

Form **8879-EO**

### IRS e-file Signature Authorization for an Exempt Organization

OMB No. 1545-1878

Department of the Treasury  
Internal Revenue Service

For calendar year 2014, or fiscal year beginning Sep 1, 2014, and ending Aug 31, 2015

▶ Do not send to the IRS. Keep for your records.

▶ Information about Form 8879-EO and its instructions is at [www.irs.gov/form8879eo](http://www.irs.gov/form8879eo).

# 2014

Name of exempt organization <b>National Wildlife Federation</b>	Employer identification number <b>53-0204616</b>
Name and title of officer <b>Karen Wagner, Treasurer</b>	

#### Part I Type of Return and Return Information (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line 1a, 2a, 3a, 4a, or 5a, below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, or 5b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. Do not complete more than 1 line in Part I.

1a Form 990 check here ▶ <input checked="" type="checkbox"/>	b Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b	<u>76,910,602</u>
2a Form 990-EZ check here ▶ <input type="checkbox"/>	b Total revenue, if any (Form 990-EZ, line 9)	2b	
3a Form 1120-POL check here ▶ <input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b	
4a Form 990-PF check here ▶ <input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b	
5a Form 8868 check here ▶ <input type="checkbox"/>	b Balance Due (Form 8868, Part I, line 3c or Part II, line 8c)	5b	

#### Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2014 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

##### Officer's PIN: check one box only

I authorize Raffa, P.C. ERO firm name to enter my PIN 

1	8	9	9	0
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 as my signature

Enter five numbers, but do not enter all zeros

on the organization's tax year 2014 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2014 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶ Karen Wagner Date ▶ 3/30/16

#### Part III Certification and Authentication

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

7	8	0	2	4	0	7	4	6	6	0
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do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2014 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶ \_\_\_\_\_ Date ▶ \_\_\_\_\_

**ERO Must Retain This Form—See Instructions  
Do Not Submit This Form To the IRS Unless Requested To Do So**

**Product: Exempt**

**Name: National Wildlife Federation**

**FEIN: \*\*\*\*\*4616**

**Fiscal Year**

**Begin Date: 9/1/2014**

**Category:**

**Fiscal Year**

**End Date: 8/31/2015**

**IRS Center: Ogden**

**e-Postmark: 03/30/16 10:01:04 AM**

**Notification:**

**eSigned:**

Date	Type Of Activity	Submission ID	Refund/(Due)	Updated By	eSign Date
03/30/16	Upload Started				
03/30/16	Released for Transmission - Validation In Progress			System	
03/30/16	Ready to transmit - Validation Complete				
03/30/16	Transmitted to FD	7802402016090032fe00			
03/30/16	Transmitted to VA	78024020160900325f00			
03/30/16	Accepted by FD on 3/30/2016				

Form **990**

**Return of Organization Exempt From Income Tax**  
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

OMB No. 1545-0047

**2014**

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

▶ 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](http://www.irs.gov/form990).

**A** For the 2014 calendar year, or tax year beginning **SEP 1, 2014** and ending **AUG 31, 2015**

<b>B</b> Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>C</b> Name of organization <b>NATIONAL WILDLIFE FEDERATION</b> Doing business as Number and street (or P.O. box if mail is not delivered to street address) Room/suite <b>11100 WILDLIFE CENTER DRIVE</b> City or town, state or province, country, and ZIP or foreign postal code <b>RESTON, VA 20190-5362</b> <b>F</b> Name and address of principal officer: <b>COLLIN O' MARA</b> <b>SAME AS C ABOVE</b>	<b>D</b> Employer identification number <b>53-0204616</b> <b>E</b> Telephone number <b>703-438-6000</b> <b>G</b> Gross receipts \$ <b>85,997,724.</b> <b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) <b>H(c)</b> Group exemption number ▶
<b>I</b> 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		
<b>J</b> Website: ▶ <b>WWW.NWF.ORG</b>		
<b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		<b>L</b> Year of formation: <b>1939</b> <b>M</b> State of legal domicile: <b>DC</b>

**Part I Summary**

<b>1</b>	Briefly describe the organization's mission or most significant activities: <b>SEE SCHEDULE O</b>		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
<b>Activities &amp; Governance</b>	3 Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	<b>27</b>
	4 Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	<b>26</b>
	5 Total number of individuals employed in calendar year 2014 (Part V, line 2a)	<b>5</b>	<b>409</b>
	6 Total number of volunteers (estimate if necessary)	<b>6</b>	<b>3545</b>
	7a Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	<b>491,695.</b>
	7b Net unrelated business taxable income from Form 990-T, line 34	<b>7b</b>	<b>0.</b>
	<b>Revenue</b>	8 Contributions and grants (Part VIII, line 1h)	<b>Prior Year</b>
9 Program service revenue (Part VIII, line 2g)		64,981,174.	60,620,621.
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		5,707,144.	5,508,512.
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		184,945.	2,828,674.
12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)		8,662,852.	7,952,795.
13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		79,536,115.	76,910,602.
14 Benefits paid to or for members (Part IX, column (A), line 4)		2,890,383.	4,418,798.
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		0.	0.
16a Professional fundraising fees (Part IX, column (A), line 11e)		32,329,300.	25,650,890.
b Total fundraising expenses (Part IX, column (D), line 25)		1,495,925.	890,450.
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		41,388,663.	40,371,007.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		78,104,271.	71,331,145.
19 Revenue less expenses. Subtract line 18 from line 12	1,431,844.	5,579,457.	
<b>Net Assets or Fund Balances</b>	20 Total assets (Part X, line 16)	<b>Beginning of Current Year</b>	<b>End of Year</b>
	21 Total liabilities (Part X, line 26)	72,168,438.	61,553,930.
	22 Net assets or fund balances. Subtract line 21 from line 20	74,496,669.	64,277,902.
		-2,328,231.	-2,723,972.

**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.

<b>Sign Here</b>	Signature of officer <b>KAREN WAGNER, TREASURER</b>	Date
	Type or print name and title	

<b>Paid Preparer Use Only</b>	Print/Type preparer's name <b>FRANK H. SMITH</b>	Preparer's signature <i>Frank H. Smith</i>	Date <b>03/30/16</b>	Check <input type="checkbox"/> if self-employed	PTIN <b>P00639053</b>
	Firm's name ▶ <b>RAFFA, P.C.</b>	Firm's EIN ▶ <b>52-1511275</b>		Phone no. <b>202-822-5000</b>	
	Firm's address ▶ <b>1899 L STREET, NW, SUITE 850 WASHINGTON, DC 20036</b>				

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

Part III Statement of Program Service Accomplishments

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

1 Briefly describe the organization's mission: NATIONAL WILDLIFE FEDERATION'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE. NWF HAS SEVEN PROGRAMMATIC AREAS: WATER, PUBLIC LANDS, PRIVATIZATION OF WILDLIFE, CONSERVATION FUNDING, CLIMATE AND ENERGY, SPECIES AND HABITATS, AND YOUTH

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 [X] 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 [X] No If "Yes," describe these changes on Schedule O.

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

4a (Code: ) (Expenses \$ 25,408,267. including grants of \$ 4,418,798.) (Revenue \$ 60,403.) CONSERVATION ADVOCACY: WATER:

SINCE 1982, THE CLEAN WATER ACT HAS BEEN THE BEDROCK CONSERVATION LAW THAT PROTECTS OUR NATION'S WATERS AND WETLANDS - FOR DRINKING, FISHING, SWIMMING, AND WILDLIFE. AFTER A DAMAGING SUPREME COURT DECISION OVER A DECADE AGO, THE SCOPE OF THE ACT HAS BEEN IN DOUBT. IN MAY, 2015, NWF'S WASHINGTON, DC AFFILIATE, EARTH CONSERVATION CORPS, HOSTED AN EVENT ON THE ANACOSTIA RIVER WITH NWF CEO COLLIN O'MARA WHERE GINA MCCARTHY, EPA ADMINISTRATOR AND JO-ELLEN DARCY, ASSISTANT SECRETARY OF THE ARMY CORPS OF ENGINEERS SIGNED A RULE RESTORING CLEAN WATER ACT PROTECTIONS TO MORE THAN HALF OF THE NATION'S STREAMS AND MILLIONS OF ACRES OF

4b (Code: ) (Expenses \$ 15,960,009. including grants of \$ ) (Revenue \$ ) EDUCATION OUTREACH, PUBLICATIONS AND FILMS:

IN ITS WORK TO HELP THE NEXT GENERATION OF YOUNG PEOPLE LEARN ABOUT WILDLIFE AND THE NATURAL ENVIRONMENT AND TO EVOLVE A LIFELONG CONNECTION TO NATURE, THE NATIONAL WILDLIFE FEDERATION OPERATES A SET OF FAR-REACHING EDUCATIONAL AND/OR NATURE IMMERSION PROGRAMS FOR YOUNG PEOPLE. IT ALSO HAS PROGRAMS THAT ENGAGE INDIVIDUALS IN CREATING WILDLIFE HABITATS WHERE THEY LIVE, WORK, PLAY AND WORSHIP.

ECO-SCHOOLS USA IS A COMPREHENSIVE SCHOOLS GREENING PROGRAM DESIGNED FOR SCHOOLS TO GREEN THEIR BUILDINGS, GROUNDS AND CURRICULUM. 3,500 AMERICAN SCHOOLS -- 90% PUBLIC SCHOOLS AND 66% TITLE ONE AND/OR

4c (Code: ) (Expenses \$ 8,625,573. including grants of \$ ) (Revenue \$ 5,432,458.) MEMBERSHIP EDUCATION PROGRAMS:

MEMBERSHIP EDUCATION PROGRAMS MAINTAIN AN ACTIVE, ENGAGED AND INFORMED MEMBERSHIP PROVIDING SUPPORTERS WITH THE INFORMATION AND INSPIRATION TO MAKE A DIFFERENCE IN THEIR OWN BACKYARDS, THEIR COMMUNITIES, AND ACROSS THE COUNTRY. NWF REACHES MILLIONS OF SUPPORTERS ON A MONTHLY BASIS TO COMMUNICATE THE MOST PRESSING NEEDS FACING THE ENVIRONMENT TODAY - FROM PEOPLE BECOMING MORE DISCONNECTED FROM NATURE TO LOSS OF HABITAT AND THE IMPACTS OF CLIMATE CHANGE. THROUGH SUCH PUBLICATIONS AS NATIONAL WILDLIFE MAGAZINE, THE NWF WEBSITE, AND OTHER SOURCES OF INFORMATION, NWF IS EDUCATING OUR MEMBERSHIP BASE ON HOW NWF IS WORKING TO PROTECT WILDLIFE AND HABITAT. EVERY MONTH, THROUGH NATIONAL WILDLIFE MILLIONS

4d Other program services (Describe in Schedule O.) (Expenses \$ 8,124,318. including grants of \$ ) (Revenue \$ 6,890,111.)

4e Total program service expenses 58,118,167.

Part IV Checklist of Required Schedules

Table with 3 columns: Question, Yes, No. Rows 1-20b detailing various organizational requirements and their fulfillment status.

**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 domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	X	
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	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? If "Yes," complete Schedule J	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a		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?		
25a <b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part 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? If "Yes," complete Schedule L, Part I		X
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If "Yes," 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? If "Yes," complete Schedule L, Part III		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? If "Yes," complete Schedule L, Part IV		X
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		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? If "Yes," complete Schedule L, Part IV		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	X	
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		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? If "Yes," complete Schedule R, Part I		X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1	X	
35a 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)? If "Yes," complete Schedule R, Part V, line 2		X
36 <b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		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? If "Yes," complete Schedule R, Part VI		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?	X	

Note. All Form 990 filers are required to complete Schedule O

Form 990 (2014)

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

Table with columns for question numbers (1a-14b), Yes/No checkboxes, and numerical responses (e.g., 277, 409, 0). Includes questions about backup withholding, employee reporting, foreign accounts, and charitable contributions.

COPY

**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  X

**Section A. Governing Body and Management**

	Yes	No
<b>1a</b> Enter the number of voting members of the governing body at the end of the tax year ..... <b>1a</b> 27 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.		
<b>b</b> Enter the number of voting members included in line 1a, above, who are independent ..... <b>1b</b> 26		
<b>2</b> Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? ..... <b>2</b>		X
<b>3</b> Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? ..... <b>3</b>		X
<b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? ..... <b>4</b>		X
<b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets? ..... <b>5</b>		X
<b>6</b> Did the organization have members or stockholders? ..... <b>6</b>	X	
<b>7a</b> 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? ..... <b>7a</b>	X	
<b>b</b> Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? ..... <b>7b</b>		X
<b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
<b>a</b> The governing body? ..... <b>8a</b>	X	
<b>b</b> Each committee with authority to act on behalf of the governing body? ..... <b>8b</b>	X	
<b>9</b> 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 ..... <b>9</b>		X

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

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

**Section C. Disclosure**

- 17** List the states with which a copy of this Form 990 is required to be filed **AL, AK, AR, CA, CO, CT, DC, FL, GA, HI, IL, KS**
- 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, address, and telephone number of the person who possesses the organization's books and records: **KAREN WAGNER - 703-438-6000**  
**11100 WILDLIFE CENTER DRIVE, RESTON, VA 20190-5362**



**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

**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 line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) BRUCE WALLACE CHAIR	3.00	X		X				0.	0.	0.
(2) DEBORAH SPALDING PAST CHAIR	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 BROCK DIRECTOR	3.00	X						0.	0.	0.
(8) CLARK BULLARD DIRECTOR	3.00	X						0.	0.	0.
(9) ALISON BYERS DIRECTOR (THRU 1/28/15)	3.00	X						0.	0.	0.
(10) RON CLAUSEN DIRECTOR	3.00	X						0.	0.	0.
(11) SHELLEY COHEN DIRECTOR	3.00	X						0.	0.	0.
(12) SHARON DARNOV DIRECTOR (THRU 11/8/14)	3.00	X						0.	0.	0.
(13) DIANNE DILLON-RIDGLEY DIRECTOR	3.00	X						0.	0.	0.
(14) TOM DOUGHERTY DIRECTOR (THRU 9/15/14)	3.00	X						0.	0.	0.
(15) JOHN GRANT, JR. DIRECTOR	3.00	X						0.	0.	0.
(16) DAVID L. HARGETT DIRECTOR	3.00	X						0.	0.	0.
(17) BILL HOUSTON DIRECTOR	3.00	X						0.	0.	0.

**COPY**

**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 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			
(18) BRIANNA JONES DIRECTOR	3.00	X						0.	0.	0.
(19) DAVID LANGHORST DIRECTOR (THRU 11/6/14)	3.00	X						0.	0.	0.
(20) JERRY LITTLE DIRECTOR (THRU 11/8/14)	3.00	X						0.	0.	0.
(21) RAMONE LOPEZ DIRECTOR	3.00	X						0.	0.	0.
(22) BRIAN PRESTON DIRECTOR	3.00	X						0.	0.	0.
(23) JULIA REED ZAIC DIRECTOR	3.00	X						0.	0.	0.
(24) NORM RITCHIE DIRECTOR	3.00	X						0.	0.	0.
(25) PHILLIP ROOS DIRECTOR	3.00	X						0.	0.	0.
(26) SETH ROSS DIRECTOR	3.00	X						0.	0.	0.
<b>1b Sub-total</b>								0.	0.	0.
<b>c Total from continuation sheets to Part VII, Section A</b>								3,478,610.	0.	304,937.
<b>d Total (add lines 1b and 1c)</b>								3,478,610.	0.	304,937.

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

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual	3 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? If "Yes," complete Schedule J for such individual	4 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? If "Yes," complete Schedule J for such person	5	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
THE OCCASIONS GROUP 1 STATIONARY PLACE, REXVURG, ID 83441	FULFILLMENT AND CONSULTING	2,168,090.
INNERWORKINGS, 1440 BROADWAY, 22ND FLOOR, NEW YORK, NY 10018	PRINT PROCUREMENT SERVICES	932,142.
CDS GLOBAL, INC. 1901 BELL AVENUE, DES MOINES, IA 50315	MAGAZINE SUBSCRIPTION	580,039.
MERKLE, INC., 7001 COLUMBIA GATEWAY DRIVE, COLUMBIA, MD 21046	DATABASE DEVELOPMENT AND MANAGEMENT	457,401.
PARADYSZ, INC., 5 HANOVER SQUARE, 6TH FLOOR, NEW YORK, NY 10004	DIRECT MAIL CONSULTANTS	342,347.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **17**

SEE PART VII, SECTION A CONTINUATION SHEETS

**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 line)	(C) Position (check all that apply)						(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			
(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) MARY VAN KERREBROOK DIRECTOR	3.00	X					0.	0.	0.	
(31) LISE VAN SUSTEREN DIRECTOR (THRU 11/3/14)	3.00	X					0.	0.	0.	
(32) MAX TRUJILLO DIRECTOR	3.00	X					0.	0.	0.	
(33) NICOLE WOOD DIRECTOR	3.00	X					0.	0.	0.	
(34) COLLIN O' MARA PRESIDENT - NWF	36.00 4.00			X			202,615.	0.	8,156.	
(35) JOHN E. ASHLEY JR. ASSISTANT TREASURER - NWF	36.00 4.00			X			120,694.	0.	22,508.	
(36) KAREN L. WAGNER TREASURER - NWF	36.00 4.00			X			118,945.	0.	19,025.	
(37) BENJAMIN P. KOTA SECRETARY - NWF	36.00 4.00			X			114,119.	0.	16,267.	
(38) JAMES S. LYON VP OF CONSERVATION POLICY	40.00			X			174,320.	0.	24,325.	
(39) KEVIN J. COYLE VP EDUCATION & TRAINING	40.00			X			173,695.	0.	28,057.	
(40) ANTHONY P. CALIGIURI SR VP/CONS. & ED. (THRU 11/5/2014)	40.00			X			161,564.	0.	23,759.	
(41) MAUREEN P. SMITH VP OF MARKETING	40.00			X			195,662.	0.	2,852.	
(42) ANDREW P. BUCHSBAUM REGIONAL EXEC DIR/GREAT LAKES	40.00			X			156,352.	0.	11,360.	
(43) ANNE M. SENPT VP/PHILANTHROPY (THRU 8/1/14)	40.00				X		185,971.	0.	9,443.	
(44) JOHN KOSTYACK VP/WILDLIFE CONSERV. (THRU 8/1/14)	40.00				X		159,205.	0.	19,048.	
(45) ERASMUS H. EVANS III EXECUTIVE PUBLISHER (THRU 7/06/2015)	40.00				X		148,231.	0.	12,115.	
(46) LAWRENCE S. HASKELL SR. DIR/INDIV. PHIL. (THRU 4/10/2015)	40.00				X		144,202.	0.	10,348.	
Total to Part VII, Section A, line 1c										



**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	1 a Federated campaigns	1a	100,032.				
	b Membership dues	1b	5,445,748.				
	c Fundraising events	1c	257,369.				
	d Related organizations	1d	3,568,566.				
	e Government grants (contributions)	1e	1,097,227.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	50,151,679.				
	g Noncash contributions included in lines 1a-1f: \$		166,024.				
	<b>h Total. Add lines 1a-1f</b>		<b>60,620,621.</b>				
Program Service Revenue	2 a SUBSCRIPTION REVENUE	Business Code 900099	5,424,866.	5,424,866.			
	b REGISTRATION FEES	900099	57,006.	57,006.			
	c CONSULTING REVENUE	900099	20,000.	20,000.			
	d AFFILIATE FEE REVENUE	900099	6,640.	6,640.			
	e						
	f All other program service revenue						
	<b>g Total. Add lines 2a-2f</b>		<b>5,508,512.</b>				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		56,058.			56,058.	
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties		925,439.			925,439.	
	6 a Gross rents	(i) Real	271,421.				
		(ii) Personal					
		b Less: rental expenses	609,571.				
	c Rental income or (loss)	-338,150.					
	d Net rental income or (loss)		-338,150.		-354,421.	16,271.	
	7 a Gross amount from sales of assets other than inventory	(i) Securities	1,662,126.				
		(ii) Other	6,789,116.				
		b Less: cost or other basis and sales expenses	0.	5,678,626.			
		c Gain or (loss)	1,662,126.	1,110,490.			
	d Net gain or (loss)		2,772,616.		443,724.	2,328,892.	
	8 a Gross income from fundraising events (not including \$ 257,369. of contributions reported on line 1c). See Part IV, line 18	a	25,400.				
		b Less: direct expenses	b	182,086.			
c Net income or (loss) from fundraising events			-156,686.			-156,686.	
9 a Gross income from gaming activities. See Part IV, line 19	a						
	b Less: direct expenses	b					
	c Net income or (loss) from gaming activities						
10 a Gross sales of inventory, less returns and allowances	a	9,491,299.					
	b Less: cost of goods sold	b	2,616,839.				
	c Net income or (loss) from sales of inventory		6,874,460.	6,874,460.			
Miscellaneous Revenue		Business Code					
11 a ADVERTISING	511120	402,392.		402,392.			
b OTHER REVENUE	900099	221,553.			221,553.		
c HONORARIA	900099	23,787.			23,787.		
d All other revenue							
e Total. Add lines 11a-11d		647,732.					
<b>12 Total revenue. See instructions.</b>		<b>76,910,602.</b>	<b>12,382,972.</b>	<b>491,695.</b>	<b>3,415,314.</b>		

**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

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

**Part X Balance Sheet**

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

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

Form 990 (2014)

**Part XI Reconciliation of Net Assets**

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

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

**Part XII Financial Statements and Reporting**

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

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

Form 990 (2014)



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

**Public Charity Status and Public Support**

OMB No. 1545-0047

**2014**

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

▶ Information about Schedule A (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.  
▶ Attach to Form 990 or Form 990-EZ.

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

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

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

- 1  A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).
- 2  A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)
- 3  A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
- 4  A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: \_\_\_\_\_
- 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
- 6  A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
- 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 8  A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 9  An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)
- 10  An organization organized and operated exclusively to test for public safety. See section 509(a)(4).
- 11  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box in lines 11a through 11d that describes the type of supporting organization and complete lines 11e, 11f, and 11g.
  - a  **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
  - b  **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
  - c  **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
  - d  **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
  - e  Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
  - f Enter the number of supported organizations \_\_\_\_\_
  - g Provide the following information about the supported organization(s).

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

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. 432021 09-17-14

Schedule A (Form 990 or 990-EZ) 2014

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	77941133.	65396583.	67674931.	64981174.	60620621.	336614442
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	77941133.	65396583.	67674931.	64981174.	60620621.	336614442
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)						32953901.
6 Public support. Subtract line 5 from line 4.						303660541

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
7 Amounts from line 4	77941133.	65396583.	67674931.	64981174.	60620621.	336614442
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	3128314.	2879033.	1647160.	1508566.	1015883.	10178956.
9 Net income from unrelated business activities, whether or not the business is regularly carried on	481,238.	-308,696.	-522,791.	-43,626.	113,249.	-280,626.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)	237,566.	886,668.	193,942.	455,582.	245,342.	2019100.
11 Total support. Add lines 7 through 10						348531872
12 Gross receipts from related activities, etc. (see instructions)					12 83,629,828.	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

**Section C. Computation of Public Support Percentage**

14 Public support percentage for 2014 (line 6, column (f) divided by line 11, column (f))	14	87.13 %
15 Public support percentage from 2013 Schedule A, Part II, line 14	15	95.17 %
16a 33 1/3% support test - 2014. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization <input checked="" type="checkbox"/>		
b 33 1/3% support test - 2013. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
17a 10% -facts-and-circumstances test - 2014. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
b 10% -facts-and-circumstances test - 2013. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization <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) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") .....						
<b>2</b> 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 .....						
<b>3</b> Gross receipts from activities that are not an unrelated trade or business under section 513 .....						
<b>4</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf .....						
<b>5</b> The value of services or facilities furnished by a governmental unit to the organization without charge .....						
<b>6 Total.</b> Add lines 1 through 5 .....						
<b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons .....						
<b>b</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 .....						
<b>c</b> Add lines 7a and 7b .....						
<b>8 Public support.</b> (Subtract line 7c from line 6.) .....						

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
<b>9</b> Amounts from line 6 .....						
<b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources .....						
<b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 .....						
<b>c</b> Add lines 10a and 10b .....						
<b>11</b> Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on .....						
<b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) .....						
<b>13 Total support.</b> (Add lines 9, 10c, 11, and 12.) .....						

**14 First five years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

**Section C. Computation of Public Support Percentage**

<b>15</b> Public support percentage for 2014 (line 8, column (f) divided by line 13, column (f)) .....	<b>15</b>	%
<b>16</b> Public support percentage from 2013 Schedule A, Part III, line 15 .....	<b>16</b>	%

**Section D. Computation of Investment Income Percentage**

<b>17</b> Investment income percentage for 2014 (line 10c, column (f) divided by line 13, column (f)) .....	<b>17</b>	%
<b>18</b> Investment income percentage from 2013 Schedule A, Part III, line 17 .....	<b>18</b>	%

**19a 33 1/3% support tests - 2014.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

**b 33 1/3% support tests - 2013.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

**20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

**Part IV Supporting Organizations**

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

**Section A. All Supporting Organizations**

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

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**Part IV Supporting Organizations** (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?		
b A family member of a person described in (a) above?		
c A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI.		

**Section B. Type I Supporting Organizations**

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

**Section C. Type II Supporting Organizations**

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

**Section D. Type III Supporting Organizations**

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

**Section E. Type III Functionally-Integrated Supporting Organizations**

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions):

a  The organization satisfied the Activities Test. Complete line 2 below.

b  The organization is the parent of each of its supported organizations. Complete line 3 below.

c  The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions).

2 Activities Test. Answer (a) and (b) below.

	Yes	No
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.		
b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.		

3 Parent of Supported Organizations. Answer (a) and (b) below.

a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI.		
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.		

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

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

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

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

Section C - Distributable Amount		(A) Prior Year	Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1	
2	Enter 85% of line 1	2	
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3	
4	Enter greater of line 2 or line 3	4	
5	Income tax imposed in prior year	5	
6	<b>Distributable Amount.</b> Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6	

7  Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions).

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

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

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

Schedule A (Form 990 or 990-EZ) 2014

**Part VI** **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12.  
Also complete this part for any additional information. (See instructions).

Lined area for supplemental information.



**Schedule B**  
(Form 990, 990-EZ,  
or 990-PF)

Department of the Treasury  
Internal Revenue Service

**Schedule of Contributors**

▶ 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](http://www.irs.gov/form990).

OMB No. 1545-0047

**2014**

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, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

**Special Rules**

For an organization described in section 501(c)(3) 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), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions 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 an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled 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 totaling \$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).

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2014)

Name of organization <b>NATIONAL WILDLIFE FEDERATION</b>	Employer identification number <b>53-0204616</b>
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**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		\$ <u>3,928,585.</u>	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2		\$ <u>3,568,566.</u>	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.)

Name of organization

Employer identification number

**NATIONAL WILDLIFE FEDERATION**

**53-0204616**

**Part II Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____
		\$ _____	_____

Name of organization <b>NATIONAL WILDLIFE FEDERATION</b>	Employer identification number <b>53-0204616</b>
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**Part III** Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this info. once.) ▶ \$ \_\_\_\_\_  
Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

**COPY**

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

**Political Campaign and Lobbying Activities**

OMB No. 1545-0047

**2014**

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

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

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

▶ Information about Schedule C (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

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

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

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

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

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

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

Name of organization <b>NATIONAL WILDLIFE FEDERATION</b>	Employer identification number <b>53-0204616</b>
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**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-

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. Schedule C (Form 990 or 990-EZ) 2014

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**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
<b>1a</b> Total lobbying expenditures to influence public opinion (grass roots lobbying) .....			
<b>b</b> Total lobbying expenditures to influence a legislative body (direct lobbying) .....			
<b>c</b> Total lobbying expenditures (add lines 1a and 1b) .....			
<b>d</b> Other exempt purpose expenditures .....			
<b>e</b> Total exempt purpose expenditures (add lines 1c and 1d) .....			
<b>f</b> Lobbying nontaxable amount. Enter the amount from the following table in both columns.			
<b>If the amount on line 1e, column (a) or (b) is:</b>	<b>The lobbying nontaxable amount is:</b>		
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.		
<b>g</b> Grassroots nontaxable amount (enter 25% of line 1f) .....			
<b>h</b> Subtract line 1g from line 1a. If zero or less, enter -0- .....			
<b>i</b> Subtract line 1f from line 1c. If zero or less, enter -0- .....			
<b>j</b> 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? .....			

Yes  No

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

**Lobbying Expenditures During 4-Year Averaging Period**

Calendar year (or fiscal year beginning in)	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) Total
<b>2a</b> Lobbying nontaxable amount					
<b>b</b> Lobbying ceiling amount (150% of line 2a, column(e))					
<b>c</b> Total lobbying expenditures					
<b>d</b> Grassroots nontaxable amount					
<b>e</b> Grassroots ceiling amount (150% of line 2d, column (e))					
<b>f</b> Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2014

**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 1j)?	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		300,692.
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X		8,350.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		21,670.
i Other activities?		X	
j Total. Add lines 1c through 1i			330,712.
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		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?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carry over lobbying and political expenditures from the prior year?	3	

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

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

**Part IV** Supplemental Information

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

**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 \$330,712 OF ITS EXEMPT PURPOSE EXPENDITURES

**Part IV** Supplemental Information (continued)

ATTEMPTING TO INFLUENCE LEGISLATION IN FISCAL YEAR 2015. NWF ADVOCATED INCREASING FEDERAL APPROPRIATIONS AND INVESTMENTS FOR SPECIFIC PROGRAMS AND PROJECTS AT VARIOUS FEDERAL AGENCIES INCLUDING THE DEPARTMENTS OF INTERIOR, AGRICULTURE, EPA, DOE, EDUCATION AND THE U.S. ARMY CORPS OF ENGINEERS. THESE INCLUDED LOBBYING FOR STATE AND TRIBAL WILDLIFE GRANTS, RESTORATION PROGRAMS FOR LARGE SCALE AQUATIC ECOSYSTEMS SUCH AS THE CHESAPEAKE BAY AND THE GREAT LAKES, LAND CONSERVATION AND THE EPA'S ENVIRONMENTAL LITERACY GRANTS.

DEFENDING EXISTING ENVIRONMENTAL PROTECTIONS WAS A MAJOR FOCUS ON NWF'S CAPITOL HILL AND GRASSROOTS LOBBYING, ESPECIALLY THE EPA'S CLEAN POWER PLAN AND CLEAN WATER RULE WHICH SEEKS TO REDUCE GREENHOUSE GAS EMISSIONS AND TO CLARIFY THE SCOPE OF WETLANDS AND STREAMS PROTECTED BY THE CLEAN WATER ACT. NWF ALSO SOUGHT TO DEFEND THE ADMINISTRATION'S DECISION TO DENY THE KEYSTONE-XL PIPELINE GIVEN ITS POTENTIAL RISK TO WILDLIFE AND HABITAT.

NWF WORKED TO BUILD CONGRESSIONAL SUPPORT FOR PROTECTING LANDSCAPES ACROSS THE ROCKY MOUNTAIN WEST AND ALASKA INCLUDING ADVOCATING FOR PASSAGE OF LEGISLATION PROTECTING SEVERAL HUNDRED THOUSAND ACRES OF THE BOULDER WHITE CLOUDS IN IDAHO AS WILDERNESS. A KEY AREA OF FOCUS WAS DEFENDING THE ANTIQUITIES ACT WHICH THE ADMINISTRATION - AND MOST PREVIOUS PRESIDENTS SINCE THEODORE ROOSEVELT - HAVE USED TO PROTECT ICONIC LANDSCAPES. NWF ALSO ADVOCATED FOR PASSAGE OF LEGISLATION THAT WOULD PERMANENTLY REAUTHORIZE THE LAND AND WATER CONSERVATION FUND, FOR MEASURES TO SHIELD THE FOREST SERVICE OPERATIONS BUDGET FROM WILDFIRE SUPPRESSION AND MANAGEMENT REFORMS THAT WOULD IMPROVE AGENCY MANAGEMENT PRACTICES TO ENCOURAGE AND EXPEDITE MORE WILDLIFE RESTORATION PROJECTS. NWF LOBBIED FOR PASSAGE OF BIPARTISAN LEGISLATION THAT WOULD ADVANCE THE INTERESTS OF HUNTERS, ANGLERS AND OTHER OUTDOOR ENTHUSIASTS



**Part IV** Supplemental information (continued)

INCLUDING MEASURES THAT WOULD REAUTHORIZE THE FEDERAL LAND TRANSACTION AND FACILITATION ACT, THE NORTH AMERICAN WETLANDS CONSERVATION ACT, THE NATIONAL FISH AND WILDLIFE FOUNDATION AND PROVISIONS THAT WOULD ENSURE A GREATER PORTION OF LAND AND WATER CONSERVATION FUND DOLLARS ARE INVESTED IN HUNTING ACCESS. IN ORDER TO HELP ENSURE THAT ALL AMERICANS CONTINUE TO BENEFIT FROM ACCESS TO NATIONAL PARKS, WILDLIFE REFUGES AND OTHER CONSERVATION AREAS, NWF OPPOSED CONGRESSIONAL AND STATE LEGISLATIVE EFFORTS TO TRANSFER PUBLIC LANDS TO STATE AND PRIVATE CONTROL. TO HELP RECOVER KEY AT RISK SPECIES, NWF ACTIVELY SUPPORTED STATE AND FEDERAL SAGE GROUSE CONSERVATION PLANS AND OPPOSED SEVERAL CONGRESSIONAL EFFORTS TO BLOCK THE U.S. FISH AND WILDLIFE SERVICE FROM LISTINGS UNDER THE ENDANGERED SPECIES ACT. AND THE ORGANIZATION SOUGHT REFORMS TO THE FEDERAL COAL LEASING PROGRAM, INCLUDING INCREASED ROYALTY RATES THAT WOULD LEAD TO BETTER PROTECTIONS FOR WILDLIFE. A MAJOR FOCUS ON NWF'S WORK WAS THE REAUTHORIZATION OF THE TOXIC SUBSTANCES CONTROL ACT WHICH COULD ENABLE BETTER TESTING OF CHEMICALS BY THE EPA AND ULTIMATELY REDUCE THEIR IMPACT ON WATERWAYS, WILDLIFE AND PEOPLE.

NWF SUPPORTED THE MULTIBILLION DOLLAR SETTLEMENT WITH BP WITH DEPARTMENT OF JUSTICE AND ADVOCATED WITH THE FEDERAL RESTORE COUNCIL AND FIVE GULF STATES THAT MONEY BE ALLOCATED TO KEY RESTORATION PRIORITIES INCLUDING TO COASTAL LOUISIANA'S WETLANDS. IN SEEKING TO IMPROVE WATER QUALITY AND QUANTITY ISSUES ELSEWHERE, NWF SOUGHT TO IMPROVE FLOWS IN THE APALACHICOLA RIVER AND IN TEXAS WATERWAYS, TO ADVANCE AND DEFEND EPA'S EFFORTS TO REDUCE POLLUTION IN THE CHESAPEAKE BAY AND TO STOP A DESTRUCTIVE ARMY CORPS OF ENGINEERS PROJECT (NEW MADRID) THAT WOULD CUT OFF THE LAST PLACE IN MISSOURI WHERE THE MISSISSIPPI RIVER IS STILL CONNECTED TO ITS NATURAL FLOODPLAIN.

**Part IV** Supplemental Information (continued)

IN THE FACE OF LEGISLATIVE EFFORTS TO LIFT THE U.S. CRUDE OIL EXPORT  
 BAN, NWF LOBBIED FOR PROVISIONS THAT MIGHT MITIGATE THE RESULTING  
 IMPACTS INCLUDING DEDICATED FUNDING FOR WILDLIFE, LAND CONSERVATION AND  
 LONGER-TERM EXTENSIONS OF RENEWABLE ENERGY TAX CREDITS.  
 TO PROMOTE THE RESTORATION OF WILDLIFE NWF WORKED AT THE STATE LEVEL IN  
 MONTANA TO BUILD SUPPORT FOR THE RESTORATION OF BISON TO KEY LANDSCAPES  
 AND SOUGHT PASSAGE OF FEDERAL LEGISLATION TO CURTAIL THE IMPORT OF  
 INVASIVE SPECIES TO THE U.S. AS WELL AS TO PREVENT THE SPREAD OF ASIAN  
 CARP. AT SEVERAL STATES NWF JOINED WITH OUR STATE AFFILIATE PARTNERS TO  
 LOBBY AGAINST CAPTIVE DEER FARMING AND "CANNED HUNTS" THAT CAN  
 EXACERBATE WILDLIFE DISEASE AND UNDERMINE THE VALUES OF MOST SPORTSMEN  
 AND WOMEN.

SCHEDULE D (Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

2014

Open to Public Inspection

Department of the Treasury Internal Revenue Service

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

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

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

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 3 columns: Question number, (a) Donor advised funds, (b) Funds and other accounts. Includes questions 1-6 regarding donor advised funds.

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

Form for Part II Conservation Easements, including questions 1-9 and a table for 'Held at the End of the Tax Year' with rows 2a, 2b, 2c, 2d.

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.

Form for Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets, including questions 1a, 1b, 2, and 3.

**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, for escrow or custodial account liability?  Yes  No

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

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

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

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

- a Board designated or quasi-endowment  50.28 %
- b Permanent endowment  48.23 %
- c Temporarily restricted endowment  1.49 %

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

4 Describe in Part XIII the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

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

**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		
(B) FUNDS	9,622,150.	END-OF-YEAR MARKET VALUE
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
<b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 12.)	9,622,150.	

**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)		
<b>Total.</b> (Col. (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	145,311.
(2) CHARITABLE REMAINDER ANNUITIES	4,820,900.
(3) INTEREST IN PERPETUAL TRUST	3,702,293.
(4) POSTAGE ADVANCE, OTHER DEPOSIT	508,196.
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.)	9,176,700.

**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	16,955,127.
(3) POST-RETIREMENT BENEFITS RESERVE	5,022,000.
(4) UNCLAIMED PROPERTY LIABILITY	2,398.
(5) ANNUITY AND OTHER RESERVES	3,070,093.
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.)	25,049,618.

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

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

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

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

**Part XIII Supplemental Information.**

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

**PART V, LINE 4:**

ENDOWED FUNDS ABOVE SUPPORT NATIONAL WILDLIFE FEDERATION'S CONSERVATION EDUCATION PROGRAMS AND ARE HELD IN ACCORDANCE WITH EACH DONOR'S STIPULATIONS AND WISHES CONCERNING VARIOUS CONSERVATION AND ENVIRONMENTAL ISSUES. THE BEGINNING BALANCE OF \$8,795,917 ALSO CONTAINS \$5,235,145 OF INTERNALLY DESIGNATED FUNDS.

**PART X, LINE 2:**

THE FEDERATION'S MANAGEMENT BELIEVES IT HAS NO MATERIAL UNCERTAIN TAX POSITIONS AND, ACCORDINGLY, IT WILL NOT RECOGNIZE ANY LIABILITY FOR UNRECOGNIZED TAX BENEFITS. FOR THE YEARS ENDED AUGUST 31, 2015 AND 2014, THE FEDERATION DID NOT RECOGNIZE ANY INTEREST OR PENALTIES.

**Part XIII** Supplemental Information (continued)

PART XI, LINE 2D - OTHER ADJUSTMENTS:

CHANGE IN SPLIT INTEREST AGREEMENTS	234,260.
RENTAL EXPENSES ON PAGE 9, 990	609,571.
SPECIAL EVENTS EXPENSES ON PAGE 9, 990	182,086.
COST OF GOODS SOLD EXPENSES ON PAGE 9, 990	2,616,839.
TOTAL TO SCHEDULE D, PART XI, LINE 2D	3,642,756.

PART XI, LINE 4B - OTHER ADJUSTMENTS:

INTER-ENTITY TRANSFERS	3,568,566.
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PART XII, LINE 2D - OTHER ADJUSTMENTS:

RENTAL EXPENSES	609,571.
SPECIAL EVENTS EXPENSES	182,086.
COST OF GOODS SOLD EXPENSES	2,616,839.
TOTAL TO SCHEDULE D, PART XII, LINE 2D	3,408,496.

PART XII, LINE 4B - OTHER ADJUSTMENTS:

INTER-ENTITY TRANSFERS	500,000.
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**COPY**

**SCHEDULE F  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Statement of Activities Outside the United States**

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 14b, 15, or 16.

▶ Attach to Form 990.

▶ Information about Schedule F (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2014**

Open to Public  
Inspection

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
EUROPE (INCLUDING ICELAND & GREENLAND)	0	2	PROGRAM SERVICES	IT SUPPORT/PROGRAMS	192,182.
SOUTH AMERICA	0	0	GRANTMAKING		111,276.
EAST ASIA AND THE PACIFIC	0	0	GRANTMAKING		7,200.
<b>3 a Sub-total</b> .....	0	2			310,658.
<b>b Total from continuation sheets to Part I</b> .....	0	0			0.
<b>c Totals (add lines 3a and 3b)</b> .....	0	2			310,658.

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

Schedule F (Form 990) 2014

432071  
09-24-14



**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)
			SOUTH AMERICA	REFORESTATION	111,276	WIRE	0		CASH
			EAST ASIA AND THE PACIFIC	TEACHER STIPENDS	7,200	WIRE	0		CASH

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter 0

3 Enter total number of other organizations or entities 2

COPY

**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)

432073 09-24-14

**Part IV Foreign Forms**

- 1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* .....  Yes  No
- 2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520, Annual Return To Report Transactions With Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A; do not file with Form 990)* .....  Yes  No
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect To Certain Foreign Corporations (see Instructions for Form 5471)* .....  Yes  No
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)* .....  Yes  No
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons With Respect to Certain Foreign Partnerships (see Instructions for Form 8865)* .....  Yes  No
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713; do not file with Form 990)* .....  Yes  No

Schedule F (Form 990) 2014

**Part V** Supplemental Information

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

PART I, LINE 2:

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

Lined area for supplemental information.

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

**Supplemental Information Regarding Fundraising or Gaming Activities**

OMB No. 1545-0047

**2014**

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

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](http://www.irs.gov/form990).

Name of the organization

**NATIONAL WILDLIFE FEDERATION**

Employer identification number

**53-0204616**

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

- 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.
- a  Mail solicitations
  - b  Internet and email solicitations
  - c  Phone solicitations
  - d  In-person solicitations
  - e  Solicitation of non-government grants
  - f  Solicitation of government grants
  - g  Special fundraising events
- 2 a 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			
DONOR SERVICES GROUP, INC. - 6715 SUNSET BOULEVARD,	TELEMARKETING		X	168,061.	222,993.	-54,932.
SHARE GROUP - 73 CHAPEL STREET, NEWTON, MA 02458	TELEMARKETING		X	11,255.	13,168.	-1,913.
MERKLE, INC. - 7001 COLUMBIA GATEWAY DRIVE, COLUMBIA, MD	DIRECT MAIL CONSULTANTS		X	0.	505,833.	-505,833.
AVALON CONSULTING GROUP, INC. - 527 MAPLE AVENUE EAST,	DIRECT MAIL CONSULTANTS		X	0.	106,450.	-106,450.
BRICKMILL MARKETING - 785 ELKRIDGE LANDING ROAD, SUITE	DIRECT MAIL CONSULTANTS		X	0.	26,800.	-26,800.
PARADYSZ, INC. - 5 HANOVER SQUARE, 6TH FLOOR, NEW YORK,	DIRECT MAIL CONSULTANTS		X	0.	328,390.	-328,390.
<b>Total</b>				179,316.	1,203,634.	-1,024,318.

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

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

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

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

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

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))	
Revenue	1					
Direct Expenses	2					
	3					
	4					
	5					
	6	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No		
	7	Direct expense summary. Add lines 2 through 5 in column (d) ▶				
	8	Net gaming income summary. Subtract line 7 from line 1, column (d) ▶				

9 Enter the state(s) in which the organization conducts gaming activities: \_\_\_\_\_  
 a Is the organization licensed to conduct gaming activities in each of these states?  Yes  No  
 b If "No," explain: \_\_\_\_\_  
 \_\_\_\_\_  
 10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year?  Yes  No  
 b If "Yes," explain: \_\_\_\_\_  
 \_\_\_\_\_

- 11 Does the organization conduct gaming activities with nonmembers?  Yes  No
- 12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming?  Yes  No
- 13 Indicate the percentage of gaming activity conducted in:
 

a The organization's facility		13a	%
b An outside facility		13b	%
- 14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name ▶ \_\_\_\_\_

Address ▶ \_\_\_\_\_

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue?  Yes  No

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

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

Name ▶ \_\_\_\_\_

Address ▶ \_\_\_\_\_

16 Gaming manager information:

Name ▶ \_\_\_\_\_

Gaming manager compensation ▶ \$ \_\_\_\_\_

Description of services provided ▶ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Director/officer
- Employee
- Independent contractor

17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?  Yes  No

b Enter the amount of distributions required under state law 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 explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information (see instructions).

SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISERS:

(I) NAME OF FUNDRAISER: DONOR SERVICES GROUP, INC.

(I) ADDRESS OF FUNDRAISER: 6715 SUNSET BOULEVARD, HOLLYWOOD, CA 90028

(I) NAME OF FUNDRAISER: MERKLE, INC.

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

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

**COPY**

**Part IV** Supplemental Information (continued)

(I) ADDRESS OF FUNDRAISER:

527 MAPLE AVENUE EAST, SUITE 200, VIENNA, VA 22180

(I) NAME OF FUNDRAISER: BRICKMILL MARKETING

(I) ADDRESS OF FUNDRAISER:

785 ELKRIDGE LANDING ROAD, SUITE 300, LINTHICUM, MD 21090

(I) NAME OF FUNDRAISER: PARADYSZ, INC.

(I) ADDRESS OF FUNDRAISER: 5 HANOVER SQUARE, 6TH FLOOR, NEW YORK, NY 10004



**SCHEDULE I**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**  
Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.  
▶ Attach to Form 990.

OMB No. 1545-0047

**2014**

Open to Public  
Inspection

▶ Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://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 Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

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
NATIONAL WILDLIFE FEDERATION ENDOWMENT - 11100 WILDLIFE CENTER DRIVE - RESTON, VA 20190-5362	52-0806695	501(C)(3)	500,000.	0.			CONSERVATION ASSISTANCE
ENVIRONMENTAL DEFENSE FUND 1875 CONNECTICUT AVE., NW, SUITE 60 WASHINGTON, DC 20009	11-6107128	501(C)(3)	455,694.	0.			CONSERVATION ASSISTANCE
NWF ACTION FUND 11100 WILDLIFE CENTER DRIVE RESTON, VA 20190-5362	74-2556532	501(C)(4)	258,125.	0.			CONSERVATION ASSISTANCE
UNIVERSITY OF WISCONSIN 1703 4TH AVENUE FRIENDSHIP, WI 53934	39-6098038	501(C)(3)	233,816.	0.			CONSERVATION ASSISTANCE
WIND ENERGY 1501 M STREET, NW, #900 WASHINGTON, DC 20005	27-0891789	501(C)(3)	215,000.	0.			CONSERVATION ASSISTANCE
FRESHWATER FUTURE P.O. BOX 2479 PETOSKEY, MI 49770	20-5693503	501(C)(3)	123,000.	0.			CONSERVATION ASSISTANCE

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

63.  
1.

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

Schedule I (Form 990) (2014)

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)							
(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
SOUTHERN ENVIRONMENTAL LAW CENTER 201 W. MAIN STREET, SUITE 14 CHARLOTTESVILLE, VA 22902	52-1436778	501(C)(3)	108,625.	0.			CONSERVATION ASSISTANCE
DELAWARE NATURE SOCIETY P.O. BOX 700 HOCKESSIN, DE 19707	51-6018321	501(C)(3)	102,943.	0.			CONSERVATION ASSISTANCE
NEW JERSEY AUDUBON SOCIETY 9 HARDCRABBLE ROAD BERNARDSVILLE, NJ 07924	22-1539642	501(C)(3)	92,642.	0.			CONSERVATION ASSISTANCE
LEAGUE OF CONSERVATION VOTERS EDUCATION FUND - 1920 L STREET, NW, SUITE 800 - WASHINGTON, DC 20036	52-1379661	501(C)(3)	88,000.	0.			CONSERVATION ASSISTANCE
WYOMING WILDLIFE FEDERATION P.O. BOX 1312 LANDER, WY 82520	23-7002578	501(C)(3)	77,909.	0.			CONSERVATION ASSISTANCE
FLORIDA WILDLIFE FEDERATION P.O. BOX 6870 TALLAHASSEE, FL 32314	59-1398265	501(C)(3)	77,500.	0.			CONSERVATION ASSISTANCE
CITIZENS FOR PENNSYLVANIA'S FUTURE 610 N. 3RD STREET HARRISBURG, PA 17101	31-1607866	501(C)(3)	77,442.	0.			CONSERVATION ASSISTANCE
LOUISIANA WILDLIFE FEDERATION P.O. BOX 65239, AUDUBON STATION BATON ROUGE, LA 70896	72-0445638	501(C)(3)	76,052.	0.			CONSERVATION ASSISTANCE
RESTORE OR RETREAT P.O. BOX 2048-NSU THIBODAUX, LA 70310	72-1474850	501(C)(3)	75,000.	0.			CONSERVATION ASSISTANCE

Schedule I (Form 990)

**Part II** Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II)

(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
OHIO ENVIRONMENTAL COUNCIL 1207 GRANDVIEW AVENUE, SUITE 201 COLUMBUS, OH 43212	31-0805578	501(C)(3)	64,750.	0.			CONSERVATION ASSISTANCE
VIRGINIA CONSERVATION NETWORK 422 E. FRANKLIN STREET, SUITE 303 RICHMOND, VA 23219	51-0198762	501(C)(3)	59,078.	0.			CONSERVATION ASSISTANCE
NATURAL RESOURCES COUNCIL OF MAINE 3 WADE STREET AUGUSTA, ME 04330	01-0270690	501(C)(3)	58,266.	0.			CONSERVATION ASSISTANCE
PRACTICAL FARMERS OF IOWA 600 5TH STREET, SUITE 100 AMES, IA 50010	42-1255174	501(C)(3)	50,900.	0.			CONSERVATION ASSISTANCE
LOWER NINTH WARD CENTER FOR SUSTAINABLE ENGAGEMENT AND DEVELOPMENT - 5130 CHARTRES STREET - NEW ORLEANS, LA 70117	27-0185863	501(C)(3)	50,000.	0.			CONSERVATION ASSISTANCE
WISCONSIN WILDLIFE FEDERATION 1540 JAMES STREET, SUITE 500 COLUMBUS, WI 53925	39-1095927	501(C)(3)	45,741.	0.			CONSERVATION ASSISTANCE
WEST VIRGINIA RIVERS COALITION 3501 MACCORKLE AVENUE SE, SUITE 129 CHARLESTON, WV 25304	53-1736621	501(C)(3)	43,078.	0.			CONSERVATION ASSISTANCE
ALABAMA WILDLIFE FEDERATION 3050 LANARK ROAD MILLBROOK, AL 36054-0029	63-0496911	501(C)(3)	42,452.	0.			CONSERVATION ASSISTANCE
MINNESOTA CONSERVATION FEDERATION 542 SNELLING AVENUE, SUITE 104 SAINT PAUL, MN 55116	41-0808383	501(C)(3)	37,872.	0.			CONSERVATION ASSISTANCE

**Part II** Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)

(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
GATHERING WATERS CONSERVANCY 211 S. PATTERSON STREET, SUITE 270 MADISON, WI 53703	39-1805090	501(C)(3)	37,500.	0.			CONSERVATION ASSISTANCE
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF - 13570 MEADOWGRASS DRIVE, SUITE 201 - COLORADO SPRINGS, CO 80921	90-0925290	501(C)(5)	37,037.	0.			CONSERVATION ASSISTANCE
MISSISSIPPI WILDLIFE FEDERATION 517 COBBLESTONE COURT, SUITE 2 MADISON, MS 39110	64-0509531	501(C)(3)	36,961.	0.			CONSERVATION ASSISTANCE
CHESAPEAKE CLIMATE ACTION NETWORK P.O. BOX 11138 TAKOMA PARK, MD 20912	11-3644283	501(C)(3)	29,103.	0.			CONSERVATION ASSISTANCE
CITIZENS CAMPAIGN FUND FOR THE ENVIRONMENT - 225-A MAIN STREET - FARMINGDALE, NY 11735	11-2983418	501(C)(3)	27,500.	0.			CONSERVATION ASSISTANCE
CLEAN WATER FUND 1444 EYE ST, NW, #400 WASHINGTON, DC 20005	52-1043444	501(C)(3)	25,500.	0.			CONSERVATION ASSISTANCE
MONTANA WILDLIFE FEDERATION P.O. BOX 1175 HELENA, MT 59624	81-0303948	501(C)(3)	22,915.	0.			CONSERVATION ASSISTANCE
MICHIGAN LEAGUE OF CONSERVATION VOTERS EDUCATION FUND - 213 W. LIBERTY, SUITE 300 - ANN ARBOR, MI 48104	37-1430158	501(C)(3)	20,875.	0.			CONSERVATION ASSISTANCE
ENVIRONMENT AMERICA RESEARCH AND POLICY CENTER - 218 D STREET, SE - WASHINGTON, DC 20003	13-4339865	501(C)(3)	20,000.	0.			CONSERVATION ASSISTANCE

Schedule I (Form 990)

**Part II** Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II)

(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
DUCKS UNLIMITED, INC 1 WATERFOWL WAY MEMPHIS, TN 38120	13-5643799	501(C)(3)	20,000.	0.			CONSERVATION ASSISTANCE
COLORADO WILDLIFE FEDERATION 1410 GRANT STREET, SUITE C-313 DENVER, CO 80203	84-0576376	501(C)(3)	19,554.	0.			CONSERVATION ASSISTANCE
NEW MEXICO WILDLIFE FEDERATION 121 CARDENAS DRIVE NE ALBUQUERQUE, NM 87108	85-0160947	501(C)(3)	18,130.	0.			CONSERVATION ASSISTANCE
SAVE THE DUNES CONSERVATION FUND 444 BARKER ROAD MICHIGAN CITY, IN 46360	35-1915468	501(C)(3)	18,000.	0.			CONSERVATION ASSISTANCE
AUDUBON NEW YORK 200 TRILLIUM LANE ALBANY, NY 12203	12-1624102	501(C)(3)	17,500.	0.			CONSERVATION ASSISTANCE
BLUE WATER BALTIMORE 3545 BELAIR ROAD BALTIMORE, MD 21213	52-1420138	501(C)(3)	16,730.	0.			CONSERVATION ASSISTANCE
IDAHO WILDLIFE FEDERATION P.O. BOX 56426 BOISE, ID 83707	23-7039340	501(C)(3)	15,685.	0.			CONSERVATION ASSISTANCE
MINNESOTA ENVIRONMENTAL PARTNERSHIP - 394 LAKE AVENUE SOUTH, SUITE 223 - DULUTH, MN 55809	41-1986433	501(C)(3)	14,750.	0.			CONSERVATION ASSISTANCE
ARIZONA WILDLIFE FEDERATION P.O. BOX 51510 MESA, AZ 85208	86-0076944	501(C)(3)	13,834.	0.			CONSERVATION ASSISTANCE

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)							
(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
ALLIANCE FOR THE GREAT LAKES 17 N. STATE STREET, SUITE 1390 CHICAGO, IL 60202	23-7104524	501(C)(3)	13,500.	0.			CONSERVATION ASSISTANCE
THE UNITED CHRISTIAN COMMUNITY ASSOCIATION - 1618 COUNTY ROAD 65 - STAFFORD, AL 36773	63-1205867	501(C)(3)	13,000.	0.			CONSERVATION ASSISTANCE
PRAIRIE RIVERS NETWORK 1902 FOX DRIVE, SUITE G CHAMPAIGN, IL 61820	37-6085905	501(C)(3)	10,934.	0.			CONSERVATION ASSISTANCE
ENVIRONMENTAL ADVOCATES OF NEW YORK - 353 HAMILTON STREET - ALBANY, NY 12210	22-2360736	501(C)(3)	10,548.	0.			CONSERVATION ASSISTANCE
TENNESSEE WILDLIFE FEDERATION 300 ORLANDO AVENUE, SUITE 200 NASHVILLE, TN 37209	62-6047188	501(C)(3)	10,341.	0.			CONSERVATION ASSISTANCE
POTOMAC RIVERKEEPER INC 1615 M STREET, NW, 2ND FLOOR WASHINGTON, DC 20036-3209	54-1982624	501(C)(3)	10,000.	0.			CONSERVATION ASSISTANCE
FRIENDS OF THE NORTH FORK OF THE SHENANDOAH RIVER - P.O. BOX 746 - WOODSTOCK, VA 22664	54-1457869	501(C)(3)	10,000.	0.			CONSERVATION ASSISTANCE
YOUTH ENVIRONMENTAL ALLIANCE 6900 SW 21ST COURT, UNIT 8 DAVIE, FL 33317	20-2577410	501(C)(3)	9,374.	0.			CONSERVATION ASSISTANCE
SENECA SOIL AND WATER DISTRICT 3140 S. STATE ROAD 100, SUITE D. TIFFIN, OH 44883	30-0114825	N/A	8,800.	0.			CONSERVATION ASSISTANCE

Schedule I (Form 990)

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)

(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
AMAZING GRACE EVANGELICAL LUTHERAN CHURCH - 2424 MCELDERRY STREET - BALTIMORE, MD 21205	52-1994645	501(C)(3)	8,200.	0.			CONSERVATION ASSISTANCE
IOWA ASSOCIATION SOIL CONSERVATION DISTRICTS - 945 SW ANKENY ROAD, SUITE A - ANKENY, IA 50023	42-6077181	501(C)(3)	8,000.	0.			CONSERVATION ASSISTANCE
ENVIRONMENTAL LAW INSTITUTE 2000 L STREET, NW, SUITE 620 WASHINGTON, DC 20036	52-0901863	501(C)(3)	7,500.	0.			CONSERVATION ASSISTANCE
PEPIN COUNTY P.O. BOX 39 DURAND, WI 54736	39-6005728	N/A	7,300.	0.			CONSERVATION ASSISTANCE
MICHIGAN UNITED CONSERVATION CLUBS 2101 WOOD STREET LANSING, MI 48912	38-0831862	501(C)(3)	6,741.	0.			CONSERVATION ASSISTANCE
MOWER SOIL AND WATER CONSERVATION DISTRICT - 1408 21ST AVENUE, NW - AUSTIN, MN 55912	41-6008652	N/A	6,700.	0.			CONSERVATION ASSISTANCE
NORTH CAROLINA WILDLIFE FEDERATION 1024 WASHINGTON STREET RALEIGH, NC 27605	56-1564376	501(C)(3)	6,425.	0.			CONSERVATION ASSISTANCE
CHAMPAIGN SOIL AND WATER CONSERVATION DISTRICT - 2110 W. PARK, SUITE C - CHAMPAIGN, IL 61821	37-0918769	N/A	6,300.	0.			CONSERVATION ASSISTANCE
MIDWEST ORGANIC AND SUSTAINABLE EDUCATION SERVICE, INC - P.O. BOX 339 - SPRING VALLEY, WI 54767	39-1824623	501(C)(3)	6,000.	0.			CONSERVATION ASSISTANCE

COPY

(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
SOUTH CAROLINA WILDLIFE FEDERATION 215 PICKENS STREET COLUMBIA, SC 29205	57-0602549	501(C)(3)	5,980.	0.			CONSERVATION ASSISTANCE
VERMONT NATURAL RESOURCES COUNCIL 9 BAILEY AVENUE MONTPELIER, VT 05602	03-0223731	501(C)(3)	5,694.	0.			CONSERVATION ASSISTANCE
AUSTIN INDEPENDENT SCHOOL DISTRICT 111 W. 6TH STREET, SUITE A370 AUSTIN, TX 78703	74-6000064	N/A	5,600.	0.			CONSERVATION ASSISTANCE
BLUESTEM COMMUNICATIONS 14 N. PEORIA, SUITE 4F CHICAGO, IL 60607	39-1065183	501(C)(3)	5,500.	0.			CONSERVATION ASSISTANCE



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

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
COVER CROP CHAMPION	3	19,100.	0.		
GRAZING ALLOTMENT	5	398,145.	0.		

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

PART I, LINE 2:

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

**Part IV** Supplemental Information

CASES RESERVES THE RIGHT TO EXAMINE THE RECORDS ASSOCIATED WITH THE AWARD.

Lined area for supplemental information.

**SCHEDULE J  
(Form 990)**

**Compensation Information**

OMB No. 1545-0047

**2014**

Open to Public Inspection

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

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

▶ Attach to Form 990.

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

Department of the Treasury  
Internal Revenue Service

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

**Part I Questions Regarding Compensation**

	Yes	No
<p><b>1a</b> 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.</p> <p> <input type="checkbox"/> First-class or charter travel  <input type="checkbox"/> Travel for companions  <input type="checkbox"/> Tax indemnification and gross-up payments  <input type="checkbox"/> Discretionary spending account                 </p> <p> <input type="checkbox"/> Housing allowance or residence for personal use  <input type="checkbox"/> Payments for business use of personal residence  <input type="checkbox"/> Health or social club dues or initiation fees  <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)                 </p>		
<p><b>b</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</p>	<b>1b</b>	
<p><b>2</b> 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?</p>	<b>2</b>	
<p><b>3</b> 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.</p> <p> <input checked="" type="checkbox"/> Compensation committee  <input checked="" type="checkbox"/> Independent compensation consultant  <input checked="" type="checkbox"/> Form 990 of other organizations                 </p> <p> <input checked="" type="checkbox"/> Written employment contract  <input checked="" type="checkbox"/> Compensation survey or study  <input checked="" type="checkbox"/> Approval by the board or compensation committee                 </p>		
<p><b>4</b> 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:</p>		
<p><b>a</b> Receive a severance payment or change-of-control payment?</p>	<b>4a</b>	X
<p><b>b</b> Participate in, or receive payment from, a supplemental nonqualified retirement plan?</p>	<b>4b</b>	X
<p><b>c</b> Participate in, or receive payment from, an equity-based compensation arrangement?</p> <p>If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.</p>	<b>4c</b>	X
<p><b>Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.</b></p>		
<p><b>5</b> 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:</p>		
<p><b>a</b> The organization?</p>	<b>5a</b>	X
<p><b>b</b> Any related organization?</p> <p>If "Yes" to line 5a or 5b, describe in Part III.</p>	<b>5b</b>	X
<p><b>6</b> 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:</p>		
<p><b>a</b> The organization?</p>	<b>6a</b>	X
<p><b>b</b> Any related organization?</p> <p>If "Yes" to line 6a or 6b, describe in Part III.</p>	<b>6b</b>	X
<p><b>7</b> 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</p>	<b>7</b>	X
<p><b>8</b> 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</p>	<b>8</b>	X
<p><b>9</b> If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?</p>	<b>9</b>	

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

Schedule J (Form 990) 2014

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

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

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

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

Part III Supplemental Information

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

PART I, LINE 4A:

THE FOLLOWING INDIVIDUALS RECEIVED SEVERANCE PAYMENTS FROM THE

ORGANIZATION:

LARRY J SCHWEIGER, FORMER PRESIDENT - NWF, \$217,949

DULCE M GOMEZ-ZORMELO, FORMER TREASURER - NWF, \$228,619

BARBARA G MCINTOSH, FORMER SECRETARY - NWF, \$20,862

ANNE M SENFT, VP/PHILANTHROPY, \$78,462

JAIMIE B MATYAS, FORMER CHIEF OPERATING OFFICER, \$259,307

JOHN KOSTYACK, VP/WILDLIFE CONSERV., \$64,177

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

**Transactions With Interested Persons**

OMB No. 1545-0047

**2014**

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.  
▶ Information about Schedule L (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://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), section 501(c)(4), and 501(c)(29) organizations only).

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

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

2 Enter the amount of tax incurred by 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
SHELLEY COHEN	DIRECTOR	CONNIE D		X	2,000.	2,000.		X	X			X
<b>Total</b>						▶ \$	2,000.					

**Part III Grants or Assistance Benefiting Interested Persons.**

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

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

SEE PART V FOR CONTINUATIONS

**Part IV Business Transactions Involving Interested Persons.**

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

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

**Part V Supplemental Information**

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

**SCHEDULE L, PART II, LOANS TO AND FROM INTERESTED PERSONS:**

(A) NAME OF PERSON: SHELLEY COHEN

(C) PURPOSE OF LOAN: CONNIE DINNER

**SCHEDULE M  
(Form 990)**

**Noncash Contributions**

OMB No. 1545-0047

**2014**

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](http://www.irs.gov/form990).

**Open To Public  
Inspection**

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

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

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement 29

	Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?		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	
32a 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.		

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

Schedule M (Form 990) (2014)

432141  
08-12-14



**Part II**

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

Lined area for supplemental information.

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

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

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

▶ Attach to Form 990 or 990-EZ.

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

OMB No. 1545-0047

**2014**

Open to Public  
Inspection

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number  
53-0204616

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

THE NATIONAL WILDLIFE FEDERATION IS A FEDERATION OF 49 STATE AND  
TERRITORIAL AFFILIATES AND THE NATIONAL ORGANIZATION WHOSE MISSION IS  
TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE. THE  
FEDERATION HAS SEVEN PROGRAMMATIC AREAS: WATER, PUBLIC LANDS,  
PRIVATIZATION OF WILDLIFE, CONSERVATION FUNDING, CLIMATE AND ENERGY,  
SPECIES AND HABITATS, AND YOUTH ENGAGEMENT. THROUGH EDUCATION, OUTREACH  
AND ADVOCACY, NWF PURSUES SOLUTIONS THAT REDUCE THREATS TO WILDLIFE AND  
PEOPLE. NWF IS PROTECTING AND RESTORING HABITATS WITH HIGH WILDLIFE  
VALUE, AND THOSE AT RISK FROM SUBURBAN SPRAWL, RESOURCE EXTRACTION AND  
CLIMATE CHANGE. WE ALSO PROTECT AND RESTORE FRESHWATER, ESTUARINE AND  
MARINE ECOSYSTEMS THREATENED BY NUTRIENT POLLUTION, INVASIVE SPECIES,  
CLIMATE CHANGE IMPACTS, HABITAT DESTRUCTION, SEWAGE OVERFLOWS, TOXIC  
WASTE AND IMPROPER DIVERSION OF NEEDED SEDIMENT.

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

ENGAGEMENT. THROUGH EDUCATION, OUTREACH AND ADVOCACY, NWF PURSUES  
SOLUTIONS THAT REDUCE THREATS TO WILDLIFE AND PEOPLE.

NATIONAL WILDLIFE FEDERATION REPRESENTS A DIVERSE SET OF INTERESTS,  
MADE UP OF OUR VAST NETWORK OF AFFILIATES, MEMBERS AND PARTNERS. NWF  
AFFILIATES ARE AUTONOMOUS, NONPROFIT ORGANIZATIONS THAT LEAD IN STATE  
AND LOCAL CONSERVATION EFFORTS AND PARTNER WITH NWF ON A WIDE VARIETY  
OF REGIONAL AND NATIONAL ISSUES. AFFILIATION IS A VOLUNTARY

RELATIONSHIP BETWEEN EACH ORGANIZATION AND NWF, AND THERE IS ONLY ONE

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

Schedule O (Form 990 or 990-EZ) (2014)

432211  
08-27-14

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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AFFILIATE PER STATE OR U.S. TERRITORY. THIS DIVERSE NETWORK OF PARTNERS  
 ELECTS KEY MEMBERS OF NWF'S LEADERSHIP AND SETS NWF'S CONSERVATION  
 POLICY PRIORITIES THROUGH AN ANNUAL RESOLUTION PROCESS.

AS IN NATURE, WE HAVE STRENGTH IN NUMBERS AND DIVERSITY. NATIONAL  
 WILDLIFE FEDERATION 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, 6 MILLION MEMBERS AND SUPPORTERS; A  
 NATIONAL ADVOCACY CENTER IN WASHINGTON, D.C.; REGIONAL CENTERS IN MD,  
 VT, TX, MI, MT, CO, CA; STAFF SCIENTIFIC EXPERTS, STAFF LEGISLATIVE  
 EXPERTS; REGULARLY PARTNERING WITH US GOVERNMENTAL AGENCIES TO ON THE  
 GROUND WORK; BEING THE KEY PLAYER OTHERS LOOK TO BUILD COALITIONS; AND  
 PUBLISHER OF AWARD WINNING MAGAZINES.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:  
 WETLANDS. THE FEDERATION PLAYED A MAJOR ROLE IN PUSHING THE RULE OVER  
 THE FINISH LINE AND THEN PROTECTING IT FROM ATTACKS IN CONGRESS. NWF  
 AND ITS STATE AFFILIATES LED EFFORTS IN KEY STATES TO AMPLIFY THE  
 EXCITEMENT AND GROUNDSWELL OF SUPPORT FOR THE NEW RULE WITH  
 CONSTITUENTS, THE MEDIA, AND KEY STATE LEADERS. OUR EFFORTS WERE  
 SUCCESSFUL: WE ONE ENOUGH VOTES IN THE SENATE TO REPEL ATTACKS ON THE

Name of the organization

NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

RULE, GAINING ENOUGH VOTES TO SUSTAIN A PRESIDENTIAL VETO. THE CLEAN WATER RULE IS NOW THE LAW OF THE LAND.

PUBLIC LANDS:

NWF AND ITS AFFILIATES IN MT, ID, CO, NM, AZ, NV AND WY HAD A VERY SUCCESSFUL YEAR OF FIGHTING BAD STATE LEGISLATIVE PROPOSALS FOR STATE TAKEOVER OF PUBLIC LANDS, DEFEATING 21 OF 23 PROPOSALS INTRODUCED IN THE 6-STATE REGION IN WHICH WE FOCUSED EFFORTS, AND TURNING OUT OVER 1200 SPORTSMEN TO RALLIES IN THE WEST WITH THE MESSAGE OF "KEEP PUBLIC LANDS IN PUBLIC HANDS." AT THE FEDERAL LEVEL, NWF IS ENGAGING WITH MEMBERS OF CONGRESS IN BOTH THE EASTERN AND WESTERN US TO PUSH BACK ON EFFORTS TO TRANSFER FEDERAL LANDS TO THE STATES. IN ADDITION, WE'VE HAD A MYRIAD OF SUCCESSES ON PERMANENT PROTECTION FOR IMPORTANT LANDSCAPES AND WILDLIFE HABITAT AROUND THE US, INCLUDING THE DESIGNATION BROWN'S CANYON NATIONAL MONUMENT IN COLORADO, BASIN AND RANGE IN NV, WACO MAMMOTH IN TEXAS, AND BERRYESSA SNOW MOUNTAIN IN CALIFORNIA, TOTALING OVER 1 MILLION ACRES. ALSO, BOTH THE U.S. HOUSE OF REPRESENTATIVES AND SENATE PASSED WILDERNESS LEGISLATION FOR BOULDER-WHITE CLOUDS IN IDAHO, WHICH IDAHO WILDLIFE FEDERATION HAS BEEN WORKING TIRELESSLY TO PROTECT.

PRIVATIZATION OF WILDLIFE

OUR STATE AFFILIATES HAVE BEEN FRONT AND CENTER ON THE BATTLE TO STOP THE SPREAD OF DEER FARMING AND OTHER PRIVATIZATION OF WILDLIFE, WHICH PROMOTES THE SPREAD OF WILDLIFE DISEASES LIKE CHRONIC WASTING DISEASE THE DEVASTATE DEER AND ELK POPULATIONS. CONSERVATION FEDERATION OF

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MISSOURI, INDIANA WILDLIFE FEDERATION, TENNESSEE WILDLIFE FEDERATION, AND NORTH CAROLINA WILDLIFE FEDERATION ALL HAVE FOUGHT ATTEMPTS TO MAKE DEER FARMING - TURNING WILDLIFE INTO LIVESTOCK - EASIER IN THEIR STATES. CFM WON GOOD STATE RULES FROM THE DEPARTMENT OF CONSERVATION WITHSTOOD A LEGISLATIVE BATTLE TO CHANGE THEM, BUT THEN A LOCAL COURT RULED THAT THE DEPARTMENT OF CONSERVATION DIDN'T HAVE JURISDICTION OVER DEER FARMS AND INVALIDATED THE RULES. THAT DECISION IS UNDER APPEAL. INDIANA IS WRESTLING WITH A NEW COURT DECISION THAT DECLARES THAT THE STATE WILDLIFE AGENCY HAS NO JURISDICTION OVER PRIVATELY-OWNED WILDLIFE. NORTH CAROLINA WILDLIFE FEDERATION INITIALLY STOPPED THE SHIFT OF JURISDICTION OVER DEER FARMS FROM ITS WILDLIFE AGENCY TO ITS AGRICULTURE AGENCY, BUT THEN LOST THAT ISSUE IN THE WANING DAYS OF THE LEGISLATIVE SESSION OF 2015. TO ASSIST IN THESE EFFORTS AND OTHERS IN 2016, NWF SPONSORED A NATIONAL POLL OF SPORTSMEN TO DOCUMENT THAT HUNTERS OVERWHELMINGLY OPPOSE HIGH FENCE HUNTING IN DEER FARMS.

#### CONSERVATION FUNDING

RELIABLE AND SUSTAINED FUNDING HAS BEEN A CORNERSTONE OF GAME MANAGEMENT FOR OVER A HALF CENTURY. HUNTERS, ANGLERS AND BOATERS SUPPORT FISH AND WILDLIFE CONSERVATION THROUGH LICENSE FEES AND EXCISE TAXES PAID ON HUNTING AND FISHING EQUIPMENT AND MOTOR BOAT FUEL. THIS FUNDING MODEL IS THE ENVY OF THE WORLD BUT IT IS NOT EQUIPPED TO MEET THE GROWING CONSERVATION NEEDS OF MORE THAN 95% OF SPECIES THAT ARE NOT HUNTED OR FISHED AND WHICH AS A RESULT ARE AT-RISK.

THROUGH THE ASSOCIATION OF FISH AND WILDLIFE AGENCIES, IN 2015 JOHN L. MORRIS (FOUNDER AND OWNER OF BASS PRO SHOPS) AND DAVID FREUDENTHAL

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(FORMER GOVERNOR OF WYOMING) FORMED A 27-MEMBER BLUE RIBBON PANEL TO EXAMINE HOW WE FUND STATE-LEVEL FISH AND WILDLIFE CONSERVATION IN THE UNITED STATES. NWF CEO COLLIN O'MARA IS A LEADING MEMBER OF THE PANEL. THE PANEL'S DEVELOPED RECOMMENDATIONS TO EQUITABLY AND SUSTAINABLY FINANCE FISH AND WILDLIFE CONSERVATION TO HELP PREVENT MORE SPECIES FROM BECOMING ENDANGERED. MANY OF NWF'S AFFILIATES ARE ACTIVELY ENGAGED IN PROVIDING INPUT TO THE PANEL.

AT THE STATE LEVEL, THE FLORIDA LEGISLATURE AND GOVERNOR ARE SQUANDERING THE VOTER-APPROVED \$700 MILLION ANNUAL CONSERVATION FUND PASSED IN 2014, ALLOCATING ONLY \$50 MILLION IN 2015. FLORIDA WILDLIFE FEDERATION HAS HELPED LEAD THE PUBLIC FIGHT TO GET THE FUNDING FLOWING TO CONSERVATION AND JOINED IN A LAWSUIT TO REQUIRE THE STATE TO SPEND THE MONEY THE WAY THE VOTERS VOTED.

#### CLIMATE CHANGE AND ENERGY

WE CAN CELEBRATE SOME HISTORIC SUCCESSES IN THIS CRITICAL AREA. THE BIGGEST WAS THE CLEAN POWER PLAN (CPP), AN EPA RULE ADOPTED ON AUGUST 3 WHICH FOR THE FIRST TIME SETS LIMIT ON CARBON POLLUTION FROM POWER PLANTS. NWF STAFF AND THE AFFILIATES LED EFFORTS TO BRING THE VOICE OF WILDLIFE AND THEIR CONSTITUENCIES TO THE FIGHT TO NOT ONLY GET THE RULE OUT, BUT TO MAKE SURE IT IS STRONG. THIS FIELD TEAM INVOLVED 16 STATE AFFILIATES AND NWF STAFF AND CONSULTANTS. AFTER THE RULES ADOPTION, THE FEDERATION'S FIELD TEAM AND STATE AFFILIATES WERE CRITICAL IN BEATING BACK CONGRESSIONAL ATTEMPTS TO OVERTURN THE NEW RULE.

OTHER IMPORTANT EFFORTS IN 2015 INCLUDED WORK WITH WESTERN STATES TO

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STOP COAL MINING IN THE POWDER RIVER BASIN AND FIGHT COAL EXPORTS IN THE PACIFIC NORTHWEST (THREE COAL TERMINALS HAVE ALREADY BEEN ABANDONED, AND AN ORGANIZING CAMPAIGN LED BY NWF PUT ON HOLD THE RAILROAD PROJECT TO CONNECT NEW COAL MINES TO THE COAST); AND WORK IN THE MIDWEST AND NORTHEAST TO OPPOSE TAR SANDS PIPELINES AND TRANSPORTATION - WHICH TURNED OUT TO BE SUCCESSFUL WITH THE PRESIDENT'S DECISION AGAINST AUTHORIZING THE KEYSTONE PIPELINE.

SPECIES AND HABITATS

CERTIFIED WILDLIFE HABITATS/ GARDENING FOR WILDLIFE: THE HABITAT PROGRAM UNDER GARDEN FOR WILDLIFE, IN PARTNERSHIP WITH OUR STATE AFFILIATES, HAVE CERTIFIED 196,000 HABITATS NOW. NEARLY 20,000 OF THESE CERTIFICATIONS INCLUDE, SCHOOLS, FARMS, COLLEGE CAMPUSES, NATURE CENTERS, LOCAL PARKS, ARBORETUMS, BOTANIC GARDENS, ZOOS, BUSINESSES, PLACES OF WORSHIP, AND MORE. IN ALL, SITES TOTALING UP TO 1.5 MILLION ACRES HAVE BEEN CERTIFIED INCLUDING 10,100 NEW LOCATIONS IN 2015. THERE ARE NOW AT LEAST 1.5 MILLION PEOPLE HELPING TO PROVIDE HABITATS FOR LOCAL SPECIES.

IN ADDITION, THE NWF COMMUNITY WILDLIFE HABITAT PROGRAM EXPANDED TO 152 CITIES, COUNTIES AND TOWNS THIS YEAR. TOGETHER THEY CERTIFIED ABOUT 2,500 PROPERTIES, HOSTED MORE THAN 200 COMMUNITY EVENTS AND WORKSHOPS AND EDUCATED HUNDREDS OF THOUSANDS OF CITIZENS ABOUT GARDENING FOR WILDLIFE.

IN 2015, NWF HELPED YOUNG PEOPLE PLANT MORE THAN 30,000 NATIVE TREES IN PARTNERSHIP WITH LOCAL COMMUNITY GROUPS SUCH AS SCHOOLS, GARDEN CLUBS AND SCOUT TROOPS, BRINGING THE TOTAL NUMBER OF TREES PLANTED TO

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240,000.

POLLINATORS AND MONARCHS: NWF AND OUR STATE AFFILIATES HAVE LAUNCHED A MULTI-PRONG INITIATIVE TO BRING BACK MONARCHS AND POLLINATORS. WE ARE COORDINATING WITH THE WHITE HOUSE AND 30 NATIONAL GARDEN INDUSTRY AND POLLINATOR HABITAT ORGANIZATIONS TO CREATE AND FACILITATE A NATIONAL POLLINATOR GARDEN NETWORK AND LAUNCH THE MILLION POLLINATOR GARDEN CHALLENGE, WWW.MILLIONPOLLINATORGARDENS.ORG THAT WAS ANNOUNCED BY THE FIRST LADY AT THE WHITE HOUSE ON JUNE 3, 2015. NWF AND AFFILIATES IN DELAWARE AND ILLINOIS ARE RECOVERING MONARCH HABITAT IN CITIES ACROSS THE COUNTRY WITH THE MAYOR'S MONARCH PLEDGE, WHICH SIGNED UP OVER 28 CITIES IN JUST 40 DAYS. WE RECRUITED OVER 40,000 KIDS AND FAMILIES AND INDIVIDUAL PLEDGED TO PLANT POLLINATOR GARDENS IN THE BUTTERFLY HEROES CAMPAIGN IN MARCH. WE AND ARE OUR STATE AFFILIATES ARE CONVENING STATE SUMMITS AND WORKING ON STATE RECOVERY PLANS FOR MONARCHS IN MISSOURI, TEXAS, NEBRASKA, AND ARKANSAS IN PARTNERSHIP WITH ASSOCIATION OF FISH AND WILDLIFE AGENCIES. NEW JERSEY AUDUBON HAS BEEN A LEADER IN PROPOSING POLLINATOR FRIENDLY LEGISLATION AT THE STATE LEVEL. NWF IS WORKING CLOSELY WITH STATE HIGHWAY DEPARTMENTS OF TRANSPORTATION AND U.S. DOT TO IDENTIFY OPPORTUNITIES ALONG THE I-35 CORRIDOR THAT SUPPORTS THE FEDERAL INTENT TO DESIGNATE A MONARCH HIGHWAY ALONG THE CENTRAL MONARCH MIGRATION FLYWAY.

BISON: NWF AND OUR STATE AFFILIATES ARE WORKING TO BRING BISON BACK TO THE WEST. THROUGH NWF'S TRIBAL PARTNERSHIP PROGRAM, OUR NORTHERN ROCKIES REGIONAL CENTER IN MISSOULA, MT, AND OUR STATE AFFILIATE THE MONTANA WILDLIFE FEDERATION, LAST YEAR OUR FEDERATION (A) WORKED WITH PARTNERS TO OBTAIN THE RELEASE OF 10 GENETICALLY-PURE BISON TO THE

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SOAPSTONE NATURAL AREA IN NORTHERN COLORADO; (B) WORKED WITH PARTNERS TO ACHIEVE THE RELEASE OF BISON IN THE FORT PECK AND FORT BELKNAP RESERVATIONS IN MONTANA; (C) HELPED TO ARRANGE THE RELEASE OF WILD BISON IN THE WIND RIVER RESERVATION IN WYOMING; (D) WORKED WITH PARTNERS TO RELEASE WILD BISON ONTO RESERVES IN NEBRASKA; AND (E) REPELLED EFFORTS TO PASS NEARLY A DOZEN ANTI-BISON BILLS IN MONTANA. NWF CONTINUES TO PURSUE A GRAND VISION FOR BISON RESTORATION ON THE CHARLES M. RUSSELL NATIONAL WILDLIFE REFUGE IN MONTANA.

SAGE GROUSE: SAGE-GROUSE RANGE OVER AN AREA THE SIZE OF TEXAS (OVER 165 MILLION ACRES). SINCE THE EARLY DECADES OF THE 20TH CENTURY, OVERALL SAGE-GROUSE NUMBERS HAVE DECLINED BY AS MUCH AS 90 %, PARTLY AS A CONSEQUENCE OF A 50 % SHRINKAGE IN THEIR SAGEBRUSH HABITAT. THE U.S. FISH AND WILDLIFE SERVICE (USFWS) DETERMINED THAT THE SAGE-GROUSE WARRANTED PROTECTION UNDER THE ENDANGERED SPECIES ACT (ESA) AND AGREED TO MAKE A FINAL ESA LISTING DECISION BY SEPTEMBER 30, 2015.

AS A RESULT OF THE RANGE-WIDE COLLABORATION AMONG FEDERAL, STATE AND PRIVATE STAKEHOLDERS THAT HAS OCCURRED OVER THE PAST FIVE YEARS, USFWS HAS NOW DETERMINED THAT THERE ARE ADEQUATE MEASURES IN PLACE TO PRECLUDE THE NEED TO INVOKE AN ESA LISTING AND TO ENSURE SUSTAINABLE POPULATIONS OF SAGE-GROUSE FOR THE FORESEEABLE FUTURE. IN ADVANCE OF THE USFWS DEADLINE, THE BUREAU OF LAND MANAGEMENT RELEASED 14 CONSERVATION PLANS FOR SAGE-GROUSE HABITAT IN 10 STATES THROUGHOUT THE WEST, COVERING OVER 50 MILLION ACRES. THIS MARKS ONE OF THE LARGEST CONSERVATION EFFORTS IN HISTORY BY THE AGENCY, AND NWF HAS BEEN WORKING IN PARTNERSHIP WITH AFFILIATES IN MOST OF THE WESTERN STATES WITH SAGE-GROUSE HABITAT TO RESPOND TO THE PLANS, AS WELL AS RESPONDING TO

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STATE-LED PLANS FOR HABITAT MANAGEMENT. IN THE MEANTIME, NWF AND ITS PARTNERS FOUGHT BACK A MYRIAD OF ATTEMPTS IN CONGRESS TO DELAY THE LISTING DECISION AND TAKE AWAY THE ABILITY OF THE BLM TO PROTECT SAGE-GROUSE HABITAT.

BIGHORN: NWF, OUR STATE AFFILIATES AND OTHER PARTNERS TO RESTORE BIGHORN SHEEP THROUGHOUT THEIR HISTORIC RANGE, WITH A FOCUS ON WYOMING, IDAHO AND UTAH, WHERE THE U.S. FOREST SERVICE IS ASSESSING THE RISK OF DISEASE TRANSMISSION FROM DOMESTIC SHEEP. NWF, THE WYOMING WILDLIFE FEDERATION, THE IDAHO WILDLIFE FEDERATION AND THE WILD SHEEP FOUNDATION HAVE NEGOTIATED SEVERAL IMPORTANT NEW GRAZING RETIREMENTS WITH RANCHERS AND LANDOWNERS TOTALING 258,000 ACRES IN IDAHO AND WYOMING, PRIMARILY AIMED AT BENEFITTING BIGHORN SHEEP, AND MORE ARE IN THE WORKS FOR THE NEAR FUTURE. NWF AND OUR IDAHO AFFILIATE HAVE LONG ADVOCATED FOR CLOSURE OR IMPROVED OPERATIONS AT THE U.S. SHEEP EXPERIMENTAL STATION AT DUBOIS, IDAHO.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

SUBSIDIZED MEAL SCHOOLS SERVING 2 MILLION STUDENTS. AN ECO-SCHOOL IS IDEAL FOR TEACHING ECOLOGY, ENERGY AND WATER CONSERVATION, RECYCLING AND CONNECTING CHILDREN TO NATURE AND GARDENS. IN 2015, THE ECO SCHOOLS USA PROGRAM HELPED SCHOOLS SAVE \$80 MILLION IN UTILITY EXPENSES AND CUT SOLID WASTE BY MILLIONS OF POUNDS. ECO-SCHOOLS ARE ALSO VERY CULTURALLY AND RACIALLY DIVERSE, WITH 45% OF CHILDREN OF COLOR.

SCHOOLYARD HABITATS (SYH) - ARE NATURE HABITATS AND GARDENS ON THE SCHOOLS GROUNDS RANGING IN SIZE FROM AN AVERAGE GARDEN PLOT TO LARGER WOODED AREAS, PONDS AND WETLANDS. A HABITAT IS IDEAL FOR TEACHING

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ECOLOGY AND INSTILLING KNOWLEDGE OF WILDLIFE, BIRDS AND POLLINATORS AND FOOD SYSTEMS. SYH IS IN OVER 5,200 SCHOOLS AND 1 MILLION STUDENT - 90% OF THE SCHOOLS ARE PUBLIC AND 60% ARE TITLE ONE OR SUBSIDIZED MEAL SCHOOLS. 40% OF THE ENGAGED STUDENTS ARE OF COLOR.

IN 2015, WE ENROLLED NEARLY 900 NEW SCHOOLS IN THE ECO-SCHOOLS USA AND SCHOOLYARD HABITATS PROGRAMS. IT WAS OUR BEST SCHOOLYARD HABITATS YEAR EVER - 440 SCHOOLS - AND A TERRIFIC YEAR FOR ECO-SCHOOLS USA AS WELL. COMBINED, THE TWO PROGRAMS NOW ARE IN OVER 8,700 SCHOOLS NATIONWIDE.\

K-12 EDUCATION POLICY: THE FEDERATION TOOK A LEAD IN PROMOTING THE IDEA THAT THE ENVIRONMENTAL EDUCATION COMMUNITY HAD AN UNPRECEDENTED OPPORTUNITY FOR REACHING 100,000 SCHOOLS AND MILLIONS OF CLASSROOMS VIA THE NEXT GENERATION SCIENCE STANDARDS. OUR REPORTS, CONFERENCES AND WEBINAR SERIES ON THE SUBJECT ORIENTED SEVERAL HUNDRED ENVIRONMENTAL EDUCATION ORGANIZATIONS TO THE OPPORTUNITY AND GOT THEM TO THE TABLE WITH KEY STATE EDUCATION DEPARTMENTS. WE ALSO WERE SUCCESSFUL IN HELPING MAKE SURE THAT KEY ENVIRONMENTAL EDUCATION WORDING MADE IT INTO THE REAUTHORIZATION OF THE ELEMENTARY AND SECONDARY EDUCATION ACT. THIS WILL PROVIDE THE EE COMMUNITY THE OPPORTUNITY TO COMPETE FOR AS MUCH AS \$30 BILLION IN FUNDING OVER THE NEXT TEN YEARS - IN AFTER SCHOOL PROGRAMS, SCIENCE AND TECHNOLOGY EDUCATION AND SOCIAL SCIENCES. WE ALSO HELPED, THROUGH OUR CHESAPEAKE PROGRAM, THE NEW BAY AGREEMENT TO INCORPORATE AND ENCOURAGE SUSTAINABLE SCHOOLS IN THE WATERSHED.

CLIMATE CHANGE EDUCATION: DURING 2015, THE NATIONAL WILDLIFE FEDERATION DEVELOPED AN EDUCATIONAL WEBSITE AND CURRICULUM IN SUPPORT OF K-12 CLIMATE CHANGE LEARNING: WWW.CLIMATECLASSROOM.ORG. IT IS BASED ON AND WAS SUPPORTED BY THE EMMY AWARD-WINNING TV SERIES, YEARS OF LIVING

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DANGEROUSLY. THIS WEBSITE WAS PREMIERED AT A SPECIAL WHITE HOUSE CONFERENCE ON THE ROLE OF YOUTH EDUCATION IN SUPPORTING THE NATION'S CLIMATE POLICY AND GOALS. IN ADDITION, WE REVAMPED OUR EDUCATIONAL WEBSITE DESIGNED EXPRESSLY FOR YOUNGER CHILDREN CALLED CLIMATECLASSROOMKIDS.ORG WHICH HELPED YOUNG CHILDREN LEARN ABOUT CLIMATE CHANGE WITHOUT BURDENING THEM WITH DISCUSSIONS OF MAJOR ENVIRONMENTAL THREATS.

HIGHER EDUCATION AND ENVIRONMENTAL CAREERS: IN 2015, NWF LAUNCHED A NEW NWF ECO-LEADERS PROGRAM TO SUPPORT STUDENT ACTION AND PROJECT WORK ON CAMPUSES AND TO SUPPORT THEIR CAREER DEVELOPMENT. WE HAVE OVER 1,000 YOUNG LEADERS PARTICIPATING IN THE PROGRAM. THE NEW PROGRAM IS DESIGNED FOR YOUNG PEOPLE ON COLLEGE CAMPUSES WHO WANT TO DEVELOP THEIR CAREER AND LEADERSHIP SKILLS IN THE FIELDS OF THE ENVIRONMENT AND CONSERVATION BY DEVELOPING AND MANAGING CAMPUS AND COMMUNITY ENVIRONMENTAL IMPROVEMENT PROJECTS. STUDENT AND YOUNG GRADS ARE ENCOURAGED TO ENROLL IN THE PROGRAM AND USE THE ECO-LEADER WEBSITE AND ONLINE NETWORK AS A TOOL IN THEIR EFFORTS TO THINK THROUGH, DESIGN AND IMPLEMENT ENVIRONMENTAL PROJECTS OF MANY KINDS. STUDENTS WHO SUCCESSFULLY COMPLETE THEIR PROJECTS BECOME CERTIFIED NWF ECO-LEADERS AND CAN USE THIS CREDENTIAL IN THE PURSUIT OF CAREER OPPORTUNITIES AND FURTHER EDUCATION.

IN 2015 THE NWF ECOLEADERS PROGRAM WAS ALONG WITH OUR PARTNER, JOBS FOR THE FUTURE, NWF HIGHER EDUCATION STAFF PREPARED AND RELEASED OUR GREENFORCE INITIATIVE REPORT ENTITLED, "GREENPRINT: A PLAN TO PREPARE COMMUNITY COLLEGE STUDENTS FOR CAREERS IN THE CLEAN ECONOMY." THIS REPORT IS THE SUMMATION OF SIX YEARS OF WORK ON SUSTAINABILITY CAREERS

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AT TWO-YEAR AND TECHNICAL SCHOOLS AND SPELLS OUT A PLAN GIVING AMERICA'S COMMUNITY COLLEGE SYSTEM A BLUEPRINT FOR SUSTAINABILITY AND GREEN CAREER PREPARATION.

CONNECTING CHILDREN WITH NATURE AND THE OUTDOORS: WE CONCLUDED OUR THREE YEAR CAMPAIGN TO CREATE NEW OUTDOOR/NATURE PROGRAMMING FOR 10 MILLION CHILDREN WITH EXCELLENT SUCCESS. THROUGH NWF SCHOOLS PROGRAMMING AND POLICY WORK AND OUR RECRUITMENT OF SEVERAL HUNDRED CITY, COUNTY AND REGIONAL PARK DIRECTORS, WE SAW INCREASED NATURE PROGRAMMING AT THOUSANDS OF RECREATION CENTERS, NATURE CENTERS, CAMPS AND AFTER SCHOOL PROGRAMS. FINAL COUNT: 13.8 MILLION CHILDREN GETTING REPEATED OUTDOOR AND NATURE TIME OVER THE THREE YEAR CAMPAIGN PERIOD.

WE ALSO HAD CAMPERS OUT IN JUNE AT 18,500 LOCATIONS FOR THE GREAT AMERICAN CAMPOUT. THIS WAS ONE OF OUR BEST YEARS EVER AND WITH REAL GROWTH IN THE NUMBER OF STATE PARK AGENCIES PARTICIPATING.

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS: OF PEOPLE CAN READ INFORMATIVE FEATURE ARTICLES ABOUT WILDLIFE AND WILDLIFE CONSERVATION, THE LATEST ENVIRONMENTAL NEWS AND SUCCESS STORIES FROM NWF AND AROUND THE NATION.

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

OTHER NATURE EDUCATION MATERIAL:

IN ADDITION TO ADVOCATING FOR POLICIES THAT MAKE LANDS AND WATERS MORE RESILIENT TO HARMFUL CLIMATE CHANGE IMPACTS, NWF SERVES AS A NATIONAL LEADER ON TRAINING THE PROFESSIONALS WHO MANAGE LAND AND WATER TO ADDRESS THIS CHALLENGE. NWF PRODUCES REPORTS AND WORKSHOPS TO HELP

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STATE AND FEDERAL AGENCIES UNDERSTAND AND ADDRESS THE VULNERABILITY OF WILDLIFE TO CLIMATE CHANGE IMPACTS. THIS GROUND-BREAKING WORK LED THE DEPARTMENT OF THE INTERIOR TO AWARD TO NWF THE PARTNERS IN CONSERVATION AWARD. NWF ALSO WORKS WITH LAND TRUSTS, WATERSHED PROTECTION GROUPS AND OTHERS IN INCORPORATING INFORMATION ABOUT CHANGING TEMPERATURES AND PRECIPITATION PATTERNS SO THAT THEY CAN MAXIMIZE THE CHANCES OF SUCCESS FOR THEIR HABITAT PROTECTION AND RESTORATION WORK.

OTHER NATURE EDUCATION MATERIALS COMMUNICATE NWF'S MISSION TO RAISE PUBLIC AWARENESS AROUND OUR THREE MAIN OBJECTIVES: GETTING KIDS BACK OUTSIDE, SAFEGUARDING WILDLIFE AND HABITAT AND FINDING SOLUTIONS TO CLIMATE CHANGE. WITH OUR CARDS AND WILDLIFE INSPIRED ITEMS, NWF HAS MORE WAYS TO ENGAGE OUR 6 MILLION MEMBERS AND SUPPORTERS WHILE ALSO GETTING OUR MESSAGE TO NEW AUDIENCES WHO HAVE AN INTEREST IN PROTECTING WILDLIFE.

EXPENSES \$ 8,124,318. INCLUDING GRANTS OF \$ 0. REVENUE \$ 6,890,111.

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

NWF'S STATE AND TERRITORIAL AUTONOMOUS AND UNRELATED ENTITIES ARE MEMBERS OF THE FEDERATION.

FORM 990, PART VI, SECTION A, LINE 7A:

AFFILIATE REPRESENTATIVES ELECT THE MAJORITY OF THE BOARD OF DIRECTORS OF THE NATIONAL WILDLIFE FEDERATION.

FORM 990, PART VI, SECTION B, LINE 11:

NWF'S FINANCE DEPARTMENT COMPILES DATA AND SCHEDULES FOR THE IRS FORM 990 FROM AUDITED FINANCIAL STATEMENTS. RAFFA, PC PREPARES AND REVIEWS THE

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RETURN. NWF BOARD MEMBERS ARE PROVIDED WITH A DRAFT COPY OF THE 990 RETURN. A NWF AUDIT COMMITTEE MEETING IS HELD WHERE THE FULL BOARD IS INVITED TO PARTICIPATE IN DISCUSSING THE 990 PRIOR TO FILING. THE NWF FINANCE STAFF, GENERAL COUNSEL, AND THE RAFFA TAX PARTNER ADDRESS AND ANSWER ANY QUESTIONS THAT THE BOARD MAY HAVE.

FORM 990, PART VI, SECTION B, LINE 12C:

OFFICERS, DIRECTORS, TRUSTEES, AND EMPLOYEES ARE REQUIRED TO DISCLOSE ANY POTENTIAL ISSUES THAT MAY CAUSE A CONFLICT. GENERAL COUNSEL AND HUMAN RESOURCES COMMUNICATE POLICY TO BOARD AND EMPLOYEES. FORMS ARE REVIEWED AND DISCLOSURES ARE REVIEWED BY A COMMITTEE OF THE BOARD.

FORM 990, PART VI, SECTION B, LINE 15A:

THE COMPENSATION OF THE CEO OF NATIONAL WILDLIFE FEDERATION IS SET BY THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS, WHICH CONSISTS OF SEVEN INDEPENDENT BOARD MEMBERS. THE EXECUTIVE COMMITTEE RELIES ON THE ANNUAL COMPREHENSIVE COMPENSATION STUDY PREPARED BY AN INDEPENDENT OUTSIDE CONSULTING FIRM SPECIFICALLY FOR THE NATIONAL WILDLIFE FEDERATION.

FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:

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

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.

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## FORM 990, PART IX, LINE 11G, OTHER FEES:

## OTHER FEES FOR SERVICE:

PROGRAM SERVICE EXPENSES	8,349,861.
MANAGEMENT AND GENERAL EXPENSES	617,029.
FUNDRAISING EXPENSES	880,371.
TOTAL EXPENSES	9,847,261.
TOTAL OTHER FEES ON FORM 990, PART IX, LINE 11G, COL A	9,847,261.

## FORM 990, PART IX, LINE 11G, DETAIL OF OTHER FEES:

	(A)	(B)	(C)	(D)
DESCRIPTION	TOTAL FEES	PROG. SERVICE	M&G	FUNDRAISING
CONTRACTUAL & CONSULTANTS	3,510,219	3,227,822	282,397	0
FULFILLMENT OUTSOURCING	3,980,261	3,317,176	205,806	457,789
LETTER SHOP OUTSOURCING	1,783,815	1,353,202	98,110	332,503
GRAPHICS AND DESIGN EXP.	298,282	226,277	16,405	55,600
DATA ENTRY OUTSOURCING	232,870	194,051	12,039	26,780
ADVERTISING COSTS	30,000	22,758	1,650	5,592
COPY SERVICE OUTSOURCING	11,304	8,575	622	2,107
TOTAL EXPENSES	9,847,261	8,349,861	617,029	880,371

## FORM 990, PART XI, LINE 9, CHANGES IN NET ASSETS:

CHANGE IN SPLIT INTEREST AGREEMENTS	234,260.
LOSS ON PENSION INVESTMENT	-3,532,261.
TOTAL TO FORM 990, PART XI, LINE 9	-3,298,001.



**SCHEDULE R  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Related Organizations and Unrelated Partnerships**

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

Name of the organization

**NATIONAL WILDLIFE FEDERATION**

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

Employer identification number  
**53-0204616**

OMB No. 1545-0047

**2014**

Open to Public  
Inspection

**Part I Identification of Disregarded Entities** Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

**Part II Identification of Related Tax-Exempt Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
NATIONAL WILDLIFE FEDERATION ENDOWMENT - 52-0806695, 11100 WILDLIFE CENTER DRIVE, RESTON, VA 20190-5362	SUPPORT NWF	DISTRICT OF COLUMBIA	501(C)(3)	LINE 11A, I N/A			X

For Paperwork Reduction Act Notice, see the Instructions for Form 990. Schedule R (Form 990) 2014

**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	

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

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

**Part V Transactions With Related Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.  
**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  
**b** Gift, grant, or capital contribution to related organization(s)  
**c** Gift, grant, or capital contribution from related organization(s)  
**d** Loans or loan guarantees to or for related organization(s)  
**e** Loans or loan guarantees by related organization(s)  
**f** Dividends from related organization(s)  
**g** Sale of assets to related organization(s)  
**h** Purchase of assets from related organization(s)  
**i** Exchange of assets with related organization(s)  
**j** Lease of facilities, equipment, or other assets to related organization(s)  
**k** Lease of facilities, equipment, or other assets from related organization(s)  
**l** Performance of services or membership or fundraising solicitations for related organization(s)  
**m** Performance of services or membership or fundraising solicitations by related organization(s)  
**n** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)  
**o** Sharing of paid employees with related organization(s)  
**p** Reimbursement paid to related organization(s) for expenses  
**q** Reimbursement paid by related organization(s) for expenses  
**r** Other transfer of cash or property to related organization(s)  
**s** Other transfer of cash or property from related organization(s)

**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	Yes	No
(1)	NATIONAL WILDLIFE FEDERATION ENDOWMENT	C	3,568,566.CASH			X
(2)	NATIONAL WILDLIFE FEDERATION ENDOWMENT	B	500,000.CASH			X
(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 sections 512-514)	(e) Are all partners sec. 501(c)(3) orgs.?		(f) Share of total income	(g) Share of end-of-year assets	(h) Dispropor- tionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
				Yes	No			Yes	No		Yes	No	

**Part VII** Supplemental information

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

Lined area for supplemental information.

**COPY**

