



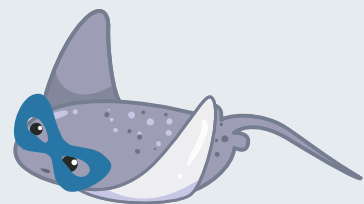
**SAFE**<sup>®</sup>  
SAVING ANIMALS  
FROM EXTINCTION  
SHARK AND RAY

***BE A SHARK SUPERHERO***

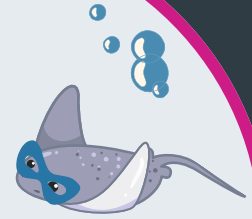
***TOGETHER FOR SHARKS!***

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***FUNDRAISING TOOL KIT***



# WILL YOU HELP US REACH OUR GOAL?



Dear SAFE Shark and Ray Partners and Contributors,  
As summer approaches and you are gearing up for increased visitors and programming, the team at SAFE Shark and Ray is asking for your help. Conservation costs money! **We are declaring July the “month of sharks” and launching a fundraising campaign aiming to raise \$100,000 in support of our ambitious conservation program.** We encourage your zoo or aquarium to support this critical work through financial contributions and fundraising. If each of our partner organizations actively participates during this campaign, we will easily reach our goal!

SAFE Shark and Ray is efficiently and effectively delivering on our conservation goals and objectives through breakthrough elasmobranch research, husbandry, communications, messaging, and policy. You can follow our progress on [SAFEsharks.org](http://SAFEsharks.org) and view our Year 2 report [here](#).



Our team is here to support you in your efforts! We hope the resources in this fundraising packet will inspire you with innovative ideas and opportunities to provide financial donations to our program. Feel free to reach out to [Windy Arey Kent](#), Conservation Manager, with any questions or for additional support.

**TOGETHER FOR SHARKS** we are more impactful and making a difference for the animals in our care and in the wild. Thank you!

Hap Fatzinger  
Program Lead

Paul Cox  
Vice Program Lead

# SHARK & RAY 14 JULY AWARENESS DAY

**Shark & Ray Awareness Day 2024** is all about working together for conservation.

The power of SAFE is in the many organizations working collaboratively to have a positive impact on the future for sharks and rays. Sharing our knowledge, learning from each other and speaking up with one voice for the things that matter. The Shark & Ray Awareness Day Tool Kit is available for download [HERE](#).

There is *power in collective action* and we can share that message with our visitors and followers. Using this theme, we can engage audiences in the incredible value of sharks, while also promoting conservation actions and elevating our own shark conservation efforts through SAFE.

## **Shark & Ray Awareness Day**

provides partners with an excellent opportunity to raise funds for SAFE Shark and Ray. By financially supporting this global conservation program, you are making a commitment to enable coordination, development, and delivery of conservation objectives.



## **HERE ARE A FEW EASY IDEAS TO CONSIDER:**



- On Shark & Ray Awareness Day, support our program by holding a **fundraiser in your community**. Collaborate with your volunteers, teen audiences, local groups (youth organizations, other conservation organizations, youth groups, schools) to organize an event at your facility or in the community. Zoo/Aquarium-themed events are always a hit!

- **Suds for Sharks** events are fantastic opportunities to work with local breweries and/or restaurants to engage new audiences in your mission! Event proceeds, silent auctions, and even interactive games such as shark trivia or bingo can help you raise funds for SAFE.
- Use "**round-up for conservation**" funds from your event in support of SAFE.
- Share a **percentage of retail sales** for certain items, or the sales during the day of your event, to engage visitors in direct conservation action.
- Share the **poster** in this tool kit during your online and in-person events to encourage direct donations to our website! The poster is also **available for download** in 18x24 format.
- Participate with **SAFE and Larry's Coffee** to offer product for sale in your gift shops; serve and promote this great coffee to staff and patrons at events.





## ***INTRODUCE A DELICIOUS NEW PARTNERSHIP!***

Engage your visitors in conservation actions to protect sharks and support SAFE Shark and Ray.



## ***AVAILABLE NOW FOR WHOLESALE & RETAIL SALES***

***3% OF SALES BENEFITTING SAFE SHARK AND RAY!***

Smithsonian Bird Friendly, USDA Organic & Fair Trade certifications; distributed by a B-Corp demonstrating business can be good for the planet.



Available in 12 oz. & 5lb. bags

Contact [windykent@safesharks.org](mailto:windykent@safesharks.org) or [kyle.b@larryscoffee.com](mailto:kyle.b@larryscoffee.com) for info.



***READY TO MAKE YOUR TAX-DEDUCTIBLE DONATION?***

[Click HERE](#) or Scan the QR code

to be directed to the SAFE Shark and Ray donation page

*For check deposit, please make payable and mail to:*

AZA SAFE Shark and Ray/Seattle Aquarium  
1483 Alaskan Way, Pier 59, Seattle, WA 98101-2015



**BAM!**

# BE A SHARK SUPERHERO

**DONATE NOW!**

Your tax-deductible donation helps us to use our collective superpowers to save sharks and rays from extinction.

