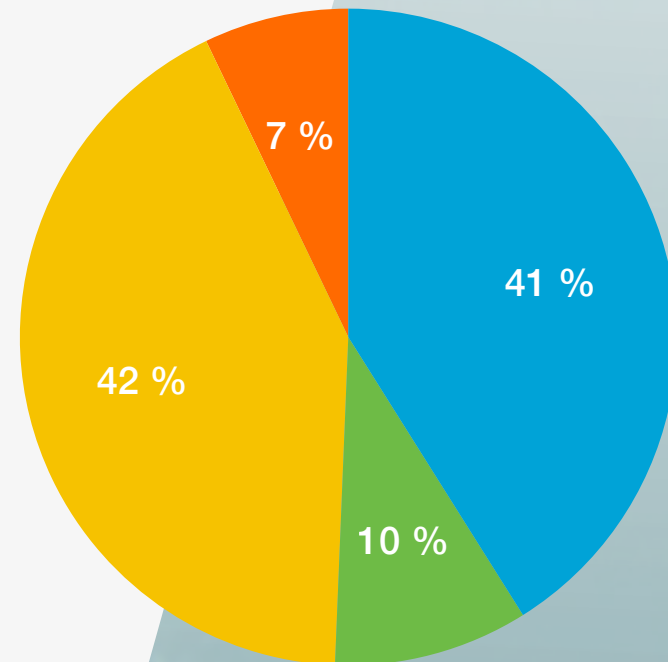
Total Expenditures \$308,861



INCOME BY PROGRAM:

• Billion Baby Turtles	\$123,470
• Too Rare To Wear	\$28,796
• Conservation Tours	\$126,950
• General Fund	\$21,426

Total Income \$300,642



DONOR LIST

• Foundations & Organizations

April Fund
Bently Foundation
J. Berman Memorial Fund

• Major Business Sponsors (\$500 & up, starting with our largest donors)

Endangered Species Chocolate
Smith & Vandiver
Vance Joy
Pura Vida Bracelets
Nature's Path Foods Inc/EnviroKidz
For Love Of All Things (FLOAT)
Pacsafe Turtle Fund
Viaventure
Intrepid Foundation
Sand Straw
Revolutions Per Minute
EcoTeach
Nautilus Aquatics
For Love Of All Things (FLOAT)
Pacsafe Turtle Fund
Google Grants (In-Kind)

• Billion Baby Turtles Sponsors (\$250 - \$1,000)

Annie Oak
Bella Theresa
Blue Heron Botanicals
Care2.com

Eco Angel
Elfora
Jewelrsea
Kindred Spirit Teas
Little Lemuria
Madefor
My Last Straw
Natures Answer
Nymphki
Ocean Ease
Ocean Helper
Pact Box
PlanetCare
Sipsy
Slipins
Tortuga Sunglasses
Venture Supply
Verano Boutique
West Indies Wear
West Path
Yes.Fit

• Billion Baby Turtles Sponsors (Under \$250)

Paypal Giving Fund
Atlassian
Jessica Tiffany
Hipsea
Handmade by Sara
Sea Dipped
Slowcoast
Bracelet 4 Turtles

• Schools

Athénée du Luxembourg
AP Giannini (CA)
Bedminster Township PTO
Churchill School
Cincinnati Country Day School
Concord High School (NC)
Deltona High School (FL)
Edna Stevens School
Emerge Private School
Eufala Elementary (OK)
Forest Lake FFA
Goddard School (PA)
Institut International de Lancy
Jefferson Elementary (CA)
Jefferson Elementary (MO)
Joaquin Moraga Intermediate (CA)
Kitayama Elementary (CA)
Lake Howell High School (FL)
Limestone Walters District #316 (IL)
Manchester Middle School (VA)
McCormick Elementary (OH)
Midlothian Middle School (VA)
Orlando Gifted Academy (FL)
Parkside Middle School
Riverdale Elementary (VA)
St. John's Northwestern Military Academy
Swanton Elementary
Thomas Wootton High School
Tonawanda Elementary
West Intermediate School (OR)

Students:

Marine Science Club (Campolindo High School)
Alexa, Emma, & Maeve
Alexis & Christopher J.
Annabel, Brooke and Sami
Blue Waters Club (Phineas Banning High School)
Christine M.
Chessie W.
Elizabeth & Natalie
Emma D.
Gabby R.
Jonah C.
Kate A.
Kate C.
Mary & Hannah
Samantha, Natalie, Molly,
Marielle, Brynn, Dane, Charley,
& Grace
Susannah S.
Trevor & Maddox
Zachary L.

Individuals (\$100 or more)

Anonymous (5)
24 & More Turtles For Lulu
William Adelman
Alice Aguilar
Aisha Al-Ansari
Edmund Andrews
Mindy Bourgeois
Kristin Breen
Christopher Bringard
Austin Carrero
Joel Cohen

Julia Covelli
Maria Dabrowski
Richard Dahlstedt
Jacqueline Dorrance
Susan Engel
Ellen Finch
Stefano Franke-Janssen
Michael Garzel
Brent Graber
Diane Grover
Michelle Hagerty
Kristin Hague
Wendy Halland
James Heffernan
Claire Herzog
Theresa Hirschauer
Teresa Jennings
Dianne Johnson
Shirley Keaser
Frank Kling
Lucy Korbel
Frances Liese
Scott Linge
Barbara & Thomas Malone
Sandi Mazza
James Montgomery
Maddy Morgan
Karra Mowry
Samuel Mullins
Susan Murray
Thomas Nelson
Rosella Pang
Jaclyn Pawlak
Camille Penny
Pamela Pesenti
Zoey Poulsen

Daniela Quintanilla
Pamela Refosco
Georgia Ricco
Katelyn Rothman
Marissa Roy
Timothy Russell
Bjoern Schwalb
Fatma Shahin
Rosanne Shank
Tyler Shrum
Hannah Sim
Carla Stitt
Shelby Taylor
Regan Douglas Walton
Mark Willuhn
Dana Wright
Lori Young
Jason Zweig

ABOUT SEE TURTLES

Launched in 2008 as the world's first effort to protect these species through ecotourism, SEE Turtles protects endangered sea turtles throughout Latin America and the world by supporting community-based conservation efforts. We have generated more than \$1 million for turtle conservation and local communities, saved 2.8 million hatchlings, and our volunteers have worked more than 5,000 work shifts to protect sea turtles. SEE Turtles has been a part of Ocean Conservancy, The Ocean Foundation, and Oceanic Society and is now an independent 501c3 non-profit organization based in Oregon.

SEE TURTLES STAFF

- **Brad Nahill** (President)
- **Paula von Weller** (Too Rare To Wear Manager)

BOARD OF DIRECTORS

- **Brad Nahill, SEE Turtles** (President & Secretary)
- **Jose Urteaga, Stanford University** (Treasurer)
- **Christina Garcia** (Travel For Wildlife)
- **Mark Willuhn** (Mesoamerican Ecotourism Alliance)
- **Maureen Cunningham** (Environmental Advocates)

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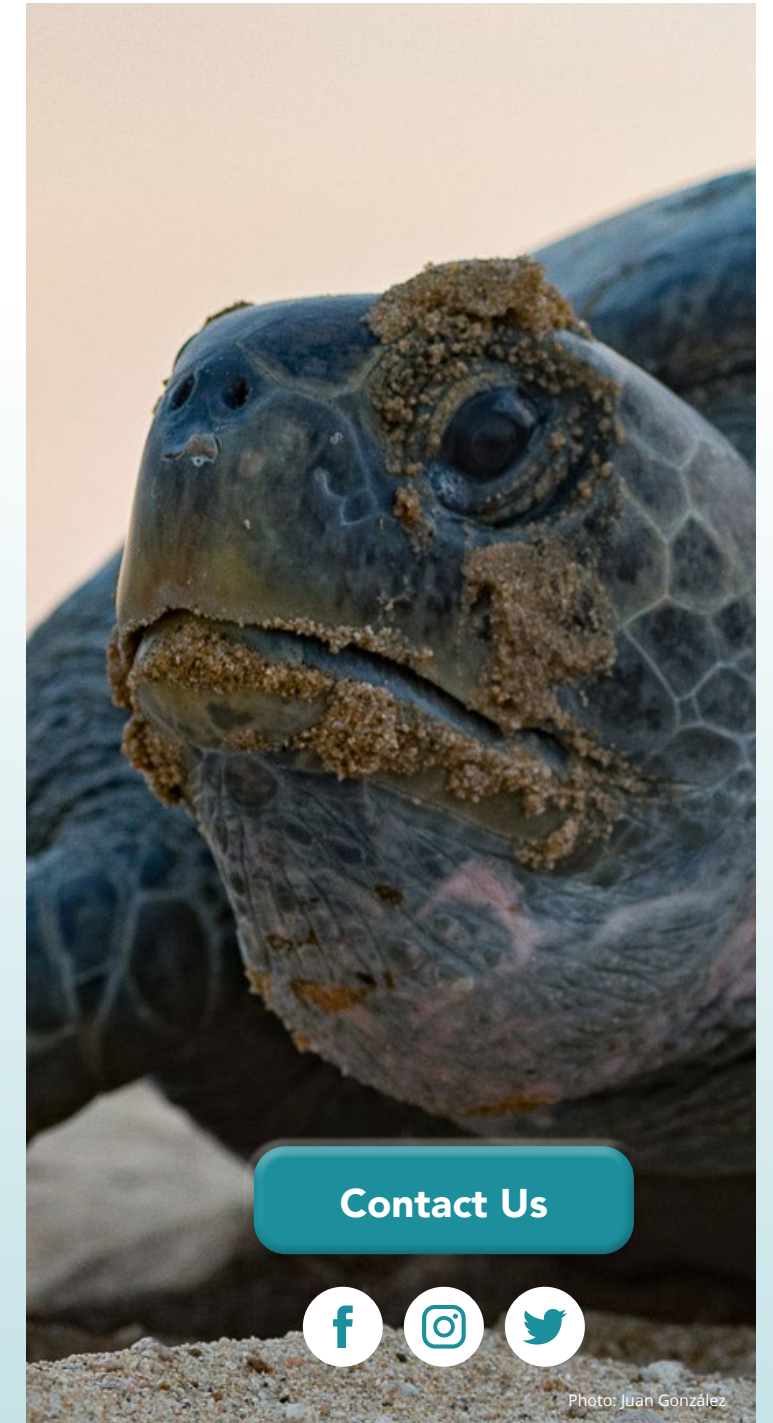


Photo: Juan Gonzalez



Photo: Juan Gonzalez