



## **MAR Fund Campaign Giving Menu**

The MAR Fund is soliciting donations towards the following areas:

<b>Giving Opportunities</b>	<b>Campaign Goal</b>
Enterprise Endowment	\$6,000,000
Marine Protected Areas (14)	\$2,500,000 (each)
Synergy Fund	\$1,000,000
Fishing for the Future	\$3,000,000
Climate Change	\$4,000,000

### **The Enterprise Endowment: Foundation for the Future**

**\$6,000,000 goal**

The top priority need of the MAR Fund is to secure funds to guarantee its long-term presence brokering and coordinating the transnational strategy to sustain the Mesoamerican Reef ecoregion. These funds will provide the MAR Fund with the leverage to raise multiple millions annually to go directly into reef management programs. This endowment is a direct investment in the MAR Fund concept, and through it an investment in a thriving Mesoamerican reef.

### **Saving our Sanctuaries: A Legacy of Caring**

**\$2,500,000 to endow a MPA**

Marine Protected Sanctuaries are a universally endorsed means to ensure the health of ecosystems like the MAR system. The region has identified sixty-three such sanctuaries. Each marine sanctuary is critical in its own way for preserving specific habitats, species, and coral formations, allowing them to prosper through controlled use and access to the protected area. Safe-guarding these precious sanctuaries requires hiring officers to enforce their protected status, purchasing equipment to mitigate biophysical threats, conducting research, caring for the health of the sanctuary, and monitoring and evaluating their health. For \$2.5 million dollars a donor can endow a sanctuary to guarantee its long-term beauty and functioning. However, multi-year and annual support are also critical and welcome.

## **Mesoamerican Reef Fund**

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Stakeholders in the region and the MAR Fund identified the MPA's listed below as high priority areas with the most urgent needs:

Corozal Bay Wildlife Sanctuary	Belize
Payne's Creek National Park	Belize
Port Honduras Marine Reserve	Belize
South Water Caye Marine Reserve	Belize
Punta de Manabique Wildlife Refuge	Guatemala
Río Sarstún Multiple Use Area	Guatemala
Capiro y Calentura (Laguna de Guaymoreto) National Park	Honduras
Barras del Río Motagua / Omoa Baracoa Wildlife Refuge	Honduras
Sandy Bay West End (Roatán) Marine Reserve	Honduras
Turtle Harbour Rock Harbour Marine Reserve	Honduras
Bahía de Chetumal Manatee Sanctuary	Mexico
Yum Balam Flora and Fauna Protection Area	Mexico
Banco Chinchorro National Park	Mexico
Arrecifes de Xcalak National Park	Mexico

### **Synergy Fund**

**\$1,000,000 goal**

Dedicated to maintaining a coordinated network of Marine Sanctuaries and to standardized monitoring of key biophysical and socioeconomic indicators that can provide solid information for making management decisions.

### **Fishing for the Future:**

#### **Sustainable Fisheries for a Thriving Reef**

**\$3,000,000 goal**

Working closely with its partners, the MAR Fund has determined that sustainable fisheries management is an immediate and urgent conservation priority for the MAR. The biodiversity and quantity of the fish populations are critical to the ecological health of the entire reef ecoregion. Maintaining these fisheries so that it is both economically and ecologically viable is the aim of the MAR Fund's community fisheries initiative. Long-term commitments for long-term opportunities are particularly valued and we urge you to consider multi-year gifts. The following priority programs are offered for your consideration:

- **Community Participation in Fisheries Management:** Many communities that live along the Mesoamerican Reef region coast are dependent on nearby fish stocks as a primary source of food and for their livelihoods. Additionally, abundant fish populations are a key component in a healthy reef. By encouraging community participation in the management of these fish populations, the local people are empowered to take control of their futures and are given a unique opportunity to learn about fisheries management.

- Productive Activities for Better Living Standards. Another way to reduce impact on fisheries is by reducing the fishing effort. Promoting and supporting alternate viable productive activities in the region is another way to achieve this goal, and to generate higher income and better living conditions for local communities.

**Climate Change:  
The Need is Now**

**\$4,000,000 goal**

Climate change is probably the single largest threat to the Mesoamerican Reef Region. Two key issues in responding to this threat are monitoring climate change effects on the reef and other coastal and marine ecosystems and effectively adapting to climate change as its impacts unfold. The latter will require long-term planning, consistent standard indicators for climate change effects, adequate coastal zone management, and effective coordination among the four countries in the region.

*While this Giving Menu presents endowment goals for the programmatic areas of the MAR Fund, annual contributions to support the on-going programs are welcome.*