

Financial Overview



Photo by Helen Anderson

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 fiscal 2005, National Wildlife Federation revenues totaled \$122 million, with 84 percent coming from supporters through memberships, publications and sales of nature education materials.

Nearly \$38 million in donations, grants and bequests came from generous individual supporters including members, Guardians of the Wild, Leaders Club, Heralds of Nature, Regents of Nature 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 \$5 million. Major foundation grants were awarded by The McKnight Foundation, Charles Stewart Mott Foundation, The Wege Foundation, The William and Flora Hewlett Foundation, The Home Depot Foundation, 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 \$45 million. Realized investment gains totaled \$8 million and royalties and other income yielded the remaining \$6 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 across the country.

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

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 only 14 percent of total expenses for 2005.

Consolidated Statement Of Activities

For the Year Ended August 31, 2005 (\$ in thousands)

Revenue

	<i>FY 2005 Total</i>
Contributions from individuals	\$ 37,835
Contributions from foundations and corporations	4,639
Publications and films	20,554
Nature education materials	44,908
Other	14,427
Total revenue	122,363

Expense

Conservation education programs

Conservation advocacy programs	16,643
Education outreach, publications and films	24,738
Other nature education programs	48,607
Membership education programs	13,677
Total program expense	103,665

Support services

Fund raising	8,462
General and administrative	7,823
Total support services expense	16,285
Total expense	119,950

Change in net assets before other losses

	2,413
Other losses	(3,783)

Change In Net Assets

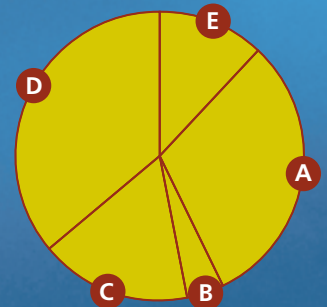
	(1,370)
Net assets, beginning of year	65,251

Net assets, end of year

	\$ 63,881
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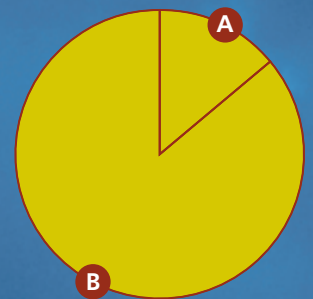
Copies of National Wildlife Federation's complete audited financial statements are available upon request.

2005 Revenue



- A Individuals—31%
- B Foundations and corporations—4%
- C Publications and films—17%
- D Nature education materials—36%
- E Other—12%

2005 Expense



- A Support services—14%
- B Conservation education programs—86%