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# ANNUAL REPORT 2013

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**WILDAID**

# WHAT WE DO

WildAid reduces the demand for threatened wildlife products through public education campaigns and protects marine reserves through cutting edge technology and comprehensive management.

WildAid uses sophisticated, culturally-appropriate and compelling communications campaigns to engage consumers in Asia, where demand for shark fin, ivory, rhino horn and tiger parts is highest. Designed in collaboration with leading advertising agencies in New York, London and China, WildAid's messages feature over 100 of Asia's biggest celebrities to deliver the message: **"When the buying stops, the killing can too."**

With an extensive distribution network built up over the past decade in China, including state-owned and private media outlets, WildAid now reaches up to one billion people every week making our awareness campaign one of the most viewed in history.

At the same time, protecting marine reserves such as the Galapagos Islands in Ecuador and Raja Ampat in Indonesia safeguards sharks, mantas and other marine wildlife from direct threats such as overfishing. Using a comprehensive management approach and appropriate technologies, WildAid delivers cost-effective enforcement to secure vital marine sanctuaries.

**On this page**

Yao Ming with Kilifi, a baby Black rhino, at Lewa Conservancy, Kenya (right).

**Right Page**

Peter Knights (Photo by Vern Evans).



# LETTER FROM THE FOUNDER

In 2013, we saw more evidence of a sea change in the shark fin industry with a further decline in price and demand, traders in Guangzhou and Hong Kong buying much less inventory and some pulling out of the business while fishermen in some areas declared shark fishing no longer financially viable.

In China, we launched our ivory and rhino horn campaigns and started a campaign to reduce energy consumption. Demand reduction pioneered by WildAid has become recognized as a critical strategy for addressing ongoing wildlife poaching crises, now incorporated into conservation plans from President Obama's wildlife trafficking initiative to the Convention on International Trade in Endangered Species (CITES).

Our new ambassadors Prince William, David Beckham, China's top actress Li Bing Bing, actors Jiang Wen, Edward Norton, and Maggie Q joined longtime Ambassadors Yao Ming and Jackie Chan in messages distributed widely throughout China, valued at over \$164 million in pro-bono broadcast and media placement. Generous support from our donors and media partners makes it possible for us to create these highly effective campaigns that change behavior and help to relieve pressure on endangered wildlife across the planet. We need your help to conserve the rhinos, elephants, tigers and mantas and protect our much needed marine reserves.

Sincerely,

**PETER KNIGHTS**

*WildAid Co-Founder and Executive Director*



# CONSERVATION THROUGH COMMUNICATION



## On this page

The trio of Yao Ming, The Duke of Cambridge and David Beckham joined forces (Photo by Kristian Schmidt) (above); actress Li Bing Bing's "Please Say 'No' to Ivory" billboard is displayed in 140 Beijing bus stops (left).

## Right page

We produced Jackie Chan's "Tools of the Trade" PSA (top left) and filmed several PSAs with the trio (top right); Yao Ming ivory billboard in the Beijing Airport (center left); and Beijing launch of the "I'm FINished with Fins" campaign (bottom left).



## 350

### MILLION SATELLITE TV VIEWERS IN CHINA



## 400

### MILLION AIR TRAVELERS



## WHO WE ARE

WildAid is the only non-profit organization with a mission to end illegal wildlife trade in our lifetimes by reducing the demand for threatened wildlife products through public awareness campaigns. We have a strong and simple message: "When the buying stops, the killing can too."

WildAid produces compelling 30-second TV Public Service Announcements (PSAs), mini-documentaries, video infographics, billboards, and print ads for distribution on numerous platforms including the biggest TV broadcast networks, LCD screens in airports, subway and train stations, taxis, online portals, and social media outlets. With government, business, media and celebrity partners, WildAid works to change attitudes and behavior through high-impact, culturally-sensitive communications campaigns, leveraging significant pro-bono media support and reaching up to one billion consumers on a regular basis.

### IN 2013:

- Media partners in China provided a minimum of US\$164 million in donated media per our 2013 audit;
- Up to 1 billion television viewers watched WildAid PSAs across China via 50+ media partners including China's largest television network, CCTV;
- Yao Ming's ivory, rhino and shark PSAs aired 9,900+ times;
- Jackie Chan's tiger PSAs aired 3,600+ times;
- Our PSAs reached:
  - 693+ million train passengers via 85,000 LCD boards in trains and railway stations (1.9 million each day);
  - 400+ million air travelers via in-flight entertainment networks and airport billboards;
  - 350 million satellite TV viewers;
  - 59 million taxi passengers via 51,000 TV screens in taxis in Beijing, Shanghai, Hangzhou, Guangzhou, and Shenzhen.
  - 55 million social media users;
  - 50 million viewers of interactive billboards at shopping malls across China;
  - 20 million students and officials at over 700 universities and political campuses;
  - 4.4 million hospital patients in 3,000+ hospitals in 37 major cities via 32,000+ LCD screens;
  - 3.1 million daily subway riders in Beijing;
  - 1.5 million magazine and newspaper readers;
  - Bank visitors in waiting rooms at over 100,000 banks across China.

# SHARKS

Estimates suggest that fins from up to 73 million sharks are used in shark fin soup each year. The demand for shark fin soup has led to overfishing of many vulnerable shark species and the destructive shark finning practice. Our campaign is reducing demand for shark fin soup across Asia with recent media reports estimating a 50-70% decrease in shark fin consumption in China since 2011.

WildAid aims to remove the driving force behind shark finning by massively reducing the consumption of shark fin in China, Hong Kong, Taiwan, Singapore and Malaysia. Ultimately, our goal is to secure a ban on the sale and consumption of shark fin across Asia.

## IN 2013, WILDAID:

- Produced new shark PSAs with director Jiang Wen, actress Maggie Q, Prince William, soccer superstar David Beckham, Yao Ming, and several prominent Chinese CEOs.
- Distributed shark PSAs featuring Yao Ming, Jiang Wen and Sir Richard Branson and secured more than 3,250 airings across 19 channels in China with a pro bono broadcast value of \$11.6 million.
- Supported China's implementation of its ban of shark fin soup at state banquets and the Hong Kong government's banquet ban.
- Conducted an online survey in four cities in China revealing that 85% of 1,568 respondents stopped consuming shark fin soup in the last 3 years. 65% of these respondents attributed their behavioral change to awareness campaigns.
- Surveyed shark fin traders in Guangzhou, China and found that the price of shark fin dropped 30-50% in the past two years. Traders stated, "shark fin is the same price as squid now." Three major traders reported that they would be leaving the business because it is no longer profitable. The decline was attributed to environmental awareness campaigns led by WildAid ambassador Yao Ming, the government ban, and negative press reports.
- Successfully merged with SharkSavers and launched the "I'm FINished with Fins" pledge campaign in China in partnership with Sina Weibo (e.g. China's Twitter). More than 100 celebrities joined the campaign, which reached 200 million Weibo users. Of those, 50 million posts were read and 340,000 users uploaded photos or signed the pledge within two weeks.
- Initiated expansion of the SharkSavers "I'm FINished with Fins" pledge campaigns in Hong Kong, Singapore and Malaysia with a goal of obtaining 100,000 pledges in each country.

## REDUCING SHARK FIN CONSUMPTION IN CHINA BY 50%-70%

The "I'm FINished with Fins" campaign in China featured over 100 celebrities, including the hosts of Hunan TV's highly popular "Happy Camp" variety show (top); shark fins on the shelf in a Guangzhou shop (Photo by Paul Hilton) (bottom left); and Maggie Q was featured in a new shark fin soup PSA "Impress" (bottom right).



# 请对象牙说不

没有买卖 就没有杀害



保护大象 支持我们  
www.wildaidchina.org



野生救援  
WILDAID



WILDAID  
WILDAID



## ELEPHANTS

Up to 33,000 elephants are killed each year to satisfy the demand for ivory products. WildAid launched a three-year campaign to reduce demand for elephant ivory in China. Using our existing methodology, networks and contacts tested and proven on our shark fin campaign, WildAid aims to raise awareness in China of the elephant poaching crisis, support Chinese lawmakers in banning ivory sales, and measurably reduce demand for ivory in China. We partnered with Save the Elephants and the African Wildlife Foundation in launching and implementing the campaign.

### IN 2013, WILDAID:

- Produced and released 12 new elephant ivory PSAs featuring NBA star Yao Ming, actor and director Jiang Wen, actress Li Bing Bing, actor Edward Norton, and NBA stars Tyson Chandler, Jeremy Lin and Dikembe Mutombo.
- Secured 7,697 PSA airings across 22 network channels in China amounting to at least \$15 million in pro bono broadcast value. PSAs aired on video screens in Beijing and Shanghai up to 42 times a day in some locations.
- Launched our new campaign with Yao Ming to reduce the demand for ivory in China.
- Placed new Yao Ming and Li Bing Bing “Say No to Ivory” outdoor and indoor billboards in Beijing and Shanghai, including subway stations, shopping malls, and airports.
- Produced a 5-minute short video on ivory and elephants and placed it on Air China, the national carrier, and 10 other Chinese domestic airlines.
- Returned to Africa with Yao Ming to film final scenes for our upcoming documentary “The End of the Wild,” which will air on CCTV and Animal Planet in 2014.
- Supported the United States government in crushing 6 tons of stockpiled ivory in Denver.
- Late in the year, several official news outlets reported on ‘blood ivory’ for the first time with strong editorial commentary urging the public to say no to ivory. These included the People’s Daily Weibo, CCTV Weibo, Sina’s “Headline News” Weibo, Southern Weekly as well as well-known personalities such as former Phoenix TV commentator Wang Jinlin and others.

**UP TO 33,000 ELEPHANTS ARE KILLED EACH YEAR TO SATISFY THE DEMAND FOR IVORY PRODUCTS.**

Li Bing Bing’s new “Please Say ‘No’ to Ivory” billboard (top); confiscated ivory from a shipment in Hong Kong (bottom left); actor Edward Norton was featured in a new ivory PSA (bottom right).

# RHINOS

In 2013, 1,004 rhinos were killed in South Africa alone as poachers sought to profit from the demand for rhino horn. The number of rhinos poached has increased dramatically in recent years from a total of 13 in 2007 to almost 100 per month in the last three months of 2013. With only about 28,000 rhinos remaining, this poaching rate threatens rhino populations. Despite increased anti-poaching efforts, the numbers keep increasing.

In 2013 WildAid launched a three-year campaign to reduce rhino horn demand in China and Vietnam, the world's leading consumers of rhino horn. In partnership with the African Wildlife Foundation, the campaign aims to raise awareness in Vietnam and China of the rhino-poaching crisis, support Vietnamese lawmakers in strengthening enforcement efforts, and measurably reduce demand for rhino horn in Vietnam and China.

## IN 2013, WILDAID:

- Produced and released rhino horn PSAs featuring actor Jackie Chan, Yao Ming, actress Li Bing Bing, actress Maggie Q, Virgin Group founder Sir Richard Branson, and actor Johnny Nguyen.
- Aired new rhino horn PSAs 2,919 times across 7 channels in China amounting to \$11 million in pro bono broadcast value.
- Launched an awareness campaign with a focus on China and Vietnam.
- Produced two new 'blockbuster' PSAs featuring significant special effects with Jackie Chan and the trio of Prince William, soccer superstar David Beckham and Yao Ming.
- Produced a 2-minute PSA with Richard Branson on rhino horn and rhino conservation for broadcast on Virgin airlines in-flight entertainment.
- Produced and released "Sickening Truth", a PSA using South African ranger footage of a poached rhino and Vietnamese rhino horn users.
- Produced a 5-minute short video on rhino horn and rhino conservation and placed it on Air China, the national carrier, and 10 other Chinese domestic airlines.
- Established new partnerships in Vietnam and planned an expanded campaign launch for early 2014 with Vietnamese celebrities and media partners.
- The "Say No to Rhino Horn" campaign garnered significant media interest, including The New York Times, The Washington Post, The Guardian, USA Today, BBC Radio, The Hollywood Reporter, and many others.

**WITH ONLY 28,000 RHINOS REMAINING  
IN THE WILD, OVER 1,000 ARE KILLED  
PER YEAR FOR THEIR HORNS.**

Actress Maggie Q was featured in a new rhino horn PSA (top) while Jackie Chan and Spike the rhino were in a new PSA and billboard (Photo by Vern Evans) (bottom left); the artist Asher Jay produced a print and online campaign including "Protect Africa's Panda, the Rhino" (bottom right).



# TIGERS

From 100,000 at the turn of the century, tigers have declined to fewer than 3,200 remaining in the wild today. Tigers are poached for their bones (traditional medicine), their pelts, claws and teeth (decorative items). An estimated 10,000 tigers may now exist in “farms” across Asia with operators speculating on re-legalizing trade. Parts from these tigers stimulate demand and undermine efforts to control the trade. Until there are moves to close these farms, they remain a key issue of long-term tiger conservation.

WildAid’s campaign aims to increase awareness and reduce consumption of tiger parts, strengthen public attitudes to support the government in never re-opening legal trade in tiger parts, and assist governments in moving to decommission the farms. Campaign activities have focused in China.

## IN 2013, WILDAID:

- Filmed and distributed an animated PSA featuring award-winning actor and director Jiang Wen.
- Distributed tiger PSAs featuring Jackie Chan and Jiang Wen, which aired more than 5,142 times across 9 TV channels in China amounting to \$13.5 million in pro bono broadcast value.
- Planned an expanded tiger campaign in China, Vietnam and Thailand.

**FEWER THAN 3,200 TIGERS** REMAIN IN  
THE WILD TODAY.



A new series of PSAs by actor and director Jiang Wen (right top, center and bottom) used graphic illustrations; tiger skins still command high prices as decorative items (above).



Polluted skyline of Beijing.

# CLIMATE

Climate change also poses a threat to endangered wildlife. Our climate campaign applies WildAid’s unique communications approach to mitigating climate change in China. The campaign aims to influence consumer attitudes, motivate behavioral change and create collective support for climate action. We believe that individuals can make significant collective impact by modifying daily routines to reduce their individual environmental footprint.

Our ‘5 To Do Today’ campaign’s mission is minimize climate change impacts by urging individuals to reduce their energy use and resource consumption. Urging everyone to modify simple behaviors in their daily routines by committing to doing 5 actions every day can make a significant collective impact: Driving less, using energy more efficiently, reducing use of disposables, purchasing more sustainable foods and recycling.

## IN 2013, WILDAID:

- Broadcast ‘5 To Do Today’ PSAs featuring Liu Huan, Yang Lan, Li Bing Bing, Guo Jingjing, and Zhao Wenzhuo on 7 TV stations, 9 Beijing subway stations, in taxis and various online social channels, totaling at least \$9.1 million in pro-bono broadcast value.
- Produced the Energy Foundation’s “China Toward Green” documentary mini-series and broadcast it on AirMedia’s in-flight entertainment channels on 9 domestic Chinese airlines and over 2,200 flight routes.
- Launched an energy efficient appliances infographic distributed widely via department stores and social media.
- Published ‘5 To Do Today’ infographics featuring actress Li Bing Bing and TV host and producer Yang Lan in San Lian Magazine during China’s ‘Energy Saving Week’.
- Conducted an online consumer survey in 4 cities (Beijing, Shanghai, Chengdu, Guangzhou) to document awareness and attitudes on environmental issues.
- Began a new partnership with the Energy Foundation and the Chinese National Development and Reform Commission on a comprehensive air quality communications campaign.

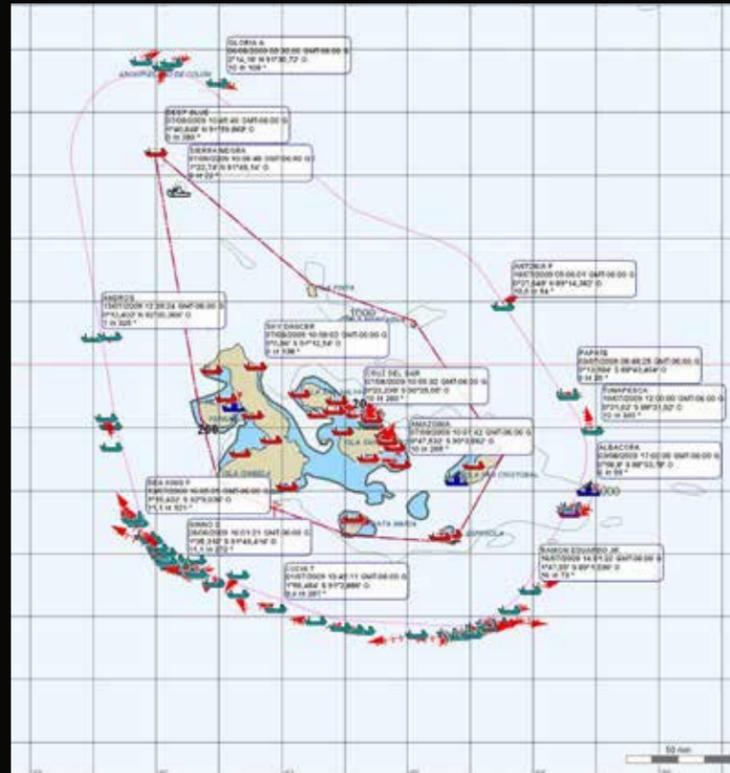
**CUTTING RESIDENTIAL ELECTRICITY  
USE BY 9% AVOIDS THE NEED FOR 27  
NEW IGW COAL-FIRED POWER PLANTS.**



Looking to get some tiger fur or bones?



# CONSERVATION THROUGH PROTECTION



### On this page

Artisanal fisher collecting Queen conch in the Turneffe Atoll Marine Reserve, Belize (top left); the WildAid enforcement program helps keep commercial fishing vessels on the perimeter of the Galapagos Marine Reserve using satellite technology (top right); WildAid and partners procured a patrol boat for interdiction at the Southeast Misool marine protected area in Raja Ampat, Indonesia (left).

### Right page

Galapagos land iguana (top), curious hawksbill turtle in the tropical reefs of the Western Pacific (center), and juvenile Galapagos fur seals (bottom).

# MARINE PROTECTION

While representing about 2% of the ocean's surface, Marine Protected Areas (MPAs) are valuable tools for protecting defined areas that support high levels of biodiversity and exceptional habitat. Although more and more MPAs are established throughout the world, many of these marine reserves have no effective enforcement mechanisms in place.

WildAid has pioneered new techniques and created a model for success in a sector where few non-profit organizations possess expertise, proving a comprehensive approach to marine law enforcement that is both unique and effective. The model relies on building capacity and increasing the efficiency of operations so that they are affordable for governments and communities over the long-term. For example, the Galapagos National Park now patrols more hours with less staff at a lower cost because of better equipment, training and the introduction of appropriate technology, which removes the need for large costly oceanic patrol vessels.

### IN 2013, WILDAID:

#### ECUADOR

- Completed the installation of harbor surveillance radars and high-power video cameras with WWF and Conservation International in the Galapagos National Park. After only six weeks of operation, the Park made an average of six detentions per day for infractions such as illegal fishing.
- Restored and modernized the Park's VHF radio network, the backbone of any fine-tuned enforcement system.
- Launched "The Quarantine Chain: Establishing an Effective Biosecurity System to Prevent the Introduction of Invasive Species in the Galápagos Islands" publication with the Galapagos Biosecurity Agency (ABG). This blueprint for strengthening quarantine measures for maritime cargo transportation to Galapagos, includes recommendations to improve inspection and quarantine procedures, human resources, infrastructure and equipment.
- Delivered engineering design for a 'biosecure' port in Guayaquil, for all cargo in transit to the Archipelago.
- Trained and accredited more than 90 inspectors on inspection, quarantine and legislation, and invested in basic safety and pest control equipment.

#### BELIZE

- Designed a cost-effective enforcement system for the newly created Turneffe Atoll Marine Reserve based on the surveillance posts with VHF radio network and high-power video cameras for extended surveillance. It incorporates fishermen and tourism operators as active "eyes" in order to lower operating costs over time.

#### INDONESIA

- Recorded a 25% reduction in violations in South East Misool with Baseftin, our local enforcement partner, due to effective patrolling and community outreach. This was further evidenced by the rebound in Green and Hawksbill turtle nesting and overall increase in fish biomass within the no-take zones.



# 2013 FINANCIALS

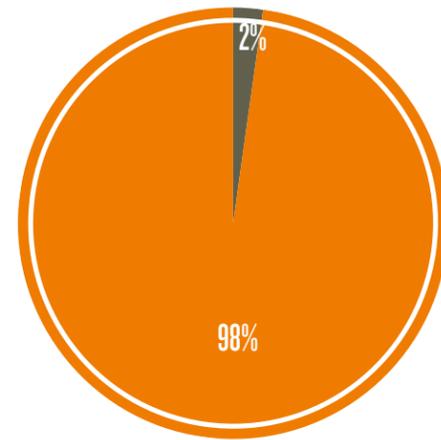
## REVENUE BY YEAR

PER IRS FORM 990



## LEVERAGED DONATED MEDIA

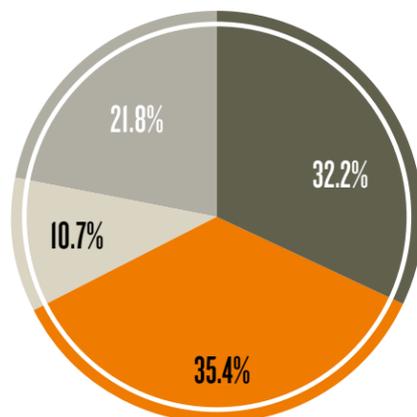
\$4 MILLION IN DONOR SUPPORT LEVERAGED OVER  
\$164 MILLION IN DONATED MEDIA.



■ DONATED BROADCAST AND MEDIA PLACEMENT  
\$164,185,604
 ■ TOTAL DIRECT EXPENSES  
\$4,070,399

## DIRECT EXPENSES BY PROGRAM

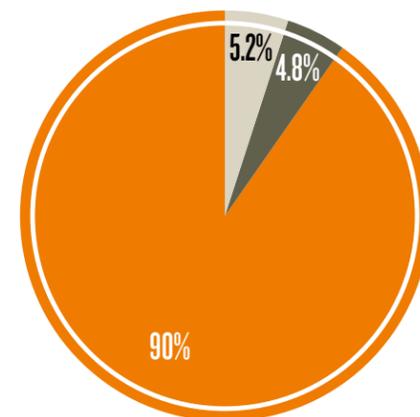
WILDAID 2013. EXCLUSIVE OF DONATED MEDIA



■ COMMUNICATION CAMPAIGN ELEPHANT & RHINO  
■ COMMUNICATION CAMPAIGN SHARK & OTHER  
■ MARINE PROTECTION  
■ CLIMATE

## EXPENSES BY TYPE

WILDAID 2013. EXCLUSIVE OF DONATED MEDIA



■ PROGRAMS  
\$3,665,306  
■ GENERAL ADMINISTRATION  
\$213,606  
■ FUNDRAISING  
\$191,487

## STATEMENT OF ACTIVITIES 2013

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
<b>REVENUE &amp; SUPPORT</b>			
DONATIONS	953,980	331,879	1,285,859
GRANTS & AWARDS	1,186,800	3,922,736	5,109,536
EVENTS & OTHER	77,299	48,164	125,463
<b>TOTAL DIRECT REVENUE</b>	<b>\$ 2,218,079</b>	<b>\$ 4,302,779</b>	<b>\$ 6,520,858</b>
<b>DONATED IN-KIND MEDIA</b>	-	164,185,604	164,185,604
NET ASSETS RELEASED FROM RESTRICTIONS	167,670,992	(167,670,992)	-
<b>TOTAL REVENUE &amp; IN-KIND SUPPORT</b>	<b>\$ 169,889,071</b>	<b>\$ 817,391</b>	<b>\$ 170,706,462</b>
<b>EXPENSES</b>			
DIRECT PROGRAM SERVICES	3,665,306	-	3,665,306
GENERAL ADMINISTRATION	213,606	-	213,606
FUNDRAISING	191,487	-	191,487
<b>DIRECT EXPENSES</b>	<b>\$ 4,070,399</b>	-	<b>\$ 4,070,399</b>
IN-KIND PROGRAM SERVICES PROVIDED	167,670,992	-	167,670,992
<b>TOTAL DIRECT &amp; IN-KIND EXPENSES</b>	<b>\$ 171,741,391</b>	-	<b>\$ 171,741,391</b>
<b>CHANGES IN NET ASSETS</b>	<b>1,633,066</b>	<b>817,392</b>	<b>2,450,458</b>
NET ASSETS, BEGINNING OF YEAR	887,352	1,425,269	2,312,621
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 2,520,418</b>	<b>\$ 2,242,661</b>	<b>\$ 4,763,079</b>

These reports represent audited 2013 figures undertaken by WildAid USA.

## STATEMENT OF FINANCIAL POSITION

<b>ASSETS</b>	CASH & CASH EQUIVALENTS	3,443,248
	CONTRIBUTIONS & GRANTS RECEIVABLE	1,235,485
	ADVANCES TO FIELD PROGRAMS	8,624
	PREPAID EXPENSES & DEPOSITS	273,668
	EQUIPMENT, NET OF DEPRECIATION	7,812
	<b>TOTAL ASSETS</b>	<b>\$ 4,968,837</b>
<b>LIABILITIES</b>	PAYABLES	153,029
	ACCRUED EXPENSES	27,729
	SPECIAL EVENTS DEPOSITS	25,000
	<b>TOTAL LIABILITIES</b>	<b>\$ 205,758</b>
<b>NET ASSETS</b>	UNRESTRICTED	2,520,418
	TEMPORARILY RESTRICTED	2,242,661
	<b>TOTAL NET ASSETS</b>	<b>\$ 4,763,079</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>		<b>\$ 4,968,837</b>

# 2013 DONORS

## \$250,000 +

ANONYMOUS  
WILDAID CANADA  
THE DAVID AND LUCILE PACKARD FOUNDATION  
THE GRANTHAM FOUNDATION FOR THE PROTECTION OF THE ENVIRONMENT  
THE LEONA M. AND HARRY B. HELMSLEY CHARITABLE TRUST  
THE TILIA FUND

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

AFRICAN WILDLIFE FOUNDATION  
JOY FAMILY FOUNDATION  
THE RODDENBERRY FOUNDATION  
SANDLER FOUNDATION  
SAVE THE ELEPHANTS (VIA WILDLIFE CONSERVATION NETWORK)  
THE ENERGY FOUNDATION  
THE WOODTIGER FUND  
TOD AND FIONA BENSEN  
WALTON FAMILY FOUNDATION  
WILDCAT FOUNDATION

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

APPLEWOOD FUND AT THE COMMUNITY FOUNDATION OF SANTA CRUZ COUNTY  
CONSERVATION INTERNATIONAL  
ELLIE PHIPPS PRICE  
ENHANCED EDUCATION  
JAMES AND GRETCHEN IVERSON SANDLER  
MARY O'MALLEY AND ROBERT DION

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

ALAN CHUNG AND BUFFY REDSECKER  
ANONYMOUS (2)  
BEV SPECTOR AND KEN LIPSON  
BOB ZANGRILLO  
BRADLEY L. GOLDBERG FAMILY FOUNDATION  
DAVE HERSH AND APRIL PARKER HERSH  
DAVID AND ALEXANDRA HASLINGDEN  
FAUNA & FLORA INTERNATIONAL  
FLORA L. THORNTON FOUNDATION  
FREELAND FOUNDATION  
GLEN AND BOBBIE CEILEY  
INTERNATIONAL GALAPAGOS TOUR OPERATORS ASSOCIATION  
PAMELA FARKAS AND ANDREW PAUL  
PETER SOLVIK  
RICHARD AND ELIZABETH FULLERTON FAMILY FOUNDATION  
THE KEITH CAMPBELL FOUNDATION FOR THE ENVIRONMENT  
URS HOELZLE  
WENDY BENCHLEY

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

ANNE PATTEE  
BARRETT FAMILY FOUNDATION  
CINDY AND ALAN HORN  
CINDY AND RICHARD TROOP CHARITABLE FOUNDATION  
DAVID DOSSETTER  
DINH THI HOA  
KATHARINE A. MARTIN  
KATHRYN STRAND  
KRISTAN AND PETER NORVIG

MARGARET MCCARTHY AND BOB WORTH  
MARY JETER  
NORA CREGAN  
PEGASUS FOUNDATION  
RITZ-CARLTON HOTEL CO, LLC  
ROB ANGEL  
ROBERT LINDSAY  
SEAWORLD BUSCH GARDENS CONSERVATION FUND  
SHARED EARTH FOUNDATION  
THE NEW YORK COMMUNITY TRUST BRIAR PATCH FUND  
THE OVERBROOK FOUNDATION  
THE SUMMERLEE FOUNDATION  
WALLACE RESEARCH FOUNDATION  
WORLD WILDLIFE FUND

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

ANONYMOUS  
DAVID AND KARIE THOMSON  
ELEANOR WEHLEN  
EVANS FUND AT MARIN COMMUNITY FOUNDATION  
JEANNE AND WALTER SEDGWICK  
JON WOODRUFF  
KA WONG  
KIM RUSHTON  
NEW GROUND FUND AT MARIN COMMUNITY FOUNDATION  
PHILLIP LAMOREAUX  
RAND L. ROSENBERG  
STEVEN AND ANGELA KILCULLEN  
STEVEN AND MATTIE MORGAN  
THE BRUCE MARTIN AND CAROLYN COSTIN-MARTIN CHARITABLE FUND  
XOCHI AND MICHAEL BIRCH

## \$2,500-\$4,999

BEN BLEIMAN AND MATT SKIBA  
CAITHNESS FOUNDATION  
DARIUS CONTRACTOR  
ELISE ZOLI  
EVA STERN  
GIDEON COLTOF  
JANE SOLOMAN  
JASON PRESSMAN  
JONATHAN AND MARY CONRAD  
JOYCE AND DAN SANDEL  
KATHY MACDONALD  
LISA YANG  
LOCAL INDEPENDENT CHARITIES OF AMERICA  
MELINDA AND JAMES HENDERSON  
ROBERT K BARTH  
SANDRA LEE AND NATHANIEL LAWSON  
WILDLIFE CONSERVATION SOCIETY

## \$1,000-\$2,499

ALISON FULLER  
ANDREW SABIN FAMILY FOUNDATION  
ANONYMOUS  
BART AND DAPHNE ARAUJO  
BRIAN ZALAZNICK AND CINDY STORMAN  
CHRIS CORSIGLIA - MERRILL LYNCH  
CARMELA LEVIN  
CARTER AND JOAN B. NORRIS FAMILY TRUST  
CHARLES CHURCHILL

CHRISTIAN TIETZSCH  
COLETTE MULLENHOFF  
COLLEEN MURPHY  
CORY PULFREY  
CRAIG AND NANA CHIAPPONE  
CRAIG AND SUSAN GRUBE  
CUBIZM  
CURRAN DANDURAND  
CURTIS AND JANE HOFFMAN  
DANFORTH AND ELIZABETH HOLLINS  
DAVID AND ELIZABETH ROME FAMILY FOUNDATION  
DEBORAH HARLAN  
DEUTSCHE BANK AMERICAS FOUNDATION, MATCHING GIFTS PROGRAM  
DOLLAR PER MONTH CHARITABLE FOUNDATION  
EDOUARD ROSCHI  
EDWARD WHITCRAFT  
ERIC AND JOAN NORGAARD CHARITABLE TRUST  
ERIK JENSEN  
FARAH AND STEVE GOZINI  
FRANK KLING  
GARY AND KAREN WINNICK  
GOOGLE MATCHING GIFT PROGRAM  
GRANTORS FOUNDATION  
HELEN ANDERSON  
ISHIYAMA FOUNDATION  
JAMES AND PAMELA WILSON  
JEFF YONOVER  
JEFFREY VLAMING  
JERRY COHEN AND MADELEINE DELMAN  
JOSEPH AND JENNIFER IANNIELLO  
JULIE WAINWRIGHT  
KAMIL RODOPER  
KATHRYN PIZZO  
KEVIN WAGNER  
KING-WESELEY FAMILY CHARITABLE TRUST  
LAURA MILNER  
LESLIE AND ARTHUR WILKONSON  
LUCIE JAY  
MANUEL SERPA  
MARK CUNNINGHAM  
MARK UNDERHILL  
MAURICE MARCIANO AND CIO SOLER  
MICHAEL SKOLETSKY  
MICROSOFT MATCHING GIFTS PROGRAM  
MIRIAM DAVIS  
MOIRA HANES  
NICK BUTCHER  
OLIVIA PAREDES  
PEGGY AND FRED HEIMAN  
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RONNIE SHAPIRO AND NORMAN CHANES  
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STEVE TISCH  
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WILLIAM AND ANN NAFTEL  
WILLIAM AND JULIE PARISH  
C. WILLIAM KAUFFMAN  
WILLIAM LEONARD  
WINNIE LAM



African elephant



Southern white rhino



Caribbean reef shark

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