Dear Friends,
The last year brought exciting developments across Pacific Whale Foundation (PWF) programs with our lens squarely focused on identified threats to marine mammals, including Bycatch, Marine Plastic Pollution, Unsustainable Tourism and others. From our Research, Education and Conservation (REC) and Development teams to social enterprise arms in Hawai‘i and Australia, PWF realized myriad accomplishments in 2021. Read on for more, and mahalo for your ongoing support!

Pacific Whale Foundation’s RESEARCH program identifies and assesses major threats impacting global cetacean health, such as Bycatch, Marine Plastic Pollution and Unsustainable Tourism, and responds with science-based solutions.

**2021 ACCOMPLISHMENTS**
- Created a framework for the Global Impact Plan for long-term conservation impact
- Submitted eight peer-reviewed articles for publication in scientific journals and provided three technical reports utilized by scientific working groups
- Contributed research informing Hawai‘i’s new voluntary whale-watch guidelines and spinner dolphin approach limits, as well as voluntary guidelines for swim-with-whale tourism in world regions permitting the activity

Pacific Whale Foundation’s EDUCATION team provides engaging opportunities for participants to learn about and form connections with the marine environment while inspiring environmental stewardship through in-person and virtual programs offered in 2021 at subsidized rates.

**2021 ACCOMPLISHMENTS**
- 3,909 students from neighbor-island schools on Oahu, Kauai and the Big Island as well as students from 15 U.S. states participated in the Virtual Keiki Whalewatch program, including 2,530 students from Maui County who participated free of charge
- 160 campers cumulatively attended PWF’s hybrid, virtual and/or in-person Ocean Camp programs with Virtual Ocean Camp drawing participants from three Hawaiian Islands, seven-plus U.S. states and five different time zones

Pacific Whale Foundation’s CONSERVATION program develops and advocates science-based solutions to marine mammal stressors that align environmental, economic and community values, creates public policy agendas supported by PWF research, mobilizes community participation, and fosters partnerships with diverse groups and businesses to develop common-sense strategies.

**2021 ACCOMPLISHMENTS**
- Launched the community-focused marine debris monitoring program Adopt a Beach
- Worked with County of Maui council members to pass the Adopt a Beach monitoring program
- Supported approximately 600 marine debris surveys resulting in the removal of 68,000-plus pieces of debris — a 203% increase from the previous year

Pacific Whale Foundation’s DEVELOPMENT team works to acquire the necessary funds that directly support PWF’s Research, Education and Conservation programs while keeping Members, donors and the general public engaged — both emotionally and financially — with the foundation and its mission to protect the ocean through science and advocacy and inspire environmental stewardship.

**2021 ACCOMPLISHMENTS**
- 6,791 global supporters raised more than $1.16 million, including:
  - Four events attracting 606 people and $83,859 in donations
  - $461,721 cumulative from 3,702 donors
- 160 campers cumulatively attended PWF’s hybrid, virtual and/or in-person Ocean Camp programs with Virtual Ocean Camp drawing participants from three Hawaiian Islands, seven-plus U.S. states and five different time zones

Pacific Whale Foundation’s social enterprise, PACWHALE ECO-ADVENTURES, provides funding for PWF’s critical programs, gathers on-water data for ongoing studies, successfully executes industry best practices for sustainable operations, and provides high-quality ecotours and onboard educational programs for our guests.

**2021 ACCOMPLISHMENTS**
- Carried a total of 198,319 passengers on award-winning ecotours
- Welcomed new build, Ocean Legacy, and expanded fleet to eight vessels with the addition of Ocean Celebration
- Employed 116 individuals throughout the year and completed more than 3,200 hours of science-based classroom training for guest-facing staff

Pacific Whale Foundation, is a social enterprise helping fund whale and dolphin research, marine education and ocean conservation programs in Australia and around the world.

**2021 ACCOMPLISHMENTS**
- Invited to join Tourism Australia’s Signature Experiences program resulting in placement in Australia’s top twenty tours
- Winner of the Fraser Coast’s Business and Tourism Awards for Marine Tourism
- Finalist in the Fraser Coast’s Business and Tourism Awards for Retailing
- Trip Advisor’s Travellers Choice Award

PACIFIC WHALE FOUNDATION ECO ADVENTURES AUSTRALIA PTY LTD, a wholly owned subsidiary of Pacific Whale Foundation, is a social enterprise helping fund whale and dolphin research, marine education and ocean conservation programs in Australia and around the world.

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PACIFIC WHALE FOUNDATION IS A NONPROFIT IRS 501(C)(3) TAX EXEMPT ORGANIZATION. DONATIONS ARE TAX-DEDUCTIBLE TO THE EXTENT ALLOWED BY U.S. LAW.
Pacific Whale Foundation is a tax-exempt 501(c)(3) nonprofit organization supported through contributions from individuals, corporations, foundations, government grants and our social enterprise, PacWhale Eco-Adventures.

2020 FINANCIALS IMPACTING 2021

**REVENUE**

- Total revenue in 2020: $2,222,875
- 67% received through individuals, grants, PWF events and investments
- 33% received through Education programs (Ocean Camps, ecotours, etc.)

**EXPENSES**

- Total 2020 expenses: $2,124,770
- Program expense: $1,263,537 (represents 60% of total expenses)
- Management and general expense: $519,331 (represents 24% of total expenses)
- Fundraising expense: $341,902 (represents 16% of total expenses)

Pacific Whale Foundation is funded through fundraising events, grants, corporate gifts, memberships, our Adopt A Marine Animal program, donations from supporters worldwide, and profits from our merchandise sales and our educational PacWhale Eco-Adventures ecotours.

We work hard to keep our administrative costs as low as possible. We are proud to say that we devote 60% of our income to program services. Only 22% of our income is spent on administration and 18% on fundraising.

Your contribution truly makes a difference on behalf of the ocean and marine wildlife!