

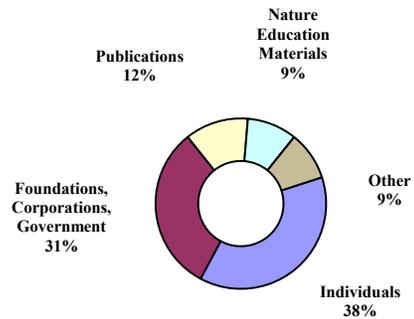


# National Wildlife Federation Consolidated Statement of Activities

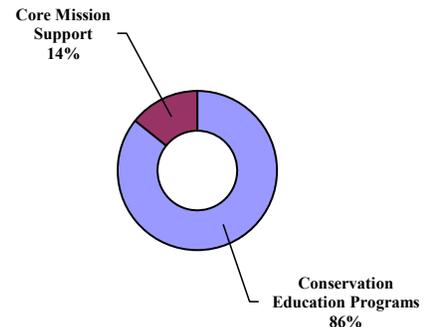
For the Year Ended August 31, 2021 (\$ in thousands)

	<b>FY 2021 Total</b>
<b>Revenue</b>	
Contributions from individuals	\$ 44,764
Contributions from foundations, corporations, government	37,211
Publications	14,218
Nature education materials	11,161
Investment income for operations	0
Other	10,941
<b>Total operating revenue</b>	<b>118,295</b>
<b>Expense</b>	
<b>Conservation Education Programs</b>	
Conservation programs	30,607
Education outreach and publications	24,305
Membership and other nature education programs	31,384
<b>Total program expense</b>	<b>86,296</b>
<b>Core Mission Support</b>	
Fundraising	8,141
General and administrative	6,190
<b>Total core mission support expense</b>	<b>14,331</b>
<b>Total expense</b>	<b>100,627</b>
<b>Change in net assets before other gains</b>	<b>17,668</b>
Other gains (losses)	20,650
<b>Change in net assets</b>	<b>38,318</b>
Net assets, beginning of year	73,710
<b>Net assets, end of year</b>	<b>\$ 112,028</b>

**2021 Revenue  
\$118.3 million**



**2021 Expense  
\$100.6 million**



Direct Link to NWF's Complete FY21 Audited Financial Statements:

<https://www.nwf.org/-/media/Documents/PDFs/Annual-Reports/FY21-AFS.ashx?la=en&hash=206A4143D552594C646A3CCA42808D53E2381107>

Navigation to NWF's Financials Information:

<https://www.nwf.org/About-Us/Annual-Reports>

# National Wildlife Federation

## Financial Overview

The organization's statement of activities reports the results of the operations of the National Wildlife Federation (NWF).

### **Funding**

In fiscal year 2021, NWF revenue totaled \$118.3 million, with ninety-one (91) percent of this revenue coming from supporters through contributions, grants, memberships, publications, and mission related products.

Of the \$118.3 million revenue, \$44.8 million in donations and bequests came from generous individual donors, including our members, Guardians of the Wild, Leaders Club, President's Leadership Council, J.N. "Ding" Darling Circle, and members of our bequest legacy program, the Legacy Society.

National Wildlife Federation's conservation and education programs received 159 new foundation and corporate grants totaling \$33.9 million and 22 new government grants totaling \$10.0 million. Recognized revenue does not reflect total gifts due to timing and program restrictions. Major foundation grants were awarded by the Walton Family Foundation, Hewlett Foundation, Moore Foundation, The John Logan Foundation, John D. and Catherine T. MacArthur Foundation and other anonymous donors.

Revenues generated by NWF's publications totaled \$14.2 million. Nature Education Materials' revenue totaled \$11.2 million. Gain on investment income, royalties and other income yielded net revenue of \$10.9 million.

### **Conservation Education Programs and Core Mission Support**

Conservation education programs expenses totaled \$86.3 million (86%). General, administrative (6%) and fund-raising expenses (8%), which support NWF's conservation mission, were only 14% of total expenses for 2021.

Total operating revenue is higher than total expense due to the receipt and recognition of restricted contributions from foundations during this fiscal year, utilization of the Paycheck Protection Program to maintain staffing levels and salaries during the pandemic, and market gains. NWF continued to invest in programmatic work, mission delivery, DEIJ competencies, innovation, marketing support, and technology, including a financial system upgrade, a Garden for Wildlife platform, and cyber security.

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