

WE THE REEF

Mission:

- Unifying businesses worldwide to save the reef -

We change the world by showing how the global economy can shape a future in unison with nature. To accomplish this we invite and unify businesses in our mission to save the reef. The future we see is one where our actions above the surface help protect the ocean and what's below.

Purpose of WTR:

We are looking to coalesce a global network of entrepreneurs, businesses, organizations and groups focused on systemic change. We aim to create a symbiotic relationship between people working across industries with the goal of pushing the global economy forward and putting our natural environments first.

In order to reach our 2025 goals, we need to raise 30 million in funding. We aim to open 20 locations worldwide, empowering local communities to make a living from protecting and restoring their local reefs. With that we need to build coral labs, provide living wages, continuously improve our restoration methods, and grow our global community.

- The bottom line is life, not profit -

We are surfers, free divers, fishermen and watermen. We draw life from the ocean and have been connected from all over the world for our mission. Now we want to connect with our fellow watermen and women worldwide. That's you!

We want the next generation to experience the ocean as we know it. So, we all need to protect it. We want our kids to surf, free-dive, swim with amazing ocean creatures, sail, visit remote islands and appreciate the beautiful world under the surface. Because one day they need to be inspired to protect it, as well.

Why should you care?

The state of our planet today is unsettling. The global economy has a massive impact on our natural environments and will continue to affect them for as long as we do business all over the world. We rely on these natural resources, and without proper practices, they will no longer be natural resources to use. But there is a change happening.

We made We The Reef for businesses that want to be the change. We made this program for you, because you have a critical role to play for the future of our coral reefs. You are able to

incorporate a donation structure that directly helps restore coral reefs.

- **A WTR membership will give you the opportunity and tools to share a very crucial story with your community.** For those doing business directly or indirectly related to the ocean, you gain the opportunity to share the coral reef story with the educational and visual support of Coral Gardeners. Your sustainability goals will be able to be tracked by the impact measurements we share with you; giving value to your customers, stakeholders, employees and anyone involved with your organization.
- **The United Nations has declared this decade, “The Decade of Ecosystem Restoration”.** There has never been a more urgent need to revive damaged ecosystems. At Coral Gardeners, our organization is restoring one of the oldest ecosystems on earth, coral reefs. We are focused on solving the [UN sustainability goals](#) of climate action (13) and protecting life below water (14).
 - “Ecosystems support all life on Earth. The healthier our ecosystems are, the healthier the planet - and its people. The UN Decade on Ecosystem Restoration aims to prevent, halt and reverse the degradation of ecosystems on every continent and in every ocean. It can help to end poverty, combat climate change and prevent a mass extinction. It will only succeed if everyone plays a part.” (<https://www.decadeonrestoration.org/>)



Consumers today are aligning more with environmentally focused businesses and buying sustainably made products. Becoming a member of We The Reef allows you to spread the coral reef story and connect the circle with the goods & services you provide. You gain trust and

credibility that your brand is doing the right thing.

Who is this program for?

We want ambitious people and decision-makers acting to move the global economy forward in an environmentally focused way. We are looking for purpose-driven missions striving to do more than just business.

We want organizations focused on solving key environmental and social justice issues within their business model. Organizations using their platform for awareness of these issues and how to work to solve them.

This membership is based on trust. We are looking to bring on long-term focused members who understand that we will all grow together. You must have unquestionable commitment to protecting the ocean.

We exclude all direct activators of environmental degradation and social injustices from this program.

How to join?

Membership process:

- 1. Apply**
- 2. Make Ocean Commitment**
- 3. Save The Reef**

1. Apply

- a. Potential members will fill out an [application](#). This will allow us to get to know you and understand more about your mission. This will also help us begin the process to set up your membership details.
- b. At this point, all information is exploratory.

2. Make Ocean Commitment

- a. At this stage we will ask you to sign an emotional agreement; your ocean commitment. This says you will do everything you can within your business model to protect natural environments, not maximize profits. This is a very serious commitment, as we all work to protect the natural world we rely on.
- b. Businesses that align with our values pledge to donate an agreed upon % of gross sales to Coral Gardeners NGO to help save the reef. A legal contract will be signed at this stage.

3. Save The Reef

- a. You receive access to your portal and all educational assets promised from Coral Gardeners.
- b. You are able to speak about your membership with the We The Reef program and are welcomed to the collective of businesses ready to make change.
- c. You will have a personal contact to reach out to for any questions, concerns, ideas, anything!

Dues:

We ask for the percentage of gross sales that contributes the most to saving coral reefs, but also makes sense for the success of your organization. **You must contribute at least 1% of gross sales.** We do not ask for a portion of your projected sales. We understand that this relationship is symbiotic. As you grow, we grow and the corals grow.

To join the program and begin your journey as a WTR member with Coral Gardeners you will make a preliminary donation of \$200. This will lock in your membership.

Donations will be made on a bi-annual basis, at the end of Q2 and Q4 - July 1st and January 1st. This will be on the actual gross sales you made in the last 6 months. Your first bi-annual donation may include the initial donation you made of \$200.

You will be directed to make your donation on the date stated above. You will receive reminders as listed below and can be terminated from the program if you fail to pay.

- i. 1 months after donation date → donation reminder
- ii. 2 months after donation date → warning
- iii. 3 months after donation date → final warning
- iv. 4 months after donation date → kicked out of the program

If you join the program between donation dates, you will be asked to make the previous bi-annual donation for up to three months after the membership start date.

- *For example: If you join the program in September, we ask for you to make the donation of the previous period (January - June).*

Once again, this membership is based on trust. Initially we will not ask for accounting software to verify your payments. Keep in mind you have a commitment to the ocean and any corners that are cut here only cheat the ocean we aim to protect.

We do hold the right to ask for accounting documents, if needed.

How we work together:

1. New story to tell.

You get to join a unique and passionate movement to save the world's coral reefs. The coral reef story is a fascinating and urgent matter. You will have an important voice and action for saving the reef and you will have amazing visual assets and simple facts to do so.

2. Incorporate a donation structure that directly restores coral reefs.

Throughout our relationship, you will see your donations turn into action. We will share with you where the money goes and how it fuels our mission. Impact measurements, innovations in ocean conservation and restoration milestones will be celebrated together.

- This value will be easily shareable with your community and key stakeholders. The value you bring as an organization to restore coral reefs will be tangible.
- Participation is a global movement to restore natural ecosystems. You join the decade of change in business, The Decade of Ecosystem Restoration.
 - Specifically, a relationship with Coral Gardeners through We The Reef program will align you to the [UN sustainability goals](#) of climate action (13) and protecting life below water (14).

3. Join a global community of like-minded organizations working together across industry to save coral reefs.

At the start, we will focus on growing this community. The future is bright and filled with opportunity. As we cultivate a global community, we will aim to learn from our members and develop action plans to make an impact on the global economy effectively across industry.

In the future, we aim to be a catalyst for change. Focusing on driving action for a global circular economy by creating opportunities for our community to share resources, sustainable knowledge, supply chains and more. We aim to not only be a force within the blue economy, but rather connect the world to positively impact coral reefs. You, as a We The Reef member, have an important role to play in the future.

4. Welcome package

All of this material will be shared with you when you enter the program and set up your membership portal. The goal here is to educate you and consequently your community on what coral reefs are, why they are important, why they are in danger, and how Coral Gardeners are restoring them. This package includes:

- Welcome to WTR social post
- WTR Awareness poster
 - To be shared online and in-store.
- WTR communication guidelines
- Infographics on coral reefs

- These facts will simply explain key facts about coral reefs and why they are important.
- “Image bank” from Coral Gardener’s photographers.
- Additional resources for coral reef knowledge, talking points, and the current state of coral reefs globally.

5. Monthly, Quarterly & Annual Reports:

We give you monthly, quarterly and annual reports on our progress, plus exciting news on what is happening at Coral Gardeners. From restoration to innovation to global awareness you stay informed and have a front row seat to our collective success.

- Monthly updates
 - These are “From the Field” updates on what happened during the month at Coral Gardeners. These can include general news, exciting innovations and much more.
- Quarterly reports
 - These reports, coming out 4 times a year, will highlight the restoration work done over the past quarter. Impact measurements, number of coral planted, and restoration method success will be shared here.
- Annual impact report
 - Our annual impact report shows the full scope of our project, the progress we have made in the past year and how we are setting the groundwork for the future.
 - You can see our [2021 Impact Report](#) here.

6. Innovative & groundbreaking members will get featured on our instagram and media channels.

We will follow our members’ missions as we all change the world together. While we innovate in the ocean conservation space, we will show how our members are solving problems in their respective industries. So the more you help the world in your own way, the more we will share about you. Together, we will change the world!

Membership Portal

This portal will be your home for:

- Filling out company information.
- Finding all educational assets.
 - Welcome package
 - Coral reef facts
 - Mission updates: new reports will show up here.
- Checking donation status.
 - Tracking past donations

- Making new donations

What we ask of our supporters:

- Mission statement
- Written explanation of your business model and the foreseeable effects it has on the environment.
- Statement from CEO / Founder on why you started your company, your dream for the future and why joining WTR is helping you accomplish those goals.
- Annual sales projections and end of fiscal year (for accounting purposes).
- Commitment to the ocean. A written commitment to call yourself a We The Reef member. Here you will commit to doing everything within your power to protect our oceans.

Tracking Impact:

“WE all restore THE REEF together”

You join a dedicated collective of supporters united in the mission to save the reef. You get a personal connection to the Coral Gardeners team and tangible impact in the water. You collectively share the journey we are on; so we will show you the nurseries you help build, the restoration sites you help plant and the people you directly help by your generous contributions. Everything we do is made possible by your support; both monetary and by spreading awareness.

No one member will “own” a nursery, restoration area or specific number of corals. Just like every polyp on the coral itself, we are all needed for the survival of the reef. The collective makes the mission possible, together.

How do we connect our businesses together?

We want to connect businesses from all over the world to come together to help solve the problems facing our natural ecosystems.

The goal is to connect organizations looking to maximize sustainability in their supply chain with others who have found solutions. We The Reef will bring companies together so the bi-products of production can connect the loop and find another company who can use that bi-product as a resource for production. Those are connections we aim to make!

In order to care, we need to learn. We will teach you about our reef restoration and ocean conservation techniques while learning from other thought leaders on how they are contributing to the future of our blue economy and global circular economy.

At the beginning, we are starting small; however, we have big dreams of hosting coral restoration lessons, ocean summits, and networking events. Meeting with our members virtually and in person will elevate the cohesiveness of this program. Our members will foster long lasting relationships and join in learning about the ocean and gain inspiration from one another.

The future we see is one where governments, science & technology, media & entertainment, eco-tourism, academics, nonprofits & for-profits and people work together to implement a worldwide cohesive effort to live in unison with nature.

FAQs:

- How do you choose the businesses that can join WTR?
 - We carefully assess our supporters by searching for certain criteria:
 - Forward thinking and innovative within their industry. Always searching for solutions that benefit our planet - not maximizing profit at the expense of our natural ecosystems.
 - Passionate about the ocean and saving coral reefs.
 - Trustworthy individuals that we can count on to be by our side and call loyal supporters.
- What is the impact of my donation?
 - Your donation goes directly to Coral Gardeners' NGO. As an organization, we invest all of your contributions directly to our mission to restore coral reefs. The general accounting breakdown is as follows:
 - 33% - Management
 - 18% - Reef Restoration
 - 18% - Awareness
 - 18% - Innovation
 - 13% - Fundraising and E-Commerce
- Is there a minimum percentage of sales I have to donate?
 - We ask for at least 1% of your gross sales donated to save the reef but you can always give more, and the beautiful thing is that as you grow, we grow and the corals grow!
- Are donations tax deductible?
 - Since we are a French Polynesia based organization, international tax receipts cannot be made directly from our NGO. If you wish to receive a tax receipt for your donation, we have a 501(c)(3) counterpart in the United States that we work with in order to provide tax receipts. This counterpart takes a percentage of the donation for their services.

- What if I cannot commit to donating every year?
 - To be a part of We The Reef program, we ask for an annual contribution with a long term commitment mindset. However, you can always make a one time donation through our website to help our mission.
- Is the preliminary donation part of your annual contribution? How do the donations work?
 - To join the program and begin your journey as a WTR member with Coral Gardeners you will make a preliminary donation of \$200. This preliminary donation will lock in your membership. The \$200 preliminary donation can be deducted from your percentage annual gross sales contribution.
 - Donations will be made on a bi-annual basis, at the end of Q2 and Q4 - July 1st and January 1st. This will be on the actual gross sales you made in the last 6 months.

Resources

- [United Nations: Department of Economic and Social Affairs / Sustainable Development](#)
 - The 17 Goals - sdgs.un.org
- [United Nations Environment Programme \(UNEP\)](#)
 - Status of Coral Reefs of the World 2020 - unep.org
 - Preventing, Halting and Reversing the Degradation of Ecosystems Worldwide - decadeonrestoration.org