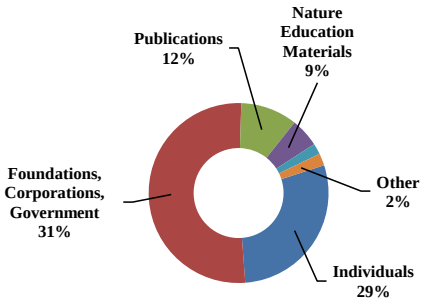
National Wildlife Federation
Consolidated Statement of Activities

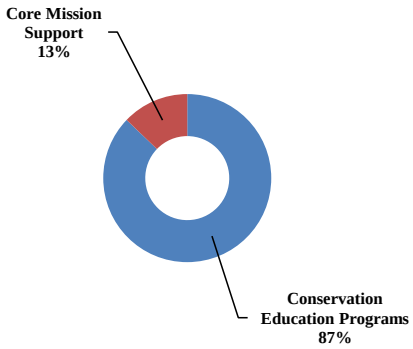
For the Year Ended August 31, 2024 ($ in thousands)

	FY 2024 Total
Revenue	
Contributions from individuals	$ 44,363
Contributions from foundations, corporations, government	79,536
Publications	15,703
Nature education materials	7,986
Investment income for operations	3,001
Other	3,367
Total operating revenue	**153,956**
Expense	
Conservation Education Programs	
Conservation programs	53,275
Membership and other nature education programs	27,568
Education outreach and publications	32,413
Garden for Wildlife	3,679
Total program expense	**116,935**
Core Mission Support	
Fundraising	8,141
General and administrative	9,080
Total core mission support expense	**17,221**
Total expense	**134,156**
Change in net assets before other gains	19,800
Other gains (losses)	6,421
Change in net assets	**26,221**
Net assets, beginning of year	103,496
Net assets, end of year	$ 129,717

2024 Revenue
$154.0 million



2024 Expense
$134.2 million



Copies of National Wildlife Federation's complete audited financial statements are available on our website: nwf.org.

National Wildlife Federation

Financial Overview

The organization's statement of activities reports the results of the operations of the National Wildlife Federation (NWF).

Funding

In fiscal year 2024, NWF revenue totaled $154.0M, with ninety-six (96) percent of this revenue coming from supporters through contributions, grants, memberships, publications, and mission related products.

Of the $154.0M revenue, $44.4M in donations and bequests came from generous individual donors, including our members, Guardians of the Wild, Leaders Club, President's Leadership Council, J.N. "*Ding*" Darling Circle, and members of our bequest legacy program, the Legacy Society.

NWF's conservation and education programs received 118 new foundation and corporate grants totaling $60.4M and 18 new government grants totaling $4.1M. Major foundation grants were awarded by the Annenberg Foundation, Walton Family Foundation, Gordon and Betty Moore Foundation, William Penn Foundation and other anonymous donors.

Revenues generated by NWF's publications totaled $15.7M. Nature Education Materials' revenue totaled $8.0M. Gain on investment income, royalties and other income yielded net revenue of $6.4M. NWF is committed to pursuing investment strategies that are consistent with the organization's conservation mission.

Conservation Education Programs and Core Mission Support

In Fiscal year 2024 NWF expenses totaled $134.2M. Conservation education programs expenses totaled $116.9M, representing 87.2% of total expenses. General, administrative (6.8%) and fund-raising expenses (6.1%), which support NWF's conservation mission, were only 12.8% of total expenses for 2024.

Total operating revenue is higher than total expense due to the receipt and recognition of restricted contributions from individuals and foundations during this fiscal year. NWF continued to invest in programmatic work, mission delivery, innovation, marketing support, technology and cyber security.

Current NWF Board Members

John Robbins, Chair
Bill Houston, Past Chair
Mark Berry
Carol Buie-Jackson
Priscilla De la Cruz
Allyn Dukes
Jomar Floyd
Scott Gilmore
John Goss
Randy Jones
Brianna Jones Rich
Koalani Kaulukukui-Barbee
Frederick Kowall
Jay Lanier
Dawn Levey
Catherine Novelli
Miguel Ordeñana
Dr. Mamie Parker
Saura Parker Pauley
Stevie Parsons
Brad Powell
Rebecca Pritchett
Sally Ranney
Bob Rees
Emily Shrader
Rob Speidel
Rachel Sprague
Elizabeth Swisher
Jeremy Vesbach
Beth Viola