

WILDAID, INC.
FINANCIAL STATEMENTS
For the Years Ended
December 31, 2014 and 2013

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Independent Auditors' Report

Board of Directors
WildAid, Inc.

We have audited the accompanying financial statements of WildAid, Inc. (a California nonprofit organization), which comprise the statements of financial position as of December 31, 2014 and 2013, and the related statements of activities, cash flows and functional expenses for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of WildAid, Inc. as of December 31, 2014 and 2013, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.



San Francisco, California

April 22, 2015

www.bcocpa.com

WILDAID, INC.

STATEMENTS OF FINANCIAL POSITION

December 31, 2014 and 2013

	<u>2014</u>	<u>2013</u>
ASSETS		
Cash and cash equivalents	\$ 3,409,922	\$ 2,522,477
Cash from restricted contributions	1,577,687	1,087,582
Short-term investments	1,500,022	-
Contributions and grants receivable	2,808,606	1,186,716
Other receivable	85,297	48,769
Advances to field programs	319,077	8,625
Prepaid expenses	30,779	71,881
Property and equipment, net of accumulated depreciation of \$49,578 and \$44,057	5,982	7,812
Security deposits	19,826	34,976
Total assets	<u>\$ 9,757,198</u>	<u>\$ 4,968,838</u>

LIABILITIES AND NET ASSETS

Liabilities:		
Accounts payable	\$ 104,267	\$ 153,029
Special events deposits	-	25,000
Accrued expenses	97,720	27,729
Total liabilities	201,987	205,758
Net assets:		
Unrestricted	5,672,762	2,520,419
Temporarily restricted	3,882,449	2,242,661
Total net assets	<u>9,555,211</u>	<u>4,763,080</u>
Total liabilities and net assets	<u>\$ 9,757,198</u>	<u>\$ 4,968,838</u>

See accompanying notes and auditors' report.

WILDAID, INC.

STATEMENTS OF ACTIVITIES

For the Years Ended December 31, 2014 and 2013

	2014			2013		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Revenue and support:						
Contributions	\$ 2,746,435	\$ 896,950	\$ 3,643,385	\$ 937,849	\$ 331,880	\$ 1,269,729
Grants and awards	1,287,572	4,667,678	5,955,250	1,186,800	3,922,736	5,109,536
Federated campaigns	16,315	-	16,315	16,130	-	16,130
Special events revenue	259,900	-	259,900	74,625	-	74,625
Contributed goods and services	-	197,833,771	197,833,771	-	164,185,604	164,185,604
Investment income	1,650	-	1,650	2,194	-	2,194
Other	3,165	200,382	203,547	480	48,164	48,644
Net assets released from restrictions:						
Satisfaction of restrictions	201,958,993	(201,958,993)	-	167,670,992	(167,670,992)	-
Total revenue and support	206,274,030	1,639,788	207,913,818	169,889,070	817,392	170,706,462
Expenses:						
Program services	202,274,068	-	202,274,068	167,850,910	-	167,850,910
Support services:						
Management and general	262,016	-	262,016	213,606	-	213,606
Fundraising	585,603	-	585,603	191,487	-	191,487
Total support services	847,619	-	847,619	405,093	-	405,093
Total expenses	203,121,687	-	203,121,687	168,256,003	-	168,256,003
Changes in net assets	3,152,343	1,639,788	4,792,131	1,633,067	817,392	2,450,459
Net assets, beginning of year	2,520,419	2,242,661	4,763,080	887,352	1,425,269	2,312,621
Net assets, end of year	<u>\$ 5,672,762</u>	<u>\$ 3,882,449</u>	<u>\$ 9,555,211</u>	<u>\$ 2,520,419</u>	<u>\$ 2,242,661</u>	<u>\$ 4,763,080</u>

See accompanying notes and auditors' report.

WILDAID, INC.

STATEMENTS OF CASH FLOWS

For the Years Ended December 31, 2014 and 2013

	2014	2013
Cash flows from operating activities:		
Changes in net assets	\$ 4,792,131	\$ 2,450,459
Adjustments to reconcile changes in net assets to net cash provided by operating activities:		
Depreciation	5,521	7,395
Loss on disposal of equipment	-	1,734
(Increase) decrease in assets:		
Contributions and grants receivable	(1,621,890)	(464,179)
Other receivable	(36,528)	(48,769)
Advances to field programs	(310,452)	27,805
Prepaid expenses	41,102	(29,259)
Security deposits	15,150	(18,946)
Increase (decrease) in liabilities:		
Accounts payable	(48,762)	(133,014)
Special events deposits	(25,000)	(12,500)
Accrued expenses	69,991	13,394
Total adjustments	(1,910,868)	(656,339)
Net cash provided by operating activities	2,881,263	1,794,120
Cash flows from investing activities:		
Purchases of property and equipment	(3,691)	(4,082)
Purchases of short-term investments	(1,500,022)	-
Net cash used by investing activities	(1,503,713)	(4,082)
Net increase in cash and cash equivalents	1,377,550	1,790,038
Cash and cash equivalents, beginning of year	3,610,059	1,820,021
Cash and cash equivalents, end of year	\$ 4,987,609	\$ 3,610,059
Cash and cash equivalents reported on the Statement of Cash Flows consist of the following at December 31:		
Cash and cash equivalents	\$ 3,409,922	\$ 2,522,477
Cash from restricted donations	1,577,687	1,087,582
	\$ 4,987,609	\$ 3,610,059

Noncash investing activities:

Equipment with an original cost of \$2,600 and a net book value of \$1,734 was disposed of during the year ended December 31, 2013.

See accompanying notes and auditors' report.

WILDAID, INC.

STATEMENTS OF FUNCTIONAL EXPENSES

For the Years Ended December 31, 2014 and 2013

2014

	Program Services						Total Program Services	Support Services		Total Support Services	Total Expenses
	Sharks	Galápagos	Climate Change	Elephant & Rhino	MPA, Indonesia & Manta	Other Programs		Management and General	Fundraising		
Operating expenses:											
Salaries and benefits	\$ 279,673	\$ 133,742	\$ 109,418	\$ 545,655	\$ 108,011	\$ 41,126	\$ 1,217,625	\$ 151,554	\$ 224,488	\$ 376,042	\$ 1,593,667
Professional services	110,847	254,699	26,446	223,848	78,853	15,739	710,432	8,576	2,384	10,960	721,392
Occupancy	32,800	30,375	8,905	61,757	1,501	1,546	136,884	19,277	7,180	26,457	163,341
PSA/video production	4,608	-	42,902	590,271	102,258	22,059	762,098	-	1,480	1,480	763,578
Media, website, phone, survey	37,797	84,229	33,255	324,613	122,419	87,830	690,143	20,276	1,810	22,086	712,229
Marine protection	627	129,509	-	149	50,483	-	180,768	-	-	-	180,768
Equipment/computer/software expensed	2,023	70,889	747	4,174	10,450	11,717	100,000	5,446	1,691	7,137	107,137
Travel	25,687	57,908	28,766	186,170	68,561	31,261	398,353	5,428	8,772	14,200	412,553
Printing and postage	1,948	2,523	431	7,154	1,963	7,524	21,543	5,125	11,454	16,579	38,122
Supplies and miscellaneous	2,512	103	3,460	4,293	1,528	3,975	15,871	6,326	2,114	8,440	24,311
Conferences and events	16,380	-	-	73,402	-	-	89,782	3,290	317,427	320,717	410,499
Program expense, other	4,885	1,731	3,187	22,400	38,046	24,592	94,841	23	403	426	95,267
Insurance, fees and bank charges	4,751	1,612	1,390	4,961	504	4,291	17,509	35,622	6,400	42,022	59,531
Total operating expenses	524,538	767,320	258,907	2,048,847	584,577	251,660	4,435,849	260,943	585,603	846,546	5,282,395
	9.9%	14.5%	4.9%	38.8%	11.1%	4.8%	84.0%	4.9%	11.1%	16.0%	100%
Non-operating expenses:											
Depreciation	-	4,016	-	-	-	432	4,448	1,073	-	1,073	5,521
In-kind donations	27,482,337	-	33,567,835	89,349,484	604,664	46,829,451	197,833,771	-	-	-	197,833,771
Total non-operating expenses	27,482,337	4,016	33,567,835	89,349,484	604,664	46,829,883	197,838,219	1,073	-	1,073	197,839,292
Total expenses	\$ 28,006,875	\$ 771,336	\$ 33,826,742	\$ 91,398,331	\$ 1,189,241	\$ 47,081,543	\$202,274,068	\$ 262,016	\$ 585,603	\$ 847,619	\$203,121,687
	13.8%	0.4%	16.7%	45.0%	0.6%	23.2%	99.6%	0.1%	0.3%	0.4%	100.0%

See accompanying notes and auditors' report.

WILDAID, INC.

STATEMENTS OF FUNCTIONAL EXPENSES

For the Years Ended December 31, 2014 and 2013

2013

	Program Services					Total Program Services	Support Services		Total Support Services	Total Expenses
	Sharks	Galápagos	Climate Change	Elephant & Rhino	Other Programs		Management and General	Fundraising		
Operating expenses:										
Salaries and benefits	\$ 320,855	\$ 127,272	\$ 129,461	\$ 384,736	\$ 99,683	\$ 1,062,007	\$ 118,844	\$ 88,037	\$ 206,881	\$ 1,268,888
Professional services	36,723	330,286	16,394	56,612	8,925	448,940	30,403	2,264	32,667	481,607
Occupancy	25,131	27,870	15,675	43,804	3,452	115,932	8,732	5,389	14,121	130,053
PSA/video production	108,512	2,493	169,092	565,040	123,490	968,627	-	255	255	968,882
Media, website, phone, survey	45,499	40,757	36,142	114,485	45,235	282,118	3,302	1,237	4,539	286,657
Marine protection	-	19,225	-	-	111,671	130,896	-	-	-	130,896
Equipment/computer/software expensed	9,728	168,587	213	5,334	23,595	207,457	825	530	1,355	208,812
Travel	61,971	90,984	22,578	88,352	35,694	299,579	5,087	4,637	9,724	309,303
Printing and postage	2,566	588	37	2,004	5,945	11,140	5,061	6,133	11,194	22,334
Supplies and miscellaneous	20	-	-	332	1,159	1,511	4,300	1,295	5,595	7,106
Conferences and events	9,941	2,506	-	24,716	953	38,116	18,435	81,187	99,622	137,738
Program expense, other	21,802	4,536	141	8,336	48,158	82,973	-	-	-	82,973
Insurance, fees and bank charges	2,870	1,166	1,180	2,553	1,920	9,689	15,809	523	16,332	26,021
Total operating expenses	645,618	816,270	390,913	1,296,304	509,880	3,658,985	210,798	191,487	402,285	4,061,270
	15.9%	20.1%	9.6%	31.9%	12.6%	90.1%	5.2%	4.7%	9.9%	100%
Non-operating expenses:										
Loss on disposal of assets, net	-	-	-	-	-	-	1,734	-	1,734	1,734
Depreciation	-	4,007	-	-	2,314	6,321	1,074	-	1,074	7,395
In-kind donations	127,843,286	-	9,139,811	27,202,507	-	164,185,604	-	-	-	164,185,604
Total non-operating expenses	127,843,286	4,007	9,139,811	27,202,507	2,314	164,191,925	2,808	-	2,808	164,194,733
Total expenses	\$ 128,488,904	\$ 820,277	\$ 9,530,724	\$ 28,498,811	\$ 512,194	\$ 167,850,910	\$ 213,606	\$ 191,487	\$ 405,093	\$ 168,256,003
	76.4%	0.5%	5.7%	16.9%	0.3%	99.8%	0.1%	0.1%	0.2%	100.0%

See accompanying notes and auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS

December 31, 2014 and 2013

NOTE A -- Description of organization

WildAid, Inc.'s (WildAid) mission is to end the illegal wildlife trade in our lifetimes by reducing demand for endangered wildlife products through public awareness campaigns and providing comprehensive marine protection. WildAid is well known for their work on sharks, tigers, elephants, rhinos, mantas and other threatened species.

Founded in 2000, WildAid is headquartered in San Francisco, with programs in the United States, China, Vietnam, Thailand, Tanzania, South Africa, Ecuador and Indonesia. The WildAid conservation approach is unique and effective. WildAid focuses on addressing the underlying demand for endangered species products and strengthening the protection of these animals in the field.

WildAid is the only organization that focuses on reducing the demand for endangered species products by specifically targeting consumers with engaging public service announcements and education initiatives. The "Conservation through Communication" program is focused on Asia, where demand for these products is highest. The campaigns use sophisticated, culturally-appropriate and compelling 30-second Public Service Announcements (PSAs) featuring more than 100 of the world's biggest stars to deliver the message: "**When the buying stops, the killing can too**". The messages are designed in collaboration with leading advertising agencies in New York, London and China, either pro-bono or at a fraction of their regular rate.

In 2014, WildAid secured over \$197 million of donated media support for their innovative multimedia campaigns. WildAid's distribution network includes television, cable, internet, mobile devices, magazines, outdoor billboards, LCD screens and monitors in government buildings, shopping centers, banks, university cafeterias, trains, subways, taxis, metro rails, airplanes, hospitals and airports.

The communications by the numbers:

- ❖ WildAid PSAs reach 1 billion television viewers across China
- ❖ 150+ public service announcements in multiple languages, versions and formats
- ❖ 100+ international celebrity, athlete, and business leader ambassadors
- ❖ 60+ media partners in TV, transportation, outdoor, video, internet and print

With expanded campaigns in China on shark fin, ivory and rhino horn, WildAid has renamed the China program in their budget to reflect this growth.

WildAid also implements a marine protection program delivering enforcement solutions to top priority marine reserves around the world, including the Galapagos in Ecuador, Raja Ampat in Indonesia, and Northern Reef in Palau. WildAid assists local governments and communities to institute cost-effective enforcement programs utilizing appropriate technology, comprehensive management and necessary legal reforms. Marine protection activities help ensure the sustainability of the emblematic resources of the marine reserves and their long-term tourism potential.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2014 and 2013

NOTE B -- Summary of significant accounting policies

Merger with Shark Savers

In 2014, WildAid merged with the U.S. non-profit Shark Savers incorporating their "I'm Finished with Fins" campaign and Sharks Count project under WildAid's Shark Program.

Basis of accounting

The financial statements are presented using the accrual basis of accounting.

Cash and cash equivalents

WildAid considers all cash on deposit including cash from restricted contributions and grants to be cash equivalents including cash received with donor restrictions.

Short-term investments

Short-term investments consist of highly liquid funds invested in U.S. Treasury mutual funds.

Advances to field programs

WildAid advances funds to field offices in various countries to support field operations. Such funds are recorded as advances to field programs when wired, and are expensed quarterly, based upon receipted expenses incurred, as reported by the field offices (see Note D).

Concentration of credit risk

Financial instruments that potentially subject WildAid to concentrations of credit risk consist principally of cash and cash equivalents, short-term investments and contributions and grants receivable. The majority of WildAid's cash is maintained with major financial institutions. While the aggregate balances at times may exceed federally insured limits, management believes WildAid is not exposed to any significant credit risk with respect to contributions and grants receivables and temporary cash balances over insured limits.

WildAid maintains cash balances (advances to field programs) at financial institutions in foreign countries. The majority of funds invested in foreign countries are uninsured and represent funding for the quarterly activities.

Property and equipment

Property and equipment, if purchased, are recorded at cost or, if donated, at fair market value at the time of receipt. Property and equipment are depreciated on a straight-line basis over their estimated useful lives ranging from three to five years. WildAid generally capitalizes assets with an original cost over \$1,500. Depreciation expense for the years ended December 31, 2014 and 2013 was \$5,521 and \$7,395, respectively. The cost of maintenance and repairs which do not improve or extend the lives of the respective assets are expensed currently.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2014 and 2013

NOTE B -- Summary of significant accounting policies (continued)

Property and equipment (continued)

Equipment purchased for use in foreign field offices is expensed as acquired. In the Galápagos and Indonesia programs, equipment acquired is placed in immediate service with the Galápagos National Park Service or the Daram Marine Reserve, under contractual agreement, with annual review by WildAid. The total cost of equipment expensed during the years ended December 31, 2014 and 2013 was \$78,696 and \$199,613, respectively, and includes \$77,891 and \$186,958 for the Galápagos and Indonesia programs, respectively.

Net assets

The financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America for not-for-profit organizations. The financial activities are classified into three classes of net assets: unrestricted, temporarily restricted and permanently restricted net assets.

Unrestricted: Those net assets and activities which represent the portion of expendable funds available to support operations. A portion of these net assets may be designated by the Board of Directors for specific purposes.

Temporarily restricted: Those net assets and activities which are donor-restricted for: (a) support of specific operating activities; (b) investment for a specified term; (c) use in a specified future period; or (d) acquisition of long-lived assets.

Permanently restricted: Those net assets and activities which are permanently donor-restricted for holdings of: (a) assets donated with stipulations that they be preserved and not to be sold; or (b) assets donated with stipulations that they be invested to provide a permanent source of income. WildAid had no permanently restricted net assets at December 31, 2014 and 2013.

Revenue recognition

WildAid recognizes all grants and donor contributions in the year they are committed. This practice may have the effect of creating large year-to-year variances in total revenue because multi-year grants are recognized only in the year committed. Contributions without donor-imposed restrictions are reported as unrestricted support. Contributions with donor-imposed restrictions are reported as either temporarily restricted or permanently restricted support, depending upon the type of restriction.

The expiration of a donor-imposed restriction on a contribution is recognized in the period in which the restriction expires. This occurs by increasing unrestricted net assets and decreasing temporarily restricted net assets in the Statements of Activities and the release from restrictions is reported separately from other transactions.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2014 and 2013

NOTE B -- Summary of significant accounting policies (continued)

Revenue recognition (continued)

A picture of realized revenue and expenses for a fiscal year – the actual annual operating activity of WildAid – is provided in the first column of the Statements of Activities: unrestricted revenue and support, expenses, and changes in net assets.

Promises to pay over more than one accounting cycle are recorded at the present value of the contribution if the present value discount is material.

Donated goods and specialized services are recorded as contributions at their estimated value on the date of receipt. Such donations are reported as unrestricted support unless the donor has restricted the donated asset to a specific purpose. Assets donated with explicit restrictions regarding their use are reported as restricted support.

Contributed goods and services

Contributions in-kind are recognized in accordance with generally accepted accounting principles. Donated goods are recorded at their estimated fair value as of the date of the donation. Contributed services, which require a specialized skill and which WildAid would have paid for if not donated, are recorded at the estimated fair value at the time services are rendered. In-kind donations received in foreign countries consist primarily of media placement for public service announcements, the estimated fair value of which is derived by third-parties and not by WildAid (see Note F). In addition to time recorded in the financial statements, WildAid's work was made possible by substantial volunteer time that does not require recognition in the financial statements.

Functional allocation of expenses

The costs of providing the various programs and other activities have been summarized on a functional basis in the Statements of Functional Expenses. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

Income taxes

WildAid is a qualified organization exempt from federal and California income taxes under the provisions of Section 501(c)(3) of the Internal Revenue Code and Section 23701d of the Revenue and Taxation Code of the State of California, respectively.

WildAid recognizes the effect of income tax positions only if those positions are more likely than not of being sustained. WildAid does not believe its financial statements include any uncertain tax positions.

WildAid's returns are subject to examination by federal and state taxing authorities for three years and four years, respectively, after they are filed.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2014 and 2013

NOTE B -- Summary of significant accounting policies (continued)

Use of estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

NOTE C -- Contributions and grants receivable

WildAid typically ends the year with grants receivable from several sources including individuals, foundations and institutions.

The amounts receivable from these sources at December 31 are as follows:

	<u>2014</u>	<u>2013</u>
Individuals and other	\$ 513,227	\$ 59,895
Foundations	1,456,715	541,262
Institutions	<u>838,664</u>	<u>585,559</u>
Total contributions and grants receivable	<u>\$ 2,808,606</u>	<u>\$ 1,186,716</u>

NOTE D -- Advances to field programs

Advances to field programs as of December 31 consist of the following:

	<u>2014</u>	<u>2013</u>
China	\$ 250,859	\$ 627
Indonesia and Manta	41,000	-
Galápagos Islands	5,218	7,998
Other	<u>22,000</u>	<u>-</u>
Total field advances	<u>\$ 319,077</u>	<u>\$ 8,625</u>

Advances to China as of December 31, 2014 include \$219,316 net proceeds from a fund-raiser held in China in support of WildAid's Elephant/Ivory program. These funds are being held by the China office for future use in the Elephant/Ivory program. This \$219,316 is included in temporarily-restricted contributions for the year ended December 31, 2014.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2014 and 2013

NOTE E -- Property and equipment

Property and equipment consist of the following at December 31:

	<u>2014</u>	<u>2013</u>
Furniture and fixtures	\$ 9,239	\$ 9,239
Equipment	<u>46,321</u>	<u>42,630</u>
	55,560	51,869
Less accumulated depreciation	<u>(49,578)</u>	<u>(44,057)</u>
Property and equipment, net	<u>\$ 5,982</u>	<u>\$ 7,812</u>

Depreciation expense for the years ended December 31, 2014 and 2013 was \$5,521 and \$7,395, respectively.

NOTE F -- In-kind donations

The estimated fair value of donated supplies and expert services received are recorded as contributions. Significant donations of advertisement space on print and electronic billboards, airtime on television, the internet and radio, and advertising in magazines occurred during 2014 and 2013 in the countries of China, India and Vietnam. The participation of these media vendors is an irreplaceable part of WildAid's program to educate the public, reduce the demand for endangered animal products and is a significant part of WildAid's world-wide mission.

WildAid has obtained an independent, third-party valuation from CTR Market Research Company, LTD for donations of advertisement space in certain Chinese TV markets since 2010, and continuing through 2014 and 2013, the value of which is included in the financial statements. Starting in 2012, WildAid also obtained detailed, certified valuations from other sources for video outlets in various public spaces (such as government buildings, shopping centers, banks, university cafeterias, trains, subways, taxis, metro rails, airplanes, hospitals and airports). The valuations for these are also included in in-kind donations in 2014 and 2013.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2014 and 2013

NOTE F -- In-kind donations (continued)

Given the cost of third-party monitoring and evaluation of media, such values were not obtained for the balance of the China markets or for the India markets, so the value of those services are not included in the financial statements. WildAid's international media partners do not receive any tax relief due to the pro-bono nature of the services provided. The media outlet, media type and value of in-kind media services included as in-kind revenue and expense for the years ended December 31, 2014 and 2013 is as follows:

Media Outlet	2014 Rank	2014	2013
Xinhua News Agency CNC	1	\$ 101,531,563 ^	\$ 65,957,107 ^
Chongqing TV	2	25,112,541 >	19,067,756 +
Shanghai TV	3	17,555,598 +	17,863,774 +
CCTV	4	10,825,409 +	3,171,637 +
Other non-TV, Billboards	5	7,463,789 >	1,313,588 ^
Cool Media	6	6,444,677 ^	*
Heilongjiang TV	7	5,385,802 +	17,707,170 +
AirMedia, airports	8	4,833,508 ^	1,531,263 ^
SMG DocuChina	9	4,495,163 ^	*
Digital TV Family Channel	10	3,705,690 ^	*
Uni Bank	11	2,646,185 ^	*
Stations monitored via CTR, 13 total	12	1,994,609 +	1,601,982 +
JC Decaux	13	1,732,713 ^	*
Other TV	14	1,300,000	13,027,035 ^
Touch Media (Taxis)	15	805,424 ^	2,745,971 ^
VVIP Media (Airport VIP rooms video screens)	16	435,016 ^	446,365 ^
Industry Assn/Legal Channel TV	17	47,044 ^	*
Shandong Education TV		*	6,541,726 +
Red Wall (Railway Stn Video Billboards)		*	5,620,892 ^
Universe Media (75K+ video boards in trains)		*	1,851,588 ^
Guilin TV		*	1,398,561 +
Today Sunshine/ChaoYang MenNei		*	1,359,441 +
Other TV (CTR)		*	1,222,073 +
Yunnan TV		*	837,848 +
Guangdong TV News		*	198,288 ^
		196,314,731	163,464,065
Magazines		1,519,040	721,539
Total		<u>\$ 197,833,771</u>	<u>\$ 164,185,604</u>

+ Valuation performed by CTR Market Research Company

^ Valuation per certifications from media outlets

> Valuation from both CTR Market Research Company and certifications from media outlets

* No estimate or valuation certification made in year specified

If blank, estimate of media value obtained from another source.

Furthermore, WildAid has over 80 celebrities worldwide who have donated their time to be featured in WildAid's public service announcements. Along with filming, they often participate in campaign launches and other media events as well. No value is booked to reflect their donated time, although the value of their participation is invaluable to the delivery of WildAid's message.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2014 and 2013

NOTE G -- Temporarily restricted net assets and net assets released from restrictions

Temporarily restricted net assets at December 31 are available for the following programs:

	<u>2014</u>	<u>2013</u>
Galápagos Islands	\$ 920,250	\$ 723,665
Climate change	661,158	424,990
MPA, Indonesia, & Manta	583,669	89,274
Elephant & Rhino	1,246,405	826,125
Sharks	421,608	178,607
Other	<u>49,359</u>	<u>-</u>
Total temporarily restricted net assets	<u>\$ 3,882,449</u>	<u>\$ 2,242,661</u>

Net assets were released from donor restrictions during the years ended December 31, 2014 and 2013 by incurring expenses satisfying the purpose of the restriction, by the passage of time, or by the occurrence of other specific events as follows:

	<u>2014</u>	<u>2013</u>
Sharks	\$ 28,006,875	\$ 128,488,904
Elephant & Rhino	91,396,392	28,498,808
Galápagos Islands	771,336	820,277
Climate change	33,826,742	9,530,724
MPA, Indonesia, & Manta	1,111,555	332,279
Other	<u>46,846,093</u>	<u>-</u>
Net assets released from restrictions	<u>\$ 201,958,993</u>	<u>\$ 167,670,992</u>

NOTE H -- Lease commitments

WildAid leases office space in San Francisco, California under an agreement which expires September 30, 2016. WildAid leases an office facility in the Galápagos Islands under a noncancelable lease agreement expiring October 31, 2015. WildAid also leases office space in China on a month-to-month basis.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2014 and 2013

NOTE H -- Lease commitments (continued)

Future minimum lease payments under the operating leases are due as follows:

<u>Years Ending December 31,</u>	
2015	\$ 114,495
2016	<u>81,271</u>
	<u>\$ 195,766</u>

NOTE I -- Retirement plan

WildAid maintains a qualified 401(k) retirement plan for all eligible employees. Employees may make contributions to the plan up to the maximum amount allowed by the Internal Revenue Code. WildAid made contributions to the plan of \$33,788 and \$27,718 for the years ended December 31, 2014 and 2013, respectively. WildAid adopted a Safe Harbor Amendment effective January 1, 2012, matching employee contributions up to a maximum of 4%.

NOTE J -- Concentration of revenue and support

During the year ended December 31, 2014, grants from two foundations and one institution accounted for approximately 42% of total grants and awards revenue and support. During the year ended December 31, 2013, grants from two foundations accounted for approximately 38% of total grants and awards revenue and support.

As of December 31, 2014, grant receivables from two foundations and one institution accounted for approximately 57% of total contributions and grants receivable. As of December 31, 2013, grant receivables from one institution and one foundation accounted for approximately 75% of total contributions and grants receivable, due primarily to a significant 3-year grant.

NOTE K -- Subsequent events

The date to which events occurring after December 31, 2014 have been evaluated for possible adjustments to the financial statements or disclosure is April 22, 2015, which is the date on which the financial statements were available to be issued.

See auditors' report.