



**WILDLIFE
CONSERVATION
ASSOCIATION**

2024 ANNUAL REPORT

WCA ORGANIZATIONAL CHART

Board of Directors

General Assembly

Staff

Executive Director

Administrative Assistant

Program Coordinator

Communications Manager

Volunteer Coordinator

Volunteers

BOARD OF DIRECTORS



Vanessa Bézy
President



Melissa Kim
Vice President



Jane Sabin-Davis
Treasurer



Stephen Mack
Secretary



Nathaniel Jackson
Fiscal



Andres Santana
Vocal

GENERAL ASSEMBLY



Emel Rodríguez



Ethel Arraya



Jennifer Simmons



Michelle Libby



Gabriel Coronado



Nice Alterman



Gerardo Brenes



Jessica Sheffield

Our Board of Directors and General Assembly members voluntarily contribute their time to support our work, representing local and foreign nationalities (42% Costa Rican) and gender balance (57% women).

WCA TEAM



Vanessa Bézy
Executive Director



Silvia Sibaja
Administrative Assistant



Daniel Rojas
Program Coordinator



Laura Porras
Communications Manager



Leigh Ann Margolin
Volunteer Coordinator

Our Executive Director is a full-time employee, and three subcontracted staff work 40 hrs or less per month. Our Volunteer Coordinator is a volunteer position committed to 10 hrs a month.

WCA IMPACT 2024



415
WATER SAMPLES ANALYZED



27
EDUCATIONAL
ACTIVITIES



111 km
TOTAL BEACH MONITORED FOR
SEA TURTLES + THREATS



415
PARTICIPANTS IN
EDUCATIONAL ACTIVITIES



2,259
WILDLIFE OBSERVATIONS
ON CAMERA TRAPS



3,902
WILDLIFE OBSERVATIONS
SUBMITTED BY COMMUNITY



VOLUNTEER PROGRAM



21
VOLUNTEERS



1,017
HOURS

\$34,046
EQUIVALING VALUE

Ernest Adams
Daniela Adjunta
Jimmy Campos
Andrew Chu
Tim Connelly
Freddy Daues
Jennifer Deutsch

Lissa Eidelman
Kelly Golbeck
Scott Grice
Daniel Hewison
Nathaniel Jackson
Jan Paul Kahlan
Leigh Ann Margolin

Kristina Mira
Carlota Real
Adrian Rodriguez
Miguel Slcedo
Michael Strasmich
Christina Thompson
Zoe Watt

PARTNER ORGANIZATIONS

Coastal Connections Inc.
Bomberos de Nosara
Harmony Projects
Nosara Civic Association

Nosara Community for the Arts
Nosara Recycling Association
Ridge to Reefs



COMMUNICATIONS



28 Content Reels
50 Water Quality Reels
959 Average Unique Account Reach



69 Content Posts & Carousels
+ 4 Quarterly Newsletters &
2 Content Blogs on our website



18 Emails Sent
12 monthly Newsletters
6 Invitations & Follow-Ups



50% Increase in Email Subscribers
63% Average Open Rate
(industry average = 26 - 46%)*



6.7% Average Click Through Rate
(industry average = 3 - 10%)*

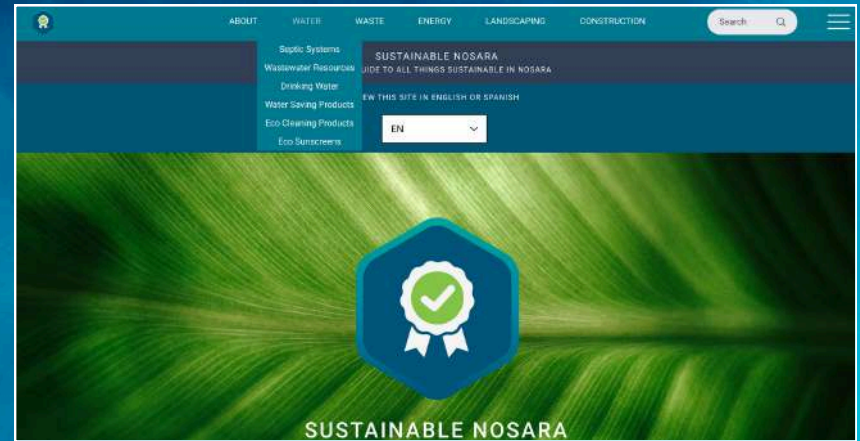
*Data Source: neonone.com

WEB LAUNCHES

WCANOSARA.COM



SUSTAINABLENOSARA.COM & NOSARASOSTENIBLE.COM



- Relaunch of our website
- Improved structure & content curation
- More user-friendly navigation menu
- Data & Resource Libraries
- Reporting & Financial Statements

- Full launch of website in EN & ESP
- Free multidisciplinary resources for sustainability in water, waste, landscaping, energy, and construction
- Sustainable Business Certification program
- 532 unique visitors and 1,922 page views in 2024

ADMINISTRATIVE ACCOMPLISHMENTS



New Pro-Bono
Legal Team
(Alta Legal)



New Bank
Accounts
with LAFISE



Registration with
National Financial
Oversight (SUGEF)



Registration for tax-
exemption submitted
(EXONET)



Establishment &
development of
Donor Database
(Little Green Light)



Established partnership to receive donations eligible for tax-deduction in Canada
(CAF Canada via Amigos of Costa Rica)



- Development and Approval of Strategic Development Plan for 2024-26
- Establishment of Project Management tool (Monday)
- Streamlining of Data Collection and Research Databases (Airtable)
- Improvement of organization, record keeping, financial tracking & reporting processes, oversight & management of staff



WCA

WATER QUALITY PROGRAM



GOALS

- 1 Collect and compile year-round water quality data
- 2 Increase awareness about water pollution and wastewater management
- 3 Take action to improve water quality

2024

ACCOMPLISHMENTS

51 WEEKS OF MONITORING

415 SAMPLES ANALYZED

- ✓ **WEEKLY MONITORING AT 4 LOCATIONS**
Continued testing for Fecal coliform & Enterococcus at Rio Nosara, Pelada, and 2 locations in Guiones
- ✓ **OCCASIONAL TESTING AT 2 NEW LOCATIONS**
Testing occasionally sponsored at Ostional & Garza
- ✓ **6 EDUCATIONAL ACTIVITIES**
4 school classes and 2 community events
- ✓ **\$110,000 STARS IN GLOBAL HEALTH GRANT**
Improved wastewater treatment with 3 biogarden installations servicing a total of 273 people at 5 households, 1 school, & 1 restaurant
- ✓ **COLLABORATION ESTABLISHED WITH MAReS**
To improve alerts and predictions for harmful algal blooms & add testing for algae to our lab

2025 GOALS

- Continue weekly testing at 4 sites
- Secure funding & volunteers to test Ostional & Garza more frequently
- Secure funding to install, monitor, and provide capacity training for more biogardens
- Host WCA Lab tours to raise funds and educate the community



WCA

BIODIVERSITY PROGRAM



GOALS

- 1 Collect and compile biodiversity data
- 2 Engage local residents as community scientists
- 3 Increase awareness about biodiversity
- 4 Take action to reduce our impact on wildlife

2024

ACCOMPLISHMENTS



2,259
CAMERA TRAP
OBSERVATIONS



60
SPECIES

14

OCELOT
INDIVIDUALS
IDENTIFIED



INCREASED COMMUNITY PARTICIPATION
176 new observers contributing to Naturalist



20 CAMERA TRAP STATIONS
4 new station established, all stations maintained and checked monthly, replacement cameras ordered & installed



\$5,000 WORLD COMMUNITY SERVICE GRANT
Support from Los Altos and San Pedro-Curridabat Rotary Club



EDUCATION & OUTREACH
6 community workshops
Monthly highlights on social media



iNaturalist



+3,902
COMMUNITY
OBSERVATIONS



+181
SPECIES

2025 GOALS

- Monitor existing camera traps and install 5 additional stations
- 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 marine life
- 4 Engage and work with local fishing communities

2024

ACCOMPLISHMENTS



112

KM BEACH COVERED

97

SURVEYS

11

SEA TURTLE OBSERVATIONS



5 VOLUNTEERS TRAINED

New volunteers trained to conduct sea turtle surveys and report threats to sea turtles



RECORD OF THREATS TO SEA TURTLES

50% illegal take, 611 dogs, 284 motorized vehicles, and 23 bonfires in 2024



COMMUNITY WORKSHOP

Hosted workshop with local fishing community to determine location of buoy



\$5,000 FINLEY FAMILY FOUNDATION GRANT

Support repair and re-installation of buoy, replacement parts ordered

2025 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

NATURE-BASED WASTEWATER TREATMENT SOLUTIONS FOR NOSARA

- ✓ \$110,000 USD Stars in Global Health Grant
- ✓ Collaboration with Ridge to Reefs (US-based non-profit)
- ✓ Hosted 2 community workshops and 2 educational activities for School children, trained local professionals, and created educational materials
- ✓ Upgraded septic systems and installed Bioreactor Gardens at 3 locations:
 1. Multi-family Residence: serving 18 residents and 5 households that are beneficiaries of the Nosara Food Bank
 2. Santa Marta School: serving 215 students and staff while kicking off an educational program
 3. Howler's Restaurant & Bar: local business servicing 40 seats



PRECIOUS PLASTICS NOSARA

- ✓ Grants from SEE Turtles (\$4,500) and Harmony Fund (\$2,000)
Funds received in 2023, project finished in 2024
- ✓ Collaboration with the Nosara Recycling Association
- ✓ 1 Plastic shredder and 1 injection machine purchased and assembled
- ✓ Workspace established, including 220V outlet installation
- ✓ Hosted a workshop with 5 employees at the Recycling Center
- ✓ Provided all supplies, equipment, and instructions needed to use the machines, including 8 molds



MERCHANDISE, TOURS & CAMPUS

- ✓ Hosted a group of 7 visitors with Coastal Connections Inc in August 2024, generated \$558 for the organization
- ✓ Curated our online store to feature fewer items that are more representative of our organization
- ✓ Developed Strategic Development Plan and Business Plan for Visitor's Center, Volunteer Housing, and Campus
- ✓ Developed plans for Volunteer Housing in Pelada (Matthias & Susana Berndt property)
- ✓ Identified & worked with with key players in the community to help us with fundraising, community outreach, and securing land for the Campus



NOSARA SCIENCE FESTIVAL

FIRST ANNUAL OUTREACH EVENT

NOVEMBER 30, 2024 • 9 AM - 1 PM



\$904

RAISED IN DONATIONS
& MERCHANDISE SALES



\$4,075

RAISED IN
SILENT AUCTION



62

PARTICIPANTS
OF ALL AGES

- Community event designed to engage and educate attendees of all ages about local conservation efforts and scientific initiatives
- Interactive stations to explore ongoing projects: sea turtle monitoring, water quality testing, and wildlife observation via camera traps





ORGANIZATIONAL GROWTH





WCA

2024 FINANCIAL SUMMARY

INCOME

\$200,512

EXPENSE

\$181,803

Jan 1 - Dec 31, 2024

ACCOUNT BALANCE

\$51,482

AS OF DEC 31

INCOME



- Grants
(\$118,107; 59%)
- Donations
(\$48,317; 24%)
- Partnerships
(\$15,379; 8%)
- Memberships
(\$17,384; 9%)
- Program Activities
(\$1,010; 1%)

EXPENSE



- Programs
(\$122,702; 67%)
- Development
(\$28,093; 15%)
- Administration
(\$31,006; 17%)

240

DONATIONS

50

DONORS

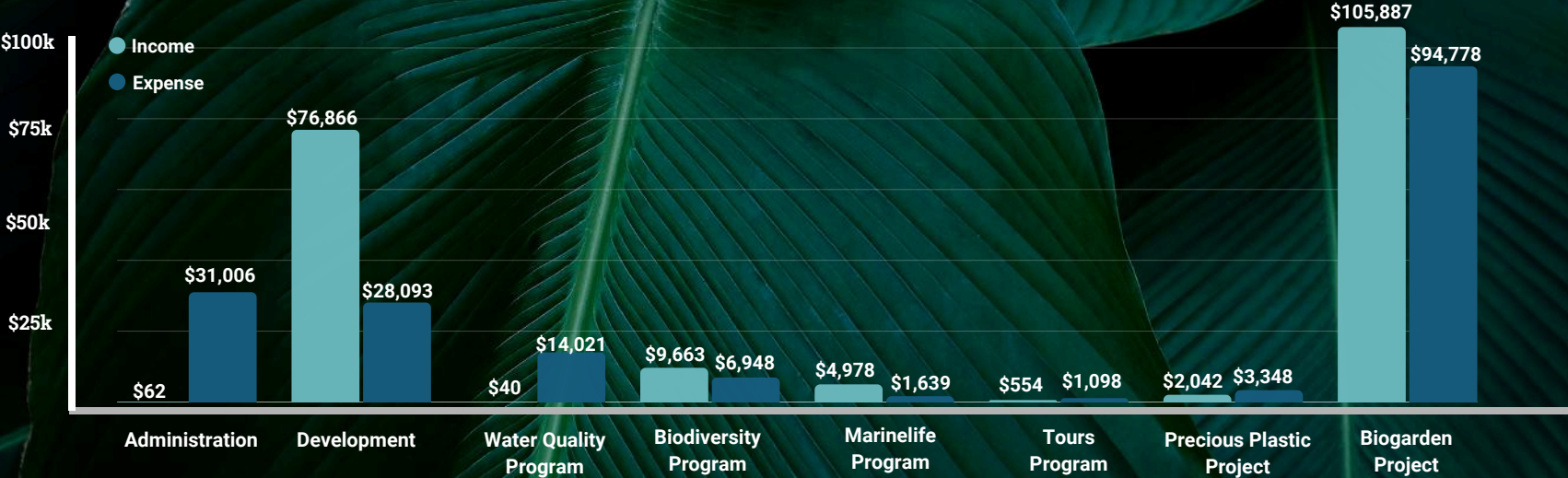
\$397

AVERAGE
DONATION
AMOUNT



2024 FINANCIAL DETAIL

JAN 1 - DEC 31, 2024



For every \$1 donation received, \$1.10 was generated for the organization.
For every \$1 we invested directly in fundraising, \$6.14 was raised.

2024-2026 PRIORITIES & GOALS

STRATEGIC PLAN APPROVED ON AUGUST 15, 2024

1

Conservation Programs

- Increase Data Collection
- Decrease Threats

2

Community Education and Outreach

- Increase Community Action
- Strengthen Business Partnerships and Collaborations
- Increase Awareness of WCA Programs and Initiatives

3

Sustainability Campus Planning

- Increase and Strengthen Stakeholder Participation
- Recruit a Director for the Visitor Center Project
- Secure Pilot Program and Full-Scale Project Financing
- Launch Pilot Phase for Campus

Foundational Priority: Financial Stability and Capacity Building

- Increase Board and Team Capacity
- Diversify Funding
- Grow and Strengthen Volunteer Program



WCA

2025 Fundraising Goal

Your donation is an investment in our continued growth!

- \$250,000 goal by December 31, 2025, to execute and grow WCA programming over the next 12-18 months
- Cover staffing and materials to monitor water quality, terrestrial and marine life & implement sustainable practices
- Ensure the continuation of public outreach highlighting the results of our monitoring programs

\$250,000
GOAL



**Projected
2-year
Operational
Cost**
\$ 268,760

**Current
Available
Funding**
\$ 51,482

Programs
(\$ 96,040, 73%)

Administration
(\$ 16,040, 13%)

**Annual
Operational
Cost**
\$ 123,120

Development
(\$ 11,040, 9%)



THANK YOU TO ALL OF OUR DONORS!

MEMBERSHIPS

Basic Membership (\$20 Monthly)

Syer Caudill	Philip Dennis Sanders
Madeline Lafargue	Carly Sarna
Tyson Logan	Richard Smith
Doug Michaels	Richard Swanker
Timothy Myers	Marianne Warhol
Robert & Janet Riccio	

Premium Membership (\$60 Monthly)

Horace Usry

PARTNERSHIPS

Silver Partnership (\$1,000 Annually)

Century 21
Kimball Electronics
Nosara Ocean Tables

Gold Partnership (\$2,000 Annually)

Harmony Hotel
Surf Simply

Platinum Partnership (\$3,000 Annually)

Mango Realty
Vacations Nosara (PVM)

Donors, including those who participate in our Membership and Partnership programs are not automatically legal associates of the organization and do not have voting rights in the General Assembly. Please contact us if you'd like to become an associate.

THANK YOU TO ALL OF OUR DONORS!

> \$10,000

Phil Caravaggio
Natalia Caravaggio

\$5,000 - \$10,000

Thomas Sevier
Matthias Berndt
Thomas Boudreau
Josh Waitzkin

\$1,000 - \$5,000

Mary Sullivan
Katherine Terrell

\$100-\$1,000

Ernest Adams
Emily Bradbury
Jerome Cavanaugh

David Cockell
Nancy Fannon
Caroline Henrichs
Amber Ishikawa
Vivian Jordan
Babak Kheshti

Elizabeth Cundill
Maureen Maloney

Kerri McLaughlin
Matthew McLaughlin
Timothy Myers
Megan Tulac Phillips
Michael Popiwny
Scott Saalman
Rebecca Sevier
Douglas Strelow
Kristopher Van Stralen

Michael Wolfe
Jeanette Wyneken

< \$100

Dana Brahm
Merry Cavanaugh
JoAnnette Cooley
Jennifer Deutsch
Sheree Ferreira
Jennifer Goddard
Sheree Hatvany

Bearden Rentals
Lauren Remar
Jenni Roberts
Adrian Rodriguez
Christina Thompson
Georgia Tunioli
Job van der Poel
Zoe Watt

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Wildlife Conservation Association

Leading scientific research, community participation, and education to safeguard the Ostial National Wildlife Refuge and develop comprehensive solutions for conservation.

SCIENCE • COMMUNITY • EDUCATION

Nosara, Costa Rica • wcanosara.org

RIDE THE WAVE.
FOLLOW US
ON SOCIAL.



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



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