

2018



PACIFIC WHALE FOUNDATION

2018 Annual Report | Stability Through Transition



With a mission to protect the ocean through science and advocacy, and to inspire environmental stewardship, Pacific Whale Foundation (PWF) conducts research, education and conservation programs for the communities in which it serves. Founded by Greg Kaufman in 1980 as a 501(c)(3) nonprofit organization dedicated to saving the world's whales from extinction, PWF now operates a social enterprise that offers fee-based programs and services through PacWhale Eco-Adventures to help fund its nonprofit work. Combined with memberships, donations, charitable grants and a remarkable group of dedicated volunteers, PWF now reaches more than 400,000 individuals each year through its Maui and Australia offices and research projects in Ecuador and Chile.



Although we have come a long way from humpback whales being hunted to the brink of extinction, we still have a lot of work to do. We have new and more complex problems to solve in this day and age. There are numerous marine mammal species still endangered, including the Chilean Blue Whale, New Zealand's Maui Dolphin, Hawaiian False Killer Whale, Arabian Sea Humpback Whale and the Vaquita in the Gulf of California, which are critically endangered.

Although many of our supporters have never seen a Hawaiian False Killer Whale, you still support our efforts to save them and that tells me that our impact dives deep beyond the physical experience of an eco-tour. Knowing that our nearly 10,000 current Members and Donors are passionate about protecting something that they have never seen gives me so much hope for our planet. To support a cause that is solely focused on providing Research, Education and Conservation programs that are designed to protect the ocean and inspire environmental stewardship goes far beyond the self; it serves a greater purpose. It's the people like you reading this annual report and generously offering your support that are making an everyday difference to improve the ocean's health. In 2018, your support allowed us to employ 161 staff and scientists that collaborated with a worldwide network to determine best ocean practices, including cutting edge research on swimming with humpback whales in Hervey Bay, Australia. We were able to engage 11,000 members of the public through hands-on conservation initiatives and we immersed 3,000 schoolchildren in intensive workshops and camps geared to create tomorrow's ocean stewards. Thank you for being part of our global network of ocean protectors. By giving to our natural environment, we give to each other with the promise of a beautiful tomorrow.

Mahalo for being such an important part of this organization,

Kristie Wigglesworth | Executive Director, Pacific Whale Foundation



Chilean Blue Whale



New Zealand's Maui Dolphin



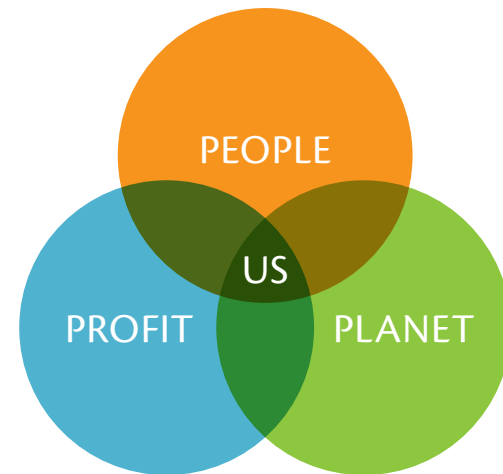
Hawaiian False Killer Whale



Arabian Sea Humpback Whale



Gulf of California Vaquita



By receiving earned income in direct exchange for products or services, social enterprises support mission-based programs that tackle social issues. In our case, we engage the public through PacWhale Eco-Adventures ecotours and Ocean Stores in order to help fund our core nonprofit Research, Education and Conservation programs. 100% of PacWhale Eco-Adventures proceeds benefit Pacific Whale Foundation.

Pacific Whale Foundation is a nonprofit tax-exempt 501(c)(3) organization supported by people who believe in our work. Support comes from individual members and donors, grants and foundations. Federal tax ID number 99-0207417. Your donation is U.S. tax deductible to the extent allowed by law.

OUR VALUES



RESPECT

We believe it is important to value the community, each other, and the environment.



ENVIRONMENTAL CONSCIOUSNESS

To inspire and lead by example, we operate with limited-to reduced impact on the environment.



SCIENCE-BASED

We believe in providing scientifically backed information. We conduct bona fide research, under appropriate permits, and share our findings. Research drives our direction.



PROFESSIONALISM & COMPETENCE

We are committed to representing ourselves professionally and competently in all areas of our business.



EDUCATION

We believe in educating the public to inspire stewardship and impact change.



CONSERVATION / STEWARDSHIP

We believe conserving our environmental resources is essential for the survival of the planet. We strive to lead by example in our practices and choices, and to empower others to do the same.



TRANSPARENCY

We desire to tell our full, complete story. To be trusted and held accountable, both internally and externally.



INTEGRITY

We follow through on our promises and adhere to the mission statement. We want people to believe in what we do and to support us. This applies to our own employees, too!



INSPIRATION

We believe in the power of inspiration to affect positive change and to promote environmental stewardship.



INNOVATION

Our social enterprise allows us the creativity and flexibility to further our mission.



OUR MISSION

The mission of Pacific Whale Foundation is to protect the ocean through science and advocacy and to inspire environmental stewardship.

OUR VISION

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. We encourage you to become a part of our global community of people who care about the future of our oceans and marine wildlife.

Pacific Whale Foundation

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PacificWhale.org



connect with us

OUR STORY

Pacific Whale Foundation Founder **Greg Kaufman** first came to Maui in 1975 after graduating from the University of the Pacific in Stockton, California, and immediately became involved in field studies and conservation efforts to protect humpback whales. In 1977, he went to the Kingdom of Tonga to advocate for the cessation of whaling and was instrumental in the issuance of a royal proclamation to end whaling by His Majesty King Tupou IV in 1978. In 1980, he and a group of friends founded **Pacific Whale Foundation** as a nonprofit research, education and conservation organization with 501(c)(3) tax-exempt status. With a small inflatable boat, a second-hand camera, and a dream as large as the ocean, Greg began land-based observations and boat-based photo-identification studies of humpback whales in Maui Nui, (the “Four-Island” region of Hawai‘i: Maui, Kaho‘olawe, Lana‘i and Moloka‘i). For the first five years of the organization’s existence, Greg and a small number of Foundation staff gave presentations at various resort hotels on Maui to solicit donations and entered into agreements with local tourist boats to run Foundation-sponsored whale watches on the weekend. Staff would recruit passengers and accompany the trips as naturalists.

By 1986 the Foundation was faced with the challenge of balancing the intensity and frequency of fundraising activities and whale watch trips with the need to be on the water and at the land station on a daily basis. Relief came in the form of a snorkel boat operator who owned a 50-passenger vessel named *Sea Sport*, and who was a strong supporter of Pacific Whale Foundation’s mission. Knowing they did not have the resources to purchase the business, the owner fashioned a financing deal that allowed them to take over the enterprise immediately, and pay off the debt over time. Greg recommended Board approval for the plan, and **PacWhale Eco-Adventures** was created.

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 the public that challenged attitudes and actions of the marine tourism industry, environmental agencies, and other researchers. Through its commitment to minimizing the impact of marine tourism on fragile marine systems, *PacWhale Eco-Adventures* was under constant review to develop new ways to introduce both island residents and visitors to a wider cross-section of the marine environment in ways that would increase their appreciation for the need to protect it. As “floating classrooms,” ecotours became augmented by shore-based educational initiatives in schools, workshops, summer camps, and a variety of community programs.

As early as 1995, captains were required to maintain logs of cetacean sightings during cruises. With the whale watch vessels available as research “platforms of opportunity” the Foundation’s projects grew to include bona fide, peer-reviewed research on marine animals and marine debris. Citizen-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 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 director of **Pacific Whale Foundation Ecuador**. Her work has been recognized throughout Latin America and by the worldwide marine mammal community, and she continues to accomplish amazing results working in collaboration with the Maui team.

As the Foundation grew, Greg continued to travel throughout Oceania in search of a better understanding of the impacts of commercial whaling on the status and potential recovery of humpback whale stocks. Regular involvement with the International Whaling Commission, partnerships like our **Alfaguara Project** — conducted by the Centro de Conservacion Cetacea in Chile — and a research project begun in Hervey Bay, Australia in 1987 that has since grown into the award-winning **Pacific Whale Foundation Eco-Adventures Australia**, a powerful reach of core **Research, Education** and **Conservation** programs has been achieved.

Through a 40-year career dedicated to the protection of whales, dolphins, turtles and other marine animals living wild in their natural habitat, Greg’s work has directly engaged nearly 10 million individuals. The staff and Board of Pacific Whale Foundation continue to honor his legacy through its mission to protect the ocean through science and advocacy, and to inspire environmental stewardship.

Greg will be long remembered for his distinct personality, his tough questions, and his tireless advocacy.

Founder **Greg Kaufman**



GOVERNANCE

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 to inspire environmental stewardship*. The Board meets quarterly 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.



STAFF LEADERSHIP

GLOBAL HEADQUARTERS: MAUI, HAWAI'I

- Kritie Wrigglesworth**
Executive Director
- John Clock**
Director of Retail
- Jens Currie**
Chief Research Scientist
- Robyn Ehrlich**
Education Manager
- John Gaskins**
GM - Sales & Customer Care
- Matt Gundred**
Controller

- Tami Hamilton**
Human Resources Director
- Kelly McHugh**
Marketing & Development Director
- Blake Moore**
Vessel Operations Director
- Ann Marie Quinlan**
Controller
- Stephanie Stack**
Chief Research Biologist

AUSTRALIA

- Andrew Ellis**
Eco Adventures Australia Director

CHILE

- Barbara Galletti and Elsa Cabrera**
Centro de Conservacion Cetacea

ECUADOR

- Cristina Castro**
Ecuador Research Director



Eric Brown, PhD, MS
Chairperson
Marine Ecologist,
National Park of American Samoa, U.S. National Park Service (American Samoa)



Kevin Wood, PhD, MS
Distinguished Professor Emeritus of Operations Research, University of California, Berkeley (Berkeley, CA)



Mary Kate Rosack
Director of Marketing, Olive Garden (Orlando, FL)



Josephine Malano-Dando
Secretary/Treasurer
Controller, Travaasa Hana (Hana, HI)



Wayne White
Former Chief of the Endangered Species Program, U.S. Fish and Wildlife Service (Huntington Beach, CA)

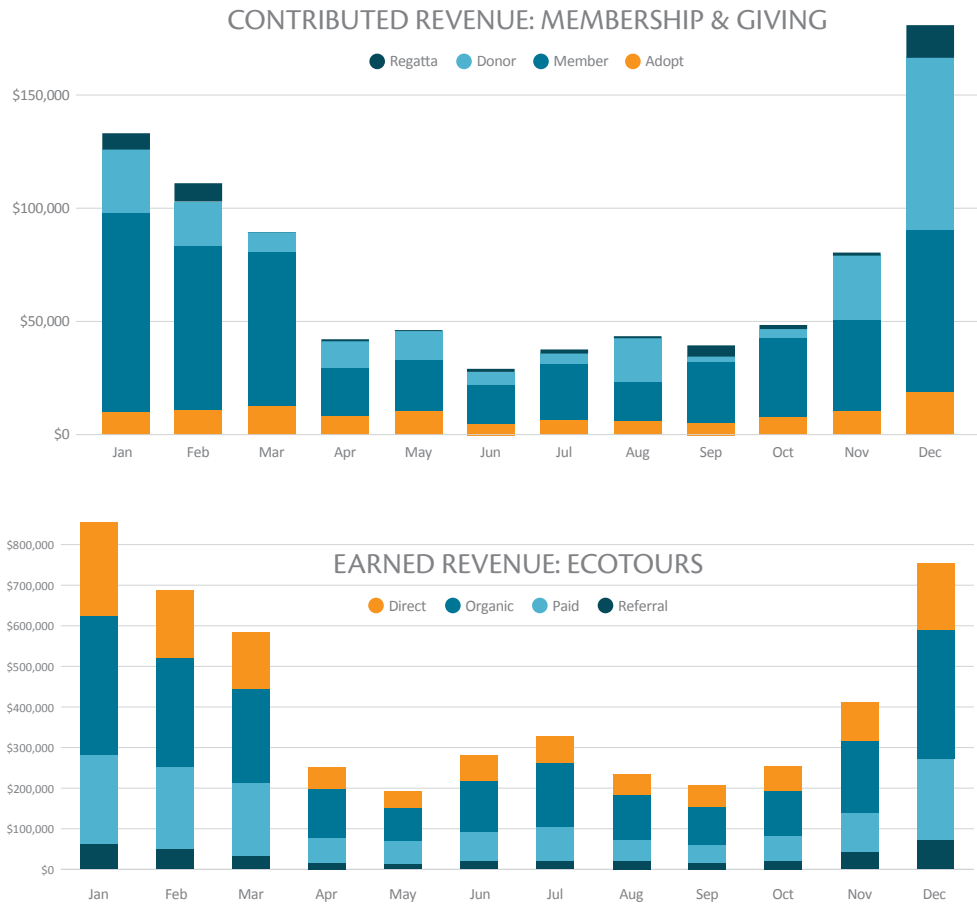


ECOTOUR & FOUNDATION TREND

These 2018 charts illustrate a correlation between Membership & Giving programs and ecotour programs, making the case that Pacific Whale Foundation members and donors are substantially stimulated by PacWhale Eco-Adventure programs.

Currently, participation wanes and waxes with the migration of humpback whales to and from Maui. As we move into 2019, we plan to engage new and existing audiences with results, impacts and opportunities for participation through our core Research, Education and Conservation programs, in addition to our already diverse range of ecotours.

By highlighting our mission work and the members and donors that make it possible, we will further define our shared commitment to purpose and to our culture of philanthropy.



ENGAGEMENT

ACTIVITY	2017	2018
Ecotours: Australia	3,181	4,734
Ecotours: Maui	293,938	301,317
Ecotours: Ecuador	50	510
Foundation Members	7,734	11,317
Foundation Interns	12	12
Keiki Whalewatch	2,452	3,235
Ocean Camp	1,144	1,010
Youth Workshops	50	40
Community Events	22,850	26,530
Volunteers	680	490
TOTAL PARTICIPANTS	332,091	349,195

262,739
(+737 Australia)

12,500
(+581 Australia)

4,584

531

11,014
(+357 Australia)



"I initially donated to support Greg's active and effective research and conservation programme at a time when it wasn't fashionable. I've been a member for 29 years. I was an intern in 1989 and 1990 and have been returning regularly to help with the Great Whale Count ever since. PWF changed my life and was instrumental in getting the best job I've ever had."
— Sue Rees (Abingdon, United Kingdom)

"I believe in the PWF mission. It is largely through PWF's efforts that the shores are being cleaned up and more environmentally sound products, such as paper bags, reef safe sunscreens, compostable straws, etc., are replacing ones that had a much higher impact."
— Ken DeWitt (Bainbridge Island, WA)

"I was so impressed with the education I received on the whale watch. Such a dedicated staff making a difference."
— Joan Stevens (Las Vegas, NV)

"I believe that PWF makes a true impact. All of the people we have met over the years within the PWF family have not only shown their knowledge of the whales and PWF, but their passion for the betterment of these amazing mammals."
— Robert Wetzel (Valencia, CA)

"Protecting the environment and particularly the oceans is very important. Pacific Whale does a great job educating the public and providing resources to accomplish that goal."
— Jay Hodges (Fairbanks, AK)

"I believe that PWF is passionate and making a difference at a time when our oceans and marine mammals are in such dire straits."
— Dawn Matthews (Brentwood, United Kingdom)

"After taking a snorkel trip last year, we were so impressed with PWF and the awesome people who work there, we just felt we had to support it."
— Beth Darr (Santa Cruz, CA)

"PWF is doing good in this world."
— Stephen Thornhill (Calgary, Canada)

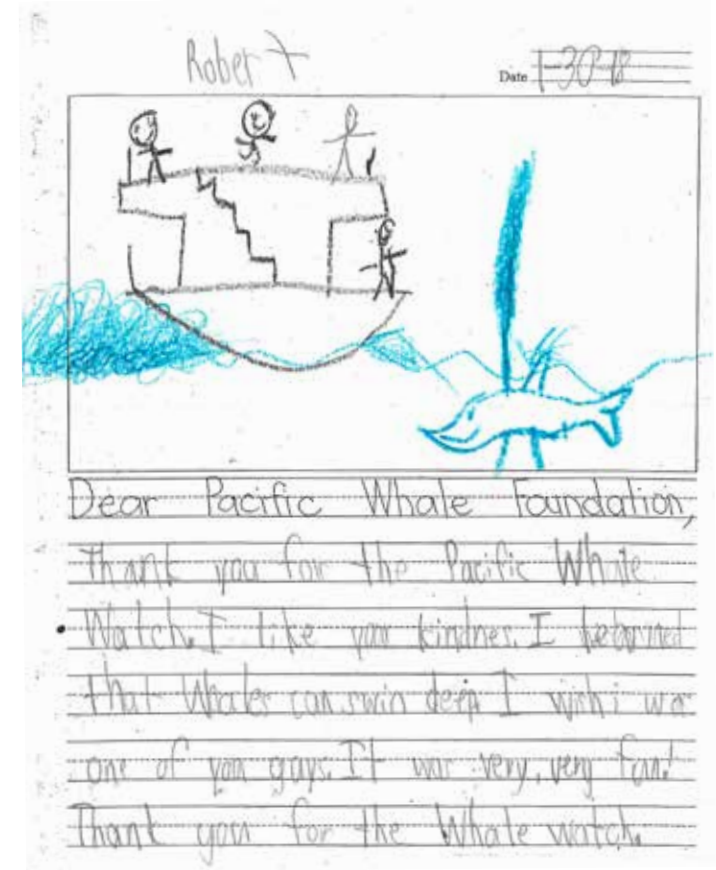
"Not only do you value and respect the ocean and your environment, but you teach young children the importance of having respect for the ocean. They are our future and everything we teach them now will only help but continue throughout their lives. Thank you for all that you do. I feel like you make a difference."
— Donna Bednar (Pittsburgh, PA)

"After experiencing first hand the efforts that the workers and volunteers provide for something they believe in, we're hooked."
— Mark J. Gustafson (Lombard, IL)

"We love all things PWF and have been members for years. We love the snorkeling trips, the full moon and new moon cruises. Love that we can be treated so well for donating to a cause we love."
— Joyce Herlehy (Prince George, Canada)

"I believe my donations are being used for all the right purposes; education, research and the health and longevity of marine life. PWF is one of the best organizations I've come across where the people involved are extremely knowledgeable, highly passionate, a lot of fun and truly dedicated to the health of Maui's beautiful marine ecosystem."
— Amanda Lasslett (Paso Robles, CA)

We need to save our oceans and marine life and if our dollars can effectively contribute to the effort and education of others then it's a meaningful donation. Bringing our children to Maui provides an opportunity for them to see and experience the marine life that we need to protect and treasure. PWF does an excellent job educating.
— Tara Kaul (Eagan, MN)



RESEARCH

Our Research program uses a two-pronged approach of long-term and short-term projects to contribute to the scientific understanding of marine life and marine ecosystems. Shared through peer-reviewed scientific journals, reports and worldwide meetings of the scientific community and resource management agencies, our studies have looked at the impacts of human pressures, such as marine debris, vessel traffic and tourism, on dolphins within the Maui Nui region and humpback whales in the North and South Pacific. Our efforts are focused primarily in Hawaii, Australia and Ecuador, with additional collaborations throughout the Pacific.

New False Killer Whale Research in Hawai'i

In 2018, we received a new research permit to begin a study of the Main Hawaiian Island insular false killer whale stock — listed as “endangered” under the Endangered Species Act in 2012. A rapid response program has been developed to encourage ocean users to immediately call in sightings for our team to quickly locate these animals and collect critical data. At the forefront of utilizing emergent technologies in the Maui Nui region to study false killer whales, we are now able to gain information on body condition, growth rates, and possibly detect pregnancy status through the use of unmanned aerial vehicles (UAVs), photogrammetry, and underwater footage. Goals for 2019 include expanding the rapid response program and continuing data collection.

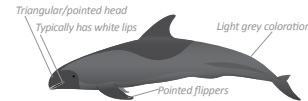
Blue Whale Research in Chile

Pacific Whale Foundation sponsors important blue whale research in southern Chile, headed by Centro de Conservacion Cetacea (CCC). In 2018, the Southern Hemisphere Blue Whale Catalogue was compared against other blue whale catalogs from Australia, New Zealand and Sri Lanka to study the migration and connectivity of blue whales. 2019 goals are to model the probability of whale-vessel collisions and promote the adoption of a proposal at the United Nations and International Maritime Organization; approach cruise and cargo ship companies to explore alternatives and implement measures to reduce whale-vessel collisions; develop collaborations to minimize other potential anthropogenic impacts produced by coastal pollution (chemical and acoustic) from marine debris and salmon farming, among others; actively work with national and regional authorities, tourist representatives and coastal communities to improve the monitoring of whale watching operations and compliance of national whale watching regulations; and to continue collaboration under the IWC Southern Hemisphere Blue Whale Catalogue in order to increase our understanding of southern hemisphere blue whale movements and population abundance and structure.

Spinner Dolphin Research in Hawai'i

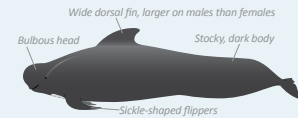
In 2018, we collected a large dataset on sightings of spinner dolphins using a combination of systematic

BLACKFISH I.D. CARD



MELON-HEADED WHALE

8-9ft • Typically traveling or resting at the surface
Known to bowride • Groups of ~150+



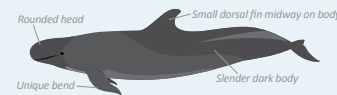
SHORT-FINNED PILOT WHALE

12-18ft • Typically resting at the surface or traveling
Known to spy-hop • Groups of 15-20, typically spread into multiple sub-groups



PYGMY KILLER WHALE

7-8ft • Typically resting at the surface or traveling • Groups of ~11



FALSE KILLER WHALE

15-20ft • Fast moving & acrobatic • Known to bowride
Groups of ~12-18 • Typically spread over many miles

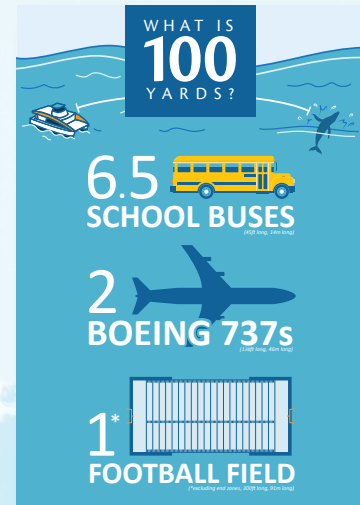
research surveys to collect photo-identification and our eco-tourism vessels to collect opportunistic geospatial information on the location of spinner dolphins. This data will be used to help implement research-based management policies to protect spinner dolphins in their resting habitat. Continuation of photo-identification efforts in 2019 will influence and support specific regulations to reduce human disturbances and encourage safe wildlife viewing practices. *(Note: The predictable daily patterns of spinner dolphins in near shore protected waters during the day has made them easily accessible to the public through boat-based and swim-with activities. Research has found that human-dolphin interactions, which have increased worldwide, can disrupt dolphins' natural behavior patterns, cause habitat abandonment, and even lead to survival and reproduction issues).*

Humpback Whale Research in Ecuador, Australia and Hawai'i

ECUADOR: Understanding the distribution, abundance and movements of humpback whales and other cetaceans is crucial for ensuring effective protection of a species. In Ecuador and Latin America, researchers are learning more about whale and dolphin biology and habitat use in order to provide effective recommendations for conservation measures. In 2018, our photo-identification study based in Machalilla National Park saw remarkable

progress, with 200-300 individual whales being identified and catalogued each year. Goals for 2019 include: (1) quantifying the impacts of tourism on whales and making recommendations for responsible whalewatching; (2) continuing to collect photo-identification data to monitor population parameters; (3) identifying collaborators to compare catalogs to better understand migratory destinations of humpback whales identified in Ecuador; and (4) analyzing the song of humpback whales in Ecuadorian coastal waters and its changes over time.

AUSTRALIA: In Hervey Bay, Queensland, humpback whales stop along their migration to rest and socialize, offering a unique chance for scientists to study their behaviors apart from breeding and feeding. Hervey Bay plays a particularly important role for mothers and calves, providing a space away from the breeding area to conserve energy and rest in shallow, protected waters before their migration south to Antarctic feeding areas. Monitoring this population is becoming increasingly important as whales face pressures from increasing vessel traffic and new forms of tourism, including the recent addition of swim-with-whales tourism in the area. In 2018, we initiated our first season of data collection with an innovative research study quantifying the impacts of swim-with-whale tourism on the behaviors of humpback whales. We also published baseline research on the distribution patterns of whales in Hervey Bay in the 12 years



Ocean users are encouraged keep a safe distance from whales. Federal regulations prohibit approaching within 100 yards (90 m) when on or in the water, and 1,000 feet (300 m) when operating an aircraft. These regulations apply to all ocean users throughout the Hawaiian Islands.



Hervey Bay Swim-With-Whales Impact Study



Ocean Protector: PWF Research vessel



Download from
the App Store
or Google Play

Whale & Dolphin Tracker is a FREE mobile app created by Pacific Whale Foundation to collect scientific data about marine wildlife in the four-island region of Maui, Kaho'olawe, Lana'i and Moloka'i. Members of the public can use the app to participate in our research as citizen scientists by submitting marine wildlife sightings from any location around the world; allowing users to log sightings in real time, create a full GPS track and upload photos from their mobile device. Users add to a global database that is helping researchers track and monitor cetaceans, determine patterns of species distribution and study marine animal interactions with their environment.

preceding the initiation of swim-with-whale tourism in this region. 2019 goals include: (1) continuation of data collection for this study; (2) collection of photo-identification data for our long-term study on whale population parameters in East Australia; (3) identification of long-term research goals and regional collaborations.

HAWAI'I: Our *Humpback Whale Photo-Identification Project* involves non-invasive photographing and cataloging of flukes; offering unique features that help identify individual whales when captured digitally. With each photo, GPS data, behaviors, pod composition and other observations are catalogued and used to identify and track individual whales over time. In 2018, we formed a partnership with Dr. Lars Bejder, Director of the Marine Mammal Research Program at University of Hawai'i, Mānoa, to assess the body condition and health of humpback whales in Hawai'i as a result of concerns over declining whale sightings. We will use unoccupied aerial vehicles (UAVs) to measure within-season and between-season variations in body condition of humpback whales in Hawaiian waters and to quantify the energetics of

the annual migration and of calf growth. Our 2019 goal is to conduct our first season of data collection for this study.

2018 Peer-Reviewed Journal Articles

1. Nearshore sea surface macro marine debris in Maui County, Hawaii: Distribution, drivers, and polymer composition
2. Variation in Dorsal Fin Morphology in Common Bottlenose Dolphin *Tursiops truncatus* (Cetacea: Delphinidae) Populations from the Southeast Pacific Ocean
3. Conservation and Education Through Ecotourism: Using Citizen Science to Monitor Cetaceans in the Four-Island Region of Maui, Hawai'i
4. Utilizing occupancy models and platforms-of-opportunity to assess area use of mother-calf humpback whales
5. Stranding of Small Cetaceans with Missing Fins Raises Concerns on Cetacean Conservation in Ecuador: Bycatch or Targeted Fisheries?

2018 RESEARCH COLLABORATIONS

Australian Marine Mammal Center

DAR & USGS National Wildlife Health Center: Unexpected pufferfish mortality research

Ecuador Ministry of Environment

Hawai'i and Alaska humpback whale research summit

Hawai'i Uncharted Research Collective

Large Whale Entanglement Response and Marine Mammal Stranding Response/ NOAA Hawaiian Islands Humpback Whale National Marine Sanctuary

Lars Bejder, Marine Mammal Research Program at University of Hawai'i

National Institute of Standards and Technology

Robin Baird, Cascadia Research Collective

Recipient of a S.E.E. (Science, Exploration, Education) Initiative grant

Scientific Committee of the International Whaling Commission

Ted Cheeseman, Happywhale

University of Aberdeen

University of St. Thomas (Minnesota)

Additionally, PWF presented at the 6th International Marine Debris Conference (March 2018: San Diego, CA) and the 12th Congress of the Latin American Society for Aquatic Mammals (SOLAMAC) (November 2018: Lima, Peru).

EDUCATION

Our Education program creates and provides science-based opportunities that engage the public in conservation and advocacy. Through award-winning ecotours (or “floating classrooms”) led by Certified Marine Naturalists, tide pool explorations, hands-on marine exploratory science labs, internships, *Ocean Camp*, the *Onsite Coral Reef Naturalist Program*, a free *Making Waves* lecture series, public *Information Stations*, community events and more, millions of individuals from all walks of life have accessed quality opportunities to learn about protecting the ocean through science and advocacy.

Keiki Whalewatch Program

During the months of January through April, Pacific Whale Foundation offers a Keiki Whalewatch program for both local and visiting school groups that reaches more than 3,000 students each year. With the goal of developing a generation of leaders who know and care for the marine environment, the program offers a highly subsidized opportunity for schoolchildren to learn about whales living wild in their natural habitat. Featuring a customized whalewatch ecotour and an optional classroom program with standards-based, grade-level appropriate, hands-on activities for students, the program is open to school groups from pre-K to high school. For many participants, this is their first time seeing humpback whales from a boat. 2018 saw 3,235 participants in the program, and its first-ever trip to the island of Molokai. 2019 goals include sustaining the program on Molokai and Lānaʻi.

33 TOTAL SCHOOLS PARTICIPATED

2018 Keiki Whalewatch Program Participants:

Children of the Rainbow Nursery & Preschool, Children’s Garden Preschool, Haiku School, Hana School, Horizons Academy, Iao Intermediate, Imua Inclusion Preschool, Kalama Intermediate, Kamali’i Elementary, Kamehameha III, Kamehameha Schools, Kihei Charter School, Kihei Elementary, Kilohana School, Kualapuu School, Kula Elementary, Lanai High and Elementary, Lihikai Elementary, Lokelani Intermediate, Makawao Elementary, Maui Christian Homeschool Co-op, Maui High, Maunaloa School, MEO Head Start, Montessori Hale o Keiki, Montessori School of Maui, Paia School, Princess Nahienaena, St. Anthony School, Tutu & Me Traveling Preschool, Waihe’e Elementary, Wailuku Elementary, Wailuku Union Preschool.

Ocean Camp

Ocean Camp features hands-on science activities and daily field trips for children in grades 1-5, led by scientists and educators. With the goal of introducing young people to the marine environment through engaging activities and field experiences that inspire them to care about and protect the ocean, campers learn about Maui’s natural environment while building new skills and making new friends. Each week centers around an ocean-related theme, and each day includes a nature based field trip. 2018 sites included the Atlantis Submarine; Hawaiian Islands Humpback Whale National Marine Sanctuary Visitor Center & Fishpond; Kapalua Coastal Trail; La Perouse Bay; Maui Canoe Club; Maui Ocean Center; Waikamoi Preserve Hike and more. 2018 enjoyed participation by 1,012 campers, 22 of which received financial assistance through our Keiki scholarship program. 2019 goals include offering a program option for grades 6-8.

Plastic Pollution Solutions

Launched in the Fall of 2018 through the assistance of the County of Maui Environmental Protection & Sustainability Division, our Plastic Pollution Solutions program offers classroom collaborations to exchange educator learning techniques, expertise and resources that further develop Maui Nui intermediate and high school students into future stewards of our planet’s oceans. The program includes a screening of the 22-minute film, *A Plastic Ocean*, as well as curriculum and activities appropriate for varying subject areas to familiarize them with a real environmental issue and introduce them to real solutions. Only 82.7% of Hawai’i students graduate with a diploma. By working with schools, we hope to level the playing field for our youth through the principle of *laulima*, which means “many hands” and promotes working together cooperatively. Your support would enable this program to continue into 2019, reaching an estimated 1,000 additional adolescents and teenagers.

Eco-U Training Certification

As a social enterprise owned 100% by Pacific Whale Foundation, PacWhale Eco-Adventures functions solely to support the mission work of its parent nonprofit. Staffed by college-educated Certified Marine Naturalists with a four-year degree in the sciences, each has undergone a 120-hour in-house Eco-U training to ensure an enriching experience for passengers and supporters. Our award-winning floating classrooms have consistently earned a reputation for excellence in communicating sustainable practice and for having a great time doing it. 2018 Eco-U offerings included Seabirds, Monk Seals and Cetaceans; Hawaiian Language, Geology and Geography; Seamanship and Knots; Connecting with Keiki; Anatomy of a Whalewatch; Be Whale Aware and more. 2019 goals include developing the program for our Australia team.

840 15

LOCAL STUDENTS

Baldwin High • Carden Academy • Emmanuel Lutheran
Hawai’i Tech Academy • Kihei Charter • Lahaina Intermediate
Lahainaluna High • Lana’i High • Lokelani Intermediate
Maui Adventist • Maui High • Maui Waena
Moloka’i High • Sacred Hearts • St. Anthony
(There are 10K public int + HS students on Maui)

LOCAL SCHOOLS



120 HOUR COURSE

ECO-U TRAINING CERTIFICATION

100,000

TOTAL HOURS OF TRAINING SINCE OUR BEGINNING

CONSERVATION

Our Conservation program collaborates with local and international organizations to address environmental threats in ways that can be inclusive of and accessible to the community. Aligned with our research and education priorities, efforts promote a solution-based approach to critical issues, such as endangered species awareness, collecting and monitoring marine debris, keeping our oceans clean and safe, reducing our carbon footprint and more. Recent initiatives include The Last Straw, Be Whale Aware & Dolphin Wise, Volunteers on Vacation and the Coastal Marine Debris Monitoring Program.

Coastal Marine Debris Monitoring Program

Through our citizen scientist Coastal Marine Debris Monitoring Program, we cleaned 180 beaches and removed 21,951 pieces of debris in 2018. In 2019, we will build partnerships to help distribute cleanup kits.

National Marine Sanctuary Foundation funded monthly monitoring at three sites on Maui in 2018 through the NOAA Marine Debris Program. 3,405 pieces of debris were removed and documented across all sites, with plastic pieces and cigarette filters accounting for the top 2 items. In 2019, we will partner with the National Institute of Standards and Technology (NIST) to assess the accumulation rate of polystyrene on Maui's beaches before and after the ban on polystyrene went into effect on December 31, 2018. This will allow us to determine any potential effects of this policy on marine debris accumulation on Maui's beaches.

"I love the organization, what it stands for, and what it does. Any way that I can help, I want to. I feel like my PWF membership helps make a difference in conservation."

— Heather Arata (San Francisco, CA)

PWF, in conjunction with NIST and UH Monoa, published the first study to determine the spatial and temporal trends of floating macro debris quantities and polymer composition within Maui County waters. A total of 260 survey days were completed between 2013 to 2017, collecting 2,095 items of debris, of which 90% were plastic. Results found a multi-step process for debris accumulation linked to survey day and year as well as numerous ocean processes. High- and low-density polyethylene and polypropylene accounted for the majority of polymer types.

The Last Straw

PWF partnered with 25 restaurants during the Last Straw Campaign that joined efforts to reduce single-use plastics and stopped serving plastic straws. In 2019 we look to expand our efforts on reducing more types of single-use plastics by supporting legislation and continuing our research on the types and amounts of plastics that end up on our beaches.

Conservation Meetings

PWF attended the 6th International Marine Debris Conference, hosted by the NOAA Marine Debris Program in 2018, to learn about work being done to quantify the risk that marine debris poses to cetaceans and in determining the type and amount of marine debris accumulating in Maui Nui. Additionally, we participated in a workshop to develop Hawai'i's 2018 Marine Debris Action Plan, designed to reduce the ecological, health and safety, and economic impacts of marine debris in Hawai'i by 2020.

THE LAST STRAW

WHY YOU SHOULD CARE



500 MILLION straws a day are used in the United States alone - enough straws to wrap around the EARTH 2.5 TIMES every day



Straws are one of the most common MARINE DEBRIS items in the world and along with other SINGLE-USE PLASTICS are polluting the oceans



Straws are HARD TO RECYCLE or even transport to landfills because of their size and weight so they often END UP ON BEACHES or in the ocean

WHAT YOU CAN DO



REDUCE THE AMOUNT of single-use plastic in your household and make ECO-FRIENDLY CHOICES



REFUSE TO USE straws and ask your local restaurants and businesses to BAN PLASTIC STRAWS or dispense only upon request



USE ALTERNATIVES to plastic such as paper, stainless steel, glass and bamboo - ENCOURAGE OTHERS to do the same

PACIFICWHALE.ORG/THELASTSTRAW

#REUSEORREFUSE



25

LOCAL RESTAURANTS

4,000+

REUSABLE STRAWS SOLD

COASTAL MARINE DEBRIS MONITORING PROGRAM

BEACHES THROUGHOUT MAUI, WASHINGTON, AND SOUTH CAROLINA

2018 RESULTS

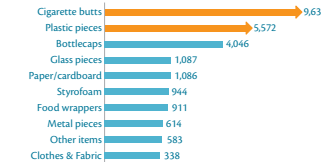


OVER 200 CITIZEN SCIENTISTS

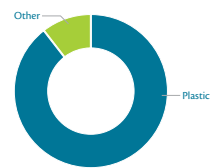


175 DATA SHEETS SUBMITTED

TOP 10 ITEMS COLLECTED



MORE THAN 83% PIECES OF TRASH COLLECTED WERE PLASTIC



25,843 PIECES OF TRASH REMOVED FROM BEACHES

Interested in participating in this program? Pick up your supplies at Pacific Whale Foundation's Ocean Store in Lahaina or Ma'alaea, Three's Bar and Grill, or Maui Brew Co.

PACIFICWHALE.ORG/CONSERVATION/MARINE-DEBRIS



~500,000

STRAWS OUT OF OUR LOCAL LANDFILLS, SINCE WE STOPPED SERVING STRAWS IN JULY 2015



SOCIAL ENTERPRISE PROGRAMS



Bento Box



Stainless Steel Cups



Reusable Lunch Bags

PacWhale Eco-Adventures is a profit-making social enterprise. Pacific Whale Foundation is a tax-exempt, nonprofit organization. By receiving earned income in direct exchange for products or services, social enterprises support mission-based programs that tackle social issues. We engage the public through PacWhale Eco-Adventures ecotours and Ocean Stores in order to voice the mission work of Pacific Whale Foundation and to help fund its core nonprofit Research, Education and Conservation programs. 100% of PacWhale Eco-Adventures proceeds benefit Pacific Whale Foundation.

PacWhale Ocean Stores

As a social enterprise, proceeds generated through the PacWhale Ocean Store in Ma'alaea, Lahaina and online directly fund the nonprofit work of Pacific Whale Foundation. Retail items are carefully selected with criteria addressing origin, packaging and composition, per our Green Matrix guidelines. By promoting conscious consumerism and offering opportunities to empower philanthropy and social good, our retail products highlight the importance of environmental stewardship.

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 whale watch. Staffed by college-educated marine naturalists with a four-year degree in the sciences, each has undergone a 120-hour, in-house Eco-U certification training to ensure a mission-led experience for passengers and supporters. Our award-winning floating classrooms have consistently earned a reputation for excellence in communicating sustainable practice, with a long list of green features that includes the use of only state-approved moorings, pumping waste into a certified management facility, serving only sustainably produced, locally sourced food and beverages, conducting citizen science research on all vessels and more.

SHOP WITH US • MAKE A DIFFERENCE



CRUISE WITH US. MAKE A DIFFERENCE!

Learn

PACWHALE ECO-ADVENTURES
ALL PROCEEDS SUPPORT PACIFIC WHALE FOUNDATION

WHALE & DOLPHIN WATCH • WHALE PHOTO SAFARI
SUNSET & CELESTIAL CRUISE • ULTIMATE WHALEWATCH

RESEARCH

Save fish, your wallet!
Research on marine wildlife and
ecosystem health. Includes
video and guides.

Whale and Dolphin Tracker
100% mobile "app" to log sightings
and share data. Includes
digital maps on our website.

Collaboration with our scientists
to share research, manage
sighting data and develop
conservation impact.

MAHALO FOR BEING A CONSCIOUS CONSUMER
As a social enterprise, PacWhale Eco-Adventure cruises and Ocean Stores
were developed to directly support the Research, Education and
Conservation programs of parent nonprofit Pacific Whale Foundation.
With a mission to protect the ocean through science and advocacy
and to inspire environmental stewardship, we look forward to
welcoming you to our 'shores of ocean activists'!

PACIFIC WHALE FOUNDATION

PacificWhale.org
RESEARCH | EDUCATION | CONSERVATION

CRUISE WITH US. MAKE A DIFFERENCE!

Play

PACWHALE ECO-ADVENTURES
ALL PROCEEDS SUPPORT PACIFIC WHALE FOUNDATION

MOLEKAI & TURTLE ARCHES SNORKEL • PM BIRD'S EYE SNORKEL
HONOLULU BAY SNORKEL SAU • LANAI SNORKEL & DOLPHIN WATCH

EDUCATION

Global education in our sailing and
marine naturalist capacity and education
for the Pacific Islands. Includes
video and guides.

Research on coral reefs and
ecosystem health. Includes
video and guides.

Marine education programs
for children including Ocean House
and the Pacific Islands. Includes
video and guides.

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PACIFIC WHALE FOUNDATION

PacificWhale.org
RESEARCH | EDUCATION | CONSERVATION

CRUISE WITH US. MAKE A DIFFERENCE!

Celebrate

PACWHALE ECO-ADVENTURES
ALL PROCEEDS SUPPORT PACIFIC WHALE FOUNDATION

SUNSET DINNER CRUISE • ISLAND EXHIBITS SUNSET CRUISE
PRIVATE CHARTERS • SUNSET & CELESTIAL CRUISE • SUNSET SAU

CONSERVATION

Global education in our sailing and
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PACIFIC WHALE FOUNDATION

PacificWhale.org
RESEARCH | EDUCATION | CONSERVATION



“OMG!! What an AMAZING whale experience we had this year!! Just wanted to follow-up and express our most sincere “thank you” for working with us and providing this opportunity for our school. The classroom activity was very engaging - thank you so much for all your work in coordinating and bringing this opportunity to our keiki.”

— Joanie Tanabe, Kilohana Elementary School

FINANCIALS

REVENUE*

Pacific Whale Foundation is a tax-exempt 501(c)(3) nonprofit organization supported by people who believe in our work. Support comes in the form of contributions from individuals, corporations, foundations, government grants and our social enterprise, PacWhale Eco-Adventures. Total revenue in 2017 was \$1,606,184, with 64% from individuals, grants and PWF events 36% from Education programs (e.g. Ocean Camp and ecotours). Also included in revenue were 10,202 hours of volunteer time, or \$251,887 at the Independent Sector’s estimated value of \$24.69 per volunteer hour.

EXPENSE*

Divided into three categories: program expense, fundraising expense and management/general expense, Pacific Whale Foundation’s total 2017 expense amounted to \$1,573,102.

Program expense

Program Expenses totaling \$981,865 represented 62% of total expenses. These funds help to achieve measurable results in our Research, Education and Conservation

programs. PWF’s program expense also includes costs associated with public awareness and education, including special events such as Maui Whale Festival and other costs to respond to the public and media.

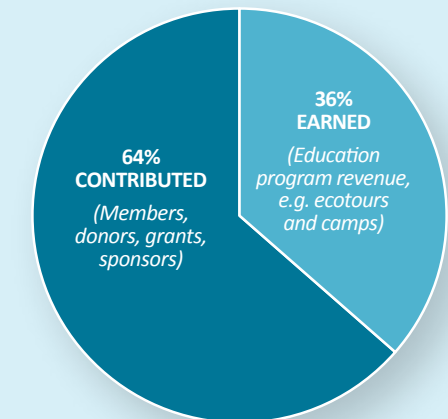
Fundraising expense

Fundraising expense incurred to secure vital financial support from the public totaled \$279,050, representing 18% of total expenses. Included are direct mail and eCommunications campaigns and direct contact with major donors, foundations and corporations. In 2017-2018, a continued emphasis was placed on customer relationship management systems.

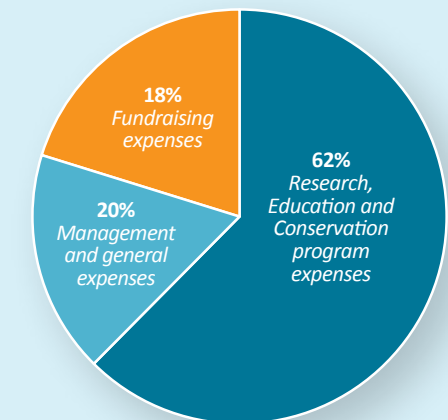
Management and general expense

Management and general expense totaled \$312,187, representing 20% of total expenses. This includes costs necessary to provide executive and board governance and oversight; financial management, including our internal audit function; and general overhead costs.

REVENUE



EXPENSE



*reflects 2017 figures; 2018 financials will be available at PacificWhale.org in July 2019

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 the 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 oceans and marine animals.

ADVOCATES

Cheryl A. Cameron
Deepika Dey
Sanford Johnson
Helaine Lobman
Carl Schreiber
David Shontz
Susan E. Smiley

EDUCATORS

Melinda Avila
Bill Bauer
Michael A. Biggs
Christoph Buchholz
Helen E. Charpentier
Robert Dimand
Kenneth Ellis
Diana Farmer
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William Jordan
Terrence Keating
Tina Locke
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Wayne White
Kevin Wilshire

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Michael Geci
Tim Hanlon
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Gigi Nickas
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Robert Williams
Alex Wreth
Jana Zarubova

In 2018 we received donations from nearly 10,000 individuals. Here, we acknowledge those who went above and beyond in supporting us.

For a full listing of our 2018 supporters please visit [PacificWhale.org/you-can-help](https://pacificwhale.org/you-can-help)



10 WAYS TO GET INVOLVED

ADOPT

Your love for the whales, dolphins, turtles and other marine wildlife can be expressed with a donation at any level — and helps to make a world of difference.

PARTICIPATE

Each month we offer a calendar of free opportunities in addition to our Eco-Adventures, including free Haleakalā 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 oceans.

CRUISE

Hop aboard one of our “floating classrooms,” where every Marine Naturalist has collegiate-level science experience and has been recruited specifically to offer the greatest Eco-Adventure on Maui.

SHOP

Empower philanthropy and social good by shopping at our physical or online stores. With proceeds directly supporting our nonprofit programs, your spending power makes you a conscious consumer.

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/mailling-list to get involved.

ENROLL

Seasonal *Ocean Camps* educate, inspire and motivate the next generation to care for our environment, and to have a lot of fun doing it.

VOLUNTEER

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

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 oceans.



Pacific Whale Foundation

300 Ma'alaea Road, Suite 211 | Wailuku, HI 96793

PacificWhale.org | (808) 201-1983

Connect with Pacific Whale Foundation at

