

2018 ANNUAL REPORT



WILDAID

OUR VISION

WildAid's mission is to end the illegal wildlife trade in our lifetimes. 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 inspire needed changes.

We also work to make marine protected areas effective, including the Galapagos Islands in Ecuador and Palau's Northern Reefs, securing them from threats such as illegal fishing. Through a comprehensive management approach and use of innovative technologies, we deliver cost-effective enforcement and compliance solutions to key marine reserves around the world.

In addition, we are leveraging our media networks and successful demand reduction strategy to address climate change. Our campaigns raise public awareness and empower consumers to make sustainable transportation and food choices that reduce their individual carbon footprint and mitigate climate change.

TO LEARN MORE, VISIT WILDAID.ORG

Cover: Hawaiian green turtles (©ShaneMyersPhoto).
Inside cover: A Temminck's ground pangolin searches for ants (©2630ben).

WILDAID



LETTER FROM THE CEO

This year WildAid expanded its work to more places and on behalf of new species.

When China shut down its ivory market, WildAid immediately began educating consumers about the new ban. As 2018 got underway, we began reaching people living in smaller cities as well as Chinese tourists visiting neighboring countries, like Laos and Vietnam. The wholesale price of ivory in China remains at US\$750 per kilogram -- the lowest since 2012.

In Africa, *The Walking Dead* star and award-winning playwright, Danai Gurira, launched WildAid's "Poaching Steals From Us All" campaign in her home country, Zimbabwe. The campaign builds support for anti-poaching efforts and also encourages Zimbabweans to visit their own breathtaking national parks. In Harare, Danai released a new video message that includes footage from *Black Panther*, donated by Marvel Studios and Walt Disney Studios Motion Pictures. She also visited Imire Lodge, where she was able to see firsthand the difference local rangers and parks make in the global fight against wildlife crime.

WildAid also welcomed DreamWorks Animation's Kung Fu Panda, Po, as our newest ambassador. His billboards and PSAs can be seen across Africa and Asia as part of our "Poaching Steals From Us All" and "When the buying stops, the killing can too" campaigns. In the United States, Po's affable nature makes him well-suited to share these difficult messages with children at zoos and aquariums through videos and billboards.

Our marine protection efforts expanded into four key marine reserves in Gabon, home to the largest nesting population of leatherback sea turtles, and into all 19 of Ecuador's coastal MPAs, home to endangered sharks, the largest population of oceanic mantas and four sea turtle species.

So it only made sense to launch a sea turtle program to address the demand for them as well. Despite the ban on international trade for all seven species of sea turtles, there are many trade networks operating around the Coral Triangle, the South Sea, and the border areas of China and Vietnam. WildAid has partnered with the Chinese government and Chinese celebrities like Eddie Peng to increase public awareness of the plight of sea turtles.

In Hong Kong, wildlife conservationists celebrated when major auction houses Bonhams, Sotheby's and China Guardian joined Christie's in banning rhino horn items from all future sales. The policy change from all three auction houses came after a public pressure campaign by WildAid urging Bonhams to act responsibly.

Alarmingly, global carbon emissions reached an all-time high in 2018, a disturbing milestone that indicates the need to take strong action to prevent the worst effects of climate change. Working with stakeholders, WildAid's campaigns reach hundreds of millions of people using the same demand-side approach as with wildlife trade to empower consumers in the climate fight by choosing sustainable lifestyles through low-carbon transport and mindful dietary habits. We continue to gain steady traction and will be expanding in the coming year.

Finally, WildAid received its third consecutive perfect 100-point score from Charity Navigator for financial transparency and efficiency, while also earning our seventh consecutive four-star rating. None of this work is possible without the confidence and trust imbued by our partners and supporters. On behalf of the WildAid team, I extend our most sincere gratitude for your support and encouragement.

SINCERELY,



PETER KNIGHTS
CEO & CO-FOUNDER

AT A GLANCE

THE PROBLEM

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



IN RECENT TIMES,
up to 30,000 elephants
HAVE BEEN KILLED ANNUALLY FOR
THEIR IVORY.



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



DESPITE BEING ONE OF THE
OLDEST CREATURES
ALL 7 species of sea turtles
ARE THREATENED WITH EXTINCTION.



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

Our programs persuade consumers not to buy illegal or unsustainable wildlife products, and to make sustainable transportation and food choices to help mitigate the effects of climate change. 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.

MAKE THE PROMISE OF MARINE PROTECTION REAL

Marine Protected Areas - like national parks - set aside dedicated areas for conservation to help the ocean thrive, provide jobs, rejuvenate wildlife and feed millions of people. While there has been a surge in public support to create new MPAs, the reality is that 60% of them lack the necessary resources, training and enforcement capacity to be successful.

WildAid works with local governments to protect their marine parks by funding surveillance technology, staff training, professional development and community engagement, allowing more MPAs to fulfill their conservation potential.

ENHANCE PUBLIC AND POLITICAL WILL

In Africa, we work with lawmakers, religious leaders, professional athletes, entertainers and popular musical artists to build support for anti-poaching efforts and stronger conservation actions.



2018: YEAR IN REVIEW

JANUARY

WildAid hosts a press conference in Hanoi to publicize Vietnam's revised penal code.

FEBRUARY

Census data reveals total annual shark fin imported into Hong Kong since 2011 dropped by 52%.

MARCH

China places 450 WildAid billboards advocating healthy lifestyles, earning 1.5 billion potential impressions.

APRIL

WildAid launches BLUEprint for MPA Success to scale the marine program globally.

MAY

WildAid launches project in Gabon to protect the largest nesting population of leatherback sea turtles in the world.

JUNE

WildAid partners with *Jurassic World* and Bryce Dallas Howard to save rhinos.

WILDLIFE CHAMPIONS

WildAid enlists popular Asian, African and Western stars to spread the message about wildlife crime. Working with these ambassadors, as well as 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, Danai Gurira, the Kung Fu Panda, Sir Richard Branson, Prince William, Josh Duhamel, Lupita Nyong'o and many others.

200+ INTERNATIONAL AMBASSADORS

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

60+ MEDIA PARTNERS

DONATING MEDIA SPACE OR AIRTIME

\$233 MILLION

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

40+ MEDIA PLATFORMS

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

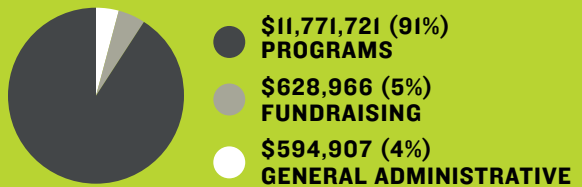


FINANCES

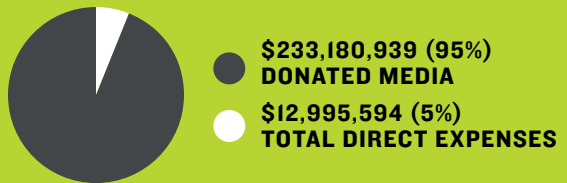
In 2018, WildAid received its third consecutive perfect 100-point score from Charity Navigator for financial transparency and efficiency, while also earning our seventh consecutive four-star rating. Less than one percent of rated charities achieve this score.



EXPENSES BY TYPE



DONATED MEDIA



JULY

Taiwan Province, Republic of China announces ban on all domestic ivory trade starting in 2020.

AUGUST

New *Kung Fu Panda* campaign champions endangered species as part of WildAid's worldwide efforts.

SEPTEMBER

After a two-year campaign by WildAid, Hong Kong's largest restaurant group agrees to stop serving shark fin by 2020.

OCTOBER

WildAid launches new Ivory Free campaign with international fashion icon 'Mai' Davika Hoorne.

NOVEMBER

Under pressure from WildAid, 3 major auction houses ban sale of rhino horn.

DECEMBER

WildAid expands to 19 MPAs in Ecuador, protecting world's largest remaining population of oceanic mantas.

OUR IMPACT

There is growing evidence that WildAid's consumer demand reduction and marine protection programs are having an impact. There have been significant declines in prices and consumption of some endangered species products, improved enforcement of marine protected areas, increased awareness of poaching crises, and measurable behavioral changes among existing and potential consumers.



After more than two years of a hard-fought campaign by WildAid, Hong Kong's largest restaurant chain announced it will stop serving shark fin soup by 2020.



Due in part to GOblue, biking in Beijing has shot up from 6% to 12% of commuters over the last few years.



Ecuador's rangers increased their patrols by 44% over the last two years, intercepted 143 illegal fishers, freed more than 110 entangled sea turtles and whales from illegal nets, and protected 27,000 sea turtle hatchlings from poachers.



After years of WildAid campaigning, China banned all sales of commercial ivory along with regional bans in Hong Kong and Taiwan.



Roughly 50% of survey respondents in China now believe that pangolin scales have medicinal value, a 29% decrease since WildAid began its campaign in 2015.



95% of Chinese survey respondents support elevating sea turtles' protection status to Class I, offering greater protection from use in scientific research, breeding and domestication.



After campaigning with our partners in Hong Kong, all four major auction houses have removed rhino horn from their auctions.

Below, clockwise from left: Actor Liu Ye and his wife, artist Anais Martane, discourage illegal consumption of sea turtle meat on a billboard at the Shenzhen Bao'an International Airport; ads featuring actor Bowie Wu adorn the sides of city buses in Hong Kong SAR; interactive billboards showing the process by which sharks are caught, finned and served at weddings line a subway walkway in Guangzhou. Opposite page, clockwise from left: Former Miss Universe Vietnam Pham Huong films a PSA discouraging consumption of pangolin meat; actress Bryce Dallas Howard films a PSA on the set of *Jurassic World: Fallen Kingdom*; actor Eddie Peng surveys the ocean while filming a sea turtle documentary in Machalilla National Park, Ecuador.



HOW WE WORK

WildAid reduces consumer demand for wildlife products by producing compelling video public service announcements (PSAs), video shorts, documentaries, billboards, print ads and social media campaigns that appeal to and inspire change amongst a broad demographic. They are distributed on television, radio and social media, as well as on 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 \$233 million in pro bono media placement value in 2018.**

OUR AUDIENCE INCLUDES



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



1.8 MILLION TRAVELERS EACH DAY ON AIRPORT VIDEO
SCREENS AND BILLBOARDS



500+ MILLION SOCIAL MEDIA CONTENT VIEWS



ELEPHANTS

PO SAYS:
**“PLEASE BE
 IVORY FREE”**
**TELL YOUR FRIENDS AND RELATIVES
 NEVER TO BUY IVORY**

WHEN THE BUYING STOPS, THE KILLING CAN TOO
WILDAID



Although all international commercial trade in ivory is banned, each year up to 33,000 elephants are killed to satisfy consumer demand for ivory products in Greater China, 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 Mainland China and Hong Kong SAR dropped as much as 78% between 2014 and 2016, and ivory seized coming into China fell by 80% in 2016. Data from Hong Kong SAR also shows a stark decline in ivory seizures: 370 kg of ivory in 2018, down from 7,600 kg in 2017.

Since China announced it would shut down domestic ivory trading across the mainland in 2016, others have followed; including Hong Kong SAR, Taiwan. Vietnam and Thailand have each also passed similar legislation. The end of the global ivory trade is now in sight for the first time in history with Japan as the only major hold out. In 2019, WildAid will launch a multimedia campaign in Japan, addressing the use of hankos, or stamps, which account for 80% of all ivory products consumed in the country. We will also continue working with Chinese Customs, WildAid Ambassador Yao Ming and conservation partners to raise awareness of the ban in China's second-tier cities, major international airports, border crossings and airports in Thailand, Vietnam and Laos.

Above: Po, the Kung Fu Panda, urges fans to help save elephants in an ad distributed throughout the U.S., China, Vietnam, Thailand and South Africa. Opposite page, clockwise from top left: Passengers at a Hong Kong SAR MTR station gaze at a Yao Ming billboard promoting China's ivory ban; Vietnamese

OBJECTIVES

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

RESULTS

- In Greater China, Hong Kong SAR voted in a landslide victory to ban ivory sale, while Taiwan also announced a ban on sales set to begin in 2020.
- Assisted China's government in communicating its ivory ban, distributing our Yao Ming PSA on over 100,000 video display screens playing up to 120 times per day, and 650 billboards in partnership with WWF and Save the Elephants.
- Launched a series of five PSAs and billboards in collaboration with DreamWorks Animation's *Kung Fu Panda*, fighting to save elephants, rhinos, lions, tigers and pangolins from poaching.
- Launched a new campaign with Thai actress and fashion icon Mai Davika, "Ivory is Only Beautiful on Elephants."
- Premiered our documentary *The Vanishing Giants* in Ho Chi Minh City and subsequently broadcast the film on multiple national television networks.
- Hosted a press conference in Hanoi with Vietnam's government to publicize the revised penal code with wildlife ambassadors Phan Anh, Pham Huong, Le Hang, Customs and supreme court justices. The event was live-streamed to 25,000 Facebook viewers.

officials discuss Vietnam's revised penal code at a live-streamed press conference in Hanoi; an elephant drinks from a watering hole; Thai actress and fashion icon Mai Davika appears in a multi-language ad cautioning against the purchase and transport of ivory.



IVORY IS BEAUTIFUL ONLY ON ELEPHANTS
象牙并不美丽，除非与生命连结
งาช้างจะสวยเมื่ออยู่กับช้าง | #ไม่เอางาไม่ฆ่าช้าง

TAKING ANY IVORY PRODUCTS IN AND OUT OF THAILAND IS ILLEGAL
在泰国，携带象牙出入境是违法行为
การนำผลิตภัณฑ์งาช้างเข้า-ออกประเทศไทยเป็นสิ่งผิดกฎหมาย

DAVIKA HOORNE | WILDAID AMBASSADOR

หยุดซื้อ คือ หยุดฆ่า
 WHEN THE BUYING STOPS, THE KILLING CAN TOO

ช่วยสัตว์ป่า
 WILDAID

IVORY FREE

RHINOS

Despite its removal from the Traditional Chinese Medicine pharmacopoeia more than two decades ago, use of rhino horn remains popular 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. In just a decade, at least 7,912 South African rhinos have been poached, according to government figures. With South Africa's rhino population totaling just 20,000, losing almost 8,000 to poaching over the past 10 years is clearly unsustainable.

Poaching levels decreased slightly during 2018. South Africa reportedly lost 769 rhinos to poachers, a drop of about 25%. Although enforcement has improved in some areas and prices of rhino horn have fallen in Asia, the decline in poaching may be due, in part, to a smaller rhino population, making it difficult for poachers to find them. To stop organized crime, kingpins in South Africa and Mozambique must be prosecuted — not just the foot soldiers.

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 Universal Studios, launched a PSA and billboard starring actress Bryce Dallas Howard on the set of *Jurassic World: Fallen Kingdom* to coincide with the blockbuster film's release in China, Vietnam and the U.S. Placed over 500 billboards and promoted the video on social media, earning 150 million impressions.
- Launched three PSAs starring Vietnamese CEOs throughout Hanoi and Ho Chi Minh City airports, airing up to 240 times per day, as well as in restaurants, cafes and shopping centers.
- In collaboration with the Public Health Association, distributed messages from doctors about the illegality of rhino horn in 25 hospitals, 12 health clinics and on 25 city buses in Hanoi and Ho Chi Minh City.
- Premiered our documentary *Survivors* in Vietnam and subsequently broadcast the film on three major TV networks.

Below: Actress Bryce Dallas Howard implores fans to not let rhinos share the fate of the dinosaurs in an ad distributed throughout the U.S., China and Vietnam. Opposite page, clockwise from top: Actress Danai Gurira urges everyone to support conservation and fight back against wildlife trafficking in an ad distributed throughout the SF Bay Area transit system and Dulles Airport; a rhino in Uganda; a Vietnamese ad placed in hospitals, clinics and city buses warns about the possible 15 million VND fine or 15-year prison sentence for those caught trading rhino horn; Vietnamese MC Phan Anh appears in a promotional ad for our documentary.





WILDLIFE TRAFFICKING IS EVERYONE'S PROBLEM

FIGHT BACK WITH DANAI GURIRA

WILDAID



CỦA TRỢ HỖNG DŨ
WILDAID

Với sự tham gia của PHAN ANH

Phim ngắn của WildAid

NHỮNG KẺ SỐNG SỐT



BUÔN BÁN & TÀNG TRỮ SỪNG TÊ GIÁC CÓ THỂ BỊ PHẠT

15 TỶ HOẶC **NĂM TỪ**



PANGOLINS

PO SAYS:
“**HELP PROTECT MY FRIENDS FROM POACHERS.**”

PLEASE DON'T BUY PANGOLIN PRODUCTS

WHEN THE BUYING STOPS, THE KILLING CAN TOO
WILDAID



BUÔN BÁN VÀ TÀNG TRỮ TÊ TÊ CÓ THỂ BỊ PHẠT

15 TỶ — HOẶC — **NĂM TÙ**

CHANGEVN CỨU TRỢ HOANG DÃ WILDAID AFRICAN WILDLIFE FOUNDATION Quỳ Hoàng Đà Phi Châu

PANGOLINS NEED THEIR MOTHERS TOO

WILDAID



Illegal and destructive medicine made from endangered pangolins is not a remedy. Please say no to illegal pangolin products and help keep baby pangolins with their mothers. When the buying stop, the killing can too.



Scan QR code to watch Chinese PSA
wildaid.org

WildAid Ambassador **Angelababy**

Pangolins, also known as scaly anteaters, are reclusive, mainly 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 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 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 international trade. However, as the price of ivory falls, smugglers appear to be turning increasingly to beleaguered pangolins, whose scales are legally sold within China's patented medicine industry. Data from Hong Kong – a major trafficking hub – shows a dramatic increase in pangolin seizures and a simultaneous decline in ivory seizures.

China legally sources pangolin scales for medicinal purposes from a government stockpile. However, an illegal market still flourishes. To address this use, WildAid hosted a workshop in Hong Kong SAR, where traditional medicine experts informed the world that there are plenty of alternatives to pangolin scales and that attempting to breed pangolins commercially is unviable.

OBJECTIVES

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

RESULTS

- Teamed up with Chinese actress Angelababy and the BBC to produce a video starring Honey Bun, a rescued pangolin, which was featured in the David Attenborough-narrated film, *Pangolins: The World's Most Wanted Animal*. The two-minute video accumulated 25 million views within 24 hours of it being shared on major Weibo accounts.
- Filmed new PSAs with Taiwanese megastar Jay Chou and former Miss Universe Vietnam Pham Huong, and worked with DreamWorks Animation to produce an ad starring *Kung Fu Panda's* Po.

- In Vietnam, our PSAs are shown at the Tan Son Nhat and Noi Bai airports up to 240 times per day, and on over 5,000 screens in hospitals, shopping centers, public buildings and restaurants, playing over 450 times per day.
- Engaged pangolin experts and leaders in the Traditional Medicine field from around the world at a workshop in Hong Kong to discuss the use of endangered species in TCM, highlight alternatives to pangolin scales, and strategize an effort to end medicinal consumption of pangolins.
- Partnered with the Ho Chi Minh City Public Health Association to share messages from doctors about the illegality of engaging in the pangolin trade. The campaign ran in 25 hospitals and 12 clinics throughout HCMC and Hanoi.
- Addressed the use of pangolin scales by nursing mothers, launching a new ad starring China's Angelababy and a campaign with a Vietnamese doctor and lactation expert calling on nursing mothers to protect pangolins. The videos, online contest and a 1.5-hour livestream "Top Lactation Myths" talk show for 15,000 Facebook viewers collectively garnered over 107 million impressions.
- Launched a social media Têt (New Year) meme campaign, playing on the Vietnamese word for pangolin (tê tê) and encouraging people not to consume the animals. The campaign garnered over 900,000 impressions.

The number of people in China who believe pangolin scales have medicinal value fell from 70% in 2015 to 50% in 2017— a 29% decrease.

Opposite page, clockwise from top left: Po, the Kung Fu Panda, encourages fans to help save pangolins in an ad distributed throughout the U.S., China, Vietnam and South Africa; a Temminck's ground pangolin hunts for ants (©2630ben); a Vietnamese ad placed in hospitals, clinics and city buses warns about the possible 15 million VND fine or 15-year prison sentence for those caught trading pangolins; Chinese actress Angelababy appeals to nursing mothers to protect pangolins by avoiding use of their scales.

SHARKS

at Kulrattanakorn
WildAid Ambassador

#ฉลองไม่ฉลาม

หยุดกินหูดฉลาม เท่ากับหยุดฆ่า
SAVE OUR OCEANS, SAY NO TO SHARK FIN
守护海洋 拒吃鱼翅

ทุกปีมีคนจากฉลามมากถึง 73 ล้านตัวถูกนำไปทำเป็นซุปหูดฉลาม
UP TO 73 MILLION SHARKS ARE KILLED EVERY YEAR FOR SHARK FIN
每年有7300万只鲨鱼因鱼翅汤被杀害

ช่วยสัตว์ป่า
หยุดซื้อ คือ หยุดฆ่า
WHEN THE BUYING STOPS, THE KILLING CAN TOO
没有买卖 就没有杀害
WILDAID

Each year, fins from up to 73 million sharks are used in soup. Consumption of this luxury dish has led to the 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.

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.

In 2016 a survey found that 93% of respondents had not consumed shark fin in the previous six years. Nearly 80% had seen WildAid campaign messages, and 98.8% agreed that the messages successfully raised awareness about shark protection and the need to reject shark fin consumption.

However, a burgeoning middle class in Thailand, Vietnam and Indonesia is continuing to drive demand for shark fin soup. According to WildAid's 2017 Thailand survey, more than half of urban Thais have eaten shark fin, while alarmingly 61% of all respondents plan to consume it in the future.

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. Most recently, Hong Kong's largest restaurant group, Maxim's, announced it would stop serving shark fin beginning January

2020. WildAid has been calling on the caterer to demonstrate its environmental leadership and uphold its own stated sustainability policy for more than two years.

OBJECTIVES

Strengthen and support CITES regulations on sharks, and reduce shark fin and other shark product consumption.

RESULTS

- Published a new report, *Sharks in Crisis: Evidence of Positive Behavioral Change in China as New Threats Emerge*, timed with the Lunar New Year to examine consumer trends and recommend increased legislative protections.
- In response to our campaigning, Hong Kong SAR's largest restaurant chain agreed to stop selling shark fin dishes by 2020.
- Conducted training sessions for 550 officers in China's Forestry Administration, Customs and Fishery Departments on wildlife laws and identification of marine wildlife products.
- Produced a PSA with actor and entertainment legend Bowie Wu to warn people of the potential health risks associated with consuming shark fin. We distributed 100 ads via bus, mass transit railway and key outdoor spaces in Hong Kong SAR.
- Kicked off our Global Shark Pledge with 87 corporate partners representing five major sectors — transportation, leisure,

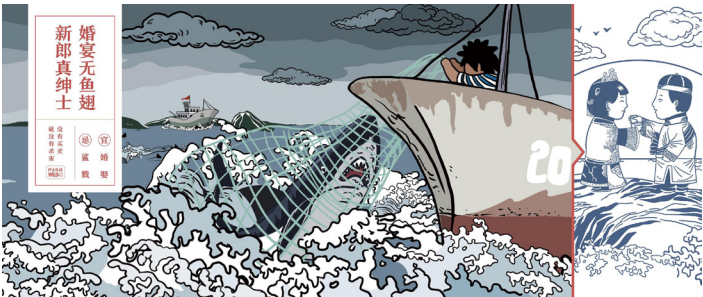
airline, hospitality and advertising — pledging a “no shark fin” policy at their companies.

- Partnered with Chinese startup Ergeng to produce a video about changemakers in Southern China who advocate on behalf of shark conservation. More than 30 partners promoted the video during Lunar New Year, garnering 2.6 million online views and reaching up to 7 million people on the Guangzhou subway.
- Launched a “Save Our Oceans” campaign in Thailand with actor Pong Nawat, releasing two PSAs and billboards.
- Launched an animated wedding campaign in Southern China spanning billboards, animated videos and an interactive mobile webpage depicting how sharks are caught, finned and served at wedding banquets. The ads, inspired by the famous 900 year-old painting "Along the River During Qingming Festival," encourage couples to celebrate marriage and refuse the slaughter of sharks. The artwork was launched with

JCDecaux on a 40-meter-long wall in the Guangzhou subway, while hundreds of billboards were placed throughout Guangdong, Fujian and Guangxi provinces.

- Released a PSA and billboard featuring Taiwanese actress Hannah Quinlivan comprising 600 billboards and 540 video screens, which showed the message up to 72 times per day in airports, bus shelters and the Taipei metro system.

Indicating the importance of respect in Taiwanese culture, 62% of shark fin consumers said they’d prefer not to eat the dish if it was served to them, but would do so out of respect to their host.



Opposite page: Thai actor Pong Nawat encourages viewers to protect sharks and promote healthy oceans by saying no to shark fin soup. Right: Shared via social media and billboards throughout Guangdong, Fujian and Guangxi provinces, a series of animated ads depicts how sharks are harmed by the wedding industry,

SEA TURTLES



SEA TURTLES TO CURE ILLNESS? NO WAY!

It is illegal to buy or sell any sea turtle products. Consuming sea turtle as a medicine has, in part, led to a steep decline in their numbers, and they are now endangered. Please say no to all sea turtle products.

WILDAID



Liu Ye WildAid Ambassador



Around the world, sea turtles are revered for their beauty and celebrated as one of Earth's oldest creatures: The seven species in existence today have been around for over 100 million years. Yet now, due to a multitude of human-based threats, all sea turtles are at risk of extinction. Illegally killed for their eggs, meat and shells, sea turtles face direct pressures and overexploitation from poachers in Asia, Africa and the Caribbean. Even when not targeted directly, accidental capture and entanglement in fishing gear results in drownings. Rapid human development of coastlines around the globe has resulted in the reduction or disappearance of suitable nesting sites and feeding habitats. Exponential increases in garbage and plastic waste circulating in the oceans pose critical new threats to sea turtles and other marine species.

Despite an international trade ban, sea turtles are exploited by humans around the world for various purposes. Meat from green and leatherback turtles and eggs from loggerhead and olive ridley turtles are widely consumed as important sources of protein by coastal fishing communities in South and Southeast Asia, Africa and the Caribbean. Carapace (the hard upper shell) or whole bodies of hawksbill turtles are used as raw materials for crafts and souvenirs.

Products made from hawksbill turtles are especially popular: Like consumers in other parts of the world, Chinese consumers value hawksbill shells for their unique and beautiful patterns, and vendors often brand hawksbill a "natural gemstone."

We began our sea turtle demand reduction campaign, working with celebrities like Liu Ye and Eddie Peng to raise awareness to support sea turtle conservation.

OBJECTIVES

Raise awareness of the impacts and illegality of the meat and turtle shell trade, reduce demand for these products and strengthen enforcement efforts in China.

RESULTS

- Launched a campaign to reduce demand for sea turtle products in China and build support for conservation as a member of the "Sea Turtle Alliance," spearheaded by the Ministry of Agriculture and Rural Affairs.
- Published a report, *Sea Turtles: An Uncertain Future*, assessing the status of sea turtle populations and current state of illegal trade, and summarizing 2017 survey findings.
- Produced TV messages and billboard ads featuring popular Chinese actor Liu Ye and his wife Anais Martane to raise awareness about threats to sea turtles populations.
- Filmed a PSA with Taiwanese megastar Jay Chou for release in 2019.
- Began production on a documentary film starring Chinese actor Eddie Peng for distribution in 2019.

Nearly half of consumers surveyed bought products as souvenirs, with 69% of purchases taking place at domestic souvenir shops, the majority upon recommendation by their tour guide.

Opposite page, clockwise from top left: Actor and WildAid ambassador Liu Ye releases a rescued sea turtle in the Paracel Islands; Chinese actor Eddie Peng releases a rehabilitated green sea turtle near Isla de La Plata while filming in Machalilla National Park, Ecuador; newly hatched sea turtles enter the water for the first time; actor Liu Ye discourages the use of sea turtles as medicine in an ad placed throughout airports, subways and shopping centers across China.

AFRICA PRIDE CAMPAIGNS



In addition to reducing demand for illegal wildlife products in consumer countries, WildAid is working to increase community support for the conservation of wildlife in African range countries.

Very few Africans have visited their national parks, and when they do, the experience can be transformational. 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, Zimbabwe, Gabon and South 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 illegal wildlife trade. When polled, 72% of South Africans thought that their government could be doing more to stop poaching. Of 2,300 Ugandans surveyed in 2017, 80% consider wildlife to be an important source of income for the country.

In Uganda, WildAid launched an inspirational video series called *Heroes in the Spotlight*, highlighting stories from the men and women who dedicate their lives to wildlife protection and advocacy. Viewers hear directly from five Ugandans about why investing in national parks and wildlife conservation is so important. In 2019, the series will explore how sustainable wildlife tourism in Tanzania creates jobs, both directly and indirectly.

In late 2018, award-winning actress and playwright Danai Gurira launched WildAid's "Poaching Steals From Us All" campaign in

her home country, Zimbabwe. Along with Zimbabwe Parks & Wildlife Management Authority (Zimparks) and the Zambezi Society, a local conservation group, Gurira is raising awareness for anti-poaching efforts, promoting wildlife tourism internationally, and encouraging Zimbabweans to visit their own incredible national parks. The new messages include footage donated by Marvel and Walt Disney Studios from a pivotal moment in *Black Panther* and have been shared on social media and both Zimbabwe and U.S. media outlets.

OBJECTIVES

Work with lawmakers, government officials, business executives, religious leaders and celebrities to build broader support for wildlife conservation, anti-poaching efforts and prosecutions of traders and smugglers higher up the trade chain.

RESULTS

- Released *Failure to Prosecute*, a hard-hitting report documenting a number of outstanding rhino horn criminal cases in South Africa and also helped produce *Follow The Guns*, an exposé uncovering those involved in the rhino poaching crisis that aired on Carte Blanche, the premiere African current affairs program.
- Launched "Poaching Steals From Us All" in Zimbabwe with Danai Gurira (*Black Panther*, *The Walking Dead*) and filmed videos and PSAs for release in 2019.
- Placed billboards featuring Jackie Chan, Dreamworks Animation's Kung Fu Panda ("Po"), African rugby and football players, comedians, musicians and radio personalities in Uganda and South Africa, leveraging our partnership with media giant JCDecaux.
- Produced new PSAs in Uganda starring players from the Uganda Cranes (football and rugby teams) and comedians Teacher Mpamire and Salvado.
- Launched a new video series, *Heroes in the Spotlight*, to celebrate the work of "ordinary" people working in conservation, with a view to making a career in conservation aspirational.
- Produced two lion PSAs for Tanzania starring singer Ben Pol and Po, the Kung Fu Panda, for release in 2019.
- In Uganda, funded trials of a new elephant repellent to mitigate human-wildlife conflict that uses ingredients that can be grown locally. After significant success, the recipe has been shared with NGOs in Tanzania, Gabon and Zimbabwe for further trials.

- Sponsored a lion-conflict mitigation solution (lion lights) in an episode of *Shamba Shape Up*, a reality farming television show that is broadcast in Kenya and reaches up to 4 million people.
- Filmed a mini-documentary on human-elephant conflict in Uganda, which aired on the largest local language broadcaster.
- Sponsored a conservation-themed plotline for a popular radio drama series to raise people's awareness about the costs of the illegal wildlife trade in Uganda and the economic benefits of wildlife tourism. It was broadcast on 15 radio stations in five different languages, reaching up to 3 million people.
- In partnership with the Tanzanian Tourism Ministry, WildAid organized a visit from popular Chinese actress Hai Qing creating two PSAs and a mini-documentary in Swahili to promote domestic tourism.
- Produced a poster featuring Yao Ming, which asked Chinese visitors to refrain from buying wildlife products. Worked with the Chinese embassy in Tanzania to distribute it to businesses, restaurants and hotels.
- Took part in an episode of *The Week in Perspective*, a TV show reported to be watched by most Tanzanian politicians, discussing the benefits of wildlife tourism.

Opposite page: Singer and songwriter Ben Pol on a shoot in Tanzania (@Andrew Wegst).

Below, clockwise from left: Actress Danai Gurira visits with Mark, an orphaned elephant bull at Imire Lodge in Zimbabwe (@Kristian Schmidt); two Maasai women greet the WildAid team in Kenya (@Andrew Wegst); with only 20,000 wild African lions remaining, they are now classified as vulnerable (@Andrew Wegst).



CLIMATE

GOBLUE TRANSPORTATION CAMPAIGN

Global carbon emissions reached an all-time high in 2018, a disturbing milestone that indicates the need to take strong action to prevent the worst effects of climate change. WildAid's GOblue campaign aims to reduce air pollution and mitigate climate change by reducing car emissions and encouraging low-carbon transport, in urban cities whether by walking, bicycling or carpooling, and supporting new energy vehicles and public transit. We do this through multiple national award-winning PSA and billboard campaigns, as well as by hosting events across China with local partners, including bike sharing services, shopping centers, cinema chains and government transportation bureaus. These campaigns have earned 1.5 billion potential views and our events successfully draw thousands of commuters, cyclists and families out of their cars and outside to explore their cities and enjoy car-free living.

OBJECTIVE

Combat climate change by reducing greenhouse gas emissions caused by personal vehicles by empowering people to choose low-carbon transportation options such as walking, bicycling, carpooling, new energy vehicles and public transit.

RESULTS

- Produced a comic-themed PSA featuring Chinese teenage pop idol Wang Yuan, to promote the efficiencies of public transportation versus personal vehicles. The PSA received 9 million hits on its first day of launch and reached over 23 million views.



- Our Wang Yuan PSA won a 2018 government award for “Outstanding PSA” from multiple Chinese ministries, including the Ministry of Transport and the Ministry of Public Security, which resulted in an invitation to collaborate in 2019’s Car Free Week.
- Produced and launched two billboard campaigns based on our award-winning 2018 PSA and comic book storytelling to emphasize the time-savings of public transport to a youth target audience, and earned 350 million in potential impressions.
- A survey found 12% of people in cities with a bike share program now use bicycles as daily transport, up from 6% previously; WildAid's work in promoting biking as a green alternative and partnerships with China's largest bike share companies contributed to this increase.
- In June 2018, WildAid’s 2017 GOblue PSA “Car Free is Care Free” was awarded first prize in a video contest hosted by the National Energy Conservation Center during China’s National Energy Saving Week. The video has garnered almost 15 million views on WildAid’s own Weibo website.

Air pollution kills over eight million people a year globally.

FOOD CHOICE CAMPAIGN

Meat production contributes a minimum of 15% to global greenhouse gas emissions and recent studies note that lower meat consumption is key to mitigating climate change, especially as global demand is increasing with the rise in population and wealth. Asia accounts for approximately 45% of the world’s meat consumption and demand is projected to grow by 78% by 2050. This demand will be unsustainable and will not only contribute to climate change, it will increasingly stress other natural resources, such as arable land and water on a global scale. In addition, the shift to meat-heavy diets is contributing to a national health crisis with alarming rises in heart disease, childhood obesity and diabetes. This is a critical time to engage the public on food choice and its consequences to the health of people and the planet.

WildAid’s *Shu Shi* (“sustainable and healthy diet”) campaign advocates for a diet with more plant-based diets to curb the GHG emissions caused by intensive agricultural meat production. By reducing meat consumption, we are supporting new health-conscious Chinese

dietary guidelines as well as helping mitigate the significant impact of personal diets on climate change. Our positive, aspirational video PSAs and billboard campaigns reach many tens of millions, creating awareness on a massive scale and empowering individuals to make more sustainable daily choices. We work in partnership with dozens of restaurants and national chains, luxury shopping centers and other like-minded partners to support plant-forward meal options and sustainable and healthy diets.

OBJECTIVE

Combat climate change by reducing greenhouse gas emissions caused by meat production by empowering consumers to choose more sustainable and healthy diets.

RESULTS

- Produced a billboard campaign featuring popular actor and healthy-living advocate Huang Xuan, showing how reduced meat consumption leads to both better personal health and to a healthier environment. The campaign resulted in over 1.5 billion potential impressions from the 450 billboards placed across seven major cities in China, and the behind the scenes video was seen by at least 3 million viewers.
- Launched a follow-up campaign again featuring Huang Xuan showcasing sustainable and healthy dishes with links to easy recipes which resulted in over 500 billboard placements with 230 million impressions.
- Approximately 5 million content views resulted from a successful partnership with China's largest recipe website, Xia Chu Fang, that produced a series of popular *Shu Shi* videos featuring reduced meat recipes promoted across popular Chinese websites.
- WildAid's partnership with Tianjin Airlines resulted in *Shu Shi* meals being served on inter-continental flights, and *Shu Shi* PSAs were broadcast to Tianjin Airline's 13 million annual passengers via inflight video screens.
- Formed a new partnership with XiBei restaurants, a national restaurant chain with over 300 outlets across 50 cities in China. XiBei will work with WildAid to develop more healthy and sustainable dishes.

The UN's Food and Agriculture Organization estimates that the world's domesticated ruminants annually release 100m tons of methane- a greenhouse gase 25x more powerful than carbon dioxide.



Opposite page: Chinese pop idol Wang Yuan promotes low-carbon transportation. Right, from top: *Shu Shi*'s "New Picky" billboards line subway stations in Beijing; a billboard featuring actor Huang Xuan promotes healthy and sustainable diets.

MARINE PROTECTION

Only about 4% of the world's oceans are protected. And yet, Marine Protected Areas (MPAs) can achieve so much, from protecting biodiversity and endangered species to providing coastal communities with income and food.

Unfortunately, most of the world's MPAs are poorly managed due to a lack of resources, training and enforcement. They are but mere "paper parks." WildAid's Marine Program aims to change that by making the promise of MPAs real. The sites we work in are truly extraordinary and home to highly endangered species such as sharks, sea turtles and manta rays, as well as artisanal fishermen and families who depend on the ocean for food and livelihoods.

Through our six-step approach, called the "BLUEprint for MPA Success," we work with local government and partners to stop illegal fishing, enforce regulations, allow wildlife recovery, and encourage positive economic opportunity for communities.

By the end of the BLUEprint process, our sites have measurable improvement in their Marine Protection System and can act as Regional Leaders, exemplifying successful marine conservation.

WildAid is working to scale this marine protection framework globally, enhancing marine conservation outcomes and simultaneously creating a rich network of partners and sites.

OBJECTIVES

Our goal is to expand the Marine Program to protect 250 MPAs in five years. We are committed to building a network of the world's most effective and well-enforced MPAs.

RESULTS

- Doubled our project portfolio to a total of 30 sites with the addition of 18 new project sites, including four MPA sites in Gabon, as well as 14 new MPAs in coastal Ecuador.

GALAPAGOS ISLANDS, ECUADOR

- Published a fleet renewal plan for Galapagos National Park (GNP), a 10-year project that will decrease GNP operating costs by millions annually, while providing greater protection for the reserve.
- Together with the GNP, hosted the first regional enforcement workshop in Latin America, with attendees representing 30+ MPAs and seven countries. They shared lessons learned, successes and common challenges in MPA enforcement to strengthen protection in the region.
- Galapagos rangers conducted more than 8,800 patrol hours, inspecting 1,760 artisanal/tourism vessels and finding 70 infractions, including fishing without required permits and the use of illegal fishing gear.
- Using electronic surveillance tools, rangers detected 31 industrial fishing vessels illegally entering the reserve. All vessels now face substantial fines.

Below: Galapagos community members plant mangroves on Earth Day 2018. Opposite page, clockwise from top right: A ranger and scientist from Pacoche MPA explain the process of finding and protecting sea turtle nests to celebrity Eddie Peng and Marine Program Officer Silvia Bor; endemic bluestriped snappers swim in Southeast Asia (©Laura Wais); participants representing seven countries and 30+ MPAs smile for a picture during the Galapagos regional workshop; playful sea lions frolic in the Galapagos.





COASTAL ECUADOR

- Rangers increased patrol hours by 44% from 2017 (5,285 total in 2018 compared to 3,675 in 2017), intercepted 143 illegal fishers, and protected nearly 330 sea turtle nests and 27,000 hatchlings from poachers.

PALAU

- Conducted an assessment of the Palau Protected Areas Network (PAN) to strengthen management and enforcement, and began implementation through the development of a ranger manual and standardized training and management planning throughout the nation's 15 protected areas.

INDONESIA

- The Misool Marine Reserve and Misool Foundation were recognized with the prestigious GLORES Platinum Global Ocean Refuge award by the Marine Conservation Institute, thanks in part to WildAid's continued support.

MALAYSIA

- Built a new VHF radio tower in Tun Mustapha Marine Park with WWF-Malaysia and Sabah Parks that covers 90% of the MPA. With this reliable communications system, rangers can avoid dangerous encounters with armed fishers or traffickers, and reliably report their location to a control center.
- Together with WWF-Malaysia, provided various community engagement initiatives, including training for 30 honorary rangers, a peer exchange between Tun Mustapha and the Sugud Island Marine Conservation Area rangers, a workshop for 40 representatives from the fishing community, awareness events for 200 community members from 12 villages, and development of an online platform for ranger reports.

Below, clockwise from left: Endangered hammerhead sharks are well-protected in the Galapagos Marine Reserve (©Kristin Hettermann); rangers from the Galapagos Marine Reserve conduct a patrol of their waters (©Galapagos National Park); fishers in Tanzania set out for the day (©Marcel Bigue).



THANK YOU

None of our work is possible without caring people like you.

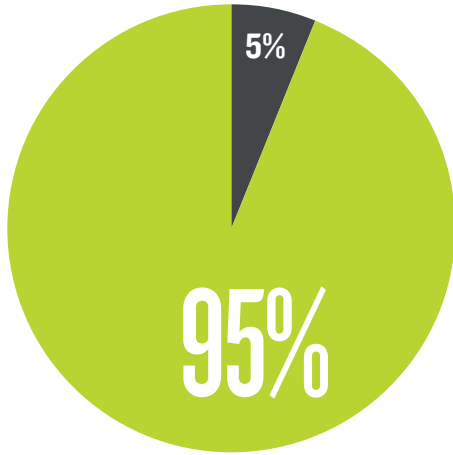
STAY IN TOUCH YEAR-ROUND.

FOLLOW US ON SOCIAL MEDIA [@WILDAID](#)
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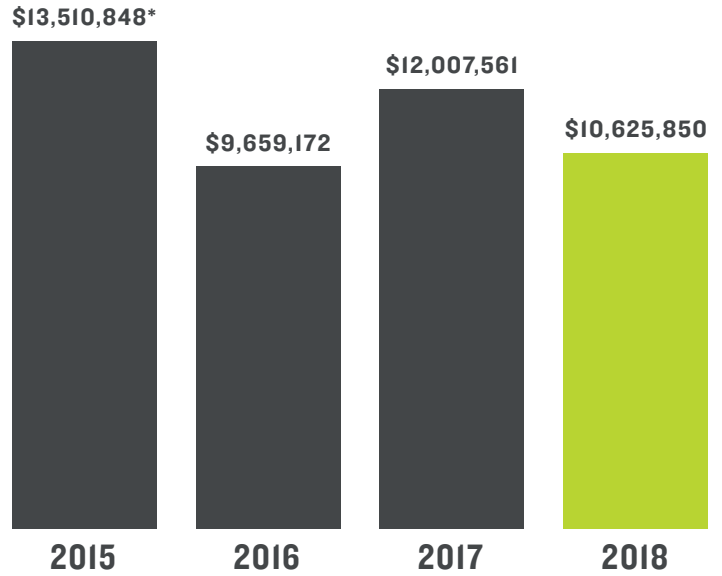
FINANCIALS

LEVERAGED DONATED MEDIA



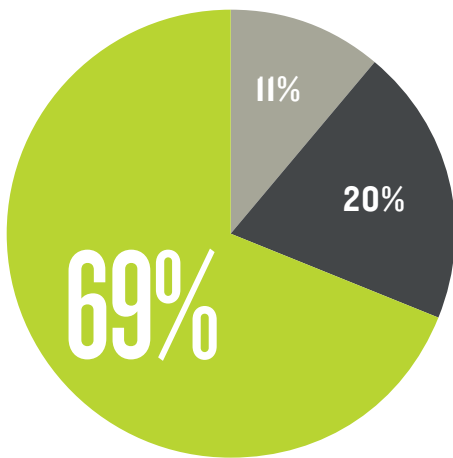
- **DONATED BROADCAST AND MEDIA PLACEMENT: \$233,180,939**
- **TOTAL DIRECT EXPENSES: \$12,995,594**

REVENUE BY YEAR



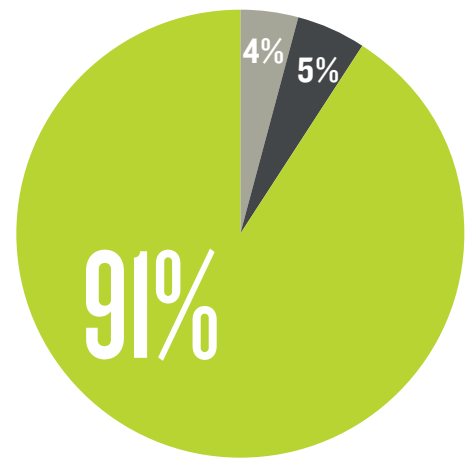
***INCLUDES \$3.4 MILLION OF MULTI-YEAR GRANTS RECOGNIZED IN 2015.**

DIRECT EXPENSES BY PROGRAM



- **WILDLIFE \$8,152,345**
- **MARINE PROTECTION \$2,344,169**
- **CLIMATE CHANGE \$1,275,207**

EXPENSES BY TYPE



- **PROGRAMS \$11,771,721**
- **FUNDRAISING \$628,966**
- **GENERAL ADMINISTRATIVE \$594,907**

STATEMENT OF ACTIVITIES, 2018

REVENUE AND SUPPORT	UNRESTRICTED	TEMP. RESTRICTED	TOTAL
Donations	\$4,980,212	\$609,122	\$5,589,334
Grants and Awards	\$1,890,967	\$2,867,705	\$4,758,672
Events and Other	\$276,784	\$1,060	\$277,844
TOTAL DIRECT REVENUE	\$7,147,963	\$3,477,887	\$10,625,850
Donated In-Kind Media	\$233,180,939	-	\$233,180,939
Net Assets Released from Restricted	\$5,808,262	\$(5,808,262)	-
TOTAL REVENUE & IN-KIND SUPPORT	\$246,137,164	\$(2,330,375)	\$243,806,789
EXPENSES	UNRESTRICTED	TEMP. RESTRICTED	TOTAL
Program Services	\$11,771,721	-	\$11,771,721
General Administration	\$594,907	-	\$594,907
Fundraising	\$628,966	-	\$628,966
DIRECT EXPENSES	\$12,995,594	-	\$12,995,594
In-Kind Media	\$233,180,989	-	\$233,180,989
TOTAL DIRECT & IN-KIND EXPENSES	\$246,176,533	-	\$246,176,533
Changes in Net Assets	\$(39,369)	\$(2,330,375)	\$(2,369,744)
Net Assets, Beginning of Year	\$12,565,054	\$4,585,713	\$17,150,767
Net Assets, End of Year	\$12,525,685	\$2,255,338	\$14,781,023

STATEMENT OF FINANCIAL POSITION

ASSETS			
Cash and Cash Equivalent	\$11,238,257		
Contributions and Grants Receivable	\$3,373,208		
Advance to Field Programs	\$140,264		
Prepaid Expenses and Other Assets	\$196,186		
Property and Equipment, Net	\$145,379		
TOTAL ASSETS	\$15,093,294		
LIABILITIES			
Accounts Payable	\$214,894		
Accrued Expenses	\$97,377		
Deferred Revenues	-		
TOTAL LIABILITIES	\$312,271		
NET ASSETS			
Unrestricted	\$12,525,685		
Temporarily Restricted	\$2,255,338		
TOTAL NET ASSETS	\$14,781,023		
TOTAL LIABILITIES AND NET ASSETS	\$15,093,294		

DONOR LIST

\$250,000+

Anonymous
Fiona Bensen
Bently Foundation
Grantham Foundation for the Protection of the Environment
KR Foundation
Open Philanthropy Project
David & Lucile Packard Foundation
Tilia Fund
The Wyss Foundation

\$100,000–\$249,999

Acton Family Giving
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\$10,000–\$24,999

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Dave & Cheryl Duffield
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\$5,000–\$9,999

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\$2,500–\$4,999

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Jeff Anderson
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Sheila Ward
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Lawrence Woskow
Ronald & Geri Yonover Foundation

\$1,000–\$2,499

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Alexander Mason
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The Merck Foundation
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Eric Morfin & Lydia Nibley
Colette Mullenhoff

Lindsey Munro
The Munson-Simu Family Gift Fund
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More than 600 guests joined us on November 10 at the Beverly Wilshire for our annual gala, *An Evening in China* (©Jeff Pinette).

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