

Exempt Organization Declaration and Signature for Electronic Filing

For calendar year 2012, or tax year beginning SEP 1, 2012, and ending AUG 31, 2013

2012

Department of the Treasury Internal Revenue Service

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

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. If you check the box on line 1a, 2a, 3a, 4a, or 5a below and the amount on that line of the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, or 5b, whichever is applicable, blank (do not enter -0-). If you entered -0- on the return, then enter -0- on the applicable line below. Do not complete more than one line in Part I.

Table with 5 rows (1a-5a) and 2 columns (b, 1b-5b). Row 1a: Form 990 check here [X] b Total revenue, if any (Form 990, Part VIII, column (A), line 12) 1b 83349270

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 (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment.

[] 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 allowing disclosure by the IRS of this Form 990/990-EZ/990-PF (as specifically identified in Part I above) to the selected state agency(ies).

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 2012 electronic return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund.

Sign Here [Signature] | 6/18/14 | TREASURER
Signature of officer Date Title

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. If I am only a collector, I am not responsible for reviewing the return and only declare that this form accurately reflects the data on the return. The organization officer will have signed this form before I submit the return. I will give the officer a copy of all forms and information to be filed with the IRS, and have followed all other requirements in Pub. 4163, Modernized e-file (MeF) Information for Authorized IRS e-file Providers for Business Returns. If I am also the Paid Preparer, under penalties of perjury I declare that I have examined the above organization's return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete. This Paid Preparer declaration is based on all information of which I have any knowledge.

Form fields for ERO's signature, date (6/19/2014), firm name (BDO USA, LLP), address (7101 WISCONSIN AVE., SUITE 800, BETHESDA, MD 20814-4827), EIN (13-5381590), and phone number ((301) 654-4900).

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. Declaration of preparer is based on all information of which the preparer has any knowledge.

Table for Paid Preparer Use Only with columns: Print/Type preparer's name, Preparer's signature, Date, Check if self-employed, PTIN, Firm's name, Firm's EIN, Firm's address, Phone no.

Product: Exempt

Category:

Name: NATIONAL WILDLIFE FEDERATION

IRS Center: Ogden

e-Postmark: 6/19/2014 7:54:46 AM

FEIN: 53-0204616

Notification:

Fiscal Year 9/1/2012

Fiscal Year 8/31/2013

Begin Date:

End Date:

DCN	Date	Type Of Activity	Submission ID	Refund/(Due)	Updated By
	3/31/2014	Upload Started			
	3/31/2014	Released for Transmission - Validation in Progress			System
	3/31/2014	Ready to transmit - Validation Complete			
	3/31/2014	Transmitted to FD	52761520140900336e05		
	3/31/2014	Transmitted to VA	52761520140900325f00		
	3/31/2014	Accepted by FD on 3/31/2014			
	3/31/2014	Accepted by VA on 3/31/2014			
	6/19/2014	Upload Started - Amended Return			
	6/19/2014	Released for Transmission - Validation in Progress			System
	6/19/2014	Disqualified or Not Yet Available for Electronic Filing-VA			
	6/19/2014	Ready to transmit - Validation Complete			
	6/19/2014	Transmitted to FD	52761520141700325e00		
	6/19/2014	Accepted by FD on 6/19/2014			

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PUBLIC DISCLOSURE COPY

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

2012

Department of the Treasury
Internal Revenue Service

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

Open to Public Inspection

A For the **2012** calendar year, or tax year beginning **SEP 1, 2012** and ending **AUG 31, 2013**

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input checked="" type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization NATIONAL WILDLIFE FEDERATION		D Employer identification number 53-0204616
	Doing Business As		E Telephone number (703) 438-6000
	Number and street (or P.O. box if mail is not delivered to street address)	Room/suite	
	11100 WILDLIFE CENTER DRIVE		G Gross receipts \$ 87,160,680.
City, town, or post office, state, and ZIP code RESTON, VA 20190-5362		H(a) Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
F Name and address of principal officer: LARRY J. SCHWEIGER SAME AS C ABOVE		H(b) Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions)	
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		H(c) Group exemption number ▶	
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

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: SEE SCHEDULE O	
	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)	31
	4 Number of independent voting members of the governing body (Part VI, line 1b)	30
	5 Total number of individuals employed in calendar year 2012 (Part V, line 2a)	461
	6 Total number of volunteers (estimate if necessary)	3900
	7a Total unrelated business revenue from Part VIII, column (C), line 12	142,507.
b Net unrelated business taxable income from Form 990-T, line 34	-522,791.	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year: 65,396,583. Current Year: 67,674,931.
	9 Program service revenue (Part VIII, line 2g)	8,254,632. 6,543,141.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	31,157. 590,467.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	11,044,146. 7,947,645.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	84,726,518. 82,756,184.
	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	1,889,919. 1,786,914.
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0. 0.
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	34,754,437. 32,456,540.
	16a Professional fundraising fees (Part IX, column (A), line 11e)	784,384. 1,501,179.
	b Total fundraising expenses (Part IX, column (D), line 25) ▶ 8,909,835.	
Expenses	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	51,100,333. 43,997,578.
	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	88,529,073. 79,742,211.
	19 Revenue less expenses. Subtract line 18 from line 12	-3,802,555. 3,013,973.
	Net Assets or Fund Balances	20 Total assets (Part X, line 16)
21 Total liabilities (Part X, line 26)		79,144,503. 74,900,262.
22 Net assets or fund balances. Subtract line 21 from line 20		-14,654,758. -8,443,371.

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	Date			
	DULCE M. GOMEZ-ZORMELO, TREASURER	Type or print name and title			
Paid Preparer Use Only	Print/Type preparer's name MICHAEL SORRELLS, CPA	Preparer's signature	Date	Check if self-employed <input type="checkbox"/>	PTIN P00001737
	Firm's name ▶ BDO USA, LLP	Firm's EIN ▶ 13-5381590			
	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: SEE SCHEDULE O

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

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [] Yes [X] No

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.

4a (Code:) (Expenses \$ 26,140,088. including grants of \$ 1,708,355.) (Revenue \$ 151,056.) NWF'S ADVOCACY PROGRAMS EDUCATE PEOPLE ABOUT CONSERVATION PROBLEMS AND ENGAGE THEM IN ADVANCING POLICY AND PRIVATE SECTOR SOLUTIONS TO THOSE PROBLEMS. (SEE SCHEDULE O FOR CONTINUATION)

4b (Code:) (Expenses \$ 18,492,158. including grants of \$ 78,559.) (Revenue \$ 588,107.) NWF'S EDUCATION, OUTREACH AND PUBLICATIONS RECONNECTS CHILDREN AND ADULTS WITH NATURE THROUGH SUCH PROGRAMS AS BE OUT THERE, CERTIFIED WILDLIFE HABITATS, ECO SCHOOLS USA, AND THROUGH OUR PUBLICATIONS: NATIONAL WILDLIFE, RANGER RICK, AND RANGER RICK, JR. EACH YEAR NWF REACHES ABOUT THREE MILLION SCHOOL CHILDREN THROUGH ITS EDUCATION PROGRAMS AND ANOTHER TWO AND A HALF MILLION YOUNG READERS THROUGH ITS EDUCATIONAL CHILDREN'S PUBLICATIONS. (SEE SCHEDULE O FOR CONTINUATION)

4c (Code:) (Expenses \$ 9,857,374. including grants of \$) (Revenue \$ 6,380,893.) 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. (SEE SCHEDULE O FOR CONTINUATION)

4d Other program services (Describe in Schedule O.) (Expenses \$ 8,755,944. including grants of) (Revenue \$ 6,875,771.)

4e Total program service expenses 63,245,564.

Part IV Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	X	
2	Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>	X	
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>	X	
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>	X	
c	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>	X	
e	Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>		X
b	Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>	X	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	X	
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>	X	
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i>	X	
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>	X	
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	X	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a	Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

Part IV Checklist of Required Schedules (continued)

		Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	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? <i>If "Yes," complete Schedule I, Parts I and III</i>		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? <i>If "Yes," complete Schedule J</i>	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? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25</i>		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? <i>If "Yes," complete Schedule L, Part I</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? <i>If "Yes," complete Schedule L, Part I</i>		X
26	Was a loan to or by a current or former officer, director, trustee, key employee, highest compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i>		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		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? <i>If "Yes," complete Schedule L, Part IV</i>		X
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		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? <i>If "Yes," complete Schedule L, Part IV</i>	X	
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	X	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		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? <i>If "Yes," complete Schedule R, Part I</i>		X
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	X	
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		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? <i>If "Yes," complete Schedule R, Part VI</i>		X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?	X	

Note. All Form 990 filers are required to complete Schedule O

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 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 Did the organization have members or stockholders?; 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?; 7b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?; 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 Did the organization have local chapters, branches, or affiliates?; 10b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?; 11a Has the organization provided a complete 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 Did the organization have a written conflict of interest policy? If "No," go to line 13; 12b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?; 12c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done; 13 Did the organization have a written whistleblower policy?; 14 Did 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?; 15a The organization's CEO, Executive Director, or top management official; 15b Other officers or key employees of the organization; 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," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?

Section C. Disclosure

Table with 2 columns: Question, Answer. Rows include: 17 List the states with which a copy of this Form 990 is required to be filed; 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.; 19 Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.; 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization:; 21 State the name, physical address, and telephone number of the person who possesses the books and records of the organization:; 22 State the name, physical address, and telephone number of the person who possesses the books and records of the organization:.

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 (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(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			
(1) DEBORAH SPALDING CHAIR	3.00	X		X				0.	0.	0.
(2) STEPHEN K. ALLINGER IMMEDIATE PAST CHAIR	3.00	X		X				0.	0.	0.
(3) DAVID CARRUTH DIRECTOR	3.00	X						0.	0.	0.
(4) KATHLEEN HADLEY DIRECTOR	3.00	X						0.	0.	0.
(5) BRIAN BASHORE DIRECTOR	3.00	X						0.	0.	0.
(6) TAHLIA BEAR DIRECTOR	3.00	X						0.	0.	0.
(7) PAUL BEAUDETTE DIRECTOR	3.00	X						0.	0.	0.
(8) VIRGINIA T. BROCK DIRECTOR	3.00	X						0.	0.	0.
(9) CLARK BULLARD DIRECTOR	3.00	X						0.	0.	0.
(10) ALISON BYERS DIRECTOR	3.00	X						0.	0.	0.
(11) RON CLAUSEN DIRECTOR	3.00	X						0.	0.	0.
(12) SHELLEY COHEN DIRECTOR	3.00	X						0.	0.	0.
(13) DIANE DILLON-RIDGLEY DIRECTOR	3.00	X						0.	0.	0.
(14) SHARON DARNOV DIRECTOR	3.00	X						0.	0.	0.
(15) JOHN THOMAS GRANT, JR. DIRECTOR	3.00	X						0.	0.	0.
(16) DAVID L. HARGETT DIRECTOR	3.00	X						0.	0.	0.
(17) MARK W. HECKERT 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 (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(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			
(18) BILL HOUSTON DIRECTOR	3.00	X						0.	0.	0.
(19) DAVID LANGHORST DIRECTOR	3.00	X						0.	0.	0.
(20) JERRY LITTLE DIRECTOR	3.00	X						0.	0.	0.
(21) RAMON LOPEZ DIRECTOR	3.00	X						0.	0.	0.
(22) CHRISTOPHER NOOK DIRECTOR	3.00	X						0.	0.	0.
(23) JULIA REED-ZAIC DIRECTOR	3.00	X						0.	0.	0.
(24) KENT SALAZAR DIRECTOR	3.00	X						0.	0.	0.
(25) TRUMAN SEMANS DIRECTOR	3.00	X						0.	0.	0.
(26) LESLIE SHAD DIRECTOR	3.00	X						0.	0.	0.
1b Sub-total								0.	0.	0.
c Total from continuation sheets to Part VII, Section A								2,759,220.	0.	319,067.
d Total (add lines 1b and 1c)								2,759,220.	0.	319,067.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization 59

	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. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
ARTCO 1 STATIONARY PLACE, REXBURG, ID 83441	FULFILLMENT & CONSULTING	2,682,503.
CDS GLOBAL, INC 1901 BELL AVE, DES MOINES, IA 50315	MAGAZINE SUBSCRIPTION/FULFILLMENT	1,018,398.
MERKLE, INC, 7001 COLUMBIA GATEWAY DR, COLUMBIA, MD 21046	DATABASE/GRAPHICS/DESIGN	518,861.
INNERWORKINGS, INC., 1440 BROADWAY, 22ND FLOOR, NEW YORK, NY 10018	PRINT PROCUREMENT SERVICES	443,761.
TOGGLE INTERACTIVE 1750 TOWER BLVD, NORTH MANKATO, MN 56003	INTERACTIVE ADVERTISING MANAGEMENT	425,470.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization 16

SEE PART VII, SECTION A CONTINUATION SHEETS

Form 990 (2012)

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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(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			
(27) GREGORY SMITH DIRECTOR	3.00	X					0.	0.	0.	
(28) MARY VAN KERREBROOK DIRECTOR	3.00	X					0.	0.	0.	
(29) LISE VAN SUSTEREN DIRECTOR	3.00	X					0.	0.	0.	
(30) BRUCE WALLACE DIRECTOR	3.00	X					0.	0.	0.	
(31) NICOLE WOOD DIRECTOR	3.00	X					0.	0.	0.	
(32) GREGOR BAILAR DIRECTOR	3.00	X					0.	0.	0.	
(33) MONTY HALCOMB DIRECTOR	3.00	X					0.	0.	0.	
(34) GLORIA REUBEN DIRECTOR	3.00	X					0.	0.	0.	
(35) BEATRICE B. VON GONTARD DIRECTOR	3.00	X					0.	0.	0.	
(36) LARRY J. SCHWEIGER PRESIDENT - NWF	40.00 3.00			X			339,450.	0.	26,458.	
(37) JAIME B. MATYAS CHIEF OPERATING OFFICER	40.00 3.00			X			236,320.	0.	29,891.	
(38) DULCE M. GOMEZ-ZORMELO TREASURER - NWF	40.00 3.00			X			179,553.	0.	25,940.	
(39) JOHN E. ASHLEY JR. ASSISTANT TREASURER - NWF	40.00 3.00			X			118,555.	0.	16,169.	
(40) BARBARA G. MCINTOSH SECRETARY - NWF	40.00 3.00			X			171,076.	0.	21,054.	
(41) JULIE BLESSYN DAVIS ASSISTANT SECRETARY - NWF	40.00			X			138,511.	0.	13,338.	
(42) JEREMY I. SYMONS VP-CONSERVATION/EDUCATION	40.00				X		199,980.	0.	26,000.	
(43) DAN T. CHU VP OF AFFILIATE & REG'L ST	40.00				X		169,775.	0.	24,753.	
(44) KEVIN J. COYLE VP OF EDUCATION	40.00				X		168,797.	0.	25,145.	
(45) JAMES S. LYON VP OF CONSERVATION POLICY	40.00				X		165,893.	0.	21,019.	
(46) MONICA M. COLLINS VP OF DEVELOPMENT	40.00				X		154,412.	0.	10,209.	
Total to Part VII, Section A, line 1c										

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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(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			
(47) ANDREW P. BUCHSBAUM REGIONAL EXEC DIR-GREAT LA	40.00					X		147,784.	0.	11,394.
(48) MARIA E. LITMAN DIRECTOR HR DEVELOPMENT	40.00					X		147,625.	0.	5,378.
(49) MERI-MARGARET DEOUDES VP OF STRAT ALLIANCES/SPEC	40.00					X		145,490.	0.	20,180.
(50) EDWARD J. COLEMAN GM PRODUCT & SUPPORT	40.00					X		144,707.	0.	20,496.
(51) MATTHEW M. SCHUTTLOFFEL VP OF SYSTEMS & TECHNOLOGY	40.00					X		131,292.	0.	21,643.
Total to Part VII, Section A, line 1c								2,759,220.		319,067.

Part VIII Statement of Revenue

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

			(A)	(B)	(C)	(D)	
			Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512, 513, or 514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a 217,994.					
	b Membership dues	1b 6,926,027.					
	c Fundraising events	1c 1,161,168.					
	d Related organizations	1d 8,021,709.					
	e Government grants (contributions)	1e 849,004.					
	f All other contributions, gifts, grants, and similar amounts not included above	1f 50,499,029.					
	g Noncash contributions included in lines 1a-1f: \$	99,634.					
	h Total. Add lines 1a-1f		67,674,931.				
	Program Service Revenue	2 a SUBSCRIPTION REVENUE	Business Code 900099	6,381,312.	6,381,312.		
b REGISTRATION FEES		900099	128,688.	128,688.			
c CONSERVATION CONSULTIN		900099	30,000.	30,000.			
d LITIGATION FEES		900099	1,143.	1,143.			
e							
f All other program service revenue		900099	1,998.	1,998.			
g Total. Add lines 2a-2f			6,543,141.				
Other Revenue		3 Investment income (including dividends, interest, and other similar amounts)		105,017.			105,017.
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties		1,496,612.			1,496,612.	
	6 a Gross rents	(i) Real	281,947.				
		(ii) Personal					
		b Less: rental expenses	681,218.				
		c Rental income or (loss)	-399,271.				
	d Net rental income or (loss)		-399,271.		-401,676.	2,405.	
	7 a Gross amount from sales of assets other than inventory	(i) Securities	747,823.				
		(ii) Other	290.				
		b Less: cost or other basis and sales expenses	262,663.	0.			
		c Gain or (loss)	485,160.	290.			
	d Net gain or (loss)		485,450.			485,450.	
	8 a Gross income from fundraising events (not including \$ 1,161,168. of contributions reported on line 1c). See Part IV, line 18	a	109,719.				
		b Less: direct expenses	880,935.				
c Net income or (loss) from fundraising events			-771,216.			-771,216.	
9 a Gross income from gaming activities. See Part IV, line 19	a						
	b Less: direct expenses						
	c Net income or (loss) from gaming activities						
10 a Gross sales of inventory, less returns and allowances	a	9,463,075.					
	b Less: cost of goods sold	2,579,680.					
	c Net income or (loss) from sales of inventory		6,883,395.	6,883,395.			
Miscellaneous Revenue		Business Code					
11 a ADVERTISING		511120	544,183.		544,183.		
	b HONORARIA	900099	25,108.	25,108.			
	c						
	d All other revenue	900099	168,834.			168,834.	
	e Total. Add lines 11a-11d		738,125.				
12 Total revenue. See instructions.			82,756,184.	13,451,644.	142,507.	1,487,102.	

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).

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

X

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 United States. See Part IV, line 21	1,707,371.	1,707,371.		
2 Grants and other assistance to individuals in the United States. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16	79,543.	79,543.		
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	2,713,950.	2,151,077.	347,928.	214,945.
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	23,358,778.	18,514,167.	2,994,596.	1,850,015.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	2,041,685.	1,618,239.	261,744.	161,702.
9 Other employee benefits	2,256,225.	1,788,284.	289,247.	178,694.
10 Payroll taxes	2,085,902.	1,653,286.	267,413.	165,203.
11 Fees for services (non-employees):				
a Management				
b Legal	321,274.	254,125.	20,249.	46,900.
c Accounting	125,661.	101,836.	6,484.	17,341.
d Lobbying	383,161.	383,161.		
e Professional fundraising services. See Part IV, line 17	1,501,179.			1,501,179.
f Investment management fees	105,929.	72,551.	13,294.	20,084.
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	10,107,231.	9,411,895.	602,404.	92,932.
12 Advertising and promotion	794,890.	544,420.	99,759.	150,711.
13 Office expenses	14,433,181.	10,812,964.	1,243,091.	2,377,126.
14 Information technology	1,891,813.	1,295,702.	237,423.	358,688.
15 Royalties	603,147.	473,832.	43,427.	85,888.
16 Occupancy	661,399.	460,919.	111,021.	89,459.
17 Travel	1,620,232.	1,393,602.	138,496.	88,134.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	1,074,810.	867,632.	82,516.	124,662.
20 Interest	978,949.	670,482.	122,858.	185,609.
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	1,028,528.	734,884.	236,664.	56,980.
23 Insurance	253,265.	173,461.	31,785.	48,019.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a MAJOR PROGRAM MATERIALS	7,544,626.	6,450,190.	276,754.	817,682.
b LIST RENTAL SERVICES	1,108,765.	871,046.	79,831.	157,888.
c TEXT/EDITORIAL	258,224.	205,363.	16,534.	36,327.
d AWARDS	49,384.	33,823.	6,198.	9,363.
e All other expenses	653,109.	521,709.	57,096.	74,304.
25 Total functional expenses. Add lines 1 through 24e	79,742,211.	63,245,564.	7,586,812.	8,909,835.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input checked="" type="checkbox"/> X if following SOP 98-2 (ASC 958-720)	16,175,503.	8,207,848.	2,143,734.	5,823,921.

Part X Balance Sheet

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

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing		1	
	2 Savings and temporary cash investments	81,196.	2	81,193.
	3 Pledges and grants receivable, net	13,080,257.	3	13,542,259.
	4 Accounts receivable, net	6,477,673.	4	6,015,309.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Loans and other 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 instr). Complete Part II of Sch L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use	908,717.	8	861,227.
	9 Prepaid expenses and deferred charges	2,436,453.	9	2,933,465.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 35,780,863.		
	b Less: accumulated depreciation	10b 14,454,398.	22,179,980.	10c 21,326,465.
	11 Investments - publicly traded securities	1,573,758.	11	3,201,302.
	12 Investments - other securities. See Part IV, line 11	6,947,685.	12	8,027,104.
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11	10,804,026.	15	10,468,567.
16 Total assets. Add lines 1 through 15 (must equal line 34)	64,489,745.	16	66,456,891.	
Liabilities	17 Accounts payable and accrued expenses	18,478,438.	17	16,602,872.
	18 Grants payable		18	
	19 Deferred revenue	10,624,375.	19	9,041,444.
	20 Tax-exempt bond liabilities	14,973,376.	20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other 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	9,120,868.	23	26,068,551.
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	25,947,446.	25	23,187,395.
	26 Total liabilities. Add lines 17 through 25	79,144,503.	26	74,900,262.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	-43,566,762.	27	-39,524,147.
	28 Temporarily restricted net assets	20,397,513.	28	22,438,191.
	29 Permanently restricted net assets	8,514,491.	29	8,642,585.
	Organizations that do not follow SFAS 117 (ASC 958), 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	-14,654,758.	33	-8,443,371.	
34 Total liabilities and net assets/fund balances	64,489,745.	34	66,456,891.	

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	82,756,184.
2	Total expenses (must equal Part IX, column (A), line 25)	2	79,742,211.
3	Revenue less expenses. Subtract line 2 from line 1	3	3,013,973.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	-14,654,758.
5	Net unrealized gains (losses) on investments	5	1,230,417.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	1,966,997.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	-8,443,371.

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? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
b Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited 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	X	
c 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	
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	
b 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** (2012)

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

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.

OMB No. 1545-0047

2012

Open to Public Inspection

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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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 - Non-functionally integrated
 - 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
11g(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(ii) A family member of a person described in (i) above?		
11g(iii) A 35% controlled entity of a person described in (i) or (ii) above?		
 - 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 monetary support
			Yes	No	Yes	No	Yes	No	
Total									

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) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	69,409,609.	75,868,139.	77,852,204.	65,396,583.	67,674,931.	356,201,466.
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	69,409,609.	75,868,139.	77,852,204.	65,396,583.	67,674,931.	356,201,466.
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)						28,139,887.
6 Public support. Subtract line 5 from line 4.						328,061,579.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
7 Amounts from line 4	69,409,609.	75,868,139.	77,852,204.	65,396,583.	67,674,931.	356,201,466.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	3,465,112.	3,983,118.	4,158,332.	2,991,477.	1,883,576.	16,481,615.
9 Net income from unrelated business activities, whether or not the business is regularly carried on	455,562.	606,150.	1,037,895.	-308,696.	-522,791.	1,268,120.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)	125,145.	319,691.	237,566.	886,667.	168,837.	1,737,906.
11 Total support. Add lines 7 through 10						375,689,107.
12 Gross receipts from related activities, etc. (see instructions)					12	89,361,343.
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						<input type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2012 (line 6, column (f) divided by line 11, column (f))	14	87.32	%
15 Public support percentage from 2011 Schedule A, Part II, line 14	15	94.23	%
16a 33 1/3% support test - 2012. 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			<input checked="" type="checkbox"/>
b 33 1/3% support test - 2011. 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			<input type="checkbox"/>
17a 10% -facts-and-circumstances test - 2012. 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			<input type="checkbox"/>
b 10% -facts-and-circumstances test - 2011. 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			<input type="checkbox"/>
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			<input type="checkbox"/>

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) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(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) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(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 2012 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2011 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2012 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2011 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2012. 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 - 2011. 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, Form 990-EZ, or Form 990-PF.**

OMB No. 1545-0047

2012

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, total 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 total 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 Part I, 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) (2012)

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

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	<hr/> <hr/> <hr/> <hr/>	\$ 3,043,333.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
2	<hr/> <hr/> <hr/> <hr/>	\$ 8,021,709.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
	<hr/> <hr/> <hr/> <hr/>	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

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

Part II Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.

(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 that total 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.) ▶ \$ _____
Use duplicate copies of Part III if additional space is needed.

(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

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

2012

Department of the Treasury
Internal Revenue Service

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

Open to Public Inspection

▶ **See separate instructions.**

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 35c (Proxy Tax), then

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

Name of organization <p style="text-align:center">NATIONAL WILDLIFE FEDERATION</p>	Employer identification number <p style="text-align:center">53-0204616</p>
---	---

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) 2012

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 (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
- 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												
1 a	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.														
<table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>		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.		
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?		<input type="checkbox"/> Yes <input type="checkbox"/> 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) 2009	(b) 2010	(c) 2011	(d) 2012	(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					

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)).

For each "Yes," response to lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.	(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	
d Mailings to members, legislators, or the public?		X	
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?	X		103,971.
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X		166,117.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		113,073.
i Other activities?		X	
j Total. Add lines 1c through 1i			383,161.
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 carry over 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) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No," OR (b) 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; Part II-A (affiliated group list); Part II-A, line 2; and Part II-B, line 1. Also, complete this part for any additional information.

PART II-B, LINE 1, LOBBYING ACTIVITIES:

THE LOBBYING WORK OF THE NATIONAL WILDLIFE FEDERATION ADVANCES THE

TAX-EXEMPT PURPOSES OF THE ORGANIZATION FOCUSING ON THE CONSERVATION,

PROTECTION, AND RESTORATION OF LAND, WATER, AND WILDLIFE AS WELL AS

CONNECTING CHILDREN AND FAMILIES TO NATURE. THE NATIONAL WILDLIFE

FEDERATION DEVOTED \$383,161 OF ITS EXEMPT PURPOSE EXPENDITURES TO

Part IV Supplemental Information (continued)

ATTEMPTING TO INFLUENCE LEGISLATION IN FISCAL YEAR 2013. NWF ADVOCATED

INCREASING FEDERAL APPROPRIATIONS AND INVESTMENTS FOR SPECIFIC PROGRAMS

AND PROJECTS AT VARIOUS FEDERAL AGENCIES, INCLUDING THE DEPARTMENTS OF

INTERIOR, AGRICULTURE, EPA, DOE, EDUCATION, AND THE U.S. ARMY CORPS OF

ENGINEERS. THESE INCLUDED LOBBYING FOR STATE AND TRIBAL WILDLIFE

GRANTS, RESTORATION PROGRAMS FOR LARGE SCALE AQUATIC ECOSYSTEMS, LAND

CONSERVATION, AND THE EPA'S ENVIRONMENTAL LITERACY GRANTS.

DEFENDING EXISTING ENVIRONMENTAL PROTECTIONS WAS A MAJOR FOCUS ON NWF'S

CAPITOL HILL AND GRASSROOTS LOBBYING, ESPECIALLY THE EPA'S AUTHORITY TO

REDUCE POWER PLANT EMISSIONS UNDER THE CLEAN AIR ACT AND TO ISSUE

GUIDANCE AND RULES CLARIFYING THE SCOPE OF WETLANDS AND STREAMS

PROTECTED BY THE CLEAN WATER ACT. NWF ALSO ENGAGED IN THE WATER

RESOURCES DEVELOPMENT ACT, SEEKING TO MAINTAIN THE EXISTING NATIONAL

ENVIRONMENTAL POLICY ACT PROCESS AND TO ADVANCE FISCAL AND

ENVIRONMENTAL REFORMS OF CORPS OF ENGINEERS PRACTICES. NWF OPPOSED

EFFORTS TO BLOCK IMPLEMENTATION OF FLOOD INSURANCE REFORM LEGISLATION,

TO EXPAND MOTORIZED ACCESS IN DESIGNATED WILDERNESS AREAS AND TO

MANDATE DRILLING IN IMPORTANT WILDLIFE HABITAT LIKE THE ARCTIC NATIONAL

WILDLIFE REFUGE.

A MAJOR FOCUS ON NWF'S WORK WAS THE REAUTHORIZATION OF THE FARM BILL

WHICH IS THE LARGEST SOURCE OF FUNDING FOR PRIVATE LAND CONSERVATION.

NWF'S PRIORITIES WERE CENTERED AROUND CONDITIONING NEW SUBSIDIES FOR

CROP INSURANCE ON THE PROTECTION OF WETLANDS AND WILDLIFE HABITAT AND

PREVENTING THE BREAK-OUT OF NEW GRASSLANDS AND PRAIRIES.

NWF HAS CONTINUED TO FOCUS ON THE RESTORATION OF THE GULF OF MEXICO IN

THE WAKE OF THE BP DEEPWATER HORIZON OIL SPILL, ADVOCATING AT THE STATE

AND FEDERAL LEVEL FOR STRONG RESTORATION PLANS. IN SEEKING TO PROTECT

IMPROVE WATER QUALITY AND QUANTITY ISSUES ELSEWHERE, NWF SOUGHT TO

Part IV Supplemental Information (continued)

IMPROVE FLOWS IN THE APALACHICOLA RIVER, TO ADVANCE AND DEFEND EPA'S
EFFORTS TO REDUCE POLLUTION IN THE CHESAPEAKE BAY, AND TO SEEK STRONGER
ENFORCEMENT OF THE CLEAN WATER ACT AS IT RELATES TO MINING WASTE.
WITH IMPACTS OF CLIMATE CHANGE THREATENING THE SURVIVAL OF MANY
WILDLIFE SPECIES, NWF HAS ADVOCATED FOR A HALT TO THE KEYSTONE-XL
PIPELINE AND OPPOSED CARBON INTENSIVE TAR SANDS PIPELINES IN THE
MIDWEST AND NORTHEAST. OTHER CLIMATE RELATED PRIORITIES INCLUDED
SEEKING THE EXTENSION OF TAX CREDITS FOR OFFSHORE AND ON-SHORE WIND
PRODUCTION AND FOR ENERGY EFFICIENCY AND THE HALT TO THE EXPORT OF U.S.
COAL THE DEMAND FOR WHICH IS IMPACTING FISH AND WILDLIFE HABITAT IN THE
INTERIOR WEST. TO PROMOTE THE RESPONSIBLE EXPANSION OF RENEWABLE
ENERGY, NWF ADVOCATED FOR PASSAGE OF LEGISLATION TO SHARE REVENUES FROM
RENEWABLE LEASING WITH STATES INCLUDING FOR CONSERVATION PURPOSES.
NWF ALSO LOBBIED FOR PASSAGE OF LEGISLATION THAT WOULD ADVANCE THE
INTERESTS OF HUNTERS, ANGLERS AND OTHER OUTDOOR ENTHUSIASTS INCLUDING
MEASURES THAT WOULD REAUTHORIZE THE FEDERAL DUCK STAMP PROGRAM AND
ENSURE THAT A GREATER PORTION OF LAND AND WATER CONSERVATION FUND
DOLLARS ARE INVESTED IN HUNTING ACCESS. IN AN EFFORT TO ADDRESS BOTH
WILDLIFE AND OUTDOOR RECREATION CONCERNS NWF ADVOCATED THAT THE
INTERIOR DEPARTMENT REFORM OIL AND GAS LEASING PRACTICES.
TO PROMOTE THE RESTORATION OF WILDLIFE NWF WORKED AT THE STATE LEVEL IN
MONTANA TO BUILD SUPPORT FOR THE RESTORATION OF BISON TO AND FEDERAL
TRIBAL LANDS AND SOUGHT PASSAGE OF FEDERAL LEGISLATION TO CURTAIL THE
IMPORT OF INVASIVE SPECIES TO THE U.S. AS WELL AS TO PREVENT THE SPREAD
OF SPECIES LIKE ASIAN CARP.

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, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

Attach to Form 990. See separate instructions.

OMB No. 1545-0047

2012

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.

Table with 3 columns: Question number, (a) Donor advised funds, (b) Funds and other accounts. Rows include total number at end of year, aggregate contributions, grants, value, and questions about donor advisement and grant restrictions.

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

Form for Part II Conservation Easements. Includes checkboxes for purposes (land for public use, natural habitat, open space, historically important land, historic structure), questions about monitoring, expenses, and reporting.

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.

Form for Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Includes questions about reporting works of art and assets.

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 XIII.
- 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 XIII and complete the following table:
- | | Amount |
|---------------------------------|-----------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a Did the organization include an amount on Form 990, Part X, line 21? Yes No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

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	10,504,632.	10,434,884.	9,219,725.	8,625,334.	7,266,196.
b Contributions	630,299.	69,062.	1,440,630.	594,937.	1,425,021.
c Net investment earnings, gains, and losses	79,528.	49,158.	80,865.	44,331.	
d Grants or scholarships					
e Other expenditures for facilities and programs	79,071.	48,472.	306,336.	44,877.	65,883.
f Administrative expenses					
g End of year balance	11,135,388.	10,504,632.	10,434,884.	9,219,725.	8,625,334.

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a Board designated or quasi-endowment 53.53 %
 - b Permanent endowment 45.08 %
 - c Temporarily restricted endowment 1.39 %
- The percentages in lines 2a, 2b, and 2c should equal 100%.

- 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 | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (ii) related organizations | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
- b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

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

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

Description of property	(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		20,207,221.	5,773,061.	14,434,160.
c Leasehold improvements		764,900.	303,386.	461,514.
d Equipment		9,663,589.	8,377,951.	1,285,638.
e Other		689,600.		689,600.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				21,326,465.

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	8,027,104.	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.)	8,027,104.	

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	5,521,896.
(2) INTEREST IN PERPETUAL TRUSTS	3,622,715.
(3) CHARITABLE GIFT REMAINDER TRUSTS	145,313.
(4) UNAMORTIZED BOND AND LOAN ISSUE COSTS	131,258.
(5) DEPOSITS	478,545.
(6) OTHER DONATED ASSETS	568,840.
(7)	
(8)	
(9)	
(10)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.)	10,468,567.

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

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) ANNUITY AND OTHER RESERVES	3,502,130.
(3) ACCRUED PENSION EXPENSE	13,916,867.
(4) POSTRETIREMENT BENEFITS RESERVE	5,766,000.
(5) UNCLAIMED PROPERTY LIABILITY	2,398.
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.)	23,187,395.

2. FIN 48 (ASC 740) Footnote. In Part XIII, 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). Check here if the text of the footnote has been provided in Part XIII

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

1	Total revenue, gains, and other support per audited financial statements	1	85,431,852.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	1,230,417.
b	Donated services and use of facilities	2b	513,992.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	8,952,968.
e	Add lines 2a through 2d	2e	10,697,377.
3	Subtract line 2e from line 1	3	74,734,475.
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 XIII.)	4b	8,021,709.
c	Add lines 4a and 4b	4c	8,021,709.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)	5	82,756,184.

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

1	Total expenses and losses per audited financial statements	1	84,803,999.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	513,992.
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII.)	2d	12,569,505.
e	Add lines 2a through 2d	2e	13,083,497.
3	Subtract line 2e from line 1	3	71,720,502.
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 XIII.)	4b	8,021,709.
c	Add lines 4a and 4b	4c	8,021,709.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)	5	79,742,211.

Part XIII 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, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART V, LINE 4: ENDOWED 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 BEGINNING BALANCE OF \$10,504,632 ALSO

CONTAINS \$2,770,015 OF INTERNALLY DESIGNATED FUNDS.

PART X, LINE 2: NWF IS REQUIRED TO REPORT UNRELATED BUSINESS INCOME TO

THE IRS. NWF'S UNRELATED BUSINESS INCOME CONSISTS OF ADVERTISING INCOME

Part XIII Supplemental Information (continued)

IN PUBLICATIONS AND INCOME FROM THE WINCHESTER WAREHOUSE LEASE. NWF HAS

NOT INCURRED TAX EXPENSE OF FEDERAL AND STATE TAXES FOR THE YEARS ENDED

AUGUST 31, 2013 AND 2012, AS EXPENSES OFFSET REVENUE.

THE FEDERATION'S MANAGEMENT BELIEVES IT HAS NO MATERIAL UNCERTAIN TAX

POSITIONS AND, ACCORDINGLY, IT WILL NOT RECOGNIZE ANY LIABILITY FOR

UNRECOGNIZED TAX BENEFITS. FOR THE YEARS ENDED AUGUST 31, 2013 AND 2012,

THE FEDERATION DID NOT RECOGNIZE ANY INTEREST OR PENALTIES.

PART XI, LINE 2D - OTHER ADJUSTMENTS:

NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. REVENUE	5,581,420.
RENTAL EXPENSES	681,218.
COST OF GOODS SOLD	2,579,680.
SPECIAL EVENTS EXPENSES	880,935.
CHANGE IN VALUE OF SPLIT INTEREST AGREEMENTS	-520,285.
TRANSFER TO NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC.	-250,000.
TOTAL TO SCHEDULE D, PART XI, LINE 2D	8,952,968.

PART XI, LINE 4B - OTHER ADJUSTMENTS:

TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC.	8,021,709.
--	------------

PART XII, LINE 2D - OTHER ADJUSTMENTS:

NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. EXPENSES &	
LOSSES, AUDITED F/S	8,427,672.
RENTAL EXPENSES	681,218.
COST OF GOODS SOLD	2,579,680.
SPECIAL EVENTS EXPENSES	880,935.
TOTAL TO SCHEDULE D, PART XII, LINE 2D	12,569,505.

Part XIII Supplemental Information (continued)

PART XII, LINE 4B - OTHER ADJUSTMENTS:

TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. 8,021,709.

SCHEDULE D, PARTS XI AND XII:

ALTHOUGH THE ORGANIZATION IS NOT REQUIRED TO COMPLETE PARTS XI AND XII OF SCHEDULE D BECAUSE IT IS PART OF A CONSOLIDATED FINANCIAL STATEMENT AUDIT AND NOT A SEPARATE AUDIT, IT HAS ELECTED TO INCLUDE THE SCHEDULE D, PARTS XI AND XII RECONCILIATIONS BASED ON THE CONSOLIDATED TOTALS.

THE RECONCILIATION ON PAGE 12, PART XI OF FORM 990, 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 SEPARATE IRS FORM 990 FILING FOR THE NWF'S SUPPORTING ORGANIZATION, NWF ENDOWMENT, FOR ADDITIONAL NET ASSETS OR FUND BALANCES OF \$54M AND \$57M FOR THE CURRENT AND PRIOR YEARS, RESPECTIVELY.

**SCHEDULE F
(Form 990)**

Department of the Treasury
Internal Revenue Service

Statement of Activities Outside the United States

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

OMB No. 1545-0047

2012

Open to Public
Inspection

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 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 its grants and other 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 its grants and other assistance 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) -	0	3	IT SUPPORT AND PROGRAM MANAGEMENT	MANAGEMENT OF INTERNATIONAL GRANT ON DEFORESTATION-FREE COMMODITIES AND REDD+	157,322.
SOUTH AMERICA	0	0	GRANT	CONSERVATION ASSISTANCE	79,543.
3 a Sub-total	0	3			236,865.
b Total from continuation sheets to Part I	0	0			0.
c Totals (add lines 3a and 3b)	0	3			236,865.

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. 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)
		SOUTH AMERICA	CONSERVATION ASSISTANCE	79,543.	WIRE	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 **0**

3 Enter total number of other organizations or entities **1**

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, Information 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) 2012

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; amounts of investments vs. expenditures per region); 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.

SCHEDULE G
(Form 990 or 990-EZ)

**Supplemental Information Regarding
Fundraising or Gaming Activities**

OMB No. 1545-0047

2012

Department of the Treasury
Internal Revenue Service

**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.**

**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			
SHARE GROUP - P.O. BOX 55183, BOSTON, MA 02205	TELEMARKETING		X	108,676.	72,515.	36,161.
SD&A TELESERVICES, INC. - 5757 WEST CENTURY BLVD, STE	TELEMARKETING		X	63,268.	66,615.	-3,347.
DONOR SERVICES GROUP - 11500 W OLYMPIC BLVD, #540, LOS	TELEMARKETING		X	44,047.	157,164.	-113,117.
TELEFUND, INC. - P.O. BOX 2366, DENVER, CO 80201	TELEMARKETING		X	13,852.	18,007.	-4,155.
MERKLE, INC. - P.O. BOX 64897, BALTIMORE, MD 21264	DIRECT MAIL		X	0.	413,376.	-413,376.
PARADYSZ, INC. - 5 HANOVER SQ 6TH FLOOR, NEW YORK, NY	DIRECT MAIL		X	0.	430,524.	-430,524.
CHAPMAN CUBINE ADAMS & HUSSEY - 1600 WILSON BLVD., ST 300,	FUNDRAISING CONSULTANTS		X	0.	153,978.	-153,978.
AVALON CONSULTING GROUP - 2030 M STREET, NW, ST 700,	FUNDRAISING CONSULTANTS		X	0.	33,750.	-33,750.
VERITUS GROUP, LLC - 838 EAST HIGH STREET, #292, LEXINGTON,	FUNDRAISING CONSULTANTS		X	0.	155,250.	-155,250.
Total				229,843.	1,501,179.	-1,271,336.

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 (add col. (a) through col. (c))
		GREEN BALL (event type)	CONSERVATION AWARDS DINNER (event type)	1 (total number)	
Revenue	1 Gross receipts	605,521.	554,662.	110,704.	1,270,887.
	2 Less: Contributions	605,521.	479,822.	75,825.	1,161,168.
	3 Gross income (line 1 minus line 2)		74,840.	34,879.	109,719.
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs				
	7 Food and beverages	168,202.	51,844.		220,046.
	8 Entertainment				
	9 Other direct expenses	424,884.	57,882.	178,123.	660,889.
	10 Direct expense summary. Add lines 4 through 9 in column (d)				(880,935)
	11 Net income summary. Combine line 3, column (d), and line 10				-771,216.

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		%

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: SD&A TELESERVICES, INC.

(I) ADDRESS OF FUNDRAISER:

5757 WEST CENTURY BLVD, STE 300, LOS ANGELES, CA 90045

(I) NAME OF FUNDRAISER: DONOR SERVICES GROUP

(I) ADDRESS OF FUNDRAISER:

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

Part IV Supplemental Information (continued)

(I) NAME OF FUNDRAISER: PARADYSZ, INC.

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

(I) NAME OF FUNDRAISER: CHAPMAN CUBINE ADAMS & HUSSEY

(I) ADDRESS OF FUNDRAISER: 1600 WILSON BLVD., ST 300, ARLINGTON, VA 22209

(I) NAME OF FUNDRAISER: AVALON CONSULTING GROUP

(I) ADDRESS OF FUNDRAISER: 2030 M STREET, NW, ST 700, WASHINGTON, DC 20036

(I) NAME OF FUNDRAISER: VERITUS GROUP, LLC

(I) ADDRESS OF FUNDRAISER: 838 EAST HIGH STREET, #292, LEXINGTON, KY 40502

SCHEDULE G, 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 REACQUIRE 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.

Part IV Supplemental Information (continued)

MERKLE IS A DATABASE PROVIDER AND DOES DONOR ANALYSIS FOR DONATION REQUESTS.

SD&A TELESERVICES, INC. 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.

TELEFUND IS USED FOR MEMBERSHIP APPEALS AND RENEWALS, PUBLIC EDUCATIOIN, FUNDRAISING AND GRASSROOTS ORGANIZATION.

CHAMPMAN CUBINE ADAMS & HUSSEY IS A DIRECT MAIL CONSULTANT TO GROW ONLINE FUNDRAISING.

AVALAON IS A CONSULTANT FOR THE MID-LEVEL DONOR PROGRAM AND MULTI-CHANNEL PROGRAM MANAGEMENT.

VERITUS IS A CONSULTANT FOR THE MAJOR GIFTS PROGRAM.

**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

2012

**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. 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 ST BALTIMORE, MD 21202	521864759	501C3	10,000.	0.			CONSERVATION ASSISTANCE
ALABAMA TREASURE FOREST ASSOC P.O. BOX 189 CHUNCHULA, AL 36521	631051039	501C3	42,500.	0.			CONSERVATION ASSISTANCE
ALABAMA WILDLIFE FEDERATION 3050 LANARK RD MILLBROOK, AL 36054	630496911	501C3	51,637.	0.			CONSERVATION ASSISTANCE
ALLIANCE FOR THE GREAT LAKES 17 N. STATE ST, STE 1390 CHICAGO, IL 60602	237104524	501C3	13,000.	0.			CONSERVATION ASSISTANCE
ASSOCIATION NW STEELHEADERS 6641 SE LAKE RD MILWAUKIE, OR 97222	911031100	501C3	13,903.	0.			CONSERVATION ASSISTANCE
AUDUBON NEW YORK 200 TRILLIUM LN ALBANY, NY 12203	131624102	501C3	6,000.	0.			CONSERVATION ASSISTANCE

- 2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶ 49.
- 3** Enter total number of other organizations listed in the line 1 table ▶ 1.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990. Schedule I (Form 990) (2012)

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
BLUEGREEN ALLIANCE 2828 UNIVERSITY AVE, SE #200 MINNEAPOLIS, MN 55414	203477309	501C3	5,000.	0.			CONSERVATION ASSISTANCE
CHESAPEAKE CLIMATE ACTION P.O. BOX 11138 TAKOMA PARK, MD 20912	113644283	501C3	5,000.	0.			CONSERVATION ASSISTANCE
CITIZENS CAMPAIGN FUND ENVIRO 225-A MAIN ST FARMINGDALE, NY 11735	112983418	501C3	14,000.	0.			CONSERVATION ASSISTANCE
CITIZENS PENNSYLVANIA FUTURE 610 NORTH THIRD ST HARRISBURG, PA 17101	311607866	501C3	72,000.	0.			CONSERVATION ASSISTANCE
CLEAN WATER FUND 23885 DENTON, SUITE B CLINTON TOWNSHIP, MI 48036	521043444	501C3	13,500.	0.			CONSERVATION ASSISTANCE
DELAWARE NATURAL RESOURCES 89 KINGS HIGHWAY, SW DOVER, DE 19901		STATE GOVT	87,720.	0.			CONSERVATION ASSISTANCE
DELAWARE NATURE SOCIETY PO BOX 700 HOCKESSIN, DE 19707	516018321	501C3	81,851.	0.			CONSERVATION ASSISTANCE
DUCKS UNLIMITED 1301 PENNSYLVANIA AVE NW, STE 402 WASHINGTON, DC 20004	135643799	510C3	20,000.	0.			CONSERVATION ASSISTANCE
EARTH CONSERVATION CORP 2000 HALF STREET, SW WASHINGTON, DC 20024	521683270	501C3	5,497.	0.			CONSERVATION ASSISTANCE

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
ENVIRONMENTAL ADVOCATES NY 353 HAMILTON ST ALBANY, NY 12210	237337100	501C3	15,750.	0.			CONSERVATION ASSISTANCE
ENVIRO COUNCIL RHODE ISLAND PO BOX 9061 PROVIDENCE, RI 02940	050401660	501C4	6,403.	0.			CONSERVATION ASSISTANCE
ENVIRONMENTAL DEFENSE FUND 1875 CONNECTICUT AVE, NW STE 600 WASHINGTON, DC 20009	116107128	510C3	200,595.	0.			CONSERVATION ASSISTANCE
FLORIDA WILDLIFE FEDERATION P.O. BOX 6870 TALLAHASSEE, FL 32314	591398265	501C3	7,823.	0.			CONSERVATION ASSISTANCE
GATHERING WATERS CONS 211 S. PATERSON STREET MADISON, WI 53703	232888152	501C3	26,000.	0.			CONSERVATION ASSISTANCE
GREAT LAKES UNITED PO BOX 118 BUFFALO, NY 14205	382494242	501C3	5,000.	0.			CONSERVATION ASSISTANCE
HANSEN LIVESTOCK COMPANY 4100 MEDICINE LODGE ROAD DILLION, MT 59725	810236036		50,000.	0.			CONSERVATION ASSISTANCE
INDIANA WILDLIFE FEDERATION 4715 W. 106TH ST ZIONSVILLE, IN 46077	351058426	501C3	5,592.	0.			CONSERVATION ASSISTANCE
IOWA WILDLIFE FEDERATION BOX 3332 DES MOINES, IA 50316	237326585	501C3	8,773.	0.			CONSERVATION ASSISTANCE

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
JAMES RIVER ASSOCIATION 9 SOUTH 12TH STREET, 4TH FL RICHMOND, VA 23219	510211913	501C3	10,000.	0.			CONSERVATION ASSISTANCE
LEAGUE CONSERVATN VOTER ED FD 1920 L STREET, NW STE 800 WASHINGTON, DC 20036	521379661	501C3	14,013.	0.			CONSERVATION ASSISTANCE
MD LEAGUE CONSER VOTER ED FUND ONE STATE CIRCLE ANNAPOLIS, MD 21401	526078301	501C3	70,000.	0.			CONSERVATION ASSISTANCE
MICHIGAN UNITE CONSERVTN CLUB 2101 WOOD ST LANSING, MI 48909	380831862	501C3	7,314.	0.			CONSERVATION ASSISTANCE
MINNESOTA CTR ENVIRNMENT ADV 26 EAST EXCHANGE ST, STE 206 ST PAUL, MN 55101	237412105	501C3	5,000.	0.			CONSERVATION ASSISTANCE
MINNESOTA CONSERVATION FED 542 SNELLING AVE S., SUITE 104 ST PAUL, MN 55116	410808383	501C3	62,103.	0.			CONSERVATION ASSISTANCE
MINNESOTA ENVIRONMENT PTNSHP 546 RICE ST, SUITE 100 ST PAUL, MN 55103	411986433	501C3	19,000.	0.			CONSERVATION ASSISTANCE
NATURAL RESOURCE COUCIL MAINE 3 WADE STREET AUGUSTA, ME 04330	010270690	501C3	50,023.	0.			CONSERVATION ASSISTANCE
NEW JERSEY AUDUBON SOCIETY 9 HARDCRABBLE RD BERNARDSVILLE, NJ 07924	221539642	501C3	84,897.	0.			CONSERVATION ASSISTANCE

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
NORTH CAROLINA WILDLIFE FED 1024 WASHINGTON STREET RALEIGH, NC 27605	561564376	501C3	7,603.	0.			CONSERVATION ASSISTANCE
NWF ACTION FUND 11100 WILDLIFE CENTER DRIVE RESTON, VA 20190	742556532	501C4	215,513.	0.			CONSERVATION ASSISTANCE
OHIO ENVIRONMENTAL COUNCIL 1207 GRANDVIEW AVE, SUITE 201 COLUMBUS, OH 43212	310805578	501C3	43,500.	0.			CONSERVATION ASSISTANCE
RENEWABLE RESOURCES FOUND 605 WEST 2ND AVENUE ANCHORAGE, AK 99501	203364799	501C6	11,063.	0.			CONSERVATION ASSISTANCE
RIVANNA CONSERVATION SOCIETY PO BOX 1501 CHARLOTTESVILLE, VA 22902	520194008	501C3	10,000.	0.			CONSERVATION ASSISTANCE
SAVE DUNES CONSERVATION FND 444 BARKER ROAD MICHIGAN CITY, IN 46360	351915468	501C3	12,500.	0.			CONSERVATION ASSISTANCE
THE PARTNERSHIP PROJECT 1615 M STREET, NW WASHINGTON, DC 20036	530167933	501C3	20,000.	0.			CONSERVATION ASSISTANCE
THE SIERRA CLUB FND 85 SECOND STREET SAN FRANCISCO, CA 94105	946069690	501C3	76,966.	0.			CONSERVATION ASSISTANCE
UNITED CHRISTIAN COMMUNIY ASC 1618 COUNTY RD 65 STAFFORD, AL 36773	631205867	501C3	7,500.	0.			CONSERVATION ASSISTANCE

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
TIPP OF THE MITT 426 BAY ST PETOSKEY, MI 49770	382361745	501C3	20,000.	0.			CONSERVATION ASSISTANCE
TREES ATLANTA, INC 225 CHESTER AVENUE ATLANTA, GA 30316	581584758	501C3	13,500.	0.			CONSERVATION ASSISTANCE
TROUT UNLIMITED 1300 N. 17TH, SUITE 500 ARLINGTON, VA 22209	381612715	501C3	32,500.	0.			CONSERVATION ASSISTANCE
U OF WISCONSIN STEVENS PT FND 1703 FOURTH AVENUE FRIENDSHIP, WI 53934	396098038	501C3	56,055.	0.			CONSERVATION ASSISTANCE
VIRGINIA CONSERVATION NETWORK 422 FRANKLIN STE 303 RICHMOND, VA 23219	510198762	501C3	58,868.	0.			CONSERVATION ASSISTANCE
WEST VIRGINIA RIVER COALITION 329 DAVIS AVE STE 7 ELKINS, WV 26241	531736621	501C3	14,842.	0.			CONSERVATION ASSISTANCE
WISCONSIN WILDLIFE FEDERATION W 7303 COUNTY HIGHWAY CS & Q POYNETEE, WI 53955	391095827	501C3	11,043.	0.			CONSERVATION ASSISTANCE
WYOMING WILDLIFE FEDERATION P.O. BOX 106 CHEYENNE, WY 82003	237002578	501C3	6,024.	0.			CONSERVATION ASSISTANCE

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

Part IV **Supplemental Information.** Complete this part to provide the information required in Part I, line 2, Part III, column (b), 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 AWARDEE 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 GRANTEEES THE REPORTING

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

TO EXAMINE THE RECORDS ASSOCIATED WITH THE AWARD.

Multiple horizontal lines for supplemental information.

**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

2012

Open to Public Inspection

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I Questions Regarding Compensation

	Yes	No								
<p>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.</p> <table border="0"> <tr> <td><input type="checkbox"/> First-class or charter travel</td> <td><input type="checkbox"/> Housing allowance or residence for personal use</td> </tr> <tr> <td><input type="checkbox"/> Travel for companions</td> <td><input type="checkbox"/> Payments for business use of personal residence</td> </tr> <tr> <td><input type="checkbox"/> Tax indemnification and gross-up payments</td> <td><input type="checkbox"/> Health or social club dues or initiation fees</td> </tr> <tr> <td><input type="checkbox"/> Discretionary spending account</td> <td><input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)</td> </tr> </table>	<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)		
<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	1b									
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?	2									
<p>3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> Compensation committee</td> <td><input checked="" type="checkbox"/> Written employment contract</td> </tr> <tr> <td><input checked="" type="checkbox"/> Independent compensation consultant</td> <td><input checked="" type="checkbox"/> Compensation survey or study</td> </tr> <tr> <td><input checked="" type="checkbox"/> Form 990 of other organizations</td> <td><input checked="" type="checkbox"/> Approval by the board or compensation committee</td> </tr> </table>	<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				
<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?	4a	X								
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b	X								
c Participate in, or receive payment from, an equity-based compensation arrangement?	4c	X								
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?	5a	X								
b Any related organization?	5b	X								
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?	6a	X								
b Any related organization?	6b	X								
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	7	X								
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	8	X								
9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9									

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

Schedule J (Form 990) 2012

Part II 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) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(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 as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) LARRY J. SCHWEIGER PRESIDENT - NWF	(i)	296,671.	0.	42,779.	12,494.	13,964.	365,908.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) JAIME B. MATYAS CHIEF OPERATING OFFICER	(i)	219,084.	0.	17,236.	16,619.	13,272.	266,211.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) DULCE M. GOMEZ-ZORMELO TREASURER - NWF	(i)	159,689.	0.	19,864.	12,850.	13,090.	205,493.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(4) BARBARA G. MCINTOSH SECRETARY - NWF	(i)	153,926.	0.	17,150.	8,528.	12,526.	192,130.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(5) JULIE BLESSYN DAVIS ASSISTANT SECRETARY - NWF	(i)	135,373.	0.	3,138.	5,756.	7,582.	151,849.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(6) JEREMY I. SYMONS VP-CONSERVATION/EDUCATION	(i)	182,555.	0.	17,425.	12,549.	13,451.	225,980.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(7) DAN T. CHU VP OF AFFILIATE & REG'L ST	(i)	146,931.	0.	22,844.	12,227.	12,526.	194,528.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(8) KEVIN J. COYLE VP OF EDUCATION	(i)	147,753.	0.	21,044.	11,932.	13,213.	193,942.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(9) JAMES S. LYON VP OF CONSERVATION POLICY	(i)	153,324.	0.	12,569.	8,534.	12,485.	186,912.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(10) MONICA M. COLLINS VP OF DEVELOPMENT	(i)	137,285.	0.	17,127.	7,763.	2,446.	164,621.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(11) ANDREW P. BUCHSBAUM REGIONAL EXEC DIR-GREAT LA	(i)	101,245.	0.	46,539.	8,882.	2,512.	159,178.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(12) MARIA E. LITMAN DIRECTOR HR DEVELOPMENT	(i)	74,889.	518.	72,218.	4,008.	1,370.	153,003.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(13) MERI-MARGARET DEOUDES VP OF STRAT ALLIANCES/SPEC	(i)	128,367.	0.	17,123.	7,881.	12,299.	165,670.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(14) EDWARD J. COLEMAN GM PRODUCT & SUPPORT	(i)	120,778.	0.	23,929.	8,101.	12,395.	165,203.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(15) MATTHEW M. SCHUTTLOFFEL VP OF SYSTEMS & TECHNOLOGY	(i)	118,156.	0.	13,136.	9,378.	12,265.	152,935.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
	(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	185,000.	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 \$ 185,000.

(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

2012

**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	33	99,634.	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**

	Yes	No
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?		X
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?	X	
32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?	X	
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.		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990. Schedule M (Form 990) (2012)

Part II **Supplemental Information.** Complete this part to provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

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

HOUSE TO SELL NONCASH CONTRIBUTIONS (PUBLICLY TRADED SECURITIES).

Multiple horizontal lines for supplemental information.

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

2012

Open to Public
Inspection

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

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

NWF'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR
CHILDREN'S FUTURE. NWF FOCUSES ON AND EXCELS IN THREE DISTINCT PROGRAM
AREAS: A) SAFEGUARDING WILDLIFE AND HABITAT; B) GETTING CHILDREN AND
FAMILIES MORE CONNECTED WITH NATURE BY GETTING THEM OUTDOORS; AND, C)
ACCELERATING THE MOVE TO CLEAN ENERGY RESOURCES. NWF'S DEDICATION TO
THESE THREE PROGRAM AREAS HELPS TO ENSURE THAT AMERICA'S WILDLIFE
LEGACY CONTINUES FOR FUTURE GENERATIONS.

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION 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 - A) LOSS
AND DEGRADATION OF HABITAT; B) CLIMATE CHANGE; AND C) PEOPLE BECOMING
INCREASINGLY DISCONNECTED FROM NATURE. THROUGH THE HARD WORK OF OUR
DEDICATED STAFF AT OUR HEADQUARTERS IN RESTON, VA, AND NINE REGIONAL
OFFICES ACROSS THE U.S., OUR NATIONAL ADVOCACY CENTER IN WASHINGTON,
D.C., 47 STATE AFFILIATES, AND NUMEROUS ACTIVISTS, HABITAT STEWARDS AND
OTHER VOLUNTEERS, NWF IS WORKING TO KEEP THE WILD ALIVE.

FORM 990, PART III, LINE 4A

CONSERVATION ADVOCACY PROGRAMS (CONTINUATION OF ACCOMPLISHMENTS):

THIS ADVOCACY WORK ADDRESSES THE THREE BIGGEST THREATS FACING WILDLIFE
TODAY: HABITAT LOSS AND DEGRADATION; CLIMATE CHANGE; AND PEOPLE

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.
232211
01-04-13

Schedule O (Form 990 or 990-EZ) (2012)

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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BECOMING INCREASINGLY DISCONNECTED FROM NATURE. NWF'S HIGHEST LEGISLATIVE PRIORITY FOR THE YEAR WAS RESTORING THE GULF OF MEXICO AND THE WATERSHEDS ALONG THE GULF COAST. IN THE FACE OF A DAUNTING CONGRESSIONAL ENVIRONMENT, NWF SUCCEEDED IN ENACTING THE BIPARTISAN RESTORE ACT, WHICH CREATES THE LARGEST ECOSYSTEM RESTORATION TRUST FUND IN HISTORY. THE RESTORE ACT WILL HELP ENSURE THAT THE BILLIONS OF DOLLARS IN CIVIL PENALTIES PAID FOR THE 2010 GULF OIL DISASTER ARE USED TO RESTORE THIS BADLY DEGRADED ECOSYSTEM FOR THE BENEFIT OF THE REGION'S PEOPLE AND WILDLIFE. NWF ALSO HAD AN IMPORTANT VICTORY IN ITS LONG-TERM EFFORT TO RESTORE BISON TO THEIR RIGHTFUL HOME IN THE AMERICAN WEST. IN PARTNERSHIP WITH THE FORT PECK AND FORT BELKNAP TRIBES, WE RESTORED 61 WILD, YELLOWSTONE BISON TO THE FORT PECK RESERVATION IN MONTANA IN MARCH 2012, THE FIRST TIME THAT WILD BISON ROAMED ON TRIBAL LANDS IN OVER ONE CENTURY. NWF ALSO SECURED FEDERAL PROTECTIONS FOR MORE THAN 11 MILLION ACRES OF CRITICAL WILDLIFE HABITAT, INCLUDING TESHEKPUK LAKE, ONE OF THE MOST IMPORTANT WETLANDS COMPLEXES IN THE ARCTIC AND HOME TO HUNDREDS OF THOUSANDS OF MIGRATORY BIRDS AND CALVING GROUNDS FOR THE 45,000-HEAD TESHEKPUK LAKE CARIBOU HERD. THROUGH OUR NATIONAL POLICY ACTION, NWF SECURED THE ENVIRONMENTAL PROTECTION AGENCY'S 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 SUCCESSFULLY FOUGHT FOR AND ACHIEVED FEDERAL LEGISLATION THAT PERMANENTLY WITHDREW MINERAL LEASING IN THE VALLE VIDAL AREA OF NEW MEXICO, WHICH PROVIDES HABITAT FOR ELK, BLACK BEAR, AND THE ENDANGERED RIO GRANDE CUTTHROAT TROUT.

NWF ALSO WORKED DIRECTLY WITH THE PRIVATE SECTOR TO SAFEGUARD WILDLIFE HABITATS. THROUGH WORK WITH RANCHERS ON RETIRING GRAZING ALLOTMENTS ON

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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PUBLIC LANDS, NWF HAS MADE MORE THAN 500,000 ACRES OF LAND IN THE
GREATER YELLOWSTONE ECOSYSTEM AVAILABLE FOR GRIZZLY BEARS, WOLVES, AND
OTHER WILDLIFE TO ROAM FREELY. WORKING WITH PRIVATE OFFSHORE WIND
DEVELOPERS, NWF COMPLETED A LAND MARK PRIVATE AGREEMENT ON PROTECTION
OF THE ENDANGERED RIGHT WHALE DURING OFFSHORE WIND PROJECT
CONSTRUCTION. THROUGH SERVICE ON THE BOARD OF THE AMERICAN WIND
WILDLIFE INSTITUTE, AN INNOVATIVE STAKEHOLDER BODY COMPRISED OF
CONSERVATION GROUPS AND WIND ENERGY COMPANIES, NWF IS ALSO ON THE
FOREFRONT OF DEVELOPMENT RESPONSIBLE LAND-BASED WIND ENERGY SITING
PRACTICES. AT THE INTERNATIONAL LEVEL, NWF HAS WORKED DIRECTLY WITH
COMPANIES TO DEVELOP ALTERNATIVES FOR PRODUCING PALM OIL, BEEF, AND
LEATHER THAT AVOID DESTROYING TROPICAL FORESTS IN INDONESIA, BRAZIL,
AND BEYOND.
CLIMATE CHANGE IS HAVING PROFOUND EFFECTS ON THE ABILITY OF LAND AND
WATER TO SUPPORT BOTH PEOPLE AND WILDLIFE. NWF WORKS BOTH TO ENACT
POLICIES THAT REDUCE THE CARBON POLLUTION DRIVING CLIMATE CHANGE AND TO
ENACT POLICIES THAT ENSURE THAT ECOSYSTEMS ARE RESILIENT AND ABLE TO
WITHSTAND CLIMATE CHANGE'S HARMFUL IMPACTS. DUE IN PART TO NWF'S
LEADERSHIP, IN 2012, PRESIDENT OBAMA REJECTED A PROPOSAL TO BUILD THE
KEYSTONE XL PIPELINE, WHICH WOULD JEOPARDIZE WILDLIFE AND WATER
SUPPLIES AND INCREASE OUR DEPENDENCE ON CANADA'S TAR SANDS OIL, THE
DIRTIEST FUEL ON THE PLANET AND A MAJOR SOURCE OF CARBON POLLUTION.
AMONG OTHER THINGS, NWF LED EFFORTS TO GENERATE ON-THE-GROUND
OPPOSITION TO THE PIPELINE AMONG FARMERS AND RANCHERS IN NEBRASKA. NWF
ALSO PLAYED A KEY ROLE IN THE ENACTMENT OF RULES THAT REQUIRED
AUTOMAKERS TO NEARLY DOUBLE THE AVERAGE GAS MILEAGE OF ALL NEW CARS AND
TRUCKS THEY SELL IN THE U.S. BY 2025. THIS WAS THE BIGGEST STEP EVER
TAKEN BY THE U.S. GOVERNMENT TO REDUCE CARBON POLLUTION. TO HELP MAKE

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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COMMUNITIES MORE RESILIENT TO THE IMPACTS OF CLIMATE CHANGE, NWF LED THE SUCCESSFUL CAMPAIGN TO ENACT THE BIGGERT-WATERS FLOOD INSURANCE REFORM ACT, WHICH BEGAN PHASING OUT SUBSIDIES FOR DEVELOPMENT IN HAZARDOUS AREAS, ENSURED THAT FLOOD MAPS REFLECT SEA LEVEL RISE AND OTHER RISKS ASSOCIATED WITH CLIMATE CHANGE, AND STRENGTHENED VOLUNTARY PROGRAMS DESIGNED TO GET PEOPLE OUT OF HARM'S WAY. BY USING LEAVING KEY COASTAL AND FLOODPLAIN HABITATS UNDEVELOPED, NWF WAS ABLE TO HELP PROTECT PEOPLE FROM DANGEROUS FLOODS WHILE SECURING AREAS ESSENTIAL FOR THE SURVIVAL OF SEA TURTLES, PELICANS, AND OTHER WILDLIFE. NWF ALSO ADVOCATES FOR FEDERAL AND STATE POLICIES THAT GET CHILDREN AND FAMILIES OUTDOORS THROUGH OUTDOOR EDUCATION, RECREATION, AND PLAY. FOR EXAMPLE, NWF IS HELPING LEAD THE CHARGE TO ENACT A HEALTHY KIDS OUTDOORS ACT IN CONGRESS, WHICH WOULD PROVIDE INCENTIVES FOR STATES TO HIGH-LEVERAGE LOW-COST STRATEGIES TO CONNECT PEOPLE WITH NATURE.

FORM 990, PART III, LINE 4B

EDUCATION, OUTREACH, AND PUBLICATIONS (CONTINUATION OF ACCOMPLISHMENTS):

NWF'S 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, THE GREAT AMERICAN BACKYARD CAMPOUT AND NATURE FIND. HIKE & SEEK, ONE OF OUR SIGNATURE EVENTS, BROUGHT 885 EXPLORERS OUTSIDE TO EXPERIENCE NATURE IN AN EDUCATIONAL ATMOSPHERE.

NWF'S CERTIFIED WILDLIFE 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 -

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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CERTIFIED WILDLIFE HABITAT, SCHOOLYARD HABITAT AND COMMUNITY WILDLIFE
HABITAT. WITH OVER 146,000 CERTIFIED HABITATS, 3,550 ACTIVE SCHOOLYARD
HABITATS, AND 65 CERTIFIED COMMUNITY HABITATS, OVER FIVE MILLION
AMERICANS ARE PARTICIPATING TO MAKE A DIFFERENCE FOR WILDLIFE.

NWF IS THE U.S. HOST FOR THE INTERNATIONAL ECO-SCHOOLS USA PROGRAM
AIMED AT FOSTERING A GREATER SENSE OF ENVIRONMENTAL STEWARDSHIP THROUGH
ENVIRONMENTAL EDUCATION IN SCHOOL AGE STUDENTS. SINCE ITS LAUNCH IN
2009, NWF HAS SIGNED UP 2,300 SCHOOLS REPRESENTING 1.4 MILLION STUDENTS
AND 83,000 EDUCATORS. HALF OF NWF'S 2,300 ECO-SCHOOLS REDUCED ENERGY
BY AN AVERAGE OF 25% (OR \$50,000 PER YEAR) SAVING THESE SCHOOLS \$58
MILLION AND REDUCING 53 MILLION POUNDS OF CO2 EMISSION EACH YEAR.

FOR 45 YEARS, RANGER RICK MAGAZINE HAS BEEN INTRODUCING KIDS TO THE
WONDERS OF NATURE. RANGER RICK CONTINUED ITS STANDARD OF EXCELLENCE IN
EDUCATION BY WINNING SEVERAL ACCOLADES, INCLUDING REGULARLY WINNING THE
PARENTS' CHOICE AWARD FOR MAGAZINES AND AWARD FROM THE ASSOCIATION OF
EDUCATIONAL PUBLISHING. TOGETHER WITH OUR TWO OTHER AWARD WINNING
CHILDREN'S MAGAZINES, THEY REACH ABOUT ONE MILLION HOMES PER MONTH AND
OVER TWO AND A HALF MILLION YOUNG READERS.

NWF'S TREES FOR WILDLIFE PROGRAM ENGAGED 10,000 CHILDREN AND YOUTH TO
PLANT 21,000 TREES AT MORE THAN 100 EVENTS, THAT WILL PROVIDE CRITICAL
WILDLIFE HABITAT AND STORE 1 MILLION POUNDS OF CARBON OVER 20 YEARS.

TO BOOST UNDER-SERVED STUDENTS' CAREER ADVANTAGE FOR THE CLEAN ENERGY
ECONOMY, NWF'S CAMPUS ECOLOGY PROGRAM'S GREENFORCE INITIATIVE WORKED

WITH SENIOR ADMINISTRATORS AND FACULTY AT MORE THAN 100 COMMUNITY

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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COLLEGES IN SIX STATES TO INCORPORATE SUSTAINABILITY, GREEN-TECH
SKILLS, AND JOB COMPETENCIES INTO NEW AND EXISTING CURRICULUM PROGRAMS
THAT ANNUALLY REACH AT LEAST 15,000 STUDENTS.

FORM 990, PART III, LINE 4C

MEMBERSHIP EDUCATION PROGRAMS (CONTINUATION OF ACCOMPLISHMENTS):

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
IMPACTS OF CLIMATE CHANGE. 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
STORIES FROM NWF AND AROUND THE NATION.

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

IN ADDITION TO ADVOCATING FOR POLICIES THAT MAKE LANDS AND WATERS MORE
RESILIENT TO HARMFUL CLIMATE CHANGE IMPACTS, NWF SERVES AS A NATIONAL
LEADER ON TRAINING THE PROFESSIONALS WHO MANAGE LAND AND WATER TO
ADDRESS THIS CHALLENGE. NWF PRODUCES REPORTS AND WORKSHOPS TO HELP
STATE AND FEDERAL AGENCIES UNDERSTAND AND ADDRESS THE VULNERABILITY OF
WILDLIFE TO CLIMATE CHANGE IMPACTS. THIS GROUND-BREAKING WORK LED THE
DEPARTMENT OF THE INTERIOR TO AWARD TO NWF THE PARTNERS IN CONSERVATION
AWARD. NWF ALSO WORKS WITH LAND TRUSTS, WATERSHED PROTECTION GROUPS,

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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AND OTHERS IN INCORPORATING INFORMATION ABOUT CHANGING TEMPERATURES AND
PRECIPITATION PATTERNS SO THAT THEY CAN MAXIMIZE THE CHANCES OF SUCCESS
FOR THEIR HABITAT PROTECTION AND RESTORATION WORK.

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 INSPIRED 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.

EXPENSES \$ 8,755,944. INCLUDING GRANTS OF \$ 0. REVENUE \$ 6,875,771.

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. A NWF AUDIT COMMITTEE
MEETING IS HELD WHERE THE FULL BOARD IS INVITED TO PARTICIPATE IN
DISCUSSING THE 990 PRIOR TO FILING. THE 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

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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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: 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 CONSULTING FIRM SPECIFICALLY FOR THE
NATIONAL WILDLIFE FEDERATION.

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, HI

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

FORM 990, PART IX, LINE 11G, OTHER FEES:

OTHER FEES:

PROGRAM SERVICE EXPENSES	476,107.
MANAGEMENT AND GENERAL EXPENSES	37,508.
FUNDRAISING EXPENSES	0.
TOTAL EXPENSES	513,615.

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

PROGRAM SERVICE EXPENSES	3,783,262.
MANAGEMENT AND GENERAL EXPENSES	236,823.
FUNDRAISING EXPENSES	0.
TOTAL EXPENSES	4,020,085.

LETTER SHOP-OUTSOURCE:

PROGRAM SERVICE EXPENSES	1,562,975.
MANAGEMENT AND GENERAL EXPENSES	99,518.
FUNDRAISING EXPENSES	92,932.
TOTAL EXPENSES	1,755,425.

FULFILLMENT-OUTSOURCE:

PROGRAM SERVICE EXPENSES	3,589,551.
MANAGEMENT AND GENERAL EXPENSES	228,555.
FUNDRAISING EXPENSES	0.
TOTAL EXPENSES	3,818,106.
TOTAL OTHER FEES ON FORM 990, PART IX, LINE 11G, COL A	10,107,231.

FORM 990, PART XI, LINE 9, CHANGES IN NET ASSETS:

CHANGE IN SPLIT INTEREST AGREEMENTS	-520,285.
GAIN (LOSS) ON PENSION INVESTMENT	2,736,885.
MISCELLANEOUS ADJUSTMENT	397.
TRANSFER TO NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC.	-250,000.
TOTAL TO FORM 990, PART XI, LINE 9	1,966,997.

FORM 990, PART XII, LINE 2C

232212
01-04-13

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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THE PROCESS FOR OVERSIGHT OF THE AUDITED FINANCIAL STATEMENTS:

THE PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.

FORM 990

REASON FOR AMENDED RETURN

THE RETURN AS ORIGINALLY FILED INADVERTENTLY HAD THE DIRECTOR BOX

CHECKED FOR 5 COMPENSATED OFFICERS LISTED ON PART VII. THESE

INDIVIDUALS ARE NOT DIRECTORS AND THE AMENDED RETURN REFLECTS THIS

CORRECTION. NO OTHER CHANGES WERE MADE TO THE RETURN.

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.
▶ Attach to Form 990. ▶ See separate instructions.

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

Part I Identification of Disregarded Entities (Complete if the organization answered "Yes" to Form 990, Part IV, line 33.)

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. - 52-0806695, 11100 WILDLIFE CENTER DR, RESTON, VA 20190-5362	SUPPORT NWF MISSION	DISTRICT OF COLUMBIA	501C3	509A3, TYPE I	N/A		X

Part III Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportion- ate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No

Part V Transactions With Related Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35b, 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 related organization(s)	X	
c Gift, grant, or capital contribution from related organization(s)	X	
d Loans or loan guarantees to or for related organization(s)		X
e Loans or loan guarantees by related organization(s)	X	
f Dividends from related organization(s)		X
g Sale of assets to related organization(s)		X
h Purchase of assets from related organization(s)		X
i Exchange of assets with related organization(s)		X
j Lease of facilities, equipment, or other assets to related organization(s)		X
k Lease of facilities, equipment, or other assets from related organization(s)		X
l Performance of services or membership or fundraising solicitations for related organization(s)		X
m Performance of services or membership or fundraising solicitations by related organization(s)		X
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	X	
o Sharing of paid employees with related organization(s)		X
p Reimbursement paid to related organization(s) for expenses	X	
q Reimbursement paid by related organization(s) for expenses	X	
r Other transfer of cash or property to related organization(s)		X
s Other transfer of cash or property from related 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-s)	(c) Amount involved	(d) Method of determining amount involved
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			

