

Protecting Whales, Inspiring Action, Driving Change

2024 **ANNUAL REPORT**



LETTER FROM LEADERSHIP



Aloha Friends,

As I reflect on 2024, the first words that come to mind are perseverance and hardship. This past year tested us – at Pacific Whale Foundation and the entire Maui community. In the aftermath of the 2023 wildfires, we began the year facing a severe economic downturn with far-reaching impacts. We felt them across every part of our organization – staffing, operations, and programs. It was, without question, one of the most difficult years in our history.

And yet, thanks to you, we kept going with purpose and hope.

Your support – through donations, eco-tours, store purchases, and belief in our mission – kept us going. It gave us the support and resolve to keep doing the work, even when it wasn’t easy.

Because of you, we didn’t just hold on. We kept moving forward. Our Researchers continued vital studies of whale and dolphin populations, contributing to global conservation efforts. Our Conservation Team pressed on with marine debris removal and advocacy to protect vulnerable species. Our Educators reached thousands, sharing the importance of ocean stewardship in ways that sparked curiosity and connection.

We’re proud of what we achieved – but more than anything, we are grateful.

This report reflects what your support made possible. Thank you for standing with us, for believing in the work, and for helping protect what we all love.

WITH DEEPEST GRATITUDE AND HOPE,

Dayna Garland
Executive Director



2024 SENIOR LEADERSHIP

Dayna Garland, *Interim Executive Director*

Ka’apuni Aiwohi, *Community Engagement & Communications Manager*

Jens Currie, *Chief Scientist*

Jen Ericson, *Human Resources Director*

Susan Frett, *Programs Director*

Josh Heimowitz, *Chief Development Officer*

Ryan Randazzo, *Accounting Director*

Tim Trenholme, *Marketing & Communications Director*

2024 BOARD OF DIRECTORS

Mary Kate Rosack, *Board Chair*

Laura Chynoweth, *Vice Chair*

Tahreem Kampton, *Board Treasurer*

Lisa Vogt, *Board Secretary*

Miki’ala Lidstone, *Member at Large*

JS Masson, *Member at Large*

Emilia Springett, *Member at Large*

Wayne White, *Member at Large*

Bob Wood, *Member at Large*



MISSION STATEMENT

To protect the ocean through science and advocacy and inspire environmental stewardship.

VISION STATEMENT

To be the people's environmental organization for the global protection of whales, dolphins, and other marine animals living wild in their natural habitat.



HONORING PLACE, PEOPLE, AND PURPOSE

PWF was founded on the sacred island of Maui, the ancestral home of the kānaka maoli (Native Hawaiian people). Being rooted in this place creates a kuleana (responsibility) to give back, care for, and honor the land and community that shape our mission.

Though PWF's work extends beyond Maui, its foundation remains grounded in Hawaiian values such as mālama i ke kai (to care for the ocean) and kuleana (responsibility). These values guide our commitment to protecting marine ecosystems and honoring those who have long protected these lands and waters.

PWF remains committed to be an integral ally to the indigenous community in Hawai'i and to the communities we engage with across every shoreline we serve.

OUR APPROACH

PWF's work is grounded in science and powered by communities. This approach ensures that conservation is both evidence-based and culturally respectful.

Environmental advocacy and cultural integrity guide all initiatives. By centering accessibility, the organization engages underserved communities and amplifies diverse voices in marine protection.

Education is intergenerational, reaching keiki (children), kūpuna (elders), and everyone in between. Through hands-on experiences, PWF fosters long-term environmental stewardship.

All efforts are integrated across four core areas: Research, Education, Conservation, and Outreach. These programs work in concert to identify threats, inspire action, and build a future where marine life and human communities thrive together.

KEY AREAS OF FOCUS



Cetacean research and advocacy



Youth education and workforce development



Marine debris removal and prevention



Community-led stewardship of Maui's 'āina



Eco-tourism as an educational and revenue-generating platform

RESEARCH IMPACT IN 2024

PWF's Research Team advanced global marine mammal conservation across four regions: Hawai'i, Australia, Ecuador, and Chile. The team focused on five critical threats—bycatch and fishing interactions, vessel collisions, marine plastic pollution unsustainable tourism, and climate change — while producing data that directly informs conservation policy and management.



GLOBAL SURVEY EFFORT

Region	Survey Days	Distance Covered (km)	Species Observed	Total Sightings
Hawaii	28	4,587.3	9	115
Australia	27	3,061.9	5	182
Ecuador	55	3,441.5	8	249
Chile	13	947.5	8	41

13

Articles and publications in 2024. 7 peer-reviewed articles and 6 co-authored publications released

1

Book published: *El Viaje de Elena la Ballena Jorobada*

5

Technical reports submitted to the International Whaling Commission

9

Regions surveyed across 123 field days, totaling over 12,000 km of survey effort

587+

Cetacean sightings across four countries

RESEARCH APPLICATIONS

- Data from Maui Nui contributed to NOAA's 2025 Marine Mammal Protection Act List of Fisheries.
- Satellite tagging and drone photogrammetry used to monitor false killer whales in Hawai'i and southern right whales in Chile.
- Findings presented at the Society for Marine Mammalogy Biennial Conference, including case studies on dolphin distribution, whale scarring, and fisheries impacts.
- Multiple datasets submitted to the International Whaling Commission, contributing to global conservation planning.

KEY ACHIEVEMENTS

- First-time species encounters included Burmeister's porpoises in Chile and Risso's dolphins in Maui Nui.
- 570 East Australian humpback whales evaluated for scar rates; calves showed up to 44% signs of fisheries interactions.
- 69 genetic biopsy samples collected from humpback whales in Ecuador
- 134 sightings of Indo-Pacific bottlenose dolphins and 52 opportunistic sightings of Australian humpback dolphins used for habitat modeling.
- 562 copies of the children's book *Elena la Ballena* distributed

EDUCATION IMPACT IN 2024

PWF's Education Team delivered immersive, place-based learning experiences that connected thousands of students with the ocean, inspiring future stewards and scientists through direct engagement with marine environments.



3,628

Total Keiki Whalewatch participants

- 2,388 Title I students served free of charge
- 100% of students observed humpback whales in their natural habitat

152

Participants for Ocean Camp

- 8 Ocean Camp sessions for grades 2–5
- 65 full scholarships awarded

13

Participants for Ocean Camp: A Deeper Dive

- 1 session completed in 2024, for grades 6–8

OCEAN CAREER QUEST

launched for middle school kama'āina. 20 participants, 100% received scholarships.

KEY ACHIEVEMENTS

- Expanded access to marine science education for underserved youth.
- Integrated culture and STEM learning through field trips, guest speakers, and vessel-based experiences.
- Created career exposure pathways through mentorship with marine professionals.



CONSERVATION IMPACT IN 2024

Conservation programs at PWF transform research into action by focusing on marine debris removal, habitat restoration, and the protection of native species and cultural landscapes. Since launching its first debris removal initiatives in 2015, the Conservation Team and its supporters have removed more than 350,000 individual items.



4,591

Pounds of debris removed from reefs and harbors

- Equivalent to **180+ large trash bags** or the weight of a mid-sized SUV

58

Total clean-ups

- **19** reef cleanups
- **5** harbor cleanups
- **34** beach surveys

221

Participants engaged in the 2024 Great Whale Count

- For use in a snapshot of trends in relative abundance of whales
- One of the world's longest-running community science projects, active since 1995
- In partnership with the Hawaiian Islands Humpback Whale National Marine Sanctuary's Ocean Count

KEY ACHIEVEMENTS

- Addressed entanglement risks for whales, dolphins, sea turtles, and monk seals.
- Collected data on top debris types to inform regional waste reduction strategies.
- Contributed findings to legislative advocacy and partner initiatives.
- Supported targeted removal efforts in high-risk areas like Keone'ō'io (La Perouse Bay) through diver-led reef cleanups.

OUTREACH IMPACT IN 2024

The Outreach Team built ocean advocacy from the ground up, connecting with communities, schools, and visitors to foster environmental responsibility and kuleana for Hawai'i's ecosystems.

187

Mālama Pono program participants

Mālama Pono means “to care responsibly and with integrity.” Through this program, we contributed over 1,280 volunteer hours and engaged the community in 79 events in partnership with 13 local organizations, promoting mindful stewardship of the ocean and island ecosystems.

Sustained in-person and digital presence through flyers, QR codes, and educator resources

305

Keiki reached through For Da Keiki events

For Da Keiki is a youth-focused initiative that supports local families through education, resources, and ocean-themed activities designed to inspire the next generation of environmental stewards.

Active engagement at community events, hotel partnerships, and visitor hubs

KEY ACHIEVEMENTS

- Supported hands-on conservation across Maui, from coastal cleanups to community gardens.
- Centered cultural values in service learning through partnerships with Kīpuka Olowalu, Ka‘ehu, Hawai‘i Land Trust, and others.
- Created easy onramps for locals and visitors to contribute to restoration efforts.
- Raised awareness of plastic pollution, native biodiversity, and sustainable tourism.



ECO-TOURISM IMPACT IN 2024

As the sole owner of PacWhale Eco-Adventures, PWF established this social enterprise not only as a critical funding source but also as a dynamic platform to engage, educate, and inspire the public. Each tour is led by expert Naturalists who bring PWF's mission life, sharing real-time insights about whales, dolphins, and the ocean ecosystem. Through meaningful education and storytelling, passengers gain a deeper understanding of marine life and are inspired to take action in support of a healthier ocean.

PACWHALE ECO-ADVENTURES SENIOR LEADERSHIP

Captain Alyssa Moser, *EcoTours Director*
Leilani Oshiro, *Retail Director*



132,628

Total passengers educated through our eco-tours

78,916

Passengers participated in responsible whale- and dolphin-watching tours

\$25,000

Generated in donations at the Ma'alaea Ocean Store

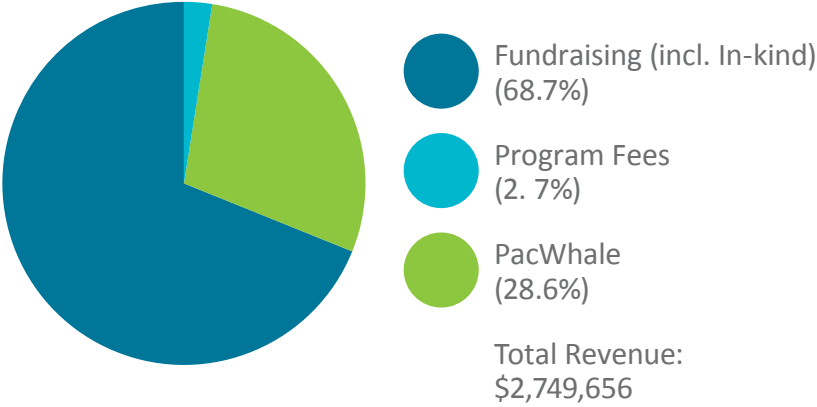
SUSTAINABILITY HIGHLIGHTS

- All tours operate with zero-waste goals, using reusable service ware and compostable materials.
- Vessels use bypass filtration systems and biofuel to extend oil and fuel life and reduce environmental impact.
- Locally sourced catering supports sustainable agriculture and reduces carbon emissions.
- The Ocean Store supports sustainability by offering eco-conscious, locally made products from Hawai'i-based businesses, including Kahala, Project Reef, Advanced Wildlife Education, Malamapono Designs, Kiele Jewelry, Maui Ku'ia Estate Chocolate, and Manoa Chocolate.

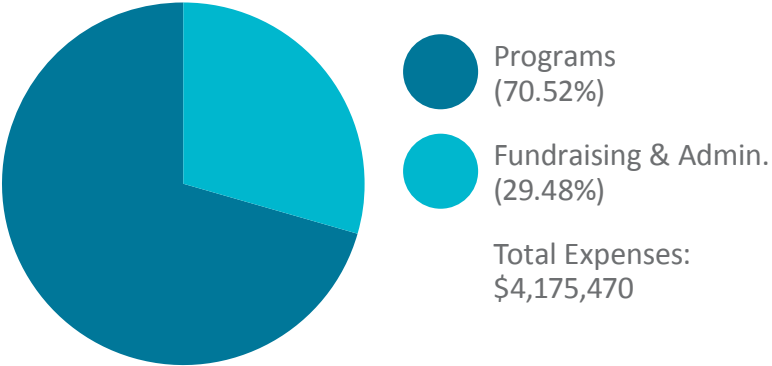
FINANCIAL OVERVIEW

Like so many on Maui, we weathered an exceptionally difficult year that brought real financial strain. While expenses outpaced revenue, we made tough decisions to strengthen our foundation and position us for a brighter, more resilient future. This helps safeguard our mission and our ocean for years to come. PacWhale remains vital to our funding strategy, yet its revenue depends on tourism, which is vulnerable to economic and environmental crises. To protect our mission long-term, we are working to grow and diversify our revenue streams by building support from individuals, corporations, foundations, and government partners so we can keep driving our programs and research forward.

2024 PWF Revenue



2024 PWF Expenses



WAYS TO SUPPORT



BECOME A MEMBER

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

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.

VOLUNTEER

Offer your in-kind services to assist our Research, Education, Conservation, special events or fundraising teams.

JOIN US AT EVENTS

Check out our upcoming events, many of which help raise funds for our mission to protect the ocean and its inhabitants.





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