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

<table>
<thead>
<tr>
<th></th>
<th>Americas *</th>
<th>EMEA</th>
<th>Asia Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Donations</td>
<td>$660,868 USD</td>
<td>£231,115</td>
<td>$319,662 AUD</td>
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### TOTAL EXPENSES

<table>
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<th>Americas *</th>
<th>EMEA</th>
<th>Asia Pacific</th>
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<tbody>
<tr>
<td>Total Expenses</td>
<td>$645,029 USD</td>
<td>£236,498</td>
<td>$378,979 AUD</td>
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</tbody>
</table>

* includes in-kind services

### DONATIONS INVESTED IN OCEAN PROTECTION

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

### 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

- **19%**
  - 13% of donations went to operations including raising funds for the organization & administration.

### DONATIONS INVESTED IN CORE MISSION SUPPORT

- **81%**
  - Of every donation directly helped protect our ocean planet.

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.
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.
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.

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.

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 to join the movement.