

PROJECT BASELINE



2019 Annual Report

Mobilizing citizen-divers to record change in the world's underwater environments and to engage with scientific, conservation, and government entities to advance the restoration and protection of our natural and cultural treasures...

Through grassroots engagement & collaborative scientific missions.



PB Sannich Inlet - credit Christopher Locker

EXPLORE
DOCUMENT
PROTECT

"People only Protect what they Love. People only Protect what they See! Divers are the only people who see what's happening beneath the waves."

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Todd Kincaid, President
Martin McClellan, Secretary & Treasurer
Robert Carmichael, Officer
Jarrod Jablonski, Officer

STAFF

Todd Kincaid, Executive Director
Kristie Connolly, AD & Data Manager
Diana Giorgetti, Development Director
Amanda White, Consultant

From the Director



DEAR PROJECT BASELINE SUPPORTERS,

We're three quarters of the way through 2020 and struggling under the Covid-19 realities just as I'm sure all of you are as well. I regret that we were unable to get this report out to you all much sooner but am nonetheless happy to be reporting to you now.

2019 marked a very significant transition for Project Baseline (PB). On March 1, we announced our official separation from Global Underwater Explorers (GUE) and our status as an independent 501c3 non-profit entity. After almost exactly 10 years as GUE's cornerstone conservation effort, our Board of Directors agreed that the shift to independence would better serve underwater environmental conservation by making it easier to engage with divers of all pedigrees and to secure the grants and other forms of financial sponsorship that will be needed to sustain our database and our mission. GUE's support for this transition and their continued financial and public support are testaments to their sincere commitment to our mission.

There was much to do to launch the new face of the organization and I want to thank Kristie Connolly, Diana Giorgetti, and Amanda White for working very hard to make it happen. Thanks to them and our Board member, Martin McClellan, we were able to secure our 501c3 status in less than 3 months. During that period, we also developed and launched a new version of our website (www.projectbaseline.org) that provides the long sought after deeper description of PB's mission, why it matters, and how to get involved. Our website also hosts a data upload interface, which is our first step to a more automated future. There are different interfaces for [project](#) and [ad-hoc](#) data submissions accessible from our About/How webpage.

We spent much of the rest of the year delivering presentations, which were all very well received by moderate to large audiences. Interviews between me and [Michael Menduno](#) and [Dean Laffan](#) about the history of PB and our mission are available on YouTube. PB was also featured in the [Apr/May/June volume of Dive Pacific Magazine](#). It has struck me after such events that our mission is clearly appealing to a wide range of divers and non-divers but also that we're falling short in the work needed to convert interest into participation and support. Attacking this issue must become a larger part of what we do and we must get better at doing it.

Along with the launch of the website and upload interface, we updated our data tracking system, changed the way we categorize teams and projects, and developed a new data model for the database

that will allow us to store and display all manners of numeric data as well as station and site photos. We're now discerning the difference between active and inactive teams/projects based on the date of most recent data submissions. Our goal is to encourage teams to become and remain active contributors of photos and/or data thereby executing PB's very simple mission – to show the world what's happening beneath the waves...

Most exciting to me is an increase in number of the collaborations, teams actively working with other entities (universities, government agencies, conservation organizations) to advance conservation or restoration efforts. Thirty-one (24%) of our 130 projects report to be working with at least one outside entity including 6 of the 14 teams that joined PB in 2019. Collectively, we're now working with at least 44 different organizations worldwide. It will be through these types of collaborations that we will truly make a difference in the sphere of underwater conservation. Kudos to all of you!

Our primary goal moving forward must be to expand our reach into the diving community and get more divers to engage in PB's mission. To this end, we'll be working to establish regional PB coordinators to foster and maintain projects, create a PB development program to foster and support PB communities, increase our interactions with teams via social media, and integrate PB into at least one other mainstream certification agency.

To wrap up, I want to thank everyone who jumped in to help Project Baseline in 2019 with the difficult transition and with our efforts to expand our mission and organizational goals. I also want to thank all of our project managers and volunteers who continue to organize dives, collect photos and other forms of data, and work to help others achieve shared conservation and restoration goals. It is no cliché to say that You are Project Baseline.

Best wishes to you all for a happy, healthy, and productive Covid-19 free year.

Have fun,
Go diving,
Record what you see, and
Share it with the world!

TODD KINCAID
EXECUTIVE DIRECTOR



Project Baseline has teams or projects working in 41 countries. Teams and projects are classified by the date of their most recent photo or data contributions. 56 of our 130 projects are classified as “Active” because they have submitted photos and/or data within the previous two calendar years. 74 of our 130 projects are classified as “Historically Active” because they have submitted photos and/or data but not within the previous two calendar years.

Fifteen of our 130 projects (14 teams) joined Project Baseline in 2019. Our most active teams in 2019 were Haarlemmermeer NLD (113 dives), Lake Iseo ITA (54 dives), Gulfstream USA (39 dives), and Lake Lugano CHE (37 dives) followed by Lake Ontario Eureka CAN, Wellington NZL, and Florida Coral Reef USA each with 24 dives. A detailed summary of the database holistically and by project/team is included with this annual report and will be regularly updated and provided on our website from this point forward.

As of January 2020 there are...

130 PROJECTS

ACTIVE ●
 HISTORICAL ●
 MISSIONS ★

105 TEAMS

4,694 CLARITY READINGS

317 DIVERS

7,410 DIVES

41 COUNTRIES

3,691 PHOTOS

1,161 STATIONS

51% < 30 M

18% > 50M

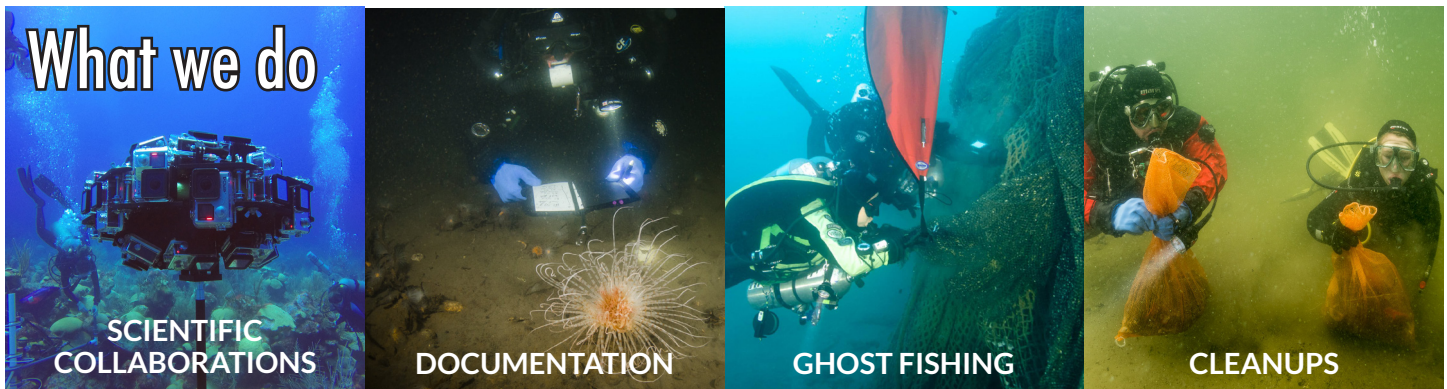
44 COLLABORATION ENTITIES

412 SITES
71% SALT WATER
27% FRESH WATER

61,153 TEMPERATURE READINGS

PROJECTS IN EACH COUNTRY

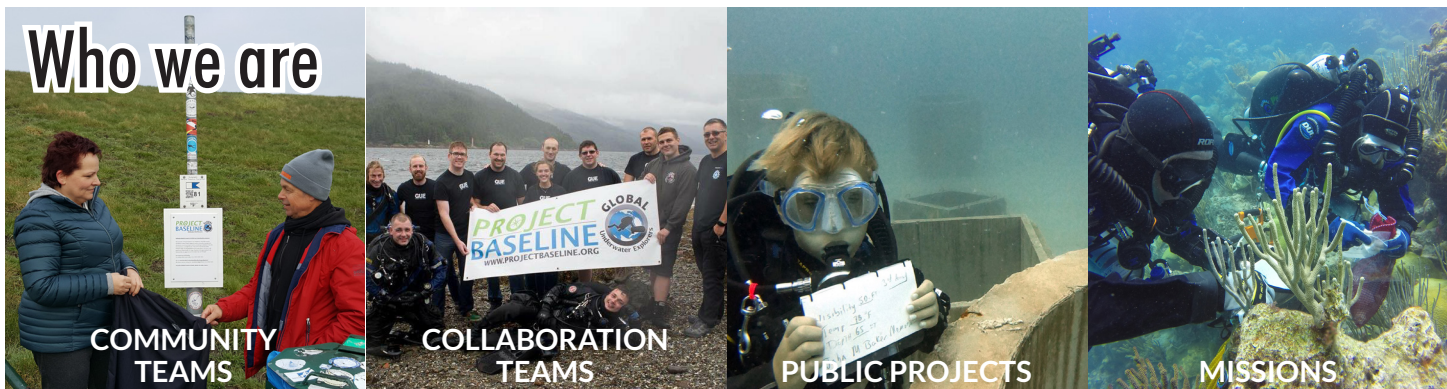
USA - 24	UK - 6	Switzerland - 3	Phillippines - 2	Bahrain - 1	Greece - 1	Romania - 1
Germany - 12	Spain - 5	Croatia - 2	Poland - 1	Belgium - 1	Rep. of Korea - 1	Singapore - 1
Italy - 12	Australia - 3	Finland - 2	Algeria - 1	Bermuda - 1	Malta - 1	Slovakia - 1
Netherlands - 10	Egypt - 3	Japan - 2	Argentina - 1	Bonaire - 1	Marshall Islands - 1	Turkey - 1
Canada - 6	France - 3	Mexico - 2	Austria - 1	Costa Rica - 1	Pakistan - 1	UAE - 1
Portugal - 6	Norway - 3	New Zealand - 2	Bahamas - 1	Fiji - 1	Qatar - 1	



- Collaborate with scientific, government, and conservation organizations to accelerate the pace of research and monitoring. 30% of our 105 teams are working with at least one entity outside of PB including 6 of the 14 teams that joined in 2019. Collectively, PB divers are working with and advancing the mission of at least 44 different organizations worldwide.

To what end? Annie Caires of the University of Nevada Limnology Research says that “Project Baseline accomplished more for us in two weekends than we could have done in five field seasons on our own.”

- Collect photos, videos, and parameter data from critical but little-seen underwater ecosystems across the world. PB divers are showing the public What’s Beneath the Waves in their aquatic neighborhoods. PB divers have documented over 400 sites in saltwater and freshwater bodies across the world and are recording change through time at more than 1,100 specific stations.
- Remove ghost (derelict) fishing gear from underwater wrecks and reefs that would otherwise continue to catch and kill a multitude of marine life for years to come.
- Clean up underwater ecosystems. PB divers pulled >23,000 kg of trash and debris out of the underwater world in 2019.



- **74** Community Teams who are independently and systematically documenting underwater ecosystems and sharing what they see with the world.
- **31** Collaboration Teams who are helping >44 other entities (universities, government agencies, conservation organizations, etc.) restore and protect underwater ecosystems around the world.
- **17** Public Projects through which we’re soliciting photos from divers and snorkelers to chronicle changing conditions in critical underwater ecosystems across the world.
- **8** Missions for which we’ve leveraged technical diving teams, submersibles, and private vessels to help our [collaborators](#) advance the scientific understanding of critical underwater ecosystems across the world.

2019 by the Numbers

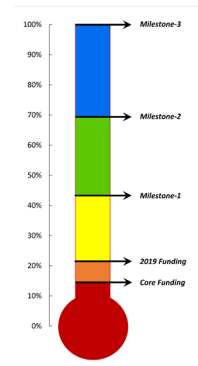
Photo by D Silver

As is true of all endeavors, we must be able to fund our mission and organizational objectives. We've established funding milestones that mark levels at which we'll be able to sustain a core staff of four positions dedicated to executing the major components of our mission. These include: 1) Database Manager / Associate Director; 2) Website and Blog Manager; 3) Communications Director; and 4) an Executive Director.

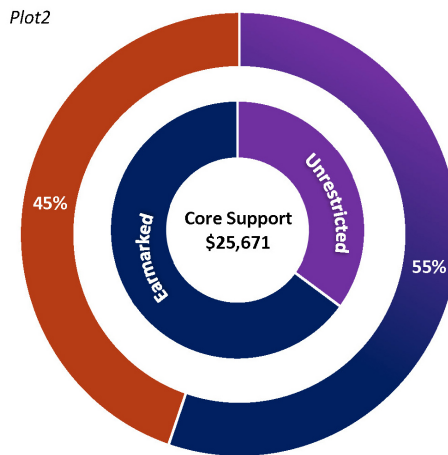
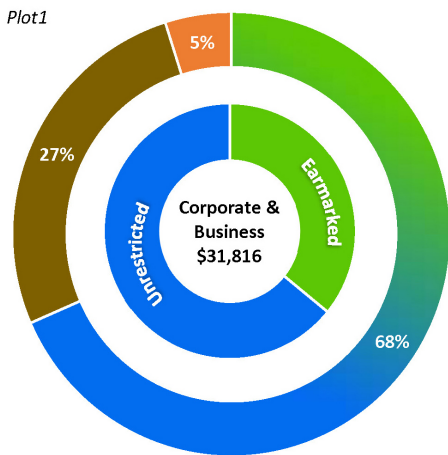
Milestone-1 will fund the database manager position at full-time. The remaining three milestones will progressively fund the other three positions. Meeting these milestones will be necessary to render PB as a self-sustaining organization and thus ensure that our mission carries forth into the future.

By the end of 2019, we reached about 50% of milestone-1. Unfortunately, progress we'd made toward this end and toward achieving our goals for the coming year were significantly deterred in early 2020 due to Covid-19. We're hopeful that we'll be able to pick up where we left off as the Covid-19 crisis abates.

IDGET - 2019 vs Milestones for Sustainment



Revenue & Expenses: April-December 2019

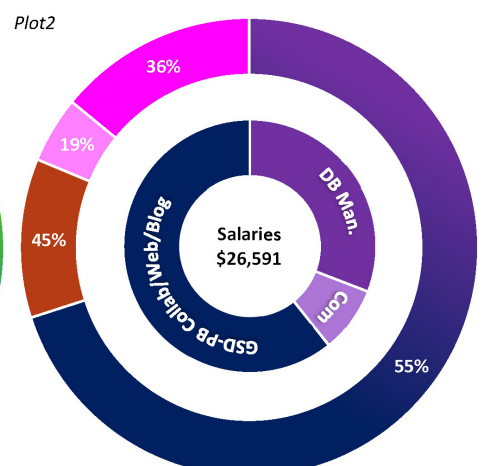
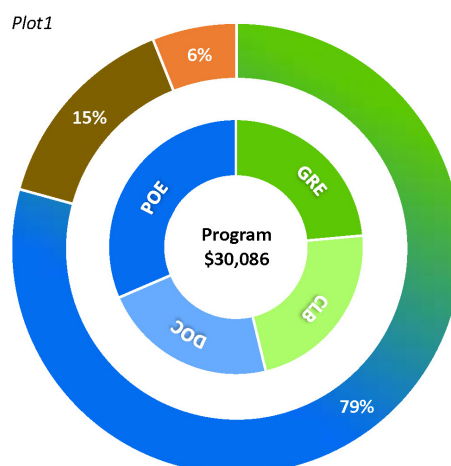


Plot1 Revenue: \$46,475.26		
68%	Corporate & Business	\$31,816.33
	EM - GSD-PB Collab - Web & Blog	\$16,670.64
	Unrestricted	\$29,804.62
27%	Individual Donations	\$12,386.78
5%	Membership	\$2,272.15
	Total Revenue	\$46,475.26

Plot2		
55%	Core Support	\$25,670.64
	GUE (unrestricted)	\$9,000.00
	GSD (earmarked)	\$16,670.64
45%	All Other Sources	\$20,804.62
	Total Revenue	\$46,475.26

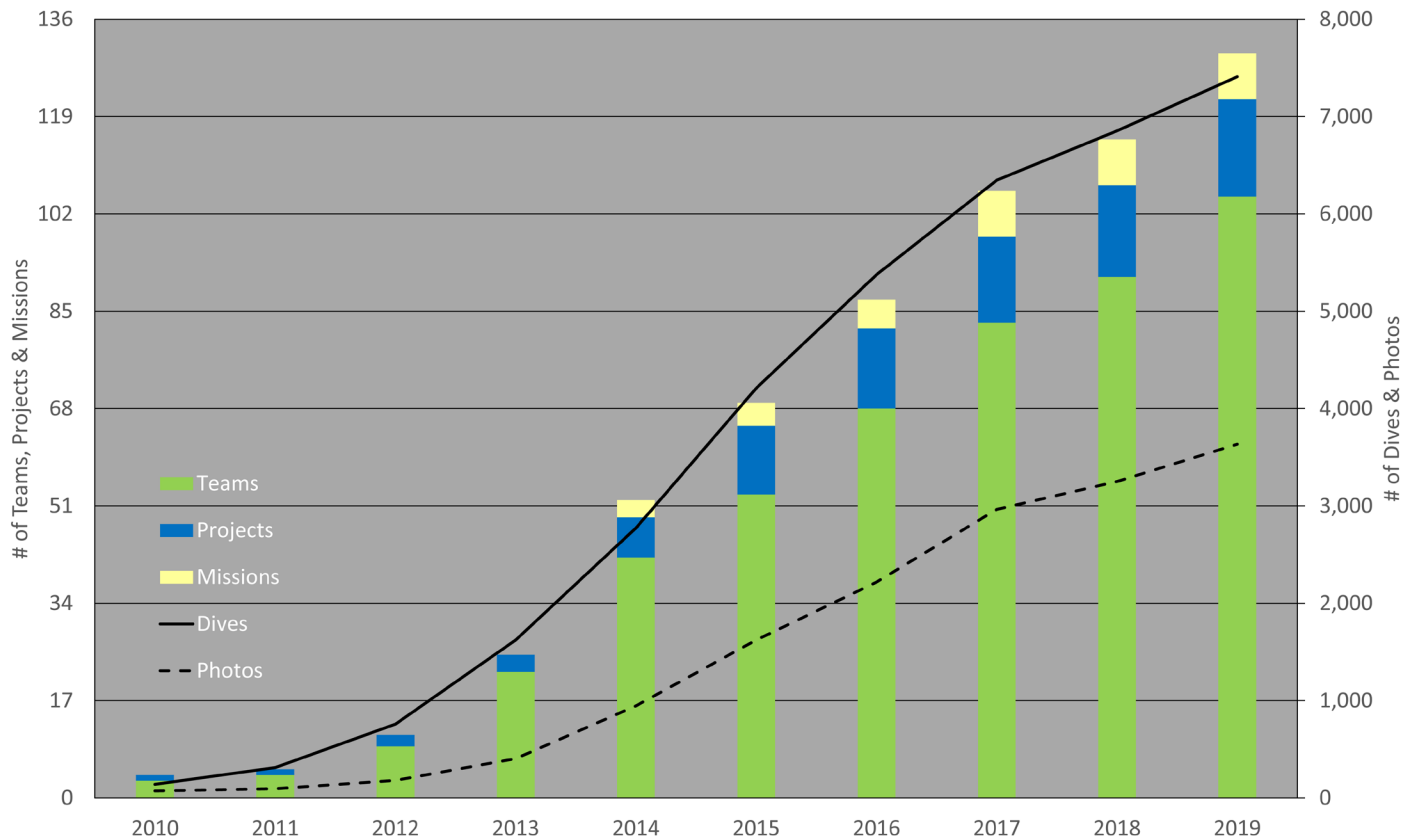
Plot1 Expenses: \$37,964.87		
79%	Program	\$30,086.41
	Grassroots Engagement (GRE)	\$7,086.73
	Collaboration (CLB)	\$6,822.07
	Documentation (DOC)	\$6,708.60
	Public Outreach & Education (POE)	\$9,469.00
15%	Fundraising	\$5,575.60
6%	Administration	\$2,302.86
	Total Expenses	\$37,964.87

Plot2		
55%	Salaries	\$26,591.40
	Executive Dir.	\$0.00
	Database Man.	\$8,196.40
	Communications	\$2,245.00
	GSD-PB Collab, Website & Blog	\$16,150.00
45%	Travel	\$4,254.00
19%	Merchandise	\$1,776.84
36%	Other	\$5,342.63
	Total Expenses	\$37,964.87



Growth through time...

Photo by K Egorov



- PB has grown consistently since we launched our mission in 2009.
- We are 105 teams operating in 41 countries, 130 projects including ad-hoc submission efforts.
- We are 317 divers monitoring 412 sites (110 freshwater, 293 saltwater).
- We've collected 3,691 photos, 61,153 temperature readings, and 4,694 clarity readings spanning 10 years from under-water ecosystems that would otherwise be mostly unseen.
- Fifteen of the 130 projects (14 teams) joined Project Baseline in 2019.
- Thirty-one (24%) of our 130 projects are working with at least one entity outside of Project Baseline or their local diving group including 6 of the 14 teams that joined Project Baseline in 2019.

GOALS FOR THE FUTURE...

- develop and implement a training program aimed at helping instructors and dive shops establish and maintain local Project Baseline communities;
- establish regional coordinators to organize teams and events focused on similar local conservation objectives;
- integrate Project Baseline into at least one dive training organization other than GUE; and
- continue to seek and cultivate relationships with other conservation organizations particularly ones through which we can synergistically grow our mission and our organization.

The following donors and members made our work possible in 2019 - Thank You!

\$15,000 - \$20,000	\$500 - \$999	Kevin Rourke	Pete Ellwood	David Potter	Nicole Abbott
Global Sub Dive	Scot Post	Chad Steinbrecher	Lisa Goodlin	Mauro Sacchi	Kristie Connolly
\$10,000 - \$14,999	\$100 - \$499	\$50 - \$99	Axel Gunderson	Jennifer Stone	Scott Ely
Jarrod Jablonski	Anonymous	Graham Atkinson	Marc Heyndrickx	Meredith Tanguay	Todd Kincaid
\$1,000 - \$9,999	Maurice Ballard	German Barrientos	Randy Holt	Kristiyan Ueney	Taejin Kwak
GUE	Robert Carmichael	Erika Bergman	Christina Lapid	Maikel Wagemans	Ingo Schaefer
Pacific G&E Company	Diana Giorgetti	Ryan Booker	Matthew Levin	Lingtao Xue	Danny Van de Putte
Rock the Ocean	Martin McClellan	Nick Bowman	Josh Maxwell	\$1 - \$49	Marco Venturi
	Marcus Rose	Rachel Dooley	Sven Nelles	Amazon Smile	