



A Voice for Wilderness Since 1974



PHOTO BY VANCE G. MARTIN



THE WILD FOUNDATION

A Voice for Wilderness since 1974

Integrating Human Needs with Wilderness Conservation

WILD is the only international organization dedicated entirely to wilderness conservation. Working with both contemporary and traditional cultures, we create innovative solutions that protect wilderness and wildlife while enhancing the quality of life for people around the world.



A Collaborative and Catalytic Approach

Communications and Media: *To stimulate informed and inspired public action.* WILD develops and disseminates critical information through publishing, advertising, and the arts.

Policy and Research: *To promote the most effective legislation and management for wilderness and human communities.* We develop proactive tools to help policy-makers protect and sustain wilderness.

Local Action: *To field-test our ideas and solutions.* Our on-the-ground projects—with a special focus on Africa—train individuals and communities, incubate and assist new organizations, and provide urgently needed conservation supplies.

The World Wilderness Congress: *At the center of our work for 30 years.* It's convening power draws together individuals, organizations, communities, corporations, and governments, and leverages their tremendous creativity, knowledge, and wide-range influence. The results: inspired, practical solutions that reduce duplication, catalyze innovative approaches, and broker the partnerships necessary to ensure long-lasting protection and sustainability of wild nature.



Dedicated to Wilderness

The WILD Foundation is dedicated entirely to wilderness—the most intact, undisturbed natural areas on our planet, those last truly wild places that humans use—but do not control—and have not developed with roads or other technological infrastructure.

Why Wilderness?

Essential Support Services

Wilderness areas support all life on our planet by providing fundamental and often irreplaceable *ecosystem services*, such as water and air purification, climate regulation, regeneration of soil fertility, production and maintenance of biodiversity, and more.

Biodiversity

Protecting wilderness helps maintain the full diversity of plants and animals on our planet. Maintaining this diversity is essential. It includes things such as safeguarding the wild relatives of agricultural crops to ensure secure food production systems, and analyzing wild plants that contain chemicals that may potentially cure diseases or that can be used in industrial processes. Decreasing biodiversity results in economic losses estimated at over \$100 billion annually.

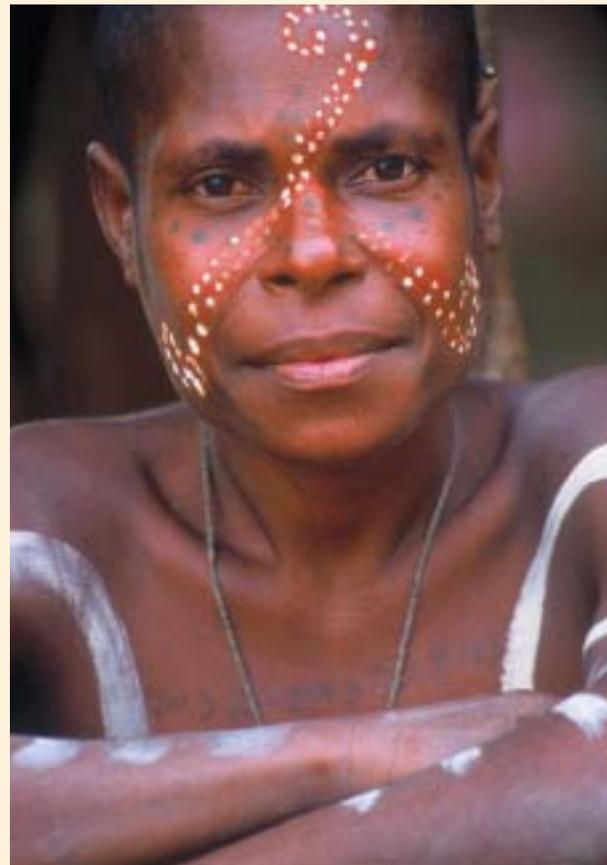
Social Value

Wilderness areas are a critical resource for subsistence economies. They provide sanctuary for indigenous communities whose physical and cultural survival often depends on remote areas. In developed countries, many people also rely on

wilderness areas for recreation, therapy, spiritual renewal, and solitude.

Economic Value

Wilderness areas have very high economic value as a result of growth in global tourism and the value of ecosystem services. One study on the worth of global ecosystem services alone estimated the value at over \$33 trillion per year. Measuring the value of these services is difficult because only some can be measured easily via financial markets, such as providing freshwater. However, progress is being made toward developing markets to value and account for these essential services provided by wilderness areas.



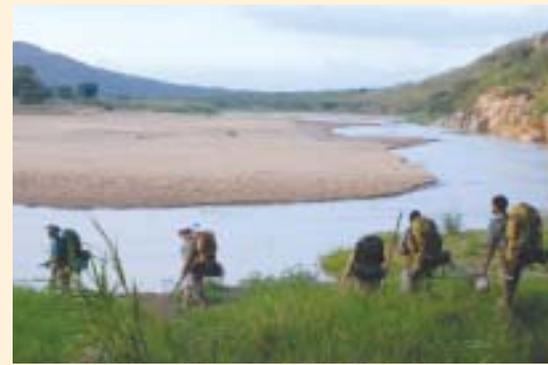


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Working with Our Partners to Inspire and Deliver Results

- Creating new wilderness protection around the world, for example:
 - The privately-owned El Carmen Wilderness Area, **the first wilderness designation in Latin America**, protecting a globally important biodiversity corridor
 - The **first wilderness designation on private land in South Africa**, creating a replicable model for other private reserves across the globe
 - Wilderness designations in Australia, Europe, and elsewhere
- Providing training for hundreds of wilderness area managers
- Developing the initial framework for a world conservation bank, leading to the creation of the World Bank's Global Environmental Facility, which has provided **over \$12 billion in funding to conservation projects** in developing countries
- Incubating and helping to develop many wilderness conservation organizations and networks, including the Cheetah Conservation Fund (Namibia), International League of Conservation Photographers, the Wilderness Association (Italy), and others



Efficient, Collaborative Solutions

Our collaborative approach leverages resources to ensure that over 90 percent of your donation directly supports programs. WILD's efficient financial management has earned us the highest (4 star) rating from Charity Navigator for three years in a row. According to Charity Navigator, only 9 percent of the charities they have rated receive at least three consecutive 4-star evaluations, confirming that WILD has

earned this rating for its **“ability to efficiently manage and grow its finances. The WILD Foundation outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible. This ‘exceptional’ designation from Charity Navigator differentiates WILD from its peers and demonstrates to the public it is worthy of their trust.”**



★★★★
Four Star Charity

Overall Rating ★★★★★

Organizational Efficiency

Program Expenses	90.20%
Administrative Expenses	8.60%
Fundraising Expenses	1.10%
Fundraising Efficiency	\$0.01

Efficiency Rating ★★★★★

Organizational Capacity

Primary Revenue Growth	15.50%
Program Expenses Growth	21.50%
Working Capital Ratio	1.23

Capacity Rating ★★★★★

Income Statement (FY 12/2006)

Revenue

Primary	\$1,578,146
Other	\$65,609
Total Revenue	\$1,643,755

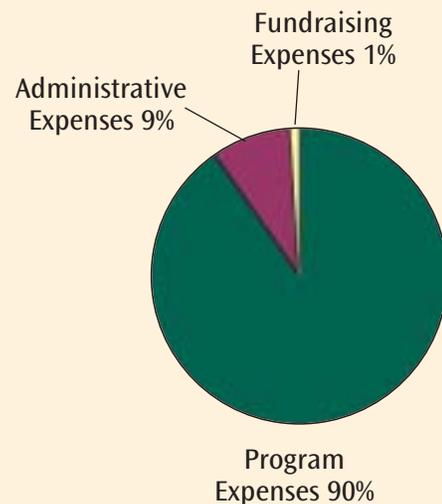
Expenses

Program	\$1,301,946
Administrative	\$124,645
Fundraising	\$16,555
Total Functional Expenses	\$1,443,146

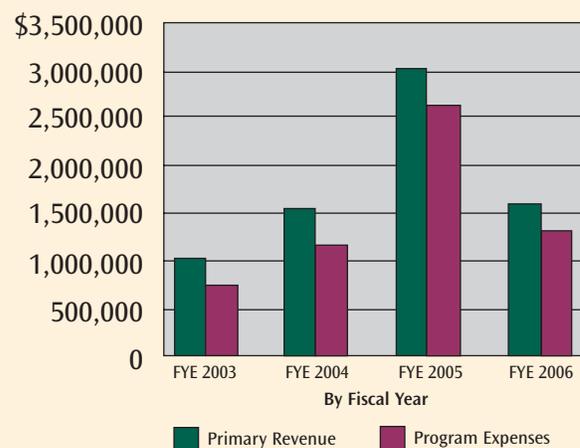
Payments to Affiliates	\$0
Excess (or deficit)	\$200,609

Net Assets	\$1,914,755
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Expenses Breakdown



Revenue and Expenses



THE WILD FOUNDATION

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PHOTO CREDITS:
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