

SHARKS4KIDS

IMPACT REPORT

2024



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LETTER FROM OUR PRESIDENT

SHARKS4KIDS | 01

2024 was an exciting and inspiring year for Sharks4Kids. As I reflect on the past eleven years, I am incredibly proud of all that we've accomplished together, deeply grateful to our generous supporters, and energized about the future. Since our founding, Sharks4Kids has reached more than 250,000 students worldwide, delivering engaging shark education in person across 17 U.S. states and 18 countries. At the same time, our virtual lessons have expanded to all 50 states and 80 countries. Through our custom virtual reality shark dive, more than 10,000 people have experienced the underwater world of sharks, and over 1,000 students have joined us in the field to see these incredible animals up close.

In 2024 alone, we conducted 103 in-person talks at 33 schools, reaching over 3,200 students across five countries, and hosted 102 virtual lessons for 5,500 students in 25 U.S. states and 9 countries—thanks to our phenomenal team of volunteer educators. We also launched a virtual reality library program in South Florida, offering a unique learning experience for students and their families. Our Project Lemon Aid program continued to thrive, with high school students joining us in the field, new schools visited, and our first official partnership with the Turks and Caicos Ministry of Education. Over the course of the year, we tagged 56 sharks, launched our “Adopt a Shark” program, and expanded our community outreach to every inhabited island in Turks and Caicos.

This year also brought exciting milestones for our visibility and impact. Our work was featured on CNN's The Whole Story with Anderson Cooper in the special Deep Dive: The Shark Wars, highlighting the importance of shark conservation globally. Additionally, we produced a new educational video series on the sharks of The Bahamas, paired with curriculum resources, which will be donated to every primary school in the country and made available online.

None of these achievements would be possible without the passion and dedication of our volunteers, ambassadors, donors, and community. You are the backbone of Sharks4Kids—bringing expertise, resources, and unwavering support that empower us to inspire the next generation of shark advocates. Looking ahead to 2025 and beyond, we are excited to continue growing our programs, deepening our research, and creating meaningful opportunities for students worldwide. Thank you for being an essential part of this journey—we look forward to seeing what we will accomplish together.

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.

"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make."-Jane Goodall

OUTREACH & PROGRAMS

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Classroom Visits



Field Trips



Shark Tagging



Virtual Lessons



Outreach Events



Library Education Programs

OUTREACH & PROGRAMS

SHARKS4KIDS | 04

IN PERSON VISITS

3,242 Students
103, 33 Schools
3 US States, 5 Countries

IN THE FIELD

3 Student Field Trips
1 Teacher Field Trip
2 Student Shark Tagging Trips
1 Public Shark Research Day
30 Students Tagging in TCI

EVENTS

14 Events
10,000 + People
Tortuga, Shark Con, Turtle Fest,
Crayola..etc.

VIRTUAL LESSONS

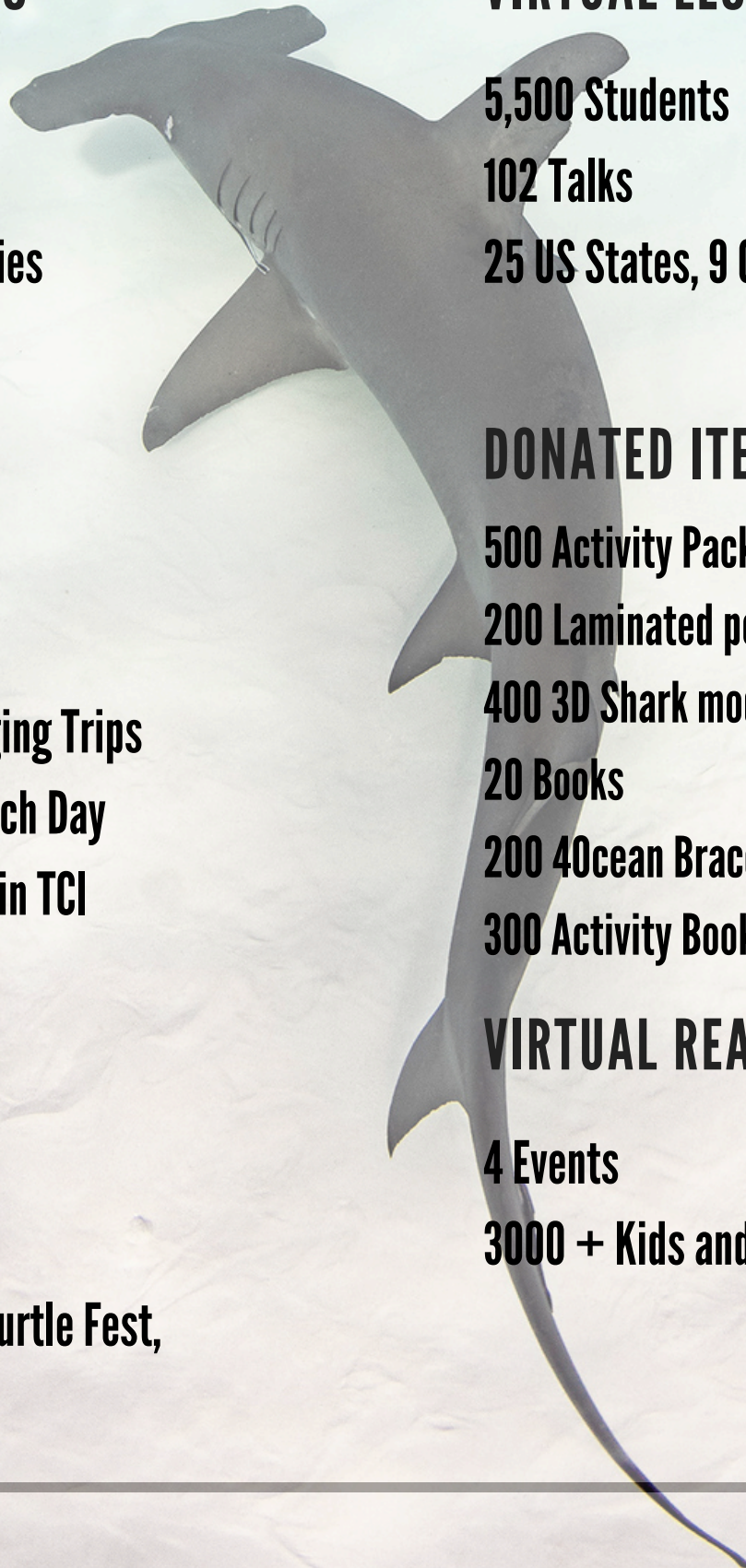
5,500 Students
102 Talks
25 US States, 9 Countries

DONATED ITEMS

500 Activity Packets
200 Laminated posters
400 3D Shark models
20 Books
200 4Ocean Bracelets
300 Activity Books

VIRTUAL REALITY

4 Events
3000 + Kids and Adults



SPECIAL EVENTS & MEDIA

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FEATURED ON CNN

In honor of Shark Week, founder Jillian Morris filmed a segment with CNN Anchor/Host Boris Sanchez. For this piece, Sharks4Kids took a group of Girl Scouts shark tagging with University of Miami, led by Dr. Catherine MacDonald.



ABACO EDUCATION TOUR

Our ambassador, Dr. Enie Hensel returned to Abaco (she did her PhD research there) to run a full week of education programs with the local schools.



SHARKS OF THE BAHAMAS FILM SERIES

Jillian, Duncan and Candace, along with the crew from Bimini Scuba Center and Bahamian videographers Andre Musgrove and Eddy Raphael, filmed a new video series featuring shark species of The Bahamas. This series will be given to every primary school in The Bahamas and will be available online.



PROJECT LEMON AID

SHARKS4KIDS | 06



In 2024, Sharks4Kids expanded outreach across all inhabited islands of Turks and Caicos, reaching over 1,000 students in grades 1–12 through school visits, a Youth Centre program, and summer camp talks, while donating more than 900 educational resources. Despite challenges, we brought 12 students into the field for hands-on shark science, welcomed a local teacher for the first time, and engaged Fisheries and DECR staff to strengthen community and stakeholder involvement. On the research side, we explored new areas and identified nursery habitats, catching and tagging 56 sharks—including several recaptures that provide valuable year-to-year growth and residency data. To date, we have tagged over 100 lemon sharks ranging from neonates to sub-adults, contributing critical insights into their ecology and growth. With returning interns, new partners, and dedicated local participation, the project continues to grow as a community-driven effort creating lasting educational and scientific opportunities.

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 and Rock the Ocean

PARTNERS & SUPPORTERS

SHARKS4KIDS | 07

ROCK THE OCEAN

SAVE OUR SEAS FOUNDATION

SANDALS FOUNDATION

MCPZ FOUNDATION

KRAMPF FAMILY FOUNDATION

HUDSON FAMILY FOUNDATION

DASSAULT SYSTEMES-LA

FOUNDATION

NEAL WATSON BIMINI SCUBA

CENTER

BIG BLUE COLLECTIVE

SHARKTOPIA

MINISTRY OF EDUCATION-TURKS

AND CAICOS

BAHAMAS NATIONAL TRUST

FOURTH ELEMENT

EDWARD C GARTLAND YOUTH

CENTRE

FIELD SCHOOL

PHILLIP THRAPP

THE SPICY SHARK

STREAM2SEA

CREECHA KIDS

40CEAN

ALOHI KAI

SHARK BANZ

SHAKA KAI

GRACE BAY CAR RENTALS

BRIAN BUCKLES ARTWORK

LOUISE MCDONALD HIGH SCHOOL

GILI GEAR

FREESTYLE

DIVE WET

ANDY MURCH-BIG FISH EXPEDITIONS

FRIENDS OF THE ENVIRONMENT

NSU GUY HARVEY RESEARCH INSTITUTE

TC REEF FUND

DIVEVOLK

FINANCIALS

SHARKS4KIDS | 08

INCOME

STARTING BALANCE: \$129, 210

GRANTS: \$40,894

DONATIONS: \$29,628

MERCHANDISE/EVENT SALES: \$4078.60

TOTAL INCOME: \$74,600.36

TOTAL FUNDS AVAILABLE: \$203,810.36

EXPENSES

PROGRAMS: \$88,529

ADMIN: \$10,581

SALARIES & STIPENDS: \$39,780

MARKETING/FUNDRAISING: \$645

TOTAL EXPENSES: 139,535

REMAINING INCOME FOR 2025: \$64,275.36



CLOSING NOTES

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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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