



National Wildlife Federation

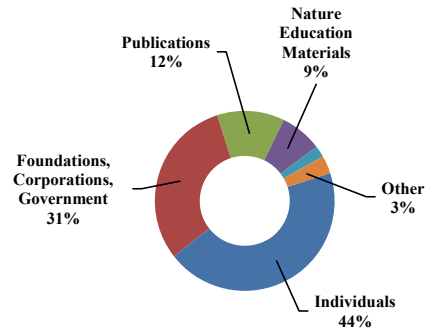
Consolidated Statement of Activities

For the Year Ended August 31, 2023 (\$ in thousands)

Revenue

Contributions from individuals	\$ 55,535
Contributions from foundations, corporations, government	38,192
Publications	15,114
Nature education materials	9,461
Investment income for operations	2,567
Other	4,038
Total operating revenue	124,907

2023 Revenue \$124.9 million



Expense

Conservation Education Programs

Conservation programs	45,994
Membership and other nature education programs	30,382
Education outreach and publications	31,119
Garden for Wildlife	1,765

Total program expense **109,260**

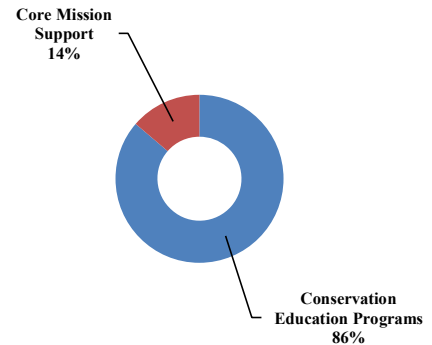
Core Mission Support

Fundraising	9,302
General and administrative	8,006

Total core mission support expense **17,308**

Total expense **126,568**

2023 Expense \$126.6 million



Change in net assets before other gains (1,661)

Other gains (losses) 5,333

Change in net assets **3,672**

Net assets, beginning of year 99,824

Net assets, end of year **\$ 103,496**

Copies of National Wildlife Federation's complete audited financial statements are available on our website: nwf.org.

National Wildlife Federation

Financial Overview

The organization's statement of activities reports the results of the operations of the National Wildlife Federation (NWF).

Funding

In fiscal year 2023, NWF revenue totaled \$124.9M, with ninety-five (95) percent of this revenue coming from supporters through contributions, grants, memberships, publications, and mission related products.

Of the \$124.9M revenue, \$55.5M in donations and bequests came from generous individual donors, including our members, Guardians of the Wild, Leaders Club, President's Leadership Council, J.N. "Ding" Darling Circle, and members of our bequest legacy program, the Legacy Society.

NWF's conservation and education programs received 132 new foundation and corporate grants totaling \$24.2M and 29 new government grants totaling \$16.3M. Major foundation grants were awarded by the Walton Family Foundation, The William and Flora Hewlett Foundation, Bezos Earth Fund, ClimateWorks Foundation, William Penn Foundation and other anonymous donors.

Revenues generated by NWF's publications totaled \$15.1M. Nature Education Materials' revenue totaled \$9.5M. Gain on investment income, royalties and other income yielded net revenue of \$5.1M. NWF is committed to pursuing investment strategies that are consistent with the organization's conservation mission.

Conservation Education Programs and Core Mission Support

Conservation education programs expenses totaled \$109.3M, representing 86.3% of total expenses. General, administrative (6.3%) and fund-raising expenses (7.4%), which support NWF's conservation mission, were only 13.7% of total expenses for 2023.

Total operating revenue is lower than total expense due to the receipt and recognition of restricted contributions from individuals and foundations during this fiscal year. NWF continued to invest in programmatic work, mission delivery, DEIJ competencies, innovation, marketing support, and technology, including a Garden for Wildlife platform, and cyber security.

Current NWF Board Members

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Allyn Dukes
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