



2012 Annual Report





Safeguarding Wildlife and  
its Habitat [page 4](#)

Connecting Kids with Nature [page 6](#)

Taking Strides to Stop  
Carbon Pollution [page 8](#)

Financial Overview [page 10](#)

Affiliates and Regional Offices [page 12](#)

How to Help [page 13](#)

Volunteer Leadership, Executive Staff  
and Corporate Partners [page 14](#)

# Do fish sleep? How do birds fly? What are whiskers for? What does a polar bear sound like?



Larry J. Schweiger  
*President & CEO*



Stephen K. Allinger  
*Chair, Board of Directors*

Innocent questions like these are often how we find ourselves introducing children to the complex beauty of our natural world. The stories of why people decide to join our fight to protect wildlife hold a similar theme. A parent or grandparent encouraged them as a child to explore nature. There, they witnessed a beautiful sunset, caught their first fish or spotted an owl nesting in a tree. These moments create memories that last a lifetime ... and influence new generations to care for and conserve our environment.

Sadly, though, the nature of childhood has changed. Today there isn't much nature in it. America's childhood has moved indoors, taking with it the instinct to keep the wild alive. At National Wildlife Federation we know this is a trend we must reverse, which is why we are proud to highlight as one of our successes for 2012 our public commitment to get 10 million more children outside.

In addition to this goal — and despite the economic uncertainty and precarious political climate that marked this past year — NWF, working with our partners, was also able to achieve much success for wildlife. From restoring genetically pure Yellowstone bison to their native habitat on tribal lands to achieving passage of the RESTORE Act, which dedicates billions of dollars to restoring communities and habitats in the Gulf of Mexico, we are making a significant impact for wildlife.

These are just a few of the many accomplishments that would not have been possible without the support of our members and donors. Together we are influencing real change. But as we look ahead, we know there is still much more that needs to be done.

Climate change is having profound effects on our natural areas — like record droughts, forest fires and devastating weather events such as Superstorm Sandy. Unless we act quickly, a destabilized climate will become a principal driver of species extinction. National Wildlife Federation is playing a critical role in efforts to reduce carbon pollution, stop the expansion of dirty fuels and expedite the deployment of clean energy alternatives.

By leading the fight against climate change, protecting at-risk habitats and connecting kids with nature, we are working to keep the wild alive across America. And we are grateful to have you as our partner in this critically important fight. Thank you for standing with us.

Sincerely, 



# Safeguarding Wildlife and its Habitat

From iconic species like the bison to the common butterfly, wildlife has the ability to inspire awe and wonder in us all. Our work is rooted in protecting the amazing wildlife that calls our nation home. The following highlights showcase a few of our efforts safeguarding wildlife over the past year.



“We consider it a matter of justice that funds from this terrible [oil spill] disaster be returned to this area of the country that was so affected, to help it recover.”



Susan Kaderka  
*Regional Executive Director,  
South Central Region*

## Passing the Historic RESTORE Act

When BP’s Deepwater Horizon oil spill dumped 200 million gallons of oil into the Gulf of Mexico in 2010, the future for Gulf wildlife looked bleak. Sadly, there are marine species in the region that are still feeling the impacts of that disaster today. But in 2012, Gulf wildlife got good news. Thanks to efforts spearheaded by National Wildlife Federation and other environmental groups, Congress passed the RESTORE Act, which establishes a multi-billion dollar fund, created from fines paid by BP and others responsible for the Gulf disaster, to be used to restore the environmental health of the region. This represents the largest ecosystem restoration trust fund in history and will pave the way toward protecting severely degraded habitat for future generations of people and wildlife alike.

## Relocating Bison to their Ancestral Homeland

The March 2012 move of 61 wild, genetically pure bison to Montana’s Fort Peck Indian Reservation was the result of more than 20 years of effort and critical partnerships between National Wildlife Federation, tribes (including the Assiniboine and Sioux of Fort Peck) and state and federal agencies. It was the first return of wild bison to tribal lands in more than a century — they are now flourishing and have given birth to more than 20 calves. The relocation is the first of many we hope to forge with Native American tribes, and it is occurring in tandem with NWF’s other conservation efforts to protect and restore bison. We hope that future generations will grow up in a world where an iconic wildlife species like the American bison has the room it needs to roam safe and free on its native landscape.



# Connecting Kids with Nature

It's imperative that today's kids – our future conservationists – get back outside and reap all the benefits of outdoor play. Featured in this section are two of the ways we are working with parents, educators and caregivers to get families reconnected to the amazing natural world around them.

“Connections with nature instill a sense of wonder and curiosity and help bring out the secret scientists in all of us. When we embrace the natural world, we begin to value and protect it not only for ourselves, but for the benefit of future generations.”



Michele Hoffman Trotter  
*Hike & Seek™ Volunteer*

## Helping 10 Million Kids Get Outside

Our children are the conservationists of the future. Yet today less than 25 percent of kids play outside daily, as opposed to 75 percent only a generation ago. This disturbing trend is affecting the health and well-being of our kids. And as they grow up, these kids could have a connection to nature that is tenuous at best. That's why National Wildlife Federation has established a goal of getting 10 million more kids outside by 2015. Through our Be Out There™ movement and through active partnerships with the major influencers of children's time — parents, policymakers and child-serving institutions like schools and daycares — we are working to meet this ambitious goal.

## Greening Our Nation's Schools

National Wildlife Federation is active in more than 6,000 schools across the United States helping children learn about natural science, plant and animal species, energy, recycling and water conservation. With our Eco-Schools USA program, outdoor “green time” is woven into school curricula. NWF's Eco-Schools USA and Schoolyard Habitats® programs help schools across the U.S. to improve academic performance, teach respect and responsibility, save money and protect wildlife and the environment. In 2012, NWF's Eco-Schools USA program grew by over 1,500 schools, and 500 new schoolyard habitats were certified. Thanks to these efforts, more than one million students are now spending regular time outdoors.



# Taking Strides to Stop Carbon Pollution

Climate change is having profound effects on the resiliency and health of wildlife and its habitat. NWF knows that in order to truly combat this issue, we need to halt the rapid expansion of dirty fuels, combat carbon pollution and champion a clean energy future. The following section showcases our efforts on these fronts.



## Protecting the Arctic National Wildlife Refuge from Dangerous Drilling

The Arctic National Wildlife Refuge is a magnificent, 19.6-million-acre expanse of largely untouched wilderness that is home to a vast array of wildlife such as walrus, grizzly and polar bears, caribou, migratory birds and Arctic foxes, among others. When the 112th Congress attempted to open the refuge for oil drilling and energy development, National Wildlife Federation acted quickly and decisively to defend this critical habitat by defeating the legislative attacks against it. As the Arctic Refuge continues to be targeted for oil and gas drilling, NWF is advocating on behalf of this iconic landscape by seeking to have it designated as a federal wilderness area. This will effectively protect the Arctic Refuge from consideration for energy development.

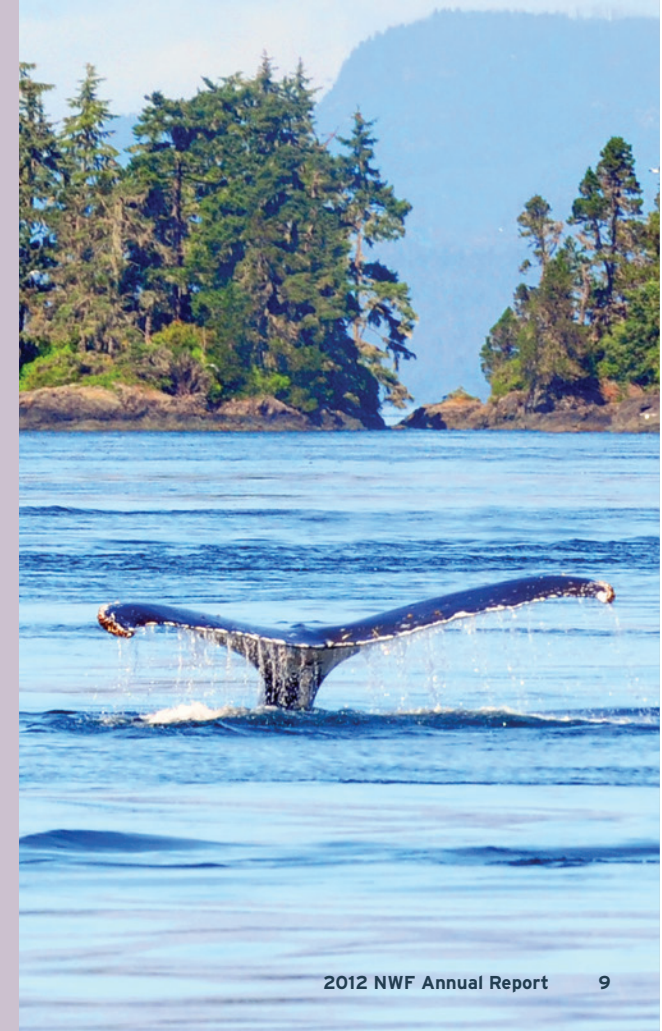
## Mobilizing Grassroots Support Urging the EPA to Cut Carbon Pollution

When the Environmental Protection Agency (EPA) started considering how to limit America's carbon pollution, National Wildlife Federation and our supporters were there to advocate for the environment and for wildlife. Working with other environmental organizations, we submitted an astounding 2.1 million comments from Americans all over the country to the EPA in favor of stricter carbon pollution standards for coal-fired power plants. This massive volume was the largest number of public comments ever submitted to a federal agency, and the message was received loud and clear. In an unprecedented decision, the EPA put in place groundbreaking regulations to limit carbon pollution from new coal-fired power plants. The next step is to ensure that limits are put on carbon pollution from existing power plants, as well.

"If we stand together, unpolluted by politics and oil profits, united about what's morally right, we can shift the political debate. And our legacy will be that we stood up for those who don't have a voice."



Felice Stadler  
*Senior Director,  
Climate and Energy*



# Financial Overview

The organization's consolidated statement of activities includes the results of the operations of the National Wildlife Federation (NWF) and National Wildlife Federation Endowment, Inc.



## Funding

In fiscal year 2012, NWF revenue totaled \$92 million, with 67 percent of this revenue coming from supporters through memberships, donations, publications and catalog.

Thirty-five million dollars in donations and bequests came from generous individual donors, including our members, Guardians of the Wild, Leaders Club, the J.N. "Ding" Darling Circle and members of our bequest program, the Legacy Society.

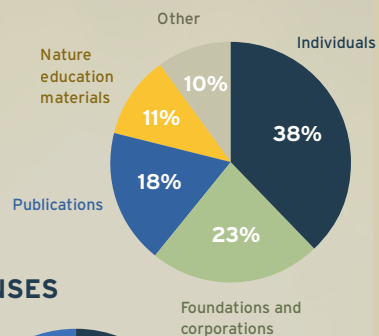
Foundations and corporations provided 225 grants for National Wildlife Federation's conservation and education programs, totaling \$22 million. Major foundation grants were awarded by the Charles Stewart Mott Foundation, David and Lucile Packard Foundation, Great Lakes Fishery Trust, Joyce Foundation, National Fish and Wildlife Foundation, Kendeda Fund, Keith Campbell Foundation, The Kresge Foundation, McKnight Foundation, New York Community Trust, Sarah K. de Coizart Article TENTH Perpetual Charitable Trust, Town Creek Foundation, Walton Family Foundation, William and Flora Hewlett Foundation, Wyss Foundation and other anonymous donors.

Revenues generated by NWF's publications and films totaled \$17 million. Nature Education Materials' revenue totaled \$10 million. Gain on investment income totaled \$5 million, and royalties and other income yielded \$3 million.

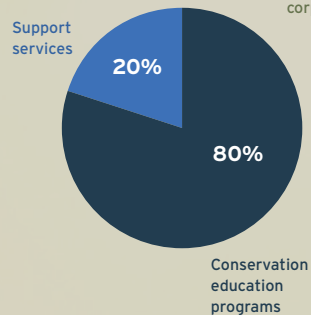
## Supporting Services

General, administrative and fundraising expenses, which support NWF's conservation mission, totaled only 20 percent of total expenses for 2012.

## 2012 REVENUE



## 2012 EXPENSES



## CONSOLIDATED STATEMENTS OF ACTIVITIES

For the Year Ended August 31, 2012 (\$ in thousands)

### REVENUE

Contributions from individuals	\$35,172
Contributions from foundations & corporations	\$21,511
Publications	\$16,561
Nature education materials	\$10,003
Other	\$9,475
<b>Total Revenue</b>	<b>\$92,722</b>

### EXPENSE

#### CONSERVATION EDUCATION PROGRAMS

Conservation advocacy programs	\$37,163
Education outreach and publications	\$21,454
Other nature education programs	\$10,785
Membership education programs	\$11,582
<b>Total program expense</b>	<b>\$80,984</b>

#### SUPPORT SERVICES

Fund raising	\$10,780
General and administrative	\$8,872
<b>Total support service expense</b>	<b>\$19,652</b>
<b>Total expense</b>	<b>\$100,636</b>

<b>CHANGE IN NET ASSETS BEFORE GAINS</b>	<b>(\$7,914)</b>
Other gains	\$2,275
<b>CHANGE IN NET ASSETS</b>	<b>(\$5,639)</b>
<b>NET ASSETS, BEGINNING OF THE YEAR</b>	<b>\$48,213</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$42,574</b>

# Affiliates and Regional Offices



## ALASKA



## HAWAII



## PUERTO RICO



## VIRGIN ISLANDS





# How to Help

## Outright Gifts

- Give monthly through our Leaders Club program
- Become a Guardian of the Wild with a yearly donation of \$100-\$999
- Join the J.N. "Ding" Darling Circle with an annual gift of \$1,000 or more
- Honor a loved one with a memorial or tribute gift
- Contribute a gift of securities, such as stocks or bonds

## Estate Gifts

- Remember NWF in your will or trust
- Make a gift through your Individual Retirement Account

## Life Income Gifts

- Set up a Charitable Gift Annuity to support NWF while still receiving yearly income
- Make a donation from your Charitable Remainder Trust

## Matching Gifts

- Your gift could double – or even triple! – if your employer is one of thousands that match employee donations to charitable organizations like NWF. For more information, please visit [www.nwf.org/matching](http://www.nwf.org/matching)

For more information on how you can help or to make a donation, please call us at 1-800-822-9919 or visit [www.nwf.org/howtohelp](http://www.nwf.org/howtohelp)

# Volunteer Leadership, Executive Staff and Corporate Partners

## Board of Directors

### as of September 1, 2012

Stephen Allinger  
*Chair*  
Albany, NY

Deborah Spalding  
*Chair Elect*  
Guilford, CT

Paul Beaudette  
*Eastern Vice Chair*  
East Greenwich, RI

David Carruth  
*Central Vice Chair*  
Clarendon, AR

Kathleen Hadley  
*Western Vice Chair*  
Butte, MT

Gregor Bailar  
*At-Large Director*  
McLean, VA

Brian Bashore  
*Region 9 Director*  
Lincoln, NE

Tahlia Bear  
*At-Large Director*  
Longmont, CO

Virginia Brock  
*Region 4 Director*  
Crawfordville, FL

Clark Bullard  
*Region 6 Director*  
Urbana, IL

Beatrice Busch von Gontard  
*At-Large Director*  
Front Royal, VA

Alison Byers  
*At-Large Director*  
Philadelphia, PA

Shelley Cohen  
*At-Large Director*  
Washington, DC

Sharon Darnov  
*At-Large Director*  
Los Angeles, CA

John Grant  
*At-Large Director*  
Atlanta, GA

Monty Halcomb  
*At-Large Director*  
Wartrace, TN

David Hargett  
*Region 3 Director*  
Greer, SC

Mark Heckert  
*Region 11 Director*  
Puyallup, WA

William Houston  
*Region Director 1*  
Kingfield, ME

Jerry Little  
*At-Large Director*  
Clifton, VA

Christopher Nook  
*At-Large Director*  
Russell, OH

Gloria Reuben  
*At-Large Director*  
New York, NY

Dianne Dillon-Ridgley  
*At-Large Director*  
Iowa City, IA

Kent Salazar  
*Region 10 Director*  
Albuquerque, NM

Truman Semans  
*At-Large Director*  
Durham, NC

Leslie Shad  
*At-Large Director*  
Evanston, IL

Gregory Smith  
*At-Large Director*  
Laurel, MD

Mary Van Kerrebroek  
*Region 8 Director*  
Houston, TX

Lise Van Susteren  
*Region 2 Director*  
Bethesda, MD

Bruce Wallace  
*Region 7 Director*  
Ann Arbor, MI

Nicole Wood  
*Region 5 Director*  
Bonne Terre, MO

Julia Reed Zaic  
*Region 12 Director*  
Laguna Beach, CA

## Endowment Trustees

### as of September 1, 2012

Alex Speyer III  
*Chair*  
Pittsburgh, PA

Stephen K. Allinger  
*Ex Officio Trustee*  
Albany, NY

Jerry Little  
*Trustee*  
Clifton, VA

E. Wayne Nordberg  
*Trustee*  
New York, NY

Deborah Spalding  
*Trustee*  
Guilford, CT

Eric Steinmiller  
*Trustee*  
Washington, DC

Charles A. Veatch  
*Trustee*  
Reston, VA

## Executive Staff

Larry J. Schweiger  
*President and Chief Executive Officer*

Jaime Berman Matyas  
*Executive Vice President and Chief Operating Officer*

Barbara McIntosh  
*Senior Vice President and General Council*

Anthony Caligiuri  
*Senior Vice President, Conservation and Education Programs*

Dulce Gomez-Zormelo  
*Vice President, Finance Chief Financial Officer Treasurer*

## Vice Presidents

Julie Blessyn  
Kevin Coyle  
Meri-Margaret Deoudes  
John Kostyack  
Jim Lyon  
Matt Schuttloffel  
Anne Senft  
Maureen Smith

# President's Advisory Council

as of September 1, 2012

Ellen H. Carroll  
*Chair*  
Ocala, FL

Kay Kelley Arnold  
Little Rock, AR

Mark W. Baum  
Reston, VA

Loren Blackford  
New York, NY

Joseph Brennan  
Evanston, IL

Magalen O. Bryant  
Middleburg, VA

Fran Buchholzer  
Akron, OH

Elizabeth Bursleson  
White Plains, NY

Peter Blaze Corcoran, Ed.D  
Sanibel, FL

Dr. Gilbert S. Omenn and  
Martha Darling  
Ann Arbor, MI

Leslie C. Devereaux  
Bloomfield Hills, MI

Nicholas Moore Eisenberger  
New York, NY

Michael V. Finley  
Medford, OR

Rick Flory and Lee Robert  
Jackson, WY

James Fowler  
New York, NY

Jameson S. French  
Kingston, NH

Robert H. Gardiner  
Cumberland Foreside, ME

Tom Gilmore  
Pocono Pines, PA

Raymond and Linda Golden  
Palm Beach, FL

Susan Gottlieb  
Beverly Hills, CA

Dale L. Grimm Esq.  
Westlake Village, CA

Maureen Hackett, MD  
Minnetonka, MN

Christine P. Hsu  
Potomac, MD

Matt James  
Menlo Park, CA

Catherine Ladnier and J. M.  
Robinson  
Greenwich, CT

Dr. Robert S. Lawrence  
Baltimore, MD

Ramon Lopez  
Newport Beach, CA

Ellen Luttrell  
Burlingame, CA

Derith MacBride  
Piedmont, OR

Gina Melin  
Coconut Grove, FL

Olga Melin  
Sunny Isles Beach, FL

Virginia Claiborne Miller  
and Bruce Wallis  
New Orleans, LA

Gilman and Marge Ordway  
*Honorary Members*  
Wilson, WY

Paul F. Rizza, PhD  
Grove City, PA

Simon C. Roosevelt  
New York, NY

Sallie Sebrell  
Lexington, VA

Alanna E. Tarkington  
Westlake Village, CA

Michael Traynor  
Berkeley, CA

Lesley Turner  
Vienna, VA

R.E. Turner III  
*Honorary Chair*  
Atlanta, GA

Walter Umphrey  
Beaumont, TX

Peter M. Wege  
*Honorary Member*  
Grand Rapids, MI

Steve Weinstein  
Pembroke, Bermuda

Madelin Martin Wexler  
Chicago, IL

# Corporate Partners

American Beauties  
Animal Planet  
Aveda  
Bank of America  
Disney  
Johnson & Johnson  
Keen  
Mattel  
The Hartford  
REI  
SeaWorld Parks &  
Entertainment  
TerraCycle  
World Makers



## Credits

Cover, Paul Parent (NWF photo contest); Page 2, iStock-Photo/Marlene Palamarek; Page 4, Ted Wood; Page 5, Shutterstock/Celso Diniz; Page 6, NWF; Page 7, iStock-Photo/Carmen Martinez Banus; Page 8, Shutterstock/outdoorsman; Page 9, Shutterstock/Regien Paassen; Page 10, Kathy Kuncie (NWF photo contest); Page 11, Drew Rush/GettyImages; Page 13, Scott Helfrich (NWF photo contest); Page 15, NWF; Back cover, NWF

Design: Janin/Cliff Design, Inc.



NATIONAL WILDLIFE FEDERATION  
11100 Wildlife Center Drive  
Reston, Virginia 20190  
[WWW.NWF.ORG](http://WWW.NWF.ORG)



**Your support makes our work possible!**

To learn more about our variety of giving options,  
please visit [www.nwf.org/howtohelp](http://www.nwf.org/howtohelp)