

SHARKS4KIDS

IMPACT REPORT

2025



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LETTER FROM OUR PRESIDENT

SHARKS4KIDS | 01

2025 reminded me why I started Sharks4Kids.

Thirteen years ago, I believed that if we could give children the opportunity to learn about sharks, not through fear, but through curiosity and real experiences, we could help create a generation that would want to protect them. Today, more than 270,000 students in 80 countries and all 50 U.S. states have joined that journey.

But behind every number is a student.

It is the child who sees a shark underwater for the first time and realizes it is nothing like the animal they feared. It is the student who puts on a VR headset and suddenly finds themselves swimming alongside a shark. It is the teenager who joins us in the field and discovers that science is something they can actually do. Those moments are what drive us forward.

In 2025, Sharks4Kids delivered 163 in-person talks and 128 virtual lessons, reaching more than 14,000 students. Our VR programs continued to bring the underwater world to students and families who may never have the opportunity to experience it themselves. And through Project Lemon Aid in Turks and Caicos, students continued to take part in hands-on shark science while we expanded our research and conservation work focused on juvenile lemon sharks and their critical nursery habitats.

We also continued creating free educational resources that teachers and families can use anywhere, because we believe access to ocean education should not depend on where a child lives or what resources their school has.

These accomplishments are possible because of the community behind Sharks4Kids. Our volunteers, educators, research partners, donors, ambassadors, schools, and supporters let us reach farther, do more, and say yes to opportunities that can change a student's perspective forever. When a child goes from being afraid of sharks to being fascinated by them, something changes. And sometimes, that fascination becomes a lifelong passion for science, the ocean, or conservation. That is the impact we are working toward every day.

Thank you for believing in our mission, supporting our work, and helping us create the next generation of shark and ocean advocates. We are incredibly grateful to have you on this journey with us.

Best Fishes,
Jillian Morris
Founder & President

OUR MISSION

SHARKS4KIDS | 02



The goal of Sharks4Kids is to create the next generation of shark advocates through education, outreach and adventure. We connect students and educators to materials and hands-on learning, enhancing their understanding of sharks and the oceans. We change fear to fascination through facts, fun, and field experience.

Kids can make a difference; we are working to inspire and empower them.

“Education is the most powerful weapon which you can use to change the world.”-Nelson Mandela

OUTREACH & PROGRAMS

SHARKS4KIDS | 03



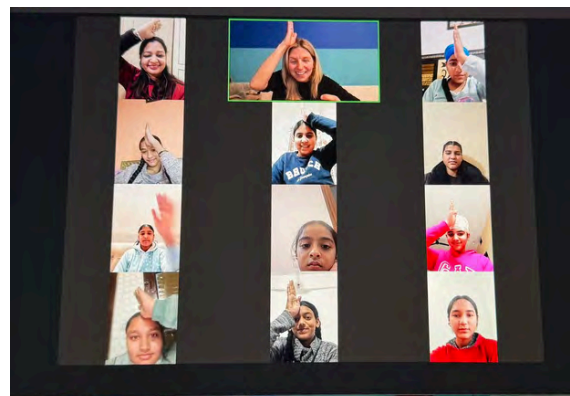
Classroom Visits



Field Trips



Shark Tagging



Virtual Lessons



Outreach Events



Library Education Programs

OUTREACH & PROGRAMS

SHARKS4KIDS | 04

IN PERSON VISITS

5, 270 Students
163 Talks
8 US States, 5 Countries

IN THE FIELD

3 Student Field Trips
1x 5-Day Summer Camp (39 students)
1 Teacher Field Trip
9 Student Shark Tagging Trips
72 Students & Teachers Tagging in TCI

EVENTS

22 Events
15,981 People
Tortuga, Shark Con, Turtle Fest,
Crayola..etc.

VIRTUAL LESSONS

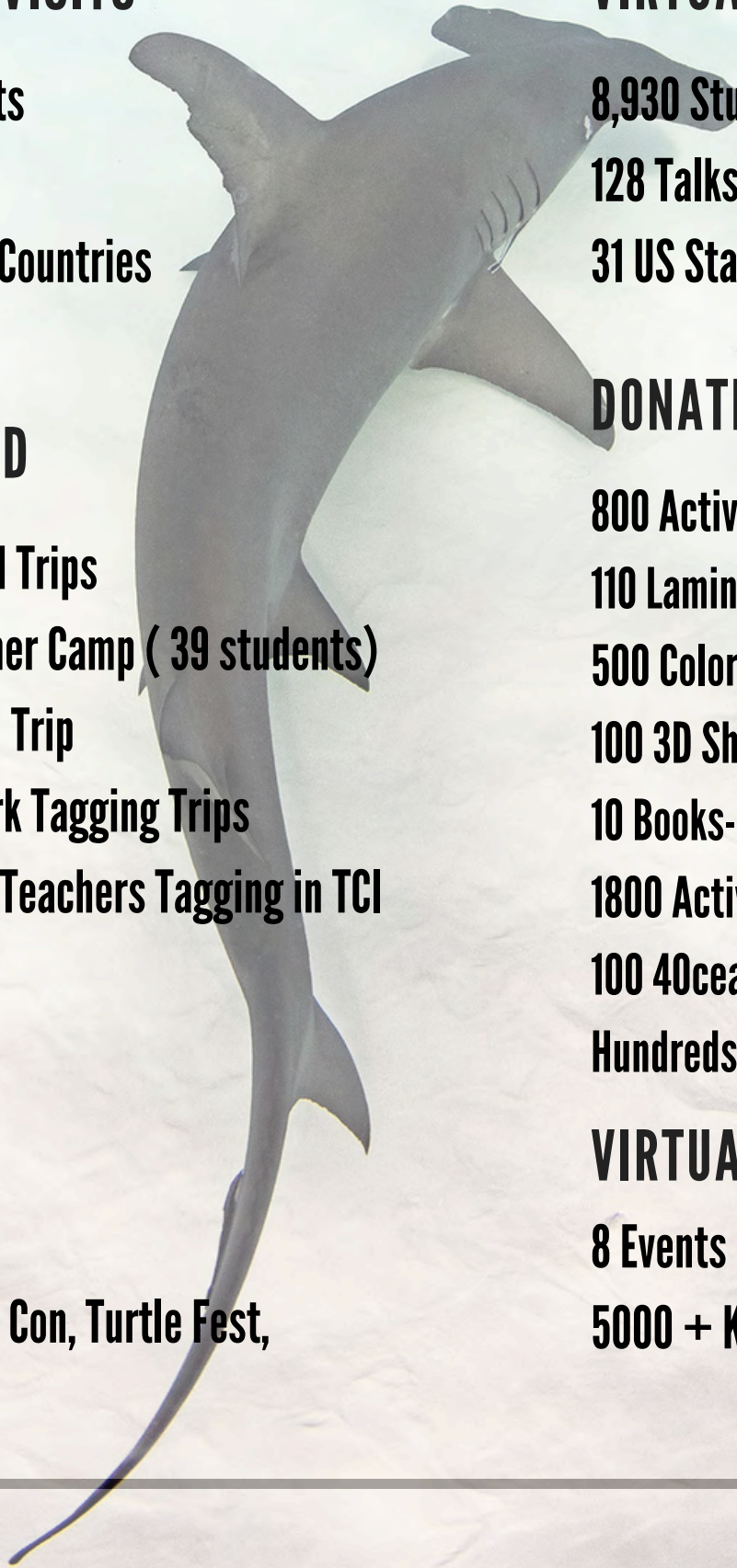
8,930 Students
128 Talks
31 US States, 11 Countries

DONATED ITEMS

800 Activity Packets
110 Laminated posters
500 Coloring pages
100 3D Shark models
10 Books-Shark Superpowers
1800 Activity Books
100 4Ocean Bracelets
Hundreds of stickers

VIRTUAL REALITY

8 Events
5000 + Kids and Adults

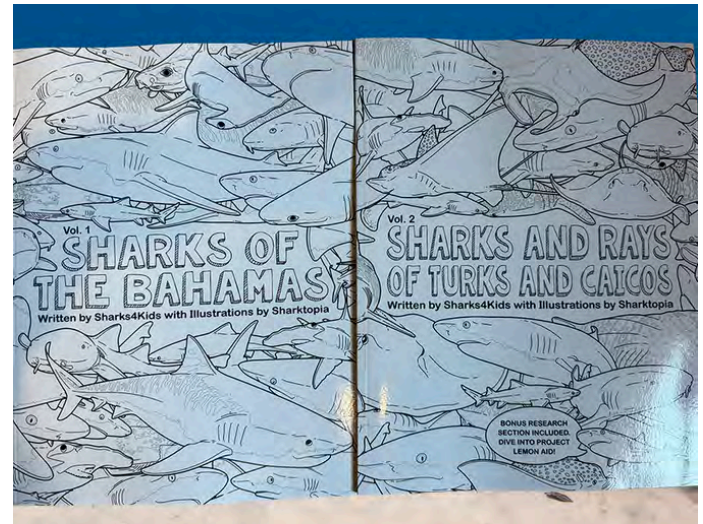


HIGHLIGHTS

SHARKS4KIDS | 05

2 NEW ACTIVITY BOOKS

We partnered with Sharktopia to produce 2 of the first-of-their-kind 52-page activity books. Sharks of The Bahamas and Sharks and Rays of Turks and Caicos. Thanks to funders we were able to donate 1800 copies to students.



PARTNERSHIP WITH GSSEF

We partnered with the Girl Scouts of Southeast Florida for a STEM activity day and a shark research day. We are proud to inspire the next generation of women in science.



ACOUSTIC TAGGING

We added acoustic tags to Project Lemon Aid. This will help us learn more about lemon sharks' movements around the islands, especially after they leave the mangrove nursery.



PROJECT LEMON AID

SHARKS4KIDS | 06



In 2025, Sharks4Kids did 49 classroom presentations, speaking to over 1500 students in grades 1-12 and 80 teachers. During these talks, they donated over 1500 educational resources, including activity packets, activity books, 3D models, books, laminated posters, and coloring pages. During 7 student field trips, we brought 72 students, teachers, and community members into the field to participate in research. This continues to strengthen community and stakeholder involvement. On the research side, we caught and tagged nearly 50 sharks. We acoustically tagged 14 sharks and deployed our acoustic receivers. The team also tagged the project's first adult lemon shark. She was a 2.03 m female who showed signs of having recently dropped her pups.

“The partnership with Sharks4Kids has provided an invaluable opportunity for our students to engage in hands-on learning and develop a deeper understanding of marine conservation. It’s inspiring to see our young people so enthusiastic about protecting our natural resources.” -Hon.

Rachel Taylor, Minister of Education

Special thanks to our local partners:

Big Blue Collective, DECR, Ministry of Education, Fisheries & ECG Youth Centre

Special thanks to our funders:

Save Our Seas Foundation, Rock the Ocean, Sandals Foundation, Wymara Resort & Villas, and DierenPark

Amersfoort Wildlife Fund

PARTNERS & SUPPORTERS

SHARKS4KIDS | 07

ROCK THE OCEAN

SAVE OUR SEAS FOUNDATION

SANDALS FOUNDATION

MCPZ FOUNDATION

KRAMPF FAMILY FOUNDATION

HUDSON FAMILY FOUNDATION

**NEAL WATSON BIMINI SCUBA
CENTER**

BIG BLUE COLLECTIVE

SHARKTOPIA

**MINISTRY OF EDUCATION-TURKS
AND CAICOS**

BAHAMAS NATIONAL TRUST

**THE CELIA LIPTON FARRIS &
VICTOR W. FARRIS FOUNDATION
FOURTH ELEMENT**

**EDWARD C GARTLAND YOUTH
CENTRE**

FIELD SCHOOL

PHILLIP THRAPP

THE SPICY SHARK

STREAM2SEA

CREECHA KIDS

40CEAN

ALOHI KAI

SHARK BANZ

MISSION RESOLVE FOUNDATION

GRACE BAY CAR RENTALS

BRIAN BUCKLES ARTWORK

LOUISE MCDONALD HIGH SCHOOL

GILI GEAR

FREESTYLE

DIVE WET

ANDY MURCH-BIG FISH EXPEDITIONS

HARRY T MANGURIAN JR FOUNDATION

NSU GUY HARVEY RESEARCH INSTITUTE

TC REEF FUND

DIVEVOLK

WYMARA RESORT & VILLAS

SHAVER FAMILY

DIERENPARK AMERSFOORT WILDLIFE FUND

TESTIMONIALS

The trip I had the privilege of attending was so incredible. It was really eye-opening; even though I have never been afraid of sharks, seeing them as babies and how small they start changed how I see them. I really learned a lot while we were out there, even though it was only a couple of hours. It was an amazing experience, and I recommend it to anyone, whether you're afraid of sharks or not, because it shows you how incredible these animals really are.

Kind regards,

Keegan , student British West Indies Collegiate

"As a school librarian, I am always searching for programs that both inspire and educate, and Sharks4Kids has been a standout experience for our students. The Zoom session was engaging, interactive, and seamlessly tied into the science and literacy skills we emphasize in the library. I loved seeing students' eyes light up as they asked thoughtful questions and shared their excitement about sharks long after the program ended. Many of them even came back to check out every shark book we had on the shelves! Sharks4Kids not only deepens knowledge of marine life, but also nurtures a love of learning and conservation. It's a resource I will continue to recommend to fellow educators."- Michelle Gunning, Pinecrest

We were thrilled to have Jillian Morris join us for World Read Aloud Day to share her book Norman the Nurse Shark with our entire school community. Every class Zoomed in together to enjoy the story, followed by an exciting session all about sharks. Jillian's energy and passion shone through—she captivated our students with her engaging storytelling, entertaining presence, and wealth of knowledge. It was an unforgettable experience that left our students inspired and eager to learn more about the incredible world of sharks! Adam Hyman, PS101Q

The Shark4Kids program has been an incredible experience for our community. From learning about their exciting shark tagging program to experiencing the amazing "Swim with the Shark" VR activity, the children have had the opportunity to learn about sharks and marine life in fun, interactive, and memorable ways. The presenters are knowledgeable, engaging, and work exceptionally well with children, making each session both educational and enjoyable. This has quickly become a program that our families look forward to every summer. We truly appreciate the effort, passion, and education Shark4Kids brings to our community, and we highly recommend the program to children and families!- Louise Duarte, Branch Manager, Miami-Dade Library System

Having lived on Bimini for the past three years as a science teacher, I've had the privilege of working with Jillian and Shark4Kids. Jillian has created incredible opportunities for my students to experience Bimini's marine life firsthand and bring learning to life. Through field trips to the mangroves, students have seen for themselves the vital role these ecosystems play in protecting our island. They've also had the unforgettable chance to swim with and feed stingrays. This experience not only helped them overcome fears of the ocean but also sparked a lasting appreciation for nature. Sharks4Kids has enriched our curriculum both in and out of the classroom. From engaging school visits about shark tagging to learning about the many shark species around Bimini, the program has inspired students to see science in action. It's been significant to watch one of our own Bimini natives share her passion for marine science with the next generation. Each year, my students and I look forward to working with Sharks4Kids, and we are grateful for the lasting impact of this partnership. - Dominique Bartlett, Louise McDonald High School

Thank you for taking the time to present to my students. We truly enjoyed the presentations and were very impressed with the website. Excellent work! Heather Barnard-Riley, Lee Virtual School

FINANCIALS

SHARKS4KIDS | 08

INCOME

STARTING BALANCE: \$64,275.36

GRANTS: \$89,944

DONATIONS: \$63,110

TOTAL INCOME: \$153,054



TOTAL FUNDS AVAILABLE: \$217, 329.36

EXPENSES

PROGRAMS & MATERIALS: \$76,910

ADMIN: \$17,202

SALARIES & STIPENDS: \$28,561

MARKETING/FUNDRAISING: \$2415

TOTAL EXPENSES: \$125, 088



REMAINING INCOME FOR 2026: \$92, 241.36

CLOSING NOTES

SHARKS4KIDS | 09

To stay updated on what we are doing and how you can get involved, we encourage you to sign up for our newsletter on the homepage. You can also check out our social media pages, which are linked below. As we continue to grow and expand our reach, we seek like-minded partners who share our passion for marine conservation and education. Collaboration can make an even more significant impact on shark conservation and the protection of our oceans through the next generation.



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TIKTOK SHARKS4KIDS
