



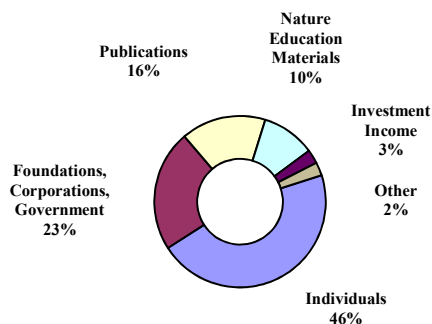
National Wildlife Federation

Consolidated Statement of Activities

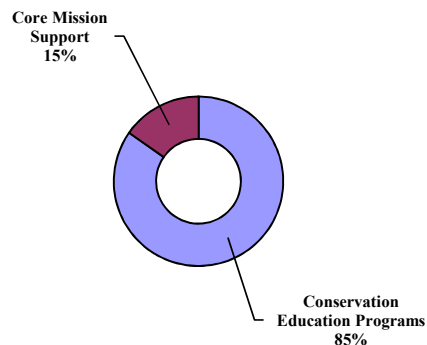
For the Year Ended August 31, 2020 (\$ in thousands)

	FY 2020 Total
Revenue	
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
Total operating revenue	87,548
Expense	
Conservation Education Programs	
Conservation advocacy programs	39,077
Education outreach and publications	21,219
Nature education programs	12,336
Membership education programs	7,889
Total program expense	80,521
Core Mission Support	
Fundraising	8,812
General and administrative	5,755
Total core mission support expense	14,567
Total expense	95,088
Change in net assets before other gains	(7,540)
Other gains (losses)	5,035
Change in net assets	(2,505)
Net assets, beginning of year	76,215
Net assets, end of year	\$ 73,710

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.

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.

NWF Board Members as of August 31, 2020

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Kathy Hadley, Past Chair
Bruce Wallace, Past Chair
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Brian Bashore
Arthur "Butch" Blazer
Alan Blinken
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Jay Lanier
Catherine Novelli
Miguel Ordeñana
Dr. Mamie Parker
Stevie Parsons
Rebecca Pritchett
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