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

TOBIAS WOLFF

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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.
THE PEOPLE WHO DID IT

VANCE G. MARTIN
President

AMY LEWIS
Vice President, Comms & Dev

JENNIFER MEYER
Director of Operations

MELANIE HILL
Director of Comms & Outreach

VANCE G. MARTIN
President

AMY LEWIS
Vice President, Comms & Dev

JENNIFER MEYER
Director of Operations

MELANIE HILL
Director of Comms & Outreach

JACKIE BATROS
Nature Needs Half

CyrIL KORMOo
Senior Policy Advisor

SUSAN CANNEY
Mali Elephant

ADAM HANSON
NAWPA

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:

30+
countries in which WILD engages & sustains leadership for the environment.

70+
young leaders supported by CoalitionWILD working to protect thousands of sq. kilometers of nature world-wide.

17.4 MILLION SQ. KM
{SLIGHTLY LARGER THAN THE LAND AREA OF RUSSIA}
Area benefiting from a WILD led initiative against industrial extraction in protected acres.

8 MILLION ACRES
of elephant habitat the Mali Elephant Project has helped defend.

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.
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)

1. WILD continually engages & encourages = The world changes
2. Target groups pledge commitment = Benefits for nature occur
3. Target groups reached = Target groups change behavior
4. 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
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

“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
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.

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.

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.

+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.

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

+3 PARTNERS

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.

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.

+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
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.

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.

+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.
## Our Finances

### Fiscal Year 2017

#### Revenue

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<th>Description</th>
<th>Amount</th>
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<td>Primary</td>
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#### Expenses

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<tr>
<td><strong>Total</strong></td>
<td><strong>$5,499,834</strong></td>
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9 out of 10 dollars 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.