



ANNUAL REPORT 2012

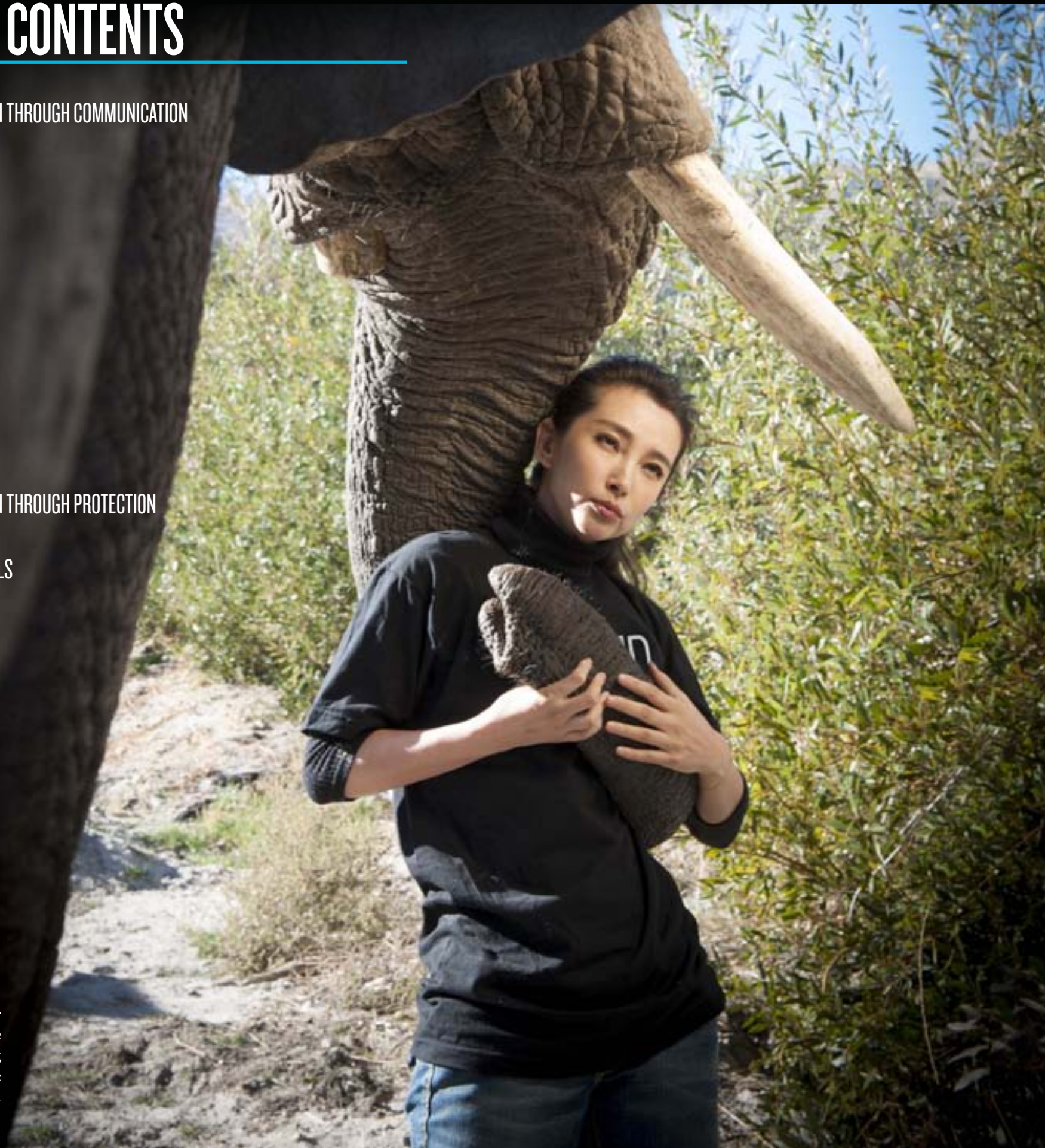
WILDAID

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On this page

WildAid Ambassador Li Bingbing gets up close with an elephant during the production of a public service announcement. (Photo by Vern Evans)



LETTER FROM THE FOUNDER

2012 was a watershed year for WildAid. Through your generous support not only were we able to restructure our operations for greater efficiency and impact, but also our longstanding work in China produced results beyond reasonable expectations, with a reported 50-70% reduction in shark fin consumption, and the government announced a ban on shark fin soup at state banquets.

In addition to growing our income by 25%, we geared up and launched campaigns with Yao Ming and other Chinese thought leaders to curb ivory and rhino horn consumption and protect manta rays from demand for their gill rakers, forming important new partnerships along the way. At the same time, we exposed a broader global audience to new technologies that can revolutionize the way we enforce marine protected areas.

As we work towards our goal of ending the demand for these products within our lifetime, I am thankful to have your continued support. We are growing our team to keep our momentum as we continue to leverage your generosity to launch larger campaigns with even greater impact.

When the buying stops, the killing can too.

Sincerely,

PETER KNIGHTS
WildAid Co-Founder



WHAT WE DO

WildAid creates Hollywood quality PSAs that secure partnerships with leading media outlets, government leaders, and on-screen celebrities. In 2012, we partnered with celebrities including China's top actress Li Bingbing, True Blood's Kristin Bauer, and NBA superstars Tyson Chandler and Pau Gasol to film PSAs; as well as longtime Ambassador and former NBA star Yao Ming to complete principal photography for the nonprofit's first ever feature-length documentary (above with WildAid Executive Director and Co-Founder, Peter Knights; photo by Kristian Schmidt). It is through our generous supporters and an extensive network of partnerships that we can create these one-of-a-kind campaigns that change behavior, in turn saving endangered wildlife around the globe.

CONSERVATION THROUGH COMMUNICATION



On this page

Yao Ming's trip to Africa in 2012 produced memorable advertising (above) that complemented his previous work on the shark fin campaign (left).

Right page

WildAid Ambassadors include Yao Ming (top left), Jackie Chan (top right, middle), and Lang Lang (bottom).



350 

MILLION SATELLITE TV VIEWERS IN CHINA



400 

MILLION AIR TRAVELERS



WILDAID: WHO WE ARE

WildAid is the only nonprofit of its kind, focusing on eliminating the demand for products derived from endangered species to prevent those species from becoming extinct. By turning the advertising world on its head and producing high-quality public service announcements (PSAs) that ask consumers NOT to buy these products, WildAid is repurposing one of the most effective means of communications.

A SNAPSHOT OF WILDAID'S 2012 COMMUNICATIONS CAMPAIGN IN CHINA, A LEADING CONSUMER OF SHARK FIN, IVORY, AND RHINO HORN:

- Up to 1 billion television viewers saw WildAid PSAs across China via 20+ media partners including China's largest television network, CCTV;
- Yao Ming's PSAs aired 2,000+ times;
- The total value of our 2012 pro-bono media placements was US\$132m+;
- Additionally, our PSAs reached:
 - 400 million air travelers via in-flight entertainment networks and airport billboards;
 - 350 million satellite TV viewers;
 - 11 million college students at 350 universities in 23 cities;
 - 7.7 million people via 42 billboards in Beijing, Shanghai, Guangzhou, Dalian, Hangzhou, and Qingdao;
 - 4.4 million hospital patients in 3,000+ hospitals in 37 major cities via 32,000+ LCD screens;
 - 1.9 million train travelers via 75,000 LCD boards in trains and railway stations;
 - 2.2 million magazine readers; and
 - 1.2 million taxi passengers via 50,000 TV screens in taxis in Beijing, Shanghai, Hangzhou, Guangzhou, and Shenzhen.

SHARKS

Tens of millions of sharks are used in shark fin soup every year. Our program is reducing demand for shark fin through conservation and education.

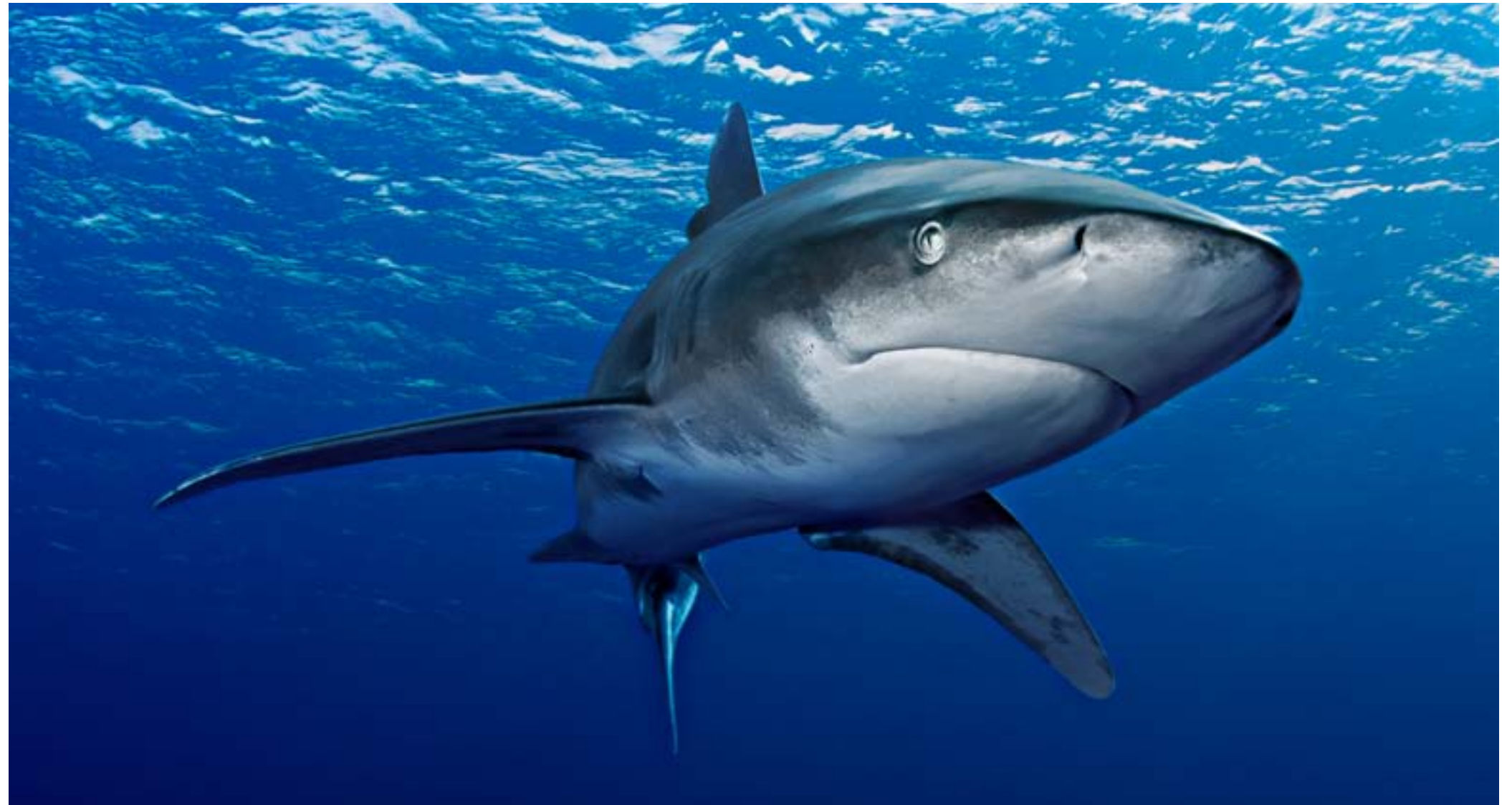
IN 2012, WILDAID:

- Promoted our “Say No to Shark Fin Soup” campaign featuring WildAid Ambassador and former NBA star Yao Ming and Sir Richard Branson as well as China’s leading CEOs;
- Received nearly 80,000 votes in support of the campaign through a social media partnership with Sina Weibo that also included interactive interviews, celebrity support, and volunteer registration;
- Supported shark fin ban legislation in 7 states in the U.S. and 4 cities in Canada;
- Conducted undercover investigations with shark fin traders to verify a 50-70% decrease in China’s shark fin prices;
- Worked closely with China-based hotels and restaurants to ban shark fin from their menus including Shangri-La Hotel, the 5-star Jinling Hotel, and Richang Restaurant, a popular Cantonese restaurant with 9 branches in Beijing; and
- Launched a university campaign at 5 first-tier universities in Beijing to recruit the next generation of China’s business elite to say “No” to shark fin soup.

**SOUTH CHINA MORNING POST REPORTED
 “SHARK FIN IMPORTS HAVE REDUCED FROM
 10,292 TONS TO 3,087 TONS FROM 2011 TO
 NOVEMBER 2012; OVER A 70% DECLINE.”**



The campaign featuring Yao Ming (above) continues to reverberate throughout Asia, helping more sharks to swim free (next page, top right: photo by Bryce Groark) and less to fall victim to the finning market (next page, bottom right: photos by Jeff Rottman).





ELEPHANTS

Up to 25,000 elephants are killed each year due to the demand for ivory products. Our program educates consumers to reduce demand worldwide.

IN 2012, WILDAID:

- Partnered with Save the Elephants and former NBA star and WildAid Ambassador Yao Ming on a global awareness campaign including:
 - 3 PSAs for distribution with a focused presence in China;
 - Principal photography for the feature length documentary “The End of the Wild” based on Yao’s fact-finding tour of Africa;
 - A survey of Chinese residents to better understand awareness of elephant conservation status, their consumption of ivory, and what might be done to deter consumption. Results included:
 - 50%+ of respondents did not think elephant poaching is common;
 - 1 in 3 believed ivory is obtained from natural elephant mortality;
 - only 33% believed elephants are poached for their tusks; and
 - 94% agreed that the “Chinese government should impose a ban on the ivory trade.”
- Partnered with NBA Cares, the NBA’s social responsibility program, to film a PSA with Tyson Chandler of the New York Knicks to promote our mission in the U.S. and abroad given the immense popularity of basketball in China.



Clockwise from top

African elephants; Yao Ming views the remains of a poached elephant; young elephants at play; seized ivory in Kenya; Yao Ming walking with Kinango, an orphaned elephant. (photos by Kristian Schmidt).



RHINOS

In 2012, more than 660 rhinos were reportedly killed in South Africa alone as poachers sought to profit from the demand for rhino horns. Our program expanded for an upcoming launch to educate consumers in China and Vietnam.

IN 2012, WILDAID:

- Partnered with African Wildlife Foundation and former NBA star and WildAid Ambassador Yao Ming on a global awareness campaign including:
 - 2 PSAs for worldwide distribution with a focused presence in China and Vietnam, the world's leading consumer of rhino products;
 - A survey of Beijing, Shanghai, and Guangzhou residents to better understand awareness of rhino conservation status, their consumption of rhino horn, and what might be done to deter consumption. Results included:
 - 2 out of 3 respondents were not aware that rhino horn comes from poached rhinos;
 - Nearly 50% believed rhino horn could be legally purchased from official stores; and
 - 95% agreed the "Chinese government should take stricter action to prevent use of rhino horns."
- Prepared campaign materials for print, online, and broadcast marketing to launch in 2013.



Clockwise from top

Yao Ming visits 2 of the last 7 Northern White Rhinos (photo by Kristian Schmidt); a grazing rhino; a victim of poaching (photo by John Hume).



TIGERS

There are fewer than 3,200 tigers in the wild. Our program educates potential consumers of tiger products and provides support for Corbett Tiger Reserve.

IN 2012, WILDAID:

- Aired a PSA featuring Jackie Chan 8,000+ times in China;
- Filmed a PSA with global icon and entrepreneur, Sir Richard Branson, airing it on in-flight entertainment systems on all Virgin America and Virgin Atlantic flights; and
- Filmed a high-profile PSA with Bollywood star Vivek Oberoi to be aired and distributed in India.



Clockwise from top

WildAid's tiger campaign, led by Jackie Chan; a Bengal tiger; The Virgin Group's Sir Richard Branson films a PSA (photo by Vern Evans); tiger pelts; WildAid Ambassador Sachin Pilot.



CLIMATE

Climate change increasingly hurts wildlife and their habitats. Our '5 To Do Today' campaign engages public action to reduce energy consumption in China.

IN 2012, WILDAID:

- Produced 12 PSAs and 6 mini documentary films with 14 world-class celebrities including Li Bingbing (below left), Jackie Chan, Marion Cotillard, Diego Forlan, Pau Gasol (above), Liu Huan, Guo Jingjing, Diane Kruger, Yang Lan, Lang Lang (below right), Bixente Lizarazu, Vivek Oberoi, Mallika Sherawat, and Vincent Zhao;
- Partnered with Energy Foundation, Top10, National Development and Reform Council, and the National Energy Saving Center;
- Acquired \$3 million in pro-bono airtime; and
- Reached more than 300 million people across 13 major cities.



CONSERVATION THROUGH PROTECTION



Above

A close encounter with a juvenile Galapagos sea lion (photo by Bryce Groark).

Left

WildAid and partners procured a faster boat for interdiction in Indonesia.



From top

Galapagos choke fish (photo by Bryce Groark); WildAid Executive Director Peter Knights at the MPA Enforcement Conference; the electronic monitoring system established by WildAid and our partners.



MARINE LIFE

Less than 1% of ocean is legally protected and even these marine reserves are often not enforced. WildAid helps governments and communities build comprehensive enforcement systems for true protection.

IN 2012, WILDAID:

GALAPAGOS

- Partnered with the World Wildlife Fund (WWF) and Conservation International (CI) to integrate electronic monitoring systems and improve the detection of international vessels in the Galapagos Marine Reserve;
- Partnered with Harkon, Inc. and the Galapagos National Park Service to standardize monitor, patrol, and investigative activities;
- Partnered with the Ministry of Transportation and the Galapagos Government Council to secure the area to construct a biosecure maritime terminal in Guayaquil;
- Designed a biosecure maritime transportation model for the Galapagos, including profiles for ports, cargo vessels, institutional ABG training modules, and a 30-year cargo growth forecast; and
- Partnered with WWF, Planeterra, and the Ecuadorian Coastguard to construct an oil spill prevention and response center in San Cristobal.

COSTA RICA

- Delivered a plan to Costa's Rica's government to monitor and protect its national marine and coastal areas.

INDONESIA

- Developed an enforcement assessment for Misool Baseftin patrol operations, aiming to lower operational costs while increasing the efficiency of no-take zone surveillance; and
- Procured a second patrol vessel for patrolling operations.

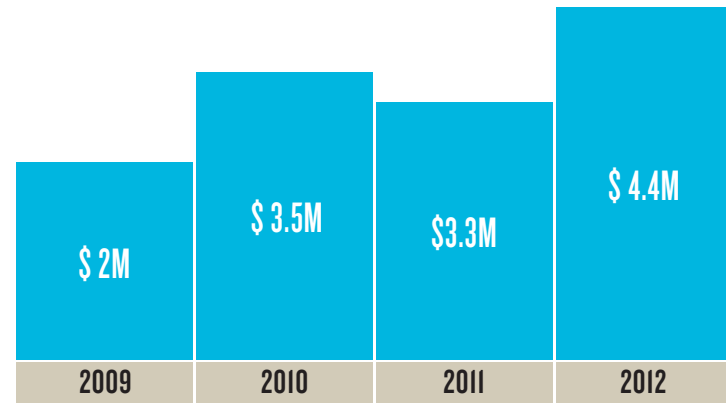
UNITED STATES

- Held our first ever Global MPA enforcement conference in San Francisco for nearly 200 attendees from over 30 countries including fishery enforcement officials, Navy officers, scientists, lawyers, academics, technology firms, NGOs, and foundation officers.

2012 FINANCIALS

REVENUE BY YEAR

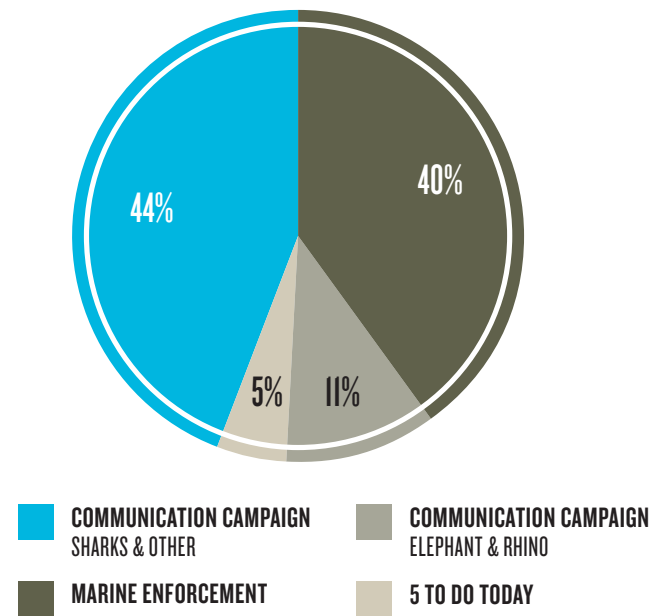
PER IRS FORM 990



WILDAID'S UNIQUE PROGRAMS TURNED \$4.4M OF DONOR SUPPORT INTO \$132M+ IN DONATED ADVERTISING.

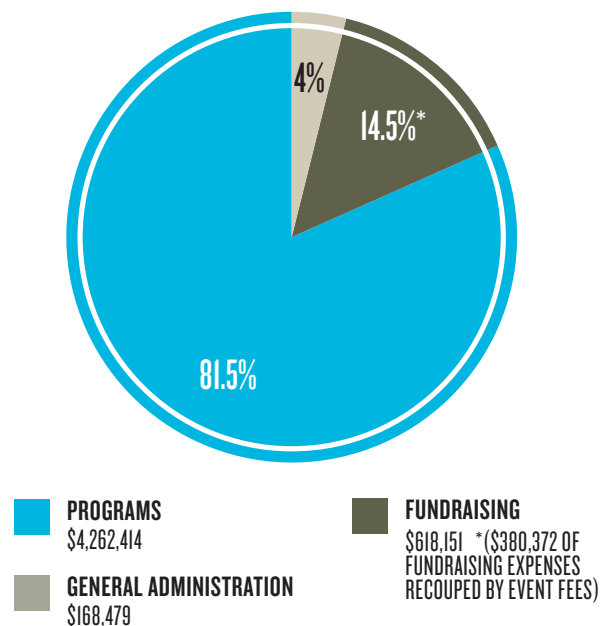
EXPENSES BY PROGRAM

WILDAID 2012. EXCLUSIVE OF DONATED IN-KIND MEDIA



EXPENSES BY TYPE

WILDAID 2012. EXCLUSIVE OF DONATED IN-KIND MEDIA



STATEMENT OF ACTIVITIES

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
REVENUE & SUPPORT			
DONATIONS	837,115	535,388	1,372,503
GRANTS & AWARDS	563,176	2,457,473	3,020,649
EVENTS & OTHER	381,459	123,647	505,106
TOTAL DIRECT REVENUE	\$ 1,781,750	\$ 3,116,508	\$ 4,898,258
DONATED IN-KIND MEDIA	-	132,577,260	132,577,260
NET ASSETS RELEASED FROM RESTRICTIONS	135,098,415	(135,098,415)	-
TOTAL REVENUE & IN-KIND SUPPORT	\$ 136,880,165	\$ 595,353	\$ 137,475,518
EXPENSES			
DIRECT PROGRAM SERVICES	3,475,784	-	3,475,784
GENERAL ADMINISTRATION	168,479	-	168,479
FUNDRAISING	618,151	-	618,151
DIRECT EXPENSES	\$ 4,262,414	-	\$ 4,262,414
IN-KIND PROGRAM SERVICES PROVIDED	132,577,260	-	132,577,260
TOTAL DIRECT & IN-KIND EXPENSES	\$ 136,839,674	-	\$ 136,839,674
CHANGES IN NET ASSETS	40,491	595,353	635,844
NET ASSETS, BEGINNING OF YEAR	846,861	829,916	1,676,777
NET ASSETS, END OF YEAR	\$ 887,352	\$ 1,425,269	\$ 2,312,621

Figures from 2012 audited financials.

STATEMENT OF FINANCIAL POSITION

ASSETS	
CASH & CASH EQUIVALENTS	1,820,021
CONTRIBUTIONS & GRANTS RECEIVABLE	722,537
ADVANCES TO FIELD PROGRAMS	36,430
PREPAID EXPENSES & DEPOSITS	58,652
EQUIPMENT, NET OF DEPRECIATION	12,860
TOTAL ASSETS	\$ 2,650,500
LIABILITIES	
PAYABLES	286,044
ACCRUED EXPENSES	14,335
SPECIAL EVENTS DEPOSITS	37,500
TOTAL LIABILITIES	\$ 337,879
NET ASSETS	
UNRESTRICTED	887,352
TEMPORARILY RESTRICTED	1,425,269
TOTAL NET ASSETS	\$ 2,312,621
TOTAL LIABILITIES & NET ASSETS	\$ 2,650,500

2012 DONORS

\$250,000 +

ANONYMOUS (2)
CHARLES E. FIPKE FOUNDATION
THE GRANTHAM FOUNDATION FOR THE PROTECTION OF THE ENVIRONMENT
THE LEONA M. AND HARRY B. HELMSLEY CHARITABLE TRUST
THE DAVID AND LUCILE PACKARD FOUNDATION
THE TILIA FUND

\$100,000-\$249,999

AFRICAN WILDLIFE FOUNDATION
ANONYMOUS
XOCHI AND MICHAEL BIRCH
THE GREENBAUM FOUNDATION
JAMES H. CLARK CHARITABLE FOUNDATION
RODDENBERRY FOUNDATION
SANDLER FOUNDATION

\$50,000-\$99,999

TOD AND FIONA BENSEN
THE KEITH CAMPBELL FOUNDATION FOR THE ENVIRONMENT
APPLEWOOD FUND AT THE COMMUNITY FOUNDATION OF SANTA CRUZ COUNTY
JOY FAMILY FOUNDATION
JAMES AND GRETCHEN SANDLER
BEV SPECTOR AND KEN LIPSON
WILDLIFE CONSERVATION NETWORK

\$25,000-\$49,999

ALAN CHUNG AND BUFFY REDSECKER
DAVID DOSSETTER
BRADLEY L. GOLDBERG FAMILY FOUNDATION
URS HOELZLE
JOHN SWIFT
FLORA L. THORNTON FOUNDATION
VIRGIN UNITE FOUNDATION

\$10,000-\$24,999

THE BLU
WENDY BENCHLEY
PAMELA FARKAS
JENIFER FOULKES
DAVID AND ALEXANDRA HASLINGDEN
DAVE HERSH AND APRIL PARKER HERSH
JON KAPLAN AND MARCI GLAZER
CHRIS AND ROBYN KING

KATHARINE A. MARTIN
THE MCMURTRY FAMILY FOUNDATION
STEVEN AND MATTIE MORGAN
ONE WORLD ONE OCEAN FOUNDATION
MICHAEL PIUZE
WEMO MEDIA
WILDLIFE CONSERVATION SOCIETY
WILSON SONSINI GOODRICH AND ROSATI FOUNDATION
BOB ZANGRILLO

\$5,000-\$9,999

ALLIANCE BERNSTEIN FOUNDATION FUND
CYAN BANISTER
GIGI BRISSON AND LONNIE AUTRY
JONATHAN AND MARY CONRAD
ANDREW CURRIE FUND
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ROBERT HUMMER
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PHILLIP LAMOREAUX
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SHARI SANT PLUMMER
JEANNE AND WALTER SEDGWICK
THE ENERGY FOUNDATION
DAVID AND KARIE THOMSON
KATHERINE THOMSON

\$2,500-\$4,999

ANNA BOUCHER
GLEN AND BOBBIE CEILEY
TARUN KAPOOR
COLLEEN MCCARTHY
CAROLINE MCCARTHY
MICHAEL MILCZAREK
WILLIAM AND JULIE PARISH
RAND L. ROSENBERG
LANEY AND PASHA THORNTON
CINDY AND RICHARD TROOP CHARITABLE FOUNDATION
ELISE ZOLI

\$1,000-\$2,499

CHARLES CHURCHILL
FREDRICK COLLING
CONRAD-SHAH FAMILY FUND

CUBIZM
MARK CUNNINGHAM
NIGEL GOODMAN
KIMBERLY GRIFFIN
CRAIG AND SUSAN GRUBE
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MARGARET GOEDEN
Controller
MAY MEI
Chief Representative, China
VIOLA YAN
Project Manager, China

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



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