

2015 ANNUAL REPORT

WILDAID

OUR VISION

WildAid's mission is to end the illegal wildlife trade in our lifetimes. While most wildlife conservation groups focus on scientific studies and anti-poaching efforts, we work to reduce global consumption of wildlife products. Working with celebrity ambassadors and using the same techniques as high-end advertisers, WildAid creates aspirational and exciting conservation campaigns that are seen by millions of people every year.

We also work with government and NGO partners to secure Marine Protected Areas, such as the Galapagos Islands in Ecuador and Palau's Northern Reefs, from threats such as illegal fishing. With a comprehensive management approach and the use of innovative technologies, we deliver cost-effective enforcement to key marine reserves around the world.

For more information, visit WildAid.org.



This page: A southern white rhino; Cover: African elephant herd (Shannon Wild)

FROM THE CEO

Fifteen years ago, WildAid was created to fulfill an urgent need. Little or no attention was being paid to the consumer demand for wildlife products that drives the slaughter of elephants, rhinos, sharks and other magnificent species. Today, demand reduction is universally accepted as vital to saving these animals, largely thanks to the perseverance and pioneering success of our programs and their impact on the shark fin trade. We are now able to engage in larger-scale campaigns for more species. With every experience, we learn and fine-tune our messages rather than merely theorizing what works.

What some fail to understand is that this field of “demand reduction” is less about directly changing individual consumers and more about changing what is acceptable in the society in which they live. Nowhere are societies more rapidly changing than in the Asian countries where we work, and surely Africa will now start to evolve at the same frenetic pace. That's why we are using our approach to increase public and political will to protect wildlife in African nations, by building support for anti-poaching activities and enthusiasm for conservation.

This year, with your support, we have grown significantly yet again. Thanks to the work of ambassadors such as Yao Ming, Jackie Chan, Lupita Nyong'o, Maggie Q, members of the cast of *The Walking Dead*, Ian Somerhalder, Alikiba and many others, we've greatly expanded our work, developing campaigns for the United States, Tanzania, Kenya, Thailand, Taiwan and South Africa.

All of these campaigns are making a difference. We celebrate progress on reducing shark fin demand by an estimated 50 to 70 percent in China, while the nation's manta ray gill stocks have dropped from 7.4 to 2.8 tons following the international protection for which we fought. In Asia, WildAid played a leading role in dramatically increasing awareness of the ivory crisis, culminating in public commitments by China and Hong Kong to end the trade. We've tracked a 50 percent increase in awareness of ivory poaching in China, which has seen ivory prices drop by half in just 18 months. Meanwhile, the awareness gap over the rhino poaching crisis is closing in Vietnam, and we hope that the leveling off of rhino poaching in South Africa in 2015 may be a sign of progress.

In 2016, we look forward to providing technical assistance to many more marine reserves as we scale up this side of our activities; the systems we've introduced have increased the effectiveness of protection in places like Ecuador's Galapagos Islands.

I am immensely proud of the hard work and dedication of our staff, now working in over a dozen countries, and that we continue to be one of the highest-rated wildlife groups by Charity Navigator, with our administrative costs at less than 5 percent of expenses, our cost of fundraising at 5 percent of income and \$196 million of audited in-kind media donated. In short, your support for conservation efforts goes far at WildAid.

Thank you for helping to make all of this possible. Together, we can save these animals and protect their habitats.

Sincerely,

A handwritten signature in black ink that reads "P.D. Knights". The signature is written in a cursive, slightly slanted style.

Peter Knights
CEO, WildAid

AT A GLANCE

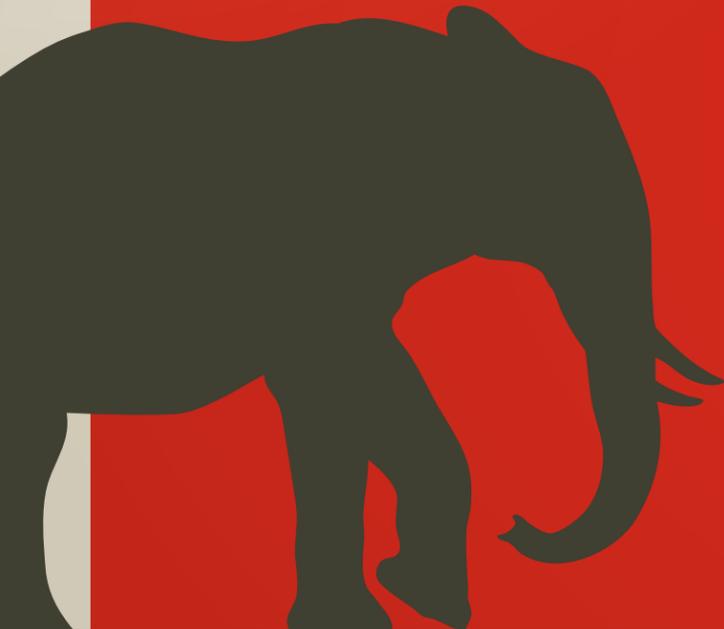
THE PROBLEM

The illegal wildlife trade is a multi billion-dollar global industry, one driven by consumer demand in expanding economies.

An estimated 33,000 elephants are killed annually for their ivory.

On the black market, rhino horn is worth more than gold.

Illegal and unsustainable fishing kills sharks, manta rays and other slow-reproducing marine life.



OUR STRATEGY

REDUCE CONSUMER DEMAND

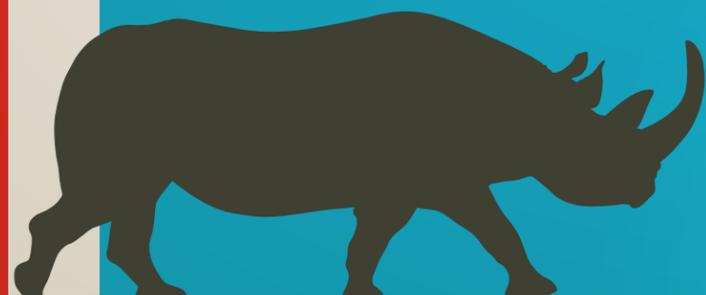
WildAid's cutting-edge media campaigns feature some of the most influential voices in wildlife conservation. Together, we persuade consumers around the world never to buy wildlife products such as ivory, shark fin and rhino horn.

PROTECT MARINE RESERVES

Throughout the world, we've pioneered programs to protect key marine ecosystems from illegal fishing and shark finning.

ENHANCE PUBLIC AND POLITICAL WILL

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



WILDLIFE ICONS

WildAid enlists popular Asian, African and Western stars to spread the message about wildlife crime. Working with these ambassadors as well as our network of media partners, we deliver high-impact, culturally sensitive campaigns that reach hundreds of millions of people every week. Wildlife icons include Prince William, Yao Ming, Lupita Nyong'o, Lang Lang and Maggie Q.

200+ INTERNATIONAL AMBASSADORS

representing film, television, music, sports, politics and business

60+ MEDIA PARTNERS

donating media space or airtime

\$196 MILLION
IN ANNUAL PRO BONO MEDIA PLACEMENT
from our network of media partners

40+ MEDIA PLATFORMS

including television, print, transit, billboard, and online and social media ad space



FINANCES

WildAid's conservation programs continue to grow thanks to individual and institutional giving. Thank you for believing in our work.

REVENUE BY YEAR



EXPENSES BY TYPE:



EXPENSES BY PROGRAM:



2015: YEAR IN REVIEW

JANUARY

South Africa reports that a record 1,215 rhinos were poached during 2014 — 10 times the number killed in 2009.

FEBRUARY

WildAid convenes an interfaith workshop with Tanzania's most prominent religious leaders, channeling their influence for a campaign against poaching.

MARCH

A new report shows that Chinese consumer awareness of the ivory and rhino horn trade's devastating impact on African wildlife has grown rapidly over the past two years.

APRIL

WildAid trains law enforcement and marine patrol officers in Antigua & Barbuda on how to best protect its marine sanctuaries from illegal fishing.

MAY

Tanzanian music stars led by Alikiba film a series of PSAs as part of a campaign to raise awareness about the nation's unique wildlife.

JUNE

Academy Award-winning actress Lupita Nyong'o joins WildAid as a global elephant ambassador and travels to Kenya to support local conservation efforts.

JULY

"Saving Africa's Giants," a WildAid-produced documentary starring former NBA superstar Yao Ming, is nominated for an Outstanding Nature Programming Emmy Award.

AUGUST

WildAid sponsors the groundbreaking art exhibit "On Sharks & Humanity" at the National Museum of China in Beijing.

SEPTEMBER

In a historic accord, President Barack Obama and President Xi Jinping agree to take important steps towards banning the ivory trade in the United States and China.

OCTOBER

A WildAid investigation exposes how Hong Kong's "legal" ivory market flouts regulations and provides a cover for illegal ivory smuggled from Africa.

NOVEMBER

"An Evening in Africa," our first Los Angeles gala, raises \$2.5 million to fund global conservation efforts.

DECEMBER

Peru approves strong regulations to protect the giant oceanic manta ray, a species particularly vulnerable to fishing activity.

GLOBAL PROGRAMS

MARINE PROTECTION

CARIBBEAN
ECUADOR
INDONESIA
MEXICO
PALAU
PERU

DEMAND REDUCTION

CHINA
THAILAND
UNITED STATES
VIETNAM

PUBLIC ENGAGEMENT

KENYA
SOUTH AFRICA
TANZANIA



ELEPHANTS

An estimated 33,000 elephants are killed each year to satisfy the demand for ivory products in China, Hong Kong, Thailand, the United States and other major markets. Consumer demand reduction efforts are more important than ever in protecting Africa's elephants and eliminating this years-long poaching crisis.

In 2013, we launched an extensive campaign to reduce ivory demand in China, the world's largest market. Since then, public awareness of the crisis has rapidly grown: Surveys conducted in 2012 and 2014 revealed that the number of Chinese people who believe that elephant poaching is a major problem grew by more than 50 percent, while 95 percent of the public supports government action to end the ivory trade.

In Hong Kong, WildAid released a hard-hitting investigative report on the myriad loopholes ivory vendors exploit in order to sell their stock—much of which was acquired illegally from recently poached elephants. We've also worked to build community grassroots support in Africa for wildlife conservation initiatives. In June, we launched our first ever campaign in Tanzania, starring some of the nation's biggest celebrities with a campaign mantra of "Poaching Steals from Us All." Similar campaigns in South Africa and Kenya launches in 2016 (see p. 20 for more information).

OBJECTIVES

Raise awareness of the elephant poaching crisis, support lawmakers in banning ivory sales and measurably reduce demand for ivory in China, Hong Kong, Thailand and other key markets.

KEY ACCOMPLISHMENTS

- US, China and Hong Kong leaders announced a commitment to end the ivory trade.
- Secured \$92.7 million in donated media value for our elephant billboards and PSAs, which aired over 5,800 times on over 20 channels in China.
- Filmed PSAs with Academy Award-winning actress Lupita Nyong'o for 2016 release.
- Produced and released PSAs with WildAid ambassadors including Thai actor/martial arts star Tony Jaa, the coach and members of the Thai National soccer team, and Chinese concert pianist Lang Lang. In the US, we filmed additional ads with actors Ian Somerhalder, Jeremy Renner, Joaquin Phoenix and Taylor Kitsch for American/Chinese distribution.
- Placed over 800 billboards featuring Prince William, Yao Ming, David Beckham, Chinese actress Li Bingbing, Lang Lang and Tony Jaa throughout airports, subways, bus stations, train stations and shopping centers in China, Hong Kong and Thailand. In June 2015 alone, these ads ran in eight Chinese airports reaching 15.2 million viewers—worth \$2.9 million in pro-bono advertising value.
- Released an in-depth investigative report of the Hong Kong ivory market, revealing how the "legal" trade provides cover for illegal ivory, and called upon the government to take steps to end the trade. The investigation was covered by multiple global media outlets.
- Released a wildlife conservation campaign in Tanzania, in association with the African Wildlife Foundation and Tanzania's Ministry of Natural Resources & Tourism.

[MORE INFO: WILDAID.ORG/ELEPHANTS](http://WILDAID.ORG/ELEPHANTS)



Clockwise from top: WildAid CEO Peter Knights (left), Hong Kong Academy Award-winning actress Lupita Nyong'o travels to the David



Legislator Elizabeth Quat and actress Li Bingbing appear at a press conference to release a report on the government's systemic failures in controlling illegal ivory sales; Sheldrick Wildlife Trust in Nairobi, Kenya to film a WildAid PSA (Kristian Schmidt); Prince William's "Ivory Free" ad on display in Chongqing, China



RHINOS

Though banned for over 20 years as traditional medicine in China, rhino horn consumption has recently surged in countries such as Vietnam, where horn powder is marketed as a “cancer cure” to desperate patients who lack access to adequate medical care. It’s also used as a non-traditional “recreational drug” and hangover cure. Despite these new uses, rhino horn has no unique medical properties and is primarily composed of keratin, the same protein found in human hair and fingernails.

Poaching in South Africa, where the majority of remaining rhinos live, has risen dramatically, from 333 in 2010 to 1,175 killed in 2015, predominantly in Kruger National Park. Though there was a slight overall poaching decline in 2015 compared to the previous year (thanks in part to increased enforcement efforts), few middlemen or rhino horn traders have been convicted, suggesting a continued lack of political will in tackling this crisis.

Working with influential public figures and celebrities in Vietnam and China, we are raising awareness about the realities of rhino horn to potential consumers.

OBJECTIVES

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 both China and Vietnam. WildAid works in partnership with African Wildlife Foundation on these multinational efforts.

PRIMARY ACCOMPLISHMENTS

- Produced and distributed PSAs, billboards, print ads and poster designs for the “Nail Biters” campaign with over 30 celebrities, including Sir Richard Branson, actors Li Bingbing, Maggie Q, Jing Boran, Chen Kun and 26 of Vietnam’s biggest celebrities. These campaign messages are featured in airports, shopping centers, pedestrian walkways, outdoor screens, and on various social media platforms. In China alone, the campaign has reached 22 million people on WeChat and other social media apps.
- Filmed and aired a 90-minute TV special reaching millions of viewers in Vietnam with national broadcaster Vietnam Television (VTV) featuring 20 of Vietnam’s top pop stars and entertainers, who performed musical acts and advocated against rhino horn use.
- With Sir Richard Branson, secured commitments from 20 Vietnamese CEOs who pledged to never buy, give or use rhino horn.
- Produced and released PSAs featuring prominent Vietnamese doctors speaking out against the use of rhino horn.
- Conducted three hospital workshops to dispel misconceptions about rhino horn use and urge patients to stop using horn for treatment. Thirty doctors and 430 cancer patients attended our “Understanding Cancer” workshops at the Oncology Hospital in Ho Chi Minh City, and about 400 doctors and patients attended the Traditional Medicine workshop at the TM Institute.
- Recruited over 30,000 Vietnamese citizens who formally pledged not to use rhino horn as part of the “Cuu te giac” (Save the Rhino) social media campaign.

[MORE INFO: WILDAID.ORG/RHINOS](http://WILDAID.ORG/RHINOS)



Clockwise from top: A southern white rhino with calf, South Africa; Vietnamese pop star Thanh Bui leads a youth chorus during the VTV special for rhinos filmed in Vietnam’s top CEOs, who signed a pledge never to buy, use or give rhino horn

summer 2015; Sir Richard Branson discusses rhino conservation with

SHARKS

As apex predators, sharks play a crucial role in marine biodiversity. Yet fins from up to 73 million sharks every year are used in shark fin soup, a luxury dish that has led to overfishing of many vulnerable shark species—as well as the inhumane practice of shark finning itself. After removing the fins, poachers return sharks to the ocean, often still alive. Unable to move effectively, finned sharks sink to the bottom and die of suffocation or are eaten by other predators.

WildAid's campaign is helping to reduce demand for shark fin soup, with recent media reports estimating a 50 to 70 percent decrease in shark fin consumption in China since 2011.

OBJECTIVES

Reduce shark fin consumption in China, Hong Kong, Singapore and Malaysia; and secure bans on the sale and consumption of shark fin across Asia.

PRIMARY ACCOMPLISHMENTS

- Sponsored Parkview Arts Action's "On Sharks and Humanity" exhibit at the National Museum of China in Beijing, which attracts 7.5 million visitors annually. The exhibit featured shark-focused art pieces by over 30 artists from around the world to promote



Below: Activists led by WildAid and Hong Kong Shark Foundation protest local restaurants serving shark fin soup (Alex Hofford)

shark protection and to support WildAid's campaign against shark fin soup.

- Worked with partner NGOs in urging maritime cargo companies and air carriers to ban all shark fin shipments, and for hotel chains to stop serving shark fin soup in their restaurants. As a result, InterContinental Hotel Group banned shark fin soup from its properties, while UPS, American Airlines Cargo and Mitsui O.S.K. Lines adopted fin-free shipment policies.
- Collaborated with the Guangdong Ocean and Fisheries Bureau and the Wildlife Conservation Society to provide training for Guangzhou and Guangdong Fishery enforcement officers on how to quickly identify products from protected shark species.
- Investigated the issue of shark bycatch, focusing on how tuna fisheries impact global shark populations.
- Conducted research on fin consumption trends in Taiwan and Thailand.
- Produced new PSAs with actors Ian Somerhalder and Norman Reedus.
- Distributed PSAs featuring Yao Ming, Maggie Q, David Beckham and others, securing airings on 14 TV channels in China with an estimated pro bono broadcast value of \$30 million.

[MORE INFO: WILDAID.ORG/SHARKS](http://WILDAID.ORG/SHARKS)



Above: Chen Yingjie, a prominent local street artist in China committed to wildlife conservation, painted the mural "Blue Dream" in the weeks leading up to China's National Aquatic Wildlife Protection Awareness Month

MANTA RAYS

The growing demand in Guangzhou, China for manta ray gill plates, known as *peng yu sai* and used in a medically unproven health tonic, threatens global manta populations. With slow reproductive rates, mantas and mobula rays (a closely related subfamily with similar appearance to mantas) are especially vulnerable to overfishing.

According to research conducted with our partner The Manta Trust and others, the manta gill plate trade has tripled over the past three years, with up to 150,000 manta and mobula rays killed every year to supply the market. Toxicology research showed that dried manta and mobula gill plates contain toxic heavy metals, with levels of up to 10- and four-times higher than World Health Organization-approved levels for arsenic and cadmium, respectively.

In 2014, WildAid launched a demand reduction campaign in Guangzhou, China, home to an estimated 99 percent of the market for manta and mobula gill plates.

OBJECTIVES

Raise awareness of manta gill plate consumption's impact on manta populations, measurably reduce demand for gill plates in China, and support the implementation of manta and mobula protections worldwide through outreach and enforcement strategies.

PRIMARY ACCOMPLISHMENTS

- Produced and distributed a PSA featuring Chinese actor and producer Wu Xiubo to show the impacts of poaching on mantas and to portray *peng yu sai* consumption as socially unacceptable.
- Collaborated with Wildlife Conservation Society and Guangdong Fisheries Law Enforcement to conduct a comprehensive training course for 80 fishery officers on how to identify products from several protected species, including manta gills.
- Partnered with conservation groups in Peru to successfully lobby the Peruvian government for regulations prohibiting fishing of giant oceanic manta rays.
- Worked with a local Chinese artist to create a manta mural (above), unveiled at an event in Guangzhou's Baixin Square.
- Conducted an investigation of Guangzhou seafood and Traditional Chinese Medicine markets for upcoming report.
- Brought popular Chinese television star Wu Xiubo to Hawaii to swim with manta rays and learn about the threats facing the species, while filming principal photography for our feature documentary, to be released in 2016.

[MORE INFO: WILDAID.ORG/MANTAS](http://WILDAID.ORG/MANTAS)



Above: Tigers in Ranthambore National Park, India, where WildAid filmed a documentary to be released in 2016 (Andrew Wegst)

TIGERS

Despite international legal protections, tigers have been hunted due to the demand for illicit products ranging from traditional medicines and virility tonics made from tiger bones to decorative items made from their pelts, claws and teeth. Approximately 150 wild tigers are killed annually.

A century of poaching and habitat destruction have decimated global tiger populations from 100,000 to an estimated 3,200, reduced the species' habitat range by 93 percent and caused three of nine subspecies to go extinct.

Captive-bred tiger farms across Asia actively promote these products and have fueled the tiger poaching crisis. In China, 150 companies have been given permission to sell tiger parts from animals that die in captivity, providing cover for wild tiger products and encouraging speculation on future legalization of related products.

Although most prevalent in China, demand for tiger products also exists in Japan, Singapore, South Korea, Taiwan and the United States.

OBJECTIVES

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

PRIMARY ACCOMPLISHMENTS

- Completed principal photography for an upcoming feature documentary on tiger conservation starring three prominent Chinese musicians: *The Voice of China* coach Liu Huan, and two of his protégés, *The Voice* winners Wei Lu and Huo Zun. In the film, the trio travels to India to see tigers in the wild, as well as to learn about the local cultural significance of tigers and threats to their survival.
- Filmed two PSAs featuring Liu Huan speaking out against the tiger bone and skin trade, to be released in 2016.
- Distributed tiger PSAs featuring Jackie Chan and Jiang Wen throughout China, with a pro bono broadcast value of \$25 million.

[MORE INFO: WILDAID.ORG/TIGERS](http://WILDAID.ORG/TIGERS)

PANGOLINS

The focus of WildAid's newest species conservation program, pangolins are small mammals often referred to as "scaly anteaters" for their defining physical trait: large, overlapping scales composed of keratin, the same proteins that make up human fingernails and rhino horns. These scales serve as a pangolin's primary defense from predators. When threatened, the animal curls up into a tight ball, with its scales serving as effective armor (the word pangolin comes from the Malay word *pengguling*, meaning "something that rolls up").

Unfortunately, demand for pangolin scales and meat has caused tens of thousands of pangolins to be poached every year; they may be the world's most commonly trafficked mammal.

Pangolin meat is considered a delicacy in some parts of Asia, while the scales and fetuses are used in Traditional Chinese Medicine and in traditional African bush medicine. The rapidly emerging Chinese middle class, expected to grow from 300 million to 550 million within 15 years, is believed to be driving the illegal trade.

Over the past several years, there has been an increase in the number of seizures of pangolin scales and whole pangolins, both live and frozen.

Pangolin scale shipments weighing in the tons are now trafficked from Africa to Asia, along the same routes as ivory and rhino horn. Some of

the same criminals benefiting from these trades are now likely involved in the pangolin trade as well.

OBJECTIVES

Raise awareness of the pangolin poaching crisis in consumer nations such as China and Vietnam, reduce demand for pangolin scales and meat; and support greater international protections for the species to stop illegal trade.

PRIMARY ACCOMPLISHMENTS

- Produced a 3-minute animated infographic in English, Chinese and Vietnamese to educate viewers about pangolins, the threats they face and the illegal trade that's driving them toward extinction.
- Produced our first pangolin PSA featuring actor Maggie Q.
- Conducted attitudinal and awareness surveys of residents in China and Vietnam to further understand consumption trends and to inform our campaign strategy.
- Investigated markets, restaurants and poachers in China, Vietnam and Indonesia to gauge market trends and to secure footage for PSAs and an upcoming pangolin documentary.

[MORE INFO: WILDAID.ORG/PANGOLINS](http://WILDAID.ORG/PANGOLINS)



Above: A pangolin photographed in Vietnam (Paul Hilton)



CLIMATE

2015 was the hottest year on record, as greenhouse gas emissions and climate change continue to threaten wildlife and humans alike. Since 2012, WildAid has worked to create broad-based awareness of individual contributions to climate change in China through our “5 To Do Today” program. In 2015, we built on this awareness to reduce emissions from the two largest non-energy individual sources: transportation and food choice.

In 2015, the “5 To Do Today” campaign focused its efforts on reducing emissions from personal food choices. Meat consumption alone, a growing portion of the rapidly Westernizing Chinese diet, contributes at least 14.5 percent of all global emissions each year—more than all of global transportation combined. The changing diet in China also contributes to an epidemic of obesity and diabetes.

WildAid’s GOblue campaign supports the Chinese government’s efforts to increase adoption of low-carbon transportation, including new energy vehicles, bicycling and public transportation. By 2020, the government aims to increase the proportion of daily bicycle riders from 6 percent to 18 percent. This has the additional benefit of improving air quality in China’s major cities.

WILDAID’S OBJECTIVE

To support China’s emissions reductions efforts by changing individual behaviors such as food and transportation choices.

PRIMARY ACCOMPLISHMENTS

- Produced TV PSAs in partnership with Shanghai Soong Ching Ling Foundation to promote improved consumer choices in Guangzhou.
- Produced and launched a PSA featuring Chinese celebrity Du Haitao to promote low-carbon transportation.
- Surveyed public opinion across China to establish current views on carbon emissions, air quality, meat consumption and dietary habits.
- Launched an animated PSA with The Energy Foundation encouraging urban commuters to adopt carpooling as a way to reduce emissions, air pollution and traffic.
- Launched a mini-documentary in partnership with the producers of *Cowspiracy* that highlights the links between meat consumption, climate change and environmental degradation.
- Developed the “Hairy Nose” campaign on air quality and transportation, featuring a PSA that went viral on social media, both in China and internationally. The campaign also features billboards and other social media components.

[MORE INFO: WILDAID.ORG/CLIMATE](http://WILDAID.ORG/CLIMATE)

Clockwise from top: “Hairy Nose” billboards urge citizens of Beijing and Shanghai to adopt public transportation and bicycling, in order to “change air pollution, before it changes you”; WildAid’s Chief China Representative May Mei welcomes guests to the first Mei You Rou dinner, a bimonthly event showcasing high-end vegetarian cuisine; air pollution colors the sky over Beijing.

MARINE PROTECTION

Marine Protected Areas (MPAs) cover only 2 percent of the world's oceans yet are vital to protecting biodiversity and habitat. About 20 percent of the world's population derives at least one-fifth of its animal protein intake from fish. Unfortunately, fish stocks face increasing pressures, and 90 percent of the world's fisheries are overfished or at capacity. As fish stocks decline, more vessels target reserves, making their enforcement even more important. WildAid helps enforce MPA regulations and achieve conservation goals through our comprehensive marine protection model.

OBJECTIVES

Develop scalable marine management strategies through our five-piece marine protection model: surveillance and interdiction; systematic training; prosecution and sentencing; education and outreach; and sustainable finance.

PRIMARY ACCOMPLISHMENTS

Ecuador

- Developed a legal database for Galapagos National Park lawyers, and helped resolve a backlog of 203 environmental cases, including the sentencing of the Fer Mary I, a prominent illegal fishing vessel that was caught with more than 350 sharks in its hold.
- Created a plan to reduce the Galapagos National Park's operating expenses by more than \$1 million annually by optimizing its patrol fleet.
- Assisted the Galapagos Biosecurity Agency in setting up rapid diagnostic labs at important control points to identify high-risk species.
- Developed patrol and vigilance strategies for Ecuador's coastal MPAs, and underwrote patrol expenses to stop illegal fishing and improve tourism management. Rangers conducted more than 600 hours of patrols throughout 2015.
- Created a fisher registry in collaboration with all artisanal dive fishers at Machalilla National Park on coastal Ecuador to promote sustainable fishing and encourage community-led enforcement.
- Protected 15,000 endangered Olive-Ridley sea turtle hatchlings in Pacoche MPA on coastal Ecuador as they made their way to the sea.

Palau

- Launched a comprehensive enforcement strategy in Palau's Northern Reefs MPA that combines electronic surveillance

equipment with strategic patrols, a floating barge to provide a constant presence and rapid response capacity throughout territorial waters.

Mexico

- Organized the first-ever binational initiative between Mexico and Ecuador to improve MPA enforcement in the Midriff Islands.

Caribbean

- Developed a three-year plan for the proper enforcement of Barbuda's waters, comprising strategic coverage through the use of vigilance posts, a robust marine radio network and the strategic placement of buoys and patrol vessels.
- Planned for an assessment of the enforcement mechanisms at the Gardens of the Queen in Cuba for 2016.

Indonesia

- Supported local nonprofit partners by conducting regular patrols in South East Misool and launching a new project in Lamakera.
- Helped Baseftin develop a project to reduce illegal manta fishing in Lamakera by generating community support for manta conservation and providing training for alternative sustainable livelihoods.

[MORE INFO: WILDAID.ORG/MARINE](http://WILDAID.ORG/MARINE)



Clockwise from top: A giant tortoise in the Galapagos National Park; a WildAid-supported patrol in Indonesia; a reef shark patrols a coral reef, Palau

AFRICA

Tanzania has lost 60 percent of its elephants to poaching in just the past six years. Rhinos are being killed in South Africa at a rate of nearly four per day, while regions elsewhere in Africa once nearly impenetrable to poaching have now been infiltrated. Responding to calls for raising awareness of this crisis, WildAid has launched programs in multiple African countries to generate the necessary public and political will needed to fight poaching and corruption.

OBJECTIVE

Work with lawmakers, religious leaders and celebrities to build support for wildlife conservation, anti-poaching efforts, and higher-level prosecutions of poachers and smugglers.

PRIMARY ACCOMPLISHMENTS

Tanzania

- In June, Tanzania's Ministry of Natural Resources and Tourism, in association with WildAid and the African Wildlife Foundation, launched a new public awareness campaign called "Poaching Steals from Us All" starring Tanzanian celebrities to raise awareness about the severe poaching crisis and to generate support for the protection of elephants and other wildlife species.

A group of over 80 religious leaders, professional athletes, actors and music artists star in English- and Swahili-language ads, featured in television, radio, social media, newspapers, billboards and videos in prominent public spaces.

Kenya

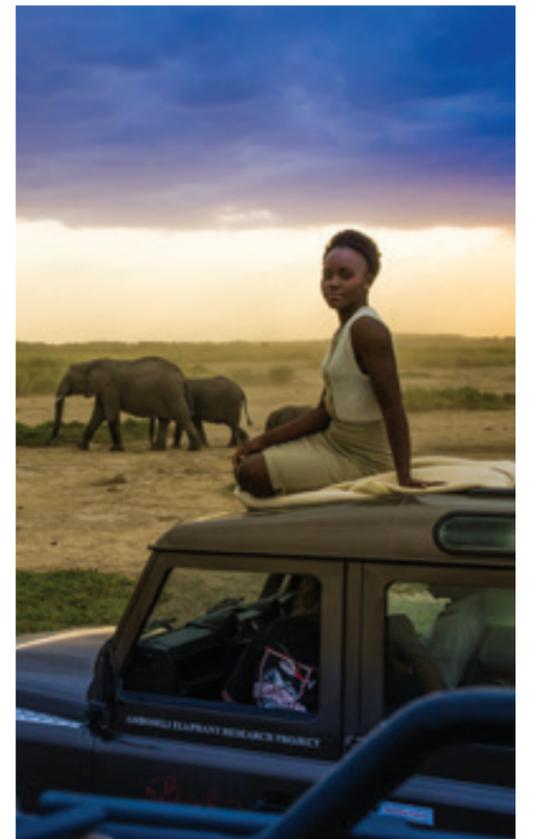
- WildAid is launching an awareness campaign for Kenyan wildlife led by Academy Award-winning actress Lupita Nyong'o, who returned to her home country in June 2015 to advocate for elephants. Ms. Nyong'o traveled with us to Amboseli National Park and visited the David Sheldrick Wildlife Trust's Nairobi elephant orphanage, meeting with local conservationists and filming PSAs for international distribution in Kenya, Tanzania, South Africa, China, Hong Kong, Thailand and the United States. The campaign also stars Kenyan celebrities and will launch in mid-2016.

South Africa

- We've laid the groundwork for a comprehensive wildlife campaign in South Africa, epicenter of the continent's rhino poaching problem. Also launching in mid-2016, this program will use print, broadcast and social media platforms to build support for wildlife conservation and to resist efforts to legalize the country's domestic rhino horn trade. Celebrity ambassadors include famous rugby players, musicians, comedians and well-known conservation leaders.

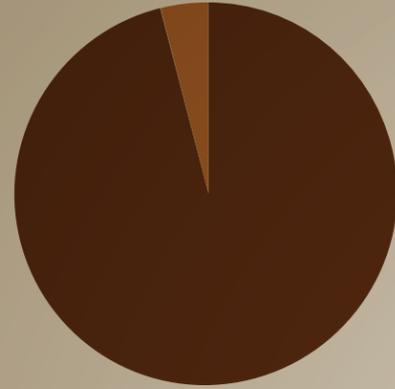
WildAid also has been a leading voice in the public debate over legalizing South Africa's rhino horn trade—a dangerous proposal that could exacerbate poaching.

[MORE INFO: WILDAID.ORG/WHERE-WE-WORK](http://WILDAID.ORG/WHERE-WE-WORK)



FINANCES

LEVERAGED DONATED MEDIA

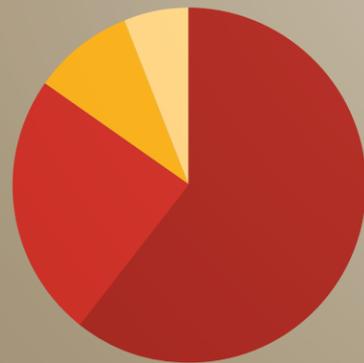


DONATED BROADCAST AND MEDIA PLACEMENT	\$196,367,485
TOTAL DIRECT EXPENSES	\$7,968,345

REVENUE BY YEAR

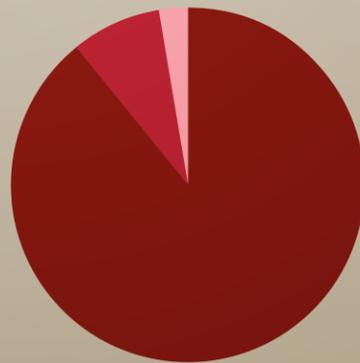


EXPENSES BY PROGRAM EXCLUSIVE OF DONATED MEDIA



TOTAL EXPENSES	\$7,104,167
WILDLIFE	61% — \$4,305,332
MARINE PROTECTION	24% — \$1,724,793
OTHER PROGRAMS	9% — \$642,766
CLIMATE CHANGE	6% — \$431,276

EXPENSES BY TYPE EXCLUSIVE OF DONATED MEDIA



TOTAL DIRECT EXPENSES	\$7,968,345
PROGRAMS	89% — \$7,104,167
FUNDRAISING	8% — \$650,577
GENERAL ADMINISTRATIVE	3% — \$213,601
FUNDRAISING COSTS AS A PERCENTAGE OF REVENUE	5%

STATEMENT OF ACTIVITIES 2015

REVENUE & SUPPORT	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
DONATIONS	\$1,932,068	\$661,699	\$2,593,767
GRANTS & AWARDS	\$2,475,608	\$6,959,655	\$9,435,263
EVENTS & OTHER	\$763,070	\$718,748	\$1,481,818
TOTAL DIRECT REVENUE	\$5,170,746	\$8,340,102	\$13,510,848
DONATED IN-KIND MEDIA		\$196,367,485	\$196,367,485
NET ASSETS RELEASED FROM RESTRICTIONS	\$200,959,706	(\$200,959,706)	-
TOTAL REVENUE & IN-KIND SUPPORT	\$206,130,452	\$3,747,881	\$209,878,333
EXPENSES			
PROGRAM SERVICES	\$7,104,167	-	\$7,104,167
GENERAL ADMINISTRATION	\$213,601	-	\$213,601
FUNDRAISING	\$650,577	-	\$650,577
DIRECT EXPENSES	\$7,968,345	-	\$7,968,345
IN-KIND PROGRAM SERVICES PROVIDED	\$196,367,485		\$196,367,485
TOTAL DIRECT & IN-KIND EXPENSES	\$204,335,830	-	\$204,335,830
CHANGES IN NET ASSETS			
NET ASSETS, BEGINNING OF YEAR	\$5,672,762	\$3,882,449	\$9,555,211
NET ASSETS, END OF YEAR	\$7,467,384	\$7,630,330	\$15,097,714

STATEMENT OF FINANCIAL POSITION

ASSETS	
CASH & CASH EQUIVALENTS	\$11,356,670
CONTRIBUTIONS & GRANTS RECEIVABLE	\$3,465,849
ADVANCES TO FIELD PROGRAMS	\$300,237
PREPAID EXPENSES & DEPOSITS	\$235,034
EQUIPMENT, NET OF DEPRECIATION	\$44,218
TOTAL ASSETS	\$15,402,008
LIABILITIES	
PAYABLES	\$251,848
ACCRUED EXPENSES	\$52,446
TOTAL LIABILITIES	\$304,294
NET ASSETS	
UNRESTRICTED	\$7,467,384
TEMPORARILY RESTRICTED	\$7,630,330
TOTAL NET ASSETS	\$15,097,714
TOTAL LIABILITIES & NET ASSETS	\$15,402,008

2015 DONORS

\$250,000+

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\$1,000-\$2,499

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