



July 29, 2009

Dear Pro Peninsula Supporter,

Today, we write you to share some exciting news. Pro Península will be joining with The Ocean Foundation (TOF) as a way to strengthen our effectiveness, expand our reach, and make the best use of limited resources. This union brings together two of the strongest, most effective environmental organizations working in the area, ultimately enhancing the conservation work being carried out by Pro Península throughout the region.

TOF's mission is "to support, strengthen, and promote those organizations dedicated to reversing the trend of destruction of ocean environments around the world." Pro Península's mission to strengthen individual and community efforts to protect the natural environment throughout the Baja California Peninsula will continue under TOF through the **Pro Península Fund**.

Pro Península was originally conceived in 2001 as a master's thesis by two visionary students, Chris Pesenti and Kama Dean. Their mentor and Pro Península's first Board Chair, Mark Spalding, is the founder and President of TOF and has been an integral part of Pro Península's work since its inception. This merger will again unite the individuals who have worked so hard over the years to protect the natural resources on the Baja California peninsula.

#### *How will this affect Pro Península's work on the ground?*

This partnership will streamline the work being carried out in the region by both Pro Península and TOF by combining our work under the singular umbrella of TOF. Through this process we will better serve the conservation community in the Baja California / Sea of Cortez region. Once transferred to TOF, Pro Península projects, together with TOF's Baja California-conservation projects, will be united under the "Pro Península Fund" portfolio. Pro Península's Conservation Tourism program will join with SEE (Sea Turtle Ecological Expeditions) Turtle, also a project of TOF. The Pro Península Fund will operate out of the current Pro Península office in San Diego, as the new West Coast office of TOF. TOF will acquire talented staff while we continue to expand all the work being carried out by both organizations in the region. Ultimately, this opens up a new realm of possibilities for our programs while utilizing scarce resources in the best way possible.

#### *How will this affect our members and supporters?*

The benefits of this partnership will extend to our members and supporters as well! Your contributions will continue to directly support conservation work throughout the Baja California peninsula and now, thanks to the increased efficiency of our partnership, more of your contribution dollars will go directly towards supporting our work on the ground. Additionally, we will continue to communicate with you electronically, through the ongoing production of our e-bulletins.

With your tax-deductible donations now supporting the Pro Península Fund within TOF, we have created a number of new and exciting opportunities for you to support our conservation work. See the attached brochure, which explains Pro Península's work and how you can continue to be involved in the future!

We would like to take this opportunity to express our gratitude to the entire Pro Península network—our board members, staff, supporters, and partners—for your support and involvement in furthering our mission. It is because of this network that we have been able to accomplish so much over the past eight years, as well as realize this exciting new venture.

We are very excited about this transition and the opportunities it presents for our work on the Baja California peninsula. Please do not hesitate to contact us if you have questions or want additional information on getting involved with our work.

Saludos,

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