



Frequently Asked Questions



What is the 100% AWARE Partnership?

- A partner giving program, exclusive to PADI® Members supporting critical conservation work.
- Partners effortlessly ensure all scuba diving certifications* processed through PADI PIC Online, receive the AWARE Edition of the PADI Certification Card.
 - *Except DSD, EFR, Seal Team, Public Safety Diver and Tec Rec.

What does it mean to be a 100% AWARE Partner?

- You are donating in support of the underwater world your business relies on.
- Streamlined processing through PADI PIC Online to ensure all of your dive students receive the AWARE Edition, PADI Certification Card of their choice.
- Donations are tax-deductible where allowed, supporting the Blueprint for Ocean Action driving underwater citizen science, public policy, and education.
- You can see [AWARE's annual impact report here](#) to see what your financial support helps achieve.
- Engaging and creating loyal customers who appreciate and value your commitment to conservation.

What is the donation commitment of the 100% AWARE Tiered Donation System?

Dive Centers:

- Tier 1 - \$150 per month (200 or more certifications processed per year)
- Tier 2 - \$75 per month (Less than 200 certifications processed per year)
- Tier 3 - \$1,600 lump sum, annual donation

Independent Instructors

- Tier 1 - \$25 per month (100 or more certifications processed per year)
- Tier 2 - \$10 per month (100 or less certifications processed per year)

What currency can I make my donation in?

- Accepted currency include US\$/AU\$/€GBP/£EU

What if I have a question regarding our donation payment or sign-up?

- Please contact information@padiaware.org with any questions.

How do I become a 100% AWARE Partner?

- Commit to becoming a 100% AWARE Partner by selecting your donation tier and initiating your monthly donation.
- Once a month, your donation will process automatically on the same day.
- When processing through PIC online, select the PADI certification card of your choice without the need for additional payment. If the standard PADI card is selected, the system will select the latest AWARE edition PADI card design by default.

What will my support do?

- To date, 100% AWARE partner donations have financially supported key milestones in environmental protection such as increased government support for strengthened shark finning, trade controls for overexploited marine species, and key advancements in the fight against debris such as plastic bag ban informed by Dive Against Debris® data.
- We are committed to advancing programs that:
 - Address the greatest threats facing the ocean. Those threats must be grounded in sound science.
 - Fulfill the interests and needs of our community.
 - Link community action to policy change.
 - Support the implementation of the United Nations Sustainable Development Goals and 2030 Agenda for Sustainable Development.
- To learn more about the foundation's work visit www.padiaware.org

What are the benefits of being a 100% AWARE Partner?

- Integration into new PADI tools, such as the Conservation Activity Locator.
- Unlimited processing of the PADI AWARE Foundation version of PADI certification cards.
- Listed as a 100% AWARE Partner and featured on the global Dive Center Locator (dive centers only).
- Premier access to exclusive PADI AWARE updates and news.

Marketing opportunities:

- 100% AWARE Digital Toolkit including social graphics, email signatures, and web banners, all with the option of adding your name and/or logo.
- Featured as a 100% AWARE Partner on the global PADI Dive Shop Locator.
- Priority selection for marketing opportunities on AWARE social platforms, PADI's global and regional blogs, and Torchbearer Newsletters.
- Featured in PADI AWARE's Annual Report.

Time-Saving Services

- The choice to have all conservation events and activities listed on the Conservation Activities Locator on your behalf and quality-assured by PADI Content Specialists.
- Automatic contribution of 10 points towards the PADI Green Star award and waiver of usual donation requirement.

Do I need to be a PADI Dive Center or Instructor to be 100% AWARE?

- Yes. The 100% AWARE Partnership is exclusive to PADI Members (renewed and in active teaching status).
- You don't have to be a PADI Member to be an AWARE activist, you can support conservation in a number of ways:
 - [See Dive Against Debris® and Adopt a Dive Site® information](#)
 - <https://www.padi.com/aware/fundraise>

How are 100% AWARE partners located?

- Partners can be found on PADI's Dive Shop Locator and PADI's Conservation Activity Locator.
- PADI Dive Shop Locator: [Find a 100% AWARE Dive Shop Near You](#)
- Conservation Activity Locator: [Find Conservation Activity Near You](#)

How can I incorporate AWARE courses into my business?

- While not a requirement of the 100% AWARE partnership commitment, you may choose to link the AWARE Speciality (non-diving specialty) into your PADI Open Water Courses.
 - [AWARE Specialty Toolkit](#)
- All training materials can be found online for free - [AWARE Training Hub](#).
 - Get the course PIC from your PADI Sales Consultant.
- Include the Dive Against Debris Speciality Diver Course into Advanced courses.
 - Dive Against Debris counts as both an Adventure Dive and a one Dive Specialty Course for easy integration into standardized classes.
- Find all relevant training materials for Dive Against Debris here: [Dive Against Debris Speciality Materials](#)

What can I do for my community as a 100% AWARE partner?

- You can further your commitment to ocean conservation by engaging your local community in AWARE courses, programs, and activities knowing that your local actions have a global impact. Visit www.padiaware.org for the latest campaigns or reach out to information@padiaware.org.

An underwater photograph of a large, spotted shark swimming in clear blue water. The shark's body is covered in white spots on a greyish-brown background. Other smaller fish are visible in the background. The image is used as a background for a promotional graphic.

**Ready to become a 100%
AWARE Partner?**

COMMIT TODAY!