



WILDAID

**2019
ANNUAL
REPORT**

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 build the world's most effective and well-enforced marine protected areas. With a comprehensive management approach and the use of innovative technologies, we deliver cost-effective enforcement and compliance to key marine reserves around the world. From the Galapagos Islands in Ecuador to Palau's Northern Reefs, we are working to make the promise of marine protected areas real.

We are leveraging our media networks and successful demand reduction strategy to join the global movement fighting 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 Photo: Male lion (©Chris Schmid)
Inside cover: (©Bryce Groark)

WILDAID



LETTER FROM THE CEO

2019 was an exciting year for WildAid, as we launched powerful campaigns and developed effective solutions to some of the world's most pressing wildlife conservation issues.

To help China's government further enforce its ivory ban and reduce demand for ivory, we launched our biggest campaign ever with a new Public Service Announcement (PSA) and billboard campaign with China Customs and popular actor Huang Xuan, publicizing the illegality of buying ivory abroad and bringing it back into China. We placed over 6,000 billboards at almost 150 airports and border crossings in 42 cities, played the PSA on all Chinese airlines, and received extensive online state media promotion, reaching hundreds of millions of travelers.

Massive seizures of pangolin scales, amounting to more than 60 tons this year en route from Africa to Vietnam and China, highlight the trade's devastating impacts on pangolin populations. We launched a new CGI-animated PSA and billboard ad with mega-star singer/actor Jay Chou calling on consumers to never purchase pangolin products. In Vietnam on Lunar New Year, we placed life-like statues of an injured pangolin, rhino, and elephant at prominent Buddhist temples urging citizens to celebrate by never purchasing rhino horn, elephant ivory, and pangolin meat or scales. The campaign reached over 30 million people.

In Africa, we expanded our *Poaching Steals From Us All* campaign to Tanzania, mobilizing citizens to support lion conservation by asking them to "Be The Pride." The Swahili and English campaign urged locals to ask leaders to enact policies that will safeguard lions and the people living alongside them. In Uganda, where a new wildlife act provides much harsher penalties for illegal wildlife trafficking, we demonstrated the power of community action by spotlighting brave Ugandans who have been fighting for wildlife.

We continued our efforts to protect sea turtles in China, with PSAs, billboards, and a documentary series with popular actor Eddie Peng. More than 40 million people watched *Between the Sea and Shore*, which highlighted the many threats to sea turtles while calling on the audience to protect them and our oceans. Our campaign helped to reduce sea turtle products on sale in several "hotbed" markets by 69-76% between March and July.

We officially announced our goal to strengthen enforcement of 250 marine and coastal protected areas around the world by 2025. Using our BLUEprint for MPA Success approach, we recently started working with partners to protect the waters around Tanzania's Pemba Island, launched an extensive training program in Gabon for their 20 new marine reserves, and entered a new partnership with Cuba to strengthen protection of their pristine coral reefs.

Working with a variety of local stakeholders, WildAid's climate change campaigns reached hundreds of millions of viewers across Asia. Using our demand-side communications strategies, we empowered consumers to join the global climate fight by choosing sustainable lifestyles, including low-carbon transport and mindful dietary habits.

Our campaigns garnered over \$218 million in pro bono media placement leveraging our donor support by 36 times, while we received our fourth consecutive, perfect 100-point score from Charity Navigator for financial transparency and efficiency, and our eighth consecutive four-star rating.

None of this is possible without the support of our partners and supporters. On behalf of the WildAid team, I extend our most sincere gratitude.

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 25,000 elephants
HAVE BEEN KILLED ANNUALLY FOR
THEIR IVORY.



OF ONLY
30,000 remaining rhinos,
MORE THAN 5,000 HAVE BEEN KILLED
IN THE LAST FIVE YEARS.



DESPITE BEING ONE OF EARTH'S
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.



EACH YEAR APPROXIMATELY
200,000 pangolins
ARE POACHED 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 sustainable transportation and food choices to help mitigate climate change.

MAKE THE PROMISE OF MPAS REAL

Marine Protected Areas (MPAs) - like the national parks of the seas - set aside dedicated areas for conservation to help the oceans thrive, provide jobs, rejuvenate wildlife, and feed millions of people. Unfortunately, nearly 60 percent of designated MPAs lack the resources needed to provide real protection for ecosystems and wildlife.

We launched an initiative to improve the effectiveness of over 250 conservation-critical MPAs by 2025. Our comprehensive model, the BLUEprint for MPA Success, is a proven, globally scalable, and cost-efficient approach that helps local governments, non-profits, and community partners build effective, independent, and sustainable MPA enforcement systems.

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.



2019: YEAR IN REVIEW

JANUARY

WildAid launches an ivory campaign with China Customs targeting travelers.

FEBRUARY

WildAid and CHANGE launch *Be Their Bodhisattva* for Lunar New Year in Vietnam, reaching over 30 million people.

MARCH

WildAid's climate program launches a sustainable diets campaign that garners over 163 million impressions on social media.

APRIL

WildAid and Thailand's Zoological Park Association debut *Kung Fu Panda* videos and posters in facilities and on social media.

MAY

WildAid launches Jay Chou campaigns for sea turtles and pangolins with over 13,000 billboards garnering over 46 million impressions.

JUNE

WildAid announces it will expand its BLUEprint for MPA Success strategy to 250 MPAs by 2025.

WILDLIFE CHAMPIONS

WildAid enlists popular Asian, African, and Western stars to spread the message about wildlife conservation. 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, Danai Gurira, Djimon Hounsou, Lupita Nyong'o, Po - the *Kung Fu Panda*, Sir Richard Branson, Prince William, Josh Duhamel, and many others.

200+ INTERNATIONAL AMBASSADORS

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

140+ MEDIA PARTNERS

DONATING MEDIA SPACE OR AIRTIME

\$218 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

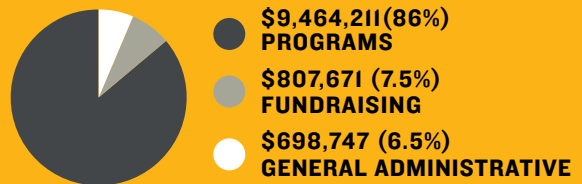


FINANCES

In 2019, WildAid received its fourth consecutive, perfect 100-point score from Charity Navigator for financial transparency and efficiency, while also earning our eighth consecutive four-star rating. Less than one percent of rated charities achieve this score.



EXPENSES BY TYPE



DONATED MEDIA



JULY

Singapore makes record ivory and pangolin scale seizure, representing 300 elephants and 33,000 pangolins, only made possible with help from China Customs.

AUGUST

China announces its national insurance will no longer cover medicines containing pangolin starting in 2020.

SEPTEMBER

A report from the Wildlife Justice Commission finds ivory prices continue to decline in China and Vietnam, down 80% since 2014.

OCTOBER

WildAid launches a series of new public awareness messages in Taiwan where business leaders and musicians reaffirmed their commitment to the Global Shark Pledge.

NOVEMBER

Tanzania Tourist Board, the Lion Recovery Fund and WildAid launch *Be the Pride* campaign.

DECEMBER

More than 40 million people watch *Between the Sea and Shore*, WildAid's documentary series with Eddie Peng.

OUR IMPACT

There is growing evidence that consumer demand reduction programs and marine protection are impacting conservation. There have been significant drops in prices and consumption of some endangered species products, improved enforcement of marine protected areas, increased awareness of the poaching crisis, and measurable behavioral changes among existing and potential consumers.



Shark fin prices in China have fallen by almost 80% since 2014 due to lower demand.



97% of surveyed Chinese citizens said our Kung Fu Pangolin PSA starring Jackie Chan made them less likely to buy products made from pangolins.



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



Availability of sea turtle products in three major Chinese markets has fallen by 69-76% following a prominent WildAid campaign push.



Thanks to improved enforcement capacity, rangers in Ecuador's Machalilla National Park completed 5,350 patrol hours, detected 18 illegal fishing infractions, and protected nearly 400 sea turtle nests and 27,000 hatchlings from poachers.

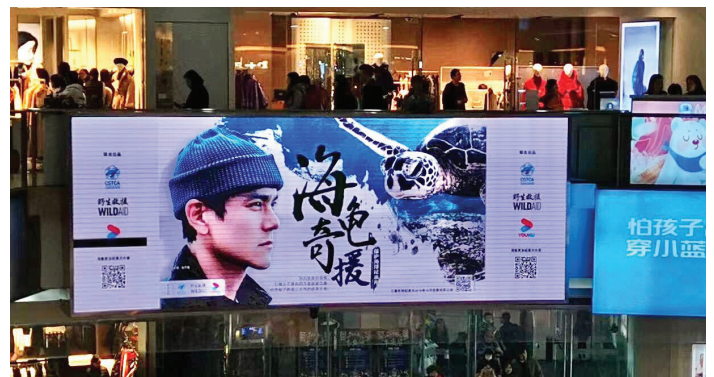


In 2019, the rate of rhino poaching in South Africa decreased by 29%.



After years of WildAid campaigning, mainland China, Hong Kong SAR, and Taiwan banned all commercial sales of ivory.

This page, clockwise from left: Our *Green Lifestyles* billboard in Chongqing Plaza; an ad for *Between the Sea and Shore* in a shopping mall in Shanghai; *Be Their Bodhisattva* posters featured at Khanh An Pagoda in Ho Chi Minh City. Opposite page, clockwise from left: An artist paints an elephant in Nha Trang as part of the Street Art Bus Tour; ambassadors participate in a press conference for our *Spiritual Beliefs* launch in Thailand; on set with Eddie Peng.



HOW WE WORK

WildAid reduces consumer demand by producing compelling video public service announcements (PSAs), video shorts, documentaries, billboards, and print ads. They are distributed on television, radio, and social media, and displayed 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 well-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 \$218 million in pro bono media placement value in 2019.

OUR AUDIENCE INCLUDES



350 MILLION

**SUBWAY PASSENGERS EACH DAY ON
IN-CARRIAGE SCREENS**



1.8 MILLION

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



400+ MILLION

SOCIAL MEDIA CONTENT VIEWS



ELEPHANTS



Although all international commercial trade in ivory is banned, each year up to 25,000 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 mainland China dropped as much as 78% between 2014 and 2016, and ivory seized coming into China fell by 80% in 2016. Data from Hong Kong also shows a stark decline in ivory seizures: 370 kg of ivory in 2018, down from 7,600 kg in 2017. But confiscations outside of China demonstrate demand persists: Vietnam made a record-breaking seizure of 9 tonnes of ivory in 2019 representing at least 300 elephants.

Since China shut down domestic ivory trading across the mainland in 2016, other countries and territories have adopted similar bans. Hong Kong, Taiwan, and Thailand have all passed similar legislation and prominent voices are appealing to Japan's government to follow suit. The end of the global ivory trade is now in sight for the first time in history.

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, Japan, and the U.S.

RESULTS

- In our largest campaign to date, we partnered with China Customs on a nationwide campaign that placed over 6,000 billboards and posters in 160+ strategic border and transit locations to remind travelers it is illegal to bring ivory products into the country. The PSA was mandated by Customs for in-flight showings on all Chinese airlines.
- We partnered with Save the Elephants to place 12 billboards and 500 posters near China-Vietnam border crossings, warning that buying, selling or possessing ivory carries a penalty of up to 15 years imprisonment.
- We released two new PSAs in Vietnam that illustrate the illegality of ivory souvenirs and the social rejection of ivory products.

- In Thailand, we partnered with United States Agency for International Development (USAID) and Thailand's Department of National Parks, Wildlife and Plant Conservation to launch our *A Good Life is Free of Killing* campaign, featuring influential Thai leaders declaring that spiritual beliefs do not have to play a role in the demand for products from trafficked wildlife. The campaign garnered 37 million impressions on social media and 14 million people via billboards.
- To coincide with the Lunar New Year/Têt holiday, we collaborated with several prominent Buddhist temples to launch the *Be Their Bodhisattva* (savior) campaign, urging Vietnamese citizens to have an auspicious start to their year by protecting elephants, rhinos, and pangolins. The statues, billboards, and videos garnered 368 million online impressions and reached 30 million people with coverage in 105+ media stories.
- Our *Ivory Free* campaign mobilized prominent Japanese leaders to call on society to urge the government to end its ivory trade and received international recognition for the launch of an animated video called *Hankograph*, which brings attention to ivory hanko stamps, which account for 80% of Japan's ivory consumption.

In partnership with China Customs, we placed over 6,000 billboards and posters in 40+ cities, reaching an estimated 100 million people with our messaging about the ivory ban.

Opposite page, clockwise from top left: Our billboard with Mai Davika above a busy roadway in Bangkok; actor Huang Xuan poses as a Customs officer on a billboard at Xiamen airport; african elephant (©Shannon Benson); poster design for our *Hankograph* campaign in Japan; WildAid ambassador Bhin Banloerit at our *Spiritual Beliefs* launch.

RHINOS

Despite its removal from the Traditional Chinese Medicine pharmacopeia more than two decades ago, the use of rhino horn remains popular in China and in Vietnam, where it is promoted as a purported cancer and hangover cure, and valued by collectors. 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 rhino population. Nearly 1,000 rhinos were poached each year over the last decade, according to South Africa's government statistics. Poaching levels improved slightly during 2018 and 2019; South Africa reportedly lost 594 rhinos to poachers this past year, demonstrating a decrease of about 29% in poaching rates. However, with a total rhino population in South Africa of about 20,000, losing more than 8,000 to poaching over the past 10 years is clearly unsustainable.

Although enforcement has improved in some areas and prices of rhino horn have fallen in Asia, the drop in poaching may be due, in part, to fewer rhinos, making it harder for poachers to find them. To stop the organized crime facilitating rhino poaching, 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, strengthen enforcement, and measurably reduce demand for rhino horn.

RESULTS

- We partnered with several prominent Buddhist temples to launch a viral *Be Their Bodhisattva* (savior) campaign, urging

Vietnamese citizens to have an auspicious start to their year by protecting pangolins, rhinos, and elephants. The campaign reached over 30 million people and garnered over 3.6 million views of the PSA with extensive sharing on social media.

- We partnered with the National Public Security/Police Ministry's television network (ANTV) in Vietnam to produce an eight-episode series of programs on wildlife laws, trade, and crime, including coverage of the rhino horn and ivory trades.
- We translated and helped distribute *Sides of a Horn*, a short narrative film by Director Toby Woskowitz in the U.S., China, Vietnam, and Thailand. The film received over 30,000 views in the United States and was released by Discovery on their social media channels in China, earning more than one million views.
- We worked with the Zoological Park Association of Thailand to host a series of video messages and posters featuring DreamWorks' *Kung Fu Panda* to educate children and families about the illegal wildlife trade, highlighting rhino horn trade, at their facilities and on social media.

In 2019, the rate of poaching in South Africa decreased by 29%.

This page, an artist paints a rhino mural in Nha Trang as part of our Street Art Bus Tour. Opposite page, clockwise from top left: Wildlife statues kneel in prayer in front of a temple in Ho Chi Minh City as part of our *Be Their Bodhisattva* campaign; the poster for *Sides of a Horn*; Ralph Steadman rhino deck design (©Vans); rhino in the field.





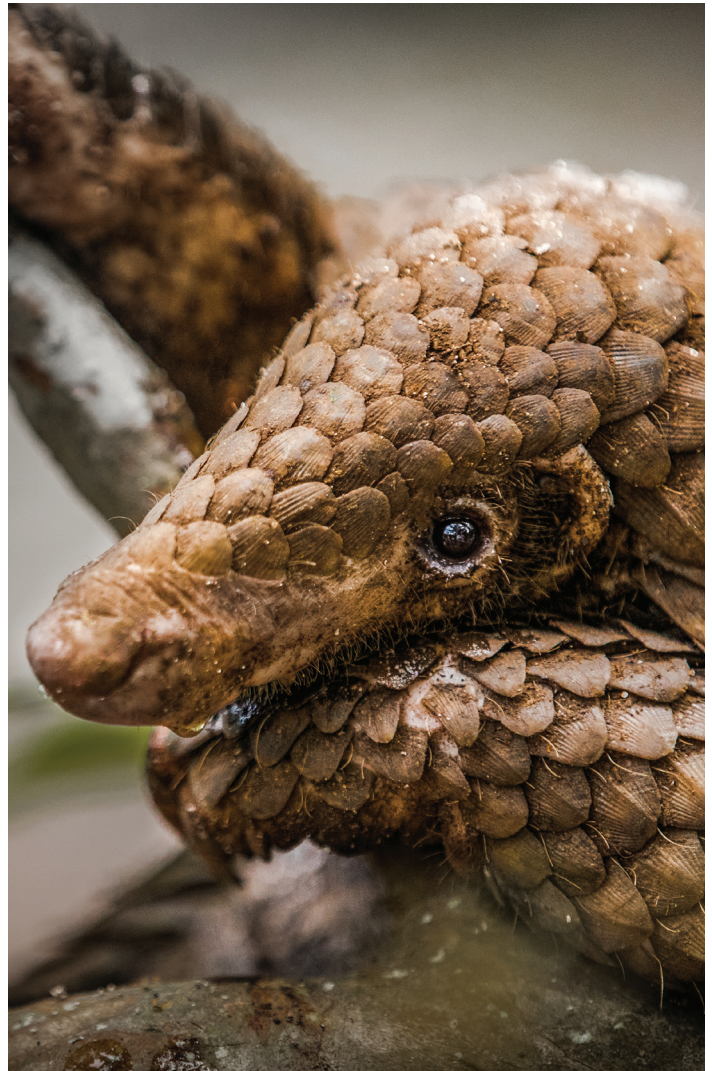
PANGOLINS

THIS PANGOLIN NEEDS YOUR HELP

SAYING NO TO PANGOLIN PRODUCTS IS THE EASIEST THING WE CAN ALL DO TO HELP ENSURE THESE ENDANGERED ANIMALS CAN SURVIVE. WHEN THE BUYING STOPS, THE KILLING CAN TOO.

WILDAID www.wildaid.org

JAY CHOU
WILDAID AMBASSADOR

A promotional image for WildAid featuring Jay Chou. He is standing with his arms crossed next to a large, realistic sculpture of a pangolin's head. He is wearing a black t-shirt with the WildAid logo. The background is dark with a greenish, textured pattern.

Pangolins, also known as scaly anteaters, are reclusive and mostly 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 200,000 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 medicine to treat a range of ailments from arthritis to cancer.

In early 2017, all eight pangolin species—four found in Asia and four in Africa—gained full protection from trade under international law. Two years later, the International Union for Conservation of Nature (IUCN) declared that the status of three of the eight species had worsened in its update to the Red List of Threatened Species. Two African pangolin species, the white-bellied and the giant ground pangolin, moved from the “Vulnerable” to “Endangered” category, while the Philippine pangolin moved from “Endangered” to “Critically Endangered.”

The use of pangolin scales in traditional medicine in both China and Vietnam is a major contributor to the pangolin’s endangered status. A 2015 survey in China found that 70% of respondents believed pangolin scales had medicinal value. But our education campaigns work: When surveyed two years later, the number of people believing in the medicinal value of scales had fallen 29%. In 2018, WildAid further addressed medicinal use by hosting a workshop in Hong Kong where traditional medicine experts advised use of alternatives to pangolin scales, noting that commercial breeding is unviable.

Fortunately, the Chinese government took the first steps toward addressing the use of pangolins in traditional medicine: In August, they announced the country’s national insurance will no longer cover medicines containing pangolin, as well as other products derived from threatened and endangered species. The Wildlife Conservation Department of the National Forestry and Grassland Administration (NFGA) is also considering increasing the pangolin’s national protection status to Class I. Hoping to capture this momentum, WildAid is working closely with the governments of China and Vietnam to reduce consumer demand for pangolins.

OBJECTIVES

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

RESULTS

- We launched our PSA and billboard campaign in mainland China and Taiwan featuring megastar Jay Chou with a press event that resulted in 44+ news pieces and over 9,000 ads placed in over 15 cities in China.
- We partnered with Hong Kong University to conduct a public opinion survey about the use of endangered species in Traditional Chinese Medicine and found 93% of Hong Kong survey respondents support using the many effective, sustainable herbal alternatives to pangolin scales in order to protect the endangered animals.
- We produced an educational and interactive pangolin exhibit at the Beijing Horticultural Exhibition, an event that had close to 10 million visitors over the course of 6 months.
- Our *Be Their Bodhisattva* (savior) campaign raised awareness about the devastating impacts of the wildlife trade and called on the Vietnamese people to stop buying and consuming wildlife products in order to save pangolins, rhinos, and elephants. The campaign’s physical temple displays and social media posts went viral, reaching over 30 million.
- We began filming a documentary with Oscar-nominated actor Djimon Hounsou about the plight of pangolins in Africa.

More than two-thirds of the Hong Kong SAR public believes Chinese medicine should phase out the use of pangolins.

Opposite page, clockwise from top: Our Jay Chou billboard was placed in 15 cities across China; Sunda pangolin (©Paul Hilton); temple visitors engage with the *Be Their Bodhisattva* pangolin; Juba, an orphaned pangolin in Nigeria held by WildAid ambassador Djimon Hounsou (©Andrew Wegst).

SEA TURTLES

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 result 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 the garbage and plastic waste circulating in the oceans pose critical new threats to marine species.

Despite an international trade ban, sea turtles are exploited by humans around the world. Meat from green and leatherback turtles and eggs from loggerhead and olive ridley turtles are consumed as important sources of protein by coastal fishing communities in Southeast Asia, South Asia, Africa, and the Caribbean. Carapace (the upper part of the shell) or whole bodies of hawksbill turtles are used as raw materials for crafts and souvenirs. Traditional Chinese Medicine books list all parts of a sea turtle to have medicinal properties from curing asthma to improving male virility.

In late 2017, researchers conducted a survey of 1,500 residents of five Chinese cities to gain a clearer picture of sea turtle consumption and better understand overall awareness and attitudes toward the trade. The survey showed 17% of respondents had purchased sea turtle products, and 22% considered doing so in the future, the majority for the products' aesthetic beauty and often as a souvenir.

A 2019 market survey found a marked decline in product availability in China's coastal tourist areas. In Haikou, there was a 76% reduction in sea turtle products openly available between March and July, while Wenchang had a 69% reduction, and Tanmen—formerly a hotbed for sea turtle product sales—experienced complete eradication of the market: 21 stores offered products in March, while not a single store openly offered the products in July.

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

- We launched our three-part documentary *Between the Sea and Shore* featuring actor Eddie Peng, in collaboration with Youku, China's largest streaming service, with related content reaching over 160 million.

- Gathered market data to reveal consumer trends in Chinese coastal tourist towns. Notable findings include marked decreases in sales of sea turtle products, even 100% eradication in Tanmen Township of Qionghai, and curbing of illegal trading of turtles and turtle products in Hainan Province.
- Alongside China's Fisheries Department, we helped train 162 frontline enforcement officers from our target areas of Guangdong, Fujian, Guangxi, and Hainan on product identification and regulations pertaining to sea turtles and other marine species.
- Launched a PSA and billboard campaign starring singer Jay Chou at a press event with the singer in May, resulting in 44+ news pieces and over 4,000 billboard placements in several major cities, including a big push in Guangdong Province.
- Released a new PSA and billboard series featuring Eddie Peng on World Wildlife Day calling for more people in China to play a part in protecting the oceans and sea turtles. The video PSA received over 9 million views on social media.

Market surveys showed a 69-76% reduction in sea turtle products available for sale in three of China's main 'hotbed' markets between March and July 2019.

Opposite page, clockwise from top left: Our Jay Chou ad displayed on a taxi in Shanghai; a *Between the Sea and Shore* billboard appears in the popular Chongqing Plaza; leaders from the China Sea Turtle Conservation Alliance and Youku pose with WildAid and Eddie Peng at the premiere of *Between the Sea and Shore*; Eddie Peng is featured in a billboard design showing the cruelty behind trinkets made from turtle shells.



EDDIE PENG
WILDAID AMBASSADOR

THIS NATURAL BEAUTY BELONGS IN THE OCEAN

Demand for hawksbill sea turtle products are driving them to the brink of extinction.
Sea turtles are protected by law, and all trade is considered illegal.
Protect these treasures of the sea by saying no to sea turtle products.
When the buying stops, the killing can too.

WILDAID

www.wildaid.org



SHARKS



True cost of a wedding with fins

72% of urban Thais who consumed shark fin had it at weddings

Every minute 200 sharks are killed globally, resulting in up to 100 million sharks killed every year.

Sharks are often killed just for their fins which are cut off at sea before the animal is thrown back into the water to die.

Up to 73 million are used in shark fin soup.

Eating both shark fin and meat impacts the ocean ecosystem.

Like tigers, sharks are top predators

- Regulate behavior of prey species
- Control spread of disease
- Maintain ecosystem and ecological balance

Eating Toxic Fins ?

As predators at the top of the food chain, over their lifetimes, sharks accumulate the highest concentrations of toxic substances.

As
Arsenic

Hg
Mercury

Cd
Cadmium

Some populations of sharks most prevalent in the fin trade have declined by **up to 98%**

Say No
Be the change!

Celebrate without shark fins.
WHEN THE BUYING STOPS, THE KILLING CAN TOO

พันธมิตร WILDAID x WED



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, Taiwan, 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.

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 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 survey, more than half of urban Thais have eaten shark fin, and 61% of respondents said they will consume it in the future. Survey respondents said they consumed shark fin most often at social events such as weddings (72%), family gatherings at restaurants (61%) and business events (47%). WildAid continues to work closely with the Thai government, increase restaurant and hotel partnerships, and recruit celebrity ambassadors for media and public outreach.

OBJECTIVES

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

RESULTS

- Harnessing public outrage over the serving of shark fin at a government-sponsored dinner in Thailand, our *Celebrate with #NoSharkFin* campaign put pressure on the government to end consumption of the dish at government functions with an open letter that was hand-delivered to the Prime Minister by WildAid ambassador and prominent actor Pong Nawat.

- Launched a wedding-themed campaign with popular singer A-Mei whose PSA garnered 666K views and 24K likes on social media.
- Launched our *Worst Choice* Thai wedding campaign with billboard placements in prominent Bangkok locations that reached over 14 million people and a Thai/English infographic describing the “true cost of a wedding with fins.”
- We released a short film and a 15-min TV episode in Taiwan featuring popular actor Ethan Ruan as he learned about, and swam with, whale sharks in Mexico.
- Conducted enforcement trainings for 50 Jiangmen Customs officers (+200 via livestream) and 300 Fisheries officials in Xinjiang Province to reinforce knowledge of CITES & national regulations.
- Produced a Lunar New Year video featuring a Thai-Chinese cultural expert and a traditional medicine practitioner that reached over 1 million people, urging them not to consume shark fin during celebrations.
- Produced both a video PSA and print ad in Taiwan featuring model Jacky Heung from Hong Kong to mobilize influential society members to pledge to stop serving, buying and consuming shark fin.

WildAid's campaign slogan “Celebrate with #NoSharkFin” became a top trending Twitter hashtag in Thailand, reaching over 248 million people in December 2019.

Opposite page, clockwise from top left: WildAid worked with eight NGOs and ambassador Pong Nawat to submit a letter to the Thai Government asking them to ban shark fin soup at banquets; billboard design for our *Worst Choice* campaign in Thailand; actors Mai Davika and Pong Nawat appear on a billboard advocating for elephants and sharks; a promo ad for our film with superstar Ethan Ruan; singer A-Mei speaks out for sharks on a billboard design in Taiwan; a social media infographic in Thailand targets couples planning weddings.

AFRICA PRIDE CAMPAIGNS

Africa's wildlife face threats from growing human populations, habitat loss, poaching and human-wildlife conflict. WildAid surveys show that while there is society-wide national pride in wildlife and parks, public awareness about threats and engagement in conservation action is low.

To complement our success in reducing the demand for illegal wildlife products in consumer countries, WildAid is working to increase public support for conservation in African wildlife range countries. 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. When polled, 72% of South Africans thought that their government could be doing more to stop poaching.

Our 2017 survey in Uganda revealed 80% of the public consider wildlife to be an important source of income for the country. Our campaign seeks to make conservation a matter of pride and aspiration for everyone in Africa.

OBJECTIVES

To work with government officials, policymakers, religious leaders, celebrities, and other key demographics to build broader support for wildlife conservation, domestic tourism, anti-poaching and anti-trafficking, and prosecutions of all involved in the illegal wildlife trade.

RESULTS

- Produced new PSAs in Mozambique with prominent influencers, including former President Joaquim Chissano, and musicians Lizha James, King Sweet, and Stewart Sukuma.



- Launched a new billboard series with actor Djimon Hounsou and started filming a documentary with the Oscar nominee. The documentary will follow our investigation into the pangolin trade and live wildlife markets in West Africa.
- Produced and released radio and video PSAs and billboards in Uganda in 11 local languages to spread awareness of the increased penalties for wildlife crime under the updated Uganda Wildlife Act 2019.
- Released new *Conservation's Unsung Heroes* videos to explore how conservation initiatives and sustainable wildlife tourism in Africa creates jobs and provides a source of pride for local communities.
- Co-wrote a plotline about the impacts of poaching on a fictional community in the long-running radio drama series *Rock Point 256* that reaches about 3 million people in Uganda each season.
- Worked with 56 farmers in Uganda and Kenya to implement a new human-elephant conflict mitigation strategy involving production and use of a smelly elephant repellent made from locally available natural ingredients that deter elephants from raiding crops.

97% of Tanzanians surveyed believe lions are a valuable component of their national heritage.



LIONS

In the past two decades, Africa's lion numbers have declined by 43%, with populations in West, Central, and East Africa down 60%. With threats that include poaching for their bones and other body parts, conflict with humans, and severe habitat loss, lions are facing a serious crisis. Promoting conservation in Tanzania—home to approximately 50% of the world's remaining wild lions—is key to their survival.

This year in Tanzania we launched our *Be The Pride* campaign, which runs alongside our pan-African *Poaching Steals From Us All* campaign with the aim of getting more Africans connected with and involved in protecting their wildlife. The campaign launched in November and in the first two months the video content accumulated approximately 500,000 online views. Our *Simba Ni* (the lion is) PSA featured ambassadors including the Minister of Natural Resources and Tourism, Dr. Hamisi Kigwangalla, who posted photos of his airport billboard and publicly praised the campaign via his social media pages, popular singer Ben Pol, and business mogul and owner of Tanzania's most popular football (soccer) team, Mohammed Dewji.

Our baseline survey revealed that 72% of Tanzanians agree or strongly agree with the statement that lion populations are declining in their country, and 97% believe that lions are a valuable part of their national heritage.

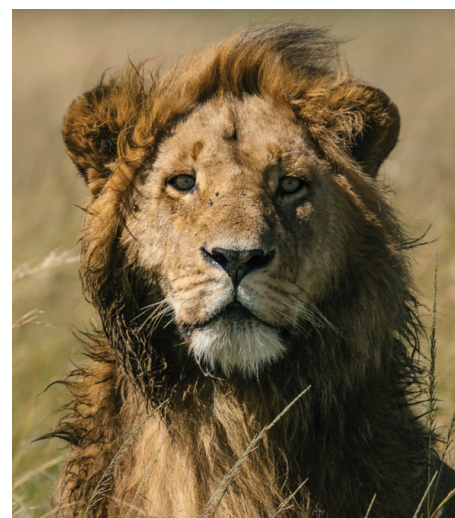
OBJECTIVES

Build public and political support for lion conservation through raising awareness about the ecological, economic and heritage benefits of lions to range states.

RESULTS

- Produced *Simba Ni*, a PSA featuring prominent, diverse voices telling viewers what the lion means to them personally and distributed the ad via TV, radio, and social media. The PSA went viral, accumulating hundreds of thousands of views, and is now playing in Century Cinemax's locations in Dar es Salaam, Arusha, and Mwanza, as well as on the screens of cross-country buses.
- Produced and distributed six *Conservation's Unsung Heroes* videos showcasing a researcher, lion defenders, and other community members who are making a difference in lion conservation.
- Installed a series of billboards in Dar es Salaam, Arusha, and Mwanza, including the country's main international airport.
- Designed, produced and launched a campaign microsite (Bethepride.com) in Swahili and English to host our campaign videos, describe calls to action and provide general information about why lions are threatened. Our campaign earned widespread coverage and generated discussion of lion conservation on *This Week In Perspective*, a primetime TV debate show on the country's national broadcast channel.
- Produced an animated video explaining the wide-ranging benefits of lions to the people of Tanzania.
- Launched an Instagram contest called "Lion in my Life" to encourage awareness of how deeply embedded the lion is in Tanzania's cultural fabric. The contest urged people to describe what the lion means to them.

Opposite page, left to right: WildAid ambassadors on stage at a launch event in Mozambique; Djimon Hounsou asks viewers to help protect lions on a billboard in Johannesburg. This page, left to right: a *Be the Pride* billboard design in Tanzania; a young male lion (©Chris Schmid).



CLIMATE

Global carbon emissions reached yet another all-time high in 2019, breaking the records set in 2018. Across the globe, these milestones are motivating more climate action, with a new emphasis on how individual choices on transportation, diet, and energy use are key to reducing global carbon emissions. As such, state and non-state actors are turning their attention to climate mitigation by educating consumers on how their daily choices can have a collectively large impact on the environment and on climate change.

WildAid has joined the climate fight by harnessing our proven communications strategies, strong media networks, and government partnerships to promote sustainable, low-carbon lifestyles. Our various “Green Lifestyle” campaigns encourage individuals to make smart low-carbon choices in areas such as transport, diet, waste management, and energy use.

Carbon emissions from personal vehicles are responsible for almost a fifth of all carbon emissions in the United States, and driving less can make a big dent in emissions. Our *GOblue* campaign aims to reduce air pollution by encouraging low-carbon transport 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 impressions and our events successfully draw thousands of commuters, cyclists, and families to enjoy car-free living.

Meat and dairy production create at least 15% of global greenhouse gas emissions, and recent studies show lower meat consumption is key to mitigating climate change. In addition, the shift to meat-heavy diets is contributing to a health crisis around the world with



alarming rises in heart disease, childhood obesity, and diabetes. WildAid's *Hey!* and *Shu Shi* campaigns advocate for a plant-forward, sustainable diet healthy for the body and for the planet. Our positive, aspirational PSAs and billboard campaigns have reached several billion impressions, creating awareness on a mass scale. We also 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 diets.

Our climate campaigns have had well over 3 billion impressions, and our PSAs have won multiple national awards from local governments. Government agencies and private businesses have been eager to partner with WildAid to amplify get messaging about sustainable living, and creating a healthier planet through personal consumption choice. We've applied our behavior change strategies to climate mitigation by mainstreaming sustainable, low-carbon lifestyles and empowering the individual to combat climate change.

OBJECTIVE

Combat climate change by reducing greenhouse gas emissions caused by individual consumer choices in the areas of greatest impact, including food choice, transportation, and sustainability.

RESULTS

- Launched a new sustainable diets and "Green Lifestyles" platform *Hey!* that featured three Chinese celebrities and reached over 700 million impressions, with over 500 traditional and 38,000 LED billboard placements across nine major Chinese cities.
- Pop star Wang Leehom, dubbed "King of Chinese Pop" by CNN in 2018, headlined our *Hey!* campaign and attracted national media coverage from People's Daily, CCTV, and China Daily.
- The *Hey!* campaign initiated strong new collaborations and national-level partnerships with key entities, including co-sponsor China Daily, one of China's largest state media groups.
- The *Hey!* campaign generated over 150 million social media views and half a million comments; a behind-the-scenes interview with star Yang Zi generated 750,000 views and raised awareness of how food choice can impact the environment.
- Launched a Valentine's Day campaign to promote the idea of eating a sustainable diet as a way to show love for your health and planetary health. This campaign garnered over 163 million impressions across 7 Chinese cities, and the associated two-part PSA had almost 3 million views online.
- Our *GOblue* campaign earned over 44 million impressions from our outdoor placements, and reached many millions more through China's Ministry of Transportation, who borrowed our campaign to use for their official events and billboards.
- Our work on food choice was featured in a BBC interview as well as at an international forum on sustainable diets (EAT Forum), highlighting our status as a leader in the intersection of behavior change and sustainable diets.
- Held a multi-stakeholder workshop in China with leading academic, government, and NGO experts to discuss the importance of sustainable living and consumer choice.
- Developed new partnerships with key entities, including China's Ministry of Ecological Environment, and the UN's FAO, with whom we have developed long-term collaborations.
- Entered into a consortium led by the China Green Carbon Foundation on promoting a Beijing Winter Olympics Carbon-Neutral program for 2022.

Our climate campaigns promoting sustainable behavior in daily life have had over 3 billion impressions and help mitigate climate change by lowering carbon emissions.

Opposite page, clockwise from top left: WildAid and Chinese state media officials water flowers to signal the launch of the Green Planet sustainable lifestyles campaign with pop star Wang Leehom in December; a *GOblue* billboard in the Guangzhou subway station; our "Green Lifestyles" billboards line the wall of a Guangzhou subway station.

MARINE PROTECTION



For decades, we thought our oceans were indestructible. Today, climate change, over-exploitation, human development, and illegal fishing seriously threaten the long-term health of our oceans.

Marine protected areas (MPAs)—functioning as the national parks of the seas—are one of the most promising tools we have to protect our oceans. Well-enforced MPAs provide safe havens for marine wildlife, allow endangered species to recover, and act as a buffer against the many stressors threatening our oceans.

Unfortunately, nearly 60% of the world’s MPAs are poorly managed due to lack of resources, training, and enforcement, meaning they are little more than lines on a map or “paper parks.” WildAid Marine is working to change that by strengthening enforcement capacity and thus, making the promise of MPAs real.

The places we work in are home to both artisanal fishers and their families who depend on the ocean for food and livelihoods, as well as to highly endangered species such as sharks, sea turtles, and manta rays. This year, we launched an initiative to improve the effectiveness of over 250 conservation-critical MPAs by 2025.

Through our six-step approach, called the BLUEprint for MPA Success, we work with local government and nonprofit partners to build complete Marine Protection Systems that strengthen enforcement of laws and regulations, deter illegal fishing, allow

wildlife to recover, and improve economic opportunity for their communities. By the end of the BLUEprint process, our sites show measurable improvement in their Marine Protection Systems and can act as Regional Leaders, leading successful marine conservation efforts in their region.

OBJECTIVE

WildAid Marine is committed to building the world’s most effective and well-enforced marine protected areas to drive meaningful ocean conservation, protecting marine wildlife and helping coastal communities thrive.

RESULTS

OVERALL

Expanded our project portfolio by over 155%, from 18 sites to 46 sites across seven countries. This includes the launch of new projects in Tanzania, Cuba, and the Dominican Republic, as well as the development of a new partnership to improve marine protection throughout The Bahamas’ entire Exclusive Economic Zone (EEZ).



WildAid Marine has an ambitious plan to strengthen the effectiveness and enforcement of 250 conservation-critical MPAs by 2025.

GALAPAGOS ISLANDS, ECUADOR

- Together with the Galapagos National Park, hosted a legal training workshop for 6 lawyers and 30 officials from the GNP, Ecuadorian Navy, and National Police to improve the sanctioning and prosecuting of wildlife infractions and crimes, and to support ongoing collaboration and management across government agencies.
- Hosted a peer-to-peer exchange between the Galapagos National Park and the Rapa Nui National Park (Chile) to share successes and challenges in ensuring strong enforcement is a central piece of long-term MPA management.
- Galapagos rangers spent a total of 11,397 hours patrolling the Reserve, and inspected 1,682 artisanal fishing and tourism vessels.
- The number of recorded incursions by industrial fishing vessels from the coastal port of Manta, Ecuador, dropped by 73%, likely due to the comprehensive enforcement and strong sanctions for unauthorized entry into the Galapagos Marine Reserve.

Opposite page, an artisanal fishing vessel in Tanzania (©Marcel Bigue).
This page, left to right: An octopus fisherman on Pemba Island off the coast of Tanzania; a researcher weighs sea turtle hatchlings.

MARINE PROTECTION (CONT.)

COASTAL ECUADOR

- Machalilla National Park and the Ecuadorian Navy signed a historic agreement to install a permanent naval presence at the Park starting in February 2019. The newly augmented enforcement presence in the reserve was an effective deterrent; in the two months following the appointment, rangers found zero illegal fishing infractions.
- Along with their naval counterpart, rangers in Ecuador's Machalilla National Park completed 5,350 patrol hours, detected 18 illegal fishing infractions, and protected nearly 400 sea turtle nests and 27,000 hatchlings from poachers.

GABON

- Equipment donated by WildAid Marine captured key evidence in a landmark illegal fishing investigation currently underway in Port Gentil, where the crew of a Chinese-flagged fishing vessel was arrested for current and prior illegal fishing offenses.
- 10 Gabonese EcoGuard teams are now fully equipped with surveillance and enforcement equipment, allowing them to better deter illegal fishing activity.

This page, Gabonese rangers on patrol for illegal fishing vessels demonstrate the importance of providing stable work opportunities for MPA communities to end illegal fishing (©Andrew Wegst).



TANZANIA

- Conducted an assessment of the Pemba Channel Conservation Area, one of the largest protected areas in the region, to develop a comprehensive Marine Protection System Plan for improved protection of key sea turtle nesting sites, numerous endangered species including sea turtles, dolphins, and sharks, and some of East Africa's most diverse coral reefs.

THE BAHAMAS

- Launched a multi-year initiative with The Nature Conservancy and multiple Bahamian government agencies to strengthen protection of The Bahamas EEZ, and the more than 40 species of sharks that reside in its waters.

PALAU

- Provided surveillance and enforcement equipment to a team of 20 rangers in the Northern Reefs, allowing them to better identify and deter illegal fishing in the region.
- With WildAid Marine's support, Ngarchelong Rangers successfully identified 26 illegal fishing infractions in 2019.
- Supported the creation of a new Operations Manual for the Palau Protected Areas Network (PAN) which will serve as the overarching guide for all marine enforcement operations in the PAN.

WHAT'S NEXT: A 2020 PREVIEW

A GLIMPSE INTO OUR NEW WILDLIFE MARKETS CAMPAIGN

The COVID-19 outbreak has graphically demonstrated the terrible risk of live animal markets and urban bushmeat trade by introducing new diseases with the potential for a devastating loss of human lives and immense economic impact. The dangers of illegal commercial wildlife and wild meat (or “bushmeat”) trade extend well beyond threats to biodiversity to impacting human health on a tremendous scale. With global attention on the health risks of wild meat consumption and near-universal calls for the closure of such markets, now is the time to act quickly to ensure permanent bushmeat bans are enacted and enforced, and demand for such products is eradicated for the benefit of both humans and wildlife.

Working with governments and other partners in key countries in Asia and Africa, WildAid is using its proven media network, along with its anti-wildlife consumption and anti-poaching campaigns, to end the trade in live wild animals and reduce demand. In China and Vietnam, we are building upon and amplifying our existing pangolin campaigns by adding new messaging focusing on the trade and consumption of pangolins in connection with the coronavirus threat and its impact. In Africa, our strategy is to build

upon and expand our existing *Poaching Steals From Us All* campaign in those countries with new messaging focusing on the trade and consumption of wildlife in connection with the coronavirus and future zoonotic pandemics.

We look forward to having you join us in this campaign to end live animal markets and the commercial bushmeat trade. To learn more about this work and stay up to date, please visit:

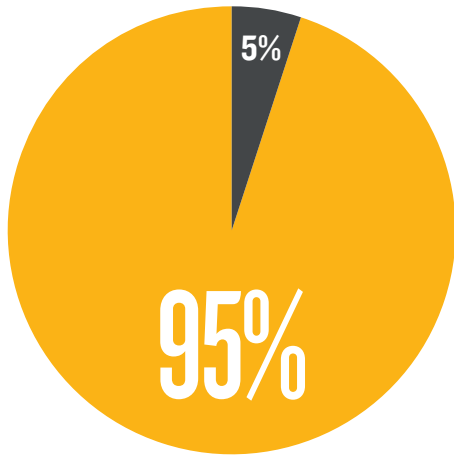
[WILDAID.ORG/PROGRAMS/WILDLIFE-MARKETS](https://www.wildaid.org/programs/wildlife-markets)

This page, clockwise from left: A still from our Jay Chou PSA explaining the potential dangers of consuming pangolins; a trader holds up wild meat for sale at Tomohon Market in Indonesia (@Alex Hofford); pangolin scales are one of many illegal products on sale at Mong La wildlife market in Myanmar (@Alex Hofford).



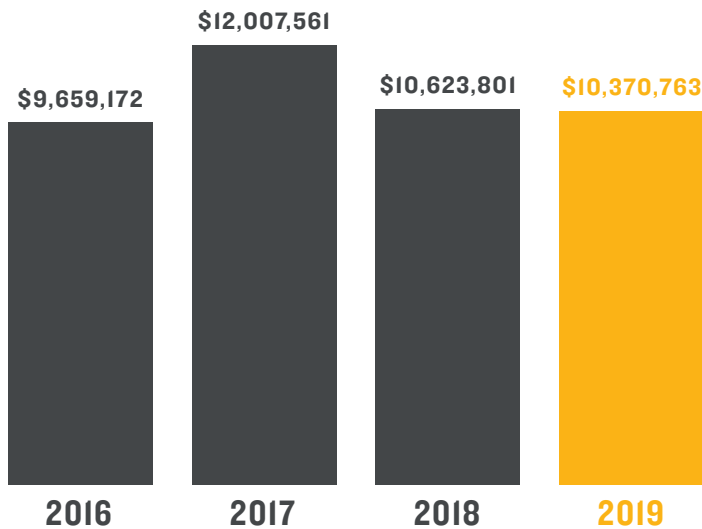
FINANCIALS

LEVERAGED DONATED MEDIA

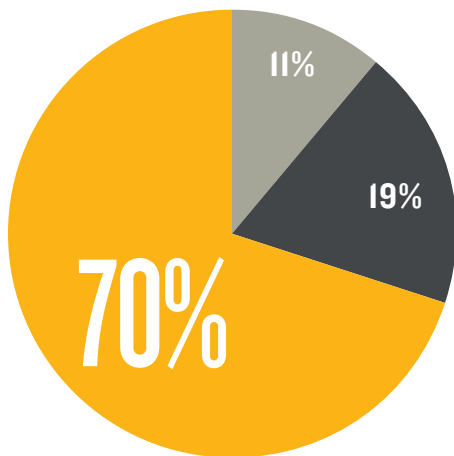


- **DONATED BROADCAST AND MEDIA PLACEMENT: \$218,308,018**
- **TOTAL DIRECT EXPENSES: \$10,970,629**

REVENUE BY YEAR

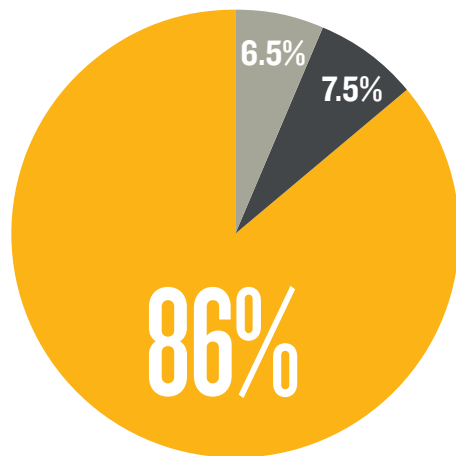


DIRECT EXPENSES BY PROGRAM



- **WILDLIFE \$6,672,306**
- **MARINE PROTECTION \$1,762,189**
- **CLIMATE CHANGE \$1,029,716**

EXPENSES BY TYPE



- **PROGRAMS \$9,464,211**
- **FUNDRAISING \$807,671**
- **GENERAL ADMINISTRATIVE \$698,747**

STATEMENT OF ACTIVITIES, 2019

REVENUE AND SUPPORT	UNRESTRICTED	TEMP. RESTRICTED	TOTAL
Donations	\$3,833,153	\$973,332	\$4,806,485
Grants and Awards	\$1,784,635	\$3,374,012	\$5,158,647
Events and Other	\$403,631	\$2,000	\$405,631
TOTAL DIRECT REVENUE	\$6,021,419	\$4,349,344	\$10,370,763
Donated In-Kind Media	\$218,308,018	-	\$218,308,018
Net Assets Released from Restriction	\$4,204,772	\$(4,204,772)	-
TOTAL REVENUE & IN-KIND SUPPORT	\$228,534,209	\$144,572	\$228,678,781
EXPENSES	UNRESTRICTED	TEMP. RESTRICTED	TOTAL
Program Services	\$9,464,211	-	\$9,464,211
General Administration	\$698,747	-	\$698,747
Fundraising	\$807,671	-	\$807,671
DIRECT EXPENSES	\$10,970,629	-	\$10,970,629
In-Kind Media	\$218,308,018	-	\$218,308,018
TOTAL DIRECT & IN-KIND EXPENSES	\$229,278,647	-	\$229,278,647
Changes in Net Assets	\$(744,438)	\$144,572	\$(599,866)
Net Assets, Beginning of Year	\$12,525,685	\$2,255,338	\$14,781,023
Net Assets, End of Year	\$11,781,247	\$2,399,910	\$14,181,157

STATEMENT OF FINANCIAL POSITION

ASSETS			
Cash and Cash Equivalent	\$12,902,173		
Contributions and Grants Receivable	\$1,133,380		
Advance to Field Programs	\$331,186		
Prepaid Expenses and Other Assets	\$285,051		
Property and Equipment, Net	\$81,920		
TOTAL ASSETS	\$14,733,710		
LIABILITIES			
Accounts Payable	\$432,636		
Accrued Expenses	\$119,917		
Deferred Revenues	-		
TOTAL LIABILITIES	\$552,553		
NET ASSETS			
Without Donor Restriction	\$11,781,247		
With Donor Restriction	\$2,399,910		
TOTAL NET ASSETS	\$14,181,157		

OUR SUPPORTERS

\$250,000+

Anonymous (2)
Elisabeth Pang Fullerton
Grantham Foundation for the
Protection of the Environment
KR Foundation
Open Philanthropy Project
Tilia Fund

\$100,000–\$249,999

Alibaba-Youku
Acton Family Giving
Anonymous (2)
Xochi & Michael Birch
Alan Chung & Buffy Redsecker
Climate and Land Use Alliance
Erol Foundation
The Fitzpatrick Foundation
The Leona M. & Harry B. Helmsley
Charitable Trust
Angiolo Laviziano
Chuck & Cynthia Lyons
Katharine Martin & David Laurits
National Geographic Society
Oceankind
David & Lucile Packard Foundation
Patricia Quick
Quinn Foundation
RSF Social Finance
Sandler Foundation
James Wei
Wade & Brenda Woodson
The Wyss Foundation

\$50,000–\$99,999

Paul M. Angell Family Foundation
Applewood Fund at the Community
Foundation of Santa Cruz County
Benevity Community Impact Fund
Fiona Bensen
Vernon Chin
Mike Dinsdale
Elegance Brands Inc.
David Hale
Shannon O'Leary Joy
Lion Recovery Fund
Juan Loaiza & Donna Howe
Marijane McElroy
Morgan Family Foundation
Mulago Foundation

Mary O'Malley & Robert Dion
James R & Xtina Parks
James & Gretchen Sandler
Philanthropic Fund
Shared Earth Foundation
Pete Solvik & Becky Christian
Bev Spector & Kenny Lipson
John Tyler
The Melissa and Bart Vaio Family

\$25,000–\$49,999

Anonymous
The Barrett Foundation
Ben Black
Andy & Carlo Brandon-Gordon
Charitybuzz
David & Susan Dossetter
Meredith & Barry Eggers
Elephant Crisis Fund
Pamela Stedman Farkas & Andrew
Paul
Karen & Dave Felch
Robin Ferracone & Stewart Smith
Emanuel J. Friedman Philanthropies
Urs Hoelzle
Sydney Holland
Cindy Landon
Cathy McMurtry
Network for Good
Pangolin Crisis Fund
Anne Pattee
Michael Piuze
James & Margie Shaughnessy
Ian Sobieski
Louise Stephens
Flora L. Thornton Foundation
USAID Wildlife Asia - FHI 360
World Wildlife Fund
Roy Young & Rosa Venezia

\$10,000–\$24,999

Susan Abdalla & Peter Stern
Emily Aldrich & Russell Stoner
The Christopher B. Asplundh Family
Fund of The Philadelphia Foundation
William C. Bannerman Foundation
Wendy Benchley & John Jeppson
Bessemer National Gift Fund
Donald Brody & Toby Mickleston
Mike & Joanie Buckley

The Carlson Family Charitable Fund
Alex Chantecaille
Sylvie & Olivier Chantecaille
Craig & Nana Chiappone
Nora Cregan & Al Pfeiffer
David Shepherd Wildlife Foundation
Jocelyn & David DeNunzio
EKZ Gift Fund
FIGS Inc.
Bert & Candace Forbes
Eric George
Bradley L. Goldberg
Haibu
Eliot Horowitz
Laurie Jordan
The Dirk & Charlene Kabcenell
Foundation
Key Events
Roma & Raja Khanna
Steve & Angela Kilcullen
Diane Klein
Guo Zheng Lee
Silence Leung
Sven-Olaf Lindblad & Kristin
Hetterman
Chris & Melody Malachowsky
March Conservation Fund
Bruce Martin & Carolyn Costin Martin
Steve & Mattie Morgan
Dianne Moss
Nancy Mueller & Robert Fox
Silas Neilson
Donald & Barbara Niemann
Thomas Olbrich
Oliver's Donor Advised Fund
Janet O'Malley
Pegasus Foundation
Jon Peters
Daniel Pike
Anjali Ranadive
Nicole & Paul Ricci
Helen Riley & Jean-Philippe Emelie
Marcos
ROAR AFRICA
Roger Klauber Family Foundation
Izak Rosenfeld
Stefanie & Rob Skinner
Jill Smith
Elizabeth Gelfand Stearns & Richard
Stearns

Barry & Mimi Sternlicht Foundation
The Supreme Master Ching Hai
International Association
Jessica Tingley
The Tobin Foundation
Dick & Cindy Troop
Jennifer Van Natta
Vans
Wilson Sonsini Goodrich & Rosati
Foundation
Troper Wojcicki Foundation
Joan Wooland
Chris Zacher

\$5,000–\$9,999

Kyra Ahlstrom
Toni Alexander
Gianni Amato
David Andrews
Anonymous (2)
The Ellen B Asplundh Family Fund of
The Philadelphia Foundation
Jack Black LLC
Brach Family Fund of Tides
Foundation
Steve & Leah Brown
Erika Brunson
Rob & Marybeth Byers
Steve & Angela Cartt
Kathleen Chaix
Chum Fruit Snacks Limited
Karen & Simon Clark
Cleveland Metroparks Zoo
Gideon Coltof
Mark Cunningham & Judy Klein
Simon Dunne
Ralph & Barbara Edwards Family
Foundation
Mari & Norman Epstein
Evans Fund
Tracey Gluck
Donnell Green
Thomas Gruber
Mary Jo Haggerty
Robert Hayman
Christian Jensen
Chandra Jessee
The Johnson Family Fund
Michele & Geoffrey Kalish
Kathy Kamei & Jon Araghi
Imran Khan

Gary Kilbourn
Christina Kenan Kirk
Kristan Klinghoffer
Samuel Krasnik & Kathleen Corless
Shivashankary Krishnamoorthy
Nicole & Steve Lafferty
Lily Yen & Noel Lee
Carmela Levin
Louise Linton & Steven Mnuchin
Kathy Macdonald
Matthew & Sarah Mallett
John Maloof
Michael Milczarek
Cynthia & George Mitchell Foundation
The Monaghan Foundation
Karole & Kendall Morgan-Prager
Dean Neese
M. Allen Northrup
Nicole & James Oakley
ONEHOPE Foundation
Kristi & Tom Patterson
Anita Pereira
Nancy Petersmeyer
John Schwartz
Peter Slade
The Jeffrey & Mary Smith Family
Foundation
David & Karie Thomson
Barry & Jody Turkus
United Way of The Bay Area
Rita Vallet
Margaret Van Loan

\$2,500 – \$4,999

Nadar Alizadeh
Allyse & David Anderson
Nico Andrews & Amber
Kelleher-Andrews
Jay Bajaj
Ron & Linda Barchet
Tracy Beetler & Logan Smith
Mark & Silvia Belotz
Bryan & Paige Besser
Robert Bethge
Bluestone Foundation
Bright Funds Foundation
Rob & Jane Burgess
Michael Campesino
Susan Carey
Liza & Todd Carpenter

Causecast Foundation
LuLu Colby
Crown Family Philanthropies
Robert Dalrymple
DAMA Company Limited
Curran Dandurand
Susan Dawson
Lynn Dolinar
Robert & Martha Falkenberg Fund
Fifth Generation Inc.
Ted Gagliano
Christina Galioto
Jules Gates
Global Impact Panorama
Risa Grand
Candy Havens
Hildebrandt Family Foundation
Danforth & Elizabeth Hollins
Patricia Joanides
Craig Johanson
Ellie Kanner
Yunha Kim
Shari & Erik Kjerland
Michelle Klatt & Lisa Aaron
Mary Klee
Lars Leckie
John Maine
Deborah Baldwin Mann
Mark Wooden Ships of Hoboken, Inc.
Genna McKeel
Alexander Mehran
Bella Miranda
Jesse & Ryan Nord
Louise Pfister Charitable Foundation
Jason Pollack
Frederick H. Prince & Diana C. Prince
Foundation
Thomas Ramey & Perrin Ireland
Marie Ridder
Linn Saffer
Santa Fe Dry Goods Porter Associates,
Inc.
Rosalind Schrempf
Dave & Marcy Segre
Laine Siklos
Georgia Simon
Reet Singh
John & Mark Slater
Sven Solvik & Sally Aerts
Greg Sparks

Dan & Bev Stephenson
Victoria Sujata
Kevin & Liz Sullivan
Diana Tang & Tom Duffy
Tracy & Christopher Turner
The Warburg Pincus Foundation
Sheila Ward
Williams Family Foundation
Ronald & Geri Yonover Foundation
Kelle Young

\$1,000 – \$2,499

Brian & Youngie Achenbach
Sumeet Ajmani
Raymond & Linda Alberts
AmazonSmile Foundation
Anonymous (11)
Leena Arora
Bethany Asplundh
Scott Atkinson
Heather Babber
Bruce Balan
Vesta Balestiere
Kimberly Baltzell
Barnston - Koutsaftis Family
Foundation
Robert Bausch
The Baylor Family Charitable Fund
Raymond & Roberta Beech
Erin Meyer Beetham
Kathryn & J. Bernhardt
Bianchi Family Fund
Rebecca Bianchi
Black & White Concepts Limited
Robert Blamire
Catherine Bloom
Lionella Borozdina
Robert B Breidert
Diana Brookes
Jeffrey Brown
Catherine Brown
Hope Brown
Joan & Michael Buckley Fund of
Community Foundation Sonoma
County
Dennis Buemi
Johannes & Dorothy Burlin
Tom Campbell
Caritas Trust
Susan A Carr Charitable Trust
Barb Carroll
Gregory Case
Dmitri Cavander
Kathleen C. Chambers
Susan Chastain
John Chastain
Leslie Chen
Edward Choi
Robertta Clarke
Clarks Fork Foundation
Leslie Cockburn
John Cohn
Sue Conatser & Thomas Terry
Christopher Corsiglia
Walter & Janet Crickmer
Fernanda Cruz
Dao Labs LLC
April & Anthony Darr
John Davies
Christian Degner-Elsner
Diana Sophia Tigre Artemis Animal
Protection Fund
Michael DiLeo
Jennifer Dillon
Stephen & Shannon Donelan
Bill & Anna Dorfman
Paul Duhamel
Bill Earon
Fenton Family Foundation
Fern's Fund of the Bank of America
Charitable Gift Fund
Mary Fields
FirstGiving
Flying Dog Brewery
Roger Fong & Erik Kramvik
David Ford & Donna Neerhout
Caroline Forgason
Fortress Investment Group LLC
Freddy Gamble Fund Of the BNY
Mellon Charitable Gift Fund
Alicia Freyman
Fuller Family Foundation
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