



**ANNUAL
REPORT
2011**

WILDAID

LETTER FROM THE FOUNDER

We founded WildAid to create new, high-impact, innovative solutions to the decimation of wildlife species caused by poaching and unsustainable consumption. We believe that we can protect our natural heritage - including tigers, sharks, bears, turtles, elephants, rhinos, forests and oceans for future generations.

We believe that in addition to the vital efforts of enforcement staff, forest rangers, marine patrols and all those on the front lines, we also have to remove the driving force behind the illegal and unsustainable trade: the demand for wildlife parts and products. We have to build a larger, more dynamic, more engaged constituency for wildlife. We need to engage key influencers in the rapidly expanding economies of Southeast Asia, China and India in particular.

In this short letter we pay tribute to our small, but truly outstanding team of professional staff and volunteers and make the appeal to you, all those who read this, to help us reach our ambitious, but achievable goals.

Our message is simple and direct: we can change our world. When we all come together, we can do anything.

PETER KNIGHTS

WildAid Founder

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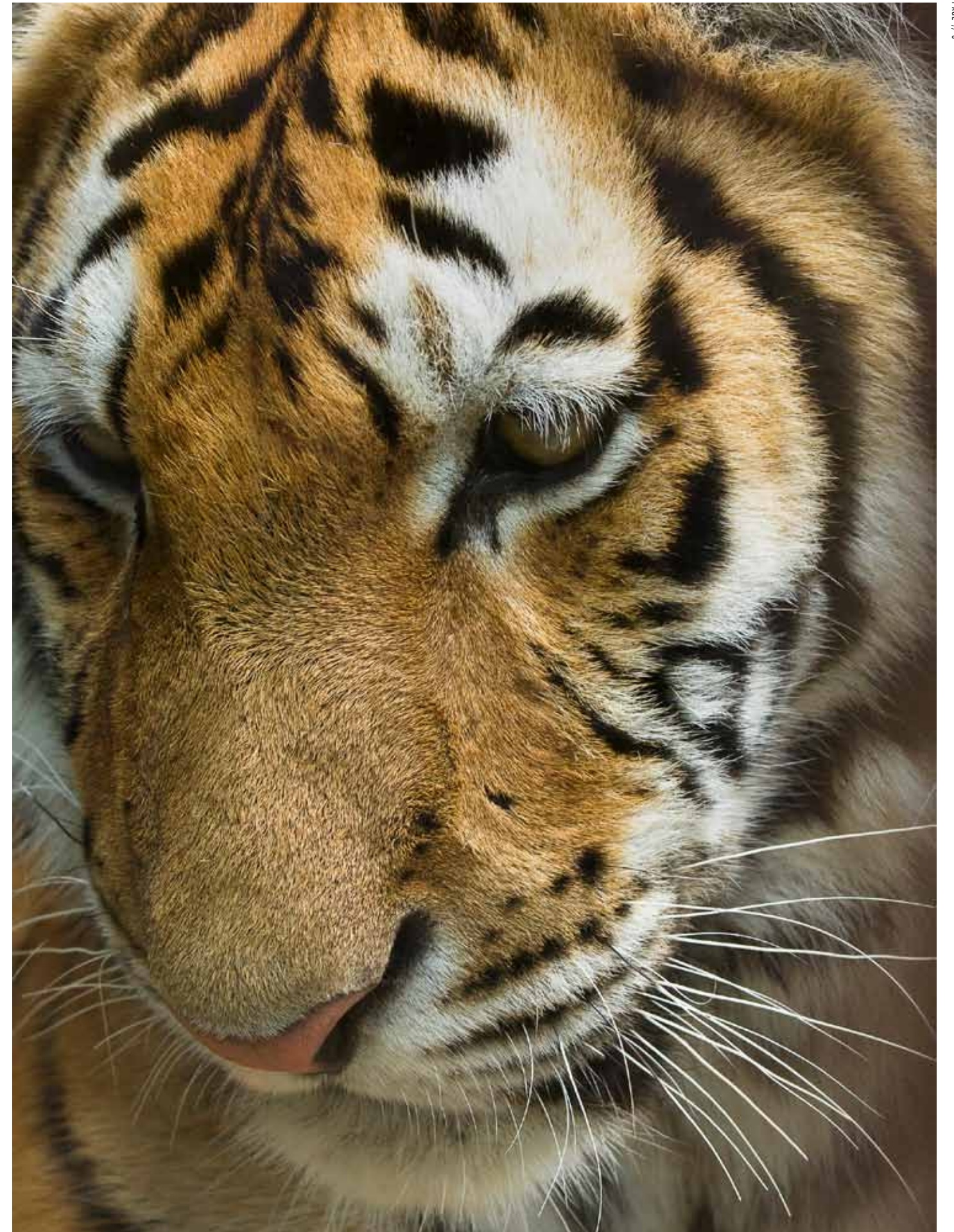




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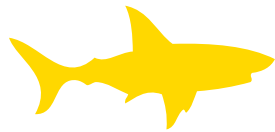
THE WILDAID DIFFERENCE

A GLOBAL PROBLEM

The illegal and unsustainable wildlife trade is estimated to be worth over \$10 billion per year and has decimated certain wildlife populations, holding several species on the brink of extinction. Many of these animals, including sharks, tigers, rhinos, and elephants, have existed on our planet for millions of years and sit at the top of their food chains with no natural predator — except humans.

The demand for animal body parts such as shark fin, tiger bone, rhinoceros horn, and elephant tusk fuels commercial wildlife poaching and threatens species all over the world. Despite the gravity of these threats, many countries lack the resources to defend their parks and wildlife against rampant poachers, and poachers often have few options to legally earn a living. Every year, hundreds of millions of dollars are spent protecting animals in the wild, yet virtually nothing is spent on addressing the underlying demand for wildlife parts and products.

THREATS TO SHARKS



Sharks have been swimming the oceans for over 400 million years. As predators, near or at the top of the food chain, sharks play a vital role in maintaining the ecological balance of the oceans. Fins from up to 73 million sharks are used in shark fin soup every year. As a result, one-third of assessed open ocean sharks are threatened with extinction, primarily due to overfishing, according to the IUCN.

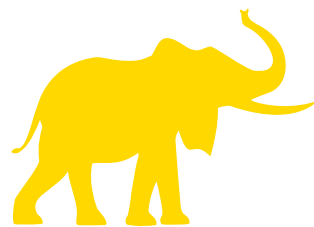
THREATS TO TIGERS



Tigers have roamed the earth for more than 2 million years. As top predators, they play a vital role in the ecosystems in which they live. Tigers are killed for their body parts, which are then used for decorations, traditional dress, medicines and tonics.

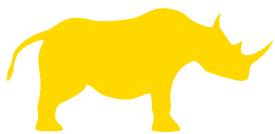
Despite conservation efforts, wild tiger populations are on a rapid decline: from 100,000 at the turn of the 20th century, to fewer than 3,200 today — representing a 97% decline and the extinction of 3 sub-species.

THREATS TO ELEPHANTS



Elephants have roamed the earth for millions of years. As a keystone species, elephants play a vital role in the ecosystems in which they live. Only two species remain — the African and Asian elephant, which both descend from a long line of giant mammals, including mammoths. Elephants are killed for their ivory tusks, which are carved to create jewelry, ornaments, and other decorative items. The number of African elephants has declined by over 50% in a single generation, while fewer than 50,000 Asian elephants survive.

THREATS TO RHINOS



Rhinos have roamed the earth for more than 50 million years. As mega-grazers, they play a vital role in the ecosystems in which they live. A mature rhino has no natural predators, except humans. Poaching is one of the greatest threats to their survival. They are killed for their horns, which are made of keratin — the same material as your hair and nails — used for traditional medicines and decorations. Today, only 5 species of rhino remain and all are threatened by demand for their horns.

THE WILDAID DIFFERENCE

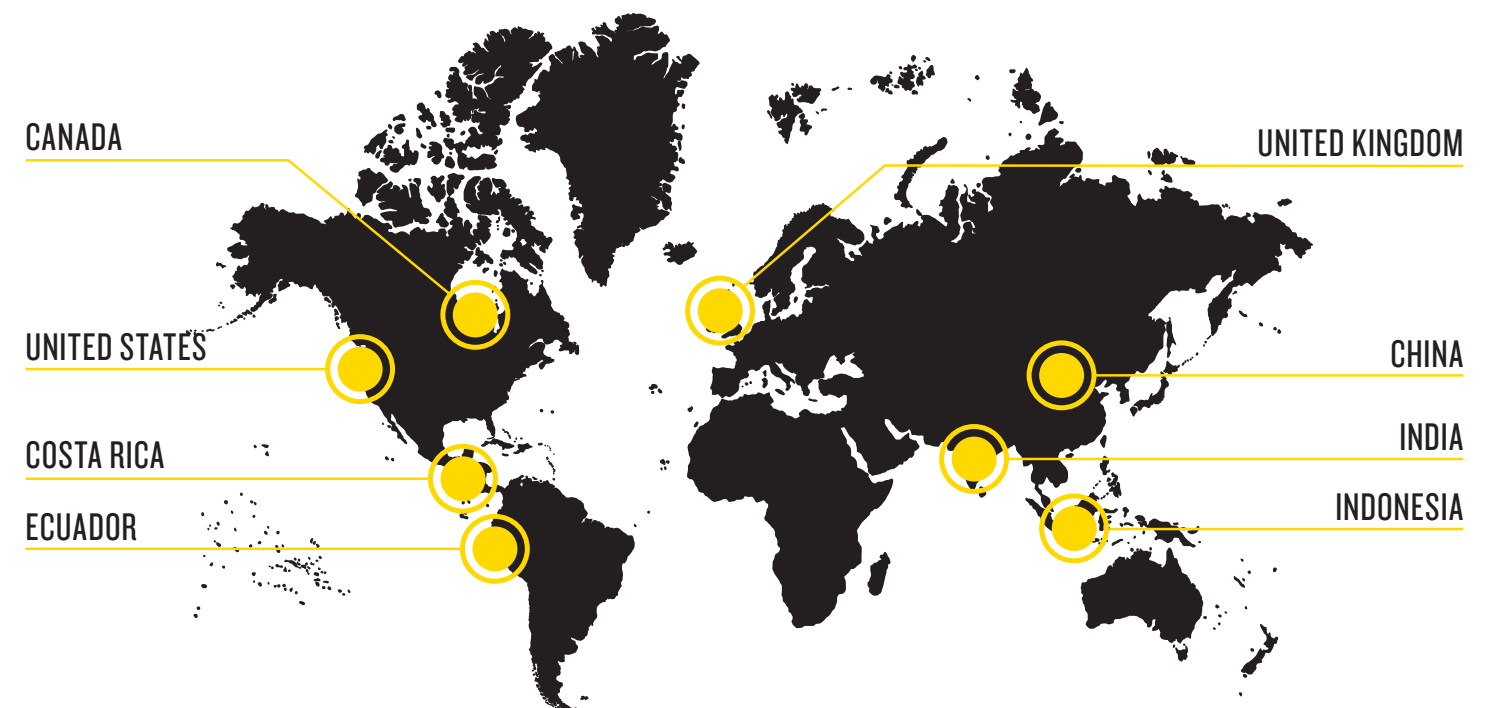
WildAid's mission is to end the illegal and unsustainable wildlife trade in our lifetimes by reducing demand through public awareness campaigns and providing comprehensive field protection.

WildAid is the only organization to focus on reducing the demand for these products, with the strong and simple message: *When the Buying Stops, the Killing Can Too.*

With an unrivalled portfolio of celebrity ambassadors and global network of media partners, we are able to deliver high-impact, culturally sensitive multimedia campaigns. In 2011, WildAid leveraged over \$200 million in pro-bono media support, and our communications campaigns reached over 1 billion people.

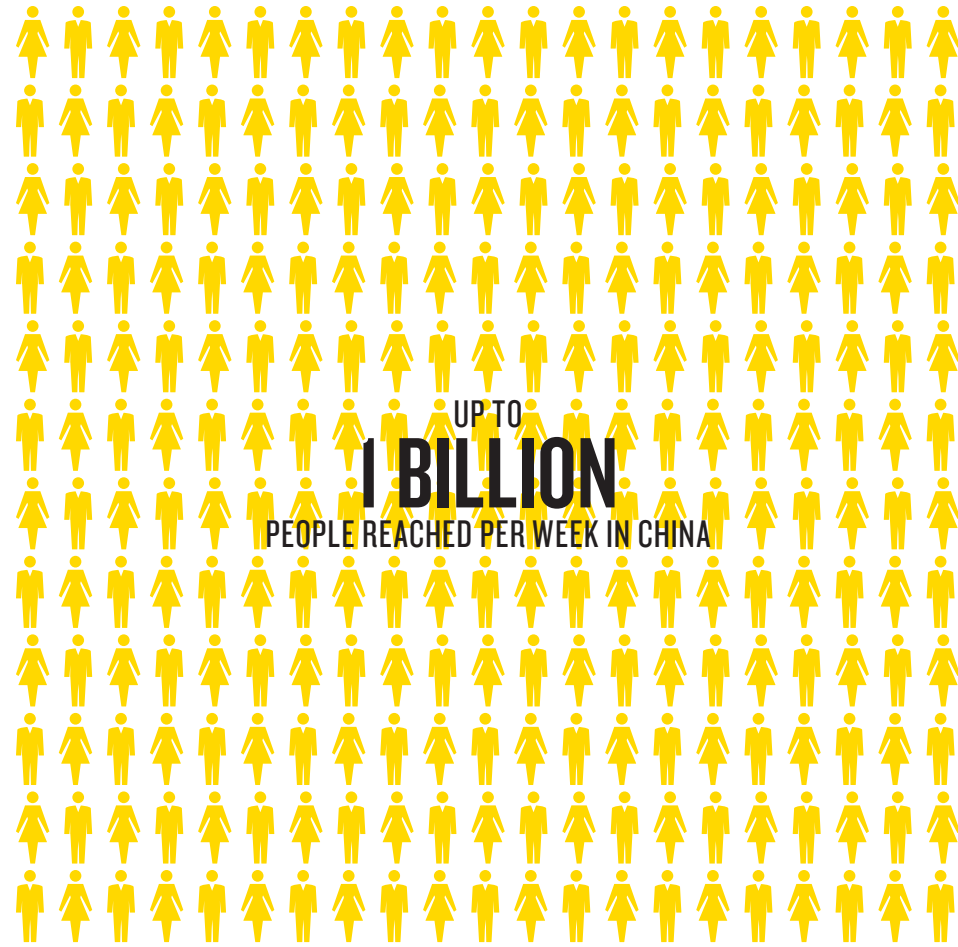
We also protect threatened wildlife and reduce human-animal conflict through comprehensive field programs working with local governing authorities and surrounding communities of marine protected areas, national parks, and reserves in Ecuador, Costa Rica, Indonesia, and India.

WHERE WE WORK



CONSERVATION

THROUGH COMMUNICATION



2011 CHINA SNAPSHOT



400,000,000
AIR TRAVELERS
VIA IN-FLIGHT ENTERTAINMENT NETWORKS AND AIRPORT BILLBOARDS



4,400,000
HOSPITAL PATIENTS
IN 3,000+ HOSPITALS IN 37 MAJOR CITIES VIA 32,000+ LCD SCREENS



350,000,000
SATELLITE TV VIEWERS



1,900,000
TRAIN TRAVELERS
VIA 75,000 LCD BOARDS IN TRAINS AND RAILWAY STATIONS



11,000,000
COLLEGE STUDENTS
AT 350 UNIVERSITIES IN 23 CITIES



2,200,000
MAGAZINE READERS



7,700,000
PEDESTRIANS
VIA 42 BILLBOARDS IN BEIJING, SHANGHAI, GUANGZHOU, DALIAN, HANGZHOU AND QINGDAO



1,200,000
TAXI PASSENGERS
IN 50,000 TAXIS TRAVELING IN BEIJING, SHANGHAI, HANGZHOU, GUANGZHOU AND SHENZHEN

CONSERVATION THROUGH COMMUNICATION

WildAid is the only organization that focuses on reducing the demand for endangered species products by specifically targeting consumers with engaging public service announcements and education initiatives. In the same way corporations employ celebrities and athletes to promote their products, we enlist popular celebrities and athletes to dissuade consumers from purchasing wildlife products with our strong and simple message: *When the Buying Stops, the Killing Can Too.*

Our communications campaign focuses on key consuming markets, primarily China, which is thought to be the largest consumer of wildlife parts and products.

PRO-BONO MEDIA SUPPORT IN 2011
\$200 MILLION+

80+

CELEBRITY AMBASSADORS

60+

MEDIA PARTNERS

40+

MEDIA PLATFORMS

CLIMATE CAMPAIGN

5 TO DO TODAY

In addition to our campaign to reduce demand for wildlife products, we use the same distribution channels and campaign strategies to promote energy efficiency and environmental stewardship as part of our “5 to do today” climate campaign. The premise of the campaign is simple. We urge each person to choose five things to do, starting today, to reduce his/her individual environmental footprint. As the campaign grows, we hope to connect the East and West by sharing ideas to change our world, one person at a time. We believe that individuals can make a significant collective impact by modifying their daily routines to reduce energy use and resource consumption. Conservation makes sense — both economically and ecologically.

CONSERVATION

THROUGH
PROTECTION

2011 MARINE SNAPSHOT



1,300
VMS DEVICES
INSTALLED ON COMMERCIAL AND
PRIVATE VESSELS



8
SNIFFER DOGS
TRAINED TO DETECT ILLEGAL
WILDLIFE SMUGGLING



70+
PERSONNEL TRAINED
IN MAINTENANCE, PATROLLING, AND
CONTROL OPERATIONS



4
PATROL BOATS
ACQUIRED TO PATROL
MARINE RESERVES



20
VMS TAGS
TRACKING THE MOVEMENT OF WHALE
SHARKS AND HAMMERHEAD SHARKS



\$1.7 MILLION+
SPENT ON VESSEL ACQUISITION
AND MAINTENANCE

2011 LAND SNAPSHOT



160+
WILD TIGERS
PROTECTED IN CORBETT
NATIONAL PARK



1
RAPID RESPONSE VEHICLE
EQUIPPED AND DONATED TO INCREASE
SURVEILLANCE OF THE PARK



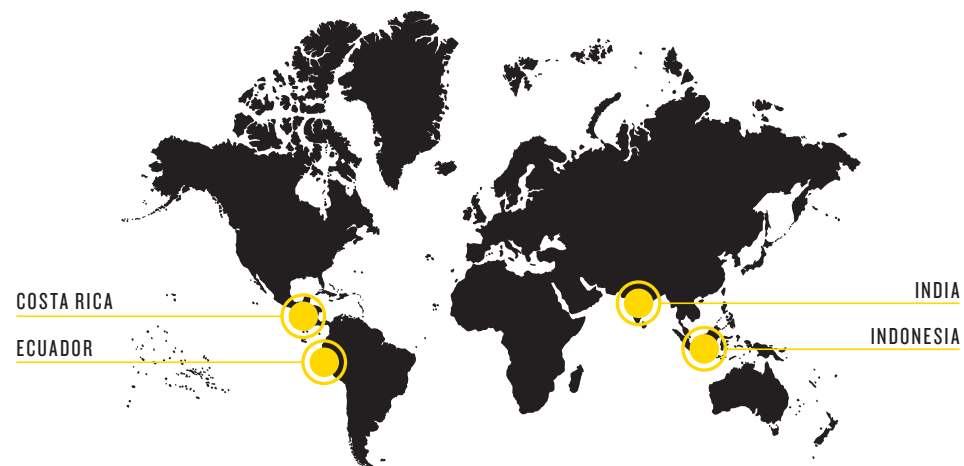
700+
ASIAN ELEPHANTS
PROTECTED IN CORBETT
NATIONAL PARK



13
MOBILE MEDICAL CAMPS
SET UP TO TREAT VILLAGERS AND TO
PROVIDE A FORUM TO REPORT HUMAN-
ANIMAL CONFLICTS AND POACHING



1,860
PATIENTS TREATED
AT MOBILE MEDICAL CAMPS



45,294

SQ MILES PROTECTED IN
GALÁPAGOS

4,158

SQ MILES PROTECTED IN
COSTA RICA

932

SQ MILES PROTECTED IN
INDIA

342

SQ MILES PROTECTED IN
INDONESIA

CONSERVATION THROUGH PROTECTION

WildAid protects threatened wildlife and reduces human-animal conflict through comprehensive field programs working with local governing authorities and communities of marine protected areas, national parks and reserves in Ecuador, Costa Rica, Indonesia and India. We work collaboratively to determine the most urgent issues and develop the most appropriate actions for effective protection and enforcement measures.

SHARK FIN BANS

INCREASING LEGISLATION AROUND THE WORLD

WildAid has been at the forefront of the campaign for increased legislation that protects sharks in the wild and shuts down the shark fin trade in key markets. WildAid led a coalition of peer NGOs pushing for these measures and rallied the support of influential business leaders, celebrities, and media outlets to do the same. In 2010, Hawaii became the first US state to ban the trade, sale, and possession of shark fins. In 2011, Oregon, Washington, and California followed suit. Key municipalities in Canada, including Toronto, have also passed similar legislation, while nations around the world continue to step up to support shark conservation.

WILDAID AROUND THE WORLD

CHINA

China is the largest consumer of endangered wildlife parts and products. The already unsustainable Chinese market for many wildlife species is growing. Current projections suggest that around 250 million new Chinese “middle class” consumers will enter the market over the next decade. Old customs and traditions (culinary, medicinal, etc.) combined with new money, conspicuous consumption and powerful new aspirations are driving a massive expansion in the use of wildlife parts and products in China.

Our unrivaled network of media partners, built up over the past decade, now reaches up to one billion people each week in China. Central to our delivery is the ability to target key elite decision-makers and opinion-formers including government officials, media organizations, business leaders, celebrities, and wealthy urban consumers. Noting the specifics of China’s societal and political structures, we believe these audiences can achieve a dramatic and permanent shift in the global demand for illegal wildlife products.

2011 HIGHLIGHTS

ENERGY FOUNDATION PARTNERSHIP

WildAid secured a partnership with the Energy Foundation to produce a series of documentary films on topics such as Buildings, Appliances, Urban Planning and Design, Green Energy, Green Vehicles and WildAid’s “5 to do today” program.

PUBLIC SERVICE ANNOUNCEMENTS

WildAid recorded new PSAs for the “5 to do today” campaign featuring Guo Jingjing, Li Bingbing and Vincent Zhao. Guo Jingjing is a Chinese female diver who has won more Olympic medals than any other female diver. Li Bingbing is one of the most well-known actresses in China and is a UNEP Goodwill Ambassador. Vincent Zhao is a respected martial artist, television and film actor.

AQUATIC WILDLIFE AWARENESS MONTH

WildAid partnered with the China Agricultural Ministry to hold National Aquatic Wildlife Awareness Month, to educate and raise awareness of aquatic wildlife conservation among Chinese students. WildAid materials and PSAs were distributed across all major aquariums in China, garnering national media coverage.

SIR RICHARD BRANSON AND YAO MING PARTNERSHIP

WildAid held a press conference in Shanghai with Yao Ming, Sir Richard Branson, and leading Chinese entrepreneur Zhang Yue in a global campaign to save sharks. The event coincided with the launch of new PSAs featuring Yao Ming and Richard Branson and was covered by over 100 international media outlets.

COMMUNICATION AWARD

WildAid’s Yao Ming shark PSA received the “Best Communication Award” in the 2nd Jige PSA Competition, the largest of its kind in China.

LEONARDO DICAPRIO PSA

WildAid launched a new tiger PSA featuring Leonardo DiCaprio and Jackie Chan, which ran on CCTV and Sina Weibo. The PSA has since aired hundreds of times on donated airtime valued at several million dollars.



1,338,299,512
ESTIMATED POPULATION

434
THREATENED SPECIES

3,704,426
SQ. MILES



1,170,938,000
ESTIMATED POPULATION

607
THREATENED SPECIES

1,269,219
SQ MILES

INDIA

With a population of 1.17 billion and home to over 607 endangered species, India faces increasing challenges in the balance between the protection of its incredibly diverse wildlife and land development. Human-animal conflicts have risen to perilous levels.

WildAid has spent the last five years building a network of government officials, celebrities, media partners, and wildlife advocates to assist in spreading our message, which now reaches up to 500 million people per week in India. Our programs highlight the importance of maintaining habitats and migration corridors for wild animals, while respecting the forest fringe communities surrounding the reserves.

WildAid works in Corbett National Park, India's oldest national park and home to one of the richest assemblages of large mammals.

2011 HIGHLIGHTS

SUNDERKHAL VILLAGE RELOCATION

WildAid conducted a survey of 69 families in Sunderkhal village after they suffered several tiger attacks. As a result, it was mutually decided that the village would relocate, safeguarding habitat for wildlife and ensuring a safer future for the local people.

VIRGIN UNITE PARTNERSHIP

WildAid, in partnership with Virgin Unite Foundation, brought a group of donors to India to see the program and deliver computers, solar lanterns and a rapid response vehicle to Corbett National Park

CONSERVATION THROUGH THE ARTS

WildAid used performing arts as a means of raising awareness and educating local people in and around India's tiger reserves. The performance, called "Bagheshwari", took place at multiple locations across India including the State Forestry's 150 year celebration in December 2011.

MOBILE MEDICAL CLINICS

WildAid provides free health care in rural areas along an elephant migration corridor of Nainital District, Uttarakhand, treating over 1,200 patients and providing materials on wildlife conservation and

offering a forum to report local human-wildlife conflicts.

PRESIDENTIAL MEETING

WildAid met with the the Honorable President of India, Smt. Pratibha Devisingh Patil in New Delhi to present a report on our activities and to discuss protecting India's natural heritage by raising awareness at large and working with local communities in and around protected areas.

ECUADOR

The Galapagos Archipelago's location, 600 miles off the West Coast of Ecuador, has resulted in the evolution of a diverse ecosystem. A unique set of currents and trade winds also bring an unusual variety of plant species to the Islands. Over 20% of the terrestrial and marine species in the Galapagos Islands are found nowhere else on Earth. Approximately 444 fish, 150 bird, and 24 marine mammal species as well as 28,000 people inhabit the Galapagos Islands.

Established in 1998, the Galapagos Marine Reserve (GMR) is the flagship reserve of the Eastern Tropical Pacific Corridor and is the third largest marine reserve in the developing world, at 133,000 square kilometers. WildAid initiated its Galapagos program that same year to support the Galapagos National Park Service (GNPS) in the intensive task of managing and protecting the newly created Marine Protected Area (MPA). Through extensive field expertise and close cooperation with the GNPS, WildAid has developed a comprehensive enforcement model and operational program focusing on the law enforcement chain, which encompasses the activities of detection, interception/arrest, prosecution, and sanction.

2011 HIGHLIGHTS

MAINTENANCE DIRECTOR

We provided a full-time Maintenance Director for the management of the Galapagos fleet and assisted in the procurement of critical spare parts to ensure interdiction capacity.

GUARDIANS OF THE SEA

WildAid supported the Ecuadorian Coast Guard's Guardians of the Sea program which aims to promote marine awareness within the youth of Galapagos through their direct exposure and active participation in the varying uses of the marine reserve. 60 children participated in pilot program activities which included: swimming and snorkeling lessons, artisanal fishing days, tourism and hospitality lessons, beach cleanups and meetings with a local scientist.

TRAINING

WildAid worked with the GNPS Marine Resource Unit, Harkcon, Conservation International and WWF to improve sea patrols, warden safety and case report writing. In addition, we carried out a simultaneous control center operations training, which also included simulated illegal fishing/ tourism scenarios in cooperation with boarding teams. The course revealed the need to establish Standard Operating Protocols, which we will complete in 2012.

SEIZURES

In 2011, reported seizures included 29 fishing violations from continental commercial fishing vessels, 47 local fishing violations, 50 tourism violations, and 13 vessels confiscated.

IMPROVED REGULATIONS

WildAid, with the Ministry of Transportation, implemented the first of a series of national regulations and requirements for all vessels entering the Galapagos Marine Reserve. This combined set of articles requires that maritime vessels acquire an Island Operating Permit following compliance with a series of checklists and international standards overseen by Agrocalidad-SICGAL, the GNPS, DIRNEA, the Galapagos Governance Council, and the Sub-secretary of Ports and Maritime Transport.

14,464,739
ESTIMATED POPULATION

423
THREATENED SPECIES

106,500
SQ MILES



239,870,937
ESTIMATED POPULATION

754
THREATENED SPECIES

740,904
SQ MILES



INDONESIA

In Indonesia, WildAid focuses on marine protected area enforcement in Southern Raja Ampat, West Papua, a region estimated to contain the highest concentration of fish and coral biodiversity found anywhere in the world. The area is geographically isolated and surrounded by open seas, creating an oasis for pelagic fish. The islands of Daram have long beaches, making them ideal turtle nesting areas. The threats facing the area include overfishing by foreigners, destructive fishing practices, turtle/turtle egg harvesting, shark finning, and coral bleaching. They levy extreme damage to the reef systems with net fishing, live reef-fish trade, and even dynamite fishing.

In response to these threats, WildAid has been working with Coral Reef Alliance, the Misool

Eco Resort and the Misool Conservation Center to develop a functional ranger patrol within the 425 sq kms No-Take Zone, prohibiting removal of anything in the sea. We are also assisting and supporting efforts to expand the radius of the no-take zone, creating a no-take corridor to connect the Raja Ampat and Daram Islands.

2011 HIGHLIGHTS

MISOOL BASEFTIN

The local NGO “Misool Baseftin” was successfully incorporated by Misool Eco Resort and key local community figures. All aspects of the No-Take Zone enforcement work was handed over to Misool Baseftin.

NEW PATROL VESSEL

The patrol vessel to support Daram allowed us to increase the number of patrols from 85 in January-March to 124 in April-June. As the heightened enforcement took hold, infringements decreased from 21 in Q1 to 15 in Q2.

LOCAL RANGERS

After developing a program with local communities, whereby village residents can impose fines, two shark fishing vessels were successfully captured by the rangers, fined, and their catch confiscated.

MANTA RAY OF HOPE

WildAid developed and released the Manta Ray of Hope Report, the most wide-spanning assessment of the gill raker trade and the resulting population declines of manta rays and mobulas around the globe.

FLOATING RANGERS

WildAid implemented the “floating ranger system,” an initiative to invite community members to join with the full time rangers for a week. Each week new community members are invited, allowing 112 different community members to join the rangers over the course of the year, to learn about and assist in enforcement and protection activities.

COSTA RICA

Most recently the government has redoubled efforts to create and/or expand on 13 MPAs in both the Caribbean and the Pacific. These MPAs serve as an oasis of life for threatened corals, sharks, leatherback turtles, and manta rays among many other species. Despite the government's best efforts, these legally defined boundaries are poorly enforced, which in turn results in rampant poaching of their natural resources. The list of threats include: illegal fishing, use of destructive fishing practices, fishing of protected species, illegal collecting of sea turtle eggs at nesting sites, mangrove clearing, and maritime shipping in conservation areas. All of these threats can wreak havoc on the marine populations and coral ecosystems.


In 2011, WildAid designed a national control and vigilance strategy in cooperation with Conservation International, Costa Rica Forever, and key Costa Rican government authorities.

The enforcement plan is divided into four sections:

1. *Electronic monitoring systems for MPAs using AIS, radar and video cameras*
2. *Development of interdiction (response capacity) once illegal fishers are identified*
3. *Development of fining mechanisms to ensure deterrence*
4. *Definition of training systems for the adoption and effective use of system resources*

 **4,658,887**
ESTIMATED POPULATION

 **175**
THREATENED SPECIES

 **19,730**
SQ MILES



62,218,761
ESTIMATED POPULATION

64
THREATENED SPECIES

50,346
SQ MILES

UNITED KINGDOM

WildAid's UK team develops PSAs and conservation films, educational materials, research reports and collateral for use across the global WildAid network. We take part in national public engagement and fundraising initiatives and collaborate with numerous national and international conservation organizations including the Shark Alliance, Operation Charm, and Save Wild Tigers.

2011 HIGHLIGHTS

INCREASED RESEARCH

WildAid UK produced *An Overview of Global Shark Populations; Current Threats and the Rationale for Protection Measures* highlighting the devastating effects of shark finning on global shark populations and making key recommendations for ongoing solutions. We also produced *Energy Consumption in China and its Role on Climate Change* which takes a close look at what China is doing to reduce its carbon footprint, highlighting the country's potential to improve efficiency and reduce its carbon intensity.

AIRMEDIA

WildAid produced 12 short conservation films as part of an ongoing partnership with AirMedia, the largest digital media network in China dedicated to airline and airport advertising. Each film tells the story of an endangered species threatened by the wildlife trade. These documentary films reach 93% of Chinese domestic air travelers.

SAVE WILD TIGERS

WildAid partnered with the Environmental Investigation Agency and Born Free Foundation to launch the 'Save Wild Tigers' campaign. Throughout the year, activities included a tiger forum attended by some 700 people at the Royal Geographical Society and a gala dinner attended by numerous celebrities and high-profile guests.

CANADA

Since 2008, WildAid Canada has been building partnerships with businesses, educators, and governments throughout the country. We are pursuing a variety of initiatives designed to counter the multi-billion dollar illegal wildlife trade and to implement national programs to reduce the human threat to wildlife.

Integration of international wildlife issues into provincial anti-poaching programs has continued with six provinces now including non-native wildlife as part of their reporting structure. In addition, the provinces of Manitoba, Ontario and New Brunswick now extend protection to non-native species through their respective endangered species legislation.

With the passage of anti-shark fin legislation in Hawaii, California, Washington and Oregon, the debate over the issue has moved to the North American continent. WildAid Canada has been working in concert with other groups to implement bans in a number of provinces and was instrumental in the ban in Brantford in May 2011 that led to bans in Mississauga, Toronto, Oakville, and Pickering. WildAid is also working with a number of government bodies on additional bans.

Canada is home to 2/3 of all polar bears around the world and yet takes a very passive role in their well being. Two groups of polar bears in Ontario are under extreme threat.

2011 HIGHLIGHTS

SHARK FIN BANS

WildAid took part in a national campaign to ban the sale and consumption of shark fin across Canada. Brantford, Ontario became the first North American municipality to ban shark fin products, followed by Oakville, Mississauga, Pickering, London, Newmarket, and Toronto. WildAid is campaigning for additional bans at all levels of Canadian government: municipal, provincial, and federal.

POLAR BEAR CAMPAIGN

WildAid is working to increase protection for the southernmost populations of Polar bears via legislative lobbying and rallying the support of the general public.

WORLD OCEANS DAY

In support of World Oceans Day, WildAid sent out materials to over 3,500 legislators at the municipal, provincial, and federal level, calling for action on the conservation crisis created by the shark fin trade.

34,108,752
ESTIMATED POPULATION

81
THREATENED SPECIES

3,854,082
SQ MILES



311,591,917
ESTIMATED POPULATION

914
THREATENED SPECIES

3,717,727
SQ MILES

UNITED STATES

San Francisco serves as our global headquarters and the hub for our conservation activities worldwide. We develop PSAs, educational materials, research reports and collateral for distribution to schools, zoos, aquariums, wildlife groups, government agencies, non-profits, companies and service organizations. We arrange for speaking engagements, PSA distribution, footage release, and public relations activities to further raise awareness and vital funds necessary to successfully launch campaigns to reduce demand for wildlife products.

WildAid worked closely with peer conservation groups to push for shark fin bans in key US states. Hawaii became the first state to ban the possession, distribution, and sale of shark fin, followed by Washington, Oregon, and California. Being that California is the largest market for shark fin outside of Asia, this legislation is vital for global conservation efforts.

2011 HIGHLIGHTS

YAO MING VISIT

Yao Ming visited San Francisco in support of the California Shark Fin Ban and to star in a new shark PSA. Yao did several days of press and met with some of the Bay Area's leading chefs and restaurateurs as part of WildAid's Chefs Against Shark Fins campaign.

MY CONSERVATION PARK

WildAid partnered with My Conservation Park on a Facebook game where players can start their own virtual tiger park while a portion of in-game purchases benefit WildAid's tiger program.

CALIFORNIA SHARK FIN BAN

The California Shark fin ban was signed into law by Governor Jerry Brown. WildAid spent over a year lobbying for the passage of this legislation, with Executive Director Peter Knights testifying before state legislative bodies on numerous occasions. WildAid led a coalition of NGOs and community organizations on a campaign to rally the support of the general public. WildAid Ambassadors Leonardo DiCaprio, Yao Ming, Edward Norton, and others co-signed letters to key state committee members and politicians, including Governor Brown, urging support for this bill.

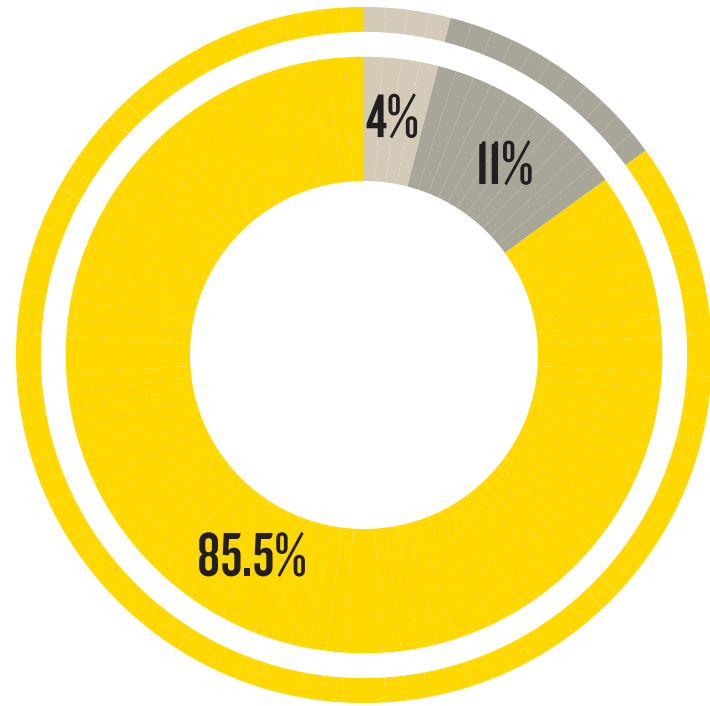
TIMES SQUARE

WildAid PSAs broadcasted on the CBS Super Screen in Times Square Plaza 18 hours a day for 3 weeks, reaching millions of pedestrians.

2011 FINANCIAL YEAR

EXPENSES BY TYPE

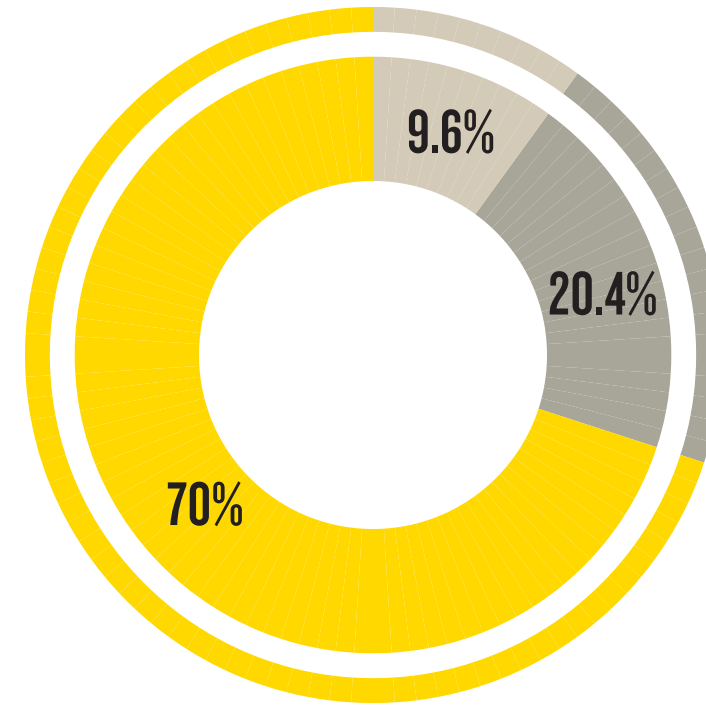
EXCLUSIVE OF DONATED MEDIA



- PROGRAMS**
\$3,446,794
- FUNDRAISING**
\$454,861
- GENERAL ADMINISTRATION**
\$158,476

REVENUE BY TYPE

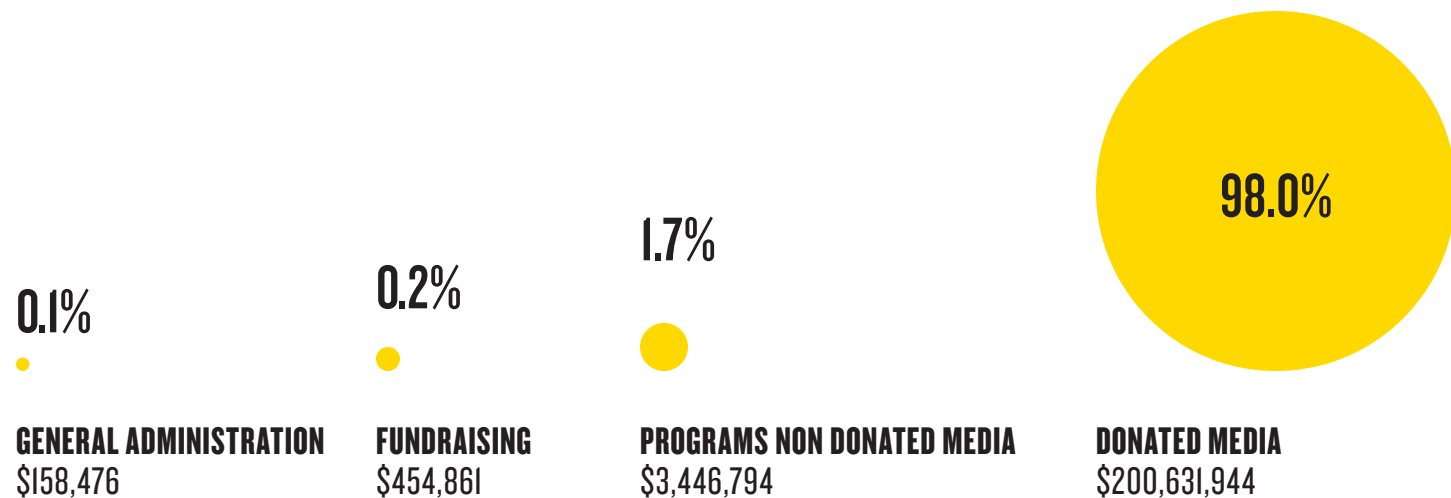
EXCLUSIVE OF DONATED MEDIA



- GRANTS & INSTITUTIONAL DONORS**
\$2,560,454
- CONTRIBUTIONS**
\$750,424
- EVENT & OTHER REVENUE**
\$352,548

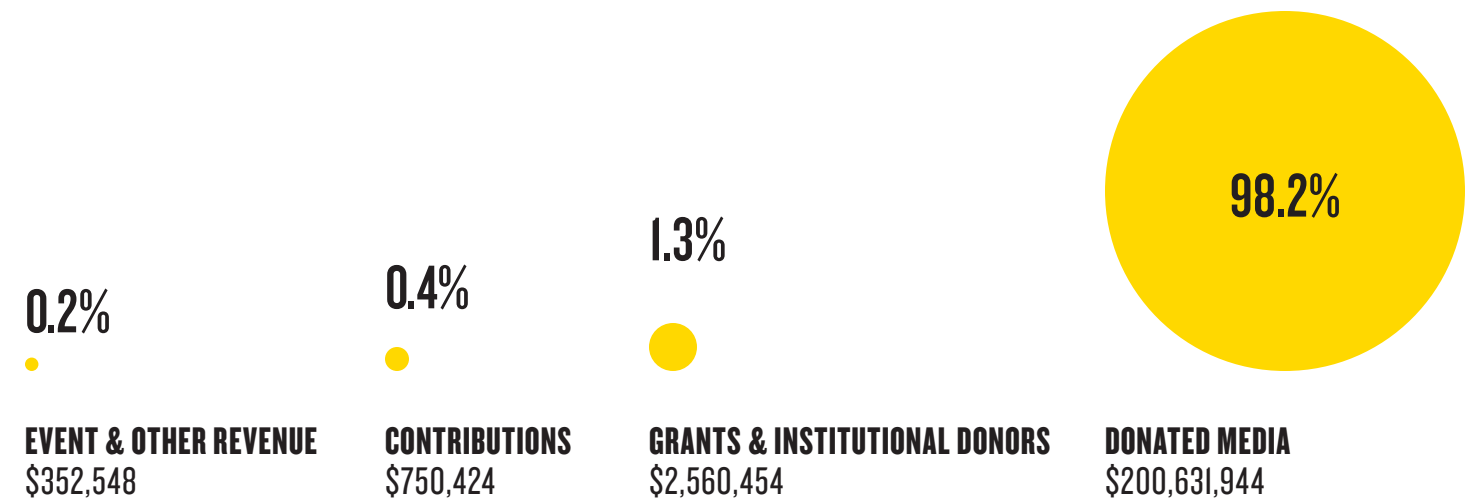
EXPENSES BY TYPE

INCLUSIVE OF DONATED MEDIA



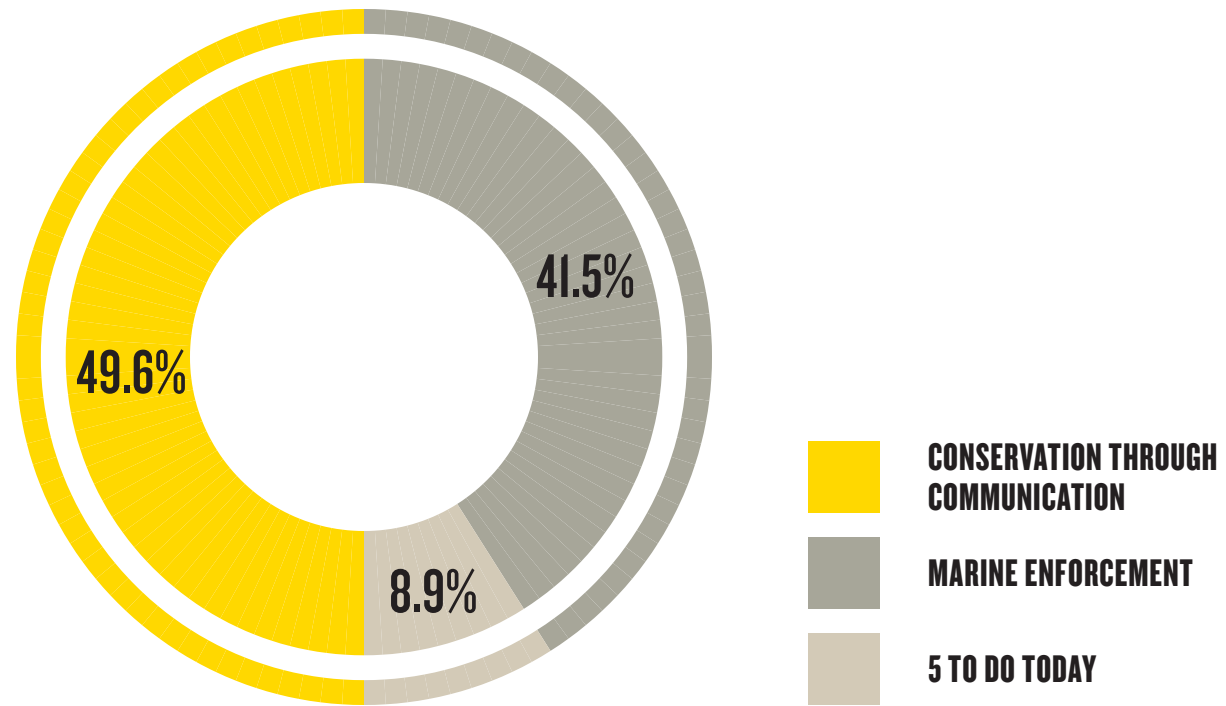
REVENUE BY TYPE

INCLUSIVE OF DONATED MEDIA



DIRECT EXPENSES BY PROGRAM

EXCLUSIVE OF DONATED MEDIA




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PHOTO CREDIT

BRYCE GROARK

Bryce is a wildlife photographer and cinematographer focusing on all things marine. Since 2004, he has owned and operated Living Ocean Productions — a full service production and imaging company based in Kona, Hawaii. His award-winning work has been shown in a multitude of film, television, commercial, print and fine art mediums.



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