
Farallones Marine Sanctuary Association

FY2003 Annual Report



2002-2003 Achievements

The Association achieved significant progress towards its sanctuary protection mission in fiscal year 2003 (FY2003). These achievements were made possible through the support of members, donors, and volunteers, and the partnership with other non-profit groups and agencies. In FY2003, the Association hired a new executive director, moved core programs forward towards protection and education goals, determined its long-range strategic plan, and partnered with the sanctuary to determine its long range direction through the joint management plan review. As FY2004 dawned, the Association renewed its commitment to protecting the rich habitat and wildlife of the sanctuary by nurturing the development of a diverse community of informed and active sanctuary stewards. This year will be a year of new program development, identity evolution, and continued emphasis on growing our core programs.

Volunteer Stewardship

Beach Watch

- Provided analyses for the Natural Resources Damage Assessment for the *S/S Jacob Luckenbach* oil spill, with estimated damage to seabirds in the thousands.
- Coordinated the monitoring of 75 volunteers on 55 beaches throughout Marin, San Francisco, and San Mateo counties.

Sanctuary Education, Awareness, & Long-term Stewardship (SEALS)

- Through their presence on Tomales Bay mudflats, volunteers reduced the pedestrian-associated disturbances to harbor seals from 43% to 2%.
- Continued to gather disturbance information that will form the basis of evolved program development.
- During the spring, trained 37 new volunteers.
- Coordinated the work of 80 volunteers who contributed 830 hours at Tomales Bay and 560 hours at Bolinas Lagoon towards monitoring harbor seals and educating visitors.

Education

Coastal Ecosystem Education Program

- Trained and supported 300 high school students from 11 schools in San Francisco, Marin, Lower Lake, and San Mateo counties in monitoring for sand crabs; they contributed over 1500 hours of service.
- Held the second annual Coastal Ecosystem teacher workshop in July and first LiMPETS (Long-term Monitoring Program & Experiential Training for Students) workshop in March, enabling 25 teachers to learn how to engage their students in monitoring projects.

Interpretation & Outreach

OceanFest 2002

- Attracted 4,000 attendees from the greater Bay Area and beyond to these festivities at Crissy Field to help celebrate the sanctuary on October 12, 2002.

- Raised more than \$15,000 net through donations to the silent auction, wine and beer tasting, and the sustainable seafood and vegetarian grill.

Sanctuary Explorer Camp

- For the second year, exposed 100 under served youth from the San Francisco Department of Parks & Recreation programs from Tenderlion, Garfield Park, Douglass, Presidio Heights, Richmond, Joseph Lee, and Moscone Recreational Centers, to the sanctuary and the marine environment, many for the first time.
- Notable feedback from participants included: "The best part was that we got to know places and things that we didn't know!"

Sanctuary Visitor Center, Lecture Series & Adventure Trips

- Reached over 28,675 visitors at the Crissy Field and Pacifica visitor centers.
- Exposed 900 children ages 4 to 12 to marine concepts through visitor center programming.
- Reached over 400 attendees through the lecture series. Topics included El niño effects, white shark research, Cordell Bank exploration, coastal upwelling, and shipwrecks off the San Francisco coast.
- Informed over 200 participants about the sanctuary through kayaking, tide pooling, bird watching, and whale watching excursions.

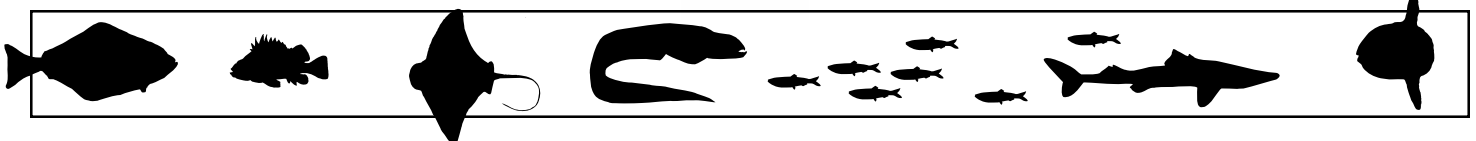
Management/ Administration

- Recruited a new executive director
- Partnered with the sanctuary on long-range planning through participation in planning and joint management plan review process.
- Developed a long-range strategic plan including our new mission statement.
- Initiated a database conversion to consolidate multiple databases.
- Upgraded accounting software and tracking processes.



Photo by Rich Stallcup

Harbor seals and cormorants



Farallones Marine Sanctuary Association

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Despite a challenging financial climate and a transition in management, fiscal year 2003 ended in the black with spending carefully monitored and overall revenue goals achieved.

Statement of Financial Position, March 31, 2003

ASSETS

Current Assets:

Cash	\$ 265,260
Accounts receivable	80,081
Inventory	7,013
Prepaid expenses	3,007
Total current assets	<u>355,362</u>

Total Assets \$ 355,362

LIABILITIES AND NET ASSETS

Accounts payable	\$ 4,716
Net Assets	
Unrestricted Funds	200,646
Temporarily restricted	150,000
Total net assets	<u>350,646</u>

Total liabilities and net assets \$ 355,362

Statement of Activities, ending March 31, 2003

REVENUE

Contracts	\$ 379,241
Membership & Contributions	19,596
Grants	70,000
Fees & Other Revenue	190,759
Total Revenue	<u>659,596</u>

EXPENSES

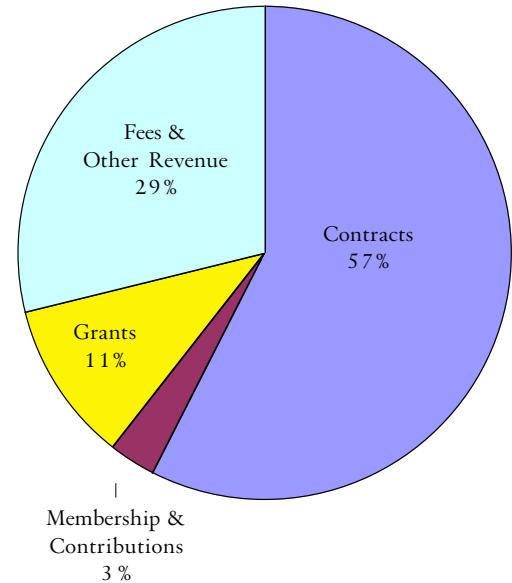
Stewardship Programs	377,680
Management & General	117,560
Communications, Development & Membership	56,334
Total Expenses	<u>551,574</u>

CHANGE IN NET ASSETS 108,022

NET ASSETS AT BEGINNING OF YEAR 242,624

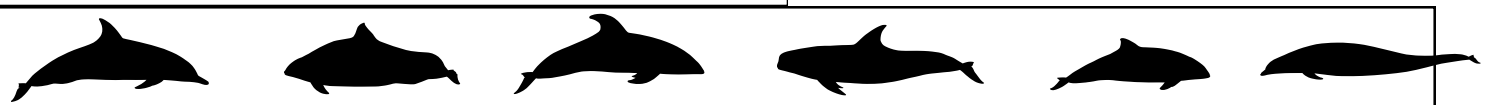
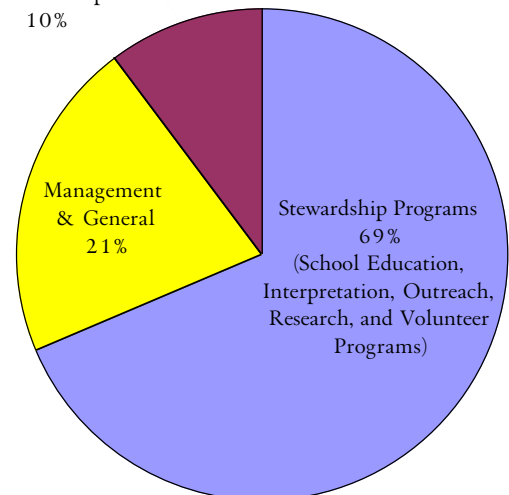
NET ASSETS AT END OF YEAR \$ 350,646

FY 2003 Revenue Sources



FY 2003 Expenses

Communications,
Development &
Membership
10%



Thanks for all the support this past year!

The Farallones Marine Sanctuary Association gratefully acknowledges these individuals, foundations, businesses and corporations whose cash or in-kind gifts were received in FY 03 (April 2002 through March 2003). We sincerely regret any omission or incorrect listing. Please notify our Development Office at 415-561-6625 x315 so that we may correct any errors.

INDIVIDUALS/FAMILIES

Sanctuary Partner (\$500+)

\$2,500- \$5,000
Catherine Magill*

\$1,000- \$2,499

Lara Ettenson*
Penny Wells+
Michael Falzone+

\$500- \$999

Caroline Bolthouse
Saumya Campen
Martha Kropf
Robert Wilson

Sanctuary Friend (\$50 - \$99)

Willy D. H. & Charles S. Adams
Christopher L. Aguilar
Gary Armitage
Lorna Bacon
Gordon Bennett
Frances Anne Harrington
Nancy Innis
Thomas Johnson
Ronald Karp
Robert W. Kirby, Jr.
Beverly Lindquist
Harriet Lew*
Dwain Madden
Bill McMillon*
William P. Milestone
Mary Lou Muckler

Claude Reichard
Dianne T. Sheridan
Kathy Soave
June Swan
Melvin Zucker

FOUNDATIONS, BUSINESSES & CORPORATIONS

Sanctuary Partner (\$500+)

\$20,000 and Above
BAR Architects*
The Lynn R. and Karl E. Prickett
Fund
The National Park Foundation

\$1,000- \$2,499

Aquarium of the Bay
Farallon Restaurant
The Winifred and Harry B. Allen
Foundation
Todd Jersey Architecture

\$500- \$999

Blue Water Kayaking+
Event Productions*

Sanctuary Steward (\$100 - \$499)

Advanced Surf Designs*
Aquarium of the Bay*
Ashbury Images*
Ben & Jerry Ice Cream*
Best Western Dry Creek Inn*
Birkenstock*
California Canoe & Kayak*
California Dive Center*
Carneros Creek Winery*
D'Artefax*
Dockside Boat & Bed*
Dolphin Charters*
Farallon Restaurant*
Fior d'Italia*
Foto-Grafix Books*
Frias Family Vineyard*
Golden Hinde Inn & Marina*
Gorilla Sports*
Harras-Harveys Lake Tahoe*
Hayes Street Grill*
High Tide Surf Shop*
Frank Hyde*
Institute for Fisheries Resources*

Teacher/Student (\$18)

Kay Murray
Thomas M. Niesen
Donald Reed
Thomas Richards
Alan Schreiber
Christine Shields
Juliet Shin
Megan Smith
Anne Somerville*
Susan Van Der Wal
Mary Von Tolksdorf
Patrick Westfall
Helga Wilking
Lindley Winslow

Pacific Coast Federation of
Fishermen's Association*

PIER 39*
Pinnacles Dive Center*
Rosemary Cottage*
Sally Salans*
Sea Studios Foundation*
Sea Trek*
Tamal Saka*

Ten Inverness Way Bed &
Breakfast*
The Beach Chalet Brewery &
Restaurant*
The Great River Company*
David Thomas*
Tommy Toy's Haute Cuisine
Chinoise*

Sanctuary Friend (\$50 - \$99)

A.C.T.*
Angel Bea Publishing*
Audubon Canyon Ranch*
Bella Mia Restaurant*
Blue & Gold Fleet*
Blue Waters Kayaking*
Bodega Pastures Sheep*
Books Inc.*
Caffe Macaroni*
Cakebread Cellars*
California Academy of Sciences*
Carriage House Bed & Breakfast*
Cycle Analysis*
Lori D'Ambrosio*
J. D. Durst*
Expresso News*
Pieter Folkens*
Golden Gate Bridge Highway &
Transportation District*
Golden Gate Nat'l Park
Association*
GreenPoint Bank
Half Moon Bay Board Shop*
Harbor Seal Company*
Heitz Wine Cellars*
Lake Tahoe Cruises*
Lawrence Hall of Science*
Lindsay Wildlife Museum*
Listen & Live Audio*
Liverpool Lil's*
L'Occitane*
Lucca Delicatessen*
Metronome Ballroom*
Monterey Bay Aquarium*
Oakland Museum of California*
Peer's Coffee*
Perry's Delicatessen*
Pigeon Point Lighthouse*
PlumpJack Balboa Cafe*
Point Reyes Light*
Point Reyes Nat'l Seashore
Association*

Ravenswood Winery, Inc.*
San Francisco Maritime NHP
Library
San Jose Saber Cats*
Six Flags Marine World*
The Marine Mammal Center*
The Mindful Body*
The Stinking Rose*
Via Vai Trattoria*

*We acknowledge these donors who
have contributed to the Leslie Grella
Memorial Fund in FY 03:*

Peigin Barrett
Douglas J. Campbell
Alice & Paul Dunning
Ralph & Cindy Grella
Carolyn Kendrick
Lois J. Klein
Jody Kussin
Cynthia Ann Marconi
Lauren Newman
Cathy Reback
Steven Shoptaw
Richard A. Wolf

*We also thank these individuals
and corporations for their
contributions and support of our
mission:*

All Star Cajun Band
Anchor Brewing Co.
Chez Panisse
Greens Restaurant
Golden Pacific Brewing Co.
Hayes Street Grill
Heitz Wine Cellars
In Rare Form
Kendall-Jackson
Korbel Champagne Cellars
Paul Johnson
Lazzari Fuel Co.
Magnolia Pub & Brewery
Mollie Stones
Monica DuClaud Design
Monterey Fish Market
Noah's Bagels
Oliveto
Paradise Ridge Winery
Pyramid Brewery
Ravenswood Winery
S. Martinelli & Co.
San Francisco Bicycle Coalition
Tom Worthington

**In-Kind Support
+Portion of gift in-kind*



Rodeo Beach in the Marin Headlands, *Photo by Larry Lynch*

Sanctuary Steward (\$100-\$499)

Lewis Ames
Susan Andres
Frank Beering
George Breed
Tom Borello
Roberta Borgonovo
G. Benjamin Bouck
Allison C. Fuller
Christopher Handy
Frank Hyde*
Jeni Kardinal*
Bucky Mace*
Susan McComb
Bill Nelson
Albert & Josephine Ratto*
Lin Renner
Sally Salans*
Lisa Spargo
David Thomas*
Eleanor Ueber
Gerald & Ruth Vurek

Kay Murray
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Christine Shields
Juliet Shin
Megan Smith
Anne Somerville*
Susan Van Der Wal
Mary Von Tolksdorf
Patrick Westfall
Helga Wilking
Lindley Winslow

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Cinnamon Baldwin
Ann Dee Clemenza
Kathleen M. Fischer
Shirley & Jeff Graves
Rebecca Johnson
Paul Judge
Harper Linstrom
Denise Myers
William E. Pence

