

WILDAID

inspiring change

23/24 IMPACT REPORT

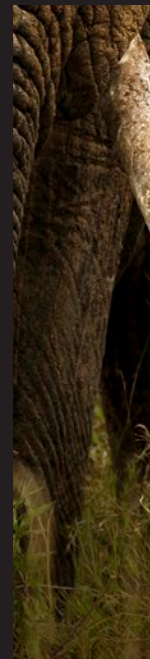
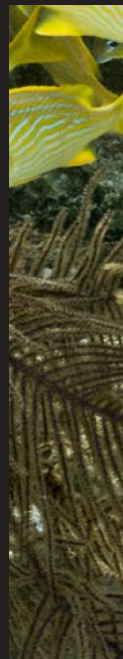
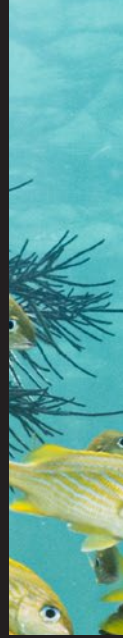
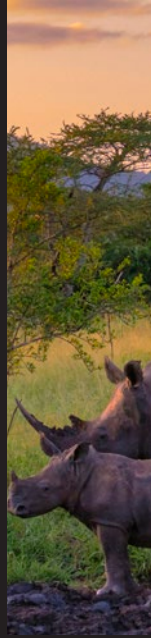


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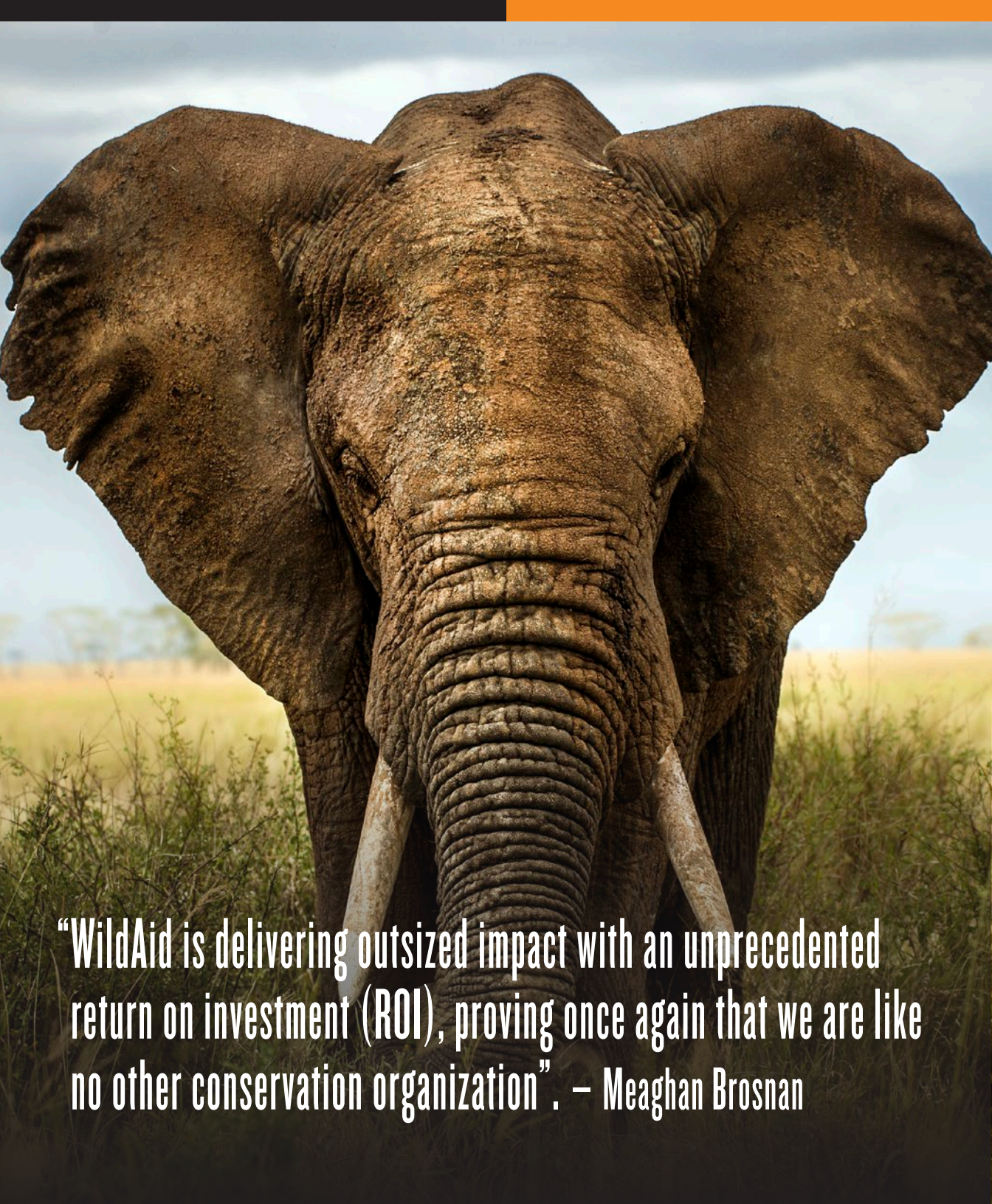
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Financials

mission

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





“WildAid is delivering outsized impact with an unprecedented return on investment (ROI), proving once again that we are like no other conservation organization”. — Meaghan Brosnan

A MESSAGE FROM OUR CEO

Dear WildAid Supporters,

I am incredibly proud to share our 2023/2024 Impact Report with you. It reflects WildAid's remarkable achievements in protecting wildlife and vital habitats in over 20 countries this past year.

Small but Mighty Agents of Change.

WildAid believes the biggest opportunity for change on Earth is us—every human being on Earth has the potential to be a force for good for wildlife. This is a huge opportunity, and we are seizing it.

We don't just address symptoms; we tackle the root of the problem: unsustainable human behavior. We create lasting impact with our expertise in two distinct yet powerful behavior change approaches:

- **Global Mass Media Campaigns:** From China and Southeast Asia to Africa and the U.S., our sophisticated campaigns inspire millions to protect wildlife and fight climate change.
- **Internationally Recognized Ocean Enforcement Leadership:** We collaborate with local governments and nonprofits to combat illegal fishing, protect marine areas, and preserve coastal ecosystems—strengthening everything from coral reefs to blue carbon reserves.

Our mission is simple yet profound: protect iconic species like elephants, rhinos, sharks, pangolins, sea turtles, and tigers from the threats of poaching, habitat loss, and climate change.

What makes WildAid exceptional is our ability to create large-scale change with limited resources. By forming long-term partnerships with governments, nonprofits, media outlets, creative agencies, and even celebrities and athletes, we amplify our impact and stretch every donation further than ever imagined.



In November 2023, we were honored to receive HRH Prince William’s prestigious Earthshot Prize in the “Restore Our Oceans” category. This incredible achievement elevated our marine enforcement efforts to powerhouse status globally. This recognition bolstered WildAid’s marine enforcement leadership reputation. It also opened doors to new partnerships, including an exciting collaboration with the Government of Canada to expand our marine protection work across Latin America and the Eastern Tropical Pacific.

As you explore the highlights of our Programs in this report—from our campaign based on the first-ever DNA analysis of shark fin in Thailand to our pangolin work in Cameroon and China to our remarkable marine enforcement to protect sea turtles for the past ten years in Ecuador, to our climate work driving individual action in the United States and China—you’ll also see our unwavering commitment to financial transparency and efficiency. For the eleventh consecutive year, Charity Navigator has awarded us their highest rating—four stars with a 100 percent score—further affirming that your support is making a tangible difference.



In China, we continued to build on our unparalleled pro bono model, mobilizing consumer action and driving public and political will to protect wildlife. WildAid remains the only nonprofit organization directly messaging on individual climate action in the world’s two highest emitting countries: China and the United States.

This year, we strengthened our cross-collaborative projects, which unite our Wildlife, Marine, and Climate Programs in crucial countries to optimize our investment leverage and propel our brand visibility. These initiatives deliver extraordinary conservation, marine enforcement, and climate action results.

We couldn’t do this without you. Thank you for your continued belief in our mission.

I invite you to dive deeper into this report and join us in building a future where wildlife and habitats thrive today and always.

With gratitude and determination,

Meaghan H.M. Brosnan
Chief Executive Officer
WildAid


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

WILDAID

THREATS



**HABITAT
DESTRUCTION**



**SYSTEMIC
CLIMATE
CHANGE**



**ILLEGAL
WILDLIFE
TRAFFICKING**

WHAT MAKES WILDAID UNIQUE:

Expertise in Changing Behavior and Partnerships

WildAid's secret sauce is our unique behavior change expertise. We inspire and empower change by going to the root of the problem—**human behavior**—and **shifting it** to ignite change that protects wildlife and vital habitats from critical threats.

Our working motto is 'Conservation Is a Team Sport™.' It's the foundation of our strategy to use partnerships to extend and deepen 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. You are part of this team.

With three dynamic programs—Wildlife, Marine Protection, and Climate—WildAid is poised for extraordinary growth. Our programs enable us to reach new communities, increase our visibility, and drive change on a global scale. Through this expansion, we can deliver exceptional results, optimize our impact, and enhance the return on every contribution. A strategic goal guides each program:

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.

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A large rhinoceros and a smaller rhinoceros are standing in a savanna landscape. The large rhinoceros is on the left, facing left, and the smaller rhinoceros is on the right, facing right. They are standing on a dirt bank next to a body of water. The background shows a savanna with dry grass and scattered trees under a clear blue sky.

**CONSERVATION IS A
TEAM SPORT™**

OUR IMPACT

\$220M

leveraged in donated media.

10 years

of highly effective support for Sea Turtle Conservation in Ecuador.

400+ million

people reached with climate campaigns in 200 cities in China and across all fifty states in the U.S.

12+ billion

media impressions with our wildlife and climate behavior change campaigns.

98%

decrease in illegal fishing in Cocos Island National Park, Costa Rica.

6 million

people engaged in sharing lifestyle commitments to fight climate change via our hub page, the “Climate Action Inspiration Station.”

1+ million

people signed our pledge to not purchase or consume pangolin products.

1,200 square kilometers

of ocean coastline protected in Zanzibar, Tanzania—including coral reefs and critical marine wildlife habitats.

10 years

of climate change campaign messaging to consumers.

WILDAID





The 'Urgent Optimism' of WildAid's Work

In November 2023, WildAid's Marine Program was honored to win HRH Prince William's prestigious Earthshot Prize in the 'Restore Our Oceans' category. This esteemed award acknowledges WildAid's unrivaled, internationally recognized ocean enforcement leadership.

The Earthshot Prize was created to inspire 'urgent optimism' in tackling society's most challenging environmental issues, such as restoring our oceans and addressing climate change, on which WildAid is squarely focused.

This award validates WildAid's unique approach to using outstanding marine enforcement leadership skills and strategies to drive ocean conservation behavior change and our 'Conservation Is A Team Sport™' ethos.

Winning the Earthshot Prize is a pivotal milestone for expanding crucial partnerships through its Global Alliance and accessing vital professional resources. The Earthshot Prize offers WildAid essential tools to spur growth in new countries, drive conservation performance metrics, and achieve our ambitious goal of protecting 250 vital marine areas in the next five years.

WILDLIFE program



RIGOBERT SONG

**DEFEND OUR
WILDLIFE: 'SAY NO
TO PANGOLIN MEAT'
CAMEROON CAMPAIGN SURVEY
RESULTS**

DEFEND OUR WILDLIFE

#SayNoToPangolinMeat

Why It Matters

Pangolins are shy, nocturnal creatures rarely seen in the wild. When threatened, they roll up into a ball, which protects them from nearly all predators except humans. Most pangolin species give birth to a single baby, which stays with their mothers for three to four months, often riding on her tail as she forages for insects.

Pangolins' role in the ecosystem is irreplaceable. They control insect populations, eat tens of millions of ants and termites yearly, and improve soil health by digging holes, allowing for better nutrient cycling. That's why they are often known as the "guardians of the forest."

Despite this, pangolins are the world's most trafficked wild mammal and have been driven nearly to extinction by the illegal wildlife trade. The bushmeat trade plays a significant role, particularly in Cameroon, home of three distinct species: the tree-dwelling white-bellied and black-bellied pangolins and the giant ground pangolin.

In 2017, Cameroon granted all three species full protection under the law, and this year sharply raised the penalties for killing, possessing, or trading pangolins. Still, enforcement of this law has been weak, and pangolin meat is openly sold in Cameroon's bushmeat markets and some restaurants.

The Challenge

Urban Cameroonians express strong pride in their wildlife and a deep concern about deforestation. However, awareness of the ecological importance of pangolins or the law protecting these animals was minimal. Bridging this knowledge gap and encouraging the government to enforce its laws is critical to pangolin survival.

Our Solution

WildAid launched a significant public awareness campaign targeting key cities and towns in Cameroon to reduce the consumption of pangolin meat and highlight the critical role they play in maintaining environmental balance.

By presenting the pangolin as a symbol of conservation in Cameroon, we sought to inspire pride and action. Our public awareness and behavior survey shows an undeniable impact two years into the campaign. The "Say No to Pangolin Meat" campaign demonstrates that urban Cameroonians are ready to take charge of conserving their native wildlife. By turning awareness into action, we are protecting pangolins from extinction and ensuring they continue to serve as guardians of Cameroon's forests.

Our Impact

Perhaps most encouraging, the consumption of pangolin meat in our target cities dropped significantly, with a 26.7% decline in those who consume it at least once a month.

67%

of city and town dwellers now support the protection of pangolins.

29%

increase (to 61.6%) in awareness that all three pangolin species are protected since we launched our campaign.



ALL PANGOLIN SPECIES ARE PROTECTED BY LAW IN CAMEROON

SAY NO TO PANGOLIN MEAT

WILDAID

60%

of urban residents reported seeing our campaign, and roughly 30% were convinced to stop eating pangolin meat as a direct result.

62%

of urban Cameroonians are now aware of legislation passed seven years ago banning the capture and killing of pangolins—more than double the number in 2022.

22%

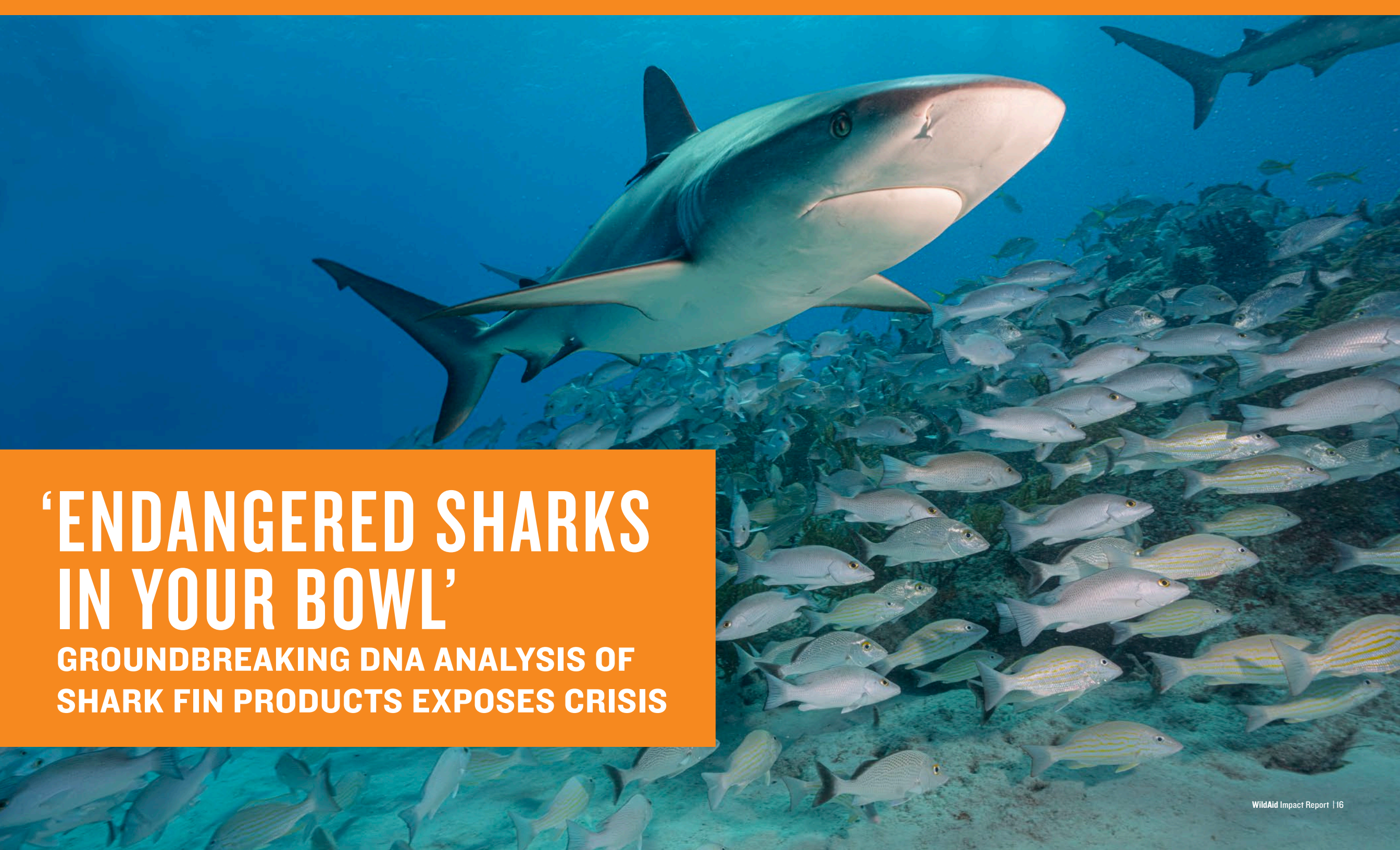
increase (to 67.2%) in those who said pangolins contribute to maintaining a healthy environment.



PROTECT OUR FORESTS AND THE ANIMALS THAT LIVE THERE

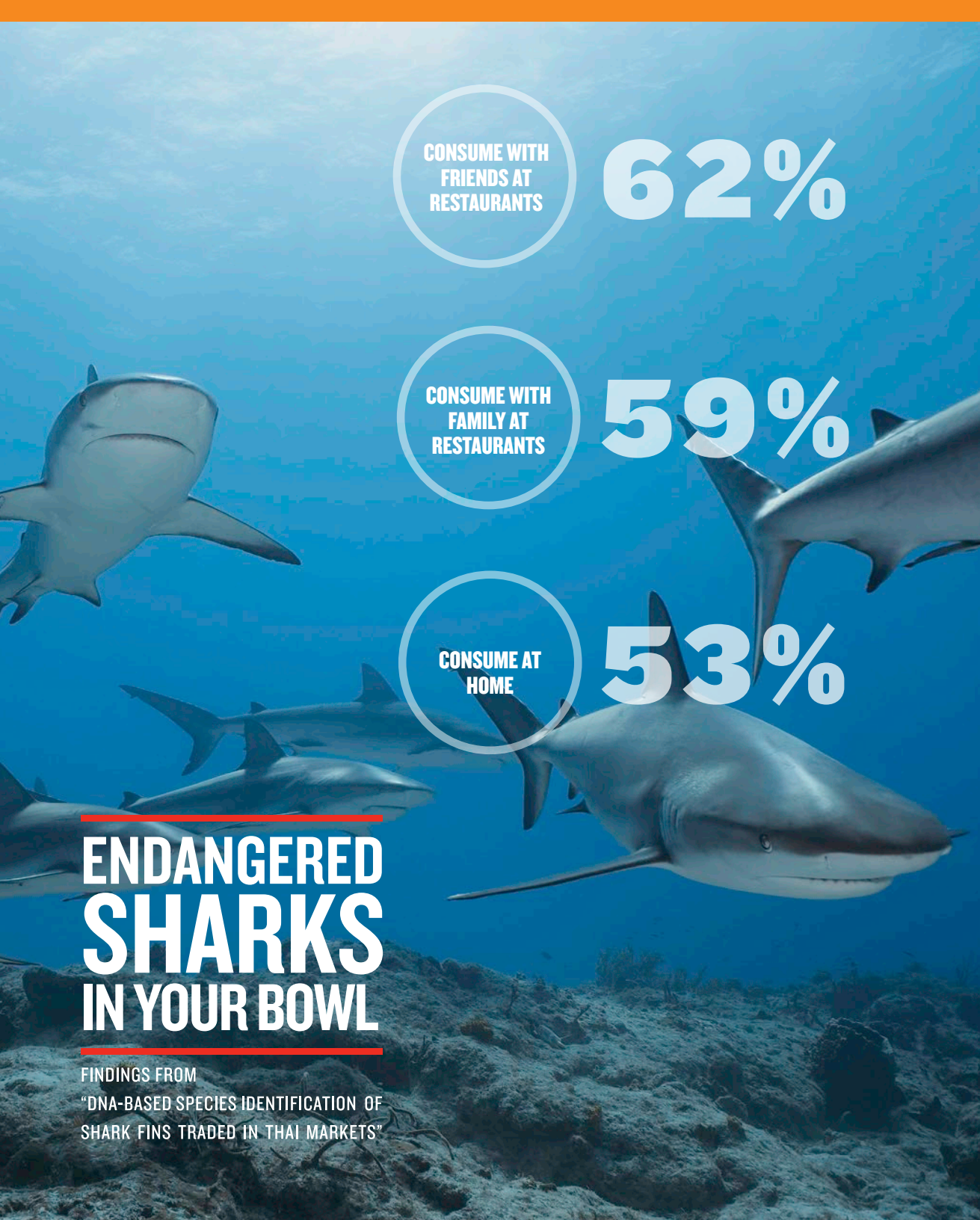
SAY NO TO PANGOLIN MEAT

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‘ENDANGERED SHARKS IN YOUR BOWL’

**GROUNDBREAKING DNA ANALYSIS OF
SHARK FIN PRODUCTS EXPOSES CRISIS**



CONSUME WITH FRIENDS AT RESTAURANTS

62%

CONSUME WITH FAMILY AT RESTAURANTS

59%

CONSUME AT HOME

53%

ENDANGERED SHARKS IN YOUR BOWL

FINDINGS FROM "DNA-BASED SPECIES IDENTIFICATION OF SHARK FINS TRADED IN THAI MARKETS"

Why It Matters

Sharks are the ocean's apex predators, vital for maintaining the balance and health of marine ecosystems, including coral reefs. Yet, every year, a staggering 26 to 73 million sharks are killed for their fins, meat, and other products, pushing more than a third of shark and ray species toward extinction. Once-abundant reef sharks have seen up to 73% decline in population, underscoring the urgent need for action.

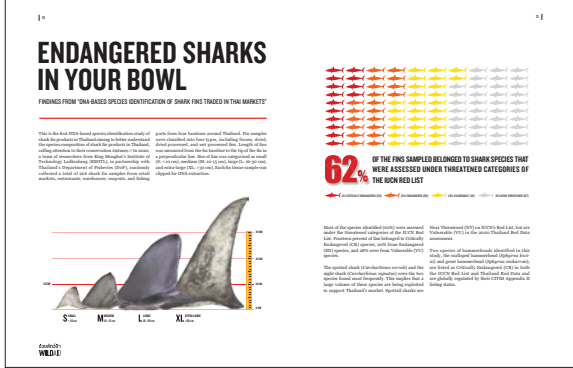
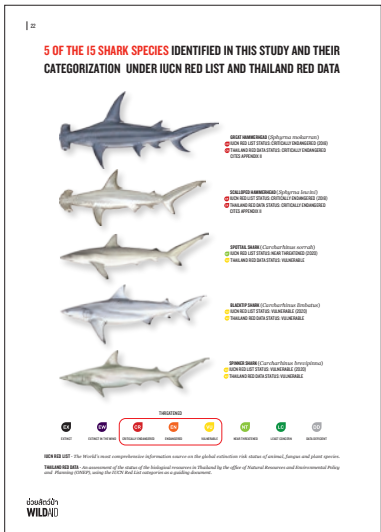
In Thailand, the situation is particularly alarming. Shark landings, which are the number of sharks that are caught by commercial and recreational anglers and brought ashore from a vessel, have plummeted from nearly 3,000 tons in 2012 to just over 500 tons in 2020, signaling a near collapse of these ancient predators. With their slow growth, late maturity, and low reproduction rates, sharks are especially vulnerable to overfishing, making recovery an uphill battle.

The Challenge

While countries like China have made progress in curbing shark fin consumption, urban Thais continue to support a thriving market for shark products. Thailand has emerged as a significant player in the global shark fin trade, exporting "low-value" fins—smaller, cheaper, and sourced from immature sharks—a practice that severely depletes populations.

Despite international regulations, critically endangered species like the scalloped and great hammerhead sharks continue to be traded in Thailand. Shark fin soup remains a status symbol at Thai weddings and social events, but a troubling trend of home consumption—fueled by online deliveries and the growing use of shark products in pet food—worsens the crisis.

In a recent survey, nearly half of urban Thai consumers said they would reconsider consuming shark products if they knew the species was endangered. Accurate data showing this could be crucial for influencing public opinion and reducing demand.



Our Solution

To combat this, we designed a three-part shark fin vulnerability project that included:

1. A scientific DNA study and publication.
2. An easy-to-understand report for the general population.
3. A communications awareness campaign to target shark fin consumers and key government agencies responsible for shark conservation and management.

In collaboration with scientific researchers from Thailand's King Mongkut's Institute of Technology Ladkrabang (KMITL) and the Department of Fisheries (DOF), we conducted the first-ever DNA analysis of shark fin products sold in

Thailand. The resulting report, *"DNA-based Species Identification of Shark Fins Traded in Thai Markets,"* identifies the most prevalent shark species in the trade and builds support for conservation among shark consumers and key policymakers.

Shockingly, 62% of shark fin samples collected from markets, restaurants, and ports came from species listed at risk of extinction by the IUCN Red List. These groundbreaking findings were first published in *Conservation Genetics* in early 2023.

To translate science into action, WildAid's public-facing report, *Endangered Sharks in Your Bowl*, simplifies the research findings for Thai consumers and government agencies, underscoring the critical need for shark conservation in Thailand.

Our Impact

Our research and public outreach are inspiring change—proving that informed consumers can help turn the tide for endangered sharks.

62%

of shark fin samples analyzed came from species at risk of extinction.

34%

drop in shark fin consumption in Thailand since 2017, eliminating 8.1 million servings.

28%

decrease in the number of shark fin consumers, dropping from 6.6 million to around 5.3 million compared to 2017.

80%

of restaurant vendors surveyed attributed reduced shark fin consumption among Gen Y and Z patrons to our awareness campaigns.



THIS IS WHY THERE'S HOPE

THE CHINESE PANGOLIN IS A CLASS I NATIONALLY PROTECTED SPECIES IN CHINA. ONGOING MONITORING IN RECENT YEARS HIGHLIGHTS AN IMPROVEMENT IN THEIR LIVING ENVIRONMENTS AND A REBOUND IN WILD POPULATION NUMBERS. PROTECT PANGOLINS, REPORT, AND SAY NO TO ANY ILLEGAL ACTIVITIES THAT THREATEN THEIR SURVIVAL. *ACTION STARTS THE MOVEMENT.*



WANG YIBO
WILDAID AMBASSADOR

‘DEFENDERS OF THE HIDDEN’ SPREADING HOPE FOR CHINESE PANGOLINS

Featuring Wang Yibo

Why It Matters

Pangolins are among nature's most extraordinary creatures. Their armor-like scales, long sticky tongues, and prehensile tails capable of grasping make them stand out in the animal kingdom, while their role in the ecosystem is equally remarkable. These elusive, nocturnal mammals help control insect populations and create burrows that provide shelter for more than 60 other species.

Unfortunately, the Chinese pangolin, once a common sight in the southern regions of the Yangtze River, has seen its population plummet by 80% in the past two decades due to overhunting and habitat destruction. Now listed as "critically endangered" on the IUCN Red List, these gentle creatures are on the brink of disappearing forever.

However, there is hope. Recent technological advances like powerful infrared monitoring cameras have revealed promising signs. Wild Chinese pangolins have been detected in over 70 areas across ten provinces, signaling a small but growing recovery.



In June 2020, China took a significant step by upgrading pangolins to the highest level of legal protection, giving them the same status as pandas. This sparked a wave of new research, conservation, and law enforcement efforts to reverse the decline.

The Challenge

Despite progress, the cultural use of pangolins in traditional Chinese medicine remains a significant threat, and many still consider pangolin meat a delicacy. In 2019 alone, 30% of Chinese consumers reported using pangolin products, including scales, meat, and wine.



WATCH NOW

EPISODE 1
Defenders of the Hidden,
The Pursuit of Hope

EPISODE 2
Defenders of the Hidden,
Lighting Up Hope

Our Solution

We launched an ambitious film project to extend the momentum of our 2017 campaign to change hearts and minds by raising awareness about the plight of pangolins. At the heart of our efforts is a powerful message: say no to all pangolin products and support the unsung heroes—scientists, rangers, local conservationists, and community members—fighting to save one of Earth’s most unique creatures from extinction.

Our documentary film celebrated the pangolin sightings in their natural habitat by Xizi River Ecological Conservation Center (XREC) with a campaign to bring Chinese pangolins back into the spotlight. But we didn’t stop there.

To enhance the film’s message, we also created an extensive billboard and PSA campaign throughout China featuring Wang Yibo urging citizens to take a stand and refuse pangolin products.

We partnered with Wang Yibo, who volunteered four days of his time on a field mission in the forest of Guangdong Province to help set up surveillance cameras. We documented his journey in a two-part feature film, Defenders of the Hidden, highlighting China’s efforts to bring back their pangolins and aiming to inspire viewers worldwide to become pangolin champions. The film follows Wang

Yibo on his journey to uncover the stories of scientists, rangers, and communities working tirelessly to save these critically endangered pangolins.

The campaign culminated in a star-studded film premiere at Alibaba’s IMAX theater in Beijing, where we honored the conservationists who made this vital work possible.



Our Impact

1+ million

from consumers pledging to refuse pangolin products through an innovative, interactive H5 mini-game.

1+ billion

social media impressions, 2.53 million shares, and 6 million likes from a broad audience across China.

5.1 million

live-stream viewers and over 500 attendees at the film premiere launch event at Alibaba’s Beijing headquarters.

\$30 million

in pro bono media exposure, amplifying the call for conservation.

680,000

billboards across 200 cities showcased the campaign’s message.



‘BRING HOME MEMORIES NOT REGRETS’

Reminding Chinese Travelers to NEVER Buy Elephant Ivory

ROI=79%

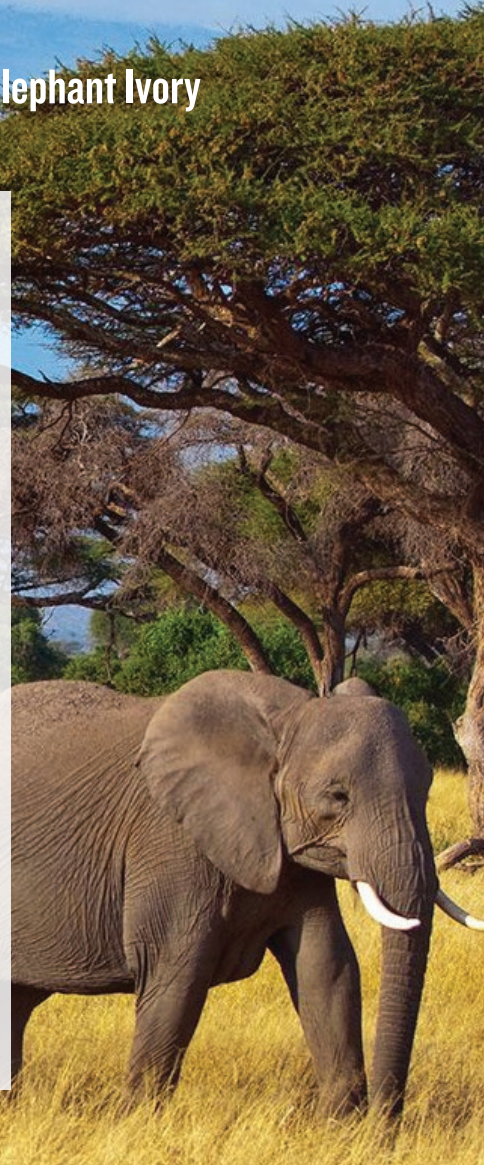
\$79 in pro bono media value for every \$1 invested.

5.3 billion

impressions, reaching nearly 400 million people.

25.25 million

people watched the three PSAs online, with over 1 million posts and 76,000 comments; Weibo hashtags were read more than 1.46 billion times.



We partnered with the China Wildlife Conservation Association to launch a public service campaign titled “Bring Home Memories, Not Regrets.” The campaign, featuring famous Chinese actress Yang Zi, informs outbound travelers that purchasing wildlife products contributes to the endangerment of vulnerable species, such as elephants. It also reminds travelers that bringing ivory into China, even as souvenirs, is illegal.

We secured a partnership with China Southern Airlines that afforded us ad placements on tray tables with China Southern Airlines planes flying from Guangzhou to Thailand (identified hot spots for ivory buyers and sellers), reaching a captive audience of over 153,000 travelers. We also partnered with three of Thailand’s airports that offer frequent flights to China to display our billboards during peak summer travel months, even getting a few extra months of placement pro bono.

By targeting key travel touchpoints and leveraging influential partnerships, this campaign positively impacted travelers and endangered wildlife, ensuring that memories, not regrets, are brought back from their journeys.

旅行
只留美好
不留遗憾

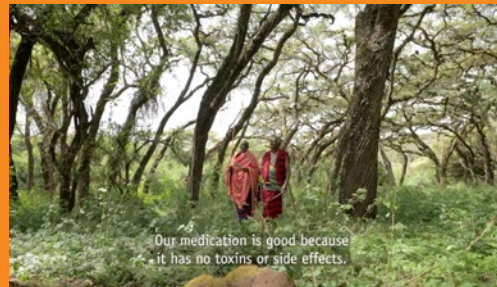
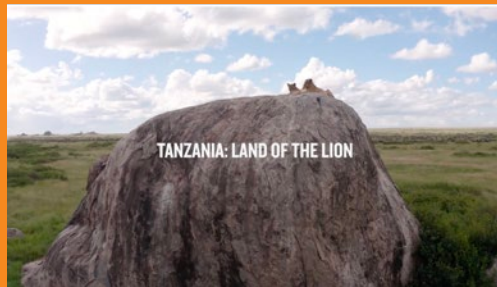
携带象牙及其制品进出泰国是违法行为。
BRING HOME MEMORIES, NOT REGRETS.
TAKING ANY IVORY IN AND OUT OF THAILAND IS ILLEGAL.



LAND OF THE LION – CELEBRATING TANZANIA’S EFFORTS TO PROTECT LIONS

For World Lion Day, we premiered our documentary “Land of the Lion” on ITV Tanzania. The documentary highlights the remarkable achievements made by Tanzanians in protecting this iconic species and the crucial role of community conservation efforts in preserving the balance between humans and wildlife.

Tanzania is home to the largest wild lion population in the world. Our goal with this film was for Tanzanians to feel proud of their country’s effort to protect lions and to underline that humans and lions can live together harmoniously.



Tanzania: Land of the Lion was not only a hit in Tanzania; it won the 2023 ‘Public Service Announcement Award of the Year’ at the 13th Philanthropy Festival in China!

100

film showings on ITV Tanzania, reaching millions of viewers.

789K

Facebook and Instagram posts for the documentary and World Lion Day.

27K+

Over 27K online engagements.

PORT AND CARGO WORKERS UNITED TO PROTECT ICONIC WILDLIFE IN EAST AFRICA

As part of our efforts to combat illegal wildlife trade, we brought together enforcement, customs, and immigration officers along with agricultural inspectors, clearing agents, and transporters and loaders associations at border locations for education meetings to help them understand the issues involved with illegal wildlife trade. The express parcel delivery industry has become an essential conduit for the widespread online trade of illegal wildlife products, especially rhino horn; connecting with these groups is crucial to stopping this emerging trend of online trade.



“ This campaign uses the analogy of a football team. In football, we stand in different positions with one aim of reaching a goal. That is why we are all here from different arms of government, playing different roles to achieve the goal of protecting our wildlife and ending wildlife crime. ”

— **Peter James Ewau, Warden-in-Charge,**
Karuma Wildlife Reserve, Murchison Falls
Conservation Area



99%

of respondents agreed that the meeting increased their awareness about wildlife crime and the ways illegal wildlife products can be concealed and/or smuggled across borders.

98%

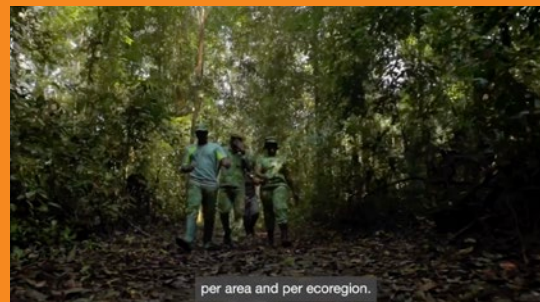
of participants in the meetings said they felt pride in Uganda's wildlife. The proportion who *strongly agreed* rose nine percentage points from 75% to 84% after the meetings.

WILD CAMEROON – INNOVATIVE CONSERVATION TV PROGRAMMING

WildAid and Vision 4 TV partnered to launch *Wild Cameroon*, a first-of-its-kind debate show covering the country’s spectacular natural heritage and how best to protect it. The monthly 45-minute show with 12 episodes features some of Cameroon’s leading conservation experts, government officials, private sector representatives, and ordinary Cameroonians discussing hot topics in conservation, wildlife, and critical environmental issues.

“ Let’s protect nature and preserve our wildlife. Let’s connect to awareness-raising media programs, the best form of mass education to reach the greatest number of people. ”

– **Peter James Ewau**, Warden-in-Charge,
Karuma Wildlife Reserve, Murchison Falls Conservation Area



“ *Wild Cameroon* is the first environmental show bringing together different stakeholders to discuss various environmental topics in Cameroon. The first show to dive into the issues encountered in Cameroon, giving a voice to every layer of society. ”

– **Jennifer Biffot**, WildAid Francophone
Africa Representative

MARINE *program*



**A DECADE OF HISTORY-
MAKING SUPPORT FOR SEA
TURTLE CONSERVATION**



10 YEARS OF SAFEGUARDING SEA TURTLES IN ECUADOR

Over the past decade, WildAid has empowered park rangers, nonprofits, and community volunteers across the coast of Ecuador to support crucial sea turtle conservation projects. These initiatives include tagging, nest protection, releasing hundreds of thousands of baby turtles into the sea, and educating the local community about the importance of sea turtles.

2015

In 2015, WildAid launched its marine enforcement work in five marine protected areas (MPAs) along the coast of Ecuador, laying the groundwork for long-term sea turtle conservation success.

2020

WildAid partnered with local communities and nonprofits to safeguard sea turtle nests along the coast. These efforts have been invaluable given the survival rate of less than 1% of sea turtle eggs. Together, we helped over 350,000 hatchlings reach the ocean.

2021

The first leatherback hatching in 40 years was recorded in the country, we supported our partners Fundación Contamos Contigo to secure and monitor nests.

2019

In collaboration with the Ecuadorian Ministry of Environment and Water, WildAid launched a sea turtle conservation project with support from the German Society for International Cooperation (GIZ). This project strengthened nest monitoring, expanded outreach and education programs, enriched scientific knowledge, and supported policies for long-term species protection.

2024

Ten years of historic protection of sea turtles in Ecuador is a testament to the strength of WildAid's internationally recognized marine law enforcement leadership, combined with dedicated government, nonprofit, and community partners working together to safeguard our seas. We participated as accredited observers at COP II (Manta, Ecuador) of the Inter-American Convention on Sea Turtles (IAC), and at the 21st Scientific Committee of the IAC (Antigua, Guatemala), showcasing Ecuador's efforts and WildAid's commitment to the protection of these species.



Why It Matters

Sea turtles are beloved. They are one of the oldest creatures on earth and have remained unchanged for over 110 million years.

Thanks to its diverse ecosystems, Coastal Ecuador is a sanctuary for five species of magnificent sea turtles. Nearly 1,400 miles of coastline stretch from Colombia to Peru, encompassing estuaries, mangroves, mountains, beaches, bluffs, islands, shallow waters, and rocky and sandy sea beds. The convergence of ocean currents in this region creates ideal habitats for green, leatherback, loggerhead, olive ridley, and hawksbill turtles, making it one of the most biodiverse coastal areas in the world.

Protecting these sea turtle species is one of the top conservation priorities throughout Ecuador's network of nineteen marine protected areas (MPAs).



The Challenge

Unfortunately, all five species are threatened or endangered, and fishing gear is one of the top threats. Unchecked human and environmental activities have tipped the scales against their survival.

Slaughtered for their eggs, meat, skin, and shells, sea turtles suffer from poaching and overexploitation. Sea turtles can become captured in fishing nets, leaving them unable to swim to the surface and breathe — they can die this way. They also can become hooked or entangled in longlines, a type of fishing gear that places hundreds and even thousands of hooks in the water in a line that can stretch over a mile. Climate change also impacts turtle nesting sites, altering sand temperatures, which can affect the sex of hatchlings.

Human-related changes associated with coastal development include beachfront lighting, shoreline armoring, and beach driving. Shoreline hardening or armoring (e.g., sea walls) can result in the complete loss of dry sand suitable for successful nesting. Artificial lighting on and near nesting beaches can deter nesting females from coming ashore to nest and disorient hatchlings trying to find the sea after emerging from their nests.



Our Solution

We created a pioneering, long-term collaborative plan to save sea turtles from extinction. By combining WildAid's powerful but distinct behavior change capabilities—our internationally recognized marine enforcement and communications campaigns capabilities—we inspired and empowered historic change that is helping to save these remarkable creatures.

WildAid has collaborated with Ecuador's Ministry of the Environment and Water for the past ten years to launch a sea turtle conservation project in partnership with technical assistance and funding from the German Society for International Cooperation (GIZ).

The goal of this long-term project was to protect and conserve sea turtles and their habitats by strengthening Ecuador's marine protected areas, bolstering sea turtle nest monitoring and protection, increasing education and outreach in coastal MPAs, driving awareness and scientific understanding of sea turtles across Ecuador, and help advise on developing public policies to support the long-term protection of these species.

A vital element of the project was to identify, monitor, and protect sea turtle nests throughout the coastal region. Teams of park rangers and community volunteers undertook extensive collaborative efforts to ensure nests were visibly marked, cordoned off, and protected from common threats.

Our Impact

WildAid's results have been transformational in shaping a future where sea turtles are no longer on the brink of extinction in Ecuador, including:

350,000

Over 350,000 sea turtle hatchlings have safely reached the ocean, thanks to the protection of more than 7,000 nests along Ecuador's coast.

17,000

Over 17,000 coastal patrols have been conducted, covering 53 beaches and logging more than 55,000 patrol hours.

500

500 turtles requiring medical care have been rescued, with 200 released back into the wild after rehabilitation.

300

300 community events and a mass media campaign inspiring locals to protect these spectacular creatures.

20,000

Over 20,000 hours of training park rangers and volunteers, empowering them to track, protect, and release marine megafauna. Research efforts have flourished, with support for citizen science initiatives, pollution studies, and the identification of critical foraging sites.

Our public policy work has led to the drafting of new protocols for nest management, creating an environmental education plan, and establishing a national research agenda on sea turtle conservation.

Conservation Actions

- Coastal patrols and monitoring covering 53 beaches, 153 kilometers traveled, 17,000 enforcement patrols, more than 55,000 patrol hours
- 7,000 sea turtle nests protected and more than 350,000 hatchlings safely reaching the sea
- 500 incidents requiring medical care and more helped with 200 rehabilitation and sea turtle releases
- Support for research (citizen science, foraging sites, pollution effects)
- 300 educational and awareness events and one mass media communication campaign.
- 20,000 hours of training (data recording, use of drones, the release of marine megafauna.
- Public Policy- drafting protocols for protecting, managing, and monitoring nests; creating an environmental education plan; establishing a sea turtle research priorities agenda.



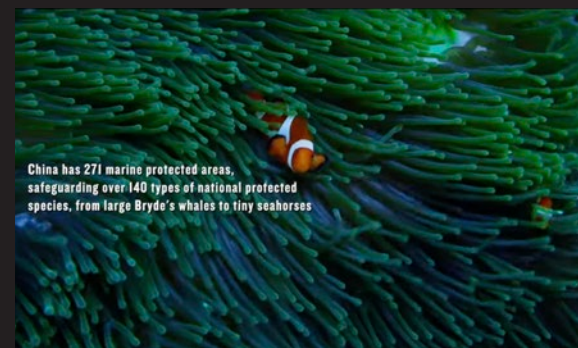
‘PLAY YOUR PART IN THE OCEAN’S SYMPHONY’

A Powerful Collaboration with World-renowned Pianist Lang Lang

In support of WildAid’s groundbreaking initiative to protect ocean wildlife in China, the world-renowned Chinese pianist Lang Lang lent his voice—and his music—to raise awareness about the importance of ocean conservation. In the captivating public campaign “Play Your Part in the Ocean’s Symphony,” Lang Lang performed his heartfelt composition “Stay” against a backdrop of China’s breathtaking marine wildlife, including majestic whale sharks, graceful sea turtles, playful dolphins, and rare spotted seals.

This inspiring video celebrates the beauty of the ocean while urging everyone to take action to preserve these iconic ocean creatures for future generations.

WATCH HERE



1 million views

PLAY YOUR PART IN THE OCEAN'S SYMPHONY

Well-enforced marine protected areas (MPAs) are one of the best conservation tools we have to protect endangered marine species and ocean biodiversity.

WILDAID
MARINE PROGRAM

CONTENT SUPPORTED BY
FIRST INSTITUTE OF OCEANOGRAPHY, MNR

COOPERATING PARTNER
中国绿色碳汇基金会
China Green Carbon Foundation

www.wildaidchina.org



OCEAN CONSERVATION FORCE MULTIPLIER: HIGH-TECH MARINE TOOLS DEFEND THE BAHAMAS' VITAL WATERS

Why It Matters

The Bahamas is a tropical paradise of over 700 islands with sparkling waters and sun-soaked beaches. It's also a critical ecosystem teeming with life, from vibrant coral reefs to unique species of sharks, sea turtles, and rays. These waters are a lifeline for the Bahamian economy, where tourism and fisheries like Queen Conch and Nassau Grouper provide livelihoods for thousands. Preserving their natural treasure is crucial for biodiversity and protecting the communities that depend on it.

The Bahamas is the Caribbean's largest exclusive economic zone (EEZ), stretching over 242,000 square miles. A stunning 40% of its land is made up of mangroves, sea-grasses, and marshes, which are critical to combatting climate change and supporting marine life.

The Bahamas has long demonstrated leadership in marine conservation, including creating the Atlantic Ocean's first shark sanctuary, which safeguards over 40 shark species and the critically endangered great hammerhead shark. Today, more than 20% of the Bahamas' waters are declared MPAs.

The Challenge

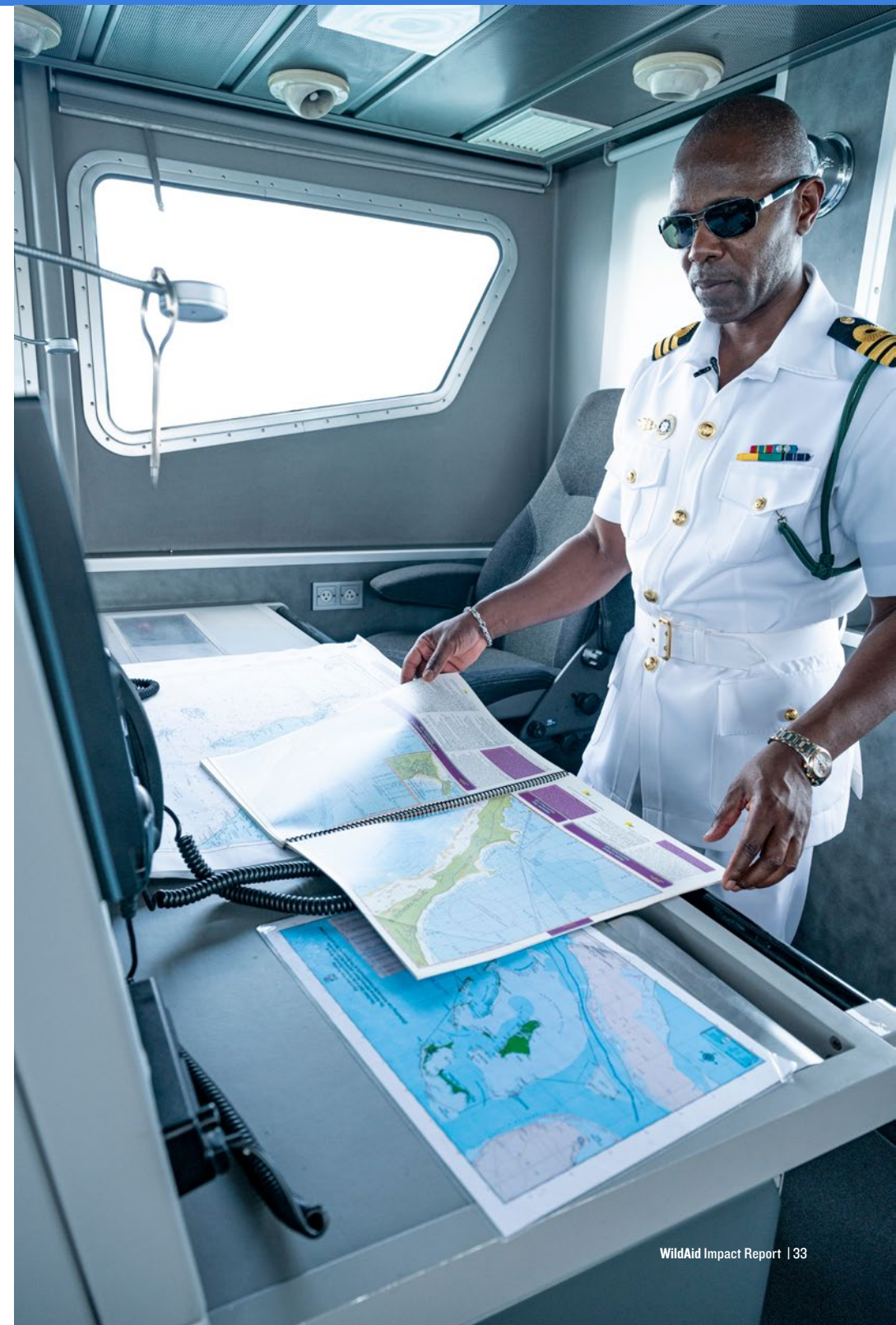
Monitoring and enforcing laws across the Bahamas EEZ and its hundreds of islands is a herculean task. Illegal, unreported, and unregulated (IUU) fishing is rampant, with nearly one-third of all fishing catches considered illegal. IUU fishing harms marine ecosystems and jeopardizes local economies that depend on sustainable fisheries, like the spiny lobster and Queen Conch.

Foreign vessels often operate without tracking systems, making them dark vessels and challenging to detect. These illegal activities are frequently linked to other crimes, such as smuggling and human trafficking, compounding the challenges for law enforcement. Without effective enforcement, these vessels can derail essential conservation efforts and damage the environment, creating long-lasting socio-economic harm.

Our Solution

Defending The Bahamas' vast coastal areas requires close collaboration with partners and new strategies, and that's where cutting-edge technology enforcement and surveillance tools come into play.

WildAid developed a comprehensive Marine Protection Plan with over 30 action items to strengthen enforcement. This plan included deploying high-tech marine enforcement tools as a 'force multiplier' to extend our reach and effectiveness in stopping illegal fishing in Bahamian waters. It is an example of strengthening and expanding critical marine enforcement work around the globe.





We collaborated with Bahamian enforcement agencies and U.S. partners to deploy Unmanned Surface Vehicles (USVs) in an operational setting for real-time monitoring. This deployment significantly enhanced maritime domain awareness, which involves tracking activities impacting a nation's security, safety, economy, or natural environment. By

collecting, integrating, and analyzing data from various sources, we could track vessels, monitor cargo movements, and detect illegal activities. Equipped with advanced sensors, these USVs provided authorities with the critical intelligence needed to operate more efficiently and effectively.



Our Impact

By leveraging cutting-edge technology and building strong enforcement partnerships, the Bahamas is safeguarding its waters and setting an example for outstanding marine protection worldwide.

12 cross-border IUU investigations,

providing technical enforcement advice and cross-jurisdictional communications that stopped illegal fishing operations. In one recent example, U.S. authorities seized 300 pounds of illegally imported marine species poached from The Bahamas.

Poaching hotline

was established for the first time with a tip system allowing anonymous, two-way citizen reporting by the local communities and visiting tourists.

1st place winner

The Bahamas won the prestigious Stop IUU Fishing Awards, a testament to its leadership in a marine action partnership that protects the country's culture and heritage.

An aerial photograph of a tropical beach. The water is a vibrant turquoise color, and the sand is light-colored. Numerous wooden fishing boats are beached along the shore, some with people on board. The background shows lush green vegetation and a few buildings with red roofs.

KENYA AND TANZANIA UNITE TO TACKLE ILLEGAL FISHING AND SAVE VITAL CORAL REEFS

Why It Matters

The Western Indian Ocean, a global hotspot for marine life, is a sight to behold, especially along the coasts of Kenya and Tanzania's Zanzibar. Its warm, clear waters are a vibrant canvas, teeming with colorful corals, lively fish such as clownfish and lionfish, and beloved species such as dolphins and green turtles. Beyond their stunning beauty, these waters are vital to the planet's health and local communities.

Here, coral reefs are nestled among seagrass meadows and mangrove forests, forming complex ecosystems called fringing reefs. These reefs are not just crucial; they are beacons of hope. They provide nurseries for fish, protect coastlines from erosion, and offer a fighting chance against climate change. Some of the corals in this region have shown remarkable resilience, adapting to withstand

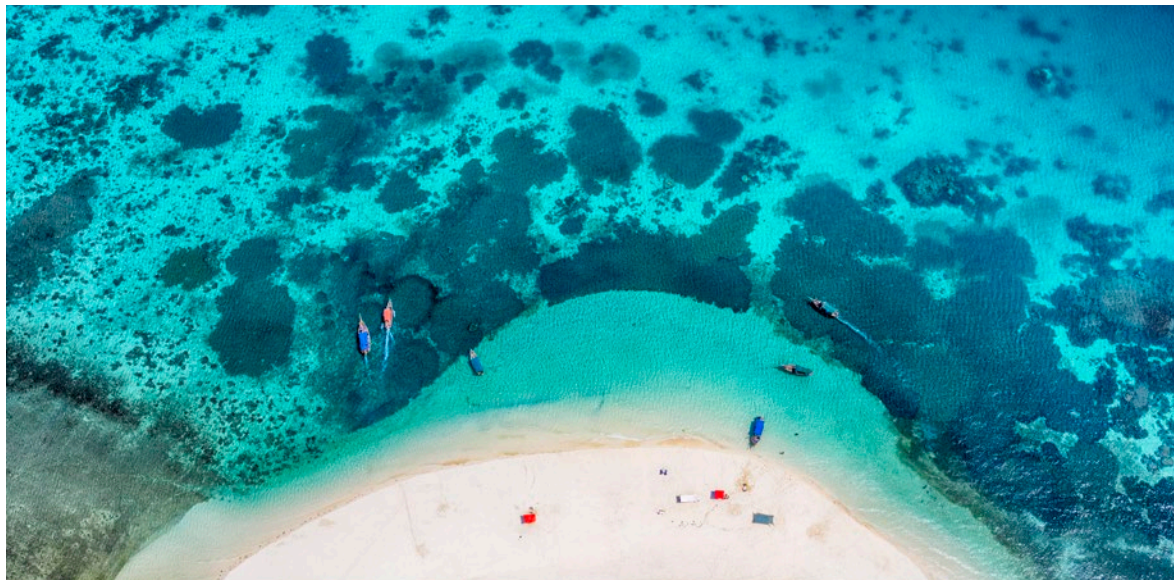
rising ocean temperatures, drawing global scientific interest for their tenacity.

The reefs are also economic lifelines, sustaining fisheries and drawing divers and tourists worldwide. Coastal tourism is not just a source of income for Kenya and Tanzania but a vital necessity.

The Challenge

Unfortunately, this rich ecosystem also attracts illegal fishing operations that damage fish populations, harm endangered species, and threaten the livelihoods of coastal communities.

Limited resources also make it difficult for wildlife advocates and marine protectors to monitor and safeguard these vast marine areas effectively.



Our Solution

WildAid has facilitated a groundbreaking partnership between our partners in Kenya and Tanzania to combat these challenges. Working with local groups—Kenya’s Bahari Hai and Tanzania’s Mwambao—WildAid is strengthening marine protection and tackling illegal fishing.

This collaboration brought together enforcement teams from both countries for the first time, fostering the exchange of skills and strategies to protect their shared waters. By improving relationships between enforcement agencies and community management groups

(CMGs), we’re setting the foundation for more vigorous coastal defense.

Our efforts include creating unified policies, establishing regular communication, and developing collaborative frameworks to ensure ongoing cooperation. We’re also leveraging technology, using tools like SMART and Earth Ranger for data collection and monitoring, making enforcement more efficient and effective.



Our Impact

By uniting these two nations in a shared mission, WildAid is taking significant steps to ensure the future of these waters and the communities that depend on them.

Each patrol team has been trained, equipped, and provided with boats to help safeguard these waters.

In Zanzibar, Tanzania, where WildAid has been active since 2018, we’ve helped create:

Four

community-based patrol teams in two MPAs.

1,200

square kilometers of coastline, including coral reefs and critical marine wildlife habitats, are now under protection.

In Kenya, since 2022, WildAid has:

One new

Nonprofit-based patrol team was established within a marine protected area covering 1,000 square kilometers.

Equipped

the team with training, boats, and essential gear to protect the fragile ecosystem.





PROTECTING COCOS ISLAND THE REAL-LIFE JURASSIC PARK

– BY STRENGTHENING SURVEILLANCE CAPABILITIES



Why It Matters

Cocos Island National Park, the real-world inspiration for *Jurassic Park*, is a biodiversity hotspot teeming with life. Located 340 miles off the coast of Costa Rica, this remote island, often called “shark island,” is the largest uninhabited tropical island in the world. The only permanent residents are Costa Rican Park rangers tasked with safeguarding its extraordinary marine ecosystem.

The island’s waters are home to a stunning variety of species—235 species of plants, 400 insects, 30 coral species, five reptiles, three types of sea turtles, 57 crustaceans, 600 marine mollusks, and 250 species of marine fish, including the endangered scalloped hammerhead, yellowfin tuna, whale sharks, and giant manta rays. Marine mammals like humpback whales, sea lions, and bottlenose dolphins also thrive here.



Cocos Island’s rugged topography is often cloudy and lashed by torrential rains. The surrounding waters, shaped by unique ocean currents, boast dramatic caves, tunnels, and reefs that are critical gathering points for many pelagic species. These sites are vulnerable to threats like illegal fishing, so protecting this World Heritage Site is vital to preserving the delicate balance of life beneath the waves.

The Challenge

Cocos Island faces a relentless threat from illegal fishing, driven by global demand for shark fins, tuna, and dorado. Although the island’s MPA covers 809 square miles and prohibits all fishing, poachers use small boats to evade detection, catching fish and harmful bycatch, including dolphins and sea turtles.

Combatting this illicit activity, especially from dark vessels that operate without satellite detection, is crucial to preserving this marine sanctuary.



Our Solution

We leveraged our extensive marine enforcement experience with innovative technology to safeguard Cocos Island's waters. WildAid has spent the past two years enhancing surveillance capabilities and installing radar systems that detect vessels that evade satellite tracking. This system, coupled with establishing a state-of-the-art control and surveillance center, enables round-the-clock monitoring of the Cocos Marine Conservation Area.



In addition to the radar, WildAid has coordinated with conservation teams to improve patrol planning, ensuring park personnel have the resources and operational plans necessary to monitor the protected area effectively. These combined efforts are a decisive step toward stopping illegal fishing.

We proposed a multi-layered enforcement approach: radar detection, AIS vessel tracking, and dark vessel data from the DVD Canada system.



Our Impact

Our coordinated strategy has significantly reduced illegal actions, and the results have been remarkable. Since installing the surveillance radar and the control and surveillance center, illegal fishing within Cocos Island's protected waters has plummeted.

98% Decrease

Apparent fishing effort in the Cocos Marine Conservation Area reduced by 98.8% between January 1st and August 22nd, compared to the same period in 2023, according to Global Fishing Watch (GFW) data.

Zero IUU Fishing in August

No apparent fishing effort was detected in the area during the entire month of August.



CLIMATE *program*



WILDFIRES EXTREME STORMS FLOODS DROUGHTS

Ocean temperatures and sea levels are rising, leading to more frequent, unpredictable, and severe storms. This also affects our food supply, causing droughts, unpredictable weather patterns like monsoons, and the spread of diseases. Climate change is one of the biggest threats to the animals we care about – including humans! – and it's impacting biodiversity across the globe.

To tackle this, we need to dramatically reduce the amount of greenhouse gases released into the atmosphere from human activities and aim for near-zero emissions as soon as possible. This will require big changes in each of our lives, especially in developed countries.

TWO HIGHEST EMITTERS

WildAid is the only nonprofit messaging climate action here

WildAid is now the only organization bringing the message of climate action to the public on a national scale in both China and the U.S. – the world’s two biggest greenhouse gas emitters. China accounts for about 20-25% of yearly emissions, while the U.S. contributes about half of that.

But there’s another piece to this story: per person emissions. In fact, the U.S. has nearly double the emissions per person compared to China. That’s why we launched our first U.S. campaign in 2023, encouraging lifestyle changes.



CHINA

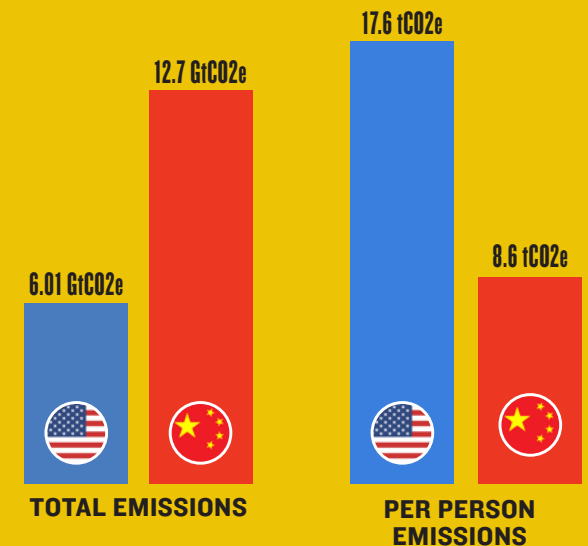


UNITED STATES



THERE IS A BIG DIFFERENCE

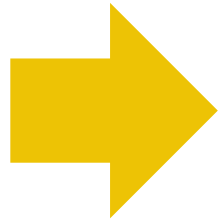
In Total Vs Per Person Carbon Emissions



INDIVIDUAL LIFESTYLE ACTIONS COLLECTIVELY WE CAN MAKE A BIG DIFFERENCE

5%

Eliminated with Easy
Lifestyle Emissions
Reductions



40 - 70%

Reduction in Carbon
Emissions by 2050

At WildAid, we believe it takes all of us, working together, to make a real difference. That's why both individuals and organizations are essential.

Studies show that when people believe their individual low-carbon actions matter, they're more likely to support government climate policies and spend their money with the planet in mind.

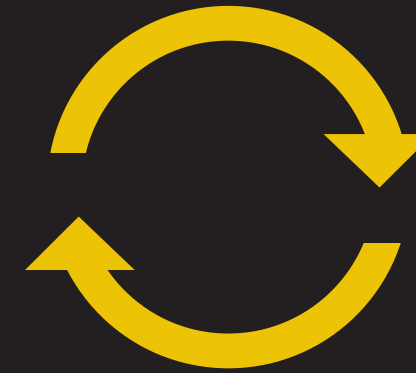
In turn, when companies take sustainable action and policies support climate-friendly practices, it makes it easier for individuals to take even more action in their everyday lives. It's a positive, reinforcing cycle!

Although we may only vote once a year, we make individual choices—like what to eat—every day!

PEOPLE VOTE ONCE A YEAR BUT EAT THREE TIMES A DAY

Individual Behavior Change

Adoption of individual climate action and belief in its importance increases support for government policy and corporate accountability.



Government Policy & Corporate Accountability

Government policy and corporate accountability lowers the friction to climate action and the carbon intensity of individual behaviors.



**INDIVIDUAL
ACTION IS THE
ANTIDOTE**

WILDAID

INSPIRING INDIVIDUAL CLIMATE ACTION AND SPURRING CONVERSATION ACROSS AMERICA

LESS
SINGLE SERVE
SNACKING
MORE
BULK BIN
BUYING

TheEnvironmentExcuse.org



WILDAID

LESS
SHOWER
LINGERING
MORE
SPEEDY
SUDSING

TheEnvironmentExcuse.org



WILDAID

GO FROM
FAST FASHIONER
TO
VINTAGE
FINDER

TheEnvironmentExcuse.org



WILDAID

LESS
FURNITURE
ASSEMBLING
MORE
MIDCENTURY
COLLECTING

TheEnvironmentExcuse.org



WILDAID

Why It Matters

Climate change poses the biggest threat to the iconic wildlife and habitats that WildAid is committed to protecting. Tackling this crisis means drastically cutting the greenhouse gas emissions caused by human activity. To make a meaningful impact, we must reshape how people in the developed world live and consume energy, and we must do it fast.

The stakes are high, with China responsible for roughly 20-25% of global emissions and the U.S. contributing half as much. But while China leads in absolute emissions, the average American's carbon footprint is nearly double that of their Chinese counterpart, making individual actions in the U.S. critical.

Recently, the world's leading climate authority, the United Nations Intergovernmental Panel on Climate Change, took a big step toward validating our approach by emphasizing that lifestyle changes could immediately reduce global emissions by 5% and stating that 40 to 70% of all necessary emissions reductions could be achieved with demand-side interventions—including changes to individual consumption and behaviors. Collective impact starts with individual decisions.

With the launch of our U.S. campaign in 2023, WildAid is now the only organization messaging climate action directly to consumers nationally in the world's two highest-emitting countries: China and the U.S..

The Challenge

Even though Americans overwhelmingly support climate action, most feel isolated in their concerns. More than two-thirds say they rarely, if ever, talk about climate change, even with family.¹ This silence fuels inaction.

WildAid's task isn't to convince people to care—they already do. Our challenge is to motivate them to act. We must break the silence, spark conversations, and transform passive concern into actual, individual actions for lasting change.



Our Solution

To meet this challenge, WildAid tapped into its deep expertise in behavior change to launch its first U.S. climate campaign. The campaign is designed to drive individual actions while revealing shared beliefs many people don't realize they hold.

Our campaign, 'The Environment Excuse,' is built around lighthearted, apolitical messaging that empowers people to embrace low-carbon, individual, lifestyle choices. Using behavioral research and the latest in media strategy, we've crafted a campaign that offers an "excuse" to make eco-friendly decisions—like skipping a drive or eating leftovers—in a fun, relatable, and guilt-free way.

'The Environment Excuse' gives permission to make easy lifestyle choices while encouraging conversations that spark collective action. Our campaign aimed to reach millions and spark conversations around countless dinner tables, turning individual decisions into a collective movement.

Don't feel like cooking?

Eat your roommate's leftovers.

Shop locally. Like in your friend's closet.

Couch is too cozy? Save water.

Shower tomorrow.

The Environment Excuse.

Lower the
thermostat.
Turn on
the heat.

TheEnvironmentExcuse.org



¹ UCSB, University of California, Santa Barbara, Yale Program on Climate Change, Utah State University

Our Impact

In just one year, The Environment Excuse has started to transform individual actions into meaningful steps toward lower-carbon lifestyles across the U.S.

Key results from the campaign's first year include:

\$25 million

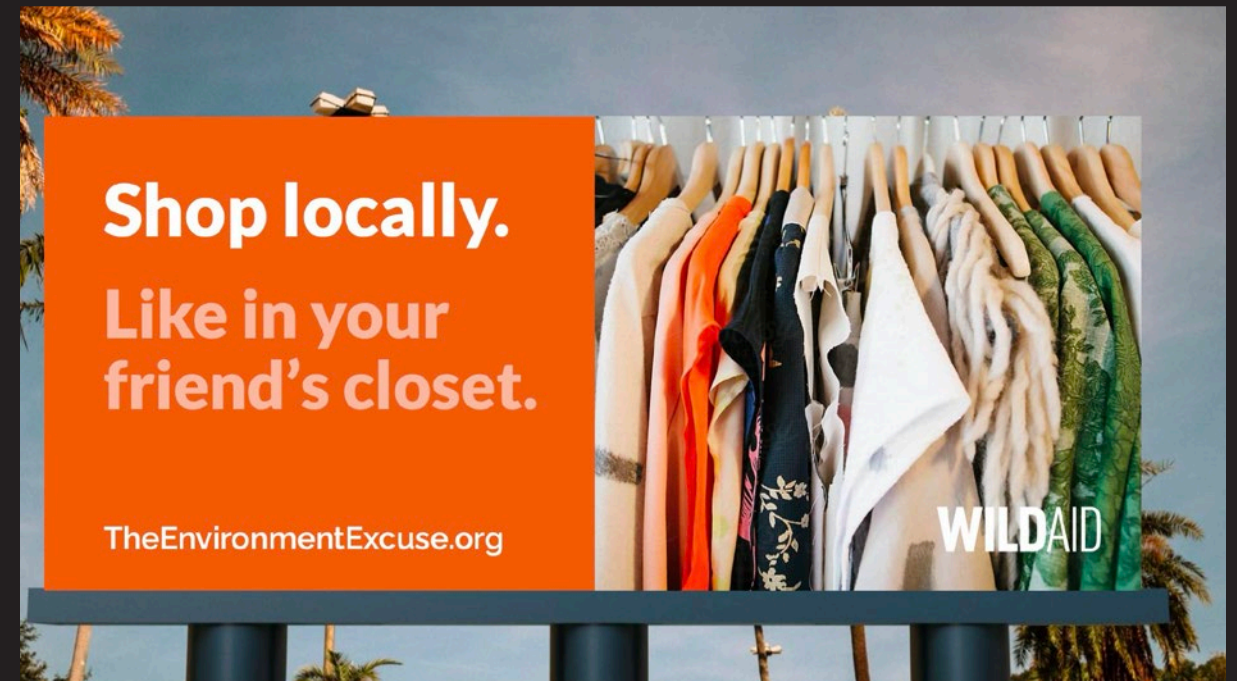
A fifty-fold ROI: \$25 million in pro bono media value from a modest \$500,000 production budget.

10,000

Broad visibility: 10,000 nationwide billboards and nationally broadcast television and radio ads.

120 cities

National reach: The campaign aired across 120 U.S. cities in all 50 states.



WILDAID



I am a green finance researcher, and I planted a white fir forest with my friends.

I am an engineer, and I am developing new recyclable construction materials.

I am a student, and I will walk to school.

I am a teacher and I shared climate change information with my students.

I am a GenZ, and I joined a low carbon lifestyle community on social media.

own cup

EVERY *ACTION STARTS THE MOVEMENT* EVEN THE SMALLEST ACTION SHOULD BE REWARDED CLIMATE ACTION COUNTS



WHAT'S YOUR "CLIMATE ACTION"?
SCAN THE QR CODE AND FIND OUT

EMPOWERING YOUTH FOR CLIMATE ACTION

“EVERY CLIMATE ACTION COUNTS,
THE POWER IS YOURS!”

with Wu Lei

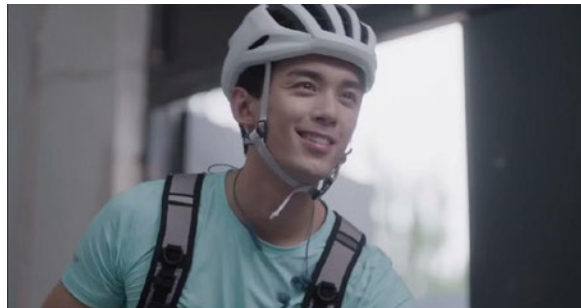
WWW.WILDAID.ORG

Why It Matters

For over a decade, WildAid's innovative campaigns have played a key role in reducing consumer emissions in China by making sustainable lifestyles aspirational and trendsetting through high-end advertising.

Our impactful messages about transportation, diet, plastic use, and home energy efficiency reach hundreds of millions of consumers annually—more than any other organization promoting climate action.

[CLICK HERE TO SEE WU LEI IN ACTION](#)



The Challenge

In recent years, climate change has had devastating effects on China. Two years ago, the country experienced its most severe heatwave in six decades, exacerbating a drought that disrupted food supply chains, factory output, power generation, and transportation. Last year, the world shifted from “global warming” to what the United Nations called “global boiling,” as the global average temperature broke records and exceeded the critical 1.5°C threshold above pre-industrial levels.

These frequent extreme weather events have sharpened public awareness of climate change in China. A 2022 Tsinghua University survey found that over 85% of respondents understand the connection between climate change and daily life and are eager to take action.



Our Solution

Building on the success of our ongoing climate action campaigns since 2020, we want to continue inspiring individuals to reduce their carbon footprints through simple lifestyle changes and expand this to prove that collectively, we can make a big difference in the fight against climate change. The power to create change truly lies in the hands of everyone.

In partnership with the China Green Carbon Foundation and the China Environmental News Agency, supported by Discovery Channel, we launched the “Every Climate Action Counts: The Power Is Yours!” campaign in Beijing.

To lead the campaign, we tapped WildAid ambassador Wu Lei, a beloved figure in China, to motivate young people to fight climate change by sharing their actions to live more sustainably and to engage with our interactive “Climate Action Inspiration Station,” where they can share their climate actions and create custom posters for social media.

The campaign's website was widely promoted on social media with support from 55 partner organizations, including corporations, university researchers, nonprofits, and media outlets.

Our Impact

6 million

Collected 6 million individual climate actions from consumers across China via the “Climate Action Inspiration Station” hub.

2.3 million

2.3 million people streamed the campaign's launch event.

77% reduction

Achieved a 77% reduction in carbon emissions at our press event through sustainable practices such as reusing materials, eliminating bottled water, and using digital invitations.

Why It Matters

The impacts of surplus food and food waste on our climate and environment are enormous. Each year, the U.S. lets nearly 40% of the 235 million tons in our food supply go unsold or uneaten, with the vast majority becoming food waste, which goes straight to landfills, incineration, down the drain, or is left in fields to rot. That translates to 145 billion meals' worth of food that goes unsold or uneaten yearly and 325 pounds of food wasted per person, releasing as much carbon pollution as 37 million cars.

Wasting food has irreversible environmental consequences: it wastes the water and energy it took to produce it and generates greenhouse gases — 11 percent of the world total. Food that sits decaying in landfills also produces nitrogen pollution, which causes algae blooms and dead zones, impacting our watersheds, rivers, and seas.

**UNITING
RESTAURANTS,
CHEFS, AND YOUNG
DESIGNERS:
FIGHTING FOOD WASTE TO
COMBAT CLIMATE CHANGE**

The Challenge

Americans discard more food than any other country, nearly 40 million tons — or 30-40% of the U.S. food supply.

Food spoilage, whether real or perceived, is one of the biggest reasons people throw out food. More than 80 percent of Americans discard delicious, consumable food simply because they misunderstand expiration labels, confusing people. They'll toss it in the garbage to avoid risking the potential of a foodborne illness.

Our Solution

As an extension of our successful 'The Environment Excuse' campaign, we want to inspire Americans to rethink the most basic human need—food and, by extension food waste

—by providing practical, chef-approved recipes to transform leftovers and offer practical solutions that lower their everyday environmental impact. We teamed up with the James Beard Foundation and the School of Visual Arts to launch a new campaign that's equal parts education and inspiration.

Drawing from the James Beard Foundation's 'Waste Not' cookbook, this campaign brings creative recipes directly to home cooks, showcasing how they can turn food scraps into delicious meals. The talented School of Visual Arts students developed the campaign's compelling campaign as part of their coursework. Their fresh, innovative approach, guided by faculty, showcases how art and advocacy can converge to create real-world impact.

Our Impact

\$3 Million

Our campaign reached millions of consumers through \$3 million in pro bono billboard and video screen distribution.

10 cities

Media placements across ten major U.S. cities: New York City, Chicago, Boston, Los Angeles, Seattle, Miami, San Francisco, Washington, D.C., Savannah, and Sacramento.

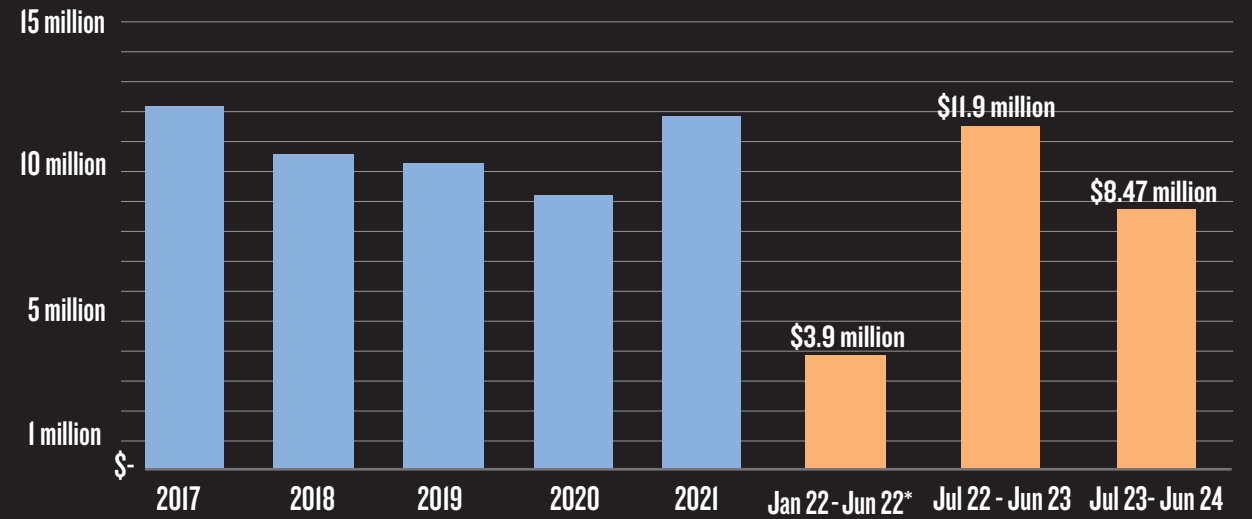


FINANCIALS

2023/2024 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 11th 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.

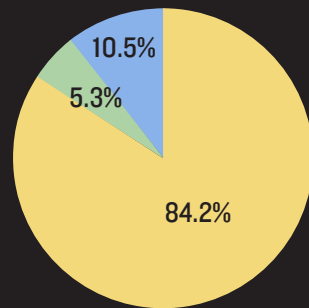
REVENUE BY YEAR



* Stub period resulting from a change in fiscal year

EXPENSES BY TYPE

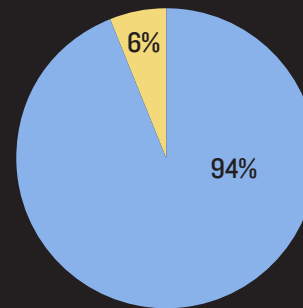
- Programs
- Fundraising
- General administrative



JULY 2023—JUNE 2024

LEVERAGED DONATED MEDIA

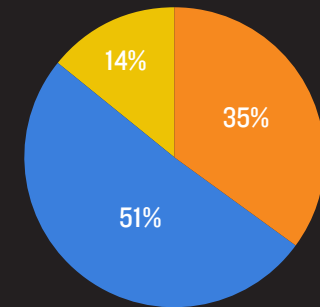
- Donated broadcast and media placement
- Total direct expenses



JULY 2023—JUNE 2024

DIRECT EXPENSES BY PROGRAM

- Wildlife
- Marine Protection
- Climate Change



JANUARY 2024—JUNE 2024



For the eleventh year in a row, WildAid has earned Charity Navigator's highest possible rating of four-stars with a score of **100%**.

WILDAID

A group of lionesses and cubs resting on a grassy savanna. The scene is captured in a warm, golden light, likely during the late afternoon or early morning. The lionesses are lying down, and several cubs are scattered around them, some looking towards the camera. The background is a lush green field.

WILDAID

Thank you

WildAid.org

Donate@WildAid.org

Follow WildAid on Social

