



OUR HIGHLIGHTS 2020



I don't remember the first time I heard about the COVID. I thought it was just another news cycle headline. It would disappear in a week. But this time it was different. Coronavirus changed all our lives. We were isolated and we saw how quickly nature could dash even our most carefully laid plans. For Sea Save, that meant learning new ways to accomplish goals. We were unable to hold fundraisers so our budget was halved. We could not attend meetings so our ability oversee and help mold ocean friendly public policy became more challenging. We had to be creative and, at the same time, we had to double down on our goals. We closed our brick-and-mortar office and reinforced our ability to communicate virtually.

We realize that there were many ocean ambassadors around the world, SCUBA guides who depended upon tourism to feed their children. We orchestrated 52 fundraisers and were able to deliver over \$200,000 directly to dive guides around the world whose families depend 100% on the tourism that had abruptly stopped. Many of these workers had previously worked in unsustainable fishing but their skills were repurposed. They moved away from poaching and other harmful practices to ecotourism. We did not want to lose the victories we had won. So ALL funds went directly to these frontline workers. With the exception of processing fees, Sea Save did not keep any of these funds. Instead, we closed our brick and mortar office and relied heavily upon professionals willing to volunteer their time.

We continued to provide public information to our followers and work with decision makers in the United States and abroad to create and pass. ocean friendly policies.

Warm Regards,

Georgienne Bradley
Director
Sea Save Foundation

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- **Florida Shark Finning Bill SB680** - On September 18, we witnessed Florida SB680 signed into law. This bill made the sale of shark fins illegal in Florida, which was an incredible win for our battle against unsustainable fishing and harvesting of shark fins.
 - **Supporting Ocean Ambassadors** - In 2020, we created fundraisers for over 25 scuba diving liveaboards, resorts, and Ambassadors that have struggled due to the COVID-19 pandemic. It was incredibly important to us to bring online awareness to these companies through the power of social media. We felt it was critical for us to help these companies during this time due to the tourism industry being shut down as their livelihoods depend on this tourism to survive. These fundraisers were an important mission for us in 2020 as these companies contribute to ocean conservation and awareness.
 - **CITES Participation** - This year we continued active participation at the Conference of International Trade of Endangered Species (CITES) for fifteen years.
 - **United Nations Sustainable Development Goal #14 Life Below Water** - We have also participated in the United Nations SDG #14 for almost five years. Unfortunately, due to the COVID-19 pandemic, both conferences have been canceled this year. We continue working hard for these efforts and come prepared and hopeful for an anticipated conference reconvening in 2021.
 - **"Seas the Vote" Campaign** - Regardless of your political views, a healthy democracy requires participation. Sea Save Foundation continues its successful campaign which asks citizens to commit to being part of the decision making process.
 - **Ocean Week in Review** - 2020 marks our 5th year of publishing the "Ocean Week in Review" Newsletter. Our leadership has continued to progress at great levels and is continually energized by the positive feedback we receive. The knowledge and in depth research our readers can benefit from in OWIR is incredible. We attribute our ability to give readers an incredible selection of quality articles to the in-depth research we provide in a meaningful way.
 - **Florida Goliath Grouper Protection** - This year, we have been working hard to protect the Florida Goliath Groupers. These efforts have been focused on getting these Groupers back on the endangered species list and banning them from being harvested. Along with fighting for these Groupers, we have been tirelessly fighting, petitioning, and communicating with the state of Florida over the ban on shark fin sales.