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.

### Global Operating Ratios

Every contribution achieves maximum impact for ocean protection

- 42% Clean Ocean
- 33% Healthy Ocean
- 19% Administrative
- 6% Fundraising

"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
25% of donations were invested in raising vital funds for the organization and administering the day to day needs of our global operations.

33% of donations were invested in community and policy actions aimed at protecting vulnerable marine species.

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

DONATIONS ONLINE
WHERE DO THEY COME FROM

48% 22% 30%
AMERICAS EMEA 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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