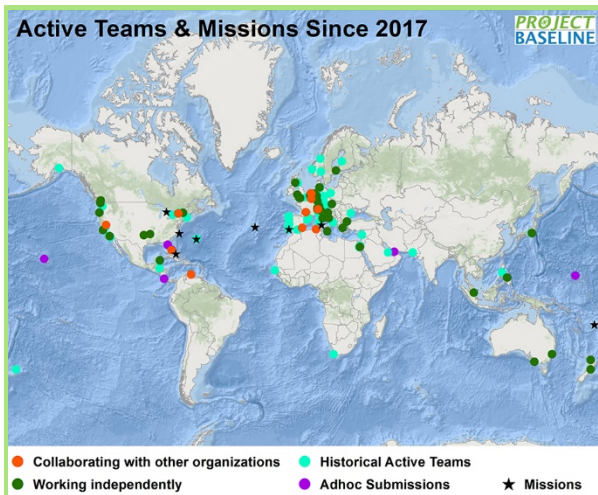


WHERE WE'RE WORKING:



- 114 Teams / 289 Divers
- 45 Countries / 485 Sites
- 25 Teams Collaborating with Other Groups
- 1,348 Stations Monitored
- 3,530 Photos
- 60,830 Temperature Readings

See data at: db.projectbaseline.org/

Scientists grapple with decline in clarity and species around Tahoe's near shore

"Project Baseline accomplished more for us in two weekends than we could have done in five field seasons on our own."
 Annie Caires, UNR Limnology Lab



UNR researchers Sudeep Chandra, Annie Caires and Christine Ryan (from left to right).
 CREDIT WILL STONE

WHAT IF...

- We could capture and share divers' memories of the places they've seen?
- We had photographic records of how our underwater world has changed through time?
- We had established baselines when conditions were pristine?
- Divers regularly engaged with the public?
- Divers worked with scientists and managers to extend their reach and capabilities?
- We could effectively engage the 99.9% of the population who will never see beneath the waves to care more and act to protect it?

HOW YOU CAN HELP...

Participate – ALL Divers & Snorkelers Welcome

- **Choose** to get involved.
- **Contribute** your observations to the Project Baseline database.
- **Engage** with your community by learning about the threats to your environment.
- **Collaborate** with the research, management, and/or conservation efforts underway in your environment by lending your abilities and time.
- **Speak Out** and advocate for your environment in your community and with your legislators.

projectbaseline.org/about/how

Contribute

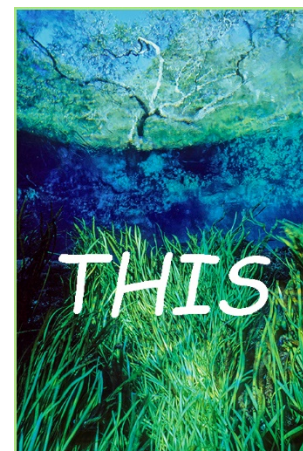
By contributing to Project Baseline, you are joining a global team of concerned and invested citizens working to **Restore & Protect** the underwater world.

Your contributions support our database & advance our cause!

projectbaseline.org/donate

PROJECT BASELINE

**Preserve the Type of
Underwater World
You Want to Dive In!**



Ichetucknee Spgs. - 1995



Polluted Wasteland



Healthy Coral Reef



Join us!

**Make Your Diving Count
for More than Memories**

projectbaseline.org

OUR MISSION:

Mobilize divers and snorkelers to record change in the world's underwater environments and help scientific, conservation, and government entities advance restoration and protection efforts.

GRASSROOTS ENGAGEMENT:



- Engage scuba divers, free divers, and snorkelers across the globe to record what they see, share their observations with the world, and speak up for efforts to restore and protect their local underwater environments.
- Work with other organizations and government agencies to advance research, restoration, and protection efforts.
- Develop and maintain a freely accessible online database that stores and displays the images and data we collect.
- Develop outreach materials to help our teams educate their local communities.

GO DIVING
RECORD WHAT YOU SEE
SHARE IT WITH THE WORLD
SHARE YOUR SKILLS
SHARE YOUR TIME
ACCELERATE IMPROVEMENT

COLLABORATIVE SCIENTIFIC MISSIONS:



Since 2014, we've...

- Led 17 successful missions with 16 organizations in 6 countries.
- Taken 79 volunteer divers & 30 researchers to 65 critical sites.
- Provided outstanding opportunities for volunteer divers to participate in world-class expeditions and make a difference.
- Driven television, radio, print, web, and social media coverage promoting the restoration and protection of underwater ecosystems.
- Helped our collaborators identify more than 100 new species of marine life.

Very few people will ever experience or even see the underwater world...

OUR CHALLENGE:

- We **MUST** rally the people who can see the underwater world to shine a light on what is happening below the waves.
- We **WILL** use that light to promote policies that **RESTORE & PROTECT** the type of world we all want to live and dive in.

OUR SPONSORS:



Divers & Water Lovers Like You
Thank You!

WHY PROJECT BASELINE:

If we - *like the generations before us* - accept the persistent decline of underwater environments...
There will be nothing left for us to explore, experience, and cherish....

Refuse to accept perpetual decline...

- Help Us -
- Motivate divers to understand, restore, and protect underwater environments.
 - Motivate divers to lend their voices and capabilities to those efforts.
 - Create a *Permanent Positive Presence* in communities worldwide working to restore and protect local under ecosystems.
 - Accelerate the pace of research, restoration, and protection.

DONATE

to Project Baseline

Non-profit 501(c)(3) Charitable Organization

projectbaseline.org/donate

