With a mission to protect the ocean through science and advocacy and inspire environmental stewardship, Pacific Whale Foundation (PWF) conducts Research, Education and Conservation programs in the waters of Maui Nui and beyond. Founded by Greg Kaufman in 1980 as a 501(c)(3) nonprofit organization dedicated to saving the world’s whales from extinction, PWF owns PacWhale Eco-Adventures, a social enterprise offering fee-based products and services that help support the conservation organization’s nonprofit work. Combined with memberships, donations, charitable grants and a remarkable group of dedicated supporters, PWF now reaches more than 400,000 individuals annually, with the exception of 2020 due to the global pandemic, through its Maui and Australia offices and research projects in Ecuador and Chile.
Dear Friends,

Despite economic challenges and global health concerns, 2020 was a year of growth and new beginnings for Pacific Whale Foundation (PWF). We were able to continue our Education programs, expanding our reach globally by shifting to a virtual platform. We also created a robust conservation advocacy agenda gleaned from our research; provided data and support to governments and agencies in the fight against plastics; and connected the public in novel ways.

In 2021, we will be rolling out a new conservation advocacy agenda that addresses global threats to whales and dolphins, and we encourage you to take part! Stay tuned and informed by following our progress on social media, reading our engaging and enlightening blogs, signing up for our e-newsletter, making a donation, and connecting with us at events and support opportunities near you.

In 2021, we continue to be the people’s environmental organization for the protection of the world’s whales, dolphins and other marine animals living wild in their natural habitat. Our mission is to protect the environment, regardless of the challenges. Our purpose is to protect the environment, regardless of the challenges. Our actions live up to the trust that our employees, partners and guests have in us: to provide the experience we promised and to deliver on our mission.

Our vision is to be the people’s environmental organization for the protection of the world’s whales, dolphins and other marine animals living wild in their natural habitat.

We believe that it is essential to involve the public in our mission and encourage participation in this global community that cares deeply about the future of our oceans.
The expansion to include a for-profit marine tourism subsidiary was an innovative step that significantly altered the future of the Foundation and of whale watching. Now funded through its social enterprise, PWF became a voice for whales and those who challenged attitudes and actions of the marine tourism industry, environmental agencies and other researchers. Committed to minimizing the impact of marine tourism on fragile eco-systems, PacWhale Eco-Adventures consistently reviewed new ways to introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research "platforms of opportunity," the Foundation's projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based educational “platforms of opportunity,” the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and education programs for local children, and appointed Cristina as the support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and education programs for local children, and appointed Cristina as the support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and education programs for local children, and appointed Cristina as the support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and education programs for local children, and appointed Cristina as the support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and education programs for local children, and appointed Cristina as the support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and education programs for local children, and appointed Cristina as the support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and education programs for local children, and appointed Cristina as the support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.

In 2003, Ecuador-based researcher Dr. Cristina Castro expressed concern about the rapid growth of whale watching in her study area and asked for help convincing local authorities to regulate the operators. After visiting her field site in Puerto Lopez, Pacific Whale Foundation committed to support operator-training workshops, photo-identification research and education programs for local children, and appointed Cristina as the support operator-training workshops, photo-identification research and introduce a wider cross-section of the marine environment to both island residents and visitors to foster appreciation and inspire the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based platforms of opportunity, the Foundation’s projects grew to include sightseeing during cruises. With the whale-watch vessels available as research “platforms of opportunity,” the Foundation’s projects grew to include bimonthly, peer-reviewed research on marine animals and marine debris. Community-science projects, such as the Great Whale Count, strengthened connections between the public and marine mammals while supporting a developing and robust research team.
As a nonprofit organization, Pacific Whale Foundation is governed by a Board of Directors responsible for following all nonprofit laws and adhering to its mission to protect the ocean through science and advocacy and inspire environmental stewardship.

The Board meets regularly to discuss operations at its Maui headquarters, its partnerships and programs in Australia, Ecuador, Chile and its involvement with the International Whaling Commission (IWC) and International Marine Mammal Conservation Conferences.

MaryKate Rosack
Board Secretary
Senior Director of Alumni Engagement and Annual Giving, Owen Graduate School of Management at Vanderbilt University

Wayne White
Board Chairperson
Former Chief of the Endangered Species Program, U.S. Fish and Wildlife Service

Jennifer E. Childs
Board Director
Consultant experienced in volunteer management, fundraising, development and philanthropy.

Laura Chynoweth
Board Director
Founder and CEO, Granted Fundraising Consultants

Scott Armstrong
Board Director
Multilingual corporate strategist serving as an Adjunct Assistant Professor in Changemaker Innovation at the University of Southern California

GLOBAL HEADQUARTERS: MAUI, HAWAI'I

PACIFIC WHALE FOUNDATION

Kristie Wigglesworth
Executive Director

Cynthia Lallo
Interim Advancement Director

Harrison Schmitt
Director of Special Initiatives

Tami Hamilton
Human Resources Director

PACWHALE ECO-ADVENTURES

Blake Moore
Director of Commercial Operations

John Clock
Retail Buyer & E-commerce

Alyssa Moser
Manager of Plant Captains

Philippines

Jennifer E. Childs
Board Director
Consultant experienced in volunteer management, fundraising, development and philanthropy.

Laura Chynoweth
Board Director
Founder and CEO, Granted Fundraising Consultants

Scott Armstrong
Board Director
Multilingual corporate strategist serving as an Adjunct Assistant Professor in Changemaker Innovation at the University of Southern California

GLOBAL HEADQUARTERS: MAUI, HAWAI'I

PACIFIC WHALE FOUNDATION

Kristie Wigglesworth
Executive Director

Cynthia Lallo
Interim Advancement Director

Harrison Schmitt
Director of Special Initiatives

Tami Hamilton
Human Resources Director

PACWHALE ECO-ADVENTURES

Blake Moore
Director of Commercial Operations

John Clock
Retail Buyer & E-commerce

Alyssa Moser
Manager of Plant Captains

Philippines

Jennifer E. Childs
Board Director
Consultant experienced in volunteer management, fundraising, development and philanthropy.

Laura Chynoweth
Board Director
Founder and CEO, Granted Fundraising Consultants

Scott Armstrong
Board Director
Multilingual corporate strategist serving as an Adjunct Assistant Professor in Changemaker Innovation at the University of Southern California

GLOBAL HEADQUARTERS: MAUI, HAWAI'I

PACIFIC WHALE FOUNDATION

Kristie Wigglesworth
Executive Director

Cynthia Lallo
Interim Advancement Director

Harrison Schmitt
Director of Special Initiatives

Tami Hamilton
Human Resources Director

PACWHALE ECO-ADVENTURES

Blake Moore
Director of Commercial Operations

John Clock
Retail Buyer & E-commerce

Alyssa Moser
Manager of Plant Captains

Philippines

Jennifer E. Childs
Board Director
Consultant experienced in volunteer management, fundraising, development and philanthropy.

Laura Chynoweth
Board Director
Founder and CEO, Granted Fundraising Consultants

Scott Armstrong
Board Director
Multilingual corporate strategist serving as an Adjunct Assistant Professor in Changemaker Innovation at the University of Southern California

GLOBAL HEADQUARTERS: MAUI, HAWAI'I

PACIFIC WHALE FOUNDATION

Kristie Wigglesworth
Executive Director

Cynthia Lallo
Interim Advancement Director

Harrison Schmitt
Director of Special Initiatives

Tami Hamilton
Human Resources Director

PACWHALE ECO-ADVENTURES

Blake Moore
Director of Commercial Operations

John Clock
Retail Buyer & E-commerce

Alyssa Moser
Manager of Plant Captains

Philippines

Jennifer E. Childs
Board Director
Consultant experienced in volunteer management, fundraising, development and philanthropy.

Laura Chynoweth
Board Director
Founder and CEO, Granted Fundraising Consultants

Scott Armstrong
Board Director
Multilingual corporate strategist serving as an Adjunct Assistant Professor in Changemaker Innovation at the University of Southern California

GLOBAL HEADQUARTERS: MAUI, HAWAI'I

PACIFIC WHALE FOUNDATION

Kristie Wigglesworth
Executive Director

Cynthia Lallo
Interim Advancement Director

Harrison Schmitt
Director of Special Initiatives

Tami Hamilton
Human Resources Director

PACWHALE ECO-ADVENTURES

Blake Moore
Director of Commercial Operations

John Clock
Retail Buyer & E-commerce

Alyssa Moser
Manager of Plant Captains

Philippines

Jennifer E. Childs
Board Director
Consultant experienced in volunteer management, fundraising, development and philanthropy.

Laura Chynoweth
Board Director
Founder and CEO, Granted Fundraising Consultants

Scott Armstrong
Board Director
Multilingual corporate strategist serving as an Adjunct Assistant Professor in Changemaker Innovation at the University of Southern California

GLOBAL HEADQUARTERS: MAUI, HAWAI'I

PACIFIC WHALE FOUNDATION

Kristie Wigglesworth
Executive Director

Cynthia Lallo
Interim Advancement Director

Harrison Schmitt
Director of Special Initiatives

Tami Hamilton
Human Resources Director

PACWHALE ECO-ADVENTURES

Blake Moore
Director of Commercial Operations

John Clock
Retail Buyer & E-commerce

Alyssa Moser
Manager of Plant Captains

Philippines

Jennifer E. Childs
Board Director
Consultant experienced in volunteer management, fundraising, development and philanthropy.

Laura Chynoweth
Board Director
Founder and CEO, Granted Fundraising Consultants

Scott Armstrong
Board Director
Multilingual corporate strategist serving as an Adjunct Assistant Professor in Changemaker Innovation at the University of Southern California

GLOBAL HEADQUARTERS: MAUI, HAWAI'I

PACIFIC WHALE FOUNDATION

Kristie Wigglesworth
Executive Director

Cynthia Lallo
Interim Advancement Director

Harrison Schmitt
Director of Special Initiatives

Tami Hamilton
Human Resources Director

PACWHALE ECO-ADVENTURES

Blake Moore
Director of Commercial Operations

John Clock
Retail Buyer & E-commerce

Alyssa Moser
Manager of Plant Captains

Philippines

Jennifer E. Childs
Board Director
Consultant experienced in volunteer management, fundraising, development and philanthropy.

Laura Chynoweth
Board Director
Founder and CEO, Granted Fundraising Consultants

Scott Armstrong
Board Director
Multilingual corporate strategist serving as an Adjunct Assistant Professor in Changemaker Innovation at the University of Southern California
COMMUNITY

“Had our second whale-watching cruise in two years while on Maui, and we appreciate your mission more than ever. We want our grandchildren to grow up in a world that protects all species. We hope to bring them on a trip to Maui in the future to experience a cruise with your organization.”
– R.K., Minnesota

“Trying to support such a wonderful organization. I was fortunate enough to go on one of your tours in February of 2019. I fell in love with Maui. When I retire, I would love to spend three months a year there, being a volunteer on your tours to record data on the whale population. Until then, I will contribute this way! Keep up the good work!”
– T.L., Colorado

“We had the chance to do a cruise with PacWhale Eco-Adventures, Pacific Whale Foundation’s social enterprise, when we visited Maui in 2019. We loved the entire experience. My daughter was so inspired by all the students working on the boat and is now ever determined to become a marine biologist to save the ocean. Thank you, Pacific Whale Foundation, for doing GOOD for the earth.”
– Y.M. and family, Beijing

“Hope all is well in Hawai‘i during these pandemic times. My wife, Diane, and I have been coming to Hawai‘i every few years since our first visit in 2003. We always try to support Pacific Whale Foundation when we come and appreciate the great work that you do. Hopefully we will be able to return again soon. Take care and be safe.”
– P.T., Canada

ENGAGEMENT

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecotours: Australia</td>
<td>3,685</td>
</tr>
<tr>
<td>Ecotours: Maui</td>
<td>138,899</td>
</tr>
<tr>
<td>Virtual Education</td>
<td>3,518</td>
</tr>
<tr>
<td>Keiki Whalewatch</td>
<td>3,700</td>
</tr>
<tr>
<td>Virtual Ocean Camp</td>
<td>178</td>
</tr>
<tr>
<td>Memberships*</td>
<td>9,255</td>
</tr>
<tr>
<td>Development</td>
<td>77,698</td>
</tr>
<tr>
<td>Community Events</td>
<td>6,516</td>
</tr>
</tbody>
</table>

243,440+
TOTAL PARTICIPANTS

*Total membership as of 12/31/20
Pacific Whale Foundation researchers work on applied research projects which support conservation and management outcomes. Since 1980, our researchers have published over 100 peer-reviewed publications, reports and books designed to advance our knowledge and inform better management of whales and dolphins. The long-term goal of our Research program is to identify and assess major stressors, or threats, to whales and dolphins around the planet and develop science-based solutions to mitigate these problems.

The ongoing support of PWF members, donors, supporters and friends during a challenging year allowed PWF researchers to continue providing high-quality science used to raise local and global awareness of marine mammal stressors and support further research and/or actions undertaken by the scientific and management communities.

By sharing results and data-derived evidence from various research studies, PWF hopes to inform and guide global conservation measures, advancing the understanding of cetacean populations through applied research projects in Hawai‘i, Australia and Ecuador and collaborative efforts with other researchers.

**PROGRAM HIGHLIGHTS**

- Engaged with community and stakeholders through virtual presentations and Q&A sessions, archived on our website for future reference
- Despite pandemic interruptions, conducted successful field seasons in Hawai‘i, Australia and Ecuador, as well as sponsored field work for a blue whale project in Chile

**PROGRAM HIGHLIGHTS - HAWAI‘I**

- Worked with the Hawaiian Islands Humpback Whale National Marine Sanctuary Advisory Council to develop voluntary whale-watching guidelines
- Presented at the Maki’s Waves community conference in Hervey Bay

**PROGRAM HIGHLIGHTS - AUSTRALIA**

- Involved high school (Hervey Bay) and college (USC) students in data collection
- Completed data collection for swim-with-whales impact study and continued ongoing photo-ID collection
- Invited to contribute data to the updated zoning plan for the Great Sandy Straits Marine Park in Queensland, Australia
- Joined a large-scale collaborative effort to predict disruptions to humpback whale migration in the Southern Hemisphere due to climate change
- Invited to provide recommendations on the emerging swim-with-whales industry in Timor-Leste

**PROGRAM HIGHLIGHTS - ECUADOR**

- Conducted online workshops for guides, vessel captains and park rangers regarding humpback whale identification, photo ID, and safe navigation practices
- Conferred with the Ministry of Environment regarding implementation of a stranding plan in continental Ecuador
- Updated the International Union for Conservation of Nature red list status for certain cetacean species in Ecuador
- Lectured at the Ecuador Whale Festival, encouraging responsible whale-watching and ongoing scientific research into human impacts on whales

**RESEARCH**

- Fresh humpback whale placenta examined, a first outside of the whaling industry, resulting in the collection of histological samples providing insight into the reproductive biology of whales
- Individual whales (and growing) reconciled in PWF’s North Pacific humpback whale photo-ID catalog from 1981 to present, data which is shared with research collaborators via Happywhale.com
- Years assigned to Research program’s Global Impact Plan developed to identify areas of ecological significance to whales and dolphins and the primary threats to cetaceans around the globe, including knowledge gaps assessed in high-impact areas to guide development of future research, education and conservation projects
- Research projects concurrently managed in Hawai‘i, Australia and Ecuador

**PROGRAM HIGHLIGHTS - Research in Hawai‘i**

- Engaged with community and stakeholders through virtual presentations and Q&A sessions, archived on our website for future reference
- Despite pandemic interruptions, conducted successful field seasons in Hawai‘i, Australia and Ecuador, as well as sponsored field work for a blue whale project in Chile

**PROGRAM HIGHLIGHTS - Australia**

- Worked with the Hawaiian Islands Humpback Whale National Marine Sanctuary Advisory Council to develop voluntary whale-watching guidelines
- Presented at the Maki’s Waves community conference in Hervey Bay

**PROGRAM HIGHLIGHTS - Ecuador**

- Conducted online workshops for guides, vessel captains and park rangers regarding humpback whale identification, photo ID, and safe navigation practices
- Conferred with the Ministry of Environment regarding implementation of a stranding plan in continental Ecuador
- Updated the International Union for Conservation of Nature red list status for certain cetacean species in Ecuador
- Lectured at the Ecuador Whale Festival, encouraging responsible whale-watching and ongoing scientific research into human impacts on whales

Learn more about our research efforts at PacificWhale.org/research
Online Engagement

Without the option of in-person programming, we shared engaging educational opportunities through digital platforms to maintain connections with our local and global community, including a variety of live and pre-recorded lessons and activities related to marine life that viewers could conduct at home with simple household materials. Live sessions provided opportunities for interaction and Q&A sessions with viewers. To date, these online lessons and virtual presentations received a combined total of 3,518 views.

All of these educational resources are available at PacificWhale.org/education/education-resources.

Pacific Whale Foundation (PWF) Education programs provide opportunities for participants to form connections with the marine environment while inspiring them to become environmental stewards. The year 2020 challenged us to maintain continuity in providing high-quality, engaging programming while prioritizing the safety of our participants and staff, presenting us with a unique opportunity to further innovate how we share our programs. Despite physical-distancing restrictions, we were able to virtually connect our 2020 programs with a broad network of ocean advocates, thereby expanding our previous reach.

HIGHLIGHTS FROM 2020

Keiki Whalewatch

The Keiki Whalewatch program had a very successful season, even though it was cut short by one month. Nevertheless, the program continues to increase its reach annually, impacting a total of 3,700 students before the season came to an unanticipated end. For the third consecutive year, we successfully brought the program to students on the islands of Moloka‘i and Lana‘i, with Moloka‘i middle and high school students included for the very first time. Our life-size inflatable humpback whale, ‘Ohana, made her debut this season, visiting five local schools and providing 367 students with the rare opportunity to explore the inside of a humpback whale!

Ocean Camp

Navigating global pandemic challenges resulted in the introduction of two new variants of our popular Ocean Camp program: Virtual Ocean Camp and Ocean Camp: From Screen to Sea. Both programs provided campers with fun, engaging, collaborative and educational activities similar to the traditional Ocean Camp program, but via a video conferencing platform. The hybrid program combined virtual programming with an in-person snorkel trip on a PacWhale Eco-Adventures vessel that wrapped up a week of instruction and activities. We invited adult guardians of campers to accompany them on the boat trip for the first time, which allowed participating keiki to social-distance with a buddy while on board.

To maintain continuity throughout each weekly session of the program, enrollment for Ocean Camp shifted from daily to weekly. A total of six weeks of Virtual Ocean Camp and three weeks of Ocean Camp: From Screen to Sea were offered this year, reaching a total of 178 campers from three Hawaiian Islands, nine US states and five different time zones. The first two weeks of the Virtual Ocean Camp program were offered free of charge; all remaining weeks of programming for the year were offered at subsidized rates.

Maui County schools received a visit from ‘Ohana, PWF’s life-size inflatable whale.

Keiki participated in various 2020 Ocean Camp programs

3,700 Students participated in 2020 Keiki Whalewatch program

178 5 Views of online lessons and virtual presentations

3,518 Views of online lessons and virtual presentations

Students participated in 2020 Keiki Whalewatch program

Maui County schools received a visit from ‘Ohana, PWF’s life-size inflatable whale
ENGAGEMENT
Despite COVID-19’s island-wide shutdown beginning in March 2020, the majority of our programs continued after considerable adjustments and adaptations designed to improve outreach and reach and improve our effectiveness. Together with PWF’s Research team, we developed a science-based agenda to identify major stressors to whales and dolphins. In August 2020, we launched a series entitled Making Waves: Policies to Protect the Ocean to outline our agenda and educate our supporters. These articles examine the cause of stressors on whales and dolphins and highlight related policies that exist at the state, national and international level. Finally, the series illuminates specific efforts PWF has made, and will continue to make, to mitigate negative impacts on whales and dolphins. The Making Waves series, an ongoing project, supports PWF’s reputation as industry experts and international advocacy thought leaders.

POLICY
As we continued to deepen our knowledge in 2020 regarding effective solutions to marine conservation challenges, we also found opportunities to further our advocacy. In April, Maui County moved to pass sweeping plastic disposable food-ware, effective January 1, 2022. Our Conservation team has been actively engaged in an effort to gain valuable insight into the amount and type of debris found along Maui shorelines and further pursue efforts to better understand the problem, resulting in superior positioning in terms of mitigation.

As we move into 2021 with high hopes, we continue to develop our expertise in the areas of study identified at the start of 2020. We plan to advance our Making Waves series, highlighting the threat of vessel strikes and climate change to whales and dolphins. In light of a new federal administration, we will strongly advocate for policies addressing plastic pollution in our ocean, the worsening impacts of climate change on marine environments, science-based whale-watching guidelines and other critical conservation issues.

AUSTRALIA
Our Australia team also successfully adjusted to the unprecedented times experienced in 2020 and was able to conduct community coastal marine debris collection at the PWF Festival, facilitated community outreach at Australia’s Paddle Out for Whales event and completed Plastic Pollution Solutions programs while limiting school visits.

Author for Pacific Whale Foundation, Division of Marine Debris. Interested in participating in this program? Pick up your supplies at Pacific Whale Foundation’s PACIFICWHALE.ORG/CONSERVATION/MARINE/hyphen.capDEBRIS

TOP ITEMS COLLECTED

<table>
<thead>
<tr>
<th>Item</th>
<th>More Than</th>
<th>Plastic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarette Butts</td>
<td>22,770</td>
<td>5413</td>
</tr>
<tr>
<td>Plastics</td>
<td>2,131</td>
<td>555</td>
</tr>
<tr>
<td>Plastic pieces</td>
<td>1,877</td>
<td>500</td>
</tr>
<tr>
<td>Glass pieces</td>
<td>1,530</td>
<td>371</td>
</tr>
<tr>
<td>Bottle caps</td>
<td>1,249</td>
<td>22</td>
</tr>
<tr>
<td>Metal pieces</td>
<td>1,056</td>
<td>22</td>
</tr>
<tr>
<td>Paper/Cardboard</td>
<td>924</td>
<td>17</td>
</tr>
<tr>
<td>Food wrappers</td>
<td>831</td>
<td>17</td>
</tr>
<tr>
<td>Plastic disposable food-ware</td>
<td>769</td>
<td>17</td>
</tr>
<tr>
<td>Metal beverage containers</td>
<td>598</td>
<td>5</td>
</tr>
<tr>
<td>Styrofoam</td>
<td>555</td>
<td>2</td>
</tr>
</tbody>
</table>

76.94% of pieces of trash collected were plastic.

Interested in participating in this program? Pick up your supplies at Pacific Whale Foundation’s PACIFICWHALE.ORG/CONSERVATION/MARINE/hyphen.capDEBRIS

Author for Pacific Whale Foundation, Division of Marine Debris. Interested in participating in this program? Pick up your supplies at Pacific Whale Foundation’s PACIFICWHALE.ORG/CONSERVATION/MARINE/hyphen.capDEBRIS

Top 10 items collected.

Plastic pollution solutions.

Additional programs include programs to gain valuable insight into the amount and type of debris found along Maui shorelines and further pursue efforts to better understand the problem, resulting in superior positioning in terms of mitigation.

As we move into 2021 with high hopes, we continue to develop our expertise in the areas of study identified at the start of 2020. We plan to advance our Making Waves series, highlighting the threat of vessel strikes and climate change to whales and dolphins. In light of a new federal administration, we will strongly advocate for policies addressing plastic pollution in our ocean, the worsening impacts of climate change on marine environments, science-based whale-watching guidelines and other critical conservation issues.

AUSTRALIA
Our Australia team also successfully adjusted to the unprecedented times experienced in 2020 and was able to conduct community coastal marine debris collection at the PWF Festival, facilitated community outreach at Australia’s Paddle Out for Whales event and completed Plastic Pollution Solutions programs while limiting school visits.

Author for Pacific Whale Foundation, Division of Marine Debris. Interested in participating in this program? Pick up your supplies at Pacific Whale Foundation’s PACIFICWHALE.ORG/CONSERVATION/MARINE/hyphen.capDEBRIS

Plastic pollution solutions.

Additional programs include programs to gain valuable insight into the amount and type of debris found along Maui shorelines and further pursue efforts to better understand the problem, resulting in superior positioning in terms of mitigation.

As we move into 2021 with high hopes, we continue to develop our expertise in the areas of study identified at the start of 2020. We plan to advance our Making Waves series, highlighting the threat of vessel strikes and climate change to whales and dolphins. In light of a new federal administration, we will strongly advocate for policies addressing plastic pollution in our ocean, the worsening impacts of climate change on marine environments, science-based whale-watching guidelines and other critical conservation issues.
PacWhale Eco-Adventures is a profit-making social enterprise wholly owned by Pacific Whale Foundation, a tax-exempt nonprofit organization. By receiving earned income in direct exchange for products and/or services, social enterprises support mission-based programs that tackle social and environmental issues. PacWhale Eco-Adventures engages the public through ecotours and Ocean Stores, thereby giving voice to the vital mission work of Pacific Whale Foundation and helping fund the nonprofit’s core Research, Education and Conservation programs. One hundred percent of PacWhale Eco-Adventures’ proceeds benefit Pacific Whale Foundation.

Ocean Stores
Proceeds generated through our Maui and Lahaina Ocean Stores, as well as online via e-commerce, directly fund the nonprofit work of Pacific Whale Foundation. Retail items are carefully selected using specific criteria that evaluate origin, packaging and composition per our Green Matrix guidelines. By promoting conscientious consumerism and offering opportunities to empower philanthropy and social good, Ocean Stores’ retail products underscore the importance of environmental stewardship.

With the global pandemic shuttering both Ocean Stores from March through October, the retail team immediately pivoted and redirected its focus on growing the online Ocean Store. E-commerce efforts proved quite successful in achieving several record-breaking months with a 159% increase in sales compared to 2019; an additional 16,333 site visitors versus last year; and a total of 51,125 site visitors recorded in 2020. Highlights included quickly augmenting inventory to help customers navigate the changing climate due to the pandemic, such as offering and selling more than 1,000 custom-designed Pacific Whale Foundation face masks. The addition of Maui resident and Native Hawaiian Leilani Oshiro as Retail Store Manager further accentuates the Ocean Stores’ commitment to excellence. Leilani brings a wealth of retail experience coupled with a deep passion for the island environment. “The mission of Pacific Whale Foundation really resonates with me personally,” she enthuses, “and I look forward to learning more about the organization.”

PacWhale Eco-Adventures
Functioning solely to support the mission work of its parent nonprofit, PacWhale Eco-Adventures ecotours offer top-rated snorkel trips, sunset dinner and cocktail cruises, stargazing excursions, and Maui’s original and most award-winning Whalewatch. PacWhale Eco-Adventures’ highly lauded floating classrooms have consistently earned accolades for promoting sustainability at all times and a reputation for employing and following green protocols including the use of only state-approved moorings, pumping waste into a certified management facility, serving only sustainably produced, locally sourced food, conducting community science research on all vessels and more.

Staffed by a college-educated crew and Certified Marine Naturalists holding four-year degrees in the sciences, each staff member must complete a 120-hour, in-house Eco-U certification training program to ensure a mission-led, conservation-driven experience for passengers and supporters. During the COVID-19 island-wide lockdown that grounded all outgoing commercial trips, resulting in the temporary fallout of 95% of vessel staff, management and remaining employees used the downtime to effectively retrofit vessels to comply with CDC, state and federal health and safety guidelines, in anticipation of resuming with limited capacity. Among the myriad innovations and adjustments necessary to ensure the safety of guests and staff upon reopening, key changes in 2020 included:

- Shifting to online waivers to limit contact with staff
- Restructuring tour seating on vessels to comply with social-distancing measures
- Offering reimagined tours such as the Molokini Deluxe and Whalewatch Deluxe that lead the industry in providing guests with maximum space per person
- Revised service standards to avoid bottlenecks and lines near the galley, including table service during breakfast and lunch for all snorkel tours
- Retrofitting vessels with touch-free, motion-activated faucets in the heads (bathrooms) and arm pulls on head doors to keep hands germ-free

Ecotours Australia Highlights
- Resumed restricted whale-watch tours with limited capacity and enhanced COVID-safe practices and operations
- Ocean Store remained open seven days a week while observing COVID-safe protocols
- Implemented Community Assistance program which provided 1.5% of vessel seating on whale-watch cruises free of charge to community members in need as identified by local aid agencies

The mission of Pacific Whale Foundation really resonates with me personally, and I look forward to learning more about the organization.
### Financials

#### Revenue

Pacific Whale Foundation is a tax-exempt 501(c)(3) nonprofit organization supported by people who believe in our mission to protect the ocean through science and advocacy and inspire environmental stewardship. Support comes in the form of contributions from individuals, corporations, foundations, government grants and our social enterprise, PacWhale Eco-Adventures. Total revenue in 2019 was $1,815,498, with 60% from individuals, grants and PWF events and 40% from Education programs (e.g. Ocean Camp and ecotours).

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributed revenue</td>
<td>60%</td>
</tr>
<tr>
<td>Earned revenue</td>
<td>40%</td>
</tr>
</tbody>
</table>

#### Expense

Divided into three categories: program expense, fundraising expense and management/general expense. Pacific Whale Foundation’s total 2019 expense amounted to $1,977,865.

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program expense</td>
<td>60%</td>
</tr>
<tr>
<td>Fundraising expense</td>
<td>18%</td>
</tr>
<tr>
<td>Management and general expense</td>
<td>22%</td>
</tr>
</tbody>
</table>

**Note:** These percentages do not sum to 100% due to rounding.

### Development

The continued growth of Pacific Whale Foundation as a vital and effective thought leader in marine conservation would not be possible without a robust Development team tasked with acquiring the necessary funds to achieve our mission.

In 2020, we expanded this development team with new hires and a strategic roadmap designed to direct the nonprofit to the next level of advancement. Although the global pandemic and resultant restrictions hampered several in-person fundraising events, the team quickly remapped traditional outreach efforts while remaining focused on the ultimate goal: to keep Members, donors and the general public engaged — both emotionally and financially — with the Foundation and its mission.

Moving to a primarily virtual platform in March, the team devised several events involving all PWF departments and social enterprise, PacWhale Eco-Adventures, that inspired ongoing support while extending PWF’s reach globally. A series of cruises featuring live-streamed concerts by popular Maui artists Marty Dread and John Cruz drew hundreds of viewers from as far away as Colombia, Europe and Canada, as well as the Mainland, increased the nonprofit’s exposure and generated much-needed income.

In November, PWF’s annual gala went virtual with live-streamed speakers, an online auction, beautifully crafted videos highlighting the nonprofit’s vital Research, Education and Conservation program advancements, and other activities that inspired engagement and donations.

Summing up the year perfectly, one Development team member commented, “In spite of the challenges of 2020, look at what we did together!”

**Development Highlights:**

- **16** Fundraising events took place either virtually or in a hybrid format despite pandemic-related restrictions raising a total of $128,342.
- **698** Individuals adopted marine animals through Development’s Adoption Program netting $97,028.
- **$460,903** Generated funds through 2,438 new memberships and 2,261 renewals.
- **6** Grant proposals accepted for a total of $121,500.
- **7** Events related to February’s Maui Whale Festival that drew 6,560 participants, prior to the COVID-19 shutdown.

---

**Note:** Figures may not add up due to rounding.
Pacific Whale Foundation is generously supported by individuals, foundations and businesses that contribute through annual memberships, donations, animal adoptions and grants.

The collective impact of our global family of supporters ensures our sustainability of our core programs and helps to strengthen knowledge and awareness of our mission. Together, we are working towards creating a brighter future for the world’s ocean and marine animals.

2020 SUPPORTERS and DONORS (2020 Conservation-level Members and above; major donors $500 and above; listed in descending order of gift amounts received)

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100
ADOPT
Express your love for humpback and false killer whales, dolphins and turtles through myriad donation options, and you’ll make a world of difference.

PARTICIPATE
Each month we offer a calendar of free opportunities, including free Haleakala excursions, Coastal Marine Debris Monitoring programs and more.*

JOIN
As a Member, you connect with a large and dynamic family working to protect the world’s marine wildlife and our shared ocean.

EXPLORE
Visit PacificWhale.org and our Whale & Dolphin Tracker mobile app to access a wealth of information for remote participation in our programs and services.

LEARN
Pass it on! Our informational campaigns are designed to encourage green practices that offer ready-to-use solutions for environmental issues. Register for email updates at PacificWhale.org/mailing-list to get involved.

ENROLL
Programs such as our seasonal Ocean Camps and Plastic Pollution Solutions educate, inspire and motivate the next generation to care for our environment while having a lot of fun doing it!

VOLUNTEER
Offer your in-kind services to assist our Research, Education, Conservation, special events or fundraising teams — check out our free Volunteers on Vacation offerings.*

DONATE
Your contributions directly fund our nonprofit Research, Education and Conservation programs, geared to encourage a global community of people who care about the future of our planet’s ocean.

*Ongoing COVID-19 restrictions may affect in-person events and volunteer opportunities.