

Cumulative e-File History 2013	
Federal	
Locator:	2374IN
Taxpayer Name:	National Wildlife Federation
Return Type:	990, 990 & 990T (Corp)
Submitted Date:	04/02/2015 08:49:00
Acknowledgement Date:	04/02/2015 08:56:56
Status:	Accepted
Submission ID:	52761520150925000016

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

2013

Open to Public Inspection

Form **990**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- ▶ Do not enter Social Security numbers on this form as it may be made public.
- ▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

Department of the Treasury
Internal Revenue Service

A For the 2013 calendar year, or tax year beginning 09/01, 2013, and ending 08/31, 2014

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> 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			
	Number and street (or P.O. box if mail is not delivered to street address) Room/suite 11100 WILDLIFE CENTER DRIVE		E Telephone number (703) 438-6000	
	City or town, state or province, country, and ZIP or foreign postal code RESTON, VA 20190-5362		G Gross receipts \$ 82,757,053.	
F Name and address of principal officer: COLLIN O'MARA 11100 WILDLIFE CENTER DRIVE RESTON, VA 20190-5362		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)		
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				
J Website: ▶ WWW.NWF.ORG				
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶				
L Year of formation: 1939			M State of legal domicile: DC	

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: SEE SCHEDULE O			
	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)	29.	
	4	Number of independent voting members of the governing body (Part VI, line 1b)	28.	
	5	Total number of individuals employed in calendar year 2013 (Part V, line 2a)	460.	
	6	Total number of volunteers (estimate if necessary)	3,850.	
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	502,396.	
7b	Net unrelated business taxable income from Form 990-T, line 34	-43,626.		
Revenue	8	Contributions and grants (Part VIII, line 1h)	67,674,931.	64,981,174.
	9	Program service revenue (Part VIII, line 2g)	6,543,141.	5,707,144.
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	590,467.	184,945.
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	7,947,645.	8,662,852.
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	82,756,184.	79,536,115.
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	1,786,914.	2,890,383.
	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)	32,456,540.	32,329,300.
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	1,501,179.	1,495,925.
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 10,001,989.		
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	43,997,578.	41,388,663.
	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	79,742,211.	78,104,271.
Net Assets or Fund Balances	19	Revenue less expenses. Subtract line 18 from line 12	3,013,973.	1,431,844.
			Beginning of Current Year	End of Year
	20	Total assets (Part X, line 16)	66,456,891.	72,168,438.
	21	Total liabilities (Part X, line 26)	74,900,262.	74,496,669.
22	Net assets or fund balances. Subtract line 21 from line 20	-8,443,371.	-2,328,231.	

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer 	Date 4/1/2015
	Type or print name and title KAREN WAGNER TREASURER	

Paid Preparer Use Only	Print/Type preparer's name MIKE SORRELLS	Preparer's signature 	Date 4/1/2015	Check <input type="checkbox"/> if self-employed	PTIN P00001737	
	Firm's name ▶ BDO USA, LLP			Firm's EIN ▶ 13-5381590		
	Firm's address ▶ 7101 WISCONSIN AVE, SUITE 800 BETHESDA, MD 20814-4827			Phone no. 301-654-4900		

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

For Paperwork Reduction Act Notice, see the separate instructions. Form 990 (2013)

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:

ATTACHMENT 1

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 \$ 25,160,937. including grants of \$ 2,890,383.) (Revenue \$ 122,191.)

ATTACHMENT 2

4b (Code: _____) (Expenses \$ 16,943,476. including grants of \$ _____) (Revenue \$ 72,508.)

ATTACHMENT 3

4c (Code: _____) (Expenses \$ 8,920,031. including grants of \$ _____) (Revenue \$ 5,474,454.)

ATTACHMENT 4

4d Other program services (Describe in Schedule O.)

(Expenses \$ 8,610,651. including grants of \$ _____) (Revenue \$ 37,991.)

4e Total program service expenses ▶ 59,635,095.

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)? <i>If "Yes," complete Schedule A</i>	X	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
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? <i>If "Yes," complete Schedule C, Part II</i>	X	
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? <i>If "Yes," complete Schedule C, Part III</i>		X
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? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
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? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>	X	
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? <i>If "Yes," complete Schedule D, Part VI</i>	X	
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? <i>If "Yes," complete Schedule D, Part VII</i>	X	
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? <i>If "Yes," complete Schedule D, Part VIII</i>		X
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? <i>If "Yes," complete Schedule D, Part IX</i>	X	
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
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)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12 a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>		X
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>	X	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14 a Did the organization maintain an office, employees, or agents outside of the United States?	X	
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? <i>If "Yes," complete Schedule F, Parts I and IV</i>	X	
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? <i>If "Yes," complete Schedule F, Parts II and IV</i>	X	
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? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
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? <i>If "Yes," complete Schedule G, Part I (see instructions)</i>	X	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	X	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20 a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		X

Part IV Checklist of Required Schedules (continued)

		Yes	No
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	X	
22	Did the organization report more than \$5,000 of grants or other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	X	
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>	X	
24 a	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>		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
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?		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25 a	Section 501(c)(3) and 501(c)(4) 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>		X
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>		X
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payable to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If so, complete Schedule L, Part II.	X	
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>		X
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>		X
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV.</i>		X
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>	X	
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	X	
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>		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I.</i>		X
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>		X
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>		X
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>	X	
35 a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
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>		
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>		X
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>		X
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.	X	

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 [X]

Table with columns for line numbers (1a-14b), descriptions, and Yes/No checkboxes. Includes entries for Form 1096, Form W-2G, Form W-3, Form 990-T, Form 8886-T, Form 8282, Form 8899, Form 1098-C, Form 4966, Form 501(c)(7), Form 501(c)(12), Form 4947(a)(1), and Form 501(c)(29).

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 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

Table with 3 columns: Question, Yes, No. Rows include: 1a (29) Enter the number of voting members...; 1b (28) Enter the number of voting members included in line 1a...; 2 (2) Did any officer, director, trustee, or key employee have a family relationship...; 3 (3) Did the organization delegate control over management duties...; 4 (4) Did the organization make any significant changes to its governing documents...; 5 (5) Did the organization become aware during the year of a significant diversion of the organization's assets...; 6 (6) Did the organization have members or stockholders...; 7a (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...; 7b (7b) Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body...; 8 (8) Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: a (8a) The governing body?; b (8b) Each committee with authority to act on behalf of the governing body?; 9 (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.

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

Table with 3 columns: Question, Yes, No. Rows include: 10a (10a) Did the organization have local chapters, branches, or affiliates?; 10b (10b) 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?; 11a (11a) Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?; 11b (11b) Describe in Schedule O the process, if any, used by the organization to review this Form 990.; 12a (12a) Did the organization have a written conflict of interest policy? If "No," go to line 13; 12b (12b) Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?; 12c (12c) Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done; 13 (13) Did the organization have a written whistleblower policy?; 14 (14) Did the organization have a written document retention and destruction policy?; 15 (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 (15a) The organization's CEO, Executive Director, or top management official; b (15b) Other officers or key employees of the organization; 16a (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?; 16b (16b) 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?

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed ATTACHMENT 6
- 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. Own website Another's website Upon request 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, physical address, and telephone number of the person who possesses the books and records of the organization: KAREN WAGNER 11100 WILDLIFE CENTER DRIVE RESTON, VA 20190-5362 703-438-6000

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

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

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

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

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

(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) DEBORAH SPALDING CHAIR	3.00	X		X			0	0	0	
(2) BRUCE WALLACE CHAIR ELECT	3.00	X		X			0	0	0	
(3) STEPHEN K. ALLINGER PAST CHAIR	3.00	X		X			0	0	0	
(4) BRIAN BASHORE DIRECTOR	3.00	X					0	0	0	
(5) TAHLIA BEAR DIRECTOR	3.00	X					0	0	0	
(6) PAUL BEAUDETTE DIRECTOR	3.00	X					0	0	0	
(7) VIRGINIA T. BROCK DIRECTOR	3.00	X					0	0	0	
(8) CLARK BULLARD DIRECTOR	3.00	X					0	0	0	
(9) ALISON BYERS DIRECTOR	3.00	X					0	0	0	
(10) DAVID CARRUTH DIRECTOR	3.00	X					0	0	0	
(11) RON CLAUSEN DIRECTOR	3.00	X					0	0	0	
(12) SHELLEY COHEN DIRECTOR	3.00	X					0	0	0	
(13) SHARON DARNOV DIRECTOR	3.00	X					0	0	0	
(14) DIANNE DILLON-RIDGLEY DIRECTOR	3.00	X					0	0	0	

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			
(15) TOM DOUGHERTY ----- DIRECTOR	3.00	X						0	0	0
(16) JOHN THOMAS GRANT, JR. ----- DIRECTOR	3.00	X						0	0	0
(17) KATHLEEN HADLEY ----- DIRECTOR	3.00	X						0	0	0
(18) DAVID L. HARGETT ----- DIRECTOR	3.00	X						0	0	0
(19) BILL HOUSTON ----- DIRECTOR	3.00	X						0	0	0
(20) DAVID LANGHORST ----- DIRECTOR	3.00	X						0	0	0
(21) JERRY LITTLE ----- DIRECTOR	3.00	X						0	0	0
(22) RAMON LOPEZ ----- DIRECTOR	3.00	X						0	0	0
(23) CHRISTOPHER NOOK ----- DIRECTOR	3.00	X						0	0	0
(24) BRIAN PRESTON ----- DIRECTOR	3.00	X						0	0	0
(25) JULIA REED-ZAIC ----- DIRECTOR	3.00	X						0	0	0
1b Sub-total								0	0	0
c Total from continuation sheets to Part VII, Section A								2,519,559.	0	319,273.
d Total (add lines 1b and 1c)								2,519,559.	0	319,273.

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 **▶** 39

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	X	
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? <i>If "Yes," complete Schedule J for such individual</i>	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		X

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
ATTACHMENT 7		

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **▶** 19

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			
26) NORM RITCHIE DIRECTOR	3.00	X					0	0	0	
27) KENT SALAZAR DIRECTOR	3.00	X					0	0	0	
28) TRUMAN SEMANS DIRECTOR	3.00	X					0	0	0	
29) LESLIE SHAD DIRECTOR	3.00	X					0	0	0	
30) GREGORY SMITH DIRECTOR	3.00	X					0	0	0	
31) MARY VAN KERREBROOK DIRECTOR	3.00	X					0	0	0	
32) LISE VAN SUSTEREN DIRECTOR	3.00	X					0	0	0	
33) NICOLE WOOD DIRECTOR	3.00	X					0	0	0	
34) MARK W. HECKERT DIRECTOR	3.00	X					0	0	0	
35) LARRY J. SCHWEIGER PRESIDENT - NWF	36.00 4.00			X			341,549.	0	24,806.	
36) JAIME B. MATYAS CHIEF OPERATING OFFICER	36.00 4.00			X			244,005.	0	35,482.	
1b Sub-total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

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 **▶** 39

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	X	
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? <i>If "Yes," complete Schedule J for such individual</i>	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		X

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

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **▶**

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			
(37) DULCE M. GOMEZ-ZORMELO TREASURER - NWF	36.00 4.00			X				183,066.	0	30,370.
(38) JOHN E. ASHLEY JR. ASSISTANT TREASURER - NWF	36.00 4.00			X				119,401.	0	21,872.
(39) BARBARA G. MCINTOSH SECRETARY - NWF	36.00 4.00			X				173,562.	0	25,859.
(40) BENJAMIN P. KOTA ASSISTANT SECRETARY - NWF	36.00 4.00			X				79,674.	0	12,391.
(41) COLLIN O'MARA CEO	36.00 4.00			X				0	0	0
(42) KAREN L. WAGNER TREASURER	36.00 4.00			X				0	0	0
(43) BENJAMIN P. KOTA SECRETARY	36.00 4.00			X				0	0	0
(44) JAMES S. LYON VP OF CONSERVATION POLICY	40.00				X			170,475.	0	24,018.
(45) KEVIN J. COYLE VP OF EDUCATION & TRAINING	40.00				X			170,090.	0	23,876.
(46) ANTHONY P. CALIGIURI SR VP CONSERVATION & EDUCATION	40.00				X			161,609.	0	28,950.
(47) ANDREW P. BUCHSBAUM REGIONAL EXEC DIR/GREAT LAKES	40.00					X		149,888.	0	10,587.
1b Sub-total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

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 **▶** 39

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	X	
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? <i>If "Yes," complete Schedule J for such individual</i>	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		X

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

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **▶**

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			
48) EDWARD J. COLEMAN GENERAL MANAGER PRODUCT & SUPP	40.00					X		147,920.	0	10,504.
49) MERI-MARGARET DEOUDES VP/ STRATEGIC ALLIANCES & SPEC	40.00					X		147,796.	0	25,653.
50) ANNE M. SENFT VP OF PHILANTHROPY	40.00					X		147,278.	0	15,848.
51) SUSAN R. KADERKA REGIONAL EXECUTIVE DIRECTOR	40.00					X		139,914.	0	16,112.
52) JULIE BLESSYN DAVIS FORMER ASSISTANT SECRETARY	36.00 4.00						X	143,332.	0	12,945.
1b Sub-total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

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 **▶** 39

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	X	
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? <i>If "Yes," complete Schedule J for such individual</i>	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		X

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

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **▶**

Part VIII Statement of Revenue

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

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns	1a	131,463.					
	b Membership dues	1b	5,808,440.					
	c Fundraising events	1c	479,001.					
	d Related organizations	1d	6,753,000.					
	e Government grants (contributions) . .	1e	883,000.					
	f All other contributions, gifts, grants, and similar amounts not included above .	1f	50,926,270.					
	g Noncash contributions included in lines 1a-1f: \$		78,660.					
	h Total. Add lines 1a-1f			64,981,174.				
	Program Service Revenue	Business Code						
2a SUBSCRIPTION REVENUE			900099	5,475,434.	5,475,434.			
b REGISTRATION FEES			900099	155,462.	155,462.			
c CONTRACTUAL			900099	72,508.	72,508.			
d LITIGATION FEES			900099	1,964.	1,964.			
e OTHER PROGRAM SERVICE REVENUE			900099	1,776.	1,776.			
f All other program service revenue								
g Total. Add lines 2a-2f			5,707,144.					
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)			148,641.			148,641.	
	4 Income from investment of tax-exempt bond proceeds . . .			0				
	5 Royalties			1,351,173.			1,351,173.	
	6a Gross rents	(i) Real		530,217.				
		(ii) Personal						
		b Less: rental expenses		481,085.				
		c Rental income or (loss)		49,132.				
	d Net rental income or (loss)			49,132.		57,117.	-7,985.	
	7a Gross amount from sales of assets other than inventory	(i) Securities		37,824.				
		(ii) Other						
		b Less: cost or other basis and sales expenses		1,520.				
		c Gain or (loss)		36,304.				
	d Net gain or (loss)			36,304.			36,304.	
	8a Gross income from fundraising events (not including \$ 479,001. of contributions reported on line 1c). See Part IV, line 18	a		83,644.				
	b Less: direct expenses	b		316,435.				
c Net income or (loss) from fundraising events			-232,791.			-232,791.		
9a Gross income from gaming activities. See Part IV, line 19	a							
b Less: direct expenses	b							
c Net income or (loss) from gaming activities			0			0		
10a Gross sales of inventory, less returns and allowances	a		9,016,375.					
	b Less: cost of goods sold	b	2,421,898.					
	c Net income or (loss) from sales of inventory			6,594,477.	6,594,477.			
Miscellaneous Revenue			Business Code					
11a ADVERTISING		511120	445,279.		445,279.			
b HONORARIA		900099	16,747.	16,747.				
c OTHER REVENUE		900099	438,835.	438,835.				
d All other revenue								
e Total. Add lines 11a-11d			900,861.					
12 Total revenue. See instructions			79,536,115.	12,757,203.	502,396.	1,295,342.		

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 X

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 governments and organizations in the United States. See Part IV, line 21 .	2,803,840.	2,803,840.		
2 Grants and other assistance to individuals in the United States. See Part IV, line 22	7,000.	7,000.		
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16	79,543.	79,543.		
4 Benefits paid to or for members	0			
5 Compensation of current officers, directors, trustees, and key employees	3,097,414.	2,266,378.	558,464.	272,572.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0			
7 Other salaries and wages	23,148,069.	16,937,442.	4,173,596.	2,037,031.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	2,019,295.	1,477,518.	364,079.	177,698.
9 Other employee benefits	2,045,892.	1,496,980.	368,874.	180,038.
10 Payroll taxes	2,018,630.	1,477,032.	363,959.	177,639.
11 Fees for services (non-employees):				
a Management	0			
b Legal	15,816.	12,185.	1,299.	2,332.
c Accounting	177,329.	141,527.	13,317.	22,485.
d Lobbying	173,647.	173,647.		
e Professional fundraising services. See Part IV, line 17.	1,495,925.			1,495,925.
f Investment management fees	106,429.	79,673.	9,334.	17,422.
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.) ATCH 8	9,058,587.	7,403,949.	744,838.	909,800.
12 Advertising and promotion	497,770.	372,631.	43,654.	81,485.
13 Office expenses	14,285,489.	10,345,998.	1,040,644.	2,898,847.
14 Information technology	2,112,905.	1,581,721.	185,302.	345,882.
15 Royalties	606,327.	448,076.	35,773.	122,478.
16 Occupancy	398,162.	298,247.	35,767.	64,148.
17 Travel	1,448,347.	1,235,007.	131,253.	82,087.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials	0			
19 Conferences, conventions, and meetings	729,899.	559,452.	59,460.	110,987.
20 Interest	676,235.	506,229.	59,306.	110,700.
21 Payments to affiliates	0			
22 Depreciation, depletion, and amortization	829,598.	636,135.	142,359.	51,104.
23 Insurance	271,600.	203,320.	23,819.	44,461.
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 <u>MAJOR PROGRAM MATERIALS</u>	7,694,834.	7,256,356.	38,802.	399,676.
b <u>LIST RENTAL SERVICES</u>	1,039,350.	816,238.		223,112.
c <u>TEST/EDITORIAL</u>	242,238.	197,944.		44,294.
d <u>AWARDS</u>	33,242.	24,885.	2,915.	5,442.
e All other expenses	990,859.	796,142.	70,373.	124,344.
25 Total functional expenses. Add lines 1 through 24e	78,104,271.	59,635,095.	8,467,187.	10,001,989.
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"/> X if following SOP 98-2 (ASC 958-720)	17,132,385.	8,208,005.	1,869,222.	7,055,158.

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	81,193.	2	91,954.
	3 Pledges and grants receivable, net	13,542,259.	3	16,705,818.
	4 Accounts receivable, net	6,015,309.	4	5,461,801.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L	0	5	2,200.
	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	0	6	0
	7 Notes and loans receivable, net	0	7	0
	8 Inventories for sale or use	861,227.	8	892,336.
	9 Prepaid expenses and deferred charges	2,933,465.	9	2,098,644.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 36,221,823.		
	b Less: accumulated depreciation	10b 14,325,982.	21,326,465.	10c 21,895,841.
	11 Investments - publicly traded securities	3,201,302.	11	4,117,908.
	12 Investments - other securities. See Part IV, line 11	8,027,104.	12	10,056,980.
	13 Investments - program-related. See Part IV, line 11	0	13	0
	14 Intangible assets	0	14	0
	15 Other assets. See Part IV, line 11	10,468,567.	15	10,844,956.
16 Total assets. Add lines 1 through 15 (must equal line 34)	66,456,891.	16	72,168,438.	
Liabilities	17 Accounts payable and accrued expenses	16,602,872.	17	14,819,326.
	18 Grants payable	0	18	0
	19 Deferred revenue	9,041,444.	19	8,971,407.
	20 Tax-exempt bond liabilities	0	20	0
	21 Escrow or custodial account liability. Complete Part IV of Schedule D	0	21	0
	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	0	22	0
	23 Secured mortgages and notes payable to unrelated third parties	26,068,551.	23	29,073,977.
	24 Unsecured notes and loans payable to unrelated third parties	0	24	0
	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	23,187,395.	25	21,631,959.
	26 Total liabilities. Add lines 17 through 25	74,900,262.	26	74,496,669.
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	-39,524,147.	27	-35,361,093.
	28 Temporarily restricted net assets	22,438,191.	28	24,012,062.
	29 Permanently restricted net assets	8,642,585.	29	9,020,800.
	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	-8,443,371.	33	-2,328,231.	
34 Total liabilities and net assets/fund balances	66,456,891.	34	72,168,438.	

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	79,536,115.
2	Total expenses (must equal Part IX, column (A), line 25)	2	78,104,271.
3	Revenue less expenses. Subtract line 2 from line 1	3	1,431,844.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	-8,443,371.
5	Net unrealized gains (losses) on investments	5	3,003,574.
6	Donated services and use of facilities	6	0
7	Investment expenses	7	0
8	Prior period adjustments	8	0
9	Other changes in net assets or fund balances (explain in Schedule O)	9	1,679,722.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	-2,328,231.

Part XII Financial Statements and Reporting

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

- 1** Accounting method used to prepare the Form 990: Cash Accrual 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:
 Separate basis Consolidated basis Both consolidated and separate basis
- b** 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:
 Separate basis Consolidated basis Both consolidated and separate basis
- c** 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.
- 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?
- b** 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.

	Yes	No
2a		X
2b	X	
2c	X	
3a		X
3b		

SCHEDULE A
(Form 990 or 990-EZ)

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.

OMB No. 1545-0047

2013

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ 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.

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 that describes the type of supporting organization and complete lines 11e through 11h.
 - a Type I b Type II c Type III-Functionally integrated d Type III-Non-functionally integrated
- e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).
- f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
 - (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?

	Yes	No
11g(i)		
 - (ii) A family member of a person described in (i) above?

	Yes	No
11g(ii)		
 - (iii) A 35% controlled entity of a person described in (i) or (ii) above?

	Yes	No
11g(iii)		
- h 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 in col. (i) listed in your governing document?		(v) Did you notify the organization in col. (i) of your support?		(vi) Is the organization in col. (i) organized in the U.S.?		(vii) Amount of monetary support
			Yes	No	Yes	No	Yes	No	
(A)									
(B)									
(C)									
(D)									
(E)									
Total									

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

Schedule A (Form 990 or 990-EZ) 2013

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) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	75,868,139.	77,941,133.	65,396,583.	67,674,931.	64,981,174.	351,861,960.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						0
3 The value of services or facilities furnished by a governmental unit to the organization without charge						0
4 Total. Add lines 1 through 3.	75,868,139.	77,941,133.	65,396,583.	67,674,931.	64,981,174.	351,861,960.
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).						0
6 Public support. Subtract line 5 from line 4.						351,861,960.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
7 Amounts from line 4	75,868,139.	77,941,133.	65,396,583.	67,674,931.	64,981,174.	351,861,960.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	5,181,645.	4,160,755.	2,991,477.	1,883,576.	2,030,031.	16,247,484.
9 Net income from unrelated business activities, whether or not the business is regularly carried on		408,734.	-308,696.	-522,791.	-43,626.	-466,379.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)	319,692.	237,566.	886,667.	193,945.	455,582.	2,093,452.
11 Total support. Add lines 7 through 10						369,736,517.
12 Gross receipts from related activities, etc. (see instructions)					12	87,571,813.
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						<input type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2013 (line 6, column (f) divided by line 11, column (f))	14	95.17%
15 Public support percentage from 2012 Schedule A, Part II, line 14	15	87.32%
16a 33 1/3% support test - 2013. 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		<input checked="" type="checkbox"/>
b 33 1/3% support test - 2012. 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		<input type="checkbox"/>
17a 10%-facts-and-circumstances test - 2013. 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 IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 10%-facts-and-circumstances test - 2012. 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 IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
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		<input type="checkbox"/>

Part III Support 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) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(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) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(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 IV.)						
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 ► <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2013 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2012 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2013 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2012 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2013. 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 - 2012. 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 ►

Schedule of Contributors

2013

▶ **Attach to Form 990, Form 990-EZ, or Form 990-PF.**
 Information about Schedule B (Form 990, 990-EZ, or 990-PF) and its instructions is at www.irs.gov/form990.

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

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)(3) (enter number) organization

4947(a)(1) nonexempt charitable trust **not** treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

Special Rules

For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33 1/3 % support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi) and received from any one contributor, during the year, a contribution of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 for use *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use *exclusively* for religious, charitable, etc., purposes, but these contributions did not total to more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions of \$5,000 or more during the year ▶ \$ _____

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

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

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	----- ----- -----	\$ 2,033,333.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	----- ----- -----	\$ 6,753,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$ -----	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$ -----	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$ -----	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
-----	----- ----- -----	\$ -----	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2013

Open to Public Inspection

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

Department of the Treasury
Internal Revenue Service

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) or Form 990-EZ, Part V, line 35c (Proxy Tax), then

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

Name of 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? Yes No
- 4a Was a correction made? Yes 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? Yes 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-.
(1)	-----			
(2)	-----			
(3)	-----			
(4)	-----			
(5)	-----			
(6)	-----			

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

Schedule C (Form 990 or 990-EZ) 2013

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												
1 a	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 border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <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> </tbody> </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 instructions for lines 2a through 2f on page 4.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(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?	X		
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	X		
c Media advertisements?		X	
d Mailings to members, legislators, or the public?		X	
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?	X		143,147.
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X		93,114.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		59,289.
i Other activities?		X	
j Total. Add lines 1c through 1i			295,550.
2 a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		X	
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?		
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?		
3 Did the organization agree to carry over lobbying and political expenditures from the prior year?		

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, line 2; and Part II-B, line 1. Also, complete this part for any additional information.

SEE PAGE 4

Part IV Supplemental Information (continued)

FORM 990, SCHEDULE C, PART II-B, LINE 1, LOBBYING ACTIVITIES:

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 \$295,550 OF ITS EXEMPT PURPOSE EXPENDITURES TO ATTEMPTING TO INFLUENCE LEGISLATION IN FISCAL YEAR 2014. 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 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 AUTHORITY TO REDUCE POWER PLANT EMISSIONS UNDER THE CLEAN AIR ACT AND TO ISSUE GUIDANCE AND RULES CLARIFYING THE SCOPE OF WETLANDS AND STREAMS PROTECTED BY THE CLEAN WATER ACT. NWF ALSO ENGAGED IN THE WATER RESOURCES DEVELOPMENT ACT, SEEKING TO MAINTAIN THE EXISTING NATIONAL ENVIRONMENTAL POLICY ACT PROCESS AND TO ADVANCE FISCAL AND ENVIRONMENTAL REFORMS OF CORPS OF ENGINEERS PRACTICES. NWF OPPOSED EFFORTS TO BLOCK IMPLEMENTATION OF FLOOD INSURANCE REFORM LEGISLATION, TO EXPAND MOTORIZED ACCESS IN DESIGNATED WILDERNESS AREAS AND TO MANDATE INCREASED LOGGING IN NATIONAL FORESTS ACROSS THE COUNTRY.

NWF WORKED TO BUILD CONGRESSIONAL SUPPORT FOR PROTECTING LANDSCAPES ACROSS THE ROCKY MOUNTAIN WEST INCLUDING FOR NEW WILDERNESS DESIGNATIONS

Part IV Supplemental Information (continued)

IN ALASKA, MONTANA, COLORADO AND NEW MEXICO AND ELSEWHERE, OPPOSED WEAKENING THE ANTIQUITIES ACT WHICH ALLOWS THE PRESIDENT TO DESIGNATE NEW NATIONAL MONUMENTS AND SOUGHT SUPPORT FOR SHIELDING THE FOREST SERVICE OPERATIONS BUDGET FROM WILDFIRE SUPPRESSION AND FOR REAUTHORIZATION OF THE LAND AND WATER CONSERVATION FUND.

A MAJOR FOCUS ON NWF'S WORK WAS THE REAUTHORIZATION OF THE FARM BILL WHICH IS THE LARGEST SOURCE OF FUNDING FOR PRIVATE LAND CONSERVATION. NWF'S PRIORITIES WERE CENTERED AROUND CONDITIONING NEW SUBSIDIES FOR CROP INSURANCE ON THE PROTECTION OF WETLANDS AND WILDLIFE HABITAT AND PREVENTING THE BREAK-OUT OF NEW GRASSLANDS AND PRAIRIES AS WELL AS CREATION OF A NEW REGIONAL PARTNERSHIP PROGRAM TO HELP RECOVER CHERISHED WATER BODIES.

LEADING TO THE 5 YEAR ANNIVERSARY OF THE BP DEEPWATER HORIZON OIL SPILL NWF CONTINUED TO ADVOCATE THAT POTENTIAL BP SETTLEMENT MONEY BE ALLOCATED TO KEY GULF 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, TO ADVANCE AND DEFEND EPA'S EFFORTS TO REDUCE POLLUTION IN THE CHESAPEAKE BAY AND TO STOP A DESTRUCTIVE ARMY CORPS OF ENGINEERS PROJECT THAT WOULD CUT OFF THE LAST PLACE IN MISSOURI WHERE THE MISSISSIPPI RIVER IS STILL CONNECTED TO ITS NATURAL FLOODPLAIN.

WITH IMPACTS OF CLIMATE CHANGE THREATENING THE SURVIVAL OF MANY WILDLIFE SPECIES, NWF OPPOSED EFFORTS IN CONGRESS TO MANDATE APPROVAL OF THE KEYSTONE-XL PIPELINE AS WELL AS OTHER CARBON INTENSIVE TAR SANDS PIPELINES IN THE MIDWEST AND NORTHEAST. OTHER CLIMATE RELATED PRIORITIES INCLUDED SEEKING THE EXTENSION OF TAX CREDITS FOR OFFSHORE AND ON-SHORE

Part IV Supplemental Information (continued)

WIND PRODUCTION AND FOR ENERGY EFFICIENCY AND TO HALT THE EXPORT OF U.S. COAL, THE DEMAND FOR WHICH IS IMPACTING FISH AND WILDLIFE HABITAT IN THE INTERIOR WEST. TO PROMOTE THE RESPONSIBLE EXPANSION OF RENEWABLE ENERGY, NWF ADVOCATED FOR PASSAGE OF LEGISLATION TO SHARE REVENUES FROM RENEWABLE LEASING WITH STATES INCLUDING FOR CONSERVATION PURPOSES.

NWF ALSO LOBBIED FOR PASSAGE OF LEGISLATION THAT WOULD ADVANCE THE INTERESTS OF HUNTERS, ANGLERS AND OTHER OUTDOOR ENTHUSIASTS INCLUDING MEASURES THAT WOULD REAUTHORIZE THE FEDERAL DUCK STAMP PROGRAM AND ENSURE THAT A GREATER PORTION OF LAND AND WATER CONSERVATION FUND DOLLARS ARE INVESTED IN HUNTING ACCESS. IN AN EFFORT TO ADDRESS BOTH WILDLIFE AND OUTDOOR RECREATION CONCERNS NWF ADVOCATED THAT THE INTERIOR DEPARTMENT REFORM OIL AND GAS LEASING PRACTICES.

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.

SCHEDULE D (Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

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.

2013

Department of the Treasury Internal Revenue Service

Attach to Form 990.

Open to Public Inspection

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

Name of the organization

Employer identification number

NATIONAL WILDLIFE FEDERATION

53-0204616

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.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 1 Total number at end of year, 2 Aggregate contributions to (during year), 3 Aggregate grants from (during year), 4 Aggregate value at end of year, 5 Did the organization inform all donors... Yes No, 6 Did the organization inform all grantees... Yes No.

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

Table with 2 columns: Held at the End of the Tax Year. Rows include: 1 Purpose(s) of conservation easements held by the organization (check all that apply), 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution... 2a Total number of conservation easements, 2b Total acreage restricted by conservation easements, 2c Number of conservation easements on a certified historic structure included in (a), 2d Number of conservation easements included in (c) acquired after 8/17/06... 3 Number of conservation easements modified, transferred, released, extinguished, or terminated... 4 Number of states where property subject to conservation easement is located... 5 Does the organization have a written policy regarding the periodic monitoring... Yes No, 6 Staff and volunteer hours devoted to monitoring... 7 Amount of expenses incurred in monitoring... \$, 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...

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.

Table with 2 columns: \$, \$, \$, \$. Rows include: 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) Revenues 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 Revenues 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
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21? **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	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	11,135,388.	10,504,632.	10,434,884.	9,219,725.	8,625,334.
b Contributions	-2,340,205.	630,299.	69,062.	1,440,630.	594,937.
c Net investment earnings, gains, and losses	106,711.	79,528.	49,158.	80,865.	44,331.
d Grants or scholarships					
e Other expenditures for facilities and programs	105,977.	79,071.	48,472.	306,336.	44,877.
f Administrative expenses					
g End of year balance	8,795,917.	11,135,388.	10,504,632.	10,434,884.	9,219,725.

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

- a** Board designated or quasi-endowment 41.1700 %
- b** Permanent endowment 57.0800 %
- c** Temporarily restricted endowment 1.7500 %

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:

	Yes	No
(i) unrelated organizations	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(ii) related organizations	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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

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		4,455,553.		4,455,553.
b Buildings		20,227,221.	6,222,633.	14,004,588.
c Leasehold improvements		764,900.	331,708.	433,192.
d Equipment		8,911,286.	7,771,641.	1,139,645.
e Other		1,862,863.		1,862,863.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				21,895,841.

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A) INSTITUTIONAL COMINGLED FUNDS	10,056,980.	FMV
(B) -----		
(C) -----		
(D) -----		
(E) -----		
(F) -----		
(G) -----		
(H) -----		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.) ▶	10,056,980.	

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) CHARITABLE REMAINDER TRUSTS	154,783.
(2) CHARITABLE REMAINDER ANNUITIES	5,505,286.
(3) INTEREST IN PERPETUAL TRUST	4,000,196.
(4) OTHER DONATED ASSETS	551,000.
(5) POSTAGE ADVANCE, OTHER DEPOSIT	633,691.
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	10,844,956.

Part X Other Liabilities.

Complete if the organization answered "Yes" to Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) ACCRUED PENSION EXPENSE	12,774,349.
(3) POST-RETIREMENT BENEFITS RESERVE	5,679,000.
(4) ANNUITY AND OTHER RESERVES	3,176,212.
(5) UNCLAIMED PROPERTY LIABILITY	2,398.
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	21,631,959.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

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	86,296,600.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains on investments	2a 3,003,574.		
b	Donated services and use of facilities	2b 228,099.		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d 10,281,812.		
e	Add lines 2a through 2d		2e	13,513,485.
3	Subtract line 2e from line 1		3	72,783,115.
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 6,753,000.		
c	Add lines 4a and 4b		4c	6,753,000.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)		5	79,536,115.

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	81,992,129.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a 228,099.		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d 10,412,759.		
e	Add lines 2a through 2d		2e	10,640,858.
3	Subtract line 2e from line 1		3	71,351,271.
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 6,753,000.		
c	Add lines 4a and 4b		4c	6,753,000.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)		5	78,104,271.

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.

SEE PAGE 5

Part XIII Supplemental Information (continued)

FORM 990, SCHEDULE D, 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 \$11,135,388 ALSO CONTAINS \$2,770,015 OF INTERNALLY DESIGNATED FUNDS. ALL INTERNALLY DESIGNATED FUNDS EXCEPT FOR THE CONSERVATION PROGRAM WERE REMOVED FROM THE ENDOWMENT BY A VOTE OF THE BOARD DURING THE YEAR ENDED AUGUST 31, 2014, RESULTING IN A NEGATIVE CONTRIBUTION AMOUNT FOR THE CURRENT YEAR SCHEDULE D, PART V, LINE 1B.

FORM 990, SCHEDULE D, PART X, LINE 2:

NWF IS REQUIRED TO REPORT UNRELATED BUSINESS INCOME TO THE IRS. NWF'S UNRELATED BUSINESS INCOME CONSISTS OF ADVERTISING INCOME IN PUBLICATIONS AND INCOME FROM THE WINCHESTER WAREHOUSE LEASE. NWF HAS NOT INCURRED TAX EXPENSE OF FEDERAL AND STATE TAXES FOR THE YEARS ENDED AUGUST 31, 2014 AND 2013, AS EXPENSES OFFSET REVENUE.

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, 2014 AND 2013, THE FEDERATION DID NOT RECOGNIZE ANY INTEREST OR PENALTIES.

Part XIII Supplemental Information (continued)

FORM 990, SCHEDULE D, PART XI, LINE 2D - OTHER ADJUSTMENTS:

NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. REVENUE	6,723,825
RENTAL EXPENSES	481,085.
COST OF GOODS SOLD	2,421,593.
SPECIAL EVENTS EXPENSES	316,435.
CHANGE IN VALUE OF SPLIT INTEREST AGREEMENTS	338,569.
GAIN ON PENSION INVESTMENT	1,531,637.

TOTAL TO SCHEDULE D, PART XI, LINE 2D	10,281,812.

FORM 990, SCHEDULE D, PART XI, LINE 4B - OTHER ADJUSTMENTS:

TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC.	6,753,000
--	-----------

FORM 990, SCHEDULE D, PART XII, LINE 2D - OTHER ADJUSTMENTS:

NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. EXPENSE	7,193,341.
RENTAL EXPENSES	481,085.
COST OF GOODS SOLD	2,421,593.
SPECIAL EVENTS EXPENSES	316,435.

TOTAL TO SCHEDULE D, PART XII, LINE 2D	10,412,759.

Part XIII Supplemental Information (continued)

FORM 990, SCHEDULE D, PART XII, LINE 4B - OTHER ADJUSTMENTS:

TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. 6,753,000.

FORM 990, SCHEDULE D, PARTS XI AND XII:

ALTHOUGH THE ORGANIZATION IS NOT REQUIRED TO COMPLETE PARTS XI AND XII OF SCHEDULE D BECAUSE IT IS PART OF A CONSOLIDATED FINANCIAL STATEMENT AUDIT AND NOT A SEPARATE AUDIT, IT HAS ELECTED TO INCLUDE THE SCHEDULE D, PARTS XI AND XII RECONCILIATIONS BASED ON THE CONSOLIDATED TOTALS.

THE RECONCILIATION ON PAGE 12, PART XI OF THE FORM 990, IS BASED UPON THIS ENTITY ONLY AND THE CHANGE IN NET ASSETS REFLECTED HERE IS THE SAME AS THE CHANGE ON FORM 990, PART X.

SEE THE SEPARATE IRS FORM 990 FILING FOR THE NWF'S SUPPORTING ORGANIZATION, NWF ENDOWMENT, FOR ADDITIONAL NET ASSETS OR FUND BALANCES OF \$58M AND \$54M FOR THE CURRENT AND PRIOR YEARS, RESPECTIVELY.

**SCHEDULE F
(Form 990)**

Statement of Activities Outside the United States

OMB No. 1545-0047

2013

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

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

Name of the organization

Employer identification number

NATIONAL WILDLIFE FEDERATION

53-0204616

Part I **General Information on Activities Outside the United States.** Complete if the organization answered "Yes" on 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 Activities 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		3.	PROGRAM SERVICES	IT SUPPORT/ PROGRAM	230,105.
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					
(11)					
(12)					
(13)					
(14)					
(15)					
(16)					
(17)					
3a Sub-total		3.			230,105.
b Total from continuation sheets to Part I					
c Totals (add lines 3a and 3b)		3.			230,105.

Part II **Grants and Other Assistance to Organizations or Entities Outside the United States.** Complete if the organization answered "Yes" on 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	DEFORESTATIO	161,446.	WIRE			
(2)			EUROPE/ICELAND/GREENLAND	FOREST FOOTP	6,006.	WIRE			
(3)			EUROPE/ICELAND/GREENLAND	TRANSLATION	10,500.	WIRE			
(4)			EUROPE/ICELAND/GREENLAND	SUSTAINABILI	20,000.	WIRE			
(5)									
(6)									
(7)									
(8)									
(9)									
(10)									
(11)									
(12)									
(13)									
(14)									
(15)									
(16)									

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. ▶ -----

3 Enter total number of other organizations or entities. ▶ ----- 4 .

Part III **Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" on 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)* 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)* Yes No

Part V **Supplemental Information**

Complete this part to 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).

FORM 990, SCHEDULE F, PART I, LINE 2:

PERIODIC REPORTS ARE REQUIRED FROM THE GRANTEE. THEY ARE REVIEWED FOR
COMPLIANCE WITH GRANT DELIVERABLES.

PUBLIC DISCLOSURE

**SCHEDULE G
(Form 990 or 990-EZ)**

Department of the Treasury
Internal Revenue Service

Name of the organization

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

2013

**Open to Public
Inspection**

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 SHARE GROUP	TELEMARKETI		X	83,830.	65,632.	18,198.
2 DONOR SERVICES GROUP, INC.	TELEMARKETI		X	130,641.	221,002.	-90,361.
3 SD&A TELESERVICES, INC.	TELEMARKETI		X	63,268.	49,171.	14,097.
4 TELEFUND, INC.	TELEMARKETI		X	13,852.	18,007.	-4,155.
5 MERKLE, INC.	DIRECT MAIL CONSULTANTS		X		432,176.	-432,176.
6 CHAPMAN, CUBINE, ADAMS, & HUSSEY, INC.	FUNDRAISING CONSULTANTS		X		66,396.	-66,396.
7 AVALON CONSULTING GROUP, INC	FUNDRAISING CONSULTANTS		X		64,300.	-64,300.
8 BRICKMILL MARKETING	FUNDRAISING CONSULTANTS		X		12,322.	-12,322.
9 VERITUS GROUP, LLC	FUNDRAISING CONSULTANTS		X		156,432.	-156,432.
10 PARADYSZ, INC.	DIRECT MAIL CONSULTANTS		X		410,486.	-410,486.
Total				291,591.	1,495,924.	-1,204,333.

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.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events
		CONNIE DINNER (event type)	HIKE & SEEK (event type)	1. (total number)	(add col. (a) through col. (c))
Revenue	1 Gross receipts	561,614.		1,031.	562,645.
	2 Less: Contributions	477,974.		1,027.	479,001.
	3 Gross income (line 1 minus line 2).	83,640.		4.	83,644.
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs				
	7 Food and beverages	30,000.			30,000.
	8 Entertainment				
	9 Other direct expenses	20,599.	167,990.	97,846.	286,435.
	10 Direct expense summary. Add lines 4 through 9 in column (d)				316,435.
	11 Net income summary. Subtract line 10 from line 3, column (d)				-232,791.

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				
Direct Expenses	2 Cash prizes				
	3 Noncash 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 operates gaming activities: _____

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

b If "No," explain: _____

10 a 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 operate 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 activity operated 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 ▶ _____

- 15 a 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 to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Provide the explanation 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 complete this part to provide any additional information (see instructions).

FORM 990, SCHEDULE G, PART I, LINE 2B - TEN HIGHEST PAID FUNDRAISERS

- (I) NAME OF FUNDRAISER: SHARE GROUP
- (I) ADDRESS OF FUNDRAISER: 73 CHAPEL STREET, NEWTON, MA 02458
- (I) NAME OF FUNDRAISER: DONOR SERVICES GROUP, INC.
- (I) ADDRESS OF FUNDRAISER: 6715 SUNSET BLVD., HOLLYWOOD, CA 90028

- 11 Does the organization operate 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 activity operated 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 ▶ _____

- 15 a 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 to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Provide the explanation 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 complete this part to provide any additional information (see instructions).

(I) NAME OF FUNDRAISER: SD&A TELESERVICES, INC.

(I) ADDRESS OF FUNDRAISER: 5757 WEST CENTURY BLVD., LOS ANGELES, CA
90045

(I) NAME OF FUNDRAISER: TELEFUND, INC.

(I) ADDRESS OF FUNDRAISER: 2923 N. MILWAUKEE AVE., SUITE #903,
CHICAGO, IL 60618

- 11 Does the organization operate 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 activity operated 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 ▶ _____

- 15 a 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 to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Provide the explanation 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 complete this part to provide any additional information (see instructions).

(I) NAME OF FUNDRAISER: MERKLE, INC.

(V) ADDRESS OF FUNDRAISER: 7001 COLUMBIA GATEWAY DRIVE, COLUMBIA, MD
21046

(I) NAME OF FUNDRAISER: CHAPMAN, CUBINE, ADAMS, & HUSSEY, INC.

(I) ADDRESS OF FUNDRAISER: 2000 15TH STREET NORTH, SUITE 550,

- 11 Does the organization operate 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 activity operated 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 ▶ _____

- 15 a 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 to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Provide the explanation 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 complete this part to provide any additional information (see instructions).

ARLINGTON, VA 22201

(I) NAME OF FUNDRAISER: AVALON CONSULTING GROUP, INC.

(I) ADDRESS OF FUNDRAISER: 527 MAPLE AVENUE EAST, SUITE 200,
VIENNA, VA 22180

(I) NAME OF FUNDRAISER: BRICKMILL MARKETING

- 11 Does the organization operate 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 activity operated 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 ▶ _____

- 15 a 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 to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Provide the explanation 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 complete this part to provide any additional information (see instructions).

(I) ADDRESS OF FUNDRAISER: 785 ELKRIDGE LANDING ROAD, SUITE 300,
LINTHICUM, MD 21090

(I) NAME OF FUNDRAISER: VERITUS GROUP, LLC

(I) ADDRESS OF FUNDRAISER: 838 EAST HIGH STREET, #292, LEXINGTON, KY
40502

- 11 Does the organization operate 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 activity operated 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 ▶ _____

- 15 a 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 to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Provide the explanation 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 complete this part to provide any additional information (see instructions).

(I) NAME OF FUNDRAISER: PARADYSZ, INC.

(I) ADDRESS OF FUNDRAISER: 5 HANOVER SQUARE, 6TH FLOOR, NEW YORK, NY

10004

**SCHEDULE I
(Form 990)**

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

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

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.

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 Governments and Organizations in the United States. 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.

1 (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
(1) ALLIANCE FOR THE GREAT LAKES 17 N. STATE STREET, STE 1390	23-7104524	501(C)(3)	17,500.				CONSERVATION ASSISTA
(2) ARIZONA WILDLIFE FEDERATION 644 N. COUNTRY CLUB DRIVE, STE E	86-0076994	501(C)(3)	6,371.				CONSERVATION ASSISTA
(3) ASSOCIATION OF NORTHWEST STEELHEADERS 6641 SE LAKE RD MILWAUKIE, OR 97222	91-1031100	501(C)(3)	6,131.				CONSERVATION ASSISTA
(4) AUDUBON NEW YORK 200 TRILLIUM LN ALBANY, NY 12203	13-1624102	501(C)(3)	24,000.				CONSERVATION ASSISTA
(5) BLUEGREEN ALLIANCE 288 UNIVERSITY AVENUE, SE #200	26-4086284	501(C)(4)	10,000.				CONSERVATION ASSISTA
(6) CHAMPAIGN COUNTY SOIL & WATER CONSERVATION 2110 W. PARK, STE C CHAMPAIGN, IL 61821	37-0918769	170(C)(1)	5,300.				CONSERVATION ASSISTA
(7) CITIZENS CAMPAIGN FUND FOR THE ENVIRONMENT, 225-A MAIN ST FARMINGDALE, NY 11735	11-2983418	501(C)(3)	10,000.				CONSERVATION ASSISTA
(8) DELAWARE NATURE SOCIETY PO BOX 700 HOCKESSIN, DE 19707	51-6018321	501(C)(3)	73,983.				CONSERVATION ASSISTA
(9) DUCKS UNLIMITED INC 1 WATERFOWL WAY MEMPHIS, TN 38120	13-5643799	501(C)(3)	45,500.				CONSERVATION ASSISTA
(10) ENVIRONMENT AMERICA RESEARCH & POLICY CENTE 218 D STREET SE WASHINGTON, DC 20003	13-4339865	501(C)(3)	84,000.				CONSERVATION ASSISTA
(11) ENVIRONMENT MARYLAND RESEARCH & POLICY CENT 3121 ST. PAUL STREET, #26	20-4690070	501(C)(3)	36,460.				CONSERVATION ASSISTA
(12) ENVIRONMENTAL DEFENSE FUND 1875 CONNECTICUT AVENUE, NW STE 600	11-6107128	501(C)(3)	394,237.				CONSERVATION ASSISTA

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

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

Schedule I (Form 990) (2013)

**SCHEDULE I
(Form 990)**

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

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

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.

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 Governments and Organizations in the United States. 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.

1 (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
(1) ENVIRONMENTAL LAW AND POLICY CENTER 35 EAST WACKER DRIVE, STE 1600	36-3866530	501(C)(3)	8,000.				CONSERVATION ASSISTA
(2) FLORIDA WILDLIFE FEDERATION PO BOX 6870 TALLAHASSEE, FL 32314	59-1398265	501(C)(3)	51,251.				CONSERVATION ASSISTA
(3) FRESHWATER FUTURE PO BOX 2479 PETOSKEY, MI 49770	20-5693503	501(C)(3)	134,000.				CONSERVATION ASSISTA
(4) IDAHO WILDLIFE FEDERATION PO BOX 6426 BOISE, ID 83707	23-7039340	501(C)(3)	6,650.				CONSERVATION ASSISTA
(5) LEAGUE OF CONSERVATION VOTERS FUND 1920 L STREET, NW STE 800	52-1379661	501(C)(3)	95,000.				CONSERVATION ASSISTA
(6) LINCOLN COUNTY EXTENSION COUNCIL 880 WEST COLLEGE TROY, MO 63379	43-6013526	ST GOVT	8,300.				CONSERVATION ASSISTA
(7) LOUISIANA WILDLIFE FEDERATION AUDUBON STATION, PO BOX 65239	72-0445638	501(C)(3)	108,269.				CONSERVATION ASSISTA
(8) LOWER NINTH WARD CENTER FOR SUSTAINABLE ENG 5130 CHARTRES STREET NEW ORLEANS, LA 70117	27-0185863	501(C)(3)	50,000.				CONSERVATION ASSISTA
(9) MICHIGAN LEAGUE OF CONSERVATION VOTERS EDUC 213 W LIBERTY, STE 300 ANN ARBOR, MI 48104	37-1430158	501(C)(3)	30,000.				CONSERVATION ASSISTA
(10) MICHIGAN UNITED CONSERVATION CLUB 2101 WOOD ST LANSING, MI 48909	38-0831862	501(C)(3)	11,471.				CONSERVATION ASSISTA
(11) MINNESOTA CONSERVATION FEDERATION 542 SNELLING AVE S., SUITE 104	41-0808383	501(C)(3)	69,371.				CONSERVATION ASSISTA
(12) MINNESOTA ENVIRONMENTAL PARTNERSHIP 394 LAKE AVE S, STE 223 DULUTH, MN 55809	41-1986433	501(C)(3)	6,500.				CONSERVATION ASSISTA

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

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

Schedule I (Form 990) (2013)

**SCHEDULE I
(Form 990)**

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

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

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.

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 Governments and Organizations in the United States. 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.

1 (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
(1) MISSISSIPPI WILDLIFE FEDERATION 517 COBBLESTONE CT #2 MADISON, MS 39110	64-0509531	501(C)(3)	23,616.				CONSERVATION ASSISTA
(2) MONTANA WILDLIFE FEDERATION 5530 NORTH MONTANA AVENUE HELENA, MT 59602	81-0303948	501(C)(3)	16,641.				CONSERVATION ASSISTA
(3) NATIONAL WILDLIFE FEDERATION ACTION FUND 11100 WILDLIFE CENTER DRIVE	74-2556532	501(C)(4)	244,623.				CONSERVATION ASSISTA
(4) NATURAL RESOURCES COUNCIL OF MAINE 3 WADE STREET AUGUSTA, ME 04330	01-0270690	501(C)(3)	98,771.				CONSERVATION ASSISTA
(5) NEBRASKA WILDLIFE FEDERATION 4547 CALVERT ST, STE 12 LINCOLN, NE 68501	23-7401528	501(C)(3)	5,521.				CONSERVATION ASSISTA
(6) NEW HAMPSHIRE AUDUBON SOCIETY 84 SILK FARM ROAD CONCORD, NH 03301	02-6005322	501(C)(3)	5,731.				CONSERVATION ASSISTA
(7) NEW JERSEY AUDUBON SOCIETY 9 HARDCRABBLE RD BERNARDSVILLE, NJ 07924	22-1539642	501(C)(3)	196,867.				CONSERVATION ASSISTA
(8) NEW MEXICO WILDLIFE FEDERATION 121 CARDENAS DRIVE NE ALBUQUERQUE, NM 87108	85-0160947	501(C)(3)	11,201.				CONSERVATION ASSISTA
(9) NORTH CAROLINA STATE UNIVERSITY CAMPUS BOX 7214 RALEIGH, NC 27695	56-6000756	501(C)(3)	31,071.				CONSERVATION ASSISTA
(10) NORTH CAROLINA WILDLIFE FEDERATION 1024 WASHINGTON STREET RALEIGH, NC 27605	56-1564376	501(C)(3)	8,811.				CONSERVATION ASSISTA
(11) NORTH DAKOTANS FOR CLEAN WATER, WILDLIFE & 118 BROADWAY, STE 716 FARGO, ND 58102	45-0460767	501(C)(3)	10,000.				CONSERVATION ASSISTA
(12) NORTHERN PLAINS RESOURCE COUNCIL 220 SOUTH 27TH STREET, STE A	81-0367205	501(C)(3)	10,000.				CONSERVATION ASSISTA

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

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

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

Schedule I (Form 990) (2013)

**SCHEDULE I
(Form 990)**

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

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

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.

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 Governments and Organizations in the United States. 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.

1 (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
(1) OHIO ENVIRONMENTAL COUNCIL 1207 GRANDVIEW AVE, SUITE 201	31-0805578	501(C)(3)	23,750.				CONSERVATION ASSISTA
(2) PEPIN COUNTY PO BOX 39 DURAND, WI 54736	39-6005728	170(C)(1)	6,800.				CONSERVATION ASSISTA
(3) POWDER RIVER BASIN RESOURCE COUNCIL 934 NORTH MAIN STREET SHERIDAN, WY 82801	74-2183158	501(C)(3)	10,000.				CONSERVATION ASSISTA
(4) PRACTICAL FARMERS OF IOWA 600 5TH STREET, SUITE 100 AMES, IA 50010	42-1255174	501(C)(3)	65,000.				CONSERVATION ASSISTA
(5) RENEWABLE RESOURCES FOUNDATION INC 605 WEST 2ND AVENUE ANCHORAGE, AK 99501	20-4949871	501(C)(3)	13,771.				CONSERVATION ASSISTA
(6) RESTORE OR RETREAT PO BOX 2048-NSU THIBODAUX, LA 70310	72-1474850	501(C)(3)	75,000.				CONSERVATION ASSISTA
(7) SAVE THE DUNES CONSERVATION FUND, INC 444 BARKER ROAD MICHIGAN CITY, IN 46360	35-1915468	501(C)(3)	7,500.				CONSERVATION ASSISTA
(8) SENECA SOIL AND WATER CONSERVATION DISTRICT 3140 S. SR 100, STE D TIFFIN, OH 44883	30-0114825	170(C)(1)	5,500.				CONSERVATION ASSISTA
(9) SOUTH DAKOTA WILDLIFE FEDERATION PO BOX 7075 PIERRE, SD 57501	23-7314554	501(C)(3)	87,495.				CONSERVATION ASSISTA
(10) SOUTHERN ENVIRONMENTAL LAW CENTER 201 WEST MAIN STREET, STE 14	52-1436778	501(C)(3)	184,000.				CONSERVATION ASSISTA
(11) THE SIERRA CLUB FOUNDATION 85 SECOND STREET SAN FRANCISCO, CA 94105	94-6069690	501(C)(3)	13,541.				CONSERVATION ASSISTA
(12) THE UNITED CHRISTIAN COMMUNITY ASSOCIATION 1618 COUNTY RD 65 STAFFORD, AL 36773	63-1205867	501(C)(3)	7,500.				CONSERVATION ASSISTA

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

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

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

Schedule I (Form 990) (2013)

**SCHEDULE I
(Form 990)**

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

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

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.

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 Governments and Organizations in the United States. 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.

1 (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
(1) UNIVERSITY OF WISCONSIN STEVENS POINTS FOUN 1703 FOURTH AVENUE FRIENDSHIP, WI 53934	39-6098038	501(C)(3)	122,777.				CONSERVATION ASSISTA
(2) VIRGINIA CONSERVATION SOCIETY 422 FRANKLIN STE 303 RICHMOND, VA 23219	51-0198762	501(C)(3)	66,152.				CONSERVATION ASSISTA
(3) WEST VIRGINIA RIVERS COALITION 329 MACCORKLE AVE SE, STE 109	52-1736621	501(C)(3)	29,711.				CONSERVATION ASSISTA
(4) WESTERN ORGANIZATION OF RESOURCES COUNCILS 220 S. 27TH STREET, STE B	45-0356819	501(C)(4)	10,000.				CONSERVATION ASSISTA
(5) WILDEARTH GUARDIANS 516 ALTO STREET SANTA FE, NM 87508	85-0406306	501(C)(3)	30,000.				CONSERVATION ASSISTA
(6) YAHARA PRIDE FARMS 150 EAST GILMAN STREET, STE 2600	46-2488086	501(C)(4)	6,300.				CONSERVATION ASSISTA
(7) CITIZENS FOR PENNSYLVANIA'S FUTURE 610 NORTH THIRD STREET HARRISBURG, PA 17101	31-1607866	501(C)(3)	87,500.				CONSERVATION ASSISTA
(8) CLEAN WISCONSIN INC. 122 STATE STREET, STE 200 MADISON, WI 53703	39-1413448	501(C)(3)	10,000.				CONSERVATION ASSISTA
(9) CONSERVATION FEDERATION OF MISSOURI 728 W. MAIN STREET JEFFERSON CITY, MO 65101	44-0606356	501(C)(3)	5,941.				CONSERVATION ASSISTA
(10) CONSERVATION LAW FOUNDATION, INC. 62 SUMMER STREET BOSTON, MA 02110	04-6149986	501(C)(3)	60,000.				CONSERVATION ASSISTA
(11) -----							
(12) -----							

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶ 55

3 Enter total number of other organizations listed in the line 1 table ▶ 3

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

Schedule I (Form 990) (2013)

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" on 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	1.	7,000.			
2					
3					
4					
5					
6					
7					

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

FORM 990, SCHEDULE I, 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, THERE ARE TWO TYPES:

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" on 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					
2					
3					
4					
5					
6					
7					

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

1.) IF THE GRANT IS FOR ORGANIZATIONAL SUPPORT TO A 501(C)(3) AFFILIATE, NWF DOES NOT ASK THEM TO REPORT TO US. THE GRANT CONTRACT SPECIFIES THE TERMS AND USES OF THE GRANT.

2.) THE OTHER TYPE OF GRANT WOULD BE FOR A NON-AFFILIATE OR NON 501(C)(3) ENTITY THAT IS IN THE CONSERVATION AND EDUCATION FIELD. NATIONAL WILDLIFE FEDERATION SPECIFIES IN ITS AWARD LETTER TO GRANTEEES THE REPORTING REQUIREMENTS ON THE USE OF THE FUNDS AND IN SOME CASES RESERVES THE RIGHT TO EXAMINE THE RECORDS ASSOCIATED WITH THE AWARD.

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

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I Questions Regarding Compensation

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.

- | | |
|--|--|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) |

b If any of the boxes on 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

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?

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.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee | <input checked="" type="checkbox"/> Written employment contract |
| <input checked="" type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

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 No
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan? **4b** Yes No
- c** Participate in, or receive payment from, an equity-based compensation arrangement? **4c** Yes No
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3) and 501(c)(4) 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** Yes No
- b** Any related organization? **5b** Yes 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** Yes No
- b** Any related organization? **6b** Yes 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** Yes 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** Yes 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** Yes No

	Yes	No
1a		
1b		
2		
3		
4a		<input checked="" type="checkbox"/>
4b		<input checked="" type="checkbox"/>
4c		<input checked="" type="checkbox"/>
5a		<input checked="" type="checkbox"/>
5b		<input checked="" type="checkbox"/>
6a		<input checked="" type="checkbox"/>
6b		<input checked="" type="checkbox"/>
7		<input checked="" type="checkbox"/>
8		<input checked="" type="checkbox"/>
9		<input checked="" type="checkbox"/>

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

Schedule J (Form 990) 2013

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 reported as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1	LARRY J. SCHWEIGER PRESIDENT - NWF	(i) 298,277.	0	43,272.	12,755.	12,051.	366,355.	0
	(ii)	0	0	0	0	0	0	0
2	JAIME B. MATYAS CHIEF OPERATING OFFICER	(i) 225,915.	0	18,090.	17,009.	18,473.	279,487.	0
	(ii)	0	0	0	0	0	0	0
3	DULCE M. GOMEZ-ZORMELO TREASURER - NWF	(i) 163,170.	0	19,896.	13,100.	17,270.	213,436.	0
	(ii)	0	0	0	0	0	0	0
4	BARBARA G. MCINTOSH SECRETARY - NWF	(i) 155,805.	0	17,757.	8,858.	17,001.	199,421.	0
	(ii)	0	0	0	0	0	0	0
5	JULIE BLESSYN DAVIS FORMER ASSISTANT SECRETARY	(i) 139,542.	0	3,790.	5,847.	7,098.	156,277.	0
	(ii)	0	0	0	0	0	0	0
6	JAMES S. LYON VP OF CONSERVATION POLICY	(i) 156,689.	0	13,786.	12,139.	11,879.	194,493.	0
	(ii)	0	0	0	0	0	0	0
7	KEVIN J. COYLE VP OF EDUCATION & TRAINING	(i) 147,636.	0	22,454.	12,137.	11,739.	193,966.	0
	(ii)	0	0	0	0	0	0	0
8	ANTHONY P. CALIGIURI SR VP CONSERVATION & EDUCATION	(i) 153,061.	0	8,548.	11,562.	17,388.	190,559.	0
	(ii)	0	0	0	0	0	0	0
9	ANDREW P. BUCHSBAUM REGIONAL EXEC DIR/GREAT LAKES	(i) 126,176.	0	23,712.	8,583.	2,004.	160,475.	0
	(ii)	0	0	0	0	0	0	0
10	EDWARD J. COLEMAN GENERAL MANAGER PRODUCT & SUPP	(i) 122,329.	0	25,591.	8,976.	1,528.	158,424.	0
	(ii)	0	0	0	0	0	0	0
11	MERI-MARGARET DEOUDES VP/ STRATEGIC ALLIANCES & SPEC	(i) 130,076.	0	17,720.	8,136.	17,517.	173,449.	0
	(ii)	0	0	0	0	0	0	0
12	ANNE M. SENFT VP OF PHILANTHROPY	(i) 129,574.	0	17,704.	9,512.	6,336.	163,126.	0
	(ii)	0	0	0	0	0	0	0
13	SUSAN R. KADERKA REGIONAL EXECUTIVE DIRECTOR	(i) 115,639.	0	24,275.	9,058.	7,054.	156,026.	0
	(ii)	0	0	0	0	0	0	0
14		(i)						
	(ii)							
15		(i)						
	(ii)							
16		(i)						
	(ii)							

SCHEDULE L
(Form 990 or 990-EZ)

Transactions With Interested Persons

OMB No. 1545-0047

2013

Department of the Treasury
Internal Revenue Service

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 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. ▶ See separate instructions.**
▶ **Information about Schedule L (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.**

Open To Public Inspection

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I Excess Benefit Transactions (section 501(c)(3) and section 501(c)(4) 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
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					

- 2 Enter the amount of tax incurred by the 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			GREEN BALL		X	5,000.	200.	
(2) SHELLEY COHEN	DIRECTOR	CONNIE'S		X	2,000.	2,000.		X	X			X
(3)												
(4)												
(5)												
(6)												
(7)												
(8)												
(9)												
(10)												
Total ▶ \$						2,200.						

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
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)				
(10)				

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

Schedule L (Form 990 or 990-EZ) 2013

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
(1) BRUCE WALLACE	DIRECTOR	25,000.	LEGAL SERVICES		X
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					

Part V Supplemental Information

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

BUSINESS TRANSACTION INVOLVING INTERESTED PERSON

HOOPER HATHAWAY P.C. , A LAW FIRM AT WHICH MR. WALLACE IS EMPLOYED, IS ENGAGED TO PROVIDE ADVICE, SUPPORT, AND LITIGATION SERVICES IN CONNECTION WITH THE EFFORTS BY NWF TO PREVENT OR LIMIT ENVIRONMENTALLY INJURIOUS MINING ACTIVITIES IN THE UPPER PENINSULA OF MICHIGAN, SPECIFICALLY TO A POTENTIAL MINE SITE KNOWN AS "EAGLE PROSPECT".

**SCHEDULE M
(Form 990)**

Noncash Contributions

OMB No. 1545-0047

2013

**Open To Public
Inspection**

Department of the Treasury
Internal Revenue Service

- ▶ 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.

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	26 .	78,660 .	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 **29**

	Yes	No
30 a During the year, did the organization receive by contribution any property reported in Part I, lines 1-28, 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?		X
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?	X	
32 a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?	X	
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.

Schedule M (Form 990) (2013)

Part II **Supplemental Information.** Complete this part to 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.

FORM 990, SCHEDULE M, LINE 32B

NATIONAL WILDLIFE FEDERATION USES A BROKERAGE HOUSE TO SELL NONCASH

CONTRIBUTIONS (PUBLICLY TRADED SECURITIES).

PUBLIC DISCLOSURE

SCHEDULE O
(Form 990 or 990-EZ)

Supplemental Information to Form 990 or 990-EZ

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

**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.**

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

FORM 990, PART I, LINE 1 - DESCRIPTION OF ORGANIZATION MISSION:

NWF'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE. NWF HAS THREE STRATEGIC PROGRAMMATIC AREAS: A) ICONIC LANDSCAPES, B) HEALTHY WATERS AND C) VIBRANT COMMUNITIES. 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 PRETECT 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.

FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES:

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

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

CONSERVATION , THE LATEST ENVIRONMENTAL NEWS AND SUCCESS STORIES FROM NWF AND AROUND THE NATION.

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 4 MILLION MEMBERS AND SUPPORTERS WHILE ALSO GETTING OUR MESSAGE TO NEW AUDIENCES WHO HAVE AN INTEREST IN PROTECTING WILDLIFE.

FORM 990, PART VI, SECTION A, LINE 1B:

THE NWF EXECUTIVE COMMITTEE IS COMPOSED OF THE BOARD CHAIR AND SIX OTHER MEMBERS OF THE BOARD. THE EXECUTIVE COMMITTEE HAS AND EXERCISES THE POWERS DELEGATED TO THEM BY THE FEDERATION BOARD OF DIRECTORS.

FORM 990, PART VI, SECTION A, LINE 6:

NWF'S 49 STATE AND TERRITORIAL AUTONOMOUS AND UNRELATED ENTITIES ARE

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

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 11B:

NWF'S FINANCE DEPARTMENT COMPILES DATA AND SCHEDULES FOR THE IRS FORM 990 FROM AUDITED FINANCIAL STATEMENTS. BDO USA, LLP 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 BDO 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 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

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

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 XI, LINE 9 - CHANGES IN NET ASSETS:

CHANGE IN SPLIT INTEREST AGREEMENTS	338,570
PENSION EXPENSE	(190,487)
PENSION GAIN	1,531,637

TOTAL TO FORM 990, PART XI, LINE 9 1,679,721

ATTACHMENT 1

FORM 990, PART III, LINE 1 - ORGANIZATION'S MISSION

NATIONAL WILDLIFE FEDERATION'S (NWF) MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE. NWF HAS THREE STRATEGIC PROGRAMMATIC AREAS: A) ICONIC LANDSCAPES, B) HEALTHY WATERS AND C) VIBRANT COMMUNITIES. THROUGH EDUCATION, OUTREACH AND ADVOCACY, NWF PURSUES SOLUTIONS THAT REDUCE THREATS TO WILDLIFE AND PEOPLE. NWF 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

Name of the organization

Employer identification number

NATIONAL WILDLIFE FEDERATION

ATTACHMENT 1 (CONT'D)FORM 990, PART III, LINE 1 - ORGANIZATION'S MISSION

KEY MEMBERS OF NWF'S LEADERSHIP AND SETS NWF'S CONSERVATION POLICY PRIORITIES THROUGH AN ANNUAL RESOLUTION PROCESS.

AS IN NATURE, WE HAVE STRENGTH IN NUMBERS AND DIVERSITY. NWF REGULARLY WORKS CLOSELY WITH THOSE WHO SPAN THE SOCIAL AND POLITICAL SPECTRUM AND CONNECT THEM BY A COMMON COMMITMENT TO CONSERVATION. OUR ABILITY TO MEET THE NEEDS OF WILDLIFE IS INEXTRICABLY LINKED TO THE AMAZING INDIVIDUALS, GROUPS, ORGANIZATIONS AND CORPORATIONS WE CALL OUR SUPPORTERS. TOGETHER, WE FORM A PACK, LEVERAGING OUR INFLUENCE TO SAFEGUARD AMERICA'S WILDLIFE AND WILD PLACES.

SOME OF OUR KEY CAPABILITIES INCLUDE: 80 YEARS OF HISTORY ADVOCATING ON BEHALF OF WILDLIFE, 49 AFFILIATES, 2 MILLION MEMBERS, REGIONAL CENTERS IN MD, VT, TX, MI, MT, CO, STAFF SCIENTIFIC EXPERTS, STAFF LEGISLATIVE EXPERTS, REGULARLY PARTNERING WITH U.S. GOVERNMENTAL AGENCIES TO ON THE GROUND WORK, THE KEY PLAYER OTHERS LOOK TO BUILD COALITIONS, AND PUBLISHER OF AWARD WINNING MAGAZINES.

ATTACHMENT 2FORM 990, PART III - PROGRAM SERVICE, LINE 4A

ICONIC LANDSCAPES:

A CENTERPIECE OF NWF'S STRATEGY IS PROTECTING AND RESTORING HABITAT THROUGHOUT THE UNITED STATES TO BENEFIT WILDLIFE. NWF DEFENDS FEDERAL LAWS, PROTECTS AND RESTORES PUBLIC AND TRIBAL LANDS, AND WORKS WITH LOCAL COMMUNITIES TO PROTECT, RESTORE AND SUSTAIN WILDLIFE HABITAT. NWF ALSO WORKS TO PROVIDE GUIDANCE ON SCIENTIFIC AND SUSTAINABLE FISH AND WILDLIFE MANAGEMENT. AS AN

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

ATTACHMENT 2 (CONT'D)

EXAMPLE, IN THE ROCKY MOUNTAIN WEST, NWF'S COLORADO AND MONTANA OFFICES ARE OUR STATE AFFILIATES ARE STRONG VOICES FOR PUBLIC LANDS AND WORK WITH PARTNERS, SPORTSMEN, AND OUTDOOR RECREATIONISTS TO PROTECT PUBLIC LANDS FOR THE WILDLIFE THAT INHABITS THEM AND ALSO FOR OUTDOOR RECREATION FOR THE PUBLIC. ENERGY DEVELOPMENT IN THE WEST IS A LARGE AREA OF CONCERN AND NWF AND ALSO WORKS WITH ENERGY COMPANIES TO PROMOTE RESPONSIBLE ENERGY DEVELOPMENT ON PUBLIC LANDS THAT ADDRESSES THE POTENTIAL IMPACT ON WILDLIFE AND THEIR HABITAT.

SOME EXAMPLES OF SUCCESS INCLUDE:

1. WE WORKED CLOSELY WITH THE MONTANA WILDLIFE FEDERATION AND OTHER PARTNERS TO ACHIEVE A STUNNING BREAKTHROUGH FOR WILD BISON - RETURNING 138 OF THESE MAGNIFICENT BEASTS TO THEIR HISTORIC RANGE ON ASSINIBOINE AND SIOUX TRIBAL LANDS ON FORT PECK RESERVATION IN MONTANA.
2. ON MAY 21, 2014 PRESIDENT BARACK OBAMA DESIGNATED THE ORGAN MOUNTAINS-DESERT PEAKS A NATIONAL MONUMENT. THE PROCLAMATION FOLLOWED YEARS OF WORK BY NWF, THE NEW MEXICO WILDLIFE FEDERATION, BUSINESS OWNERS, THE PUBLIC AND LOCAL COMMUNITY LEADERS TO PROTECT THE SOUTHERN NEW MEXICO SITE THAT INCLUDES THE QUARTZ SPIRES OF THE ORGAN MOUNTAINS, VOLCANIC MOUNTAINS AND CLIFFS, BOX CANYONS, ANCIENT ROCK CARVINGS AND HISTORIC RANCHING SITES. THE NEARLY HALF-MILLION-ACRE AREA IS HOME TO A BROAD ARRAY OF WILDLIFE, INCLUDING, MULE DEER, MOUNTAIN LIONS, GOLDEN EAGLES AND PEREGRINE FALCONS.

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

ATTACHMENT 3

FORM 990, PART III - PROGRAM SERVICE, LINE 4B

HEALTHY WATERS:

NWF'S FOCUSES ON REGIONAL EFFORTS AND LEVERAGING EXISTING RELATIONSHIPS TO ADDRESS LOCALIZED WATER ISSUES. NWF FIELD OFFICES SAND AFFILIATES REGULARLY PROVIDE LEADERSHIP AND BOOTS ON THE GROUND TO SUPPORT THE EFFORTS OF COALITIONS DEDICATED TO CLEANING UP AMERICA'S WATERS. ON THE GULF COAST, NWF IS A VOICE FOR WILDLIFE AND A LEADER IN GULF COAST RESTORATION AFTER THE BP OIL SPILL. THROUGH THE TEXAS LIVING WATERS PROJECT, NWF WORKS TO ENSURE THAT TEXAS HAS ENOUGH FRESH WATER FOR PEOPLE AND WILDLIFE, PROTECTING COASTAL ESTUARIES AND GROUNDWATER. IN THE MISSISSIPPI RIVER DELTA, NWF'S SOUTH CENTRAL OFFICE IS SPEARHEADING THE GULF RESTORATION EFFORTS TO CURB WETLANDS LOSS AND RESTORE NATURE'S FIRST LINE OF DEFENSE FROM HURRICANES.

IN THE GREAT LAKES, NWF'S MICHIGAN OFFICE LEADS THE HEALING OUR WATERS COALITION THAT IS WORKING TO MODERNIZE SEWAGE TREATMENT, CLEAN-UP POLLUTED HARBORS, RESTORE WETLANDS, AND PREVENT UNWANTED, NEW SPECIES FROM INVADING THE LAKES. ON THE EAST COAST, NWF'S ANNAPOLIS OFFICE LEADS THE CHOOSE CLEAN WATER INITIATIVE THAT ADDRESSES SURFACE RUN OFF POLLUTION AFFECTING THE CHESAPEAKE BAY. NATIONALLY, IN FEBRUARY 2014, AFTER YEARS OF PERSISTENT EFFORT BY TENS OF THOUSANDS OF WILDLIFE ADVOCATES AND DOZENS OF NATIONAL WILDLIFE FEDERATION AFFILIATES, CONGRESS PASSED A NEW FARM BILL THAT PROVIDES HUGE WINS FOR WILDLIFE. THE 2014 FARM BILL IS A STRONG, CONSERVATION-FRIENDLY BILL THAT SUPPORTS HEALTHY SOIL, CLEAN WATER AND ABUNDANT HABITAT FOR WILDLIFE. IT CONTAINS A

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

ATTACHMENT 3 (CONT'D)

SUBSTANTIAL INCREASE IN FUNDING TO HELP FARMERS CREATE WILDLIFE HABITAT ON WORKING LANDS AND IMPORTANT IMPROVEMENTS FOR PROTECTING OUR FRAGILE NATIVE GRASSLANDS.

ATTACHMENT 4

FORM 990, PART III - PROGRAM SERVICE, LINE 4C

VIBRANT COMMUNITIES:

THE ORGANIZATION'S EDUCATION OUTREACH AND PUBLICATION PROGRAMS AIM TO RECONNECT CHILDREN AND ADULTS WITH NATURE THROUGH PROGRAMS SUCH AS: GARDENING FOR WILDLIFE (ENCOURAGING SCHOOLS, INDIVIDUALS, AND COMMUNITIES TO SUSTAINABLY BUILD AND CERTIFY WILDLIFE HABITAT), ECO SCHOOLS USA (PRE-K-12 NATURE AND ENVIRONMENTAL EDUCATION PROGRAMS), CAMPUS ECOLOGY AND ECOLEADERS (YOUNG ADULT LEADERSHIP AND SKILLS DEVELOPMENT), GREAT AMERICAN CAMPOUT (ENCOURAGING INDIVIDUALS AND COMMUNITIES TO EXPLORE THE GREAT OUTDOORS), NATIONAL WILDLIFE, RANGER RICK, AND RANGER RICK JR. PUBLICATIONS (AWARD WINNING MAGAZINES DEVOTED TO CONSERVATION AND EDUCATION). IN FISCAL YEAR 14, NWF EDUCATION PROGRAMS REACHED NEARLY 7 MILLION YOUNG PEOPLE WITH HIGH QUALITY PROGRAMMING IN CONSERVATION EDUCATION, CLIMATE SCIENCE, WILDLIFE AWARENESS, READING AND NATURE PLAY. NWF IS NOW IN NEARLY 7,600 K-12 SCHOOLS SERVING MILLIONS OF STUDENTS AND 111,000 EDUCATORS. THIS INCLUDES:

1. ADDING 600 SCHOOLS TO THE GROWING NWF ECO-SCHOOLS USA NETWORK -- ECO-SCHOOLS USA IS PART OF THE WORLD'S LARGEST AND MOST EFFECTIVE NETWORK OF GREEN SCHOOLS. THESE ARE SCHOOLS THAT DEVOTE

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

ATTACHMENT 4 (CONT'D)

THEIR BUILDINGS, GROUNDS AND EDUCATIONAL PROGRAMMING TO ENVIRONMENTAL IMPROVEMENTS AND LEARNING. SINCE 2009, NWF HAS BEEN THE OFFICIAL HOST AND OPERATOR OF THE PROGRAM IN THE U.S. IN 2013 THE NUMBER OF PARTICIPATING SCHOOLS INCREASED FROM 2,600 TO 3,100 (20% GROWTH). SCHOOLS ENROLLED IN THE PROGRAM SAVED \$56 MILLION IN UTILITY COSTS.

2. ADDING 350 SCHOOLS TO OUR SCHOOLYARD WILDLIFE HABITAT PROGRAM -- SCHOOLYARD HABITAT® PROGRAM, NOW WITH 4,400 PARTICIPATING SCHOOLS, IS THE LARGEST SCHOOL GARDEN PROGRAM IN AMERICA. IT SUPPORTS SCHOOL AND EDUCATOR EFFORTS TO DEVELOP WILDLIFE AND ECOSYSTEM EDUCATION PROGRAMS DIRECTLY ON THE SCHOOL GROUNDS AND PROVIDES CHILDREN WITH OPPORTUNITIES TO LEARN IN OUTDOOR CLASSROOMS. THE PROGRAM GREW 9.5% IN 2013

3. 45% OF THE YOUNG PEOPLE WE NOW SERVE IN OUR SCHOOL PROGRAMS ARE FROM RACIALLY DIVERSE BACKGROUNDS -- NWF IS A LEADER AMONG NATIONAL CONSERVATION ORGANIZATIONS IN REACHING MINORITIES AND PEOPLE OF COLOR THROUGH ITS PROGRAMMING. THIS IS PARTICULARLY TRUE THROUGH OUR SCHOOL PROGRAMS DUE TO FOCUS ON LARGE URBAN SCHOOL DISTRICTS WHERE AMERICAN CHILDREN ARE THE MOST REMOVED FROM NATURE.

4. THROUGH NWF'S TREES FOR WILDLIFE, CHILDREN PLANTED 20,000 TREES AT 100 LOCATIONS -- THE TREES FOR WILDLIFE PROGRAM PROVIDES TREES AND EDUCATIONAL PROGRAMMING TO SCOUT GROUPS, SCHOOLS GROUPS AND DISASTER-IMPACTED COMMUNITIES. SINCE ITS INCEPTION, CHILDREN HAVE PLANTED A TOTAL OF 170,000 TREES THROUGH THE TREES FOR WILDLIFE PROGRAM.

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

ATTACHMENT 4 (CONT'D)

5. WE HELPED 4 MILLION KIDS GET OUTDOORS IN NATURE ON A REGULAR BASIS - IN LATE 2012, NWF ANNOUNCED ITS PLAN TO HAVE 10 MILLION LARGELY INDOOR-BOUND CHILDREN TO HAVE REGULAR TIME OUTDOORS LEARNING AND PLAYING IN NATURE. RESEARCH SHOWS THAT CHILDREN WHO HABITUALLY STAY INDOORS ARE LESS LIKELY TO CARE ABOUT WILDLIFE AND NATURE CONSERVATION AS ADULTS. WE DEFINED "REGULAR TIME" AS A WEEKLY AVERAGE OF 90 MINUTES IN NATURAL SPACES. BY THE END OF 2013, WE HAD ACHIEVED 3 MILLION OUTDOOR KIDS THROUGH OUR SCHOOL AND PUBLIC AGENCY PROGRAMS. THE SCHOOLYARD HABITAT PROGRAM AND THE ECO-SCHOOLS USA PROGRAM ARE PARTICULARLY EFFECTIVE IN HELPING STUDENTS TO SPEND TIME IN NATURAL SETTING LEARNING ABOUT NATURE. THESE PROGRAMS OFFER STUDENTS AND TEACHER THE OPPORTUNITY TO CREATE AND USE OUTDOOR CLASSROOMS ON SCHOOLS GROUNDS AND ENCOURAGE VISITS TO LOCAL PARKS AND NATURE CENTERS. ABOUT ONE-HALF OF THE 3 MILLION YOUNG PEOPLE WE HELPED RECONNECT WITH NATURE DID SO THROUGH THESE SCHOOL-BASED PROGRAMS.

6. WE RECRUITED 650 MAJOR URBAN AND REGIONAL PARK AGENCIES TO HELP GET KIDS OUTDOORS. MOST OF THESE AGENCIES PROVIDE FIELD SPORTS AND INDOOR RECREATION CENTERS AS MAINSTAYS TO THEIR SERVICES. NWF, WORKING WITH THE DEDICATED AND ENTHUSIASTIC SUPPORT OF THE NATIONAL RECREATION AND PARK ASSOCIATION, WAS FORTUNATE TO RECRUIT 650 PARK AND RECREATION AGENCIES INCLUDING: LOS ANGELES, CHICAGO, BALTIMORE, SAN FRANCISCO, ST. LOUIS, WASHINGTON D.C. AND MANY OTHERS.

7. WE SIGNED UP 10 NEW CITIES AND TOWNS FOR THE NWF COMMUNITY WILDLIFE HABITAT PROGRAM -- NWF SUPPORTS CITIES, COUNTIES AND

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

ATTACHMENT 4 (CONT'D)

TOWNS AS THEY TAKE STEPS TO BECOME LOCAL WILDLIFE SANCTUARIES UNDER OUR COMMUNITY WILDLIFE HABITAT PROGRAM. MORE THAN 120 LOCALES, LARGE AND SMALL (WITH A COMBINED POPULATION OF 10 MILLION PEOPLE IN 25 STATES), HAVE EITHER CERTIFIED OR ARE WORKING TOWARD CERTIFICATION. A COMMUNITY UNDERGOES A LOCALLY BASED EFFORT TO INCREASE THE NUMBER OF CERTIFIED BACKYARD, SCHOOLYARD, AND OTHER HABITATS IT HAS AND TO MANAGE ITS LANDS AND EDUCATE STUDENTS AND THE PUBLIC IN WAYS THAT ARE SUPPORTIVE OF HABITAT MANAGEMENT AND PROTECTION.

8. WE HELPED CERTIFY 9,000 INDIVIDUAL PROPERTIES AS HABITATS -- NWF'S COMMUNITY HABITAT AND GARDEN FOR WILDLIFE PROGRAM AND ITS HABITAT VOLUNTEERS GENERATE THOUSANDS OF CERTIFICATIONS EACH YEAR.

9. WE TRAINED 1,000 HABITAT VOLUNTEERS -- WE RECRUIT, TRAIN, AND MAINTAIN A CORPS OF HABITAT VOLUNTEERS. VOLUNTEERS ARE ESSENTIAL TO HELPING NWF ACHIEVE ITS HABITAT GOALS AND OBTAINING 1,000 NEW BACKYARD AND SCHOOLYARD CERTIFICATIONS EACH MONTH. NWF TRAINS AND DEPLOYS VOLUNTEERS TO HELP WITH ITS CERTIFIED WILDLIFE HABITAT PROGRAMS. THIS INCLUDES COMMUNITIES, SCHOOLYARDS, AND BACKYARDS. THESE 2,000 VOLUNTEERS CONTRIBUTE 60,000 HOURS PER YEAR AND SUPPORT HANDS ON PROJECTS, HOLDING TABLING AND COMMUNICATIONS EVENTS, GIVING TALKS TO GARDEN CLUBS AND NATURE CENTERS, HELPING EDUCATORS, AND ADVOCATING FOR WILDLIFE FRIENDLY GARDENING AND LANDSCAPING POLICIES AT THE COMMUNITY LEVEL.

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

ATTACHMENT 5

FORM 990, PART V, LINE 4B - FOREIGN COUNTRIES

CAYMAN ISLANDS

NETHERLANDS

ATTACHMENT 6

FORM 990, PART VI, LINE 17 - STATES

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,

ATTACHMENT 7

990, PART VII- COMPENSATION OF THE FIVE HIGHEST PAID IND. CONTRACTORS

<u>NAME AND ADDRESS</u>	<u>DESCRIPTION OF SERVICES</u>	<u>COMPENSATION</u>
THE OCCASIONS GROUP 1 STATIONARY PLACE RESBURG, ID 83441	CONSULTING	2,500,532.
CDS GLOBAL, INC. 1901 BELL AVE DES MOINES, IA 50315	MAGAZINE SUBSCRIP	863,136.
INNERWORKINGS 1440 BROADWAY, 22ND FLOOR NEW YORK, NY 10018	PRINT PROCURMENT SVC	753,532.
MERKLE, INC. 7001 COLUMBIA GATEWAY DRIVE COLUMBIA, MD 21046	DATABASE DEVELOPMENT	638,502.
DIRECT MAIL PROCESSORS, INC. 1150 CONRAD COURT HAGERSTOWN, MD 21740	LOCK BOX REMITTANCE	537,661.

Name of the organization

Employer identification number

NATIONAL WILDLIFE FEDERATION

ATTACHMENT 8

FORM 990, PART IX - OTHER FEES

<u>DESCRIPTION</u>	(A) <u>TOTAL FEES</u>	(B) <u>PROGRAM SERVICE EXP.</u>	(C) <u>MANAGEMENT AND GENERAL</u>	(D) <u>FUNDRAISING EXPENSES</u>
CONTRACTUAL & CONSULTANT	2,944,738.	2,630,240.	314,498.	
GRAPHICS, DESIGN, COPY	187,449.	138,525.	11,059.	37,865.
DATA ENTRY - OUTSOURCE	207,211.	165,375.	15,562.	26,274.
LETTER SHOP - OUTSOURCE	1,601,967.	1,183,854.	94,516.	323,597.
FULFILLMENT - OUTSOURCE	4,117,222.	3,285,955.	309,203.	522,064.
TOTALS	<u>9,058,587.</u>	<u>7,403,949.</u>	<u>744,838.</u>	<u>909,800.</u>

**SCHEDULE R
(Form 990)**

Department of the Treasury
Internal Revenue Service

Name of the organization

NATIONAL WILDLIFE FEDERATION

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.

▶ See separate instructions.

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

OMB No. 1545-0047

2013

**Open to Public
Inspection**

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
(1) -----					
(2) -----					
(3) -----					
(4) -----					
(5) -----					
(6) -----					

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 52-0806695 11100 WILDLIFE CENTER DRIVE RESTON, VA 20190-5362	SUPPORT NWF	DC	501(C)(3)	509(A)(3)I	N/A		X
(2) -----							
(3) -----							
(4) -----							
(5) -----							
(6) -----							
(7) -----							

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

Schedule R (Form 990) 2013

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) 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	
(1) -----												
(2) -----												
(3) -----												
(4) -----												
(5) -----												
(6) -----												
(7) -----												

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
(1) -----									
(2) -----									
(3) -----									
(4) -----									
(5) -----									
(6) -----									
(7) -----									

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.

	Yes	No
1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
a Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity		X
b Gift, grant, or capital contribution to related organization(s)		X
c Gift, grant, or capital contribution from related organization(s)	X	
d Loans or loan guarantees to or for related organization(s)		X
e Loans or loan guarantees by related organization(s)	X	
f Dividends from related organization(s)		X
g Sale of assets to related organization(s)		X
h Purchase of assets from related organization(s)		X
i Exchange of assets with related organization(s)		X
j Lease of facilities, equipment, or other assets to related organization(s)		X
k Lease of facilities, equipment, or other assets from related organization(s)		X
l Performance of services or membership or fundraising solicitations for related organization(s)		X
m Performance of services or membership or fundraising solicitations by related organization(s)		X
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	X	
o Sharing of paid employees with related organization(s)		X
p Reimbursement paid to related organization(s) for expenses	X	
q Reimbursement paid by related organization(s) for expenses	X	
r Other transfer of cash or property to related organization(s)		X
s Other transfer of cash or property from related organization(s)	X	

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)				
(2)				
(3)				
(4)				
(5)				
(6)				

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 section 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	
(1) -----													
(2) -----													
(3) -----													
(4) -----													
(5) -----													
(6) -----													
(7) -----													
(8) -----													
(9) -----													
(10) -----													
(11) -----													
(12) -----													
(13) -----													
(14) -----													
(15) -----													
(16) -----													