



“WE ARE MADE  
TO PERSIST,  
THAT’S HOW WE  
FIND OUT  
WHO WE ARE.”

TOBIAS WOLFF

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**PART ONE | WHAT HAPPENED IN 2018**

## PERSIST TO PREVAIL

Dear Friends,

We live in undeniably challenging times, for people and the natural world upon which we depend. Nevertheless, my faith in positive change has never been stronger. Why? Because the world is full of courageous people who are confronting these challenges head on, and with strength of character, acting decisively to make the world a better, wilder, healthier place.

It is my great pride to work with some of these individuals at the WILD Foundation. This annual report is as much a testament to their commitment and determination as it is a statement of our progress in defense of an abundantly wild planet.

It's evidence, also, of your conviction, for all of our work belongs as much to our supporters as it does to our staff and associates. Thank you.

In acknowledgement of the obstacles we face and the strength we draw upon to overcome these difficulties, WILD's staff has chosen the following phrase to inspire them throughout the year: "We persist so that nature prevails."

I'm hard-pressed to find a more apt summation of our resolve for nature, which is why this phrase is the theme of WILD's 2018 annual report.

I am pleased to announce that, despite the odds, 2018 has seen some extraordinary gains for wilderness and people. Some of these you will find in the following pages, proving once again that what can seem like an impossible destination becomes, over time, not so daunting if we simply begin by putting one foot in front of the other.

Thank you for joining me and WILD on this journey. Earth is wilder because of you.

Yours in gratitude and persistence,

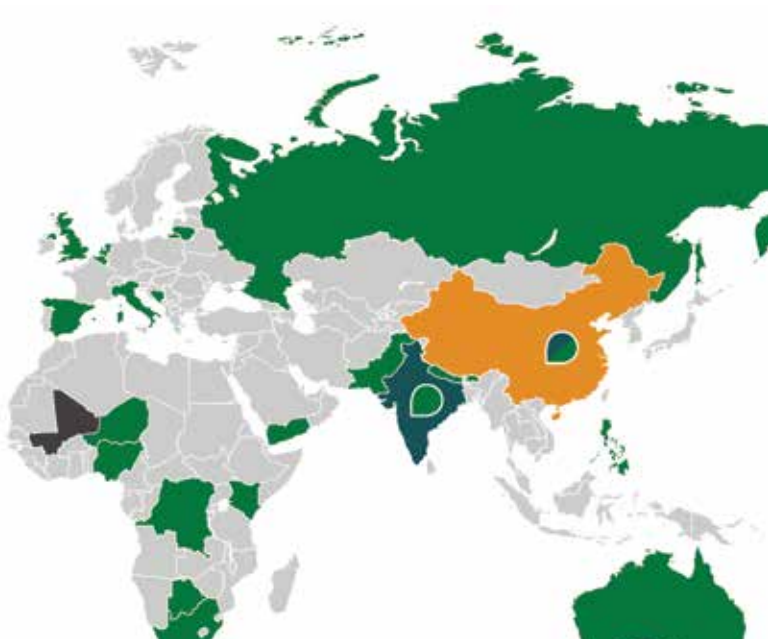


Vance G. Martin  
President, WILD Foundation

## PLACES NOW WILDER

**Mission:** To create leaders and communities that respect and protect wild nature for the benefit of all life on Earth.

**Vision:** A world in which people respect nature, nature flourishes, and life thrives.



### THESE ARE THE PLACES WE HELPED TO PROTECT IN 2018.

*Thank you for being a part of the international effort to keep Earth wild.*

**NAWPA** Facilitating international collaboration for wilderness

**WILD China** Generating Chinese social & political leadership for wilderness

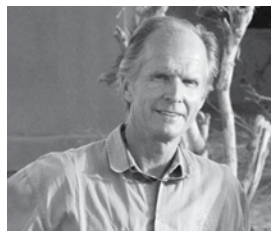
**CoalitionWILD** Equipping & Connecting the future of conservation

**The Mali Elephant Project** Building community-based conservation for elephants

**Nature Needs Half** Creating a new relationship between society and nature

**Wild Boulder** Inspiring citizen science for wild nature

## THE PEOPLE WHO DID IT



**VANCE G. MARTIN**  
President



**AMY LEWIS**  
Vice President, Comms & Dev



**CYRIL KORMOS**  
Senior Policy Advisor



**JACKIE BATRUS**  
Nature Needs Half



**JENNIFER MEYER**  
Director of Operations



**MELANIE HILL**  
Director of Comms & Outreach



**SUSAN CANNEY**  
Mali Elephant



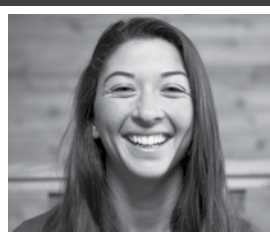
**ADAM HANSON**  
NAWPA



**GEOFF TENNENT**  
Donor Relations Manager



**CAROL BATRUS**  
Corporate Secretary



**CRISTA VALENTINO**  
CoalitionWILD



**ZHANG QIAN**  
WILD11

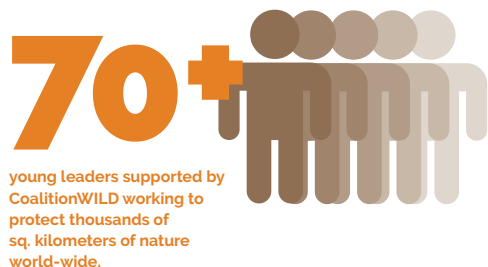
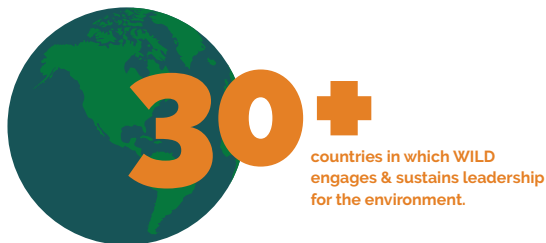
## NUMBERS TO SMILE BY

“The tools for improving the environment for millions of people exist, but are in danger of not being used.”

ACHIM STEINER, EXECUTIVE DIRECTOR UNEP, 2016

WILD creates leaders and communities that respect nature, in order to activate existing resources that protect our planet.

### HERE'S WHAT WE'VE DONE RECENTLY:



Area benefiting from a WILD led initiative against industrial extraction in protected acres.



## WILDERNESS FOR CHINA

Inspiring the world's #2 economy to create a new national wilderness policy that is the first necessary step to lasting conservation success.





## PART TWO | HOW WE DID IT

## HOW TO CHANGE THE WORLD

When you support WILD you are addressing the root causes of human ambivalence toward nature by creating leaders and communities that respect and protect nature. This means investing in activities that provide immediate benefits for people and the natural world and, more importantly, change hearts and minds on a grand scale.

### FOUR ACTIONS THAT CHANGE THE WORLD

#### 1. Direct assistance

Build and encourage grassroots leadership and community for nature, and provide immediate improvements for wilderness on a limited scale.

*WILD program examples: Wild Boulder*

#### 2. Scaled direct assistance

Identify and leverage opportunities to efficiently expand direct assistance and produce wider benefits for people and nature.

*WILD program examples: The Mali Elephant Project, CoalitionWILD*

#### 3. Standards change

A shift in policy, rules, and definitions governing the management and protection of wild nature that results in widespread improvements.

*WILD program examples: NAWPA, the WILD China Project*

#### 4. Narrative change

Changes in individual mindsets across society that result in changes in behavior. This is the basis of true sustainability.

*WILD program examples: Nature Needs Half*

### STAIRWAY TO IMPACT

*outputs (work performed) = outcomes (results)*

- WILD CONTINUALLY ENGAGES & ENCOURAGES = THE WORLD CHANGES
- TARGET GROUPS PLEDGE COMMITMENT = BENEFITS FOR NATURE OCCUR
- TARGET GROUPS REACHED = TARGET GROUPS CHANGE BEHAVIOR
- ACTIVITIES OCCUR AS PLANNED = TARGET GROUPS CHANGE STANDARDS

.....

“There is no passion to be found in playing small – in settling for a life that is less than the one we are capable of living. As we let our own light shine, we unconsciously give other people permission to do the same.”

NELSON MANDELA

## THE PEOPLE WHO HELP

The extraordinary people and individuals who invest in wild nature make a wild and healthy Earth possible. We'd like to introduce you to some of WILD's outstanding supporters.

### Corporate

Imbibe Magazine  
Campari America  
Yachak, LLC  
Flashbay  
Innovative Openings, Inc  
Rangold Resources, Ltd  
Tri Gen Investments, LP

### Government

MINUSMA  
United Nations Environment Programme  
International Conservation Fund of Canada  
US Fish & Wildlife Services  
UNICRI  
USDA Forest Service

### Wilderness Champions

Tusk Trust  
The Bryant Crane Charitable Fund  
The Friedman French Foundation  
The Darwin Initiative

Magalen Bryant  
The Ellis Foundation  
Tara Foundation, Inc.  
The Mark & Maureen Miller Foundation  
The Si Redd & Tamara Redd Charitable Foundation  
Theophilus Foundation  
F. Harlan Batrus  
Natalie & Matthew Petersen  
Morgan Fittock  
The Diller von Furstenberg Family Foundation  
The William H. Donner Foundation  
Gerry Ohrstrom  
Holland & Hart, LLP  
Robert Steinberg  
Val Koziol  
Michael & Karen Crane  
Peace Parks Foundation  
Jill Fletcher  
Chris & Wan-Mei Heinrich  
Andrea Grant  
Gina Cornick  
Rick Loudenburg  
Reinhold & Linda Barchet  
Jonathan Miller  
The Valentino Family  
McGinnity Family Foundation  
Jennifer Woods Tierney  
Jerry Hanttula

**Wilderness Champions cont.**

George Ohrstrom, II

Tim Nickles

Gary & Beverly McDonald

Charlie Nolan

Ricki Weinberger & Alan Willson

Deborah Echt

Danielle Moore

Glenna Waterman

MJK Family Foundation

Nan Brown

Todd O'Connor

Mark & Diana McNabb

Gary Osheroff

Geoff Tennican

John & Patty McEnroe Foundation

Cordelia Stone

Varol Saatcioglu

Hadden Goodman

Ayudar Foundation

Juniper Networks Company

Mary Lellouche

Suparna Vashisht

Brian Jones

Bill Lorman

Diana Allensworth

Mike & Bonnie Sikowitz

Greg Evans

**“IN MY HUMAN MOUTH I HAVE  
THE POINTY TEETH OF A WOLF  
AND THE CHISEL TEETH OF A RABBIT  
AND THE GRINDING TEETH OF A COW!  
OUR BLOOD IS AS SALTY AS  
THE SEA WE USED TO LIVE IN!  
WE ARE HISTORY!  
EVERYTHING WE’VE EVER BEEN  
ON THE WAY TO BECOMING US,  
WE STILL ARE.”**

TERRY PRATCHETT, A HAT FULL OF SKY

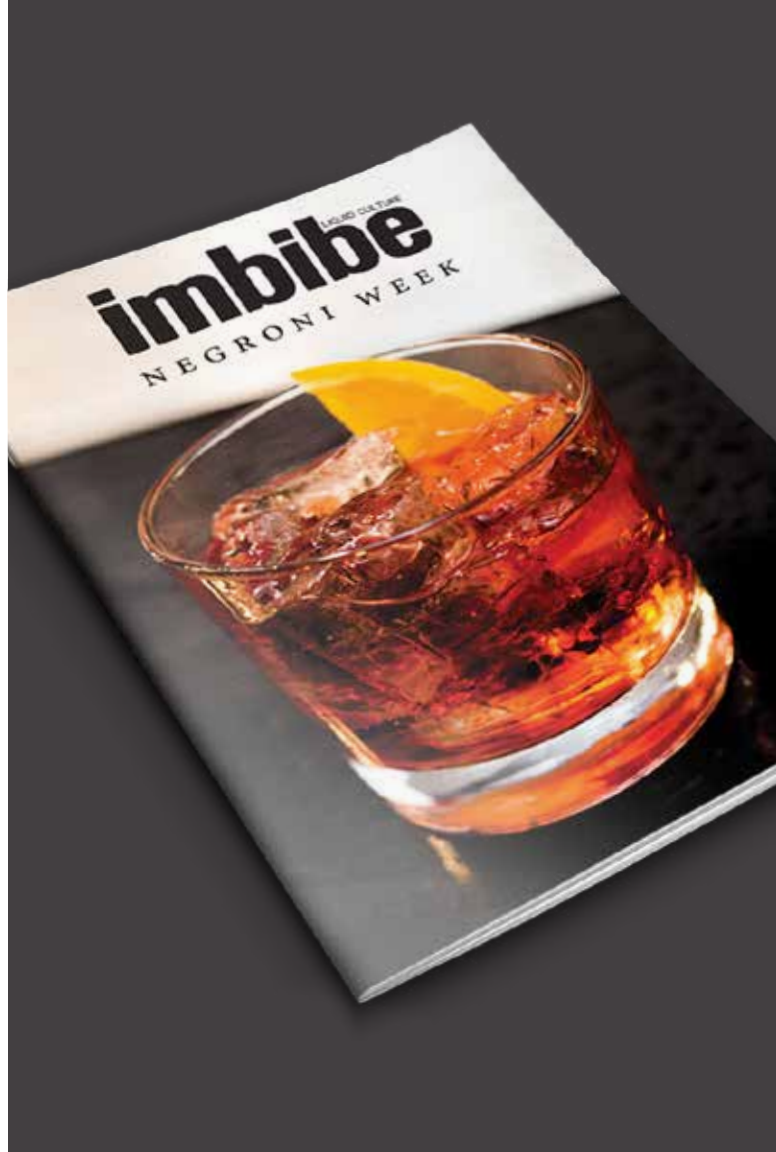
## THIS ONE ESPECIALLY

The first week of June is a special time of year for those who enjoy vintage cocktails because this is the week dedicated to an international celebration of the Negroni.

Organized by Imbibe Magazine, Negroni Week not only revives interest in the Negroni, it is also an opportunity for thousands of restaurants around the world to put their top mixologists to work for good.

WILD is proud to be among the nonprofits to benefit from the sale of Negronis during this week, allowing us to strengthen important work that empowers leadership for nature.

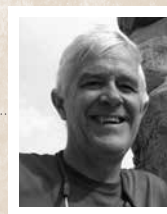
*Thank you, Imbibe Magazine,  
for reviving this classic cocktail  
and helping to keep Earth wild!*



## STEWARDS OF WILD THINGS

### Joel Holtrop, Chair

Former Deputy Chief of the US Forest Service



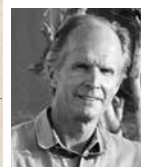
### Charlotte Baron, Vice Chair

Vice President, Fulcrum Group



### Ed Sanders, Treasurer

Former Associate Director of the President's Office of Management & Budget (OMB)



### Vance G. Martin, President

Founder & Chair of the IUCN Wilderness Specialist Group



### Cristina Goettsch Mittermeier

Co-Founder of SeaLegacy

### Lindsay Ellis

Associate Professor of Language Arts,  
Grand Valley State University



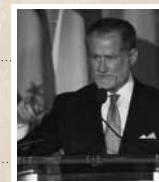
### Lena Georgas

Actor



### Kat Haber

Founder of TEDxVail



### David Barron

Founder & President of the International Conservation Caucus  
Foundation



### Magalen Bryant

Conservation investor & visionary

“THE DIFFERENCE  
BETWEEN PERSEVERANCE  
AND OBSTINACY IS THAT  
ONE OFTEN COMES FROM  
A STRONG WILL AND  
THE OTHER FROM A  
STRONG WON’T.”

HENRY WARD BEECHER

## TRUSTEES

**James Balog**

Founder of the Extreme Ice Survey

**Julie Cajune**

Educator & citizen of the Confederated Salish & Kootenai Tribes

**Sarah A. Casson**

Manager of the IUCN Wilderness Specialist Group

**Timothy Hass**

Mental health professional & spiritual guide

**Morgan Heim**

Multimedia journalist

**D. Simon Jackson**

Founder & Chair of Spirit Bear Youth Coalition

**Larry Kopald**

Brand Architect

**Michael McBride**

Former director of the Smithsonian National Board

**Ilarion Merculieff**

Founder & President of the Global Center for Indigenous Leadership & Lifeways

**Andrew Muir**

CEO of Wilderness Foundation Africa

**Jo Roberts**

Director of Wilderness Foundation UK

**Jaime Rojo**

Award-winning conservation photographer

**Bittu Sahgal**

Founder & Editor of Sanctuary Asia

**John Hendee**

Former Dean of the College of Natural Resources, University of Idaho

**Peter Stranger**

Former Managing Partner of Kopald/Stranger



## PART THREE | WHY IT MATTERS

## WHY IT MATTERS FOR ELEPHANTS

### The Mali Elephant Project

Defending one of just two remaining herds of desert elephants through community-based conservation and an international anti-poaching unit.

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## 600+ ECO-GUARDS

overseeing millions of acres of elephant habita.

## 50+ ARMED RANGERS

fighting international wildlife trafficking at great personal risk.

## 50+ VILLAGES

taking a stand for the natural ecology of their region.

## 20+ TRAININGS

in habitat restoration and wildlife trafficking countermeasures.

## 1 EQUATOR PRIZE

United Nations Award for community-based conservation.

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The Mali Elephant Project is a partnership between the WILD Foundation and the International Conservation Fund of Canada.





## WHY IT MATTERS FOR NORTH AMERICA

The North American Intergovernmental Committee on Cooperation for Wilderness and Protected Area Conservation (NAWPA)

Initiated by the WILD Foundation at the request of North America's land management agencies, NAWPA is the first intergovernmental agreement dedicated to wilderness, and improves North American land management by establishing cooperative agency relationships between the United States, Canada, and Mexico.

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### +7 AGENCIES

overseeing North America's public lands.

### +15% LAND COVER

of North America's overseen or influenced by these agencies.

### +1 ANNUAL MEETING

In 2018, NAWPA committed to strengthening relations with Indigenous Peoples and tribal leadership for the benefit of North American lands.

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A commitment to improving relations with Indigenous Peoples and tribal leadership.

The WILD Foundation is proud to facilitate this important conservation work for North America.

## WHY IT MATTERS FOR CHINA

WILD is building the foundation for lasting environmental protections in China by encouraging new leadership for a national wilderness framework.

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### +3 PARTNERS

The National Forests and Grasslands Administration, The People's Daily, and the China Institute for Strategy and Management.

### 1 NATIONAL FRAMEWORK

Adding wild nature into China's priority policy of Eco-civilization.

### 11TH WORLD WILDERNESS CONGRESS

Culminating in an international event (WILD11) that sets new priorities for the protection of wild nature.

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WILD's work in China boldly forges new positive potential to change the hearts and minds of hundreds of millions of people around the world, and strengthen the conservation values of the world's second largest economy.





## WHY IT MATTERS FOR LIFE ON EARTH

In 2009, WILD launched Nature Needs Half, placing on the agenda the most ambitious conservation target yet: protecting half the planet for the benefit of all life on Earth.

Since then, we have stewarded a growing movement for a new relationship with nature, one based in respect for the life-giving world upon which we all depend.

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## +30 PARTNERS

Around the world with a combined reach in the millions.

## 30 YEARS

The window of opportunity to change the way society relates to nature and end the Sixth Mass Extinction crisis.

## 2020

The year of the next United Nations' Convention on Biodiversity, when we formally request for the new international protected area target to be 50% by 2050.



Sign the declaration for nature and lend your support to the a future for life on Earth.

[WWW.NATURENEEDSHALF.ORG](http://WWW.NATURENEEDSHALF.ORG)

## WHY IT MATTERS FOR HEARTS AND MINDS

### Wild Boulder

WILD is activating the power of citizen science to protect nature in Colorado communities.

Using the iNaturalist platform and smartphone cameras, Wild Boulder forges a mutually beneficial connection between local communities, scientists, and the natural world.

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## 210 PEOPLE

trained to make nature observations usable by scientists.

## +9000 OBSERVATIONS

In just two years, deepening local community engagement with nature, and contributing to scientific data collection.

## 1300 SPECIES

Building a more comprehensive understanding of local ecology that inspires citizens and assists in and management.





## WHY IT MATTERS FOR THE FUTURE OF THE WILDERNESS

### CoalitionWILD

Encouraging youth leadership for people and the environment.

Young people around the world are on the frontlines of environmental conflict. CoalitionWILD propels them to their full potential to solve these problems and transform the future of our planet.

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## +10,000 MEMBERS

discovering new strategies to learn from each other and improve individual conservation efforts.

## +50 COUNTRIES

With partner programs, inspiring the next generation of conservation leaders and yielding immediate conservation gains.

## +58 PROJECT LEADERS

ages 10-35. CoalitionWILD provides vital encouragement to these individuals, strengthening their commitment to conservation goals.

## 24 MENTORSHIPS

Between experienced conservation professionals and young leaders, promoting knowledge exchange across generations.



**PART FOUR | WITH EFFICIENCY**

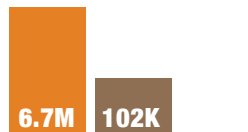
## OUR FINANCES Fiscal Year 2017

### REVENUE

Primary: **\$6,727,955**

Other: **\$102,885**

Total: **\$6,830,840**



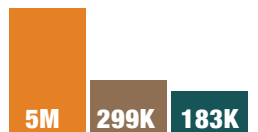
### EXPENSES

Program: **\$5,017,252**

Admin: **\$299,537**

Fundraising: **\$183,045**

Total: **\$5,499,834**



**9 OUT OF 10**  
**DOLLAR\$**  
**DONATED TO WILD**  
**DIRECTLY SUPPORT**  
**CONSERVATION**  
**PROGRAMS.**



## YOUR GENEROSITY

WILD's impact is born out of the hard work of our staff and the financial commitment of just over 600 donors. Your gift matters. When you give to WILD, you create new leadership for nature that advances and sustains lasting protections for life on Earth.

*Thank you for helping to keep our planet wild.*



