STCB’s Merchandise Philosophy
STCB has a small and carefully chosen line that is printed and finished by hand on Bonaire.

We have established a market niche that allows us to create significant long-term income for our conservation work.

This is part of a strategy to diversify STCB’s revenue streams to ensure the stability of our charitable mission to protect Bonaire’s sea turtles.
Revenue
Total revenue $170,850
- Merchandise gross profit
- WNF
- EZ
- DierenLot
- Bon Doet
- Donations
- Taxable services
- Office sublease
- Truck & Boat
- ABB

Expenses
Total expenses $182,936
- Personnel
- General expenses
- Housing
- Truck & Boat
- ABB

Gap in budget: $12,086

STCB MERCHANDISE
WIDECAST 2018
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Selling Value</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-Shirts</td>
<td>$11.22*</td>
<td>$25</td>
<td>$13.78</td>
</tr>
<tr>
<td>Hats</td>
<td>$10.74</td>
<td>$25</td>
<td>$14.26</td>
</tr>
<tr>
<td>Large Necklaces</td>
<td>$11.31</td>
<td>$30</td>
<td>$18.69</td>
</tr>
<tr>
<td>Small Necklace</td>
<td>$9.37</td>
<td>$20</td>
<td>$10.63</td>
</tr>
</tbody>
</table>

Profit per merchandise item in 2015
2015 survey; participants (n=75) view on the importance of 'eco'
The STCB custom clothing line is unique:

- We produce our own images and feature the STCB name
- Our line is partly produced by hand on Bonaire
- We support other conservation efforts
- We tell a conservation story
Reflects our mission and values:

• All of our clothing is made from 100% organic cotton;
• We engage local crafters: local people get economic gain from conservation
• We use high quality water-based inks to eliminate environmental problems associated with solvent-based inks
Our merchandise line consists of:
- T-shirts (short sleeve and long sleeve)
- Hats
- Necklaces (small & big)
- Hoodies
- Keychains
STCB merchandise is well-presented:

• The high quality, eye catching display is an integral part of our approach

• We use attractive tagging and literature to add value to the line
<table>
<thead>
<tr>
<th>STCB:</th>
<th>Vendor:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Provide and install the display unit</td>
<td>• Donate space for our display</td>
</tr>
<tr>
<td>• Have a representative visit the store regularly to check stock,</td>
<td>• Sell the STCB custom line of merchandise as ambassadors</td>
</tr>
<tr>
<td>clean the display and deliver new inventory as needed.</td>
<td>• Pass the full amount of sales back to STCB on a monthly basis (cash</td>
</tr>
<tr>
<td>• Take an inventory at the end of each month and deliver an invoice.</td>
<td>or bank transfer)</td>
</tr>
</tbody>
</table>
Why businesses join?

• To support the work of one of the most successful, highly-regarded conservation efforts on Bonaire
• To be recognized by their customers as a supporter of endangered sea turtles
• Because STCB merchandise will attract customers to their store
• Because STCB promotes their store in several ways (e.g. website, Facebook, Instagram, press releases, etc)