



OCEAN MUSIC ACTION

ANNUAL REPORT 2024



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MESSAGE FROM OUR FOUNDER

Ocean Music Action began as a theory: music can move people to meaningful action. Over Earth Day weekend in April 2022 that theory became a reality, as we shared ocean-inspired music with over 250 audience members and joined over 35 members of our community in a bayou cleanup to preserve and protect our local waterway.

Since then, our methodology has evolved as we've explored how best to use our tools to promote and support the causes we care about. In addition to curating our own headliner events- as we did in both NYC and San Diego this year- we share our music on a smaller scale with local organizations that are doing critical work toward our shared goals of sustainability and conservation.

We're excited to continue this process of growth and evolution, using the transformative power of music in ways that are informative and inspiring, in increasingly effective ways.

As always, I want to extend a heartfelt thank you to our donors, whose incredible generosity helps to make our dream a reality. We will continue our mindful stewardship of resources as we pursue our important and joyful work.

With love and gratitude,

Megan Conley

OUR 'WHY'



Ocean Music Action uses the transformative power of music to build awareness, community, and action around ocean conservation. We believe in the power of music and art to change the world for the better. Music touches emotions; in doing so, it can open hearts and minds. In an increasingly distracted and divided world, building community and mutual understanding is an essential precursor to meaningful environmental action.



Our unique combination of musical excellence and volunteer activism leave a lasting impression in each community we visit. After a shared experience of inspiring music, artists and audience join together toward the common good in a volunteer activity or educational event organized in partnership with local conservation organizations. This fosters a meaningful sense of community and builds a foundation for ongoing action and engagement.

HOW WE WORK



Inspire

We curate and produce world class concert events, sharing new commissions and works from diverse artists, inspired by our connection to the ocean. We partner with well-known cultural and environmental organizations across the country to bring conservation to the forefront of audiences' minds. Post-concert, artists and audience join together in a volunteer activity designed to foster further engagement and connection to local conservation efforts.

Amplify

We also share our music on a more intimate scale with local organizations that are working toward our shared goals of sustainability and conservation. These projects amplify their critical work and use the power of music to connect with their audiences in a new way, growing a coalition of like-minded community members.

Educate

We focus on the vital younger members of our community with family-friendly community events. These projects inspire and educate the next generation of conservationists and aid in building a mighty community amongst our smallest citizens. We provide actionable next steps, connecting the dots to conservation action for audience members of all ages.

OUR ARTISTS

Our ensemble is flexible in size, featuring a rotating roster of world-class artists



Megan Conley
Harp



Shawn Conley
Bass



Christina Courtin
Violin, Vocals,
Composer



Colin Jacobsen
Violin



Maile Okamura
Dance



OUR PARTNERSHIPS

Ocean Music Action collaborates with conservation organizations and presenters, using our concert platform to support and amplify their work.

We Grow Hawaii

We Grow Hawaii is a student-led initiative with the goal of empowering youth on sustainable food advocacy. Ocean Music Action was invited to join the *We Grow Food Summit* at the Hawaii State Capitol on February 16th. Harpist Megan Conley performed as participants attended presentations, met with lawmakers, and enjoyed a lunch of locally-sourced ingredients.

East-West Center

Ocean Music Action musicians Megan and Shawn Conley performed for over 150 international students, sharing a program of ocean-inspired music paired with images by National Geographic photographer David Liittschwager, as part of the East-West Center program *The Exchange: Kinship and Reciprocity in a Changing World*. This concert was paired with a volunteer day in partnership with Malama Maunalua.



Houston Arboretum & Nature Center

This March, we continued our partnership with the Houston Arboretum, presenting *Harp and Hula*: an interactive family program of music from Hawaii. Families enjoyed nature-themed harp music, engaged in hands-on conservation-themed activities, and learned a traditional hula dance.

Waiau Elementary

Waiau Elementary School is a Title I suburban public school in Pearl City, Hawaii. It serves 473 students in Kindergarten through 6th grade.

At the invitation of 4th grade teacher Kirstie Kane, Ocean Music Action founder Megan Conley visited Waiau Elementary, performing for over one hundred 3rd and 4th grade students. The program featured music inspired by Hawaii's local flora and fauna, and included discussion about how we can each do our part to protect these creatures and our waterways.



Surfrider San Diego

Ocean Music Action partnered with Surfrider San Diego for a beach cleanup on June 1st in conjunction with our concert at the Institute of Contemporary Art in Encinitas, California. Our volunteers helped remove 99 lbs of trash from Ocean Beach, including 1290 cigarette butts and 836 plastic fragments.



Foster Botanical Garden

Foster Botanical Garden is the oldest of the five botanical gardens in Hawaii. Together, these gardens represent the largest and most diverse tropical plant collection in the United States. This July, Ocean Music Action performed at the Garden's *Midsummer Night's Gleam*, an annual free event that opens the gardens with music, dance, activities, and educational booths promoting organic gardening techniques and sustainable water management.

Mālama Maunalua

Ocean Music Action is thrilled to continue our partnership with Malama Maunalua for the third year in a row, joining students from the University of Hawaii and East-West Center for a huki in March that resulted in the removal of 1500 lbs of invasive limu, followed by a second volunteer day in April in conjunction with our performance with Hanahau'oli School.

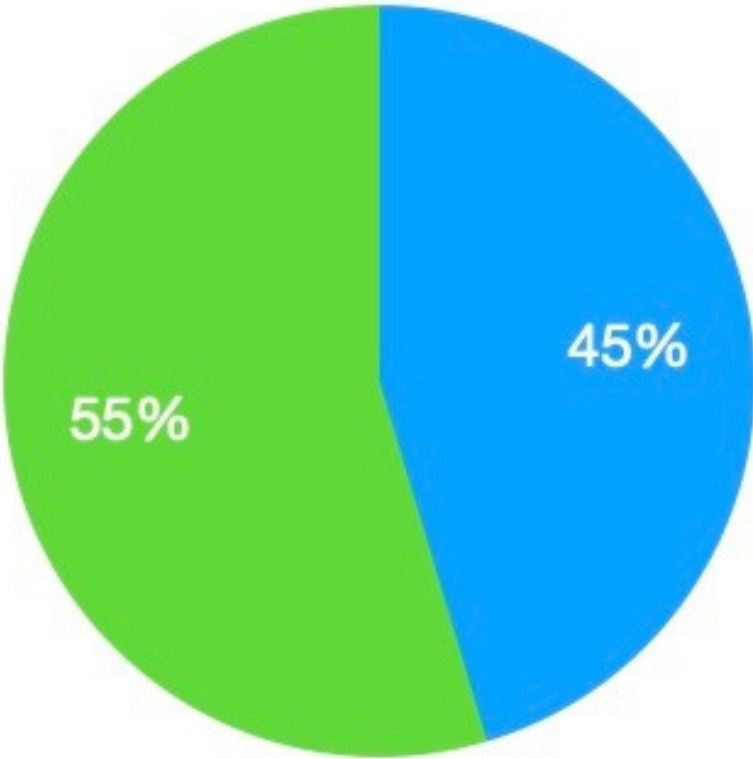


Yogarden

Yogarden's mission is to educate the community on the importance of growing our own food and living a healthy, sustainable lifestyle. OMA performed at Yogarden Holiday Market for the second consecutive year, supporting Yogarden's work and mission through a performance of festive holiday music. This sustainably-focused holiday market featured local artisans, farm to plate food, holiday crafts, and a keiki craft station.

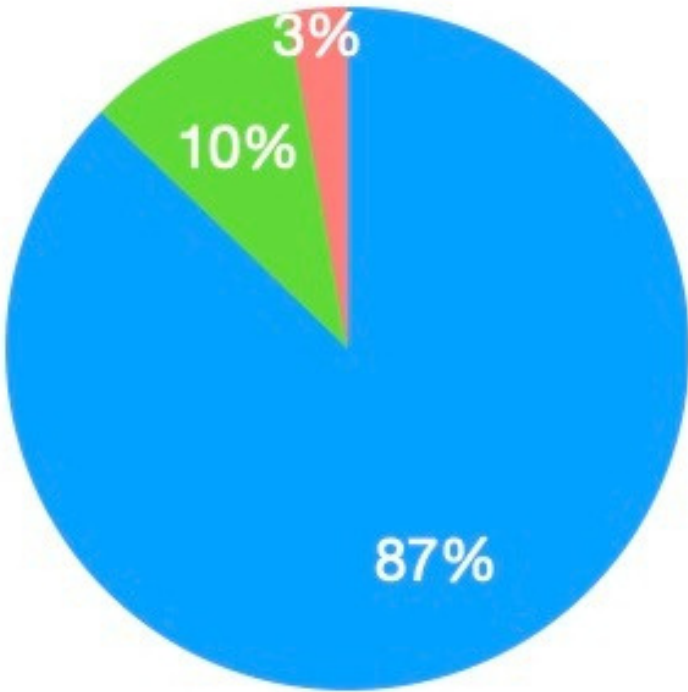
2024 FINANCIALS

Contributed Earned



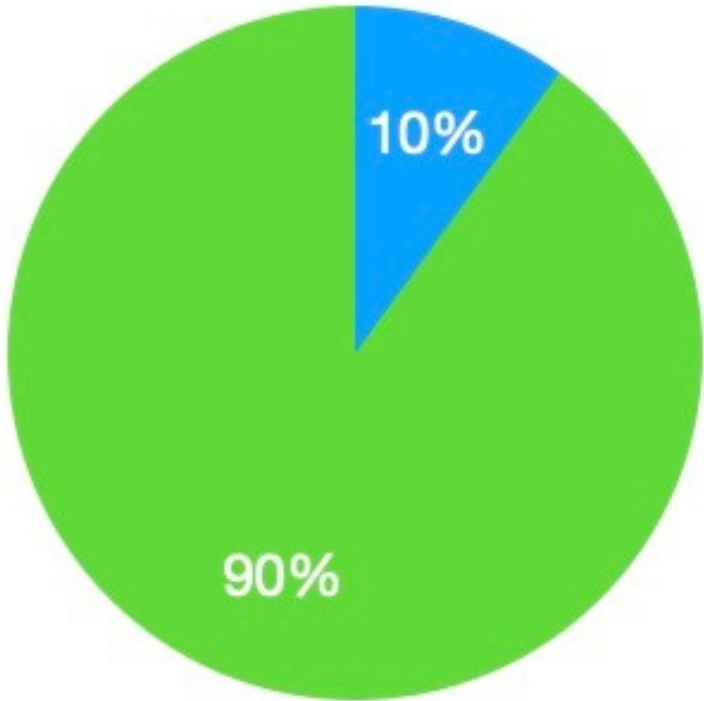
2024 Income

Artistic Operations Production



2024 Expenses

Operations Programs



Program vs Operation Costs

BY THE NUMBERS

12 Live Concerts

3 Community Volunteer Events

405 Students Reached

820 Total Audience Members Reached



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Adrienne Correa

Science Advisor

Professor of Environmental Science and Policy at
UC Berkeley; Founder and Co-Director of Berkeley
Center for Ocean Futures



WITH GRATITUDE

Our work would not be possible without the generous support of our donors. Thank you so much!

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THANK YOU