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 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 does 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 are making an everyday difference to improve the ocean’s health.

Mahalo for being an important part of this organization, Krizie Bruggeworth / Executive Director, Pacific Whale Foundation

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 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.

In 2018, we were able to engage 13,000 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.

In 2018, we were able to engage 13,000 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 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.

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.

PacificWhale.org

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.

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

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

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

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

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

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

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

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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 tour operators 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 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 tourists to the wonders 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.

Early in the organization’s history, the Foundation was awarded a 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).

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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.

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, PFW 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 tourists to the wonders 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.

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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 Atigatua Project — conducted by the Centro de Conservacion Getzarea in Chile — and a research project begun in Hervey Bay, Australia in 1987 that has since grown into the award-winning PacWhale Foundation Eco-Adventures Australia, a powerful reach of core Research, Education and Conservation programs.

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.
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.

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Executive Director

John Clock
Director of Retail

Jens Currie
Chief Research Scientist

Robyn Ehrlich
Education Manager

John Goslns
GM - Sales & Customer Care

Matt Gundred
Controller

Tami Hamilton
Human Resources Director

Kelly McKague
Marketing & Development Director

Blake Moore
Vessel Operations Director

Ann Marie Quinlan
Controller

Stephanie Stack
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AUSTRALIA
Andrew Ellis
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CHILE
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ECUADOR
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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 2018, 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.
"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 20 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 Delwitt (Banbridge 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 whilst 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 Watari (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)

"I was so impressed with the education I received on the whale watch. Such a dedicated staff making a difference.”
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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. Shored 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 Hawaii
In 2018, we received a new research permit to begin a study of the Hawaiian Island 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. The 2019 goals are to model the probability of whale-vehicle collisions and promote the adoption of a proposal at the United Nations and International Maritime Organization, which will involve shipping and cargo ships companies to explore alternatives and implement measures to reduce whale-vehicle collisions; develop collaborations to measure the potential anthropogenic impacts produced by coastal pollution (chemical and acoustic) from marine debris and salmon farming, among others; actively track whales' movements and population abundance; and to continue collaboration under the IWC Southern Hemisphere 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.

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Blue Whale Research in Chile
In 2018, we received a new research permit to begin a study of the Chilean blue whale stock. The goal of this study is to increase our understanding of blue whale movements and population abundance. We will also be looking at the impacts of human pressures, such as marine debris, vessel traffic and tourism, on dolphins within the area. Our research will be focused primarily in the Maule region of Chile, which is home to a large population of blue whales. We will be using a combination of systematic data collection, such as sighting reports and photo-identification studies, to gain a better understanding of these amazing creatures. We are also looking for potential collaborations with local researchers and organizations to help us reach our goals. Overall, we are excited to be able to contribute to the scientific understanding of marine life in this important region.
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?

Australian Marine Mammal Center
Cairns & Gold National Wildlife Health Center
Unexpected pup mortality research
Ecuatorian Ministry of Environment
Hawai‘i and Alaska humpback whale research summit
Hawai‘i Uncharted Research Collective
Large Whale Entanglement response and Marine Mammal Stranding Program
WHN Working Groups of the 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).

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, Kahoʻolawe, 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 devices. Users add to a global database that helps researchers track and monitor cetaceans, determine patterns of species distribution and study marine animal interactions with their environment.

Download from the App Store or Google Play
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, our Keiki Whalewatch program offers a program option for grades 6-8.

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 future leaders 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; Waihe'e Elementary, Wailuku Union Preschool.

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 “many hands” and promote 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 Coral Reefs; Hawaiian Language, Geology and Geography; Seamounts and Knots; Connecting with Keiki; Anatomy of a Whalewatch; Be Whale Aware and more. 2019 goals include developing the program for our Australia team.
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 scientific Coastal Marine Debris Monitoring Program, we cleaned 180 beaches and removed 21,953 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 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 actual amount of marine debris accumulating in our oceans. Additionally, we participated in a workshop to develop Hawai’i’s 2018 MarineDebris 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

• Straws are one of the most common single-use plastics
• Straws are hard to recycle or disposed of at sea, or in landfills due to their size and weight
• Paper, stainless steel, glass and bamboo re-usable straws are available

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• Paper, stainless steel, glass and bamboo re-usable straws are available

Reduce the amount of plastic in your household and make an effort 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.

WHAT YOU CAN DO

• Reduce the amount of single-use plastic that you consume
• Use alternatives such as paper, stainless steel, glass and bamboo re-usable straws
• Refuse to use straws and ask your local restaurants and businesses to ban plastic straws or dispense only upon request

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Local restaurants and businesses can join our campaign by replacing single-use plastic straws with reusable alternatives.

Conservation Program

PWF, in conjunction with NIST and UH Manoa, 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.

2018 RESULTS

BEACHES THROUGHOUT MAUI, WASHINGTON, AND SOUTH CAROLINA

200
10
175

CITIZEN SCIENTISTS OVER

TOP ITEMS COLLECTED

25,843
83%

MORE THAN PIECES OF TRASH COLLECTED WERE PLASTIC

PIECES OF TRASH REMOVED FROM BEACHES

4,046
5,572

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"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)
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 Mā'ala‘a, 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.
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.

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
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*64% CONTRIBUTED (Members, donors, grants, sponsors) 36% EARNED (Education program revenue, e.g. ecotours and camps)

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 kids!!

— Joanie Tanabe, Kilohana Elementary School

*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.

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Sanford Johnson
Helaine Lobman
Carl Schreiber
David Shontz
Susan E. Smiley

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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
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.

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
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.