



# National Wildlife Federation

## Consolidated Statement of Activities

For the Year Ended August 31, 2022 (\$ in thousands)

	<b>FY 2022 Total</b>
<b>Revenue</b>	
Contributions from individuals	\$ 48,907
Contributions from foundations, corporations, government	35,715
Publications	15,522
Nature education materials	10,709
Investment income for operations	2,560
Other	2,024
<b>Total operating revenue</b>	<b>115,437</b>

### Expense

#### Conservation Education Programs

Conservation programs	36,927
Education outreach and publications	27,620
Membership and other nature education programs	32,451

**Total program expense** **96,998**

#### Core Mission Support

Fundraising	8,586
General and administrative	7,463

**Total core mission support expense** **16,049**

**Total expense** **113,047**

**Change in net assets before other gains** **2,390**

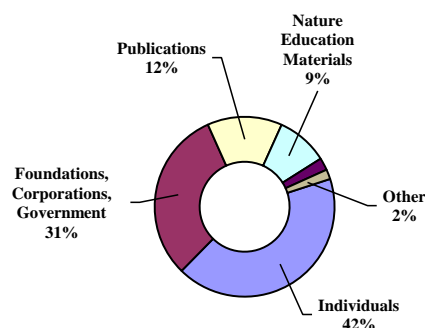
Other gains (losses) **(14,594)**

**Change in net assets** **(12,204)**

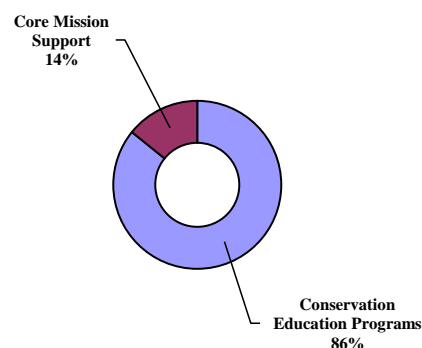
Net assets, beginning of year **112,028**

**Net assets, end of year** **\$ 99,824**

### 2022 Revenue \$115.4 million



### 2022 Expense \$113.0 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 2022, NWF revenue totaled \$115.4M, with ninety-six (96) percent of this revenue coming from supporters through contributions, grants, memberships, publications, and mission related products.

Of the \$115.4M revenue, \$48.9M 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.

NWF's conservation and education programs received 116 new foundation and corporate grants totaling \$17.6M and 20 new government grants totaling \$4.1M. Major foundation grants were awarded by the Walton Family Foundation, S. L. Gimbel Foundation, Breakthrough Energy Foundation, Crown Family Philanthropies, Charles Stewart Mott Foundation and other anonymous donors.

Revenues generated by NWF's publications totaled \$15.5M. Nature Education Materials' revenue totaled \$10.7M. Gain on investment income, royalties and other income yielded net revenue of \$4.6M. NWF is committed to pursuing investment strategies that are consistent with the organization's conservation mission.

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

Conservation education programs expenses totaled \$97.0M, representing 85.8% of total expenses. General, administrative (6.6%) and fund-raising expenses (7.6%), which support NWF's conservation mission, were only 14.2% of total expenses for 2022.

Total operating revenue is higher than total expense due to the receipt and recognition of restricted contributions from individuals and foundations during this fiscal year. NWF continued to invest in programmatic work, mission delivery, DEIJ competencies, innovation, marketing support, and technology, including a Garden for Wildlife platform, and cyber security.

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### **Current NWF Board Members**

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