



Frequently Asked Questions



PADI AWARE

F O U N D A T I O N TM

What is the 100% AWARE Partnership?

- A partner giving program, exclusive to PADI® Members.
- Partners effortlessly ensure all scuba diving certifications* processed through PADI PIC Online receive the PADI AWARE Foundation limited edition certification cards supporting critical conservation work.

*except DSD, EFR, Seal Team, Public Safety Diver and Tec Rec.

What does it mean to be a 100% AWARE Partner?

- You are donating in support of the underwater world your business relies on.
- Streamlined processing through PADI PIC Online to ensure all of your dive students receive the PADI AWARE Foundation™ limited edition certification card of their choice.
- Donations are tax-deductible where allowed. You can [see AWARE's annual impact report](#) to see what your financial support helps achieve.
- Engaging and creating loyal customers who appreciate and value your commitment to conservation.

What is the donation commitment of the 100% AWARE Tiered Donation System?

Dive Centers

- Tier 1 - \$150 per month (200 or more certifications processed per year)
- Tier 2 - \$75 per month (Less than 200 certifications processed per year)
- Tier 3 - \$1,600 Lump sum, annual donation

Independent Instructors

- Tier 1 - \$25 per month (100 or more certifications processed per year)
- Tier 2 - \$10 per month (100 or less certifications processed per year)

What currency can I make my donation in?

- Accepted currency include US\$/AU\$/€GBP/£EU

What if I have a question regarding our donation payment?

- Please contact information@padiaware.org with any questions.

How do I become a 100% AWARE Partner?

- Commit to becoming a 100% AWARE Partner by selecting your donation tier and initiating your monthly donation.
- Once a month, your donation will process automatically on the same day.
- When processing certifications through PIC online, select the PADI AWARE Foundation certification card of your choice without the need for additional payment. If the standard PADI card is selected, the system will select the latest AWARE card design by default.

What will my support do?

- 100% AWARE partner donations have financially supported key milestones in environmental protection such as increased government support for strengthened shark finning bans, trade controls for over-exploited marine species, and key advancements in the fight against debris which include plastic bag bans informed by Dive Against Debris® data.
- Over the next decade funding directly supports the Conservation Blueprint that is ridding the ocean of marine debris, protecting endangered marine species, restoring coral reefs, creating Marine Protected Areas and addressing climate change.
- To learn more about the foundation's work visit padi.com/aware.

What are the benefits of being a 100% AWARE Partner?

- Unlimited processing of the PADI AWARE Foundation version of PADI certification cards.
- Integration into new PADI tools, such as the [Conservation Activity Locator](#).
- Listed as a 100% AWARE Partner and featured on the global Dive Center Locator (dive centers only).
- Premier access to exclusive PADI AWARE updates and news.
- **Marketing opportunities:**
 - Chance to be featured on PADI AWARE Foundation social media and marketing platforms, as well as potential features in PADI's regional blogs
 - Potential Torchbearer newsletter feature.
 - PADI Social Channels.
- Contributes 10 points towards the PADI Green Star award and waives the usual donation requirement.
- Conservation based training/action consultation that aligns with AWARE conservation goals.
- Environmentally responsible divers driven to 100% AWARE partners.
- Featured in the PADI AWARE Foundation Impact Report.

Do I need to be a PADI Dive Center or Instructor to be 100% AWARE?

- Yes. The 100% AWARE Partnership is exclusive to PADI Members (renewed and in active teaching status).
- You don't have to be a PADI Member to be an AWARE activist, you can support conservation in a number of ways:
 - See [Dive Against Debris®](#) and [Adopt a Dive Site®](#) information
 - [Fundraising Information](#)

How are 100% AWARE partners located?

Partners can be found on PADI's Dive Shop Locator and PADI's Conservation Activity Locator.

- PADI Dive Shop Locator: [Find a 100% AWARE Dive Shop Near You](#)
- Conservation Activity Locator: [Find Conservation Activity Near You](#)

How can I incorporate AWARE courses into my business?

- While not a requirement of the 100% AWARE partnership commitment, you may choose to link the AWARE Specialty (non diving specialty) into your PADI Open Water Courses.
 - All training materials can be found online for free - [AWARE Specialty Materials](#)
 - Get the course PIC from your PADI Sales Consultant
- Include the Dive Against Debris Specialty Diver Course into Advanced courses. Dive Against Debris counts as both an Adventure Dive and a one Dive Specialty Course for easy integration into standardized classes.
 - Find all relevant training materials for Dive Against Debris here: [Dive Against Debris Specialty Materials](#)
- Pro Tips and tutorial videos including course linking opportunities are available on YouTube

What can I do for my community as a 100% AWARE partner?

- You can further your commitment to ocean conservation by engaging your local community in AWARE courses, programs and activities knowing that your local actions have a global impact. Visit www.padiaware.org for the latest campaigns or reach out to information@padiaware.org.



Ready to become a 100%
AWARE Partner?

COMMIT TODAY!