

Candid.

Guidestar Pro sample profile

Save hours — instantly verify a nonprofit's eligibility to receive tax deductible grants

Candid.

Guidestar

Pro Search

Search

Update Nonprofit Profile

Products

Blog

Support

Pro Search Tools

Save

Download

PDF

Share

Platinum Transparency 2022

Candid.

National Wildlife Federation

HQ

Uniting all Americans to ensure wildlife thrive in a rapidly changing world

aka NWF | Reston, VA | <http://www.nwf.org>

Donate

GuideStar Charity Check

National Wildlife Federation

EIN: 53-0204616

Contributions tax deductible

as of December 2021

IRS BMF 509(a)(1)

as of December 13, 2021

View summary

Charity Check report

Add to Watch List

Summary

Programs + Results

Financials

Operations

Key facts that quickly enable you to know whether the organization is an ideal partner.

Mission

The National Wildlife Federation's mission is uniting all Americans to ensure wildlife thrive in a rapidly changing world. We believe America's experience with cherished landscapes and wildlife has helped define and shape our national character and identity for generations. Protecting these natural resources is a cause that has long united Americans from all walks of life and political stripes. To hunters, anglers, hikers, birders, wildlife watchers, boaters, climbers, campers, cyclists, gardeners, farmers, forest stewards, and other outdoor enthusiasts, this conservation ethic represents a sacred duty and obligation to protect and build upon our conservation heritage for the sake of wildlife, ourselves, our neighbors, and—most of all—for future generations.

Notes from the nonprofit

To have the greatest impact, we need Americans' diverse, far-reaching support. By getting involved with the National Wildlife Federation, you're amplifying our voice for wildlife and influencing positive change. Donate, volunteer, and take action at: <https://www.nwf.org/Home/Get-Involved>

Be a part of our conservation army working to build a better future for wildlife.

Ruling year

1943

President and CEO

Mr. Collin O'Mara

Main address

11100 Wildlife Center Drive
Reston, VA 20190 USA

Show more contact info

EIN

53-0204616

Subject area


Environmental justice
Climate change
Wildlife biodiversity
Environmental education

Population served

Children and youth
Adolescents
Adults

NTEE code

Wildlife
Preservation/Protection (D30)



IRS subsection

501(c)(3) Public Charity






IRS filing requirement

This organization is required to file an IRS Form 990 or 990-EZ.

Tax forms

Show Forms 990

Communication



Blog

Affiliations

See related organizations

Pro sample profile | 1

Find organizations with whom you share a common impact goal and/or need your expertise. Check out Programs + Results.

Programs and results

Reports and documents

[Download annual reports](#) ▾
[Download other documents](#) ▾

What we aim to solve

SOURCE: Self-reported by organization

America is rich with diverse wildlife and abundant natural resources. Over the past century, working in partnership, we have recovered hundreds of species and begun restoring vital natural resources. Despite these...

[Read more](#)

Our programs

SOURCE: Self-reported by organization

What are the organization's current programs, how do they measure success, and who do the programs serve?

Protecting Habitats

To thrive, wildlife need unspoiled spaces where they can access food, water, cover, and places to raise young. But due to increasing changes to our country's landscape, habitats are being altered, polluted, and fragmented. The NWF's current work with refuges, parks, wild areas, private lands, forests, wetlands, grasslands, waters, and coasts is vital to supporting fish and wildlife populations. We are also focused on strategies for protected areas, working lands, and communities to expand, enhance, and connect crucial habitats on these landscapes.

For more information: <https://www.nwf.org/Home/Our-Work/Habitats>

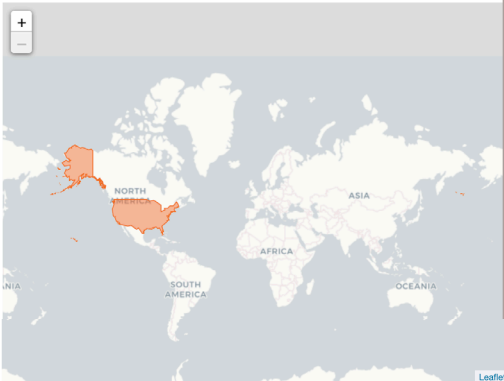
Population(s) Served
Adults

Improving Water Quality

+

Where we work

United States



Determine the potential of a nonprofit based on their financial viability.

Financials

National Wildlife Federation
Fiscal year: Sep 01 - Aug 31

Financial documents

[Download audited financials](#) ▾

✓ Yes, financials were audited by an independent accountant. ⓘ

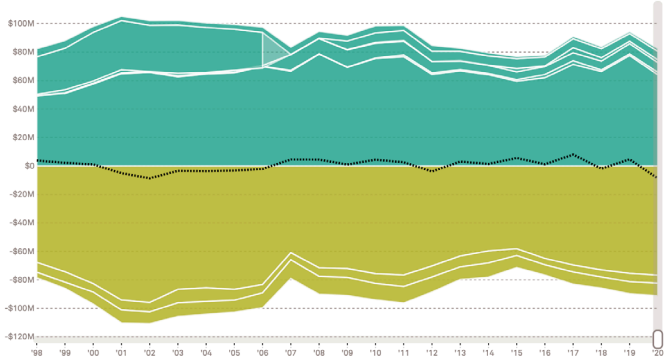
Revenue vs. expenses: 2020 breakdown

SOURCE: IRS Form 990 ⓘ

NET GAIN/LOSS: -\$8,681,302 in 2020

Total revenue:	\$82,468,942
Contributions:	\$64,079,314
Gov't grants:	\$1,719,681
Program services:	\$6,770,603
Investments:	\$1,994,290
Special events:	\$0
Sales:	\$5,919,665
Other:	\$1,985,389
Total expenses:	\$91,150,244
Program services:	\$76,691,102
Administration:	\$5,649,957
Fundraising:	\$8,809,185

Note: When component data are not available, the graph displays the total Revenue and/or Expense values.



Creating forecasts and assessments is made easy with our comprehensive year-over-year financials.

National Wildlife Federation Financial trends analysis

Fiscal Year: Sep 01 - Aug 31
SOURCE: IRS Form 990

This snapshot of National Wildlife Federation's financial trends applies Nonprofit Finance Fund® analysis to data hosted by GuideStar. While it highlights the data that matter most, remember that context is key – numbers only tell part of any story.

Created in partnership with



Fiscal year: Sep 01 - Aug 31

[View full report](#) [Download data](#)

Business model indicators

Profitability ●	2016	2017	2018	2019	2020
Unrestricted surplus (deficit) before depreciation	\$5,257,001	\$62,480,917	\$4,630,512	-\$1,365,595	\$6,393,680
As % of expenses	7.0%	76.2%	5.5%	-1.5%	7.1%
Unrestricted surplus (deficit) after depreciation	\$4,221,108	\$61,446,064	\$3,224,792	-\$2,975,615	\$4,695,813
As % of expenses	5.5%	74.0%	3.8%	-3.3%	5.2%
Revenue composition ●					
Total revenue (unrestricted & restricted)	\$77,836,707	\$91,065,465	\$83,853,035	\$94,376,443	\$82,468,942
Total revenue, % change over prior year	1.2%	17.0%	-7.9%	12.5%	-12.6%
Program services revenue	7.1%	6.2%	7.4%	7.6%	8.2%
Membership dues	6.9%	6.0%	7.1%	7.4%	8.2%
Investment income	0.2%	0.4%	0.9%	0.9%	0.9%
Government grants	2.9%	2.8%	1.3%	1.2%	2.1%
All other grants and contributions	72.7%	72.3%	71.9%	74.8%	69.5%
Other revenue	10.2%	12.3%	11.3%	8.1%	11.1%
Expense composition ●					
Total expenses before depreciation	\$75,604,286	\$82,028,487	\$84,335,809	\$88,137,530	\$89,452,377
Total expenses, % change over prior year	7.4%	8.5%	2.8%	4.5%	1.5%
Personnel	38.3%	38.1%	40.3%	38.8%	42.3%
Professional fees	17.5%	20.0%	18.9%	18.7%	17.2%
Occupancy	0.4%	0.5%	0.9%	0.8%	0.5%
Interest	0.4%	0.3%	0.3%	0.5%	0.5%
Pass-through	8.2%	5.8%	5.3%	7.4%	6.3%
All other expenses	35.2%	35.2%	34.3%	33.8%	33.2%
Full cost components (estimated) ●	2016	2017	2018	2019	2020
Total expenses (after depreciation)	\$76,640,179	\$83,063,340	\$85,741,529	\$89,747,550	\$91,150,244
One month of savings	\$6,300,357	\$6,835,707	\$7,027,984	\$7,344,794	\$7,454,365
Debt principal payment	\$2,074,415	\$955,475	\$173,726	\$837,986	\$0
Fixed asset additions	\$0	\$2,175,998	\$0	\$0	\$0
Total full costs (estimated)	\$85,014,951	\$93,030,520	\$92,943,239	\$97,930,330	\$98,604,609

Capital structure indicators

Liquidity ●	2016	2017	2018	2019	2020
Months of cash	0.2	1.4	0.7	0.4	1.5
Months of cash and investments	2.8	10.1	10.2	9.2	10.2
Months of estimated liquid unrestricted net assets	-6.1	3.0	3.4	2.8	3.4
Balance sheet composition ●	2016	2017	2018	2019	2020
Cash	\$981,370	\$9,244,024	\$5,104,569	\$2,801,036	\$11,227,372
Investments	\$16,501,407	\$59,618,766	\$66,646,161	\$64,488,219	\$64,849,975
Receivables	\$17,311,899	\$18,030,343	\$18,134,287	\$23,140,750	\$16,280,344
Gross land, buildings, equipment (LBE)	\$29,047,896	\$30,283,901	\$31,217,384	\$31,500,801	\$32,547,004
Accumulated depreciation (as a % of LBE)	45.2%	43.6%	46.3%	47.4%	50.2%
Liabilities (as a % of assets)	98.1%	43.4%	41.4%	37.6%	40.8%
Unrestricted net assets	-\$35,983,770	\$25,462,294	\$28,687,086	\$25,711,471	\$30,407,284
Temporarily restricted net assets	\$28,438,963	\$31,763,954	\$33,020,428	\$40,817,556	N/A
Permanently restricted net assets	\$8,766,337	\$9,645,446	\$9,853,558	\$9,686,173	N/A
Total restricted net assets	\$37,205,300	\$41,409,400	\$42,873,986	\$50,503,729	\$43,302,804
Total net assets	\$1,221,530	\$66,871,694	\$71,561,072	\$76,215,200	\$73,710,088

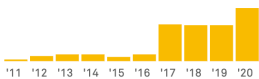
High functioning nonprofits require partners to manage their operations. See their priority needs here.

Liquidity in 2020

SOURCE: IRS Form 990

1.08

Average of 0.39 over 10 years



Months of cash in 2020

SOURCE: IRS Form 990

1.5

Average of 0.4 over 10 years

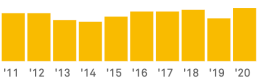


Fringe rate in 2020

SOURCE: IRS Form 990

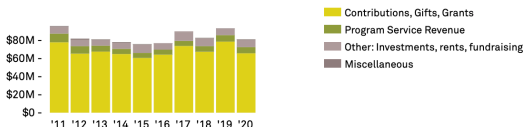
32%

Average of 28% over 10 years



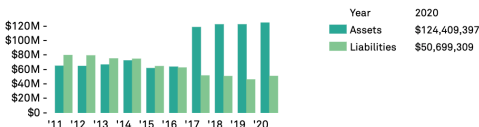
Funding sources

Source: IRS Form 990



Assets & liabilities

Source: IRS Form 990



Year 2020
Assets \$124,409,397
Liabilities \$50,699,309

Operations

The people, governance practices, and partners that make the organization tick.

Documents

Letter of Determination

Form 1023/1024 is not available for this organization

President and CEO

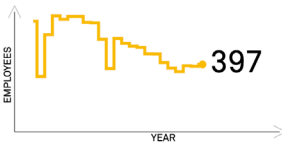
Mr. Collin O'Mara

[LinkedIn profile](#)

Collin O'Mara serves as President and CEO of the National Wildlife Federation. Under O'Mara's leadership, the NWF is focused on recovering America's wildlife, improving management of and access to public lands,....[Read more](#)

Number of employees

Source: IRS Form 990



Officers, directors, trustees, and key employees

Highest paid employees

Board of directors

National Wildlife Federation

Officers, directors, trustees, and key employees

SOURCE: IRS Form 990

Compensation
Other
Related

Show data for fiscal year 2020

\$344,107	COLLIN O' MARA
\$48,168	PRESIDENT
\$0	
\$184,227	KEVIN J COYLE
\$32,332	VP EDUCATION & TRAINING
\$0	
\$182,772	DAWN RODNEY
\$16,262	VP OF INNOVATION & CMO
\$0	
\$177,890	KAREN L WAGNER
\$21,364	TREASURER
\$0	
\$176,527	THOMAS H SELLERS
\$2,474	VP PHILANTHROPY
\$0	
\$169,287	ROBERT HARPER
\$19,136	EXECUTIVE PUBLISHER
\$0	
\$159,377	HILARY H FALK
\$37,958	VP REGIONAL CONSERVATION
\$0	
\$155,877	BENJAMIN P KOTA
\$18,325	SECRETARY
\$0	
\$155,834	SARAH LASKIN
\$18,585	VP NATIONAL ADVOCACY CENTER
\$0	
\$154,022	AMANDA MCKNIGHT
\$21,221	ASST SECRETARY
\$0	
\$132,242	JOHN E ASHLEY
\$35,228	ASST TREASURER - UNTIL 08/2020
\$0	
	WILLIAM HOUSTON
	CHAIR

Compensation data

Download up to 5 most recent years of officer and director compensation data for this organization

Know the changemakers to talk to and help them make a difference.