

2022 ANNUAL REPORT

A YEAR IN REVIEW

Protecting the ocean through science and advocacy
and inspiring environmental stewardship.

Dear Friends,

In 2022, Pacific Whale Foundation (PWF) accelerated research, education and conservation efforts to mitigate five human-caused threats—bycatch (fisheries interactions), climate change, marine plastic pollution, unsustainable tourism and vessel collisions with marine animals—endangering marine ecosystems and wildlife. We're actively targeted these threats on all levels, including expanding research in Australia and Ecuador, hosting community beach cleanups, and launching *Ocean Career Quest*—an educational program for middle school students to encourage ocean-related careers. Together with our generous donors, Members and supporters, we can defend the ocean and its inhabitants to ensure a brighter, bluer future.



Kristie Wrigglesworth, Executive Director

Pacific Whale Foundation's **RESEARCH** program identifies and assesses the **5 Major Threats** (*see back*) impacting global cetacean health and responds with science-based solutions.

2022 ACCOMPLISHMENTS

- Concluded collaborative health assessment of humpback whales in Hawai'i breeding grounds, collecting vital health indicators to determine impacts of known threats
- Expanded Hawai'i, Australia and Ecuador survey areas to determine whale and dolphin habitats and better inform data-driven management recommendations
- Prioritized growth in Hawai'i, Australia, Ecuador, Chile and Japan focusing on the **5 Major Threats** impacting cetaceans

Pacific Whale Foundation's **EDUCATION** program provides engaging opportunities for participants to learn about and form connections with marine ecosystems while inspiring environmental stewardship through in-person and virtual programs offered in 2022 at subsidized rates.

2022 ACCOMPLISHMENTS

- Continued offering *Virtual Keiki Whalewatch* program drawing a total of 1,339 student participants from five US states and three Hawaiian Islands; resumed in-person *Keiki Whalewatch* program with 744 Maui students participating
- Launched new *Ocean Career Quest* program designed for middle school students to explore potential ocean-related career paths
- Celebrated the return of in-person *Ocean Camp* programs with 227 participating Maui campers exploring natural island areas in collaboration with community partners

Pacific Whale Foundation's **CONSERVATION** program develops and advocates science-based solutions to marine mammal stressors by aligning environmental, economic and social values, creating public policy agendas supported by PWF research, mobilizing community participation, and fostering partnerships with diverse entities to develop common-sense strategies.

2022 ACCOMPLISHMENTS

- Worked with NOAA and Maui County Council to pass additional protections for spinner dolphins in Hawai'i
- Developed outreach campaign promoting new *Go Slow—Whales Below* vessel-speed guidelines in partnership with NOAA, DLNR and the Hawaiian Islands Humpback Whale National Marine Sanctuary
- *Adopt A Beach* volunteers collected 26,897 pieces of debris from Maui beaches, the majority of which—close to 80%—was plastic

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.

2022 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'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.

2022 ACCOMPLISHMENTS

- \$250,000 raised through the 2022 End of Year Appeal, including over \$40,000 for Giving Tuesday and a 60% increase over the 2021 End of Year Appeal
- Executed four events that attracted 720 participants and nearly \$100,000 in donations
- Launched a modified PWF Membership program, enhancing the Member experience and resulting in \$367,102 in Membership sales



GIVE NOW

PacificWhale.org/adopt PacificWhale.org/membership

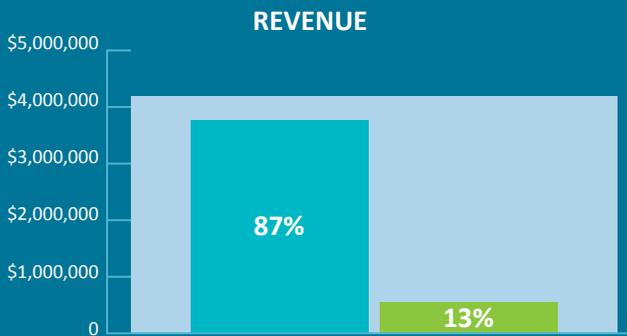
PACIFIC WHALE FOUNDATION AUSTRALIA (PWFA) and **PACIFIC WHALE FOUNDATION ECO-ADVENTURES AUSTRALIA (PWFEAA)**, wholly owned subsidiaries of PWF, are social enterprises helping fund local and global marine Research, Education and Conservation programs.

2022 ACCOMPLISHMENTS

- Established PWFA as the research, education and conservation arm of Australia operations with both entities receiving not-for-profit (NFP) status and Australian charity registration
- Three new Research team members completed pilot surveys estimating Hervey Bay's commonly encountered dolphin population, continued whale body-condition health assessments and expanded South Pacific humpback ID catalog
- Extended award-winning ecotour customer reach to Europe and Asia with continued future success expected

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.

2021 FINANCIALS IMPACTING 2022 REVENUE



- Total revenue in 2021: **\$4,199,951**
- Received through individuals, grants, PWF events and investments (represents **87%** or **\$3,663,619** of Total Revenue)
- Received through Education programs such as *Ocean Camps*, ecotours, etc. (represents **13%** or **\$536,332** of Total Revenue)

EXPENSES



- Program expense: **\$1,730,322** (represents **78%** of total expenses)
- Management and general expense: **\$279,475** (represents **13%** of total expenses)
- Fundraising expense: **\$198,903** (represents **9%** of total expenses)

Pacific Whale Foundation thanks the following partners: NOAA, US Marine Mammal Commission, International Whaling Commission, Society for Marine Mammalogy, Rise Up Blue Call to Action Coalition, Hawaiian Islands Humpback Whale Marine Sanctuary Advisory Council, NOAA's Hawaiian Islands Large Whale Entanglement Response Network, Organisation for the Rescue and Research of Cetaceans in Australia, Australian Citizen Science Association, Society for Latin American Marine Mammologists and the Ecuadorian Assembly, Ecuadorian Environmental Ministry, Machalilla National Park and the International Union for the Conservation of Nature.

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

STAND UNITED AGAINST THE 5 MAJOR THREATS

In 2022, PWF's research, education and conservation efforts continued to focus specifically on **5 Major Threats** to whales to dolphins as identified by PWF's ongoing research studies. Successfully mitigating this dangerous suite of threats remains a chief objective of our strategic priorities.



WAYS TO GET INVOLVED

- JOIN**
As a Member, you connect with a large and dynamic family working to protect the world's oceans and marine wildlife.
- DONATE**
Your contributions directly fund our nonprofit Research, Education and Conservation programs working to mitigate the **5 Major Threats** and encourage a global community that cares about the future of the ocean and the planet.
- VOLUNTEER**
Offer your in-kind services to assist our Research, Education, Conservation, special events or fundraising teams.
- DISCOVER**
Experience PacWhale's award-winning ecotours—floating classrooms led by knowledgeable marine naturalists recruited to educate, enlighten and inspire ocean conservation.
- ADOPT**
Express your love for marine mammals through myriad donation options. Make a difference today!



YOU CAN HELP!
SCAN BELOW

