



**WILDLIFE  
CONSERVATION  
ASSOCIATION**

**2023 ANNUAL REPORT**

# WCA's THEORY OF CHANGE

## COMMUNITY STAKEHOLDERS

Involvement and input from local stakeholders



## RESEARCH

Gather data and information to monitor state of the environment and threats to wildlife and ecosystems.



## ACTION

Engage, educate, and empower the local community to take action to improve the state of the environment and become sustainable stewards.



## CHANGE

Create positive, transformative change in the environment, wildlife, ecosystems, and the community.

## ENGAGEMENT & EDUCATION

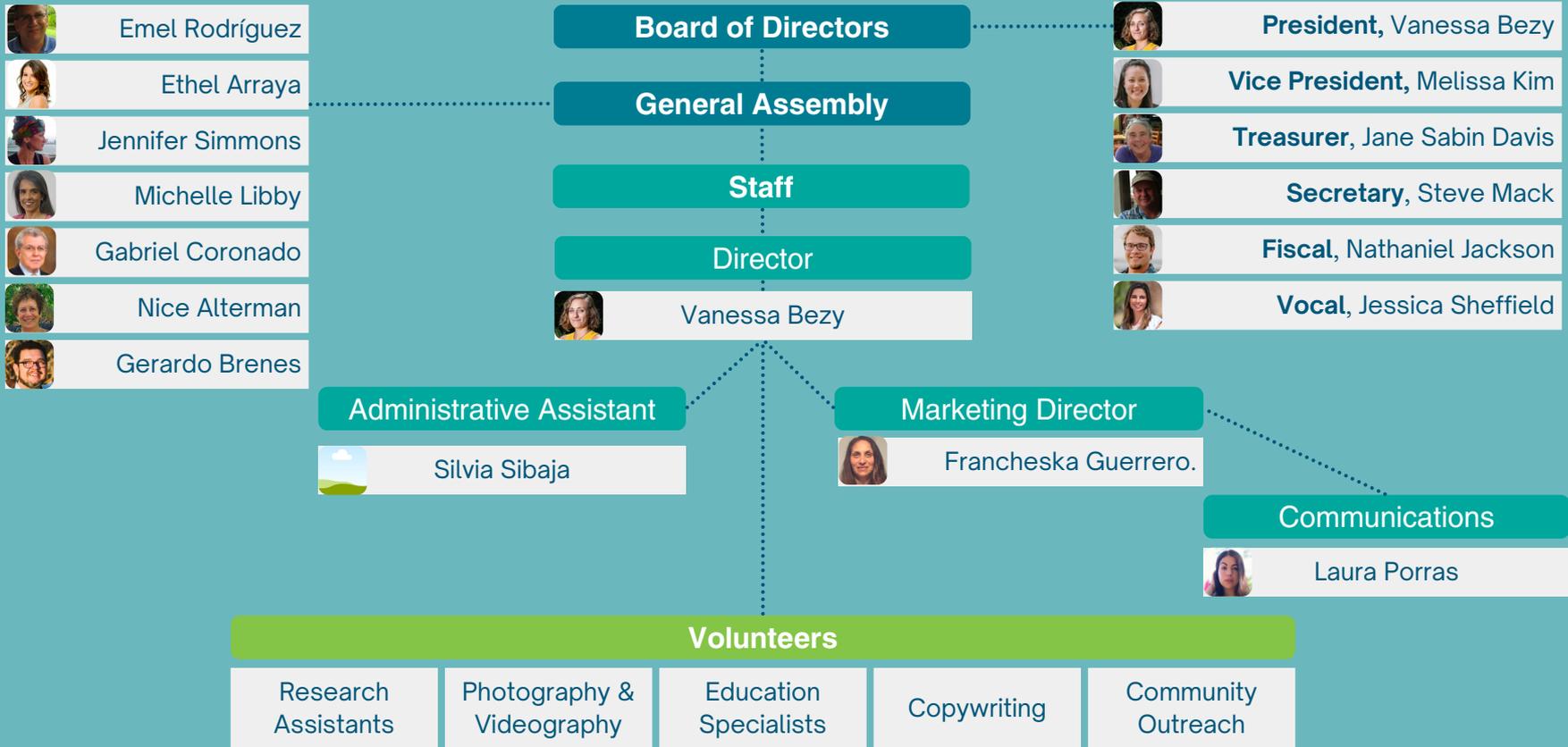
Engage the local community with informative educational materials, tools, practices, and immersive experiences that serve as a guide and playbook for sustainable solutions.

## EMPOWERMENT

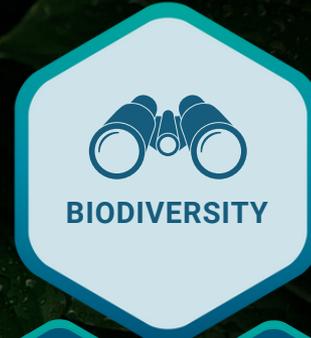
Lead and collaborate with the local community by utilizing data, educational materials, and tools to implement sustainable solutions.



# WCA ORGANIZATIONAL CHART



# WCA PROGRAMS & INITIATIVES







WCA

## WATER QUALITY PROGRAM



## GOALS

- 1 Inform safe beach going year-round
- 2 Increase awareness about wastewater management
- 3 Take action to improve water quality

# 2023

## ACCOMPLISHMENTS

# 49

WEEKS OF MONITORING

# 356

SAMPLES ANALYZED

- ✓ **WEEKLY MONITORING AT 4 LOCATIONS**  
Addition of testing at Playa Pelada, continued testing for Fecal coliform & Enterococcus
- ✓ **6-MONTH REPORT PUBLISHED**
- ✓ **EDUCATIONAL RESOURCES & EVENTS**  
SustainableNosara.com  
3 Educational Talks  
1 Community Event & Broadcast  
4 Newsletters & 2 Blogs
- ✓ **MEDIA COVERAGE**  
Nosara Podcast  
La Voz de Guanacaste
- ✓ **GRANT AWARDED**  
Stars in Global Health (Grand Challenges Canada) grant in final stages of due diligence

CHECK RESULTS WEEKLY AT:



WCA



wca\_nosara



wca.nosara



SWIM GUIDE

A Swim Drink Fish Initiative

www.SwimGuide.org



BLUE WATER TASK FORCE

www.bwtf.surfrider.org

# 2024 GOALS

- Continue weekly testing and add testing in Ostional
- Install, monitor, and provide capacity training for nature-based wastewater treatment solutions
- Collaborate on & promote community wastewater treatment plans
- Host WCA Lab tours to raise funds and educate the community



WCA

## BIODIVERSITY PROGRAM



## GOALS

- 1 Collect and compile biodiversity data
- 2 Engage the community as citizen scientists
- 3 Increase awareness about biodiversity
- 4 Promote and support actions to reduce our impact on wildlife

# 2023

## ACCOMPLISHMENTS

- ✓ **INATURALIST PROJECT GROWTH**
- ✓ **16 CAMERA TRAPS MAINTAINED**  
Checked monthly and shared on iNaturalist  
Replacement cameras ordered & installed
- ✓ **PARTNERSHIPS & COLLABORATIONS**  
Mango Realty, Century 21, Nosara Civic Association, Del Mar Academy, Ostional National Wildlife Refuge, & Harmony Hotel
- ✓ **RESULTS SHARED**  
1 Community Event  
Monthly highlights on Social Media



**1,720**  
CAMERA TRAP  
OBSERVATIONS



**51**  
SPECIES



**12,586**  
COMMUNITY  
OBSERVATIONS



**1,844**  
SPECIES

- Collect and analyze observations of wildlife from motion-sensored cameras
- Community members submit wildlife observations on iNaturalist, which generate validated data

# 2024 GOALS

- Monitor existing camera traps and install 4 additional traps
- Host 2 community events related to Biodiversity in Nosara
- Continue to increase project growth
- Establish more partnerships with private landowners
- Host nature tours to raise funds for the program and educate visitors



WCA

## MARINE LIFE PROGRAM



## GOALS

- 1 Monitor sea turtles at Playa Pelada and Guiones
- 2 Monitor oceanographic variables, marine biodiversity and reef ecosystem health
- 3 Increase community awareness about threats to sea turtles and marinelife
- 4 Engage and work with local fishing communities

- Volunteers monitor & community reports sea turtle activity at Playa Guiones and Pelada
- Marine buoy monitors oceanographic data
- Monitor marine ecosystem health

## 2023 ACCOMPLISHMENTS



81%

OLIVE RIDLEY

3

PACIFIC GREEN

1

LEATHERBACK

- ✓ **VOLUNTEER & COMMUNITY REPORTS**  
101 surveys of 65 sea turtle events from 2022-2023  
Record of 60% illegal take, 554 dogs, 24 motorized vehicles, and 17 bonfires
- ✓ **ANALYSIS & REPORTING OF RESULTS**
- ✓ **RE-INSTALLED MARINE BUOY**  
Oceanographic data now live at <https://aqualink.org/sites/1091>
- ✓ **EDUCATIONAL MATERIALS**  
Program page  
Sea Turtle ID Guide  
Olive Ridley Sea Turtle Flyer  
Lights Out Campaign

## 2024 GOALS

- Increase community outreach and volunteer base
- Increase the number of reports submitted
- Outreach and education with local fishing communities
- Maintain and repair marine buoy, as needed
- Conduct four research expeditions and dive surveys
- Create educational materials and media
- Increase iNaturalist marine observations



WCA

## EDUCATION PROGRAM



## GOALS

- 1 Develop interactive and engaging educational materials
- 2 Provide immersive educational talks and experiences
- 3 Increase awareness and inspire sustainable actions



225

STUDENTS



10

EDUCATIONAL  
TALKS



2

COMMUNITY  
EVENTS

# 2023

## ACCOMPLISHMENTS

- ✓ **EDUCATIONAL TALKS & EVENTS**  
Water Quality & Wastewater Solutions  
Biodiversity  
Sea Turtles  
Conservation & Sustainability
- ✓ **NEW EDUCATIONAL MATERIALS**  
SustainableNosara.com  
Sea Turtle ID Guide  
Lights Out Campaign  
Olive Ridley Sea Turtle Flyer

- Develop educational materials and media content to raise awareness and inspire action
- Develop and implement educational talks, events, broadcasts, and recorded content

# 2024 GOALS

- Launch of rolling-course for Virtual Field School
- Host four educational talks at local schools
- Host four community events
- Make all WCA content available in both English and Spanish



**WCA**

# LIGHTS OUT

...Sea turtles dig the dark!

**KEEP IT SHIELDED**

Close your curtains or blinds after dark and use shielded, cut-off fixtures or vegetation to cover lightbulbs and direct light downward.

**KEEP IT LOW**

Use downlighting, low mounting height, and low bulb wattage.

**KEEP IT LONG**

Use red, amber, yellow, or warm lightbulbs and color filters. Sea turtles and other wildlife are less disturbed by these longer wavelengths of light!

ADULT	ADULT	ADULT
 <b>Olive Ridley (Lora)</b> <i>Lepidochelys olivacea</i> <b>VULNERABLE</b> Adult Size: 70 cm (2 ft) Weight: 45 kg (100 lbs)	 <b>Pacific Green (Negra)</b> <i>Chelonia mydas agassizii</i> <b>ENDANGERED</b> Adult Size: 1.2 m (4 ft) Weight: 150 kg (350 lbs)	 <b>Leatherback (Baula)</b> <i>Dermochelys coriacea</i> <b>CRITICALLY ENDANGERED</b> Adult Size: 2 m (6.5 ft) Weight: 900 kg (2,000 lbs)
HATCHLING	HATCHLING	HATCHLING
 6+ lateral scutes	 4 lateral scutes	 Ridges (no scutes)

**WILDLIFE CONSERVATION ASSOCIATION**  
 ENVIRONMENT · SUSTAINABILITY · EDUCATION  
 Nosara, Costa Rica · wcanosara.org

## OCEAN-FRIENDLY GUIDE

A guide to environmentally-friendly living in Nosara

Do your part to minimize our impact by following this guide!

**WCA**

# CONSTRUCTION GUIDE

A guide to best practices for building your dream home in Nosara

Do your part to minimize your impact by following this guide!

**WCA SUSTAINABLE NOSARA CERTIFICATION**

Become a purpose-driven, business leader in the Nosara Community.

Everything you need to know to become a part of the movement to reduce our impact on the environment



## SUSTAINABLE TOURISM PROGRAM



## GOALS

- 1 Provide an exceptional visitor experience
- 2 Minimize the impact of tourism on sea turtles and wildlife
- 3 Generate revenue to be reinvested in conservation and the community

## 2023 ACCOMPLISHMENTS

- ✓ 2 DIVE DEEPER EXPEDITIONS  
Hosted Coastal Connections groups in August and September

TOURS PAUSED UNTIL 2024 PENDING  
RE-EVALUATION OF BUSINESS PLAN

**\$3,000**  
INCOME GENERATED  
FOR WCA



**4**  
TOURS



**19**  
VISITORS

- Offer arribada, boat, nature, and program tour activities to raise funds for our organization
- Collaborate with the Ostional National Wildlife Refuge, local guides, and fishing communities to manage and improve the visitor experience

## 2024 GOALS

- Re-evaluate WCA tour business model to relaunch
- Develop short educational videos for tours
- Continue providing logistical support to the Refuge



WCA

## SUSTAINABLE DEVELOPMENT PROGRAM



## GOALS

- 1 Create an integrated system of spaces that help to make the refuge's natural capital profitable
- 2 Promote the construction of a resilient community in balance with nature

# 2023

## ACCOMPLISHMENTS

- ✓ **RELATIONSHIPS WITH DEVELOPERS & LANDOWNERS**  
Nick Kerchum (Natural Balance Regenerative Village)  
Graham Swindell (Guanavista)  
Bart De Graaf (Finca Encantada)  
Matthias Berndt
- ✓ **LAUNCH & IMPLEMENTATION OF SUSTAINABLE BUSINESS CERTIFICATION PROGRAM**  
Harmony Hotel (Gold Nautilus Level)
- ✓ **LAUNCHED SUSTAINABLENOSARA.COM**  
Information, tips and resources for all things sustainable in Nosara

- Meet with interested stakeholders and community members to advise them on reducing their environmental impact
- Meet with developers, potential donors and investors to promote the initiative for a Sustainability Campus

# 2024 GOALS

- Continue developing relationships with prospects for land and investments and developers who align with our vision
- Continue to implement Sustainable Business Certification program & grow SustainableNosara.com
- Start monitoring water quality and wildlife on developments



WCA

## VOLUNTEER PROGRAM



### GOALS

- 1 Offer a training program for volunteers to participate in and learn from our day-to-day activities.
- 2 Engage community members in our organization's work

# 2023

ACCOMPLISHMENTS

# 20

VOLUNTEERS

# 250

HOURS



Authored a series of educational blog posts



Contributed photo and video content for educational materials



Developed fundraising and outreach for our programs



Collected & analyzed water samples



Conducted surveys for sea turtle activity



WCA

## 2023 FINANCIAL SUMMARY

REVENUE

**\$84,786**

EXPENSE

**\$44,874**

Jan 1 - Dec 31, 2023

ACCOUNT BALANCE

**\$60,381**

AS OF DEC 31





# 2023 FINANCIAL SUMMARY

JAN 1 - DEC 31, 2023

## SOURCES OF REVENUE



- Private Donors (\$72,487; 86%)
- Partnerships (\$5,327; 6%)
- Programming Activities (\$6,475; 8%)
- Merchandise (\$102; <1%)

## EXPENSE DISTRIBUTION



- Programs (\$27,834; 65%)
- Development (\$15,248; 22%)
- Administration (\$9,130; 13%)

## REVENUE & EXPENSE BY PROGRAM





WCA

## 2024 Fundraising Goal

- \$200,000 goal by June 30 to execute and grow WCA programming over the next 12-18 months
- Cover staffing and materials to monitor water quality, terrestrial and marine life and encourage sustainable practices
- Ensure the continuation of public outreach highlighting the results of our monitoring programs

\$200,000  
GOAL



Projected  
2-year  
Operational  
Cost  
\$ 186,800

Current  
Available  
Funding  
\$ 60,381

Programs  
(\$ 58,600, 63%)

Administration  
(\$ 12,800, 14%)



Annual  
Operational  
Cost  
\$ 93,400

Development  
(\$ 22,000, 24%)



WCA

## Wildlife Conservation Association

Inspiring sustainable communities through education, community engagement, and immersive educational experiences

ENVIRONMENT • SUSTAINABILITY • EDUCATION

Nosara, Costa Rica • [wcanosara.org](http://wcanosara.org)

RIDE THE WAVE.  
FOLLOW US  
ON SOCIAL.



Facebook: [@wca.nosara](https://www.facebook.com/wca.nosara)



Instagram: [@wca\\_nosara](https://www.instagram.com/wca_nosara)



YouTube: [@wca.nosara](https://www.youtube.com/wca.nosara)