

SeaLife Response, Rehabilitation and Research

A Guide to Charitable Giving



SR3/NOAA Permit #19091

At Private Ocean, we are proud to share our deep commitment to the community with our clients.

www.privateocean.com

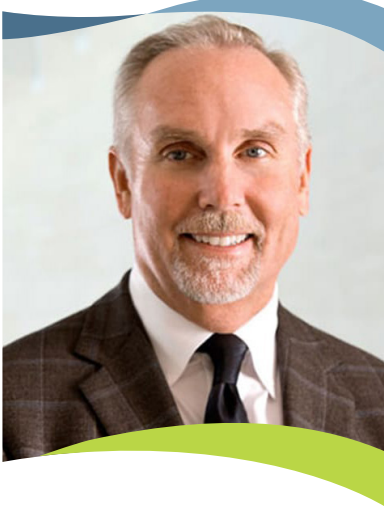


“

We are all committed to leaving this place in better condition than how we found it – and we know that we share that vision with many of our clients, neighbors, friends and family.

”

Greg Friedman



Our oceans are essential to all living beings. They cover more than 70% of the planet's surface, regulate the climate, and supply half of the oxygen we need to survive. Today, they're at great risk. I recently read a disturbing article that addressed how humans were transforming the Earth's natural landscape so dramatically that as many as one million plant and animal species are now at risk of extinction. A recent report compiled by the United Nations which called on hundreds of international experts concluded that the actions of humans – farming, logging, poaching, fishing, and mining – posed such a dire threat to ecosystems all over the world that we were altering and damaging our natural world at a rate “unprecedented in human history.”

In our busy day to day lives, we may often wonder how any one of us could truly make a difference in preserving our natural resources. It's something we discuss regularly at Private Ocean, as we all share a passion for taking care of our landscapes, oceans and the wildlife that inhabit them. We are all committed to leaving this place in better condition than how we found it – and we know that we share that vision with many of our clients, neighbors, friends and family.

I believe that we are all responsible for preserving our natural world and we must consider the impact of our actions in all that we do. Organizations like SeaLife Response, Rehabilitation and Research (SR³) are paving the way for all of us to come together and create real, positive change in our world. Through every donation and every volunteered hour we help save the lives of sea life and in essence, ourselves. A key part of our culture is our commitment to our communities and the preservation of our planet's natural resources and we are proud to partner with organizations like SR³ that share our values and support our efforts to help educate clients on the changing world around us.

Greg Friedman, MS, CFP®

Founder and Chief Executive Officer

Private Ocean



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Casey Mclean
Executive Director



Merideth Tall
Board President



SeaLife Response, Rehabilitation and Research (SR³) was formed in 2016. Though we are still a young and growing organization, we already have much to celebrate thanks to the enormous support that we've received from the community.

➤ **Response** to marine animals in distress is one of three pillars of SR³'s work. In 2017, we created Washington's only marine wildlife ambulance and formed the region's first collaborative large whale entanglement response team. Since then we have helped many animals receive emergency care in the field—a first in the Pacific Northwest—from stabilizing and transporting threatened fur seals to assisting whales entangled in fishing gear.

➤ **Research** is another area of focus and a vital part of creating positive, widespread change. Many of our efforts have centered around the critically endangered Southern Resident killer whales, monitoring their

health to drive recovery efforts and studying similar populations to seek insights into their decline.

➤ **Rehabilitation** is the last critical gap in marine mammal protection around the Pacific Northwest, and one which we are still striving to fill. With your help, we are currently laying the groundwork for a facility which will enable the rehabilitation of sea otters, harbor porpoise, sea lions, adult seals, and several endangered species for the first time in our region.

At a time when entanglement reports and strandings are at record highs—and Southern Resident killer whale populations continue to decline—there has never been a more urgent need for our efforts. The health of marine wildlife is closely linked with our own, and every partner like you is critical to creating a healthier future for us all.

Thank you for helping us chart a new course for marine mammal protection in the Pacific Northwest.

“ Our Mission: Promoting the health and welfare of
marine wildlife in the Pacific Northwest. ”

SR³ PROTECTS MARINE WILDLIFE
WITH EMERGENCY RESPONSE, RESEARCH AND OUTREACH



151 FLIGHT HOURS
COLLECTING CRITICAL HEALTH DATA

112

EVENTS

Outreach and
response training

424

POUNDS

Garbage removed
from local beaches

EMERGENCY RESPONSES BY ANIMAL

18



Whales

19



Sea Lions

2



Sea Otters

24



Seals

1



Sea Turtle

13,248

MILES

Traveled for emergency
response missions



MMHSRP Permit #18786-02

Terms You Should Know

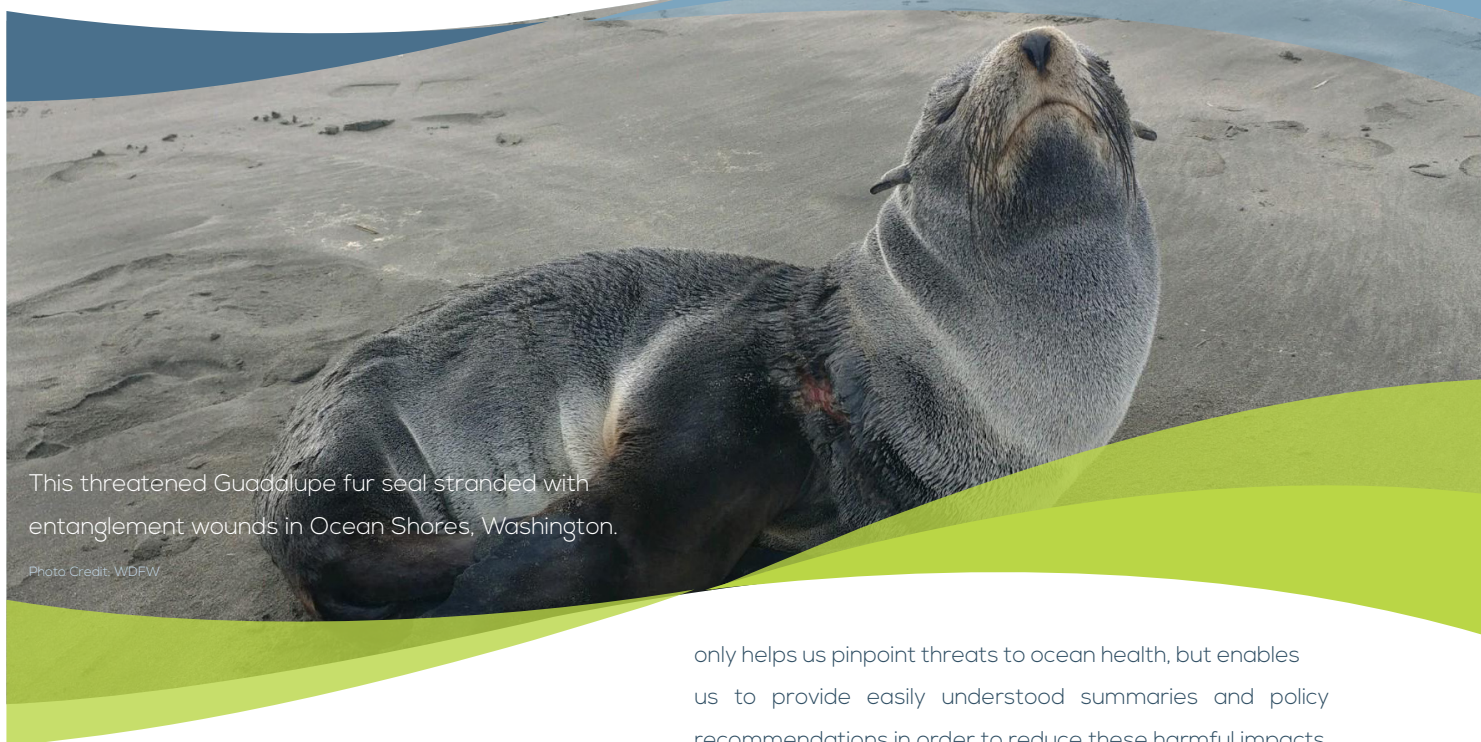
One Health

The One Health concept recognizes that the health of people is intricately connected to the health of animals and the environment. In fact, healthy oceans are essential to the well-being and survival of all life, including humans. Marine animals provide a window into the health of this vital ecosystem, delivering important warning signals about humankind's escalating impacts on the ocean.

wildlife. Yet until SR³ was formed, the Washington and Oregon Coast did not have a year-round dedicated team available to respond to and help these animals.

Necropsy

By examining marine animals who have died, we can learn more about their cause of death. This necropsy data not



This threatened Guadalupe fur seal stranded with entanglement wounds in Ocean Shores, Washington.

Photo Credit: WDFW

Stranding

When marine animals are sick, injured or even lost, they can wash ashore and become unable to return to the water, known as stranding. Marine animals are important indicators of ocean health and often strand due to human impacts on the environment. We have seen an increasing number of animals, including threatened fur seals and sea otters, stranding on Pacific Northwest beaches in recent years.

Entanglement

From sea turtles and seals to dolphins and whales, marine animals today face great risk of becoming entangled in fishing gear or debris. In fact, entanglements are the leading source of human-caused death for many species of marine

only helps us pinpoint threats to ocean health, but enables us to provide easily understood summaries and policy recommendations in order to reduce these harmful impacts.

Rehabilitation

The goal of wildlife rehabilitation is to provide professional care to sick and injured wild animals so they can return to their natural habitat. SR³ will be opening the first dedicated marine wildlife rehabilitation facility in the Pacific Northwest.

Endangered and Threatened Species

Under the 1973 legislation known as the Endangered Species Act, a framework was established for protecting species at risk of extinction. In addition to endangered animals, a separate class of protections was also established for threatened species, or those animals vulnerable to endangerment in the near future.

Giving Opportunities

Sponsor Emergency Response to a Stranded Marine Animal

\$5,000

SR³'s unique marine wildlife ambulance allows us to stabilize and rescue animals in distress, including many who would otherwise be left to die on the beach. We provide life-saving transport for animals who require specialized care, such as **endangered and threatened species**. For **stranded animals** who are deceased, a **necropsy** is conducted to learn about the cause of death and inform conservation efforts.

Sponsor Community Trainings on Marine Conservation Issues

\$10,000

Through outreach at popular festivals and farmers' markets, thousands of adults and children alike are engaged with interactive tools and clear calls to action. Our staff also conducts specialized presentations on topics such as **entanglement identification** and response for local government, fishermen, and tribal groups throughout the region.

Sponsor a Whale Entanglement Response Team

\$25,000

Today SR³ is at the helm of a robust, collaborative **entanglement response network** in the region. Not only do we mobilize direct response efforts, but we collect important data in the process that identifies the area, season, and type of man-made material involved. As patterns are revealed, we use this information to maximize our response efforts and guide large-scale solutions.

Sponsor Medical and Response Equipment

\$45,000

By responding to marine animals in distress, we can not only save individual lives, but gain important **One Health** insights that benefit us all. Support for medical equipment enables a high standard of care, as well as diagnostic tests that add to the body of knowledge around marine animal health and conservation.



See page 4 to learn more about highlighted terms.

www.sealifer3.org

Sponsor Health Check-ups for a Pod of Endangered Killer Whales

\$75,000

SR³ has pioneered the use of aerial drones to create a powerful tool for monitoring the growth and body condition of whales, using this information not only to advance conservation actions, but also to judge the effectiveness of such measures. From helping preserve key salmon stocks to providing extra space from whale watching vessels, your support will ensure we can continue to drive recovery efforts for this endangered population.

Sponsor the First Marine Animal Hospital in the Pacific Northwest

\$100,000

SR³ is actively working toward a future where marine animals can receive **life-saving rehabilitation** in the region. With community support, we expect to complete the first phase of a dedicated marine wildlife facility in the Pacific Northwest in 2020.



Other Opportunities

Join Our Board of Directors

If you are passionate about SR³'s mission of advancing the health and welfare of marine animals in the Pacific Northwest, and want to put your energy to work for this cause, we would love to talk to you! SR³'s volunteer Board of Directors is seeking candidates who can take an active role in the organization as we continue to expand our impact. Currently we are working to open the region's first dedicated marine animal hospital! Would you like to help us chart a new course for marine wildlife in your own backyard? For more information, please contact Executive Director Casey Mclean at 425.346.9798 or cmclean@sealifer3.org

Take Action Today

You have the power to make a positive impact on ocean health every day. Seek sustainable seafood options, help connect people to our mission, and speak up when laws and policies affecting marine conservation are being considered. Does your office support sustainable choices? Use your influence there to do away with plastic kitchen items and provide composting options. Every day, we all make small decisions that add up to a big impact on ocean health. Only together can we turn the tide to conserve this vital resource.



About Private Ocean

Private Ocean is a West Coast-based wealth management firm deliberately structured to give clients the intimate experience of a small firm while harnessing the power, depth and discipline of a much larger one. Formed in 2009, Private Ocean combined two of the oldest privately-held wealth management firms in the San Francisco Bay Area. The firm has over \$2.1 billion in assets under management as of June 30, 2019, and has locations in San Rafael, San Francisco, and Seattle. Private Ocean works with senior executives, business owners and other affluent individuals with a minimum of \$2 million to invest.

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About SR³

SeaLife Response, Rehabilitation, and Research (SR³) fills critical gaps in marine wildlife protection in the Pacific Northwest. From injured seals to entangled whales, we are the only organization in the region dedicated to delivering emergency care in the field for them. Our marine wildlife ambulance, response vessels, and experienced team stand ready year-round to deploy on land or sea. SR³ also conducts scientific research to address the root cause of marine animal health issues. Across all of these efforts, our mission is actually quite simple: to promote the health and welfare of marine wildlife in the Pacific Northwest.

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