

**2020
ANNUAL
REPORT**



WILDAID



©Alexis Fotos on Unsplash

OUR VISION



©Nyumbani Content Agency

Our latest influencers for our Africa Pride campaign observing wildlife in Ruaha Park, Tanzania, with WildAid staff.

To Protect Wildlife from Illegal Trade and Other Imminent Threats

We envisage a time when illegal wildlife trade is a rare aberration, rather than a multibillion-dollar industry, and when humanity truly values wildlife conservation as an essential priority.

WildAid delivers cost-effective, long-term solutions for protecting wildlife against imminent threats, such as illegal trade, poaching, and human-wildlife conflict.

WildAid protects wildlife across the globe by reducing demand for wildlife products with world-class communications campaigns that support stronger policies and improved enforcement, and inspire public support for stronger conservation. By reducing consumption of wildlife and bushmeat and closing commercial trade in live wild animals in key target countries, WildAid is also helping to prevent another zoonotic disease pandemic.

WildAid increases the effectiveness of marine protected areas through new technology, professional training, and capacity building.

By using widespread and innovative forms of media and communication avenues to deliver locally resonant, respectful, and culturally appropriate conservation narratives, we will make clear that protecting wildlife and the environment must be a central part of our lifestyles and sustainable-development policies and plans, resulting in behavior and policy changes that acknowledge that human quality of life depends on the health of natural ecosystems and all their inhabitants.



©iStock/Prasanna S



©Kristian Schmidt



When the buying stops,
the killing can too

LETTER FROM OUR FOUNDER AND CEO

This year was one no one will forget. The COVID-19 pandemic serves as a dire warning of the potential costs of ignoring pressing environmental issues, such as climate change, deforestation, and wildlife trade. All these factors increase the risk of the evolution and spread of new diseases, and we hope that COVID-19 generates renewed energy and commitment to address them with the urgency they deserve.

Our *Keep Them Wild, Keep Us Safe* campaign in Asia and Africa hopes to drastically reduce the urban commercial trade in bushmeat and end live wildlife markets to protect millions of animals and endangered wildlife species, as well as the health and prosperity of many nations. Our expanded mission, *to protect wildlife from illegal trade and other imminent threats*, allows us to adapt to a changing world and tackle additional threats to wildlife, such as climate change, habitat loss, and human-wildlife conflict. We believe changing social behavior toward wildlife products also provides a foundation for effecting environmental change, which is why we launched our EarthAid brand in China, expanded our African campaigns, and enhanced protection in marine reserves.

As a society, we've all had to adapt and develop new ways of working, learning, and living. COVID restrictions slowed many of our programs and meant no donor trips or in-person gala, which impacted our income. But our first-ever livestreamed gala brought our supporters together from all over the world, and thanks to your generosity, we raised over \$800,000—and we look forward to moving full speed ahead in the coming years.

The above accomplishments would have been impossible without the continued support of our partners and donors. On behalf of the WildAid team, I share our deepest gratitude.

Sincerely,


Peter Knights

THE PROBLEM

The illegal wildlife trade is a multibillion-dollar global industry, largely driven by consumer demand. From overfishing to transportation choices, human activity is driving wildlife extinction and ecosystem breakdown at an unprecedented rate.



Up to 17,000 elephants

have been killed annually for their ivory in recent times.



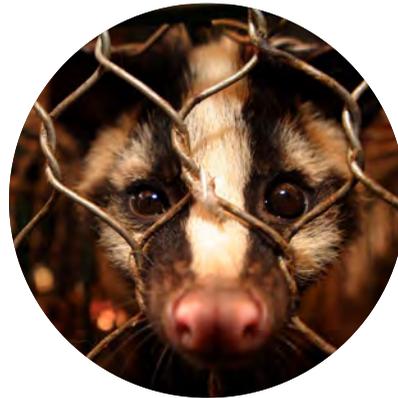
Every 22 hours,

a rhino is killed for its horn in South Africa.



An estimated 150,000 pangolins

—the most heavily trafficked wild mammal—are poached annually.



Up to 75% of fatal human diseases

come from animals.



All 7 species of sea turtles

are threatened with extinction, even though they are among the oldest creatures.



Over 70 shark species

are at risk of extinction.



Oceanic sharks and rays declined 70%

over the past 50 years.



Less than 3% of the ocean

is highly protected, despite a healthy ocean being critical for a healthy future.



OUR IMPACT: IN 2020



©iStock/Indian Ocean Imagery

Whale Sharks

Taiwan enacted new legal protection for whale sharks and increased the jail time and fines for anyone found guilty of disturbing or capturing them, following our two decades of campaigning.



©Paul Hilton

Pangolins

After five years of WildAid campaigns, the Chinese government upgraded pangolins' protection status from Class II to Class I, with a penalty of 10 years imprisonment for those convicted of hunting, killing, smuggling, or trading them.

Elephants

To mitigate human-elephant conflict in Africa, we increased the number of trial sites for our nontoxic scent-based elephant repellent to six and realized an overall success rate of over 80%. We also expanded the trials to Asia.



©iStock/Lquang2410

Sea Turtles

Our 2020 consumer awareness survey showed a 45.5% decline since 2017 in those who would consider buying sea turtle products in Chinese cities where our campaign appeared.

Over the past year, we worked with local rangers and volunteers in coastal Ecuador to protect 1,300 sea turtle nests, including eight rare leatherback turtle nests, and 20,000 sea turtle hatchlings.



©Andrew Wegst

Rhinos

In a survey of people who watched our latest PSAs, 81.7% said they would never purchase rhino horn.



©Max Gotts for Unsplash

OUR IMPACT: PAST 20 YEARS

©Wikimedia/Cloneofsnake

Sharks

Reduced shark fin imports in China by 82% and supported China's shark fin soup ban at state banquets.

Manta Rays

Within a two-year period, 67% of resurveyed respondents stopped or reduced consumption of dried manta gills (as seen below), with at least 43% of those doing so because of our messaging.



©Rhino horns Flickr/USFWS

Rhinos

Reduced rhino horn prices in Vietnam by more than 70% due to lower demand.

Marine Habitat

Expanded our marine enforcement work to 40 sites in seven countries. From 2018-2019 alone, ranger patrol hours increased 44% across five priority marine protected areas in coastal Ecuador.

Elephants

Reduced demand for ivory and helped the Chinese mainland and Hong Kong end domestic ivory trade: 97% of survey participants agreed an ivory ban is necessary after viewing our celebrity-driven campaigns.

Pangolins

97% of Chinese citizens said they were less likely to buy products made from pangolin after viewing our PSA starring Jackie Chan. In June 2020, pangolins were upgraded to Class I protection in China, affording them the same protection as giant pandas.



©Wikimedia/Dan Bennett

©Flickr/USFWS/IYY ALLEN

HOW WE WORK

WildAid's media campaigns feature some of the most influential voices in the world, advocating for wildlife conservation on a massive scale thanks to donated media.

Our programs persuade consumers not to buy illegal or unsustainable wildlife products, and to make sustainable transportation and food choices to help mitigate climate change.



200+ international ambassadors representing film, TV, music, sports, politics, religion, and business



\$308 million in annual pro bono media placement from our network of media partners



140+ media partners donating media space or airtime



40+ media platforms, including television, print, transit, billboard, online, and social media

Those Who Have Lent Their Voices to Our Cause Over the Years

WildAid enlists popular Asian, African, and Western stars to spread the message about wildlife conservation. Working with these celebrities, 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.



Edward Norton



David Beckham, Prince William, and Yao Ming



Danai Gurira



Arnold Schwarzenegger and James Cameron



Lupita Nyong'o



Yao Ming

LEVERAGING YOUR DONATION



Your
Donation



x40 Donor Amplification



With hundreds of millions of dollars in pro bono media placement, we are able to amplify donor support by 40 times.



Maggie Q



Jackie Chan



Angelababy



Kung Fu Panda



Wang Yibo

OUR REACH



311 million subway passengers
per month via in-car screens



1.9 million travelers
daily via airport video screens
and billboards



800+ million social media
content views in 2020

PROTECT WILDLIFE, PREVENT PANDEMICS

Threats to Wildlife Threaten Humans

The COVID-19 pandemic demonstrated the catastrophic risks of live animal markets and urban bushmeat trade for emerging diseases and their potential for devastating impact.

With global attention on the health risks of wildlife trade and calls to close such markets, now is the time for WildAid to accelerate efforts to ensure permanent bushmeat bans are enacted and enforced and demand for such products is eradicated—for the future of both humans and wildlife.

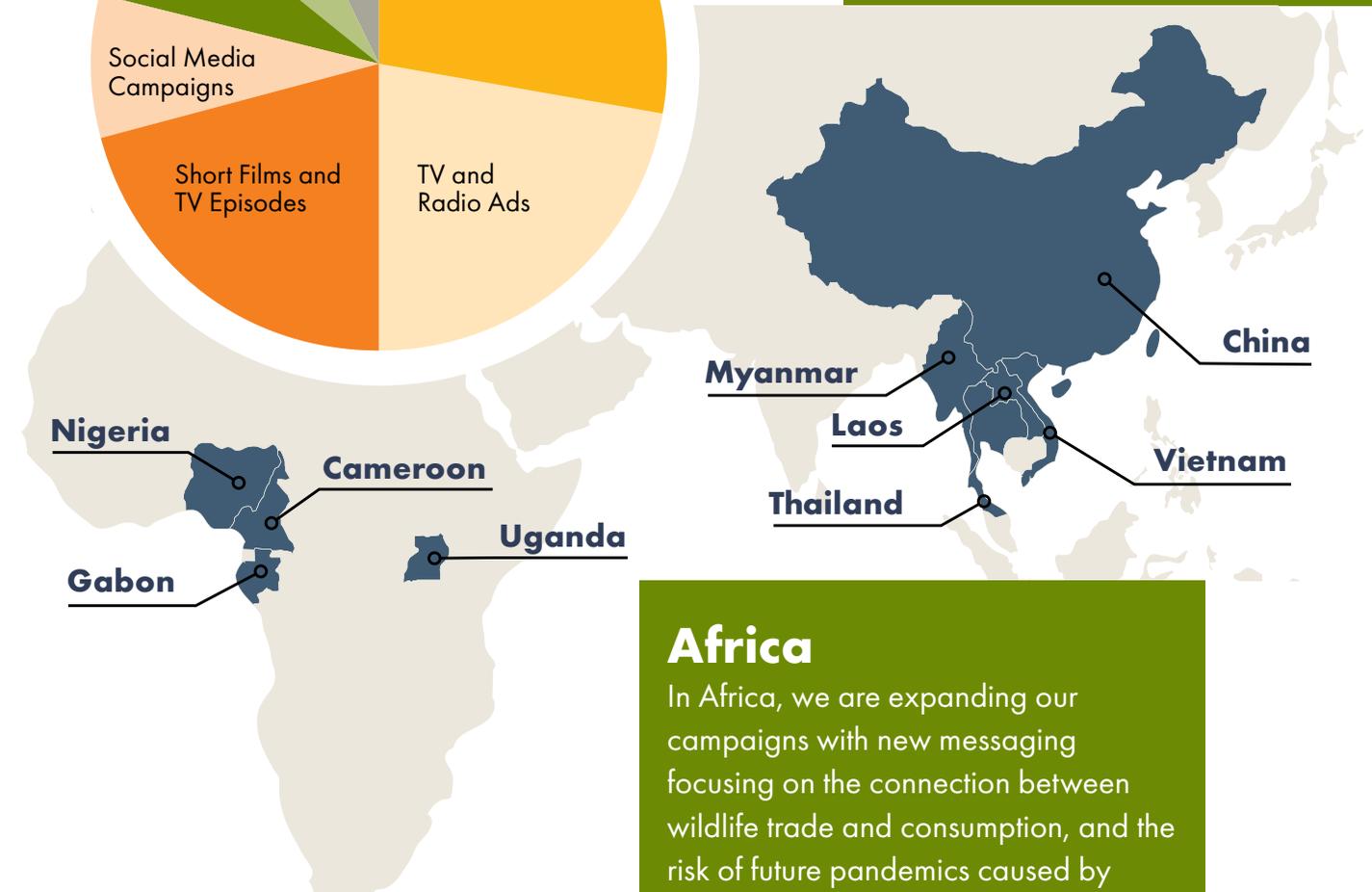
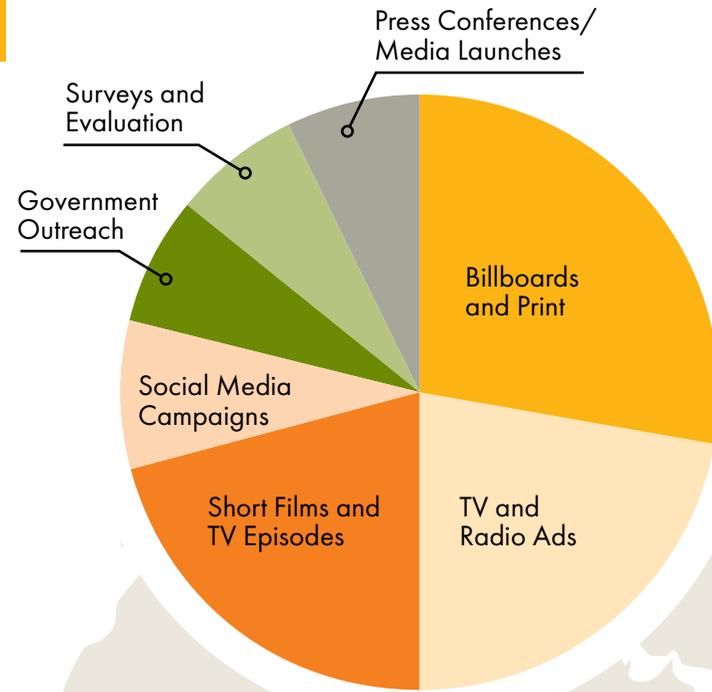
An Opportunity for Change

Building on WildAid's proven track record of success and unique model for driving change, we are accelerating massive anti-wildlife consumption and anti-poaching campaigns tailored for key countries in Asia and Africa to end wild animal trade and reduce demand.

In China, Vietnam, and Thailand alone, we aim to significantly reduce wildlife trade by dissuading 87 million people from purchasing and using wildlife products over the next two years.

To learn more, visit www.wildaid.org/protectwildlife

Campaign Channels



Asia

In Asia, we launched a major campaign to close wildlife markets, educate the public, and reduce demand. The campaign focuses on the connection between wildlife trade and consumption, with a spotlight on the pangolin trade.

Africa

In Africa, we are expanding our campaigns with new messaging focusing on the connection between wildlife trade and consumption, and the risk of future pandemics caused by zoonotic diseases.



离开你
是最好的决定



我下定决心 不食用野生动物
不让陋习伤害自己
不让自己伤害你

健康的生态需要它 健康的生活不需要
为了维护生物安全和生态安全
我国已全面禁止非法野生动物交易及滥食野生动物

野生救援
WILDAID



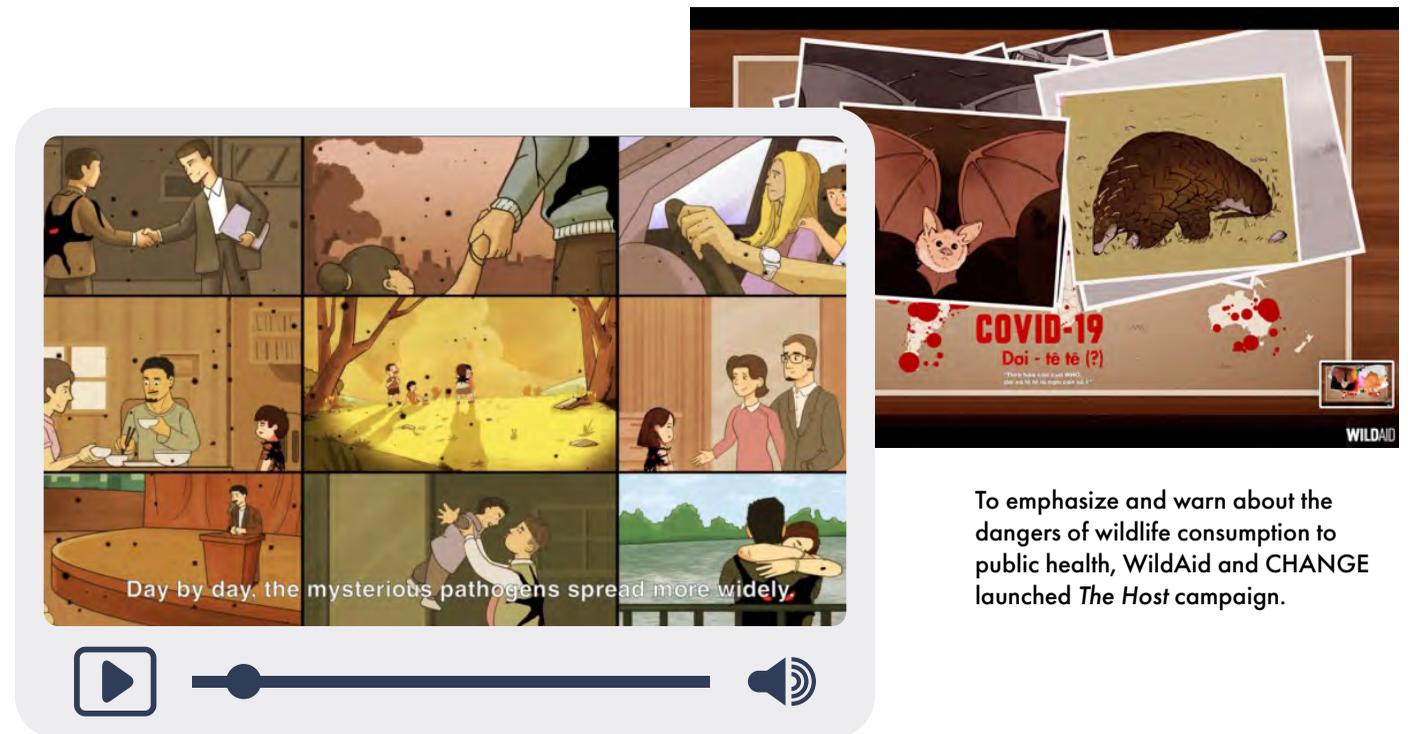
"Leaving you was the right decision" is the caption of our campaign with China Wildlife Conservation Association and media giant Tencent reminding the public that healthy populations and ecosystems are important to human health.

WILDLIFE MARKETS

©Paul Hilton

The 2020 pandemic demonstrated the serious risk of live animal markets and bushmeat trade for introducing diseases that cause widespread death and immense economic impact. To address this connection, China banned the consumption of a significant amount of wild animals and strengthened enforcement of illegal wildlife trade. In Vietnam, the prime minister issued a directive that bans imports of live wild animals and wildlife products, eliminating both wildlife markets and online sales.

In spring 2020, we launched our campaign to permanently close wildlife markets in Asia and end urban bushmeat consumption and stop its commercial trade in Africa. Building on our existing capacity, programs, and relationships, we are helping governments address these issues through major consumer-targeted communications that educate and encourage behavioral change, assist with capacity building for enforcement personnel, and generate support for policy changes.



To emphasize and warn about the dangers of wildlife consumption to public health, WildAid and CHANGE launched *The Host* campaign.

In 2020, we launched our campaign to permanently close wildlife markets in Asia and end urban bushmeat consumption and stop its commercial trade in Africa.



2020 IMPACT

- We launched a billboard campaign in partnership with China Wildlife Conservation Association and media giant Tencent featuring the tagline “**Leaving you was the right decision.**” The ad emphasized that maintaining healthy wildlife populations is critical for healthy ecosystems and for our own health. Placement spanned over 8,000 billboards and LED screens in 13 major cities, reaching over 128 million people. Tencent’s social campaign garnered an additional 14 million impressions.
- We organized workshops in Ho Chi Minh City, Vietnam, to facilitate drafting of the prime minister’s directive on closing wildlife markets and trade. In a complementary effort, we supported extensive promotion of the draft’s key recommendations via talk shows and press coverage.

- Also in Vietnam, we launched *The Host* campaign, an animated video of a zoonotic virus outbreak that encourages viewers not to consume wild meat and reinforces each individual’s power to change their own behavior and avoid causing such a catastrophe. We also released three videos showcasing stories of how COVID-19 has impacted lives, including unemployment and

Hazardous to Humans campaign in Vietnam warning of the dangers of wildlife consumption.

cancelled special occasions. These PSAs combined with our social media content reached over 33.4 million people and generated over 2.7 million engagements.

- We partnered with Thairath TV, Thailand’s top television news channel, to explain the links between wildlife and public health and how to prevent future pandemics in four episodes of the *Talks for Change* online show. The first episode discussed the origin of zoonotic diseases and their connection to human behaviors. The series reached over 15 million people on Thairath and WildAid social media channels and garnered over 25,000 engagements.
- In Vietnam, we mobilized over 239 top business leaders in a public “Pledge for Wildlife” to support ending illegal wildlife trade and wild meat consumption. As part of the effort, a video PSA was widely distributed in airports and taxis, on LCD screens in commercial buildings, and on social media. Altogether, the PSA received more than 990 million impressions.
- Our *Hazardous to Humans* online campaign in Vietnam enlisted 22 key opinion leaders along with a host of influencers and food and travel bloggers to encourage the public to stop consuming wildlife and recognize such consumption’s link to the pandemic. Our videos and posts reached over 5 million people and amassed over 500,000 engagements.

RHINOS



Consumer demand for rhino horn in China and Vietnam has fueled poaching such that in the past 40 years, the world has lost 95% of its rhinos. Although banned in China and Vietnam, rhino horn consumption continues as traders peddle it as a purported cancer and hangover cure, and collectors value it for carvings and jewelry. Primarily composed of keratin, the same protein found in human hair and fingernails, rhino horn has no known unique medicinal properties.

We have seen some positive trends in the past few years: In 2017 alone, the price of rhino horn in Asia fell by two-thirds. In Africa, rhino poaching in Kruger National Park decreased nearly 50% during the first six months of 2020, with only 166 rhinos killed, compared with 316 in the same period of 2019.

2020 IMPACT

- We launched a new rhino campaign in China, in partnership with TRAFFIC, which targeted male consumers and merchants in antique/cultural markets in nine cities. The campaign's animated video PSA used humor to bring attention to the illegality of rhino horn as both jewelry and medicine. Social media messages reached approximately 115,000 die-hard buyers of rhino horn and close to 350,000 potential buyers, and realized over 3,000 click-throughs. In a survey of people who watched the PSA, 81.7% said they would never purchase rhino horn and 65% said they would report potential illegal trade to the police.
- On World Rhino Day, we launched an online campaign to mark a decade since the last Javan rhino was killed in Vietnam and urge the public to end the use and trade of rhino horn. Our campaign messages reached over half a million people, including 22 key opinion leaders who shared our message.
- For the Lunar New Year, we launched our **Buy 1, Get 15 campaign** to raise awareness of increased penalties for wildlife crime in Vietnam, highlighting rhino horn, ivory, and pangolin products. WildAid ambassadors appeared in video PSAs and billboards with the message: "Avoid buying, giving, or receiving illicit wildlife product gifts for the Lunar New Year." The campaign generated 45 news articles and reached over 1 million people



Our **Buy 1, Get 15** campaign reminded the Vietnamese public of the increased penalties for owning rhino horn products.

on social media, with 70,000 engaging with the content. The campaign also included a physical exhibit at a shopping mall with wrapped gift boxes containing cages, or "jails," hiding replicas of rhino horn, ivory, and pangolins. Although mall visitation was down because of COVID-19, during the weeklong run, over 7,000 shoppers explored the installation, and 80%-90% of visitors said they did not know buying the products was illegal.

ELEPHANTS

Poachers in Africa kill as many as 17,000 elephants a year to satisfy demand for ivory in Asia, the U.S., and other markets. This massacre continues despite the Chinese mainland, once the world's largest ivory market, having banned domestic ivory sales in 2016; Hong Kong, Taiwan, and Thailand enacting similar bans; and prominent voices appealing to Japan's government to follow suit. Our campaign seeks to raise awareness of the elephant-poaching crisis, support lawmakers in banning ivory sales, and measurably reduce demand for ivory.

Another threat to elephants is human-elephant conflict, which in Africa is rising as competition for space and resources increases, causing significant distress to thousands of people and elephants and scores of deaths and injuries. Elephants raid crops and people kill them in retaliation, a common occurrence that hurts elephant populations and fails to solve the issue.

2020 IMPACT

- Recent surveys found that Chinese tourists visiting neighboring countries were very interested in buying ivory. To address this, we partnered with the World Tourism Alliance and China Wildlife Conservation Association to produce a series of PSAs and billboards targeting Chinese travelers. Featuring popular actress Yang Zi, the PSAs educate people about threats to elephants from poaching, and strengthen their awareness of laws, regulations, and policies regarding bringing illegal ivory into China. Ads will target both domestic and international travelers when travel resumes after the pandemic.
- By the end of 2020, we were testing our "smelly" **elephant repellent** at six sites across Africa. In Kenya, the Save the Elephants' Elephants and Bees team used the repellent on six farms with 100% effectiveness. We also have trials underway in Gabon, Zambia, and Zimbabwe. We are now expanding elephant repellent trials to Asia. In Thailand, we finished preparations to start testing, and in Cambodia, we began the trial process with interested parties.
- Our *Buy 1, Get 15* campaign, launched for the Lunar New Year, raised awareness of increased penalties for wildlife crime involving ivory and other products in Vietnam (read more on p. 16).





©Alamy/Scott Hurd

PANGOLINS



Pangolins are the most heavily trafficked wild mammal in the world. An estimated 150,000 are taken from the wild every year across Africa and Asia. Some in China and Vietnam consider their meat a delicacy, and their scales and fetuses are used in both Asian and African traditional medicine to treat a variety of ailments, such as arthritis and cancer.

The year 2020 was big for pangolins. In June, the Chinese government upgraded pangolins' protection status from Class II to Class I, the highest level, which carries a penalty of 10 years imprisonment for those convicted of hunting, killing, smuggling, or trading them. Days later, pangolin scales were removed from an official 2020 listing of key ingredients approved for use in traditional Chinese medicine, though they continue to be used in some patented manufactured formulas.

2020 IMPACT

- After pangolins were identified as a potential vector of the virus responsible for COVID-19, we redistributed our **Jay Chou pangolin PSA** and billboard ads throughout China. The PSA received 20 million views on social media in the first few days. In partnership with Xiaomi TV, the PSA was played another 590 million times during April and May, which included 165 million full-length views. We also placed messages on over 25,000 outdoor digital screens and 250 billboards in high-traffic transportation hubs, shopping areas, and city centers in 14 cities, which reached over 340 million people.



- For World Pangolin Day, we collaborated with *People's Daily*, the official media outlet of the Chinese Communist Party's Central Committee, on a pangolin awareness infographic, article, and video. The materials garnered 21.5 million views, over 150,000 shares, and more than 120,000 comments/likes across multiple social media channels.
- Also in China, we launched a **comic-style billboard campaign** to bring attention to pangolins' elevated Class I protection status. The campaign included 224 billboards placed throughout seven prominent transit hubs, garnering an estimated 70 million views in just two weeks. In the Guangzhou subway, some 80% of surveyed riders retained the messages—an important success because 30% of respondents associated pangolins with being both a medicine and a "wild taste" food.
- In Africa, we produced a five-part mini documentary, **A Pangolin's Tale**, with actor Djimon Hounsou about the many threats pangolins face around the world and released it as part of our webinar series, WildAid Live.



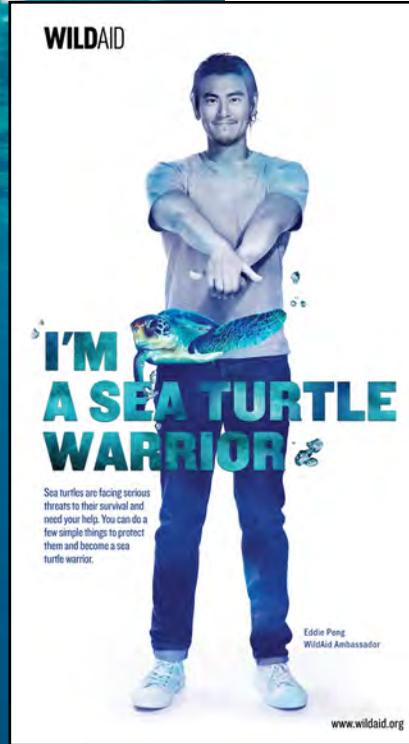
©Marcel Bigue

A local fishing on Pemba Island in Zanzibar Archipelago.

SEA TURTLES



Eddie Peng, Sea Turtle Warrior billboard design.



2020 IMPACT

- With our partner China Sea Turtle Conservation Alliance, we launched our **Sea Turtle Warrior** campaign with superstar Eddie Peng that highlights key actions every individual can take to protect sea turtles. The PSA garnered over 4 million views, the launch generated 43 news stories, and WeChat Moments advertisements on six major accounts accumulated 15 million views. We also secured outdoor ad space in Beijing, Chengdu, Chongqing, Fuzhou, Guangzhou, Haikou, Sanya, Shanghai, Shenzhen, Tianjin, and Xiamen, garnering an estimated 475 million impressions.
- We repeated our 2017 consumer awareness survey to assess changes in attitudes and behavior over the past three years, and to gauge our campaign's effectiveness. The results revealed positive trends: The Chinese public's willingness to purchase sea turtle products declined by 55% and the rate of their purchase declined by 46% over the three-year period.
- We also did qualitative research at souvenir markets in Beihai and Haikou, China. Results suggested that vendors are now less willing to sell souvenirs made of protected wildlife, such as sea turtles.
- In partnership with the Chinese Academy of Fishery Sciences (CAFS), we hosted a law enforcement training session on protecting endangered aquatic wildlife for 111 officers from over 50 agencies. We also helped CAFS design posters about the illegality of sea turtle, coral, and giant clam products, which were hung in markets to educate and caution buyers and sellers against participating in the trade.

©David Troeger on Unsplash

All sea turtles are at risk of extinction due to a multitude of human-based threats. Despite an international trade ban, sea turtles are illegally killed for their eggs, meat, and shells, and face direct pressure and overexploitation from poachers in Asia, Africa, and the Caribbean. Coastal fishing communities commonly consume meat from green and leatherback turtles and eggs from loggerhead and olive ridley turtles. Shells or whole bodies of hawksbill turtles are used as raw materials for crafts and souvenirs. Traditional Chinese medicine books list all parts of a sea turtle, including blood, gallbladders, eggs, and livers, as having medicinal properties as varied as curing asthma and improving male virility.

SHARKS

Consumption of shark fin soup, considered a luxury in much of Asia, has led to overfishing of many vulnerable shark species and to the inhumane practice of finning. As a result, more than 70 shark species are at risk of extinction. We continue our campaign to reduce shark fin consumption in Southeast Asia and to secure further restrictions to the global shark fin trade.

In June 2020, whale sharks received new legal protection in Taiwan, with anyone found guilty of disturbing or capturing the animals subjected to up to five years in prison and a significant fine. We continue our two-decade-long program to advocate for stronger regulations and lead public awareness campaigns to help Taiwan and Southeast Asia achieve a thriving marine life that contributes to healthy oceans and sustainable fisheries.

©Kristin Hettermann

2020 IMPACT

- We produced a TV **documentary and PSA** with actor Ethan Ruan swimming with whale sharks in Mexico. Broadcast on the Chinese mainland and in Taiwan, the documentary received over 2 million views and over 7 million impressions.
- For the Lunar New Year, we created six social media posts that reached over 36,000 people and engaged around 2,200 across Thailand. The posts featured testimony from a traditional Chinese medicine lecturer and a Chinese culture professor debunking shark fin as a historically prestigious delicacy and urging Thais to celebrate the new year with #NoSharkFin.
- We created a **video** telling the story of a couple who chose not to serve shark fin soup at their wedding in Thailand. The clip reached over 62,000 people, was viewed over 32,000 times, and engaged over 900 people who liked, shared, and commented on it.
- We recruited 15 new corporations to commit to our global shark pledge, including seven notable restaurants and Taiwan's prestigious Rotary Club. At the end of 2020, our pledge had over 2,000 signatures.

Ethan Ruan whale shark billboard in Hong Kong.





Aerial view of a beach in the Zanzibar Archipelago.

©iStock/guenterguni

MARINE PROTECTION



For decades, we thought our oceans were indestructible. Today, climate change, overexploitation, human development, and illegal fishing seriously threaten their long-term health.

Well-enforced marine reserves and sustainable fisheries can help protect coral reefs, rejuvenate marine wildlife and ecosystems, provide jobs and food for millions of people, and mitigate the many stressors threatening our oceans. Unfortunately, more than 60% of existing marine protected areas (MPAs) are not well protected, and fish populations utilized by humans have decreased by half since 1970. We are working to make the promise of marine protection real by strengthening enforcement in more than 250 marine reserves and fisheries by 2025.

Through our flexible, collaborative approach, we work with government and nonprofit partners around the world to improve the enforcement of laws and regulations, deter illegal fishing and poaching, allow endangered wildlife to recover, and boost economic opportunities for local communities.

This year, despite immense challenges posed by the COVID-19 pandemic, we continued to drive meaningful improvements in marine enforcement around the world, helping to ensure marine wildlife and fisheries receive the protection they need.

We are working to make the promise of marine protection real by strengthening enforcement in more than 250 marine reserves and fisheries.

2020 IMPACT

Latin America

- In cooperation with GIZ and Conservation International, we delivered 140 personal protective equipment kits to rangers in coastal Ecuador to help keep them and the public safe from COVID-19.
- A WildAid-funded biosecurity lab in the Galapagos Islands played an unexpected role in the fight against COVID-19 by serving as the **main COVID testing location** for 25,000 Galapagos residents.
- We joined the Sustainable Environmental Investment Fund and the Galapagos National Park Directorate in signing an agreement creating the “Galapagos Marine Reserve Fund.” It **secures financial resources** to support long-term monitoring, surveillance, and protection of the Reserve.

The Caribbean

- Together with Cuba’s Center for Protected Areas, we **developed a Marine Protection System Plan** to strengthen enforcement in Ciénaga de Zapata National Park, which includes the largest wetland in the insular Caribbean.
- Our work supporting The Bahamas’ interagency Marine Action Partnership (MAP) enabled enhanced communication between the Royal Bahamas Defence Force (RBDF) and the fishing industry. This effort led to the September seizure of two illegal fishing vessels from the Dominican Republic, which together were fined \$1.9 million.
- Under the MAP, we also facilitated satellite monitoring support for RBDF from Fisheries and Oceans Canada—valued at \$250,000—to **better detect “dark vessels,”** which evade monitoring and may be fishing illegally.

Africa

- In Tanzania, we began implementing our new Marine Protection System Plan for the Pemba Channel Conservation Area, in coordination with Marine and Coastal Community Conservation Zanzibar. Initial successes included **delivery of a remote training on patrol techniques** for senior enforcement representatives, the provision of uniforms for fisheries officers and community-led patrol teams, and the **purchase of two patrol boats.**
- We delivered 20 ranger surveillance kits to Gabon’s National Parks Agency to ensure rangers have essential safety equipment, including binoculars, night vision cameras, VHF radios, handheld GPS units, and more.

Technology

- We partnered with MongoDB, a cloud database firm, to develop a new mobile application, O-FISH, which enables **better collection of enforcement data at sea.**
- In partnership with several technology firms, NGOs, and government advisors, we hosted the first MPAbots Swimoff Challenge to explore the role of technology in enforcement and determine if remotely gathered information on illegal activity is robust enough for successful prosecution.

AFRICA PRIDE

Africa's wildlife faces threats from poaching, habitat loss, and growing human populations that lead to conflict. WildAid surveys show that while there is society-wide national pride in wildlife and parks, public awareness about threats and engagement in conservation is low. We work with lawmakers, government officials, business executives, religious leaders, and celebrities to build broader support for wildlife conservation, anti-poaching efforts, and prosecution of middlemen and smugglers higher up the trade chain.

In the past two decades, Africa's lion numbers have declined by 43%, with populations in West, Central, and East Africa down 60%. With threats that include poaching for their bones and other body parts, conflict with humans, and severe habitat loss, lions are facing a serious crisis. Promoting conservation in Tanzania, home to approximately 50% of the world's remaining wild lions, is key to their survival.



2020 IMPACT

- In Tanzania, every day approximately 2,750 bus passengers viewed our ongoing Simba Ni ("the lion is") PSA and digital billboards during their commute around Dar es Salaam thanks to our partnership with a bus screen provider.
- Our lion educational posters and lesson plans, created in English and Swahili, have been distributed to 40 schools and counting across Tanzania through our on-the-ground partner Roots & Shoots.
- Our *Uganda Wildlife Act* campaign reached audiences across the country with the distribution of 130,000 posters in 11 languages, 1,200 radio spots in eight languages, and nearly 38,000 plays of the video in public transport minibuses, including in areas that are considered poaching hotspots. The campaign also reached 421,000 people across social media and resulted in 62,100 engagements.
- We supported the enforcement work of the Uganda Wildlife Authority (UWA) with easy-to-understand materials summarizing wildlife laws. During the first few months of the pandemic lockdown, UWA reassigned almost all its rangers to law enforcement duties, leading to 125% more arrests for wildlife crimes between March and May than during the same period in 2019. UWA field staff used the posters for sensitization and left them in communities as a reminder of the repercussions of engaging in wildlife crime.
- We produced an animated video distributed in multiple African countries known for urban bushmeat consumption about its links to public health. Created with a Kenyan artist, the message was that all life systems on earth are connected; if one is damaged or destroyed, all creatures—including us—suffer. It is up to all of us to do our part to prevent this. The video reached 6 million people and garnered 483,000 views and 270,000 engagements.

HABITAT/CLIMATE



In 2019, the United Nations' Intergovernmental Panel on Climate Change declared that the global community has only a short, decade-long timeline to drastically reduce greenhouse gas emissions and acknowledged the important role of individual consumption in climate mitigation.

We continue to combat the climate crisis by encouraging consumers to make more sustainable choices. Our various "Green Lifestyle" campaigns encourage individuals to make smart low-carbon choices in areas such as transportation, diet, waste management, and energy use. EarthAid is the sustainable lifestyle program brand for WildAid. Its programs and campaigns will inspire individuals to take action through their lifestyle choices to help protect the planet from climate change, pollution, and loss of wildlife habitat. Our slogan is "action starts the movement."

2020 IMPACT

- We piloted the Habitat/Climate program, starting with the *GOblue* and *Food Choice* campaigns between 2016 and 2019. In 2019, we launched our *Sustainable Lifestyle* campaign. In 2020, we created the EarthAid umbrella brand, which incorporated food choice, transport, and plastics, and launched the first EarthAid food campaign. A plastics campaign is planned for 2021. EarthAid was highly successful, achieving over 755 million impressions and high-profile coverage by major outlets. It also resulted in new governmental partnerships and public-private partnership interest from *China Association for NGO Cooperation*.
- As part of our *GOblue* sustainable transportation campaign, we launched "Feel the Joy of Green Transport," which realized over 60 million impressions with approximately 7,000 outdoor placements. It was promoted by China's Ministry of Transportation and displayed in Tianjin during Green Transport Month. The Guangzhou government featured the campaign on all city buses for six months, creating a daily presence for the city's 15 million residents and attaining an estimated 1.3 billion impressions.
- We launched our food campaign under the EarthAid umbrella brand with superstar Wang Yibo. In the first six weeks, the PSA had over 520 million views on Weibo and campaign hashtags garnered over 477 million impressions. We placed the campaign on over 43,000 digital screens and print billboards in 13 cities, reaching an estimated viewership of 885 million. In total, the campaign's materials attracted over 1.4 billion views. We continued development of a national "plastic-free" campaign in China for launch in 2021. This project, under the EarthAid umbrella brand, involves multistakeholder meetings to understand effective advocacy, as well as market testing of campaign concepts.

Our **EarthAid** food campaign materials attracted over **1.4 billion views**.

Wang Yibo billboards in the Wuxi subway, China.

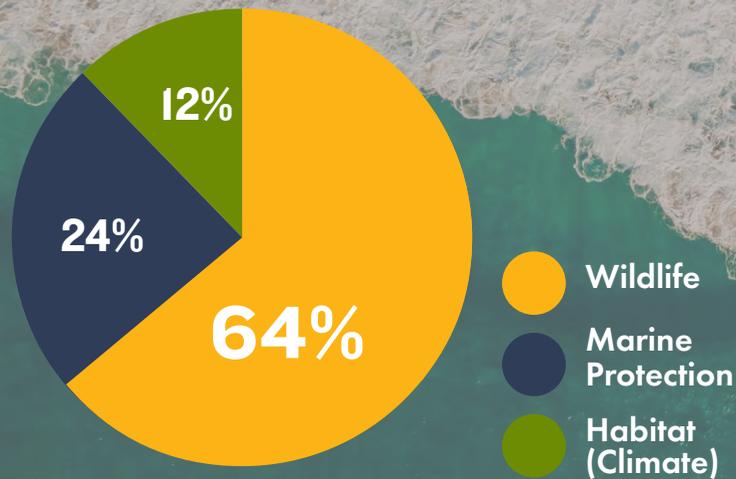
FINANCIALS

WildAid is committed to creating impact from the generous gifts of our donors. We use our relationships with private and government-owned media partners to leverage a small communications program budget into a pro bono media placement value of nearly \$308 million. For the ninth consecutive year, WildAid has been designated a four-star charity by Charity Navigator. On the following pages are fiscal year 2020 consolidated financials. Complete financials are available at wildaid.org.

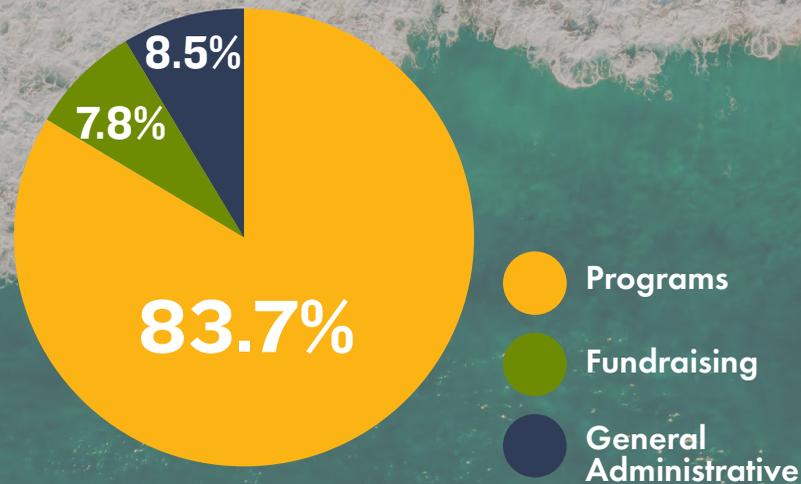
REVENUE BY YEAR



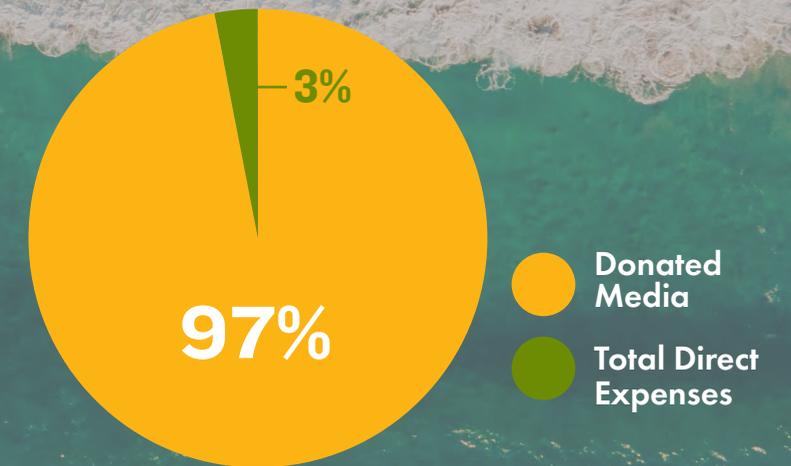
DIRECT EXPENSES BY PROGRAM



EXPENSES BY TYPE



DONATED MEDIA



STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and Cash Equivalent	\$13,886,168
Contributions and Grants Receivable	\$728,918
Advance to Field Programs	\$178,956
Prepaid Expenses and Other Assets	\$297,809
Property and Equipment, Net	\$45,448
Total Assets	\$15,137,299

LIABILITIES

Accounts Payable	\$324,328
Accrued Expenses	\$169,208
Deferred Revenues	\$350,000
Note Payable	\$426,340
Total Liabilities	\$1,269,876

NET ASSETS

Unrestricted	\$12,785,638
Restricted	\$1,081,785
Total Net Assets	\$13,867,423

STATEMENT OF ACTIVITIES, 2020

REVENUE AND SUPPORT

	Unrestricted	Restricted	Total
Donations	\$2,043,204	\$781,030	\$2,824,234
Grants and Awards	\$2,014,981	\$3,312,900	\$5,327,881
Events and Other	\$715,306	\$339,439	\$1,054,745
Total Direct Revenue	\$4,773,491	\$4,433,369	\$9,206,860
Donated In-Kind Media	\$307,801,799	-	\$307,801,799
Net Assets Released from Restriction	\$5,751,494	\$(5,751,494)	-
Total Revenue & In-Kind Support	\$318,326,784	\$(1,318,125)	\$317,008,659

EXPENSES

	Unrestricted	Restricted	Total
Program Services	\$7,968,296	-	\$7,968,296
General Administration	\$807,142	-	\$807,142
Fundraising	\$745,156	-	\$745,156
Direct Expenses	\$9,520,594	-	\$9,520,594
In-Kind Media	\$307,801,799	-	\$307,801,799
Total Direct & In-Kind Expenses	\$317,322,393	-	\$317,322,393
Changes in Net Assets	\$1,004,391	\$(1,318,125)	\$(313,734)
Net Assets, Beginning of Year	\$11,781,247	\$2,399,910	\$14,181,157
Net Assets, End of Year	\$12,785,638	\$1,081,785	\$13,867,423

THANK YOU

We are grateful to all of our donors for their generous contributions over the past year. Your gift to WildAid provided crucial support to end the illegal wildlife trade in our lifetimes, deliver comprehensive marine protection, and reduce our collective environmental impact. Thank you. You are making a difference.

A NONPROFIT YOU CAN TRUST

For the ninth consecutive year, WildAid received Charity Navigator's highest four-star rating, which is reserved for the most accountable, transparent, and financially healthy of the nonprofits it rates. WildAid also earned GuideStar's Platinum Seal of Transparency.



\$250,000 AND ABOVE

Anonymous
Grantham Foundation for the Protection of the Environment
Mary M. O'Malley Estate
David & Lucile Packard Foundation
Pangolin Crisis Fund
Tilia Fund

\$100,000-\$249,999

Acton Family Giving
Anonymous (2)
Alan Chung & Buffy Redsecker
Climate and Land Use Alliance
Mike Dinsdale
Erol Foundation
KR Foundation
Walt Kuciej
Angiolo Laviziano
Lindblad Expeditions-National Geographic Fund
Sandler Foundation
James Wei
Wade & Brenda Woodson

\$50,000-\$99,999

Paul M. Angell Family Foundation
Anonymous
The Applewood Fund at Community Foundation Santa Cruz County
Fiona Bensen
Xochi & Michael Birch

Jean Aubuchon Cinader
Criterion Africa Partners
Donna Howe & Juan Loaiza
Shannon O'Leary Joy
Marshall Foundation
Cathy McMurtry
Mulago Foundation
Mary O'Malley & Robert Dion
M. Piuze Foundation
James & Gretchen Sandler Philanthropic Fund
U.S. Fish & Wildlife Service

\$25,000-\$49,999

Anonymous (2)
Heidi Blackie
Chantecaille
The Dashlight Foundation
Mari & Norman Epstein
Robin A. Ferracone & Stewart Smith
Urs Hoelzle
Lion Recovery Fund
Kristi & Tom Patterson
Sachuruna Foundation
Shared Earth Foundation
Bev Spector & Kenneth Lipson
Flora L. Thornton Foundation
Whiskers N Paws
Troper Wojcicki Foundation

\$10,000–\$24,999

David Andrews
Anonymous (2)
Christopher B. Asplundh Family Fund of The Philadelphia Foundation
The Ayudar Foundation
Barlow Family Foundation
Wendy Benchley & John Jeppson
Joan & Michael Buckley Fund of Community Foundation Sonoma County
Code Blue Charitable Foundation, Inc.
David Shepherd Wildlife Foundation
David Yarrow Photography
Meredith & Barry Eggers
Pamela Farkas & Andrew Paul
FIGS Inc.
The Fitzpatrick Foundation
Bert & Candace Forbes
Emanuel J. Friedman Philanthropies
The Galesi Family Foundation
Bradley L. Goldberg
Teri & Andy Goodman
The Gordon & Llura Gund Foundation
Kathryn Davis Grado Foundation
Horne Family Charitable Foundation
The Horn Foundation
Impact Blue
International Elephant Foundation
Lucie Jay & Tom Chow
Laurie Jordan

The Dirk & Charlene Kabcenell Foundation
Kay Family Foundation
Roma Khanna
Steve & Angela Kilcullen
Ted & Patsy Krampf Fund
The Lawrence Israel Family Fund
March Conservation Fund
Bruce Martin & Carolyn Costin Martin
Nimalin Moodley
Morgan Family Fund
Nancy Mueller & Robert Fox
Barbara & Donald Niemann
Janet O'Malley
Oliver's Donor Advised Fund
Anne Pattee
Pegasus Foundation
Purpose Campaigns LLC
Helen Riley & Jean-Philippe Emelie Marcos
Roger Klauber Family Foundation
Joshua Rosenthal Charitable Trust
James & Margie Shaughnessy
Pete Solvik & Becky Christian
Scott Thompson
David & Karie Thomson
Tiffany & Co.
USAID Wildlife Asia - FHI 360
The Melissa & Bart Vaio Family
Roy Young & Rosa Venezia
Karen Yust

\$5,000–\$9,999

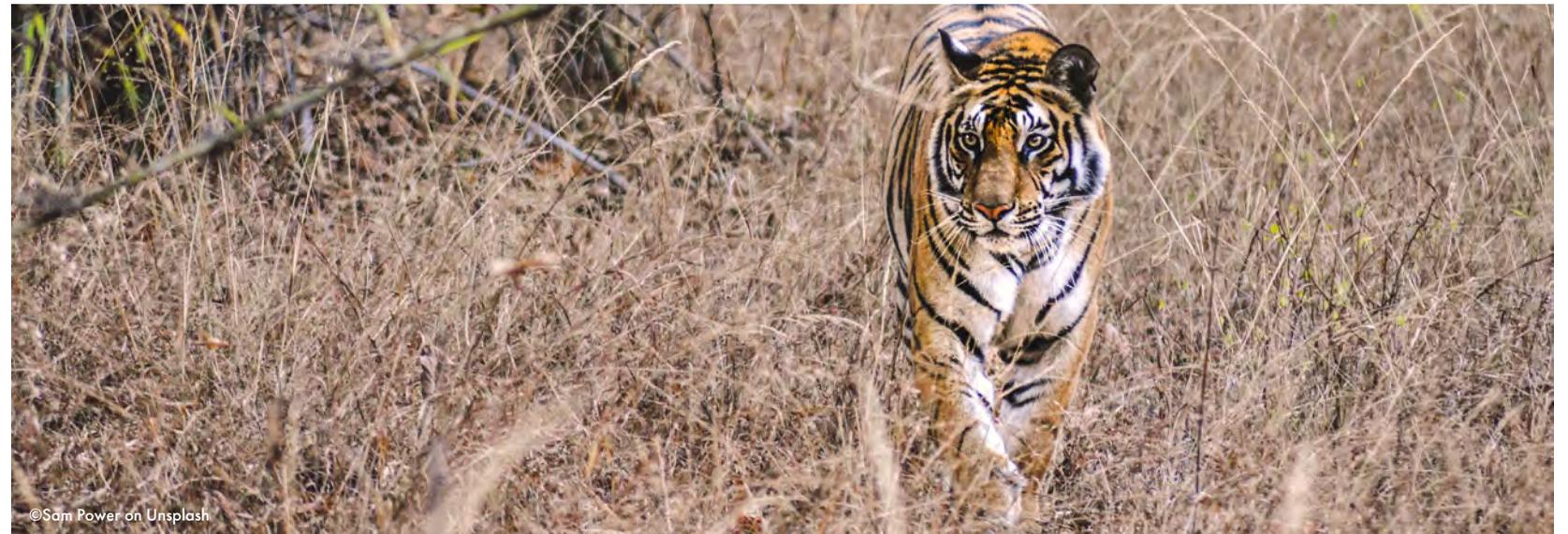
AIR Fund
Emily Aldrich & Russell Stoner
Toni Alexander
Anonymous (3)
Bendita Foundation
Bluestein Family Fund
Jillian Buckley
Buckmaster Foundation
Susan Carey
Steve & Angela Cartt
Kathleen Chaix Fund of the Orange County Community Foundation
Craig & Nana Chiappone
Duncan Clark & Robin Wang
Gideon Coltof
Simon Dunne
Evans Fund
Caroline Everett & Mary Klays

Sandra Farkas
Dennis & Linda Fenton
Mike Grimm
Mary Jo Haggerty
James M. Harmon Charitable Gift Fund
The Henry Foundation
Benjie Holson
John & Ann Iannuccillo
Kate & Christian Jensen Fund
The Johnson Family Fund
Samuel Krasnik & Kathleen Corless
Robert Lindsay
Louise Linton & Steven Mnuchin
Chris & Melody Malachowsky
Mallett Family Charitable Fund
Katharine Martin & David Laurits
Miller Foundation
The Monaghan Foundation
Karole & Kendall Morgan-Prager

Maureen Ohara-Norris
The Olsen Foundation
Patricia Quick
Rajan-Young Family Fund
Silicon Valley Community Foundation
Greg Sparks
Diana Tang & Tom Duffy
The Tofurky Company
Diane Torkelson
Dick & Cindy Troop
Midge VanLoan
Stan Wertlieb
Timothy & Alba-Marina Williams
Williams Family Foundation
Wilson Sonsini Goodrich & Rosati Foundation
Wenqing Yan
Chris Zacher

\$2,500–\$4,999

Christopher Ahlgrim
Allyse & David Anderson
Nico Andrews & Amber Kelleher-Andrews
Anonymous (3)
Apex Expeditions
Ron & Linda Barchet
Mark & Silvia Belotz
Diana Brookes
Rob & Jane Burgess
Marissa Buzan
John Carriero
Effie Clayton
Curran & Taryn Dandurand
Christian Degner-Elsner
Louis DeMattei & Amy Tan
Wayne W. Dyer Family Foundation
William Faulkner





©Shifaz Abdul Hakkim on Unsplash

Robert J. & Helen H. Glaser Family Foundation
 Global Impact Panorama
 Sulabha & Vasant Hardikar Family Fund
 Jan Heerman
 Johnson/Block Family Fund
 Michele & Geoffrey Kalish
 Erik & Shari Kjerland
 Michelle Klatt & Lisa Aaron
 Fred Krasny & Betty Baer
 Joshus Landy
 Susan Lilley
 LOVE BRAND & Co.
 The Lumpkin Family Foundation
 Mark Lyons
 Kathy Macdonald
 John Maloof
 The Mariposa Philanthropic Fund of the Jewish Community Federation & Endowment Fund
 The Roberta Marshall Charitable Fund
 Milton Mcclaskey
 Michael Milczarek
 Cynthia & George Mitchell Foundation
 Sara Murray
 Netflix
 Brittany Nizzi
 ONEHOPE Foundation
 Louise Pfister
 Cory Pulfrey
 RMS Family Foundation

Roman Rosario
 Toby Schaffer
 The Steve Siadek Family Fund
 Georgia Simon
 Barry & Mimi Sternlicht Foundation
 Victoria Sujata
 Juan M. Torres
 Barry & Jody Turkus
 Rita Vallet
 Jennifer Walsh
 Sheila Ward & Ray Harry
 Robert & Sandra Wilson
 Alyssa Woodman
 Ronald & Geri Yonover Foundation
 Pascal Zuta

\$1,000–\$2,499

Brian & Younghie Achenbach
 Wendy Alexander
 Alexandra Llewellyn London
 AmazonSmile Foundation
 Anonymous (14)
 Heidi Barrett
 Bruce Balan
 James Baldi
 Simrita Banwatt
 Barnston - Koutsaftis Family Foundation
 Erica Baylor
 Tracy Beetler & Logan Smith
 John & Kathy Bernhardt Animal Friends Fund
 Blue Sea Waves Foundation

Bluestone Foundation
 Robert B. Breidert
 Hope Brown
 Lydia Budak
 Paola Buendia
 Caithness Foundation, Inc.
 Caritas Trust
 Susan A. Carr Charitable Trust
 Barb Carroll
 Dmitri Cavander
 Robert Cleary
 Rebecca Cohencious
 James Collier
 Sue Conatser & Thomas Terry
 Bill & Connie Cox
 Fernanda Cruz
 Mark Cunningham & Judy Klein
 Susan Dawson
 Brian DiDio
 Michael DiLeo
 Bill Dorfman
 Raymond Durkee
 Keith Ehrensing
 Sara Ensign
 Samantha Fasone
 Fern's Fund of the Bank of America Charitable Gift Fund
 Catherine Fernando
 Mary Fields
 FiG LLC
 Dennis Fisher
 David Flores
 Roger Fong & Erik Kramvik

Ford Charitable Fund
 Foundation for TA/P
 Laura Beth Frankel
 Freddy Gamble Fund of the BNY Mellon Charitable Gift Fund
 Fuller Family Foundation
 Elaine Fung
 Matthew Garnes
 Michael Gelb
 Jack & Debbie Gibson
 The Glickenhau Foundation
 The Peter Mann Graham Fund
 Marian & Roger Gray Fund
 Whitney Green
 Nancy Grove
 Craig & Susan Grube
 The Hanley Foundation
 Harney & Sons Tea Corp
 Robert Hart
 Shawna Hawkins
 Lisa Heape
 Fred & Peggy Heiman
 Mindy Henderson
 Janet Hendricks
 Margaret M. Hixon Fund
 Curtis & Jane Hoffman
 Danforth & Elizabeth Hollins
 Craig Holmes
 Felicia Hu
 Harvey C. Hubbell Charitable Fund
 Scott Huber
 Coe Hudson
 Robert James

Janssen Pharmaceutical Companies
of Johnson & Johnson
Erik Jensen
Mary Jeter
Patricia Joanides
Carol Johnson
Kathy Kamei & Jon Araghi
Donna Kaplan
Tarun Kapoor
Jamie Kievit
King/Weseley Family Charitable
Trust
Rick Kinsey
Mary Klee
Kristan Klinghoffer
Peter & Corie Knights
Elizabeth Koger
The Kruger Family Foundation
Ryan Kubly
Sean & Lindsay Lally
Lamoreaux Family Charitable Fund
Frans Lanting & Chris Eckstrom
Christy Lazicky
Kathleen Lehr
Guo Zheng Lee
Marian Lemle
Philip Levine
Paula Li
Jon Lloyd
Susan Loesser
Bret Lopez
Teresa Luchsinger Giving Fund
Matthew Lugliani

Richard & Marilyn Luneberg
Gregg McCrary
McFarlin Blamire Giving Account
Thomas McInerney
Arla McMillan
John Medway
Anna Melbin
Francis Melvin
Kristi de Merlier
Sandra Meyer
Laura Milner
Lindsey Munro
Munson-Simu Family Gift Fund
Ann S. & William Naftel
Jessica Nagle
Caroline & Richard Nahas
Andres Nino
The Eric & Joan Norgaard
Charitable Trust
Nick & Stephanie Osborne
Erica Overskei
Cindy Pan
Olivia Paredes
Jyoti Patel
Sanjay Patel
Patricia Petro
Daniel Pike
Daniel Preston
Victoria Prieto
Frederick H. Prince & Diana C.
Prince Foundation
Jeffrey Pyatt
Tracy Rabold

Bharath Narasimha Rao
Rare
Aaron Rasmussen
Thomas Raymond
Pamela Rea
Sang Reid
Erika Reinhardt
Todd Reubold
Hannah Rice
Marie Ridder
Horace Robuck
Herve Rodriguez & Ramna Brandt
Camille Rose
Izak Rosenfeld
Sally's Whim of Horizons
Foundation
Annie Sammis
Niti & Nimish Sanghrajka
Patricia Santos
Sarah Shropshire
Lee Savage
Marius Schilder
Dave & Marcy Segre
Manuel Serpa
Shennan Family Fund
Judy Sherry
Cynthia Shoup
John Sierotko & Janine Shiota
Charitable Fund
Paul Sinclair
Reet Singh
John & Mark Slater
Rich & Sally Slavin

Sloan Family Fund
The Javier Sloninsky Family Fund
Harry Smith & Meg Sutherland-
Smith
Sylvia Smith & Stanley Kowalski
Graham Smith
Ian Sobieski
Andrew Stirn
Susan Stultz
Tom & Heather Sturgess
Jonathan Summers
Thacher Charitable Fund
Joel & Sher Thomsen
Katherine Thomson

Joanne Tuckwell
Tracy & Christopher Turner
Vickery Family Fund
Douglas Viggiano
Felipe Villamizar
Jeff, Kathy & Laird Vlaming
Nicholas Waite
Miao Wang
James Warren
Laura Waters
Richard Watkins
Joseph Webster
Gordon & Joan White
Eric Wichems

Gerolyn Wilcox
Jenni Williams
Lance Williams & Grant Kretchik
Winget Family Foundation
The Winnick Family Foundation
Cody Woelfel
Lisa Yano
Yao Family Wines
The Yemaya Fund
Lily Yen & Noel Lee
Jeffrey Yonover
Dorothy Yuan



BOARD OF DIRECTORS

Robin A. Ferracone, Chair
Peter Knights, Chief Executive Officer
Steve Morgan, Vice Chair/Treasurer
Mary O'Malley, Secretary

David Andrews	Katharine Martin
Wendy Benchley	Tammy Nicastro
Alan Chung	Ellie Phipps Price
Mike Dinsdale	Helen Riley
Meredith Eggers	Shireen Santosham
Donna Howe	Jim Shaughnessy
Carol Johnson	Peter Solvik
Kathy Macdonald	Bev Spector

HONORARY BOARD

Fiona Bensen
Xochi Birch
David Dossetter
Pamela Stedman Farkas
Victoria Fitzpatrick
Shannon O'Leary Joy

WILDAID TEAM

Peter Knights, Founder and Chief Executive Officer
John Baker, Chief Program Officer

Claire Altier	Hong Hoang	Rabia Mushtaq	Nhi Thoi
Debra Baker	Alex Hofford	Han Nguyen	Tammy Tian
Jennifer Biffot	Ulrich Janse van Vuuren	Oanh Phan	Christina Vallianos
Steve Blake	Guy Jennings	Robert Pinnix	Diana Vinueza
Silvia Bor	Ritha Johansen	Angela Richards	Vivien Wang
Manuel Bravo	Nayantara Kilachand	Cody Robbie	Duanduan Xie
Meaghan Brosnan	Angela Kirkman	Maz Robertson	Jia Ye
Lorenza Chango	Corie Knights	Bridget Schultz	Gary Yip
Dorothy Cheng	Lucy Li	Molly Shane	Chong Yu
Nuthatai Chotechuang	Jazmine Liu	Jaclyn Sherry	Michelle Zhang
Consuelo Cortez	Paris Ma	Hai Shikun	Li Zitong
Dyna Di	Roddy Macias	Nick Steel	
Zoe He	Flora Massah	Carrie Sullivan	

INTERNATIONAL BOARD

Ivonne A-Baki	Philippe Cousteau	Mindy Henderson	Rob Mondavi, Jr.
Frederico Angermeyer	Bo Derek, Canada Trustee	Dereck & Beverly Joubert	Johan Ernst Nilson
Sam Branson	Eric Desatnik	Tim Kelly	Dr. Ellen Pikitch
Jackie Chan	Dr. Sylvia Earle	David Kracke	Pat Riley
Sachen Chandaria	Elisabeth Pang Fullerton	Frans Lanting	Jeanne Sedgwick
Sue Chen	Bryce Groark	Silence Leung	Dr. Jordan Shlain
Duncan Clark, UK Trustee	David Haslingden	Matthew Margo	Michael Skoletsky
Jonathan Conrad	Shawn Heinrichs	Claudia A. McMurray	Steve Trent



ACKNOWLEDGMENTS

Design: Design w/o Content

All images in the annual report are owned by WildAid unless otherwise stated.

**THANK
YOU**



WILDAID