

Financial Overview



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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, LLC.

Funding

In 2004, National Wildlife Federation revenues totaled \$118 million, with 91 percent coming from supporters through memberships, publications and sales of nature education materials.

Nearly \$37 million in donations, grants and bequests came from generous individual supporters including members, Guardians of the Wild, Leaders Club, Heralds of Nature, and members of our estate planning program, the Rara Avis Society.

Foundations and corporations provided support for National Wildlife Federation's conservation and education programs totaling \$5 million. Major grants were awarded by: The Houston Endowment, the Joyce Foundation, the Meadows Foundation, the Charles Stewart Mott Foundation, and the Mitsubishi Electric America Foundation.

Revenues generated by National Wildlife Federation's publications and films totaled \$21 million, and sales of nature education materials produced \$49 million. Realized investment gains totaled \$2 million and royalties and other income yielded the remaining \$4 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** 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 15 percent of total expenses for 2004.

Consolidated Statement Of Activities

For the Year Ended August 31, 2004 (\$ in thousands)

FY 2004 Total

Revenue

Contributions from individuals	\$ 36,604
Contributions from foundations and corporations	4,730
Publications and films	21,118
Nature education materials	49,223
Other	6,161
Total revenue	117,836

Expense

Conservation education programs

Conservation advocacy programs	14,562
Education outreach, publications and films	25,885
Other nature education programs	50,840
Membership education programs	13,223
Total program expense	104,510

Support services

Fund raising	9,032
General and administrative	9,939
Total support services expense	18,971
Total expense	123,481

Change in net assets before net gains

Net unrealized losses on investments	4,670
Unrealized loss on impairment of fixed assets	(140)
Gain on sale of property	550
Loan guarantee settlement	275
Minimum pension liability adjustment	313

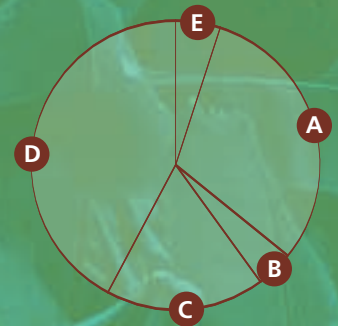
Change In Net Assets

Net assets, beginning of year	65,228
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Net assets, end of year

\$ 65,251

2004 Revenue



- A Individuals—31%
- B Foundations and corporations—4%
- C Publications and films—18%
- D Nature education materials—42%
- E Other—5%

2004 Expense



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

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