

FINANCIALS

The year began in a strong position. As a result, Project AWARE invested in new technology to visualize marine debris in a groundbreaking Dive Against Debris interactive map, and kicked off a worldwide campaign to increase protections for sharks and rays through the Convention on Migratory Species.

TOTAL DONATIONS

Americas *	EMEA**	Asia Pacific
\$833,680 USD	£224,180 GBP	\$353,315 AUD

TOTAL EXPENSES

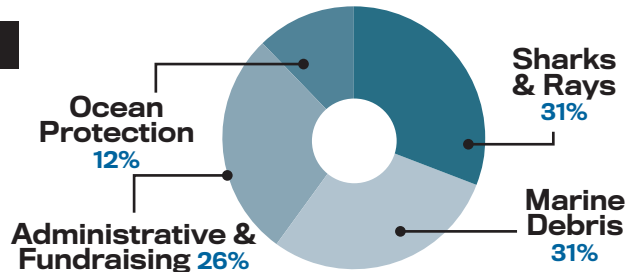
Americas *	EMEA**	Asia Pacific
\$803,712 USD	£213,324 GBP	\$282,337 AUD

* includes in-kind services ** subject to audit review

DONATIONS INVESTED IN SHARKS

31%

In 2014, Project AWARE invested 31 percent of donations directly to shark and ray protection.



DONATIONS INVESTED IN ADMINISTRATIVE & FUNDRAISING

26%

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



DONATIONS INVESTED IN MARINE DEBRIS

31%

In 2014, Project AWARE invested 31 percent of donations in tackling the marine debris crisis.



DONATIONS INVESTED IN OCEAN PROTECTION

12%

In 2014, Project AWARE invested 12 percent of donations in ocean protection through campaigns such as *10 Tips for Divers to Protect the Ocean Planet*.



74%

of every donation directly helped protect our ocean planet.

SUPPORTERS

Project AWARE supporters donate to the cause in all kinds of ways. They donate directly as ocean lovers, scuba divers and scuba instructors. They even organize events, shave their heads or complete athletic challenges to support ocean protection. Thank you. We couldn't do it without you!



PROJECT AWARE FOUNDATION FINANCIAL REPORT 2014

As Project AWARE grows, the donor base grows too. Donations from people all over the world generously support the cause making vital conservation work possible. Here's some information about 2014 donors:

100% AWARE PARTNERS



269

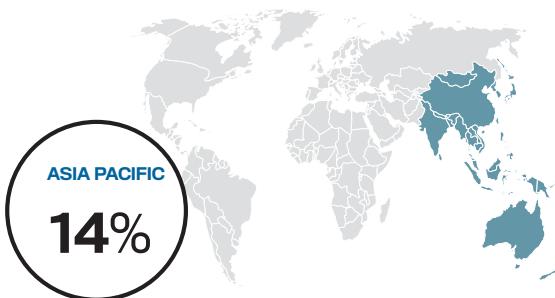
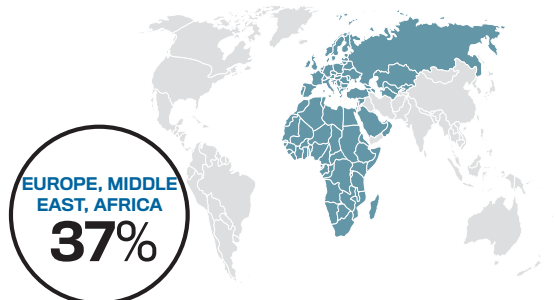
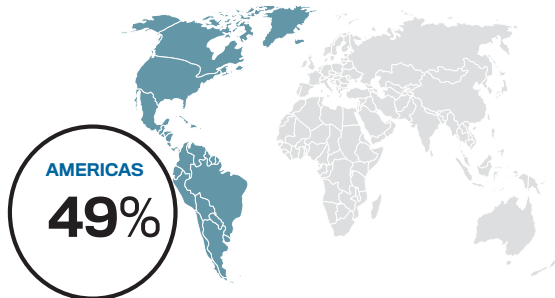
100% AWARE Partners who donate directly on behalf of their student divers to support ocean protection.

SCUBA PROFESSIONALS

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

11,737

DONATIONS ONLINE: WHERE DO THEY COME FROM?



DONORS ONLINE



2,936

PEOPLE
DONATED
ONLINE

FUNDRAISERS

91

 FUNDRAISERS

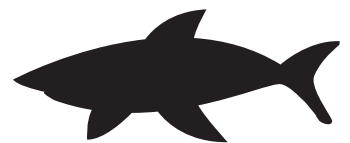
796

 TOTAL DONATIONS

\$51,477

TOTAL RAISED
(USD)

In 2014, swimmers around the globe jumped in the water to help Project AWARE Fight, Insist and Negotiate (FIN) for threatened sharks and rays in Project AWARE's FINathon®.

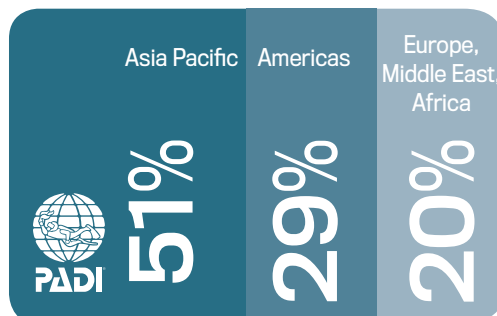


CORPORATE PARTNERS



PADI

IN 2014 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, SPORT DIVER ASIA PACIFIC AND SPORT DIVER UK, HELPING PROJECT AWARE REACH TENS OF THOUSANDS OF READERS.

THANK YOU

2014 was one amazing year! Project AWARE hit the ground running with an aggressive action plan to tackle some of the biggest problems our ocean faces and won some crucial victories thanks to tremendous support.

And 2015 is already shaping up to be a year of unprecedented challenges and opportunities. We're working hard to pull together to deliver diver-driven initiatives to:

- » Win new protections for over-exploited shark and ray species, and defend hard-won conservation victories that are under attack.
- » Expand the Dive Against Debris program to engage and train more dive volunteers globally and strengthen partnerships with conservation groups, government bodies, responsible corporations and others committed to eliminating ocean trash.
- » Enlist more divers to put their scuba skills and specialized knowledge to work, building a global force ready to protect our ocean planet – one dive at a time.

- » Strengthen partnerships with conservation groups, government bodies, responsible corporations, and others committed to eliminating ocean trash and protecting imperiled shark and ray species.

