



*“Look deep into nature, and then you will understand everything better.”*

*~Albert Einstein*

# STORIES OF SUCCESS...

## GETTING SMART ABOUT BYCATCH

Bycatch is among the most problematic aspects of modern fishing. In addition to the sheer volume of bycatch globally, amounting to millions of tones annually, unselective fishing poses an extinction threat to numerous species of ocean wildlife. Launched in 2004, World Wildlife Fund's International Smart

Gear Competition identifies and rewards the most promising technological developments for reducing bycatch with cash prizes totaling \$50,000. To date, it has attracted more than 200 entries from more than 35 different countries around the world. The Smart Gear

competition was held again in 2009 and the Fund supported the project as before. The winning entry was "The Underwater Baited Hook" which was designed to address the problem of seabird bycatch often associated with longline fisheries – an issue of global significance. This stern-mounted, hydraulically driven device delivers the baited hooks underwater, below vessel turbulence and out of sight and reach of seabirds.



## BLACK ANGUS LEADS THE WAY

In May of 2009, the SeaWorld & Busch Gardens Conservation Fund awarded an animal crisis grant for the rescue and rehabilitation of 130 African penguins affected by an oil spill off the coast of Namibia. The Fund's \$5,000 crisis grant was used for veterinary supplies, food and clean-up efforts.

The first arrival was officially known as "A10885," but his caregivers better knew him by his nickname of "Black Angus." Black Angus really stood out in the crowd—he was the feistiest, pecking the handlers randomly and generally taking charge. He first weighed in at 2.8kg (6.2 lb.). After feasting on prime sardines during his rehabilitation, he tipped the scales at 4.1kg (9 lb.) on the day of his release.

He led the way at a beach release in May, and was the first to take to the waters. It's fitting, then, that he was the one to win the long swim home, as if proudly announcing to his fellow Namibians "Black Angus is back!"



## WATER, WATER NOT EVERYWHERE...

In response to West Africa's worst drought in 26 years, the SeaWorld & Busch Gardens Conservation Fund provided an emergency animal crisis grant of \$5,000 to help fuel and operate water pumps, literally saving at-risk desert elephants and other wildlife from imminent death.

The drought has left a key water source—Lake Banzena in the country of Mali—at its lowest level in a quarter of a century and is breaking down the usual peaceful co-existence between the elephants and local herdsmen. Juveniles were among the worst affected. Unlike the bigger bulls, the trunks of the younger elephants are not long enough to reach deep into remaining wells. Several elephants had already perished from the drought, including calves extracted from shallow wells into which they had fallen when searching for water.

The Fund swiftly responded to this desperate situation with a crisis grant to the non-profit Save the Elephants, which enabled diesel trucks to get to the region to operate water pumps. The water pumps were back on line within two days, saving the lives of many elephants, especially calves.



## DEAR FRIENDS AND SUPPORTERS

What an interesting year 2009 has been. As I have watched my son's first year of life, I've become fascinated by the simple joy he derives from cause and effect—discovering how the world works is a mighty task for a 15-month old. This observation stuck with me on a recent trip to Kenya and Uganda to visit several of the Fund project sites. Throughout the years, my measurement for a successful project has always been about simplicity, replication, and community ownership. To put it very simply: define a cause, such as wildlife conflict, and effect or change that cause positively. In Kenya, I met with a researcher who is studying the use of bee hives as a deterrent for elephant crop raiding and in Uganda I was able to see first hand how a 2m x 2m trench acted as a mote to keep elephants out of the community fields - very simple, elegant, solutions to a huge issue that affects wildlife globally.

My trip to Africa was a bittersweet one for me as I will be leaving the SeaWorld & Busch Gardens Conservation Fund. I'm so very proud of the work that has been accomplished in the past six years and look forward to seeing the Fund grow in the future.

I'd like to introduce the Fund's new Executive Director and President – Brad Andrews. Brad has been an integral part of the Fund serving as its Vice President and board member since the Fund's inception in 2003. I am confident that he will lead the Fund toward many new successes.

For the year to come, observe some cause and effect issues in your life and seek ways to mitigate them with simple solutions. Oftentimes simplicity leads to the most successful, gratifying outcome.

Virginia M. Busch

*Virginia Busch*

President

SeaWorld & Busch Gardens Conservation Fund



# 2009 Annual Report

## FINANCIAL STATEMENT

	2009	2008
<b>ASSETS</b>		
Cash	\$605,761	\$768,405
Property net	\$99,173	-
Total assets	\$704,934	\$768,405
<b>LIABILITIES</b>		
Grants payable	-	\$25,000
Accrued bank fees	\$1,000	\$3,000
Total liabilities	\$1,000	\$28,000
<b>NET ASSETS</b>	<b>\$703,934</b>	<b>\$740,405</b>
<b>ADDITIONS TO NET ASSETS ATTRIBUTED TO CONTRIBUTIONS</b>		
Charity events	\$33,703	\$375,039
BEC	\$109,926	\$340,000
Merchandise	\$182,734	\$147,840
Park guest collections	\$99,806	\$255,395
Institutional donations	\$232,310	\$163,931
Internet donations	\$88,059	\$145,064
Interest	\$2,671	\$24,430
Other	\$33,163	\$72,597
<b>TOTAL ADDITIONS</b>	<b>\$782,372</b>	<b>\$1,524,296</b>

	2009	2008
<b>DEDUCTIONS FROM NET ASSETS ATTRIBUTED TO</b>		
Grants	\$815,401	\$1,668,572
Amortization of website costs	\$1,681	-
Bank fees and other	\$1,761	\$4,722
Total deductions	\$818,843	\$1,673,294
Decrease in net assets	(\$36,471)	(\$148,998)
<b>NET ASSETS</b>		
Beginning of year	\$740,405	\$889,403
End of year	\$703,934	\$740,405

### PERCENT OF DONATIONS RECEIVED GOING TO CONSERVATION



Busch Entertainment Corporation cover 100 percent of the administrative and operational costs for the Fund.

### INCOMING CONTRIBUTIONS

