

A For the 2014 calendar year, or tax year beginning 09-01-2014 , and ending 08-31-2015

B Check if applicable <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization NATIONAL WILDLIFE FEDERATION		D Employer identification number 53-0204616
	Doing business as		E Telephone number (703) 438-6000
	Number and street (or P O box if mail is not delivered to street address) 11100 WILDLIFE CENTER DRIVE	Room/suite	G Gross receipts \$ 85,997,724
	City or town, state or province, country, and ZIP or foreign postal code RESTON, VA 201905362		
	F Name and address of principal officer COLLIN O' MARA 11100 WILDLIFE CENTER DRIVE RESTON,VA 201905362		
I Tax-exempt status <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (Insert no) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list (see instructions)	
J Website: WWW NWF ORG		H(c) Group exemption number	

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities THE NATIONAL WILDLIFE FEDERATION IS A FEDERATION OF 49 STATE AND TERRITORIAL AFFILIATES AND THE NATIONAL ORGANIZATION WHOSE MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE THE FEDERATION HAS SEVEN PROGRAMMATIC AREAS WATER, PUBLIC LANDS, PRIVATIZATION OF WILDLIFE, CONSERVATION FUNDING, CLIMATE AND ENERGY, SPECIES AND HABITATS, AND YOUTH ENGAGEMENT THROUGH EDUCATION, OUTREACH AND ADVOCACY, NWF PURSUES SOLUTIONS THAT REDUCE THREATS TO WILDLIFE AND PEOPLE NWF IS PROTECTING AND RESTORING HABITATS WITH HIGH WILDLIFE VALUE, AND THOSE AT RISK FROM SUBURBAN SPRAWL, RESOURCE EXTRACTION AND CLIMATE CHANGE WE ALSO PROTECT AND RESTORE FRESHWATER, ESTUARINE AND MARINE ECOSYSTEMS THREATENED BY NUTRIENT POLLUTION, INVASIVE SPECIES, CLIMATE CHANGE IMPACTS, HABITAT DESTRUCTION, SEWAGE OVERFLOWS, TOXIC WASTE AND IMPROPER DIVERSION OF NEEDED SEDIMENT		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	27
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	26
	5 Total number of individuals employed in calendar year 2014 (Part V, line 2a)	5	409
6 Total number of volunteers (estimate if necessary)	6	3,545	
7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	491,695	
b Net unrelated business taxable income from Form 990-T, line 34	7b	0	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	64,981,174	60,620,621
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	5,707,144	5,508,512
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	184,945	2,828,674
	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	8,662,852	7,952,795
		79,536,115	76,910,602
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	2,890,383	4,418,798
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	32,329,300	25,650,890
	16a Professional fundraising fees (Part IX, column (A), line 11e)	1,495,925	890,450
	b Total fundraising expenses (Part IX, column (D), line 25) <u>8,423,943</u>		
	17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	41,388,663	40,371,007
	18 Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	78,104,271	71,331,145
	19 Revenue less expenses Subtract line 18 from line 12	1,431,844	5,579,457
Net Assets or Fund Balances		Beginning of Current Year	End of Year
	20 Total assets (Part X, line 16)	72,168,438	61,553,930
	21 Total liabilities (Part X, line 26)		
	22 Net assets or fund balances Subtract line 21 from line 20		

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than taxpayer) as to preparer's knowledge

Sign Here	*****	
	Signature of officer	
Paid Preparer Use Only	KAREN WAGNER TREASURER	
	Type or print name and title	
Paid Preparer Use Only	Print/Type preparer's name FRANK H SMITH	Preparer's signature FRANK H SMITH
	Firm's name ▶ RAFFA PC	
	Firm's address ▶ 1899 L STREET NW SUITE 850 WASHINGTON, DC 20036	

May the IRS discuss this return with the preparer shown above? (see instructions)

For Paperwork Reduction Act Notice, see the separate instructions.

Part III

Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

☐ Yes ☒ No

1

Briefly describe the organization's mission

NATIONAL WILDLIFE FEDERATION'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE NWF HAS SEVEN PROGRAMMATIC AREAS WATER, PUBLIC LANDS, PRIVATIZATION OF WILDLIFE, CONSERVATION FUNDING, CLIMATE AND ENERGY, SPECIES AND HABITATS, AND YOUTH ENGAGEMENT THROUGH EDUCATION, OUTREACH AND ADVOCACY, NWF PURSUES SOLUTIONS THAT REDUCE THREATS TO WILDLIFE AND PEOPLE NATIONAL WILDLIFE FEDERATION REPRESENTS A DIVERSE SET OF INTERESTS, MADE UP OF OUR VAST NETWORK OF AFFILIATES, MEMBERS AND PARTNERS NWF AFFILIATES ARE AUTONOMOUS, NONPROFIT ORGANIZATIONS THAT LEAD IN STATE AND LOCAL CONSERVATION EFFORTS AND PARTNER WITH NWF ON A WIDE VARIETY OF REGIONAL AND NATIONAL ISSUES AFFILIATION IS A VOLUNTARY RELATIONSHIP BETWEEN EACH ORGANIZATION AND NWF, AND THERE IS ONLY ONE AFFILIATE PER STATE OR U S TERRITORY THIS DIVERSE NETWORK OF PARTNERS ELECTS KEY MEMBERS OF NWF'S LEADERSHIP AND SETS NWF'S CONSERVATION POLICY PRIORITIES THROUGH AN ANNUAL RESOLUTION PROCESS AS IN NATURE

2

Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

☐ Yes ☒ No

If "Yes," describe these new services on Schedule O

3

Did the organization cease conducting, or make significant changes in how it conducts, any program services?

☐ Yes ☒ No

If "Yes," describe these changes on Schedule O

4

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a

(Code)

(Expenses \$ 25,408,267

including grants of \$ 4,418,798)

(Revenue \$ 60,403)

CONSERVATION ADVOCACY WATER SINCE 1982, THE CLEAN WATER ACT HAS BEEN THE BEDROCK CONSERVATION LAW THAT PROTECTS OUR NATION'S WATERS AND WETLANDS - FOR DRINKING, FISHING, SWIMMING, AND WILDLIFE AFTER A DAMAGING SUPREME COURT DECISION OVER A DECADE AGO, THE SCOPE OF THE ACT HAS BEEN IN DOUBT IN MAY, 2015, NWF'S WASHINGTON, DC AFFILIATE, EARTH CONSERVATION CORPS, HOSTED AN EVENT ON THE ANACOSTIA RIVER WITH NWF CEO COLLIN O'MARA WHERE GINA MCCARTHY, EPA ADMINISTRATOR AND JO-ELLEN DARCY, ASSISTANT SECRETARY OF THE ARMY CORPS OF ENGINEERS SIGNED A RULE RESTORING CLEAN WATER ACT PROTECTIONS TO MORE THAN HALF OF THE NATION'S STREAMS AND MILLIONS OF ACRES OF WETLANDS THE FEDERATION PLAYED A MAJOR ROLE IN PUSHING THE RULE OVER THE FINISH LINE AND THEN PROTECTING IT FROM ATTACKS IN CONGRESS NWF AND ITS STATE AFFILIATES LED EFFORTS IN KEY STATES TO AMPLIFY THE EXCITEMENT AND GROUNDSWELL OF SUPPORT FOR THE NEW RULE WITH CONSTITUENTS, THE MEDIA, AND KEY STATE LEADERS OUR EFFORTS WERE SUCCESSFUL WE ONE ENOUGH VOTES IN THE SENATE TO REPEL ATTACKS ON THE RULE, GAINING ENOUGH VOTES TO SUSTAIN A PRESIDENTIAL VETO THE CLEAN WATER RULE IS NOW THE LAW OF THE LAND PUBLIC LANDS NWF AND ITS AFFILIATES IN MT, ID, CO, NM, AZ, NV AND WY HAD A VERY SUCCESSFUL YEAR OF FIGHTING BAD STATE LEGISLATIVE PROPOSALS FOR STATE TAKEOVER OF PUBLIC LANDS, DEFEATING 21 OF 23 PROPOSALS INTRODUCED IN THE 6-STATE REGION IN WHICH WE FOCUSED EFFORTS, AND TURNING OUT OVER 1200 SPORTSMEN TO RALLIES IN THE WEST WITH THE MESSAGE OF "KEEP PUBLIC LANDS IN PUBLIC HANDS " AT THE FEDERAL LEVEL, NWF IS ENGAGING WITH MEMBERS OF CONGRESS IN BOTH THE EASTERN AND WESTERN US TO PUSH BACK ON EFFORTS TO TRANSFER FEDERAL LANDS TO THE STATES IN ADDITION, WE'VE HAD A MYRIAD OF SUCCESSSES ON PERMANENT PROTECTION FOR IMPORTANT LANDSCAPES AND WILDLIFE HABITAT AROUND THE US, INCLUDING THE DESIGNATION BROWN'S CANYON NATIONAL MONUMENT IN COLORADO, BASIN AND RANGE IN NV, WACO MAMMOTH IN TEXAS, AND BERRYESSA SNOW MOUNTAIN IN CALIFORNIA, TOTALING OVER 1 MILLION ACRES ALSO, BOTH THE U S HOUSE OF REPRESENTATIVES AND SENATE PASSED WILDERNESS LEGISLATION FOR BOULDER-WHITE CLOUDS IN IDAHO, WHICH IDAHO WILDLIFE FEDERATION HAS BEEN WORKING TIRELESSLY TO PROTECT PRIVATIZATION OF WILDLIFEOUR STATE AFFILIATES HAVE BEEN FRONT AND CENTER ON THE BATTLE TO STOP THE SPREAD OF DEER FARMING AND OTHER PRIVATIZATION OF WILDLIFE, WHICH PROMOTES THE SPREAD OF WILDLIFE DISEASES LIKE CHRONIC WASTING DISEASE THE DEVASTATE DEER AND ELK POPULATIONS CONSERVATION FEDERATION OF MISSOURI, INDIANA WILDLIFE FEDERATION, TENNESSEE WILDLIFE FEDERATION, AND NORTH CAROLINA WILDLIFE FEDERATION ALL HAVE FOUGHT ATTEMPTS TO MAKE DEER FARMING - TURNING WILDLIFE INTO LIVESTOCK - EASIER IN THEIR STATES CFM WON GOOD STATE RULES FROM THE DEPARTMENT OF CONSERVATION WITHSTOOD A LEGISLATIVE BATTLE TO CHANGE THEM, BUT THEN A LOCAL COURT RULED THAT THE DEPARTMENT OF CONSERVATION DIDN'T HAVE JURISDICTION OVER DEER FARMS AND INVALIDATED THE RULES THAT DECISION IS UNDER APPEAL INDIANA IS WRESTLING WITH A NEW COURT DECISION THAT DECLARES THAT THE STATE WILDLIFE AGENCY HAS NO JURISDICTION OVER PRIVATELY-OWNED WILDLIFE NORTH CAROLINA WILDLIFE FEDERATION INITIALLY STOPPED THE SHIFT OF JURISDICTION OVER DEER FARMS FROM ITS WILDLIFE AGENCY TO ITS AGRICULTURE AGENCY, BUT THEN LOST THAT ISSUE IN THE WANING DAYS OF THE LEGISLATIVE SESSION OF 2015 TO ASSIST IN THESE EFFORTS AND OTHERS IN 2016, NWF SPONSORED A NATIONAL POLL OF SPORTSMEN TO DOCUMENT THAT HUNTERS OVERWHELMINGLY OPOSE HIGH FENCE HUNTING IN DEER FARMS CONSERVATION FUNDINGRELIABLE AND SUSTAINED FUNDING HAS BEEN A CORNERSTONE OF GAME MANAGEMENT FOR OVER A HALF CENTURY HUNTERS, ANGLERS AND BOATERS SUPPORT FISH AND WILDLIFE CONSERVATION THROUGH LICENSE FEES AND EXCISE TAXES PAID ON HUNTING AND FISHING EQUIPMENT AND MOTOR BOAT FUEL THIS FUNDING MODEL IS THE ENVY OF THE WORLD BUT IT IS NOT EQUIPPED TO MEET THE GROWING CONSERVATION NEEDS OF MORE THAN 95% OF SPECIES THAT ARE NOT HUNTED OR FISHED AND WHICH AS A RESULT ARE AT-RISK THROUGH THE ASSOCIATION OF FISH AND WILDLIFE AGENCIES, IN 2015 JOHN L MORRIS (FOUNDER AND OWNER OF BASS PRO SHOPS) AND DAVID FREUDENTHAL (FORMER GOVERNOR OF WYOMING) FORMED A 27-MEMBER BLUE RIBBON PANEL TO EXAMINE HOW WE FUND STATE-LEVEL FISH AND WILDLIFE CONSERVATION IN THE UNITED STATES NWF CEO COLLIN O'MARA IS A LEADING MEMBER OF THE PANEL THE PANEL'S DEVELOPED RECOMMENDATIONS TO EQUITABLY AND SUSTAINABLY FINANCE FISH AND WILDLIFE CONSERVATION TO HELP PREVENT MORE SPECIES FROM BECOMING ENDANGERED MANY OF NWF'S AFFILIATES ARE ACTIVELY ENGAGED IN PROVIDING INPUT TO THE PANEL AT THE STATE LEVEL, THE FLORIDA LEGISLATURE AND GOVERNOR ARE SQUANDERING THE VOTER-APPROVED \$700 MILLION ANNUAL CONSERVATION FUND PASSED IN 2014, ALLOCATING ONLY \$50 MILLION IN 2015 FLORIDA WILDLIFE FEDERATION HAS HELPED LEAD THE PUBLIC FIGHT TO GET THE FUNDING FLOWING TO CONSERVATION AND JOINED IN A LAWSUIT TO REQUIRE THE STATE TO SPEND THE MONEY THE WAY THE VOTERS VOTED CLIMATE CHANGE AND ENERGYWE CAN CELEBRATE SOME HISTORIC SUCCESSSES IN THIS CRITICAL AREA THE BIGGEST WAS THE CLEAN POWER PLAN (CPP), AN EPA RULE ADOPTED ON AUGUST 3 WHICH FOR THE FIRST TIME SETS LIMIT ON CARBON POLLUTION FROM POWER PLANTS NWF STAFF AND THE AFFILIATES LED EFFORTS TO BRING THE VOICE OF WILDLIFE AND THEIR CONSTITUENCIES TO THE FIGHT TO NOT ONLY GET THE RULE OUT, BUT TO MAKE SURE IT IS STRONG THIS FIELD TEAM INVOLVED 16 STATE AFFILIATES AND NWF STAFF AND CONSULTANTS AFTER THE RULES ADOPTION, THE FEDERATION'S FIELD TEAM AND STATE AFFILIATES WERE CRITICAL IN BEATING BACK CONGRESSIONAL ATTEMPTS TO OVERTURN THE NEW RULE OTHER IMPORTANT EFFORTS IN 2015 INCLUDED WORK WITH WESTERN STATES TO STOP COAL MINING IN THE POWDER RIVER BASIN AND FIGHT COAL EXPORTS IN THE PACIFIC NORTHWEST (THREE COAL TERMINALS HAVE ALREADY BEEN ABANDONED, AND AN ORGANIZING CAMPAIGN LED BY NWF PUT ON HOLD THE RAILROAD PROJECT TO CONNECT NEW COAL MINES TO THE COAST), AND WORK IN THE MIDWEST AND NORTHEAST TO OPPOSE TAR SANDS PIPELINES AND TRANSPORTATION - WHICH TURNED OUT TO BE SUCCESSFUL WITH THE PRESIDENT'S DECISION AGAINST AUTHORIZING THE KEYSTONE PIPELINE SPECIES AND HABITATSCERTIFIED WILDLIFE HABITATS/ GARDENING FOR WILDLIFE THE HABITAT PROGRAM UNDER GARDEN FOR WILDLIFE, IN PARTNERSHIP WITH OUR STATE AFFILIATES, HAVE CERTIFIED 196,000 HABITATS NOW NEARLY 20,000 OF THESE CERTIFICATIONS INCLUDE, SCHOOLS, FARMS, COLLEGE CAMPUSES, NATURE CENTERS, LOCAL PARKS, ARBORETUMS, BOTANIC GARDENS, ZOOS, BUSINESSES, PLACES OF WORSHIP, AND MORE IN ALL, SITES TOTALING UP TO 1 5 MILLION ACRES HAVE BEEN CERTIFIED INCLUDING 10,100 NEW LOCATIONS IN 2015 THERE ARE NOW AT LEAST 1 5 MILLION PEOPLE HELPING TO PROVIDE HABITATS FOR LOCAL SPECIES IN ADDITION, THE NWF COMMUNITY WILDLIFE HABITAT PROGRAM EXPANDED TO 152 CITIES, COUNTIES AND TOWNS THIS YEAR TOGETHER THEY CERTIFIED ABOUT 2,500 PROPERTIES, HOSTED MORE THAN 200 COMMUNITY EVENTS AND WORKSHOPS AND EDUCATED HUNDREDS OF THOUSANDS OF CITIZENS ABOUT GARDENING FOR WILDLIFE IN 2015, NWF HELPED YOUNG PEOPLE PLANT MORE THAN 30,000 NATIVE TREES IN PARTNERSHIP WITH LOCAL COMMUNITY GROUPS SUCH AS SCHOOLS, GARDEN CLUBS AND SCOUT TROOPS, BRINGING THE TOTAL NUMBER OF TREES PLANTED TO 240,000 POLLINATORS AND MONARCHS NWF AND OUR STATE AFFILIATES HAVE LAUNCHED A MULTI-PRONG INITIATIVE TO BRING BACK MONARCHS AND POLLINATORS WE ARE COORDINATING WITH THE WHITE HOUSE AND 30 NATIONAL GARDEN INDUSTRY AND POLLINATOR HABITAT ORGANIZATIONS TO CREATE AND FACILITATE A NATIONAL POLLINATOR GARDEN NETWORK AND LAUNCH THE MILLION POLLINATOR GARDEN CHALLENGE, WWW.MILLIONPOLLINATORGARDENS.ORG THAT WAS ANNOUNCED BY THE FIRST LADY AT THE WHITE HOUSE ON JUNE 3, 2015 NWF AND AFFILIATES IN DELAWARE AND ILLINOIS ARE RECOVERING MONARCH HABITAT IN CITIES ACROSS THE COUNTRY WITH THE MAYOR'S MONARCH PLEDGE, WHICH SIGNED UP OVER 28 CITIES IN JUST 40 DAYS WE RECRUITED OVER 40,000 KIDS AND FAMILIES AND INDIVIDUAL PLEDGED TO PLANT POLLINATOR GARDENS IN THE BUTTERFLY HEROES CAMPAIGN IN MARCH WE AND ARE OUR STATE AFFILIATES ARE CONVENING STATE SUMMITS AND WORKING ON STATE RECOVERY PLANS FOR MONARCHS IN MISSOURI, TEXAS, NEBRASKA, AND ARKANSAS IN PARTNERSHIP WITH ASSOCIATION OF FISH AND WILDLIFE AGENCIES NEW JERSEY AUDUBON HAS BEEN A LEADER IN PROPOSING POLLINATOR FRIENDLY LEGISLATION AT THE STATE LEVEL NWF IS WORKING CLOSELY WITH STATE HIGHWAY DEPARTMENTS OF TRANSPORTATION AND U S DOT TO IDENTIFY OPPORTUNITIES ALONG THE I-35 CORRIDOR THAT SUPPORTS THE FEDERAL INTENT TO DESIGNATE A MONARCH HIGHWAY ALONG THE CENTRAL MONARCH MIGRATION FLYWAY BISON NWF AND OUR STATE AFFILIATES ARE WORKING TO BRING BISON BACK TO THE WEST THROUGH NWF'S TRIBAL PARTNERSHIP PROGRAM, OUR NORTHERN ROCKIES REGIONAL CENTER IN MISSOULA, MT, AND OUR STATE AFFILIATE THE MONTANA WILDLIFE FEDERATION, LAST YEAR OUR FEDERATION (A) WORKED WITH PARTNERS TO OBTAIN THE RELEASE OF 10 GENETICALLY-PURE BISON TO THE SOAPSTONE NATURAL AREA IN NORTHERN COLORADO, (B) WORKED WITH PA

4b	(Code)	(Expenses \$ 15,960,009	including grants of \$	(Revenue \$)
<p>EDUCATION OUTREACH, PUBLICATIONS AND FILMS IN ITS WORK TO HELP THE NEXT GENERATION OF YOUNG PEOPLE LEARN ABOUT WILDLIFE AND THE NATURAL ENVIRONMENT AND TO EVOLVE A LIFELONG CONNECTION TO NATURE, THE NATIONAL WILDLIFE FEDERATION OPERATES A SET OF FAR-REACHING EDUCATIONAL AND/OR NATURE IMMERSION PROGRAMS FOR YOUNG PEOPLE IT ALSO HAS PROGRAMS THAT ENGAGE INDIVIDUALS IN CREATING WILDLIFE HABITATS WHERE THEY LIVE, WORK, PLAY AND WORSHIP ECO-SCHOOLS USA IS A COMPREHENSIVE SCHOOLS GREENING PROGRAM DESIGNED FOR SCHOOLS TO GREEN THEIR BUILDINGS, GROUNDS AND CURRICULUM 3,500 AMERICAN SCHOOLS -- 90% PUBLIC SCHOOLS AND 66% TITLE ONE AND/OR SUBSIDIZED MEAL SCHOOLS SERVING 2 MILLION STUDENTS AN ECO- SCHOOL IS IDEAL FOR TEACHING ECOLOGY, ENERGY AND WATER CONSERVATION, RECYCLING AND CONNECTING CHILDREN TO NATURE AND GARDENS IN 2015, THE ECO SCHOOLS USA PROGRAM HELPED SCHOOLS SAVE \$80 MILLION IN UTILITY EXPENSES AND CUT SOLID WASTE BY MILLIONS OF POUNDS ECO-SCHOOLS ARE ALSO VERY CULTURALLY AND RACIALLY DIVERSE, WITH 45% OF CHILDREN OF COLOR SCHOOLYARD HABITATS (SYH) - ARE NATURE HABITATS AND GARDENS ON THE SCHOOLS GROUNDS RANGING IN SIZE FROM AN AVERAGE GARDEN PLOT TO LARGER WOODED AREAS, PONDS AND WETLANDS A HABITAT IS IDEAL FOR TEACHING ECOLOGY AND INSTILLING KNOWLEDGE OF WILDLIFE, BIRDS AND POLLINATORS AND FOOD SYSTEMS SYH IS IN OVER 5,200 SCHOOLS AND 1 MILLION STUDENT - 90% OF THE SCHOOLS ARE PUBLIC AND 60% ARE TITLE ONE OR SUBSIDIZED MEAL SCHOOLS 40% OF THE ENGAGED STUDENTS ARE OF COLOR IN 2015, WE ENROLLED NEARLY 900 NEW SCHOOLS IN THE ECO-SCHOOLS USA AND SCHOOLYARD HABITATS PROGRAMS IT WAS OUR BEST SCHOOLYARD HABITATS YEAR EVER - 440 SCHOOLS - AND A TERRIFIC YEAR FOR ECO-SCHOOLS USA AS WELL COMBINED, THE TWO PROGRAMS NOW ARE IN OVER 8,700 SCHOOLS NATIONWIDE K-12 EDUCATION POLICY THE FEDERATION TOOK A LEAD IN PROMOTING THE IDEA THAT THE ENVIRONMENTAL EDUCATION COMMUNITY HAD AN UNPRECEDENTED OPPORTUNITY FOR REACHING 100,000 SCHOOLS AND MILLIONS OF CLASSROOMS VIA THE NEXT GENERATION SCIENCE STANDARDS OUR REPORTS, CONFERENCES AND WEBINAR SERIES ON THE SUBJECT ORIENTED SEVERAL HUNDRED ENVIRONMENTAL EDUCATION ORGANIZATIONS TO THE OPPORTUNITY AND GOT THEM TO THE TABLE WITH KEY STATE EDUCATION DEPARTMENTS WE ALSO WERE SUCCESSFUL IN HELPING MAKE SURE THAT KEY ENVIRONMENTAL EDUCATION WORDING MADE IT INTO THE REAUTHORIZATION OF THE ELEMENTARY AND SECONDARY EDUCATION ACT THIS WILL PROVIDE THE EE COMMUNITY THE OPPORTUNITY TO COMPETE FOR AS MUCH AS \$30 BILLION IN FUNDING OVER THE NEXT TEN YEARS - IN AFTER SCHOOL PROGRAMS, SCIENCE AND TECHNOLOGY EDUCATION AND SOCIAL SCIENCES WE ALSO HELPED, THROUGH OUR CHESAPEAKE PROGRAM, THE NEW BAY AGREEMENT TO INCORPORATE AND ENCOURAGE SUSTAINABLE SCHOOLS IN THE WATERSHED CLIMATE CHANGE EDUCATION DURING 2015, THE NATIONAL WILDLIFE FEDERATION DEVELOPED AN EDUCATIONAL WEBSITE AND CURRICULUM IN SUPPORT OF K-12 CLIMATE CHANGE LEARNING WWW.CLIMATECLASSROOM.ORG IT IS BASED ON AND WAS SUPPORTED BY THE EMMY AWARD-WINNING TV SERIES, YEARS OF LIVING DANGEROUSLY THIS WEBSITE WAS PREMIERED AT A SPECIAL WHITE HOUSE CONFERENCE ON THE ROLE OF YOUTH EDUCATION IN SUPPORTING THE NATION'S CLIMATE POLICY AND GOALS IN ADDITION, WE REVAMPED OUR EDUCATIONAL WEBSITE DESIGNED EXPRESSLY FOR YOUNGER CHILDREN CALLED CLIMATECLASSROOMKIDS.ORG WHICH HELPED YOUNG CHILDREN LEARN ABOUT CLIMATE CHANGE WITHOUT BURDENING THEM WITH DISCUSSIONS OF MAJOR ENVIRONMENTAL THREATS HIGHER EDUCATION AND ENVIRONMENTAL CAREERS IN 2015, NWF LAUNCHED A NEW NWF ECO-LEADERS PROGRAM TO SUPPORT STUDENT ACTION AND PROJECT WORK ON CAMPUSES AND TO SUPPORT THEIR CAREER DEVELOPMENT WE HAVE OVER 1,000 YOUNG LEADERS PARTICIPATING IN THE PROGRAM THE NEW PROGRAM IS DESIGNED FOR YOUNG PEOPLE ON COLLEGE CAMPUSES WHO WANT TO DEVELOP THEIR CAREER AND LEADERSHIP SKILLS IN THE FIELDS OF THE ENVIRONMENT AND CONSERVATION BY DEVELOPING AND MANAGING CAMPUS AND COMMUNITY ENVIRONMENTAL IMPROVEMENT PROJECTS STUDENT AND YOUNG GRADS ARE ENCOURAGED TO ENROLL IN THE PROGRAM AND USE THE ECO-LEADER WEBSITE AND ONLINE NETWORK AS A TOOL IN THEIR EFFORTS TO THINK THROUGH, DESIGN AND IMPLEMENT ENVIRONMENTAL PROJECTS OF MANY KINDS STUDENTS WHO SUCCESSFULLY COMPLETE THEIR PROJECTS BECOME CERTIFIED NWF ECO-LEADERS AND CAN USE THIS CREDENTIAL IN THE PURSUIT OF CAREER OPPORTUNITIES AND FURTHER EDUCATION IN 2015 THE NWF ECOLEADERS PROGRAM WAS ALONG WITH OUR PARTNER, JOBS FOR THE FUTURE, NWF HIGHER EDUCATION STAFF PREPARED AND RELEASED OUR GREENFORCE INITIATIVE REPORT ENTITLED, "GREENPRINT A PLAN TO PREPARE COMMUNITY COLLEGE STUDENTS FOR CAREERS IN THE CLEAN ECONOMY " THIS REPORT IS THE SUMMATION OF SIX YEARS OF WORK ON SUSTAINABILITY CAREERS AT TWO-YEAR AND TECHNICAL SCHOOLS AND SPELLS OUT A PLAN GIVING AMERICA'S COMMUNITY COLLEGE SYSTEM A BLUEPRINT FOR SUSTAINABILITY AND GREEN CAREER PREPARATION CONNECTING CHILDREN WITH NATURE AND THE OUTDOORS WE CONCLUDED OUR THREE YEAR CAMPAIGN TO CREATE NEW OUTDOOR/NATURE PROGRAMMING FOR 10 MILLION CHILDREN WITH EXCELLENT SUCCESS THROUGH NWF SCHOOLS PROGRAMMING AND POLICY WORK AND OUR RECRUITMENT OF SEVERAL HUNDRED CITY, COUNTY AND REGIONAL PARK DIRECTORS, WE SAW INCREASED NATURE PROGRAMMING AT THOUSANDS OF RECREATION CENTERS, NATURE CENTERS, CAMPS AND AFTER SCHOOL PROGRAMS FINAL COUNT 13 8 MILLION CHILDREN GETTING REPEATED OUTDOOR AND NATURE TIME OVER THE THREE YEAR CAMPAIGN PERIOD WE ALSO HAD CAMPERS OUT IN JUNE AT 18,500 LOCATIONS FOR THE GREAT AMERICAN CAMPOUT THIS WAS ONE OF OUR BEST YEARS EVER AND WITH REAL GROWTH IN THE NUMBER OF STATE PARK AGENCIES PARTICIPATING</p>				

























4c	(Code)	(Expenses \$ 8,625,573	including grants of \$	(Revenue \$ 5,432,458)
MEMBERSHIP EDUCATION PROGRAMS MEMBERSHIP EDUCATION PROGRAMS MAINTAIN AN ACTIVE, ENGAGED AND INFORMED MEMBERSHIP PROVIDING SUPPORTERS WITH THE INFORMATION AND INSPIRATION TO MAKE A DIFFERENCE IN THEIR OWN BACKYARDS, THEIR COMMUNITIES, AND ACROSS THE COUNTRY NWF REACHES MILLIONS OF SUPPORTERS ON A MONTHLY BASIS TO COMMUNICATE THE MOST PRESSING NEEDS FACING THE ENVIRONMENT TODAY - FROM PEOPLE BECOMING MORE DISCONNECTED FROM NATURE TO LOSS OF HABITAT AND THE IMPACTS OF CLIMATE CHANGE THROUGH SUCH PUBLICATIONS AS NATIONAL WILDLIFE MAGAZINE, THE NWF WEBSITE, AND OTHER SOURCES OF INFORMATION, NWF IS EDUCATING OUR MEMBERSHIP BASE ON HOW NWF IS WORKING TO PROTECT WILDLIFE AND HABITAT EVERY MONTH, THROUGH NATIONAL WILDLIFE MILLIONS OF PEOPLE CAN READ INFORMATIVE FEATURE ARTICLES ABOUT WILDLIFE AND WILDLIFE CONSERVATION, THE LATEST ENVIRONMENTAL NEWS AND SUCCESS STORIES FROM NWF AND AROUND THE NATION				

See Additional Data

4d	Other program services (Describe in Schedule O)	(Expenses \$ 8,124,318	including grants of \$	(Revenue \$ 6,890,111)
4e	Total program service expenses	58,118,167		

Part IV

Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A 	1 Yes	
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)? 	2 Yes	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I 	3	No
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II 	4 Yes	
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III 	5	No
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I 	6	No
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II 	7	No
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III 	8	No
9 Did the organization report an amount in Part X, line 21 for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV 	9	No
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V 	10 Yes	
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI. 	11a Yes	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII 	11b Yes	
c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII 	11c	No
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX 	11d Yes	
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X 	11e Yes	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X 	11f Yes	
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII 	12a	No
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional 	12b Yes	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13	No
14a Did the organization maintain an office, employees, or agents outside of the United States?	14a Yes	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV 	14b Yes	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV 	15 Yes	
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV 	16	No
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions) 	17 Yes	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II 	18 Yes	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III 	19	No
20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a	No
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b	

Part IV

Checklist of Required Schedules (continued)

21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	21	Yes	
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	22	Yes	
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	23	Yes	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a		No
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>	25b		No
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>	26	Yes	
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>	27		No
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
a	A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28b		No
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>	28c		No
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	29	Yes	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32		No
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	33		No
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	34	Yes	
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	Yes	
b	If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b		No
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36		No
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V

Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

☐

		Yes	No			
1a	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable	1a	277			
b	Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable	1b	0			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	Yes			
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	409			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	2b	Yes			
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	Yes			
b	If "Yes," has it filed a Form 990-T for this year? <i>If "No" to line 3b, provide an explanation in Schedule O</i>	3b	Yes			
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a	Yes			
b	If "Yes," enter the name of the foreign country <u>CJ, NL</u> See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR)					
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a			No	
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b			No	
c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?	5c				
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a			No	
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b				
7	Organizations that may receive deductible contributions under section 170(c).					
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a	Yes			
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b	Yes			
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c			No	
d	If "Yes," indicate the number of Forms 8282 filed during the year	7d				
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e			No	
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f			No	
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g				
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h				
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8				
9a	Did the sponsoring organization make any taxable distributions under section 4966?	9a				
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b				
10	Section 501(c)(7) organizations. Enter					
a	Initiation fees and capital contributions included on Part VIII, line 12	10a				
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b				
11	Section 501(c)(12) organizations. Enter					
a	Gross income from members or shareholders	11a				
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them)	11b				
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a				
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b				
13	Section 501(c)(29) qualified nonprofit health insurance issuers.					
a	Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O	13a				
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b				
c	Enter the amount of reserves on hand	13c				
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a			No	
b	If "Yes," has it filed a Form 720 to report these payments? <i>If "No," provide an explanation in Schedule O</i>	14b				

Part VI

Governance, Management, and Disclosure

For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	27	
If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O			
b	Enter the number of voting members included in line 1a, above, who are independent	26	
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2	No
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3	No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4	No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5	No
6	Did the organization have members or stockholders?	6	Yes
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a	Yes
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b	No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
a	The governing body?	8a	Yes
b	Each committee with authority to act on behalf of the governing body?	8b	Yes
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9	No

Section B. Policies

(This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a	No
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b	
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	Yes
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	Yes
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	Yes
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	Yes
13	Did the organization have a written whistleblower policy?	13	Yes
14	Did the organization have a written document retention and destruction policy?	14	Yes
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a	The organization's CEO, Executive Director, or top management official	15a	Yes
b	Other officers or key employees of the organization	15b	No
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a	No
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b	

Section C. Disclosure

17	List the States with which a copy of this Form 990 is required to be filed	AL , AK , AR , CA , CO , CT , DC , FL , GA , HI , IL , KS , KY , LA , ME , MD , MA , MI , MN , MS , MO , NH , NJ , NM , NY , ND , OH , OK , OR , PA , RI , SC , TN , UT , VA , WA , WI
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. <input checked="" type="checkbox"/> Own website <input type="checkbox"/> Another's website <input checked="" type="checkbox"/> Upon request <input type="checkbox"/> Other (explain in Schedule O)	
19	Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year	
20	State the name, address, and telephone number of the person who possesses the organization's books and records	KAREN WAGNER

Check if Schedule O contains a response or note to any line in this Part VII

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

Form **990** (2014)

Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			

1b	Sub-Total			
c	Total from continuation sheets to Part VII, Section A			
d	Total (add lines 1b and 1c)	3,478,610	0	304,937

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization 61

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual	3 Yes	
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	4 Yes	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person	5	No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization Report compensation for the calendar year ending with or within the organization's tax year

(A) Name and business address	(B) Description of services	(C) Compensation
THE OCCASIONS GROUP 1 STATIONARY PLACE REXVURG, ID 83441	FULFILLMENT AND CONSULTING	2,168,090
INNERWORKINGS 1440 BROADWAY 22ND FLOOR NEW YORK, NY 10018	PRINT PROCUREMENT SERVICES	932,142
CDS GLOBAL INC 1901 BELL AVENUE DES MOINES, IA 50315	MAGAZINE SUBSCRIPTION	580,039
MERKLE INC 7001 COLUMBIA GATEWAY DRIVE COLUMBIA, MD 21046	DATABASE DEVELOPMENT AND MANAGEMENT	457,401
PARADYSZ INC 5 HANOVER SQUARE 6TH FLOOR NEW YORK, NY 10004	DIRECT MAIL CONSULTANTS	342,347
2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization 17		

Part VIII

Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

				(A)	(B)	(C)	(D)
				Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512-514
Contributions, Gifts, Grants and Other Similar Amounts	1a	Federated campaigns . . .	1a100,032	60,620,621			
	b	Membership dues	1b5,445,748				
	c	Fundraising events	1c257,369				
	d	Related organizations	1d3,568,566				
	e	Government grants (contributions)	1e1,097,227				
	f	All other contributions, gifts, grants, and similar amounts not included above	1f50,151,679				
	g	Noncash contributions included in lines 1a-1f \$	166,024				
	h	Total. Add lines 1a-1f					
Program Service Revenue	2a	SUBSCRIPTION REVENUE	Business Code	5,424,866	5,424,866		
			900099				
	b	REGISTRATION FEES	900099	57,006	57,006		
	c	CONSULTING REVENUE	900099	20,000	20,000		
	d	AFFILIATE FEE REVENUE	900099	6,640	6,640		
	e						
	f	All other program service revenue					
	g	Total. Add lines 2a-2f		5,508,512			
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		56,058			56,058
	4	Income from investment of tax-exempt bond proceeds . .					
	5	Royalties		925,439			925,439
	6a	Gross rents	(i) Real	-338,150		-354,421	16,271
			(ii) Personal				
			271,421				
			609,571				
	b	Less rental expenses					
	c	Rental income or (loss)	-338,150				
	d	Net rental income or (loss)					
	7a	Gross amount from sales of assets other than inventory	(i) Securities	2,772,616		443,724	2,328,892
			(ii) Other				
			1,662,126				
			6,789,116				
	b	Less cost or other basis and sales expenses	0				
	c	Gain or (loss)	1,662,126				
	d	Net gain or (loss)					
	8a	Gross income from fundraising events (not including \$ 257,369 of contributions reported on line 1c) See Part IV, line 18 . . .		-156,686			-156,686
			a25,400				
			b182,086				
	b	Less direct expenses					
	c	Net income or (loss) from fundraising events . .					
	9a	Gross income from gaming activities See Part IV, line 19					
			a				
			b				
	b	Less direct expenses					
	c	Net income or (loss) from gaming activities . .					
	10a	Gross sales of inventory, less returns and allowances		6,874,460	6,874,460		
			a9,491,299				
			b2,616,839				
	b	Less cost of goods sold . . .					
	c	Net income or (loss) from sales of inventory . .					
	Miscellaneous Revenue		Business Code	402,392		402,392	
	11a	ADVERTISING	511120				
	b	OTHER REVENUE	900099				
	c	HONORARIA	900099				
	d	All other revenue					
	e	Total. Add lines 11a-11d		647,732			
	12	Total revenue. See Instructions		76,910,602	12,382,972	491,695	3,415,314

Part IX

Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns All other organizations must complete column (A)

Check if Schedule O contains a response or note to any line in this Part IX

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Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments See Part IV, line 21	3,883,077	3,883,077		
2	Grants and other assistance to domestic individuals See Part IV, line 22	417,245	417,245		
3	Grants and other assistance to foreign organizations, foreign governments, and foreign individuals See Part IV, lines 15 and 16	118,476	118,476		
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	1,674,032	1,038,819	562,499	72,714
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7	Other salaries and wages	18,617,174	15,934,435	1,102,388	1,580,351
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	1,470,985	1,244,604	102,744	123,637
9	Other employee benefits	2,184,144	1,873,117	128,919	182,108
10	Payroll taxes	1,704,555	1,430,121	135,001	139,433
11	Fees for services (non-employees)				
a	Management				
b	Legal	110,754	89,770	8,041	12,943
c	Accounting	137,017	114,176	7,084	15,757
d	Lobbying	330,712	330,712		
e	Professional fundraising services See Part IV, line 17	890,450			890,450
f	Investment management fees	102,732	74,819	15,215	12,698
g	Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O)	9,847,261	8,349,861	617,029	880,371
12	Advertising and promotion	542,249	394,920	80,307	67,022
13	Office expenses	13,923,521	10,328,222	990,241	2,605,058
14	Information technology	2,181,306	1,588,645	323,052	269,609
15	Royalties	522,914	396,683	28,760	97,471
16	Occupancy	31,155	24,280	5,069	1,806
17	Travel	1,224,831	1,136,896	36,670	51,265
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	757,532	564,641	105,142	87,749
20	Interest	628,281	457,577	93,048	77,656
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	957,710	746,438	155,819	55,453
23	Insurance	239,441	174,385	35,461	29,595
24	Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24e If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O)				
a	INCOME TAXES	250,000		250,000	
b	MAJOR PROGRAM MATERIALS	7,030,770	6,181,488	0	849,282
c	LIST RENTAL SERVICES	1,161,016	932,008	0	229,008
d	TEXT/EDITORIAL	208,895	174,856	0	34,039
e	All other expenses	182,910	117,896	6,546	58,468
25	Total functional expenses. Add lines 1 through 24e	71,331,145	58,118,167	4,789,035	8,423,943
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation Check here <input checked="" type="checkbox"/> if following SOP 98-2 (ASC 958-720)	15,821,230	8,097,195	1,636,795	6,087,240

Part X

Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☐

				(A) Beginning of year		(B) End of year
Assets	1	Cash—non-interest-bearing		0	1	0
	2	Savings and temporary cash investments		91,954	2	87,951
	3	Pledges and grants receivable, net		16,705,818	3	18,657,819
	4	Accounts receivable, net		5,461,801	4	1,265,981
	5	Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		2,200	5	2,000
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L			6	
	7	Notes and loans receivable, net		0	7	160,000
	8	Inventories for sale or use		892,336	8	744,723
	9	Prepaid expenses and deferred charges		2,098,644	9	1,927,662
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 28,923,198			
	b	Less: accumulated depreciation	10b 12,379,231	21,895,841	10c	16,543,967
	11	Investments—publicly traded securities		4,117,908	11	3,364,977
	12	Investments—other securities. See Part IV, line 11		10,056,980	12	9,622,150
	13	Investments—program-related. See Part IV, line 11			13	
	14	Intangible assets			14	
	15	Other assets. See Part IV, line 11		10,844,956	15	9,176,700
	16	Total assets. Add lines 1 through 15 (must equal line 34)		72,168,438	16	61,553,930
Liabilities	17	Accounts payable and accrued expenses		14,819,326	17	15,670,671
	18	Grants payable			18	
	19	Deferred revenue		8,971,407	19	8,277,245
	20	Tax-exempt bond liabilities			20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D			21	
	22	Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L			22	
	23	Secured mortgages and notes payable to unrelated third parties		29,073,977	23	15,280,368
	24	Unsecured notes and loans payable to unrelated third parties			24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		21,631,959	25	25,049,618
	26	Total liabilities. Add lines 17 through 25		74,496,669	26	64,277,902
Net Assets or Fund Balances		Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27	Unrestricted net assets		-35,361,093	27	-40,204,878
	28	Temporarily restricted net assets		24,012,062	28	28,756,974
	29	Permanently restricted net assets		9,020,800	29	8,723,932
		Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.				
	30	Capital stock or trust principal, or current funds			30	
	31	Paid-in or capital surplus, or land, building or equipment fund			31	
	32	Retained earnings, endowment, accumulated income, or other funds			32	
	33	Total net assets or fund balances		-2,328,231	33	-2,723,972
	34	Total liabilities and net assets/fund balances		72,168,438	34	61,553,930

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	76,910,602
2	Total expenses (must equal Part IX, column (A), line 25)	2	71,331,145
3	Revenue less expenses Subtract line 2 from line 1	3	5,579,457
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	-2,328,231
5	Net unrealized gains (losses) on investments	5	-2,677,197
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	-3,298,001
10	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	-2,723,972

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2a	No
2b	Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2b	Yes
2c	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	2c	Yes
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a	Yes
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits	3b	Yes

Additional Data

Software ID:
Software Version:
EIN: 53-0204616
Name: NATIONAL WILDLIFE FEDERATION

Form 990, Part III - Line 4c: Program Service Accomplishments (See the Instructions)

(Code) (Expenses \$	8,124,318	including grants of \$) (Revenue \$	6,890,111)
OTHER NATURE EDUCATION MATERIAL IN ADDITION TO ADVOCATING FOR POLICIES THAT MAKE LANDS AND WATERS MORE RESILIENT TO HARMFUL CLIMATE CHANGE IMPACTS, NWF SERVES AS A NATIONAL LEADER ON TRAINING THE PROFESSIONALS WHO MANAGE LAND AND WATER TO ADDRESS THIS CHALLENGE NWF PRODUCES REPORTS AND WORKSHOPS TO HELP STATE AND FEDERAL AGENCIES UNDERSTAND AND ADDRESS THE VULNERABILITY OF WILDLIFE TO CLIMATE CHANGE IMPACTS THIS GROUND-BREAKING WORK LED THE DEPARTMENT OF THE INTERIOR TO AWARD TO NWF THE PARTNERS IN CONSERVATION AWARD NWF ALSO WORKS WITH LAND TRUSTS, WATERSHED PROTECTION GROUPS AND OTHERS IN INCORPORATING INFORMATION ABOUT CHANGING TEMPERATURES AND PRECIPITATION PATTERNS SO THAT THEY CAN MAXIMIZE THE CHANCES OF SUCCESS FOR THEIR HABITAT PROTECTION AND RESTORATION WORK OTHER NATURE EDUCATION MATERIALS COMMUNICATE NWF'S MISSION TO RAISE PUBLIC AWARENESS AROUND OUR THREE MAIN OBJECTIVES GETTING KIDS BACK OUTSIDE, SAFEGUARDING WILDLIFE AND HABITAT AND FINDING SOLUTIONS TO CLIMATE CHANGE WITH OUR CARDS AND WILDLIFE INSPIRED ITEMS, NWF HAS MORE WAYS TO ENGAGE OUR 6 MILLION MEMBERS AND SUPPORTERS WHILE ALSO GETTING OUR MESSAGE TO NEW AUDIENCES WHO HAVE AN INTEREST IN PROTECTING WILDLIFE					

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors										
(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(1) BRUCE WALLACE CHAIR	3 00	X		X				0	0	0
(1) DEBORAH SPALDING PAST CHAIR	3 00	X		X				0	0	0
(2) STEPHEN K ALLINGER PAST CHAIR	3 00	X		X				0	0	0
(3) BRIAN BASHORE DIRECTOR	3 00	X						0	0	0
(4) TAHLIA BEAR DIRECTOR	3 00	X						0	0	0
(5) PAUL BEAUDETTE DIRECTOR	3 00	X						0	0	0
(6) VIRGINIA BROCK DIRECTOR	3 00	X						0	0	0
(7) CLARK BULLARD DIRECTOR	3 00	X						0	0	0
(8) ALISON BYERS DIRECTOR (THRU 1/28/15)	3 00	X						0	0	0
(9) RON CLAUSEN DIRECTOR	3 00	X						0	0	0
(10) SHELLEY COHEN DIRECTOR	3 00	X						0	0	0
(11) SHARON DARNOV DIRECTOR (THRU 11/8/14)	3 00	X						0	0	0
(12) DIANNE DILLON-RIDGLEY DIRECTOR	3 00	X						0	0	0
(13) TOM DOUGHERTY DIRECTOR (THRU 9/15/14)	3 00	X						0	0	0
(14) JOHN GRANT JR DIRECTOR	3 00	X						0	0	0
(15) DAVID L HARGETT DIRECTOR	3 00	X						0	0	0
(16) BILL HOUSTON DIRECTOR	3 00	X						0	0	0
(17) BRIANNA JONES DIRECTOR	3 00	X						0	0	0
(18) DAVID LANGHORST DIRECTOR (THRU 11/6/14)	3 00	X						0	0	0
(19) JERRY LITTLE DIRECTOR (THRU 11/8/14)	3 00	X						0	0	0
(20) RAMONE LOPEZ DIRECTOR	3 00	X						0	0	0
(21) BRIAN PRESTON DIRECTOR	3 00	X						0	0	0
(22) JULIA REED ZAIC DIRECTOR	3 00	X						0	0	0
(23) NORM RITCHIE DIRECTOR	3 00	X						0	0	0
(24) PHILLIP ROOS DIRECTOR	3 00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors										
(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(26) SETH ROSS DIRECTOR	3 00	X						0	0	0
(1) KENT SALAZAR DIRECTOR	3 00	X						0	0	0
(2) TRUMAN SEMANS DIRECTOR	3 00	X						0	0	0
(3) LESLIE SHAD DIRECTOR	3 00	X						0	0	0
(4) MARY VAN KERREBROOK DIRECTOR	3 00	X						0	0	0
(5) LISE VAN SUSTEREN DIRECTOR (THRU 11/3/14)	3 00	X						0	0	0
(6) MAX TRUJILLO DIRECTOR	3 00	X						0	0	0
(7) NICOLE WOOD DIRECTOR	3 00	X						0	0	0
(8) COLLIN O' MARA PRESIDENT - NWF	36 00 4 00			X				202,615	0	8,156
(9) JOHN E ASHLEY JR ASSISTANT TREASURER - NWF	36 00 4 00			X				120,694	0	22,508
(10) KAREN L WAGNER TREASURER - NWF	36 00 4 00			X				118,945	0	19,025
(11) BENJAMIN P KOTA SECRETARY - NWF	36 00 4 00			X				114,119	0	16,267
(12) JAMES S LYON VP OF CONSERVATION POLICY	40 00				X			174,320	0	24,325
(13) KEVIN J COYLE VP EDUCATION & TRAINING	40 00				X			173,695	0	28,057
(14) ANTHONY P CALIGIURI SR VP/CONS & ED (THRU 11/5/2014)	40 00				X			161,564	0	23,759
(15) MAUREEN P SMITH VP OF MARKETING	40 00				X			195,662	0	2,852
(16) ANDREW P BUCHSBAUM REGIONAL EXEC DIR/GREAT LAKES	40 00				X			156,352	0	11,360
(17) ANNE M SENFT VP/PHILANTHROPY (THRU 8/1/14)	40 00					X		185,971	0	9,443
(18) JOHN KOSTYACK VP/WILDLIFE CONSERV (THRU 8/1/14)	40 00					X		159,205	0	19,048
(19) ERASMUS H EVANS III EXECUTIVE PUBLISHER (THRU 7/06/2015)	40 00					X		148,231	0	12,115
(20) LAWRENCE S HASKELL SR DIR/INDIV PHIL (THRU 4/10/2015)	40 00					X		144,202	0	10,348
(21) SUSAN R KADERKA REGIONAL EXECUTIVE DIRECTOR	40 00					X		142,879	0	16,229
(22) LARRY J SCHWEIGER FORMER PRESIDENT - NWF	36 00 4 00						X	383,819	0	17,666
(23) DULCE M GOMEZ-ZORMELO FORMER TREASURER - NWF	36 00 4 00						X	354,813	0	20,840
(24) JAIME B MATYAS FORMER CHIEF OPERATING OFFICER	40 00						X	409,106	0	25,221

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(51) BARBARA G MCINTOSH FORMER SECRETARY - NWF	40 00						X	132,418	0	17,718

SCHEDULE A
(Form 990 or 990EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ.
▶ Information about Schedule A (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
--	--

Part I

Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is (For lines 1 through 11, check only one box)

1

☐

A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**

2

☐

A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E)

3

☐

A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**

4

☐

A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state _____

5

☐

An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II)

6

☐

A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**

7

☒

An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II)

8

☐

A community trust described in **section 170(b)(1)(A)(vi)** (Complete Part II)

9

☐

An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See **section 509(a)(2).** (Complete Part III)

10

☐

An organization organized and operated exclusively to test for public safety See **section 509(a)(4).**

11

☐

An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See **section 509(a)(3).** Check the box in lines 11a through 11d that describes the type of supporting organization and complete lines 11e, 11f, and 11g

a

☐

Type I. A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization **You must complete Part IV, Sections A and B.**

b

☐

Type II. A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s) **You must complete Part IV, Sections A and C.**

c

☐

Type III functionally integrated. A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions) **You must complete Part IV, Sections A, D, and E.**

d

☐

Type III non-functionally integrated. A supporting organization operated in connection with its supported organization(s) that is not functionally integrated The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions) **You must complete Part IV, Sections A and D, and Part V.**

e

☐

Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization

f

Enter the number of supported organizations _____

g

Provide the following information about the supported organization(s)

(i)Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1- 9 above or IRC section (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
Total						

Part II

Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	77,941,133	65,396,583	67,674,931	64,981,174	60,620,621	336,614,442
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	77,941,133	65,396,583	67,674,931	64,981,174	60,620,621	336,614,442
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						32,953,901
6 Public support. Subtract line 5 from line 4						303,660,541

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
7 Amounts from line 4	77,941,133	65,396,583	67,674,931	64,981,174	60,620,621	336,614,442
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	3,128,314	2,879,033	1,647,160	1,508,566	1,015,883	10,178,956
9 Net income from unrelated business activities, whether or not the business is regularly carried on	481,238	-308,696	-522,791	-43,626	113,249	-280,626
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)	237,566	886,668	193,942	455,582	245,342	2,019,100
11 Total support. Add lines 7 through 10						348,531,872
12 Gross receipts from related activities, etc. (see instructions)					12	83,629,828
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						▶

Section C. Computation of Public Support Percentage

14 Public support percentage for 2014 (line 6, column (f) divided by line 11, column (f))	14	87 130 %
15 Public support percentage for 2013 Schedule A, Part II, line 14	15	95 170 %
16a 33 1/3% support test—2014. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization	▶	
b 33 1/3% support test—2013. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization	▶	
17a 10%-facts-and-circumstances test—2014. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization	▶	
b 10%-facts-and-circumstances test—2013. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization	▶	
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions	▶	

Part IIISupport Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support						
Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6.)						

Section B. Total Support						
Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ▶						

Section C. Computation of Public Support Percentage			
15 Public support percentage for 2014 (line 8, column (f) divided by line 13, column (f))	15		
16 Public support percentage from 2013 Schedule A, Part III, line 15	16		

Section D. Computation of Investment Income Percentage			
17 Investment income percentage for 2014 (line 10c, column (f) divided by line 13, column (f))	17		
18 Investment income percentage from 2013 Schedule A, Part III, line 17	18		
19a 33 1/3% support tests—2014. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ▶			
b 33 1/3% support tests—2013. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ▶			
20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ▶			

Part IV

Supporting Organizations

(Complete only if you checked a box on line 11 of Part I. If you checked 11a of Part I, complete Sections A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Part I, complete Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.	1	
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).	2	
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer (b) and (c) below.	3a	
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination.	3b	
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.	3c	
4a Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes" and if you checked 11a or 11b in Part I, answer (b) and (c) below.	4a	
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations. . . .	4b	
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.	4c	
5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed, (ii) the reasons for each such action, (iii) the authority under the organization's organizing document authorizing such action, and (iv) how the action was accomplished (such as by amendment to the organizing document).	5a	
b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?	5b	
c Substitutions only. Was the substitution the result of an event beyond the organization's control?	5c	
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (a) its supported organizations, (b) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (c) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI .	6	
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in IRC 4958(c)(3)(C)), a family member of a substantial contributor, or a 35-percent controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990) .	7	
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If "Yes," complete Part II of Schedule L (Form 990).	8	
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI .	9a	
b Did one or more disqualified persons (as defined in line 9(a)) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in Part VI .	9b	
c Did a disqualified person (as defined in line 9(a)) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI .	9c	
10a Was the organization subject to the excess business holdings rules of IRC 4943 because of IRC 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer b below.	10a	
b Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings).	10b	
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?	11a	
b A family member of a person described in (a) above?	11b	
c A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI.	11c	

Part IV

Supporting Organizations (continued)

Section B. Type I Supporting Organizations

	Yes	No
1 Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.		
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised or controlled the supporting organization.		

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).		

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (1) a written notice describing the type and amount of support provided during the prior tax year, (2) a copy of the Form 990 that was most recently filed as of the date of notification, and (3) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).		
3 By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.		

Section E. Type III Functionally-Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions)			
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.			
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.			
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions).			
2 <u>Activities Test</u> Answer (a) and (b) below.			
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.			
b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.			
3 <u>Parent of Supported Organizations</u> Answer (a) and (b) below.			
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI.			
b Did the organization exercise a substantial degree of direction over the policies, programs and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.			

Part V – Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

1 ☐ Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov 20, 1970 **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6 and 7 from line 4)	8	

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year)	1	
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (explain in detail in Part VI) _____		
2	Acquisition indebtedness applicable to non-exempt use assets	2	
3	Subtract line 2 from line 1d	3	
4	Cash deemed held for exempt use Enter 1-1/2% of line 3 (for greater amount, see instructions)	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by .035	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	

Section C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1	
2	Enter 85% of line 1	2	
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3	
4	Enter greater of line 2 or line 3	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6	
7	<input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions)		

Section D - Distributions	Current Year
1 Amounts paid to supported organizations to accomplish exempt purposes	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	
4 Amounts paid to acquire exempt-use assets	
5 Qualified set-aside amounts (prior IRS approval required)	
6 Other distributions (describe in Part VI) See instructions	
7 Total annual distributions. Add lines 1 through 6	
8 Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI) See instructions	
9 Distributable amount for 2014 from Section C, line 6	
10 Line 8 amount divided by Line 9 amount	

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2014	(iii) Distributable Amount for 2014
1 Distributable amount for 2014 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2014 (reasonable cause required--see instructions)			
3 Excess distributions carryover, if any, to 2014			
a From 2009.			
b From 2010.			
c From 2011.			
d From 2012.			
e From 2013.			
f Total of lines 3a through e			
g Applied to underdistributions of prior years			
h Applied to 2014 distributable amount			
i Carryover from 2009 not applied (see instructions)			
j Remainder Subtract lines 3g, 3h, and 3i from 3f			
4 Distributions for 2014 from Section D, line 7 \$			
a Applied to underdistributions of prior years			
b Applied to 2014 distributable amount			
c Remainder Subtract lines 4a and 4b from 4			
5 Remaining underdistributions for years prior to 2014, if any Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions)			
6 Remaining underdistributions for 2014 Subtract lines 3h and 4b from line 1 (if amount greater than zero, see instructions)			
7 Excess distributions carryover to 2015. Add lines 3j and 4c			
8 Breakdown of line 7			
a From 2010.			
b From 2011.			
c From 2012.			
d From 2013.			
e From 2014.			

Part VI **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test

Return Reference

Explanation

SCHEDULE C

(Form 990 or 990-EZ)

Department of the Treasury

Internal Revenue Service

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527

▶ **Complete if the organization is described below. ▶ Attach to Form 990 or Form 990-EZ.**

▶ **Information about Schedule C (Form 990 or 990-EZ) and its instructions is at**

www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

If the organization answered "Yes" to Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

If the organization answered "Yes" to Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered "Yes" to Form 990, Part IV, Line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
--	--

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1	Provide a description of the organization's direct and indirect political campaign activities in Part IV	
2	Political expenditures	▶ \$
3	Volunteer hours	

Part I-B Complete if the organization is exempt under section 501(c)(3).

1	Enter the amount of any excise tax incurred by the organization under section 4955	▶ \$
2	Enter the amount of any excise tax incurred by organization managers under section 4955	▶ \$
3	If the organization incurred a section 4955 tax, did it file Form 4720 for this year?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4a	Was a correction made?	<input type="checkbox"/> Yes <input type="checkbox"/> No
b	If "Yes," describe in Part IV	

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

1	Enter the amount directly expended by the filing organization for section 527 exempt function activities	▶ \$
2	Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities	▶ \$
3	Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b	▶ \$
4	Did the filing organization file Form 1120-POL for this year?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5	Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization's funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV	

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization If none, enter -0-

Part II-A

Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A
- Check ☐ if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B
- Check ☐ if the filing organization checked box A and "limited control" provisions apply

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)															
b Total lobbying expenditures to influence a legislative body (direct lobbying)															
c Total lobbying expenditures (add lines 1a and 1b)															
d Other exempt purpose expenditures															
e Total exempt purpose expenditures (add lines 1c and 1d)															
f Lobbying nontaxable amount Enter the amount from the following table in both columns															
<table><tr><td>If the amount on line 1e, column (a) or (b) is:</td><td>The lobbying nontaxable amount is:</td></tr><tr><td>Not over \$500,000</td><td>20% of the amount on line 1e</td></tr><tr><td>Over \$500,000 but not over \$1,000,000</td><td>\$100,000 plus 15% of the excess over \$500,000</td></tr><tr><td>Over \$1,000,000 but not over \$1,500,000</td><td>\$175,000 plus 10% of the excess over \$1,000,000</td></tr><tr><td>Over \$1,500,000 but not over \$17,000,000</td><td>\$225,000 plus 5% of the excess over \$1,500,000</td></tr><tr><td>Over \$17,000,000</td><td>\$1,000,000</td></tr></table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000														
Over \$17,000,000	\$1,000,000														
g Grassroots nontaxable amount (enter 25% of line 1f)															
h Subtract line 1g from line 1a If zero or less, enter -0-															
i Subtract line 1f from line 1c If zero or less, enter -0-															
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No													

4-Year Averaging Period Under section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each "Yes" response to lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.		(a)		(b)	
		Yes	No	Amount	
1	During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of				
	a Volunteers?	Yes			
	b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	Yes			
	c Media advertisements?		No		
	d Mailings to members, legislators, or the public?		No		
	e Publications, or published or broadcast statements?		No		
	f Grants to other organizations for lobbying purposes?	Yes			300,692
	g Direct contact with legislators, their staffs, government officials, or a legislative body?	Yes			8,350
	h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	Yes			21,670
	i Other activities?		No		
j Total Add lines 1c through 1i			330,712		
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		No			
b If "Yes," enter the amount of any tax incurred under section 4912					
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912					
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?					

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

		Yes	No
1	Were substantially all (90% or more) dues received nondeductible by members?	1	
2	Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3	Did the organization agree to carry over lobbying and political expenditures from the prior year?	3	

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No" OR (b) Part III-A, line 3, is answered "Yes."

1	Dues, assessments and similar amounts from members	1	
2	Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a	Current year	2a	
b	Carryover from last year	2b	
c	Total	2c	
3	Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4	If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5	Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV Supplemental Information

Provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, Part II-A (affiliated group list), Part II-A, lines 1 and 2 (see instructions), and Part II-B, line 1 Also, complete this part for any additional information

Return Reference	Explanation
PART II-B, LINE 1	THE LOBBYING WORK OF THE NATIONAL WILDLIFE FEDERATION ADVANCES THE TAX-EXEMPT PURPOSES OF THE ORGANIZATION FOCUSING ON THE CONSERVATION, PROTECTION AND RESTORATION OF LAND, WATER AND WILDLIFE AS WELL AS CONNECTING CHILDREN AND FAMILIES TO NATURE THE NATIONAL WILDLIFE FEDERATION DEVOTED \$330,712 OF ITS EXEMPT PURPOSE EXPENDITURES ATTEMPTING TO INFLUENCE LEGISLATION IN FISCAL YEAR 2015 NWF ADVOCATED INCREASING FEDERAL APPROPRIATIONS AND INVESTMENTS FOR SPECIFIC PROGRAMS AND PROJECTS AT VARIOUS FEDERAL AGENCIES INCLUDING THE DEPARTMENTS OF INTERIOR, AGRICULTURE, EPA, DOE, EDUCATION AND THE U S ARMY CORPS OF ENGINEERS THESE INCLUDED LOBBYING FOR STATE AND TRIBAL WILDLIFE GRANTS, RESTORATION PROGRAMS FOR LARGE SCALE AQUATIC ECOSYSTEMS SUCH AS THE CHESAPEAKE BAY AND THE GREAT LAKES, LAND CONSERVATION AND THE EPA'S ENVIRONMENTAL LITERACY GRANTS DEFENDING EXISTING ENVIRONMENTAL PROTECTIONS WAS A MAJOR FOCUS ON NWF'S CAPITOL HILL AND GRASSROOTS LOBBYING, ESPECIALLY THE EPA'S CLEAN POWER PLAN AND CLEAN WATER RULE WHICH SEEKS TO REDUCE GREENHOUSE GAS EMISSIONS AND TO CLARIFY THE SCOPE OF WETLANDS AND STREAMS PROTECTED BY THE CLEAN WATER ACT NWF ALSO SOUGHT TO DEFEND THE ADMINISTRATION'S DECISION TO DENY THE KEYSTONE-XL PIPELINE GIVEN ITS POTENTIAL RISK TO WILDLIFE AND HABITAT NWF WORKED TO BUILD CONGRESSIONAL SUPPORT FOR PROTECTING LANDSCAPES ACROSS THE ROCKY MOUNTAIN WEST AND ALASKA INCLUDING ADVOCATING FOR PASSAGE OF LEGISLATION PROTECTING SEVERAL HUNDRED THOUSAND ACRES OF THE BOULDER WHITE CLOUDS IN IDAHO AS WILDERNESS A KEY AREA OF FOCUS WAS DEFENDING THE ANTIQUITIES ACT WHICH THE ADMINISTRATION - AND MOST PREVIOUS PRESIDENTS SINCE THEODORE ROOSEVELT - HAVE USED TO PROTECT ICONIC LANDSCAPES NWF ALSO ADVOCATED FOR PASSAGE OF LEGISLATION THAT WOULD PERMANENTLY REAUTHORIZE THE LAND AND WATER CONSERVATION FUND, FOR MEASURES TO SHIELD THE FOREST SERVICE OPERATIONS BUDGET FROM WILDFIRE SUPPRESSION AND MANAGEMENT REFORMS THAT WOULD IMPROVE AGENCY MANAGEMENT PRACTICES TO ENCOURAGE AND EXPEDITE MORE WILDLIFE RESTORATION PROJECTS NWF LOBBIED FOR PASSAGE OF BIPARTISAN LEGISLATION THAT WOULD ADVANCE THE INTERESTS OF HUNTERS, ANGLERS AND OTHER OUTDOOR ENTHUSIASTS INCLUDING MEASURES THAT WOULD REAUTHORIZE THE FEDERAL LAND TRANSACTION AND FACILITATION ACT, THE NORTH AMERICAN WETLANDS CONSERVATION ACT, THE NATIONAL FISH AND WILDLIFE FOUNDATION AND PROVISIONS THAT WOULD ENSURE A GREATER PORTION OF LAND AND WATER CONSERVATION FUND DOLLARS ARE INVESTED IN HUNTING ACCESS IN ORDER TO HELP ENSURE THAT ALL AMERICANS CONTINUE TO BENEFIT FROM ACCESS TO NATIONAL PARKS, WILDLIFE REFUGES AND OTHER CONSERVATION AREAS, NWF OPPOSED CONGRESSIONAL AND STATE LEGISLATIVE EFFORTS TO TRANSFER PUBLIC LANDS TO STATE AND PRIVATE CONTROL TO HELP RECOVER KEY AT RISK SPECIES, NWF ACTIVELY SUPPORTED STATE AND FEDERAL SAGE GROUSE CONSERVATION PLANS AND OPPOSED SEVERAL CONGRESSIONAL EFFORTS TO BLOCK THE U S FISH AND WILDLIFE SERVICE FROM LISTINGS UNDER THE ENDANGERED SPECIES ACT AND THE ORGANIZATION SOUGHT REFORMS TO THE FEDERAL COAL LEASING PROGRAM, INCLUDING INCREASED ROYALTY RATES THAT WOULD LEAD TO BETTER PROTECTIONS FOR WILDLIFE A MAJOR FOCUS ON NWF'S WORK WAS THE REAUTHORIZATION OF THE TOXIC SUBSTANCES CONTROL ACT WHICH COULD ENABLE BETTER TESTING OF CHEMICALS BY THE EPA AND ULTIMATELY REDUCE THEIR IMPACT ON WATERWAYS, WILDLIFE AND PEOPLE NWF SUPPORTED THE MULTIBILLION DOLLAR SETTLEMENT WITH BP WITH DEPARTMENT OF JUSTICE AND ADVOCATED WITH THE FEDERAL RESTORE COUNCIL AND FIVE GULF STATES THAT MONEY BE ALLOCATED TO KEY RESTORATION PRIORITIES INCLUDING TO COASTAL LOUISIANA'S WETLANDS IN SEEKING TO IMPROVE WATER QUALITY AND QUANTITY ISSUES ELSEWHERE, NWF SOUGHT TO IMPROVE FLOWS IN THE APALACHICOLA RIVER AND IN TEXAS WATERWAYS, TO ADVANCE AND DEFEND EPA'S EFFORTS TO REDUCE POLLUTION IN THE CHESAPEAKE BAY AND TO STOP A DESTRUCTIVE ARMY CORPS OF ENGINEERS PROJECT (NEW MADRID) THAT WOULD CUT OFF THE LAST PLACE IN MISSOURI WHERE THE MISSISSIPPI RIVER IS STILL CONNECTED TO ITS NATURAL FLOODPLAIN IN THE FACE OF LEGISLATIVE EFFORTS TO LIFT THE U S CRUDE OIL EXPORT BAN, NWF LOBBIED FOR PROVISIONS THAT MIGHT MITIGATE THE RESULTING IMPACTS INCLUDING DEDICATED FUNDING FOR WILDLIFE, LAND CONSERVATION AND LONGER-TERM EXTENSIONS OF RENEWABLE ENERGY TAX CREDITS TO PROMOTE THE RESTORATION OF WILDLIFE NWF WORKED AT THE STATE LEVEL IN MONTANA TO BUILD SUPPORT FOR THE RESTORATION OF BISON TO KEY LANDSCAPES AND SOUGHT PASSAGE OF FEDERAL LEGISLATION TO CURTAIL THE IMPORT OF INVASIVE SPECIES TO THE U S AS WELL AS TO PREVENT THE SPREAD OF ASIAN CARP AT SEVERAL STATES NWF JOINED WITH OUR STATE AFFILIATE PARTNERS TO LOBBY AGAINST CAPTIVE DEER FARMING AND "CANNED HUNTS" THAT CAN EXACERBATE WILDLIFE DISEASE AND UNDERMINE THE VALUES OF MOST SPORTSMEN AND WOMEN

[illegible]

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

► Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
► Attach to Form 990.

Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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Part I

Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year	
2	Aggregate value of contributions to (during year)	
3	Aggregate value of grants from (during year)	
4	Aggregate value at end of year	
5	Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? <div><input type="checkbox"/> Yes <input type="checkbox"/> No</div>	
6	Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? <div><input type="checkbox"/> Yes <input type="checkbox"/> No</div>	

Part II

Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1

Purpose(s) of conservation easements held by the organization (check all that apply)

☐ Preservation of land for public use (e g , recreation or education) ☐ Preservation of an historically important land area
☐ Protection of natural habitat ☐ Preservation of a certified historic structure
☐ Preservation of open space

2

Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

	Held at the End of the Year
a	Total number of conservation easements
b	Total acreage restricted by conservation easements
c	Number of conservation easements on a certified historic structure included in (a)
d	Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register

3

Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ► _____

4

Number of states where property subject to conservation easement is located ► _____

5

Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

☐ Yes ☐ No

6

Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ► _____

7

Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ► \$ _____

8

Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

☐ Yes ☐ No

9

In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III

Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a

If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items

b

If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items

(i) Revenue included in Form 990, Part VIII, line 1

► \$ _____

(ii) Assets included in Form 990, Part X

► \$ _____

2

If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items

a

Revenue included in Form 990, Part VIII, line 1

► \$ _____

b

Assets included in Form 990, Part X

► \$ _____

Part III

Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

- 3

Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)

a

☐ Public exhibition

b

☐ Scholarly research

c

☐ Preservation for future generations

d

☐ Loan or exchange programs

e

☐ Other
- 4

Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII
- 5

During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?

☐ Yes

☐ No

Part IV

Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a

Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?

☐ Yes

☐ No
- b

If "Yes," explain the arrangement in Part XIII and complete the following table

	Amount
1c	
1d	
1e	
1f	
- 2a

Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?

☐ Yes

☐ No
- b

If "Yes," explain the arrangement in Part XIII Check here if the explanation has been provided in Part XIII

☐

Part V

Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a)Current year	(b)Prior year	b (c)Two years back	(d)Three years back	(e)Four years back
1a Beginning of year balance	8,795,917	11,135,388	10,504,632	10,434,884	9,219,725
b Contributions	1,614,059	-2,340,205	630,299	69,062	1,440,630
c Net investment earnings, gains, and losses	1,036	106,711	79,528	49,158	80,865
d Grants or scholarships					
e Other expenditures for facilities and programs		105,977	79,071	48,472	306,336
f Administrative expenses					
g End of year balance	10,411,012	8,795,917	11,135,388	10,504,632	10,434,884

- 2

Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as

a

Board designated or quasi-endowment ▶ 50 280 %

b

Permanent endowment ▶ 48 230 %

c

Temporarily restricted endowment ▶ 1 490 %

The percentages in lines 2a, 2b, and 2c should equal 100%
- 3a

Are there endowment funds not in the possession of the organization that are held and administered for the organization by

(i) unrelated organizations

3a(i)

Yes

No

(ii) related organizations

3a(ii)

Yes

b

If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

3b

Yes

4

Describe in Part XIII the intended uses of the organization's endowment funds
- Part VI

Land, Buildings, and Equipment. Complete if the organization answered 'Yes' to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.
- | Description of property | (a) Cost or other basis (investment) | (b)Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|--|--------------------------------------|--------------------------------|------------------------------|----------------|
| 1a Land | | 3,947,389 | | 3,947,389 |
| b Buildings | | 13,697,428 | 4,075,871 | 9,621,557 |
| c Leasehold improvements | | 178,757 | 167,407 | 11,350 |
| d Equipment | | 6,305,695 | 5,156,339 | 1,149,356 |
| e Other | | 4,793,929 | 2,979,614 | 1,814,315 |
| Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c).) | | | | 16,543,967 |
- Schedule D (Form 990) 2014

Part XI

Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

Complete if the organization answered 'Yes' to Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements	1	74,404,631
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains (losses) on investments	2a	-2,677,197
b	Donated services and use of facilities	2b	97,036
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII)	2d	3,642,756
e	Add lines 2a through 2d	2e	1,062,595
3	Subtract line 2e from line 1	3	73,342,036
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII)	4b	3,568,566
c	Add lines 4a and 4b	4c	3,568,566
5	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12)	5	76,910,602

Part XII

Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered 'Yes' to Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements	1	74,336,677
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	97,036
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII)	2d	3,408,496
e	Add lines 2a through 2d	2e	3,505,532
3	Subtract line 2e from line 1	3	70,831,145
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII)	4b	500,000
c	Add lines 4a and 4b	4c	500,000
5	Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)	5	71,331,145

Part XIII

Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Return Reference	Explanation
PART V, LINE 4	ENDOWED FUNDS ABOVE SUPPORT NATIONAL WILDLIFE FEDERATION'S CONSERVATION EDUCATION PROGRAMS AND ARE HELD IN ACCORDANCE WITH EACH DONOR'S STIPULATIONS AND WISHES CONCERNING VARIOUS CONSERVATION AND ENVIRONMENTAL ISSUES. THE BEGINNING BALANCE OF \$8,795,917 ALSO CONTAINS \$5,235,145 OF INTERNALLY DESIGNATED FUNDS.
PART X, LINE 2	THE FEDERATION'S MANAGEMENT BELIEVES IT HAS NO MATERIAL UNCERTAIN TAX POSITIONS AND, ACCORDINGLY, IT WILL NOT RECOGNIZE ANY LIABILITY FOR UNRECOGNIZED TAX BENEFITS. FOR THE YEARS ENDED AUGUST 31, 2015 AND 2014, THE FEDERATION DID NOT RECOGNIZE ANY INTEREST OR PENALTIES.
PART XI, LINE 2D - OTHER ADJUSTMENTS	CHANGE IN SPLIT INTEREST AGREEMENTS 234,260. RENTAL EXPENSES ON PAGE 9, 990 609,571. SPECIAL EVENTS EXPENSES ON PAGE 9, 990 182,086. COST OF GOODS SOLD EXPENSES ON PAGE 9, 990 2,616,839.
PART XI, LINE 4B - OTHER ADJUSTMENTS	INTER-ENTITY TRANSFERS 3,568,566.
PART XII, LINE 2D - OTHER ADJUSTMENTS	RENTAL EXPENSES 609,571. SPECIAL EVENTS EXPENSES 182,086. COST OF GOODS SOLD EXPENSES 2,616,839.
PART XII, LINE 4B - OTHER ADJUSTMENTS	INTER-ENTITY TRANSFERS 500,000.

[illegible]

SCHEDULE F
(Form 990)

Department of the Treasury
Internal Revenue Service

Statement of Activities Outside the United States

► Complete if the organization answered "Yes" to Form 990,
Part IV, line 14b, 15, or 16.
► Attach to Form 990.
► Information about Schedule F (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I

General Information on Activities Outside the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 14b.

- 1 For grantmakers. Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☒ Yes ☐ No
- 2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.
- 3 Activites per Region (The following Part I, line 3 table can be duplicated if additional space is needed)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in region	(d) Activities conducted in region (by type) (e g , fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for and investments in region
(1) EUROPE (INCLUDING ICELAND & GREENLAND)	0	2	PROGRAM SERVICES	IT SUPPORT/PROGRAMS	192,182
(2) SOUTH AMERICA	0	0	GRANTMAKING		111,276
(3) EAST ASIA AND THE PACIFIC	0	0	GRANTMAKING		7,200
(4)					
(5)					
3a Sub-total	0	2			310,658
b Total from continuation sheets to Part I	0	0			0
c Totals (add lines 3a and 3b)	0	2			310,658

Part II

Grants and Other Assistance to Organizations or Entities Outside the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
(1)			SOUTH AMERICA	DEFORESTATION	111,276	WIRE			CASH
(2)			EAST ASIA AND THE PACIFIC	TEACHER STIPENDS	7,200	WIRE			CASH
(3)									
(4)									

2

Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter

0

3

Enter total number of other organizations or entities

2

Part III **Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 16.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)
(1)							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							
(13)							
(14)							
(15)							
(16)							
(17)							
(18)							

Part IV Foreign Forms

- 1

Was the organization a U S transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)*

☐ Yes

☒ No
- 2

Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520, Annual Return to Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A; do not file with Form 990)*

☐ Yes

☒ No
- 3

Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons with Respect to Certain Foreign Corporations. (see Instructions for Form 5471)*

☐ Yes

☒ No
- 4

Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund. (see Instructions for Form 8621)*

☐ Yes

☒ No
- 5

Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons with Respect to Certain Foreign Partnerships. (see Instructions for Form 8865)*

☐ Yes

☒ No
- 6

Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713; do not file with Form 990)*

☐ Yes

☒ No

Part V

Supplemental Information
Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

990 Schedule F, Supplemental Information

Return Reference	Explanation
PART I, LINE 2	PERIODIC REPORTS ARE REQUIRED FROM THE GRANTEE. THEY ARE REVIEWED FOR COMPLIANCE WITH GRANT DELIVERABLES

SCHEDULE G
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information Regarding
Fundraising or Gaming Activities

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.
▶ Attach to Form 990 or Form 990-EZ.
▶ Information about Schedule G (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I Fundraising Activities. Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

- 1

Indicate whether the organization raised funds through any of the following activities. Check all that apply.

a

☒

Mail solicitations

b

☒

Internet and email solicitations

c

☒

Phone solicitations

d

☒

In-person solicitations

e

☒

Solicitation of non-government grants

f

☒

Solicitation of government grants

g

☒

Special fundraising events
- 2a

Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services?

☐ Yes

☒ No
- b

If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
1 DONOR SERVICES GROUP INC 6715 SUNSET BOULEVARD HOLLYWOOD, CA 90028	TELEMARKETING		No	168,061	222,993	-54,932
2 SHARE GROUP 73 CHAPEL STREET NEWTON, MA 02458	TELEMARKETING		No	11,255	13,168	-1,913
3 MERKLE INC 7001 COLUMBIA GATEWAY DRIVE COLUMBIA, MD 21046	DIRECT MAIL CONSULTANTS		No	0	505,833	-505,833
4 AVALON CONSULTING GROUP INC 527 MAPLE AVENUE EAST SUITE 200 VIENNA, VA 22180	DIRECT MAIL CONSULTANTS		No	0	106,450	-106,450
5 BRICKMILL MARKETING 785 ELK RIDGE LANDING ROAD SUITE 30 LINTHICUM, MD 21090	DIRECT MAIL CONSULTANTS		No	0	26,800	-26,800
6 PARADYSZ INC 5 HANOVER SQUARE 6TH FLOOR NEW YORK, NY 10004	DIRECT MAIL CONSULTANTS		No	0	328,390	-328,390
7						
8						
9						
10						
Total ▶				179,316	1,203,634	-1,024,318

- 3

List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

AL, AK, AR, CA, CO, CT, DC, FL, GA, HI, IL, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI

Part II

Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

Revenue			(a) Event #1	(b) Event #2	(c) Other events	(d) Total events	
			CONNIE DINNER	GREEN BALL	1	(add col (a) through	
			(event type)	(event type)	(total number)	col (c))	
1	Gross receipts	. . .	250,599	8,558	23,612	282,769	
2	Less Contributions	. .	225,199	8,558	23,612	257,369	
3	Gross income (line 1 minus line 2)	. . .	25,400			25,400	
Direct Expenses	4	Cash prizes	. . .				
	5	Noncash prizes	. .				
	6	Rent/facility costs	. .				
	7	Food and beverages	.	33,840		33,840	
	8	Entertainment	. . .	3,600	2,700	6,300	
	9	Other direct expenses	.	122,046	19,900	141,946	
	10	Direct expense summary Add lines 4 through 9 in column (d) ▶					(182,086)
	11	Net income summary Subtract line 10 from line 3, column (d) ▶					-156,686

Part III

Gaming. Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col (a) through col (c))
Revenue	1	Gross revenue			
	2	Cash prizes			
Direct Expenses	3	Non-cash prizes			
	4	Rent/facility costs			
	5	Other direct expenses . . .			
	6	Volunteer labor	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No
	7	Direct expense summary Add lines 2 through 5 in column (d) ▶			
	8	Net gaming income summary Subtract line 7 from line 1, column (d) ▶			

9 Enter the state(s) in which the organization conducts gaming activities _____

a Is the organization licensed to conduct gaming activities in each of these states? ☐ Yes ☐ No

b If "No," explain _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? ☐ Yes ☐ No

b If "Yes," explain _____

11

Does the organization conduct gaming activities with nonmembers?

☐ Yes ☐ No

12

Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming?

☐ Yes ☐ No


13


Indicate the percentage of gaming activities conducted in

a	The organization's facility	13a	%
b	An outside facility	13b	%

14

Enter the name and address of the person who prepares the organization's gaming/special events books and records

Name 



Address 

15a

Does the organization have a contract with a third party from whom the organization receives gaming revenue?


☐ Yes ☐ No


b

If "Yes," enter the amount of gaming revenue received by the organization  \$ and the amount of gaming revenue retained by the third party  \$

c


If "Yes," enter name and address of the third party


Name 


Address 

16

Gaming manager information

Name 

Gaming manager compensation  \$

Description of services provided 

☐ Director/officer

☐ Employee

☐ Independent contractor

17


Mandatory distributions

a

Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?

☐ Yes ☐ No

b

Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year  \$

Part IV

Supplemental Information. Provide the explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information (see instructions).

Return Reference	Explanation
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Schedule I
(Form 990)

Department of the Treasury
Internal Revenue Service

Grants and Other Assistance to Organizations,
Governments and Individuals in the United States

Complete if the organization answered "Yes," to Form 990, Part IV, line 21 or 22.
▶ Attach to Form 990.

▶ Information about Schedule I (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public
Inspection

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I

General Information on Grants and Assistance

1

Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?

☒ Yes ☐ No

2

Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

Part II

Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
See Additional Data Table							

2

Enter total number of section 501(c)(3) and government organizations listed in the line 1 table

63

3

Enter total number of other organizations listed in the line 1 table

1

Part III

Grants and Other Assistance to Domestic Individuals. Complete if the organization answered "Yes" to Form 990, Part IV, line 22.
Part III can be duplicated if additional space is needed.

(a)Type of grant or assistance	(b)Number of recipients	(c)Amount of cash grant	(d)Amount of non-cash assistance	(e)Method of valuation (book, FMV, appraisal, other)	(f)Description of non-cash assistance
(1) COVER CROP CHAMPION	3	19,100			
(2) GRAZING ALLOTMENT	5	398,145			

Part IV

Supplemental Information. Provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

Return Reference	Explanation
PART I, LINE 2	THE NATIONAL WILDLIFE FEDERATION (NWF) PROVIDES ORGANIZATIONAL SUPPORT THROUGHOUT THE YEAR IN THE FORM OF GRANTS AND AWARDS THIS SUPPORT IS GIVEN TO BOTH ORGANIZATIONS AND INDIVIDUALS WHOSE WORK WILL FURTHER BENEFIT THE MISSION OF NWF'S CONSERVATION AND EDUCATION PROGRAMS FOR GRANTS THAT ARE SUB-AWARDS AND WHERE THE ORIGINAL FUNDS WERE GRANTED TO NWF, WE REQUIRE THE AWARDEE TO REPORT TO NWF ON HOW THE FUNDS ARE USED IN CASES WHERE IT IS NWF FUNDS THAT ARE GIVEN OUT AS A GRANT, IT SPECIFIES IN ITS AWARD LETTER TO GRANTEES THE REPORTING REQUIREMENTS ON THE USE OF THE FUNDS AND IN SOME CASES RESERVES THE RIGHT TO EXAMINE THE RECORDS ASSOCIATED WITH THE AWARD

Additional Data

Software ID:
Software Version:
EIN: 53-0204616
Name: NATIONAL WILDLIFE FEDERATION

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
NATIONAL WILDLIFE FEDERATION ENDOWMENT 11100 WILDLIFE CENTER DRIVE RESTON,VA 201905362	52-0806695	501(C)(3)	500,000				CONSERVATION ASSISTANCE
ENVIRONMENTAL DEFENSE FUND1875 CONNECTICUT AVE NW SUITE 600 WASHINGTON,DC 20009	11-6107128	501(C)(3)	455,694				CONSERVATION ASSISTANCE
NWF ACTION FUND11100 WILDLIFE CENTER DRIVE RESTON,VA 201905362	74-2556532	501(C)(4)	258,125				CONSERVATION ASSISTANCE

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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UNIVERSITY OF WISCONSIN1703 4TH AVENUE FRIENDSHIP, WI 53934	39-6098038	501(C)(3)	233,816				CONSERVATION ASSISTANCE
WIND ENERGY1501 M STREET NW 900 WASHINGTON, DC 20005	27-0891789	501(C)(3)	215,000				CONSERVATION ASSISTANCE
FRESHWATER FUTUREPO BOX 2479 PETOSKEY, MI 49770	20-5693503	501(C)(3)	123,000				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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SOUTHERN ENVIRONMENTAL LAW CENTER201 W MAIN STREET SUITE 14 CHARLOTTESVILLE,VA 22902	52-1436778	501(C)(3)	108,625				CONSERVATION ASSISTANCE
DELAWARE NATURE SOCIETYPO BOX 700 HOCKESSIN,DE 19707	51-6018321	501(C)(3)	102,943				CONSERVATION ASSISTANCE
NEW JERSEY AUDUBON SOCIETY9 HARDSCRABBLE ROAD BERNARDSVILLE,NJ 07924	22-1539642	501(C)(3)	92,642				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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LEAGUE OF CONSERVATION VOTERS EDUCATION FUND1920 L STREET NW SUITE 800 WASHINGTON,DC 20036	52-1379661	501(C)(3)	88,000				CONSERVATION ASSISTANCE
WYOMING WILDLIFE FEDERATIONPO BOX 1312 LANDER,WY 82520	23-7002578	501(C)(3)	77,909				CONSERVATION ASSISTANCE
FLORIDA WILDLIFE FEDERATIONPO BOX 6870 TALLAHASSEE,FL 32314	59-1398265	501(C)(3)	77,500				CONSERVATION ASSISTANCE

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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CITIZENS FOR PENNSYLVANIA'S FUTURE 610 N 3RD STREET HARRISBURG, PA 17101	31-1607866	501(C)(3)	77,442				CONSERVATION ASSISTANCE
LOUISIANA WILDLIFE FEDERATION PO BOX 65239 AUDUBON STATION BATON ROUGE, LA 70896	72-0445638	501(C)(3)	76,052				CONSERVATION ASSISTANCE
RESTORE OR RETREAT PO BOX 2048-NSU THIBODAUX, LA 70310	72-1474850	501(C)(3)	75,000				CONSERVATION ASSISTANCE

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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OHIO ENVIRONMENTAL COUNCIL1207 GRANDVIEW AVENUE SUITE 201 COLUMBUS, OH 43212	31-0805578	501(C)(3)	64,750				CONSERVATION ASSISTANCE
VIRGINIA CONSERVATION NETWORK422 E FRANKLIN STREET SUITE 303 RICHMOND, VA 23219	51-0198762	501(C)(3)	59,078				CONSERVATION ASSISTANCE
NATURAL RESOURCES COUNCIL OF MAINE3 WADE STREET AUGUSTA, ME 04330	01-0270690	501(C)(3)	58,266				CONSERVATION ASSISTANCE

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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PRACTICAL FARMERS OF IOWA600 5TH STREET SUITE 100 AMES,IA 50010	42-1255174	501(C)(3)	50,900				CONSERVATION ASSISTANCE
LOWER NINTH WARD CENTER FOR SUSTAINABLE ENGAGEMENT AND DEVELOPMENT5130 CHARTRES STREET NEWORLEANS,LA 70117	27-0185863	501(C)(3)	50,000				CONSERVATION ASSISTANCE
WISCONSIN WILDLIFE FEDERATION1540 JAMES STREET SUITE 500 COLUMBUS,WI 53925	39-1095827	501(C)(3)	45,741				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV , appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
WEST VIRGINIA RIVERS COALITION3501 MACCORKLE AVENUE SE SUITE 129 CHARLESTON,WV 25304	53-1736621	501(C)(3)	43,078				CONSERVATION ASSISTANCE
ALABAMA WILDLIFE FEDERATION3050 LANARK ROAD MILLBROOK, AL 360540029	63-0496911	501(C)(3)	42,452				CONSERVATION ASSISTANCE
MINNESOTA CONSERVATION FEDERATION542 SNELLING AVENUE SUITE 104 SAINT PAUL,MN 55116	41-0808383	501(C)(3)	37,872				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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GATHERING WATERS CONSERVANCY211 S PATTERSON STREET SUITE 270 MADISON,WI 53703	39-1805090	501(C)(3)	37,500				CONSERVATION ASSISTANCE
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF13570 MEADOWGRASS DRIVE SUITE 201 COLORADO SPRINGS,CO 80921	90-0925290	501(C)(5)	37,037				CONSERVATION ASSISTANCE
MISSISSIPPI WILDLIFE FEDERATION517 COBBLESTONE COURT SUITE 2 MADISON,MS 39110	64-0509531	501(C)(3)	36,961				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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CHESAPEAKE CLIMATE ACTION NETWORKPO BOX 11138 TAKOMA PARK,MD 20912	11-3644283	501(C)(3)	29,103				CONSERVATION ASSISTANCE
CITIZENS CAMPAIGN FUND FOR THE ENVIRONMENT225-A MAIN STREET FARMINGDALE,NY 11735	11-2983418	501(C)(3)	27,500				CONSERVATION ASSISTANCE
CLEAN WATER FUND1444 EYE ST NW400 WASHINGTON,DC 20005	52-1043444	501(C)(3)	25,500				CONSERVATION ASSISTANCE

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
MONTANA WILDLIFE FEDERATIONPO BOX 1175 HELENA, MT 59624	81-0303948	501(C)(3)	22,915				CONSERVATION ASSISTANCE
MICHIGAN LEAGUE OF CONSERVATION VOTERS EDUCATION FUND213 W LIBERTY SUITE 300 ANN ARBOR, MI 48104	37-1430158	501(C)(3)	20,875				CONSERVATION ASSISTANCE
ENVIRONMENT AMERICA RESEARCH AND POLICY CENTER218 D STREET SE WASHINGTON, DC 20003	13-4339865	501(C)(3)	20,000				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV , appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
DUCKS UNLIMITED INC1 WATERFOWL WAY MEMPHIS,TN 38120	13-5643799	501(C)(3)	20,000				CONSERVATION ASSISTANCE
COLORADO WILDLIFE FEDERATION1410 GRANT STREET SUITE C-313 DENVER,CO 80203	84-0576376	501(C)(3)	19,554				CONSERVATION ASSISTANCE
NEW MEXICO WILDLIFE FEDERATION121 CARDENAS DRIVE NE ALBUQUERQUE,NM 87108	85-0160947	501(C)(3)	18,130				CONSERVATION ASSISTANCE

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SAVE THE DUNES CONSERVATION FUND444 BARKER ROAD MICHIGAN CITY,IN 46360	35-1915468	501(C)(3)	18,000				CONSERVATION ASSISTANCE
AUDUBON NEW YORK200 TRILLIUM LANE ALBANY,NY 12203	12-1624102	501(C)(3)	17,500				CONSERVATION ASSISTANCE
BLUE WATER BALTIMORE 3545 BELAIR ROAD BALTIMORE,MD 21213	52-1420138	501(C)(3)	16,730				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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IDAHO WILDLIFE FEDERATIONPO BOX 56426 BOISE,ID 83707	23-7039340	501(C)(3)	15,685				CONSERVATION ASSISTANCE
MINNESOTA ENVIRONMENTAL PARTNERSHIP394 LAKE AVENUE SOUTH SUITE 223 DULUTH,MN 55809	41-1986433	501(C)(3)	14,750				CONSERVATION ASSISTANCE
ARIZONA WILDLIFE FEDERATIONPO BOX 51510 MESA,AZ 85208	86-0076944	501(C)(3)	13,834				CONSERVATION ASSISTANCE

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ALLIANCE FOR THE GREAT LAKES17 N STATE STREET SUITE 1390 CHICAGO,IL 60202	23-7104524	501(C)(3)	13,500				CONSERVATION ASSISTANCE
THE UNITED CHRISTIAN COMMUNITY ASSOCIATION1618 COUNTY ROAD 65 STAFFORD,AL 36773	63-1205867	501(C)(3)	13,000				CONSERVATION ASSISTANCE
PRAIRIE RIVERS NETWORK 1902 FOX DRIVE SUITE G CHAMPAIGN,IL 61820	37-6085905	501(C)(3)	10,934				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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ENVIRONMENTAL ADVOCATES OF NEW YORK 353 HAMILTON STREET ALBANY, NY 12210	22-2360736	501(C)(3)	10,548				CONSERVATION ASSISTANCE
TENNESSEE WILDLIFE FEDERATION300 ORLANDO AVENUE SUITE 200 NASHVILLE, TN 37209	62-6047188	501(C)(3)	10,341				CONSERVATION ASSISTANCE
POTOMAC RIVERKEEPER INC1615 M STREET NW 2ND FLOOR WASHINGTON, DC 200363209	54-1982624	501(C)(3)	10,000				CONSERVATION ASSISTANCE

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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FRIENDS OF THE NORTH FORK OF THE SHENANDOAH RIVERPO BOX 746 WOODSTOCK, VA 22664	54-1457869	501(C)(3)	10,000				CONSERVATION ASSISTANCE
YOUTH ENVIRONMENTAL ALLIANCE6900 SW 21ST COURT UNIT 8 DAVIE,FL 33317	20-2577410	501(C)(3)	9,374				CONSERVATION ASSISTANCE
SENECA SOIL AND WATER DISTRICT3140 S STATE ROAD 100 SUITE D TIFFIN,OH 44883	30-0114825	N/A	8,800				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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AMAZING GRACE EVANGELICAL LUTHERAN CHURCH2424 MCELDERRY STREET BALTIMORE,MD 21205	52-1994645	501(C)(3)	8,200				CONSERVATION ASSISTANCE
IOWA ASSOCIATION SOIL CONSERVATION DISTRICTS945 SW ANKENY ROAD SUITE A ANKENY,IA 50023	42-6077181	501(C)(3)	8,000				CONSERVATION ASSISTANCE
ENVIRONMENTAL LAW INSTITUTE2000 L STREET NW SUITE 620 WASHINGTON,DC 20036	52-0901863	501(C)(3)	7,500				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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PEPIN COUNTYPO BOX 39 DURAND,WI 54736	39-6005728	N/A	7,300				CONSERVATION ASSISTANCE
MICHIGAN UNITED CONSERVATION CLUBS 2101 WOOD STREET LANSING,MI 48912	38-0831862	501(C)(3)	6,741				CONSERVATION ASSISTANCE
MOWER SOIL AND WATER CONSERVATION DISTRICT 1408 21ST AVENUE NW AUSTIN,MN 55912	41-6008652	N/A	6,700				CONSERVATION ASSISTANCE

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NORTH CAROLINA WILDLIFE FEDERATION 1024 WASHINGTON STREET RALEIGH,NC 27605	56-1564376	501(C)(3)	6,426				CONSERVATION ASSISTANCE
CHAMPAIGN SOIL AND WATER CONSERVATION DISTRICT 2110 W PARK SUITE C CHAMPAIGN,IL 61821	37-0918769	N/A	6,300				CONSERVATION ASSISTANCE
MIDWEST ORGANIC AND SUSTAINABLE EDUCATION SERVICE INC PO BOX 339 SPRING VALLEY,WI 54767	39-1824623	501(C)(3)	6,000				CONSERVATION ASSISTANCE

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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SOUTH CAROLINA WILDLIFE FEDERATION215 PICKENS STREET COLUMBIA,SC 29205	57-0602549	501(C)(3)	5,980				CONSERVATION ASSISTANCE
VERMONT NATURAL RESOURCES COUNCIL9 BAILEY AVENUE MONTPELIER,VT 05602	03-0223731	501(C)(3)	5,694				CONSERVATION ASSISTANCE
AUSTIN INDEPENDENT SCHOOL DISTRICT111 W 6TH STREET SUITE A370 AUSTIN,TX 78703	74-6000064	N/A	5,600				CONSERVATION ASSISTANCE

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

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BLUESTEM COMMUNICATIONS14 N PEORIA SUITE 4F CHICAGO,IL 60607	39-1065183	501(C)(3)	5,500				CONSERVATION ASSISTANCE

Schedule J
(Form 990)

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 23.
▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I	Questions Regarding Compensation		Yes	No
1a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. <div><div><input type="checkbox"/> First-class or charter travel</div><div><input type="checkbox"/> Housing allowance or residence for personal use</div><div><input type="checkbox"/> Travel for companions</div><div><input type="checkbox"/> Payments for business use of personal residence</div><div><input type="checkbox"/> Tax idemnification and gross-up payments</div><div><input type="checkbox"/> Health or social club dues or initiation fees</div><div><input type="checkbox"/> Discretionary spending account</div><div><input type="checkbox"/> Personal services (e g , maid, chauffeur, chef)</div></div>			
b	If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain.	1b		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, officers, including the CEO/Executive Director, regarding the items checked in line 1a?	2		
3	Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III. <div><div><input checked="" type="checkbox"/> Compensation committee</div><div><input checked="" type="checkbox"/> Written employment contract</div><div><input checked="" type="checkbox"/> Independent compensation consultant</div><div><input checked="" type="checkbox"/> Compensation survey or study</div><div><input checked="" type="checkbox"/> Form 990 of other organizations</div><div><input checked="" type="checkbox"/> Approval by the board or compensation committee</div></div>			
4	During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization:			
a	Receive a severance payment or change-of-control payment?	4a	Yes	
b	Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b		No
c	Participate in, or receive payment from, an equity-based compensation arrangement?	4c		No
	If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.			
	Only 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.			
5	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:			
a	The organization?	5a		No
b	Any related organization?	5b		No
	If "Yes," to line 5a or 5b, describe in Part III.			
6	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:			
a	The organization?	6a		No
b	Any related organization?	6b		No
	If "Yes," to line 6a or 6b, describe in Part III.			
7	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III.	7		No
8	Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.	8		No
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9		

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii) Do not list any individuals that are not listed on Form 990, Part VII

Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column(B) reported as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
See Additional Data Table								

Part III **Supplemental Information**

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II
Also complete this part for any additional information

Return Reference	Explanation
PART I, LINE 4A	THE FOLLOWING INDIVIDUALS RECIEVED SEVERANCE PAYMENTS FROM THE ORGANIZATION LARRY J SCHWEIGER, FORMER PRESIDENT - NWF, \$217,949 DULCE M GOMEZ-ZORMELO, FORMER TREASURER - NWF, \$228,619 BARBARA G MCINTOSH, FORMER SECRETARY - NWF, \$20,862 ANNE M SENFT, VP/PHILANTHROPY, \$78,462 JAIME B MATYAS, FORMER CHIEF OPERATING OFFICER, \$259,307 JOHN KOSTYACK, VP/WILDLIFE CONSERV , \$64,177

Additional Data

Software ID:
Software Version:
EIN: 53-0204616
Name: NATIONAL WILDLIFE FEDERATION

Form 990, Schedule J, Part II - Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred in prior Form 990
		(i) Base Compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
COLLIN O' MARA, PRESIDENT - NWF	(i) (ii)	148,461 0	25,000 0	29,154 0	0 0	8,156 0	210,771 0	0 0
JAMES S LYON, VP OF CONSERVATION POLICY	(i) (ii)	160,284 0	0 0	14,036 0	12,389 0	11,936 0	198,645 0	0 0
KEVIN J COYLE, VP EDUCATION & TRAINING	(i) (ii)	150,813 0	0 0	22,882 0	12,387 0	15,670 0	201,752 0	0 0
ANTHONY P CALIGIURI, SR VP/CONS & ED (THRU 11/5/2014)	(i) (ii)	153,022 0	0 0	8,542 0	8,229 0	15,530 0	185,323 0	0 0
MAUREEN P SMITH, VP OF MARKETING	(i) (ii)	195,000 0	0 0	662 0	0 0	2,852 0	198,514 0	0 0
ANDREW P BUCHSBAUM, REGIONAL EXEC DIR/GREAT LAKES	(i) (ii)	132,617 0	0 0	23,735 0	9,185 0	2,175 0	167,712 0	0 0
ANNE M SENFT, VP/PHILANTHROPY (THRU 8/1/14)	(i) (ii)	92,812 0	0 0	93,159 0	5,402 0	4,041 0	195,414 0	0 0
JOHN KOSTYACK, VP/WILDLIFE CONSERV (THRU 8/1/14)	(i) (ii)	89,835 0	0 0	69,370 0	8,209 0	10,839 0	178,253 0	0 0
ERASMUS H EVANS III, EXECUTIVE PUBLISHER (THRU 7/06/2015)	(i) (ii)	129,477 0	0 0	18,754 0	5,607 0	6,508 0	160,346 0	0 0
LAWRENCE S HASKELL, SR DIR/INDIV PHIL (THRU 4/10/2015)	(i) (ii)	120,743 0	0 0	23,459 0	3,403 0	6,945 0	154,550 0	0 0
SUSAN R KADERKA, REGIONAL EXECUTIVE DIRECTOR	(i) (ii)	118,604 0	0 0	24,275 0	8,985 0	7,244 0	159,108 0	0 0
LARRY J SCHWEIGER, FORMER PRESIDENT - NWF	(i) (ii)	125,207 0	0 0	258,612 0	12,767 0	4,899 0	401,485 0	0 0
DULCE M GOMEZ-ZORMELO, FORMER TREASURER - NWF	(i) (ii)	112,309 0	0 0	242,504 0	13,552 0	7,288 0	375,653 0	0 0
JAIME B MATYAS, FORMER CHIEF OPERATING OFFICER	(i) (ii)	139,199 0	0 0	269,907 0	15,219 0	10,002 0	434,327 0	0 0
BARBARA G MCINTOSH, FORMER SECRETARY - NWF	(i) (ii)	99,915 0	0 0	32,503 0	7,105 0	10,613 0	150,136 0	0 0

Schedule L
(Form 990 or 990-EZ)

Transactions with Interested Persons

OMB No 1545-0047

2014

Open to Public Inspection

▶ Complete if the organization answered "Yes" on Form 990, Part IV, lines 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b. ▶ Attach to Form 990 or Form 990-EZ.

▶Information about Schedule L (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I Excess Benefit Transactions (section 501(c)(3), section 501(c)(4), and 501(c)(29) organizations only)

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b, or Form 990-EZ, Part V, line 40b

1	(a) Name of disqualified person	(b) Relationship between disqualified person and organization	(c) Description of transaction	(d) Corrected?	
				Yes	No

2 Enter the amount of tax incurred by organization managers or disqualified persons during the year under section 4958 ▶ \$

3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization ▶ \$

Part II

Loans to and/or From Interested Persons.

Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a, or Form 990, Part IV, line 26, or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22

(a) Name of interested person	(b) Relationship with organization	(c) Purpose of loan	(d) Loan to or from the organization?		(e)Original principal amount	(f)Balance due	(g) In default?		(h) Approved by board or committee?		(i)Written agreement?	
			To	From			Yes	No	Yes	No	Yes	No
(1) SHELLEY COHEN	DIRECTOR	CONNIE DINNER		X	2,000	2,000		No	Yes			No

Total ▶ \$2,000

Part III Grants or Assistance Benefiting Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of assistance	(d) Type of assistance	(e) Purpose of assistance

Part IV Business Transactions Involving Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No

Part V Supplemental Information

Provide additional information for responses to questions on Schedule L (see instructions)

Return Reference	Explanation
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SCHEDULE M
(Form 990)

Department of the Treasury
Internal Revenue Service

Noncash Contributions

▶Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.
▶ Attach to Form 990.
▶Information about Schedule M (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I Types of Property

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art—Works of art				
2 Art—Historical treasures				
3 Art—Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities—Publicly traded	X	27	166,024	FMV
10 Securities—Closely held stock				
11 Securities—Partnership, LLC, or trust interests				
12 Securities—Miscellaneous				
13 Qualified conservation contribution—Historic structures				
14 Qualified conservation contribution—Other				
15 Real estate—Residential				
16 Real estate—Commercial				
17 Real estate—Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ▶ (_____)				
26 Other ▶ (_____)				
27 Other ▶ (_____)				
28 Other ▶ (_____)				

29

Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement

30a

During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?

30a

Yes

No

b

If "Yes," describe the arrangement in Part II

31

Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?

31

Yes

32a

Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?

32a

No

b

If "Yes," describe in Part II

33

If the organization did not report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Cat No 51227J

Schedule M (Form 990) (2014)

Part III

Supplemental Information. Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

Return Reference	Explanation
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SCHEDULE O

(Form 990 or 990-EZ)

Department of the Treasury

Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION A, LINE 6	NWF'S STATE AND TERRITORIAL AUTONOMOUS AND UNRELATED ENTITIES ARE MEMBERS OF THE FEDERATION
FORM 990, PART VI, SECTION A, LINE 7A	AFFILIATE REPRESENTATIVES ELECT THE MAJORITY OF THE BOARD OF DIRECTORS OF THE NATIONAL WILDLIFE FEDERATION
FORM 990, PART VI, SECTION B, LINE 11	NWF'S FINANCE DEPARTMENT COMPILES DATA AND SCHEDULES FOR THE IRS FORM 990 FROM AUDITED FINANCIAL STATEMENTS RAFFA, PC PREPARES AND REVIEWS THE RETURN NWF BOARD MEMBERS ARE PROVIDED WITH A DRAFT COPY OF THE 990 RETURN A NWF AUDIT COMMITTEE MEETING IS HELD WHERE THE FULL BOARD IS INVITED TO PARTICIPATE IN DISCUSSING THE 990 PRIOR TO FILING THE NWF FINANCE STAFF, GENERAL COUNSEL, AND THE RAFFA TAX PARTNER ADDRESS AND ANSWER ANY QUESTIONS THAT THE BOARD MAY HAVE
FORM 990, PART VI, SECTION B, LINE 12C	OFFICERS, DIRECTORS, TRUSTEES, AND EMPLOYEES ARE REQUIRED TO DISCLOSE ANY POTENTIAL ISSUES THAT MAY CAUSE A CONFLICT GENERAL COUNSEL AND HUMAN RESOURCES COMMUNICATE POLICY TO BOARD AND EMPLOYEES FORMS ARE REVIEWED AND DISCLOSURES ARE REVIEWED BY A COMMITTEE OF THE BOARD
FORM 990, PART VI, SECTION B, LINE 15A	THE COMPENSATION OF THE CEO OF NATIONAL WILDLIFE FEDERATION IS SET BY THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS, WHICH CONSISTS OF SEVEN INDEPENDENT BOARD MEMBERS THE EXECUTIVE COMMITTEE RELIES ON THE ANNUAL COMPREHENSIVE COMPENSATION STUDY PREPARED BY AN INDEPENDENT OUTSIDE CONSULTING FIRM SPECIFICALLY FOR THE NATIONAL WILDLIFE FEDERATION
FORM 990, PART VI, SECTION C, LINE 19	NWF MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND 990'S AVAILABLE TO THE PUBLIC UPON REQUEST NWF MAKES ITS AUDITED FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC ON ITS OWN WEBSITE AND UPON REQUEST
FORM 990, PART IX, LINE 11G	OTHER FEES FOR SERVICE PROGRAM SERVICE EXPENSES 8,349,861 MANAGEMENT AND GENERAL EXPENSES 617,029 FUNDRAISING EXPENSES 880,371 TOTAL EXPENSES 9,847,261
FORM 990, PART IX, LINE 11G, DETAIL OF OTHER FEES	(A) (B) (C) (D) DESCRIPTION TOTAL FEES PROG SERVICE M&G FUNDRAISING CONTRACTUAL & CONSULTANTS 3,510,219 3,227,822 282,397 0 FULFILLMENT OUTSOURCING 3,980,261 3,317,176 205,806 457,789 LETTER SHOP OUTSOURCING 1,783,815 1,353,202 98,110 332,503 GRAPHICS AND DESIGN EXP 298,282 226,277 16,405 55,600 DATA ENTRY OUTSOURCING 232,870 194,051 12,039 26,780 ADVERTISING COSTS 30,000 22,758 1,650 5,592 COPY SERVICE OUTSOURCING 11,304 8,575 622 2,107 TOTAL EXPENSES 9,847,261 8,349,861 617,029 880,371
FORM 990, PART XI, LINE 9	CHANGE IN SPLIT INTEREST AGREEMENTS 234,260 LOSS ON PENSION INVESTMENT -3,532,261

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.
▶ Attach to Form 990.

▶ Information about Schedule R (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

Open to Public Inspection

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I Identification of Disregarded Entities Complete if the organization answered "Yes" on Form 990, Part IV, line 33.					
(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.							
(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
(1) NATIONAL WILDLIFE FEDERATION ENDOWMENT 11100 WILDLIFE CENTER DRIVE RESTON, VA 201905362 52-0806695	SUPPORT NWF	DC	501(C)(3)	LINE 11A, I	N/A	Yes	

Part III

Identification of Related Organizations Taxable as a Partnership

Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income(related, unrelated, excluded from tax under sections 512- 514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproprtionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV

Identification of Related Organizations Taxable as a Corporation or Trust

Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end- of-year assets	(h) Percentage ownership	(i) Section 512 (b)(13) controlled entity?	
								Yes	No

Part V

Transactions With Related Organizations

Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule

1During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

aReceipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity

bGift, grant, or capital contribution to related organization(s)

cGift, grant, or capital contribution from related organization(s)

dLoans or loan guarantees to or for related organization(s)

eLoans or loan guarantees by related organization(s)

fDividends from related organization(s)

gSale of assets to related organization(s)

hPurchase of assets from related organization(s)

iExchange of assets with related organization(s)

jLease of facilities, equipment, or other assets to related organization(s)

kLease of facilities, equipment, or other assets from related organization(s)

lPerformance of services or membership or fundraising solicitations for related organization(s)

mPerformance of services or membership or fundraising solicitations by related organization(s)

nSharing of facilities, equipment, mailing lists, or other assets with related organization(s)

oSharing of paid employees with related organization(s)

pReimbursement paid to related organization(s) for expenses

qReimbursement paid by related organization(s) for expenses

rOther transfer of cash or property to related organization(s)

sOther transfer of cash or property from related organization(s)

Yes

No

1a

No

1b

Yes

1c

Yes

1d

No

1e

Yes

1f

No

1g

No

1h

No

1i

No

1j

No

1k

No

1l

No

1m

No

1n

Yes

1o

No

1p

Yes

1q

Yes

1r

No

1s

Yes

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) NATIONAL WILDLIFE FEDERATION ENDOWMENT	C	3,568,566	CASH
(2) NATIONAL WILDLIFE FEDERATION ENDOWMENT	B	500,000	CASH

Schedule R (Form 990) 2014

Part VI **Unrelated Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 37.
Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(e) Are all partners section 501(c)(3) organizations?		(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
				Yes	No			Yes	No		Yes	No	

Part VII **Supplemental Information**

Provide additional information for responses to questions on Schedule R (see instructions)

Return Reference	Explanation
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