

An underwater photograph featuring a sea turtle swimming towards the right in the lower half of the frame. Above the turtle, a large, dense school of small fish swims in the same direction. The background shows a rocky seabed with some coral. The water has a deep blue-green hue.

WILDAID[®]

inspiring change

IMPACT REPORT 24/25

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mission

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

A MESSAGE FROM OUR CEO

Dear Friends,

As I look back on my first year as CEO of WildAid, I am struck by one feeling above all others: *hope*. Hope that's fueled not only by our results but by the extraordinary power of this small but mighty organization to deliver outsized impact for wildlife and our planet. From this vantage point, I am confident that WildAid is uniquely positioned to navigate differently, operating with focus and purpose, in the face of global uncertainty.

Just as human behavior poses the greatest threat to wildlife, changing human behavior can be wildlife's most effective protection. This is WildAid's mission. We don't measure success by our size, but by our results. And every day, thanks to your support, we are proving that conservation truly is a team sport. With hundreds of worldwide partners amplifying our work, we are rewriting the future for wildlife, vital habitats, and the communities that depend on them.

As you will see in this year's ***Impact Chronicles***, hope and results are taking shape in extraordinary ways:

- **Sharks:** Hope for sharks through 20 years of WildAid's groundbreaking campaigns that have driven an 80% drop in shark fin consumption in China, and through enforcement partnerships that now protect millions of square kilometers of coral reefs, mangroves, and seagrasses—habitats that sharks call home.
- **Pangolins:** Hope for the world's most trafficked mammal is real, as demand for pangolin products has fallen by 70%, proving that when behavior changes, endangered species can be saved.

- **Marine Wildlife:** Hope for our ocean conservation consciousness grows as our ghost nets campaign raises awareness of abandoned fishing gear—enormous “silent killers” of the sea—saving turtles, dolphins, and countless other marine animals.
- **Global Leadership Opportunities:** Hope for oceanic mantas, sea turtles, and sharks has become a reality as Panama and its neighbors take action against illegal fishers to safeguard one of the world's most critical migratory corridors. Global Affairs Canada, the Bezos Earth Fund, and Pacifico further recognized our world-class enforcement leadership, providing powerful validation of our model and its global impact.

These are not isolated wins; they are proof that hope, combined with action, creates transformation. And they are only possible because of you.

In a world clouded by a lack of hope, WildAid offers something different: a clear path toward change built on optimism, collaboration, and impact. And together with your support, we're showing the world that ***the biggest opportunity for change on Earth is Us.***

With urgent optimism for the wild,



Meaghan Brosnan
Chief Executive Officer



“Just as human behavior poses the greatest threat to wildlife, *changing* human behavior can be wildlife’s most effective protection.”

-Meaghan Brosnan, CEO

THREATS



**ILLEGAL WILDLIFE
TRAFFICKING**



**HABITAT
DESTRUCTION**



**SYSTEMIC CLIMATE
CHANGE**

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

WHAT SETS WILDAID APART:

Expertise in changing behavior and amplifying partnerships

At WildAid, we tackle threats by going to the root of the problem: human behavior. By changing minds and inspiring new choices, we protect wildlife and vital habitats from the most critical dangers.

Our motto, Conservation Is a Team Sport™, drives everything we do. Real impact comes from collaboration, which is why WildAid builds long-term partnerships with governments, nonprofits, media companies, creative agencies, celebrities, musicians, and athletes. These trusted voices amplify our message, expand our reach, and multiply the value of every donor dollar. We have built hundreds of strategic partnerships worldwide.

Through our three core programs—Wildlife, Marine Protection, and Climate—WildAid is poised to scale like never before. Each program is designed to reach new communities, engage diverse audiences, and dramatically increase our return on impact. Every program is anchored by a bold strategic goal—ensuring that together, we achieve change on a global scale.

WILDAID

Wildlife Program

Our Wildlife Program harnesses the power of mass media to change hearts, minds, and culture. Through high-impact campaigns reaching millions across China, Southeast Asia, and Africa, we reduce demand for illegal wildlife products and galvanize public and government action to protect endangered species and strengthen conservation worldwide.

Climate Program

WildAid's Climate Program drives behavior change to reduce emissions and improve resilience by shifting public perceptions and promoting climate-informed lifestyle choices. We empower individuals in China and the United States to take everyday climate action, engage in open conversation, and enact powerful narratives that lead to lasting change.

Marine Program

Our Marine Program is a globally recognized leader in ocean enforcement, dedicated to safeguarding marine protected areas and coastal fisheries from illegal fishing and over-exploitation. We partner with governments and coastal communities in more than 20 countries, to develop and implement comprehensive, cost-effective enforcement solutions that defend and strengthen the ocean, allowing fisheries, marine wildlife, coral reefs, blue carbon habitats, and coastal communities to thrive.

An underwater scene featuring several hammerhead sharks swimming among a large school of small fish. One hammerhead shark in the foreground is shown in profile, swimming towards the left, with its mouth slightly open, revealing its teeth. Another hammerhead shark is visible in the upper left, swimming away from the viewer. The background is filled with many small, dark fish swimming in the same direction. The water is a deep blue color.

**CONSERVATION IS A
TEAM SPORT™**

OUR IMPACT

\$266 M

leveraged in donated media.



70% decline

in consumption of pangolin products in China since 2016.

~99% decline

In the amount of illegal pangolin seized, dropping from 44 tons annually to less than 100 kg per year.

20 years of safeguarding sharks

through shark fin demand reduction campaigns and tenfold growth in the marine enforcement protection of shark habitats.

Historic marine protection in Panama:

was signed with our first-ever formal partnership with Panama, strengthening marine protection and combating IUU fishing.



8 marine protected areas

established in São Tomé and Príncipe, creating the nation's first marine protection network, safeguarding its spectacular marine wildlife.



8.1+ million

individual actions pledged to reduce carbon emissions on our online engagement hub in China.

26 million

views on social media campaign to "Close the Early Warning Gap," a key measure to enhance climate resilience.

135,000

beneficiaries of campaigns to mitigate extreme climate impacts.

WILDAID®



URGENT OPTIMISM: Leadership on the Global Stage

Winning HRH Prince William's prestigious Earthshot Prize was not just a historic milestone—it became a powerful catalyst for WildAid to expand our leadership and accelerate breakthroughs in conservation across the globe.

At the 10th Our Ocean Conference in Busan, South Korea, CEO Meaghan Brosnan showcased WildAid's cutting-edge enforcement model—proof that smarter patrols and stronger partnerships are transforming marine protection. She rallied global allies and announced a \$6 million investment to safeguard Latin America's ocean ecosystems, home to some of the richest biodiversity on Earth.

That momentum surged into another historic milestone when President and Chief Programs Officer John Baker led the signing of a landmark five-year partnership with Panama's Ministry of Environment. Backed by Global Affairs Canada, the Bezos Earth Fund, and Pacifico Foundation, this first-of-its-kind initiative in the Eastern Tropical Pacific is setting a bold precedent for regional collaboration to stop illegal fishing and defend some of the planet's most vital waters.



Left: WildAid President John Baker signs cooperation agreement with Panama's Minister of the Environment Juan Carlos Navarro.



Right: WildAid CEO, Meaghan Brosnan with HRH Prince William.

**“WildAid never works alone.
Many thanks to all our partners
for your tireless efforts to realize
a vibrant future for our planet,
oceans, and wildlife.”**

— Meaghan Brosnan, WildAid CEO

WildAid's leadership also extended to Asia, where we co-hosted the International Conference on Wildlife Protection in Traditional Chinese Medicine in Hue, Vietnam. Together with practitioners, educators, and policymakers, we advanced wildlife-free alternatives and put sustainability at the heart of cultural traditions.

Each milestone underscores one truth: WildAid is not just protecting wildlife—we are reshaping the future of conservation with urgent optimism, global influence, and unwavering partnerships.



A background image of an elephant in a savanna setting, overlaid with a semi-transparent orange filter. The elephant is facing forward, with its trunk slightly curved. The savanna landscape with trees and grass is visible in the background.

WILDLIFE *program*

HISTORIC CONSERVATION

Turnarounds for Protecting
Pangolins Globally



Why It Matters

Pangolins are often called the “guardians of the forest.” These quiet, armor-covered mammals are nature’s caretakers, with each one eating up to 70 million ants and termites every year. In doing so, they protect crops, aerate soils, and nourish the forests that sustain life for countless other species—including us.

Yet these gentle creatures are also the most trafficked wild mammal on Earth. In the past decade alone, an estimated one million pangolins were poached from the wild. Their fate is inextricably linked to ours: to lose pangolins is to disrupt the delicate balance of entire ecosystems and threaten the well-being of communities that depend on healthy forests.



The Challenge

Despite international trade bans and national laws protecting them, pangolins continue to be targeted by poachers and traffickers. In China and Vietnam, demand for pangolin meat and scales—driven by centuries-old medicinal practices and consumption as a cultural delicacy—sustains a global black market.

In Cameroon and across Central Africa, pangolins are still hunted as bushmeat and openly sold in restaurants despite their protected status. Their biology makes them especially vulnerable: pangolins reproduce slowly, often giving birth to just one pup at a time, and they rarely survive in captivity. Each loss is not just an individual tragedy but a step closer to extinction.



Our Solution

At the heart of WildAid’s approach is a guiding belief: saving pangolins depends on transforming human behavior. Laws alone cannot protect them if demand persists. That’s why our strategy focuses on these key pillars—shaping culture, elevating pride, driving policy change, and strengthening enforcement—to make consuming pangolins and pangolin scales socially unacceptable and protecting them as a source of national identity.

Working alongside the traditional medicine community to encourage sustainable practices in Asia, we aim to reduce demand by reshaping cultural attitudes, enlisting beloved public figures, and sparking national conversations that reframe pangolins as species worth honoring, not consuming. Our campaigns inspire empathy and pride, while policy advocacy ensures these cultural shifts translate into systemic reform.

In Africa, where pangolins are hunted for bushmeat, our strategy centers on community pride and leadership. By collaborating with celebrated musicians, football icons, and traditional chiefs, we elevate the pangolin as a symbol of Cameroonian culture and forest guardianship. This cultural re-framing is reinforced by advocacy with restaurants and policymakers, ensuring that public pride becomes embedded in daily choices and national law.

Across both continents, our goal is to dismantle the forces driving demand while empowering local pride and governance to sustain long-term protection. By combining mass awareness with political will, WildAid is laying the groundwork for one of conservation’s most significant turnarounds.



WildAid Ambassador, Wang Yibo, holds pangolin at rescue.

Our Impact

The victories for pangolins prove a profound truth: when culture, community, and courage converge, even the most trafficked wild mammal on Earth can be given a fighting chance.



China: Historic Reductions and Impact



70% decline in pangolin product consumption since 2015.



69% decline in the use of pangolin scales for medicine since 2017.



5.5 billion views of Defenders of the Hidden campaign messages on social media (1.3 b) and on billboards (2.2 b) across 202 cities - helping drive this cultural and policy shift.



Nearly ~99% decline in the amount of illegal pangolin seized, dropping from 44 tons annually (2018–2020) to less than 100 kg per year (2021–2023).

Cameroon: A Groundswell of Pride and Support



113% increase in awareness of protection laws, doubling from 29% in 2022 to 62% in 2024.



66% of urban Cameroonians now actively support pangolin protection.



531 restaurants serving wild meat and traditional food have now pledged not to serve pangolin meat and display our campaign materials to customers.



27% drop in pangolin meat consumption in major cities from 2022 to 2024.



HEALING WITHOUT HARM:

Transforming Traditional
Chinese Medicine to
Protect Wildlife

Why It Matters

For over 2,500 years, Traditional Chinese Medicine (TCM) has been a key part of health and wellness in more than 180 countries. As it continues to grow in popularity worldwide, it has become a multi-billion-dollar industry.

However, the harsh truth is that many TCM remedies still depend on products from endangered wildlife, such as rhino horn, pangolin scales, tiger bones, and seahorses. This reliance drives a severe poaching and trafficking crisis across Asia and Africa. As demand for TCM increases, so does the risk to these vulnerable species. The time to shift this ancient practice toward sustainability is now, because it is crucial for protecting highly endangered wildlife.

The Challenge

Deep-rooted cultural traditions and strong beliefs create major hurdles for conservation reform. Many practitioners and patients, especially older generations, still see wildlife-based remedies as essential for healing.



Misconceptions about their effectiveness are common, and poorly regulated markets enable both legal and illegal trade to thrive. Without a coordinated strategy and effort, rising demand for wildlife ingredients could lead some species to extinction.

Our Solution

We are at a critical point in shaping the future of TCM and wildlife conservation. Lasting change must come from within the TCM community itself. Instead of opposing this ancient practice, we collaborate with practitioners, educators, and cultural leaders to develop a future-focused approach that integrates sustainability into the heart of TCM, ensuring its responsible growth in the modern era.

Our first step has been to support the formation of a coalition that brings together respected voices across Asia and beyond. By serving as Advisor to the Coalition for Wildlife Protection in TCM—and launching a Vietnam chapter during the 2025 international conference in Hue—we’ve laid the

foundation for a movement that crosses borders and generations. This coalition is creating a platform for dialogue and a shared commitment to replace wildlife products with safe, effective, sustainable, and culturally acceptable alternatives.

Education is key to our approach. Alongside Hue University of Medicine and Pharmacy, we are developing ongoing education programs that prepare the next generation of TCM practitioners to lead this change. The curriculum highlights plant-based remedies and therapies, such as acupuncture and massage, helping ensure that sustainability becomes a fundamental part of medical training, not an afterthought. Leadership from within the TCM community is also vital. WildAid involves respected scholars and practitioners—individuals whose authority commands trust—who speak out for wildlife protection. Their advocacy shows that protecting endangered species is not a rejection of tradition but an evolution of it.

Finally, we amplify these efforts through public engagement, including seminars, media coverage, and targeted campaigns that showcase effective, legal alternatives to wildlife products. By sharing practitioners’ successes with using acupuncture or plant-based substitutes instead of rhino horn or pangolin scales, we demonstrate that healing and conservation can go hand in hand.



Our Impact

WildAid is helping redefine what modern TCM can be: rooted in tradition, respected globally, and free from the use of endangered wildlife products.



230+ members have joined the coalition—spanning Asia, Europe, North and South America.



57% of conference participants in Vietnam became new coalition members.



Hundreds of thousands reached through online campaigns, media coverage, and community workshops—spreading awareness of sustainable alternatives and building momentum for lasting change.



Educational modules launched across Vietnam with support from leading universities and government partners.

FLYING WITH PURPOSE:

Protecting Endangered Wildlife Through Tourism





Why It Matters

Every year, millions of travelers explore China, Southeast Asia, and beyond, often meandering through markets filled with ivory carvings, tiger teeth, and tortoiseshell goods. What may seem like harmless keepsakes usually come with severe consequences. Each purchase fuels the global illegal wildlife trade, intensifies poaching, and pushes endangered species closer to extinction.

Yet, travel presents a unique opportunity for education. Passengers on flights become a captive audience, ready to absorb impactful messages during their journey. The tourism industry has a pivotal role in promoting wildlife conservation through these travel experiences.

The Challenge

Many tourists fail to connect their tokens of remembrance to the broader illegal wildlife trade. Each item bought contributes to a damaging supply chain that endangers some of the world's most vulnerable species. Once these products are acquired, they become difficult to intercept, leading to further harm to wildlife populations.

Our critical challenge is to engage travelers before they make these purchases, helping them understand the consequences of buying wildlife products and motivating them to choose alternatives.

Our Solution

WildAid's strategy is clear: collaborate with the airline industry to integrate wildlife protection messaging into the travel experience. By partnering with airlines that carry millions of passengers across Asia, WildAid places crucial conservation messages where they cannot be overlooked—on in-flight entertainment systems, boarding passes, seat-back pockets, overhead bins, airport lounges, and even through announcements by flight attendants. This method transforms downtime into meaningful



reflection, ensuring conservation messages reach passengers effectively. We also include engaging, child-friendly activities that make flights a learning opportunity about wildlife protection. Our message is powerful: "Bring home memories, not regrets."

Our Impact

These corporate collaborations show that strategically placing conservation messages can influence tourist behavior on a large scale.



200K

Defenders of the Hidden documentary with Wang Yibo introduced tens of thousands of Air China passengers to the plight of Chinese pangolins and the need to protect them, turning long flights into teachable moments about urgent wildlife issues.

200,000 boarding passes on China Southern Airlines carried the "Light Up Hope for Pangolins" message, an effort so impactful that it earned the airline the 2024 China Southern Airlines All-Media Cloud Navigation Award.



700 flights

Our elephant ivory campaign with Yang Zi reached millions of Shenzhen Airlines passengers across 200 aircraft with 700 daily flights. In-flight PSAs, seat-back messages, and lounge promotions raised awareness of the illegality of ivory.



Family-friendly art contests are inspiring the next generation to protect pangolins.



SNARED BY DEMAND:

Saving Tanzania's Lions from the Bushmeat Trade

Tanzania holds Africa's largest wild lion population, yet this legacy is under threat from the illegal bushmeat trade. Bushmeat is meat from wildlife, hunted for human consumption. Urban demand for bushmeat is fueling commercial poaching and indiscriminate snaring that kills thousands of animals every year—including vulnerable lions caught as bycatch. Unfortunately, researchers lack reliable data on who buys bushmeat, how suppliers provide it, and the true impact on wildlife and livelihoods.

WildAid is addressing this urgent gap by launching Tanzania's first nationwide research and strategy effort to

combat bushmeat demand. We are surveying consumers across seven cities, mapping supply chains, and pre-testing compelling behavior-change messages with Tanzanian partners. This evidence-based approach will guide a national campaign to reduce demand, mobilize government and media, and inspire protective action rooted in Tanzanians' pride for their lions.

Already, this work is generating momentum among policymakers and conservation leaders who see the urgency of taking action.

**“Prides are at risk.
Every snare set for bushmeat
can silence a lion's roar.”**

— John Baker, President and Chief Program Officer

The background is a monochromatic blue illustration. In the upper center, a submarine is visible, moving towards the right. Below it, a large group of sharks is swimming in the same direction. The water is depicted with subtle textures and light rays filtering down from the surface.

MARINE *prog Nam*

An underwater photograph showing a blue fishing net draped across the scene. In the foreground, a cluster of sea urchins is visible, their spines pointing upwards. The background is a deep blue, suggesting the ocean floor or a large body of water.

NO NET LEFT BEHIND:

Turning the Tide on a Silent
Killer of Ocean Wildlife



Why It Matters

Every year, 11 million tons of plastic enter our oceans. Nearly one-tenth of this plastic is discarded fishing nets—so-called “ghost nets.” These nets drift invisibly beneath the surface, strangling whales, drowning sea turtles, and destroying coral reefs.

They also suffocate mangroves and seagrass beds, weakening ecosystems that support fisheries, buffer coastlines, and store carbon. Ghost nets are not only devastating marine biodiversity, but they also threaten the food security, safety, and livelihoods of coastal communities that depend on healthy oceans.

The Challenge

Ghost nets are a slow-moving disaster: durable, deadly, and costly to remove. Once abandoned, they can “fish” for decades, killing indiscriminately while evading detection. They endanger divers, vessels, and tourists, yet awareness remains low, recycling solutions are scarce, and enforcement is inconsistent. For years, this crisis has been hiding in plain sight. This highly probable threat has gone largely unaddressed, including in China’s nearshore waters.



Our Solution

In 2024, WildAid launched *No Net Left Behind*—the first national campaign in China to confront ghost net pollution head-on. Rather than treating ghost nets as waste, we reframed them as a solvable challenge—one that demands innovation, collaboration, and a sense of cultural pride.



We began in fishing communities to expand recycling points and voluntary net retrieval. Alongside this, we championed creative recycling and repurposing efforts, transforming abandoned nets into art, fashion, and functional products that proved waste could be reimaged.

To reach the public, we partnered with Condé Nast Traveler and Youku to create a four-part docuseries. Two of China’s most beloved figures—award-winning actor Huang Xuan and Olympic gold medalist Zhang Yufei—became “Ocean Guardians,” diving into the issue, joining retrieval efforts, and showing millions of viewers how communities are leading the way in solutions.

We then built a coalition of powerful partners, from PADI, the world’s largest diver training organization, to Weibo Charity and Youku, harnessing the reach of millions of divers, vast online audiences, and national media platforms. Together, this alliance has pledged to cut China’s nearshore ghost nets in half and reduce abandoned gear waste by 80% within the next decade.

Our Impact

No Net Left Behind reached hundreds of millions across China, transforming ghost net pollution from an overlooked issue into a national call to action. By blending media, art, and community leadership, WildAid proved that awareness can spark measurable environmental impact.

100+ million reached through social media campaigns, with **607 million** additional outdoor media impressions.

3.34 million views of the *No Net Left Behind* docuseries, plus **450,000** livestream viewers for the press conference.

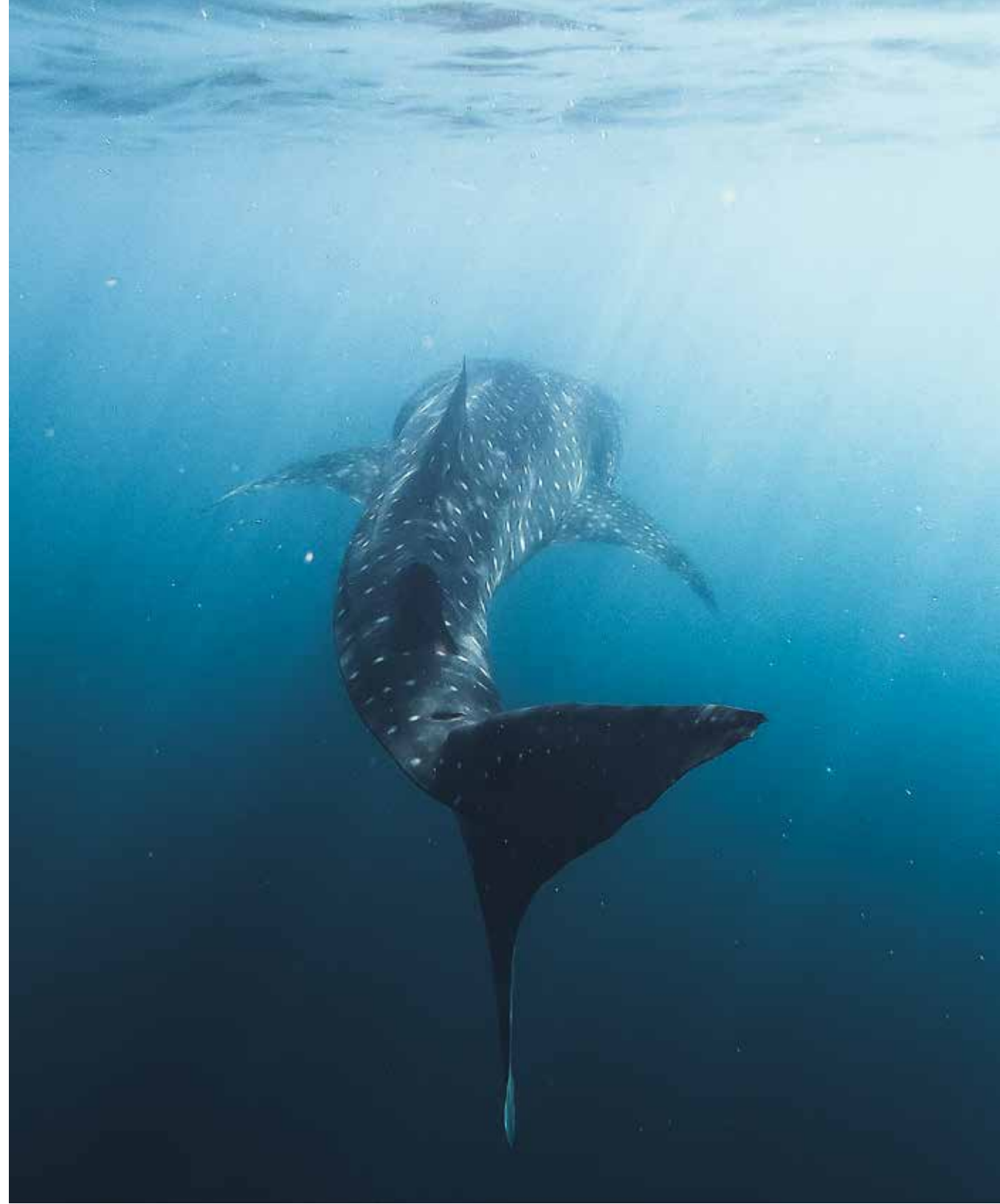
182 media reports generated, sparking over **470,000** online interactions and conversations.

1.17 million billboard and digital screen placements nationwide—delivered with just \$1,350 invested, creating **\$3.3 million** in media value (an ROI of 230,000%).

3 cities hosted the Marine Conservation Art Exhibition—Beijing, Wanning, and Sanya—showcasing upcycled ghost nets and inspiring sustainable action among thousands of visitors.

20 YEARS OF SHIFTING BEHAVIOR TO SAFEGUARD SHARKS

For over two decades, WildAid has led the charge to protect sharks, pioneering demand reduction campaigns and establishing world-class marine enforcement programs. By addressing both the root cause—human demand for shark products—and the urgent need for protection at sea, WildAid has transformed cultural norms, reduced shark fin consumption, and defended some of the planet's most critical shark habitats. This timeline tells the story of that journey.



A Legacy of Global Shark Conservation Leadership



2004 - 2012 PIONEERING SHARK FIN SOUP CAMPAIGN LAUNCHED

Launched in China featuring Yao Ming and Jackie Chan, our campaigns brought shark conservation to the global stage. Public awareness of shark finning soared from under 30% to over 80% in just three years. By 2013, shark fin soup had been banned at official banquets, marking a significant cultural and political turning point.



2013-2018 EXPANDING SHARK FIN DEMAND REDUCTION CAMPAIGNS

Expanding across Thailand and Hong Kong SAR, we secured commitments from airlines, hotels, and shipping lines to drop shark fin. Shark fin consumption in China plummeted by more than 80%, with younger generations leading the rejection.



2018 - 2024 INNOVATIVE TOOLS HELP PROTECT ENDANGERED SHARKS

Our DNA testing in Thai markets exposed that two-thirds of shark fins came from endangered species, sparking national attention and driving a 34% consumption drop—8.1 million servings eliminated since 2017. Now, we're expanding our campaigns to tackle shark meat consumption, engaging youth and influencers to drive long-term change.



The transformation is extraordinary. In China, demand for shark fin has plummeted by more than 80% since 2008. In Thailand, our campaigns have helped remove over 8 million bowls of shark fin soup from being served. And through expanded marine enforcement across 20+ coastal nations, we have safeguarded more than 2 million square kilometers of coral reefs, mangroves, and seagrasses—lifelines for sharks and for the health of our oceans.

Our work has demonstrated that behavior can shift, laws can be enforced, and societies can come together to protect sharks. Today, sharks stand as a fascinating, unifying force of global ocean conservation—and we are determined to keep it that way for the next twenty years.

2004 - 2012 BORN IN THE GALÁPAGOS, WHERE SHARK FINNING WAS RAMPANT

Born in the Galápagos—once plagued by rampant shark finning—WildAid transformed enforcement with new ships, radar, and training, turning the islands into a global model that now holds the densest shark population on Earth.



2013-2019 A GLOBAL ENFORCEMENT MODEL FOR SHARK AND OCEAN

From there, we built a scalable marine enforcement model, deploying radar, drones, and advanced monitoring alongside extensive training and mentoring programs.



2020-2024 OCEAN ENFORCEMENT POWERHOUSE: PROTECTING SHARK HAVENS

Today, our global team—with nearly 200 years of combined experience—partners with governments and communities in 20+ countries. Together, we crack down on illegal fishing and protect the coastal trinity of coral reefs, mangroves, and seagrasses. By saving sharks, we safeguard the ecosystems that keep our oceans resilient and alive for future generations.



“Every blast shatters centuries of reef growth. And when reefs die, so do livelihoods—together we can stop blast fishing.”

-Chris Wilcox, Senior Marine Program Director

SHATTERED REEFS:

Empowering Philippine Communities to Stop Blast Fishing

The Philippines is home to the world’s most diverse coral reefs, boasting more than 600 species of coral, 2,000 species of reef fish, and six of the world’s seven marine turtle species. But this abundance is on the brink.

Blast fishing and cyanide poisoning shatter coral that takes centuries to grow, leaving graveyards where vibrant reefs once thrived. Despite decades of progress, these destructive practices persist in Philippine waters. Homemade explosives shatter coral that takes centuries to grow, and toxic chemicals suffocate marine life.

We’ve trained and equipped more than 80 Bantay Dagat—local “Guardians of the Sea”—to defend their reefs. With support from the Canadian Embassy, we provided essential dive gear and an undercover vessel to the Philippine National Police Maritime Group, equipping officers with the tools to recover evidence, catch offenders, and hold them accountable.

Our goal is to build reef resilience and strengthen every link in the enforcement chain—protecting Philippine reefs for generations to come.



WildAid with local Philippines enforcement agency team members during a training patrol to stop illegal blast fishing.



Homemade explosives for blast fishing are often made from readily available materials, including fertilizers, kerosene, and glass bottles.

PROTECTING THE 'GALAPAGOS OF AFRICA':

Building São Tomé and Príncipe's First Marine
Protected Areas





Why It Matters

São Tomé and Príncipe—often called the “Galapagos of Africa”—harbors some of the richest marine biodiversity on Earth.

Its reefs, mangroves, and seagrass beds shelter five of the world’s seven sea turtle species, serve as seasonal grounds for humpback whales, and support hundreds of coastal communities. For the island nation, the ocean is not only a wildlife sanctuary but also the foundation of food security, cultural heritage, and economic survival. Protecting these waters safeguards both nature and people.

The Challenge

Despite its ecological importance, São Tomé and Príncipe’s oceans face mounting pressure from illegal, unreported, and unregulated (IUU) fishing, habitat degradation, and climate change. Semi-industrial

fleets undermine small-scale fishers who depend on the sea. At the same time, weak laws, scarce patrol resources, and limited coordination across agencies leave ocean enforcement in a fragile state.

Our Solution

In 2023, WildAid joined a coalition of partners to help São Tomé and Príncipe chart a new course for its oceans by establishing the nation’s first network of eight marine protected areas (MPAs). Our approach ensures these MPAs are more than lines on a map—grounded in both government authority and community participation.

We began with a fisheries enforcement gap assessment to identify where the system was breaking down, from legal loopholes to equipment shortages. Working with policymakers, we closed critical gaps in MPA decree laws to grant enforcement agencies real powers of detention and seizure. In April 2024, we convened all enforcement bodies for the nation’s first national table-top exercise, running

through violation scenarios to prepare for real-world operations and laying the groundwork for a unified Manual of Operations.

Just as importantly, we designed a citizen vigilance program to bring communities into co-management, training local fishers and NGOs as “Sea Guardians.” This initiative strengthens trust and compliance while extending the reach of ocean patrols. Together, these efforts are forging a system where government and communities stand side by side to defend their seas.



Our Impact

São Tomé and Príncipe is on the path to safeguarding its globally magnificent biodiversity. Even in its early stages, this initiative has achieved critical breakthroughs:

8 MPAs co-designed with government and communities, creating the nation’s first marine protection network.

Comprehensive Fisheries Enforcement Gap Assessment completed, mapping practical solutions for a five-year roadmap.

New Marine Enforcement Laws drafted with clear powers for detention, seizure, and prosecution—closing long-standing legal gaps.

National Table-Top Exercise first convened in April 2024, bringing every enforcement agency together for the first time.

Citizen Vigilance Program launched, with fishers and NGOs trained as “Sea Guardians” to support official patrols.

National Workshop uniting government, enforcement, and community leaders from both islands to design locally tailored strategies.

A vibrant underwater photograph showing a massive school of yellow-striped snappers swimming in clear blue water above a diverse coral reef. The fish are densely packed in some areas, particularly around the reef structure. The reef itself is a mix of various coral species, including some bright orange branching corals. The lighting is bright, suggesting a shallow depth, and the overall scene conveys a sense of a healthy, thriving marine ecosystem.

PROTECTING PANAMA'S OCEAN HERITAGE:

A Landmark Step for
Safeguarding Ocean Wildlife

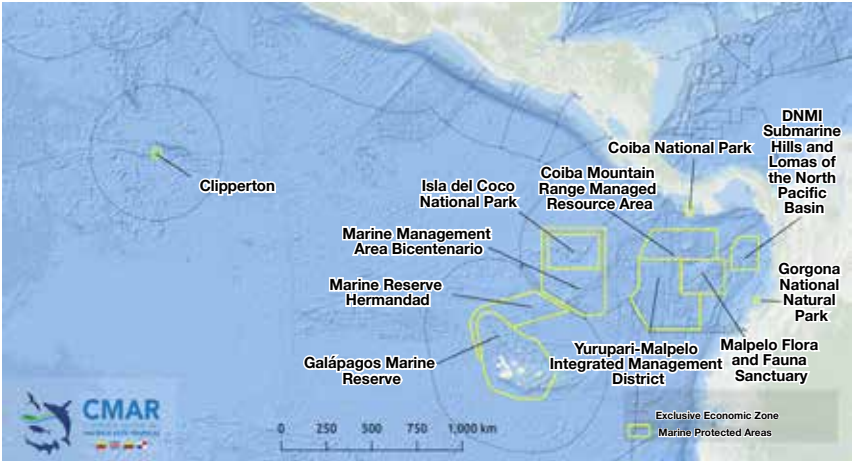
Why It Matters

Panama lies at the very heart of the Eastern Tropical Pacific (ETP). In this marine corridor, sharks, sea turtles, whales, and tuna migrate, breed, and feed. Its waters include critical nesting beaches, vibrant coral reefs, and productive fishing grounds that sustain both biodiversity and local livelihoods.

For Panamanians, the ocean is a cornerstone of culture, food security, and economic growth. Yet, illegal, unreported, and unregulated (IUU) fishing increasingly threatens these same waters, undermining both ecosystems and the communities that depend on them.



WildAid's Marine Program team on the ground at Coiba Island, Panama—one of the Eastern Tropical Pacific's most vital marine protected areas. (From left to right: Annissamyd Del Cid, Alonso Fraire, Ximena Moreno Gutiérrez, Chris Wilcox, Cristina Weidlich Hidalgo, Marcel Bigue)



WildAid's Marine Program is working with government and local partners in the Eastern Tropical Pacific to secure a vast ocean area comprising 11 marine protected areas totaling more than 640,167 sq kms, about the size of Texas, where migratory wildlife, including many species of sharks, whales, sea turtles, and mantas, swim freely.



The Challenge

Despite decades of progress in designating marine protected areas (MPAs), Panama's seas remain vulnerable. Industrial fleets—including “dark vessels” that disable tracking systems—continue to exploit protected waters. Enforcement agencies face limited resources, fragmented monitoring, and unclear jurisdiction. Without stronger coordination and practical tools, illegal operators can evade patrols, plunder fish stocks, and compromise the resilience of marine ecosystems against climate change.

Our Solution

In March 2025, WildAid launched Strengthening Marine Enforcement in the Eastern Tropical Pacific Seascape—a groundbreaking regional initiative supported by Global Affairs Canada, the Bezos Earth Fund, and Pacifico. This program brought together leaders from Panama, Costa Rica, Colombia, Mexico, and Ecuador to share expertise, strengthen

coordination, and adopt new technologies to combat illegal fishing. Among the most potent tools introduced was the Dark Vessel Detection platform, developed by Canada's Department of Fisheries and Oceans, which enables real-time monitoring of vessels that switch off their tracking systems to evade enforcement.

At the center of this regional effort is Panama, where WildAid signed a landmark five-year agreement with the Ministry of Environment—our first formal partnership with the government. Together, we are closing enforcement gaps, training officers through scenario-based exercises, deploying advanced monitoring systems, and empowering coastal communities to act as partners in protecting their coastal areas. By combining cutting-edge technology, international cooperation, and local engagement, we are equipping Panama to safeguard its extraordinary marine biodiversity for future generations.

Our Impact

Our work in Panama has delivered major milestones, including both national breakthroughs in Panama and regional progress across the Eastern Tropical Pacific:



First-ever Landmark Agreement in Panama: Signed our first-ever formal partnership with Panama's Ministry of Environment, securing a five-year commitment to strengthen marine protection and combat IUU fishing.



Seizure of Six Illegal Longline Vessels: Supported Panamanian authorities following the seizure of six illegal longline vessels by advancing MCS systems and strengthening interagency coordination.



Five-Country Regional Collaboration Launched: Convened representatives from Costa Rica, Panama, Colombia, Mexico, and Ecuador to initiate cross-border cooperation, training, and experience-sharing in marine enforcement.



Cutting-Edge Technology Deployed: Introduced advanced Dark Vessel Detection platforms and satellite tracking tools to Panama and ETP partners, enabling real-time monitoring of illegal fishing activity.



New Conservation Leadership Platform: Established pathways for local communities—and especially women—to play a greater role in protecting marine ecosystems across the ETP.

CLIMATE *program*

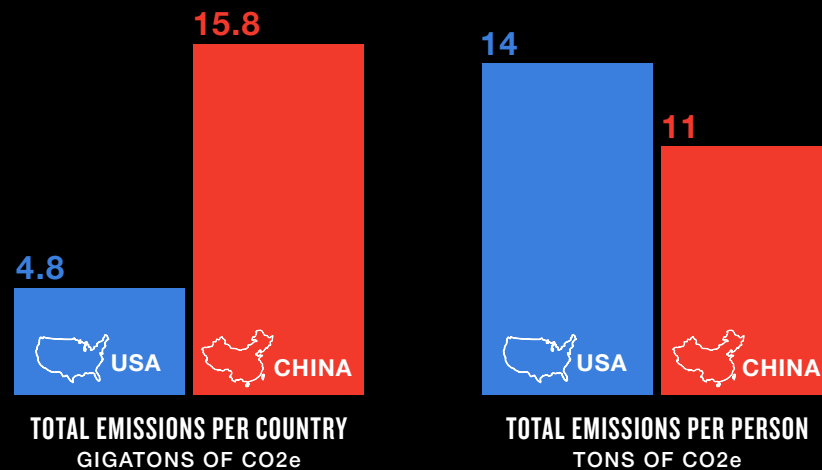


CLIMATE CHANGE IS A THREAT TO WILDLIFE:

Individual Action Is Driving
Global Change



Changing Per Person Emissions = A Huge Opportunity Collectively We Can Make A Big Difference



5% Yearly Emissions Eliminated with Easy Lifestyle Changes ➡ **40-70%** of necessary emissions reductions by 2050 (people + policy)

Climate: The Defining Challenge

For decades, illegal trading and poaching defined the frontline of WildAid's work. Today, an even greater threat looms over everything we do: climate change.

From forests to coral reefs, from elephants to sharks, iconic species and their habitats are caught in a web of rising temperatures, deforestation, floods, and droughts. And these threats continue to rise.

For over 20 years, WildAid has been the world's leading environmental communications organization, reducing demand for wildlife products and challenging carbon-intensive lifestyles. Our success isn't just about visibility. WildAid's unique media model integrates consumer insights from top research institutions, creative concepts from world-class agencies, and unparalleled reach through leading advertising platforms. Because our campaigns are high-quality, celebrity-driven, and proven effective, many partners contribute their support on a pro bono basis. As a result, every dollar we spend on production yields an average of \$85 in global media distribution.

In the climate arena, WildAid employs a similar model to shift public perceptions and promote sustainable choices. Just as wildlife trafficking is fueled by consumer demand, so too is climate change—through high-emission lifestyles. When trusted figures champion solutions and deliver clear, consistent messages, people are more likely to adopt climate-friendly behaviors and back policy changes.

This work is especially important in China and the United States. In China, progress depends on helping individuals recognize their ability to reduce emissions through everyday choices. In the U.S., the priority is breaking the cycle of silence and polarization that stifles climate conversation and action. In both cases, bold, national-scale media campaigns are essential to creating the cultural momentum needed for lasting change.

Lasting change requires more than science or policy, it requires a shift in culture. WildAid specializes in making conservation and climate action visible, relatable, and aspirational at scale.



热浪天防中风 出门看好点儿

看到高温预警

户外活动选择清晨或傍晚更安全

BUILDING EMPOWERED,
CLIMATE-RESILIENT
COMMUNITIES

野生救援
WILDAID

地球一援
生 活 救 援 行 动

清华大学地球系统科学系
Tsinghua University Earth System Science Department

天津市环境气象中心
Tianjin Environmental Meteorology Center

随着气候变化加剧，夏季高温热浪越发常态化，请及时关注“脑卒中气象风险预警”并参照健康建议做好防护。

*天津市健康气象交叉创新中心评估显示：早期风险预警能够显著降低脑卒中入院人数。

热浪天防中风 勤喝水不能少

看到高温预警

每天补水1.5-2升为宜

(肾病患者酌情限量，户外工作者酌情增加)

野生救援
WILDAID

地球一援
生 活 救 援 行 动

清华大学地球系统科学系
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Why It Matters

Rising seas, severe storms, and extreme heat threaten lives and livelihoods worldwide. Vulnerable groups such as children, seniors, outdoor workers, and low-income families bear the heaviest burden, often with the fewest resources to prepare for emergencies.

When individuals and communities are unprepared, the consequences can be devastating: health threats, loss of lives, displaced families, and damaged ecosystems. With the right tools and increased capacity to change behaviors and prepare collectively, people can build resilience that safeguards their health, security, and dignity amid a changing climate.

The Challenge

Despite global commitments to climate action, local readiness remains dangerously limited. Many people fail to act on early warnings for extreme weather or underestimate climate-related health risks. Community leaders, volunteers, and social workers are often undertrained and under-resourced. Weak coordination across agencies leaves preventable gaps.

Without urgent investment in community-level preparation and behavior change, climate action risks remaining an abstract promise, rather than lifesaving protections.

Our Solution

WildAid partnered with the Harmony Community Foundation to launch the Community Health Risk Prevention Handbook series—the first of its kind in China—designed to help families and frontline workers prepare for extreme weather. The handbooks provide step-by-step guidance for six types of severe weather—heat waves, floods, typhoons, cold waves, blizzards, and sandstorms—so communities know how to act before, during, and after disasters.



The program also supports those on the frontlines of resilience, including volunteers, social workers, and neighborhood leaders. By equipping them with practical knowledge and coordination strategies, the project turns community networks into lifelines of protection.

To ensure information is accessible and credible, WildAid worked with leading scientific and medical institutions, including Lancet Countdown Asia, Tsinghua University, China’s Meteorological and Medical Health Committee. To reach the broadest audience, we combined traditional outreach with creative innovations—from martial-arts style comics that engage youth to targeted digital alerts on platforms like Huawei Weather and Weibo.



Our Impact

We are inspiring millions to take individual action to address climate change in their daily lives and empowering individuals with knowledge and tools to foster stronger, more resilient communities with an outsized impact.

8.1+ million interactions through the Climate Action Inspiration Station across multiple provinces.

26 million views of climate-health social media campaigns.

365,000 Huawei Weather users reached, including **135,000** vulnerable residents during extreme heat and cold events.

470,000+ online interactions as communities shared handbook content and preparedness guidance.

60,000 Weibo views sharing health preparedness tips during extreme cold.

8,500+ WeChat views of cold wave preparedness content, with older adults—the most at risk—making up the majority of readers.

New Partnerships in Tianjin, Beijing, and Hunan expanded the adoption of handbook strategies.

Global Leadership Visibility: We shared our handbook 2.0 at COP29 as a worldwide practice model for building community resilience.



CLIMATE CONVERSATIONS:

Helping Americans Find Their
Voice on Climate

Why It Matters

Most Americans care deeply about climate change—88% of Americans surveyed support climate action.

Yet despite this overwhelming concern, the vast majority of us remain silent and inactive. Two-thirds of Americans rarely or never talk about climate change, even with close friends and family. This silence creates the illusion of indifference and isolates people who actually share the same values.

Discussing climate change is one of the most straightforward and powerful steps we can take. Conversations normalize concern, connect local experiences to global changes, and make action contagious. By sharing our personal stories—how heat waves affect our children and seniors, how wildfire smoke alters our seasons, how wildlife is changing in our own backyards—we transform climate change from an abstract threat into something immediate, human, and solvable.



The Challenge

The greatest barrier to climate action in the U.S. isn't a lack of support—it's the misperception of support. Americans consistently underestimate the number of their peers who believe in and support climate-positive actions. For example, 75% of Americans support a carbon tax, but when asked, people estimate that only 30% do. Similarly, 92% support reducing food waste, yet most assume fewer than two-thirds share this value. This "perception gap" leaves people feeling isolated in their beliefs, making them less likely to speak up or take action.

Without breaking this silence, we risk missing out on the powerful potential of public support for climate action in the U.S. The challenge is clear: we must help Americans recognize they are not alone—and give them the tools and confidence to start conversations that lead to action.

Our Solution

In 2025, WildAid launched Climate Conversations, building on the success of our U.S.-based campaign, The Environment Excuse. This initiative sparks meaningful dialogue about climate change by providing people with easy entry points to initiate discussions.

At the heart of this initiative is storytelling. Research shows that stories rooted in lived experience move people more than facts alone. Just as the stories of Tilikum the orca, Cecil the lion, and Kulu the pangolin inspired global conservation movements, personal stories of climate impact and resilience can drive a groundswell of change.

Some Conversation Starters:

Seen fewer bees or birds lately?

Have you noticed fish or wildlife disappearing near you?

Could planting trees or cutting waste help both people and wildlife?

How is climate change impacting nature in your backyard?

Our Impact

Climate Conversations has just begun shifting the narrative, but the potential is resounding:

9/10

Nearly 9 in 10 Americans already support climate action. Still, most are surprised to learn they are in the majority—closing this perception gap empowers people to speak up and to take action.

+50%

More than 50% of Americans now say they have been personally impacted by climate change, giving millions a compelling story to share with others.



WildAid's campaign tools—monthly prompts, media partnerships, and digital engagement—are equipping communities to turn silence into dialogue and dialogue into action with friends, neighbors, or coworkers.

“By equipping them with practical knowledge and coordination strategies, the project turns community networks into lifelines of protection.”

- Matt Grager, Climate Program Director



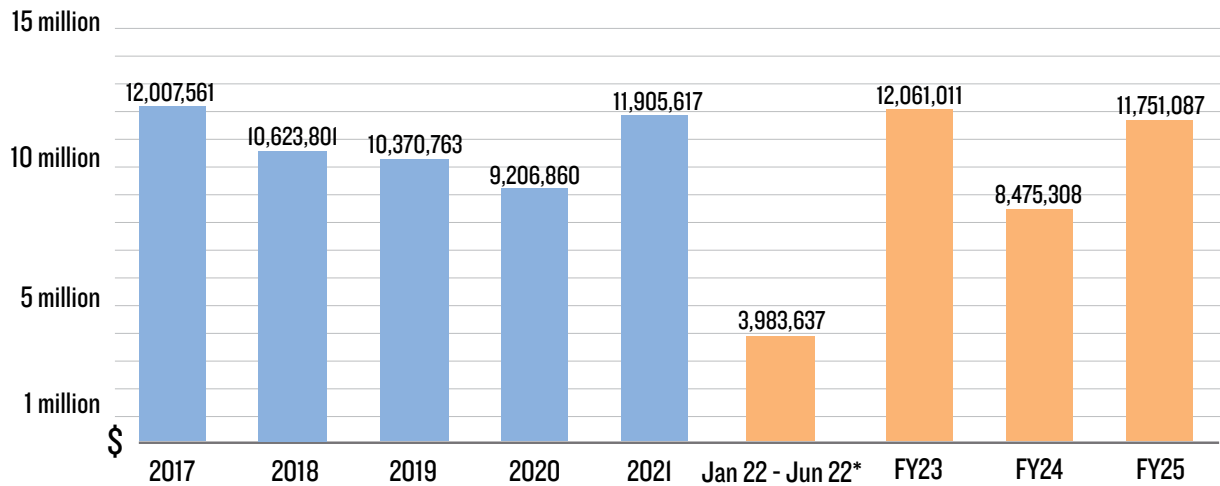
FINANCIALS

2024/2025 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 \$266 million.

For the twelfth 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.

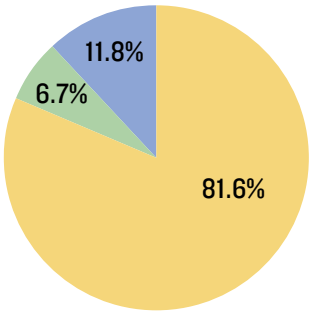
REVENUE BY YEAR



* Stub period resulting from a change in fiscal year

EXPENSES BY TYPE

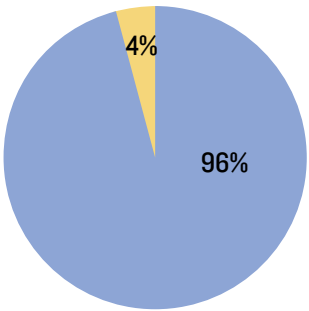
- Programs
- Fundraising
- General administrative



JULY 2024—JUNE 2025

LEVERAGED DONATED MEDIA

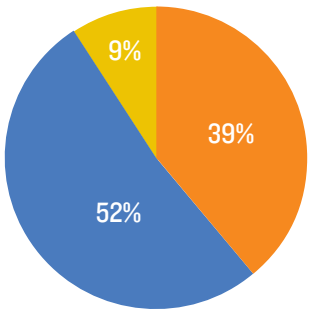
- Donated broadcast and media placement
- Total direct expenses



JULY 2024—JUNE 2025

DIRECT EXPENSES BY PROGRAM

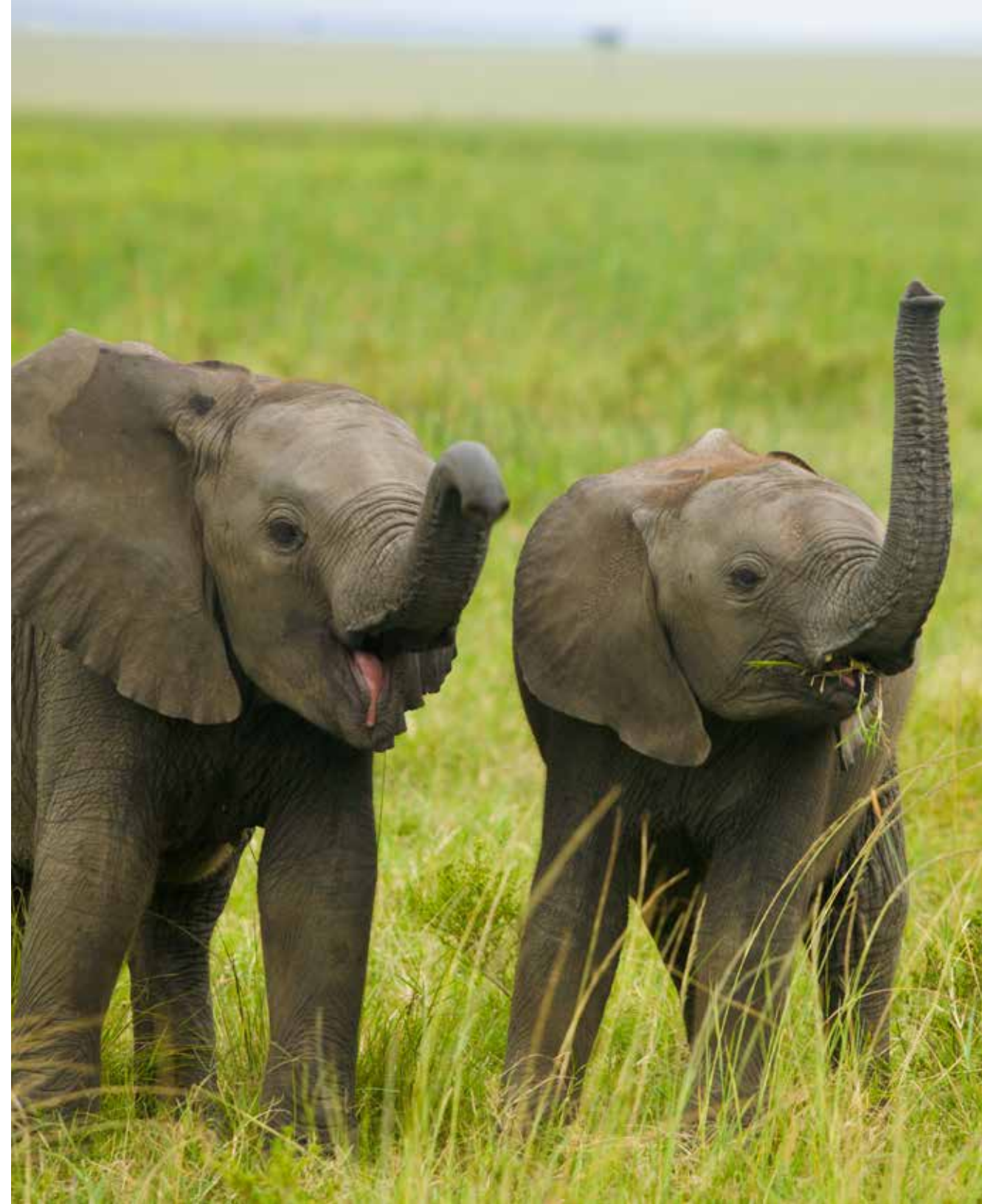
- Wildlife
- Marine Protection
- Climate Change



JULY 2024 – JUNE 2025



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



A photograph of a rhinoceros standing in a lush green savanna. The rhino is facing slightly to the right, with its head turned towards the camera. The background is filled with tall grass and dense green bushes under a bright, slightly hazy sky.

WILDAID[®]

thank you

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