

**FINANCIALS**

Together we've mobilized, influenced, activated and inspired for change! We are tackling the debris crisis, educating on the ugly journey of our trash from land to ocean and highlighting the impact of marine debris through the #BeneaththeWaves campaign. Swift to shift gears in a time of need, support also fueled the work of an emergency marine debris removal crew in Vanuatu post Cyclone Pam.

**TOTAL DONATIONS**

Americas	EMEA	Asia Pacific
\$758,255 USD	£247,203 GBP	\$305,141 AUD

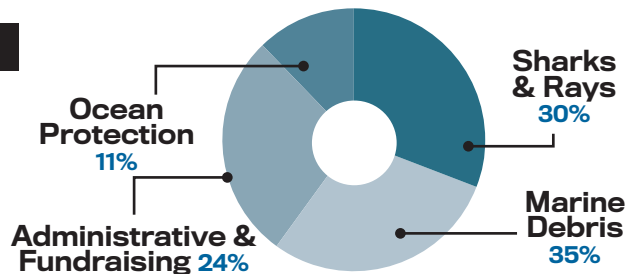
**TOTAL EXPENSES**

Americas	EMEA	Asia Pacific
\$611,536 USD	£277,869 GBP	\$264,219 AUD

**DONATIONS INVESTED IN SHARKS**

**30%**

In 2015, Project AWARE invested 30 percent of donations directly to shark and ray protection.



**DONATIONS INVESTED IN ADMINISTRATIVE & FUNDRAISING**

**24%**

of donations went to operations including raising funds for the organization and administration.



**DONATIONS INVESTED IN MARINE DEBRIS**

**35%**

In 2015, Project AWARE invested 35 percent of donations in tackling the marine debris crisis.



**DONATIONS INVESTED IN OCEAN PROTECTION**

**11%**

In 2015, Project AWARE invested 11 percent of donations in ocean protection through campaigns such as *10 Tips for Divers to Protect the Ocean Planet*.



**76%**

of every donation directly helped protect our ocean planet.

**SUPPORTERS**

Project AWARE supporters contribute through diverse channels. They respond to online appeals, as empathetic scuba divers and dive professionals. Don apparel, organize events and push their limits with endurance trials, helping make a clean ocean future a reality. We celebrate your support and generosity in 2015 and can't thank you enough!



# PROJECT AWARE FOUNDATION FINANCIAL REPORT 2015

As Project AWARE grows, the donor base grows too. Donations from people all over the world generously support the cause making vital conservation work possible. Here's some information about 2015 donors:

## 100% AWARE PARTNERS



# 336

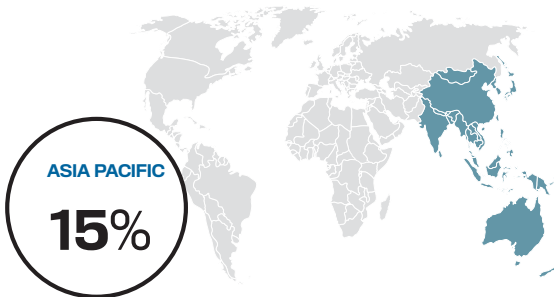
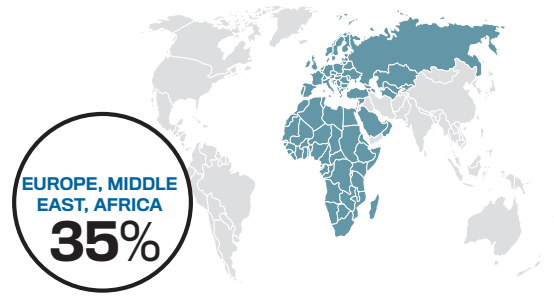
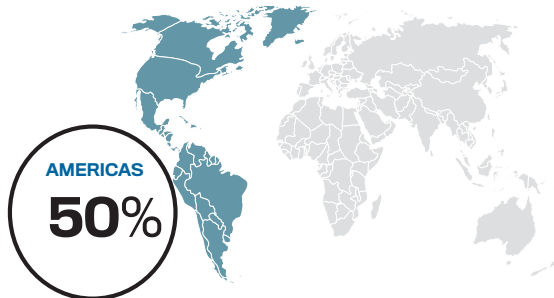
100% AWARE Partners who donate directly on behalf of their student divers to support ocean protection.

## SCUBA PROFESSIONALS

PADI MEMBERS DONATED EITHER THROUGH A PADI APPLICATION FORM OR PADI MEMBER RENEWAL.

# 11,277

## DONATIONS ONLINE: WHERE DO THEY COME FROM?



## DONORS ONLINE



# 2,813

PEOPLE  
DONATED  
ONLINE

## FUNDRAISERS

# 220

 FUNDRAISERS

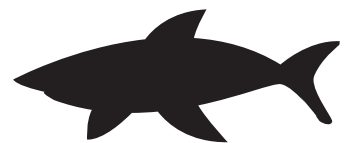
# 728

 TOTAL DONORS

# \$32,604

TOTAL RAISED  
(USD)

In 2015, fundraisers around the world got creative and swam like mermaids, donated their birthdays, ran marathons or created artwork underwater in support of ocean protection with Project AWARE.

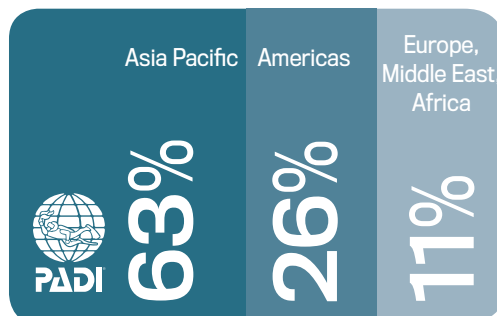


## CORPORATE PARTNERS

### PADI



IN 2015 PADI (PROFESSIONAL ASSOCIATION OF DIVING INSTRUCTORS) CONTINUED TO SUPPORT PROJECT AWARE WITH IN-KIND SERVICES AND CONNECT US WITH A NETWORK OF DIVERS AND PROFESSIONALS AROUND THE WORLD. PADI HELPS PROJECT AWARE RAISE FUNDS THROUGH PADI'S CERTIFICATION CARD PROCESSING SYSTEM AND MEMBER RENEWAL.



Percentage of students certified in regions around the world who received a Project AWARE version of their PADI Certification Card



### BONNIER CORPORATION

THE BONNIER CORPORATION SUPPORTS PROJECT AWARE WITH DEDICATED OUTREACH SPACE IN COMMUNICATIONS AND MAGAZINES INCLUDING SPORT DIVER, SPORT DIVER ASIA PACIFIC AND SPORT DIVER UK, HELPING PROJECT AWARE REACH TENS OF THOUSANDS OF READERS.

## THANK YOU

Protecting the ocean beneath the waves is unique and critical work. Infinite thanks to the global volunteers taking action to protect our ocean planet – one dive at a time.

Thanks to your generosity we are able to continue building on some of our amazing accomplishments of 2015 when we:

» Highlighted the devastating impacts of marine debris and emphasized the urgent need to find solutions to international political, academic and civil society figures as well as industry, philanthropy and nonprofit leaders at the Our Ocean 2015 conference.

» Trained and supported an army of volunteers to take action against underwater trash and save ocean wildlife anytime, anywhere. Dive Against Debris™ volunteers removed and reported more than 68,000 trash items from underwater environments in 2015.

» Fought to protect threatened sharks and rays – together we pushed to strengthen shark finning bans in the regional fishery management areas of the Atlantic and Indian ocean, advocated to put caps on catches of

blue and shortfin mako sharks and protect porbeagles in the Atlantic, and helped secure mandate for safe release of manta and devil rays caught in the tuna fisheries of the Eastern Pacific.

You can help continue this work in 2016 and beyond. Keep the positive momentum flowing and visit [www.projectaware.org](http://www.projectaware.org) to join the movement.

