

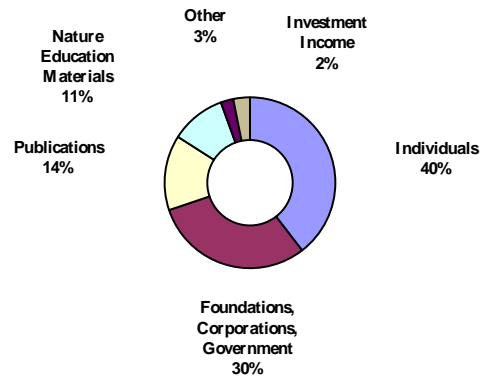


# National Wildlife Federation Consolidated Statement of Activities

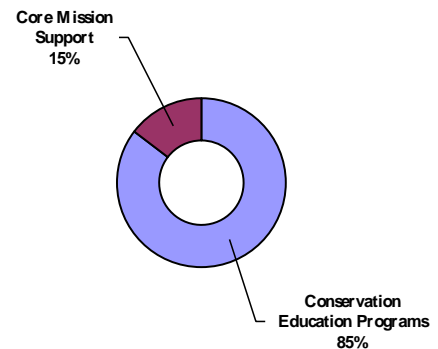
For the Year Ended August 31, 2018 (\$ in thousands)

	<b>FY 2018 Total</b>
<b>Revenue</b>	
Contributions from individuals	\$ 34,710
Contributions from foundations, corporations, government	26,564
Publications	12,470
Nature education materials	9,160
Investment income for operations	2,092
Other	2,763
<b>Total operating revenue</b>	<b>87,759</b>
<b>Expense</b>	
<b>Conservation Education Programs</b>	
Conservation advocacy programs	35,747
Education outreach and publications	20,020
Nature education programs	13,020
Membership education programs	7,143
<b>Total program expense</b>	<b>75,930</b>
<b>Core Mission Support</b>	
Fundraising	7,935
General and administrative	5,092
<b>Total core mission support expense</b>	<b>13,027</b>
<b>Total expense</b>	<b>88,957</b>
<b>Change in net assets before other gains</b>	<b>(1,198)</b>
Other gains (losses)	5,889
<b>Change in net assets</b>	<b>4,691</b>
Net assets, beginning of year	66,870
<b>Net assets, end of year</b>	<b>\$ 71,561</b>

**2018 Revenue  
\$87.7 million**



**2018 Expense  
\$88.9 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 2018, NWF revenue totaled \$87.7 million, with ninety-four (94) percent of this revenue coming from supporters through contributions, memberships, publications, and mission related products.

Of the \$87.7 million revenue, \$34.7 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 151 new foundation and corporate grants totaling \$21.5 million and 9 new government grants totaling \$.5 million. Major foundation grants were awarded by the David and Lucile Packard Foundation, Hewlett Foundation, William Penn Foundation, JPB Foundation, Walton Family Foundation, Moore Foundation, General Motors and other anonymous donors.

Revenues generated by NWF's publications totaled \$12.4 million. Nature Education Materials' revenue totaled \$9.1 million. Gain on investment income, royalties and other income yielded net revenue of \$4.8 million.

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

Conservation education programs expenses totaled \$75.9 million. General, administrative (6%) and fund-raising expenses (9%), which support NWF's conservation mission, were only 15% of total expenses for 2018.

Total expense is slightly higher than total operating revenue due to leadership intentionally investing in programmatic work, mission delivery, innovation, technology and systems, staff capacity, and the acquisition of Zoobooks by utilizing operating surpluses and reserves from prior years.

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