

A brown bear stands in a grassy field, looking towards the camera. The background is a dense forest of tall, thin trees, possibly pines or firs, with a soft, hazy light filtering through. A small, young tree is visible on the right side of the frame. The overall scene is peaceful and natural.

THE
WILD
FOUNDATION

Since 1974
*Protecting and Connecting:
Wilderness, Wildlife, and People*

2013-2014 ANNUAL REPORT

ACTION & RESULTS



🌿 THE MALI ELEPHANT PROJECT

Our local communities took charge in amazing and courageous ways during the war and jihadist invasion in Mali (West Africa). With our help and training—and with our partner the International Conservation Fund of Canada, and others—we protected the unique, desert-dwelling elephants that migrate across what became a war zone. Only two elephants were poached, compared to thousands in neighboring Chad. We are now deeply engaged (at the request of the Mali Government) in the post-war process of community reconciliation, and in “rolling out” across the elephant range our successful model of protecting wildlife through community empowerment. www.wild.org/where-we-work/the-desert-elephants-of-mali/

🌿 WILD SEAS & WATERS

The Marine Wilderness 10+10 Project was launched at WILD10 and implemented by WILD in partnership with numerous local NGOs the US Fish & Wildlife Service, Tolowa Dee-ni’ (Native Americans), and [International League of Conservation Photographers](http://www.wild.org/where-we-work/international-league-of-conservation-photographers/). MW10+10 will improve marine management and enforcement on 20 sites by: aligning stakeholders with a [common “wilderness” definition and objectives \(NAWPA\)](http://www.wild.org/where-we-work/na-wpa/); and using professional photography/film to contrast wild, vibrant marine habitats with those that are degraded. The 20 sites were selected for their role in fisheries and coral/iconic species recovery, and also to illustrate impacts from climate change and marine debris. www.wild.org/where-we-work/wild-seas-waters/

🌿 NATURE STRATEGY FOR SUSTAINABILITY (NSS)

Organizations dedicated to improving human lives through better nutrition, health, and livelihoods often miss the importance of intact and well-functioning wild nature for human well-being. Using the Nature Needs Half principles, WILD facilitates a NSS Collaborative to identify policy and practices that address two important and related needs: to demonstrate the key role of nature conservation in meeting human development goals; and to evolve the perception of nature from being simply a storehouse of resources for human use to one recognizing that nature has the right to exist and thrive. www.wild.org/where-we-work/nss/

🌿 WILD CITIES

We launched WILD Cities at WILD10 to enable cities to become a permeable place for wild nature within the wider landscape. WILD Cities prioritize nature and connect people to its benefits. Supported by Tiffany & Co. Foundation and others, WILD facilitates a collaborative of WILD Cities (WC) “champions” developing WC criteria and framework for replication of WC Best Practices. WC also involves government and private entities with urban nature programs and funding. WC international guidelines for city planning -illustrated by replicable strategies, policies, and investments- will help cities meet urban needs while ensuring a place for wild nature. www.wild.org/where-we-work/wild-cities/

🌿 INDIGENOUS & COMMUNITY LANDS & SEAS

With one of our founders being a traditional Zulu leader, WILD has always been committed to the importance of traditional people, their life-ways, and the need to honor and integrate their practice and perspective into global and local conservation solutions. At WILD10, we hosted and helped facilitate three days of dialogue and planning among some 65 Indigenous and Community Leaders, with many of our partners in this area such as the Indigenous Peoples and Community-Conserved Territories and Areas (ICCA Consortium), The Gaia Foundation, and others. www.wild.org/where-we-work/indigenous-lands-and-seas/

🌿 WILD10

The 10th World Wilderness Congress (WILD10) convened in October 2013, with 1100 delegates from 65 countries on-site in Salamanca, Spain (a World Heritage Site), and another 30,000 from 100 nations online. Joining the public and representatives of hundreds of NGOs were leaders from politics, business, indigenous and native communities, youth and young professionals, science, and the arts. Outcomes for “creating a wilder world” were many and the sense of shared spirit and personal enthusiasm were high. For a full range of results, downloadable images, hundreds of videos, 33 final resolutions, information archives, and more, visit www.wild10.org

🌿 CoalitionWILD

Developed originally as a partnership between WILD, The Murie Center (USA) and the 6 million member Spirit Bear Youth Coalition (based in Canada), CoalitionWILD launched at WILD10 as a movement of rising leaders in nature conservation. Moving forward as a WILD project, CoalitionWILD is an inspirational, practical, and networking hub which promotes projects that “make the world a wilder place,” and in the process helping create a new generation of conservation leaders. www.coalitionWILD.org

🌿 PRIMARY FORESTS

One of the new initiatives emerging from WILD10, co-chaired by Cyril Kormos and Brendan Mackey, involving top scientists, NGO leaders, donors, and government representatives. Its goal is to positively impact key global conventions, policies and practices that affect primary forests (old growth or otherwise intact forest ecosystems/habitat). Follow-up work is active, and the work plan/objectives will be announced at a formal launch event and a range of international meetings in the second half of 2014. www.wild.org/where-we-work/primary-forests/

PROTECTING AND CONNECTING

As the heart of the global wilderness community for over 40 years, The WILD Foundation protects wilderness while meeting the needs of human communities, working across cultures and boundaries by collaborating with local peoples, organizations, the private sector, and governments to create dynamic practical projects and communications initiatives.

WILD's work promotes and demonstrates **Nature Needs Half (NNH)**. Based on state-of-the-art science and time-tested traditional knowledge and wisdom, the goal of NNH is to protect and interconnect enough wild areas of land and water to maintain nature's life-supporting systems, to ensure human health and prosperity, and to secure a bountiful, beautiful legacy of resilient, wild nature. NNH asks us to recognize that - and act as if - we are part of nature, not separate from it. *Nature needs half...at least...for people and planet to prosper!*

WILDERNESS, WILDLIFE AND PEOPLE

On-the-Ground Field Projects: we train individuals, incubate and assist organizations and provide urgently needed conservation supplies;

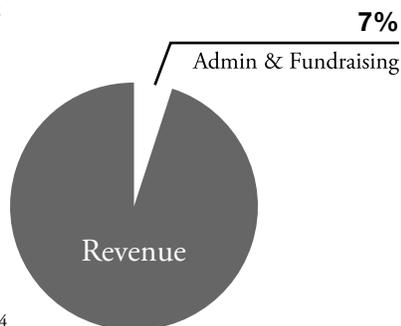
Wilderness Policy and Management: we design and promote the most effective wildlands legislation and management to protect wild nature and to benefit human communities;

Communications and Culture: we stimulate informed and inspired public action through the arts, outreach, education, and media of all types;

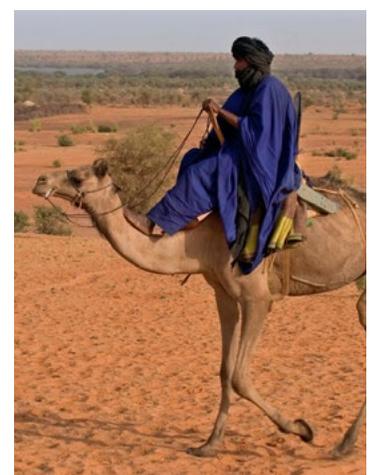
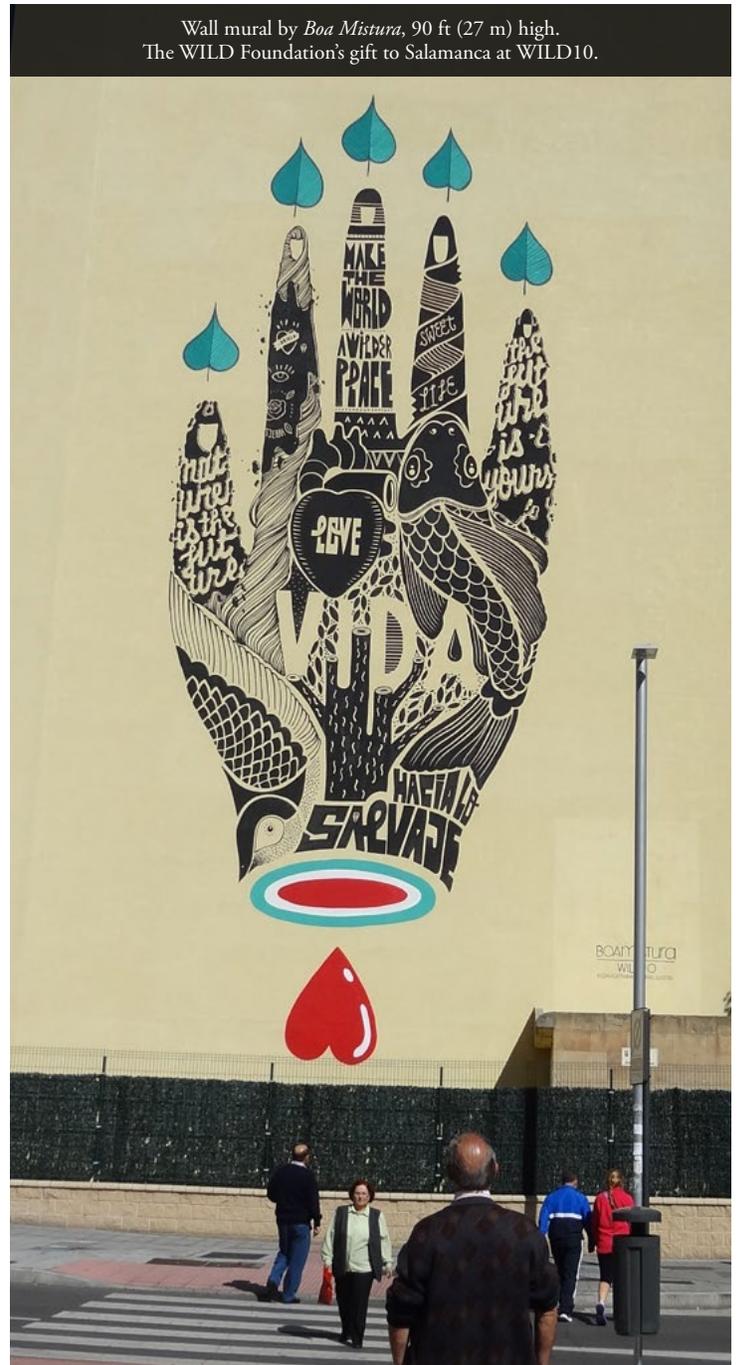
The World Wilderness Congress: we created the WWC in 1977, and it is now the world's longest-running, public, international environmental program, convened every four years with a wide range of partners and collaborators. Each WWC generates practical conservation results, innovative ideas, and projects that create a real difference in communities around the world, while inspiring professionals and volunteers from the private and public sectors.

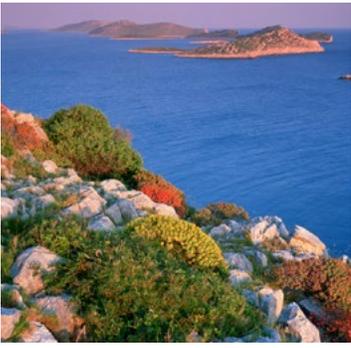
SUMMARY OF FINANCES: 2013

Total Revenue	4,993,514
Total Expense	4,089,018
(Prepaid Expenses for Designated Projects)	370,641
(Pledges for 2014)	470,705
Net Revenue	63,150



*Annual independent audit, June 2014





🌿 KEY PERSONNEL

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🌿 TRUSTEES

Morgan Heim, D. Simon Jackson, Larry Kopald, Michael McBride, Andrew Muir, Britt Peterson, Jo Roberts, Jaime Rojo, Bittu Sahgal, Peter Stranger

Dr. Ian Player DMS; Founder, Director Emeritus
Robert Baron; Chairman Emeritus

🌿 CREDITS

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🌿 JOIN THE WILD FAMILY

- Contact info@wild.org if you would like to get involved
- Go to www.wild.org to make a secure one-time donation or to schedule recurring monthly contributions;
- Honor a birthday, wedding or other holiday with a gift to wilderness, wildlife and people;
- Join our workplace giving campaign with EarthShare (CFC#10406) or ask your employer to match your contribution;
- **“Will the world” to be WILD!** Make a legacy gift and assure that your children and their families can experience wilderness – include WILD in your will.



[Founding Member of The Wilderness Network]

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