



National
Marine Sanctuary
Foundation

DISCOVER WONDER

NATIONAL MARINE SANCTUARY FOUNDATION STRATEGIC PLAN 2019-2021

PHOTO: NOAA



DISCOVER WONDER

OUR COMMITMENT

Founded in 2000 by America's most influential ocean conservation leaders, the National Marine Sanctuary Foundation works with communities and the National Oceanic and Atmospheric Administration's (NOAA) Office of National Marine Sanctuaries to inspire the conservation of treasured places in our waters for a healthy ocean and Great Lakes, and preserve America's maritime and cultural history.

The Foundation supports the National Marine Sanctuary System, a network of 14 national marine sanctuaries and two national marine monuments that encompasses more than 600,000 square miles of marine and Great Lakes waters.

OUR CHALLENGE

The world's most pressing challenges are often difficult to see. Pollution, climate change, coral reef degradation, and species extinctions, are all problems that live beneath the waters' surface. They grow invisibly, but pose a global threat to our ocean and Great Lakes. America's national marine sanctuaries and marine national monuments are our essential network of protected waters that sustain coastal communities and our shared heritage, offer refuge for endangered, threatened and rare species, and serve as living laboratories for critical conservation research.

Marine sanctuaries and monuments belong to all of us. NOAA protects these special places, and holds them in trust for us to enjoy. The National Marine Sanctuary Foundation is a partner in their protection. We seek to connect people to their ocean, coasts, and Great Lakes, inspiring their stewardship and a lifelong devotion to their care and protection.

(Y)OUR INVITATION

At the National Marine Sanctuary Foundation, we invite people with a stake in the health of their planet to work with us to protect their place in it. Our work on behalf of America's protected waters extends from the ocean floor to Capitol Hill.

We invite you to discover the wonder of our nation's national marine sanctuaries and marine national monuments.

Welcome to (y)our world.



FIND YOUR SENSE OF WONDER

PHOTO: DAVID J. RUCK

MISSION

The Foundation is a leading voice for U.S. protected waters, working with communities to conserve and expand these special places for a healthy ocean, coasts, and Great Lakes. Working together, we safeguard species and the places they call home, and preserve America's maritime history.

VISION

National marine sanctuaries and monuments – our wondrous protected waters – teeming with life and inspiring a proud community of stewards for our ocean, coasts, and Great Lakes.

GUIDING PRINCIPLES

Welcome: We invite people from all backgrounds and perspectives who seek to make an impact on the health of the planet to join us and protect the waters we share.

Partner: We work closely with NOAA, and public and private partners to advocate for our nation's network of protected waters, where our marine life and heritage flourish.

Demonstrate: We show the many ways that marine sanctuaries can be models for protecting marine ecosystems around the world.

Inspire: We engage communities as enthusiastic stewards for our wondrous waters.

Connect: We link Americans with their protected waters, the sanctuaries to each other, funders to greater impact, and coastal communities to their own backyard.

Fun: We take our work more seriously than we take ourselves.

Through fundraising, the Foundation provides important financial resources to enhance the enjoyment, protection, and awareness of our national marine sanctuaries. We inspire private and public investment in our protected waters through a strong network of chapters local to sanctuary sites, and national partnerships with funders and corporations who reflect the Foundation's values.

An aerial photograph of a person in a white kayak on a body of water with a teal-green tint. The water shows concentric ripples around the kayak. In the top left corner, there is a stylized logo consisting of several horizontal, wavy lines of varying lengths, resembling a wave or a stylized 'S'.

STRATEGIC PRIORITIES

- Heighten visibility and awareness of national marine sanctuaries and monuments.
- Champion U.S. protected waters, and demonstrate their value to a healthy ocean and Great Lakes and strong coastal communities.
- Advance stewardship of U.S. ocean, coasts, and Great Lakes through partnership and public engagement.



DISCOVER



EXPLORE

PHOTO: TANE GASSERLEY/NOAA

HEIGHTEN VISIBILITY AND AWARENESS OF NATIONAL MARINE SANCTUARIES AND MONUMENTS.

- Build awareness of national marine sanctuaries and monuments by communicating their value to a healthy ocean and Great Lakes.
- Engage people from all backgrounds, perspectives, and regions of the country to work with us to protect marine sanctuaries and monuments and help us address the challenges that they face.
- Communicate the impact of sanctuary science, conservation and education programs to the well-being of our shared ocean.

PROTECT

CHAMPION U.S. PROTECTED WATERS, AND DEMONSTRATE THEIR VALUE TO A HEALTHY OCEAN AND GREAT LAKES AND STRONG COASTAL COMMUNITIES.

- Working with the Office of National Marine Sanctuaries, assess the priority needs of the National Marine Sanctuary System and individual sanctuaries, and identify national program priorities for the Foundation's philanthropic efforts.
- Strengthen public policy support for protected waters, with a focus on national marine sanctuaries and marine national monuments.
- Advocate for the expansion of the National Marine Sanctuary System and more protected waters.

PHOTO: ED LYMAN/NOAA

CONNECT

ADVANCE STEWARDSHIP OF U.S. OCEAN, COASTS, AND GREAT LAKES THROUGH PARTNERSHIP AND PUBLIC ENGAGEMENT.

- Work with partners to support stewardship of ocean, coasts and Great Lakes and their resources.
- Increase public awareness of and improve stewardship of the ocean and Great Lakes and their watersheds by using marine sanctuaries and monuments as centers for education, outreach, and citizen science.
- Increase understanding of the value of protected waters as listening posts, living laboratories, and incubators for ocean solutions.

PHOTO: NOAA/21 CCLC PROGRAM

HOW DO WE WORK?



THE FOUNDATION is a nonpartisan credible voice for marine and Great Lakes protected areas at the national level with the ability to deliver on-the-water conservation results through local chapters and by engaging citizens, non-profits, and businesses in stewardship to support conservation work in sanctuaries.

THE FOUNDATION uses science, legal and policy expertise to inform our programs. We foster innovative projects that are solution-oriented, scalable, and transferable beyond an individual sanctuary's boundaries, and develop strategic partnerships that promote the conservation and recovery of species and their habitats.

THE FOUNDATION hosts Capitol Hill Ocean Week, often referred to as "CHOW" to bring together a wide range of voices on the most important policy issues, and to build a strong constituency for our ocean, coasts, and Great Lakes. Through partnerships and sponsorships, we are able to offer "open source" programming that brings together hundreds of people from diverse backgrounds to engage in the discussion and formulation of innovative ideas. CHOW hosts leaders and thinkers from a broad cross-section of industries and organizations, providing an important networking and education opportunity for the next generation of environmental stewards.

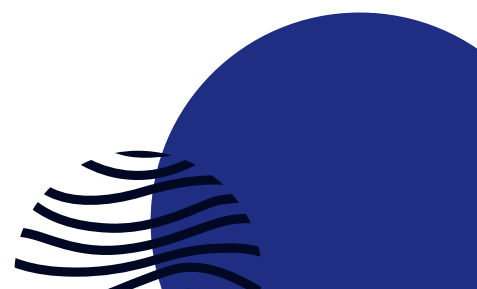




PHOTO: MIKE JOHNSON



MAP OF NATIONAL MARINE SANCTUARY SYSTEM

NATIONAL MARINE SANCTUARY FOUNDATION

8601 Georgia Ave. #510
Silver Spring, MD 20910

301.608.3040
marinesanctuary.org



FOUNDATION CHAPTERS



Florida Keys
National Marine
Sanctuary Foundation



Gray's Reef
National Marine
Sanctuary Foundation



Monterey Bay
National Marine
Sanctuary Foundation



Olympic Coast
National Marine
Sanctuary Foundation



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