

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

Funding

In fiscal year 2006, National Wildlife Federation revenues totaled \$115 million, with 85 percent coming from supporters through memberships, publications and sales of nature education materials. Nearly \$39 million in donations, grants and bequests came from generous individual supporters including members, Guardians of the Wild, Leaders Club, the Ding Darling Circle, and members of our estate planning program, Rara Avis Society.

Foundations and corporations provided support for National Wildlife Federation's conservation and education programs totaling \$8 million. Major foundation grants were awarded by The William and Flora Hewlett Foundation, Doris Duke Charitable Foundation, The Wege Foundation, Brown Foundation, Inc., Charles Stewart Mott Foundation, Joyce Foundation, Rockefeller Brothers Fund, Canaday Family Charitable Trust, Surdna Foundation, Clean the Air, and The David and Lucile Packard Foundation.

Revenues generated by National Wildlife Federation's publications and films totaled \$21 million, and sales of nature education materials produced \$38 million. Investment income totaled \$6 million and royalties and other income yielded the remaining \$3 million.

Programs

National Wildlife Federation's programs cover a wide range of education and conservation action activities to support its mission. The membership education programs provide an active and informed membership with the information and inspiration to make a difference in their own backyards, their communities and across the country.

Conservation advocacy programs include expenses to conduct scientific, policy, and legislative research, to educate and engage the public on issues relating to wildlife conservation policy and legislation, and to take legal action against environmental polluters and violators that threaten wildlife and wildlife habitat.

Education outreach, publications and films include expenses to develop and conduct classroom and outdoor nature education activities, publish our educational magazines and produce nature multi-media programs.

Other nature education materials represent expenses to create and market nature education merchandise to raise public awareness and concern for wildlife and conservation of natural resources.

Supporting Services

General, administrative, and fundraising expenses, which support National Wildlife Federation's conservation mission, totaled only 15 percent of total expenses for 2006.



Consolidated Statement Of Activities

For the Year Ended August 31, 2006 (\$ in thousands)

Revenue

Contributions from individuals	FY 2006 Total \$ 38,705
Contributions from foundations and corporations	8,028
Publications and films	20,749
Nature education materials	38,429
Other	8,982
Total revenue	114,893

Expense

Conservation education programs

Conservation advocacy programs	16,849
Education outreach, publications and films	23,906
Other nature education programs	43,156
Membership education programs	13,167
Total program expense	97,078

Support services

Fund raising	10,557
General and administrative	5,974
Total support services expense	16,531
Total expense	113,609

Change in net assets before other losses

Other losses	1,284
	(2,298)

Change In Net Assets

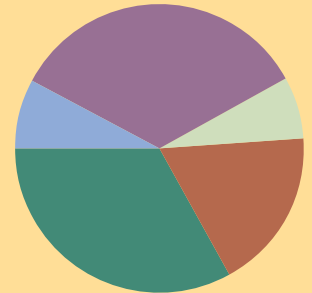
Net assets, beginning of year	(1,014)
	63,881

Net assets, end of year

\$ 62,867

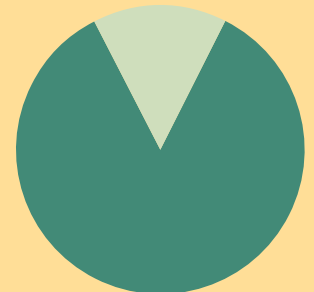
Copies of National Wildlife Federation's complete audited financial statements are available upon request.

2006 Revenue



- Individuals—34%
- Foundations and corporations—7%
- Publications and films—18%
- Nature education materials—33%
- Other—8%

2006 Expense



- Conservation education programs—85%
- Support services—15%