



# 2016 ANNUAL REPORT

**WILDAID**



# OUR VISION

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**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. Teaming up 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 collaborate with government and NGO partners to secure marine protected areas, such as the Galapagos Islands in Ecuador and Palau's Northern Reefs, from threats such as illegal fishing. With a comprehensive management approach and the use of innovative technologies, we deliver cost-effective enforcement to key marine reserves around the world.**

**At the invitation of the Chinese government, we are now using our communications model to encourage behavior change to reduce climate change. Our campaigns encourage lower carbon transport and food choices.**

**TO LEARN MORE, VISIT [WILDAID.ORG](http://WILDAID.ORG)**



Two manta rays are swimming in clear blue water. One ray is in the upper left, angled downwards towards the center. The other is in the lower left, angled upwards towards the center. Both rays have white undersides and dark dorsal fins and spots.

## FROM THE CEO

2016 was another year of incredible progress for WildAid. It often takes several years for us and other independent researchers to be able to document the fruits of our efforts, and last year we saw some massive results from previous years of work. These results prove that our model is replicable, cost-effective and an essential part of conservation success.

For me personally, it was amazing to return to the Galapagos Islands after a six-year absence. When I first went, authorities were seizing up to 10,000 shark fins at a time, and the newly-created marine reserve was unprotected and under siege. Now, enforcement is state of the art, thanks to our marine program providing tools like satellite vessel monitoring. Additionally, because our demand reduction campaign in China has impacted consumption and prices, shark poaching is no longer economically viable and has ended in the islands. The one-two punch of better enforcement and reduced demand has paid off.

In 2012, we took a leap of faith and spent money we didn't have in order to produce China's first documentary on poaching. We took Yao Ming to Africa to see the elephant crisis for himself, and he later proposed a ban on ivory sales to the National People's Congress and led a massive awareness campaign. This year, President Xi announced that from the end of 2017 all ivory sales will be banned in China. As a signal that the trade is collapsing, ivory seizures there fell by 80% in 2016.

Our China team did an amazing job of securing a record \$286 million worth of donated media space last year. As a result, Chinese officials are now quoting our slogan as if it is an old proverb. Progress in China is having real impact on the ground. In 2015, for example, poaching across Kenya fell by 75%. This is a remarkable change from 2011 when our team filmed five elephant carcasses in a single day.

Even for rhinos there are hopeful signs; poaching fell by 10% in South Africa, and prices in Vietnam and China are down by more than half.

It was also tremendous to be part of the campaign to secure full protection for all pangolin species under the UN CITES agreement. In 26 years of attending CITES meetings I have never seen such solidarity behind a proposal. It was inspiring to see old adversaries unite to protect the world's most trafficked mammal. Indonesia was the lone dissenting voice, asserting that pangolins could be captive bred, despite only a few of the world's zoos succeeding in keeping them alive in captivity. For a moment you could dream of a world coming together to solve our environmental crises.

Building on this momentum, we are now taking our model to Africa with the aim of engaging more grassroots public support for conservation there. I have been deeply impressed by the experience of bringing local stars to view the wildlife on their doorsteps that they have previously never seen. They quickly become powerful advocates. As Africa continues to develop rapidly, and the growing populations begin to experience the impacts of climate change, high profile local wildlife champions will be essential.

Finally, I am also very proud that we have achieved the rare 100 out of 100 rating for transparency and efficiency from Charity Navigator. I believe our leverage and efficiency is unparalleled, and it enables us to translate your incredible support into results on the ground that are securing a future for wildlife.

Sincerely,

A handwritten signature in black ink that reads "P.D. Knights".

**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 33,000 elephants have been killed annually for their ivory.

Of only 30,000 remaining rhinos, up to 1,200 have been killed per year.

Fins from up to 73 million sharks a year have been used for soup.

Pangolins have become the most heavily trafficked mammal in the world due to demand for their meat and scales.



## OUR STRATEGY

### REDUCE CONSUMER DEMAND

WildAid's cutting-edge media campaigns feature some of the most influential voices in the world advocating for wildlife conservation on a massive scale thanks to donated media. Together, we persuade consumers to stop buying illegal wildlife products and to make better choices in order to reduce climate change impacts.

### PROTECT MARINE RESERVES

Throughout the world, we have pioneered programs and developed new technology to protect fragile marine ecosystems from illegal fishing and shark finning.

### ENHANCE PUBLIC AND POLITICAL WILL

In Africa, we work with lawmakers, religious leaders, professional athletes and popular music artists to build support for anti-poaching efforts as part of our Poaching Steals From Us All campaign.



## 2016: YEAR IN REVIEW

### JANUARY

Hong Kong's chief executive announces intent to ban domestic ivory sales.

### FEBRUARY

WildAid launches Year of the Elephant campaign to encourage everyone to #JoinTheHerd.

### MARCH

Ecuador expands Galapagos Marine reserve with new 15,000-square mile marine sanctuary.

### APRIL

Kenya destroys its ivory in the largest-ever burn, and WildAid broadcasts the event to one million Chinese online.

### MAY

WildAid launches Poaching Steals From Us All campaign in South Africa to build political will for saving rhinos.

### JUNE

WildAid launches Thailand ivory campaign with WWF featuring Tony Jaa and Thai national soccer team in new PSAs.

## WILDLIFE CHAMPIONS

WildAid enlists popular Asian, African and Western stars to spread the message about wildlife crime. 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 Prince William, Yao Ming, Lupita Nyong'o, Jackie Chan, Li Bingbing, Jeremy Renner, Maggie Q, and many others.

## 200+ INTERNATIONAL AMBASSADORS

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

## 60+ MEDIA PARTNERS

DONATING MEDIA SPACE OR AIRTIME

## \$289 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

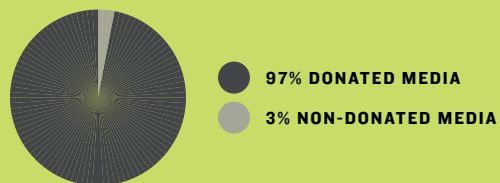
In 2016, WildAid received a 100 out of 100 score from Charity Navigator for transparency and efficiency.



## EXPENSES BY TYPE



## DONATED MEDIA



### JULY

WildAid launches its pangolin campaign in Vietnam.

### AUGUST

WildAid releases new PSAs on elephants, sharks, rhinos and pangolins featuring Jay Chou, one of Asia's biggest movie and popstars.

### SEPTEMBER

WildAid launches #StopWildlifeTrafficking campaign with U.S. Fish and Wildlife Service.

### OCTOBER

CITES uplists all eight pangolin species to Appendix I, banning international trade.

### NOVEMBER

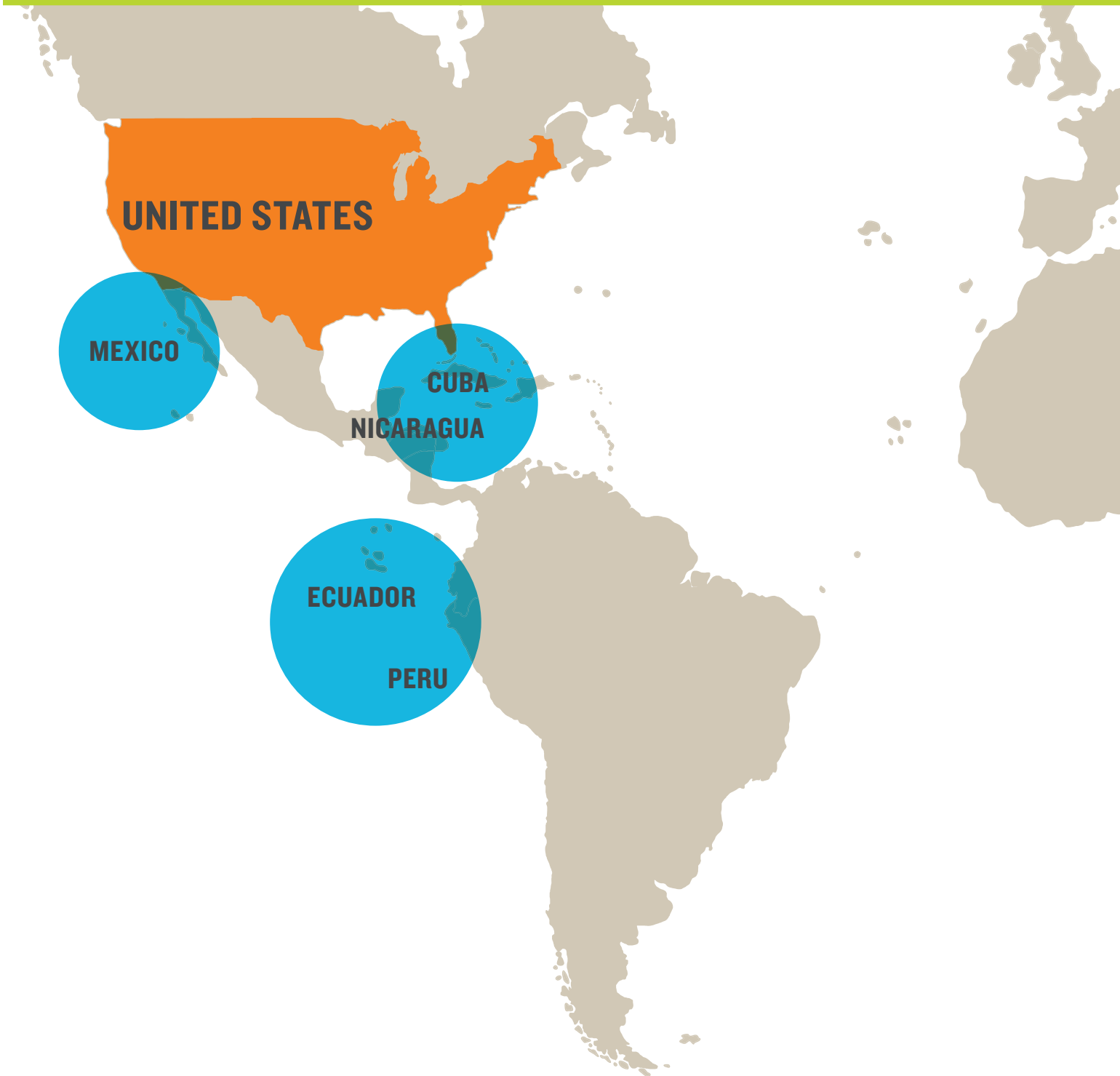
100 prominent Vietnamese CEOs pledge to never buy or use rhino horn.

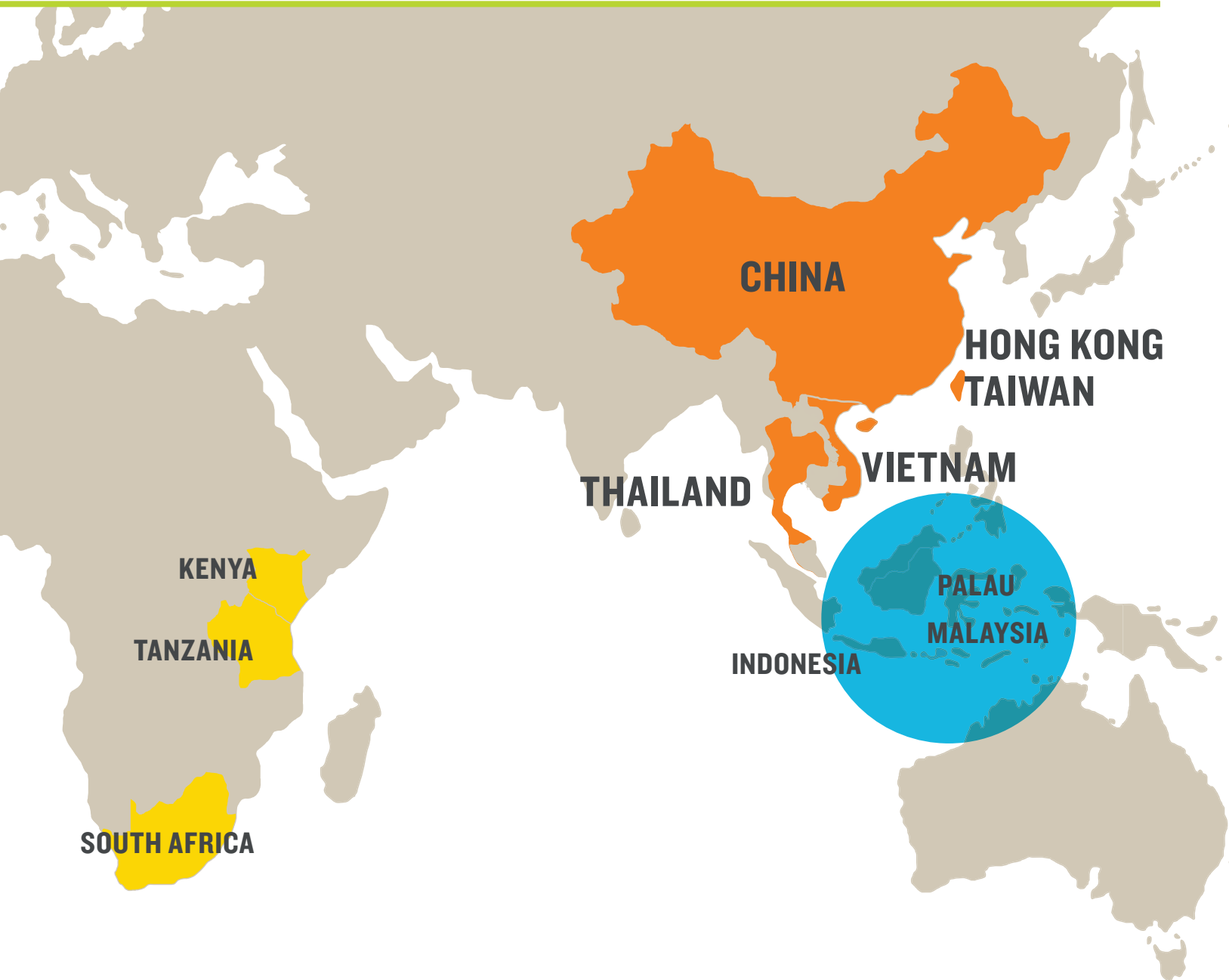
### DECEMBER

China announces it will close its domestic ivory trade by the end of 2017.

# GLOBAL PROGRAMS

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## DEMAND REDUCTION

CHINA  
HONG KONG  
TAIWAN  
THAILAND

UNITED STATES  
VIETNAM

## PUBLIC ENGAGEMENT

KENYA  
SOUTH AFRICA  
TANZANIA

## MARINE PROTECTION

CUBA  
ECUADOR  
INDONESIA  
MEXICO  
PALAU

PERU  
NICARAGUA  
MALAYSIA

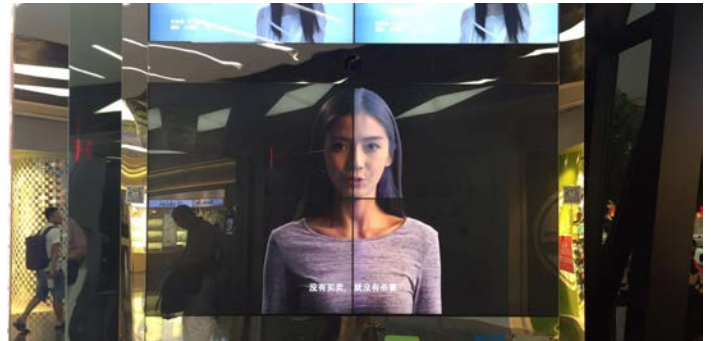


# OUR IMPACT

There is growing evidence of the major impacts of demand reduction programs. There have been significant drops in prices and consumption of endangered species products, increased awareness of poaching crises, and measurable behavioral changes among consumers and potential consumers. Some examples include:

- Wholesale ivory prices in China in 2016 were 57-78% lower than the 2014 high of \$2,100 per kg, according to traders. China announced a plan to end its domestic ivory trade by the end of 2017. Ivory seized coming into China fell by 80% in 2016. Hong Kong committed to phasing out its trade in the next five years. Elephant poaching in Kenya fell from 390 in 2012 to 96 in 2015.
- Official statistics show that shark fin imports into China decreased by 81% from 2011 to 2014. Sales in Beijing, Shanghai and Guangzhou declined by the same amount between 2010-2014.
- Wholesale rhino horn prices in Vietnam and China fell by more than half between 2013-2015 from a high of \$65,000 per kg to approximately \$25-29,000. A 2016 survey in Vietnam found a 67% decline in the number of people who personally believe that rhino horn has medical effects, compared with two years earlier.
- Between 2013-2015, stocks of manta ray gill plates fell 63% in Guangzhou, China, which is where 99% of the gill plate market is based.
- When two Chinese officials were caught on camera eating pangolin meat there was national outrage on social media. The UN treaty CITES gave full international protection to all pangolin species in 2016.

Clockwise from left: Actress Lin Chiling appears in Ivory Free ads lining the walkway of the Wangfujing subway station in Beijing; A video screen playing our Angelababy pangolin PSA in government buildings in Beijing – over 6,000 office building advertising screens in the city play WildAid PSAs every hour for hundreds of thousands of visitors; A Jay Chou shark ad wraps an entire tram car in Hong Kong.





# HOW WE WORK

WildAid produces compelling video public service announcements (PSAs), video shorts, documentaries, billboards and print ads. They are distributed on television, radio, social media, and 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 \$289 million in pro bono media placement value in 2016.

## OUR AUDIENCE



**316 MILLION** TRAIN PASSENGERS EACH MONTH ON IN-CARRIAGE SCREENS ON TRAINS FROM BEIJING



**18 BILLION** VIEWS FROM HOSPITAL VISITORS ON WAITING ROOM VIDEO SCREENS



SOCIAL MEDIA REACH OF OVER **215 MILLION** IMPRESSIONS AND **122 MILLION** ONLINE VIDEO VIEWS

Left: A behind the scenes look at our ambitious Underwater Wedding PSA filmed in the company of tiger sharks in the Bahamas (@Candace Crespi).

Right: Actor/singer Jay Chou on set filming a new pangolin PSA.



# ELEPHANTS

Up to 33,000 elephants are killed each year to satisfy the demand for ivory products in China, Hong Kong, Thailand, the United States and other major markets. To protect African elephants and to eliminate the poaching crisis, consumer demand reduction efforts are more important than ever.

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. Since then, public awareness of the crisis has grown rapidly. Our surveys showed a 50% increase from 2012 to 2014 in the number of Chinese who believe that elephant poaching is a major problem. The surveys also revealed that 95% of the public supports government action to end the ivory trade. In another positive sign, wholesale ivory prices in China and Hong Kong dropped 57 to 78% in 2016 from the 2014 high of \$2,100 per kilo, according to traders.

Just before Chinese New Year in 2016, we launched our *Year of the Elephant* campaign. It called on the public to #JoinTheHerd, and to make 2016 the year we stopped the ivory trade. A massive

success was achieved on December 31, 2016, when China announced that it would shut down its domestic ivory trade by the end of 2017. By doing so, China will take the single greatest step toward protecting African elephants.

We also launched our Ivory Free campaign in Thailand and Taiwan during 2016, and expanded our media placement in Hong Kong and the United States. Additionally, we worked to build support for elephant conservation in Africa. We continued our Poaching Steals From Us All campaign in Tanzania, and launched our first campaign in Kenya (see p. 25 for more information).

## 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 and the U.S.

Below: Kenya Wildlife Service burns 105 tons of ivory representing some 6,500 elephants in the largest ever burn of its kind, sending the message articulated by President Kenyatta that "ivory is worthless unless it is on our elephants."





## RESULTS

- China announced that it would close its domestic ivory trade by the end of 2017. WildAid was instrumental in supporting the government in this historic action, calling it “the greatest single step in safeguarding the future of the African elephant.”
- Latest wholesale ivory prices in Hong Kong and China provided by traders are 57-78% lower than the 2014 high of \$2,100 per kilogram.
- Produced and released PSAs with Taiwanese superstar singer Jay Chou, actor Ian Somerhalder, cast members from hit TV show *The Walking Dead*, and finalized production of a talking elephant PSA.
- Placed over 400 billboards featuring Chinese actress and model Lin Chiling, actress Li Bingbing and concert pianist Lang Lang throughout airports, subways, buses and bus stations, train stations and shopping centers in China and Hong Kong.
- Launched our *Year of the Elephant* campaign with the support of over 100 international stars, including Lupita Nyong'o, Yao

Ming, Maggie Q, Bo Derek, Li Bingbing and Ian Somerhalder. The #JoinTheHerd action trended on social media, gaining 55 million impressions across Facebook, Instagram and Twitter. More than 70,000 supporter photos were uploaded, and over a million likes were received in the first week.

- Launched the Ivory Free campaign in Thailand in partnership with WWF-Thailand. Distributed PSAs and billboards featuring actor/martial arts star Tony Jaa and the Thai national soccer team on Thai TV channels and throughout airports, trains and transit stations in Thailand. Digital ads looped over 13,300 times on 740 screens in over 20 Bangkok Sky Train stations daily for 2 months.

## Ivory prices in China and Hong Kong declined 57-78% in 2016 from 2014 high.

Left: Actor and activist Ian Somerhalder “joins the herd” to save elephants. Right: CCTV national morning news announcing the ivory ban on December 31, 2016; News of China’s decision to close down its domestic ivory trade makes front-page news around the world.



China says it will phase out ivory trade in 2017

China Bans Its Ivory Trade, Moving Against Elephant Poaching

The New York Times



China announces ban on ivory trade by end of 2017- Pledge, seen as potential “game changer” for African elephants, comes as country faces pressure to curb the trade.

China announces ban on ivory trade by end of 2017



China to Shut Down Its Ivory Trade by the End of 2017- Advocates applaud the move by the world’s largest consumer of ivory, saying it could help save Africa’s remaining elephants

China banning ivory trade in 2017 in “game changer” move for Africa’s elephant







Clockwise from top: Actress Li Bingbing's Nail Biter ad commands the attention of shoppers in China's Chongqing Square; Popular Vietnamese TV MC Phan Anh appears in a Smart campaign ad stating "Smart people don't believe in rumors about rhino horn"; Actress Jiang (Kiki) Yiyan meets Sudan, the last male northern white rhino, at Ol Pejeta Conservancy during the filming of a rhino documentary produced for Chinese television.

# RHINOS

Although rhino horn has been banned for more than 20 years as a traditional medicine in China, consumption has recently surged in Vietnam. It is marketed there as a purported cancer cure, and is also used as a non-traditional recreational drug and hangover cure. Despite these new uses, rhino horn has no unique medical properties. It is primarily composed of keratin, the same protein found in human hair and fingernails.

Poaching in South Africa, where most remaining rhinos live, was negligible until 2007. It then rose from 13 in 2007 to a high of 1,215 killed in 2014, predominantly in Kruger National Park. Despite declines in poaching over the last two years – 1,054 rhinos were killed in South Africa last year – far too many are still being lost. While many poachers have been shot or arrested, few, if any, middlemen or rhino horn traders have been convicted. This suggests a continued lack of political will in tackling the organized crime behind this crisis (see *Poaching Steals From Us All*).

Working with influential public figures in Vietnam and China, and in partnership with African Wildlife Foundation, we are raising public awareness about the realities of rhino horn. Our 2016 survey in Vietnam found a 67% decline from 2014 in the number of people who believe that rhino horn has medicinal effects. Knowledge that rhino horn is composed of substances found in hair and fingernails – the main message of WildAid's wide-reaching *Nail Biters* campaign – increased drastically from 19% in 2014 to 68% in 2016. Over half of respondents said they'd heard rhino protection messages in the past year. Of those, 89% recognized WildAid's slogan, and 99% agree that the messages are useful and discourage people from purchasing rhino horn.

## OBJECTIVES

Raise awareness in Vietnam and China of the rhino poaching crisis, support lawmakers in strengthening enforcement efforts, and measurably reduce demand for rhino horn.

## RESULTS

- Wholesale rhino horn prices in Vietnam and China declined by half between 2013 and 2015. Highs of \$65,000 a kilo fell to \$25-29,000.
- Distributed over 280 billboards for the *Nail Biters* campaign featuring actors Li Bingbing, Maggie Q, Jing Boran, Chen Kun and Sir Richard Branson in airports, shopping centers, pedestrian walkways, outdoor screens, and on various social media platforms in 11 cities. In China alone, the campaign has reached over 24 million people on social media.
- Completed principal photography for two unique documentaries for the Chinese and Vietnamese markets: one featuring Chinese

actress Jiang Yiyan and a second featuring Vietnamese TV host Phan Anh. Following the model of our Yao Ming documentary, we brought campaign ambassadors on trips to Kenya to learn about rhinos in the wild and meet the world's last three remaining northern white rhinos.

- Launched our *Smart* campaign with PSAs, billboards, print ads and social media featuring highly popular Vietnamese TV host Phan Anh to debunk the myths about rhino horn's curative properties and to discourage viewers from believing such rumors.
- Produced three new PSAs with traditional medicine doctors speaking out against the use of rhino horn. In partnership with the Ho Chi Minh City Health Department, we placed 19 billboards, 600 posters and 500 standees for a full year in 50 hospitals and traditional medicine clinics throughout the city.
- Secured over \$69 million in pro bono media placement.
- Organized a nationwide effort with Vietnam's most well-respected Buddhist leaders speaking out against rhino horn trafficking and consumption at temples in Ho Chi Min City and Hanoi. Directly reached 14,000 people and reached an additional 80,000+ through features on TV, pagoda websites and in newspapers.
- Published a pledge by 100 top Vietnamese CEOs and more than 250 other business leaders to never buy, use or sell rhino horn.
- Produced and released a PSA featuring Taiwanese singer Jay Chou and filmed a talking rhino PSA for release in 2017.
- Conducted a survey and found a 67% decline in those who believe rhino horn has medicinal effects, and a 258% increase in knowledge that rhino horn is composed of keratin, the substance found in hair and fingernails. These were the main message of WildAid's wide-reaching *Nail Biters* campaign.

**Only 9% of Vietnamese now believe that rhino horn can cure cancer, a 73% decrease from 2014.**



# PANGOLINS

Pangolins, commonly referred to as scaly anteaters, are reclusive and nocturnal animals. They are seldom seen in the wild, and are very hard to maintain 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. Pangolins are also used in traditional African bush medicine. A WildAid survey found that 70% of respondents in China believe that pangolin scales have medicinal value.

Recently, there has been an increase in the number of seizures of pangolin scales and whole pangolins, both live and frozen. As nearby pangolin populations decline, the animals are being sourced from farther away, including the Philippines, India and, increasingly, Africa. Pangolin scale shipments weighing in the tons are now trafficked from Africa to Asia, along the same routes as ivory and rhino horn. Some of the same criminals benefiting from these trades are now likely involved in the pangolin trade as well.

As pangolins are very difficult to keep alive in captivity, let alone breed, farming pangolins is not viable. In October, all eight pangolin species were uplisted to CITES Appendix I, barring all international commercial trade in their parts. We are now working closely with the governments of China and Vietnam to implement this new restriction.

## OBJECTIVES

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

## RESULTS

- Published *Pangolins: On the Brink*, a comprehensive report on the state of pangolins to raise awareness and build support for a CITES Appendix I listing.
- All eight species were successfully uplisted in October 2016. CNN published a story featuring our campaign, which was then shared by WildAid's campaign ambassador, actress Angelababy, reaching 38.5 million viewers.
- Launched the China campaign with a PSA and billboard featuring hugely popular model and actress Angelababy, in collaboration with The Nature Conservancy. The event resulted in more than 120 news articles and 2.9 million views on Chinese social media.
- Launched the campaign in Vietnam in July with the debut of new PSAs and print ads featuring Miss Universe Vietnam 2015 Pham Huong and comedian Tran Thanh.





- Debuted our animated video infographic on World Pangolin Day on China-based Guokr, a web-based community for science and technology education. The article was read by more than 700,000 people, and the video was viewed over a million times in the first 3 days.
- Distributed 420 Angelababy billboards throughout airports, subways, shopping and business centers, and PSAs on over 65,000 outdoor LED screens in 12 Chinese cities.
- Trained more than 100 customs and anti-smuggling police officers in China to quickly identify illegal pangolin products. With Save Vietnam's Wildlife, trained 56 Vietnamese rangers, environmental police and customs officers on the illegal trade, necessary law enforcement action, and guidance for local agencies to deal with confiscated pangolins.

**During 2016, all pangolins gained full protected under international law. The challenge now is to reduce the demand for their illegal products.**

Clockwise from far left: A print ad featuring Miss Universe Vietnam (2015) Pham Huong educates viewers about pangolin trafficking and questions whether the common Vietnamese phrase "Happy as a pangolin" still rings true; Pangolin scales for sale in a TCM shop in Vietnam (©Paul Hilton); Ads featuring actress Angelababy span the length of the Beijing subway system; Rangers, environmental police and customs officers learn about pangolin trafficking and how to care for seized animals at a training held at Save Vietnam's Wildlife.





Left: Musician and coach of *The Voice*, China, Liu Huan, is joined by show winners Wei Lu and Huo Zun in Ranthambore National Park, while filming a tiger documentary (©Andrew Wegst). Right: Musician Liu Huan appears on a billboard asking viewers to say no to tiger products.



# TIGERS

A century of poaching and habitat destruction have decimated the global tiger population, which has declined from 100,000 to an estimated 3,800. Tiger range has been reduced by 93%, and three of nine subspecies have gone extinct.

Despite international legal protections, approximately 150 wild tigers are killed annually to satisfy the demand for illicit products. These range from traditional medicines and virility tonics made from tiger bones, to decorative items made from their pelts, claws and teeth. Although most prevalent in China, demand for tiger products also exists in Japan, Singapore, South Korea, Taiwan and the United States.

Across Asia, captive-bred tiger farms promote these products and have fueled the tiger poaching crisis. In China, 150 companies have permission to sell tiger parts from animals that die in captivity. This legal trade enables the laundering of illegal wild tiger products, and encourages speculation on future legalization.

## OBJECTIVES

Increase awareness, reduce consumption of tiger parts, and encourage the Chinese government to resist campaigns to legalize trade.

## RESULTS

- Completed production of a 50-minute documentary about tiger conservation starring three prominent Chinese musicians: *The Voice of China* coach Liu Huan, and two of his protégés, who are *The Voice* winners, Wei Lu and Huo Zun. In the film, the trio travels to India to see tigers in the wild, to learn about the local cultural significance of tigers, and to understand the threats to their survival. Produced in partnership with Shanghai Media Group, the film will be released at the Shanghai film festival in June 2017.
- Distributed 108 billboards featuring singer Liu Huan on subways in Beijing and Harbin, as well as at the airport and on bus stops in Nanning. Harbin and Nanning are areas where tiger farming is most prevalent.
- Produced a PSA featuring Liu Huan speaking out against the tiger bone and skin trade, scheduled for release during promotion of the film in June 2017.

**With only 3,800 remaining in the wild, nearly 3 times as many tigers live in captivity in the U.S.**





Above: A lion walks through the grass in Kenya (©Peter Knights)

# LIONS

African lion populations have plummeted over the past 50 years, falling from 200,000 to an estimated 20,000. In the last two decades, the total population fell by over 43%, while populations in West, Central and East Africa fell by 60%. Lions are now listed as vulnerable by the IUCN. The population decline is largely due to habitat loss from human and agricultural expansion. This has, in turn, led to more frequent interactions between lions and humans. Herds grazing in or near protected areas compete with lion prey species, and put livestock in close proximity to hungry lions. When lions attack livestock, this can provoke retaliatory killings. At the same time, prey populations are undergoing drastic declines throughout Africa as a result of bushmeat poaching. Snares and traps set for their prey also often inadvertently catch lions.

The poaching of lions for their bones and other parts has emerged as a more recent threat. Although lion bones are not part of Traditional Chinese Medicine, as tiger populations decline, these more readily available products are entering illegal wildlife markets as substitutes.

## OBJECTIVES

Raise global awareness of lion conservation priorities, and increase local awareness to build public and political will for lion conservation in key countries, including Tanzania, Kenya, and Uganda.

## RESULTS

- Published *Beyond Cecil: Africa's Lions in Crisis*, in collaboration with Panthera and WildCru, on the first anniversary of Cecil the lion's death. The report summarized the major threats to lions and outlined key actions needed to save the remaining 20,000 individuals.
- Launched LetLionsLive.org, a website designed to educate the public about the main threats facing lions, while promoting co-existence between people and wildlife. The site offered a way for users to pledge never to eat bushmeat, and to urge their political leaders to prioritize financial support for protected areas in Africa.
- Produced sharable video clips and static infographics to draw widespread attention to the lion crisis.

**Lion bones and other parts are being marketed as substitutes for increasingly rare tiger products.**



# U.S. CAMPAIGN

In 2016, a WildAid public opinion survey found that 80% of Americans polled consider themselves wildlife lovers or conservationists. Yet, 80% knew little or nothing about wildlife trafficking, even though the United States has one of the largest illegal wildlife markets in the world. What they did know was limited to elephants, rhinos and tigers. However, illegal wildlife products include jewelry and trinkets made from sea turtle shells and corals, as well as endangered exotic birds, live reptiles and reptile skins, all of which have been poached from the wild.

WildAid partnered with the U.S. Fish and Wildlife Service to raise awareness of the illegal wildlife trade and the impacts it has on endangered species.

## OBJECTIVES

Raise awareness of wildlife trafficking and reduce demand for illegal wildlife products in the United States.

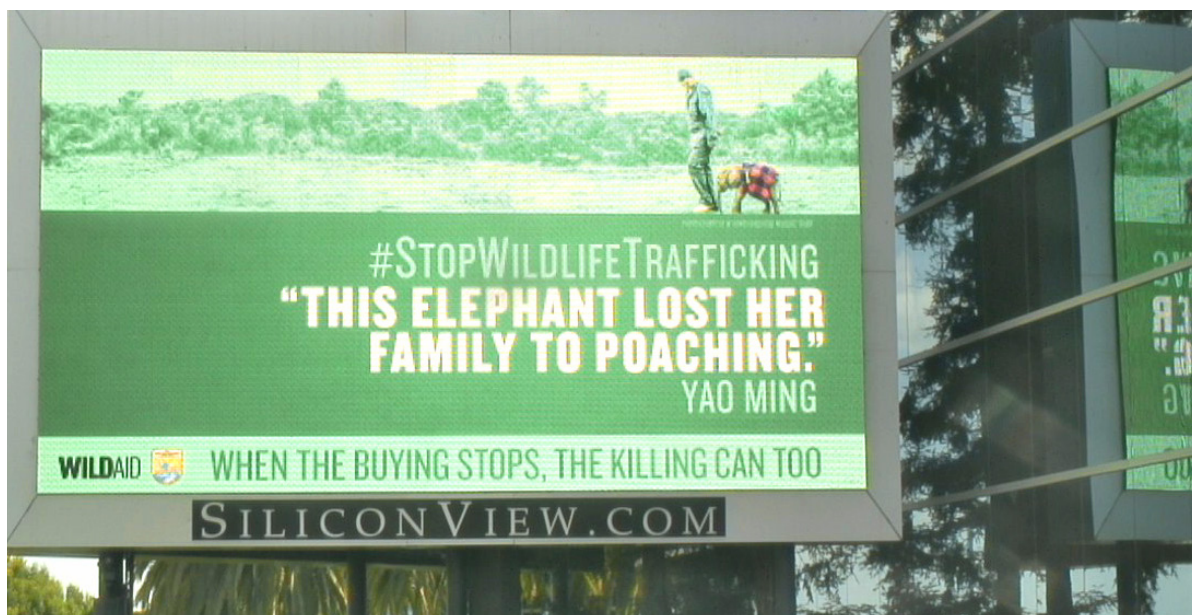
## RESULTS

- Surveyed public opinion across the United States to establish current views and awareness levels on wildlife trafficking.
- Produced a three-minute animated infographic about wildlife trafficking in the U.S.
- Produced and distributed two PSAs to discourage viewers from buying ivory. One featured the cast of *The Walking Dead* and the other starred actors Jeremy Renner, Maggie Q, Joaquin Phoenix and others.
- Launched the campaign at press conferences in Atlanta and Los Angeles airports.
- Placed more than 150 billboards, posters and digital media ads in top markets across the country including San Francisco, Chicago, Boston, Los Angeles and Atlanta. The total value of the donated advertising space was nearly \$2 million, and it received 45 million views monthly.
- Launched StopWildlifeTrafficking.org, a site to raise awareness among a broad audience about the top wildlife species traded in the U.S., as well as to feature campaign PSAs, billboards and infographics.

**With the largest economy in the world and broad ethnic diversity, the United States is one of the largest illegal wildlife markets on the planet.**







Clockwise from top: USFWS wildlife inspector Brian Downie holds seized elephant ivory during a press event in Atlanta; Yao Ming appears on a billboard seen by 3 million people a week on a commuter highway between San Francisco and San Jose; Actress Lupita Nyong'o appears on a billboard at Atlanta's Hartsfield-Jackson airport—the world's busiest.





Clockwise from top: WildAid CEO Peter Knights and Taiwanese singer Jay Chou launch the *Say No to Shark Fin* campaign in Taiwan; Chinese actor Li Guangjie discusses a business deal while surrounded by tiger sharks during the filming of a new PSA (©Shawn Heinrichs); Actors pose underwater during the filming of our *Shark Wedding* PSA in the Bahamas (©Shawn Heinrichs).





# SHARKS

As apex predators, sharks play a crucial role in maintaining marine biodiversity. Yet fins from up to 73 million sharks are used in shark fin soup every year. Consumption of this luxury dish has led to overfishing of many vulnerable shark species, as well as to the inhumane practice of shark finning. Over 70 shark species are now at risk of extinction.

WildAid's campaign is helping to reduce demand for shark fin soup. Media reports estimate that there has been a 50 to 70% decrease in shark fin consumption in China since 2011. In October 2016, China's CITES management authority announced that shark fin consumption in China had fallen by more than 80% since 2011.

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. The prices of wholesale shark fins declined by 50-67% from \$270-300 per kilogram in 2011 to \$90-150 in 2014.

## OBJECTIVES

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

## RESULTS

- Filmed two PSAs completely underwater: *Business Meeting* features Chinese actor Li Guangjie having a business dinner with renowned diver Bobby Kim. *Shark Wedding* stars two renowned divers getting married underwater with sharks in attendance as guests, not served as the wedding delicacy.
- Produced a PSA and billboard campaign featuring Taiwanese superstar Jay Chou. The actor/singer has widespread appeal throughout Asia, and over 530 ads have been distributed in Taiwan, China and Hong Kong, including placement in airports, bus stations, subways, roadsides and tram cars.
- In collaboration with Ogilvy Hong Kong, produced a graphic PSA that appears to show a Hong Kong couple dressed in their wedding attire hacking the fins off of a live shark and throwing remainder of the animal back to sea.
- Completed principal photography for a 50-minute documentary for Chinese television in partnership with Shanghai Media Group for release in June 2017 as part of a documentary series. The film features Chinese actor Li Guangjie learning about the threats to sharks and discovering first-hand what it is like to swim with tiger sharks and whale sharks.
- 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 6 years. Nearly 80% had seen our PSAs and 98.8% agreed that the messages successfully raised awareness about shark protection and the need to reject shark fin consumption.

**Shark fin imports into China have fallen by more than 80% since 2011.**

# MANTA RAYS

Demand in southern China for dried ray gill plates, known as peng yu sai, which are used in an unproven health tonic, threatens global manta populations. With slow reproductive rates, manta and mobula rays are especially vulnerable to overfishing. Mobulas, which are also known as devil rays, are closely related to mantas and have a similar appearance.

From 2010 to 2013, the number of mobulids killed annually to supply the gill plate market tripled, totaling 150,000 rays. Toxicology research shows that dried manta and mobula gill plates contain toxic heavy metals, such as arsenic and cadmium, many times in excess of levels approved by the World Health Organization.

In 2014, WildAid launched a demand reduction campaign in Guangzhou, China, the market for an estimated 99% of gill plates. That same year, mantas were given Appendix II protection by CITES; mobulas were listed on that appendix in October 2016.

## OBJECTIVES

Raise awareness of the impacts that manta gill plate consumption has on populations, measurably reduce demand in China, and support the implementation of manta and mobula protections worldwide through outreach and enforcement strategies.

## RESULTS

- Produced and distributed two PSAs featuring popular Chinese actor and producer Wu Xiubo to show the beauty of manta rays and to alert viewers to the potential health risks associated with consuming their gill plates.
- Designed and placed over 100 billboards in the Guangzhou subway system and another 50 in apartment tower housing communities throughout Guangzhou.

- Finalized production of a 50-minute documentary featuring Chinese television star Wu Xiubo, produced in collaboration with Shanghai Media Group for release in 2017.
- Produced a three-minute animated video infographic in English and Chinese to highlight targeted fishing for their gills as the biggest threat to manta and mobula rays at present.
- Collaborated with Fuzhou customs, Fuzhou CITES management authority and Guangdong fishery department to conduct two comprehensive training courses for 100 customs officers, anti-smuggling police officers and fisheries enforcement officials. The trainings covered how to identify products from several protected species, including manta gills, and informed officers of recent changes in national and international laws that give additional protections to species like mobula rays.
- Conducted a market investigation, an online awareness survey of Guangzhou residents, and a follow-up phone survey of consumers who were first surveyed in 2014. The December 2015 investigation showed that gill plate stocks fell 63% since 2013. Meanwhile, the awareness survey found that 97% of participants are willing to stop buying and consuming gill plates; up from 91% in 2014. Further, 79% reported seeing WildAid's ads in Guangzhou. The phone survey found that 67% of the re-surveyed respondents have stopped or reduced their consumption since 2014. Of those who are consuming less, 75% are doing so as a result of WildAid messaging.

**Gill plate stocks have fallen 63% since 2014.**

Below: A set of billboards in Guangzhou depicts the beauty of manta rays, while calling attention to the health risks associated with consuming gill plates.





# VAQUITA/TOTOABA

The vaquita porpoise is the world's smallest and most endangered cetacean, found only in the Gulf of California. Fewer than 30 individuals are thought to survive. Despite conservation efforts by the Mexican government and NGOs, the vaquita population has fallen by 90% in the last five years. The decline is largely a result of drowning in illegal gillnets set to catch the critically endangered totoaba fish. The totoaba's swim bladder is prized in China and Hong Kong for its purported medicinal properties including boosting fertility and improving the skin.

Commercial totoaba fishing decimated the vaquita population through the 1970s, as the porpoises became entangled and drowned in gillnets set for the similarly sized fish. Both species were placed on Mexico's endangered species list in 1975 and commercial fishing ceased. Although international trade is banned, dried totoaba swim bladders have sold for up to \$50,000 each, and this has caused a resurgence in illegal fishing in the gulf. This trade is now driving the vaquita toward extinction. In 2015, WildAid began addressing the demand for totoaba bladders in China.

## OBJECTIVES

Educate Chinese officials, traders and consumers about the illegality of the totoaba bladder trade, strengthen enforcement efforts in China and Hong Kong, and facilitate cooperation between officials in Mexico, the United States and China.

## RESULTS

- Completed principal photography for a 50-minute documentary for Chinese television starring concert pianist Lang Lang. The film will trace the similarity of the vaquita and China's Yangtze

finless porpoise. It will look at the causes of their declines, and introduce the people dedicating their lives to saving them. Produced in collaboration with Shanghai Media Group, it will debut at the Shanghai Film Festival in June 2017.

- Conducted 4 training sessions in collaboration with the Guangdong fisheries bureau and Fuzhou customs for more than 400 enforcement officers in China.
- Produced brochures, flyers and posters highlighting the illegality of the totoaba swim bladder trade, which were distributed to vendors and posted in key marketplaces. With NRDC, produced a mobile pocket ID guide to aid enforcement officials in recognizing illegal products in the field.
- Supported a multi-national law enforcement training workshop in Guangzhou for 90 participants from China's coast guard, customs and fisheries agencies, Guangdong customs and fisheries, as well as a dozen local trade and market inspectors and fisheries officers. Speakers representing China, the U.S., Mexico, wildlife experts and NGOs discussed opportunities for collaborative enforcement efforts and provided training on the identification of totoaba and its derivatives.

**Vaquitas have suffered a 90% decline in the last 5 years. Fewer than 30 are believed to remain.**

Left: Dried totoaba bladders seized by the U.S. Fish and Wildlife Service during a bust that included 214 bladders, worth \$3.6 million (©Andrew Wegst). Right: One of the many vaquitas that has fallen victim to gillnets set in the Gulf of California. (© www.SaveTheWhales.org)



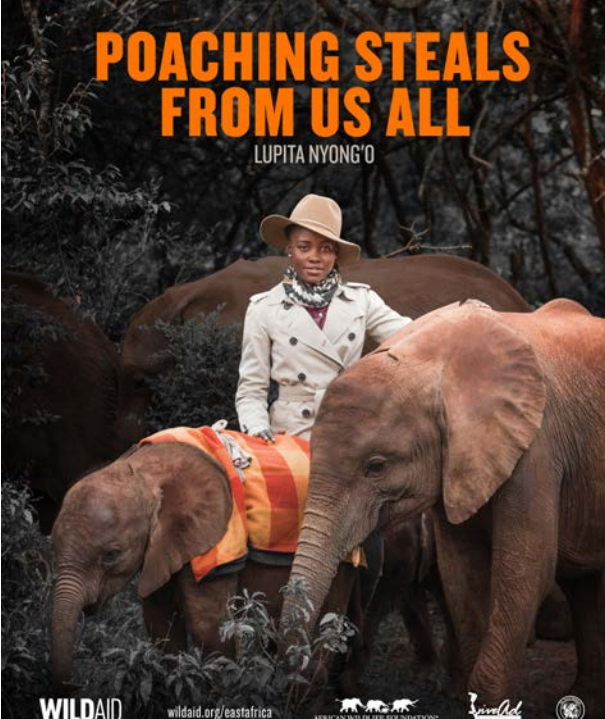




**LU MUHIMU WA TEMBO KATIKA KUCHANGIA UJENZI WA SHULE, ZAHANATI, NAKATHALIKA NI MKUBWA SANA.**  
- SHEIKH ALLY BASALEH

**UJANGILI UNATUUMIZA SOTE**  
AFRICAN WILDLIFE FOUNDATION **WILDAID** MINISTRY OF NATURAL RESOURCES AND TOURISM - TANZANIA

**POACHING STEALS FROM US ALL**  
LUPITA NYONG'O



**WILDAID** [wildaid.org/eastafrica](http://wildaid.org/eastafrica) AFRICAN WILDLIFE FOUNDATION **Save the Elephants**



# AFRICA PRIDE CAMPAIGNS

As demand for wildlife products is declining in Asia, WildAid has begun assisting wildlife range countries to boost their protection efforts. Political will and local public support is vital to battle the corruption, weak laws and lack of enforcement that enables poaching.

We have engaged our model to involve local populations not just around the parks, but also in cities. Very few Africans have visited their amazing 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.

## OBJECTIVES

Work 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.

## RESULTS

### TANZANIA

- Filmed PSAs and two mini-documentaries for TV with former Miss Tanzania Jacqueline Mengi, Tanzanian singer Ben Pol, and businessman and former politician Mohammed Dewji.
- Partnered with Ubongo, a social enterprise that creates interactive edutainment for kids throughout Africa, in producing four animated PSAs. The programing will be distributed to more than 2.8 million viewers in East Africa via TV, mobile phones and radio.
- Produced #JoinTheHerd billboards for Dar es Salaam, Arusha and Mwanza featuring campaign ambassadors. We also collaborated with Masoud Kipanya, one of Tanzania's most influential political cartoonists, to produce elephant cartoon billboards.
- Produced a music video with Tanzanian award-winning singer and songwriter Alikiba and debuted it at a press event in Dar es Salaam. We promoted the song on all major East African media outlets with the support of one of the largest Tanzanian mobile phone services.
- Assisted interfaith leaders of all religions in the production of a book promoting wildlife conservation entitled *Elephants and Rhinos Have the Right to Live in Tanzania*, which was inspired by their trip to Tarangire National Park. The Interfaith Peace

Committee members presented the first copy to President Magufuli and later distributed thousands of copies to their congregations.

### KENYA

- In partnership with African Wildlife Foundation, we launched a campaign led by Academy Award-winning actress Lupita Nyong'o and starring Kenyan athletes and celebrities. The campaign aimed to raise awareness about the poaching crisis and to generate support for the protection of elephants and other wildlife species.
- Produced and released six PSAs featuring actress Lupita Nyong'o, radio personality Caroline Mutoko, and afro-pop group Sauti Sol, currently the top band in Kenya.
- Produced and distributed billboards in Nairobi featuring Lupita Nyong'o.
- Recruited two Kenyan Olympians to the campaign: marathoner Eliud Kipchoge and javelin thrower Julius Yego, who won gold and silver medals in the 2016 Rio Olympics.

### SOUTH AFRICA

- Released results from a 2015 survey showing that 82% of South Africans think that rhino poaching is a "very big problem." The survey also showed that 93% think it is a "problem for everyone," and not just a "problem for rich white people." A total of 96% of respondents recognized wildlife as the main reason or part of the reason tourists visit their country. Additionally, 80% said they would be "really sad" if rhinos went extinct in the wild, and 72% thought that the government could be doing more to stop poaching.
- Launched nine PSAs and billboards asking the public to raise their voices for rhinos featuring rugby stars Tendai "The Beast" Mtawarira, Joe Pietersen, Scarra Ntubeni and Siya Kolisi, as well as comedian Marc Lottering, and media/radio personalities DJ Fresh, Masasa Mbangeni, Stacey Holland and DJ Poppy.
- Developed new media partnerships to distribute our PSAs including: eNCA, the largest news network in Africa; DStv, a digital satellite TV service with 250 different channels and approximately 8 million African subscribers; Graffiti Media, a company showing our PSAs on 300 gas station, pharmacy and grocery store screens; and Ster Kinekor, a South African cinema chain showing our PSAs before feature films.
- Produced and distributed print and digital billboards in Cape Town International Airport and in the Gauteng area in Johannesburg.

Clockwise from top: An elephant stands alone in Kenya (©Andrew Wegst); Actress Lupita Nyong'o appears on a billboard distributed throughout Kenya; South African ambassadors Masasa Mbangeni, Maps Maponyane, Marc Lottering and Stacey Holland visit Blue Canyon Conservancy to experience the wildlife in their own backyards; A billboard in Tanzania featuring Sheikh Ally Basaleh sheds light on the enormous economic value elephants contribute through tourism revenue.





Above: Actor and singer Li Zhiting appears on electric commuter buses around Beijing to promote bicycling for World Car Free Day in September.

# CLIMATE

## GOBLUE TRANSPORTATION CAMPAIGN

Globally, 2016 was the hottest year on record. Greenhouse gas emissions and climate change continue to threaten wildlife and humans alike. In China, emissions from fossil fuels are felt not only in the changing climate, but also in the country's air pollution crisis. The World Health Organization reports that China's air is the deadliest in the world, and it has been linked to one-third of all deaths in the country.

WildAid's GOblue campaign works to reduce greenhouse gas emissions and air pollution. We support the Chinese government's efforts to increase low-carbon transportation, including new energy vehicles, bicycling and public transportation. By 2020, the government aims to increase the proportion of daily bicycle riders from 6 to 18%.

## OBJECTIVES

Encourage low-carbon transportation options in urban China, including bicycling, carpooling, new energy vehicles and public transit options.

## RESULTS

- Launched the *Hairy Nose* campaign to encourage low-carbon transportation. The campaign included a 30-second TV PSA, an extended online video, billboards and social media tools. *Hairy Nose* reached tens of millions of viewers online, millions more over television and earned media, and won the prestigious Campaign Award from the Wildscreen Film Festival. Billboards appeared in subways, airports, bus stops, outdoor video screens and pedestrian walkways across Beijing and Shanghai.
- Held several GOblue biking events across China in 2016 in partnership with Trek and bluegogo, which drew thousands of cyclists to promote alternative transport and commuting.
- For World Car-Free Day in September, WildAid produced and launched a PSA campaign with the key message "Reveal Your City" to encourage citizens to take pride in their urban environment by bicycling. A series of three PSAs featured celebrities exploring their hometowns by bicycle: actress Gao Yuanyuan in Beijing, actor Jiang Jinfu in Shanghai, and actor/singer Li Zhiting in Guangzhou. Online and TV viewership reached into the tens of millions, while billboards appeared in airports, bus stops, shopping centers, subways, and outdoor video screens.
- Earned \$37 million in pro bono media exposure across China in 2016.





## FOOD CHOICE CAMPAIGN

China is moving increasingly toward a Western-style diet that is heavy in meat and dairy products. As such, the country will continue to contribute to a significant increase in greenhouse gas emissions, and cause stress on scarce resources, such as arable land and water. In addition, this shift is causing a health crisis, including large increases in instances of heart disease, obesity, diabetes and other diet-related illness.

By 2030, China's annual demand for meat will increase by the equivalent of the entire annual US consumption. This will result in the corresponding annual emissions increasing by the equivalent of 600 metric tons of carbon dioxide. Meat consumption is expected to rise by 76% by 2050, and dairy by 65%. Livestock emissions make up 14.5% of all global greenhouse gas emissions – more than all of global transportation combined. Beef and dairy alone contribute 65% of that figure. A recent Chatham House report states that if left unchecked, current dietary patterns are incompatible with keeping global warming below the goal of two degrees Celsius.

In 2016, we launched a new campaign to reduce emissions from personal food choices in China in support of new dietary recommendations from the Chinese Nutrition Society.

## OBJECTIVES

Support the reduction of greenhouse gas emissions by promoting lower meat consumption as aligned with the guidelines of the Chinese Nutrition Society.

## RESULTS

- Launched a billboard campaign to promote healthy eating with the Chinese Nutrition Society. The billboards, reaching 460 million people across the country, feature six celebrity ambassadors promoting key messages, including reduced meat consumption.
- Published *Eating for Tomorrow*, a report detailing the climate, environment and health implications of increasing meat consumption for China. The report estimates that by 2030, Chinese emissions could be reduced by up to 9.5% if the Chinese Nutrition Society recommendations were implemented.
- Launched three new PSAs featuring Arnold Schwarzenegger, James Cameron and Li Bingbing on media channels across China and in an earned media campaign across the English-speaking world. The PSAs earned news coverage from Vanity Fair, BBC, The Guardian and many more prominent outlets.
- Hosted three Mei You Rou meatless dinner events across Beijing bringing together prominent figures from the entertainment, environment, food and media industries. The dinners showcased elegant vegetarian dining, and received high profile media exposure.

**83% of Chinese are willing to adopt a meatless diet one day a week for their health or the environment.**



Top: Actor and former governor of California Arnold Schwarzenegger and director James Cameron discuss meat consumption, air pollution and climate change following the filming of a PSA. Lower: Actress Li Bingbing promotes healthy eating in partnership with the Chinese Nutrition Society during Nutrition Week.



Clockwise from left: WildAid protects sea turtles in Ecuador (©Laura Wais); WildAid staff trains park rangers in Palau's Northern Reefs; Park rangers in Southeast Misool conduct daily patrols to protect the reefs in Indonesia (©Brady Valashinas)

# MARINE PROTECTION

Thriving oceans provide jobs, improve national economies, and feed the world. However, approximately 90% of the planet's fisheries are overfished or depleted. As fish stocks continue to decline, sustainably managed fisheries and marine protected areas provide hope for protecting biodiversity, habitats and livelihoods.

WildAid prevents illegal fishing and ensures sustainable marine management in some of the world's most biodiverse regions. We protect critical habitat, fisheries and migratory species such as sharks, sea turtles and manta rays.

## OBJECTIVE

Develop scalable marine management strategies allowing for the recovery of fish stocks and endangered species.

## RESULTS

### GALAPAGOS ISLANDS, ECUADOR

- Integrated both VMS and AIS at control centers allowing for monitoring of all commercial, artisanal and tourism vessels.
- Continued investment in satellite vessel monitoring systems and patrol vessel maintenance, which enabled park rangers to apprehend 13 illegal commercial fishing vessels in the reserve.

- Reached five million people across social media with our awareness campaign #YourDeclarationIsProtection in support of the Galapagos Biosecurity Agency (ABG) and its mission to prevent invasive species.
- With the ABG and Galapagos Conservancy, we initiated a sniffer dog program to detect and prevent invasive plant and animal species from entering the Galapagos Islands.
- Strengthened filters and automated the control of invasive species with the ABG at all entry points allowing for a swift institutional response. In 2016, there were 6,306 citations.

### COASTAL ECUADOR

- Park rangers from six marine protected areas in coastal Ecuador reported a 250% increase in patrol hours due to improved patrolling strategies and equipment provided by WildAid and Conservation International. This resulted in more than 100 fishing and tourism citations.
- With our support, the Machalilla Wildlife Hospital rescued 36 sea turtles in 2016, and 3 marine protected areas enabled more than 25,000 sea turtle hatchlings to successfully reach the sea.
- Rangers in Machalilla National Park rescued five humpback whales from fishing nets and protected mantas after our installation of an HD camera and AIS software system.





Above: WildAid helped park rangers in Ecuador rescue five humpback whales that had been entangled in fishing gear (©Marshall Lally)

#### PALAU

- With The Nature Conservancy, installed a surveillance camera to detect and prevent illegal fishing in Ngederrak Marine Conservation Area, an important feeding ground for the highly-threatened dugongs.
- With The Nature Conservancy and Palau Conservation Society, trained park rangers in Palau to strengthen enforcement in the Northern Reefs.

#### MEXICO

- Continued a binational initiative between Mexico and Ecuador to improve marine enforcement with a second peer exchange between environmental and naval officials.
- Developed an enforcement plan with ProNatura Noroeste and a pilot project to prevent illegal fishing in the Midriff Islands that included the acquisition of a new patrol vessel and the installation of a surveillance camera.

#### CARIBBEAN

- With Global Parks, we developed an enforcement plan for Jardines de la Reina park in Cuba.

#### INDONESIA

- Supported our local partner, Misool Foundation in reducing manta fishing by 80% from 2015, and engaging 250 fishermen in alternative livelihoods.

#### MALAYSIA

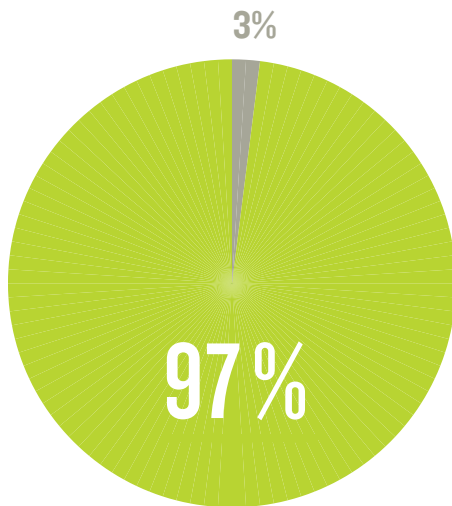
- With the U.S. State Department and Sabah Parks, we carried out an assessment of the Tun Mustapha Marine Park, Malaysia's newest and largest marine park of 1,000,000 square hectares.

**36 sea turtles and 5 humpback whales were rescued in coastal Ecuador.**



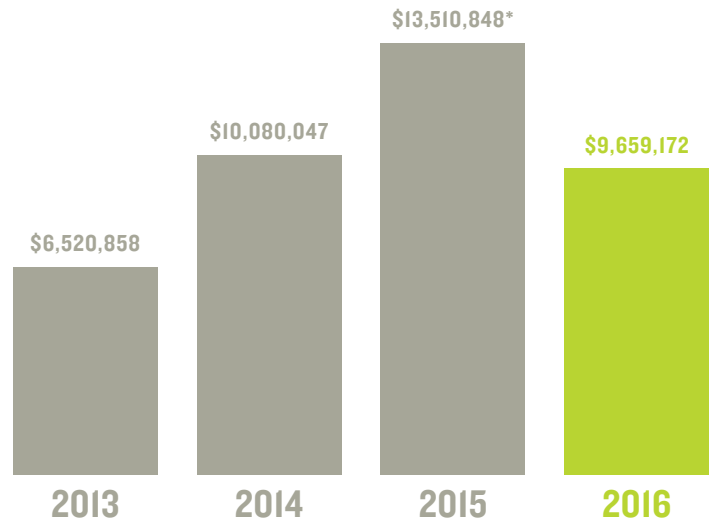
# FINANCIALS

## LEVERAGED DONATED MEDIA



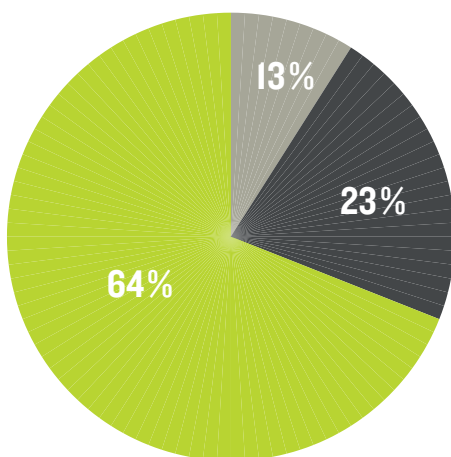
- **DONATED BROADCAST AND MEDIA PLACEMENT:** \$289,325,305
- **TOTAL DIRECT EXPENSES:** \$9,443,526

## REVENUE BY YEAR



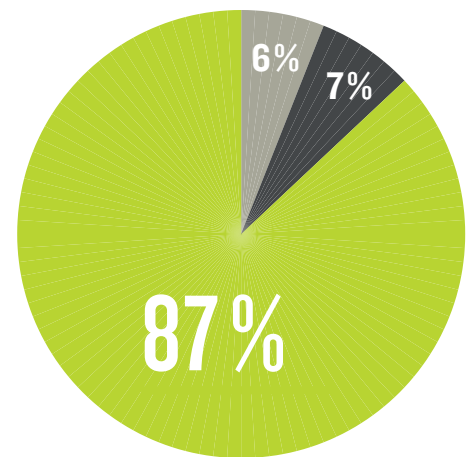
\*INCLUDES \$3.4 MILLION OF MULTI-YEAR GRANTS RECOGNIZED IN 2015.

## DIRECT EXPENSES BY PROGRAM



- **WILDLIFE** \$5,228,187
- **MARINE PROTECTION** \$1,835,010
- **CLIMATE CHANGE** \$1,089,458

## EXPENSES BY TYPE



- **PROGRAMS** \$8,152,655
- **FUNDRAISING** \$696,789
- **GENERAL ADMINISTRATIVE** \$594,082

## STATEMENT OF ACTIVITIES, 2016

REVENUE AND SUPPORT	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
Donations	\$2,418,730	\$582,008	\$3,000,738
Grants and Awards	\$1,609,875	\$4,323,768	\$5,933,643
Events and Other	\$556,032	\$168,759	\$724,791
<b>TOTAL DIRECT REVENUE</b>	<b>\$4,584,637</b>	<b>\$5,074,535</b>	<b>\$9,659,172</b>
Donated In-Kind Media	-	\$289,325,305	\$289,325,305
Net Assets Released From Restricted	\$296,190,292	(\$296,190,292)	0
<b>TOTAL REVENUE &amp; IN-KIND SUPPORT</b>	<b>\$300,774,929</b>	<b>(\$1,790,452)</b>	<b>\$298,984,477</b>
<b>EXPENSES</b>	<b>UNRESTRICTED</b>	<b>TEMPORARILY RESTRICTED</b>	<b>TOTAL</b>
Program Services	\$8,152,655	-	\$8,152,655
General Administration	\$594,082	-	\$594,082
Fundraising	\$696,789	-	\$696,789
<b>DIRECT EXPENSES</b>	<b>\$9,443,526</b>	<b>-</b>	<b>\$9,443,526</b>
In-Kind Media	\$289,325,305	-	\$289,325,305
<b>TOTAL DIRECT AND IN-KIND EXPENSES</b>	<b>\$298,768,831</b>	<b>-</b>	<b>\$298,768,831</b>
Changes In Net Assets	\$2,006,098	(\$1,790,452)	\$215,646
Net Assets, Beginning of Year	\$7,467,385	\$7,630,330	\$15,097,715
Net Assets, End of Year	\$9,473,483	\$5,839,878	\$15,313,361

## STATEMENT OF FINANCIAL POSITION

### ASSETS

Cash & Cash Equivalent	\$10,730,800
Contributions & Grants Receivable	\$3,859,324
Advance to Field Programs	\$624,549
Prepaid Expenses and Other Assets	\$321,154
Property and Equipment, Net	\$60,180
<b>TOTAL ASSETS</b>	<b>\$15,596,007</b>

### LIABILITIES

Accounts Payable	\$219,351
Accrued Expenses	\$63,296
<b>TOTAL LIABILITIES</b>	<b>\$282,647</b>

### NET ASSETS

Unrestricted	\$9,473,482
Temporarily Restricted	\$5,839,878
<b>TOTAL NET ASSETS</b>	<b>\$15,313,360</b>

<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$15,596,007</b>
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# 2016 DONOR LIST

## \$250,000+

African Wildlife Foundation  
Anonymous (2)  
The Grantham Foundation  
for the Protection  
of The Environment  
John D. and Catherine T.  
MacArthur Foundation  
National Fish and  
Wildlife Foundation  
The Eric and Wendy Schmidt  
Fund for Strategic Innovation  
Tilia Fund  
UK Government DEFRA -  
IWT Challenge Fund  
US Department of State  
US Fish and Wildlife Service  
Vulcan Inc and The Paul G.  
Allen Family Foundation  
The Wyss Foundation

## \$100,000-\$249,999

Anonymous  
Michael and  
Victoria Fitzpatrick  
Elizabeth Pang Fullerton  
Vishal Grover  
Joy Family Foundation  
National Geographic Society  
The Nature Conservancy  
Mary O'Malley and  
Robert Dion  
Sandler Foundation  
Bev Spector and Ken Lipson

## \$50,000-\$99,999

Acton Family Fund  
Paul M Angell  
Family Foundation  
Anonymous  
Applewood Fund at the  
Community Foundation of  
Santa Cruz County  
Wendy Benchley and  
John Jeppson  
Alan Chung and  
Buffy Redsecker  
Costolo Family Fund  
Louis DeMattei and Amy Tan  
David and Susan Dossetter  
Pamela Farkas and  
Andrew Paul  
Kristi and Tom Patterson  
Bill and Eva Price  
Ellie Phipps Price and  
Chris Towt  
James and Gretchen Sandler  
Philanthropic Fund  
Save The Elephants – WCN  
Elephant Crisis Fund  
Pete Solvik and Becky Christian  
Treadright Foundation

## \$25,000-\$49,999

Tod and Fiona Bensen  
Michael and Xochi Birch  
The Breukley Fund of  
Community Foundation  
Sonoma County  
Jason R. Flom Fund #2 at the  
Jewish Communal Fund  
Fullerton Family  
Charitable Fund

Bradley L. Goldberg  
Family Foundation  
Marc and Sharon Hagle  
Urs Hoelzle  
International Galápagos Tour  
Operators Association  
Roma Khanna  
Ullas and Nadia Naik  
Julie Packard  
Panthera  
Anne Pattee  
M Piuze Foundation  
Erik and Ruah Seidel  
Shared Earth Foundation  
Stellar Blue Fund  
Flora L. Thornton Foundation  
Graham and Leslie Westphal

## \$10,000-\$24,999

ADM Capital  
Foundation Limited  
Anonymous (3)  
Karen Cashen  
Craig and Nana Chiappone  
Duncan Clark and Robin Wang  
Marie-Claire  
Constedts Foundation  
David Shepherd  
Wildlife Foundation  
Elephant Cooperation  
Rod and Rebecca Fallow  
Fenton Family Charitable Fund  
Robin Ferracone and  
Stewart Smith  
Bert and Candace Forbes  
Richard B. Fullerton Foundation  
Eric George

Alan and Cindy Horn  
InMaat Foundation  
Lucie Jay and Tom Chow  
The Dirk and Charlene  
Kabcenell Foundation  
The Keith Campbell Foundation  
For The Environment Inc.  
Steve and Angela Kilcullen  
Samuel Krasnik and  
Kathleen Corless  
Legado Investment Group  
Robert Lindsay  
Local Independent  
Charities of America  
Katie Martin and David Laurits  
McMurtry Family Foundation  
Steve and Mattie Morgan  
Morgan Family Fund  
The Overbrook Foundation  
James R. and Chrystina Parks  
Pegasus Foundation  
Mark Petrillo, Giant Stride  
Solutions, Inc.  
Paul and Nicole Ricci  
Marylee Rodgers  
James and Gretchen Sandler  
Lisa Sardegna  
Aaron and Barbro Sasson  
Orlando Szasz  
The Laney Thornton  
Foundation  
Richard and Cindy Troop  
The VMWare Charitable Fund  
Wilson Sonsini Goodrich &  
Rosati Foundation  
The Winnick Family  
Foundation

**\$5,000-\$9,999**

Anonymous  
 The William C. Bannerman Foundation  
 Andy and Mary Benjamin  
 Constance Bernstein  
 Brach Family Fund of Tides Foundation  
 Catherine Brown  
 The Dorothy Jordan Chadwick Trust  
 Deborah and Daniel Chang  
 Norman and Noriko Chen  
 Anita Choy  
 Derek Collinson  
 Mark Cunningham  
 Edgar O Dixon Charitable Trust  
 Bill Dorfman  
 Tom Duffy and Diana Tang  
 Ralph and Barbara Edwards Family Foundation  
 Evans Fund  
 Caroline Everett and Mary Klays  
 Stefanie Felser  
 Greater Cincinnati Chapter of AAZK  
 Carrie and Gregory Gretsche and Family  
 Mindy and Jim Henderson  
 Suzy Jones  
 Heather Keenan and Ron LaVigna  
 John Kirkman  
 Carmela Levin  
 Kathy Macdonald  
 The Chris and Melody Malachowsky Family Foundation  
 March Conservation Fund  
 The Mariposa Philanthropic Fund  
 Bruce Martin and Carolyn Costin-Martin  
 Arla McMillan  
 The Monaghan Foundation  
 Jessica Nagle

Donald and Barbara Niemann  
 The Perfect World Foundation  
 Emily Scott Pottruck  
 Jeff and Melinda Price  
 Frederick H. and Diana C. Prince Foundation  
 Cory Pulfrey  
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