



ANNUAL REPORT 2014

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 protecting animals from poaching, WildAid works to reduce global consumption of wildlife products.

Our primary strategy is mass media campaigning to reduce demand for these products with our slogan: "When the Buying Stops, the Killing Can Too." Using the same techniques as high-end advertisers, we want to make conservation aspirational and exciting.

We also help to protect marine reserves, such as the Galápagos Islands in Ecuador and Misool Eco Resort in Indonesia, to safeguard sharks, mantas and other marine wildlife from direct threats such as overfishing. With a comprehensive management approach and appropriate technologies, WildAid delivers cost-effective enforcement to secure marine sanctuaries.





LETTER FROM THE FOUNDER

In 2014, WildAid's long-running shark fin campaign in China achieved widespread acclaim and recognition after a 50 to 70 percent reported decline in shark fin sales. This was the conclusion of multiple sources, from shark fin traders, to independent online and restaurant surveys, to media investigations from CNN, the Washington Post, the People's Daily and CCTV, as well as government statistics. Vendors reported a 50 percent decrease in prices over the previous two years. Meanwhile, 85 percent of consumers surveyed online said they had given up shark fin soup in the past three years, with two-thirds citing public awareness campaigns as a main reason for ending their shark fin consumption. In Indonesia, fishermen reported it was no longer worth targeting sharks.

For elephants and rhinos, the situation remains grim, but surveys suggest our campaigns with Save the Elephants and African Wildlife Foundation have helped to greatly increase awareness in China, with a 50 percent rise in recognition of the poaching problem, coupled with the destruction of seized ivory and the use of government messaging to dissuade consumption. Our documentary films on these crises featuring former NBA star Yao Ming were broadcast in China on CCTV and around the world on Animal Planet.

Our star-studded, high production value messages were prominently and widely distributed throughout China and Vietnam, with an audited value in excess of \$197 million in pro bono broadcast and media placement.

Our special thanks go to Xinhua and CCTV in China for their outstanding contributions. And to The Tilia Fund and all those incredible supporters who have enabled us to grow significantly in 2014, while still maintaining incredible efficiency and leverage. As a result, we're a leading wildlife conservation group according to Charity Navigator rankings.

Your support is enabling us to expand our efforts in both depth and breadth, as we are now active in Hong Kong, Thailand, Tanzania and South Africa. We're taking on new challenges, such as the trade in pangolins, and garnering both public support and political will to crack down on poaching in Africa.

We hope you will continue to be part of the small, but dedicated WildAid family in our efforts to conserve sharks, rhinos, elephants, tigers and mantas, and to protect our much-needed marine reserves.

Sincerely,

PETER KNIGHTS

*WildAid Co-Founder and
Executive Director*



COVER

*Caribbean reef shark
(Brian J. Skerry/National Geographic Creative).*

INSIDE COVER

Southern white rhino.

ON THIS PAGE

*Peter Knights at WildAid's 2014 gala
in San Francisco.*

CONSERVATION THROUGH COMMUNICATION



李冰冰
野生救援公益大使

IVORY 拒绝象牙 FREE

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

WILDAID



\$197.8 MILLION MINIMUM VALUE OF DONATED MEDIA FROM PARTNERS IN CHINA AND VIETNAM.

LEFT PAGE

Clockwise from top: A 40-story WildAid ad on Citi Tower in The Bund district of Shanghai; a WildAid ivory ad at Beijing Capital International Airport; Vietnamese pop star Thanh Bui shoots a WildAid PSA; top Chinese actress Li Bingbing stars in an Ivory Free ad.

WHAT WE DO

To reduce the demand for wildlife products, WildAid partners with a diverse team of celebrity ambassadors and media partners who bring our conservation messages to the public.

WildAid produces compelling, 30-second TV public service announcements (PSAs), mini-documentaries, video infographics, billboards and print ads for distribution on numerous platforms, including major TV broadcast networks, multiple social media channels and LCD screens in airports, taxis, and subway and train stations. With government, business, media and celebrity partners, we work to change attitudes and behavior through high-impact, culturally sensitive campaigns, leveraging significant pro bono media support and reaching up to 1 billion consumers. Our campaigns feature sharks, elephants, rhinos, tigers and manta rays, and urge action to protect our planet from catastrophic climate change.

2014 SNAPSHOT OF WILDAID'S WILDLIFE CAMPAIGNS:

- Media partners in China and Vietnam provided an audited minimum of \$197.8 million in donated media.
- Up to 1 billion viewers watched WildAid PSAs across Asia via 100+ media partners, including China's largest television network, CCTV, and Vietnam's largest network, VTV.
- Yao Ming, Prince William and David Beckham's "Whole World" PSA aired at least 2,970 times on 10 TV channels in China.
- Rhino PSAs were broadcast at least 33 million times throughout Vietnam on 4,709 Chicilon LCD screens in airports, hospitals, supermarkets, offices and banks.

OUR PSAS REACHED:

- 693+ million train passengers via 85,000 LCD boards in trains and railway stations (1.9 million each day in China);
- 400+ million air travelers via in-flight entertainment networks and airport billboards in China;
- 350 million satellite TV viewers;
- 59 million taxi passengers via 51,000 TV screens in taxis in Beijing, Shanghai, Hangzhou, Guangzhou and Shenzhen;
- Millions of social media users who accounted for 80 million online views;
- 50 million viewers of interactive billboards at shopping malls across China;
- 20+ million daily subway riders in Beijing, Shanghai, Guangzhou, Shenzhen and Chengdu;
- 1.5 million magazine and newspaper readers;
- Bank visitors in waiting rooms at over 100,000 banks across China;
- Visitors in waiting rooms at 1,200 office and banking buildings across Vietnam.

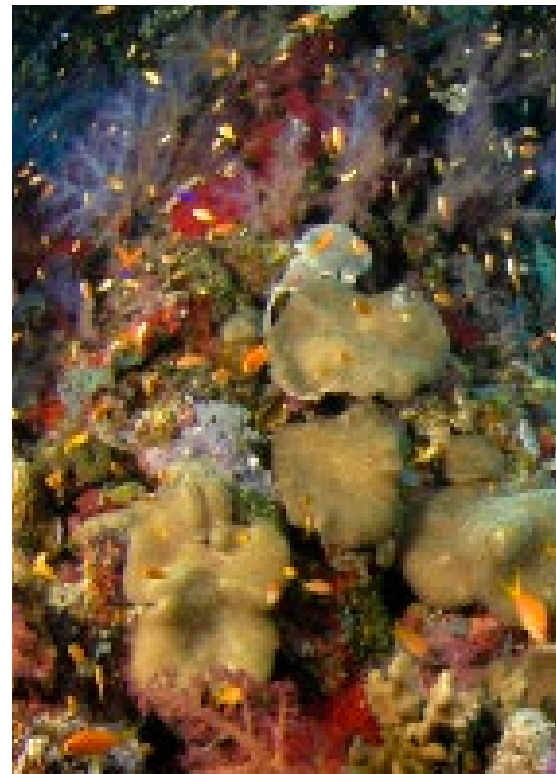
SHARKS

Estimates suggest that fins from up to 73 million sharks are used in shark fin soup each year. This demand has led to overfishing of many vulnerable shark species as well as the inhumane practice of shark finning. Our campaign is reducing demand, with recent media reports estimating a 50 to 70 percent decrease in shark fin consumption in China since 2011.

WildAid is campaigning in China, Hong Kong, Singapore and Malaysia.

IN 2014, WILDAID:

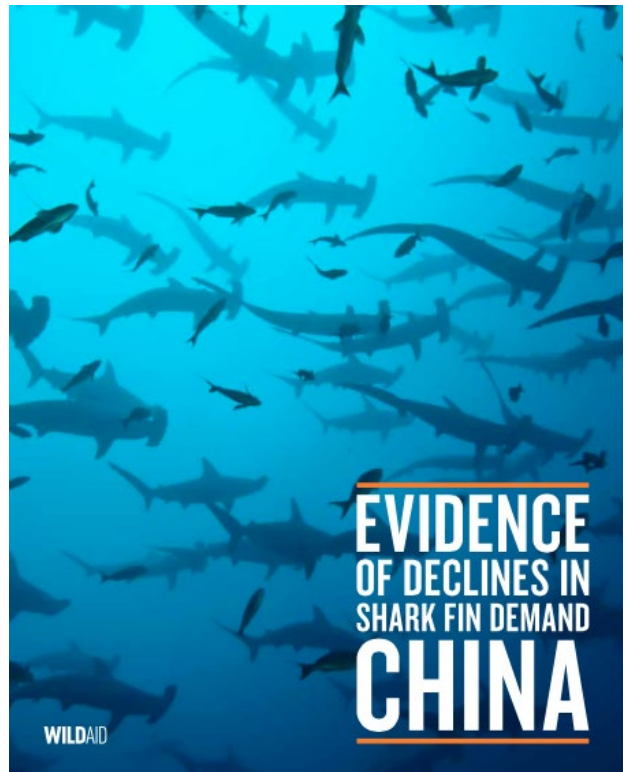
- Published a new report, “Evidence of Declines of Shark Fin Demand, China,” compiling public opinion, shark fin vendor survey results, trade statistics and media reports. Key findings include an 82 percent decrease in shark fin sales in China over the past two years. These findings were presented at an “I’m FINished with Fins” press conference in Beijing with Chinese celebrity Hai Qing.
- Recruited an additional 11 airlines to implement shark fin carriage bans through our letter writing campaign, bringing the total number of airlines with bans to 26.
- Distributed PSAs featuring Yao Ming, actress Maggie Q and actor/director Jiang Wen, and secured more than 2,500 airings across 13 TV channels in China with a pro bono broadcast value of \$24.6 million.
- Released “Impress,” a new PSA starring Maggie Q, selected as a finalist in the 2014 BLUE Ocean Film Festival.
- Filmed a new PSA featuring actor Norman Reedus, star of the hit TV show “The Walking Dead.”
- Worked with top Chinese language radio station OneFM in Malaysia to launch our “Wedding Crasher” campaign, where popular DJs and pop stars crashed the weddings of couples not serving shark fin soup.
- Created an educational display at Hong Kong Ocean Park’s new “Shark Mystique” exhibit to raise awareness and promote shark conservation among their 7.6 million annual visitors.
- Expanded the SharkSavers “I’m FINished with Fins” pledge campaigns in Hong Kong, Singapore and Malaysia, obtaining 70,000 pledges in Hong Kong and 76,000 in Malaysia.
- Supported Malaysia’s announcement of a government banquet ban on shark fin soup.



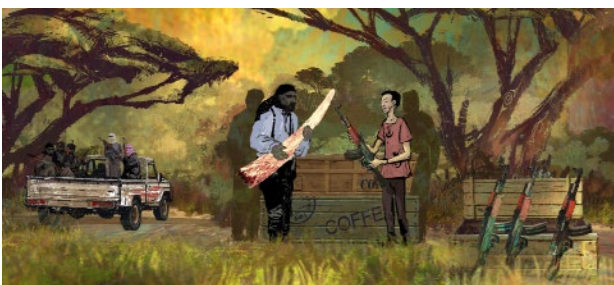
GUANGZHOU SHARK FIN VENDORS REPORTED AN 82 PERCENT DECREASE IN SHARK FIN SALES OVER THE PAST TWO YEARS.

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Clockwise from top: A reef shark in a marine protected area; WildAid's 2014 report on reduced demand for shark fin in China; animated PSA on shark finning starring Chinese actor/director Jiang Wen; shark fins drying on a rooftop.



ELEPHANTS



Up to 33,000 elephants are killed each year to satisfy the demand for ivory products. In 2013, WildAid partnered with Save the Elephants and African Wildlife Foundation to launch a campaign to reduce demand for elephant ivory. Using existing methodology,

IN 2014, WILDAID:

- Produced and released four new elephant ivory PSAs featuring actress Li Bingbing, actor Huang Haibo, and NBA stars Tyson Chandler, Pau Gasol, Al Horford, Serge Ibaka, Thabo Sefolosha and Joakim Noah. We also filmed and began producing a series of new PSAs featuring cast members from the hit TV show “The Walking Dead.”
 - Released “The End of the Wild,” our documentary film with NHNZ that stars Yao Ming and was broadcast on CCTV. We launched an associated outdoor ad campaign, including three new Yao Ming billboards throughout Beijing and Shanghai in airports, taxis, subways, bus stations and 100 bus stops. The English version of the film, “Saving Africa’s Giants,” was released globally on Animal Planet.
 - Aired PSAs on video screens in Beijing and Shanghai up to 42 times a day as part of \$27 million secured in pro bono broadcast value throughout China.
 - Released “Hunted,” our newest PSA featuring Li Bingbing, in partnership with Wanda Cinemas. The PSA was shown on 1,300 screens in 150 theaters across China.
 - Collaborated with Academy Award-winning director Kathryn Bigelow on “Last Days,” a three-minute animated short film dramatizing the connection between the ivory trade and terrorist groups in Africa. The film reached over 550,000 viewers on the video-sharing website Youku in the first two days of its China release.
 - Launched “Ivory Free,” a new pledge campaign and cause site in partnership with Animal Planet, African Wildlife Foundation and Save the Elephants. The campaign urges consumers to pledge to never buy, own or accept ivory, and to support stronger government bans and actions to fight the illegal ivory trade.
 - Conducted surveys in Beijing, Shanghai and Guangzhou to assess Chinese consumer awareness of the ivory trade’s impact on elephants. The reports showed a rapid increase in awareness of the poaching problem and broad support for a domestic ivory sales ban.
 - Placed new Yao Ming and Li Bingbing “Say No to Ivory” billboards throughout Beijing and Shanghai in subway stations, shopping malls and airports.
- Supported the governments of China and Hong Kong in destroying more than 16 tons of stockpiled ivory. WildAid was one of a select number of NGOs invited to attend China’s crush of more than 6 tons of seized ivory.
 - Supported 36 top business leaders in China in releasing a pledge to never purchase, possess or give ivory as a gift. WildAid China Board Chairman Huang Nubo spearheaded the effort, which included Liu Chuanzhi, chairman of Lenovo, and Jack Ma, founder of the Alibaba Group. The pledge was announced in a full-page ad in the Beijing Times.
 - Promoted Yao Ming delivering his petition to the Chinese People’s Political Consultative Conference asking China’s government to consider banning the sale of ivory.
 - Created a new “Ivory Free” billboard with Li Bingbing and placed 107 of the billboards throughout three Beijing and Shanghai airports.
 - Enlisted Hong Kong’s biggest ivory retailer, Chinese Arts & Crafts, to stop selling ivory. Three additional top ivory retailers — Wing On, Yue Hwa and Chinese Goods Centre — followed suit, removing ivory from their shelves in response to public pressure.

networks and contacts that have achieved measurable results in our shark fin campaign, we aim to raise awareness of the elephant poaching crisis, to support lawmakers in banning ivory sales and to reduce demand for ivory in China, Hong Kong and Thailand.

**SINCE 2012, 52 PERCENT MORE
PEOPLE IN CHINA BELIEVE ELEPHANT
POACHING IS A PROBLEM.**

LEFT PAGE

Clockwise from top: Yao Ming feeds an orphaned elephant at the David Sheldrick Wildlife Trust (Kristian Schmidt); NBA star Serge Ibaka of the Oklahoma City Thunder in a WildAid elephant PSA with fellow players Joakim Noah, Al Horford, Tyson Chandler, Pau Gasol and Thabo Sefolosha (held photo: Nick Brandt); a scene from director Kathryn Bigelow’s short film “Last Days”; Li Bingbing stars in the “Hunted” elephant PSA.

RHINOS

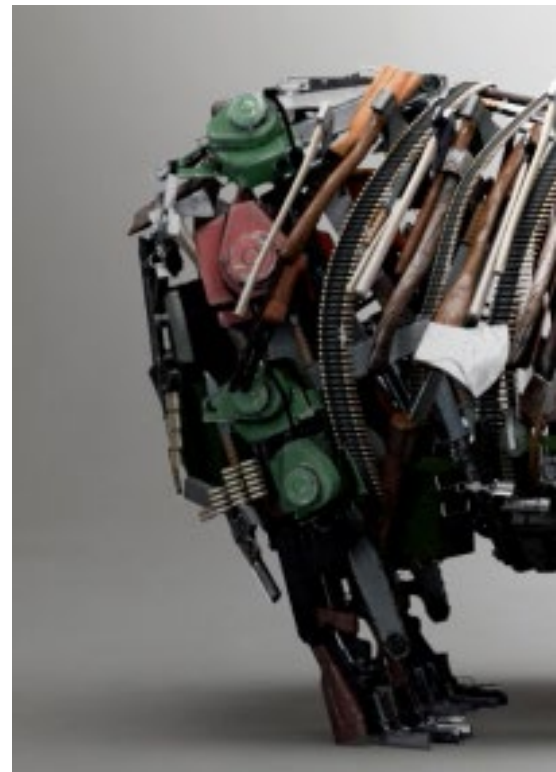
After a 15-year respite, the number of rhinos poached has increased dramatically in recent years, especially in South Africa, home to most of the world's remaining 20,000 white and 5,000 black rhinos. Despite increased enforcement efforts, over 1,215 rhinos were killed in South Africa in 2014, compared with just 13 in 2007.

In 2013, WildAid launched a campaign in partnership with African Wildlife Foundation to reduce rhino horn demand in China and Vietnam, now the world's leading consumers of rhino horn. This campaign has three primary goals: raise awareness of the rhino poaching crisis, support Vietnamese lawmakers in strengthening enforcement efforts and measurably reduce demand for rhino horn.

IN 2014, WILDAID:

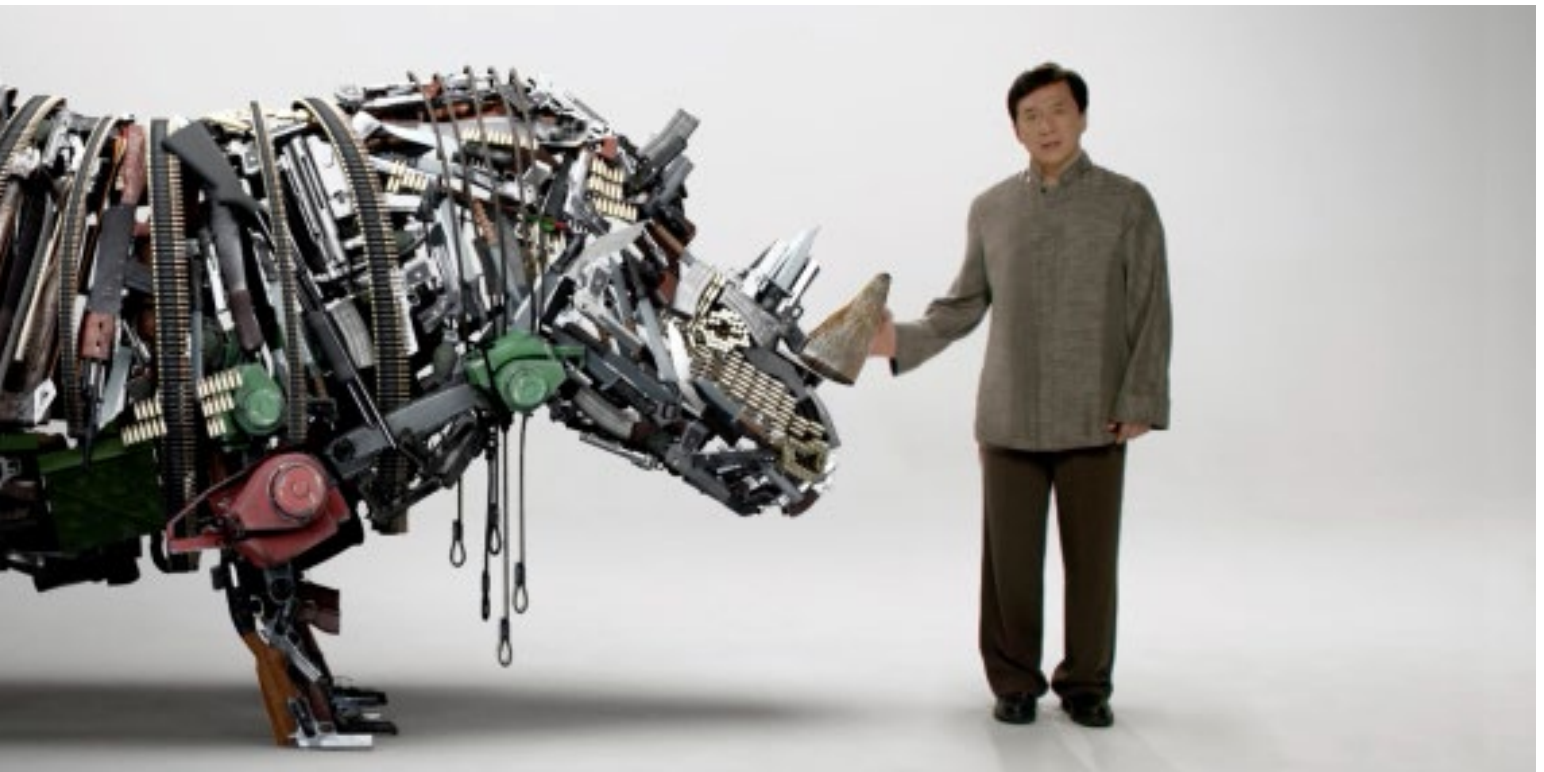
- Released eight new PSAs featuring Yao Ming, Prince William, David Beckham, Maggie Q, actor Jackie Chan, and Vietnamese pop stars Thu Minh and Thanh Bui. Our "Tools of the Trade" PSA featuring Jackie Chan won the Campaign Award at the prestigious Wildscreen Film Festival, also known as the "Green Oscars."
- Launched our rhino horn awareness campaign in Vietnam, where we established new media partnerships, including: leading TV broadcasters VTV and VTC; Voice of Vietnam, the nation's largest radio service; six prominent magazines; and Chicilon, the largest LCD screen provider with more than 4,000 screens and 3,700 poster frames in Hanoi and Ho Chi Minh City.
- Produced six new PSAs with several Vietnamese celebrities, including Quoc Trung, Thu Huong and Anh Tuan, as well as Andrew Lincoln of the hit TV show "The Walking Dead."
- Aired new PSAs over 6,520 times across 24 TV channels in China and 14 channels in Vietnam, totaling \$26 million in pro bono broadcast value.
- Conducted surveys in Beijing, Shanghai and Guangzhou to assess Chinese consumer awareness of the rhino horn trade's impact. The reports showed a greater awareness of the poaching crisis and a significant decline in the belief that rhino horn has medicinal effects.
- Distributed billboards featuring Jackie Chan in 13 airports and 43 buildings in Vietnam, as well as billboards featuring Thu Minh and Thanh Bui, and magazine ads starring Maggie Q.
- In collaboration with Working Dogs for Conservation, we began discussions with Vietnam's Customs Department to implement a detector dog program in Hai Phong Port to improve the interdiction of smuggled wildlife, scheduled for launch in 2015.
- Conducted outreach at 16 high-profile schools in Hanoi and Ho Chi Minh City, reaching and engaging 10,000 students and teachers with our rhino conservation messages and persuading the students' parents not to use rhino horn.
- Conducted a consumer awareness survey in Hanoi and Ho Chi Minh City to establish a baseline of consumer knowledge, attitudes and behavior regarding rhino horn.
- Recruited over 50 Vietnamese CEOs to sign our campaign pledge to never purchase, possess or give rhino horn as a gift.

**BELIEF IN RHINO HORN'S
MEDICINAL VALUE HAS
DROPPED IN CHINA BY
24 PERCENT SINCE 2012.**



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Clockwise from top left: Vietnamese pop stars Thanh Bui (left) and Thu Minh star in a WildAid rhino PSA; The Duke of Cambridge (Prince William), Yao Ming and David Beckham in WildAid's "Whole World" PSA; action superstar Jackie Chan in WildAid's "Tools of the Trade" PSA on rhino poaching.



MANTA RAYS

吃膨鱼腮 祸及物种灭绝



LEFT PAGE

Clockwise from top: Chinese actor Wu Xiubo in a WildAid manta ad distributed throughout China; a manta ray swims below snorkelers (Mary O'Malley); a manta ray gill vendor in Guangzhou (Paul Hilton).



The growing demand for manta ray gill rakers, known as “peng yu sai” and used in folk health tonics in Guangzhou, China, threatens the global population of manta rays and their close relatives, mobula rays. Overfishing and even local extinctions are a major concern given these animals’ glacially slow reproductive rates. A manta may only produce up to a dozen young in its lifetime.

According to joint research conducted with the Manta Trust and other partners, this trade more than doubled between 2011 and 2014, with up to 150,000 manta and mobula rays killed every year. Our research also showed that dried gill rakers contained up to 10 times the World Health Organization-permissible levels of toxic heavy metals, such as arsenic, cadmium, mercury and lead.

In 2014, as the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) implemented protections for manta rays that WildAid worked to secure, we launched a demand reduction campaign in Guangzhou, where an estimated 99 percent of the market is located. Early investigations by WildAid and the Chinese government concur that a combination of species protection and consumer awareness has already significantly reduced the Guangzhou manta trade.

Our goals are to raise awareness of the impacts of manta gill raker consumption and the urgency of manta ray conservation, to measurably reduce demand in China, and to support the implementation of manta and mobula protections through community outreach and enforcement strategies where mantas occur.

IN 2014, WILDAID:

- Launched a demand reduction campaign in Guangzhou, China, where most manta and mobula gill plate consumption is based.
- Produced a new manta PSA featuring popular TV actor Wu Xiubo for release in early 2015.
- Conducted an online survey of 1,000 Guangzhou citizens as well as a survey of 100 purchasers of peng yu sai at Guangzhou markets to assess the current awareness level of the gill trade’s impact on manta populations.
- Released a new report, “The Continuing Threat to Manta and Mobula Rays: 2013-2014 Market Surveys, Guangzhou, China,” summarizing WildAid’s market and consumer surveys in conjunction with our manta campaign launch.
- Released two new manta billboard designs featuring Wu Xiubo that were distributed throughout the Guangzhou subway system.
- Collaborated with Southern TV to air a five-part news series on mantas and peng yu sai.

THE MANTA GILL RAKER TRADE HAS DOUBLED IN SIZE OVER THE PAST THREE YEARS, WITH 150,000 MANTA AND MOBULA RAYS KILLED EACH YEAR.

TIGERS

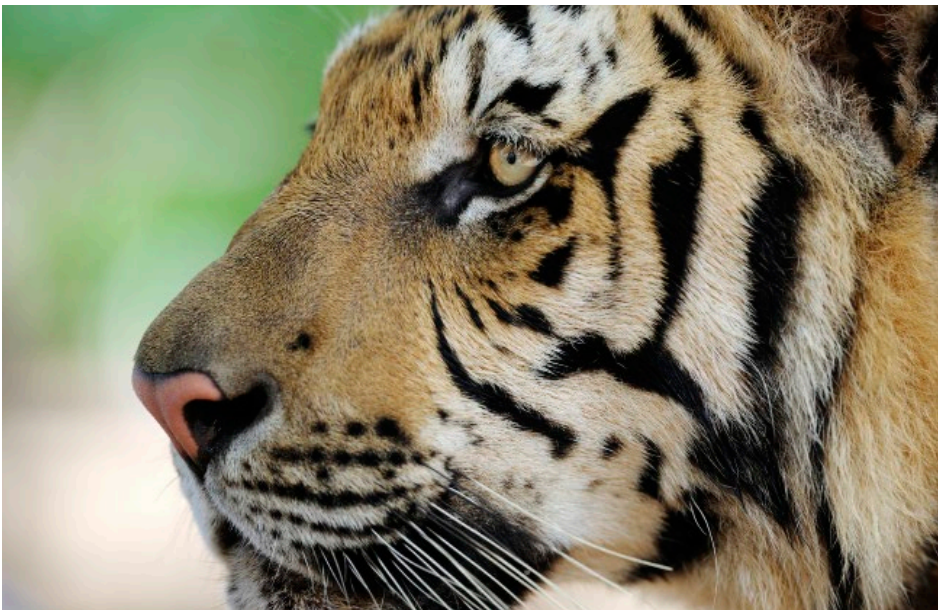
Wild tigers have declined in number from about 100,000 a century ago to fewer than 3,200 remaining today. Tigers are poached for their bones (used in medicine and for tiger bone wine) as well as for their pelts, claws and teeth (used as decorative items). An estimated 10,000 tigers are in captivity in “farms” across Asia, with operators selling tiger parts illegally or speculating on the re-opening of a legal trade. These operations stimulate consumer demand for tiger parts and undermine efforts to control the illegal trade.

WildAid’s campaign aims to increase awareness and reduce consumption of tiger parts in China, to support the government in never re-opening the legal trade in tiger parts, and to assist governments in moving to decommission the farms.

IN 2014, WILDAID:

- Began pre-production for a feature documentary taking a Chinese celebrity to India to learn about the plight of the tiger.
- Distributed PSAs featuring Jackie Chan and Jiang Wen, which aired more than 1,200 times across five TV channels in China, totaling \$2.8 million in pro bono broadcast value.
- Collaborated with Freeland Foundation in conducting a training course for 25 wildlife rangers at Satpura Tiger Reserve in India on new anti-poaching methodologies for carrying out wildlife crime investigations.
- Planned an expanded tiger campaign in China, Vietnam and Thailand.

**FEWER THAN 3,200 TIGERS REMAIN
IN THE WILD TODAY.**



节约能源
不浪费



举手之劳 改善环境
您今天做了吗?



重现蓝天
请加入「重现蓝天行动」





LEFT PAGE

Siberian tiger.

CENTER

From top: Beijing traffic; "5 To Do Today" ad with Hai Qing; Yang Lan and Liu Huan star in a "5 To Do" PSA.

CLIMATE

Climate change poses a direct threat to wildlife through habitat loss and disease. Following our high-profile wildlife campaigns, the government of China asked us to apply WildAid's unique communications approach to change awareness and behavior around carbon emissions. The campaign aims to influence consumer attitudes, to motivate behavioral change and to create collective support for climate action.

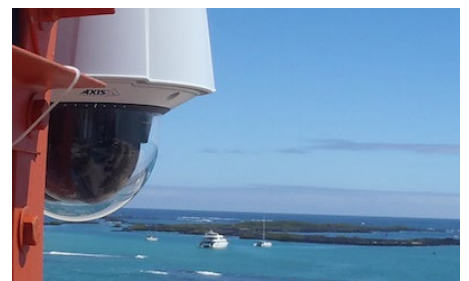
We believe that individuals can make a significant collective impact by modifying daily routines and supporting policy action. Our "5 To Do Today" campaign urges individuals to reduce their footprint by doing five simple actions every day. These may include recycling, increasing energy efficiency, improving transport choices, reducing the use of disposables and eating more sustainable foods.

IN 2014, WILDAID:

- Produced six new PSAs promoting energy-efficient appliances and encouraging consumers to commit to taking five simple actions every day to improve the environment.
- Broadcast "5 To Do Today" PSAs featuring Hai Qing, Huang Haibo, Liu Huan, Yang Lan, Li Bingbing, Guo Jingjing and Zhao Wenzhuo on three TV stations. Print ads were featured in Beijing subway stations, in taxis and on social media, totaling at least \$33.5 million in pro bono broadcast value.
- Launched a social media campaign led by Jackie Chan, Huang Haibo, Hai Qing, and TV show hosts Du Haita and Yang Lan, successfully reaching 22 million consumers.
- Broadcast PSAs in Beijing subway lines reaching 2.8 million daily riders.
- Developed, produced and launched a new TV PSA and a series of billboards in partnership with China's National Development and Reform Commission and the Energy Foundation, promoting renewable energy, green buildings and products with "Level 1" energy efficiency labels.
- Produced and distributed a series of eight new billboards in Shanghai's Pudong International Airport.
- Displayed "5 To Do Today" messages and an interactive quiz in Beijing and Shanghai taxis, and at three prominent Beijing universities with total enrollment of nearly 80,000 students.
- Established a partnership with BHG Group and its chain of Beijing supermarkets and retail shopping malls to promote recycling, green transportation, energy-efficient appliances, reducing disposable consumables and encouraging more sustainable food choices.

90 PERCENT OF BEIJING RESIDENTS WANT BETTER ENVIRONMENTAL PROTECTION OVER MORE ECONOMIC GROWTH.

CONSERVATION THROUGH MARINE PROTECTION



MARINE PROTECTION

Marine Protected Areas (MPAs) cover only about 2 percent of the world's oceans, but are vital to protecting biodiversity and exceptional habitat. Although more and more MPAs are being established throughout the world, many of these reserves have no effective enforcement mechanisms in place. WildAid has pioneered new techniques and created a comprehensive approach to marine law enforcement that's both unique and effective.

WILDAID'S 2014 ACCOMPLISHMENTS IN GLOBAL MARINE PROTECTION INCLUDE:

ECUADOR

- Provided a critical upgrade to the satellite vessel monitoring system in Galápagos Islands National Park, which now has one of the developing world's most sophisticated electronic surveillance systems, in partnership with World Wildlife Fund.
- Designed a national MPA enforcement strategy that promotes community participation as well as sustainable income generation for subsistence fishers. We specifically assessed current surveillance and control capacity at each of Ecuador's 16 MPAs and designed a blueprint for strengthening enforcement at both the site and provincial levels.
- Launched an awareness campaign for the Galápagos Biosecurity Agency (ABG) in coordination with Ecuador's Ministry of Environment and Latin music stars Jorge Villamizar and Juan Fernando Velasco.
- Provided basic and specialized training for 101 ABG inspectors, who serve as the first line of defense to protect biodiversity in the Galápagos.
- Worked closely with the Undersecretary of Coastal Marine Management to prioritize investment in Ecuadorian MPAs.

PALAU

- Designed a comprehensive enforcement system for the Northern Reef with The Nature Conservancy (TNC) and The David and Lucile Packard Foundation.
- Built a marine radio network with TNC and Coral Reef Care.

BARBUDA

- Designed an enforcement system for the Barbuda Blue Halo Initiative (BBHI) to protect important coral reef systems, mangroves, nesting beaches and other vital habitats. The BBHI represents a collaborative effort among the Barbuda Council, the Government of Antigua and Barbuda, and the Waitt Institute.

INDONESIA

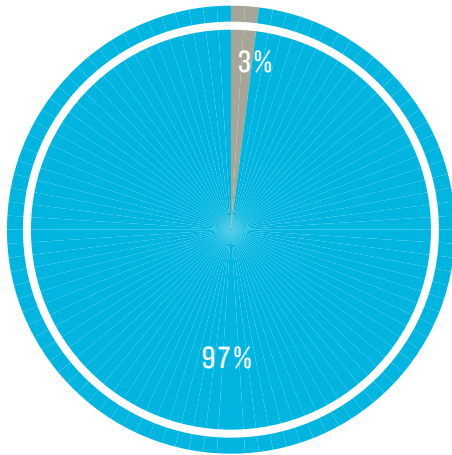
- Supported Baseftin, our local enforcement partner in the Southeast Misool MPA in Raja Ampat, to effectively patrol and police no-take zones. Outreach to local communities has been critical in raising awareness and changing practices to better manage marine resources, resulting in the doubling of biomass over a five-year period. Scientists reported a six-fold increase in some sites.

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Clockwise from top: a hammerhead shark; radar and video surveillance at the Galápagos Islands National Park (GNPS); an invasive species awareness campaign launch event for the new Galapagos Biosecurity Agency (ABG) is attended by Colombian pop star Jorge Villamizar (far left), ABG director Marilyn Cruz, GNPS director Arturo Izurieta, Ecuador's Minister of the Environment, Lorena Tapia; and Ecuadorian pop star Juan Fernando Velasco.

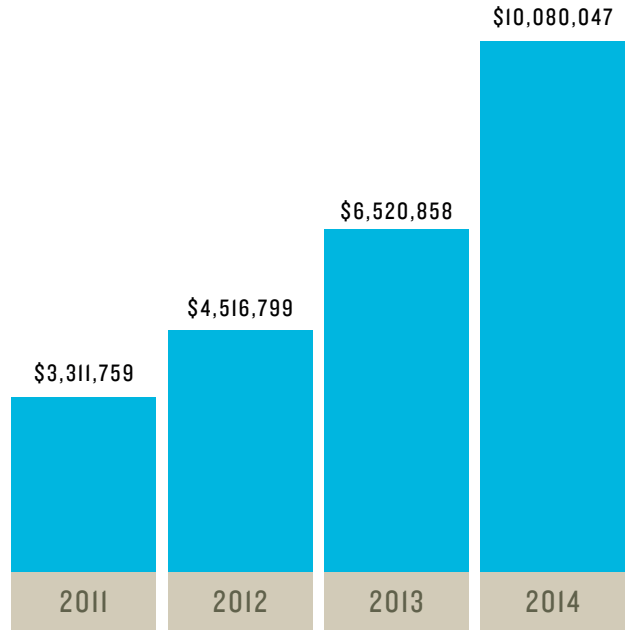
FINANCIALS

LEVERAGED DONATED MEDIA
 \$5.3 MILLION IN DONOR SUPPORT LEVERAGED
 OVER \$197 MILLION IN DONATED MEDIA.

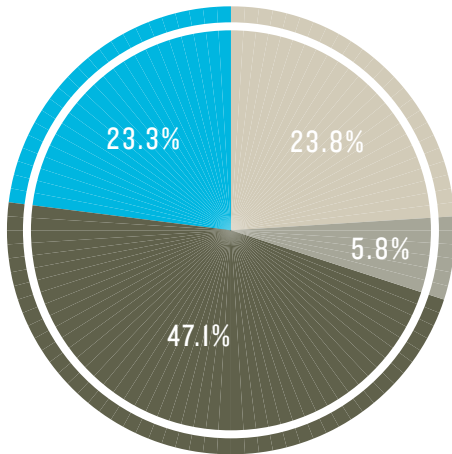


- DONATED BROADCAST AND MEDIA PLACEMENT: \$197,833,771
- TOTAL DIRECT EXPENSES: \$5,287,916

REVENUE BY YEAR
 PER IRS FORM 990

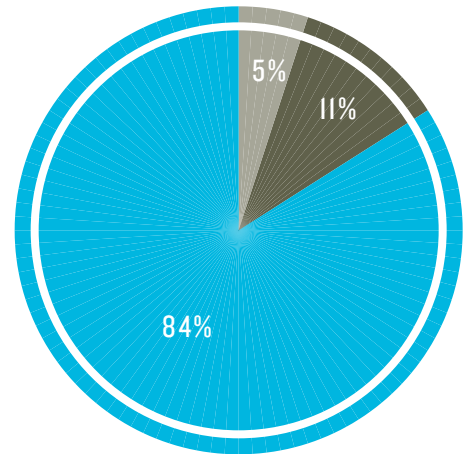


DIRECT EXPENSES BY PROGRAM
 WILDAID 2014. EXCLUSIVE OF DONATED MEDIA



- MARINE ENFORCEMENT
- COMMUNICATION CAMPAIGN ELEPHANT & RHINO
- CLIMATE CHANGE
- COMMUNICATION CAMPAIGN SHARK & OTHER

EXPENSES BY TYPE
 WILDAID 2014. EXCLUSIVE OF DONATED MEDIA



- PROGRAMS: \$4,440,297
- FUNDRAISING: \$585,603
- GENERAL ADMINISTRATIVE: \$262,016

STATEMENT OF ACTIVITIES, 2014

REVENUE AND SUPPORT	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
Donations	\$2,762,750	\$896,950	\$3,659,700
Grants and Awards	\$1,287,572	\$4,667,678	\$5,955,250
Events and Other	\$264,715	\$200,382	\$465,097
TOTAL DIRECT REVENUE	\$4,315,037	\$5,765,010	\$10,080,047
Donated In-Kind Media	-	\$197,833,771	\$197,833,771
Net Assets Released from Restrictions	\$201,958,993	(\$201,958,993)	-
TOTAL REVENUE AND IN-KIND SUPPORT	\$206,274,030	\$1,639,788	\$207,913,818
EXPENSES			
Direct Program Services	\$4,440,297	-	\$4,440,297
General Administration	\$262,016	-	\$262,016
Fundraising	\$585,603	-	\$585,603
DIRECT EXPENSES	\$5,287,916	-	\$5,287,916
In-Kind Program Services Provided	\$197,833,771	-	\$201,958,993
TOTAL DIRECT AND IN-KIND EXPENSES	\$203,121,687	-	\$203,121,687
CHANGES IN NET ASSETS			
Net Assets, Beginning of Year	\$2,520,419	\$2,242,661	\$4,763,080
NET ASSETS, END OF YEAR	\$5,672,762	\$3,882,449	\$9,555,211

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and Cash Equivalents	\$6,487,631
Contributions and Grants Receivable	\$2,893,903
Advances to Field Programs	\$319,077
Prepaid Expenses and Deposits	\$50,605
Equipment, Net of Depreciation	\$5,982
TOTAL ASSETS	\$9,757,198

LIABILITIES

Payables	\$104,267
Accrued Expenses	\$97,720
TOTAL LIABILITIES	\$201,987

NET ASSETS

Unrestricted	\$5,672,762
Temporarily Restricted	\$3,882,449
TOTAL NET ASSETS	\$9,555,211
TOTAL LIABILITIES AND NET ASSETS	\$9,757,198

2014 DONORS

\$250,000+

The Tilia Fund

African Wildlife Foundation

The Leona M. & Harry B. Helmsley Charitable Trust

Annapurna Productions, LLC

Anonymous

The Grantham Foundation for Protection of the Environment

MacArthur Foundation

Save The Elephants-Wildlife Conservation Network

\$100,000- \$249,999

Anonymous (2)

Xochi & Michael Birch

The Howard G. Buffett Foundation

The Keith Campbell Foundation for the Environment

Freeland Foundation

Friedman-French Foundation

Elizabeth Fullerton

Mary O'Malley & Robert Dion

The Roddenberry Foundation

Sandler Foundation

\$50,000- \$99,999

Applewood Fund at the Community Foundation of Santa Cruz County

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African elephants in Tanzania's Tarangire National Park (Kristian Schmidt).

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