

Financial Overview

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.; National Wildlife Action, Inc. and eNature.com.

Funding

In 2002, National Wildlife Federation revenues totaled \$115 million, with 93 percent coming from supporters through memberships, publications and sales of nature education materials.

Over \$38 million in donations, grants and bequests came from generous individual supporters including members, Guardians of the Wild, Leaders Club, Heralds of Nature members and donors 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 \$4 million. Major foundation grants were awarded by The Brown Foundation, Inc., The Ford Foundation, The David and Lucile Packard Foundation, the Charles Stewart Mott Foundation, the Beldon Fund, The Garfield Foundation and The Wyss Foundation. NWF also received an award from the Shell Oil Company Foundation. Leading corporate cause marketing partners in conservation included The Home Depot, Busch Gardens/Sea World/Discovery Cove, MBNA America Bank, N.A., Nickelodeon, Newbridge Communications, Inc. and Custom Direct, Inc.

Revenues generated by National Wildlife Federation's publications and films totaled \$20 million, and sales of

nature education materials produced \$50 million. Royalties and other income yielded the remaining \$4 million, offset by realized investment losses totaling \$1 million for a net of \$3 million in other revenue.

Programs

National Wildlife Federation's programs cover a wide range of education and conservation action activities to support its mission. The **membership education programs** maintain an active, engaged and informed membership, providing supporters with the information and inspiration to make a difference in their own backyards, their communities and in national fora.

Conservation advocacy programs include expenses to conduct scientific and legislative research, to educate public constituencies on issues relating to conservation and environmental legislation and to take legal action against environmental polluters and violators.

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

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

Supporting Services

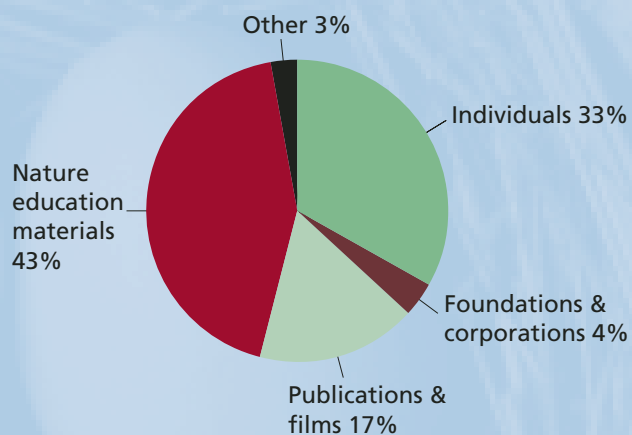
General, administrative and fund-raising expenses, which support National Wildlife Federation's conservation mission, totaled approximately 13 percent of total expenses for 2002.

Consolidated Statement of Activities

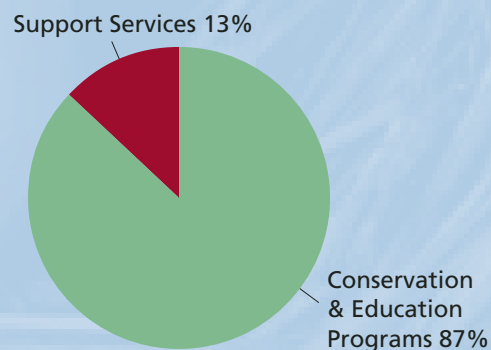
For the Year Ended August 31, 2002 (\$ in thousands)

	FY 2002 Total
Revenue	
Contributions from individuals	\$38,261
Contributions from foundations and corporations	4,279
Publications and films	19,777
Nature education materials	49,841
Other	3,275
Total revenue	115,433
Expense	
<i>Conservation & Education Programs</i>	
Conservation advocacy programs	12,748
Education outreach, publications and films	27,217
Other nature education programs	53,586
Membership education programs	13,017
Total program expense	106,568
<i>Support Services</i>	
Fund raising	8,381
General and administrative	6,943
Total support services expense	15,324
Total expense	121,892
Change in Net Assets Before Net Losses	(6,459)
Other gains and losses	(9,914)
Net gains on sale of investment property	499
Change in Net Assets	(15,874)
Net assets, beginning of year	92,590
Net Assets, End of Year	\$76,716

2002 Revenue



2002 Expenses



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