

Exempt Organization Declaration and Signature for Electronic Filing

OMB No. 1545-1879

For calendar year 2010, or tax year beginning SEP 1, 2010, and ending AUG 31, 2011

2010

Department of the Treasury Internal Revenue Service

For use with Forms 990, 990-EZ, 990-PF, 1120-POL, and 8868

See instructions.

Name of exempt organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I Type of Return and Return Information (Whole Dollars Only)

Check the box for the type of return being filed with Form 8453-EO and enter the applicable amount, if any, from the return...

Table with 5 rows (1a-5a) and 2 columns (Form type and Amount). 1a: Form 990 check here [X] b Total revenue, if any (Form 990, Part VIII, column (A), line 12) 1b 98816637

COPY FOR PUBLIC INSPECTION

Part II Declaration of Officer

6 I authorize the U.S. Treasury and its designated Financial Agent to initiate an Automated Clearing House (ACH) electronic funds withdrawal...

If a copy of this return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I certify that I executed the electronic disclosure consent contained within this return...

Under penalties of perjury, I declare that I am an officer of the above named organization and that I have examined a copy of the organization's 2010 electronic return and accompanying schedules and statements...

Sign Here

Dulce M. Long-Zorneta

3/27/2012

TREASURER

Part III Declaration of Electronic Return Originator (ERO) and Paid Preparer (see instructions)

I declare that I have reviewed the above organization's return and that the entries on Form 8453-EO are complete and correct to the best of my knowledge...

ERO's Use Only section containing signature, date, firm name (BDO USA, LLP), address, and EIN (13-5381590).

Under penalties of perjury, I declare that I have examined the above return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete.

Paid Preparer Use Only section containing name, signature, date, firm name, address, and phone number.

LHA For Privacy Act and Paperwork Reduction Act Notice, see the instructions.

Form 8453-EO (2010)

023061 01-14-11

Form **990**

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No. 1545-0047

2010

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2010 calendar year, or tax year beginning **SEP 1, 2010** and ending **AUG 31, 2011**

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization NATIONAL WILDLIFE FEDERATION Doing Business As Number and street (or P.O. box if mail is not delivered to street address) Room/suite 11100 WILDLIFE CENTER DRIVE City or town, state or country, and ZIP + 4 RESTON, VA 20190-5362 F Name and address of principal officer: LARRY J. SCHWEIGER SAME AS C ABOVE	D Employer identification number 53-0204616 E Telephone number (703) 438-6000 G Gross receipts \$ 104,220,904. H(a) Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all affiliates included? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No if "No," attach a list. (see instructions) H(c) Group exemption number ▶
I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		
J Website: ▶ WWW.NWF.ORG		
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		
		L Year of formation: 1939
		M State of legal domicile: DC

Part I Summary

1	Briefly describe the organization's mission or most significant activities: NWF'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE.			
2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.			
3	Number of voting members of the governing body (Part VI, line 1a)	3		36
4	Number of independent voting members of the governing body (Part VI, line 1b)	4		35
5	Total number of individuals employed in calendar year 2010 (Part V, line 2a)	5		508
6	Total number of volunteers (estimate if necessary)	6		3907
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a		1,037,895.
7b	Net unrelated business taxable income from Form 990-T, line 34	7b		408,734.
8	Contributions and grants (Part VIII, line 1h)	Prior Year		Current Year
9	Program service revenue (Part VIII, line 2g)	75,868,139.		77,941,133.
10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	10,324,026.		9,617,738.
11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	94,710.		369,655.
12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	12,140,076.		10,888,111.
13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	98,426,951.		98,816,637.
14	Benefits paid to or for members (Part IX, column (A), line 4)	4,007,437.		5,830,036.
15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	0.		0.
16a	Professional fundraising fees (Part IX, column (A), line 11e)	30,552,678.		32,544,837.
b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 11,625,801.	2,400,937.		1,813,091.
17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	57,057,595.		56,072,120.
18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	94,018,647.		96,260,084.
19	Revenue less expenses. Subtract line 18 from line 12	4,408,304.		2,556,553.
20	Total assets (Part X, line 16)	Beginning of Current Year		End of Year
21	Total liabilities (Part X, line 26)	64,121,805.		64,808,553.
22	Net assets or fund balances. Subtract line 21 from line 20	84,891,779.		79,539,168.
		-20,769,974.		-14,730,615.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer <i>Dulce M. Gomez-Zormelo</i>	Date 3/27/2012
	Type or print name and title DULCE M. GOMEZ-ZORMELO, TREASURER	

Preparer	Print/Type preparer's name MICHAEL SORRELLS, CPA	Preparer's signature <i>Michael Sorrells</i>	Date 3/27/2012	Check if self-employed <input type="checkbox"/>	PTIN
Use Only	Firm's name ▶ BDO USA, LLP			Firm's EIN ▶	
	Firm's address ▶ 7101 WISCONSIN AVE., SUITE 800 BETHESDA, MD 20814-4827			Phone no. (301) 654-4900	

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III [X]

1 Briefly describe the organization's mission: NATIONAL WILDLIFE FEDERATION'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE. NWF ACCOMPLISHES ITS MISSION THROUGH EDUCATION PROGRAMS AND BY IMPLEMENTING EFFECTIVE SOLUTIONS TO THE THREE BIGGEST THREATS FACING WILDLIFE TODAY:

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [] Yes [X] No If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [] Yes [X] No If "Yes," describe these changes on Schedule O.

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 32,469,963. including grants of \$ 5,729,794.) (Revenue \$ 677,299.) CONSERVATION ADVOCACY PROGRAMS EDUCATE AND ENGAGE THE PUBLIC IN NWF'S WORK SAFEGUARDING WILDLIFE AND HABITAT AND ADVANCING SOLUTIONS TO CLIMATE CHANGE. SAFEGUARDING WILDLIFE MEANS PROTECTING AND DEFENDING WILDLIFE AND THE WILD PLACES THAT WILDLIFE NEEDS TO SURVIVE AND RESTORING THE HEALTH OF OUR NATURAL HABITATS AND ECOSYSTEMS. THROUGH WORK WITH OUR AFFILIATES AND PARTNERS, NWF HAS SECURED AND CLOSED, THROUGH OUR ALLOTMENT RETIREMENT PROGRAM, MORE THAN 500,000 ACRES OF PUBLIC LAND TO GRAZING IN THE GREATER YELLOWSTONE ECOSYSTEM, WHICH WILL RESTORE AND PROTECT PRIME WILDLIFE HABITAT. THROUGH OUR NATIONAL POLICY ACTION IN THIS AREA, NWF SECURED AN EPA FORMAL VETO ON THE CLEAN WATER ACT PERMIT FOR THE YAZOO PUMPS PROJECT IN MISSISSIPPI, WHICH WOULD HAVE DRAINED 200,000 ACRES OF CRITICALLY IMPORTANT WETLANDS, AND

4b (Code:) (Expenses \$ 23,339,259. including grants of \$ 100,242.) (Revenue \$ 8,390,832.) EDUCATION OUTREACH AND PUBLICATIONS PROGRAM RECONNECTS CHILDREN AND ADULTS WITH NATURE THROUGH SUCH PROGRAMS AS BE OUT THERE, CERTIFIED WILDLIFE HABITATS, AND ECO SCHOOLS USA, AND THROUGH OUR PUBLICATIONS: NATIONAL WILDLIFE, RANGER RICK, YOUR BIG BACKYARD, WILD ANIMAL BABY, AND JUST FOR FUN. EACH YEAR THE FEDERATION REACHES TWO MILLION SCHOOL CHILDREN AND ANOTHER TWO MILLION YOUNG READERS THROUGH ITS EDUCATIONAL PROGRAMS.

THE BE OUT THERE PROGRAM ENCOURAGES AMERICANS TO GET OUTSIDE AND ENJOY THE NATURAL ENVIRONMENT AND PROVIDES A NUMBER OF USEFUL TOOLS AND ACTIVITIES FOR FAMILIES THAT MAKE IT EASY TO GET OUTSIDE. THIS INCLUDES HIKE & SEEK, WILDLIFE WATCH AND NATURE FIND. HIKE & SEEK, ONE OF OUR

4c (Code:) (Expenses \$ 12,945,003. including grants of \$) (Revenue \$ 3,259,648.) 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. NWF REACHES MILLIONS OF SUPPORTERS ON A MONTHLY BASIS TO COMMUNICATE THE MOST PRESSING NEEDS FACING THE ENVIRONMENT TODAY: FROM PEOPLE BECOMING MORE DISCONNECTED FROM NATURE TO LOSS OF HABITAT AND THE THREAT OF GLOBAL WARMING. THROUGH SUCH PUBLICATIONS AS NATIONAL WILDLIFE MAGAZINE, THE NWF WEBSITE, AND OTHER SOURCES OF INFORMATION, NWF IS EDUCATING OUR MEMBERSHIP BASE ON HOW NWF IS WORKING TO PROTECT WILDLIFE AND HABITAT. EVERY MONTH, THROUGH NATIONAL WILDLIFE MILLIONS OF PEOPLE CAN READ INFORMATIVE FEATURE ARTICLES ABOUT WILDLIFE AND WILDLIFE CONSERVATION, THE LATEST ENVIRONMENTAL NEWS AND SUCCESS

4d Other program services. (Describe in Schedule O.) (Expenses \$ 7,838,129. including grants of \$) (Revenue \$ 4,693,136.)

4e Total program service expenses 76,592,354.

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	X	
22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	X	
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	X	
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	X	
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I		X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	X	
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)?		X
a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2 <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V

Main form area containing questions 1a through 14b with corresponding input fields and Yes/No columns.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a Enter the number of voting members of the governing body at the end of the tax year; 1b Enter the number of voting members included in line 1a, above, who are independent; 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?; 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?; 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?; 5 Did the organization become aware during the year of a significant diversion of the organization's assets?; 6 Does the organization have members or stockholders?; 7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?; 7b Are any decisions of the governing body subject to approval by members, stockholders, or other persons?; 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: a The governing body? b Each committee with authority to act on behalf of the governing body?; 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O.

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a Does the organization have local chapters, branches, or affiliates?; 10b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?; 11a Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?; 11b Describe in Schedule O the process, if any, used by the organization to review this Form 990.; 12a Does the organization have a written conflict of interest policy? If "No," go to line 13; 12b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?; 12c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done; 13 Does the organization have a written whistleblower policy?; 14 Does the organization have a written document retention and destruction policy?; 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? a The organization's CEO, Executive Director, or top management official; b Other officers or key employees of the organization; If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.); 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?; 16b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed AL, AK, AZ, AR, CA, CO, CT, FL, GA, IL, KS, KY
18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply. [X] Own website [] Another's website [X] Upon request
19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.
20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: DULCE GOMEZ-ZORMELO - 703-438-6000 11100 WILDLIFE CENTER DRIVE, RESTON, VA 20190-5362

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
STEPHEN K. ALLINGER DIRECTOR	3.00	X					0.	0.	0.	
GREGOR BAILLAR DIRECTOR	3.00	X					0.	0.	0.	
TAHLIA BEAR DIRECTOR	3.00	X					0.	0.	0.	
PAUL BEAUDETTE DIRECTOR	3.00	X					0.	0.	0.	
VIRGINIA BROCK DIRECTOR	3.00	X					0.	0.	0.	
CLARK BULLARD DIRECTOR	3.00	X					0.	0.	0.	
ALISON BYERS DIRECTOR	3.00	X					0.	0.	0.	
DAVID CARRUTH DIRECTOR	3.00	X					0.	0.	0.	
SHELLEY COHEN DIRECTOR	3.00	X					0.	0.	0.	
DIANE DILLON-RIDGLEY DIRECTOR	3.00	X					0.	0.	0.	
JOHN THOMAS GRANT, JR. DIRECTOR	3.00	X					0.	0.	0.	
KATHLEEN HADLEY DIRECTOR	3.00	X					0.	0.	0.	
DAVID L. HARGETT DIRECTOR	3.00	X					0.	0.	0.	
MARK W. HECKERT DIRECTOR	3.00	X					0.	0.	0.	
JERRY LITTLE DIRECTOR	3.00	X					0.	0.	0.	
GERALD MERAL DIRECTOR	3.00	X					0.	0.	0.	
CHRISTOPHER NOOK DIRECTOR	3.00	X					0.	0.	0.	

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
GENE T. OGLESBY DIRECTOR	3.00	X						0.	0.	0.
LOIS QUAM DIRECTOR	3.00	X						0.	0.	0.
GLORIA REUBEN DIRECTOR	3.00	X						0.	0.	0.
JULIA REED-ZAIC DIRECTOR	3.00	X						0.	0.	0.
KENT SALAZAR DIRECTOR	3.00	X						0.	0.	0.
TRUMAN T. SEMANS DIRECTOR	3.00	X						0.	0.	0.
LESLIE SHAD DIRECTOR	3.00	X						0.	0.	0.
GREGORY SMITH DIRECTOR	3.00	X						0.	0.	0.
DEBORAH SPALDING DIRECTOR	3.00	X						0.	0.	0.
1b Sub-total								0.	0.	0.
c Total from continuation sheets to Part VII, Section A								2,527,525.	0.	267,247.
d Total (add lines 1b and 1c)								2,527,525.	0.	267,247.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization **48**

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual	X	
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization.

(A) Name and business address	(B) Description of services	(C) Compensation
ARTCO 1 STATIONARY PLACE, REXBURG, ID 83441	FULFILMENT SERVICES	2,773,109.
MERKLE, INC, 7001 COLUMBIA GATEWAY DRIVE, COLUMBIA, MD 21046	DATABASE DEV & MGMT; GRAPHICS & DESIGN	1,152,111.
PARADYZE MATERA CO, INC., 5 HANOVER SQUARE, 6TH FLOOR, NEW YORK, NY 10004	LIST RENTAL CONSULTING	993,964.
USA 800, INC, 9808 EAST 66TH TERRACE, KANSAS CITY, MO 64133	FULFILMENT AND CONSULTING SERVICES	936,320.
RMS DIRECT , 4510 BUCKEYSTOWN PIKE, UNIT M, FREDERICK, MD 21704	FULFILMENT SERVICES	798,189.
2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization		24

SEE PART VII, SECTION A CONTINUATION SHEETS

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
CHRISTINE P. THOMPSON DIRECTOR	3.00	X						0.	0.	0.
LISE VAN SUSTEREN DIRECTOR	3.00	X						0.	0.	0.
BEATRICE B. VON GONTARD DIRECTOR	3.00	X						0.	0.	0.
BRUCE WALLACE DIRECTOR	3.00	X						0.	0.	0.
MARK WINLAND DIRECTOR	3.00	X						0.	0.	0.
NICOLE WOOD DIRECTOR	3.00	X						0.	0.	0.
CRAIG THOMPSON CHAIR	3.00	X		X				0.	0.	0.
LARRY J. SCHWEIGER PRESIDENT - NWF	40.00			X				352,469.	0.	27,514.
JAIME B MATYAS COO	40.00			X				233,594.	0.	29,195.
DULCE M. GOMEZ-ZORMELO TREASURER	40.00			X				167,521.	0.	24,239.
THOMAS KEARNEY ASST TREASURER - NWF	40.00			X				52,390.	0.	4,950.
CYNTHIA LEWIN SECRETARY - NWF	40.00			X				99,658.	0.	9,620.
BARBARA G. MCINTOSH SECRETARY - NWF	0.00			X				0.	0.	0.
JULIE BLESSYN DAVIS ASST SECRETARY - NWF	40.00			X				125,173.	0.	10,660.
JEREMY SYMONS SR VP-CONSERVATION & EDU	40.00				X			179,877.	0.	23,527.
DAN T. CHU VP-AFF & REG STRATEGIES	40.00				X			170,692.	0.	22,940.
KEVIN J. COYLE VP-EDUCATION	40.00				X			171,950.	0.	21,619.
JAMES S. LYON VP-CONSERVATION POLICY	40.00				X			165,417.	0.	19,343.
ANDREW P. BUCHSBAUM REGIONAL EXEC DIR	40.00					X		147,951.	0.	12,232.
EDWARD J. COLEMAN GM PRODUCT & SUPPORT	40.00					X		143,379.	0.	14,921.
Total to Part VII, Section A, line 1c										

Part VIII Statement of Revenue

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1 a Federated campaigns	1a 234,840.					
	b Membership dues	1b 9,018,440.					
	c Fundraising events	1c 823,029.					
	d Related organizations	1d 4,769,000.					
	e Government grants (contributions)	1e 1,243,808.					
	f All other contributions, gifts, grants, and similar amounts not included above	1f 61,852,016.					
	g Noncash contributions included in lines 1a-1f: \$	226,626.					
	h Total. Add lines 1a-1f		77,941,133.				
	Program Service Revenue	2 a SUBSCRIPTION REVENUE	Business Code 900099	8,882,462.	8,882,462.		
b TV AND FILM PRODUCTION		900099	274,200.	274,200.			
c LITIGATION FEES		900099	249,735.	249,735.			
d CONTRACTUAL/CONSULTING		900099	150,000.	150,000.			
e REGISTRATION FEES		900099	59,602.	59,602.			
f All other program service revenue		900099	1,739.	1,739.			
g Total. Add lines 2a-2f			9,617,738.				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		180,481.			180,481.	
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties		2,916,870.		2,423.	2,914,447.	
	6 a Gross Rents	(i) Real	1,063,404.				
		(ii) Personal					
		b Less: rental expenses	552,404.				
		c Rental income or (loss)	511,000.				
	d Net rental income or (loss)		511,000.		498,296.	12,704.	
	7 a Gross amount from sales of assets other than inventory	(i) Securities	2,003,352.				
		(ii) Other	1,005.				
		b Less: cost or other basis and sales expenses	1,814,002.				
		c Gain or (loss)	189,350.				
d Net gain or (loss)		189,174.			189,174.		
8 a Gross income from fundraising events (not including \$ 823,029. of contributions reported on line 1c). See Part IV, line 18	a	105,565.					
	b Less: direct expenses	b 585,677.					
	c Net income or (loss) from fundraising events		-480,112.			-480,112.	
9 a Gross income from gaming activities. See Part IV, line 19	a						
	b Less: direct expenses	b					
	c Net income or (loss) from gaming activities						
10 a Gross sales of inventory, less returns and allowances	a	9,616,614.					
	b Less: cost of goods sold	b 2,451,003.					
	c Net income or (loss) from sales of inventory		7,165,611.	7,165,611.			
Miscellaneous Revenue		Business Code					
11 a ADVERTISING	511120	537,176.		537,176.			
b HONORARIA	900099	44,859.	44,859.				
c							
d All other revenue	900099	192,707.	192,707.				
e Total. Add lines 11a-11d		774,742.					
12 Total revenue. See instructions.		98,816,637.	17,020,915.	1,037,895.	2,816,694.		

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21	5,811,236.	5,811,236.		
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22	9,300.	9,300.		
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16	9,500.	9,500.		
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	2,133,204.	1,642,354.	260,464.	230,386.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	23,190,021.	17,853,997.	2,831,501.	2,504,523.
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	1,937,385.	1,491,592.	236,555.	209,238.
9 Other employee benefits	3,203,222.	2,466,161.	391,114.	345,947.
10 Payroll taxes	2,081,005.	1,602,165.	254,091.	224,749.
11 Fees for services (non-employees):				
a Management				
b Legal	469,103.	392,676.	19,843.	56,584.
c Accounting	123,560.	103,506.	5,140.	14,914.
d Lobbying	74,135.	74,135.		
e Professional fundraising services. See Part IV, line 17	1,813,091.			1,813,091.
f Investment management fees	101,482.	83,337.	6,109.	12,036.
g Other	12,638,052.	12,083,630.	616,140.	-61,718.
12 Advertising and promotion	487,574.	400,396.	29,352.	57,826.
13 Office expenses	18,645,616.	14,209,923.	1,484,697.	2,950,996.
14 Information technology	1,822,354.	1,496,517.	109,706.	216,131.
15 Royalties	610,081.	479,829.	46,549.	83,703.
16 Occupancy	1,255,639.	974,122.	165,755.	115,762.
17 Travel	2,124,169.	1,755,178.	168,818.	200,173.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	1,349,075.	1,120,157.	77,074.	151,844.
20 Interest	891,035.	731,718.	53,640.	105,677.
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	1,007,427.	742,777.	194,332.	70,318.
23 Insurance	248,230.	203,847.	14,943.	29,440.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O.)				
a MAJOR PROGRAM MATERIALS	10,840,234.	8,094,776.	852,938.	1,892,520.
b LIST RENTAL SERVICES	1,576,660.	1,240,043.	120,299.	216,318.
c TEXT/EDITORIAL	311,999.	251,512.	19,655.	40,832.
d A/V PRODUCTION COSTS	174,037.	144,741.	7,951.	21,345.
e AWARDS	34,805.	28,582.	2,095.	4,128.
f All other expenses	1,286,853.	1,094,647.	73,168.	119,038.
25 Total functional expenses. Add lines 1 through 24f	96,260,084.	76,592,354.	8,041,929.	11,625,801.
26 Joint costs. Check here <input checked="" type="checkbox"/> if following SOP 98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation	21,174,421.	11,134,554.	2,886,697.	7,153,170.

Part X Balance Sheet

		(A) Beginning of year		(B) End of year	
Assets	1 Cash - non-interest-bearing		1		
	2 Savings and temporary cash investments	2,457,497.	2	168,049.	
	3 Pledges and grants receivable, net	15,779,979.	3	19,061,225.	
	4 Accounts receivable, net	1,620,324.	4	1,206,212.	
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L			5	
	6 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions)			6	
	7 Notes and loans receivable, net			7	
	8 Inventories for sale or use	887,187.	8	1,018,027.	
	9 Prepaid expenses and deferred charges	2,866,909.	9	2,771,593.	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 35,046,657.			
	b Less: accumulated depreciation	10b 12,299,894.	22,946,622.	10c	22,746,763.
	11 Investments - publicly traded securities	867,990.	11	975,867.	
	12 Investments - other securities. See Part IV, line 11	5,772,402.	12	6,526,201.	
	13 Investments - program-related. See Part IV, line 11		13		
	14 Intangible assets		14		
	15 Other assets. See Part IV, line 11	10,922,895.	15	10,334,616.	
16 Total assets. Add lines 1 through 15 (must equal line 34)	64,121,805.	16	64,808,553.		
Liabilities	17 Accounts payable and accrued expenses	18,060,085.	17	16,696,525.	
	18 Grants payable		18		
	19 Deferred revenue	11,990,754.	19	11,507,913.	
	20 Tax-exempt bond liabilities	15,935,554.	20	15,466,919.	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21		
	22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22		
	23 Secured mortgages and notes payable to unrelated third parties	7,424,134.	23	7,812,798.	
	24 Unsecured notes and loans payable to unrelated third parties		24		
	25 Other liabilities. Complete Part X of Schedule D	31,481,252.	25	28,055,013.	
	26 Total liabilities. Add lines 17 through 25	84,891,779.	26	79,539,168.	
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27 Unrestricted net assets	-54,031,207.	27	-50,440,820.	
	28 Temporarily restricted net assets	24,994,704.	28	27,304,762.	
	29 Permanently restricted net assets	8,266,529.	29	8,405,443.	
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.				
	30 Capital stock or trust principal, or current funds		30		
	31 Paid-in or capital surplus, or land, building, or equipment fund		31		
	32 Retained earnings, endowment, accumulated income, or other funds		32		
33 Total net assets or fund balances	-20,769,974.	33	-14,730,615.		
34 Total liabilities and net assets/fund balances	64,121,805.	34	64,808,553.		

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	98,816,637.
2	Total expenses (must equal Part IX, column (A), line 25)	2	96,260,084.
3	Revenue less expenses. Subtract line 2 from line 1	3	2,556,553.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	-20,769,974.
5	Other changes in net assets or fund balances (explain in Schedule O)	5	3,482,806.
6	Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	-14,730,615.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		x
2b	Were the organization's financial statements audited by an independent accountant?	x	
2c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	x	
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	x	
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	x	

Form 990 (2010)

SCHEDULE A
(Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No. 1545-0047

2010

Department of the Treasury
Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

Open to Public Inspection

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
---	--

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).
- 2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)
- 3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
- 4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: _____
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 8 A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 9 An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)
- 10 An organization organized and operated exclusively to test for public safety. See section 509(a)(4).
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h.
 - a Type I
 - b Type II
 - c Type III - Functionally integrated
 - d Type III - Other
- e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).
- f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?

	Yes	No
(i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? _____	11g(i)	
(ii) A family member of a person described in (i) above? _____	11g(ii)	
(iii) A 35% controlled entity of a person described in (i) or (ii) above? _____	11g(iii)	
- h Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization in col. (i) listed in your governing document?		(v) Did you notify the organization in col. (i) of your support?		(vi) Is the organization in col. (i) organized in the U.S.?		(vii) Amount of support
			Yes	No	Yes	No	Yes	No	
Total									

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2010

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	67,233,769.	78,729,510.	69,409,609.	75,868,139.	77,852,204.	369,093,231.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	67,233,769.	78,729,510.	69,409,609.	75,868,139.	77,852,204.	369,093,231.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4.						369,093,231.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7 Amounts from line 4	67,233,769.	78,729,510.	69,409,609.	75,868,139.	77,852,204.	369,093,231.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	4,525,502.	3,932,499.	3,465,112.	3,983,118.	4,158,332.	20,064,563.
9 Net income from unrelated business activities, whether or not the business is regularly carried on	16,918.		455,562.	606,150.	1,037,895.	2,116,525.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)	396,124.	440,312.	125,145.	319,691.	237,566.	1,518,838.
11 Total support. Add lines 7 through 10						392,793,157.
12 Gross receipts from related activities, etc. (see instructions)					12	77,066,968.

13 **First five years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

14 Public support percentage for 2010 (line 6, column (f) divided by line 11, column (f))	14	93.97 %
15 Public support percentage from 2009 Schedule A, Part II, line 14	15	94.17 %

16a **33 1/3% support test - 2010.** If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization

b **33 1/3% support test - 2009.** If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization

17a **10% -facts-and-circumstances test - 2010.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization

b **10% -facts-and-circumstances test - 2009.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization

18 **Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support (Add lines 9, 10c, 11, and 12.)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

15 Public support percentage for 2010 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2009 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2010 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2009 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2010. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

b 33 1/3% support tests - 2009. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Schedule B

(Form 990, 990-EZ, or 990-PF)

Department of the Treasury
Internal Revenue Service

Schedule of Contributors

▶ Attach to Form 990, 990-EZ, or 990-PF.

OMB No. 1545-0047

2010

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)(3) (enter number) organization

4947(a)(1) nonexempt charitable trust **not** treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

Special Rules

For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), and received from any one contributor, during the year, a contribution of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, aggregate contributions of more than \$1,000 for use *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use *exclusively* for religious, charitable, etc., purposes, but these contributions did not aggregate to more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions of \$5,000 or more during the year. ▶ \$ _____

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2 of its Form 990, or check the box on line H of its Form 990-EZ, or on line 2 of its Form 990-PF, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2010)

Name of organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
--	--

Part I Contributors (see instructions)

(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
1		\$ 4,769,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
2		\$ 2,413,020.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
3		\$ 2,485,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
4		\$ 3,000,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

Name of organization

Employer identification number

NATIONAL WILDLIFE FEDERATION

53-0204616

Part II Noncash Property (see instructions)

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____

Name of organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
--	--

Part III Exclusively religious, charitable, etc., individual contributions to section 501(c)(7), (8), or (10) organizations aggregating more than \$1,000 for the year. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this information once. See instructions.) ▶ \$

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2010

For Organizations Exempt From Income Tax Under section 501(c) and section 527

Department of the Treasury
Internal Revenue Service

▶ **Complete if the organization is described below.** ▶ Attach to Form 990 or Form 990-EZ.
▶ See separate instructions.

Open to Public
Inspection

If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax), or Form 990-EZ, Part V, line 35a (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization: NATIONAL WILDLIFE FEDERATION
Employer identification number: 53-0204616

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.
- 2 Political expenditures \$ _____
- 3 Volunteer hours

Part I-B Complete if the organization is exempt under section 501(c)(3).

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 \$ _____
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 \$ _____
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No
- 4a Was a correction made? Yes No
- b If "Yes," describe in Part IV.

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities \$ _____
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities \$ _____
- 3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b \$ _____
- 4 Did the filing organization file Form 1120-POL for this year? Yes No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2010

LHA

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A Check if the filing organization belongs to an affiliated group.
 B Check if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)			
b Total lobbying expenditures to influence a legislative body (direct lobbying)			
c Total lobbying expenditures (add lines 1a and 1b)			
d Other exempt purpose expenditures			
e Total exempt purpose expenditures (add lines 1c and 1d)			
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.			
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:		
Not over \$500,000	20% of the amount on line 1e.		
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.		
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.		
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.		
Over \$17,000,000	\$1,000,000.		
g Grassroots nontaxable amount (enter 25% of line 1f)			
h Subtract line 1g from line 1a. If zero or less, enter -0-			
i Subtract line 1f from line 1c. If zero or less, enter -0-			
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?			

Yes No

4-Year Averaging Period Under Section 501(h)

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

Lobbying Expenditures During 4-Year Averaging Period

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2010

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?	X		
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	X		
c Media advertisements?	X		5,000.
d Mailings to members, legislators, or the public?	X		28,098.
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?	X		3,918,804.
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X		203,303.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		63,001.
i Other activities? If "Yes," describe in Part IV		X	
j Total. Add lines 1c through 1i			4,218,206.
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		X	
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?	3	

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes."

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; and Part II-B, line 1i. Also, complete this part for any additional information.

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.
▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

2010

Open to Public Inspection

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? Yes No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? Yes No

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply):

Preservation of land for public use (e.g., recreation or education) Preservation of an historically important land area

Protection of natural habitat Preservation of a certified historic structure

Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? Yes No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenues included in Form 990, Part VIII, line 1 ▶ \$ _____

(ii) Assets included in Form 990, Part X ▶ \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1 ▶ \$ _____

b Assets included in Form 990, Part X ▶ \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a Public exhibition
- b Scholarly research
- c Preservation for future generations
- d Loan or exchange programs
- e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

	Amount
c Beginning balance	
d Additions during the year	
e Distributions during the year	
f Ending balance	

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIV.

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	9,219,725.	8,625,334.	7,266,196.		
b Contributions	1,440,630.	594,937.	1,425,021.		
c Net investment earnings, gains, and losses	80,865.	44,331.			
d Grants or scholarships					
e Other expenditures for facilities and programs	306,336.	44,877.	65,883.		
f Administrative expenses					
g End of year balance	10,434,884.	9,219,725.	8,625,334.		

2 Provide the estimated percentage of the year end balance held as:

- a Board designated or quasi-endowment 50.42 %
- b Permanent endowment 48.10 %
- c Term endowment 1.48 %

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

	Yes	No
(i) unrelated organizations		X
(ii) related organizations	X	
b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?	X	

4 Describe in Part XIV the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		4,455,553.		4,455,553.
b Buildings		16,851,119.	4,025,624.	12,825,495.
c Leasehold improvements		4,098,923.	1,097,263.	3,001,660.
d Equipment		8,711,462.	7,177,007.	1,534,455.
e Other		929,600.		929,600.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				22,746,763.

Part VII Investments - Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A) INSTITUTIONAL COMMINGLED FUNDS	6,526,201.	END-OF-YEAR MARKET VALUE
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
(I)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 12.) ▶	6,526,201.	

Part VIII Investments - Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 13.) ▶		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) CHARITABLE GIFT ANNUITIES	5,909,933.
(2) INTEREST IN PERPETUAL TRUSTS	3,386,717.
(3) CHARITABLE GIFT REMAINDER TRUSTS	184,934.
(4) UNAMORTIZED BOND AND LOAN ISSUE COSTS	475,923.
(5) DEPOSITS	157,350.
(6) OTHER DONATED ASSETS	219,759.
(7)	
(8)	
(9)	
(10)	
Total. (Column (b) must equal Form 990, Part X, col (B) line 15.) ▶	10,334,616.

Part X Other Liabilities. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Amount
(1) Federal income taxes	
(2) ANNUITY AND OTHER RESERVES	3,798,886.
(3) ACCRUED PENSION EXPENSE	12,716,676.
(4) POSTRETIREMENT BENEFITS RESERVE	11,539,000.
(5) UNCLAIMED PROPERTY LIABILITY	451.
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
Total. (Column (b) must equal Form 990, Part X, col (B) line 25.) ▶	28,055,013.

2. FIN 48 (ASC 740) Footnote. In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740).

Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	98,816,637.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	96,260,084.
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	2,556,553.
4	Net unrealized gains (losses) on investments	4	1,170,814.
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV.)	8	2,311,992.
9	Total adjustments (net). Add lines 4 through 8	9	3,482,806.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	6,039,359.

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	107,428,013.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	1,170,814.
b	Donated services and use of facilities	2b	2,233,338.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV.)	2d	9,976,224.
e	Add lines 2a through 2d	2e	13,380,376.
3	Subtract line 2e from line 1	3	94,047,637.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV.)	4b	4,769,000.
c	Add lines 4a and 4b	4c	4,769,000.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	98,816,637.

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	101,896,706.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	2,222,550.
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV.)	2d	4,153,631.
e	Add lines 2a through 2d	2e	6,376,181.
3	Subtract line 2e from line 1	3	95,520,525.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV.)	4b	739,559.
c	Add lines 4a and 4b	4c	739,559.
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	96,260,084.

Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

PART V, LINE 4: ENDOWMENT FUNDS ABOVE SUPPORT NATIONAL WILDLIFE

FEDERATION'S CONSERVATION EDUCATION PROGRAMS AND ARE HELD IN ACCORDANCE

WITH EACH DONOR'S STIPULATIONS AND WISHES CONCERNING VARIOUS CONSERVATION

AND ENVIRONMENTAL ISSUES. THE AMOUNT ABOVE ALSO CONTAINS INTERNALLY

DESIGNATED FUNDS.

PART X, LINE 2: THE FEDERATION'S MANAGEMENT BELIEVES IT HAS NO

MATERIAL UNCERTAIN TAX POSITIONS AND ACCORDINGLY, IT WILL NOT RECOGNIZE

Part XIV Supplemental Information (continued)

ANY LIABILITY FOR UNRECOGNIZED TAX BENEFITS. FOR THE YEARS ENDED AUGUST

31, 2011 AND 2010, THE FEDERATION DID NOT RECOGNIZE ANY INTEREST OR

PENALTIES.

PART XI, LINE 8 - OTHER ADJUSTMENTS:

CHANGE IN SPLIT INTEREST AGREEMENTS	259,562.
GAIN (LOSS) ON PENSION INVESTMENT	2,041,642.
CAPITALIZED IN-KIND GIFT	10,788.
CHANGE IN NET ASSETS, NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC.	
TOTAL TO SCHEDULE D, PART XI, LINE 8	2,311,992.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. REVENUE	6,127,402.
RENTAL EXPENSES	552,404.
CHANGE IN VALUE OF SPLIT INTEREST AGREEMENTS	259,562.
LOSS ON DISPOSAL OF FIXED ASSETS	176.
SPECIAL EVENT EXPENSE	585,677.
COST OF GOODS SOLD	2,451,003.
TOTAL TO SCHEDULE D, PART XII, LINE 2D	9,976,224.

PART XIII, LINE 4B - OTHER ADJUSTMENTS:

TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC.	4,769,000.
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PART XIV, LINE 2D - OTHER ADJUSTMENTS:

NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. EXPENSES &

LOSSES, AUDITED F/S	564,546.
SPECIAL EVENT EXPENSE	585,677.
COST OF GOODS SOLD	2,451,004.

Part XIV Supplemental Information (continued)

RENTAL EXPENSES 552,404.

TOTAL TO SCHEDULE D, PART XIII, LINE 2D 4,153,631.

PART XIII, LINE 4B - OTHER ADJUSTMENTS:

TRANSFER TO NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. 739,559.

SCHEDULE D, PART XI

ALTHOUGH THE ORGANIZATION IS NOT REQUIRED TO COMPLETE PARTS XI, XII AND

XIII BECAUSE IT IS PART OF A CONSOLIDATED FINANCIAL STATEMENT AUDIT AND

NOT A SEPARATE AUDIT, IT HAS ELECTED TO INCLUDE THE PART XII AND XIII

RECONCILIATIONS BASED ON THE CONSOLIDATED TOTALS. THE PART XI

RECONCILIATION IS BASED UPON THIS ENTITY ONLY AND THE CHANGE IN NET ASSETS

REFLECTED HERE IS THE SAME AS THE CHANGE ON FORM 990, PART X.

SEE THE SEPERATE IRS FORM 990 FILING FOR THE NWF'S SUPPORTING

ORGANIZATION, NWF ENDOWMENT, FOR ADDITIONAL NET ASSETS OR FUND BALANCES OF

\$61M AND \$63M FOR PRIOR AND CURRENT YEAR, RESPECTIVELY.

**SCHEDULE F
(Form 990)**

Statement of Activities Outside the United States

OMB No. 1545-0047

2010

Department of the Treasury
Internal Revenue Service

▶ Complete if the organization answered "Yes" to Form 990,
Part IV, line 14b, 15, or 16.
▶ Attach to Form 990. ▶ See separate instructions.

Open to Public
Inspection

Name of the organization

Employer identification number

NATIONAL WILDLIFE FEDERATION

53-0204616

Part I General Information on Activities Outside the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 14b.

- 1 For grantmakers. Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No
- 2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of grant funds outside the United States.

3 Activities per Region. (The following Part I, line 3 table can be duplicated if additional space is needed.)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in region	(d) Activities conducted in region (by type) (e.g., fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for and investments in region
EUROPE (INCLUDING ICELAND & GREENLAND)	1	1	ADMINISTRATIVE- IT SUPPORT		115,200.
NORTH AMERICA	0	0	GRANT		9,500.
3 a Sub-total	1	1			124,700.
b Total from continuation sheets to Part I	0	0			0.
c Totals (add lines 3a and 3b)	1	1			124,700.

Part II Grants and Other Assistance to Organizations or Entities Outside the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Check this box if no one recipient received more than \$5,000

Part II can be duplicated if additional space is needed.

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
			NORTH AMERICA	CONSERVATION ASSISTANCE	9,500	CHECK	0		

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter 1

3 Enter total number of other organizations or entities 0

Part IV Foreign Forms

- 1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* Yes No
- 2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520, Annual Return to Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A)* Yes No
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons with respect to Certain Foreign Corporations. (see Instructions for Form 5471)* Yes No
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund. (see Instructions for Form 8621)* Yes No
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons with respect to Certain Foreign Partnerships. (see Instructions for Form 8865)* Yes No
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713)* Yes No

Schedule F (Form 990) 2010

Part V Supplemental Information

Complete this part to provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information.

SCHEDULE F, PART I, LINE 2: PERIODIC REPORTS ARE REQUIRED FROM THE

GRANTEE. THEY ARE REVIEWED FOR COMPLIANCE WITH GRANT DELIVERABLES.

Multiple horizontal lines for supplemental information.

SCHEDULE G
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

**Supplemental Information Regarding
Fundraising or Gaming Activities**

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19,
or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No. 1545-0047

2010

Open To Public
Inspection

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I

Fundraising Activities. Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a Mail solicitations
- b Internet and email solicitations
- c Phone solicitations
- d In-person solicitations
- e Solicitation of non-government grants
- f Solicitation of government grants
- g Special fundraising events

2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? Yes No

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col. (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
DONOR SERVICES GROUP - 11500 W. OLYMPIC BLVD, #540, LOS ANGELES, CA 90048	TELEMARKETING		X	251,742.	451,381.	-199,639.
SHARE GROUP, INC. - P.O. BOX 55183, BOSTON, MA 02205	TELEMARKETING		X	196,404.	163,559.	32,845.
MERKLE, INC. - P.O. BOX 64897, BALTIMORE, MD 21264	DIRECT MAIL		X	0.	150,000.	-150,000.
PARADYZE MATERA - 5 HANOVER SQ, 6TH FLOOR, NEW YORK, NY 10014	DIRECT MAIL		X	0.	993,964.	-993,964.
EVENT 360 - 205 N MICHIGAN AVE, STE 2640, CHICAGO, IL 60610	EVENT CONCEPT DEVELOPMENT		X	0.	54,187.	-54,187.
Total				448,146.	1,813,091.	-1,364,945.

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

AL, AK, AZ, AR, CA, CO, CT, FL, GA, IL, KS, KY, LA, ME, MD, MA, MI, MN, MO, MS, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WV, WA, WI, DC, HI

Part II Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events	
		CONSERVATION AWARDS DINNER (event type)	GREAT AMERICAN BACKYARD CAMPOUT (event type)	(total number)	(add col. (a) through col. (c))	
Revenue	1	Gross receipts	603,070.	302,287.	23,218.	928,575.
	2	Less: Charitable contributions	534,380.	288,629.		823,009.
	3	Gross income (line 1 minus line 2)	68,690.	13,658.	23,218.	105,566.
Direct Expenses	4	Cash prizes				
	5	Noncash prizes				
	6	Rent/facility costs				
	7	Food and beverages	92,373.	119,330.		211,703.
	8	Entertainment				
	9	Other direct expenses	100,398.	182,957.	90,620.	373,975.
	10	Direct expense summary. Add lines 4 through 9 in column (d)				(585,678)
	11	Net income summary. Combine line 3, column (d), and line 10				-480,112.

Part III Gaming. Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
		1	Gross revenue		
Direct Expenses	2	Cash prizes			
	3	Noncash prizes			
	4	Rent/facility costs			
	5	Other direct expenses			
	6	Volunteer labor	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No
7	Direct expense summary. Add lines 2 through 5 in column (d)				()
8	Net gaming income summary. Combine line 1, column d, and line 7				

9 Enter the state(s) in which the organization operates gaming activities: _____
 a Is the organization licensed to operate gaming activities in each of these states? Yes No
 b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No
 b If "Yes," explain: _____

- 11 Does the organization operate gaming activities with nonmembers? Yes No
- 12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No
- 13 Indicate the percentage of gaming activity operated in:

		%
13a		
13b		

 - a The organization's facility
 - b An outside facility
- 14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name ▶ _____

Address ▶ _____

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes No

b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____

c If "Yes," enter name and address of the third party:

Name ▶ _____

Address ▶ _____

16 Gaming manager information:

Name ▶ _____

Gaming manager compensation ▶ \$ _____

Description of services provided ▶ _____

- Director/officer
- Employee
- Independent contractor

17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? Yes No

b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Complete this part to provide the explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions).

SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISERS:

(I) NAME OF FUNDRAISER: DONOR SERVICES GROUP

(I) ADDRESS OF FUNDRAISER:

11500 W. OLYMPIC BLVD, #540, LOS ANGELES, CA 90064

(I) NAME OF FUNDRAISER: PARADYZE MATERA

(I) ADDRESS OF FUNDRAISER: 5 HANOVER SQ, 6TH FLOOR, NEW YORK, NY 10004

Part IV Supplemental Information (continued)

(I) NAME OF FUNDRAISER: EVENT 360

(I) ADDRESS OF FUNDRAISER:

205 N MICHIGAN AVE, STE 2640, CHICAGO, IL 60601

SCHEDULE J, PART 1

DESCRIPTIONS OF PROFESSIONAL FUNDRAISER ACTIVITIES:

DONOR SERVICE GROUP IS USED TO UPGRADE ANNUAL DONORS TO MONTHLY DONORS

AND ACQUIRE NEW MONTHLY DONORS. ONLY THE FIRST DONATION RECEIVED IS

COUNTED AS REVENUE RAISED BY THEM. THE LIFETIME CONTRIBUTION TO NWF

FROM THESE DONORS EXCEEDS THE INITIAL COST TO ACQUIRE.

SHARE GROUP IS USED TO ACQUIRE NEW MEMBERS AND REAQUIRE LAPSED MEMBERS.

THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS THE INITIAL

COST TO ACQUIRE OR RE-ACQUIRE.

PARADYZE MATERA IS A LIST BROKER USED TO OPTIMIZE THE AUDIENCE MIX FOR

THE 12 DIRECT MAIL CAMPAIGNS MEMBERSHIP SENDS EACH YEAR TO PROSPECTS

AND TO LAPSED MEMBERS.

EVENT 360 DOES EVENT PLANNING AND DONATION WEBSITE MAINTENANCE.

MERKLE IS A DATABASE PROVIDER AND DOES DONOR ANALYSIS FOR DONATION

REQUESTS.

**SCHEDULE I
(Form 990)**

Department of the Treasury
Internal Revenue Service

**Grants and Other Assistance to Organizations,
Governments, and Individuals in the United States**

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.
▶ Attach to Form 990.

OMB No. 1545-0047

2010

Open to Public
Inspection

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?

Yes No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Part II can be duplicated if additional space is needed. ▶

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
1000 FRIENDS OF MARYLAND 1209 NORTH CALVERT STREET BALTIMORE, MD 21202	521864759	501C3	30,000.	0.			CONSERVATION ASSISTANCE
ALABAMA TREASURE FOREST ASSOCIATION - P.O. BOX 189 - CHUNCHULA, AL 36521	631051039	501C3	20,000.	0.			CONSERVATION ASSISTANCE
ALABAMA WILDLIFE FEDERATION 3050 LANARK RD MILLBROOK, AL 36054	630496911	501C3	44,314.	0.			CONSERVATION ASSISTANCE
ALLIANCE FOR THE GREAT LAKES 17 NORTH STATE STREET, STE 1390 CHICAGO, IL 60602	237104524	501C3	11,000.	0.			CONSERVATION ASSISTANCE
ARIZONA WILDLIFE FEDERATION P.O. BOX 51510 MESA, AZ 85208	860076994	501C3	9,033.	0.			CONSERVATION ASSISTANCE
ARKANSAS WILDLIFE FEDERATION 9108 RODNEY PARHAM RD, SUITE 101 LITTLE ROCK, AR 72205	716059226	501C3	6,176.	0.			CONSERVATION ASSISTANCE

2 Enter total number of section 501(c)(3) and government organizations

55.

3 Enter total number of other organizations

6.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule I (Form 990) (2010)

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
AUDUBON NEW YORK 200 TRILLIUM LN ALBANY, NY 12203	131624102	501C3	22,500.	0.			CONSERVATION ASSISTANCE
CHESAPEAKE CLIMATE ACTION P.O. BOX 11138 TAKOMA PARK, MD 20912	113644283	501C3	6,324.	0.			CONSERVATION ASSISTANCE
CITIZENS CAMPAIGN FOR ENVN 225-A MAIN ST FARMINGDALE, NY 11735	112983418	501C3	14,000.	0.			CONSERVATION ASSISTANCE
CITIZENS FOR PENNSYLVANIA'S FUTURE 610 NORTH THIRD STREET HARRISBURG, PA 17101	311607866	501C3	45,000.	0.			CONSERVATION ASSISTANCE
CITY COLLEGES OF CHICAGO 226 WEST JACKSON BLVD. CHICAGO, IL 60606	363157624	501C3	6,000.	0.			CONSERVATION ASSISTANCE
COAL RIVER MOUNTAIN WATCH P.O. BOX 651 WHITESVILLE, WV 25209	550765268	501C3	5,100.	0.			CONSERVATION ASSISTANCE
COALITION TO RESTORE COASTAL LOUISIANA - 746 MAIN STREET, STE B101 - BATON ROUGE, LA 70802	721115589	501C3	50,000.	0.			CONSERVATION ASSISTANCE
COCOPIAH INDIAN TRIBE COUNTY 15TH STREET & AVE. G SOMERTON, AZ 85350	860255690		5,700.	0.			CONSERVATION ASSISTANCE
CONTRIBUTION FOR RIVER UP! (HUFON RIVER WATERSHED COUNCIL) - 1100 NORTH MAIN STREET, SUITE 210 - ANN ARBOR, MI 48104	381806452	501C3	20,000.	0.			CONSERVATION ASSISTANCE

LHA

Schedule I (Form 990)

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II).

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
DELAWARE NATURE SOCIETY 3507 BARLEY MILL RD HOCKESSIN, DE 19707	516018321	510C3	30,693.	0.			CONSERVATION ASSISTANCE
DUCKS. UNLIMITED 1301 PENNSYLVANIA AVENUE NW, STE 40 WASHINGTON, DC 20004	135643799	510C3	33,000.	0.			CONSERVATION ASSISTANCE
ENVIRONMENTAL ADVOCATES OF NEW YORK - 353 HAMILTON ST - ALBANY, NY 12210	222360736	501C3	10,274.	0.			CONSERVATION ASSISTANCE
ENVIRONMENTAL COUNCIL OF RHODE ISLAND - P.O. BOX 9061 - PROVIDENCE, RI 02940	050456927	501C3	6,396.	0.			CONSERVATION ASSISTANCE
FLORIDA WILDLIFE FEDERATION P.O. BOX 6870 TALLAHASSEE, FL 32314	591398265	501C3	64,106.	0.			CONSERVATION ASSISTANCE
FOREST GUILD P.O. BOX 8309 SANTA FE, NM 87504	850446866	501C3	21,000.	0.			CONSERVATION ASSISTANCE
FRESHWATER FUTURE P.O. BOX 2479 PETOSKEY, MI 49770	205693503	501C3	185,000.	0.			CONSERVATION ASSISTANCE
GREAT LAKES COMMISSION 2805 S. INDUSTRIAL HIGHWAY SUITE 1 ANN ARBOR, MI 48104	386027814		29,858.	0.			CONSERVATION ASSISTANCE
INDIANA WILDLIFE FEDERATION 4715 W. 106TH ST ZIONSVILLE, IN 46077	351058426	501C3	50,923.	0.			CONSERVATION ASSISTANCE
LHA							

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)							
(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
IOWA WILDLIFE FEDERATION 116 LAKESIDE DR NE SOLON, IA 50316	237326585	501C3	5,948.	0.			CONSERVATION ASSISTANCE
LAKE PONTCHARTRAIN BASIN FOUNDATION - P.O. BOX 6965 - METAIRIE, LA 70009	721152784	501C3	50,000.	0.			CONSERVATION ASSISTANCE
LOUISIANA WILDLIFE FEDERATION P.O. BOX 65239 BATON ROUGE, LA 70896	720445638	501C3	6,649.	0.			CONSERVATION ASSISTANCE
MCINTOSH SEED P.O. BOX 2355 DARIEN, GA 31305	582556194	501C3	8,800.	0.			CONSERVATION ASSISTANCE
MICHIGAN UNITED CONSERVATION CLUBS 2101 WOOD ST LANSING, MI 48909	380831862	501C3	13,386.	0.			CONSERVATION ASSISTANCE
MINNESOTA CONSERVATION FEDERATION 542 SNELLING AVE, STE 104 ST. PAUL, MN 55116	410808383	501C3	25,648.	0.			CONSERVATION ASSISTANCE
MISSISSIPPI MUSEUM OF 2148 RIVERSIDE DR JACKSON, MS 39202	640592874	501C3	49,000.	0.			CONSERVATION ASSISTANCE
MONTANA FISH, WILDLIFE, AND PARKS FOUNDATION - P.O. BOX 200701 - HELENA, MT 59620	810528922	501C3	5,439.	0.			CONSERVATION ASSISTANCE
MOTE MARINE LABORATORY 1600 KEN THOMPSON PARKWAY SARASOTA, FL 34236	590756643	501C3	25,000.	0.			CONSERVATION ASSISTANCE

LHA

Schedule I (Form 990)

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
NATIONAL WILDLIFE FEDERATION ACTION FUND - 11100 WILDLIFE CENTER DRIVE - RESTON, VA 20190	742556532	501C4	1,069,999.	0.			CONSERVATION ASSISTANCE
NATURAL RESOURCES COUNCIL OF MAINE 3 WADE ST AUGUSTA, ME 04330	010270690	501C3	15,548.	0.			CONSERVATION ASSISTANCE
NATURAL RESOURCES DEFENSE 40 WEST 20TH ST NEW YORK, NY 10011	132654926	501C3	30,000.	0.			CONSERVATION ASSISTANCE
NEBRASKA WILDLIFE FEDERATION P.O. BOX 81437 LINCOLN, NE 68501	237401528	501C3	19,086.	0.			CONSERVATION ASSISTANCE
NEVADA WILDLIFE FEDERATION P.O. BOX 71238 RENO, NV 89570	237088184	501C3	5,848.	0.			CONSERVATION ASSISTANCE
NEW MEXICO WILDLIFE FEDERATION 2610 SAN MATEO BLVD NE ALBUQUERQUE, NM 87110	850160947	501C3	98,786.	0.			CONSERVATION ASSISTANCE
NO ON 23 1100 11TH STREET SACRAMENTO, CA 95814	271781659	501C4	3,000,000.	0.			CONSERVATION ASSISTANCE
NORTH CAROLINA WILDLIFE FEDERATION 1024 WASHINGTON ST RALEIGH, NC 27605	561564376	501C3	5,248.	0.			CONSERVATION ASSISTANCE
OHIO ENVIRONMENTAL COUNCIL 1207 GRANDVIEW AVE, SUITE 201 COLUMBUS, OH 43212 LHA	310805578	501C3	36,000.	0.			CONSERVATION ASSISTANCE

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
PAGE WHITHAM LAND & CATTLE LLP P.O. BOX 27 GLASSGOW, MT 59230	810393177		26,800.	0.			CONSERVATION ASSISTANCE
PENFUTURE 610 NORTH THIRD STREET HARRISBURG, PA 17101	311607866	501C3	6,386.	0.			CONSERVATION ASSISTANCE
PRAIRIE RIVERS NETWORK 1902 FOX DRIVE SUITE G CHAMPAIGN, IL 61820	376085905	501C3	6,686.	0.			CONSERVATION ASSISTANCE
RENEWABLE RESOURCES COALITION 605 WEST 2ND AVE. ANCHORAGE, AK 99501	203364779	501C6	8,101.	0.			CONSERVATION ASSISTANCE
SIERRA CLUB FOUNDATION 85 SECOND ST, STE.750 SAN FRANCISCO, CA 94105	946069890	501C3	33,000.	0.			CONSERVATION ASSISTANCE
SOUTH CAROLINA WILDLIFE FEDERATION 215 PICKENS ST COLUMBIA, SC 29205	570602549	501C3	36,536.	0.			CONSERVATION ASSISTANCE
SOUTHERN ENVIRONMENTAL LAW CENTER 201 WEST MAIN STREET, SUITE 14 CHARLOTTEVILLE, VA 22902	521436778	501C3	30,000.	0.			CONSERVATION ASSISTANCE
TEXAS A&M UNIV. CORPUS CHRISTI 6300 OCEAN DR, UNIT 5758 CORPUS CHRISTI, TX 78412	741760663	501C3	10,000.	0.			CONSERVATION ASSISTANCE
TEXAS CONSERVATION ALLIANCE 2623 SOUTH BOLDT AVE TYLER, TX 75701 LHA	237112618	501C3	5,686.	0.			CONSERVATION ASSISTANCE

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
THE NATURE CONSERVANCY FAIRFAX DR, #100 ARLINGTON, VA 22203	530242652	501C3	50,000.	0.			CONSERVATION ASSISTANCE
THREE PEAKS RANCH P.O. BOX 2370 LIVINGSTON, MT 59047	201522842		125,000.	0.			CONSERVATION ASSISTANCE
TIPP OF THE MITT 426 BAY ST PETOSKEY, MI 49770	382361745	501C3	5,025.	0.			CONSERVATION ASSISTANCE
VERMONT NATURAL RESOURCES COUNCIL 9 BAILEY AVE. MONTPELIER, VT 05602	030223731	501C3	8,957.	0.			CONSERVATION ASSISTANCE
VIRGINIA CONSERVATION NETWORK 422 FRANKLIN STE 303 RICHMOND, VA 23219	510198762	501C3	47,448.	0.			CONSERVATION ASSISTANCE
WEST ATLANTA WATERSHED ALLIANCE P.O. BOX 50043 ATLANTA, GA 30302	200890449	501C3	6,500.	0.			CONSERVATION ASSISTANCE
WEST VIRGINIA RIVERS 329 DAVIS AVENUE, SUITE 7 ELKINS, WV 26241	521736621	510C3	31,186.	0.			CONSERVATION ASSISTANCE
WISCONSIN WILDLIFE FEDERATION W 7303 COUNTY HIGHWAY CS & Q POYNETTEE, WI 53955	391095827	501C3	11,779.	0.			CONSERVATION ASSISTANCE
WYOMING WILDLIFE FEDERATION P.O. BOX 106 CHEYENNE, WY 82003	237002578	501C3	7,517.	0.			CONSERVATION ASSISTANCE

LHA

NATIONAL WILDLIFE FEDERATION

Schedule I (Form 990) (2010)

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22. Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
CONSERVATION ASSISTANCE	1	9,300.	0.		

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information.

SCHEDULE I, PART I, LINE 2: THE NATIONAL WILDLIFE FEDERATION (NWF) PROVIDES ORGANIZATIONAL SUPPORT THROUGHOUT THE YEAR IN THE FORM OF GRANTS AND AWARDS. THIS SUPPORT IS GIVEN TO BOTH ORGANIZATIONS AND INDIVIDUALS WHOSE WORK WILL FURTHER BENEFIT THE MISSION OF NWF'S CONSERVATION AND EDUCATION PROGRAMS. FOR GRANTS THAT ARE SUB-AWARDS AND WHERE THE ORIGINAL FUNDS WERE GRANTED TO NWF, WE REQUIRE THE AWARD TO REPORT TO NWF ON HOW THE FUNDS ARE USED. IN CASES WHERE IT IS NWF FUNDS THAT ARE GIVEN OUT AS A GRANT, THERE ARE TWO TYPES:

1.) IF THE GRANT IS FOR ORGANIZATIONAL SUPPORT TO A 501(C)(3) AFFILIATE, NWF

Part IV Supplemental Information

DOES NOT ASK THEM TO REPORT TO US. THE GRANT CONTRACT SPECIFIES THE TERMS

AND USES OF THE GRANT.

2.) THE OTHER TYPE OF GRANT WOULD BE FOR A NON-AFFILIATE OR NON

501(C)(3) ENTITY THAT IS IN THE CONSERVATION AND EDUCATION FIELD. NATIONAL

WILDLIFE FEDERATION SPECIFIES IN ITS AWARD LETTER TO GRANTEES THE REPORTING

REQUIREMENTS ON THE USE OF THE FUNDS AND IN SOME CASES RESERVES THE RIGHT

TO EXAMINE THE RECORDS ASSOCIATED WITH THE AWARD.

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 23.

▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

2010

Open to Public Inspection

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I Questions Regarding Compensation

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- | | |
|--|--|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) |

b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?

3 Indicate which, if any, of the following the organization uses to establish the compensation of the organization's CEO/Executive Director. Check all that apply.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee | <input checked="" type="checkbox"/> Written employment contract |
| <input checked="" type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

a Receive a severance payment or change-of-control payment from the organization or a related organization?

b Participate in, or receive payment from, a supplemental nonqualified retirement plan?

c Participate in, or receive payment from, an equity-based compensation arrangement?

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.

5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

a The organization?

b Any related organization?

If "Yes" to line 5a or 5b, describe in Part III.

6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

a The organization?

b Any related organization?

If "Yes" to line 6a or 6b, describe in Part III.

7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1b		
2	X	
4a		X
4b		X
4c		X
5a		X
5b		X
6a		X
6b		X
7		X
8		X
9		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2010

Part I Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(i)-(iii) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a.

(A) Name	(B) Breakdown of W-2 and/or 1099-MISC compensation						(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation							
1 LARRY J. SCHWEIGER	(i)	309,551.	0.	42,918.	16,120.	11,394.	379,983.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
2 JAIME B MATYAS	(i)	210,988.	6,100.	16,506.	18,580.	10,615.	262,789.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
3 DULCE M. GOMEZ-ZORMELO	(i)	145,605.	3,900.	18,016.	12,925.	11,314.	191,760.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
4 JEREMY SYMONS	(i)	156,931.	6,100.	16,846.	13,263.	10,264.	203,404.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
5 DAN T. CHU	(i)	147,890.	6,100.	16,702.	13,056.	9,884.	193,632.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
6 KEVIN J. COYLE	(i)	153,472.	3,537.	14,941.	11,582.	10,037.	193,569.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
7 JAMES S. LYON	(i)	147,929.	5,426.	12,062.	9,495.	9,848.	184,760.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
8 ANDREW P. BUCHSBAUM	(i)	122,636.	2,800.	22,515.	9,735.	2,497.	160,183.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
9 EDWARD J. COLEMAN	(i)	115,722.	5,000.	22,657.	6,688.	8,233.	158,300.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
10 MERI-MARGARET DEOUIDES	(i)	114,051.	5,000.	16,600.	5,896.	9,576.	151,123.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
11 MONICA M. COLLINS	(i)	140,587.	0.	5,186.	4,334.	5,452.	155,559.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
12 KAREN B. KRESS	(i)	89,966.	0.	14,277.	4,006.	1,050.	109,299.	0.		
	(ii)	0.	0.	0.	0.	0.	0.	0.		
13	(i)									
	(ii)									
14	(i)									
	(ii)									
15	(i)									
	(ii)									
16	(i)									
	(ii)									

Part IV Business Transactions Involving Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No
BRUCE WALLACE	DIRECTOR	175,000.	PART IV, LI		X

Part V Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule L (see instructions).

SCH L, PART IV, BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS:

(A) NAME OF PERSON: BRUCE WALLACE

(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:

DIRECTOR

(C) AMOUNT OF TRANSACTION \$ 175,000.

(D) DESCRIPTION OF TRANSACTION: PART IV, LINE 1: MR. WALLACE'S LAW FIRM

IS ENGAGED TO PROVIDE ADVICE, SUPPORT AND LITIGATION SERVICES IN

CONNECTION WITH THE EFFORTS BY NWF TO PREVENT OR LIMIT ENVIRONMENTALLY

INJURIOUS MINING ACTIVITIES IN THE UPPER PENINSULA OF MICHIGAN,

SPECIFICALLY TO A POTENTIAL MINE SITE KNOWN AS "EAGLE PROSPECT".

(E) SHARING OF ORGANIZATION REVENUES? = NO

**SCHEDULE M
(Form 990)**

Noncash Contributions

OMB No. 1545-0047

2010

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ **Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.**
▶ **Attach to Form 990.**

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I Types of Property

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art - Works of art				
2 Art - Historical treasures				
3 Art - Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities - Publicly traded	X	35	226,626	FMV
10 Securities - Closely held stock				
11 Securities - Partnership, LLC, or trust interests				
12 Securities - Miscellaneous				
13 Qualified conservation contribution - Historic structures				
14 Qualified conservation contribution - Other				
15 Real estate - Residential				
16 Real estate - Commercial				
17 Real estate - Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ▶ ()				
26 Other ▶ ()				
27 Other ▶ ()				
28 Other ▶ ()				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement **29**

30a During the year, did the organization receive by contribution any property reported in Part I, lines 1-28 that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?

b If "Yes," describe the arrangement in Part II.

31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?

32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?

b If "Yes," describe in Part II.

33 If the organization did not report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II.

	Yes	No
30a		X
31	X	
32a	X	

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule M (Form 990) (2010)

Part II

Supplemental Information. Complete this part to provide the information required by Part I, lines 30b, 32b, and 33.
Also complete this part for any additional information.

SCHEDULE M, LINE 32B: NATIONAL WILDLIFE FEDERATION USES A BROKERAGE

HOUSE TO SELL NON CASH CONTRIBUTIONS (PUBLICLY TRADED SECURITIES).

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

OMB No. 1545-0047

2010
Open to Public
Inspection

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

A) PEOPLE BECOMING MORE DISCONNECTED FROM NATURE, B) LOSS OF HABITAT

AND C) THE ACCELERATING THREAT OF GLOBAL CLIMATE CHANGE. THROUGH THE

HARD WORK OF OUR DEDICATED STAFF, NINE REGIONAL OFFICES, NATIONAL

ADVOCACY CENTER AND 47 STATE AFFILIATES, NWF IS WORKING TO KEEP THE

WILD ALIVE.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

SUCCESSFULLY FOUGHT FOR AND ACHIEVED FEDERAL LEGISLATION THAT

PERMANENTLY WITHDREW MINERAL LEASING IN VALLE VIDAL. BECAUSE CLIMATE

CHANGE IS HAVING PROFOUND EFFECTS ON THE RESILIENCY AND HEALTH OF

ECOSYSTEMS AND THE ABILITY OF NATURE, WILD SPECIES AND PEOPLE TO REMAIN

HEALTHY AND ALIVE, NWF WORKS TO INSPIRE PEOPLE TO TAKE ACTION AT HOME

AND AT WORK, ON THEIR WORKING LANDS, IN THEIR COMMUNITIES, AND IN STATE

AND FEDERAL LEGISLATURES THAT WILL ACCELERATE THE SHIFT AWAY FROM

CARBON-BASED ENERGY.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

SIGNATURE EVENTS BROUGHT 885 EXPLORERS OUTSIDE TO EXPERIENCE NATURE IN

AN EDUCATIONAL ATMOSPHERE.

NWF'S HABITATS PROGRAM HAS PRODUCED THREE SUCCESSFUL WAYS FOR OUR FOUR

MILLION MEMBERS AND SUPPORTERS ACROSS THE COUNTRY TO HELP WILDLIFE ON

THEIR OWN TERMS AND IN THEIR OWN TIME-CERTIFIED WILDLIFE HABITAT,

SCHOOLYARD HABITAT AND COMMUNITY HABITAT. WITH OVER 146,000 CERTIFIED

HABITATS, 3,700 SCHOOLYARD HABITATS AND 52 CERTIFIED COMMUNITY

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule O (Form 990 or 990-EZ) (2010)

032211
01-24-11

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
--	--

HABITATS, OVER ONE MILLION AMERICANS ARE PARTICIPATING TO MAKE A
DIFFERENCE FOR WILDLIFE.

ECO SCHOOLS IS AN INTERNATIONAL PROGRAM AIMED AT FOSTERING A GREATER
SENSE OF ENVIRONMENTAL STEWARDSHIP IN SCHOOL AGE STUDENTS. NWF WAS
CHOSEN AS THE SOLE AMERICAN ENVIRONMENTAL ORGANIZATION TO INTRODUCE AND
IMPLEMENT THIS PROGRAM IN THE US. SINCE ITS LAUNCH IN 2009 NWF HAS
SIGNED UP 815 SCHOOLS REPRESENTING 350,000 STUDENTS AND 12,400
EDUCATORS.

FOR 44 YEARS RANGER RICK MAGAZINE HAS BEEN INTRODUCING KIDS TO THE
WONDERS OF NATURE. IN 2010, RANGER RICK CONTINUED ITS STANDARD OF
EXCELLENCE IN EDUCATION BY WINNING PERIODICAL OF THE YEAR FOR CHILDREN
(GRADES K-5). TOGETHER WITH OUR TWO OTHER AWARD WINNING CHILDREN'S
MAGAZINES, THEY REACH ONE MILLION HOMES PER MONTH AND OVER TWO MILLION
YOUNG READERS.

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS:

STORIES FROM NWF AND AROUND THE NATION.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:

OTHER NATURE EDUCATION MATERIALS COMMUNICATE NWF'S MISSION TO RAISE
PUBLIC AWARENESS AROUND OUR THREE MAIN OBJECTIVES - GETTING KIDS BACK
OUTSIDE, SAFEGUARDING WILDLIFE AND HABITAT AND FINDING SOLUTIONS TO
CLIMATE CHANGE. WITH OUR CARDS AND WILDLIFE CENTERED ITEMS, NWF HAS
MORE WAYS TO ENGAGE OUR 4 MILLION MEMBERS AND SUPPORTERS WHILE ALSO
GETTING OUR MESSAGE TO NEW AUDIENCES WHO HAVE AN INTEREST IN PROTECTING

WILDLIFE.

032212
01-24-11

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
--	--

EXPENSES \$ 7,838,129. INCLUDING GRANTS OF \$ 0. REVENUE \$ 4,693,136.

FORM 990, PART VI, SECTION A, LINE 6: NWF'S 47 STATE AND TERRITORIAL

AUTONOMOUS AND UNRELATED AFFILIATES ARE MEMBERS OF THE FEDERATION.

FORM 990, PART VI, SECTION A, LINE 7A: AFFILIATE REPRESENTATIVES ELECT THE

MAJORITY OF THE BOARD OF DIRECTORS OF THE NATIONAL WILDLIFE FEDERATION.

FORM 990, PART VI, SECTION B, LINE 11: NWF'S FINANCE DEPARTMENT COMPILES

DATA AND SCHEDULES FOR THE IRS FORM 990 FROM AUDITED FINANCIAL STATEMENTS.

BDO USA, LLP PREPARES AND REVIEWS THE RETURN. NWF BOARD MEMBERS ARE

PROVIDED WITH A DRAFT COPY OF THE 990 RETURN. AN NWF AUDIT COMMITTEE

MEETING IS HELD WHERE THE FULL BOARD IS INVITED TO PARTICIPATE IN

DISCUSSING THE 990 PRIOR TO FILING. NWF FINANCE STAFF, GENERAL COUNSEL AND

THE BDO TAX PARTNER ADDRESS AND ANSWER ANY QUESTIONS THAT THE BOARD MAY

HAVE.

FORM 990, PART VI, SECTION B, LINE 12C: OFFICERS, DIRECTORS, TRUSTEES, AND

EMPLOYEES ARE REQUIRED TO DISCLOSE ANY POTENTIAL ISSUES THAT MAY CAUSE A

CONFLICT. GENERAL COUNSEL AND HUMAN RESOURCES COMMUNICATE POLICY TO BOARD

AND EMPLOYEES. FORMS ARE REVIEWED AND DISCLOSURES REVIEWED BY A COMMITTEE

OF THE BOARD.

FORM 990, PART VI, SECTION B, LINE 15A:

15A - THE COMPENSATION OF THE CEO OF NATIONAL WILDLIFE FEDERATION IS SET BY

THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS, WHICH CONSISTS OF SEVEN

INDEPENDENT BOARD MEMBERS. THE EXECUTIVE COMMITTEE RELIES ON AN ANNUAL

COMPREHENSIVE COMPENSATION STUDY PREPARED BY AN INDEPENDENT OUTSIDE

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
--	--

CONSULTING FIRM SPECIFICALLY FOR THE NATIONAL WILDLIFE FEDERATION.

15B - THE CEO IS RESPONSIBLE FOR COMPENSATION FOR ALL OTHER EMPLOYEES,
INCLUDING KEY EMPLOYEES. THE HUMAN RESOURCES DEPARTMENT IS RESPONSIBLE FOR
BENCHMARKING TO MARKET BOTH INITIAL COMPENSATION AND ANY SALARY INCREASES
THAT ARE PROVIDED. THE OFFICERS WHO ARE ALSO EMPLOYEES, THEIR COMPENSATION
IS HANDLED AS DESCRIBED, EXCEPT THAT THE BOARD CHAIR IS A VOLUNTEER LEADER
WHO IS NOT COMPENSATED.

FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:

AL, AK, AZ, AR, CA, CO, CT, FL, GA, IL, KS, KY, LA, ME, MD, MA, MI, MN, MO, MS, NH, NJ, NM, NY, NC
ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WV, WA, WI

FORM 990, PART VI, SECTION C, LINE 19: NWF MAKES ITS GOVERNING DOCUMENTS,
CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS AVAILABLE TO THE
PUBLIC UPON REQUEST.

FORM 990, PART XI, LINE 5, CHANGES IN NET ASSETS:

NET UNREALIZED GAINS ON INVESTMENTS:	1,170,814.
CHANGE IN SPLIT INTEREST AGREEMENTS	259,562.
GAIN (LOSS) ON PENSION INVESTMENT	2,041,642.
CAPITALIZED IN-KIND GIFT	10,788.
CHANGE IN NET ASSETS, NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC.	
TOTAL TO FORM 990, PART XI, LINE 5	3,482,806.

FORM 990, PART XII, LINE 2C

032212
01-24-11

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

THE PROCESS FOR REVIEW FOR 990:

THE PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.

Part V Transactions With Related Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35, 35a, or 36.)

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.
 1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

	Yes	No
a Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity		X
b Gift, grant, or capital contribution to other organization(s)	X	
c Gift, grant, or capital contribution from other organization(s)	X	
d Loans or loan guarantees to or for other organization(s)		X
e Loans or loan guarantees by other organization(s)		X
f Sale of assets to other organization(s)		X
g Purchase of assets from other organization(s)		X
h Exchange of assets		X
i Lease of facilities, equipment, or other assets to other organization(s)		X
j Lease of facilities, equipment, or other assets from other organization(s)		X
k Performance of services or membership or fundraising solicitations for other organization(s)		X
l Performance of services or membership or fundraising solicitations by other organization(s)		X
m Sharing of facilities, equipment, mailing lists, or other assets		X
n Sharing of paid employees		X
o Reimbursement paid to other organization for expenses		X
p Reimbursement paid by other organization for expenses		X
q Other transfer of cash or property to other organization(s)		X
r Other transfer of cash or property from other organization(s)		X

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

	(a) Name of other organization	(b) Transaction type (a-r)	(c) Amount involved	(d) Method of determining amount involved
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

