



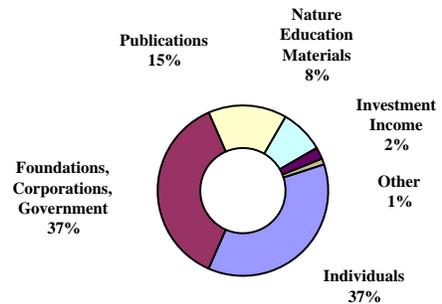
# National Wildlife Federation

## Consolidated Statement of Activities

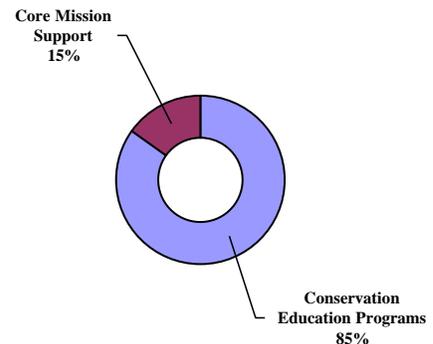
For the Year Ended August 31, 2019 (\$ in thousands)

	<b>FY 2019 Total</b>
<b>Revenue</b>	
Contributions from individuals	\$ 35,830
Contributions from foundations, corporations, government	36,065
Publications	14,562
Nature education materials	8,132
Investment income for operations	2,203
Other	1,080
<b>Total operating revenue</b>	<b>97,872</b>
<b>Expense</b>	
<b>Conservation Education Programs</b>	
Conservation advocacy programs	38,862
Education outreach and publications	20,725
Nature education programs	11,769
Membership education programs	7,171
<b>Total program expense</b>	<b>78,527</b>
<b>Core Mission Support</b>	
Fundraising	8,494
General and administrative	5,516
<b>Total core mission support expense</b>	<b>14,010</b>
<b>Total expense</b>	<b>92,537</b>
<b>Change in net assets before other gains</b>	<b>5,335</b>
Other gains (losses)	(681)
<b>Change in net assets</b>	<b>4,654</b>
Net assets, beginning of year	71,561
<b>Net assets, end of year</b>	<b>\$ 76,215</b>

### 2019 Revenue \$97.9 million



### 2019 Expense \$92.5 million



Copies of National Wildlife Federation's complete audited financial statements are available on our website: [nwf.org](http://nwf.org).

# 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 2019, NWF revenue totaled \$97.9 million, with ninety-seven (97) percent of this revenue coming from supporters through contributions, grants, memberships, publications, and mission related products.

Of the \$97.9 million revenue, \$35.8 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 134 new foundation and corporate grants totaling \$27.4 million and 17 new government grants totaling \$2.7 million. Major foundation grants were awarded by the William Penn Foundation, Walton Family Foundation, Hewlett Foundation, Doris Duke Charitable Foundation and other anonymous donors.

Revenues generated by NWF's publications totaled \$14.6 million. Nature Education Materials' revenue totaled \$8.1 million. Gain on investment income, royalties and other income yielded net revenue of \$3.3 million.

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

Conservation education programs expenses totaled \$78.5 million (85%). General, administrative (6%) and fund-raising expenses (9%), which support NWF's conservation mission, were only 15% of total expenses for 2019.

Total operating revenue is higher than total expense due to the receipt and recognition of restricted contributions primarily from individuals and foundations. NWF used unrestricted funds to invest in programmatic work, mission delivery, staff capacity and benefits, DEIJ competencies, innovation, and technology and systems by utilizing operating surpluses and reserves from prior years.

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### **Current NWF Board Members**

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Kathy Hadley, Immediate Past Chair	Cody Kamrowski	Philip Roos
Bruce Wallace, Past Chair	Koalani Kaulukukui-Barbee	Seth Ross
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Allyn Dukes	Dr. Mamie Parker	Greer Tidwell
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Brianna Jones Rich	Sally Ranney	Beth Viola
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