Thank you for running for the ocean.

Here is how to turn your training into money for the work.

Your race has its own fundraising platform, like Haku or Grassrootz, so your page lives there rather than on our website. Everything in this guide works on any of them, and your donors get their receipt straight from the platform.

What your running pays for.

Divers are already in the water, week after week, recording what they find: debris, sharks and rays, the state of the reef. PADI AWARE Foundation turns those records into evidence that reaches the rooms where decisions about the ocean get made, then funds the community-led projects doing the work on the ground.

Every kilometre you run, and every dollar your people give, keeps that chain going.

2.8 million+
pieces of marine debris logged by 100,000 divers across 120 countries

$800,000+
awarded to 80+ community-led conservation projects in 28 countries

Use these numbers exactly as written. They are current as of October 2026.

Set your page up in twenty minutes.

01 **Add a photo of you.**
In your running gear, in the water, or both. People give to a person, so your face works better than a logo.

02 **Swap our starter story for yours.**
Two sentences: why this race, and why the ocean. "My first marathon, for the beach I grew up on" says more than any paragraph we could write.

03 **Set a target that stretches you.**
If your event sets a minimum, start there. A target that feels slightly uncomfortable keeps people giving.

04 **Make the first donation yourself.**
A page sitting at zero asks a visitor to go first. Your own gift, however small, shows the ask is real.

05 **Check you are entered in the race.**
On some events your fundraising page and your race entry are separate. Make sure you have both.

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Personal beats broadcast.

Message people one at a time before you post anything.

A direct message gets an answer. A post gets a scroll. Name an amount, too: "Would you put $50 behind my first marathon?" is easier to say yes to than "anything helps".

Your first week

Day 1	Your own donation, then your five closest people, one message each.
Days 2–3	Family and close friends. Same message, made personal.
Days 4–5	Workmates, your running club, your dive buddies.
Day 7	Your first public post, with your page already moving.

Your training is your content.

- Post the milestones with the number in them: your longest run so far, kilometres this week, a new personal best.
- Link it to the ocean when you can: a coastal run, a beach clean on a recovery day.
- One post, one link, one ask.

Race week, and after.

- **Race week:** most gifts arrive in the first few days and the last week, so post a final push.
- **Race day:** a photo at the start or the finish. Tag @padiaware so we can share it.
- **After:** thank people by name and post your final total. Check how long your page stays open, as late gifts still count.

When someone asks where the money goes.

"It goes to PADI AWARE Foundation. Divers record what they find underwater, PADI AWARE turns that into evidence for the people making decisions about the ocean, and funds local conservation projects doing the work."

Keep it to that. Please don't promise that a set amount pays for one specific thing, because every gift goes into the same work.

STUCK, OR WANT A SECOND PAIR OF EYES ON YOUR PAGE?

community@padiaware.org

It reaches the whole team. Ask us anything, any time.

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