

# PROJECT AWARE FOUNDATION

## FINANCIAL REPORT 2016



Project AWARE® is a global movement of change makers. We empower individuals from all walks of life to be agents of positive change to help sustain a vibrant, thriving ocean. We champion policy change and engage and activate a global volunteer community to fuel our conservation work.

Together, we made giant strides for shark and ray protection through the #Divers4SharksNRays campaign. With an overwhelming groundswell of public support – this incredible effort resulted in CITES Appendix II listings for 13 new species of sharks and rays, including the silky shark, thresher sharks and devil rays. Project AWARE also launched its newest initiative in the fight against ocean trash - Adopt a Dive Site™ - urging scuba leaders to engage in ongoing protection of local dive areas through commitment to our flagship citizen-science program, Dive Against Debris®.

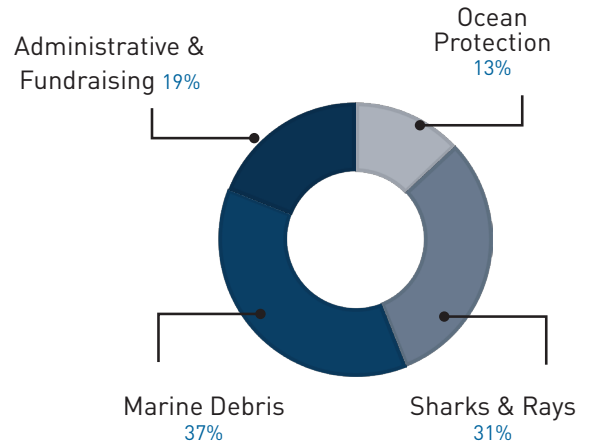
### TOTAL DONATIONS

Americas *	EMEA	Asia Pacific
\$660,868 USD	£231,115 GBP	\$319,662 AUD

### TOTAL EXPENSES

Americas *	EMEA	Asia Pacific
\$645,029 USD	£236,498 GBP	\$378,979 AUD

\* includes in-kind services



#### DONATIONS INVESTED IN CORE MISSION SUPPORT

# 19%

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



#### DONATIONS INVESTED IN SHARKS & RAYS

# 31%



In 2016, Project AWARE invested 31 percent of donations in protecting sharks and rays.



#### DONATIONS INVESTED IN MARINE DEBRIS

# 37%

In 2016, Project AWARE invested 37 percent of donations in tackling the marine debris crisis.



#### DONATIONS INVESTED IN OCEAN PROTECTION

# 13%

In 2016, Project AWARE invested 13 percent of donations in ocean protection through campaigns.



# 81%

of every donation directly helped protect our ocean planet.

## SUPPORTERS

Ocean protection depends on all of our actions, large and small. Now more than ever, Project AWARE supporters recognize that their local actions make a positive impact for our planet. When we come together for conservation, big change is possible. AWARE backers around the globe aren't afraid to get their hands dirty at events and fundraisers. They donate, join campaigns and provide in-kind support to realize our vision for a clean and healthy ocean planet. We have endless thanks for these inspiring people taking positive actions.

**BREAKDOWN**

**100% AWARE PARTNERS**



**379**

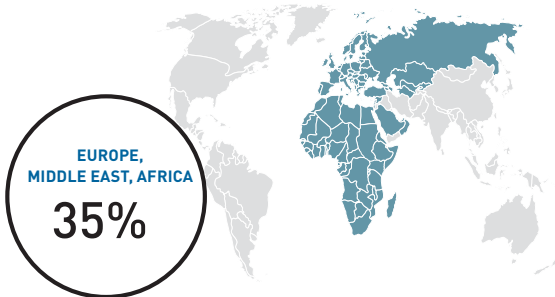
100% AWARE Partners who donate directly on behalf of their student divers to support ocean protection.

**SCUBA PROFESSIONALS**

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

**30,730**

**DONATIONS ONLINE:  
WHERE DO THEY COME FROM?**



**DONORS  
ONLINE**



**3,069**  
PEOPLE  
DONATED  
ONLINE

**FUNDRAISERS**

**191** FUNDRAISERS

**669** TOTAL DONATIONS

**\$54,639**

TOTAL RAISED (USD)

In 2016, Finathon® fundraisers united local communities to raise critical funds and awareness for the plight of our ocean and its wildlife. From school bake sales to sandcastle contests, mountain treks to marathon runs, Finathon events embrace the skills and interests of our diverse supporter network and empower people from all walks of life to take action for our ocean.

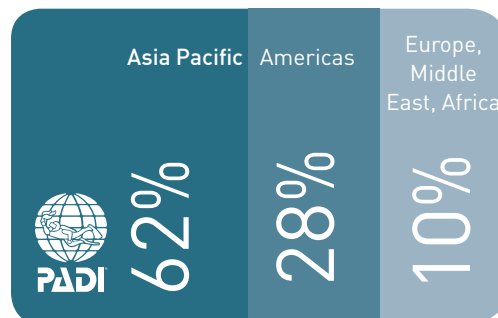


**CORPORATE PARTNERS**

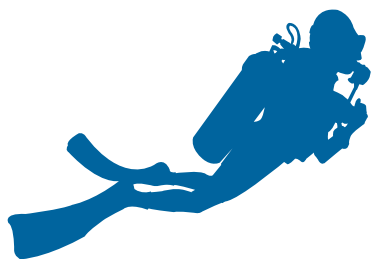


**PADI**

IN 2016 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, AND SPORT DIVER UK, HELPING PROJECT AWARE REACH TENS OF THOUSANDS OF READERS.

**THANK YOU**

Deepest gratitude to the global supporters and volunteers, united in our passion for the underwater world. Thanks to your generous help, we championed policy change to secure real and direct environmental victories and achieved so much more:

» Urged CITES parties to "Vote YES" to increase international trade controls for vulnerable sharks and rays by a CITES Appendix II listing for 13 new species of sharks and rays, including the silky shark, thresher sharks and devil rays.

» Adopt a Dive Site was launched - urging scuba leaders to engage in ongoing protection of local dive areas through commitment to our flagship citizen-science program, Dive Against Debris.

» Dive Against Debris divers removed and reported 154,788 items of debris from underwater environments, weighing 41,785kgs/92,121 lbs.

» Helped maintain a strong finning ban for the EU to continue promoting the 'fins-naturally-attached' best practice approach on a global scale.



Please stay in touch, learn more and continue to be a part of this critical work by visiting [www.projectaware.org](http://www.projectaware.org) to join the movement.