

Protecting Our Ocean Planet – One Dive at a TimeSM

PROJECT AWARE FOUNDATION ANNUAL REPORT 2011

www.projectaware.org





Project AWARE Foundation is a global movement of scuba divers protecting our ocean planet - one dive at a time. Focused on the critical issues of Sharks in Peril and Marine Debris, Project AWARE empowers thousands of divers in more than 180 countries to work together for a clean, healthy and abundant ocean planet. Project AWARE Foundation is a registered non-profit organization in the United States, United Kingdom and Australia.

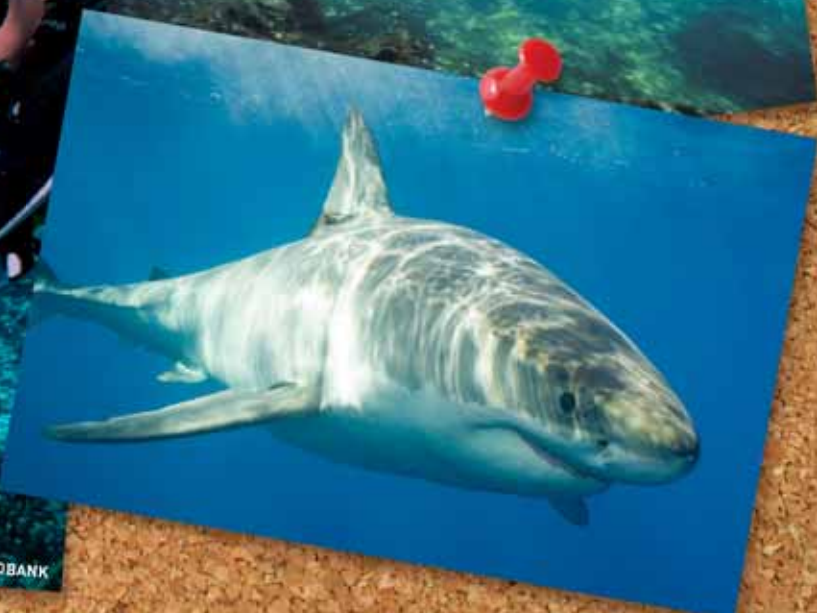
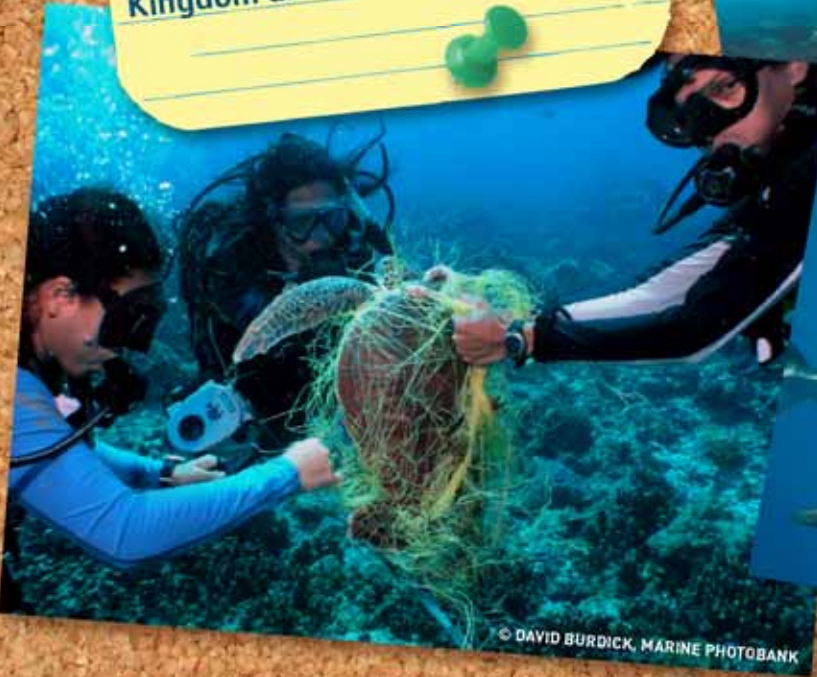


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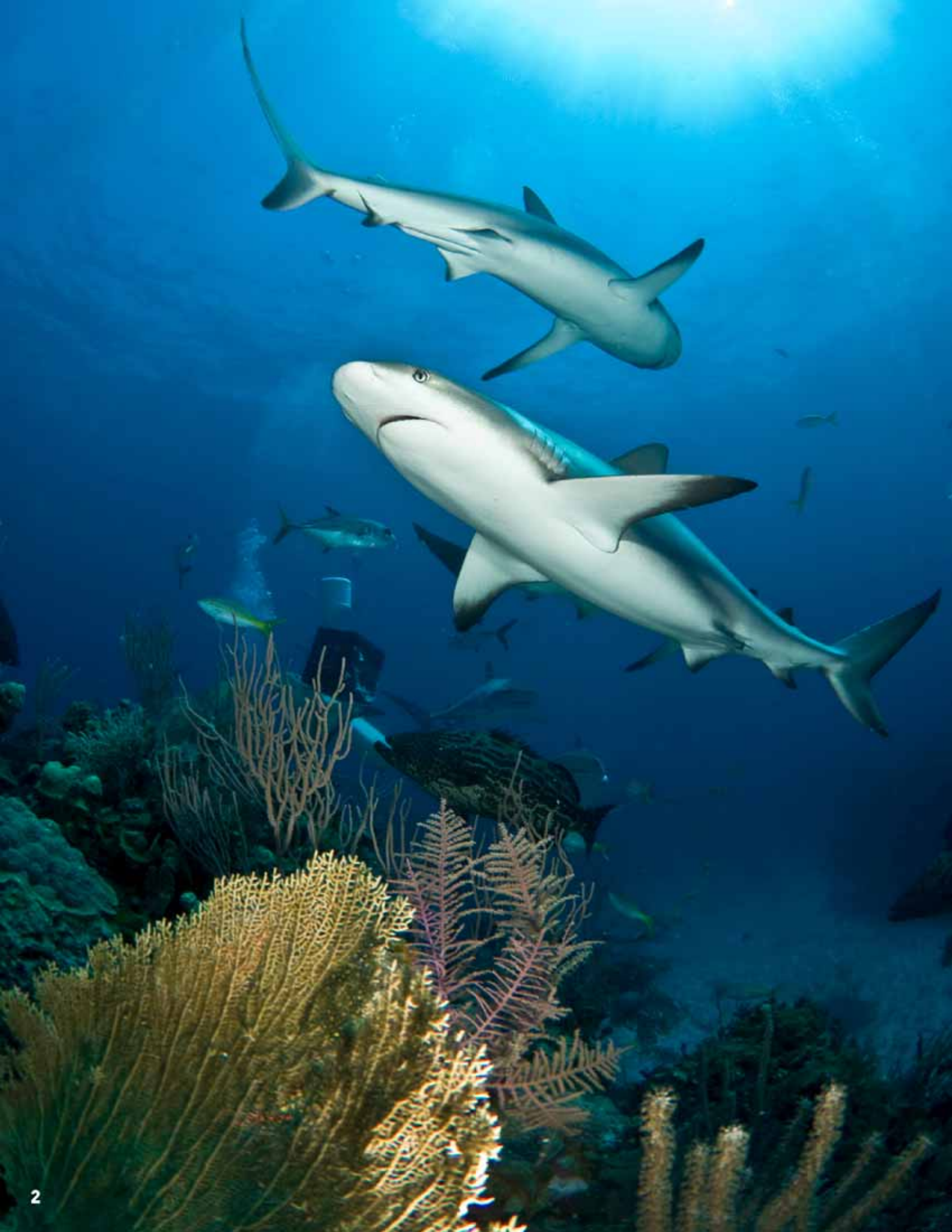
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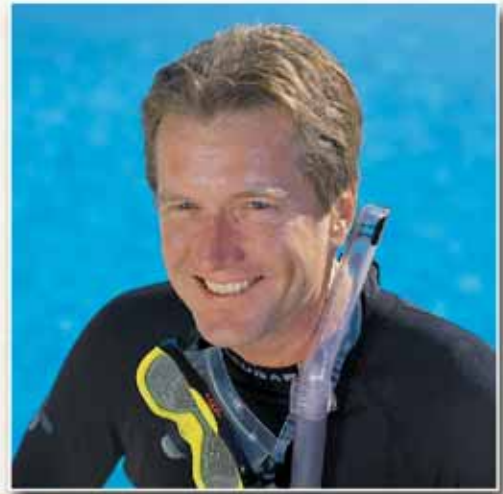
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Message from the Chairman

Igniting a Global Movement



Dr. Drew Richardson
Chairman
Project AWARE Foundation

What a year it has been – a whirlwind of growth, innovation and change. In 2011, Project AWARE made the boldest move of all, it relaunched the entire organization, rolling out on 8th June (World Oceans Day) with a new logo, new mission, vision and focused strategies for the ocean's future.

Although it was an exciting and rare opportunity, it was clear that a major shift for the organization – inside and out – wasn't going to be easy. But it was time to take a stronger stand. Today, the landscape for conservation has shifted and we must shift with it. With so many converging ocean challenges, spanning from sea floor to surface, and affected even the most remote marine environments of the world, the time is now for bigger, bolder actions to affect large-scale, long-term change.

Such changes are fueled by individual actions of connected people, but cannot be achieved without high level, complex policy changes. We need laws that change how critical marine species like sharks are protected and how we consume, create and dispose of waste that pollutes our ocean planet.

In 2011, Project AWARE re-focused attention on two critical ocean issues where our movement of divers and ocean leaders can help influence change:

- **Vanishing Species**

We must stop vital marine species from vanishing around the globe and put effective protections in place for some of the ocean's most vulnerable animals – sharks, mantas and devil rays. These animals play a pivotal role in an abundant and diverse ocean.

- **Marine Debris**

We need to see the end of marine debris killing the creatures we love, choking ocean habitats we treasure, and littering our dive sites. We want a clean, healthy ocean.

Thank you for standing together with us for a clean, healthy ocean future.

Sincerely,

A handwritten signature in black ink that reads "Drew Richardson". The signature is stylized and cursive.

Dr. Drew Richardson
Chairman, Project AWARE Foundation

7 Breakthrough Moves on the Road to Victory

In the last couple of decades, Project AWARE experienced a massive leap forward in the way we tackle ocean issues. In the 90s, education and awareness were the primary tools. People needed to know about the rapidly declining status of our coral reefs and fragile marine species. We did it the best way we could with the tools available: face to face and pen to paper. As we grew, we built a tremendous network, rallied diver support and advocated with governments. We trained dive professionals, community leaders and dive volunteers. Soon, we ventured onto the web, and in some areas, television.

Today, technology is in nearly everyone's lap, giving near-universal online access. This changes how we build a movement, how we accomplish our mission and most importantly, allows divers and advocates a much greater role to play in influencing measurable change for the ocean.

2011 was dedicated to paving the way for the future.
Project AWARE's top 7 breakthrough moves:

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Set Our Sights On Specifics

Ocean issues are some of the most complex challenges we face today. To see results, we need to think big – while narrowing our focus at the same time. No single group or organization can meaningfully address all ocean issues. By narrowing our attention to two areas where divers can have a real, measurable effect – **sharks and marine debris** – we have guideposts for a more powerful, connected global movement in the years ahead.



Moved The Ocean Planet

Project AWARE isn't your average environmental movement. We're the largest, most diverse movement of passionate divers on earth – **800,000 strong and growing** – pursuing a strategic, ambitious plan for the ocean. To frame this united movement, Project AWARE embraced a stronger mission, vision, strategic plan and goals. We overhauled our look and feel, including a new logo, to clarify our unique organization. We knew exactly where we wanted to go, and we made changes to strengthen our position and be more visible.



Goals:

An abundant ocean rich in diversity

Focus area: shark conservation

- **GOAL:** *To end unsustainable shark fishing, increase protection for vulnerable shark species and reverse the drastic decline of shark populations worldwide.*

A clean and healthy ocean

Focus area: marine debris

- **GOAL:** *To provide the underwater perspective of marine debris impacts, take action to reduce waste, improve waste management practices, end littering and prevent debris from entering the ocean.*

3

Tackled Tech

Improving any nonprofit organization's online presence is a feat in itself. In order to properly connect, engage and empower the movement – anytime, anywhere – vast improvements were in order. Our online solutions not only included a fresh, new website and technology platform to better serve and inform at high speed, but also an integrated eco-community, **My Ocean** to connect and engage advocates 24/7.

My Ocean is a common ground made up of nearly 10,000 concerned divers, scuba professionals and leaders – and it's growing. It's a place to throw your environmental hat in the ring. It's where people from all “dives” of life, speaking in virtually every language, connect and share on the ocean issues that matter most. They create community events and place them on the new **AWARE** Action Map to rally volunteers and submit underwater data. All of these online improvements come together, amplify in My Ocean and help fuel the larger-scale victories we aim for.



You've engaged local communities, shared your views, triumphs and stories on My Ocean and dove straight into the cause. Thank you!

A platform to speak out

"I first became aware of the Foundation in the early stages of my PADI certifications. I felt that I shared similar values and goals and was keen to be involved in AWARE activities. But more recently Project AWARE has inspired new actions for us and a new way of thinking. It has given us a platform and connection to share our knowledge with the rest of the world.

"I'm the Director of Dive Downbelow, Malaysia and our staff regularly blog about our latest conservation actions. My Ocean makes it easy to spread the message, post blog stories, photos and videos and create actions or events. AWARE is active worldwide and its influence on a global scale is transparent and can be monitored by our divers and volunteers. Many of our customers love to see themselves in the "limelight" so by being able to publish events on an internationally recognized website such as My Ocean more volunteers can join our programs and share the links with friends through social media."

Richard Swann, Dive Downbelow, Malaysia



Connect, share and learn

"My Ocean is a great resource to connect our divers together, past, present and future, and to keep them aware on an ongoing basis of the environmental activities we are involved in around Utila.

With the ability for divers to tweet, like and share actions on My Ocean, our blog posts have been shared through the social networking scene far and wide. My Ocean helps us to grow our awareness by providing a channel to reach new divers, who are interested in diving with us and getting more actively involved in our environmental activities. My Ocean lets us know what other operators are doing to protect their local areas, and we have learned some neat tricks because of this."

Andy Philips, Utila Dive Centre, Honduras



Conservation isn't done in isolation

"When Project AWARE first announced they were changing I was nervous. But when I saw the new look, logo, mission and ambitious goals I was so relieved! I fell in love with Project AWARE all over again. Then I discovered My Ocean and I got really excited! Our conservation actions could be linked to social media, through an environmental network and essentially targeting the next generation.

"At Ban's Diving Resort we were already very active in eco projects for the island and local reefs. But I began to realize that although cleaning up our local beach is a great effort, in order to fight the real global problems we needed to link our actions to those of a larger organization. Ban's Diving Resort is one of the highest certifying dive centres in the world, with over 14,000 students a year. We can't let these numbers go to waste so we decided to change our strategy and put our full force behind Project AWARE. Linking our actions all around the globe with other dive centres and divers – now that can really make a difference."

Marcel van den Berg, Ban's Diving Resort, Koh Tao, Thailand



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Shifted The Power for Sharks and Manta Rays

In 2010, Project AWARE reported the devastating and underpublicized blow to vulnerable shark species. Against scientific advice and conservation needs, eight of the most threatened and endangered shark species were *denied* protection under the **Convention on International Trade of Endangered Species of Wild Fauna and Flora (CITES)** – one of the world’s largest and most effective conservation agreements.

While Project AWARE was winning for sharks on many regional scales, CITES failures, a key to protecting sharks from the devastating effects of international trade that knows no boundaries, was a devastating loss. During the remainder of 2010 and throughout 2011 these results fueled our resolve to align a stronger, global action plan for sharks, including protections for sharks and manta rays at the next meeting of countries who are members of CITES in March 2013.

Sharks continue to suffer a serious image problem. So this year, we turned up the volume on shark issues, uniting nearly **80,000** shark advocates who signed our “Give Sharks a Fighting Chance” petition. We pounded the pavement; meeting with influential government officials and representing divers, a large and powerful economic constituency, on a global stage. We continued our work as a **Shark Alliance** Steering Committee Member in Europe, working with the **European Union Commission** to close major loopholes in shark-finning regulation in some of the world’s largest shark fishing nations.

Time is not on our side when it comes to shark protection. In 2011, we launched the **AWARE Shark Conservation Diver Specialty** to train divers on shark protection and turn students into informed and passionate shark advocates who take action to protect the world’s most vulnerable sharks.

Launch of the **AWARE Shark Conservation Distinctive Specialty Course**

"I support Project AWARE because they represent the voice of divers at the highest levels. We must stop wiping out our sharks before we hit the point of no return. When I first read the AWARE Shark Conservation Study Guide I was horrified by the number of sharks killed every year. The figures were very sobering. It makes you want to act to protect them, NOW! I teach AWARE Shark Conservation to inform our divers of major ocean protection issues and tell them how they can act locally and internationally to protect sharks.

Awareness is the first hurdle. Once people see the damage done by taking too many sharks and the massive reduction in shark populations, they look at things differently and change their perception. Sharks have a really bad public relations rap. With this course we can help change that."

Lee Green Perth Scuba Australia, AWARE Shark Conservation Course Instructor



AWARE Divers Help Create Marine Reserves in Australia

The Coral Sea is one of the last remaining places on earth where large marine animals are still found in great numbers, but less than one percent is protected from extractive industries. In 2011, the Australian Government released a draft plan for a new Coral Sea Marine Reserve and thousands of AWARE divers joined the fight, making submissions to the Australian Government to protect some of the sea's most ecologically valuable areas and create safe zones for sharks.

Project AWARE also worked alongside coalition partners in the Save Our Marine Life campaign to create a network of marine reserves in south west Australia. In these cool waters as much as 90 percent of marine life is found nowhere else on earth. Great white sharks patrol here and grey nurse sharks hang out in shallow sand gutters. Both species are listed as Vulnerable in the IUCN Red List of Threatened Species.



Global Rally for Sharks

Our goal is to end unsustainable shark fishing, increase protection for vulnerable shark species and reverse the drastic decline of shark populations worldwide. Thanks to the support of shark advocates and divers across the globe over 80,000 people signed the Give Sharks a Chance Petition in 2011. The first annual **Big Shark Shout Out** event set communities in action and raised a global rally cry for dwindling shark populations, overfishing and shark finning with petition drives, fundraising events and shark education courses.

"We must take immediate and widespread action to conserve shark populations. When sharks are eliminated the ecosystem becomes unbalanced, with significant and far-reaching effects on the ocean. When our divers sign the petition, we know Project AWARE will use their influence to leverage with leaders internationally to make positive changes to shark policy. We teach the new AWARE Shark Conservation Distinctive Specialty and I'm proud to make donations to Project AWARE shark protection projects. We raised \$2000 during the 2011 Big Shark Shout Out."

Sue Gibbins Calypso Dive Resort, Philippines



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© NEC DIVE SHOW, BIRMINGHAM, UK



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© MAYAN DIVERS, ROATAN, HONDURAS

Went Big for Marine Debris

It may seem like we've been talking trash for decades. But in 2011, we went huge. We created an entirely new **Dive Against Debris** survey program, exclusively for divers. To date, nobody else in the world collects underwater debris data at this scale.

How is Dive Against Debris different from the classic cleanups of the past? Despite all kinds of data collected about the marine realm, little is known about marine debris underwater. Dive Against Debris is a year-round, any time, any dive survey that, when repeated over time, can provide useful information to world leaders about this out-of-sight-out-of-mind threat to the ocean. Over time, it can provide actionable data that local AWARE leaders can use to help improve management and prevent debris from entering the water.

But there are no results without ongoing participation and data contributed by diving volunteers, or citizen-scientists. So in 2011, Project AWARE also constructed a universal database, new survey training tools and a brand new data card to produce effective underwater results.

To capture that special time of year when divers everywhere love to Dive Against Debris, Project AWARE launched the first annual **Debris Month of Action** in September 2011. More than 400 events were held underwater, rallying local communities into action across the globe.

Dive Against Debris

Divers share the Project AWARE vision for a clean and healthy ocean planet

The **Underwater Scavenger Hunt** competition kicked off Project AWARE's all new, year-round Dive Against Debris survey in June 2011 to see who could report the most debris data and have fun doing it. Over the next six months 419 Dive Against Debris surveys were submitted online to provide an underwater perspective of marine debris and hundreds of divers used their unique skills to help keep our ocean free of debris. Giving the new program extra momentum, September launched the first annual **Debris Month of Action**.

"I pledged to Dive Against Debris every day for two weeks in July. Spectacular coral reefs line the shores off the Balinese island of Nusa Lebongan, sadly, every time I dive I see rubbish. The dive community has a very important role to play and that's why I regularly Dive Against Debris with students. I worry about how our ocean will survive unless we turn the tide which is why I support Project AWARE and the fight against marine debris.

"Together we can protect the ocean we love through the work of the Project AWARE Foundation. Everyone can clean up locally but donations to the cause also help Project AWARE take action on a global scale."

Sarah Wormald, Winner Underwater Scavenger Hunt, Dive Against Debris 2011

Debris Month of Action Photo Contest 2011

1 month, 159 photo submissions, 8 finalists and more than 1000 votes

"Pick it up! You don't have to do a cleanup dive every day. But if you bring just one piece of garbage up every time you dive, you'll make a real and lasting contribution towards a better marine environment. And of course - don't ever throw stuff in the water in the first place!"

Christian Skauge, Norway Photo Contest Winner "Underwater Recycling".





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© ALAIN FEULVARCH



© EMPEROR DIVERS



© BART KLUSKENS



© MICHAEL BAKICH



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© L DINRATHS

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© CAPTAIN MORGAN'S JEWEL, GAY UTILA CAUSEWAY ISLANDS, HONDURAS

Hit the Pavement and Connected the Dots

Project AWARE doesn't get involved in policy work because it's easy or to gain media attention. We get involved because diver voices matter and they must be heard where it matters most. Only the changes in our laws, coupled with our direct actions on the ground, can propel the changes we need for the ocean.

Pressing for policy change is a slow and intricate process. We're a small, global team with limited resources. So we're hitting the pavement targeting policies and countries where we believe divers can make the biggest difference. And we're working with experts in shark conservation and marine debris fields and forming strategic partnerships and alliances.

Important Win for Mantas

November 2011, in coordination with our partners and with your support, Project AWARE helped safeguard the globally threatened giant manta ray under the Convention on Migratory Species of Wild Animals (CMS). Divers can play a pivotal role in their protection as manta based tourism may hold the key to implementing manta protections around the world.



Sharks

In 2011 we continued to set our sights on **CITES**. On the road to the CITES meeting in 2013, we traveled, met with CITES representatives and represented divers' case for sharks in the United States, Australia, Germany and United Kingdom. Why choose an international trade treaty that most of us have never heard of? Because monitoring and controlling international trade in sharks, in addition to the much needed fisheries management, can give us the biggest bang for the buck in terms of safeguarding shark populations globally. Also, CITES is the largest, most effective wildlife conservation agreement in existence. CITES-listed species are subject to strict trade controls and verifications. For highly endangered species, commercial international trade can essentially be shut down. To date, more than 30,000 species of plants and animals are listed under CITES and the agreement has been a major factor in the recovery of the Nile Crocodile, the South African white rhino and some populations African Elephants, for example.

In addition, we also continued to tackle the shark finning loopholes around the globe. Finning, the act of slicing off a shark's fins and discarding the body at sea, continues to decimate shark populations. A few victories of note are the AWARE supported and long-awaited European Commission proposal to close loopholes in the **European Union shark finning ban** and the passing of the **US Shark Conservation Act**. Work here continues and we hope for the passing of the final EU regulation in the fall of 2012 and continue work to close an important spiny dogfish fishery exemption in the US Shark Conservation Act - but the progress in 2011 was huge.



EU Shark Finning Milestone

During **European Shark Week 2011** and Project AWARE's **Big Shark Shout Out** events 15 -23 October, more than 165,000 Project AWARE and Shark Alliance member supporters called on European Union (EU) Fisheries Ministers to protect sharks from finning and over exploitation.

Efforts in 2011 brought us even closer to making shark protection in Europe a reality. Given the EU's influence on international fisheries policies, improvements in EU shark policies are critical for securing a brighter future for sharks not only in Europe but around the world.

"The Commission and recent Council's support of a strengthened EU finning Ban (by removing the allowance for special fishing permits) is a fantastic milestone. The proposal still needs the support of the European Parliament before it can become law. There will still be a hard lobby against it so we'll have to push hard again in the coming months," commented Suzanne Pleydell, Project AWARE Director, who went to Brussels to welcome the proposal and met with UK fisheries minister Richard Benyon to hand over the petitions.



CITES

The international trade in wild plants and animals is estimated to be worth billions of dollars a year and in too many cases, threatens species survival. For sharks – which are sought for fins, meat, oil, teeth and cartilage – regulation is sorely lacking for almost all trade. It's high time that threatened and highly traded sharks and rays get the protection that many terrestrial plants and animals have received from CITES.

While CITES has helped to save a myriad of terrestrial species, the effort to add sharks and marine fish to CITES is still relatively new ground and has resulted in difficult battles. Although the tide is turning, and basking, whale and great white sharks were added in the last decade, there is still often vigorous opposition to the listing of commercially valuable fish under CITES.

Your diver voice helps to:

Encourage the U.S., European Union and Australia to continue championship of CITES shark attention by developing and coordinating sound listing proposals for the most deserving species.

Achieve the two-thirds majority support needed for CITES success. Together, we're reaching out and demonstrating solid arguments for change with unconvinced CITES delegates - including diving-based economic benefits of living sharks and ecotourism.



Sharks on Tour

8th June 2011, World Oceans Day, marked the launch of Sharks on Tour, a one year campaign aimed at connecting divers on shark issues globally. Shark mascots, Finn and Finley, travelled the world visiting 20 countries and raising the profile for sharks during many dive community actions and events. Most importantly, Sharks on Tour helped secure thousands of shark petition signatures from all corners of the globe.



© FINN & FINLEY

Marine Debris

We also pressed forward, keeping marine debris issues at the top of ocean policy agendas. Project AWARE aligned with **United Nations Environment Programme (UNEP)** and National Oceanic and Atmospheric Administration (NOAA) to become part of the team developing the **Honolulu Strategy** – a global framework for prevention, reduction and management of marine debris. Beyond this, we co-sponsored and participated in the **5th International Marine Debris Conference**, a long overdue meeting of scientists, activists, nonprofits and policy-makers to put marine debris front and center of emerging ocean issues.

Project AWARE also became a founding member of the **Trash Free Seas Alliance** and the multi-agency **Tsunami Marine Debris** working group. In these new partnerships, we're advancing debris solutions locally and globally.



© OPHIA



© THE DIVE BUS, CURAÇAO

5th IMDC and the Honolulu Strategy

Project AWARE took the support and voice of the dive community to Hawaii for the 5th International Marine Debris Conference (5IMDC) in March 2011. There, AWARE staff acted as conference rapporteurs to contribute to the *Honolulu Strategy*. The strategy provides a framework for a comprehensive and global effort to reduce the ecological, human health and economic impacts of marine debris. The goal of the strategy is to improve collaboration and coordination among the groups and governments across the globe working to solve the marine debris problem. The strategy will serve as a common frame of reference for action among these communities, as well as a tool for groups to develop and monitor marine debris programs and projects.



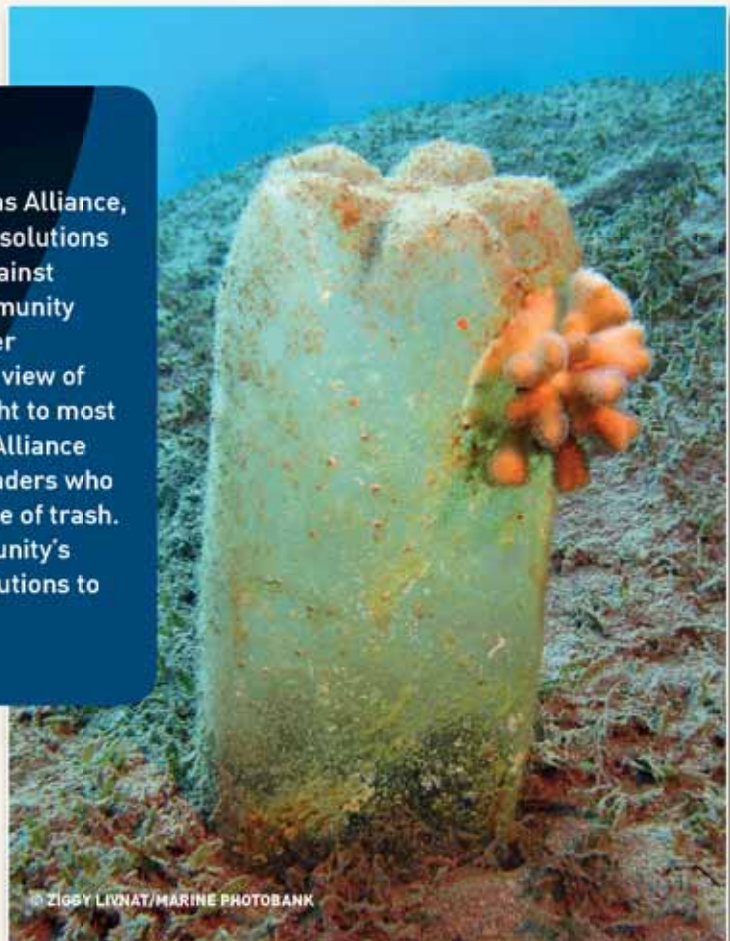
The Honolulu Commitment

Participants attending the 5th International Marine Debris Conference held in Honolulu, Hawaii, 20-25 March 2011 have invited international organizations, governments at national and sub-national levels, industry, non-governmental organizations, citizens and other stakeholders, to commit to:

1. **Make** choices that reduce waste in order to halt and reverse the occurrence of marine debris.
2. **Encourage** all citizens, industry and governments to take responsibility for their contribution and find solutions to the marine debris problem;
3. **Share** openly and freely technical, legal, policy, community-based and economic / market based solutions that will help prevent, reduce and manage marine debris;
4. **Advocate** mechanisms that emphasize the prevention or minimization of waste;
5. **Facilitate** initiatives that turn waste into a resource in an environmentally sustainable manner;
6. **Develop** global, regional, national and local targets to reduce marine debris;
7. **Improve** global knowledge, understanding and monitoring of the scale, nature, source and impact of marine debris, and raise awareness of its impact on public health, biodiversity and economic development;
8. **Collaborate** with global, regional and sub-regional organizations, to enhance the effectiveness of multi-lateral initiatives aimed at preventing, reducing and managing marine debris;
9. **Encourage** financial support for global, regional, national and local actions that contribute to the implementation of the Honolulu Strategy;
10. **Encourage** relevant intergovernmental fora, including those at global and regional scales, to express support for the Honolulu Commitment and encourage governments to take action consistent with the objectives and strategic activities outlined in the Honolulu Strategy;
11. **Participate** in a global network of stakeholders committed to understanding, preventing, reducing and managing marine debris in an environmentally sustainable manner;
12. **Contribute** to the development and successful implementation of the Honolulu Strategy – a framework for the prevention, reduction and management of marine debris – and its periodic review.

Trash Free Seas Alliance

As a founding member of the Trash Free Seas Alliance, Project AWARE represents divers to identify solutions that will eliminate ocean trash. Your Dive Against Debris actions, and what you do in your community to prevent trash, add the missing, underwater perspective to the problem for a 360-degree view of the issue – a perspective currently out of sight to most individuals, industry and governments. The Alliance unites industry, science and conservation leaders who share a common goal for a healthy ocean free of trash. Our work with the Alliance is the dive community's critical seat at the table where upstream solutions to waste will be formed.



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Built a Movement – 800,000 Strong – and Growing!

A movement is a groundswell of passionate support *for a cause*. It's about an interconnected web of shared experience and action. And as with any effective movement, in 2011, our supporters and local heroes sprang to action. In 2011, together with AWARE leaders and volunteers, we pulled off some of the most inspiring, inventive ocean actions yet. There were motorcycle marathons, shark demonstrations, dive courses, regular Dive Against Debris commitments, and ocean warriors tattooing themselves and shaving their heads. Support ran the gamut as people mobilized in every corner of the globe. This is your story. We share it with you. And we're looking forward to many shared victories ahead!

Special Thanks

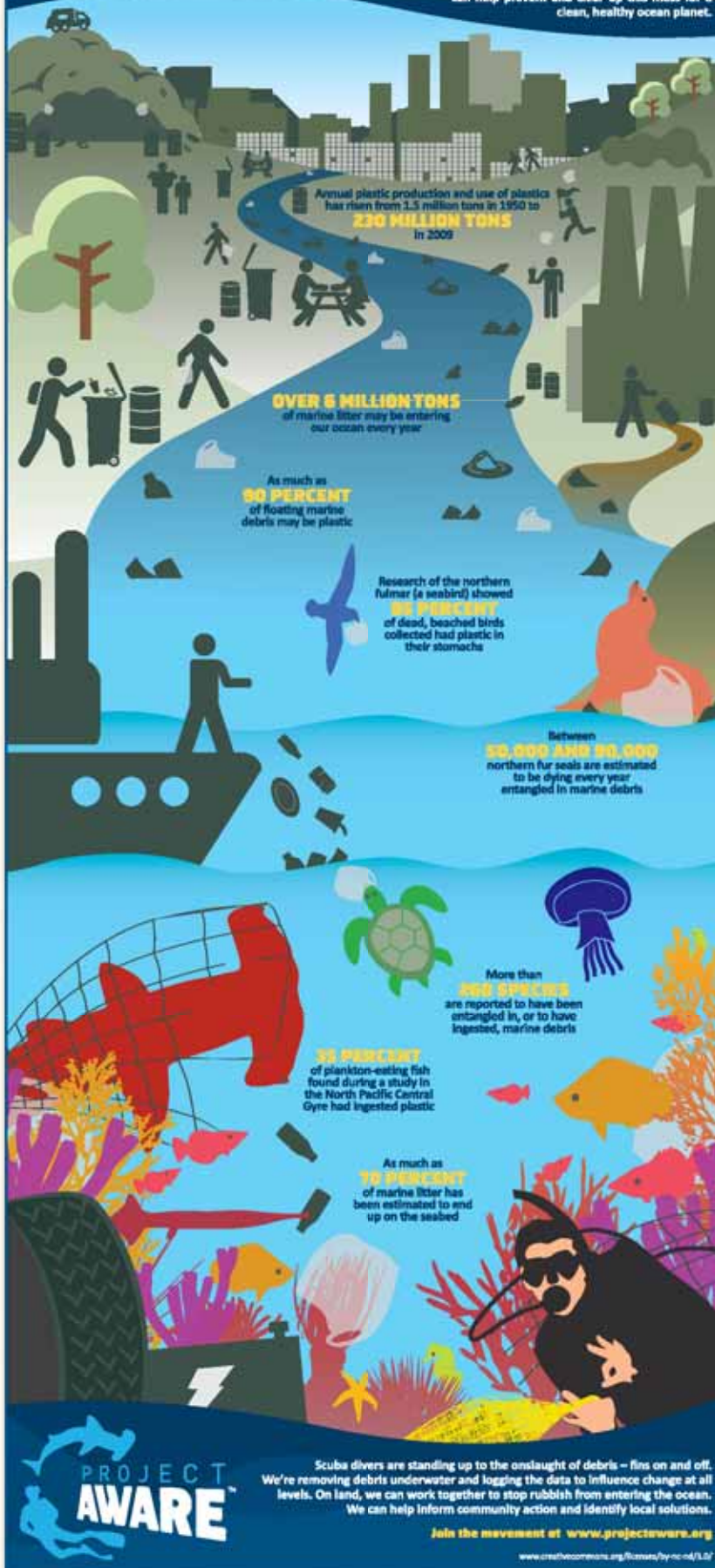
Project AWARE expresses sincere gratitude for the generosity our supporters give year after year. It is truly a very valuable commitment to the health of our ocean. In 2011, we were privileged to receive support from donors across the world - passionate and dedicated supporters, who with their commitment, have helped build the platform that is necessary to overcome the challenges of effective conservation work. In this section, we would like to pay homage to the following major donors who have gone above and beyond with their contribution to protecting our ocean planet.

Aaron & Ann Gavzy USA	Edward Endean, Canada	Preston Davie, USA
Adelaide Scuba , Australia	Emma Setterfield, UK	Prince Sultan, Saudi Arabia
Al Mahara Divers, Abu Dhabi	Emperor Divers, Egypt	Rene Buob, Philippines
Alan Pritchard, USA	Fourth Element, UK	Rick Dobbins, USA
Albert Christian Jr, USA	Gangga Divers, Indonesia	Robbie Christian, USA
Alex Wasileski, USA	Heidi Barrett, USA	Sarah Tuck, USA
All About Scuba, Thailand	J. Douglas Townsend, USA	Scuba Symphony, Malaysia
Andrea Marshall, Mozambique	James Firth, UK	Scuba Travel, UK
Andy Welsted , Australia	James Stanczak, USA	Scubamunkies, Australia
Annette Leckie, USA	Jason Sockett and Atlantis Dive Centre, Dubai	Sean Daly, Netherlands
Arlette Diederiks, Netherlands	Jill Kuehnert, USA	Sport Diver, UK
Arnt Morland, Singapore	Joe Graviss, USA	St. George Underwater, Australia
Asia Divers, Philippines	Jongin Lee, South Korea	Symphorosa Williams, USA
Blue o Two, UK	Judith McNary, USA	The Widgeon Foundation, USA
Blue Season Bali , Indonesia	Julian Wierenga, USA	Todd Schedin, USA
Brian Skerry, USA	Kon Tiki Lanta, Thailand	Tracy Ramirez, USA
Calypso Diving Resort, Philippines	Kristin Valette, USA	Vision Divers, Australia
Camel Dive Centre, Egypt	Leanne Brothers, Canada	Wayfoong Dive Club , Hong Kong
Camille Lemmens, Thailand	Les Newman, Canada	Wayne Hathaway, USA
Capt. Hook's Marina & Dive Center, USA	Lydia Mann, USA	William Jackson, USA
Carl Elliott, Australia	Manta Reisen, Germany	Yellow Submarine Divers, Thailand
Carlo Dimicco, USA	Maria Munn, UK	
Charles Shippam, UK	Matthew Roberts, UK	
Cindy Shaw , USA	Mia Trinephi, Singapore	
Coral Grand Divers, Thailand	Michael Bratcher, USA	
Crystal Divers, Bali Indonesia	Mikaela Sjölin, Sweden	
David and Margo Knight, USA	Mr T.P. Yarrow, UK	
Devocean Dive, Australia	Oceans Vision, UK	
Discovery Divers, Netherlands	PADI Worldwide	
Dive Bunnie, Egypt	Pamela Schneider, USA	
Dive Centre Manly, Australia	Patrick Hammer, USA	
Donald Jung, USA	Perth Scuba, Australia	
Downbelow Marine & Wildlife Adventures, Malaysia	Peter Kendhammer, UK	



THE UGLY JOURNEY OF OUR TRASH

Marine debris is the rubbish of our everyday lives that makes its way into our ocean. Rubbish travels over land, down streams, rivers and storm drains to the ocean. Once in the ocean, it can drift thousands of miles from its origin to the most remote ocean places, leaving a wake of destruction in its path. Every year, debris kills thousands of marine animals and sea birds, chokes coral reefs and smothers critical environments. It also contaminates our beaches and favorite recreation sites. Better information about sources and impacts is extremely important to drive changes in infrastructure and waste management policies at all levels. Who is responsible? All of us. Together we can help prevent and clear up this mess for a clean, healthy ocean planet.



To download a copy of Project AWARE's infographic "The Ugly Journey of our Trash" visit www.projectaware.org.



Divers across the globe help raise much needed funds for critical conservation through fundraising events. A heartfelt thank you each and every fundraiser for your hard work and dedication to ocean protection. Every day we're inspired by your enthusiasm.

Your investment in the work we do is the reason we will see a return to a clean, healthy and abundant ocean. Thank You.

Fin4Finning Finathon

Thank You Katy Bloor Sub-Mission Dive School, UK

"I really started to get more involved with Project AWARE a couple of years ago after watching a documentary about shark finning. I took it upon myself to organize my own events, fundraising, clean ups and other initiatives for our customers.

"Project AWARE is overwhelmingly supportive and inspirational. We raised over £4000 in 2011 and most of the success is due to the hard work of a great team of divers and their friends and family. Their hard work, fundraising and generosity made the event a phenomenal success. We hope to get more fundraisers on board for a global Finathon in 2012."

Motorbike Trip Around Australia

Thank You Alan Nash and Tommy Soderstrom Asia Divers, Philippines

"I support Project AWARE because ocean debris affects us all and if nothing is done it will become a much bigger problem that will hinder our way of life. There is also the very real threat of these massive islands of debris landing on our beaches, any day. It has happened and will happen again, so something needs to be done and we intend to make a start with awareness.

"I own El Galleon Dive Resort and Asia Divers, Philippines. We wanted to give something back to our community and Project AWARE so organized a fundraising motorbike ride around Australia and raised \$12,000 for two charities. It was fantastic to connect with dive centres in Australia, create a buzz about fundraising and see what they do to support our ocean planet."



Inspiring Divers to Choose the Project AWARE Certification Card

Thank You Mario Beaucage, Aqua Plein Air, Canada

"I like to support Project AWARE with every certification I'm involved with. I make a point to discuss the importance of Project AWARE as a philosophy, an organization and a movement. I discuss the impact we can make as divers with my students and encourage them to donate to Project AWARE Foundation. In a year, my discussions have helped raise over \$6,000 in donations through the PADI certification process and I hope others will do the same."

Thank You Artisans of the Sea, USA

The Artisans of the Sea event was buzzing in November when three amazing marine artists spoke about their personal involvement in ocean protection and their passion and support for Project AWARE Foundation. The artists Wyland, Rogest and Blu Rivard, donated artwork for a silent auction. The event celebrated the volunteer divers that fuel this global movement while raising a total of \$10,415 in support of critical conservation campaigns.





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© AL MAHARA DIVE CENTRE, ABU DHABI



© FIN 4 FINNING



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© ACTION SCUBA, CANADA



© BLUE SEASON, BALI



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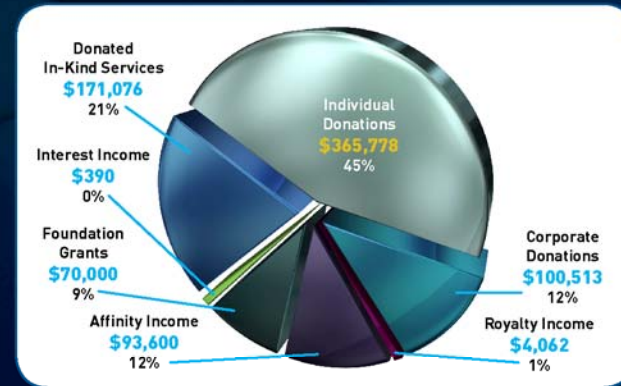
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Financial Summaries

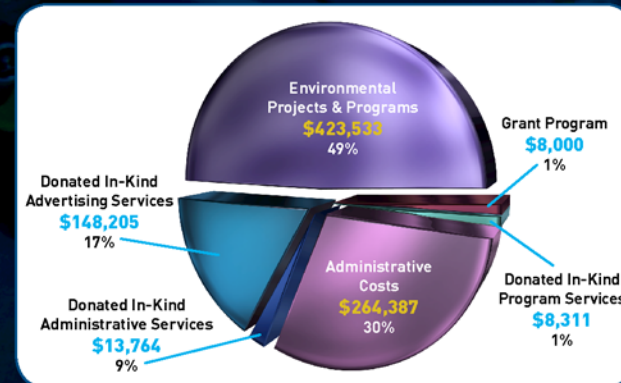
Project AWARE Foundation (Headquarters) 2011 Year End Audited Income (USD) with Donated Services

Income Area	% of Total	2011	2010	% Change From 2010
Individual Donations	45%	\$365,778	\$368,705	-1%
Corporate Donations	12%	\$ 100,513	\$ 38,073	+64%
Royalty Income	1%	\$ 4,062	\$ 18,800	-79%
Affinity Income	12%	\$93,600	\$353,177	-74%
Foundation Grants	9%	\$ 70,000	\$ 60,100	+17%
Interest Income	0%	\$ 390	\$ 596	-35%
Donated In-Kind Services	21%	\$171,076	\$153,308	+12%
Total Income	100%	\$805,419	\$992,759	-19%



Project AWARE Foundation (Headquarters) 2011 Year End Audited Expenses (USD) with Donated Services

Program Area	% of Total	2011	2010	% Change From 2010
Environmental Projects & Programs	49%	\$423,533	\$562,198	-33%
Grant Program	1%	\$8,000	\$72,601	-89%
Donated In-Kind Program Services	1%	\$8,311	\$14,211	-42%
Total Program Expenses	51%	\$439,844	\$649,010	-33%
Administrative Costs	30%	\$264,387	\$212,355	+25%
Donated In-Kind Administrative Services	2%	\$13,764	\$42,085	-68%
Donated In-Kind Advertising Services	17%	\$148,205	\$95,113	+56%
Total Expenses	100%	\$866,200	\$998,563	-14%



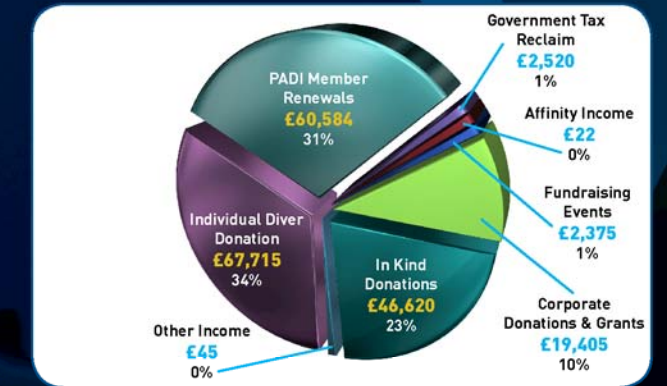
Project AWARE Foundation (Headquarters) 2011 Year End Audited Report (USD)

	Income	Expenses	Operating Costs
2011 Actual	\$634,343	\$695,920	\$264,387
2011 Budget	\$736,032	\$799,906	\$294,955
2010	\$839,451	\$847,154	\$284,955



Project AWARE Foundation (International) 2011 Year End Audited Income (GBP)

Income Area	% of Total	2011	2010	% Change From 2010
Individual Diver Donation	34%	£67,715	£68,514	-1%
PADI Member Renewals	31%	£60,584	£38,526	57%
Government Tax Reclaim	1%	£2,520	£10,692	-76%
Affinity Income	0%	£22	£2,213	-99%
Fundraising Events	1%	£2,375	£3,229	-26%
Corporate Donations & Grants	10%	£19,405	£0	N/A
In Kind Donations	23%	£46,620	N/A	N/A
Other Income	0%	£45	£162	-72%
Total Income	100%	£199,286	£123,336	62%



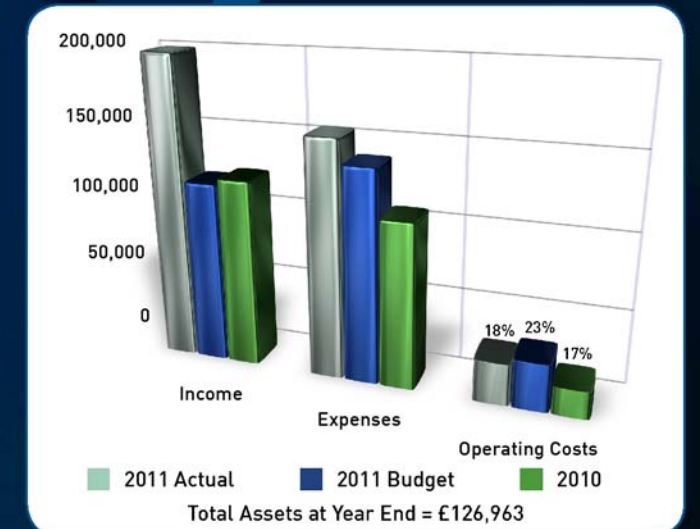
Project AWARE Foundation (International) 2011 Year End Audited Expenses (GBP)

Program Area	% of Total	2011	2010	% Change From 2010
Environmental Projects & Programs	79%	£122,501	£69,706	76%
Grant Program	3%	£5,000	£20,531	-76%
Total Program Expenses	82%	£127,501	£90,237	41%
Administrative Costs	18%	£27,422	£18,129	51%
Total Expenses	100%	£154,923	£108,366	43%



Project AWARE Foundation (International) 2011 Year End Audited Report (GBP)

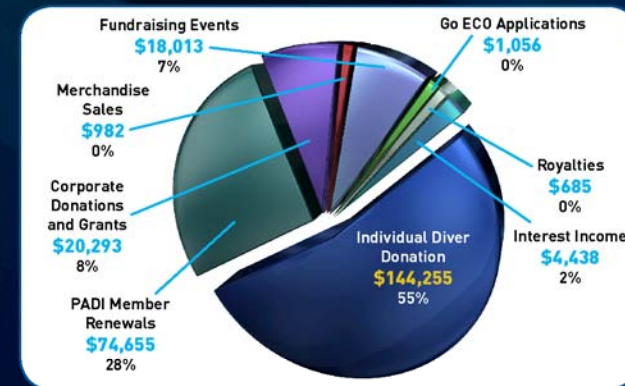
	Income	Expenses	Operating Costs
2011 Actual	£199,286	£154,923	£27,422
2011 Budget	£119,314	£139,054	£31,304
2010	£123,336	£108,366	£18,129



Financial Summaries

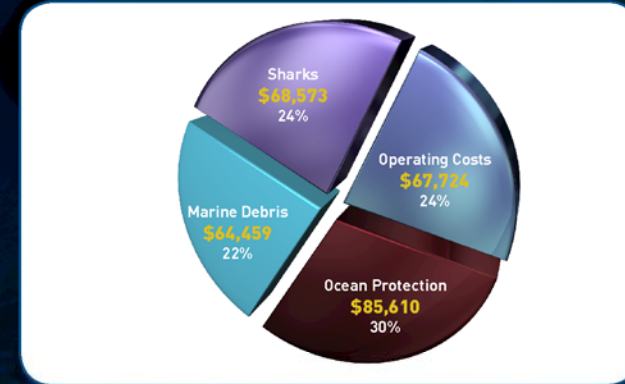
Project AWARE Foundation (Asia Pacific) 2011 Year End Audited Income (AUD)

Program Area	% of Total	2011	2010	% Change From 2010
Individual Diver Donation	55%	\$144,255	\$133,104	8%
PADI Member renewals	28%	\$74,655	\$58,414	27%
Corporate Donations and Grants	8%	\$20,293	\$23,096	-12%
Merchandise Sales	0%	\$982	\$3,459	-71%
Fundraising Events	7%	\$18,013	\$22,000	-18%
Go ECO Applications	0%	\$1,056	\$950	11%
Patron Program	0%	\$0	\$13,650	-100%
Royalties	0%	\$685	\$1,113	-38%
Interest Income	2%	\$4,438	\$3,225	37%
Total Income	100%	\$264,377	\$259,011	2%



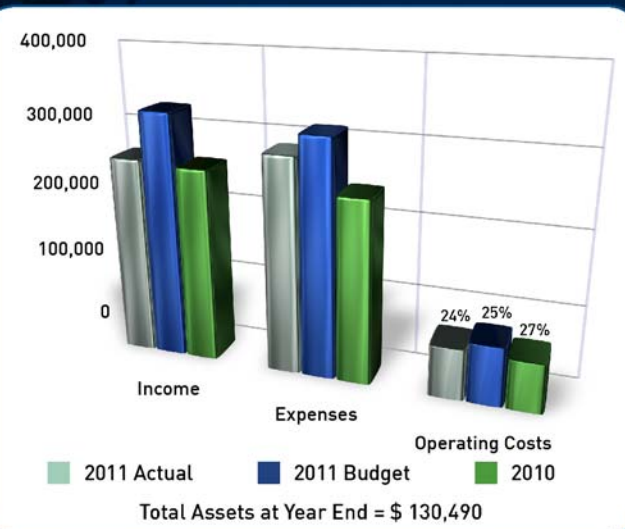
Project AWARE Foundation (Asia Pacific) 2011 Year End Audited Expenses (AUD)

Program Area	% of Total	2011	2010	% Change From 2010
Sharks	24%	\$68,573	\$159,769	36%
Marine Debris	22%	\$64,459		
Ocean Protection	30%	\$85,610		
Grant Program	0%	\$0	\$17,500	-100%
Total Program Expenses	76%	\$218,642	\$177,269	23%
Operating Costs	24%	\$67,724	\$64,998	4%
Total Expenses	100%	\$286,366	\$242,267	18%



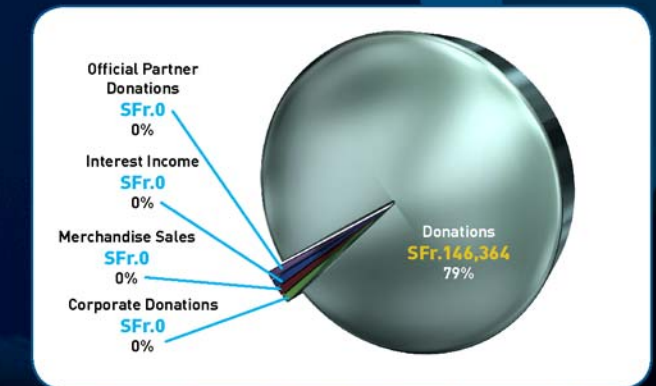
Project AWARE Foundation (Asia Pacific) 2011 Year End Audited Report (AUD)

	Income	Expenses	Operating Costs
2011 Actual	\$264,376	\$286,366	\$67,724
2011 Budget	\$327,994	\$313,326	\$78,332
2010	\$259,010	\$242,267	\$64,988



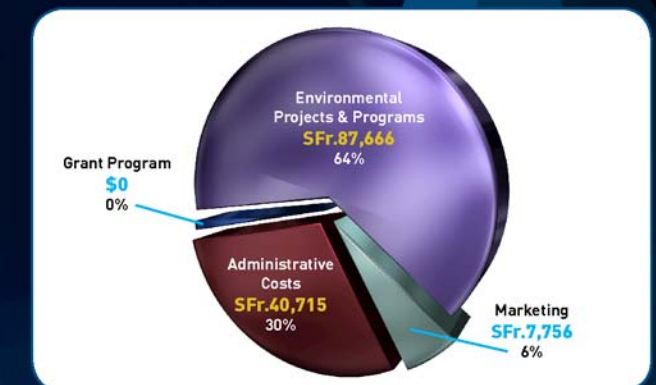
Project AWARE Foundation (Europe) 2011 Year End Audited Income (SFr)

Income Area	% of Total	2011	2010	% Change From 2010
Donations	100%	SFr. 101,626	SFr. 142,708	-29%
Official Partner Donations	0%	SFr. 0	SFr. 16,754	N/A
Corporate Donations	0%	SFr. 0	SFr. 10,000	N/A
Merchandise Sales	0%	SFr. 0	SFr. 2,145	N/A
Interest Income	0%	SFr. 25	SFr. 97	-74%
Total Income	100%	SFr. 101,651	SFr. 171,704	-41%



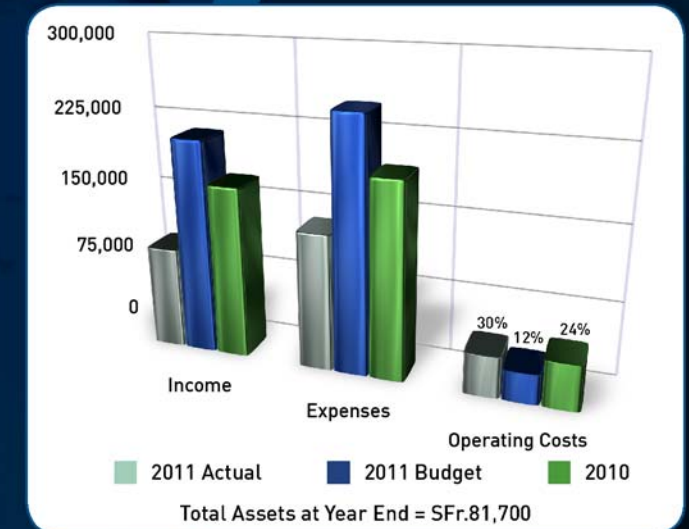
Project AWARE Foundation (Europe) 2011 Year End Audited Expenses (SFr)

Program Area	% of Total	2011	2010	% Change From 2010
Environmental Projects & Programs	64%	SFr. 87,666	SFr. 57,801	52%
Marketing	6%	SFr. 7,756	SFr. 66,122	-88%
Administrative Costs	30%	SFr. 40,715	SFr. 45,304	-10%
Grant Program	0%	SFr. 0	SFr. 25,282	N/A
Total Expenses	100%	SFr. 136,137	SFr. 194,509	-30%



Project AWARE Foundation (Europe) 2011 Year End Audited Report (SFr)

	Income	Expenses	Operating Costs
2011 Actual	SFr. 101,651	SFr. 136,137	SFr. 40,715
2011 Budget	SFr. 214,000	SFr. 250,255	SFr. 29,800
2010	SFr. 171,704	SFr. 194,509	SFr. 45,304



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