

Protecting Our Ocean Planet - One Dive at a Time™

PROJECT AWARE FOUNDATION ANNUAL REPORT 2012

www.projectaware.org





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IMPACT REPORT

Ocean Protection by the Numbers

**95,000 lbs/
45,000 kgs**
of Marine Debris
Removed & Reported

(see page 12)



**3.1 million square
kilometers**

of Marine
Reserves Won

(see page 8)



Saved
Countless Sharks
from Finning

(see page 8-9)



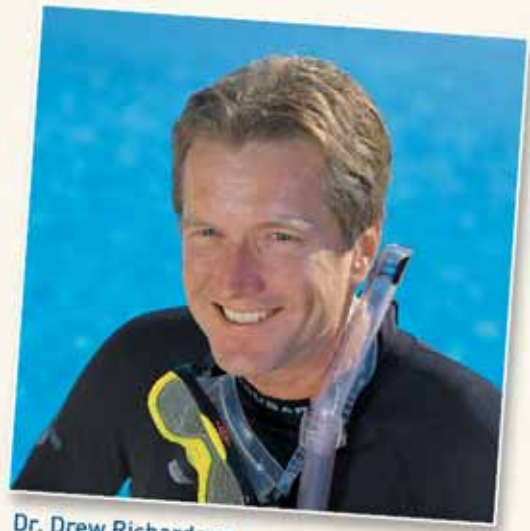
1.2 Million

**AWARE Divers and
Ocean Advocates
& Growing!**



Message from the Chairman

20 Years in the Making



Dr. Drew Richardson
Chairman, Project AWARE Foundation

This year marked Project AWARE's 20th anniversary, a milestone for which we thank you – our passionate supporters, activists and partners. You're an integral part of this global movement for ocean protection and you've fueled victories for some of the world's most fragile underwater environments and marine species.

Project AWARE, a registered nonprofit organization, is a powerful voice for you, the AWARE diver and ocean advocate. What began as an environmental ethic – a philosophy to educate PADI scuba divers on environmentally responsible dive techniques and interaction, has been taught to over 15 million PADI certified divers in the past 20 years. Not long after we started, the registered charity was formed and it was clear, scuba divers were ready for action on every corner of the globe. Project AWARE began working with volunteers to remove debris from local sites, monitor coral reefs and install mooring buoys. We let our natural passion and honed underwater skills help us achieve each victory.

Today, Project AWARE is a growing, world-class movement for ocean protection. We continue to engage ocean advocates locally while rallying for- and winning policy protections for long-term change. As you explore the pages of this report, you'll read about a few of these achievements from 2012, and also see the faces of local ocean heroes like you, making a difference.

Now, even among some of the most difficult ocean challenges of our time, we've seen phenomenal engagement from supporters - unmatched by many charities of our size. Each one has given Project AWARE strength to press harder for solutions and fight stronger battles in the future.

While we celebrate 20 years of ocean protection and look at the battles ahead, we also know we still have a critical role to play. Your support and partnership are essential. Because of you and divers around the world, we're invigorated to tackle the threats and challenges ahead of us in the next 20 years.

Sincerely,

A handwritten signature in black ink that reads "Drew Richardson". The signature is fluid and cursive, with a large initial "D" and "R".

Dr. Drew Richardson
Chairman of the Board, Project AWARE Foundation



20 Years of Ocean Protection



This year, as Project AWARE blew out 20 candles to celebrate 20 years of ocean protection – we celebrated you – the remarkable, the passionate ocean hero. We know it's not always easy and it's usually not pretty. Protecting the ocean from beneath the waves is a pull-on-your-wetsuit, knockdown, drag out kind of job. It's a passion and a commitment not everyone understands. But for the past 20 years as a registered nonprofit organization, most of what we've received is generous support. And we've heard the splash

of countless and inspiring AWARE divers, leaning in... or more appropriately ... diving in for conservation around the world.

Together, we've pulled off some of the most amazing ocean projects. We've removed thousands of cans and bottles from the ocean floor and too many toilets to mention. We've rescued hundreds of sea turtles, dolphins and sharks – one by one – ensnared and gasping for their last breath. We've walked the halls of governments where





policies are made, insisting on better protections for manta rays, hammerheads, sawfish and other sharks and rays. We've breathed many a sigh of relief together as we've won each battle – protected yet one more slice of ocean set aside as a marine reserve.

At Project AWARE, we pride ourselves on fighting the good fight when and where it matters - to make the biggest possible difference. We're on the front lines of long, tough battles for sharks and debris. We're working places where

the underwater voice needs to be heard. And when we partner with ocean heroes like you, it provides us the motivation necessary to work every day for a healthy, living ocean. We can't help but feel invigorated for the challenges ahead.

After all these years, we're convinced that making your dives count and being the voice for ocean protection is the way to go. Thank you for fighting the good fight with us!



Who Protects the Ocean Planet? We Do!



"For Future Generations."



"We Love Sharks, Turtles & Mantas!"



"It Doesn't Have A Voice Of Its Own!"



"My life depends on it!"



"We Only Have One Earth."



"We Like Sharks!"



"I Protect To Protect the Industry I Love!"



"It's The Only One We Have."



"It Needs To Be Around For Future Generations."



"I don't want my sons to dive in a salt water swimming pool."



"Because The Ocean Is My Second Home."



"It's Cool!"



"It's Good Karma."



"I Heart Health, Happy Fish."



"Rays Are So Cool."





Dear Ocean,

We've got your back. Why? Project AWARE asked our partners and community leaders what a clean, healthy ocean means to them. You had a lot to say. Here's why we're a strong, powerful movement for ocean protection – and growing!



Full Press for Sharks

2012 has been a shark year like no other here at Project AWARE. We've pushed full speed ahead to close the loopholes in the EU finning ban, bring about the largest network of marine parks in the world and drum up global support to protect some of the most vulnerable sharks and rays from the devastating effects of international trade.

✓ Loophole-Free Shark Finning Ban in Europe

Shark finning – slicing off a shark's fins and discarding the body at sea – has been banned in the European Union (EU) since 2003. Yet, exemptions in the law made a mockery of the ban. In November 2012, European Parliament voted to close loopholes in the EU finning ban by a margin of 566-47. The landslide vote put an end to removal of shark fins at sea requiring that all sharks landed still have their fins naturally attached.

For six years, you stood by sharks and campaigned for this victory. In 2006, when Project AWARE became a Steering Group member of the Shark Alliance, a global, not-for-profit coalition of non-governmental organizations dedicated to restoring and conserving shark populations, we wanted to secure an EU Plan of Action for sharks and a strong and enforceable shark finning ban. For six years, we've worked strategically with our alliance partners to connect with key EU officials from virtually every one of the 27 EU member countries. Every year during the European Shark Week, you supported our work and showed decision makers that divers are serious about sharks. Over 165,000 people have made their voice heard by speaking directly to their MEPs, participating in the campaign and, finally, in 2012, voicing support by submitting photos to the EU Shark Journey legacy website while we worked in the halls of parliament to secure the final vote.



The EU shark finning ban was one of the weakest in the world, yet the EU is one of the largest exporters of shark fins to Asia. With a "fins naturally attached with no exceptions" policy in place, the EU – given the global scale of its fisheries and the international influence of its shark management policies – is in a prime position to combat finning on a global scale.

✓ World's Largest Network of Marine Reserves

In November 2012, we made history by supporting the creation of the world's largest network of marine reserves including the second largest marine national park in Australia. Covering an area almost one-third the size of

Australia, the new reserves protect some of Australia's marine treasures including the Coral Sea, the jewel in Australia's marine crown. The Coral Sea is home to 52 species of deepwater sharks, 18 of which are found nowhere else. Osprey Reef is one of the top 10 shark dives in the world and, on average, the density of sharks in the Coral Sea is higher than the Great Barrier Reef. Also protected are unique environments in SW Australia

where blue whales come to feed and 90 percent of marine life there is found nowhere else on earth.

Over the last few years Project AWARE, as a member of the Protect Our Coral Sea and Save our Marine Life coalitions, worked directly on substantive comments and fended off arguments against the reserves while your individual submissions made the Australian Government aware of the broad support for ocean protection amongst the global dive community.

The November 2012 victory was critical and in 2013, we remain focused on ensuring adequate management plans are in place to secure the hard won protections.





✓ Unprecedented Push for International Trade Protections for Sharks and Rays

International trade in wild plants and animals is estimated to be worth billions of dollars a year and, in too many cases, it threatens species survival. For sharks – which are sought for fins, meat, oil, teeth and cartilage – regulation is sorely lacking for almost all trade. Through 2012, only three species of sharks – basking, great white, and whale – were regulated under the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).



In early 2012, with the 16th meeting of Parties to CITES scheduled for March 2013 and the need to secure 2/3 majority among the 178 member countries, Project AWARE

and our partners rolled up our sleeves to ensure victory for some of the world's most vulnerable sharks and rays.

We began by creating a coalition of organizations and working with partners to secure funding and plan out our campaign. Our coalition was made up of Humane Society International (HSI), Project AWARE Foundation, Shark Advocates International (SAI), The Shark Trust, Wildlife Conservation Society (WCS), and the German Elasmobranch Association. The alliance enjoyed the professional support of Communications Inc. and Martin Clark consultancy, and was funded by Oceans 5. Together, we formed an alliance of shark experts from key regions, conservation organizations with global reach, and experienced campaign consultants armed with the expertise, contacts, knowledge, commitment, and camaraderie working together to successfully advocate for listing additional shark and ray species on CITES.



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© HOESMANN

Specifically, we aimed to ensure CITES Appendix II listings (meaning international trade in these species must be controlled and monitored) for porbeagle and oceanic whitetip sharks, and three species of hammerhead sharks (smooth, great, and scalloped); promote up-listing of freshwater sawfish from Appendix II to Appendix I (essentially amounting to a ban on international trade); and explore opportunities for securing similar listings for manta and devil rays.

While Project AWARE and alliance partners continued to advocate with governments, we also collected signatures from more than 100,000 shark supporters, calling on countries to protect sharks under CITES. We campaigned with more than 800,000 recreational scuba divers and 100,000 scuba professionals – rallying global communities around the cause.

During 2012, our campaign work had two distinct phases. First, we focused on securing species listing proposals from country sponsors and beginning in October, we focused on maximizing support for the proposals that were submitted.

At a government level, our 2012 push for CITES began with the CITES Animals Committee Meeting in March in Geneva. Throughout the year, Project AWARE has maintained regular contact about potential CITES proposals with government officials from the U.S., UK, Ireland, and Australia while taking all opportunities to discuss CITES developments with authorities in 25 other countries. We've talked about international trade and sharks at every turn,

including the IUCN World Conservation Congress in Korea and the 1st Meeting of the Signatories to the CMS MoU on the Conservation of Migratory Sharks (see page 11).

In October 2012, we've wholeheartedly welcomed a record number of proponents (38 countries) sponsoring or co-sponsoring a record number of shark and ray species including hammerheads, manta rays, porbeagles, and oceanic whitetip sharks for listing under CITES. Change was in the air.

Energized by the announcement, we continued to advocate for CITES listing in public comment opportunities and one on one meetings with select CITES officials. We helped organize and presented at CITES preparatory workshops in Maputo, Mozambique in early December. And we planned the final stage of our CITES campaign – the last push for shark and ray species listing in Bangkok, Thailand, March 2013.



A Conservation Plan for Migratory Sharks

In September, we attended the 1st Meeting of Signatories to the 2010 Memorandum of Understanding (MoU) on Migratory Sharks under the Convention on Migratory Species (CMS) in Bonn, Germany attended by 50 nations. CMS is the only global, legal instrument specializing in protecting migratory species, their habitats and migration routes. The CMS Sharks MoU is the first intergovernmental agreement dedicated specifically to global shark conservation. To date, seven species of sharks - great white, porbeagle, basking, spiny dogfish, whale, and two species of makos - are covered under the MoU. As signatories, 26 governments agree to put full protections in place for the listed species.

At the meeting, nations adopted a global conservation plan that promotes cooperative research, science-based fishing limits, effective finning bans, and habitat protection. The adoption of the plan is an important step in protecting migratory sharks. However, the success of the conservation plan hinges on action - limits on shark fishing, bycatch, and holding trade to sustainable levels - that need to be put in place by the MoU signatories. At the meeting, we've expressed our interest in becoming a partner organization to the Sharks MoU, and we look forward to working with our supporters and partners in translating the plan into action.



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Highlighting the Need to Protect Sharks on the World's Conservation Agenda

At the IUCN World Conservation Congress held in September in Jeju, Korea, 10,600 participants from 1,100 government and non-government groups, gathered to set the world's conservation agenda. As a democratic union, the Congress is the only platform where non profits and governments are practically on an equal footing. Project AWARE, as an international NGO member representing divers and ocean advocates worldwide, has 2 votes to affect change. Governments have 3 votes each.

There, Project AWARE sponsored a successful motion asking countries to ensure sustainability of mako shark populations by limiting catches, developing

regional conservation plans; and coordinating between fisheries and wildlife management authorities. Also, we were proud to collaborate with MarViva, Pew Environment Group, and Pretoma on the motions they sponsored to help propel change for sharks at all levels: from national measures to protections from international trade.

We were thrilled that the global conservation community voted in favor of critical shark conservation measures for threatened shark species including species-specific steps needed to protect mako and hammerhead sharks.



Dive Against Debris

Fighting Back Against Ocean Trash

Your support in 2012 for a clean and healthy ocean was outstanding – thank you! Over 5,600 divers, ocean advocates and citizen scientists rallied together and participated in approximately 450 Dive Against Debris surveys across nearly 50 different countries. The mission? To fight back against marine debris. And they did it with style, removing nearly 95,000 lbs/45,000 kgs of litter from the ocean.

As divers, we are in a unique position to see first-hand the damage that rubbish is causing the marine environment. Dive Against Debris gives us the opportunity to contribute for real change and help stop trash choking our precious marine life. Since Dive Against Debris is a year-round, global, underwater survey of marine debris, volunteers can get involved anytime, anywhere. The data and photos collected provide invaluable information to help portray the marine debris crisis and raise awareness about the impacts of marine litter. The information will also be critical to inform policy change and improve waste management so that rubbish is stopped at the source.

During September's Debris Month of Action specifically, support was taken to the next level to stop the ocean's silent killer. Across the entire month dedicated to cleaning up the ocean, volunteers went above and beyond organizing over 215 Dive Against Debris surveys, beach cleans and fundraisers – bringing together communitywide support for a clean ocean.



Trash Free Seas Alliance

The Trash Free Seas Alliance aims to identify opportunities for solutions that drive action and foster innovation cutting across all sectors of the economy. Project AWARE, a founding member of the Alliance, is proud to partner with Ocean Conservancy who is spearheading the effort and other members in this one of a kind initiative to prevent ocean trash. AWARE's participation in the Alliance is the dive community's seat at the table where debris solutions are being formed. We need a 360-degree view of the debris problem to formulate the right solutions. And AWARE is bringing an underwater perspective to the table – a perspective which is often out of sight for most individuals, industries and governments.

2012 saw the first two meetings of the Alliance members, where we've agreed that the Alliance defines success by impact, is focused on solutions, and is driven by trust and respect. We've determined that together, we collaborate to reduce and, when possible, reinvent, products, policies and services that damage ocean ecosystems. We use advocacy, community engagement and innovation as critical forces. The Alliance brings the best thinking to the table and critically evaluates risks and benefits for achievable solutions with lasting results. We're looking for productive ways forward and high impact solutions and we're pledging to make continual progress toward eliminating ocean trash.

2012 data summary:



450 Dive Against Debris Reports Submitted



5600+ volunteers



50 countries



95,000 lbs/45,000 kgs trash removed & reported



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Project AWARE Joins Boomerang Alliance

One third of all plastic marine debris is from beverage containers, according to the Commonwealth Scientific and Industrial Research Organisation (CSIRO). It kills wildlife and pollutes beaches. It persists for centuries, breaking down into smaller particles, clogging our waterways and destroying our ocean.

Project AWARE Foundation alongside other key environmental marine debris groups in Australia have recently joined the **Boomerang Alliance**, a group of leading environmental organizations committed to working toward zero waste in Australia. Together, we're campaigning for a national Container Deposit Scheme. Cash for Containers encourages Australians to rethink their waste by receiving a 10c refund on bottles and cans.



Dive Against Debris Heroes of 2012

Every year tens of thousands of marine animals and seabirds die from eating or getting tangled in marine debris - our waste in the ocean. Dive Against Debris is a global, underwater survey of marine debris and every time divers participate, they help drive change. The rubbish removed makes the ocean safer for marine life and the information reported can help convince individuals, governments and businesses to act against marine debris. We honor our Dive Against Debris Heroes that are powering the movement for a trash free ocean.





© WEST BEACH DIVING CENTER, JAPAN



© OCEAN ENCOUNTERS, WILLEMSTAD, NETHERLANDS, ANTILLES



© BLUE ANGEL SCUBA SCHOOL, MEXICO



© DIVING SHOP NANA, JAPAN



© THE BEACH HOUSE AT IRUVELI, MALDIVES



© COCONUT DIVE CENTER, JAPAN

Record-Setting Dive Against Debris, Japan

In 2012, more than 400 Dive Against Debris surveys were completed by nearly 4,000 volunteers in Japan. The record-setting team at Coconut dive shop completed 177 cleanup events alone, involving 1,160 volunteers to remove 2,035 kg of trash from 77 km of marine environments.

Ocean Action Project

We believe that a strong grassroots movement is essential to build a strong wave for ocean protection. This year, Project AWARE launched the Ocean Action Project to support innovative and results-driven conservation projects at the grassroots. We received 68 applications for measurable projects with an approach for change and our Board of Directors has the tough task of selecting the top ten for the global vote. After hundreds of online votes, five projects were chosen to receive your support:

The Semporna Shark Sanctuary:

Scuba Junkie, Malaysia

The mission of the Semporna Shark Sanctuary is to protect one of the most diverse marine ecosystems on the planet and prevent the over exploitation of sharks, mantas, eagle rays, devil rays, marlin, sail fish and sea turtles. In doing so, this project will protect and preserve these animals and the diversity of the coral reef systems in Semporna. It will also help protect and compensate fishing communities by securing existing jobs held by many Sabahans in eco-tourism. New jobs would also be created for the maintenance, upkeep and protection of South East Asia's first Shark Sanctuary.



Project Momentum:

Gili Eco Trust and Aquatic Alliance, Indonesia

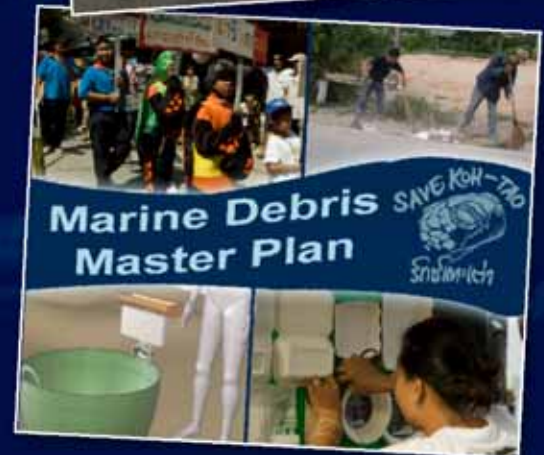
Focusing on one of the primary shark and manta markets in Indonesia: Tanjung Luar, Lombok, where exploratory trips revealed much of the shark and ray catch is IUCN listed as Vulnerable or Threatened. Project Momentum will collect data on all species of sharks and rays caught, specifically bull and tiger sharks and both giant and reef manta rays (all unprotected keystone species). They will work closely with the fisherman providing detailed alternative income solutions for fisherman and boat owners. Various materials will be produced to help raise awareness including a short documentary for local communities to educate people about the unregulated depletion of these critical species.



Koh Tao Debris Master Plan:

Save Koh Tao Marine Branch, Thailand

Save Koh Tao Marine Branch is a community group made up of dive schools, divers, small businesses and residents of the island of Koh Tao, all sharing the common goal to monitor, protect and restore their local marine resources. The Koh Tao Debris Master plan will help assist the local community and government to successfully manage waste disposal on the island. Four focus areas include installing rubbish bins along the beaches, paths and roads; creating an island cleanup team; leading a rubbish reduction awareness campaign and creating signage for the island to raise awareness about marine debris and encourage people to dispose of their waste responsibly.



Marine Debris Action Teams Create Plastic-Free Sea Turtle Habitats:

Dr Chris Pincetich and PRETOMA, Costa Rica

This project measures marine debris using published protocols to provide invaluable scientific data and improve the understanding of plastic pollution in the global marine ecosystem. Volunteer teams will conduct critical scientific assessments of marine debris density on shorelines by using transects as well as conduct shoreline and underwater cleanups. Raising awareness about the marine debris issue and the effect on sea turtle populations will be a critical component of this project and includes creating signage for sea turtle nesting beaches and community presentations.



Community Based Shark Conservation Research to Guide Marine Park Design:

Maximillian Hirschfeld, Galapagos Islands

In collaboration with the Galapagos National Park (GNP), this study aims to determine the spatial distribution of juvenile sharks in their nurseries in order to include these key habitats into the zoning scheme of the Galapagos Marine Reserve (GMR). This marine sanctuary is world renowned for its dive tourism, nevertheless the original zoning design of the GMR was determined as provisional due to the lack of spatial information on the local biodiversity and is currently under revision by the GNP. Acoustic telemetry will be used to study habitat use and the movement of juvenile Blacktip sharks (*Carcharhinus limbatus*). Local students will be involved with the aim of empowering and educating local youth to become advocates for shark conservation.



An Ocean of Thanks

Your generosity is an investment in the future of our blue planet and we couldn't have worked toward a clean, healthy and abundant ocean without it. Thank you for sharing our vision and partnering with us to make so much possible. You are responsible for so many amazing ocean protection milestones and for that we are truly grateful. Thank you to all the individuals, foundations, dive centers and fundraisers inspired to give back to the ocean. Below, we would like to recognize the following major donors who have made an exceptional contribution to conservation.

| | | | |
|-------------------------|-------------------------------------|------------------------|--|
| Action Scuba | Richard Cupitt | Kyna Associates | Philip Ries |
| Istvan Adamovsky | Gary Davis | Linda Langin | Kim Rossi |
| Carol Adderley | Jason Davis | Langley Diving | Frank Schaer |
| Matt Aistroke | Robert DeMarco | Camille Lemmens | Todd Schedin |
| All About Scuba | Dive Centre Manly | Janet Lew | Charles Shippam |
| William Anthony | Dive Downbelow | Jamison Lightbourne | Samara Sinclair |
| Jessica & Jorge Antonio | Doxa Watches | Marc Antoine Lindt | Sport Diver UK |
| Aqua Plein Air | Cynthia Dugger | Manuel Lopez Melgar | Patrick Stevens |
| Axiom Solutions | Carl Elliott | Manta Reisen | Benjamin Stone |
| Bans Diving Resort | Laura Englebrecht | Jacquelyn Mathieu | Sub-Mission Dive Centre |
| Scott Barnett | Fourth Element | Earl McAloney | Sunreef Scuba Diving |
| Heidi Barrett | Patricia Freysinger | McBeth Foundation | Jayne Tanz |
| Danny Betkowski | Mark Gambol | Carlos Mejia | K. Stuart Taylor |
| Bryan Blauvelt | Nathalie Girard | Octo Dive | Mary Teeter |
| Blue Season Bali | GNT Divers GNT Divers | PADI | The Chris & Melody Malachowsky Family Foundation |
| Peter Blumer | Jennifer Griffin | Patriot Scuba | |
| Bonnier Publications | Dennis Griffith | Harald Pfeffer | The Marcil Family Foundation |
| Pat Bonser | Ryne Gulbrandson | Jessica Pfeltz | |
| Michelle Brunton | Robert Hamilton | Ghiorghita Pintilie | Atikhun Thongtang |
| Dave Burwash | Wendy Haryanto | Cameron Powell | Jeffrey Toretsky |
| Denny Chandra | Larry Holling | Paul Quick | Utila Dive Center |
| Carol Chen | InDepth Scuba | Mark Quinn-Newall | Rodney Van der Laan |
| Chevron | Warren Jackson | Tracy Ramirez | Mathew Watts |
| Rick Chilton | Back-song Jung | Eva Kristine Rasmussen | Sheri Weinmaster |
| James Cole | Grace Keast | Kenneth Redifer | Brian White |
| Warren Coles | Kendra Bolt & ING NYC Marathon Team | Remote Area Dive | Olga White |
| Louise Coy | Khao Lak Scuba Adventures | Irene Reynolds | Megan Willis |
| Crystal Bali Divers | Michael Kurczewski | Garret Riendeau | Lei Zhang |

100% AWARE Partner Program

PADI Professionals around the world are putting ocean protection at the heart of their business by committing to be 100% AWARE. 100% AWARE is Project AWARE's premier partner giving program, allowing committed professionals to effortlessly ensure each of their students received the Project AWARE version of their certification card. The valuable donations received through 100% AWARE protects the planet's most vulnerable shark and manta ray species and helps tackle marine debris issues globally.

100% AWARE partners not only receive benefits like marketing and outreach support but cultivate loyal customers who appreciate and value the commitment to conservation.

Visit www.projectaware.org to find 100% AWARE partners from around the globe.



Certification Cards Support Project AWARE

With a small donation, the limited edition Project AWARE version of the PADI certification card fuels the Project AWARE movement to protect the ocean.

Throughout 2012, over 87,000 AWARE cards were issued globally, with a special thanks to support from AWARE divers in Japan. Collective donations from divers around the globe are helping fuel lasting change for the ocean.



It Takes a Community

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.

Escape from the Bamboo Jail: World Ocean Day Fundraiser

Thank You Blue Season Bali and Crystal Divers Bali, Indonesia

In a bid to bail our ocean out of trouble, two Bali dive centers got super creative and joined forces for the most unconventional, highly inventive fundraiser on record. They built a bamboo jail to raise over \$10,000 AUD for the ocean. Partygoers gifted up to \$100 to lock someone up in jail. How did they get out? By finding generous friends to donate their bail money of course. "We've set a new precedent for event partnerships in Bali. It builds a foundation for the local diving community to grow new ideas together and host even more successful events in the future. I'm very excited to be part of this organizing team, pushing the limits on what we can achieve together," said Robert Scales.



New York Marathon: Run for Sharks

Thank You Kendra Bolt and the Run for Sharks Team

"I love sharks but the fight for their protection isn't just an emotional one. It's logical, it's empirical, and it's extremely important," says Kendra Bolt, marathon team leader and passionate diver. Kendra loves a challenge and in 2012 she established Project AWARE as a Charity Partner for the ING New York City Marathon. Although a tragic storm prevented the race in 2012, the team still raised \$8,076.16 in support and Kendra continues to lead the Project AWARE team to train and raise funds for the ocean. Thanks to all the runners involved in www.runforsharks.org



Triathlons, 10k Runs and More

Thank You Pedro Mendes

Long-time Project AWARE supporter, Pedro Mendes, is passionate about wildlife and conservation. But in 2012, he took his passion to a whole new level by taking on a host of tough sporting challenges all in support of ocean conservation. So far Pedro has raised £1720 GBP but there's no stopping him until he reaches his target of £2000. "Along with entering sporting events, I support Project AWARE by assisting with Dive Shows around the UK, and undertaking other volunteer activities where possible, such as holding presentations at environmental forums and meetings. This year has been truly amazing and I would like to thank everyone so much for their support for both Project AWARE and myself."



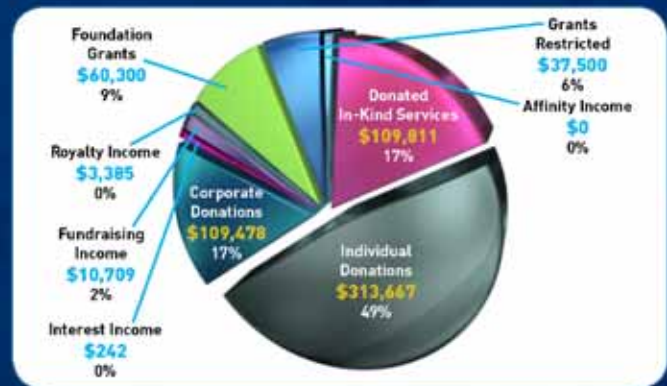
For more fundraising events and action highlights visit www.projectaware.org.

Financial Summaries

Project AWARE Foundation (Americas)

2012 Year End Audited Income (USD) with Donated Services

| Income Area | % of Total | 2012 |
|--------------------------|-------------|------------------|
| Individual Donations | 49% | \$ 313,667 |
| Corporate Donations | 17% | \$109,478 |
| Royalty Income | 0% | \$3,385 |
| Fundraising Income | 2% | \$10,709 |
| Affinity Income | 0% | \$0 |
| Foundation Grants | 9% | \$60,300 |
| Grants (Restricted) | 6% | \$37,500 |
| Interest Income | 0% | \$242 |
| Donated In-Kind Services | 17% | \$109,811 |
| Total Income | 100% | \$645,092 |



Project AWARE Foundation (Americas)

2012 Year End Audited Expenses (USD) with Donated Services

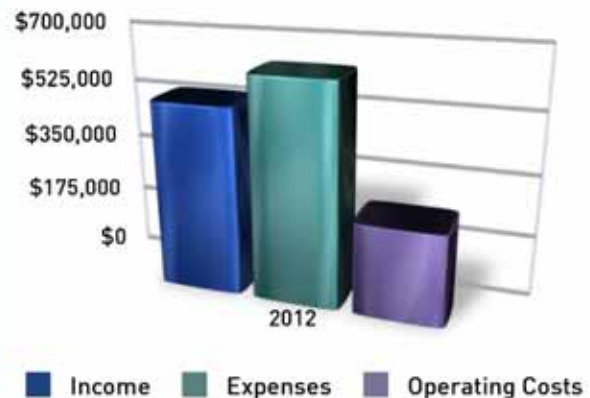
| Program Area | % of Total | 2012 |
|---|-------------|------------------|
| Environmental Projects & Programs | 49% | \$358,327 |
| Ocean Action Grants | 1% | \$9,500 |
| Donated In-Kind Program Services | 1% | \$6,568 |
| Donated In-Kind Advertising Services | 13% | \$93,890 |
| Total Program Expenses | 64% | \$468,285 |
| Administrative Costs | 34% | \$254,226 |
| Donated In-Kind Administrative Services | 1% | \$9,353 |
| Fundraising | 1% | \$4,543 |
| Total Expenses | 100% | \$736,407 |



Project AWARE Foundation (Americas)

2012 Year End Audited Report (USD)

| | Income | Expenses | Operating Costs |
|------|-----------|-----------|-----------------|
| 2012 | \$535,281 | \$626,596 | \$258,769 |

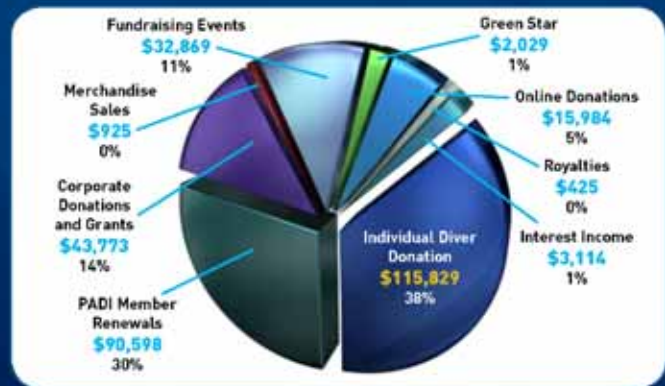


Total Assets at Year End = \$358,280

Financial Summaries

Project AWARE Foundation (Asia Pacific) 2012 Year End Audited Income (AUD)

| Program Area | % of Total | 2012 |
|--------------------------------|-------------|------------------|
| Individual Diver Donation | 38% | \$115,829 |
| PADI Member Renewals | 30% | \$90,598 |
| Corporate Donations and Grants | 14% | \$43,773 |
| Merchandise Sales | 0% | \$925 |
| Fundraising Events | 11% | \$32,869 |
| Green Star | 1% | \$2,029 |
| Online Donations | 5% | \$15,984 |
| Royalties | 0% | \$425 |
| Interest Income | 1% | \$3,114 |
| Total Income | 100% | \$305,546 |



Project AWARE Foundation (Asia Pacific) 2012 Year End Audited Expenses (AUD)

| Program Area | % of Total | 2012 |
|-------------------------------|-------------|------------------|
| Sharks | 19% | \$62,213 |
| Marine Debris | 19% | \$61,420 |
| Ocean Protection | 28% | \$89,693 |
| Total Program Expenses | 66% | \$213,326 |
| Operating Costs | 34% | \$108,142 |
| Total Expenses | 100% | \$321,468 |



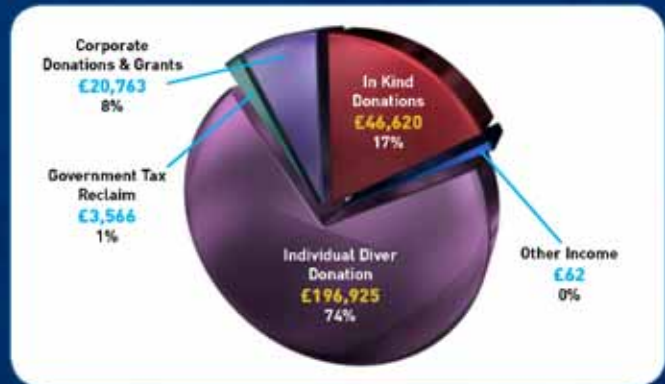
Project AWARE Foundation (Asia Pacific) 2012 Year End Audited Report (AUD)

| | Income | Expenses | Operating Costs |
|------|-----------|-----------|-----------------|
| 2012 | \$305,546 | \$286,366 | \$108,142 |



Project AWARE Foundation (EMEA)
2012 Year End Audited Income (GBP)

| Income Area | % of Total | 2012 |
|------------------------------|-------------|-----------------|
| Individual Diver Donation | 74% | £196,925 |
| Government Tax Reclaim | 1% | £3,566 |
| Corporate Donations & Grants | 8% | £20,763 |
| In Kind Donations | 17% | £46,620 |
| Other Income | 0% | £62 |
| Total Income | 100% | £267,936 |



Project AWARE Foundation (EMEA)
2012 Year End Audited Expenses (GBP)

| Program Area | % of Total | 2012 |
|-----------------------------------|-------------|-----------------|
| Environmental Projects & Programs | 77% | £179,517 |
| Ocean Action Grants | 3% | £8,276 |
| Total Program Expenses | 80% | £187,793 |
| Administrative Costs | 20% | £46,213 |
| Total Expenses | 100% | £234,006 |



Project AWARE Foundation (EMEA)
2012 Year End Audited Report (GBP)

| | Income | Expenses | Operating Costs |
|------|----------|----------|-----------------|
| 2012 | £267,936 | £234,006 | £33,930 |





Contact Us

Project AWARE 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 globally to work together for a clean, healthy and abundant ocean planet. Project AWARE Foundation is a registered non-profit organization in Australia, United Kingdom, and the United States.

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