

Project AWARE Foundation

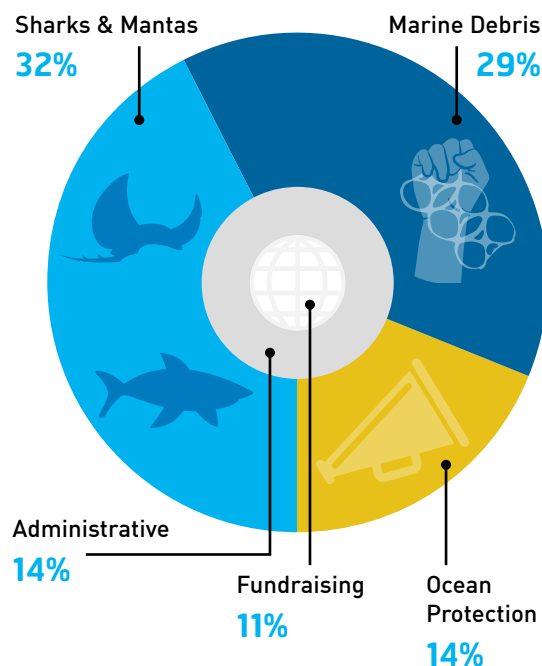
Financial Report 2017



Project AWARE® is a global movement for ocean protection powered by a community of adventurers. We connect the passion for ocean adventure with the purpose of marine conservation.

Together with our global community we took action, fins on and fins off, to create both local and global change for the ocean. In 2017, Project AWARE celebrated its 25th anniversary. It was a proud moment for our global community as we looked back on all that we have accomplished together. From its grassroots inception, Project AWARE has grown into a global movement for the future of our ocean planet. Together we have successfully removed 1 million items of trash, rallied our voices for historic safeguards for sharks and ray species and adopted over 300 dive sites globally. 2017 saw over 6,000 AWARE divers taking action in over 70 countries for a clean, healthy ocean.

GLOBAL OPERATING RATIOS



TOTAL DONATIONS

Americas*	EMEA	Asia Pacific
\$812,412 USD	£247,762 GBP	\$384,850 AUD

TOTAL EXPENSES

Americas*	EMEA	Asia Pacific
\$749,708 USD	£241,326 GBP	\$344,647 AUD

* includes in-kind services

DONATIONS INVESTED IN CORE MISSION SUPPORT

25%

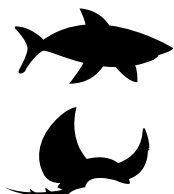
of donations went to operations including raising funds for the organization & administration.



DONATIONS INVESTED IN SHARKS & RAYS

32%

In 2017, Project AWARE invested 31 percent of donations in protecting sharks and rays.



DONATIONS INVESTED IN MARINE DEBRIS

29%

In 2017, Project AWARE invested 37 percent of donations in tackling the marine debris crisis.



DONATIONS INVESTED IN OCEAN PROTECTION

14%

In 2017, Project AWARE invested 13 percent of donations in ocean protection through campaigns.



75%

of every donation directly helped protect our ocean planet.



SUPPORTERS

As underwater adventurers, we often see what others can't - how quickly overfishing, pollution, and climate change can alter aquatic life, irreversibly destroying marine ecosystems that are vital to life on this planet. The AWARE community of volunteers and donors provide a unique voice for the ocean, bringing to the surface what's beneath the waves.

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BREAKDOWN

100% AWARE PARTNERS



396

100% AWARE Partners who donate directly on behalf of their student divers to support ocean protection. These committed partners impart the greatest ongoing financial support of Project AWARE's work.



SCUBA PROFESSIONALS

PADI members either donated through a PADI member application form or member renewal.

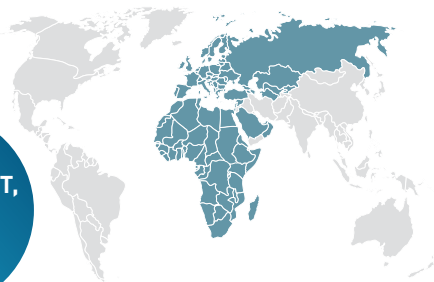
30,730

DONATIONS ONLINE: WHERE DO THEY COME FROM?

AMERICAS
59%



EUROPE,
MIDDLE EAST,
AFRICA
32%



ASIA PACIFIC
8%



DONORS ONLINE



2,803

PEOPLE
DONATED
ONLINE

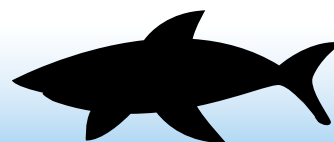
FUNDRAISERS

185 FUNDRAISERS

912 TOTAL DONATIONS

\$74,870
TOTAL RAISED (USD)

2017 global fundraisers put their passion to work for ocean protection by taking on a Tough Mudder or went all out with a marathon. Supporter's inspired us by their dedication by going to lengths to shave their dreadlocks or obtained sponsorship to go plastic free for a month. It's an honor to benefit by continual creativity.



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CORPORATE PARTNERS

PADI

In 2017 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.



ASIA PACIFIC
56%



AMERICAS
33%



EUROPE, MIDDLE
EAST, AFRICA
11%



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

THANK YOU

In 2017, we invested in technology to advance our growing citizen science programs. In response to the needs of our dedicated volunteers, we launched a new smartphone app to enable Dive Against Debris® participants across the world to easily record information. Dive Against Debris surveys not only reduce the amount of pollution in the ocean, they also build a global dataset of underwater debris that enables us, alongside our partners, to advocate for a return to a clean ocean.

We also continued to advocate against the overfishing of sharks and rays. Through education and awareness, we rallied support for some of the most vulnerable shark species by bringing much-needed attention to the State of

the Global Market for Shark Products and launching the world's first-ever guidelines for shark and ray tourism operators - Responsible Shark and Ray Tourism: A Guide to Best Practice. These are just a few accomplishments that wouldn't be possible without the passionate community that work alongside us to fight for a return to a healthy ocean.

Together we are Project AWARE - Where Conservation Meets AdventureSM



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.