



**PROTECTING BIODIVERSITY  
THROUGH  
CITIZEN SCIENCE**

**REEF**

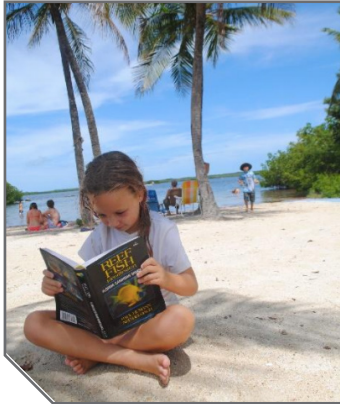
[www.REEF.org](http://www.REEF.org)



## MAKING A DIFFERENCE

REEF conserves marine environments worldwide. Our mission is to protect biodiversity and ocean life by actively engaging and

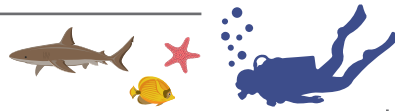
inspiring the public through citizen science, education, and partnerships with the scientific community.



## WHY WE CARE

REEF was founded in 1990, out of growing concern about the health of the marine environment, and the desire to provide the public ways to contribute to the understanding and protection of marine populations.

## HOW WE WORK



REEF encourages ocean enthusiasts to actively engage in marine conservation. Divers and snorkelers are in a unique position to observe and document valuable and vulnerable marine life, and can play an important role in the understanding and management of ocean ecosystems.

REEF conducts research and manages citizen science projects that support biodiversity, protect endangered species, and control invasive species. REEF also engages people of all ages in education and outreach initiatives. Our strategic partnerships with government agencies, scientific and academic institutions, the non-profit sector, and local communities amplify the efforts of individual volunteers.

## WITH YOUR SUPPORT, WE CAN...

**EDUCATE OTHERS** about the under-water environment

**PREVENT** and control the spread of invasive species

**INSPIRE** the public to protect oceans

**COLLECT DATA** that supports biodiversity

**ADDRESS ENVIRONMENTAL ISSUES** by deploying rapid response teams

**PROTECT** endangered species

**DELIVER** community education programs

**EXPAND** the world's largest marine life sightings database

marine conservation interns with meaningful experiences

## WAYS TO CELEBRATE AND SUPPORT HEALTHY OCEANS

### BECOME A REEF MEMBER

It's free and keeps you connected with the latest in marine conservation.



### TAKE A VACATION THAT COUNTS

Join a Field Survey Trip led by marine life experts.

### CONTRIBUTE TO REEF

Make a one-time contribution; become a monthly supporter; donate stocks, bonds, or mutual funds; or give through your workplace with a matching employee contribution.



### VOLUNTEER UNDERWATER

Participate in REEF's citizen science projects that make a difference.

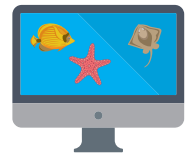


### ATTEND AN EDUCATION PROGRAM

On land or in the water, REEF offers hands-on workshops to expand your ocean knowledge.

### JOIN IN A FISHINAR

These interactive webinars help you learn about marine life from the comfort of home.



### CONTROL INVASIVE SPECIES

Report non-native species and learn about their impacts. Take part in removal events. Eat Invasives.

### BECOME A CONSERVATION PARTNER

These partners support REEF's ocean education and conservation programs, providing financial and programmatic support.



### MAKE A PLANNED GIFT

Remember REEF in your living will or trust; give through an annuity or Donor Advised Fund; honor friends or family with a gift in their name; or join REEF's Sustainers Club of annual givers.

## COMMUNITY OUTREACH AND EVENTS

REEF organizes community outreach and educational events that provide opportunities to network, learn, and engage in the marine conservation work that we do. Below is a sampling of our events. Details for all events are available on our website.

### FISH & FRIENDS

Fish & Friends is a monthly seminar series about marine life and ocean conservation. Snorkelers, divers, natural history buffs, and the community are invited to attend entertaining presentations by guest speakers and join in the informal discussions. Fish & Friends is held at REEF's campus in Key Largo the second Tuesday of each month, with a social from 6:15–7:00 pm, and presentation from 7:00–8:00 pm.



### INVASIVE LIONFISH WORKSHOPS

Attend a regularly scheduled **Lionfish Workshop** and removal dive to learn about the invasion, safe collecting and handling techniques, and to obtain collection permits for the Sanctuary Preservation Areas in the Florida Keys National Marine Sanctuary.



**Lionfish Jewelry Workshops** create a market to promote lionfish removal from our coral reefs. Through participation in these workshops, you will learn how to make one-of-a-kind jewelry from treated lionfish fins!

### REEF FISHINARS

REEF Fishinars are open to divers, snorkelers, and devout landlubbers alike. Great for first-time REEF surveyors, or those wanting a review. These short, free, regularly-scheduled webinars will teach you the finer points of identifying fish and invertebrates underwater. In addition to marine life identification sessions for all of REEF's project areas, we also feature guest speakers who present a variety of ocean topics.

### FIELD SURVEY TRIPS

REEF Field Survey Trips are a great introduction to fish identification for novice fish watchers, and a fun way for experienced surveyors to build their life list while interacting with fellow fish watchers. REEF coordinates Field Surveys to locations worldwide. These projects are led by REEF staff and other REEF instructors and feature daily classroom seminars and a full diving schedule.



EXPLORE



CALENDAR

## REEF EXPLORER PROGRAMS

REEF offers custom field course and classroom experience events for all kinds of groups. Whether you are traveling through the Florida Keys with grade school students, planning a week long eco-venture for a college course, or hoping to learn more about our marine environment with your own organization, REEF can customize a program that best fits you. Our ocean experts can lead you through educational presentations on a variety of subjects, ranging from mangrove ecology to fish identification or invasive species. Take one of our experts on your kayak, snorkel, or dive for a full experience!

## REEF SIGNATURE EVENTS



**REEF FEST** is a four-day, annual celebration of marine conservation in the Florida Keys, held in the fall each year. Enjoy diving and snorkeling with renowned ocean experts and underwater photographers. Attend free educational seminars led by top ocean scientists, and social gatherings featuring live entertainment, a silent auction, and delicious food and drinks!

## INVASIVE LIONFISH DERBY SERIES

In 2018, REEF will host the 5<sup>th</sup> Annual Lionfish Derby series during the summer months. During these single day competitions, teams compete to collect and remove as many lionfish as possible. REEF organizes a series of lionfish removal and awareness events each year. These lionfish derbies serve to train divers in safe and effective removals, increase awareness, provide samples for researchers, develop the market and remove significant numbers of lionfish.



## GREAT ANNUAL FISH COUNT

The Great Annual Fish Count (GAFC) is a fun way to learn about local oceans. Every July, divers and snorkelers across the world join to learn about marine diversity and conduct fish surveys as a part of REEF's ongoing Volunteer Fish Survey Project.



The GAFC is only a catalyst to introduce divers, snorkelers, and the general public to volunteer fish monitoring. Fish surveys are needed throughout the year, not just during the month of July.

For more information on our events, visit [www.REEF.org/event](http://www.REEF.org/event)

# MARINE BIODIVERSITY: VOLUNTEER FISH SURVEY PROJECT

## CITIZEN SCIENCE IN ACTION!

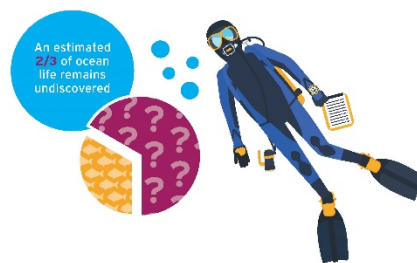
The ocean makes up more than 75% of our planet, and supports more than half of all life on Earth.



Corals, sponges, crabs, fish, mammals, and microscopic plankton all make up marine biodiversity, or the variety of life found in the ocean. All ocean life is connected and the changes in one species may affect many others.

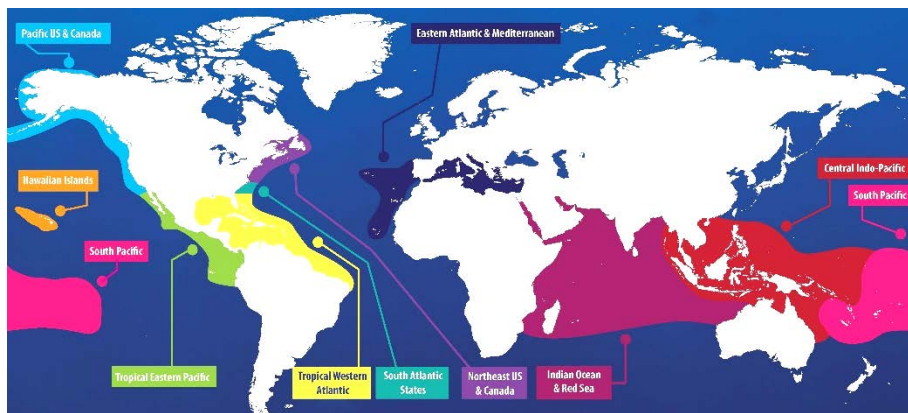
## HOW DOES REEF STUDY MARINE BIODIVERSITY

In 1993, REEF started the Volunteer Fish Survey Project, engaging the public in research and data collection through citizen science. Volunteer divers and snorkelers collect and report data on marine life and report it to REEF's online database. The goal is to better understand marine species' habitat ranges, abundance, and behavior, and contribute to new species discoveries.



REEF data help scientists and ocean resource managers protect marine biodiversity. These data have been used in many scientific studies, on subjects including marine organism behavior, ecology, habitats, invasive species, and population dynamics. The data are also vital to identifying ocean changes and implementing solutions.

## REEF SURVEYS MAY BE CONDUCTED AT ANY TIME IN ANY OF THE FOLLOWING HIGHLIGHTED REGIONS



MARINE  
BIODIVERSITY

## WHAT IS THE VOLUNTEER FISH SURVEY PROJECT METHOD?

REEF uses the Roving Diver Technique, allowing the surveyor to swim around, looking for as many species of fish that can be found, and in some areas, certain invertebrates and algae too. The surveyor records an abundance category for each species seen.



### WHICH SPECIES ARE RECORDED?

**FISH**  
All marine fish, including bony fishes, sharks, rays and eels.  
*All Regions*

**SEA TURTLES**  
*All Regions*

**INVERTEBRATES & ALGAE**  
Animals without a backbone, including urchins, sea stars, sea cucumbers, sponges, anemones, and algae.  
*Temperate Regions*

Invertebrates like octopus, anemones, sea stars, and sponges are the most common creatures in temperate environments. Surveyors in temperate regions monitor invertebrates and algae because these organisms are **indicator species** - they represent the health of the marine environment. The data gathered on carefully selected invertebrate species is useful to resource agencies and scientists trying to understand and protect coastal marine resources.

## WHY DO SURVEYS?

- Add new focus to dives and snorkels, and turn them into underwater scavenger hunts
- Learn to see new species using an easy survey method
- Contribute to the largest database of marine life in the world
- Data are used by resource agencies, scientists, and environmental organizations for marine conservation
- Survey anytime, anywhere in REEF's project regions



## WHAT EQUIPMENT IS NEEDED?

Slate and pencil • REEF's underwater survey paper with the most common fish listed • Field ID Book • REEF's laminated ID cards and underwater cameras are helpful, but not required.

## WHAT DOES A SURVEYOR DO IF THEY DON'T KNOW THE SPECIES?

Surveyors only record the species they can positively identify. With experience, they will identify and report additional species.

## HOW DOES A SURVEYOR ADVANCE?

REEF has five experience levels. The Novice and Intermediate Levels help volunteers advance their skills. By accumulating surveys and passing tests, REEF surveyors work their way up to Expert Levels and become a part of the Advanced Assessment Team, where they may be invited to assist with special REEF projects.

*"REEF is the single most productive volunteer-based marine data collection program I know. It would be impossible for marine resource managers to put an army of marine biologists in the water that could generate an equivalent amount of data to REEF."*

– Dr. Steve Gittings,  
Science Director  
US National Marine  
Sanctuaries

For more information, visit [www.REEF.org/vfsp](http://www.REEF.org/vfsp)

# ENDANGERED SPECIES

## CITIZEN SCIENCE IN ACTION

There are more than 16,000 listed endangered species worldwide and more than 2,000 of those live in the marine environment.

### Nassau Grouper, *Epinephelus striatus*

- Solitary and territorial
- Sexually mature in 4-7 years
- Can live for more than 30 years
- Can grow over a meter in length and has a large mouth to swallow prey



The Nassau Grouper, found throughout the Caribbean, is listed as an endangered species by the International Union for Conservation of Nature (IUCN), due to commercial and recreational overfishing.

Since 2001, REEF's Grouper Moon Project has carried out research in support of Nassau Grouper conservation in the Cayman Islands. During winter full moons, Nassau Grouper travel great distances to meet at spawning aggregations and reproduce. This iconic Caribbean species has suffered dramatic declines due to fishing on spawning sites, and is now endangered.

### A SPAWNING AGGREGATION OF NASSAU GROUPE



Photo by Paul Humann

In the winter of 2002, REEF launched the Grouper Moon Project to observe an aggregation in Little Cayman. REEF developed a protocol for monitoring the aggregation and has since coordinated annual research expeditions to collect data and support continued protections for the Nassau Grouper. Little Cayman is home to one of the last great reproductive populations of this endangered species.

### Did you know?

A spawning aggregation occurs when fish gather in greater densities than normal to reproduce. Nassau Grouper swim hundreds of miles to spawn in an annual aggregation during a winter full moon – their only opportunity to breed each year.

Historically, once the location of a spawning aggregation site is known, it becomes a prime target for overfishing. More than one-third of known Caribbean aggregation sites have been overfished and are now inactive.

DISCOVER.



ENDANGERED  
SPECIES

# HOW DOES REEF PROTECT ENDANGERED SPECIES?

## REEF CONDUCTS RESEARCH

The Grouper Moon Project is the Caribbean's oldest continuous grouper spawning aggregation research program and represents one of the most advanced, multi-faceted tropical research programs in the world. The project includes an acoustic tagging research, mapping juvenile habitat, and genetics studies.



Photo by Paul Humann

## REEF EDUCATES COMMUNITIES

REEF brings Grouper Moon research into the classroom by:

- Developing environmental education lessons for elementary and high school students
- Conducting live-feed video sessions to connect students with scientists in the field
- Hosting training workshops with teachers from throughout the Caribbean



## REEF INFLUENCES POLICY

In 2016, using findings from the Grouper Moon Project, the Cayman Islands government enacted a comprehensive set of regulations to recover Nassau Grouper and benefit conservation efforts throughout the region.

- All take, possession, or sale of Nassau Grouper is prohibited from December–April (during the spawning months for the species)
- When take is permitted (May–November), only fish between 16"–24" can be kept and no more than 5 Nassau Grouper per fishing vessel per day can be kept
- Nassau Grouper may not be taken on spear gun at any time



## IN PARTNERSHIP WITH THE CAYMAN ISLANDS DEPARTMENT OF ENVIRONMENT AND ACADEMIC SCIENTISTS, REEF CONTINUES:

- **Monitoring aggregation sites** for changes in the grouper population size and structure
- Conducting **innovative research** on genetics, reproductive biology, and behavioral ecology
- Providing information to **policy makers** to ensure effective long-term protections
- Building a grouper-focused **education program** with local schools

For more information, visit [www.REEF.org/groupermoonproject](http://www.REEF.org/groupermoonproject)

## EXPLORERS PROGRAM

REEF's Explorers Program is an inspiring and interactive approach to learning about the marine environment. On land and in the water, REEF offers unique, hands-on educational experiences that give groups the opportunity to make a real difference in the marine environment.

*And have fun doing it!*

**EXPLORE** diverse marine environments of the Florida.

**DISCOVER** the underwater world by kayaking, snorkeling, and diving with marine life experts.

**MAKE A DIFFERENCE** by contributing to the world's largest fish sightings database, volunteering with invasive species removal, and becoming a citizen scientist.

## DIVE INTO AN OCEAN OF LEARNING WITH REEF'S EXPLORERS PROGRAMS



### FUN IN THE FLORIDA KEYS!

- Dive or snorkel North America's largest living coral reef
- Kayak through diverse mangrove ecosystems
- Tour the underwater world on a glass bottom boat
- Explore national and state parks of the Florida Keys

## CUSTOMIZED EDUCATIONAL PROGRAMMING



Passion for the marine environment begins with education. At REEF, there are a variety of ways to become immersed into an ocean of learning. Programs range from 2-hour classes to 3-5 day workshops that include kayaking, snorkeling, and SCUBA diving. Materials are available to prepare groups

before the program begins and keep them engaged long after the program ends.

We offer programming to a wide variety of groups, from elementary schools, to college field trips, and even the young at heart who still enjoy learning; we can create a program that best suits the group's needs. Cost is dependent on program length and activities. Land-based surveys and fish behavior presentations are available for groups who will not be adding an in-water component.



EDUCATION

## OCEAN EXPLORERS SUMMER CAMP

REEF Ocean Explorers Campers are exposed to the underwater world, all of its amazing creatures, and a week filled with creative activities and adventures. Discover all that the ocean has to offer and experience conservation actions in the sunny, salty, and wonderful Florida Keys.



REEF campers will enjoy snorkeling, kayaking, animal encounters, conservation activities.

REEF offers week-long sessions of fun for children ages 7-13. Explorer's Summer Camp is a great opportunity to make crafts, friends, and memories that will last a lifetime.

*"Thank you for a wonderful week! I had so much fun and I learned so much too. My favorite thing was snorkeling, I just love being in the open ocean! I also loved the marine animals. You all have inspired me even more to being a marine biologist."*

*-Ally M.  
Summer 2017 Ocean  
Explorers Camper*

For more information: [www.REEF.org/explorers](http://www.REEF.org/explorers)

## MARINE CONSERVATION INTERNSHIP PROGRAM

REEF hosts more than a dozen college juniors, seniors and recent graduates as semester long Marine Conservation Interns each year. Funded Environmental Leadership Internships are also offered to those few individuals who show great potential and enthusiasm during their initial internship.

Interns learn a variety of skills that include non-profit management, public speaking, conservation fieldwork, data management, and more. Individuals have the opportunity to build relationships with leaders in marine science and conservation, leaving the internship as more well-rounded, experience young professionals, ready to begin a



*"My time as an intern at REEF has helped shaped me into a more well-rounded and passionate candidate for environmental education. I could not be more grateful to have learned from such phenomenal leaders in marine conservation."*

*- Kathy Ilcken  
Fall 2016 Marine  
Conservation Intern*

career in a variety of fields. Some of our past interns are now educators, marine scientists, graphic designers, researchers, pursuing their graduate degrees; and a few are still working for us as part of the REEF staff team!

The Marine Conservation Internship fosters a broader understanding for what it takes to really make a difference. Each intern has the ability to develop new ideas, accomplish independent projects, and truly contribute to the long term impacts of REEF. Scholarships are available.

For more information: [www.REEF.org/internship](http://www.REEF.org/internship)

# INVASIVE SPECIES

## CITIZEN SCIENCE IN ACTION

**An invasive species is an organism introduced by man that causes ecological, human health, or economic harm in a new environment where it is not native.**

REEF's Invasive Species Program develops and implements research initiatives, response strategies, outreach, awareness events, and control programs.

REEF partners with the National Oceanic and Atmospheric Administration, US Geological Survey, the International Coral Reef Initiative, Gulf and Caribbean Fisheries Institute, the Florida Fish and Wildlife Conservation Commission, the Dive Equipment and Marketing Association, universities, dive clubs, and other local groups who have provided significant resources towards furthering our understanding of non-native species and how best to minimize impacts.

## RESEARCH INITIATIVES

REEF is leading the way in helping to address invasive species through active research and applied technologies. REEF is:

- Conducting research on lionfish removals, derby effectiveness, movement, deep-water populations, lionfish attracting devices, and impacts, as well as facilitating the research of others through collaboration and consultation
- Working with the scientific community to better understand and control lionfish
- Conducting field study trips to address lionfish populations and impacts
- Authoring or co-authoring more than 20 scientific papers on lionfish that have been cited more than 1,000 times

## RESPONSE STRATEGIES

More than 35 non-native marine fish species have been documented in Florida's coastal waters.

To prevent future releases and establishment of non-native species, REEF is:

- Developing local, regional, and international response plans
- Collecting reports of non-native marine sightings worldwide
- Coordinating of rapid response removals of non-native marine species
- Helping to prevent releases of aquarium pets through the *Don't Release Me* campaign



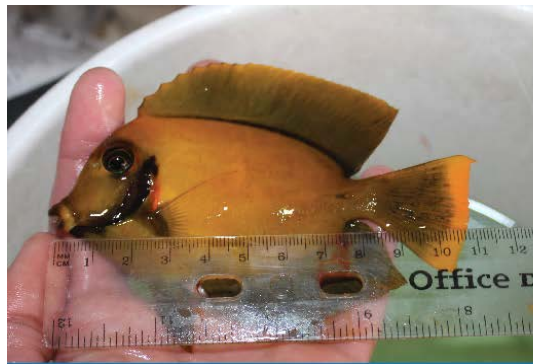
*Lionfish are gluttonous predators that greatly reduce prey fish populations at heavily invaded sites. Over 120 species of prey fish and invertebrates are vulnerable to lionfish predation.*



DISCOVER.

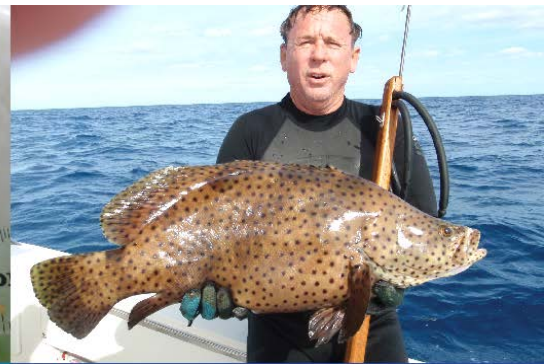


INVASIVE  
SPECIES



**Chocolate Surgeonfish**  
*Acanthurus pyroferus*

Native to the Indo-Pacific,  
removed from Blue Heron Bridge  
in Palm Beach



**Humpback Grouper**  
*Chromileptes altivelis*

Native to the Indo-Pacific,  
removed from Miami

## OUTREACH & AWARENESS EVENTS

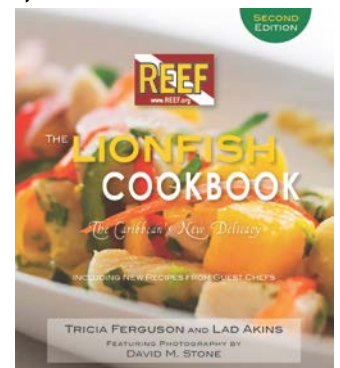
To help the public and key stakeholders better understand invasive species issues, prevent new releases and better control established invasives, REEF is:

- Conducting lionfish collecting and handling workshops around the region
- Educating the public on invasive species and responsible pet ownership
- Reaching media with updates on invasive species research and removal
- Teaching lionfish jewelry making through public workshops
- Producing lionfish activity books and educational resources for children

## MARKETS

Developing economic and use-based markets for invasive species helps provide incentives for their removals. REEF is:

- Encouraging consumption of lionfish by publishing a new, second edition of *The Lionfish Cookbook* that includes guest chef recipes
- Encouraging development of commercial markets for lionfish  
Organizing and conducting lionfish food and wine nights with partner restaurants and venues
- Increasing value of landed lionfish by creating lionfish jewelry and jewelry-making kits



## CONTROL PROGRAMS

Actively engaging in more effective removal programs helps protect native resources. REEF is:

- Training resource managers, dive operators, and divers in safe and effective collecting and handling techniques
- Organizing lionfish removal projects and events like derbies
- Expanding REEF sanctioned lionfish derbies into other countries
- Conducting field study dive trips to more effectively address lionfish through data gathering and removals



# CONSERVATION PARTNERS

Become a Conservation Partner with REEF to show your support for protecting the ocean! Conservation Partners serve as vital sponsors of REEF's programs, as well as centers for marine conservation actions, outreach, and education.

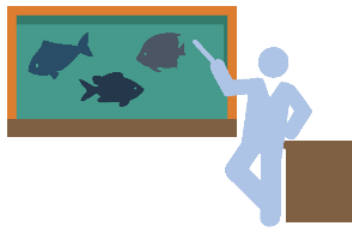
REEF provides unique benefits to all Conservation Partners, including REEF store discounts and promoting your business to our membership of over 65,000, both online and in print. As a Conservation Partner you will receive materials to help you and your customers actively participate in REEF's programs to conserve marine environments worldwide.

## HOW DO I BECOME A CONSERVATION PARTNER?

Conservation Partners demonstrate their support through an annual \$100 program fee (a portion of which is tax deductible) and by annually participating in one or more of the conservation actions listed below.

### Conservation Actions

- Teach a fish or invertebrate ID class
- Conduct REEF surveys and advance a survey level
- Host a lionfish derby, lionfish collecting and handling workshop, or lionfish jewelry workshop
- Host a survey dive
- Host a Fishinar viewing event (Online fish ID webinars. You watch, we teach!)
- Partner with REEF for events
- Support REEF education and outreach programs
- Sign up 10 new REEF members
- Display REEF informational materials in your business
- Display the REEF logo on your website



## WHO CAN BE A CONSERVATION PARTNER?

Conservation oriented businesses, dive shops, dive clubs, non-profit organizations, marine science centers, public aquariums, independent instructors, or other ocean science and conservation related institutions can be Conservation Partners.

## WHY BECOME A CONSERVATION PARTNER?

### It's good for business.

Most ocean enthusiasts want to support businesses, clubs, or organizations that support marine conservation. REEF will connect its worldwide membership of over 65,000 ocean enthusiasts to your business, club, or organization through online and print advertising, as well as social media posts, public talks, and promotional materials.



### It's good for marine life.

As a water planet, the well-being of the earth depends on the health of the oceans that connect us all. Give your patrons the opportunity to give back to the underwater world by hosting REEF events like marine life ID courses, invasive species removal events, or by simply educating them about REEF's programs and how to get involved.

### It's fun.

Learn something new, teach something new and enjoy making a difference in the health of our oceans in concrete ways. Get hooked on giving back to marine ecosystems in the water, in the classroom, or at your local business.

MAKE A DIFFERENCE.



CONSERVATION PARTNERS

## CONSERVATION PARTNER BENEFITS

- Receive a tool kit with REEF program materials
- Be promoted on REEF's Conservation Partners webpage. Icons that represent Conservation Actions will be displayed next to your listing to let our membership see how they can get involved at your business, club, or organization
- Be featured in printed materials distributed to REEF members
- Receive a discount in the REEF Store
- Be highlighted on REEF's social media, and promoted during REEF's online Fishinars (webinar series that presents instructional fish ID webinars to the public)



## CHOOSE FROM THREE TOOL KITS THAT WILL HELP YOU GET STARTED WITH THE PROGRAM OF YOUR CHOICE

**1. VOLUNTEER FISH SURVEY PROJECT TOOL KIT** — For those most interested in supporting and participating in REEF's Volunteer Fish Survey Project, a citizen science program that enlists recreational divers and snorkelers to collect data on marine life.

- Curriculum to teach marine life identification courses
- Conservation Partner certificate and window cling
- REEF flag, rack cards, flyers, and other promotional materials



**2. INVASIVE SPECIES TOOL KIT** — For those most interested in supporting and participating in REEF's Invasive Lionfish Program, which seeks to control and prevent the spread of the invasive lionfish throughout the western Atlantic, Caribbean and the Gulf of Mexico.

- Curriculum to host and teach lionfish events including derbies, collecting and handling workshops, and lionfish jewelry workshops
- Conservation Partner certificate and window cling
- REEF flag, rack cards, flyers, and other promotional materials



**3. FRIEND OF REEF TOOL KIT** — For those most interested in general support of REEF's main programs as a Conservation Partner.

- Conservation Creature plush - these iconic marine species from REEF's Volunteer Fish Survey Project regions highlight the diversity of ocean ecosystems and encourage understanding and respect for marine life
- Conservation Partner certificate and window cling
- REEF flag, rack cards, flyers, and other promotional materials

For more information, contact Ellie Place, 305-852-0030, or email at: [elliép@REEF.org](mailto:elliép@REEF.org).

## CORPORATE & FOUNDATION PARTNERS

REEF desires to partner with corporations that have strong corporate social responsibility ethics and work to make a positive impact on the environment and their many stakeholders including consumers, employees, investors, communities, and others.



We recognize that it takes multiple types of business sectors to assist in conserving marine environments worldwide. We believe that the private sector plays an important role in advancing conservation through investments, sustainable business practices, and developing policies and solutions that can make a world of difference for our ocean and communities that depend most upon its health.

REEF does not accept corporate funding that compromises our independence, objectivity, or integrity. Support from our private sector partners is directly invested in efforts to protect biodiversity and ocean life by actively engaging and inspiring the public through citizen science, education, and partnerships with the scientific community. We remain committed to fostering partnerships that advance our core values and mission to protect marine environments worldwide.

REEF's corporate engagement is built around the following areas of giving:

### CORPORATE AND FOUNDATION GRANT PROGRAMS

REEF seeks long-term funding to support educational and scientific research programs underway, as well as exploratory discovery work to stay on top of newly reported invasive species and threats to our underwater environment. Some of the programs underway that need ongoing funding include:



- **Ongoing Research Programs** – Grouper Moon Project, Endangered Species and Places, Lionfish Invasion and the Volunteer Fish Survey Project
- **Explorers Education Program** - Programs range from two-hour workshops to 3–5 day eco-ventures, youth summer camp, and Marine Conservation Internships for college students

### SPONSORSHIPS

Sponsorships result in broader corporate participation in events that reinforce our mission and programmatic objectives. Most importantly, sponsorship facilitates a measurable difference in the programs we offer, through increased participation in REEF's flagship events, including REEF Fest, a 4-day event held in Key Largo each year in September, and our Lionfish Derby Series, held each summer.

REEF events are underwritten by corporate and business sponsors including Whole Foods, Centennial Bank, DAN, Mote Marine Laboratory, National Marine Sanctuary Program, and Florida Fish & Wildlife. These events are attended by individuals from around the world who are committed to conservation action and community responsibility by supporting and participating in these events to benefit REEF.



MAKE A DIFFERENCE.



CORPORATE/  
FOUNDATIONS

REEF is currently looking for corporate sponsors for 2018 for the following events and programs. If you would like to learn more about specific sponsorship opportunities, please contact Bonnie Barnes, Development Manager, at [bonnie@REEF.org](mailto:bonnie@REEF.org) or call (305) 852-0030.

- **REEF Lionfish Derby Series** - a series of 1-day events to remove invasive lionfish from the reef. Currently 4-5 locations per year throughout Florida.
- **REEF Fest** - a 4-day Festival including educational seminars, social gatherings, diving and eco-ventures alongside some of the most prestigious names in diving and marine conservation.
- **Great Annual Fish Count (GAFC)** - The GAFC is a fun way to learn about local oceans. Every July, divers and snorkelers across the world join to learn about marine diversity and conduct biodiversity surveys as a part of REEF's ongoing Volunteer Fish Survey Project.
- **Fish & Friends** - A monthly educational series on the REEF campus in Key Largo, Florida, including networking and special guest speakers.
- **Fishinars** - These short, free webinars teach the finer points of identifying fish and invertebrates. In addition to marine life identification sessions for all of REEF's project areas, we also feature guest speakers who present a variety of ocean topics.
- **Volunteer** to sponsor and/or organize an education or outreach program in your community



## REEF CONSERVATION PARTNERS

Ocean and conservation related businesses, dive shops, dive clubs, non-profit organizations, marine science centers, etc., can become Conservation Partners. They serve as vital sponsors of REEF's programs as well as centers for marine conservation actions, outreach and education.

## SHOP TO SUPPORT AND REEF'S CAUSE MARKETING PROGRAM

When you "Shop to Support," you increase awareness of our mission and work through brand awareness and affinity campaigns. Today more than ever, consumers look for products that not only meet their immediate needs, but give back to the community too.

A recent example of a partnership with REEF is the annual Tortuga Music Festival in South Florida, where a portion of the ticket purchase goes to helping save our oceans. So far, Tortuga fans have given hundreds of thousands of dollars to the Rock The Ocean Foundation, who helps fund conservation organizations both locally and globally, including REEF.

To learn more about how your Corporation or Family Foundation can help REEF support REEF programs that educate the community and benefit our oceans, please contact us at [giving@REEF.org](mailto:giving@REEF.org), or (305) 852-0030.

## CORPORATE MATCHING GIFTS

Many companies offer a matching gift program to current employees and retirees that could double - or even triple - your generous contribution to REEF.

REEF is a 501(c)3 non-profit organization in the US. Our tax ID number is: 65-0270064  
Donations are 100 percent tax-deductible as allowed by law.



REEF (REEF ENVIRONMENTAL EDUCATION FOUNDATION, INC.) IS REGISTERED WITH THE STATE UNDER THE SOLICITATION OF CONTRIBUTIONS ACT, 1992. REEF'S REGISTRATION NUMBER IS SC-06492. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352, WITHIN FLORIDA, REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

## FIELD SURVEY TRIP PROGRAM

### DIVE VACATIONS THAT COUNT

Each year, REEF organizes eco-vacations to exciting tropical and temperate dive destinations. REEF trips are a great opportunity to travel and dive with like-minded individuals who are active ocean stewards engaged in conserving the marine environment.

- No prior fish identification or surveying experience necessary
- Survey materials provided
- Snorkelers, non-divers, and families welcome
- Land-based and liveaboard trips include daily dives and marine life seminars



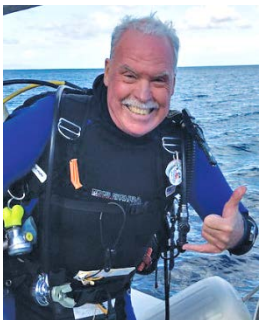
### FISH SURVEY TRIPS

The goal of these trips is to collect data about the diversity and abundance of marine species. Trip participants will contribute to the world's largest marine fishes database and learn how to identify marine fish species through daily seminars presented by the project leader. Once the trip is complete, participants may upload their survey data into REEF's online program.

Past REEF Field Survey Trips have gathered total species counts ranging in the hundreds and even uncovered some elusive and unexpected species. Fishery protections around the world depend on high quality data. With the help of REEF data submitted by citizen scientists, researchers are making exciting discoveries about marine ecosystems and policymakers have more information to support conservation efforts.

### INVASIVE LIONFISH RESEARCH TRIPS

Trip participants learn about the effects and consequences of invasive lionfish on marine fisheries and Caribbean ecosystems. Participants receive hands-on training in lionfish collecting and handling techniques, dissections, data gathering, and research methods. These trips are offered in the Tropical Western Atlantic region.



When you travel with REEF, you make a difference in the health of our oceans by supporting marine research, education, and conservation. REEF is a 501(c)3 non-profit organization. The IRS may consider expenses associated with your work as a REEF Trip volunteer tax deductible. For details, visit [www.REEF.org/fieldsurveys/taxinfo](http://www.REEF.org/fieldsurveys/taxinfo) and consult with your tax advisor.

For more information, visit [www.REEF.org/trips](http://www.REEF.org/trips)

MAKE A DIFFERENCE!



SURVEY TRIPS

# 2018 FIELD SURVEY TRIP DESTINATIONS

## HAWAII

*Kona Aggressor II Liveaboard*

February 10–17

\$3,035

Led by Janna Nichols

[Sold out – waitlist available](#)

## THAILAND

*Thailand Aggressor Liveaboard*

April 17 – 27

\$4,700

Led by Christy Pattengill–Semmens, Ph.D.

[Sold out – waitlist available](#)

## GRENADA

*Aquanauts Grenada & True Blue Bay Resort*

May 12 – 19

\$1,351

Led by Amy Lee

## BAHAMAS – Invasive Lionfish Research Trip

*Turks and Caicos Explorer II Liveaboard*

May 26 – June 2

\$2,695

Led by Lad Akins & Peter Hughes

## FIJI

*NAI'A Liveaboard*

June 2 – 12

\$5,676

Led by Christy Pattengill–Semmens, Ph.D.

## KEY LARGO

*Horizon Divers & Marina Del Mar*

June 23 – 30

\$1,043

Led by Paul Humann

## COSTA RICA – Land & Sea Eco–Adventure

*Bill Beard's Costa Rica*

July 14 – 21

\$1,711

Led by Christy Pattengill–Semmens, Ph.D.  
& Brice Semmens, Ph.D.

## BRAZIL

*Atlantis Divers Brazil*

August 4 – 13

\$2,829

Led by Ned & Anna DeLoach

[Sold out – waitlist available](#)

## BELIZE – Special Research Itinerary

*Splash Dive Center & Pelican Beach Resort*

August 18 – 25

\$2,520

Led by Lad Akins & Peter Hughes

## CUBA

*Avalon II Liveaboard*

August 18 – 25

\$5,400

Led by Christy Pattengill–Semmens,  
Ph.D. & Brice Semmens, Ph.D.

## ST. LUCIA

*Anse Chastanet*

September 23 – 30

\$2,249

Led by Lad Akins

## PHILIPPINES

*Atlantis Dumaguete Resort and*

*Azores Liveaboard*

October 2 – 16

\$6,169

Led by Ned and Anna DeLoach

[Sold out – waitlist available](#)

## CAYMAN BRAC

*Brac Reef Beach Resort*

November 3 – 10

\$1,490

Led by Janna Nichols

[Sold out – waitlist available](#)

## EASTERN CARIBBEAN

*Caribbean Explorer II Liveaboard*

December 1 – 8

\$2,095

Led by Lad Akins

## COZUMEL

*Chili Charters & Safari Inn/*

*Casa Mexicana*

December 1 – 8

\$626/\$744

Led by Tracey Griffin

**LEARN MORE & REGISTER: (305) 588-5869**  
**trips@REEF.org • www.REEF.org/trips**

# YOUR OCEAN. YOUR PHILANTHROPY. YOUR LEGACY.

**Climate change. Overfishing. Habitat destruction. When we think about these and the many other challenges the ocean is currently facing, it's easy to question how to make an impact. The answer is that together we can make a positive difference. For 25 years, REEF has worked to protect biodiversity and ocean life, through citizen science, education, and partnerships with the scientific community.**



**Our goal is to help our donors make an impact on ocean conservation through philanthropy - immediately or through estate plans.**

## DON'T WAIT TO LEAVE YOUR LEGACY

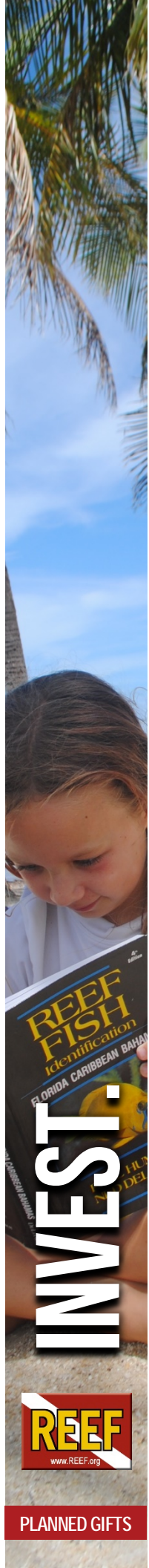
REEF will work with individuals, families, and businesses to create personal, permanent, and powerful legacies. REEF's Planned Giving Program provides donors an opportunity to make gifts in the following forms: wills and bequests, gifts of remainder interest, stocks and other securities, life insurance policies, charitable lead (income) trusts, irrevocable trusts, gifts of undivided interest in property, and automobiles, boats, and other personal property.

Your long-term commitment to REEF provides us the ability to plan, implement, and respond to the changing needs of our marine environment. With your legacy gift, REEF can capitalize on our growing success and momentum, ensuring that our important marine conservation work continues for generations to come.

Beyond providing unrestricted support in areas of greatest need, your gift can make a difference for a specific REEF program or initiative, such as ground-breaking research, education initiatives, or citizen science programs. REEF has been credited as one of the most effective and efficient marine data collection and conservation organizations.

REEF is an international marine conservation organization that implements hands-on programs involving local communities in conservation-focused activities. The organization is based in Key Largo, Florida, with west coast offices in California. REEF has grown to over 66,000 members worldwide, with broad reaching programs managed by a combination of dedicated staff, interns, and volunteers. REEF's citizen science program has generated one of the largest marine life databases in the world with over 222,000 surveys conducted since the program started in 1993. In addition, REEF coordinates outreach and education programming to a wide audience.

REEF's annual budget of \$1.6 million facilitates conservation-based education programs, citizen science data gathering programs, public outreach, internships, and highly impactful conservation initiatives. REEF's tagline, *Explore. Discover. Make a Difference.*, epitomizes the active stewardship role that citizens play in world changing conservation. We hope you will honor our work with your legacy.



**INVEST.**



**PLANNED GIFTS**

# PLANNED GIVING OPPORTUNITIES THAT ENSURE REEF'S MISSION CONTINUES

REEF's Planned Giving Program provides you with a broad range of opportunities to provide lasting support of our mission through charitable contributions that are incorporated into your financial, tax or estate plan. The benefits of planned giving can include:

- Immediate tax relief through an income tax charitable deduction
- Annual income for life or for a period of years
- Reduction or elimination of capital gains taxes on transfer of long-term appreciated assets
- Reduction of estate taxes
- Transfer assets to heirs at reduced tax rates

Some gifts allow you to receive income for the rest of your life, and most gifts provide a variety of tax benefits such as tax-free income, avoidance of capital gains tax, increased charitable contributions deduction and potential estate-tax savings. The choice you make will depend on the goals for yourself, your family and your overall estate and financial plans.

Our development office is happy to talk to you about planned giving options, and we encourage you to speak with your own financial advisor about the best choice for you and your family.

## WILLS & BEQUESTS

A will enables you to: 1) direct the distribution of your assets; 2) provide for your heirs in the way you choose rather than as state and federal laws dictate; 3) possibly reduce or eliminate certain estate taxes and court costs; and 4) designate a portion of your assets as a gift to your favorite charity.

## CASH BEQUEST

REEF receives a specified dollar amount.

## SPECIFIC BEQUEST OR DEVISE OF PROPERTY

REEF receives specified assets, such as securities.

## RESIDUARY BEQUEST OR DEVISE

REEF receives all or a percentage of the remainder of your estate after specific legacies, debts, taxes, and estate expenses have been paid.

## CONTINGENT BEQUEST OR DEVISE

REEF receives a gift according to the language of the bequest. There are a wide variety of conditions that you could place on such a bequest. For example, if you outlive other named beneficiaries, then part or all of your estate would benefit REEF.

## TAX BENEFITS

Your bequest to REEF may qualify your estate for a charitable deduction equal to the entire amount of the bequest. Consult your tax or financial adviser for further information.

For more information or to discuss planned giving possibilities, call us at (305) 852-0030, or email: [giving@REEF.org](mailto:giving@REEF.org).



***This information is intended to provide general gift planning information. Our organization is not qualified to provide specific legal, tax or investment advice, and this information should not be looked to or relied upon as a source for such advice. Consult with your own legal and financial advisors before making any gift.***

# THE IMPACT OF REEF

Based in Key Largo, FL



More than **65,000 MEMBERS+ & 15,000+ VOLUNTEERS** worldwide

## PROTECTING ENDANGERED SPECIES

through scientific research and key partnerships with foundations, universities, and government agencies

**Nassau Grouper**



**15+ YEARS**

of conservation research and protection for Nassau Grouper through the Grouper Moon Project



## CONTROLLING INVASIVE SPECIES

and limiting the impacts of marine invaders like the Indo-Pacific Lionfish

**21,000+ LIONFISH COLLECTED** in REEF derbies

## SUPPORTING BIODIVERSITY

through citizen science, data collection, and public education



More than **60 SCIENTIFIC PUBLICATIONS** using REEF data and programs

**9.5 MILLION RECORDS**

creating the world's largest marine life sightings database



**225,000+ REEF SURVEYS**

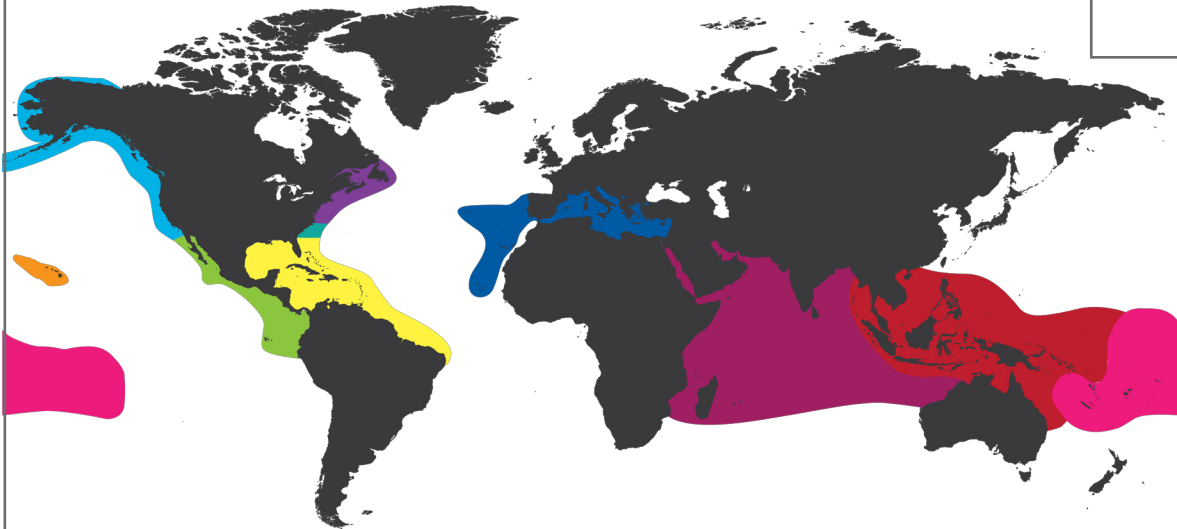
**4,000+ SPECIES** of fish, invertebrates, and algae reported

**13,500+ SURVEY SITES** around the world

- Hawaiian Islands
- Tropical Western Atlantic
- Tropical Eastern Pacific
- South Atlantic States
- Pacific US & Canada
- E. Atlantic & Mediterranean
- Northeast US & Canada
- Indian Ocean & Red Sea
- South Pacific
- Central Indo-Pacific

**Volunteer Fish Survey Project Regions**

## WHERE WE MAKE A DIFFERENCE



REEF's marine conservation and citizen science programs engage volunteers around the world to submit data that are used to better understand and protect ocean populations.

**EXPLORE. DISCOVER. MAKE A DIFFERENCE.**

# OCEAN CONSERVATION BEGINS WITH YOU



Cover: Giant Clam photo by Daryl Duda. REEF surveyors collect data on Giant Clam (*Tridacna* spp.) populations in the Central Indo-Pacific, South Pacific, and Indian Ocean.

Back Cover: photo by Daryl Duda.



**Reef Environmental Education Foundation**

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**Follow us on  
Social Media!**

