



2017 ANNUAL REPORT

WILDAID

OUR VISION

WildAid's mission is to end the illegal wildlife trade in our lifetimes. While most wildlife conservation groups focus on scientific studies and anti-poaching efforts, we work to reduce global consumption of wildlife products and to increase local support for conservation efforts. In collaboration with celebrity ambassadors and using the same techniques as high-end advertisers, WildAid creates aspirational and exciting conservation campaigns that are seen by hundreds of millions of people every year.

We also work with partners in government, non-governmental organizations and the private sector to secure marine protected areas, including the Galapagos Islands in Ecuador and Palau's Northern Reefs, from threats such as illegal fishing. With a comprehensive management approach and the use of innovative technologies, we deliver cost-effective enforcement to key marine reserves around the world.

At the invitation of China's government, we also use our communications model to encourage lower carbon transport and food choices that help reduce climate impacts.

TO LEARN MORE, VISIT WILDAID.ORG

Cover: Black rhinoceros (©Johan Swanepoel)
Inside cover: Manta ray (©Shawn Heinrichs)

WILDAID



LETTER FROM THE CEO

2017 was truly an epic year for WildAid.

Most significant was the historic closure of China's ivory market. It is now illegal to buy or sell products made from elephant tusks anywhere in mainland China. WildAid Ambassador Yao Ming, who fought diligently for the ivory ban, is now helping us educate the public about it. With many other locations moving toward their own domestic ivory bans, including Hong Kong, Taiwan, Thailand and more, we have reached a critical tipping point. The end of the global ivory trade is now in sight for the first time in history.

Another highlight of 2017 was reuniting with our very first ambassador, world famous martial arts action hero Jackie Chan. In his most recent WildAid campaign, Jackie lends his star power to the plight of the little-known pangolin. Despite international protections, the pangolin remains the most trafficked wild mammal in the illegal wildlife trade. With Jackie's help, we are working to change that. Governments are responding, and seizures of pangolin products are becoming a regular occurrence.

In the Galapagos, our technical support enabled authorities to make a significant seizure of over 6,000 frozen sharks being transported illegally, resulting in criminal convictions and prison sentences for the captain and crew, plus a \$6 million fine. Additionally, we continued our implementation of a sustainable enforcement system throughout Ecuador's coastal protected areas. Patrol hours have increased by 84% since 2016 in waters that are rich with critical species, such as migratory and endangered sharks, sea turtles, humpback whales, manta rays and dolphins.

In Africa, we expanded our Poaching Steals From Us All campaign into Uganda, in addition to maintaining our efforts across Kenya, Tanzania and South Africa. Our list of ambassadors is growing rapidly, and I continue to be impressed with the passion each of them has for building pride in Africa's wildlife.

Sadly, rhino conservation hit a setback during 2017 when South Africa legalized domestic rhino horn trade. With the looming risk that these horns could be laundered into the illegal international trade, our demand reduction campaigns are as important as ever. In China, we are being aided by influential antiques expert Ma Weidu, and in Vietnam, a new penal code has increased penalties for wildlife crimes.

Alarmingly, 2017 was one of the hottest ever recorded, and the species we are working to protect are coming under increasing threat as the planet warms. Our *Shu Shi* and GOblue climate campaigns are gaining traction in China. Our messages urging climate-friendly food choices and transport options are reaching millions of Chinese consumers thanks to our high-profile ambassadors and partners.

In the U.S., at our largest and most successful annual gala, we honored Josh Duhamel with the 2017 Wildlife Champion Award. Josh stars in a far-reaching campaign to educate American travelers about the dangers of buying wildlife souvenirs on trips abroad. His billboards, posters and public service announcements can be seen in airports, at tourist destinations, and on television channels throughout the country.

Finally, I am proud that we have sustained our perfect four-star rating by Charity Navigator, as well as our rare 100 out of 100 score for transparency and efficiency. Every day, we are humbled by the trust we receive from our partners and supporters; it fuels our determination to end the illegal wildlife trade in our lifetimes. On behalf of the WildAid team, I extend our deepest gratitude for your support and encouragement.

SINCERELY,



PETER KNIGHTS
CEO & CO-FOUNDER

AT A GLANCE

THE PROBLEM

The illegal wildlife trade is a multi-billion dollar global industry largely driven by consumer demand in expanding economies.



IN RECENT TIMES,
up to 33,000 elephants
HAVE BEEN KILLED ANNUALLY FOR
THEIR IVORY.



OF ONLY
30,000 remaining rhinos,
MORE THAN 1,000 HAVE BEEN KILLED
PER YEAR.



FINS FROM UP TO
73 million sharks
PER YEAR HAVE BEEN USED FOR SOUP.



PANGOLINS HAVE BECOME THE
MOST heavily trafficked
WILD MAMMALS IN THE WORLD DUE TO
DEMAND FOR THEIR MEAT AND SCALES.



OUR STRATEGY

REDUCE CONSUMER DEMAND

WildAid's media campaigns feature some of the most influential voices in the world advocating for wildlife conservation on a massive scale thanks to donated media. Our programs persuade consumers not to buy illegal or unsustainable wildlife products, and to make better transportation and food choices in order to reduce climate change impacts.

PROTECT MARINE RESERVES

We build community and government support for conservation in coastal countries, and deploy the latest technologies to protect marine ecosystems from shark finning and illegal fishing.

ENHANCE PUBLIC AND POLITICAL WILL

In Africa, we work with lawmakers, religious leaders, professional athletes and popular musical artists to build support for anti-poaching efforts as part of our Poaching Steals From Us All campaign.



2017: YEAR IN REVIEW

JANUARY

All 8 pangolin species gain full protection under the CITES treaty.

FEBRUARY

WildAid hosts a regional control and vigilance training for park rangers on Ecuador's coast and Galapagos National Park.

MARCH

WildAid unites 15 prominent Thai business leaders with a pledge to never use or buy elephant ivory.

APRIL

China Southern Airlines joins 36 others in adopting a shark fin carriage ban.

MAY

WildAid develops and implements a comprehensive enforcement blueprint for Tun Mustapha Marine Park in Malaysia.

JUNE

At the Shanghai Film Festival, WildAid premieres its 5-part film series produced with Shanghai Media Group telling the stories of tigers, manta rays, sharks, rhinos, Yangtze finless porpoises and vaquitas.

WILDLIFE CHAMPIONS

WildAid enlists popular Asian, African and Western stars to spread the message about wildlife crime. Working with these ambassadors, as well as with our network of media partners, we deliver high-impact, culturally sensitive campaigns that reach hundreds of millions of people every year. Our ambassadors include Yao Ming, Jackie Chan, Sir Richard Branson, Prince William, Josh Duhamel, Lupita Nyong'o, Maggie Q and many others.

200+ INTERNATIONAL AMBASSADORS

REPRESENTING FILM, TELEVISION, MUSIC, SPORTS, POLITICS, RELIGION AND BUSINESS

60+ MEDIA PARTNERS

DONATING MEDIA SPACE OR AIRTIME

\$226 MILLION

IN ANNUAL PRO BONO MEDIA PLACEMENT FROM OUR NETWORK OF MEDIA PARTNERS

40+ MEDIA PLATFORMS

INCLUDING TELEVISION, PRINT, TRANSIT, BILLBOARD AND ONLINE AND SOCIAL MEDIA AD SPACE

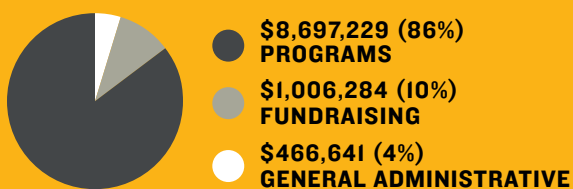


FINANCES

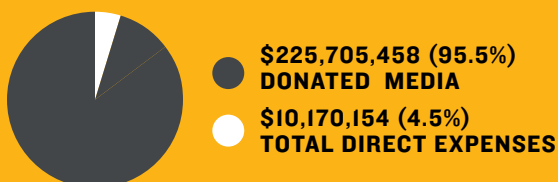
WildAid maintains a perfect four-star rating from Charity Navigator, including a rare 100 out of 100 score for transparency and efficiency.



EXPENSES BY TYPE



DONATED MEDIA



JULY

WildAid launches its shark campaign in Thailand.

AUGUST

WildAid launches the "Kung Fu Pangolin" campaign with Jackie Chan, with ads on 100,000+ screens in 37+ Chinese cities.

SEPTEMBER

WildAid launches campaign with Chinese antiques expert Ma Weidu on World Rhino Day.

OCTOBER

WildAid launches Poaching Steals From Us All campaign in Uganda to build public and political will to save elephants, rhinos, lions and pangolins.

NOVEMBER

WildAid launches a new marine enforcement portal: Nexus Blue.

DECEMBER

China implements its ban on domestic ivory trade.

OUR IMPACT

There is growing evidence that consumer demand reduction programs are impacting conservation. There have been significant drops in prices and consumption of some endangered species products, increased awareness of poaching crises, and measurable behavioral changes among consumers and potential consumers.



WildAid has convinced 44 airlines and 17 container shipping companies to ban transport of shark fins.



Ivory seized coming into China fell by 80% in 2016 and is expected to continue declining now that ivory is banned.



Galapagos National Park rangers seized 300 tons of illegal shark cargo using surveillance technology provided by WildAid and partners.



Only 9% of survey respondents in Vietnam now believe that rhino horn can cure cancer, a 73% decrease since our campaign began in 2014.



Shark fin imports have fallen by more than 80% in China, according to authorities.



A WildAid market investigation in Guangzhou, China found that gill plate stocks have fallen 63% since 2014 when mantas received protected status.



WildAid has protected 175,000 km² of marine habitat and more than 8,500 marine species.



WildAid has trained nearly 1,000 park rangers and law enforcement officers to protect wildlife in the field and to detect illegal shipments.



Of 2,300 Ugandans surveyed in 2017, 80% consider wildlife and associated tourism to be an important source of income for the country.



When polled, 72% of South Africans thought that their government could be doing more to stop poaching.



With our support, rangers can monitor 100% of the Galapagos Marine Reserve via electronic surveillance.

Left Page, clockwise from left: Lang Lang appears in a promotional ad for the vaquita documentary on the Shanghai Bund; Jay Chou encourages an end to the ivory trade in one of Hong Kong's transit stations; Yao Ming helps inform viewers at the Beijing airport that all trade in ivory is now illegal.

Right Page, clockwise from left: Yao Ming on the set of his latest ivory PSA; WildAid staffer Alex Hofford joins Hong Kong Legislative Council Member Elizabeth Quat and student activists in a demonstration for Hong Kong's ivory ban bill; Jackie Chan films the Kung Fu Pangolin PSA in Los Angeles.



HOW WE WORK

WildAid produces compelling video public service announcements (PSAs), video shorts, documentaries, billboards and print ads. These are distributed on television, radio, social media, and screens in airports, subways, bus and train stations, hospitals, banks and shopping centers throughout Asia and Africa.

Working with creative agencies and production teams at pro bono or reduced rates, we are able to produce high quality, Hollywood-style messages featuring some of the world's biggest and most

respected stars. Our ambassadors include actors, comedians, musicians, athletes, religious leaders, business executives and other prominent figures. Using our relationships with private and government-owned media partners, WildAid leveraged its \$6 million communications program budget into \$226 million in pro bono media placement value in 2017.

OUR AUDIENCE INCLUDES



30 MILLION

**SUBWAY PASSENGERS EACH DAY ON IN-CARRIAGE
SCREENS ON TRAINS FROM BEIJING**



1.5 MILLION

**TRAVELERS EACH DAY ON AIRPORT VIDEO
SCREENS AND BILLBOARDS**



300+ MILLION

SOCIAL MEDIA CONTENT VIEWS



ELEPHANTS

Although all international commercial trade in ivory is banned, each year up to 33,000 elephants are killed to satisfy consumer demand for products made from their tusks in China, Hong Kong, Thailand, the United States, Japan and other major markets. African elephants will remain under threat from poachers until consumers no longer seek to buy ivory on the black market.

In 2012, WildAid launched a massive campaign to reduce ivory demand in China, the world’s largest market, in partnership with Save the Elephants and African Wildlife Foundation. As a result, public awareness of the poaching crisis increased 50% in the first two years, and in 2014, 95% of those polled supported banning the ivory trade. Since then, wholesale ivory prices in Hong Kong and China dropped as much as 78% between 2014 and 2016, and ivory seized coming into China fell by 80% in 2016.

History was made on December 31, 2016, when China announced that it would shut down domestic ivory trading across the mainland. The ivory ban was fully implemented by December 31, 2017 in the greatest single step toward protecting African elephants. In addition, bans are advancing in Hong Kong, Taiwan, Thailand and many other locations.



OBJECTIVES

Raise awareness of the elephant poaching crisis, support lawmakers in banning ivory sales, and measurably reduce demand for ivory in China, Hong Kong, Thailand, Taiwan, Vietnam and the U.S.

RESULTS

- China implemented its ivory ban on December 31, 2017.
- Produced a PSA with Yao Ming to help the Chinese government publicize the ban on ivory sales, highlighting the importance of ending the trade in ivory as critical to stopping the elephant poaching crisis.
- Filmed two documentaries with two Vietnamese stars—former Miss Universe Vietnam 2015, Pham Huong and runner-up, Le Hang—and Japanese actress Ikumi Yoshimatsu for broadcast on Vietnamese and Japanese television. The trio visited two parks in Kenya where they learned from elephant researchers, and saw first-hand the impacts of poaching.
- Launched the Ivory Free campaign in Vietnam. Distributed PSAs featuring stars Pham Huong and Le Hang, and journalist-MC Trac Thuy Mieu on Vietnam TV channels and throughout airports, trains and transit stations. Our 2017 survey showed 95% of respondents believe elephants are at risk of





extinction and 93% support the government in banning all ivory trade in Vietnam, with a high proportion believing the government should issue higher penalties for smugglers (63%) and stricter enforcement at customs (56%).

- Launched an “Ivory Free” social media campaign in Thailand in partnership with USAID Wildlife Asia to further our demand reduction messaging and build more public support for a domestic ivory ban. 113 prominent Thai celebrities joined the campaign including a former prime minister, monks, entertainers, sports icons, business leaders and government officials. The campaign mobilized 119 million impressions and 1.1 million engagements. Over 15,000 Thais pledged to be Ivory Free, creating, uploading and sharing their photos using the campaign app.
- Placed over 400 billboards featuring Yao Ming and Jay Chou throughout airports, subways, buses and bus stations, train stations and shopping centers in China, Hong Kong and Taiwan.



China fully banned ivory on December 31, 2017 in the greatest single step toward protecting African elephants.

Left Page, clockwise from left: Thai celebrities #JoinTheHerd to be Ivory Free; advocates push for the Hong Kong ivory ban outside of the Legislative Council meeting in September; our latest ad with Yao Ming cautions Chinese residents that all trade in ivory is now illegal.

Above, left: Vietnamese beauty queens Pham Huong and Le Hang visit orphaned elephants at the David Sheldrick Wildlife Trust in Kenya; Right: Vietnamese agents handle confiscated ivory.

RHINOS

Despite its removal from the Traditional Chinese Medicine pharmacopeia more than two decades ago, use of rhino horn continues in China and in Vietnam, where it is promoted as a purported cancer and hangover cure. Primarily composed of keratin, the same protein found in human hair and fingernails, rhino horn has no unique medicinal properties.

In the past 40 years, the world has lost 95% of its rhinos. Although poaching has declined slightly in recent years, far too many rhinos are still killed for their horns. During 2017, South Africa lost 1,028 rhinos to poachers. The country is arresting more low-level poachers, but high-level traffickers continue to evade prosecution despite cases against them, according to WildAid's "Failure to Prosecute and Mixed Messages" report released in 2017.

Working with influential public figures in Vietnam and China, and in partnership with African Wildlife Foundation, we are raising public awareness about the realities of the rhino horn trade. Our 2016 survey in Vietnam found a 67% decline from 2014 in the number of people who believe that rhino horn has medical effects. Only 9% of survey respondents in Vietnam now believe that rhino horn can cure cancer, a 73% decrease since our campaign began in 2014.

In partnership with the Ho Chi Minh City Health Department, we have produced messages with traditional medicine doctors speaking out against the use of rhino horn. We brought campaign ambassadors on trips to Kenya to learn about the threats facing rhinos and to meet the world's last remaining northern white rhinos as part of TV programs to raise broader awareness.

Additionally, 100 top Vietnamese CEOs have signed WildAid's pledge never to buy, use or sell rhino horn. In a sign of progress, wholesale rhino horn prices in Vietnam and China declined by half between 2013 and 2015. Further, Vietnam's new penal code increases penalties for individuals and companies convicted of wildlife crimes. We are now working in collaboration with judicial authorities to raise awareness of the revised code.

OBJECTIVES

Raise awareness in Vietnam and China of the rhino poaching crisis, support strengthening enforcement efforts, and measurably reduce demand for rhino horn.

RESULTS

- In partnership with AWF, we collaborated with Ma Weidu, the famous Chinese antique collector and host of a popular online show to produce an episode on rhinos to address the

market for carvings and cups. Our World Rhino Day press event held with Ma Weidu and National Geographic Traveler attracted 858,000 livestream viewers, and our accompanying PSA garnered 20 million views. The PSA is running on 105,897 video screens, playing between 12 to 196 times per day in government buildings, subways, airports, hospitals and on outdoor screens in 34 Chinese cities.

- Completed and premiered a 50-minute documentary for Chinese television featuring actress Jiang Yiyao (Kiki) at the Shanghai Film Festival.
- Distributed more than 230 billboards featuring actress Jiang Yiyao, and a video PSA, as well as billboards featuring Ma Weidu, in airports, subways, bus stops, outdoor screens and office buildings in 37 cities, reaching an estimated 300 million people.
- Launched Mandarin, Vietnamese and English versions of a PSA featuring an animated talking rhino using the voices of musician and former judge of *The Voice, China* Liu Huan and Vietnamese MC, Phan Anh.
- Launched the Rhino Vegan Challenge on social media in Vietnam to educate the public about the rhino poaching crisis, while challenging participants to go vegan to align more closely with rhinos' gentle (herbivorous) lifestyle. With participation from 10+ celebrities and 12 restaurants, the week-long campaign reached nearly 2 million people.
- Enlisted artists to transform 12 street corners in Ho Chi Minh City into beautiful works of art that encourage the protection of rhinos. The artists and volunteers created 17 paintings in heavily trafficked areas that encourage visitors to take photos with the murals and further spread the rhino conservation message.

During 2017, South Africa lost 1,028 rhinos to poachers.

Right Page, clockwise from top left: Actress Jiang Yiyao visits Sudan, the last male northern white rhino while filming the SMG documentary; Talk show host Ma Weidu participates in a rhino tagging in South Africa; Vietnamese artists paint a mural at the Pandora shopping center; Ma Weidu urges collectors to be responsible by not supporting antiques made of rhino horn.



请做文化的传承者，而非生命的终结者
犀牛已经极度濒危，请拒绝收藏犀牛角制品

背负杀戮的收藏 一文不值

马未都
野生救援公益大使

野生救援
WILDAID

没有买卖 就没有杀害
when the buying stops, the killing can too

wildaidchina.org

PANGOLINS



IT TAKES JUST ONE MOVE TO PROTECT PANGOLINS

Please say no to pangolin products, and help save them from extinction.
When the buying stops, the killing can too.

野生救援
WILDAID

The Nature Conservancy
大自然保护协会

Pangolins, also known as scaly anteaters, are reclusive and nocturnal animals that roll up into a ball when threatened. They are seldom seen in the wild, and are very hard to raise in captivity. Yet, pangolins have become the most heavily trafficked wild mammal in the world. An estimated 100,000 are taken from the wild every year across Africa and Asia. Their meat is considered a delicacy by some in China and Vietnam, while their scales and fetuses are used in Traditional Chinese Medicine to treat a range of ailments from arthritis to cancer. A 2015 WildAid survey found that 70% of respondents in China believe that pangolin scales have medicinal value. Pangolins are also used in traditional African bush medicine.

With the help of legendary ambassadors like Jackie Chan and China's Angelababy, our program aims to raise awareness of the pangolin poaching crisis and to reduce demand for pangolin scales and meat in China and Vietnam.

In early 2017, all 8 pangolin species - 4 found in Asia and 4 in Africa - gained full protection from trade under international law. Since then, WildAid has been working closely with the governments of China and Vietnam to implement the restriction. In China, we trained more than 200 customs and anti-smuggling police officers to quickly identify illegal pangolin products. With Save Vietnam's Wildlife, we trained 56 Vietnamese rangers, environmental police and customs officers on the illegal trade, necessary law enforcement action, and on how to handle confiscated pangolins.

OBJECTIVES

In China and Vietnam, raise awareness of the pangolin poaching crisis and reduce demand for pangolin scales and meat.

RESULTS

- Produced and released "Kung Fu Pangolin," a video and print campaign starring Jackie Chan, in partnership with The Nature Conservancy. Over 400,000 people tuned in to the live broadcast of the press conference launch, while the ads garnered over 13 million views on social media. An informal survey by Kantar Millward Brown found 87% of urban Chinese enjoyed watching the PSA and 97% said it made them less likely to buy products made from pangolins.
- Distributed 630+ Jackie Chan billboards throughout shopping and business centers, government buildings, hospitals, subways and airports, and aired the PSA on over 100,000 indoor and outdoor video screens in 37+ Chinese cities, resulting in over 2.5 billion impressions.
- Filmed a 1-min video starring popular Chinese model and actress Angelababy for online distribution. The piece garnered 36 million views on Weibo.



- Produced a PSA starring Vietnamese singer Thu Minh addressing the illegality of the pangolin trade and distributed the piece throughout Vietnam.
- A 2017 follow-up survey of 3,000 urban Chinese showed 50% now think pangolin scales have medicinal value, down from 70% two years prior.
- In collaboration with the Shanghai Forestry Bureau, NRDC and IFAW, we hosted an enforcement training for 70 officers to inform them of new pangolin legislation and provide them with guides to improve identification techniques in order to tackle wildlife crime.
- Earned \$37 million in pro bono media placement across China in 2017.

In January 2017, all 8 pangolin species gained full protection from trade under international law.

Above: Thousands of pangolin scales spill onto the floor from one of dozens of bags seized by Shenzhen Customs in China's largest bust, totaling 11.9 tons of the illegal product (©Chinanews.com).

Left Page, clockwise from top left: A Sunda pangolin climbs a pole in Indonesia (©Paul Hilton); Over-the-counter medicine containing pangolin scales on sale at a TCM shop in Indonesia (©Paul Hilton); Pangolins attempt to hide from danger at a roadside bushmeat market in Uganda (©Andrew Wegst); Jackie Chan brings awareness to the unique and little-known pangolin.

SHARKS

Each year, fins from up to 73 million sharks are used in soup. Consumption of this luxury dish has led to overfishing of many vulnerable shark species, as well as to the inhumane practice of finning. As a result, more than 70 shark species are at risk of extinction. WildAid is campaigning to reduce shark fin consumption in China, Hong Kong and Thailand, and to secure further restrictions to the global shark fin trade.

Since 2011, there has been an estimated 50-70% decrease in shark fin consumption in China. In October 2016, China's CITES Management Authority announced that shark fin consumption in China had fallen by more than 80%. Further, the China Seafood Logistic and Processing Association reported that shark fin imports into China decreased by 81% from 2011 to 2014. Similarly, wholesale shark fin sales in Beijing, Shanghai and Guangzhou declined by the same amount between 2010 and 2014. The prices of wholesale shark fins declined by 50-67% from \$270-300 per kilogram in 2011 to \$90-150 in 2014.

In 2016, WildAid conducted a follow-up survey of Chinese residents to measure changes in attitudes and awareness toward shark conservation. The survey found that 93% of respondents had not consumed shark fin in the previous 6 years. Nearly 80% had seen WildAid campaign messages, and 99% agreed that the messages successfully raised awareness about shark protection and the need to reject shark fin consumption. In addition to changing consumer attitudes, WildAid has been instrumental in convincing dozens of airlines and shipping companies not to transport shark fins, as well as restaurants and hotel chains not to serve shark fin soup.

OBJECTIVES

Reduce shark fin consumption in China, Hong Kong, Taiwan and Thailand, and secure further restrictions to the shark fin trade.

RESULTS

- Completed and premiered our 50-min documentary for Chinese television featuring actor Li Guangjie at the Shanghai Film Festival. To promote the film, we distributed 240 billboards featuring Li in airports, subways, bus stops and office buildings in five major Chinese cities.
- Launched two new PSAs in Taiwan: "Soup Murderer" and "Kids Table" that show shark fin is incompatible with foods recommended for Chinese New Year. The ads reached over 3 million people in the first 72 hours.
- Partnered with Hong Kong Parkview Arts Action to host an exhibition of 36 works of contemporary art at the Hong Kong Maritime Museum. The "On Sharks and Humanity" exhibit, which raises awareness about the threats to sharks, toured Monaco, Moscow, Beijing and Singapore before opening in Hong Kong.
- Launched a campaign to reduce demand for shark fin in Thailand, publishing a comprehensive report along with video and still infographics to demonstrate findings from our 2017 survey conducted with RapidAsia. The survey found that 57% of urban Thais had consumed shark fin and 29% had eaten it within the previous 12 months. Alarmingly, 61% said they will consume shark fin in the future.
- Partnered with PADI, a scuba training institute, and ambassador Li Guangjie to promote shark protection in all PADI platforms and locations in China. 35 media outlets attended the launch event, resulting in 30 TV and online news reports with 67 million impressions.
- Conducted training sessions for 100 frontline customs and fisheries officers in China to familiarize them with the CITES Appendix II listing for silky and thresher sharks, and to teach them techniques to more accurately and efficiently identify fins and products from these newly protected species.

Right Page, clockwise from top left: Bay Area students protest FedEx after the company's refusal to ban shark fin shipments; An artistic nod to shark fin smuggling at Hong Kong's "On Sharks and Humanity" exhibit; Protesters demonstrate outside of a Maxim's restaurant in Hong Kong; Li Guangjie appears in a billboard promoting his documentary.

This section is dedicated to the memory of Hong Kong Parkview Arts Action founder George Wong who served on the WildAid International Board and was a champion for shark conservation. George passed away in 2017.



《明星探索之旅》纪录片系列之《李光洁：与鲨共舞》

**“鲨鱼身上的任何一种东西
是我们的必需品吗？
一件都没有。”**

— 李光洁
野生救援公益大使
演员

明星探索之旅 SMG 野生救援 | 没有买卖 就没有杀害
WILDAID | when the buying stops, the killing can too
互联网节目中心

2017年暑期与你相约

AFRICA PRIDE CAMPAIGNS



In addition to reducing demand for illegal wildlife products in consumer countries, WildAid is working to increase public and political support for the conservation of wildlife in Africa.

WildAid works with lawmakers, officials, business executives, religious leaders and celebrities to build broader support for wildlife conservation, anti-poaching efforts, and prosecutions of middlemen and smugglers higher up the trade chain. Public engagement and political will are essential to overcome the corruption, weak laws, and lack of enforcement that enables poaching and the illegal wildlife trade. Our campaign seeks to make conservation a matter of pride and aspiration for everyone in Africa. We are using our approach to raise awareness among both urban and rural residents in Kenya, Tanzania, Uganda and South Africa.

When polled, 72% of South Africans thought that their government could be doing more to stop poaching. Similarly, of 2,300 Ugandans surveyed in 2017, 80% consider wildlife to be an important source of tourism revenue for the country.

OBJECTIVES

Build broader support for wildlife conservation, anti-poaching efforts, and prosecutions of traders and smugglers higher up the trade chain.

RESULTS

UGANDA

- Launched the “Poaching Steals From Us All” campaign with the Uganda Wildlife Authority and Uganda Conservation Foundation. Campaign ambassadors, including comedians Salvado and Anne Kansime, singer Irene Ntale, musician

Maurice Kirya, and members of the Inter-Religious Council of Uganda appeared in video and radio ads, billboards and short documentaries.

- Commissioned a survey of 2,300 rural and urban Ugandans to assess current attitudes toward and beliefs about wildlife conservation. Results show it would matter a great deal to 79% of people if the country’s wildlife disappeared and 75% said more should be done to stop poaching.
- Filmed the first of a series of mini-documentaries featuring popular comedian Teacher Mpamire as a “ranger for a day” in Murchison Falls National Park.
- Produced two PSAs with the African Children’s Choir singing “All Things Bright and Beautiful” and “Silent Night” in both English and Luganda.
- Commissioned celebrated Ugandan film director Isaac Nabwana to incorporate wildlife conservation messaging into his latest signature comedic action movie, “The Ivory Trap.”
- Placed campaign billboards at Entebbe Airport and in Kampala through partnerships with Capital Outdoor, Prime Media and JCDecaux.
- Collaborated with Asilia Africa to place 200+ Poaching Steals From Us All campaign posters throughout community schools and placed perimeter boards at Nelson Mandela Football Stadium, home to the Uganda Cranes national team, and Kyadondo Sports Club.

KENYA

- Filmed PSAs with Olympic marathon gold medalist Eliud Kipchoge and Olympic javelin silver medalist Julius Yego, and distributed them via social media, TV, radio and digital billboards through partnerships with Citizen TV and others.

- Placed digital billboards featuring Sir Richard Branson, Lupita Nyong'o, Yao Ming, Jackie Chan, David Beckham, Prince William and afro-pop band Sauti Sol at the international terminal at Jomo Kenyatta International Airport, main roads going to and from the airport, and in supermarkets throughout Nairobi.
- Partnered with Kenya Airways to play our PSAs and Yao Ming documentary in-flight and in the airline lounge at the main terminal in Nairobi, and to place our ads in the in-flight magazine.
- Partnered with Mediae Production, a Kenyan production house producing "edutainment" shows for Citizen TV viewers throughout Kenya, Tanzania and Uganda.

TANZANIA

- Recorded radio PSAs with singer Ben Pol, singer Jacqueline Mengi and businessman Mohammed Dewji. Radio One is broadcasting all campaign radio ads pro bono throughout Tanzania. Additionally, we continued to broadcast our video PSAs through partnerships with AGAPE Television and TV1.
- Worked with the Ministry of Education to design wildlife posters for primary schools in Tanzania. Produced a video message for display in Dar es Salaam and Kilimanjaro International Airports arrivals halls to caution visitors against the purchase of illegal wildlife souvenirs.
- With the Chinese Embassy, we produced billboards and posters in Chinese featuring Yao Ming, targeting both residents and visitors. The embassy distributed the ads in airport arrival halls, tourist lodges, and various business establishments employing Chinese workers.
- Partnered with the Tanzania Football Federation, the Ministry of Tourism and TANAPA to promote campaign posters in sports stadiums where they are prominently featured in match broadcasts that reach an audience of up to 15 million viewers throughout Tanzania, as well as in Rwanda, Burundi, Kenya, Uganda and Lesotho.
- Distributed billboards featuring Jacqueline Mengi, Mohammed Dewji and President Nyerere throughout Arusha and Dar es Salaam through a partnership with JCDecaux, and posters featuring Lupita Nyong'o and Sauti Sol via Asilia Africa's rural programs. We also placed campaign banner ads at the Zanzibar Airport.
- Recruited campaign ambassadors to participate in the Walk for Elephants at the Chinese Embassy in Dar es Salaam, walking alongside Chinese officials.
- Collaborated with fashion designers Doreen Mashika, Jamilla Vera Swai and Farouque Abdela to produce unique wildlife-inspired clothing collections to raise awareness for conservation.

75% of Ugandans surveyed said more should be done to stop poaching.

Left Page: Teacher Mpamire is surrounded by children on the set of his mini-documentary shoot.

Below, top to bottom: Singer Maurice Kirya films a PSA in Uganda; Olympian Julius Yego gets up close and personal with elephants and rhinos on a trip with WildAid in Kenya.



CLIMATE

GOBLUE TRANSPORTATION CAMPAIGN

Greenhouse gas emissions and climate change continue to threaten wildlife and humans alike. In China, emissions from fossil fuels are felt not only in the changing climate, but also in the country's air pollution crisis. The World Health Organization reports that China's air is the deadliest in the world, and it has been linked to one-third of all deaths in the country.

WildAid's GOblue campaign works to reduce greenhouse gas emissions and air pollution. We support the Chinese government's efforts to increase low-carbon transportation, including new energy vehicles, bicycling and public transportation. By 2020, the government aims to increase the proportion of daily bicycle riders from 6-18%.

OBJECTIVE

Encourage low-carbon transportation options in urban China, including bicycling, carpooling, new energy vehicles and public transit options.

RESULTS

- Co-hosted an urban biking event for hundreds of cyclists in Guangzhou in collaboration with popular bike sharing platform MoBike, touring company Cycle Canton, and BIKE Guangzhou. Promoted the Reveal Your City PSA shot in Guangzhou and featuring actor and singer Li Zhiting.
- GOblue messages featuring Chinese celebrities Gao Yuanyuan, Jiang Jinfu and Li Zhiting reached more than 300,000 people on a bike share app during National Energy Saving Week, an annual partnership with the National Energy Saving Commission.
- Launched PSA campaign with the slogan "car free is care free" for World Car Free Week 2017. The PSAs feature actress Dilraba Dilmurat and actor Zhang Bin Bin as they explore their city on foot, bike, skates and scooters. The ads earned 7 million views and 15 million online content views and were posted at bus stops, subway and railway stations, and airports in six major cities.
- Co-produced a report on the growth of low-carbon transportation in urban China with National Urban Planning Institute, which was covered by 10 media outlets.

Bicycle use has already reduced congestion in Beijing by 7.4% since 2015.

FOOD CHOICE CAMPAIGN

China is moving increasingly toward a Western-style diet that is heavy in meat and dairy products. As such, the country will continue to contribute to a significant increase in greenhouse gas emissions, and cause stress on scarce resources, such as arable land and water. In addition, this shift is causing a health crisis, including large increases in instances of heart disease, obesity, diabetes and other diet-related illness.

By 2030, China's annual demand for meat could increase by the equivalent of the entire annual US consumption. Meat consumption is expected to rise by 76% by 2050, and dairy by 65%. Livestock emissions make up 14.5% of all global greenhouse gas emissions—more than all of global transportation combined. Beef and dairy alone contribute 65% of that figure. According to a recent Chatham House report, if left unchecked growth of current dietary patterns are incompatible with keeping global warming below the goal of two degrees Celsius.

In 2017, we expanded our campaign to reduce emissions from personal food choices in China in support of new dietary recommendations from the Chinese Nutrition Society that call for a 50% reduction in meat consumption.

OBJECTIVE

Support the reduction of greenhouse gas emissions by promoting lower meat consumption as aligned with the guidelines of the Chinese Nutrition Society.

RESULTS

- Developed and launched the *Shu Shi* campaign starring celebrity ambassadors Angelababy, Huang Lei and Huang Xuan. Campaign TV PSAs, online videos, billboards, social media and corporate partnerships aim to make a healthy, sustainable diet more fun, fashionable and aspirational.

- Launched the campaign in Beijing's premier shopping district Taikoo Li and reached 100,000 daily visitors on its video screens and billboards. Several restaurants offered *Shu Shi* branded vegetarian dishes, and 170,000 people watched the livestream.
- Front page promotion from China's leading video sites resulted in 22 million online views for the four *Shu Shi* PSAs in the first week. Social media posts from our celebrity ambassadors helped the campaign messages reach millions more through Weibo, WeChat and other social media channels.
- Video PSAs were distributed on over 40,000 public video screens across the country, resulting in over 1 billion impressions by the end of 2017. Through our government partners, *Shu Shi* PSAs will also air 120 times each day on 33,000 video screens at hospitals in 37 cities for the next year, expecting to make over a billion impressions by the end of its run.
- Placed 650 billboards across China resulting in over 2.5 billion impressions, including on subways, in airport terminals, at railway stations, at bus stops and on buses in Beijing, Shanghai, Guangzhou, Shenzhen and many other cities.

Meat consumption is expected to rise 75% by 2050 in China. Livestock emissions make up 14.5% of all global GHG emissions -more than all of global transportation combined.

Clockwise from left: New "Car Free is Care Free" campaign promoting alternative transportation choices; New *Shu Shi* campaign for reduced meat consumption, making a healthy, sustainable diet more fun, fashionable and aspirational; *Shu Shi* campaign in Beijing's premier shopping district.



MARINE PROTECTION

Thriving oceans provide jobs, improve national economies, and feed the world. However, approximately 90% of the planet's fisheries are fully fished, overfished or depleted. As fish stocks continue to decline, sustainably managed fisheries and marine protected areas provide hope for protecting biodiversity, habitats and livelihoods.

WildAid prevents illegal fishing and ensures sustainable marine management in some of the world's most biodiverse regions. We provide equipment and training to protect critical habitat, fisheries and migratory species such as sharks, sea turtles and manta rays. WildAid assists partners that are pursuing sustainable fisheries and marine wildlife conservation goals through a comprehensive marine protection model that includes a managed process to develop and sustain effective enforcement systems.

OBJECTIVES

To ensure marine parks and fisheries thrive under effective law enforcement systems with strong support from the communities that depend upon them.

RESULTS

GALAPAGOS ISLANDS, ECUADOR

- Using technology provided by WildAid, park rangers apprehended 10 shark poaching vessels, including a Chinese cargo vessel with over 6,000 frozen sharks in its hold, and an Ecuadorian fishing vessel and its eight support boats with 300 juvenile sharks. The Chinese vessel's crew was sentenced to 1–3 years in prison and owner charged a \$6 million fine. The Ecuadorian vessel's crewmembers were sentenced with 1.5–3 years in prison, and the owner charged a \$300,000 fine. Galapagos rangers conducted 478 patrols and 1,001 inspections throughout the year, which resulted in 68 infractions.
- Developed a 10-year fleet renewal plan that will increase surveillance in the new Darwin and Wolf shark sanctuary and update the Galapagos National Park patrol fleet to better fit the park's needs. Ultimately, this will reduce annual operating expenses by over \$2 million.
- Helped Galapagos National Park launch a pilot plastics-reduction campaign at an elementary school to promote the use of reusable bottles, resulting in a 95% reduction in the use of disposable bottles. In 2018, we will expand to three more schools.

- Launched a canine unit with three canine detection teams to prevent invasive species from entering the Galapagos. The teams can detect Giant African Land Snails, one of the most destructive snail species in the world, and up to 10 prohibited products. Their work led to 40 detections of prohibited items in passenger baggage.
- Invested in equipment for biosecurity labs and specialized training for 170 staff, which improved invasive species detection and response capacity. The team inspected over one million pieces of luggage and 17 million kg of cargo at entry points, resulting in 5,956 confiscations of prohibited or contaminated products. The lab analyzed over 3,000 samples suspected to contain invasive species.

COASTAL ECUADOR

- Conducted a regional control and vigilance training workshop for 40 park rangers from all of Ecuador's coastal marine protected areas and Galapagos National Park.
- Provided a dedicated patrol vessel for Machalilla National Park's Isla de la Plata. This site is a crucial feeding and nursing ground for threatened sea turtles, humpback whales and manta rays.
- Underwrote patrol expenses at four MPAs to stop illegal fishing and improve tourism management. Patrols often result





in the rescue of marine wildlife, including 16 sea turtles and humpback whales that were entangled in gillnets or longlines. Patrol hours have increased by 84% since 2016.

- Protected over 30,000 endangered olive ridley sea turtle hatchlings in Pacoche and Santa Elena MPAs on coastal Ecuador and educated over 2,800 students on sea turtle conservation.
- Donated medication and additional equipment to the Machalilla Wildlife Hospital to increase the number of sea turtles treated and to improve their level of care. The hospital treated 190 sea turtles this year and successfully released 75 after an average of three-months' care.

PALAU

- Supported Palau's Northern Reefs with the provision of essential patrol and safety equipment for 20 rangers in the Northern Reefs.

INDONESIA

- Supported local nonprofit partners with regular patrols in Southeast Misool, and continued support of the Lamakera



project. This year, manta hunting was at an all-time low with only six mantas caught. This is a 97% reduction from when we began work in 2015.

MALAYSIA

- With the US State Department and Sabah Parks, we began implementation of an enforcement plan in the newly-gazetted Tun Mustapha Marine Park.

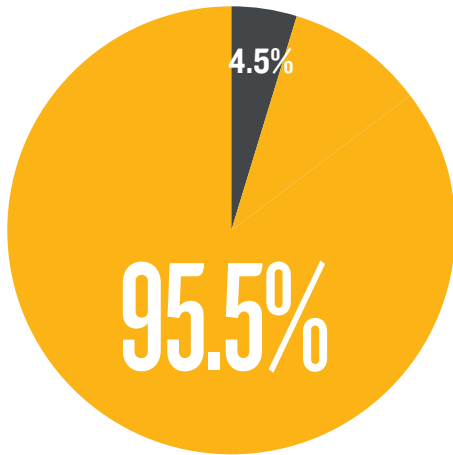
Marine reserves must be protected to have an impact.

Left Page: Sea turtle hatchlings making their way to the sea.

Above, clockwise from left: The Machalilla wildlife hospital director discussing treatment of the turtle patients; Palau's Northern Reefs area; Training park rangers in Ecuador.

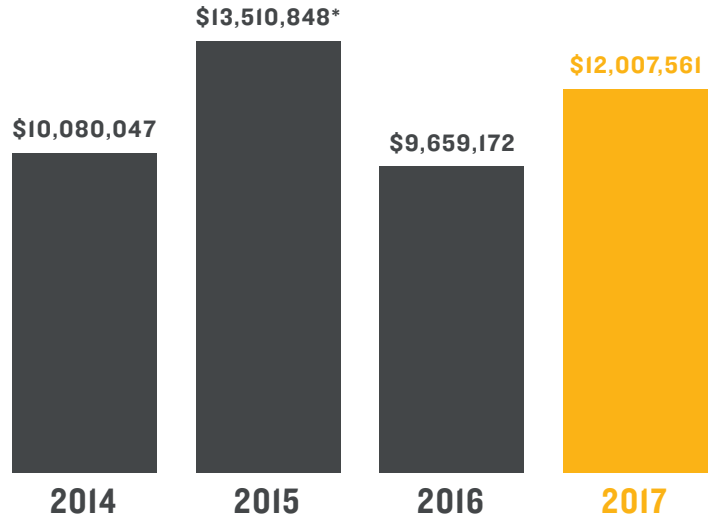
FINANCIALS

LEVERAGED DONATED MEDIA



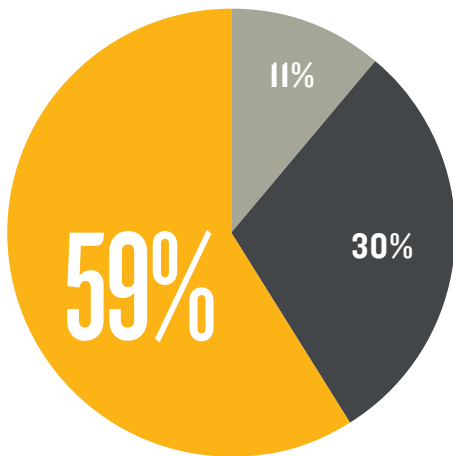
- **DONATED BROADCAST AND MEDIA PLACEMENT: \$225,705,458**
- **TOTAL DIRECT EXPENSES: \$10,170,154**

REVENUE BY YEAR



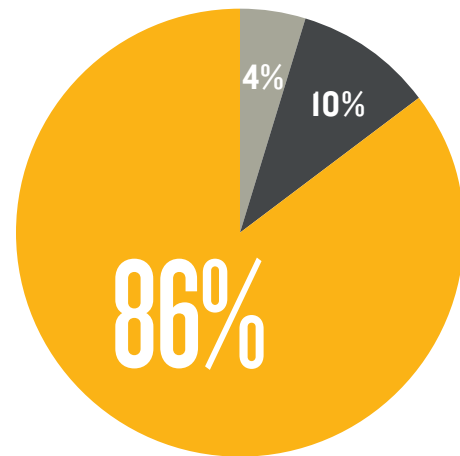
***INCLUDES \$3.4 MILLION OF MULTI-YEAR GRANTS RECOGNIZED IN 2015.**

DIRECT EXPENSES BY PROGRAM



- **WILDLIFE \$5,170,122**
- **MARINE PROTECTION \$2,570,126**
- **CLIMATE CHANGE \$956,981**

EXPENSES BY TYPE



- **PROGRAMS \$8,697,229**
- **FUNDRAISING \$1,006,284**
- **GENERAL ADMINISTRATIVE \$466,641**

STATEMENT OF ACTIVITIES, 2017

REVENUE AND SUPPORT	UNRESTRICTED	TEMP. RESTRICTED	TOTAL
Donations	\$3,909,798	\$694,624	\$4,604,422
Grants and Awards	\$1,488,816	\$4,985,452	\$6,474,268
Events and Other	\$927,161	\$1,710	\$928,871
TOTAL DIRECT REVENUE	\$6,325,775	\$5,681,786	\$12,007,561
Donated In-Kind Media	\$3,384,245	\$222,321,213	\$225,705,458
Net Assets Released from Restricted	\$229,257,164	(\$229,257,164)	-
TOTAL REVENUE & IN-KIND SUPPORT	\$238,967,184	(\$1,254,165)	\$237,713,019
EXPENSES	UNRESTRICTED	TEMP. RESTRICTED	TOTAL
Program Services	\$8,697,229	-	\$8,697,229
General Administration	\$466,641	-	\$466,641
Fundraising	\$1,006,284	-	\$1,006,284
DIRECT EXPENSES	\$10,170,154	-	\$10,170,154
In-Kind Media	\$225,705,458	-	\$225,705,458
TOTAL DIRECT & IN-KIND EXPENSES	\$235,875,612	-	\$235,875,612
Changes in Net Assets	\$3,091,572	(\$1,254,165)	\$1,837,407
Net Assets, Beginning of Year	\$9,473,482	\$5,839,878	\$15,313,360
Net Assets, End of Year	\$12,565,054	\$4,585,713	\$17,150,767

STATEMENT OF FINANCIAL POSITION

ASSETS			
Cash and Cash Equivalent	\$12,505,654		
Contributions and Grants Receivable	\$4,221,834		
Advance to Field Programs	\$300,079		
Prepaid Expenses and Other Assets	\$471,915		
Property and Equipment, Net	\$175,975		
TOTAL ASSETS	\$17,675,457		
LIABILITIES			
Accounts Payable	\$397,143		
Accrued Expenses	\$102,547		
Deferred Revenues	\$25,000		
TOTAL LIABILITIES	\$524,690		
NET ASSETS			
Unrestricted	\$12,565,054		
Temporarily Restricted	\$4,585,713		
TOTAL NET ASSETS	\$17,150,767		
TOTAL LIABILITIES AND NET ASSETS	\$17,675,457		

DONOR LIST

\$250,000+

African Wildlife Foundation
Anonymous
Michael & Victoria Fitzpatrick
Grantham Foundation for the Protection of the Environment
The Leona M. & Harry B. Helmsley Charitable Trust
KR Foundation
David & Lucile Packard Foundation
Eric and Wendy Schmidt Fund for Strategic Innovation
Ellie Phipps Price & Chris Towt
Tilia Fund
U.S. Fish & Wildlife Service
The Wyss Foundation

\$100,000-\$249,999

Anonymous
Bently Foundation
Elizabeth Pang Fullerton
Marc & Sharon Hagle
Bill Joy & Shannon O'Leary Joy
John D. & Catherine T. MacArthur Foundation
National Geographic Society
Oak Foundation
Mary O'Malley & Robert Dion
Planet Heritage Foundation
Patricia Quick
Sandler Foundation
Save the Elephants – WCN Elephant Crisis Fund
Pete Solvik & Becky Christian
Bev Spector & Kenneth Lipson
Toms Shoes LLC
Vulcan Inc & The Paul G. Allen Family Foundation

\$50,000-\$99,999

Acton Family Giving
Paul M. Angell Family Foundation
Applewood Fund at the Community Foundation of Santa Cruz County
Alan Chung & Buffy Redsecker
EJF Philanthropies
Jeff Feinberg
Michael Piuze
Enrique Salem
James & Gretchen Sandler Philanthropic Fund

UK Government DEFRA - IWT Challenge Fund
WowWee

\$25,000-\$49,999

Meredith Asplundh
Wendy Benchley & John Jeppson
Xochi & Michael Birch
Mike Dinsdale
David & Susan Dossetter
Fair Trade Safaris
Pamela Farkas & Andrew Paul
Robin Ferracone & Stewart Smith
Robert Flaxman
Jason R. Flom Fund #2 at the Jewish Communal Fund
Fullerton Family Charitable Trust
Richard Fullerton
Urs Hoelzle
Roma & Raja Khanna
William Lange
Chris & Melody Malachowsky
Marshall Foundation
Randall Mays
Steve Mehr
Nancy Mueller & Robert Fox
Heather & Blake Mycoskie
Natural Resources Defense Council
Peter & Kristan Norvig
Kristi & Tom Patterson
Madeleine Pickens
Renker Family Trust
Nicole & Paul Ricci
Dawn Ross & Doug Hickey
The Nature Conservancy
Laney & Pasha Thornton
John Tyler
Walton Family Foundation
World Wildlife Fund

\$10,000-\$24,999

Christopher B. Asplundh Family Fund of The Philadelphia Foundation
Fiona Bensen
Bruce & Marilyn Blackie
Breslow Family Foundation
Charles Chi
Jennie Chiu
Andrew Cleeland
Cleveland Metroparks Zoo
Jerry Cohen & Madeleine Delman

Kevin & Hannah Comolli
Conservation International
Costolo Family Fund
Carol & Tony DeGrazier
Louis DeMattei & Amy Tan
The William H. Donner Foundation
Bert & Candace Forbes
Chrystina Geagan Parks
Eric George
Bradley L. Goldberg Family Foundation
Alec Gores & Kelly Noonan
Alan & Cindy Horn
IfOnly
InMaat Foundation
Lucie Jay & Tom Chow
The Dirk & Charlene Kabcenell Foundation
KCGI, LLC
Amber Kelleher-Andrews & Nico Andrews
Steve & Angela Kilcullen
Youngho & Wulsoon Kim
Ed Kinsey
Michelle Klatt & Lisa Aaron
Samuel Krasnik & Kathleen Corless
Jane Landwehr
Bret Lopez
March Conservation Fund
Bruce Martin & Carolyn Costin Martin
Michele McCarthy
McMurtry Family Foundation
Cathy McMurtry & Jim McLaughlin
Steve & Mattie Morgan
Sheppard Mullin
Janet O'Malley
Christopher Parker
Anne Pattee
Pegasus Foundation
Gihan Ramadan
Represent Holdings, Inc
Marylee Rodgers
Peter Ryder
The San Francisco Foundation
Sophie Schmidt
Sea Forward Fund
Jeanne & Walter Sedgwick
Orestis Servetopoulos
David Shepherd Wildlife Foundation
Stefanie & Rob Skinner

Skyscrape Foundation
Flora L. Thornton Foundation
Dick & Cindy Troop
Troper Wojcicki Foundation
Elizabeth Webb
Graham & Leslie Westphal
Wilson Sonsini Goodrich & Rosati Foundation
Roy Young

\$5,000-\$9,999

Anonymous
Steve Bardack
Bauta Family Fund
Fox Beauregard Family Charitable Fund
Darrell Braswell
Rob & Jane Burgess
Steve Cartt
Craig & Nana Chiappone
Cleveland Zoological Society
Derek Collison
Nora Cregan & Al Pfeiffer
Crosby Family Foundation
Curran Dandurand
Kelvin Davis
Michael & Tracy DiLeo
Courtney & Jeff Dorman
Meredith & Barry Eggers
Elephant Cooperation
Evans Fund
Sandra Farkas
4Ocean
Brad Goldberg
Vishal Grover
Susan & Max Guinn
Shawn & Danielle Heinrichs
Mindy & Jim Henderson
Danforth & Elizabeth Hollins
G. Bradford Jones
Laurie Jordan
Nahnatchka Khan
John Kirkman
Nikki & Steve Lafferty
Carmela Levin
Michael Light & John Lum
Melissa Linden
Daniel Lynch
Kathy Macdonald
Matthew & Sarah Mallett

Katie Martin & David Laurits
Eric Mervis
Ginny Millner Foundation
The Cynthia &
George Mitchell Foundation
The Monaghan Foundation
John Morayniss
Dean Neese
Donald & Barbara Niemann
ONEHOPE Foundation
James & Gretchen Sandler
Jim & Margie Shaughnessy
Jane & Lawrence Solomon
Steven Stone
Stone Family Charitable Trust
Anthony Tang
Charles Thompson
David & Karie Thomson
The Walt Disney Company Foundation
Lance Williams & Grant Kretchik
Doug & Amy Winter
Franchesca Winters
Lily Yen & Noel Lee

\$2,500–\$4,999

Keith Addis
Raymond & Linda Alberts
Allyse & David Anderson
Jeff Anderson
Anonymous
Apex Expeditions
Eloise Appel
Bryan & Paige Besser
Paul & Katy Bettner
Brach Family Fund of
Tides Foundation
Scott Burns
Michael Campesino
Randi Caplan
Jana Charalambous
Chyau FWU Atlas Bar Singapore
Thomas Clemens
David Corbell
Regina & Scott Crosby
Michael & Rachel Cudlitz
Dennis & Preston Davitt
Bill & Anna Dorfman
Anastasia Evdokunina
Robert & Martha Falkenberg Fund
Fern's Fund/Pamela Constable
John Frank
Frederick H. & Diana C. Foundation
Edward & Ruth Friedman
Ted Gannett
Philip Goldsmith
Paul Heidemann
Ian Hirsch
Stephen Horn

Hu Yong
Vicky Hwang
John & Ann Iannuccillo
Daniel Ivascyn
Michele Kalish
Tarun Kapoor
Christina Kenan Kirk
Erik & Shari Kjerland
Kristan Klinghoffer
Phillip Lamoreaux
Andrew Lasken
The Gladys &
Ralph Lazarus Foundation
Arla McMillan
Michael Milczarek
Jesse & Ryan Nord
Matthew & Karen O'Malley
Helen Riley &
Jean-Philippe Emelie Marcos
Dan & Joyce Sandel
Susan Shane
Georgia Simon
Rod Simon & Debra Baker
Susan Smidt
Victoria Sujata
Kevin & Liz Sullivan
Debra Taweel
Marana Webber Tost Charitable Fund
Marsha Williams
Lisa Yano
Ronald & Geri Yonover Foundation

\$1,000–\$2,499

Brian Achenbach
Acme Account
Sumeet Ajmani
Anonymous
Keyvan Arjomand
Diana Sophia Tigre Artemis
Animal Protection Fund
Ashby-Wood Charitable Fund
Bethany Asplundh
Bruce Balan
Barnston - Koutsaftis Family
Foundation
Heidi Barrett
Raymond & Roberta Beech
Erin Bentham
Amy Bernard
Kathy & J. Bernhardt
Ben Black
Bluestone Foundation
Suzanne Booth
Laura Bosse
Catherine Brown
William Burnside
Caithness Foundation
Susan Carey
Glen & Bobbie Ceiley

Teresa Chauvin
Katie Cleary
Sue Conatser
Carla & Mitch Cooper
Christopher Corsiglia
Margot Cross
Mark Cunningham
Dahlia Heights Elementary School,
Mr. Mike Christy's Second Grade Class
Dao Labs LLC
Paula Darlison
Michael Dean
Christian Degner-Elsner
Doug Doss
Deborah Douglas
Justin Douglas
Mark Drury
Tom & Jodi Duckett
Wilson Durham
Italo Elgueta
Mary Fields
The Firefly Trust/Carter & Joan B.
Norris Family Trust
Fishman Family Foundation
Fontana Foundation
Ford Charitable Fund
David Ford & Donna Neerhout
Alan Freiman & Michael Armijo
Freddy Gamble Fund
Stephan Gaudet
GeoEx Foundation
Pradipta Ghosh
Alice Ghostley
Pamela Gibney
Debbie Gibson
Susanne Gillatt
Jan Deming & Jeffrey Goodby
Heather & Russ Gottlich
Whitney Green
Jill Grossman
Craig & Susan Grube
Fred & Peggy Heiman
Margaret M. Hixon Fund
Jane Hoffman
Scott Huber
Jeremy Hughes
Amy Ippoliti
Erik Jensen
Mary & Grady Jeter
Frank Jewell
Patricia Joanides
Richard & Carole Johnson
Johnson & Block Family Fund
Eric Jung
Rosemary & Richard Kalikow
Donna Kaplan
Kristine Karnos
Stacey Keare & John Hodge

Rich & Gina Kelley
Ali & Nahid Khataw
Ryan Kubly
Beryl Kuder
Pete Kyrychenko
Frans Lanting & Chris Eckstrom
Juan Loaiza
Local Independent
Charities of America
Susan Loesser
Nina Lora
Teresa Luchsinger
Afsaneh Malaekhe & Brian LeSage
Judie Mancuso
Upacala Mapatuna
Wendy Markee
Gus Martens
Robert Matthams
Rena Merino
Valerie Merrin
Jo Miller
Noel Clark Miller
Laura Milner
Brenda Milum
Leila Monroe
Lizzy Moore
Elisabeth Moseley
Colette Mullenhoff
Lindsey Munro
Colleen K. Murphy
Jessica Nagle
Bharath Narasimha Rao
Prakash Natarajan
Gertrude Neill
Allen Northrup
Debbie Odom
Brent Oppenheimer
Nick & Stephanie Osborne
Jeffrey Ostrove
Dave Peinsipp
Patricia Petro
Louise Pfister Charitable Foundation
Lou & Sandra Phillips
Stephane Picard
Pitney Bowes
Jason Pollack
A. Shobhan Porter
Evan Rapoport & Nicole Wilson
Sang Reid
Randy Repass
Repass-Rodgers Family Foundation
Todd Reubold
Richard Robbins
Herve Rodriguez & Ramna Brandt
Jean Rosenthal
Sean & Claudine Ryan
S&A LLC
Martin Sacks

Santa Fe Dry Goods
Porter Associates, Inc.

Jonathan Schaffer

Toby Schaffer

Jeff Schneider

Kenny Schwartz

Manuel Serpa

Bob & Susan Shayne

Javier Sloninsky

Harry Smith & Meg Sutherland-Smith

Logan Smith

Julie Friesen-Solomon & John
Solomon

Greg Sparks

Jessie Stenftenagel

Ina Sturgeon

Cathleen Summers & Pat Crowley

Diana Tang & Tom Duffy

Lance Tendler

Irene Thalden

Joel Thomsen

Paul Thomson

Christian Tietzsch

Tiger Claw

Roger J. & Madeleine L.
Traynor Foundation

Pavansoam Tripathi

Jonathan Tucker

University of Chicago
Laboratory Schools

Gary Vahey

Rita Vallet

Midge VanLoan

Billy Villareal

Kimberley Wahl

Kerry Waits

William Warburton

Sheila Ward

Christina Wei

James Wei

Gary E. & Margaret L.

Wendlandt Charitable Fund

What is Missing? Foundation

Gordon & Joan White

Patrick White & Amy Kalnoki

Chris Widmer

Gerolyn Wilcox

Wenqing Yan

Laura Yockey

Jeff Yonover

Walter Yost

Dorothy Yuan

Bob, Alexa & Amber Zangrillo

Amy Zerofski

Iraj Zolnasr

Cole Zucker

BOARD OF DIRECTORS

Pete Solvik

Chair

Peter Knights

Chief Executive Officer

Steve Morgan

Vice President/Treasurer

Mary O'Malley

Secretary

Wendy Benchley

Fiona Bensen

Xochi Birch

Alan Chung

Mike Dinsdale

David Dossetter

Pamela Farkas

Robin Ferracone

Victoria Fitzpatrick

Shannon O'Leary Joy

Kathy Macdonald

Katharine Martin

Helen Riley

Jim Shaughnessy

Bev Spector

WILDAID TEAM

Peter Knights

Chief Executive Officer

John Baker

Chief Program Officer

Tom Stahl

Chief Operating Officer

Steve Blake

Chief Representative, China

Claire Altier

Debra Baker

Silvia Bor

Manuel Bravo

Meaghan Brosnan

Nuthatai Chotechuang

Dyna Di

David Emerson

Zoe He

Hong Hoang

Alex Hofford

Ye Jia

Nayantara Kilachand

Corie Knights

Natalie Lake

Lucy Li

Paris Ma

Rabia Mushtaq

Jaclyn Sherry

Hai Shikun

Xu Shuai

Tammy Tian

Devin Timnik

Alan Toth

Christina Vallianos

Diana Vinueza

Vivien Wang

Susie Watts

Andrew Wegst

Duanduan Xie

Gary Yip

Michelle Zhang

Li Zitong

INTERNATIONAL BOARD

Ivonne A-Baki

Federico Angermeyer

Sam Branson

Jackie Chan

Sachen Chandaria

Sue Chen

Jonathan Conrad

Duncan Clark, UK Trustee

Philippe Cousteau

Bo Derek, Canada Trustee

Eric Desatnik

Dr. Sylvia Earle

Elizabeth Pang Fullerton

Bryce Groark

David Haslingden

Shawn Heinrichs

Mindy Henderson

Derek & Beverly Joubert

Tim Kelly

David Kracke

Sharon Kwok

Frans Lanting

Peter Lindbergh

Matthew Margo

Claudia A. McMurray

Rob Mondavi, Jr.

Johan Ernst Nilson

Huang Nubo

Dr. Ellen Pikitch

Jeanne Sedgwick

Dr. Jordan Shlain

Bhalin Singh

Michael Skoletsky

Eric Steinhauser

Steve Trent

IN REMEMBRANCE



TOD BENSEN

This year, WildAid lost one of our greatest champions, long-time Board member and former Board Chair, Tod Bensen. We remember Tod for his generosity, unflinching support, encouragement and leadership.

Tod inspired us all with his sage strategic business advice and his enthusiasm for WildAid's mission and methodology. He was a relentless advocate for the organization and unfailingly generous in his support.

Tod was a big part of WildAid's success. None of what we have accomplished could have been done without him. It is a large part of his legacy to have helped the sharks, elephants, rhinos and other animals.



JACKIE HOFFNER

WildAid suffered the tragic loss of one of our own in November. Jackie Hoffner joined the team in early 2015, bringing her endless energy, brilliance, positivity, passion and humor to all aspects of her work. She was a dedicated and fiery activist, protector and savior of all creatures, large and small. Jackie embodied kindness and generosity, always putting her work, family, friends and even strangers first – though she was quick to transform strangers into great friends.

Jackie expanded WildAid's social media presence, recruiting new supporters and building partnerships around the world, while lending scientific expertise to our effort to prevent the introduction of bioengineered wildlife products.

We are grateful to Jackie for everything she brought to WildAid personally and professionally these last three years, and she will continue to inspire us every day.



WAYNE LOTTER

The conservation community lost a true hero in Wayne Lotter, a South African conservationist and co-founder of the PAMS Foundation which works to stop the poaching of elephants and ivory trafficking in Tanzania. He was brutally murdered by people suspected to be involved in the ivory trade. A tragic loss for his loved ones and the wildlife he worked so selflessly to protect.

WildAid worked closely with Wayne and his team. PAMS scored big wins fighting the illegal wildlife trade, working with Tanzania's National and Transnational Serious Crimes Investigation Unit (NTSCIU) in the arrest of nearly 900 poachers and ivory traders. These include Boniface Matthew Mariango, known as "The Devil", and Chinese citizen Yang Fenglan, known as the "Ivory Queen", two of the biggest ivory traders in Tanzania. Through his work with PAMS, Wayne and his team have also trained hundreds of village game scouts across Tanzania.

WILDAID



THIS REPORT IS PRINTED ON 100% RECYCLED PAPER.