

**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

**2011**

**Open to Public Inspection**

Department of the Treasury  
Internal Revenue Service

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

**A** For the 2011 calendar year, or tax year beginning 7/01, 2011, and ending 6/30, 2012

**B** Check if applicable:  
 Address change  
 Name change  
 Initial return  
 Terminated  
 Amended return  
 Application pending

**C**  
**THE CORAL REEF ALLIANCE**  
**351 CALIFORNIA STREET #650**  
**SAN FRANCISCO, CA 94104**

**D** Employer Identification Number  
94-3211245

**E** Telephone number  
415-834-0900

**G** Gross receipts \$ 2,375,422.

**F** Name and address of principal officer: MICHAEL WEBSTER  
351 CALIFORNIA ST., STE. 650 SAN FRANCISCO, CA 94104

**H(a)** Is this a group return for affiliates?  Yes  No  
**H(b)** Are all affiliates included?  Yes  No  
 If 'No,' attach a list. (see instructions)

**I** Tax-exempt status  501(c)(3)  501(c) ( ) (insert no.)  4947(a)(1) or  527

**J** Website: ▶ WWW.CORAL.ORG

**H(c)** Group exemption number ▶

**K** Form of organization:  Corporation  Trust  Association  Other ▶

**L** Year of Formation: 1994 **M** State of legal domicile: CA

**Part I Summary**

**1** Briefly describe the organization's mission or most significant activities: UNITING AND EMPOWERING COMMUNITIES TO SAVE CORAL REEFS.

**2** Check this box  if the organization discontinued its operations or disposed of more than 25% of its net assets.

<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	<u>3</u>	<u>8</u>
<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	<u>4</u>	<u>8</u>
<b>5</b> Total number of individuals employed in calendar year 2011 (Part V, line 2a)	<u>5</u>	<u>13</u>
<b>6</b> Total number of volunteers (estimate if necessary)	<u>6</u>	<u>20</u>
<b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12	<u>7a</u>	<u>0.</u>
<b>7b</b> Net unrelated business taxable income from Form 990-T, line 34	<u>7b</u>	<u>0.</u>

	Prior Year	Current Year
<b>8</b> Contributions and grants (Part VIII, line 1h)	<u>1,040,979.</u>	<u>2,185,075.</u>
<b>9</b> Program service revenue (Part VIII, line 2g)	<u>45,470.</u>	<u>190,031.</u>
<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<u>-1,366.</u>	<u>316.</u>
<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		
<b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<u>1,085,083.</u>	<u>2,375,422.</u>
<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	<u>74,341.</u>	<u>278,633.</u>
<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)		
<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	<u>632,689.</u>	<u>778,984.</u>
<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)		
<b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶ <u>177,674.</u>		
<b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	<u>817,620.</u>	<u>1,011,176.</u>
<b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	<u>1,524,650.</u>	<u>2,068,793.</u>
<b>19</b> Revenue less expenses. Subtract line 18 from line 12	<u>-439,567.</u>	<u>306,629.</u>
	<b>Beginning of Current Year</b>	<b>End of Year</b>
<b>20</b> Total assets (Part X, line 16)	<u>386,222.</u>	<u>712,729.</u>
<b>21</b> Total liabilities (Part X, line 26)	<u>98,390.</u>	<u>117,699.</u>
<b>22</b> Net assets or fund balances. Subtract line 21 from line 20	<u>287,832.</u>	<u>595,030.</u>

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

**Sign Here**

Signature of officer: [Signature] Date: \_\_\_\_\_

Type or print name and title: Michael Webster, Executive Director 11-14-12

**Paid Preparer Use Only**

Print/Type preparer's name: LISA DORAN, CPA Preparer's signature: [Signature] Date: 11/12/12

Firm's name: DORAN & ASSOCIATES Check  if self-employed PTIN: P00791709

Firm's address: 55 MITCHELL BOULEVARD, STE. 3 Firm's EIN: 262769279

SAN RAFAEL, CA 94903 Phone no.: (415) 491-1130

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

**Part III Statement of Program Service Accomplishments**

Check if Schedule O contains a response to any question in this Part III

1 Briefly describe the organization's mission:  
THE SPECIFIC PURPOSE OF THIS CORPORATION IS TO ACT AS A CATALYST FOR CORAL REEF  
CONSERVATION BY ENCOURAGING AND ASSISTING THE SCUBA DIVING COMMUNITY AND OTHER  
MEMBERS OF THE PUBLIC TO ACT AS STEWARDS OF THE REEFS.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No  
 If 'Yes,' describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? ...  Yes  No  
 If 'Yes,' describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code: ) (Expenses \$ 538,618. including grants of \$ 210,423.) (Revenue \$ )  
MEXICO: THE CORAL REEF ALLIANCE (CORAL) ADVANCED ITS WATER QUALITY AND SUSTAINABLE  
TOURISM INITIATIVES IN THE CANCUN-PLAYA DEL CARMEN-COZUMEL CORRIDOR-AN AREA IN WHICH  
BOOMING TOURISM HAS GREATLY AFFECTED THE MESOAMERICAN BARRIER REEF. WE MADE  
SIGNIFICANT PROGRESS IN OUR EFFORTS TO TRAIN MARINE TOURISM OPERATORS IN THE AREA,  
ACHIEVING BLANKET PENETRATION AMONG COZUMEL OPERATORS AND SIGNIFICANT INROADS AMONG  
OPERATORS IN PUERTO MORALES, PLAYA DEL CARMEN, AND CANCUN. WE ALSO CONTINUED TO  
EXPAND OUR CORAL REEF LEADERSHIP NETWORK, RECRUITING EVALUATORS TO MONITOR TOURIST  
ACTIVITIES AT DIVES SPOTS WITHIN COZUMEL REEFS NATIONAL MARINE PARK. CORAL CONTINUED  
ITS LEADERSHIP IN MARTI, AN ALLIANCE OF ORGANIZATIONS FOCUSED ON ENGAGING LEADERS  
FROM BOTH THE GOVERNMENT AND THE PRIVATE SECTOR IN KEY TOURISM INDUSTRIES, WITH THE  
GOAL OF DEVELOPING AND IMPLEMENTING SUSTAINABLE TOURISM PRACTICES.

4b (Code: ) (Expenses \$ 319,558. including grants of \$ 6,004.) (Revenue \$ 189,696.)  
FIJI: CORAL'S OBJECTIVE IN FIJI IS THE SAME AS IT IS IN ALL OF OUR SITES: TO  
CULTIVATE LOCAL ENVIRONMENTAL LEADERS AND PROVIDE THE RESOURCES NECESSARY TO  
EVENTUALLY GIVE THE COMMUNITIES IN WHICH WE WORK FULL CONTROL OVER LOCAL CONSERVATION  
MANAGEMENT. DURING THE FISCAL YEAR, OUR EFFORTS IN FIJI FOCUSED ON THREE AREAS: 1)  
SHARK CONSERVATION, 2) COMMUNITY DEVELOPMENT, AND 3) MARINE PROTECTED AREA  
MANAGEMENT. CORAL CONDUCTED AN EXPANSIVE OUTREACH EFFORT WITH THE GOAL OF BOLSTERING  
NATIONAL SHARK MANAGEMENT AND CONSERVATION EFFORTS AND WORKED WITH THE KUBULAU  
COMMUNITY TO PROTECT THE NAMENA MARINE RESERVE. NAMENA'S CORAL REEFS SUSTAIN THE  
PEOPLE OF KUBULAU, WHOSE ANCESTORS HAVE FISHED THE REEF FOR CENTURIES. REVENUE FROM  
NAMENA'S USER-FEE SYSTEM (WHICH WAS FACILITATED BY CORAL) HAS FLOWED BACK INTO THE  
DISTRICT IN THE FORM OF STUDENT SCHOLARSHIPS AND OTHER COMMUNITY BENEFITS.

4c (Code: ) (Expenses \$ 200,078. including grants of \$ ) (Revenue \$ )  
HAWAII: OUR WORK IN HAWAII FOCUSES ON SUSTAINABLE TOURISM AND WATER QUALITY, WITH  
MOST OF OUR EFFORT CENTERED ON MAUI AND IN KONA. DURING THE 2011-12 FISCAL YEAR, OUR  
DISTRIBUTION OF "REEF ETIQUETTE" SIGNS-WHICH SERVE AS DYNAMIC VISUAL AND  
INFORMATIONAL AIDS FOR MILLIONS WHO VISIT THE REEFS-UNDERWENT AGGRESSIVE EXPANSION TO  
INCLUDE OTHER HAWAIIAN ISLANDS. CORAL ALSO LAUNCHED A BASELINE SURVEY TARGETING MORE  
THAN 100 HOTELS STATEWIDE. SURVEY RESPONSES IDENTIFIED KEY OPPORTUNITIES FOR OUR  
ORGANIZATION TO ADVANCE THE INDUSTRY'S BEST PRACTICES FOR THE PROTECTION OF CORAL  
REEFS. IN ADDITION, CORAL BEGAN A PARTNERSHIP WITH MAUI HOTELS WHICH WILL HELP DIVERT  
TREATED WASTEWATER (WHICH IS HARMFUL TO REEFS) TO HOTEL IRRIGATION SYSTEMS.

4d Other program services. (Describe in Schedule O.) SEE SCHEDULE O  
 (Expenses \$ 631,033. including grants of \$ 62,206.) (Revenue \$ 335.)

4e Total program service expenses ► 1,689,287.

**Part IV Checklist of Required Schedules**

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If 'Yes,' complete Schedule A.	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If 'Yes,' complete Schedule C, Part I.		X
4 <b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If 'Yes,' complete Schedule C, Part II.		X
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If 'Yes,' complete Schedule C, Part III.		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If 'Yes,' complete Schedule D, Part I.		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? If 'Yes,' complete Schedule D, Part II.		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes,' complete Schedule D, Part III.		X
9 Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If 'Yes,' complete Schedule D, Part IV.		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If 'Yes,' complete Schedule D, Part V.		X
11 If the organization's answer to any of the following questions is 'Yes', then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings and equipment in Part X, line 10? If 'Yes,' complete Schedule D, Part VI.	X	
b Did the organization report an amount for investments— other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VII.		X
c Did the organization report an amount for investments— program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VIII.		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part IX.		X
e Did the organization report an amount for other liabilities in Part X, line 25? If 'Yes,' complete Schedule D, Part X.		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If 'Yes,' complete Schedule D, Part X.	X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? If 'Yes,' complete Schedule D, Parts XI, XII, and XIII.	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? If 'Yes,' and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional.		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E.		X
14a Did the organization maintain an office, employees, or agents outside of the United States?	X	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If 'Yes,' complete Schedule F, Parts I and IV.	X	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If 'Yes,' complete Schedule F, Parts II and IV.	X	
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If 'Yes,' complete Schedule F, Parts III and IV.		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If 'Yes,' complete Schedule G, Part I (see instructions).		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If 'Yes,' complete Schedule G, Part II.		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If 'Yes,' complete Schedule G, Part III.		X
20 a Did the organization operate one or more hospital facilities? If 'Yes,' complete Schedule H.		X
b If 'Yes' to line 20a, did the organization attach a copy of its audited financial statements to this return?		

**Part IV Checklist of Required Schedules** (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? <i>If 'Yes,' complete Schedule I, Parts I and II.</i>	X	
22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If 'Yes,' complete Schedule I, Parts I and III.</i>		X
23 Did the organization answer 'Yes' to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If 'Yes,' complete Schedule J.</i>		X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, and that was issued after December 31, 2002? <i>If 'Yes,' answer lines 24b through 24d and complete Schedule K. If 'No,' go to line 25.</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?		
25a <b>Section 501(c)(3) and 501(c)(4) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If 'Yes,' complete Schedule L, Part I.</i>		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If 'Yes,' complete Schedule L, Part I.</i>		X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If 'Yes,' complete Schedule L, Part II.</i>		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If 'Yes,' complete Schedule L, Part III.</i>		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? <i>If 'Yes,' complete Schedule L, Part IV.</i>		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If 'Yes,' complete Schedule L, Part IV.</i>		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If 'Yes,' complete Schedule L, Part IV.</i>		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If 'Yes,' complete Schedule M.</i>		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If 'Yes,' complete Schedule M.</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If 'Yes,' complete Schedule N, Part I.</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If 'Yes,' complete Schedule N, Part II.</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If 'Yes,' complete Schedule R, Part I.</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If 'Yes,' complete Schedule R, Parts II, III, IV, and V, line 1.</i>		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If 'Yes,' complete Schedule R, Part V, line 2.</i>		X
36 <b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If 'Yes,' complete Schedule R, Part V, line 2.</i>		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If 'Yes,' complete Schedule R, Part VI.</i>		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O.	X	

**Part V Statements Regarding Other IRS Filings and Tax Compliance**

Check if Schedule O contains a response to any question in this Part V.

		Yes	No
1 a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable		
1 b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		
1 a	15		
1 b	0		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	
2 a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
2 a	13		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? <b>Note.</b> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. (see instructions)	X	
3 a	Did the organization have unrelated business gross income of \$1,000 or more during the year?		X
3 b	If 'Yes' has it filed a Form 990-T for this year? If 'No,' provide an explanation in Schedule O.		
4 a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b	If 'Yes,' enter the name of the foreign country: See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
5 a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
5 b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
5 c	If 'Yes,' to line 5a or 5b, did the organization file Form 8886-T?		
6 a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?		X
6 b	If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
<b>7 Organizations that may receive deductible contributions under section 170(c).</b>			
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		X
b	If 'Yes,' did the organization notify the donor of the value of the goods or services provided?		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		X
d	If 'Yes,' indicate the number of Forms 8282 filed during the year		
7 d			
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		X
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
7 g			
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
7 h			
8	<b>Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b> Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		
8			
9	<b>Sponsoring organizations maintaining donor advised funds.</b>		
a	Did the organization make any taxable distributions under section 4966?		
9 a			
b	Did the organization make a distribution to a donor, donor advisor, or related person?		
9 b			
10	<b>Section 501(c)(7) organizations.</b> Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12	10 a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10 b	
11	<b>Section 501(c)(12) organizations.</b> Enter:		
a	Gross income from members or shareholders	11 a	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11 b	
12 a	<b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?	12 a	
b	If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year	12 b	
13	<b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>		
a	Is the organization licensed to issue qualified health plans in more than one state? <b>Note.</b> See the instructions for additional information the organization must report on Schedule O.	13 a	
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13 b	
c	Enter the amount of reserves on hand	13 c	
14 a	Did the organization receive any payments for indoor tanning services during the tax year?	14 a	X
b	If 'Yes,' has it filed a Form 720 to report these payments? If 'No,' provide an explanation in Schedule O.	14 b	

**Part VI Governance, Management and Disclosure** For each 'Yes' response to lines 2 through 7b below, and for a 'No' response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI.

**Section A. Governing Body and Management**

		Yes	No
1 a	Enter the number of voting members of the governing body at the end of the tax year. . . . .		
	If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.		
1 b	Enter the number of voting members included in line 1a, above, who are independent. . . . .		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee or key employee? . . . . .		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? . . . . .		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? . . . . .		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets? . . . . .		X
6	Did the organization have members or stockholders? . . . . .		X
7 a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? . . . . .		X
7 b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or other persons other than the governing body? . . . . .		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
8 a	The governing body? . . . . .	X	
8 b	Each committee with authority to act on behalf of the governing body? . . . . .	X	
9	Is there any officer, director or trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If 'Yes,' provide the names and addresses in Schedule O . . . . .		X

**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10 a	Did the organization have local chapters, branches, or affiliates? . . . . .		X
10 b	If 'Yes,' did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? . . . . .		
11 a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? . . . . .	X	
12 a	Did the organization have a written conflict of interest policy? If 'No,' go to line 13 . . . . .	X	
12 b	Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts? . . . . .	X	
12 c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If 'Yes,' describe in Schedule O how this is done. . . . . SEE SCHEDULE O . . . . .	X	
13	Did the organization have a written whistleblower policy? . . . . .	X	
14	Did the organization have a written document retention and destruction policy? . . . . .	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
15 a	The organization's CEO, Executive Director, or top management official . . . . .	X	
15 b	Other officers of key employees of the organization . . . . . SEE SCHEDULE O . . . . .	X	
16 a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? . . . . .		X
16 b	If 'Yes,' did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? . . . . .		

**Section C. Disclosure**

- 17 List the states with which a copy of this Form 990 is required to be filed ► SEE SCHEDULE O
- 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.  
 Own website     Another's website     Upon request
- 19 Describe in Schedule O whether (and if so, how) the organization makes its governing documents, conflict of interest policy, and financial statements available to the public during the tax year. SEE SCHEDULE O
- 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization:  
 ► CHRISTINE REYES 351 CALIFORNIA STREET, STE. 650 SAN FRANCISCO CA 94104 415-834-0900

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response to any question in this Part VII.

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

**1 a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of 'key employee.'
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) H. WILLIAM JESSE CHAIR	1	X		X				0.	0.	0.
(2) CURTIS BERRIEN VICE-CHAIR	1	X		X				0.	0.	0.
(3) JIM TOLONEN TREASURER	1	X		X				0.	0.	0.
(4) C. ELIZABETH WAGNER SECRETARY	1	X		X				0.	0.	0.
(5) PAULA HAYES DIRECTOR	1	X						0.	0.	0.
(6) LINDA CAIN DIRECTOR	1	X						0.	0.	0.
(7) ELIZABETH ULMER DIRECTOR	1	X						0.	0.	0.
(8) NANCY KNOWLTON DIRECTOR	1	X						0.	0.	0.
(9) MICHAEL WEBSTER EXECUTIVE DIR.	40			X				62,913.	0.	3,285.
(10) CHRISTINE REYES DIR. OF FINANCE	40			X				0.	0.	0.
(11) TOM MESHISHNEK FINANCE DIR.	40			X				60,850.	0.	8,889.
(12) -----										
(13) -----										
(14) -----										

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (cont)**

(A) Name and title	(B) Average hours per week (describe hours for related organizations in Sch O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(15) -----										
(16) -----										
(17) -----										
(18) -----										
(19) -----										
(20) -----										
(21) -----										
(22) -----										
(23) -----										
(24) -----										
(25) -----										

<b>1 b Sub-total</b> .....	123,763.	0.	12,174.
<b>c Total from continuation sheets to Part VII, Section A</b> .....	0.	0.	0.
<b>d Total (add lines 1b and 1c)</b> .....	123,763.	0.	12,174.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ▶ 0

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If 'Yes,' complete Schedule J for such individual.</i> .....		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If 'Yes' complete Schedule J for such individual.</i> .....		X
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If 'Yes,' complete Schedule J for such person.</i> .....		X

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ▶ 0

**Part VIII Statement of Revenue**

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
CONTRIBUTIONS, GIFTS, GRANTS AND OTHER SIMILAR AMOUNTS	1 a Federated campaigns.....	1 a					
	b Membership dues.....	1 b					
	c Fundraising events.....	1 c					
	d Related organizations.....	1 d					
	e Government grants (contributions)....	1 e 302,893.					
	f All other contributions, gifts, grants, and similar amounts not included above....	1 f 1,882,182.					
	g Noncash contributions included in lns 1a-1f: \$	11,932.					
	<b>h Total.</b> Add lines 1a-1f.....		2,185,075.				
PROGRAM SERVICE REVENUE	2 a <u>PROGRAM FEES</u> .....	Business Code 900099	190,031.	190,031.			
	b.....						
	c.....						
	d.....						
	e.....						
	f All other program service revenue....						
	<b>g Total.</b> Add lines 2a-2f.....		190,031.				
OTHER REVENUE	3 Investment income (including dividends, interest and other similar amounts).....		316.			316.	
	4 Income from investment of tax-exempt bond proceeds.....						
	5 Royalties.....						
	6 a Gross rents.....	(i) Real	(ii) Personal				
		b Less: rental expenses.....					
		c Rental income or (loss)....					
		d Net rental income or (loss).....					
	7 a Gross amount from sales of assets other than inventory.....	(i) Securities	(ii) Other				
		b Less: cost or other basis and sales expenses.....					
		c Gain or (loss).....					
		d Net gain or (loss).....					
	8 a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18.....	a					
		b Less: direct expenses.....	b				
		c Net income or (loss) from fundraising events.....					
	9 a Gross income from gaming activities. See Part IV, line 19.....	a					
b Less: direct expenses.....		b					
c Net income or (loss) from gaming activities.....							
10 a Gross sales of inventory, less returns and allowances.....	a						
	b Less: cost of goods sold.....	b					
	c Net income or (loss) from sales of inventory.....						
Miscellaneous Revenue		Business Code					
11 a.....							
	b.....						
	c.....						
	d All other revenue.....						
<b>e Total.</b> Add lines 11a-11d.....							
<b>12 Total revenue.</b> See instructions.....			2,375,422.	190,031.	0.	316.	

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

Check if Schedule O contains a response to any question in this Part IX

<i>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</i>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21.	64,415.	64,415.		
2 Grants and other assistance to individuals in the United States. See Part IV, line 22.				
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16.	214,218.	214,218.		
4 Benefits paid to or for members.				
5 Compensation of current officers, directors, trustees, and key employees.	206,357.	78,132.	94,318.	33,907.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B).	0.	0.	0.	0.
7 Other salaries and wages.	450,488.	350,695.	22,928.	76,865.
8 Pension plan accruals and contributions (include section 401(k) and section 403(b) employer contributions).	19,851.	11,836.	4,644.	3,371.
9 Other employee benefits.	41,510.	22,380.	11,328.	7,802.
10 Payroll taxes.	60,778.	39,209.	11,795.	9,774.
11 Fees for services (non-employees):				
a Management.				
b Legal.				
c Accounting.	10,800.		10,800.	
d Lobbying.				
e Professional fundraising services. See Part IV, line 17.				
f Investment management fees.				
g Other.	482,215.	453,202.	24,158.	4,855.
12 Advertising and promotion.				
13 Office expenses.	21,582.	19,590.	1,476.	516.
14 Information technology.				
15 Royalties.				
16 Occupancy.	100,538.	88,521.	3,794.	8,223.
17 Travel.	169,794.	162,241.	2,330.	5,223.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials.				
19 Conferences, conventions, and meetings.				
20 Interest.				
21 Payments to affiliates.				
22 Depreciation, depletion, and amortization.	4,309.	3,020.	965.	324.
23 Insurance.	4,915.	330.	4,585.	
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a <u>PRINTING AND PUBLICATIONS</u>	75,117.	68,017.	180.	6,920.
b <u>COMMUNITY TRAINING</u>	68,458.	68,458.		
c <u>POSTAGE AND SHIPPING</u>	25,412.	16,595.	547.	8,270.
d <u>TELECOMMUNICATIONS</u>	23,000.	18,042.	2,708.	2,250.
e All other expenses.	25,036.	10,386.	5,276.	9,374.
25 <b>Total functional expenses.</b> Add lines 1 through 24e.	2,068,793.	1,689,287.	201,832.	177,674.
26 <b>Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input checked="" type="checkbox"/> if following SOP 98-2 (ASC 958-720).	59,462.	38,225.		21,237.

**Part X Balance Sheet**

		(A)		(B)		
		Beginning of year		End of year		
ASSETS	1	Cash — non-interest-bearing	87,951.	1	42,502.	
	2	Savings and temporary cash investments	107,193.	2	336,932.	
	3	Pledges and grants receivable, net	84,027.	3	209,409.	
	4	Accounts receivable, net	69,312.	4	90,539.	
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5		
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions)		6		
	7	Notes and loans receivable, net		7		
	8	Inventories for sale or use		8		
	9	Prepaid expenses and deferred charges	17,082.	9	8,392.	
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a	32,052.		
	b	Less: accumulated depreciation	10b	21,644.	10c	10,408.
	11	Investments — publicly traded securities		11	9,276.	
	12	Investments — other securities. See Part IV, line 11		12		
	13	Investments — program-related. See Part IV, line 11		13		
	14	Intangible assets		14		
	15	Other assets. See Part IV, line 11	7,488.	15	5,271.	
16	<b>Total assets.</b> Add lines 1 through 15 (must equal line 34)	386,222.	16	712,729.		
LIABILITIES	17	Accounts payable and accrued expenses	74,390.	17	112,611.	
	18	Grants payable		18		
	19	Deferred revenue		19	5,088.	
	20	Tax-exempt bond liabilities		20		
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21		
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22		
	23	Secured mortgages and notes payable to unrelated third parties		23		
	24	Unsecured notes and loans payable to unrelated third parties	24,000.	24		
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		25		
	26	<b>Total liabilities.</b> Add lines 17 through 25	98,390.	26	117,699.	
NET ASSETS OR FUND BALANCES	<b>Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29 and lines 33 and 34.</b>					
	27	Unrestricted net assets	137,431.	27	97,713.	
	28	Temporarily restricted net assets	150,401.	28	497,317.	
	29	Permanently restricted net assets		29		
	<b>Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.</b>					
	30	Capital stock or trust principal, or current funds		30		
	31	Paid-in or capital surplus, or land, building, or equipment fund		31		
	32	Retained earnings, endowment, accumulated income, or other funds		32		
33	<b>Total net assets or fund balances</b>	287,832.	33	595,030.		
34	<b>Total liabilities and net assets/fund balances</b>	386,222.	34	712,729.		

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**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	2,375,422.
2	Total expenses (must equal Part IX, column (A), line 25)	2	2,068,793.
3	Revenue less expenses. Subtract line 2 from line 1	3	306,629.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	287,832.
5	Other changes in net assets or fund balances (explain in Schedule O). SEE SCHEDULE O	5	569.
6	Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	595,030.

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response to any question in this Part XII

	Yes	No
1 Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other		
If the organization changed its method of accounting from a prior year or checked 'Other,' explain in Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant?		X
b Were the organization's financial statements audited by an independent accountant?	X	
c If 'Yes' to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?	X	
If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.		
d If 'Yes' to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
b If 'Yes,' did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

BAA

2011

Open to Public Inspection

SCHEDULE A (Form 990 or 990-EZ)

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

Attach to Form 990 or Form 990-EZ. See separate instructions.

Department of the Treasury Internal Revenue Service

Name of the organization THE CORAL REEF ALLIANCE Employer identification number 94-3211245

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches or association of churches described in section 170(b)(1)(A)(i).
2 A school described in section 170(b)(1)(A)(ii).
3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii).
5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv).
6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
7 X An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi).
8 A community trust described in section 170(b)(1)(A)(vi).
9 An organization that normally receives: (1) more than 33-1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions...
10 An organization organized and operated exclusively to test for public safety.
11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or carry out the purposes of one or more publicly supported organizations...
a Type I b Type II c Type III - Functionally integrated d Type III - Other
e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons...
f If the organization received a written determination from the IRS that is a Type I, Type II or Type III supporting organization, check this box.
g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
(i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?
(ii) A family member of a person described in (i) above?
(iii) A 35% controlled entity of a person described in (i) or (ii) above?

Table with 2 columns: Yes, No. Rows for 11g(i), 11g(ii), 11g(iii).

Table with 7 columns: (i) Name of supported organization, (ii) EIN, (iii) Type of organization, (iv) Is the organization in column (i) listed in your governing document?, (v) Did you notify the organization in column (i) of your support?, (vi) Is the organization in column (i) organized in the U.S., (vii) Amount of support. Rows (A) through (E) and Total.

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any 'unusual grants'.)	1,356,159.	1,310,509.	1,499,339.	1,040,979.	2,185,075.	7,392,061.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf.						0.
3 The value of services or facilities furnished by a governmental unit to the organization without charge.						0.
4 <b>Total.</b> Add lines 1 through 3.	1,356,159.	1,310,509.	1,499,339.	1,040,979.	2,185,075.	7,392,061.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f).						1,205,333.
6 <b>Public support.</b> Subtract line 5 from line 4.						6,186,728.

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
7 Amounts from line 4.	1,356,159.	1,310,509.	1,499,339.	1,040,979.	2,185,075.	7,392,061.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources.	13,757.	6,339.	454.	183.	316.	21,049.
9 Net income from unrelated business activities, whether or not the business is regularly carried on.						0.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						0.
11 <b>Total support.</b> Add lines 7 through 10.						7,413,110.
12 Gross receipts from related activities, etc (see instructions).					12	0.
13 <b>First five years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and <b>stop here</b> .						<input type="checkbox"/>

**Section C. Computation of Public Support Percentage**

14 Public support percentage for 2011 (line 6, column (f) divided by line 11, column (f)).	14	83.46%
15 Public support percentage from 2010 Schedule A, Part II, line 14.	15	88.53%
16a <b>33-1/3% support test – 2011.</b> If the organization did not check the box on line 13, and the line 14 is 33-1/3% or more, check this box and <b>stop here.</b> The organization qualifies as a publicly supported organization.	<input checked="" type="checkbox"/>	
b <b>33-1/3% support test – 2010.</b> If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and <b>stop here.</b> The organization qualifies as a publicly supported organization.	<input type="checkbox"/>	
17a <b>10%-facts-and-circumstances test – 2011.</b> If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and <b>stop here.</b> Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization.	<input type="checkbox"/>	
b <b>10%-facts-and-circumstances test – 2010.</b> If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and <b>stop here.</b> Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization.	<input type="checkbox"/>	
18 <b>Private foundation.</b> If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions.	<input type="checkbox"/>	

**Part III Support Schedule for Organizations Described in Section 509(a)(2)**

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

**Section A. Public Support**

Calendar year (or fiscal yr beginning in) ▶	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions and membership fees received. (Do not include any 'unusual grants'.)						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose.						
3 Gross receipts from activities that are not an unrelated trade or business under section 513.						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf.						
5 The value of services or facilities furnished by a governmental unit to the organization without charge.						
6 Total. Add lines 1 through 5.						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons.						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year.						
c Add lines 7a and 7b.						
8 Public support (Subtract line 7c from line 6.)						

**Section B. Total Support**

Calendar year (or fiscal yr beginning in) ▶	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
9 Amounts from line 6.						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources.						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975.						
c Add lines 10a and 10b.						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on.						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV).						
13 Total support. (Add lns 9, 10c, 11, and 12.)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

**Section C. Computation of Public Support Percentage**

15 Public support percentage for 2011 (line 8, column (f) divided by line 13, column (f)).	15	%
16 Public support percentage from 2010 Schedule A, Part III, line 15.	16	%

**Section D. Computation of Investment Income Percentage**

17 Investment income percentage for 2011 (line 10c, column (f) divided by line 13, column (f)).	17	%
18 Investment income percentage from 2010 Schedule A, Part III, line 17.	18	%

19a 33-1/3% support tests – 2011. If the organization did not check the box on line 14, and line 15 is more than 33-1/3%, and line 17 is not more than 33-1/3%, check this box and stop here. The organization qualifies as a publicly supported organization.

b 33-1/3% support tests – 2010. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33-1/3%, and line 18 is not more than 33-1/3%, check this box and stop here. The organization qualifies as a publicly supported organization.

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions.



**SCHEDULE D  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Financial Statements**

▶ Complete if the organization answered 'Yes,' to Form 990, Part IV, lines 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.  
▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

**2011**

**Open to Public Inspection**

Name of the organization

Employer identification number

THE CORAL REEF ALLIANCE

94-3211245

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**Part II Conservation Easements.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

Preservation of land for public use (e.g., recreation or education)       Preservation of an historically important land area  
 Protection of natural habitat       Preservation of a certified historic structure  
 Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ \_\_\_\_\_

4 Number of states where property subject to conservation easement is located ▶ \_\_\_\_\_

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?  Yes  No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ \_\_\_\_\_

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ \_\_\_\_\_

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?  Yes  No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 8.

1 a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenues included in Form 990, Part VIII, line 1. ▶ \$ \_\_\_\_\_

(ii) Assets included in Form 990, Part X. ▶ \$ \_\_\_\_\_

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1. ▶ \$ \_\_\_\_\_

b Assets included in Form 990, Part X. ▶ \$ \_\_\_\_\_

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a  Public exhibition
- b  Scholarly research
- c  Preservation for future generations
- d  Loan or exchange programs
- e  Other \_\_\_\_\_

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?  Yes  No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X?  Yes  No

b If 'Yes,' explain the arrangement in Part XIV and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21?  Yes  No

b If 'Yes,' explain the arrangement in Part XIV.

**Part V Endowment Funds.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

a Board designated or quasi-endowment  \_\_\_\_\_ %

b Permanent endowment  \_\_\_\_\_ %

c Temporarily restricted endowment  \_\_\_\_\_ %

The percentages in lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

	Yes	No
(i) unrelated organizations	3a(i)	
(ii) related organizations	3a(ii)	
b If 'Yes' to 3a(ii), are the related organizations listed as required on Schedule R?	3b	

4 Describe in Part XIV the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.** See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		23,696.	14,859.	8,837.
d Equipment		8,356.	6,785.	1,571.
e Other				
<b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				10,408.

BAA

**Part VII Investments – Other Securities.** See Form 990, Part X, line 12. N/A

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A) -----		
(B) -----		
(C) -----		
(D) -----		
(E) -----		
(F) -----		
(G) -----		
(H) -----		
(I) -----		
<b>Total.</b> (Column (b) must equal Form 990 Part X, column (B) line 12.)		

**Part VIII Investments – Program Related.** See Form 990, Part X, line 13. N/A

(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		
<b>Total.</b> (Column (b) must equal Form 990, Part X, column (B) line 13.)		

**Part IX Other Assets.** See Form 990, Part X, line 15. N/A

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, column (B), line 15.)	

**Part X Other Liabilities.** See Form 990, Part X, line 25.

(a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, column (B) line 25.)	

2 FIN 48 (ASC 740) Footnote. In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). SEE PART XIV

**Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements**

1	Total revenue (Form 990, Part VIII, column (A), line 12)		2,375,422.
2	Total expenses (Form 990, Part IX, column (A), line 25)		2,068,793.
3	Excess or (deficit) for the year. Subtract line 2 from line 1		306,629.
4	Net unrealized gains (losses) on investments		569.
5	Donated services and use of facilities		
6	Investment expenses		
7	Prior period adjustments		
8	Other (Describe in Part XIV.)		
9	Total adjustments (net). Add lines 4 through 8		569.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9		307,198.

**Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return**

1	Total revenue, gains, and other support per audited financial statements	1	2,375,991.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	569.
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV.)	2d	
e	Add lines 2a through 2d	2e	569.
3	Subtract line 2e from line 1	3	2,375,422.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV.)	4b	
c	Add lines 4a and 4b	4c	
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	2,375,422.

**Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return**

1	Total expenses and losses per audited financial statements	1	2,068,793.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV.)	2d	
e	Add lines 2a through 2d	2e	
3	Subtract line 2e from line 1	3	2,068,793.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV.)	4b	
c	Add lines 4a and 4b	4c	
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	2,068,793.

**Part XIV Supplemental Information**

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART X- FIN 48 FOOTNOTE**

ASC 740-10, ACCOUNTING FOR UNCERTAINTY IN INCOME TAXES - THE PREPARATION OF

FINANCIAL STATEMENTS IN CONFORMITY WITH ACCOUNTING PRINCIPLES GENERALLY ACCEPTED IN

THE UNITED STATES OF AMERICA REQUIRES THE CORPORATION TO REPORT INFORMATION

REGARDING ITS EXPOSURE TO VARIOUS TAX POSITIONS TAKEN BY THE CORPORATION. THE

CORPORATION HAS DETERMINED WHETHER ANY TAX POSITIONS HAVE MET THE RECOGNITION

THRESHOLD AND HAVE MEASURED THE CORPORATION'S EXPOSURE TO THOSE TAX POSITIONS.

MANAGEMENT BELIEVES THAT THE CORPORATION HAS ADEQUATELY ADDRESSED ALL RELEVANT TAX

**Part XIV** Supplemental Information (continued)

**PART X - FIN 48 FOOTNOTE (CONTINUED)**

POSITIONS AND THAT THERE ARE NO UNRECORDED TAX LIABILITIES. FEDERAL AND STATE TAX  
AUTHORITIES GENERALLY HAVE THE RIGHT TO EXAMINE AND AUDIT THE PREVIOUS THREE YEARS  
OF TAX RETURNS FILED. ANY INTEREST OR PENALTIES ASSESSED TO THE CORPORATION ARE  
RECORDED IN OPERATING EXPENSES. NO INTEREST OR PENALTIES FROM FEDERAL OR STATE TAX  
AUTHORITIES WERE RECORDED IN THE ACCOMPANYING FINANCIAL STATEMENTS.

**Part XIV** Supplemental Information (continued)

Area with horizontal dashed lines for supplemental information.

**Schedule F  
(Form 990)**

**Statement of Activities Outside the United States**

OMB No. 1545-0047

**2011**

▶ Complete if the organization answered 'Yes' to Form 990, Part IV, line 14b, 15, or 16.  
▶ Attach to Form 990. ▶ See separate instructions.

**Open to Public  
Inspection**

Department of the Treasury  
Internal Revenue Service

Name of the organization

Employer identification number

THE CORAL REEF ALLIANCE

94-3211245

**Part I** General Information on Activities Outside the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line 14b.

1 For grantmakers. Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?...  Yes  No

2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.

**PART V**

3 Activities per Region. (The following Part I, line 3 table can be duplicated if additional space is needed.) **PART V**

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in region	(d) Activities conducted in region (by type) (e.g., fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for and investments in region
NORTH AMERICA (1) (MEXICO)		3	PROGRAM SERVICE	SEE PART V	538,618.
(2) CENTRAL AMERICA		2	PROGRAM SERVICE	SEE PART V	189,603.
(3) EAST ASIA	1	4	PROGRAM SERVICE	SEE PART V	386,575.
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					
(11)					
(12)					
(13)					
(14)					
(15)					
(16)					
(17)					
3a Sub-total .....	1	9			1,114,796.
b Total from continuation sheets to Part I .....					
c Totals (add lines 3a and 3b) ...	1	9			1,114,796.

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule F (Form 990) 2011

**Part II Grants and Other Assistance to Organizations or Entities Outside the United States.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Check this box if no one recipient received more than \$5,000.  Part II can be duplicated if additional space is needed.

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
(1)			CENTRAL AMERICA	SEE PART V	5,000.	WIRE TRANS.		N/A	BOOK
(2)			CENTRAL AMERICA	SEE PART V	5,790.	WIRE TRANS.		N/A	BOOK
(3)			CENTRAL AMERICA	SEE PART V	6,000.	WIRE TRANS.		N/A	BOOK
(4)			CENTRAL AMERICA	SEE PART V	8,600.	WIRE TRANS.		N/A	BOOK
(5)			EAST ASIA	SEE PART V	5,000.	WIRE TRANS.		N/A	BOOK
(6)			EAST ASIA	SEE PART V	5,000.	WIRE TRANS.		N/A	BOOK
(7)			EAST ASIA	SEE PART V	5,000.	WIRE TRANS.		N/A	BOOK
(8)			EAST ASIA	SEE PART V	5,000.	WIRE TRANS.		N/A	BOOK
(9)			EAST ASIA	SEE PART V	6,004.	WIRE TRANS.		N/A	BOOK
(10)			NORTH AMERICA	SEE PART V	26,580.	WIRE TRANS.		N/A	BOOK
(11)			NORTH AMERICA	SEE PART V	57,840.	WIRE TRANS.		N/A	BOOK
(12)			NORTH AMERICA	SEE PART V	61,568.	WIRE TRANS.		N/A	BOOK
(13)									
(14)									
(15)									
(16)									

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter.  10

3 Enter total number of other organizations or entities.  2

BAA

**Part III Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 16. Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)
(1)							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							
(13)							
(14)							
(15)							
(16)							
(17)							
(18)							

BAA

**Part IV Foreign Forms**

- 1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? *If 'Yes,' the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926).*  Yes  No
- 2 Did the organization have an interest in a foreign trust during the tax year? *If 'Yes,' the organization may be required to file Form 3520, Annual Return To Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A).*  Yes  No
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If 'Yes,' the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect To Certain Foreign Corporations. (see Instructions for Form 5471).*  Yes  No
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If 'Yes,' the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund. (see Instructions for Form 8621).*  Yes  No
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If 'Yes,' the organization may be required to file Form 8865, Return of U.S. Persons With Respect To Certain Foreign Partnerships. (see Instructions for Form 8865).*  Yes  No
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If 'Yes,' the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713).*  Yes  No

**Part V Supplemental Information**

Complete this part to provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

**PART I, LINE 2 - GRANTMAKERS EXPLANATION FOR MONITORING USE OF FUNDS OUTSIDE US**

APPLICANTS MUST SUBMIT CORAL'S STANDARD MICRO-GRANT APPLICATION FORM TO BE CONSIDERED. THE APPLICATION MUST REVIEWED AND APPROVED BY (IN ORDER) A PROGRAM MANAGER, PROGRAM DIRECTOR, FINANCE DIRECTOR AND EXECUTIVE DIRECTOR. FUNDING PRIORITIES ARE DETERMINED FIRST BY THE INTENTIONS OF CORAL'S RESTRICTED GRANTS, AND SECONDLY BY THE REGIONAL PRIORITIES ESTABLISHED BY THE ORGANIZATION.

NO SINGLE MICRO-GRANT SHALL COMPRISE MORE THAN 2% OF CORAL'S TOTAL ORGANIZATIONAL BUDGET, AND THE SUM OF ALL SUB-GRANTS SHALL COMPRISE NO MORE THAN 10% OF CORAL'S TOTAL BUDGET. GRANTEES MUST COMPLETE AND CERTIFY CORAL'S STANDARD MICRO-GRANT AGREEMENT. FOR ALL AWARDS OVER \$1,000, NO GRANTEE SHALL RECEIVE MORE THAN 50% AS AN INITIAL PAYMENT. DISBURSEMENT OF FUNDS ARE MANAGED BY THE ACCOUNTING STAFF, SUBJECT TO THE SAME APPROVAL AND DOCUMENTATION PROCEDURES REQUIRED FOR ALL EXPENDITURES. CORAL USES THE VOLUNTARY BEST PRACTICES FOR U.S-BASED CHARITIES ISSUED BY THE US TREASURY DEPARTMENT'S ANTI-TERRORIST FINANCING GUIDELINES, AS WELL AS THE PRINCIPLES OF INTERNATIONAL CHARITY TO INFORM THE PROCESS OF APPROVAL APPLICATIONS AND MONITORING THE USE OF FUNDS. EACH MICRO-GRANT HAS A DESIGNATED PROGRAM MANAGER AS THE PRIMARY CONTACT, AND WHO IS RESPONSIBLE FOR OBTAINING AND DELIVERING REPORTS TO CORAL STAFF AND FUNDERS.

**PART I - ADDITIONAL SUPPLEMENTAL INFORMATION****LINE 3 (E) PROGRAM ACTIVITIES**

CENTRAL AMERICA: TO DEVELOP FUNCTIONING AND EFFECTIVELY MANAGED NETWORK OF MARINE PROTECTED AREAS IN THE BAY ISLANDS, SUPPORTED BY LOCAL COMMUNITIES.

EAST ASIA AND PACIFIC: COMMUNITIES SUPPORT LOCAL CONSERVATION AND MANAGEMENT;

DEVELOPMENT OF A FUNCTIONING NETWORK OF MARINE PROTECTED AREAS. ELIMINATE COMMERCIAL TRADE AND FISHING FOR SHARKS.

**Part V** Supplemental Information

Complete this part to provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

**PART I - ADDITIONAL SUPPLEMENTAL INFORMATION (CONTINUED)**

NORTH AMERICA (MEXICO): INITIATE A SHIFT FROM UNSUSTAINABLE TOURISM TO SUSTAINABLE  
TOURISM; SUPPORT COZUMEL MARINE PROTECTED AREAS IN DOING SO.

**SCHEDULE I  
(Form 990)**

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

OMB No. 1545-0047

**2011**

**Open to Public  
Inspection**

Department of the Treasury  
Internal Revenue Service

Complete if the organization answered 'Yes' to Form 990, Part IV, lines 21 or 22.  
▶ Attach to Form 990.

Name of the organization

Employer identification number

THE CORAL REEF ALLIANCE

94-3211245

**Part I General Information on Grants and Assistance**

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
- 2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States. **SEE PART IV**

**Part II Grants and Other Assistance to Governments and Organizations in the United States.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 21 for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000.

Part II can be duplicated if additional space is needed

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(1) RAINFOREST ALLIANCE 665 BROADWAY, STE. 500 NEW YORK, NY 10012	13-3377893	501 (C) (3)	33,280.	0.	U.S. DOLLARS	N/A	REEF TOURISM INITIATIVE
(2) SUSTAINABLE TRAVEL INT'L 835 SW WILLIAM DR WHITE SALMON, WA 98672	37-1461679	501 (C) (3)	31,135.	0.	U.S. DOLLARS	N/A	REEF TOURISM INITIATIVE
(3) -----							
(4) -----							
(5) -----							
(6) -----							
(7) -----							
(8) -----							

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table. 2

3 Enter total number of other organizations listed in the line 1 table. 0

**Part III** Grants and Other Assistance to Individuals in the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line 22. Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
1					
2					
3					
4					
5					
6					
7					

**Part IV** Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information.

**PART I, LINE 2 - PROCEDURES FOR MONITORING USE OF GRANTS FUNDS IN U.S.**

THE CORAL REEF ALLIANCE HAS ADOPTED THE FOLLOWING POLICIES FOR THE ADMINISTRATION OF ALL COMMUNITY PROJECTS AND "MICRO-GRANTS":

THE CORAL REEF ALLIANCE RECOGNIZES THAT DIRECT SUPPORT FOR SMALL-SCALE LOCAL PROJECTS IS AN INTEGRAL PART OF THE CORAL REEF SUSTAINABLE DESTINATION MODEL (CRSD). CORAL USES THE VOLUNTARY BEST PRACTICES FOR U.S.-BASED CHARITIES ISSUED BY THE US TREASURY DEPARTMENT'S ANTI-TERRORIST FINANCING GUIDELINES, AS WELL AS THE PRINCIPLES OF INTERNATIONAL CHARITY TO INFORM THE PROCESS OF APPROVAL APPLICATIONS AND MONITORING THE USE OF MICRO-GRANT FUNDS. APPLICANTS MUST SUBMIT CORAL'S STANDARD MICRO-GRANT APPLICATION FORM TO BE CONSIDERED. THE APPLICATION MUST REVIEWED AND APPROVED BY (IN

**PART I, LINE 2 - PROCEDURES FOR MONITORING USE OF GRANTS FUNDS IN U.S. (CONTINUED)**

ORDER) A PROGRAM MANAGER, PROGRAM DIRECTOR, FINANCE DIRECTOR AND EXECUTIVE DIRECTOR. GRANTEES MUST COMPLETE AND CERTIFY CORAL'S STANDARD MICRO-GRANT AGREEMENT. THIS AGREEMENT REQUIRES PERIODIC PROGRAMMATIC AND FINANCIAL REPORTING, AS WELL AS STANDARDS FOR FINAL REPORTING OF ACTIVITIES AND FINANCIAL ACCOUNTING. GRANTS FUNDS ARE DISBURSED IN AT LEAST TWO PHASES. FOR ALL AWARDS OVER \$1,000, NO GRANTEE SHALL RECEIVE MORE THAN 50% AS AN INITIAL PAYMENT. DISBURSEMENT OF FUNDS ARE MANAGED BY THE ACCOUNTING STAFF, WITH THE SAME APPROVAL DOCUMENTATION REQUIRED BY ALL ORGANIZATIONAL DISBURSEMENTS. EACH MICRO-GRANT HAS A DESIGNATED MANAGER AS THE PRIMARY CONTACT WITH THE GRANTEE, AND WHO IS RESPONSIBLE FOR OBTAINING AND DELIVERING REPORTS TO THE MANAGEMENT TEAM AND TO CORAL'S FUNDERS, AS APPLICABLE. THROUGH THE USE OF FIELD STAFF, CORAL IS IN REGULAR COMMUNICATIONS WITH ALL GRANTEES, AND PROVIDES ASSISTANCE AND LOGISTICS WHEN NEEDED IN IMPLEMENTING PROJECTS. FUNDING PRIORITIES ARE DETERMINED FIRST BY THE INTENTIONS OF CORAL'S RESTRICTED GRANTS, AND SECONDLY BY THE REGIONAL PRIORITIES ESTABLISHED BY THE CRSD MODEL DEVELOPED BY THE PROGRAM TEAM. APPLICATIONS FOR PROJECTS OUTSIDE THE SCOPE OF CRSD AND/OR OUTSIDE CORAL'S REGIONAL FOCUS MUST BE CONSIDERED CASE-BY-CASE. NO SINGLE MICRO-GRANT SHALL COMPRISE MORE THAN 2% OF CORAL'S TOTAL ORGANIZATIONAL BUDGET, AND THE SUM OF ALL MICRO-GRANTS SHALL COMPRISE NO MORE THAN 10% OF CORAL'S TOTAL ORGANIZATIONAL BUDGET.

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.  
▶ Attach to Form 990 or 990-EZ.

Open to Public  
Inspection

Department of the Treasury  
Internal Revenue Service

Name of the organization  
THE CORAL REEF ALLIANCE

Employer identification number  
94-3211245

FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES DESCRIPTION

CORAL'S CORAL REEF CSI PROGRAM IS EXPANDING AND IMPROVING THE FIELD OF CORAL REEF FORENSIC INVESTIGATION, WITH THE GOAL OF HOLDING INDIVIDUALS AND COMPANIES ACCOUNTABLE FOR THEIR REEF-DAMAGING PRACTICES. CORAL DEVELOPED FOUR ADDITIONAL TRAINING MODULES WITHIN THE CSI PROGRAM TO EXPAND OUR IMPACT: SEA TURTLE FIELD FORENSICS; BIOCHEMICAL CONTAMINANT ASSAYS; MARINE PROTECTED AREAS ENFORCEMENT; AND VESSEL GROUNDING.

HONDURAS: IN HONDURAS, CORAL HELPED FORGE-AND SERVE AS A MAJOR ADVOCATE FOR-LEGISLATION THAT WAS SIGNED INTO LAW IN EARLY 2012, DESIGNATING CORDELIA BANKS AS A "SITE OF WILDLIFE IMPORTANCE." THAT DESIGNATION GRANTS ADDITIONAL GOVERNMENTAL PROTECTIONS FOR THE AREA, ONE OF THE FEW SITES IN THE CARIBBEAN WHERE STAGHORN CORAL (AN ENDANGERED SPECIES) THRIVES.

REEF RESILIENCE: CORAL'S REEF RESILIENCE TO CLIMATE CHANGE PROGRAM CONTINUED WITH AN AUGUST 2011 WORKSHOP IN PLAYA DEL CARMEN, A COASTAL COMMUNITY IN MEXICO ALONG THE MESOAMERICAN REEF. EACH WORKSHOP PARTICIPANT FROM THIS TRAINING, AS WELL AS FROM AN EARLIER TRAINING IN BALI, REPLICATED THE WORKSHOP IN HIS OR HER LOCAL COMMUNITY AND IMPLEMENTED A CORAL REEF CONSERVATION PROJECT, FUNDED BY A CORAL MICROGRANT.

INDONESIA: CORAL CONTINUED TO RAISE AWARENESS ABOUT THE NEED FOR SHARK CONSERVATION IN INDONESIA, COORDINATING A MULTITUDE OF PARTNERS TO PRODUCE A FILM HIGHLIGHTING THE CONNECTION BETWEEN HEALTHY SHARKS, HEALTHY CORAL REEFS, AND HEALTHY HUMAN POPULATIONS. WE ALSO WORKED WITH OUR PARTNERS TO DEVELOP A DIVER USER-FEE SYSTEM IN AMED; REVENUE FROM THE PROGRAM IS REINVESTED IN LOCAL CONSERVATION ACTIVITIES THAT SUSTAIN THE REEFS.

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**FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES DESCRIPTION**

BELIZE: TWO "REEF ETIQUETTE" SIGNS, INTENDED TO INCREASE AWARENESS OF, AND APPROPRIATE BEHAVIOR ON, CORAL REEFS, WERE INSTALLED IN PLACENCIA. CORAL ALSO WORKED WITH PARTNERS ON AMBERGRIS CAYE TO SUCCESSFULLY REPLANT MANGROVES (ESSENTIAL FOR CORAL REEF HEALTH) IN THE REGION, AND JOINTLY COORDINATED A LIONFISH TOURNAMENT TO REDUCE POPULATIONS OF THIS INVASIVE SPECIES.

PALMYRA: CORAL, IN PARTNERSHIP WITH A HOST OF WORLD-CLASS RESEARCH AND ENVIRONMENTAL INSTITUTION PARTNERS, BEGAN DEVELOPMENT OF A MULTI-DISCIPLINE REEF RESILIENCE STUDY ON THE PALMYRA ATOLL IN THE SOUTH PACIFIC.

OTHER EXPENSES: CORAL'S FIELD SUMMIT-IN WHICH OUR FRONT-LINE CONSERVATION TEAMS FROM HAWAII, MEXICO, HONDURAS, FIJI AND INDONESIA GATHERED IN SAN FRANCISCO FOR A WEEK OF INTENSIVE TRAINING WITH OUR STAFF.

**FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS**

A DRAFT COPY OF FORM 990 AS PREPARED BY THE AUDIT FIRM SHALL BE REVIEWED IN TURN BY THE FINANCE DIRECTOR, THE EXECUTIVE DIRECTOR, THE FINANCE COMMITTEE AND THE EXECUTIVE COMMITTEE OF THE BOARD, PRIOR TO FILING. EACH STAFF MEMBER AND COMMITTEE MEMBER SHALL SIGN-OFF AS THEIR REVIEW IS COMPLETED.

**FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS**

CONFLICT OF INTEREST POLICY

IN CONNECTION WITH ANY ACTUAL OR POSSIBLE CONFLICT OF INTEREST, ALL EMPLOYEES ACKNOWLEDGE THAT THEY MUST DISCLOSE THE EXISTENCE OF A FINANCIAL INTEREST AND BE GIVEN THE OPPORTUNITY TO DISCLOSE ALL MATERIAL FACTS TO THE EXECUTIVE DIRECTOR AND/OR THE BOARD OF DIRECTORS (AS APPLICABLE), PRIOR TO CONSIDERING A PROPOSED

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**FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS (CONTINUED)**

## FINANCIAL TRANSACTION OR ARRANGEMENT.

A CONFLICT OF INTEREST ARISES WHEN A PERSON IN A POSITION OF AUTHORITY OVER AN ORGANIZATION, SUCH AS A BOARD MEMBER OR EMPLOYEE, MAY BENEFIT FINANCIALLY FROM A DECISION HE OR SHE COULD MAKE IN SUCH CAPACITY, INCLUDING INDIRECT BENEFITS TO FAMILY MEMBERS OR BUSINESSES WITH WHICH THE PERSON IS CLOSELY ASSOCIATED. OTHER SITUATIONS MAY CREATE THE APPEARANCE OF A CONFLICT, OR PRESENT A DUALITY OF INTERESTS IN CONNECTION WITH A PERSON WHO HAS INFLUENCE OVER THE ACTIVITIES OR FINANCES OF THE ORGANIZATION. FOR PURPOSES OF THIS POLICY, THE FOLLOWING CIRCUMSTANCES SHALL BE DEEMED TO CREATE A CONFLICT OF INTEREST:

AN EMPLOYEE (INCLUDING A FAMILY MEMBER OF THE EMPLOYEE) IS A PARTY TO A CONTRACT, OR INVOLVED IN A TRANSACTION WITH CORAL FOR GOODS OR SERVICES.

AN EMPLOYEE (INCLUDING A FAMILY MEMBER OF THE EMPLOYEE) HAS A MATERIAL FINANCIAL INTEREST IN A TRANSACTION BETWEEN CORAL AND AN ENTITY IN WHICH THE EMPLOYEE OR FAMILY MEMBER IS A DIRECTOR, OFFICER, AGENT, PARTNER, ASSOCIATE, EMPLOYEE, TRUSTEE, OR OTHER LEGAL REPRESENTATIVE.

AN EMPLOYEE (INCLUDING A FAMILY MEMBER OF THE EMPLOYEE) IS ENGAGED IN SOME CAPACITY, OR HAS A MATERIAL FINANCIAL INTEREST IN, A BUSINESS OR ENTERPRISE THAT COMPETES WITH CORAL.

**FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS FOR OFFICERS & KEY EMPLOYEE**

THE FINANCE/AUDIT COMMITTEE SHALL ANNUALLY REVIEW THE COMPENSATION OF THE EXECUTIVE DIRECTOR AND THE FINANCE DIRECTOR. THE FINANCE/AUDIT COMMITTEE SHALL GATHER RECENT DATA AS TO COMPARABLE COMPENSATION FOR SIMILARLY QUALIFIED PERSONS IN FUNCTIONALLY

Name of the organization

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**FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS FOR OFFICERS & KEY EMPLOYEE**

COMPARABLE POSITIONS AT SIMILARLY SITUATED ORGANIZATIONS. MANAGEMENT MAY ASSIST THE COMMITTEE IN THE DATA COLLECTION. UPON REVIEW OF ALL PERTINENT DATA, THE MEMBERS OF THE FINANCE/AUDIT COMMITTEE SHALL DETERMINE AND APPROVE THE COMPENSATION OF THE EXECUTIVE DIRECTOR AND THE FINANCE DIRECTOR. MINUTES OF THE DELIBERATIONS OF THE FINANCE/AUDIT COMMITTEE REGARDING COMPENSATION REVIEW SHALL BE RECORDED AND MAINTAINED IN THE ORGANIZATION'S CORPORATE RECORDS.

**FORM 990, PART VI, LINE 17 - LIST OF STATES WHICH THIS RETURN IS FILED**

AL AK AA AZ CA CO CT FL GA HI IL KS KY LA MA MD ME MI MN MS NH NJ NM NY NC ND OK  
OH OR PA RI SC TN UT VA WA WV WI

**FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLICLY AVAILABLE**

GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND FINANCIAL STATEMENTS ARE MADE AVAILABLE TO THE PUBLIC IN OFFICE UPON REQUEST AND VIA THE CORAL WEBSITE.

THE CORAL REEF ALLIANCE

94-3211245

FORM 990, PART XI, LINE 5  
OTHER CHANGES IN NET ASSETS OR FUND BALANCES

NET UNREALIZED GAINS OR LOSSES ON INVESTMENTS.....	\$	569.
TOTAL	\$	<u>569.</u>