



2025

YEAR 4 REPORT

SAFE[®]
SAVING ANIMALS
FROM EXTINCTION
SHARK AND RAY

OUR VISION

By 2035 we have built diverse partnerships to deliver effective action for the conservation and recovery of sharks and rays.

Our Conservation Plan

In our 2025-2029 SAFE Shark and Ray Conservation Program Plan, we aim to enable evidence-based support for conservation action for all 1200+ species of sharks and rays; engage action among key collaborators and the public; support science-based shark conservation communications; and create opportunities for direct, impactful, and collaborative support for the conservation and recovery of this taxa.

SAFE Shark and Ray, entering our tenth year since inception and completing the first year of our Program Plan, is a model and highly visible SAFE program within the Association of Zoos and Aquariums (AZA). With a broad species focus, this program capitalizes on where the AZA community is best positioned to engage our audiences to produce the most meaningful impacts on the conservation and recovery of sharks and rays.



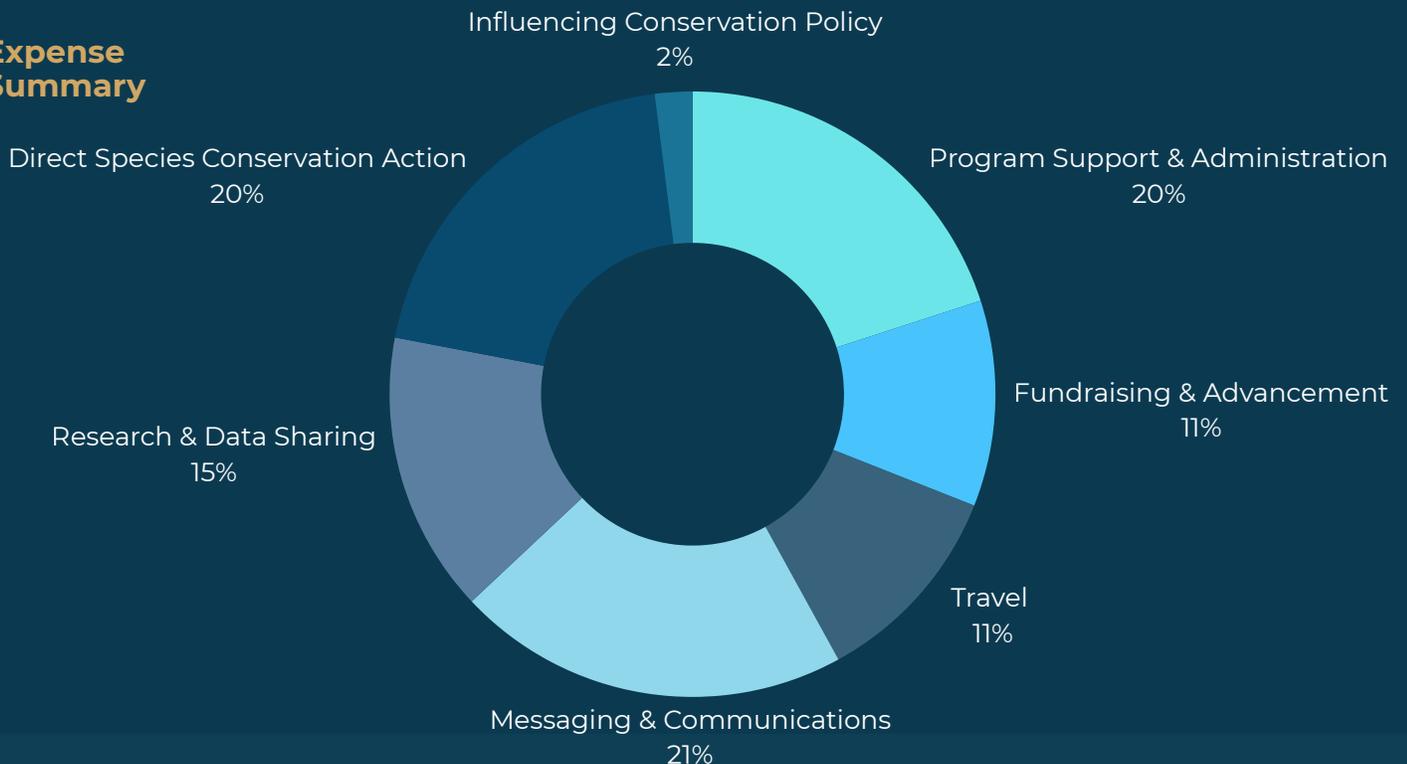
FISCAL RESPONSIBILITY

Conservative management and fiscal responsibility ensure optimal delivery of the goals outlined in the 5-year plan. A focus this year has been on expanding our revenue streams, developing new sponsorship opportunities, and supporting increased partner fundraising initiatives for the program. Financial stability is vital to achieve our goals and diversifying our revenue is a priority.

■ 2024
Income = \$92,986
Expenses = \$139,325

■ 2025
Income = \$97,965
Expenses = \$91,238

Expense Summary



2025 Highlights

55+

PARTNERS CELEBRATED

SHARK & RAY
14 JULY
AWARENESS DAY

BIG SHARK Pledge

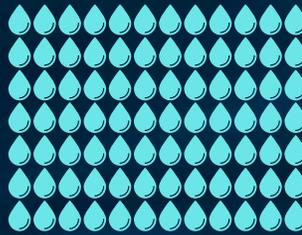
1200+ signatures from 42 partner organizations

ARCS FOR SHARKS identified and catalogued

150+

Elasmobranch Studies from 66 organizations

84



PROGRAM PARTNERS, FUNDERS SPONSORS & CONTRIBUTORS

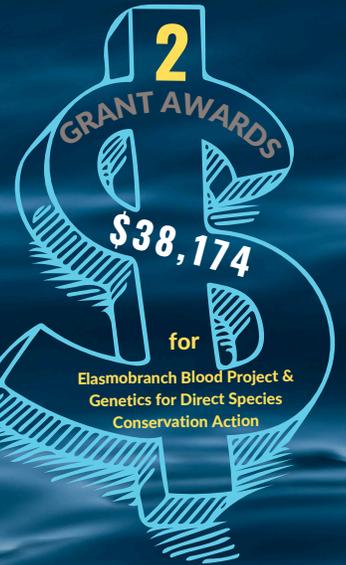
LAUNCHED!



SAFE SHARK & RAY HANDLING APP



SUDS FOR SHARKS FUNDRAISERS RAISING \$5,700



DIRECT SPECIES CONSERVATION ACTION: Bowmouth guitarfish

Participated in a PVA workshop

Created a genetics working group

Developing a genetics database



SAFE & ACP partners joined the pilot project to FEED SUSTAINABLE seafood to the animals in their care.

OUR PARTNERS

We would not be able to achieve our conservation actions, goals, and objectives without the dedication, commitment, and hard work of our partner organizations. **Thank you!**



Adventure Aquarium
Aquarium Conservation Partnership
Audubon Aquarium of the Americas
Aquarium of the Pacific
Aquarium Puerto de Veracruz
Atlantis Dubai
Birch Aquarium at Scripps Institution of Oceanography
Brookfield Zoo Chicago
Cabrillo Marine Aquarium
California Science Center
Columbus Zoo and Aquarium
Conservation Coordination, LLC
Dallas World Aquarium
Discovery Cove
Dynasty Marine
Disney's The Seas with Nemo and Friends
Florida Aquarium
Georgia Aquarium
Inform Evaluation and Research
IUCN Shark Specialists Group/Aquarium Working Group
Jacksonville Zoo and Gardens
Jenkinson's Aquarium
Kansas City Zoo & Aquarium
Kiboko Safaris
Loveland Living Planet Aquarium
Maritime Aquarium at Norwalk
Mazuri Exotic Animal Nutrition
McRoberts Sales Company, Inc.
Minnesota Zoo
Mississippi Aquarium
Mote Marine Laboratory and Aquarium
Myrtle Beach Shark Teeth
Mystic Aquarium
National Aquarium
New England Aquarium/Anderson Cabot Center for Ocean Life
Newport Aquarium
North Carolina Aquarium Fort Fisher
North Carolina Aquarium Pine Knoll Shores
North Carolina Aquarium Roanoke Island
OdySea Aquarium
Oregon Coast Aquarium
Phoenix Zoo
Point Defiance Zoo & Aquarium
Riverbanks Zoo and Garden
Seafood Watch
SEA LIFE Arizona
SEA LIFE Charlotte
SEA LIFE Grapevine
SEA LIFE Kansas City
SEA LIFE Orlando
SEA LIFE Michigan
SEA LIFE Minnesota
SEA LIFE New Jersey
SEA LIFE San Antonio
Seattle Aquarium
Seneca Park Zoo
Shark Advocates International
Shark Reef at Mandalay Bay
Shark Trust
Sharks 4 Kids
Shedd Aquarium
Singapore Oceanarium
South-East Zoo Alliance for Reproduction and Conservation
Tennessee Aquarium
Texas State Aquarium
Turtle Back Zoo
The Aquarium Vet
The Word Factory
TRACKS Data Solutions
Wands and Wishes Occasions
Washed Ashore
Virginia Aquarium and Marine Science Center
Wildlife Conservation Society/New York Aquarium
Wonders of Wildlife
ZooQuatic Laboratory LLC
Zoo Tampa

OUR SPONSORS

Diamond Sponsors

SHARK REEF
AQUARIUM
at mandalay bay

ADVENTURE
AQUARIUM

GEORGIA
AQUARIUM

Platinum Sponsors

ATLANTIS
THE PALM, DUBAI

Gold Sponsors

NORTH CAROLINA
AQUARIUM
Fort Fisher

AQUARIUM
OF THE PACIFIC

NORTH CAROLINA
AQUARIUM
Pine Knoll Shores

NEWPORT
AQUARIUM



Cabrillo
Marine
Aquarium

DISCOVERY COVE

HERSCHEND
FAMILY
ENTERTAINMENT

Silver Sponsors

VIRGINIA
AQUARIUM
& MARINE SCIENCE CENTER

vancouver
aquarium.

New York Aquarium
A Wildlife Conservation Society Park

FRESNO CHAFFEE

JENNETTE'S PIER

NORTH CAROLINA
AQUARIUM
Pine Knoll Shores

phoenix ZOO
ARIZONA CENTER FOR NATURE CONSERVATION

WASHED ASHORE
ART TO SAVE THE SEA

CAMERON PARK
ZOO

OMAHA'S
HENRY DOOLY
ZOO & AQUARIUM

Santel McGinnis Family Charitable Fund

Bronze Sponsors

BROOKFIELD
ZOO
CHICAGO

DWA

ESSEX COUNTY
TURTLE BACK
ZOO

MINNESOTA ZOO

OREGON COAST
AQUARIUM

Wonders and Wonders
MERMAIDS

PITTSBURGH ZOO
& AQUARIUM

Larry's
COFFEE.

Seneca Park Zoo
Connect. Care. Conserve.

SEA LIFE
Grapevine

BIRCH
AQUARIUM | UC San Diego
Small text: We connect understanding to protecting our ocean planet.

ODYSEA
AQUARIUM

LOVELAND LIVING PLANET
AQUARIUM.

The Maritime Aquarium

Wonders of Wildlife
MUSEUM & AQUARIUM

DAASITY

CENTRAL FLORIDA
ZOO
& BOTANICAL GARDENS

We are incredibly grateful to our generous donors for their ongoing financial support.

You are pivotal in helping reach our goals. **Thank you!**

LOOKING AHEAD



Building upon our successes, we will continue to grow and expand our **international partnerships and global reach**, increasing our collective engagement in SAFE projects.



Achieving **ongoing financial stability**, focusing on long-term planning and adding business partnerships that align and support our conservation efforts.



We are developing a **genetics database** for IUCN priority species, as we increase our understanding of the science of breeding, reproduction, and reintroduction initiatives.



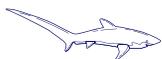
As we continue **producing web-based tools and globally accessible resources**, data management, integration and cloud storage will be a priority for 2026.



Expanding our **Messaging resources and training opportunities** for communicators to include translations into multiple languages, delivering updated and vetted content, promoting Shark & Ray Awareness Day, and growing our online presence.



Delivering workshops and trainings on using the app for the **Best Practices for Elasmobranch Handling Events** tool.



Continually **monitor the international and domestic policy landscape** and use our influence to represent and promote the conservation needs of sharks and rays.



JOIN US!

ASSOCIATION
OF ZOOS &
AQUARIUMS



We welcome your participation in our program and projects, and hope you will follow along on our journey as we collaborate to save sharks and rays.

Please like, follow and share on social media by clicking the links below. Sign up for our monthly newsletter on the homepage of our [website](#), and join our SAFE Shark and Ray community on the AZA Network.



Website & Contact:

SAFEsharks.org
windykent@safesharks.org

A large underwater photograph showing a manta ray swimming over a massive school of small fish. The water is a deep blue, and the scene is captured from an overhead perspective.

THANK YOU!