

CARIBBEAN

2018 IMPACT REPORT



DEAR FRIENDS



Just over a year ago, we were deeply saddened when Caribbean islands and communities were ravaged by Hurricanes Irma and Maria. We knew the road to recovery, for nature and people, was going to be arduous. While our hearts were with people on the ground, our thoughts were pursuing solutions for change and our fighting spirit came alive like never before. How could we work—harder, better, smarter—for a resilient Caribbean strong enough to overcome and adapt to the escalating impacts of climate change?

In 2018, we made remarkable progress toward our vision and we are proud and grateful to share our accomplishments. We've partnered with world-renowned organizations to advance science and technologies that make coral restoration possible at scales relevant to today's coral reef crisis. We've promoted data-driven sustainable fisheries, restored habitat to safeguard coasts and developed nature-based solutions for climate adaptation, as we continue to help ecosystems and the people that depend on them thrive side by side.

Investing in ecosystem-based interventions, born out of nature and shaped by science, we are creating tangible change as we protect our ocean, coral reefs, fisheries and mangroves and strengthen coastal communities. We are setting a course toward a future where the link between natural resources and communities helps secure livelihoods and improve lives, rather than threatening them.

Around the globe, a host of warning signs, supported by science, tell us climate change is the greatest threat to humanity today. But it is also a reality of our times that solutions must come from conservation organizations committed to science and from people, like you, who believe the power is in all our hands to make a difference. Now, more than ever, we must persevere, maintaining the charted course as we work to secure a healthy, prosperous future for the Caribbean. Witnessing the inspiring fortitude and optimism of Caribbean communities after the hurricanes, we are more confident than ever that this vision is within reach.

It is because of you that we are able to celebrate the momentous achievements of this past year. Your generous support makes our work possible, and we thank you for the trust you place in us.

Michael J. Kowalski

Michael J. Kowalski
Chairman, Caribbean Board of Trustees

A Solórzano

Luis A. Solórzano, Ph.D.
Executive Director, Caribbean Division



VISION

The Nature Conservancy is working to create a resilient Caribbean where both nature and people can thrive.

Working in 17 countries and territories, The Nature Conservancy (TNC) is committed to securing lasting conservation outcomes and a bright future for the Caribbean by protecting the ocean and coasts, safeguarding against the impacts of climate change, and conserving and restoring coral reefs.



WHERE WE WORK

“The Tiffany & Co. Foundation has been supporting The Nature Conservancy in the Caribbean since 2012 and believes its regional coral restoration strategy can serve as a global model for marine conservation. The organization’s commitment to fostering partnerships, advancing cutting-edge technology and sharing its findings makes TNC an invaluable player in the global effort to restore coral reefs worldwide.”

– Anisa Kamadoli Costa,
Chairman and President,
The Tiffany & Co. Foundation



2018 by the numbers



ONE

NEW FISH SPECIES

discovered—the *Hypoplectrus liberte*—as a result of TNC marine research in Fort Liberté Bay in Haiti

THREE

CORAL INNOVATION HUBS

launched by TNC, headquartered in The Bahamas, Dominican Republic and U.S. Virgin Islands

95,000

ACRES OF OCEAN

assessed using an aerial hyperspectral sensor, gathering data across roughly 800,000 coral colonies



7,500

ACRES OF CORAL REEF

mapped using air drones to inform large-scale coral protection and restoration



1,450,000

NEW CORAL EMBRYOS

created to advance large-scale reef restoration initiatives

THIRTY

NEW PARTNERSHIPS

established to drive conservation solutions forward efficiently and effectively



3,300

CORALS OUTPLANTED

to restore dying reefs

Over 150

STORIES ABOUT TNC’S WORK

in the Caribbean featured in media outlets across 17 countries and territories



330,400

MANGROVES & OTHER NATIVE TREES

planted, providing carbon sequestration and protecting coastlines and watersheds

10,950,238

ACRES OF OCEAN & COAST

protected to date under the Caribbean Challenge Initiative



1,500

VOLUNTEER HOURS DONATED

Nearly \$100 MILLION

INVESTED TO DATE

in the Caribbean Biodiversity Fund, created by TNC and partners to support region-wide marine conservation into the future

2,100

HOURS DEVOTED

to recovery efforts by TNC relief crews after Hurricanes Irma and Maria

The Nature Conservancy
in the Caribbean

BOARD OF TRUSTEES

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THIS PAGE, LEFT TO RIGHT Native trees protect watersheds in Jamaica. © Tim Calver; A community member in Haiti tends young mangroves in Three Bays National Park. © Jean Wiener/FoProBiM; David Printiss with TNC’s Florida Chapter © Leigh Brooks/TNC; Ocean view on St. Croix, U.S. Virgin Islands © Marjo Aho OPPOSITE PAGE, CLOCKWISE FROM BOTTOM LEFT Volunteer Pam Pedley assists with coral restoration in the U.S. Virgin Islands. © Jennifer Idol; *Hypoplectrus liberte* © Ken Marks; Coral gametes are collected to grow new coral embryos. © Paul A. Selvaggio/SECORE International; Young staghorn corals are transported for reef restoration in the U.S. Virgin Islands. © Jennifer Idol; A barracuda swims through a reef in The Bahamas. © Shane Gross



CORAL

Implementing cutting-edge science to restore diverse, resilient coral reefs and help ensure their protection throughout the Caribbean and beyond

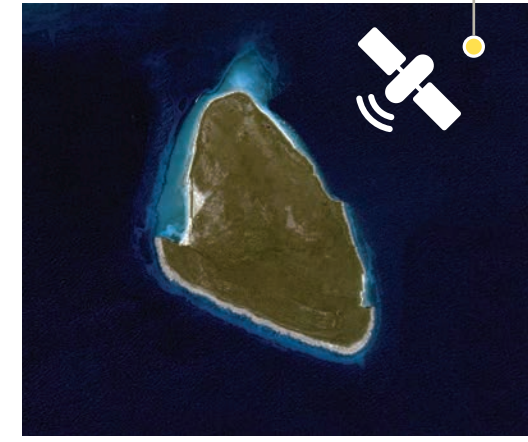


“Working at the nexus of science and application, we are developing scalable solutions to combat coral reef decline, while inspiring community-based action. We have taken to the skies to monitor coral reefs at scales never before possible, while making strides on the ground and in the sea to revolutionize coral conservation and restoration.”

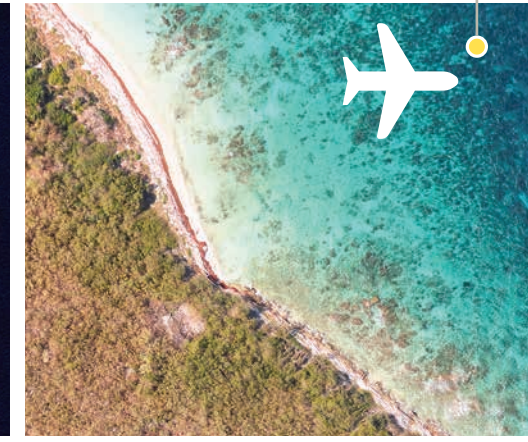
– Joseph Pollock, Ph.D., Coral Strategy Director, TNC Caribbean Division

THIS PAGE Coral reef near Eleuthera Island, The Bahamas © Paul A. Selvaggio/SCORE International; INSET Joseph Pollock © Marjo Aho OPPOSITE PAGE, LEFT TO RIGHT Satellite view of Catalina Island, Dominican Republic © Planet; View of Catalina Island coast from Carnegie Airborne Observatory © Carnegie Airborne Observatory; Aerial drone view of Catalina Island coast; Boat drone view of corals off Catalina Island © Steve Schill/TNC

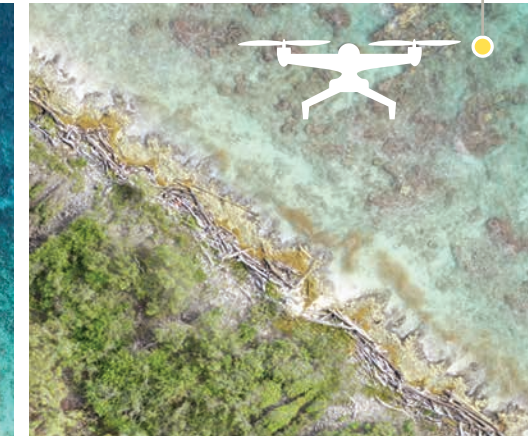
SATELLITES
Identify the location of reefs within very large areas



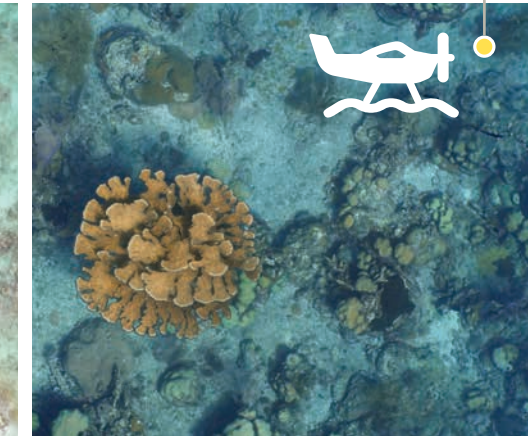
AIRCRAFT HYPERSPECTRAL SENSOR
Determine coral species and assess their status



AERIAL DRONE
Map reefs in greater detail and verify satellite and hyperspectral data



DIVERS & BOAT DRONE
Monitor reefs in close detail and assess corals colony by colony



Going to Extraordinary Heights to Save Coral Reefs

REGION-WIDE

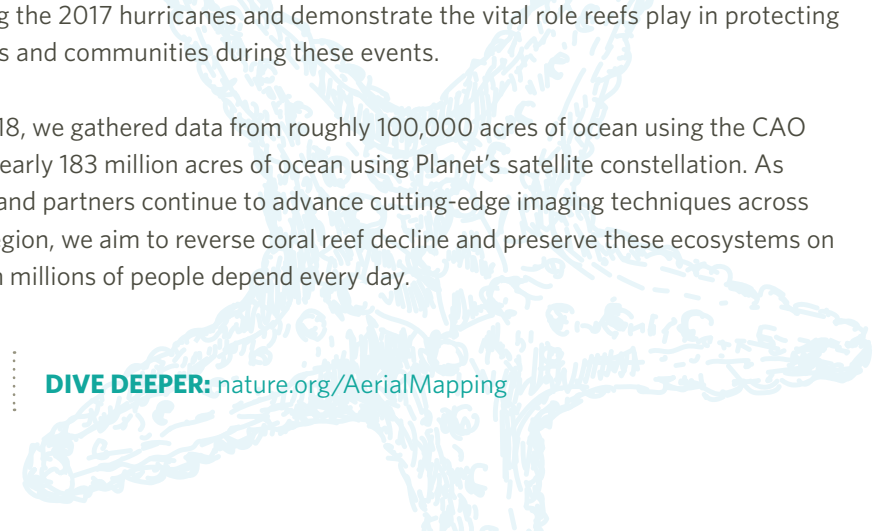
Using groundbreaking technology developed by some of the world’s most renowned science organizations, TNC has taken to the skies with a multilayered approach—working from outer space to the depths of the ocean—to save coral reefs. We are creating the first-ever high-resolution map of coral reefs across the Caribbean basin to advance meaningful action for these essential ecosystems.

Building a comprehensive map of the current location and status of coral reefs empowers us to fight for their survival like never before. The process involves a combination of technologies, including a 200+ satellite constellation developed by Planet that conducts daily scans of Earth from space; the Carnegie Airborne Observatory (CAO), an aircraft that houses a hyperspectral sensor that detects 422 different measurements of light as it flies over Caribbean waters; aerial drones capturing stunningly detailed images; and SCUBA divers and boat drones gathering underwater data. By integrating data from all these sources, we are creating a game-changing map of the Caribbean’s coral reefs—one of the most powerful tools developed to date for large-scale coral conservation.

Through this work, we determine the location and status—as well as the economic and coastal defense value—of reefs to better understand where marine protection and coral restoration efforts are needed most urgently. In some areas, we can even identify the chemical footprint, species composition and stress levels of reefs. This information will allow individual Caribbean islands to implement national policies and science-based solutions for coral conservation that can be uniquely tailored to their specific reef systems. We can also analyze the damage reefs incurred in devastated areas like the U.S. Virgin Islands and Puerto Rico during the 2017 hurricanes and demonstrate the vital role reefs play in protecting coasts and communities during these events.

In 2018, we gathered data from roughly 100,000 acres of ocean using the CAO and nearly 183 million acres of ocean using Planet’s satellite constellation. As TNC and partners continue to advance cutting-edge imaging techniques across the region, we aim to reverse coral reef decline and preserve these ecosystems on which millions of people depend every day.

DIVE DEEPER: nature.org/AerialMapping



Creating Centers for Coral Innovation

THE BAHAMAS, DOMINICAN REPUBLIC, U.S. VIRGIN ISLANDS

TNC and partners are establishing three Coral Innovation Hubs that will advance the development and implementation of techniques to make reef restoration and monitoring possible at unprecedented scales. As vehicles for education, the Hubs will create learning and advocacy pathways for students and stakeholders, like fishers, who want to do their part to protect reefs. TNC and partners will utilize the Hubs to increase the efficiency of coral reproduction for large-scale reef restoration, conduct coordinated field tests across geographies and gather comprehensive data to move restoration techniques forward and into the locations where they are needed most urgently. The Hubs will also play an essential role in disseminating today's science, inspire collaborative solutions and offer opportunities to engage the next generation as agents of change in the global fight to save coral reefs.

Making Coral Babies by the Millions

THE BAHAMAS

TNC supported an expedition to collect coral gametes, or bundles of eggs and sperm, and create healthy baby corals using the groundbreaking technique of facilitated sexual reproduction, through a project led by Cape Eleuthera Institute, Perry Institute for Marine Science and SECORE International. Taking advantage of natural coral spawning events, the expedition brought together teams of leading coral scientists who gathered gametes from threatened and reef-building species during carefully timed night dives, as spawning occurs infrequently and the gametes are viable for only a few hours. With a nearly 100 percent fertilization rate, these efforts resulted in the creation of 1,300,000 coral embryos to be grown and planted on dying reefs. The expedition also allowed the team to advance the use of novel techniques that increase survival rates of new corals by ensuring embryos settle successfully onto reefs. This work is invaluable in helping us scale up coral restoration to reverse the decline of reefs throughout the entire Caribbean and beyond.

THIS PAGE, TOP TO BOTTOM Mitch Carl with Omaha's Henry Doorly Zoo & Aquarium and Richard Ross with the California Academy of Sciences (L TO R) inspect coral reefs near Eleuthera Island, The Bahamas, in preparation for a night dive to collect coral gametes; Margaret Miller with SECORE International gathers coral gametes during a night spawning event. © Paul A. Selvaggio/SECORE International OPPOSITE PAGE The Carnegie Airborne Observatory flies over St. Croix, U.S. Virgin Islands, as it gathers hyperspectral images. © Marjo Aho



BY THE NUMBERS

\$7.9

BILLION

per year flows to Caribbean economies from over 11 million visitors enjoying reef-related tourism

65%

OF CARIBBEAN REEFS

generate income and support livelihoods through travel and tourism

These are initial findings from a 2018 study conducted by TNC and partners.

“As a leader in community-focused funding for the well-being of children, families and the environment, the Community Foundation of the Virgin Islands is proud to partner with The Nature Conservancy to support an innovative coral reef mapping project in the U.S. Virgin Islands. We view this work as a pivotal step towards building coastal and community resilience in the face of a changing climate.”

– Dee Baecher-Brown, President, Community Foundation of the Virgin Islands



OCEAN

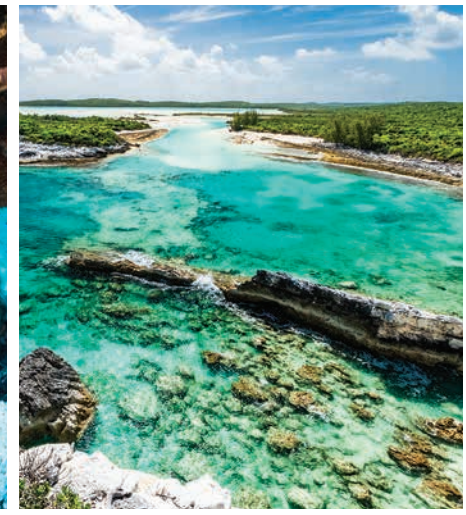
Fostering effectively managed marine environments and sustainable fisheries to help ensure a healthy, productive ocean that supports livelihoods while biodiversity flourishes



“Achieving sustainable certification for the Bahamian spiny lobster is a momentous occasion for fisher communities. They have worked so hard for this. From the beginning, we recognized the importance of supporting livelihoods while also protecting nature. Marine Stewardship Council certification is a celebration and a reward for the communities’ commitment to sustainable practices.”

- Natalie Miaoulis, Conservation Practitioner, TNC Bahamas Program

THIS PAGE A queen conch in the waters of Grand Bahama Island, The Bahamas © Shane Gross; INSET Natalie Miaoulis © TNC OPPOSITE PAGE, LEFT TO RIGHT A Bahamian spiny lobster © Shane Gross; Coastal waters of Long Island, The Bahamas © Shane Gross; A fisher catches lobsters in Spanish Wells, The Bahamas. © Mac Stone/WWF-US



Making History with Certified Sustainable Lobster

THE BAHAMAS

Following almost a decade of hard work by TNC, partners and local fishers, the Bahamian spiny lobster became the world’s first Caribbean fishery to be certified under the sustainability program of the renowned Marine Stewardship Council (MSC). The spiny lobster is a staple of the local diet and the country’s largest seafood export to the United States and Europe. MSC certification for the fishery, which is valued at US\$90 million annually and employs about 9,000 fishers, helps protect the Bahamian economy and secure income for thousands of households. In addition, the certification will help ensure the health of marine ecosystems and habitat for future generations.

Harvesting of juvenile and out-of-season lobsters had for many years threatened the long-term viability of the fishery and put entire ecosystems at risk, as the sharks, sea turtles and other species that feed on lobsters were negatively

impacted. TNC and partners recognized these threats and, in 2009, began an extensive, collaborative course of action to improve the fishery. Following many years of dedicated work and assessments conducted by an independent team of fishery science experts, the MSC certification was achieved. Certification is based on the health of the spiny lobster population, the impact of fishing on the marine environment and the management of the fishery. Not only does certification represent the country’s commitment to sustainability, it increases demand for the Bahamian spiny lobster and opens the fishery to new markets all over the world.

While regulation and monitoring were central to achieving certification, building strong relationships with the local fishers was critical to success. Fisher communities often fear that catch restrictions will impede their ability to make a living. From the beginning, our team on the ground brought these communities into the process and helped fishers understand how certification was an opportunity to help maintain their way of life and sustain the ocean they depend on every day. Without the support of fishers, reform and certification would not have been possible.

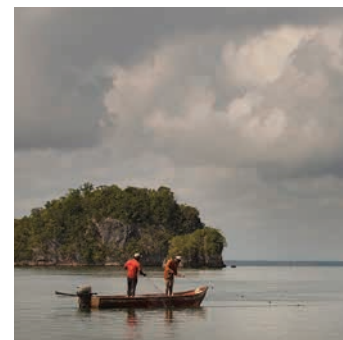
> DIVE DEEPER: nature.org/BahamasLobster

Charting a Course to Long-Term Marine Health

HAITI

Three Bays National Park, a 190,000-acre protected area and home to extensive coral reefs and mangroves, is now on a path to a brighter future. Surrounding communities rely on the park's resources for food and livelihoods. Although the area was officially declared as protected, effective management was not in place, and overfishing and deforestation were putting nature and people at risk. TNC has helped implement a 10-year approach to protect the long-term health of the park's ecosystems while fostering community well-being. Park wardens are being trained to manage resources sustainably, and community members, including fishers, are being trained in alternative livelihoods. Over 500 community members are now a part of beekeeping and kayak tour cooperatives, which reduce pressures on the environment.*

THIS PAGE, TOP TO BOTTOM Community members and local fishers are trained in kayak tour-guiding at Fort Liberté Bay in Haiti. © Jose Philippe; A fishing boat rests on a beach in Puerto Rico. © Jeff Thamert/TNC Photo Contest 2018; Fishers in Samaná Bay, Dominican Republic © Mark Godfrey OPPOSITE PAGE Reef fish swim through elkhorn corals in the waters of New Providence Island, The Bahamas. © Shane Gross



Helping Fishers Recover After Hurricane Maria

PUERTO RICO

TNC and local government officials completed a Fishing Tour to connect with fisher communities, listen to their needs in the wake of Hurricane Maria and provide guidance on regulations that protect the territory's vulnerable marine habitat. This not only helped boost morale in communities still reeling from hurricane devastation, but also allowed for important communication to take place between government agencies and people trying to recover their livelihoods and build resilience against future climate-related weather events.

Supporting Livelihoods with New Fishery Reserves

DOMINICAN REPUBLIC

Six new fishery reserves totaling over 21,000 acres were declared in Samaná Bay, after being identified as important sites for marine species aggregation and breeding through a study conducted by TNC and local partners. The reserves, located in Los Haitises and Lower Yuna National Parks, prohibit the catch of fish or shellfish, as well as recreational activities that disturb marine habitat. These restrictions will foster healthy marine populations in adjacent areas of the bay—helping to secure food and livelihoods for the surrounding communities that depend on these waters for survival.*



Using Economics to Expand Ocean Protection

THE BAHAMAS

Through a comprehensive evaluation, TNC helped determine the economic value of the Bahamian marine protected areas system to be US\$900 million annually, including fishery, tourism and coastal protection benefits. Bahamas Protected, a collaboration launched by TNC and partners, used data from the study to identify and propose 43 new marine sites for protection. Understanding the dollar value of protected areas has helped shape the way the Bahamian government views its marine resources, moving the country toward its remarkable goal to protect 20 percent of its waters—doubling current protected area coverage—by 2020.



DIVE DEEPER: nature.org/BahamasProtected

*This work is part of the Caribbean Marine Biodiversity Program, which is funded by the U.S. Agency for International Development and implemented by TNC.

More Good News

With TNC's support...

- **The Bahamas** piloted its first electronic seafood traceability system to promote sustainable fisheries.
- Seine nets—which are harmful to marine habitat—were banned in northern **Haiti**, as was the capture of sea turtles, sharks, rays and marine mammals.*
- Ice chests were distributed to fishers in **St. Vincent & the Grenadines** to reduce catch spoilage and ultimately boost incomes while easing marine pressures.*

“Throughout its history, The Buccaneer has had a deep connection to the ocean and we are passionate about doing our part to protect it. We are incredibly proud to support The Nature Conservancy's marine conservation work. From establishing science-driven marine protections to teaching responsible fishing practices, this work is vital for preserving and restoring the waters on which we all depend.”

– Elizabeth A. Armstrong, Owner,
The Buccaneer Resort, St. Croix, U.S. Virgin Islands



CLIMATE

Creating resilient islands by restoring coral reefs and mangroves to safeguard coasts, protecting freshwater at its source and helping communities adapt to the impacts of climate change



“Arriving on St. Croix to lead recovery crews after Hurricane Maria, the damage was striking. Winds of 175 mph snapped electric poles, pieces of homes blocked roads and bits of airplanes lay upside down in odd places. I felt vulnerable. Today, now, we need to build resilience and protect the health and safety of nature and people. Environmental and community well-being are inseparable and urgent.”

– Blane Heumann,
TNC Director of Fire Management

THIS PAGE Waves crash against the coast of Eleuthera Island, The Bahamas. © Shane Gross INSET Blane Heumann © TNC OPPOSITE PAGE, LEFT TO RIGHT Homes in the U.S. Virgin Islands were torn to pieces during Hurricane Maria. © Luis Solórzano/TNC; Destroyed mangroves on an eroded beach in Grenville Bay, Grenada © Marjo Aho



Putting Nature to Work for Resilient Islands DOMINICAN REPUBLIC, GRENADA, JAMAICA

Highlighting climate resilience as one of the most pressing conservation issues of our time, launch events for our new Resilient Islands initiative were attended by 170 local government representatives and conservation leaders and featured in over 20 regional news stories. In the wake of 2017’s catastrophic hurricanes, it is more urgent than ever to help Caribbean islands grow stronger and more adaptable in the face of climate change. Through the Resilient Islands initiative, TNC and partners in the Dominican Republic, Grenada and Jamaica are implementing ecosystem-based solutions that reduce coastal vulnerability and boost community resilience.

Flooding, coastal erosion, drought and devastating storms are all impacts of climate change and threaten lives, homes, schools, businesses, livelihoods, crops and freshwater sources. Healthy coastal ecosystems have been proven to reduce risks while also supporting sustainable economic development. Resilient Islands

promotes nature-based interventions, including the protection and restoration of coral reefs, mangroves and forests. The initiative is also designed to provide communities and governments with tools to integrate this ecosystem-based approach into community planning and national policy.

Tools are being customized and tested that will aid decision-making around disaster risk management and climate adaptation. In addition, climate adaptation leaders are being trained and awareness campaigns are in the works to educate communities about ways they can build climate resilience—like pursuing alternative livelihoods that reduce threats to ecosystems or organizing community coastal habitat restoration projects. Resilient Islands is a 4-year initiative with the goal of expanding into other parts of the region to help position the Caribbean as a leader in innovative climate adaptation. By prioritizing nature, we can create resilient Caribbean communities that are empowered to reduce the risks they face as climate change escalates while also protecting critical ecosystems.*

 **DIVE DEEPER:** nature.org/ResilientIslands

*Resilient Islands launched through a partnership between TNC and the International Federation of the Red Cross and Red Crescent Societies and is part of the International Climate Initiative, which is supported by The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety in Germany on the basis of a decision adopted by the German Bundestag.

Building Resilience Using Nature's Synergies

ST. VINCENT & THE GRENADINES

TNC and partners planted 3,000 mangrove seedlings to protect coastlines and installed 30 beehives to stabilize livelihoods for struggling communities, taking advantage of the natural connection between bees and trees. A beekeeping and honey production training program was launched on Union Island, where fishers can no longer earn sufficient incomes from the overfished waters they've depended on for most of their lives. The bees feed on mangrove nectar to produce honey, a highly valued commodity that community members can sell or trade to support themselves and their families. Not only does beekeeping provide an alternative livelihood option to help reduce pressures on marine resources, the bees also boost mangrove health by feeding on nectar and spreading pollen. Healthy mangrove forests strengthen coasts and restore life to coastal waters as mangroves are important breeding grounds for fish.*

TOP TO BOTTOM Community members learn to inspect bee hives on Union Island, St. Vincent & the Grenadines. © Aden Forteau/TNC; TNC hurricane recovery crew on St. Croix, U.S. Virgin Islands; Fallen trees are cleared after Hurricane Maria. © Keith Tassin/TNC

DIVE DEEPER: nature.org/HurricaneHealing



Defending Coasts with Mangroves and Coral Reefs

DOMINICAN REPUBLIC

Roughly 330,000 mangrove seedlings were planted by TNC and partners in Lower Yuna National Park—a nearly 30,000-acre protected area and one of the most important wetlands in the country. This work was part of TNC's new commitment to support effective management of the park through education and ecosystem restoration activities.* In addition, to help ensure thriving nearshore coral reefs, TNC began supporting the management of the Southeastern Coral Reefs Sanctuary, one of the country's largest reef sites and a major tourist destination, by providing data and technology to facilitate large-scale coral conservation.

Joining Forces for Post-Hurricane Healing

U.S. Virgin Islands

Coming to the aid of nature and people after Hurricanes Irma and Maria, TNC fire crews from eight states traveled to the Virgin Islands and devoted weeks of tireless, back-breaking work to recovery efforts. The fire crews, who typically conduct controlled burns to support ecosystems across U.S. landscapes, jumped into action to offer their skills and gear in a time of need. They removed wreckage from roads, reestablished safe access to TNC's nature preserves, salvaged native trees and helped restore national protected areas and wildlife sites, including beaches where endangered sea turtles nest. They also worked with local government to prevent post-hurricane flooding in vulnerable areas. By pooling the expertise and dedication of TNC staff from far and wide, recovery efforts were guided forward as signs of nature's resilience stirred hope among communities.



BEFORE



AFTER

Aerial images of TNC's Estate Little Princess, a nature preserve on St. Croix in the U.S. Virgin Islands, before and after Hurricane Maria

More Good News

- TNC joined the **Caribbean** Climate-Smart Coalition, a global alliance to establish the region as the world's first climate-smart zone.
- TNC scientists trained government agencies in **Cuba** to use tools that map the value of ecosystems to prioritize areas for climate adaptation interventions.
- TNC restored native trees on Seaward Mountain in **Jamaica**, protecting freshwater sources that contribute to the water supply of over 600,000 residents.
- JetBlue brought a global spotlight to our **Caribbean** climate resilience work by nominating TNC as an outstanding conservation organization in the climate change category of a highly publicized contest.
- 50 acres of native trees were restored through TNC projects in the **Dominican Republic**, strengthening the green infrastructure that safeguards against climate-related drought.

*This work is part of the Caribbean Marine Biodiversity Program, which is funded by the U.S. Agency for International Development and implemented by TNC.

ABOVE: TNC's Estate Little Princess before and after Hurricane Maria © National Oceanic and Atmospheric Administration

"Carnival Corporation is proud to view our partnership with The Nature Conservancy as a lifetime relationship to ensure coastal resilience and sustainable communities in the Caribbean. Carnival Corporation is setting aggressive goals to reshape the sustainability of the cruise industry in the face of a changing climate, and we firmly believe TNC is the leading organization to help us achieve tangible, nature-based solutions."

— Linda Coll, Executive Director, Carnival Foundation



FUTURE

Working to secure lasting outcomes and a bright future by developing strong partnerships, raising visibility and awareness, promoting science-based education and engaging tomorrow's conservationists

"We care deeply about The Nature Conservancy's work to create a healthy, resilient future for the Caribbean. We are proud to join TNC's Legacy Club and dedicate a planned gift as a lasting contribution toward protecting the ocean, marine life, coral reefs and communities for generations to come."

- Nancy Cooley and Stuart Goode, Member, Caribbean Board of Trustees

THIS PAGE A boy runs along a beach in The Bahamas. © Shane Gross OPPOSITE PAGE, LEFT TO RIGHT TNC's Virgin Islands coral team plants new corals onto damaged reefs. © Jennifer Idol; Kids take part in games to learn about marine life at a TNC event in the U.S. Virgin Islands. © Lisa K. Terry/TNC; Kids visit TNC's booth at Rock the Ocean. © Barbara Henszey/TNC



Teaming with Companies to Raise Awareness REGION-WIDE

TNC attracted fresh audiences and raised important funding through the launch of marketing partnerships with Bonefish Grill and Minecraft. By cultivating relationships with these highly recognized companies, we're inspiring new supporters to learn about and get involved in our Caribbean conservation efforts.

During World Oceans Month in June, Bonefish Grill, a seafood restaurant chain with more than 200 locations in the United States, teamed up with TNC to support our Plant a Million Corals Initiative. Through the partnership, Bonefish Grill provides financial support for TNC's coral restoration work in the Caribbean and Florida, while also promoting coral conservation on every menu nationwide—garnering huge visibility for our work and helping us reach new audiences.

We also developed an innovative collaboration with Minecraft, which has more than 91 million monthly players, allowing us to reach new conservationists and get them excited about saving the world's coral reefs. The partnership invites players to build reefs using virtual coral during the game, to help restore and regrow coral in real life. Around the globe, players placed more than 10 million 'coral blocks' in virtual underwater worlds, prompting a real-life contribution by Minecraft to TNC's coral conservation work. Minecraft also launched a new Coral Crafters Skin Pack with net proceeds going to TNC. Additionally, Microsoft Rewards members were offered an opportunity to use their points to donate to TNC.

These creative partnerships and promotions were highlighted in key news outlets, providing even more opportunities to share our work, grow our supporter network and engage new conservationists of all ages.



DIVE DEEPER: nature.org/BonefishGrill



DIVE DEEPER: nature.org/Minecraft



Making Conservation Cool with Social Media REGION-WIDE

TNC implemented a social media awareness campaign designed to reach multiple demographics in the Caribbean and make the protection of parrotfish—which play an important role in keeping reefs healthy by eating algae off corals—a popular trending topic. The campaign included a photo contest, digital magazine, public service announcement video and targeted social media posts encouraging locals and tourists alike to #PassOnParrotfish and instead choose reef-friendly seafood options like lionfish. Social media influencers and local celebrities joined in promoting our message, including Dr. Guy Harvey, Dr. Sylvia Earle’s Mission Blue and Hayden Billingsy, a locally renowned musician from Dominica who released a short video to support the cause. The social posts each reached up to 130,000 people and were shared by nearly 80 like-minded organizations, gaining recognition for the cause and TNC’s work with each new like, comment and follow!*

CONNECT: We were thrilled to see our social media following triple in 2018! Stay connected to our work throughout the year:

[f @caribbeanTNC](#) [@nature_caribbean](#)



[DIVE DEEPER: nature.org/PassOnParrotfish](https://nature.org/PassOnParrotfish)

Rocking Out with Next-Gen Conservationists FLORIDA, UNITED STATES

TNC connected with young conservationists at Rock the Ocean’s Tortuga Music Festival in Florida, a three-day live music event—with over 30,000 attendees—centered around ocean conservation. At a TNC-hosted booth, crowds lined up to get TNC-branded, temporary turtle tattoos while they learned about how we work to protect and restore the ocean, coasts and coral reefs. The event boosted our social media following and served as a unique opportunity to raise awareness about our work in a creative venue among the next generation, an audience that is fundamental for the future of conservation.

*This work is part of the Caribbean Marine Biodiversity Program, which is funded by the U.S. Agency for International Development and implemented by TNC.

THIS PAGE, LEFT TO RIGHT TNC turtle tattoo at Rock the Ocean © Barbara Henszey/TNC; Pass On Parrotfish campaign artwork © TNC OPPOSITE PAGE, TOP TO BOTTOM Masked boobies in Pedro Bank, Jamaica; Cedella Harvey monitors fishing activities in Pedro Bank, Jamaica. © Tim Calver INSET Cedella Harvey © Tim Calver



Inspiring Young Women in Conservation JAMAICA

In 2013, Cedella Harvey chose to leave poverty behind and pursue a better life for her five children. She travelled to Pedro Bank, a remote fishing outpost 50 miles offshore from mainland Jamaica and one of the most important areas supporting the country’s fishing industry. She taught herself how to fish and then, through the work of TNC and partners, trained to become the first female fishery warden in Pedro Bank, where she is now responsible for monitoring fish sanctuaries, encouraging and enforcing sustainable fishing practices and managing wildlife protection. She is part of a team creating a much-needed positive transformation for this overfished area, on which hundreds of fishers depend for food and income.

Harvey and the other wardens patrol the sanctuaries and monitor nesting sites for masked boobies, frigate birds and endangered sea turtles. They also host workshops and outreach activities to educate the community on how fishing sustainably benefits everyone and can be accomplished while still making a living. Along with creating a brighter future for Pedro Bank, Harvey is extremely proud to serve as a role model encouraging young women to follow in her footsteps as a conservation leader. Through the work that helps provide a better life for her children today, she is helping to build a more secure future for the next generation and inspiring tomorrow’s women in conservation.*

“My life has changed since I’ve become a warden. I feel more empowered as a woman. People have more respect for me. My kids are proud of me, and I’m proud of myself.”

— Cedella Harvey, first female fishery warden in Pedro Bank, Jamaica

YOU MAKE OUR WORK POSSIBLE

Over the past year, unwavering support from donors all over the world created meaningful, lasting impact for nature and people throughout the Caribbean. In addition to the generosity and commitment to conservation behind each gift, our work was supported in many unexpected, wonderful and imaginative ways. This support not only helped move our work forward but continues to inspire us as proof that dedication and ingenuity go a long way in protecting the beauty and biodiversity of the Caribbean.



Owners of a vacation property in The Bahamas encouraged renters to donate to TNC in lieu of paying rent, giving vacationers an opportunity to enjoy the natural wonders of the Caribbean while knowing they are also helping to protect them.



A family-owned resort on St. Croix in the U.S. Virgin Islands provided free rooms to house TNC scientists and partners during coral restoration missions, in addition to supporting TNC's Jack & Isaac Bay Preserve on the island.



A natural skincare company donated reef-safe sunscreen for TNC events, helping to educate attendees about coral reef degradation and the conscious choices they can make to protect the ocean.



In response to Hurricane Maria, a family who has been instrumental as volunteers and supporters of TNC for many years offered the use of their plane to aid relief efforts and bring much-needed supplies to the U.S. Virgin Islands.

Help Us Create a Bright Future for Nature and People in the Caribbean

Leave a legacy for generations to come

70 percent of the Caribbean Board of Trustees have made commitments to TNC's Legacy Club by establishing a planned gift through their wills, trusts, retirement accounts or life insurance policies. nature.org/LegacyClub

Donate online to the places close to your heart

Supporters from around the globe make online gifts to fund our work in the Caribbean. nature.org/SupportCaribbean

➤ To learn more about our Legacy Club, match opportunities or other ways of giving, please contact Lisa Lord Price, Director of Philanthropy, at llprice@tnc.org.

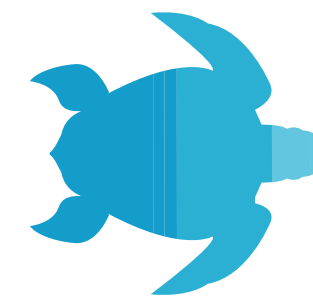
THIS PAGE Caribbean Sea © iStockphoto INSET, TOP TO BOTTOM Snorkelers enjoy Bahamian coral reefs. © Paul A. Selvaggio/SECORE International; Hikers at Jack & Isaac Bay Preserve, St. Croix, U.S. Virgin Islands © Marjo Aho; A young girl in the surf © Daniel Atala/TNC Photo Contest 2018; A plane with relief supplies lands on St. Croix, U.S. Virgin Islands, to aid Hurricane Maria recovery efforts. © TNC OPPOSITE PAGE Illustrations © iStockphoto

Double Your Impact

- **The Caribbean Coral Strategy Match**, funded by The Tiffany & Co. Foundation and two private donors, matches gifts that support TNC's coral restoration work in the Caribbean 1:1—up to \$3,000,000.
- **The Challenge Match for Coral Aerial Mapping Project**, made possible through the J.A. Woollam Foundation, matches gifts that support TNC's Caribbean coral reef mapping initiatives 1:1—up to \$200,000.
- **The Carolyn and Jack Long International Matching Fund** matches gifts to TNC's work in the Caribbean 1:1 for donors in Florida, Tennessee and Texas—from \$15,000 to \$150,000.

These match opportunities can be combined and provide significant leverage to maximize the conservation impact of your donation.

Where Does Our Funding Come From?



- 40% Individual, Foundation & Corporate Support
- 39% Government Grants & Contracts
- 17% TNC Global Support
- 4% Membership & Other Support

How Are Our Funds Spent?



84% Conservation Activities



8% Fundraising



8% General & Administration

Unaudited programmatic efficiency for the fiscal year ending June 30, 2018 of The Nature Conservancy's Caribbean Division. See nature.org for TNC-wide programmatic efficiency and audited financials.

"As a community-minded company, it is important to Badger to help preserve the resources on which so many people depend and to raise awareness about threats to these resources. We are proud to support The Nature Conservancy and be a part of their vital work to protect the ocean and coral reefs throughout the Caribbean."

– Rebecca Hamilton, Co-CEO, W.S. Badger Company

THANK YOU FOR YOUR SUPPORT

Donate Now  nature.org/caribbean

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— THE MISSION OF —

The Nature Conservancy
is to conserve the lands
and waters on which

**ALL LIFE
DEPENDS.**



Fishing boats along a coast in Pedro Bank, Jamaica © Tim Calver