

**PROJECT AWARE®**

# **FINANCIAL REPORT**



# 2019

From securing important trade restrictions for vulnerable marine species to expanding our global citizen science movement, Project AWARE supporters' individual actions collectively accelerated our conservation goals and advanced our vision for a return to a clean and healthy ocean.

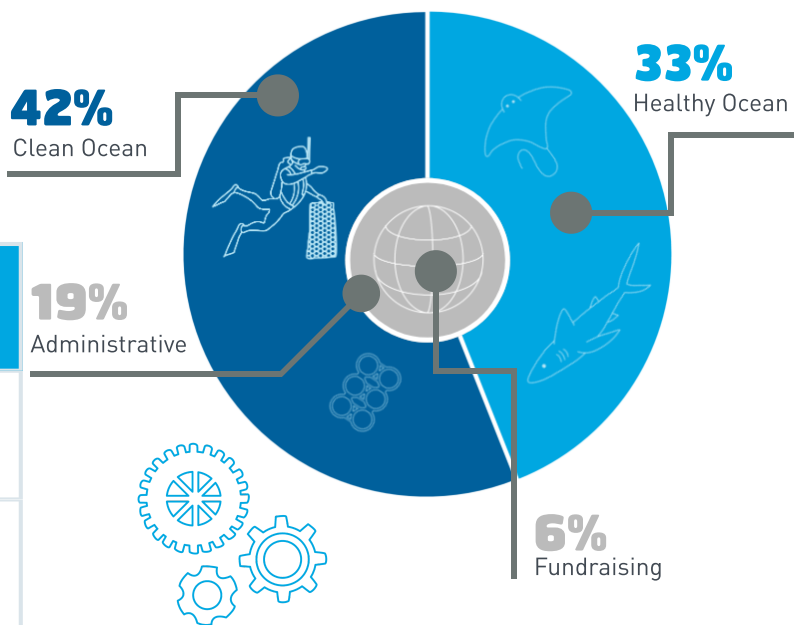
Each and every achievement was made possible by the generous support and direct actions of our supporters across the globe. Through careful financial planning, and auditing, Project AWARE ensures that every contribution achieves maximum impact for the ocean.

- With offices located in Australia, United Kingdom and the United States, we take action to create both local, and global change for the ocean and the communities who depend on it.
- Our local actions collectively protect the most vulnerable marine species and decrease pollution.
- Project AWARE is registered as an independent 501 (c)3 nonprofit organization in the U.S. and has formal charity and nonprofit status in the United Kingdom and Australia.

OFFICES	TOTAL DONATIONS	TOTAL EXPENSES
Americas	\$856,528	\$1,083,572
EMEA	\$416,760	\$529,079
Asia Pacific	\$301,784	\$214,682
TOTAL	\$1,620,073	\$1,827,333

## GLOBAL OPERATING RATIOS

Every contribution achieves maximum impact for ocean protection



“ We couldn't do this critical work without the support of our partners, donors, global community, staff and Board of Directors. ”

*Danna Moore*  
Project AWARE Director, Global Operations

DONATIONS  
INVESTED IN CORE  
MISSION SUPPORT

**25%**

of donations were invested in raising vital funds for the organization and administering the day to day needs of our global operations



DONATIONS  
INVESTED IN  
HEALTHY OCEAN

**33%**

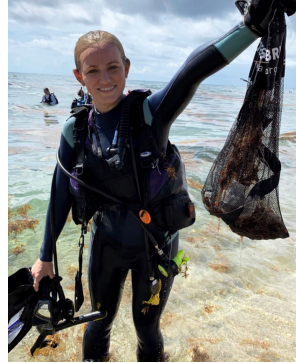
of donations were invested in community and policy actions aimed at protecting vulnerable marine species



DONATIONS  
INVESTED IN  
CLEAN OCEAN

**42%**

of donations were invested in community and policy actions aimed at tackling the global marine debris crisis

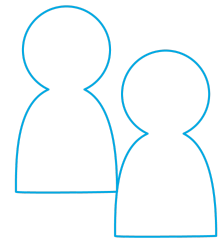


**75%**

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, individuals recognize that their local actions can and DO make a positive impact for our planet. When we come together for conservation, big change is possible. Our community were amazing financial partners to us throughout 2019.

## 100% AWARE PARTNERS



In 2019

# 525

100% AWARE partners raised over **\$296,000** providing vital funds to fuel our conservation work



## FUNDRAISERS

In 2019

# 416

fundraisers came together to raise **\$139,000**



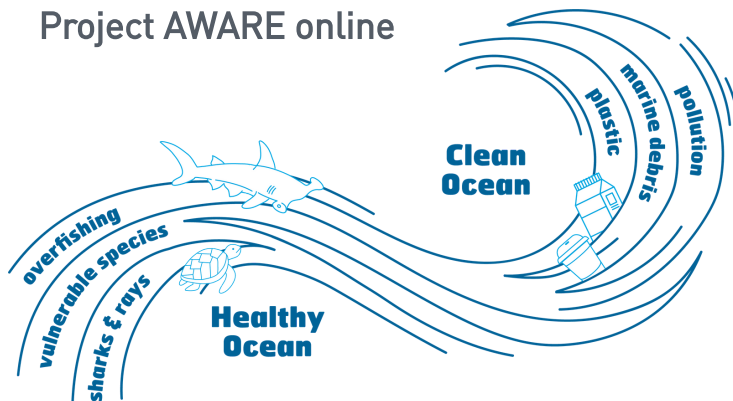
## ONLINE GIVING

In 2019

# 4023

People donated to Project AWARE online

**DONATE**



## DONATIONS ONLINE

WHERE DO THEY COME FROM



# 48%

AMERICAS



# 22%

EMEA



# 30%

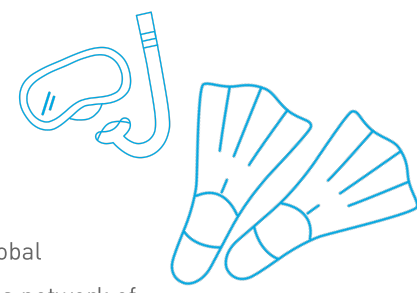
ASIA PACIFIC



## CALL TO ACTION

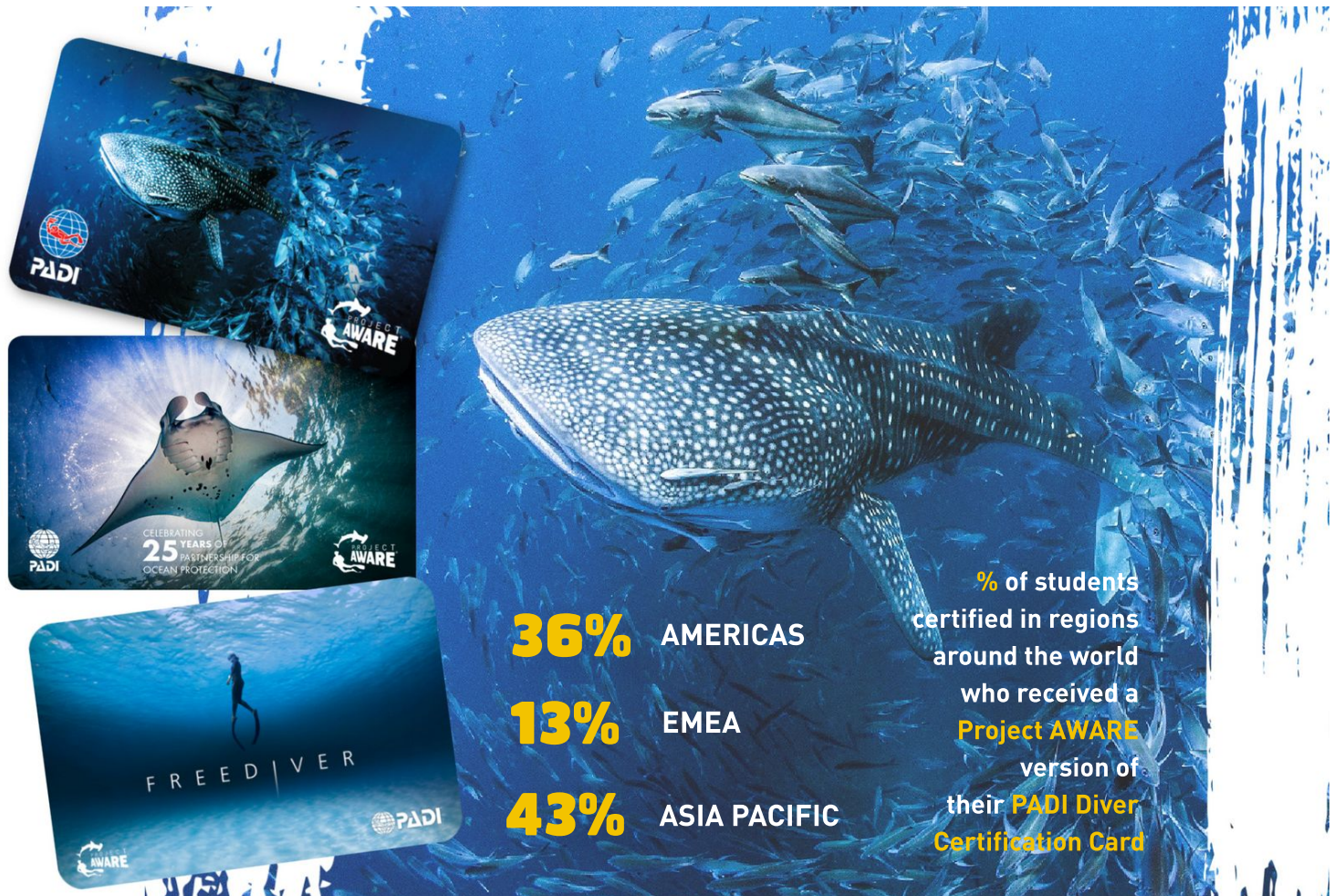
[Download Project AWARE's 2019 Full Impact Report](#)

# MAKING EVERY DIVE COUNT



## PADI® and PADI Dive Community

Our partnership with PADI and PADI Professional Members around the world is essential in powering our global conservation activities and programs. PADI supports Project AWARE with in-kind services, connects us with a network of divers and professionals around the world, and helps us raise donations. and awareness for our conservation work. Project AWARE relies heavily on donations facilitated through PADI's student certification card processing system and PADI Pros Member Renewal.



**36%** AMERICAS  
**13%** EMEA  
**43%** ASIA PACIFIC

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

# THANK YOU

“ Project AWARE’s work in 2019 enabled the growth and conservation wins necessary to reach our future goals and overall vision.

We thank each and every one of our supporters for creating positive change for our ocean planet in 2019.

We thank you for investing in a future where the ocean no longer needs protecting. ”

*Danna Moore*

Director, Global Operations

We are proud to be recognized as a financially accountable, transparent and results-oriented organization.

Please stay in touch, learn more and continue to be a part of this critical work. Join the Movement.

**WWW.PROJECTAWARE.ORG**



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