

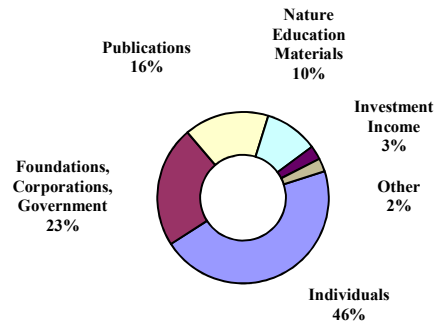


# National Wildlife Federation Consolidated Statement of Activities

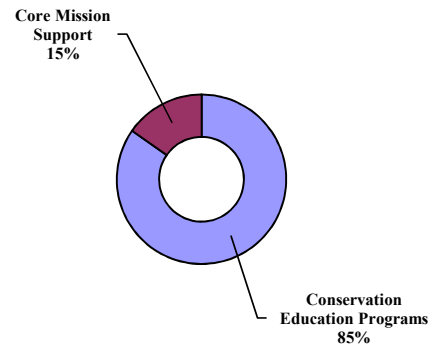
For the Year Ended August 31, 2020 (\$ in thousands)

	<b>FY 2020 Total</b>
<b>Revenue</b>	
Contributions from individuals	\$ 40,209
Contributions from foundations, corporations, government	19,997
Publications	14,001
Nature education materials	8,858
Investment income for operations	2,305
Other	2,178
<b>Total operating revenue</b>	<b>87,548</b>
<b>Expense</b>	
<b>Conservation Education Programs</b>	
Conservation advocacy programs	39,077
Education outreach and publications	21,219
Nature education programs	12,336
Membership education programs	7,889
<b>Total program expense</b>	<b>80,521</b>
<b>Core Mission Support</b>	
Fundraising	8,812
General and administrative	5,755
<b>Total core mission support expense</b>	<b>14,567</b>
<b>Total expense</b>	<b>95,088</b>
<b>Change in net assets before other gains</b>	<b>(7,540)</b>
Other gains (losses)	5,035
<b>Change in net assets</b>	<b>(2,505)</b>
Net assets, beginning of year	76,215
<b>Net assets, end of year</b>	<b>\$ 73,710</b>

**2020 Revenue  
\$87.5 million**



**2020 Expense  
\$95.1 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 2020, NWF revenue totaled \$87.5 million, with ninety-five (95) percent of this revenue coming from supporters through contributions, grants, memberships, publications, and mission related products.

Of the \$87.5 million revenue, \$40.2 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 109 new foundation and corporate grants totaling \$11.5 million and 17 new government grants totaling \$2.1 million. Major foundation grants were awarded by the William Penn Foundation, Carroll Petrie Foundation, Charles Stewart Mott Foundation, Hewlett Foundation, Doris Duke Charitable Foundation and other anonymous donors.

Revenues generated by NWF's publications totaled \$14.0 million. Nature Education Materials' revenue totaled \$8.9 million. Gain on investment income, royalties and other income yielded net revenue of \$4.5 million.

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

Conservation education programs expenses totaled \$80.5 million (85%). General, administrative (6%) and fund-raising expenses (9%), which support NWF's conservation mission, were only 15% of total expenses for 2020.

Total expenses exceeded total operating revenue due to the spending of prior year recognized restricted contributions from foundations during this fiscal year and utilization of the Paycheck Protection Program loan to maintain staffing levels and salaries/benefits during the pandemic. NWF continued to invest in programmatic work, mission delivery, DEIJ competencies, innovation, and technology, including an eCommerce platform and cyber security.

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### **NWF Board Members as of August 31, 2020**

Bill Houston, Chair	Scott Gilmore	Norm Ritchie
Kent Salazar, Chair-Elect	Brianna Jones Rich	John Robbins
Kathy Hadley, Past Chair	Cody Kamrowski	Philip Roos
Bruce Wallace, Past Chair	Koalani Kaulukukui-Barbee	Seth Ross
Michael Bartlett	Frederick Kowall	John Salazar
Brian Bashore	Jay Lanier	Rob Speidel
Arthur "Butch" Blazer	Catherine Novelli	Rachel Sprague
Alan Blinken	Miguel Ordeñana	Siva Sundaresan
Carol Buie-Jackson	Dr. Mamie Parker	Greer Tidwell
Allyn Dukes	Stevie Parsons	Gloria Tom
Jomar Floyd	Rebecca Pritchett	Mary Van Kerrebrook
Eric Freyfogle	Sally Ranney	Beth Viola