



National Wildlife Federation

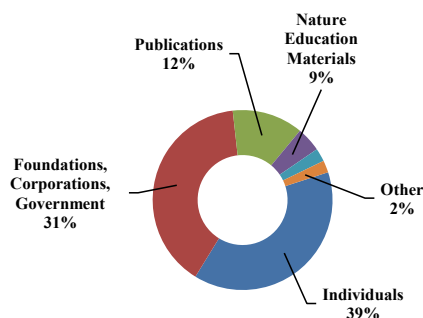
Consolidated Statement of Activities

For the Year Ended August 31, 2025 (\$ in thousands)

Revenue

	FY 2025 Total
Contributions from individuals	\$ 50,568
Contributions from foundations, corporations, government	51,429
Publications	16,631
Nature education materials	5,806
Investment income for operations	3,093
Other	2,827
Total operating revenue	130,354

2025 Revenue \$130.4 million



Expense

Conservation Education Programs

Conservation programs	52,928
Membership and other nature education programs	25,440
Education outreach and publications	32,125
Garden for Wildlife	1,245

Total program expense **111,738**

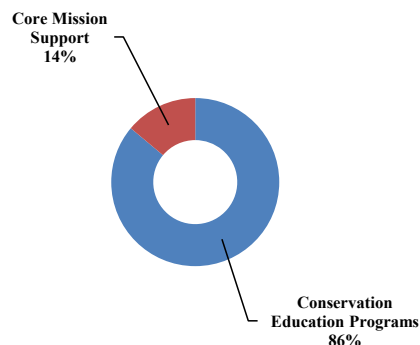
Core Mission Support

Fundraising	8,879
General and administrative	9,198

Total core mission support expense **18,077**

Total expense **129,815**

2025 Expense \$129.8 million



Change in net assets before other gains **539**

Other gains (losses) **2,167**

Change in net assets **2,706**

Net assets, beginning of year **129,895**

Net assets, end of year **\$ 132,601**

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 2025, NWF revenue totaled \$130.4M, with ninety-five (95) percent of this revenue coming from supporters through contributions, grants, memberships, publications, and mission related products.

Of the \$130.4M revenue, \$50.6M 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 116 new foundation and corporate grants totaling \$24.2M and 22 new government grants totaling \$8.3M. Major foundation grants were awarded by the Walton Family Foundation, Fred & Barbara Erb Family Foundation, William & Flora Hewlett Foundation and other anonymous donors.

Revenues generated by NWF's publications totaled \$16.6M. Nature Education Materials' revenue totaled \$5.8M. Gain on investment income, royalties and other income yielded net revenue of \$5.9M. NWF is committed to pursuing investment strategies that are consistent with the organization's conservation mission.

Conservation Education Programs and Core Mission Support

In Fiscal year 2025 NWF expenses totaled \$134.2M. Conservation education programs expenses totaled \$111.7M, representing 86.1% of total expenses. General, administrative (7.1%) and fund-raising expenses (6.8%), which support NWF's conservation mission, were only 13.9% of total expenses for 2025.

Total operating revenue is higher 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, innovation, marketing support, technology and cyber security.

Current NWF Board Members

Frederick Kowal, Chair
John Robbins, Past Chair
Mark Berry
Arthur Blazer
Bob Brown
Buzz Cobell
Priscilla De la Cruz
Allyn Dukes
Jomar Floyd
John Goss
Arthur Johnson
Brad Johnson
Randy Jones
Koalani Kaulukukui-Barbee

Andrea Keller Helsel
Jay Lanier
Dawn Levey
Catherine Novelli
Miguel Ordeñana
Dr. Mamie Parker
Saura Parker Pauley
Stevie Parsons
Brad Powell
Rebecca Pritchett
Sally Ranney
Bob Rees
Emily Schrader
Patty Schwalenberg

Rob Speidel
Rachel Sprague
Elizabeth Swisher
Benjamin Tuggle
Jeremy Vesbach
Beth Viola