

SEE TURTLES 2020 ANNUAL REPORT



A Year of Resilience

Photo: Juan Gonzalez

LETTER FROM THE PRESIDENT

2020 was truly a unique year, bringing both extraordinary challenges but also incredible support from our community, which helped our organization and our dozens of partners survive the loss of income from tours and volunteers. Billion Baby Turtles continues to grow its support for important nesting beaches around the world. Our Too Rare To Wear campaign published a major report on the illegal turtleshell trade. And our efforts to educate the public about sea turtles have grown in new ways this past year.

At the beginning of the pandemic, it became clear that the steep decline of the tourism industry would be a problem for turtle nesting beach conservation efforts around the world. While media outlets published stories about how lockdowns were good for sea turtles, we were surveying our partners and finding a much different story happening in developing countries. Conservation programs that rely on travelers for income and volunteer help, coupled with a drop in income and desperation for food, resulted in reduced vigilance on nesting beaches.

SEE Turtles stepped up to create an Emergency Fund for these projects to quickly get financial support. Our donors responded and we raised \$50,000 in grants for 11 conservation projects. Our regular grants continued to grow as well and Billion Baby Turtles set new records for grant money provided and hatchlings saved. For the first time, we supported beaches in Africa and the Middle East.

Our turtle conservation trips suffered the most from the pandemic and we had to cancel or postpone all of our trips after February of 2020. We also had to shelve plans to launch trips to new places in 2021. We are hopeful for a better 2021 and have plans to do our first Galapagos trip along with our popular Costa Rica and Belize trips planned for the summer.

We also launched new ways to reach the public with stories of how people are protecting sea turtles. Sea Turtle Week grew dramatically in its second year with 125 participating organizations and new social media channels. Our Save The Wild podcast highlighted the the effort to protect hawksbill turtles in the Eastern Pacific and celebrated the life of Dr. Archie Carr III. Our webinars reached more than 1,000 people. And we're thrilled to announce the publication of a new book *Sea Turtle Research and Conservation* from Elsevier Press.

The support for our work from donors around the world this year has been overwhelming. We ran our first general support fundraiser this year to help cover our operational costs for 2021 and the response was tremendous, tripling our initial goal. We also received a large anonymous that allowed us to keep the lights on this year while also providing an emergency grant. This help will ensure that we can continue helping important nesting beaches and fighting the tortoiseshell trade around the world.

Brad Nabill, President

CONTENTS

Letter From The President	1
Mission & Programs	2
2020 At A Glance.....	3
Billion Baby Turtles	4
Sea Turtle Conservation Trips	7
Too Rare To Wear	8
Sea Turtle Week	10
Sea Turtle Education	12
Financials	15
Donors	16
About SEE Turtles	18



Photo credits: Juan González

MISSION

SEE Turtles protects endangered sea turtles 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 the world.

• TOO RARE TO WEAR:

Working with the tourism industry to end demand for turtleshell products.

• SEA TURTLE EDUCATION:

Educating the public through webinars, podcasts, books, and Sea Turtle Week.

2020 AT A GLANCE

BILLION BABY TURTLES:

• 1.142 million hatchlings saved at 35 turtle nesting beaches

• \$140,000 granted to 32 conservation organizations including roughly \$50,000 in emergency funding to 11 organizations

• 5 species of sea turtles protected

TOO RARE TO WEAR:

• Published the first global report on the turtleshell trade in more than 3 decades, detailing the trade in 40 countries around the world

• Partnered with Fauna & Flora Nicaragua to create a new plan to tackle turtleshell in Nicaragua

CONSERVATION TRAVEL:

• 20 travelers on 3 trips

• 40 volunteer work shifts completed

• \$23,000 generated for turtle conservation and local communities

SEA TURTLE WEEK:

• Participating organizations: 125+

• Seaturtleweek.com visitors: STW website: 5,000+ visitors

• Instagram followers: 1,000+

• Twitter followers: 500+

• Social media posts: 5,000+

SEA TURTLE EDUCATION:

• Launched the Save The Wild Podcast

• Hosted webinars on sea turtles, fundraising, and more

• Published the book *“Sea Turtle Research and Conservation: Lessons from the Field”*



Photo credits: Hal Brindley, Juan Gonzalez, 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 nearly 4 million hatchlings at more than 30 nesting beaches around the world.



2020 HIGHLIGHTS

- 1,140,000 hatchlings saved at 32 nesting beaches in 18 countries
- Supported 11 new partner nesting beaches
- Expanded to support projects in Africa and the Middle East for the first time
- Emergency Funding for projects impacted by COVID: \$49,600



COVID EMERGENCY FUND:

When the pandemic hit, our staff followed the situation closely to determine the impact it was having on sea turtle conservation projects that rely on tourism and international volunteers. With the halt in international tourism, many projects ran the risk of having to close operations for the season as a result. We received an anonymous donation that allowed us to provide funding to a project in Sri Lanka and our Emergency Fundraising Campaign and growth in our individual and corporate donations allowed us to provide rapid funding to ten other organizations during this challenging time.

- | | |
|---|--|
| · Ocean Spirits, Grenada (\$5,000) | · Provita, Venezuela (\$3,000) |
| · Latin American Sea Turtles, Costa Rica (\$2,000) | · Environment Society of Oman (\$2,500)* |
| · Turtle Conservation Project, Sri Lanka (\$10,000) | · Local Ocean Conservation, Kenya (\$2,000) |
| · Sea Turtle Conservancy, Panama (\$4,500) | · Barbados Sea Turtle Project (\$2,500) |
| · Estacion Las Tortugas, Costa Rica (\$1,000) | · ARCAS, Guatemala (\$2,000) |
| · ASTOP, Costa Rica (\$2,000) | · Comcaac, Mexico (\$1,100) |
| · Red Tortuguera, Mexico (\$1,000) | · Conflict Islands Conservation Initiative, Papua New Guinea (\$3,000) |
| | · Fundacion Kuemar, Costa Rica (\$3,000) |
| | · Gabon Sea Turtle Partnership (\$5,000) |

* In partnership with Turtle Island Restoration Network

FUNDS RAISED IN 2020:

- Total Raised:** \$128,606
- Administrative Costs:** \$3,985
- Expenses:** \$13,635
- Grants Provided:** \$142,917
- Funds Available for 2021:** \$12,312
- Hatchlings Saved Per Dollar:** 8
- Symbolic hatchling adoptions:** \$2,957

TOTALS SINCE 2013:

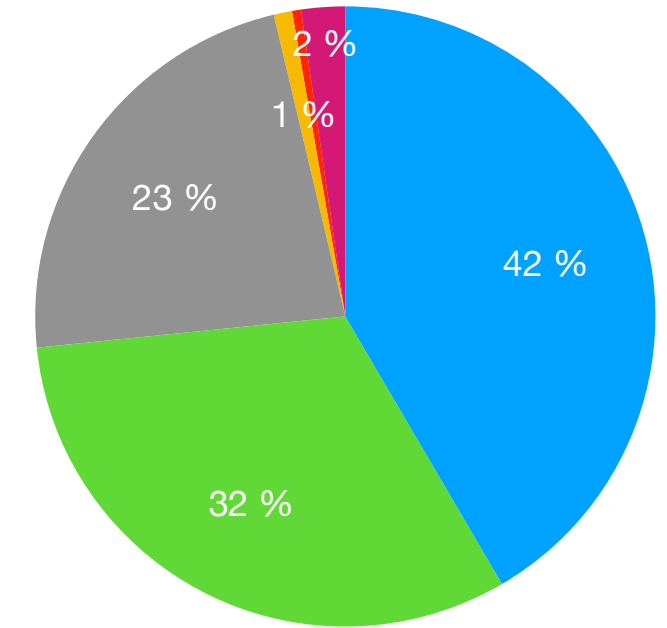
4 MILLION
hatchlings
saved

\$523,000
given in
115 grants

5 SPECIES
of sea turtles
supported

40+ NESTING
beaches in 18
countries

BILLION BABY TURTLES FUNDS RAISED IN 2020:



- **Individual donations:** \$29,587
- **Grants:** \$41,124
- **Corporate Sponsorships:** \$53,705
- **SEE Turtles Conservation Tours:** \$600
- **Schools & Students:** \$1,234
- **Symbolic hatchling adoptions:** \$2,957

**DONATE TO
SAVE BABY TURTLES**

DONOR PROFILES

Nature's Path EnviroKidz: Turtle Splash Cereal:

Nature's Path Organic Foods and its children's cereal brand, EnviroKidz, has been one of SEE Turtles biggest and most consistent supporters since our launch in 2008. Funds from the sale of EnviroKidz helped us launch our Billion Baby Turtles program in 2013 and our school program. The donations also helped launch our Too Rare To Wear campaign to end the turtle shell trade. We also partnered with EnviroKidz to facilitate a volunteer trip to Costa Rica and Belize that saw the group volunteer on sea turtle projects, generating tens of thousands of dollars for local communities. EnviroKidz is also a long time supporter of our annual School Fundraising Contest, providing products for winning schools every year since its inception.

2020 was a special year for our partnership, with the launch of the latest EnviroKidz product, Turtle Splash. This product is years in the making and will have a huge impact on sea turtle conservation efforts. Each box sold helps save a hatchling through our Billion Baby Turtles program and purchasers can download a certificate showing their symbolic baby sea turtle adoption. This year alone, this cereal has helped save roughly 100,000 endangered turtle hatchlings at important turtle nesting beaches.



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.

2020 HIGHLIGHTS

- 20 travelers on trips to Costa Rica, Cuba, Belize, and Mexico
- 40 volunteer shifts worked
- \$23,000 generated for turtle conservation and local communities

OUR TURTLE CONSERVATION TRIPS

- Belize Ocean Wildlife Expedition
- Costa Rica Leatherback Turtle Research
- Costa Rica Green Turtle Research
- Galapagos Turtles & Tortoises

LEARN MORE ABOUT OUR TRIPS



Photo: Brad Nahill

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.

2020 HIGHLIGHTS

- Published the first global report on the turtleshell trade in more than 3 decades, detailing the trade in 40 countries around the world
- Partnered with Fauna & Flora Nicaragua to create a new plan to tackle turtleshell in Nicaragua



GLOBAL TORTOISESHELL REPORT

The first global survey of the illegal tortoiseshell trade in decades reveals that 40 countries around the world have active domestic markets, most of which are illegal. Based on research conducted by individual biologists and conservation organizations, the report conservatively estimates more than 45,000 individual products for sale worldwide since 2017. In-person research at shops found more than 17,000 products and online research showed nearly 30,000 products for sale, primarily in Indonesia.

The report, *The Global Tortoiseshell Trade*, pulls together new and recent research on this trade from around the world and shows that, despite efforts to eradicate these products, at least 10 countries have significant illegal markets. Another 30 or more have a minor trade and additional research is needed in seven countries to confirm the current level of trade.

[DONATE TO SAVE HAWKSILLS](#)

THE GLOBAL TORTOISESHELL TRADE

April 2020



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. In 2020, the number of participating organizations more than doubled and we launched new social media pages to reach a larger audience.

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.



SEA TURTLE WEEK SCHEDULE:

<p>JUNE 8TH World Oceans Day</p>	<p>JUNE 9TH Flatback Day / Coastal Development</p>	<p>JUNE 10TH Kemp's Ridley Day / Ocean Pollution</p>
<p>JUNE 11TH Olive Ridley Day / Consumption of Eggs and Meat</p>	<p>JUNE 12TH Loggerhead Day / Entanglement in Fishing Gear</p>	<p>JUNE 13TH Hawksbill Day / Turtlesell Trade</p>
<p>JUNE 14TH Green Turtle Day / Climate Change</p>	<p>JUNE 15TH Leatherback Day / Plastic Pollution</p>	<p>JUNE 16TH World Sea Turtle Day</p>

2020 SEA TURTLE WEEK RESULTS

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

**PARTICIPATING
ORGANIZATIONS:**

125+

**STW WEBSITE
VISITORS:**

5,000+

**INSTAGRAM
FOLLOWERS:**

1,000+

**TWITTER
FOLLOWERS:**

500+

**INSTAGRAM
POSTS:**

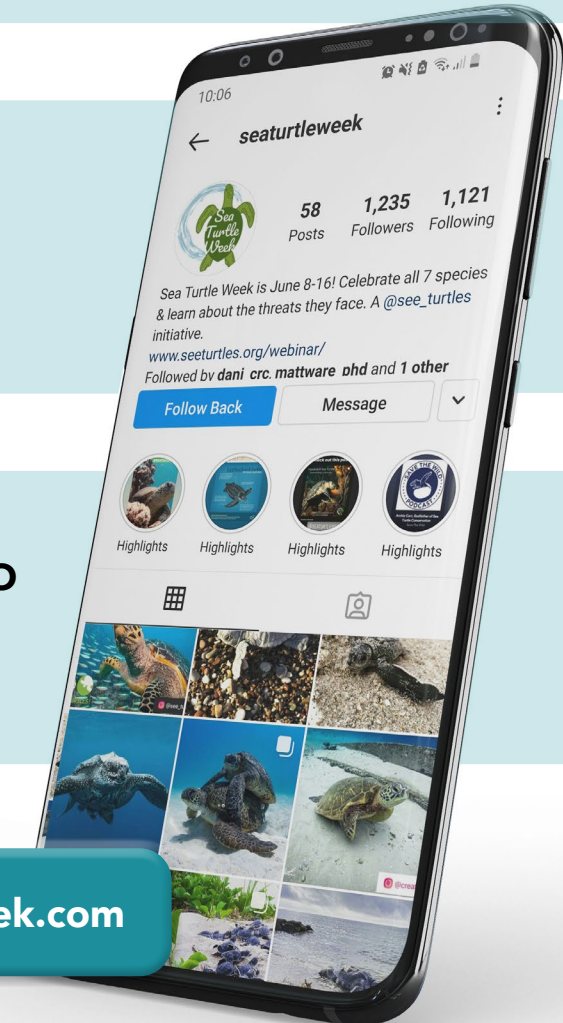
3,300+

**TWITTER
POSTS**

2,000+

**FLOAT
FUNDRAISER TO
COVER COSTS:**

8,000 raised



www.SeaTurtleWeek.com

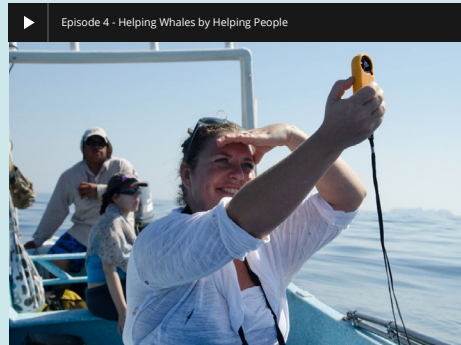
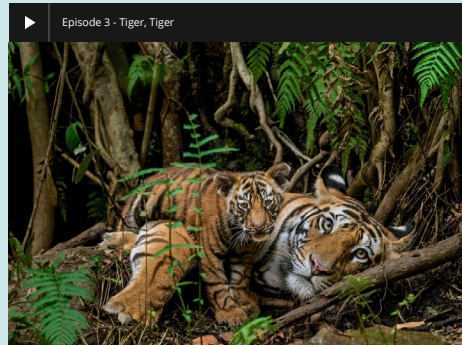
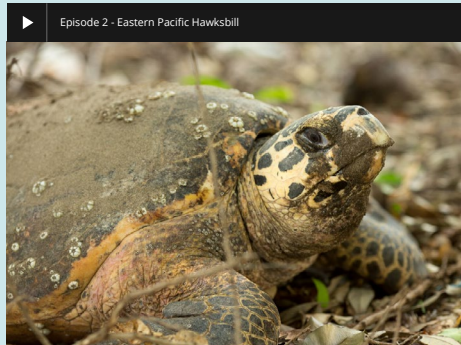
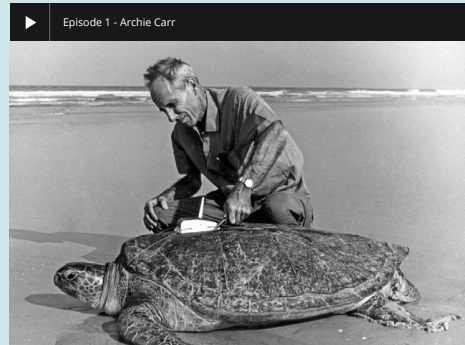
SEA TURTLE EDUCATION

SAVE THE WILD PODCAST

Save The Wild brings storytellers to talk about pressing issues in wildlife conservation. Sponsored by our friends at Nature's Path / EnviroKidz.

Episodes:

- The Life and Impact of Dr. Archie Carr III
- Hawksbills of the Eastern Pacific
- Tiger, Tiger: Saving Captive & Wild Tigers
- Saving Whales By Saving People



Click here to visit our podcast site: www.seeturtles.org/podcast

SEA TURTLE WEBINARS

We held three popular webinars this year with a total of more than 1,000 participants. In 2021, we plan to hold many more, exploring different aspects of sea turtle conservation.

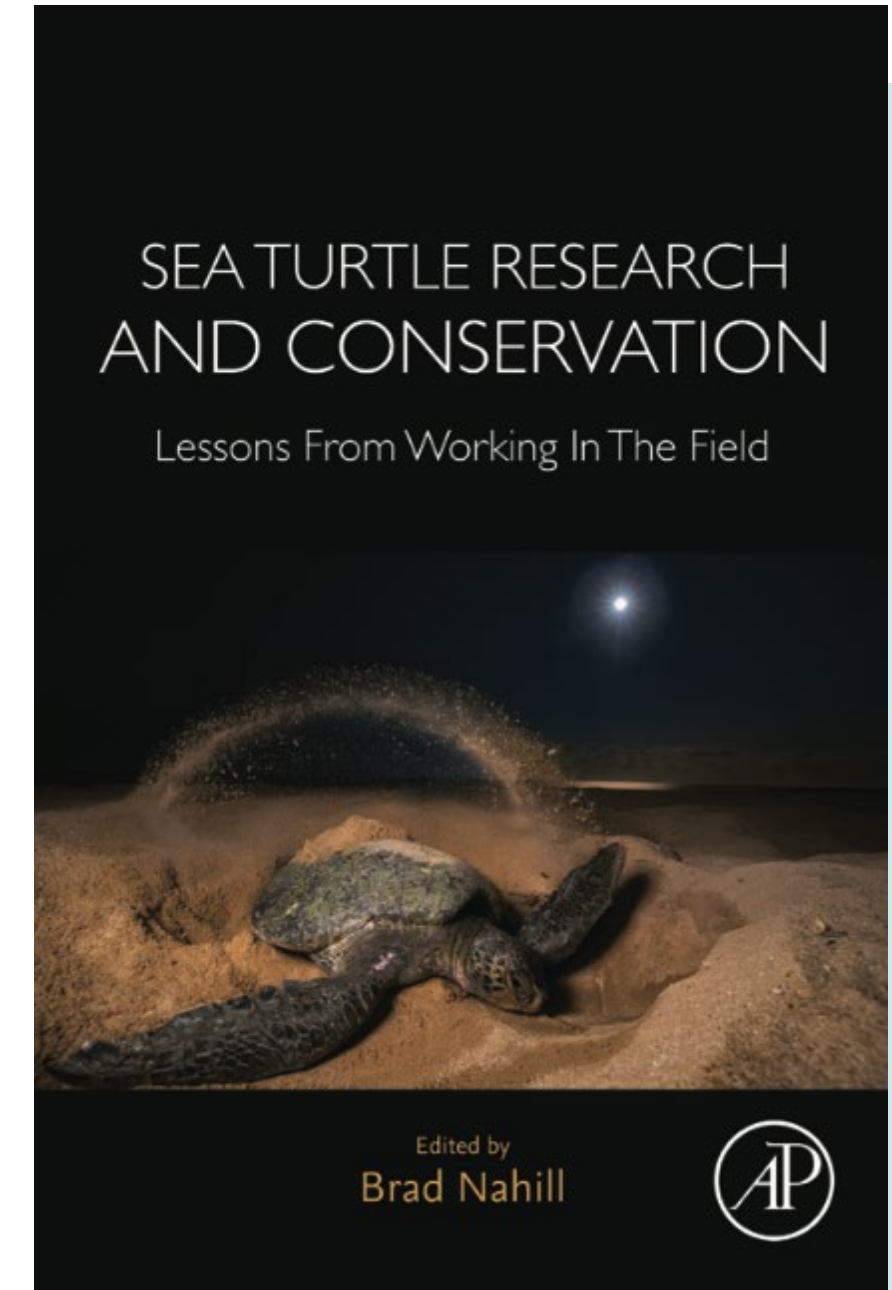
- Sea Turtles: Mysteries of the Sea
- Fundraising For Sea Turtle Conservation
- 10 Ways To Save Sea Turtles

Click here to visit our webinar site:
www.seeturtles.org/webinar

SEA TURTLE RESEARCH AND CONSERVATION: LESSONS FROM THE FIELD

A comprehensive reference of experiences with sea turtle species from global experts. This book looks at the human side of protecting and studying these unique animals around the world, as well as the challenges involved, such as cultural differences and conducting research in remote locations.

Click here to download the book:
www.seeturtles.org/book



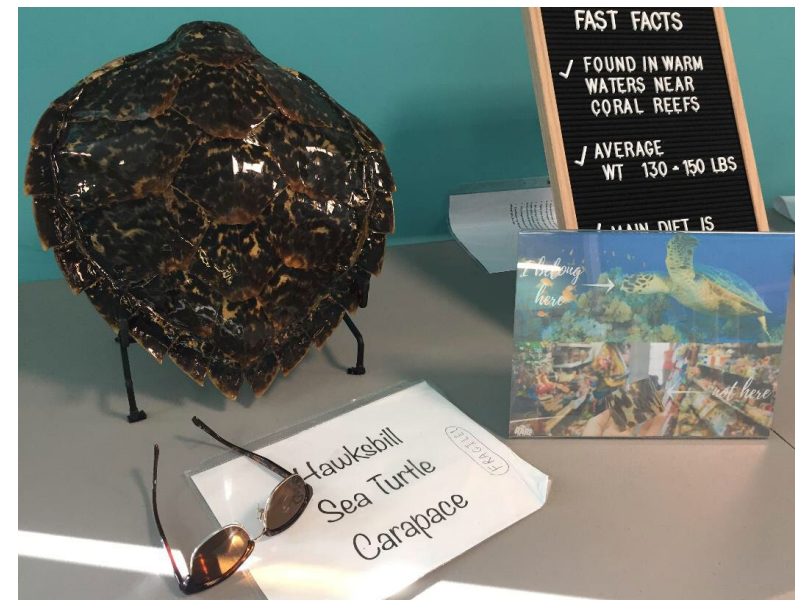
DONOR PROFILES

Pamela Refosco:

Upon retiring from the Upper St Clair School District in 2005, Pamela Refosco and Bill Barlett moved to Topsail Island NC. It did not take long for Pam to discover the world of sea turtles, as the island is well-known as a loggerhead nesting mecca. She began volunteering with the Topsail Island Turtle Patrol, walking a section of the beach looking for turtle tracks. In 2007, she was invited to join the Karen Beasley Sea Turtle Rescue and Rehabilitation Center. While there, she was involved with all facets of sea turtle husbandry and wound care.

When the Center moved to its new facility in 2013, her role was expanded to include the creation of an educational exhibit about hawksbill sea turtles. Besides showing the basic facts about the hawksbill species, the exhibit included a portion about the Too Rare To Wear campaign. The exhibit has now grown to include all species of sea turtles and the peril they face with wildlife trafficking.

In 2016, Pam spent 9 days volunteering with the Leatherback Trust on Playa Grande in Costa Rica, learning about the plight faced by this magnificent animal. As a bonus, she also observed nesting black turtles and olive ridleys. Pam and Bill and their three cats now reside in lovely Sarasota FL. Pam has been one of SEE Turtles' most generous and consistent supporters, donating to our Too Rare To Wear and Billion Baby Turtles programs and our recent general support fundraiser.

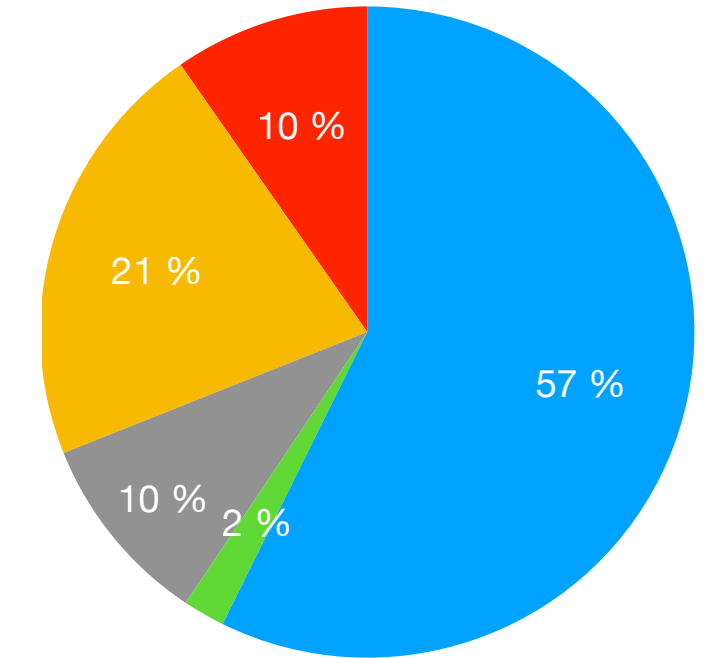


FINANCIALS

EXPENDITURES BY PROGRAM:

● Billion Baby Turtles	\$156,552
● Too Rare To Wear	\$5,686
● Conservation Tours	\$26,158
● General Fund	\$58,443
● Administration	\$26,434

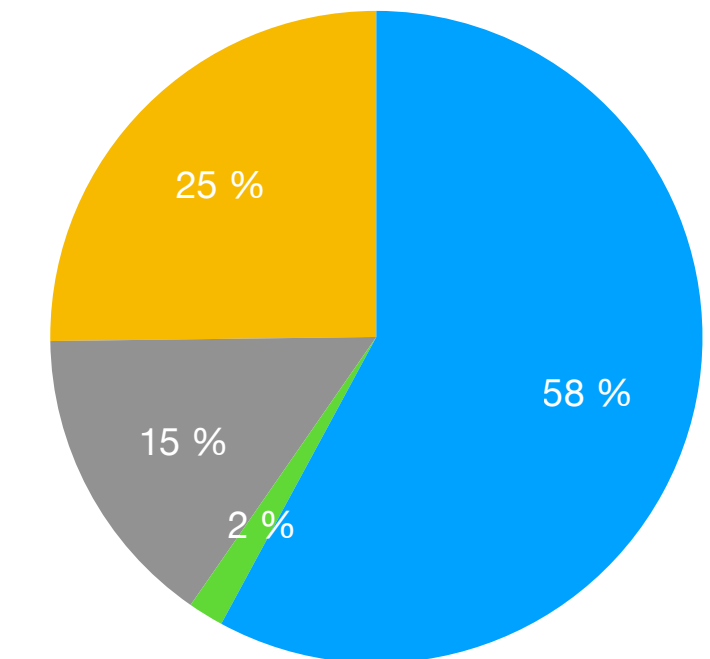
Total Expenditures **\$255,824**



INCOME BY PROGRAM:

● Billion Baby Turtles	\$128,606
● Too Rare To Wear	\$3,902
● Conservation Tours	\$33,667
● General Fund	\$55,984

Total Income **\$222,327**



DONOR LIST

• Foundations (\$1,000 and up)

April Fund
J. Berman Memorial Fund
Anonymous

• Major Business Sponsors (\$1,000 and up)

Smith & Vandiver
Nature's Path Foods Inc/EnviroKidz
Intrepid Foundation
Yes.Fit
West Path
Turtles Project
Pura Vida Bracelets
Google Grants (In-Kind)
Flamingo Collective

• Corporate Sponsors (\$250 - \$1,000)

Aava Swim
Blue Heron Botanicals
Byotote
Cane & Able
Chelonii
Greenspot Travel
Joe The Depressed Turtle
Just Add Watur
Help4Nature
Kindred Spirit Teas
Little Lemuria
Nalu Inc

Nature's Answer
Nautilus Aquatics
Nymphki
Ocean Helper
Pact Box
Paypal Giving Fund
Psyched Luxuries
Pulp
SeaBae
SeaPLC & SeaOMG
Turtle Pads
West Indies Wear

• Corporate Sponsors (Under \$250)

Benevity
Hipsea
JewelSea
Lam Professional Services
Little Lemuria
MadeFor
May Mood Swimwear
Slowcoast

• Students

Alicia W.
Ayranna G.
Bailey C.
Hanyang Elementary
Kim T.
South Lake Schools

Thomas B.
Justin M.

• Individuals (\$1,000 or more)

The Breen Family
The Cunningham Family
Laura Ralph
Chris Pesenti
Rob Krzak
Kelly Davidson

• Individuals (\$100 or more)

(\$100 or more)
Anonymous (5)
Alex Paine
The Malones
Camille Penny
Carol Marwick
Daniela Quintanilla
Dawn D'Angelo
Ellen Finch
Frank Kling
Hanna Sim
Joshua Sullivan
Julie Perkinson
Monika Rothman
Nate Bush
Olivia Cannakamma
Peter Sepp
Shirley Keaser
Frank Stefano

Teresa Jennings
Diana McIntyre
Heidi Yorkshire
Pamela Pesenti
Bernard Whitman
John Gruher
Nancy Kitchens
Sarah Arnold
Julia Horvath
Magnus Mutschler
Mary Wylie
Bob Fleming
Brad Boulllear
Daniel Hinchcliff
Dean Stapleton
Dianne Johnson
Edwin Peterson
Jacalyn Tennant
Jennifer Prince
Johnathan Ralph
Judith Bradshaw
Mark Willuhn
Masarath Ghiasuddin
Matthew Jaroszewski
Michael Garzel
Mindy Farnsworth
Nathan Mannheimer
Peter Sepp
Rosanne Shank
Bryn Lashmet
Sandi Mazza
Joanne Pettigrew
Michelle Peach
Angel Goble

Bernard Whitman
Tucker Watt
Carrie Lichter
Eydie DeBry
Gayle Hoisington
Georgia Ricco
Jessica Narayan
John Norman
Jose Urteaga
Joseph Engler
Karen Povey
Khanh Pham
Susan Lewis



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 4 million hatchlings at 40+ nesting beaches around the world, and our volunteers have worked more than 5,000 work shifts to protect sea turtles. This success has helped us win the Changemakers Award from the World Travel & Tourism Council and the Skai Sustainable Travel Award. 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 Portland, 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)

www.SEEturtles.org · 5605 SE Rural St · Portland OR 97206 · Ph: 800-215-0378

