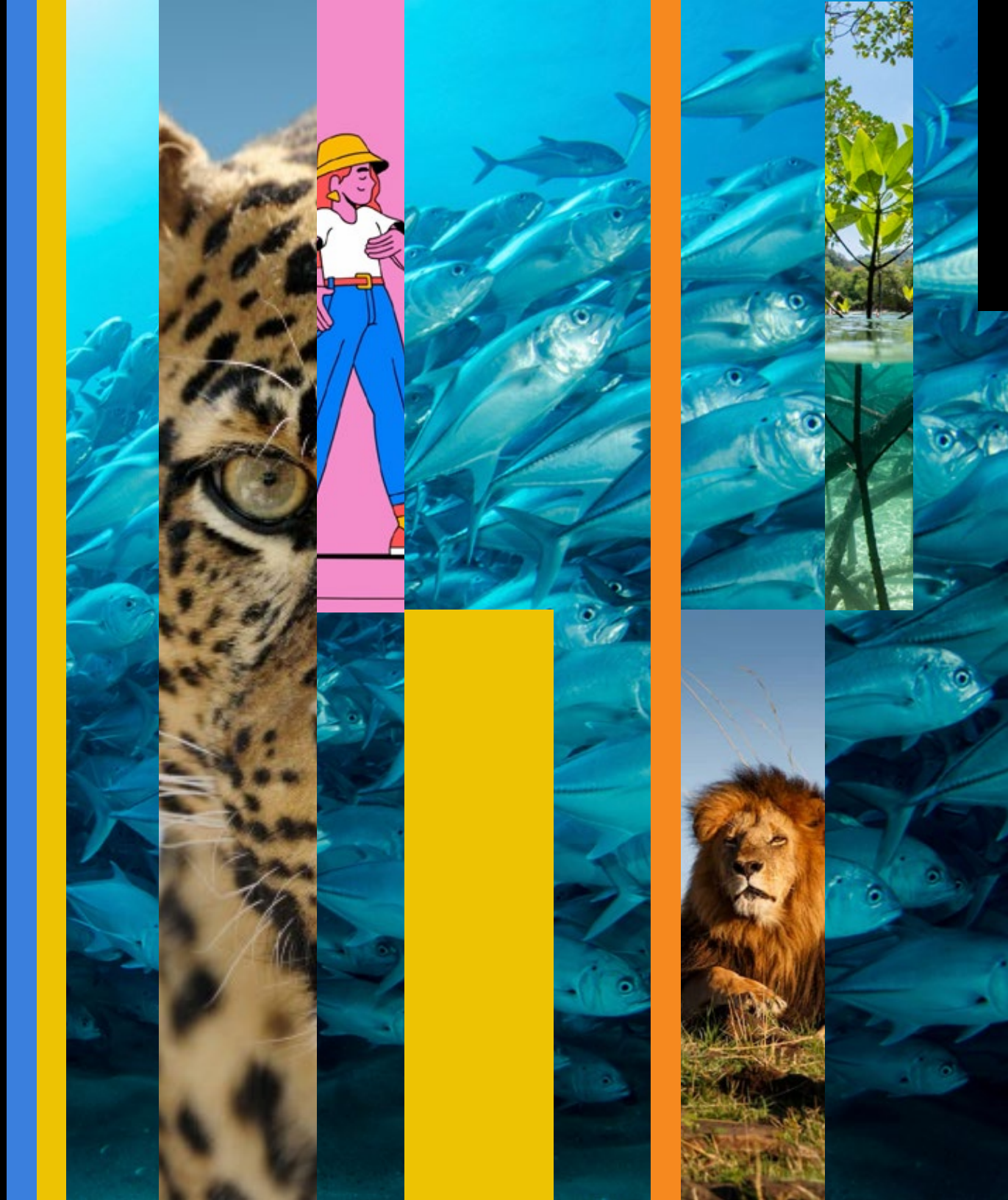


# WILDAID

*inspiring change*

22/23  
IMPACT REPORT



*mission*



**To inspire and  
empower the world  
to protect wildlife  
and vital habitats  
from critical threats.**

# WILDAID

## A LETTER FROM LEADERSHIP

This Impact Report covers a remarkable period of evolution and acceleration for WildAid, in which we have delivered outsized impact with an unprecedented return on investment (ROI), proving once again that we are like no other conservation organization.

We implemented a bold new strategic plan and expanded our mission, building on WildAid's historic success in inspiring behavior change at scale to protect wildlife and vital habitats in two distinct ways:

- With sophisticated mass media communications campaigns that inspire millions of people in China, Southeast Asia, across many countries in Africa, and for the first time in the United States to protect wildlife and address climate change.
- With our exceptional marine enforcement expertise, we inspire and empower local government and nonprofit partners to stop illegal fishing and strengthen marine protected areas (MPAs), coastal fisheries, coral reefs, and blue carbon in 16 countries around the globe.

Fundamental to our new mission is widening the aperture of the critical threats we address. Historically, WildAid has focused on ending the illegal wildlife trade.

Today, while we continue this important work where significant markets remain but, we have shifted our focus to addressing unsustainable human consumption that drives climate change, habitat destruction, and biodiversity loss. These threats put enormous pressure on nature, pushing endangered wildlife—on land and in the ocean—into new territories in search of food, water, and the shelter they need for survival. WildAid is now capitalizing on its unique position to tackle these threats head-on.

## WILDAID'S PROGRAMS ARE LEADING THE WAY, AND EACH HAD A MOMENTOUS YEAR.

**WILDAID'S WILDLIFE PROGRAM** addressed wildlife threats to elephants, rhinos, pangolins, sharks, lions, sea turtles, and tigers with a comprehensive approach to reducing demand in China and Asia while strengthening protection in multiple African countries, including Cameroon, Kenya, Gabon, Tanzania, and Uganda. We inspire change by leveraging our strong communications campaign expertise and building public and political will in China, Southeast Asia, and Africa to strengthen conservation actions.

No other nonprofit has the reach, visibility, and credibility that WildAid has in China. We continued to build on our extraordinary positioning and deep partnerships with

# *inspiring change* LIKE NO OTHER

government groups and high-profile celebrity ambassadors. This year, multiple campaigns in China exceeded 3 billion views on 900,000+ billboards and digital screens in over 200 cities, reaching tens of millions of consumers. We launched our first-ever marine campaign to promote the conservation of iconic ocean wildlife such as sea turtles and sharks. Our ROI for each campaign continues to be exceptional, given an average of \$300K in production cost is leveraged with \$30 million (U.S. dollars) of pro bono media placement per campaign.

**WILDAID'S MARINE PROTECTION PROGRAM** has become a global ocean enforcement powerhouse. It has grown exponentially—tenfold in the past five years—by creating a scalable model that can be tailored to each coastal location to stop illegal fishing and empower partners to implement comprehensive, cost-effective enforcement solutions. We played an important role in the historic expansion of the Galapagos marine reserve, ushering in effective enforcement for the new mega-MPA connecting the waters of Ecuador, Costa Rica, Panama, and Colombia, creating a massive 'swimway' for migratory marine species such as whales, sharks, sea turtles, and manta rays to travel safely. These local partners spend up to \$100 for every \$1 WildAid commits to protecting their priority marine areas. We have forged impressive new partnerships with the Bezos Earth Fund and the Allen Institute for Artificial Intelligence, and we won Prince William's prestigious Earthshot Prize for the 'Revive Our Oceans' category.

**WILDAID'S CLIMATE PROGRAM** WildAid's Climate Program launched our first nationwide climate campaign, 'The Environment Excuse,' in the United States. We have been encouraging low-carbon lifestyles in China for the past ten years, inspiring millions to make individual lifestyle choices that collectively can significantly reduce emissions. We believe shifting individual behavior in China & the U.S.—the two biggest CO2 emitters—is a crucial global climate solution that no other nonprofit is doing. Building on the incredible pro bono media model WildAid has created in China, we initiated a similar media platform in the U.S. Beginning in January 2023, we launched our first climate campaign with more than \$25 million in free media placement, reaching cities in all 50 states.

This Impact Report highlights some of our most notable work for each WildAid Program and our overall financial performance from 2022 through June 30, 2023. We are pleased to report that Charity Navigator has awarded WildAid their highest rating—four stars with a 100 percent rating. We welcome the opportunity to discuss our work and go deeper into the remarkable progress, global influence, and unmatched financial leverage your donations are making to help WildAid inspire and empower the world to protect wildlife and vital habitats from critical threats.

Sincerely,

**ALAN**

Alan Chung,  
Board Chairman  
and Acting CEO

**MEAGHAN**

Meaghan Brosnan,  
Chief Operating  
Officer

**JOHN**

John Baker,  
Chief Programs  
Officer

**LEILA**

Leila Melody,  
Chief Financial  
Officer

# THREATS



**HABITAT  
DESTRUCTION**



**SYSTEMIC  
CLIMATE  
CHANGE**



**ILLEGAL  
WILDLIFE  
TRAFFICKING**

# SHIFTING BEHAVIOR & AMPLIFYING PARTNERSHIPS

WildAid inspires and empowers change by going to the root of the problem—**human behavior**—and *shifting it* to protect wildlife and vital habitats from critical threats.

Our working motto is that ‘Conservation Is a Team Sport™.’ It’s central to our strategy of using partnerships to scale our impact. We build long-term, collaborative partnerships with local people—governments, nonprofits, media companies, creative agencies, celebrities, musicians, athletes—to credibly amplify and deploy our work and significantly leverage our donation impact. We will have hundreds of strategic partnerships by 2025.

WildAid’s three programs – **Wildlife, Marine Protection,** and **Climate** – each position WildAid to scale our work and visibility, reach new communities and audiences, and expand our ROI and exceptional donation-matching capacity. Each of WildAid’s Programs has identified an audacious strategic impact goal, specifically:

## Wildlife Program Goal

**Protect key iconic and threatened species in Africa and Asia**, including tigers, lions, elephants, rhinos, pangolins, sharks, and sea turtles, by achieving transformational conservation impacts and building public and political will.

## Climate Program Goal

**Measurably reduce carbon emissions by 200+ megatons by 2025**, roughly equal to the emissions of a medium sized country such as the Netherlands or the Philippines. By 2025, we will reduce 150 megatons from individual actions and sequester 50 million tons from blue carbon ecosystems.

## Marine Protection Program Goal

**Strengthen the enforcement of 250 marine areas:** Protect the world’s marine wildlife and vital habitats, such as coral reefs and mangroves, from critical threats, including illegal fishing, poaching, and overexploitation to support the United Nations’ global 30x30 goal.

# WILDAID

**THE BIGGEST OPPORTUNITY FOR  
CHANGE ON EARTH IS  
US**

**WILDAID**

# OUR IMPACT

**\$170M**

Leveraged in donated media.

**10+ billion**

Media impressions with our wildlife and climate behavior change campaigns.

**12**

Effective wildlife campaigns protecting tigers, rhinos, lions, elephants, pangolins, sharks and sea turtles.

**10X**

Growth in marine areas from 9 to 96 in 16 countries served by Marine Program.

**250%**

Increase in fish and marine Wildlife populations.

**Winner**

Prince William's 2023 Earthshot Prize for 'Revive Our Oceans' Category.

**30 million**

People influenced to make more sustainable dietary choices.

**72 million**

People influenced to reduce their dependence on single use plastics.

**50 States**

Reached in U.S. with first ever Climate campaign, The Environment Excuse, supported by \$25M in donated media.



# WILDAID



“The creation of MPAs and sustainable fisheries is an important step in protecting the world’s oceans. Yet, many countries struggle to make these protections a reality. WildAid’s Marine program is an answer to this problem. By encouraging collaboration, sharing proven enforcement strategies, and bringing together a passionate community of ocean conservationists, we’re not only fulfilling the potential of MPAs but also sparking a worldwide movement for ocean protection. We are grateful to The Earthshot Prize for recognising our efforts.”

-Meaghan Brosnan,  
*Chief Operating Officer of WildAid*



# THE EARTHSHOT PRIZE

**On November 7, 2023, at The Earthshot Prize Awards ceremony in Singapore, Prince William and The Earthshot Prize named WildAid’s Marine Program the Winner in the ‘Revive Our Oceans’ category.**

This acknowledgment on the world stage comes at a critical moment. Our oceans are in trouble. Half of the world’s coral reefs have been destroyed in recent decades. More than a hundred million sharks are killed each year for their fins and other parts, and 6 out of 7 sea turtle species face extinction. Illegal fishing is widespread, feeding a \$23 billion annual black market.

WildAid’s marine protection and enforcement expertise is changing the fate of vulnerable ocean life and habitats in 96 priority marine protected areas (MPAs) in 16 countries worldwide.

There is a global movement to increase the number of these vital MPAs worldwide. Nearly every nation on Earth has committed to the 30x30 pledge to protect 30 percent of the world’s oceans by 2030. Yet more than 60 percent of MPAs lack effective enforcement, meaning they are just lines on a map.

WildAid and our local partners have a unique and critical role in meeting the 30x30 goal. With 20 years of experience on the sea, we have pioneered a successful model that cost-effectively safeguards MPAs and coastal fisheries. WildAid empowers partners and local communities to protect and strengthen the ocean, allowing fisheries, marine wildlife, coral reefs, blue carbon habitats, and coastal communities to thrive.

The Earthshot Prize is supported by the Global Alliance, an unprecedented network of organizations worldwide committed to amplifying change that will repair our planet over the next ten years. Alliance members include Bloomberg Philanthropies, Bezos Earth Fund, Marc and Lynne Benioff, Bill Gates, Paul G. Allen Family Foundation, and Rob Walton Foundation, among many others.

W I L D L I F E *program*



# TIGERS ARE MAKING A COMEBACK

**WU JING**  
CELEBRITY AMBASSADOR

## Why It Matters

Wild tigers are one of the most captivating and iconic animals on earth. Protecting these magnificent beauties is a priority for WildAid. Globally, wild tiger populations have increased to 5,574, up from a historic low (in 2010) of about 3,200 wild tigers.<sup>1</sup>

However, the illegal trade of tiger parts and products is still a critical threat to wild tiger survival. WildAid is working to reduce consumer demand in China and shut down black market trading of tiger parts.

## The Challenge

To reduce consumption of tiger parts and persuade the authorities in China to never re-open legal trade.

## Our Solution

We launched a bold new tiger campaign, the “Because of Our Efforts, Tigers Are Making a Comeback” campaign in China. Building on the national spotlight during the Year of the Tiger, we partnered with the Northeast Tiger and Leopard National Park, the China Wildlife Conservation Association, and award-winning Chinese martial artist, actor, and film director Wu Jing, a protégé of Jackie Chan.

The campaign reached about 400 million people and inspired 240 million people to ask their friends and families not to buy or consume tiger products or bushmeat including 42 million who would not have done so if they did not see the campaign.



## Our Impact

**\$42.6 million**

In pro bono media value..

**3 billion impressions**

Covering 204 Chinese cities, the campaign effectively conveyed that ‘wild Siberian tigers are few in numbers but increasing’ and strengthened public awareness of wildlife conservation.

**90%+**

Of the audience said that in the future they will abide by the law and not purchase or consume tiger products, follow conservation NGOs like WildAid, and participate in conservation campaigns.

<sup>1</sup> Global Tiger Forum, 2022



**‘SAY NO TO SHIPPING  
ILLEGAL WILDLIFE  
PRODUCTS’**

**HUANG XUAN**  
CELEBRITY AMBASSADOR

## Why It Matters

In July 2022, a shocking Chinese vlogger incident showing footage of a woman roasting and feasting on a great white shark went viral and caused public outrage. White sharks are listed as a vulnerable species and protected by Chinese law. One frame in the vlog showed that the 5.5-foot-long great white shark arrived by express delivery from a fishing port more than 600 miles away.

In 2020, the State Post Bureau created regulations for all shipping enterprises. As the illegal wildlife trade has moved online with other e-commerce, the express parcel delivery industry has become an essential conduit for the widespread online trade of illegal wildlife products, especially rhino horn.

***“Don't pay a big price for a small mistake” with Huang Xuan.***

Check out Huang Xuan, ‘Say No To Shipping Illegal Wildlife’ Campaign.

## The Challenge

To establish awareness and an expectation among consumers that it's illegal and highly risky to purchase illegal wildlife products online for delivery by an express parcel service.

To raise awareness with express couriers that they should reject illegal wildlife products and help facilitate better understanding that they can cut off wildlife trafficking.

Additionally, to raise public awareness about laws prohibiting the trade and shipping of protected wildlife such as rhino horn, elephant ivory, and shark products.

## Our Solution

In partnership with the Wildlife Conservation Association and China Express Association, WildAid launched a new demand reduction campaign targeting express shipping, ‘Say No to Shipping Illegal Wildlife Products,’ featuring the wildly popular Chinese actor Huang Xuan. The campaign raises public awareness of the existing laws in China that prohibit sending and delivering protected wildlife and its products, such as rhino horn, ivory, and sharks. To directly engage with the courier community, we placed the PSA and billboard messages on three well-known shipping companies' courier scooters, boxes, packing sleeves, and screens on over 250,000 courier lockers.



## Our Impact

**915,000**  
digital screens  
and billboards

Breaking all records for any WildAid campaign, the PSA and billboards were also displayed on three well-known shipping companies' courier scooters, boxes, sheets and electric screens on courier lockers.

**4.8**  
billion

impressions reaching about 500 million people on subways, trains, shopping malls, airports, etc.

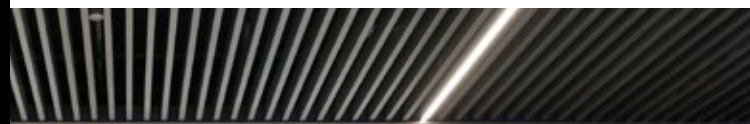
**223**  
cities

including many along borders and cities with higher than average wildlife crime activity.



50+%

increase in number of impressions versus any other WildAid campaign.



# INSPIRING NEXT-GEN CONSERVATIONISTS





## Why It Matters

More than 40 percent of Africans are age 15 or younger and are significant social influencers within their families. In Uganda, it's even higher, with 50 percent of its population under 14.

Uganda is home to spectacular and iconic wildlife, including the world's largest population of endangered mountain gorillas, african elephants, rhinos, lions, leopards, and african buffalos.

It's pivotal that children and young adults understand how species interact within ecosystems and how wildlife is affected by environmental and human influences, so educating the next generation is crucial to long-term conservation success. Unfortunately, environmental education has not historically been a priority in primary or secondary schools. However, after-school wildlife clubs are a great place to impart knowledge and foster enthusiasm for wildlife and conservation.

Check out this video showing how Beatrice's Wildlife Adventure is influencing Next-Gen conservationists.

## The Challenge

Filling the environmental educational gap to ensure that primary and secondary school children in Uganda understand and emotionally connect with the importance of wildlife to their community's ecological and economic health.

## Our Solution

Launch a public campaign to inform, encourage, and change attitudes towards illegal wildlife trafficking.

We partnered with the Wildlife Clubs of Uganda and Uganda Wildlife Authority to increase wildlife conservation awareness with children ages 11 to 15 by creating and distributing a beautiful, illustrated comic book and complementary educational materials and activities, Beatrice's Wildlife Adventure.



## Our Impact

# 96%

of secondary school students said they would report wildlife crime.

# 94%

said that they would share information about conservation with family and friends.

# 96%

said that they would not eat bushmeat.

# WE ARE ALL CONNECTED!

ALL CREATURES PLAY A ROLE IN KEEPING OUR PLANET A HEALTHY PLACE FOR US ALL TO LIVE. PROTECTING THEM PROTECTS US TOO!

**During droughts, elephants use their tusks to dig for water underground, which makes water accessible for other animals - like birds - to drink.**

**Hippos and pangolins are both totems of clans in Gabon and Uganda, which means that eating or hunting them is forbidden.**

**Other than keeping forests healthy, bats and chimps both eat insects!**

**Elephants are tourism magnets, bringing in millions in revenue and creating thousands of jobs. Their dung is a great fertilizer, fire starter and insect repellent!**

**Birds disperse fruit seeds and eat millions of agricultural pests like insects. Some birds like vultures prevent the spread of diseases like rabies and TB.**

**Elephants are losing their homes through conversion of habitats to farmland, leaving them with less space to roam and less food to eat.**

**Chimps spread the seeds of trees in the forests they inhabit. Their poop is so rich that in some areas they can help replant entire forests lost to human activities!**

**Hippos poop out over 60,000kg of dung per year! This provides nutrients to algae, which are food for many freshwater species like snails and crabs that feed bigger species like fish, which in turn feed us.**

**Poachers will kill many adult chimps, including the mother, to steal a baby for the illegal pet trade. Once caught, chimp babies will often spend their entire lives in tiny cages, abused for human entertainment.**

**Depeckers feed off the ticks on hippos' skin, keeping them free of parasites.**

**In Gabon, pangolin burrows provide shelter for other animals like bats, mongooses and porcupines.**

**Much like humans, chimps and elephant families pass down knowledge not just from parent to offspring, but from grandparents to grandchildren.**

**Fruit-eating bats can help regenerate forests by distributing seeds to their poop. Healthy forests provide many benefits to people, like food, medicine and timber.**

**One pangolin can protect an area as big as 31 football fields from termite and ant destruction. Added bonus: unlike expensive chemical pesticides, pangolins provide these pest control services for free!**

**When people kill bats, it makes it easier for diseases to jump from animals to humans. When left alone in the wild, they pose no threat to us.**

**Pangolins are the world's most trafficked mammal and are killed in the millions for their scales, even though they have no proven medicinal value and are made from the same stuff as our fingernails!**

**WILDAID** **KEEP THEM WILD KEEP US SAFE** **UWA** **WCU**

# PORT & CARGO TERMINALS: 'DEFEND OUR WILDLIFE' CAMPAIGN



## Why It Matters

Wildlife crime is big business. Wildlife and animal parts are trafficked across borders by dangerous international crime networks and rank alongside illegal drugs and arms trafficking as one of the most significant international black-market activities.

East Africa's ports—and port workers—are on the frontline in the fight against illegal wildlife trafficking. Wildlife products from all over Africa pass through the region to China, Asia, and other destinations. However, port workers are typically unaware of the value of wildlife to their countries, and they lack proper training to spot illegal shipments.

Check out this video showing how WildAid's 'game-changing' campaign inspired East Africa port workers to fight wildlife crime.

## The Challenge

To educate port workers about the intrinsic value of wildlife—ecologically, culturally, and economically—to their countries and future generations. Training port workers to identify and stop illegal wildlife product shipments.

## Our Solution

WildAid designed a new campaign, 'Defend Our Wildlife,' in partnership with the United Nations Development Program (UNDP) in East Africa to raise awareness among workers in the cargo shipping sector about wildlife crime and trafficking and why protecting wildlife is essential.

To drive visibility and enthusiasm, we enlisted the help of leading footballers (aka soccer stars), Victor Wanyama from Kenya, John Bocco from Tanzania, and Bevis Mugabi from Uganda to join our team in the fight against wildlife trafficking. We encouraged both port workers and the public to report suspicious activity.

**WILDLIFE CRIME THREATENS OUR  
JOBS AND LIVELIHOODS**

**JOIN OUR TEAM!**  
#DefendOurWildlife

REPORT WILDLIFE CRIME IN UGANDA TO 0800 245 245



## Our Impact

Based on an independent study of port workers conducted in December 2022:

**10,000**

The campaign was described as a 'game changer' and influenced around 10,000 port workers. We set up or publicized toll-free hotlines in all three countries for people to report wildlife crime anonymously.

**97%**

of port workers reported increased knowledge and awareness about illegal wildlife trafficking.

**97%**

of port workers are more likely to report wildlife crime.

**99%**

of port workers said that the campaign increased a sense of pride in their country's wildlifes.

CELEBRATE WITH NO SHARKS  
**'SEA OF CHAOS' SHARK  
CAMPAIGN** IN THAILAND



## Why It Matters

According to the 2002 IUCN Red List, one-third of all shark and ray species face extinction globally, as overfishing and demand for shark and ray products remain a significant threat. Losing sharks is disastrous for maintaining the health of our oceans.

WildAid surveyed urban Thais to understand awareness and attitudes on issues relating to sharks and the shark fin trade in Southeast Asia, revealing that consumption of shark fin in Thailand is widespread and could become a significant market for the finning trade.

Check out our 'Sea of Chaos' video PSA [here](#).

## The Challenge

To educate urban Thais about the magnitude and cruelty of shark finning, changing their attitudes, and stopping the potential for increasing demand for shark fin in Thailand.

## Our Solution

WildAid launched 'Sea of Chaos' in Thailand, highlighting the role of sharks in the ocean and how our consumption of shark fin is dangerously disrupting our seas. The humorous video shows how a CEO's decision to consume shark fin soup at a celebratory event could lead to marine animals becoming unhinged, leaving the sea in chaos.

Our campaign features a new voice for WildAid and sharks, Maria Poonlertlarp, who is a former Miss Universe Thailand, actress, passionate environmental activist, and diver, alongside 'Pong' Nawat Kulrattanakorn, Thailand superstar and WildAid's fearless shark ambassador for the past five years.



## Our Impact

**34%**

Reduction in overall shark fin consumption since 2016.

**8.2 million**

fewer servings of shark fin soup consumed per year compared to 2016.

**45%**

Reduced number of urban Thais who regularly consumed shark fin soup 2–5 times per year since 2016.

**100 million**

'Sea of Chaos' Campaign generated over 100 million impressions.

**27.5%**

Decline in the number of people who had consumed shark fin in the past year compared to 2016.

**‘SAY NO TO  
PANGOLIN MEAT’  
IN CAMEROON**



## Why It Matters

The pangolin is the most trafficked non-human mammal in the world. Pangolins are reclusive and nocturnal animals that roll up into a ball when threatened. Estimates range from 100,000 to more than 2.5 million pangolins taken from the wild annually across Africa and Asia, and populations of all eight pangolin species are plummeting towards extinction.

Cameroon is a crucial habitat for three species, but all face significant and growing threats from poaching, deforestation, and habitat loss. In 2017, the government of Cameroon banned the hunting, capture, killing, and trade of all pangolin species within the country and internationally.

Sadly, the consumption of pangolin meat remains widespread in urban areas of Cameroon.

## The Challenge

To reduce urban consumption of pangolin meat by convincing people of the ecological and cultural value of pangolins in Cameroon, harnessing national pride about Cameroon's natural heritage and concern about deforestation to motivate the public.



**DÉFENDONS NOS FORÊTS ET LES ANIMAUX QUI Y VIVENT**

**DISONS NON À LA VIANDE DE PANGOLIN**

WILDAID



## Our Solution

WildAid launched a major public awareness campaign in 2022, in partnership with the Ministry of Forestry and Wildlife, to convince urban bushmeat consumers to "Say No to Pangolin Meat." We used traditional tribal leaders as well as influential voices from football and music (Cameroon's two passions) to inspire people to protect pangolins, under the slogan "Protect our forests and the animals that live there."

We have signed a new partnership agreement with Camrail, Cameroon's primary train operator, to show our films on their trains and prevent illegal bushmeat from being transported. We have also launched co-productions with two major television stations in Cameroon to produce short documentary films and longer debate shows about Cameroon's significant conservation challenges to build general conservation awareness and enthusiasm for pangolin protection in a broader context.

## Our Impact

**44 million**

Our billboards in Yaoundé and Douala garnered an estimated 44 million views in 2023 alone, with additional billboards placed in the cities of Bertoua, Ebolowa and Mbalmayo.

**2.8 million**

Our films and messages on pangolin protection have reached more than 2.8 million Cameroonians on our social media channels, generating more than 985,000 engagements, more than 39,00 reactions and thousands of new followers.

MARINE program





**WE EXPANDED OUR ENFORCEMENT  
LEADERSHIP PROTECTING THE NEW MEGA-MPA  
IN THE EASTERN TROPICAL PACIFIC**



Source: Migramar

## Why It Matters

WildAid's Marine Protection Program empowers partners and local communities in 16 countries to develop and implement comprehensive, cost-effective enforcement solutions that protect and strengthen the ocean, allowing fisheries, marine wildlife, coral reefs, blue carbon habitats, and coastal communities to thrive.

In late 2021, four Latin American countries, Costa Rica, Panama, Colombia, and Ecuador, committed to protecting 643,500 sq kilometers to build contiguous and transnational marine protected areas in the Eastern Tropical Pacific. These countries extended existing MPAs, effectively establishing a transboundary Mega-MPA between the islands of Galapagos, Cocos, Coiba, and Malpelo, creating a massive 'swimway' for migratory marine species such as whales, sharks, sea turtles, and manta rays to travel safely. This Mega-MPA establishes a gold standard for international collaboration on large-scale marine protection that paves the way for us to achieve our global 30X30 marine conservation commitment.



We partnered with the Panama and Costa Rica governments to design marine protection systems and legislative strategies to ensure the long-term sustainability of Cocos Island National Park and Cordillera de Coiba Managed Resources.

## The Challenge

To ensure the long-term success of this new Mega-MPA and protect its unique, fragile ecosystems and endangered species from illegal fishing, poaching, and other bad actors destroying vital marine habitats.

## Our Solution

WildAid is leveraging our unrivaled regional leadership positioning to implement effective marine enforcement systems to safeguard the Mega-MPA in the Eastern Tropical Pacific.

## Our Impact

# 60,000 sq km

Expansion of the current Galapagos Marine Reserve by 60,000 sq km with the creation of the Hermandad Marine Reserve, which creates a new wildlife corridor where longline fishing is prohibited along the new swimway.

# 10X

Expansion of the Cocos Island National Park of Costa Rica's protection of its ocean area from 2.7 percent to approximately 30 percent.

Deploying enforcement and surveillance capabilities to safeguard the Cordillera de Coiba in Panama.

# + Visibility

Significant boost in WildAid's Marine Program visibility and global leadership recognition from prestigious organizations, including the Bezos Earth Fund, the Allen Institute for Artificial Intelligence, and the governments and academic institutions of countries around the globe.



# EXPANDED PROTECTION IN CUBA

## Why It Matters

Cuba's spectacular coral reefs are the Caribbean's most diverse and biologically rich ecosystems. Unlike other countries where tourism and access to reefs have exploded over the past 50 years, these reefs have had far less impact and remain pristine and resilient. Still, pressure from illegal fishing is a growing threat due to difficult post-pandemic economic conditions.

U.S. nonprofits are rarely permitted access in Cuba to improve the protection of their priority marine waters. We are proud that WildAid's Marine Program has forged a collaborative working partnership with the government of Cuba.

## Our Challenge

Illegal fishing and poaching are rising threats across Cuba's network of marine protected areas.

## Our Solution

WildAid expanded its patrols to a total of three areas: Ciénaga de Zapata, Guanahacabibes, and National Park Alejandro Humboldt, protecting biodiversity-rich coral reefs, seagrass beds, and mangroves while providing marine enforcement expertise, technical assistance, regional peer-to-peer exchanges, and other related needs.



## Our Impact

# 10 MPAs

Expanding enforcement coverage from 3 to 10 MPAs in Cuba, safeguarding the Caribbean's Most Pristine Coral Reefs.

# >200 species

Expanded protection to include the Guanahacabibes Peninsula, a biological corridor for more than 50 migratory bird species, nesting grounds for three species of sea turtles, and fringing coral reefs that host 42 hard corals, some of the Caribbean's last remaining healthy stands of black coral, and over 200 species of fish and invertebrates.

# 4

Outdoor motors were donated along with essential surveillance and safety equipment, including GPS, digital cameras, VHF radios, life jackets, and other critical enforcement supplies.

An aerial photograph showing a coastline. On the left, the ocean has white-capped waves breaking onto a sandy beach. To the right of the beach is a wide, flat green area, likely a mangrove or wetland. Further inland, a dense, dark green forest covers a hillside. The sky is a pale blue with some light clouds.

# EXPANDING MARINE PROTECTION OF WILDLIFE AND MANGROVES IN GABON



## Why It Matters

Gabon is known as 'Africa's last Eden'. It's hard to capture how unusual and incredibly beautiful Gabon is in words, but its biodiversity is breathtaking. It's the last stronghold on Earth for critically endangered forest elephants who depend on Gabon's forests and ocean coastline for survival. It's also home to the world's largest nesting population of leatherback sea turtles (wonderfully huge creatures as big as a small car), critically endangered humpback dolphins, buffalo, humpback whale calving grounds, and over 50 species of sharks and rays.

Mangroves cover 66 percent of Gabon's coastline and old-growth mangrove forests make Gabon the most 'carbon-positive' nation on Earth. These forests are invaluable not just for the carbon they hold but also because they serve as breeding grounds and nurseries for a vast array of fish and wildlife. Unfortunately, Gabon's mangroves are prime targets for illegal fishers to exploit.



## The Challenge

To stop the threat of illegal fishing in Gabon's magnificent mangroves, which cost more than \$610 million in net losses annually.

## Our Solution

We significantly expanded surveillance and enforcement capacity from 4 MPAs to covering Gabon's entire coastline and EEZ and bolstered comprehensive training of Gabon's Fishery Inspectors.

## Our Impact

# +10 years

We conducted the first formal training workshops for Gabonese officials **in over a decade** at the General Directorate of Fisheries and Aquaculture (DGPA) offices.

# 3 weeks

We led 3 weeks of capacity-building and training workshops covering a range of essential areas, including international laws of the sea, vessel monitoring system (VMS) technical training and understanding how to prevent, thwart, and eliminate IUU fishing, and first aid training for DGPA Fishery Inspectors (delivered in partnership with Red Cross trainers).

# PROTECTING THE LARGEST CORAL REEF IN THE SOUTHERN GULF OF MEXICO



## Why It Matters

Scorpion Reef National Park, which lies 86 miles off Mexico's Yucatan Coast, is surrounded by stunning teal waters. It's an atoll of 5 islands and the largest coral reef in the southern Gulf of Mexico. For thousands of years, various coral species have grown together to build this incredible reef system.

Fishing is a way of life here where generations have fished sustainably for commercially valuable species like spiny lobster and self-regulated by local fishing cooperatives. Still, illegal, unreported, and unregulated (IUU) fishing is a growing threat.

## Our Challenge

To foster collaboration between authorities and fishers to prevent poaching of spiny lobster and other IUU activity across Scorpion Reef.

## Our Solution

To empower fishers to enforce regulations via a community enforcement mechanism, supporting healthy fish and lobster populations.

## Our Impact

# 60%

The Fishing Federation Cooperative has seen a 60 percent increase in lobster catches per fishing trip.

WildAid **established** active patrol strategies, **prioritized** investments, **strengthened** resource management, and framed new law enforcement protocols.

# 205 hours

The Fishing Federation conducted 38 patrol days with 205 hours of surveillance covering 1700 square miles of Scorpion Reef.





**HELP KEEP OUR  
OCEANS ALIVE  
WILDAID'S FIRST MARINE  
CAMPAIGN IN CHINA**



## Why It Matters

China's stature as the world's largest producer and consumer of seafood is legendary, but its long-standing tradition of protecting marine life is not well-known domestically in China or internationally.

China has set an ambitious goal of creating the world's largest national park system by 2035, including priority marine areas. China currently has 271 MPAs. However, there is no comprehensive Marine Protection System on enforcement and patrol to safeguard marine biodiversity, protect endangered species, and prevent illegal fishing activities.

WildAid's Marine Program is committed to MPA development that will restore marine ecosystems and protect critical species. We do this by sharing the stories of flagship species, such as the spotted seal and sea turtles, to garner public attention and engagement in critical locations.



## Our Challenge

To increase public understanding of and support for the construction of marine protected areas by helping the public understand that well-managed marine protected areas with effective enforcement are one of the best tools to protect the ocean and its wildlife from illegal fishing and poaching threats, to spur marine ecosystem rejuvenation, and to help coastal communities thrive.

## Our Solution

In December 2022, WildAid China launched a marine conservation communications campaign, "Help Keep Our Oceans Alive," to raise public awareness of China's marine biodiversity and habitat conservation through vivid representation and fun knowledge-sharing opportunities regarding vital marine species and their habitats.

We created an interactive H5 mini-game (an Internet video game) to invite the public to get involved and learn about marine protection. This campaign was a collaboration with the First Institute of Oceanography under the Ministry of Natural Resources and The Aquatic Wildlife Conservation Branch of China Wildlife Conservation Association also included 18 additional conservation, education, media, and business charity partners.



# HELP KEEP OUR OCEANS ALIVE

Well-enforced marine protected areas (MPAs) is one of the best conservation tools we have to protect our oceans. Learn more by visiting [marine.wildaid.org](http://marine.wildaid.org)

**WILDAID**

CONTENT SUPERVISED BY  
MARINE PROTECTED AREAS RESEARCH TEAM  
OF THE FIRST INSTITUTE OF OCEANOGRAPHY, MINISTRY OF NATURAL RESOURCES  
AQUATIC WILDLIFE CONSERVATION ASSOCIATION

# H5 Mini Game

The H5 game was co-launched on Weibo with 7 WildAid celebrity ambassadors and KOLs, including:

- **Celebrity ambassadors:** Huang Xuan, Eddie Peng, Li Guangjie, Ethan Ruan
- **KOLs:** Hualuochengshi, Kyle Obermann, Zhuxiaopi



# Our Impact

## 330,000 interactions

The H5 game got 330,000 plays on Weibo and 2,897 shares.

## 56 million views

Of the hashtag #HelpKeepOurOceansAlive on Weibo, which sparked 28,000 discussions and 4,768 original posts.

## 198 cities / 15 provinces

Out of Home campaign distribution targeted communities and family tourists in coastal areas covering 198 cities in 15 provinces with 199 billboards and 360,000 digital screens, yielding a total estimated viewership of nearly 200 million views.

# WILDAID

## MARINE PROGRAM SITES



 - Marine Site Location

CLIMATE

*program*

# EVERY CLIMATE ACTION COUNTS

**WU LEI**

**CELEBRITY AMBASSADOR**

生动源自行动  
ACTION STARTS THE MOVEMENT

## Why It Matters

In the past few years in China, WildAid has consistently grown the reach and visibility of our climate campaigns targeted at individuals with remarkable results, including reducing the use of single-use plastic for 70+ million people and encouraging 30+ million people to make more sustainable dietary choices.

In the summer of 2022, China was hit by an unprecedented heatwave, exacerbating a drought that impacted the nation's food supply, factory production, power supplies, and transportation. Frequent extreme weather events like this have galvanized Chinese youth's attention to climate change issues and accelerated their understanding that climate change is connected to everyday life. They are looking for actions to help them become a part of the solution.

# The Challenge

To give young people in China agency and a voice to choose climate actions that reduce their carbon footprint and to inspire them to invite their friends and family to follow their lead.

To expand efforts towards specific industry groups, including housing, tourism, and fashion, to inspire them to help consumers reduce their carbon footprint.

# Our Solution

WildAid launched "Every Climate Action Counts," a campaign to inspire simple actions to reduce individual carbon footprints in partnership with the China Green Carbon Foundation and with China's Environment News support.

The campaign once again features Wu Lei (known as Leo), one of China's most beloved celebrities and a cycling enthusiast to strengthen the public's understanding of climate change, inspire individual climate action, and encourage a range of lower-carbon lifestyle choices.

We created a living handbook to give consumers a tangible way to record and share their low-carbon actions, creativity, and hopes for a sustainable future.

Check out Wu Lei's video here.

# Our Impact

## 3 billion

The campaign exceeded 3 billion views on over 840,897 outdoor screens across 202 cities in 16 Chinese provinces.

## 1,100,000

1,100,000 professionals reached through WildAid webinars on climate action with SynTao, National Business Daily, Accor, Discovery, C-trip, and Traveller Magazine.

## 4,000

WildAid collected 4,000 climate actions from Chinese youth for the 'Public Climate Action Handbook.'



# 'THE ENVIRONMENT EXCUSE' CLIMATE CAMPAIGN DEBUTS IN THE U.S.

**Go green.  
Eat a plant.**

TheEnvironmentExcuse.org



**WILDAID**

**Conserve  
energy.  
Shack up.**

TheEnvironmentExcuse.org



**WILDAID**

**Shop locally.  
Like in your  
friend's closet.**

TheEnvironmentExcuse.org



**WILDAID**



## Why It Matters

2022 was the hottest year ever recorded. It ushered in epic heat waves, flooding, droughts, horrific wildfires, and sea level rise, which caused widespread destruction to humanity and wildlife across the United States and around the globe. These events drive 'eco-anxiety' to new levels, particularly with younger Americans.

In partnership with DCDX (a Gen Z communications research firm), we learned that 53 percent of Gen Z do not believe their climate actions will make a difference. Seventy-seven percent acknowledged they need to change their lifestyles and live more sustainably. We also studied third-party research and discovered that two-thirds of Americans rarely or never talk about climate change with family and friends.

## The Challenge

To help reduce eco-anxiety, encourage carbon literacy, and inspire the adoption of climate-friendly individual lifestyle behaviors with U.S. consumers.

To build a new U.S.-based pro bono media platform to spread our message and inspire behavior change cost-effectively.

Check out our TV campaign ads here.

## Our Solution

To start by doing just one thing. We want to give consumers a sense of hope and agency about making small lifestyle changes.

We created The Environment Excuse, an upbeat, lighthearted communications campaign that directs people to make one small climate-friendly lifestyle change (with other co-benefits) and add more actions over time.

We also want to spur conversation with friends and family about climate change to encourage more people to mirror these individual lifestyle changes. We launched in January 2023 with out-of-home executions on billboards nationwide. A second campaign phase introduced national and regional television and radio PSAs beginning in late May 2023.



## Our Impact

# \$25 million

In pro bono media distribution in our first campaign phase.

# 50 states

The Environment Excuse campaign reached 137 cities across 50 states and Washington, DC, including the Top-20 metropolitan media market areas.

# 2 billion

Total impressions reached by June 30, 2023.



# PROTECTING BLUE CARBON IN ECUADOR

# Why It Matters

## WHAT IS BLUE CARBON?

Mangroves, seagrasses, and salt marshes are carbon storage powerhouses. They soak up carbon dioxide from the air and store it in their roots and sediment. These coastal wetlands are known as 'blue carbon' and can absorb **10 times more carbon per hectare than tropical forests**.

Notably, the unique root systems of blue carbon habitats create a safe home for roughly **one-third of all marine species**, providing nurseries and feeding grounds for a wide range of species of sharks, manatees, dolphins, sea turtles, rays, birds, insects, and reptiles. Mangroves also filter pollution and buffer against storm surges and tsunamis.

Critically, 35 percent of all mangroves globally have been destroyed in the past two decades.

Scientists predict that these vital ecosystems could all but disappear in the next 100 years.

After decades of undervaluation and conversion to other uses, many governments and international institutions consider **protecting blue carbon an essential natural solution to addressing the global climate crisis**.

The 16 countries where WildAid's Marine Program does enforcement work are home to **35 percent of all global mangroves** and **19 percent of all global seagrass beds**.



## WILDAID'S BLUE CARBON WORK IN ECUADOR

Coastal Ecuador, often called the "Gateway to the Galapagos," is also home to the **most extensive mangrove forests in the Eastern hemisphere**. It is also home to five species of sea turtles, twenty species of whales and dolphins, hammerhead and whale sharks, and the largest remaining population of oceanic manta rays.

Unfortunately, Ecuador has **lost nearly one-quarter of its mangroves** since the 1970s. Most of this loss is from the uncontrolled expansion of commercial shrimp farming (now the second largest export behind oil) and urban sprawl.

WildAid's Marine Program staff have a long history of leadership in protecting Ecuador's mangroves, including creating the first conservation tool specifically designed for sustainable use and custody of the mangrove ecosystems, now covered by Ecuador's Constitution. WildAid's staff also have longstanding relationships with many artisanal fishing associations.

# The Challenge

Deter the expansion of commercial shrimp farming and illegal mangrove clearing, improving enforcement and surveillance to protect vital mangrove ecosystems in coastal Ecuador.

# Our Solution

Collaborate with numerous artisanal fishing associations to strengthen community-led enforcement and surveillance of protected mangrove areas and equip them with the tools, technology, and training needed to scale their effectiveness and visibility.

Strengthen agreements for mangrove protection with cooperative artisanal fishing groups, including the National Federation of Artisanal Fishers.



# Our Impact

# 70,000

WildAid is now protecting nearly **70,000 hectares (173,000 acres) of blue carbon across Ecuador.**

Community-led rangers have prevented numerous unauthorized commercial shrimp farm operations from destroying protected mangrove areas.

**Apprehended** unauthorized fishing gear from illegal fishers.

WildAid **delivered** a new patrol boat, the Berge Chimborazo, to significantly enhance community-led enforcement of mangrove areas by the red-crab Associations and improve support for their community.

**Seized** illegal fishing gear in custody areas.

**Enhanced** the safety of community-led fishing association members and improved their fishing effectiveness.

**Deterred** unauthorized destruction of mangroves in areas guarded by community-led rangers and maintained coverage of the mangrove ecosystem.

# 15

WildAid is working in 15 coastal Ecuadorian MPAs with mangrove forests; 8 MPAs with large expanses, 7 with small areas.

**Strengthened** artisanal fishing organizations' efforts to protect the mangroves and enhance their visibility.

# 15,000

WildAid's artisanal fishing partner organizations are protecting **15,000 hectares (35,000 acres) of blue carbon.**

Delivered several drones and facilitated training on using drones to monitor illegal activities inside the mangrove forests.

# 15

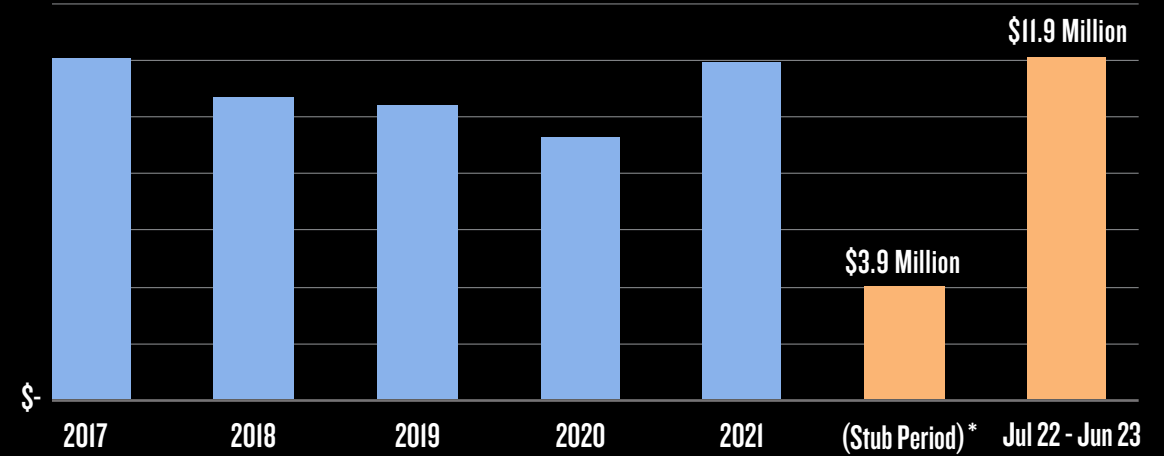
Provided training for 15 park rangers from five coastal MPAs in the operation of drones for monitoring of mangroves, including proper use, drone regulations, assembly and configuration of equipment, use of pilot applications and controls, flight plans, surveillance strategies, and registration of flight data.

# FINANCIALS

# 2022/2023 Financial Report

WildAid is committed to delivering outsized impact from the generous gifts of our donors. We leverage our relationships with private and government-owned media partners to amplify a small communications program budget into a pro bono media placement value of nearly \$170 million. For the tenth consecutive year, WildAid is rated by Charity Navigator as a "Four-Star Charity" (its highest designation), reflecting strong accountability in finance, leadership, adaptability, and transparency.

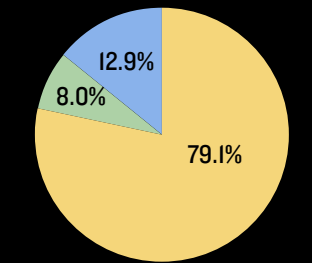
## REVENUE BY YEAR



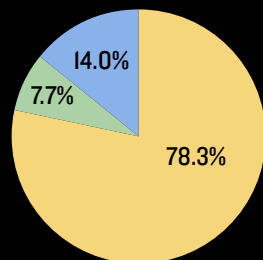
\* The Stub Period is January – June 2022.

## EXPENSES BY TYPE

- Programs
- Fundraising
- General Administrative



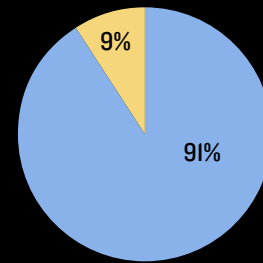
JANUARY 2022 – JUNE 2022



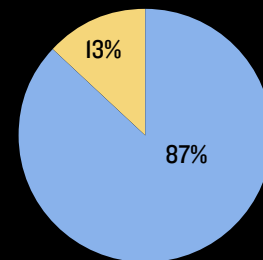
JULY 2022 – JUNE 2023

## DONATED MEDIA

- Donated Media
- Total Direct Expenses



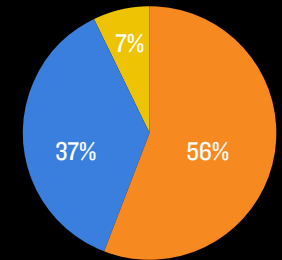
JANUARY 2022 – JUNE 2022



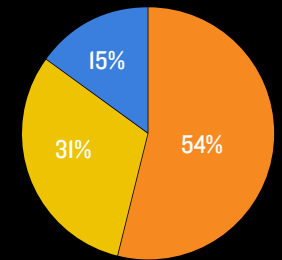
JULY 2022 – JUNE 2023

## DIRECT EXPENSES BY PROGRAM

- Wildlife
- Marine Protection
- Habitat (Climate)



JANUARY 2022 – JUNE 2022



JULY 2022 – JUNE 2023



For the tenth year in a row,  
WildAid has received  
Charity Navigator's highest  
Four-Star rating with a  
score of **100%**.

**WILDAID**

A photograph of a lioness and her cub in a savanna setting. The lioness is lying down on the right, looking towards the camera. The cub is sitting next to her on the left, also looking towards the camera. The background is a blurred savanna landscape with tall grasses and some trees. The lighting is warm, suggesting late afternoon or early morning.

**WILDAID**

*Thank you*