

Form **990**
Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

The organization may have to use a copy of this return to satisfy state reporting requirements

OMB No 1545-0047
2009
Open to Public Inspection

A For the 2009 calendar year, or tax year beginning 09-01-2009 and ending 08-31-2010

- B** Check if applicable:
- Address change
 - Name change
 - Initial return
 - Terminated
 - Amended return
 - Application pending

C Name of organization
NATIONAL WILDLIFE FEDERATION

Doing Business As

Number and street (or P.O. box if mail is not delivered to street address) Room/suite
11100 WILDLIFE CENTER Drive

City or town, state or country, and ZIP + 4
RESTON, VA 201905362

D Employer identification number
53-0204616

E Telephone number
(703) 438-6000

G Gross receipts \$ 101,612,612

F Name and address of principal officer
Larry J Schweiger
11100 WILDLIFE CENTER Drive
RESTON, VA 201905362

H(a) Is this a group return for affiliates? Yes No

H(b) Are all affiliates included? Yes No
If "No," attach a list (see instructions)

H(c) Group exemption number

I Tax-exempt status 501(c) (3) (insert no) 4947(a)(1) or 527

J Website: WWW NWF ORG

K Form of organization Corporation Trust Association Other

L Year of formation 1939 **M** State of legal domicile DC

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities NWF's mission is to Inspire Americans to Protect Wildlife for our Children's Future NWF focuses on and excels in three distinct program areas - a) getting children and families more connected with nature by getting them outdoors, b) safeguarding wildlife and habitat and c) finding solutions to global climate change NWF's dedication to these three program areas helps to ensure that America's wildlife legacy continues for future generations		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	31
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	31
	5 Total number of employees (Part V, line 2a)	5	525
	6 Total number of volunteers (estimate if necessary)	6	3,085
	7a Total gross unrelated business revenue from Part VIII, column (C), line 12	7a	1,214,892
b Net unrelated business taxable income from Form 990-T, line 34	7b	77,478	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	69,409,609	75,868,139
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	12,134,039	10,324,026
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	-198,462	94,710
	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	10,588,337	12,140,076
		91,933,523	98,426,951
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	3,212,295	4,007,437
	14 Benefits paid to or for members (Part IX, column (A), line 4)		0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	28,676,305	30,552,678
	16a Professional fundraising fees (Part IX, column (A), line 11e)	2,624,143	2,400,937
	b Total fundraising expenses (Part IX, column (D), line 25)	11,507,436	
	17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24f)	56,443,538	57,057,595
	18 Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	90,956,281	94,018,647
19 Revenue less expenses Subtract line 18 from line 12	977,242	4,408,304	
Net Assets or Fund Balances		Beginning of Current Year	End of Year
	20 Total assets (Part X, line 16)	64,813,524	64,121,805
	21 Total liabilities (Part X, line 26)	87,937,109	84,891,779
22 Net assets or fund balances Subtract line 21 from line 20	-23,123,585	-20,769,974	

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

Signature of officer: _____ Date: 2011-02-14

DULCE M GOMEZ-ZORMELO treasurer
Type or print name and title

Paid Preparer's Use Only

Preparer's signature: Michael Sorrells CPA Date: _____ Check if self-employed:

Firm's name (or yours if self-employed), address, and ZIP + 4: BDO USA LLP, 7101 Wisconsin Ave Suite 800, Bethesda, MD 208144827

Preparer's identifying number (see instructions): _____ EIN: _____ Phone no: (301) 654-4900

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

Part III Statement of Program Service Accomplishments

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 accomplishes its mission by providing answers to the three biggest threats facing our environment today (continued on Schedule o) a) people becoming more disconnected from nature, b) loss of habitat and c) the threat of global warming Through the hard work of our dedicated staff, nine regional offices, national advocacy center and 47 state affiliates, NWF is changing the forecast for wildlife

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

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

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts 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 \$ 29,152,762 including grants of \$ 3,911,246) (Revenue \$ 742,018)

Conservation advocacy programs expand NWF's work on safeguarding wildlife and habitat, finding solutions to climate change, and engaging the public on issues relating to wildlife conservation policy and legislation Safeguarding wildlife means protecting and defending wildlife and the wild places that wildlife needs to survive and restoring the health of our natural habitats and ecosystems Through work with our affiliates and partners, NWF has secured and closed, through our allotment retirement program, more than 500,000 acres of public land to grazing in the Greater Yellowstone Ecosystem, which will restore and protect prime wildlife habitat Through our national policy action in this area, NWF secured an EPA formal veto on the Clean Water Act permit for the Yazoo Pumps project in Mississippi, (con't on schd O) which would have drained 200,000 acres of critically important wetlands, and successfully fought for and achieved federal legislation that permanently withdrew mineral leasing in Valle Vidal Because global warming seriously threatens the survival of our most cherished wildlife species and their habitats and jeopardizes the health and livelihoods of many people and communities, finding solutions to climate change is one of our most important areas of focus NWF's work in this area includes promoting a shift from dirty to clean sources of energy _

4b (Code) (Expenses \$ 25,333,973 including grants of \$ 96,191) (Revenue \$ 10,106,116)

Education outreach and publications program reconnects children and adults with nature through such programs as Be Out There, Certified Wildlife Habitats, and Eco Schools USA, and through National Wildlife, Ranger Rick, Your Big Backyard, Wild Animal Baby, and Just for Fun publications Each year the Federation reaches one million school children and two million young readers through its educational programs Be Out There program encourages Americans to get outside and enjoy the natural environment and provides a number of useful tools and activities for families that make it easy to get outside This includes Hike & Seek, Wildlife Watch and Nature Find Hike & Seek, one of our signature events brought 520 explorers outside (continued on sched o) to experience nature in an educational atmosphere NWF's Habitats' program has produced three successful ways for our four million members and supporters across the country to help wildlife on their own terms and in their own time - Certified Wildlife Habitat, Schoolyard Habitat and Community Habitat With over 138,000 certified habitats, 3,600 Schoolyard Habitats and 48 certified Community Habitats, over one million Americans are participating to make a difference for wildlife Eco Schools is an international program aimed at fostering a greater sense of environmental stewardship in school age students NWF was chosen as the sole American environmental organization to introduce and implement this program in the US Since its launch in 2009 NWF has signed up 407 schools representing 175,000 students and 6,200 educators For 44 years Ranger Rick magazine has been introducing kids to the wonders of nature In 2010, Ranger Rick continued its standard of excellence in education by winning Periodical of the Year for Children (Grades K-5) Together with our two other award winning children's magazines, they reach one million homes per month and over two million young readers

4c (Code) (Expenses \$ 13,665,939 including grants of \$) (Revenue \$ 3,946,222)

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 threat of global warming 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 through National Wildlife magazine over 650,000 people can read monthly about our CEO's insight and advice, the latest environmental news and success stories from NWF and around the nation

4d Other program services (Describe in Schedule O) **See also Additional Data for Description**
(Expenses \$ 7,517,526 including grants of \$) (Revenue \$ 8,886,963)

4e Total program service expenses \$ 75,670,200

Part IV Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A.</i>	Yes	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	Yes	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I.</i>		No
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities? <i>If "Yes," complete Schedule C, Part II.</i>	Yes	
5	Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations. Is the organization subject to the section 6033(e) notice and reporting requirement and proxy tax? <i>If "Yes," complete Schedule C, Part III.</i>		
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I.</i>		No
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? <i>If "Yes," complete Schedule D, Part II.</i>		No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III.</i>		No
9	Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV.</i>		No
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V.</i>	Yes	
11	Is the organization's answer to any of the following questions "Yes"? <i>If so, complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.</i>	Yes	
	• Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI.</i>		
	• Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII.</i>		
	• Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII.</i>		
	• Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX.</i>		
	• Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X.</i>		
	• Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48? <i>If "Yes," complete Schedule D, Part X.</i>		
12	Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI, XII, and XIII.</i>		No
12A	Was the organization included in consolidated, independent audited financial statements for the tax year?	Yes	No
	<i>If "Yes," completing Schedule D, Parts XI, XII, and XIII is optional.</i>	12A Yes	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E.</i>		No
14a	Did the organization maintain an office, employees, or agents outside of the United States?		No
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? <i>If "Yes," complete Schedule F, Part I.</i>		No
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the U S? <i>If "Yes," complete Schedule F, Part II.</i>		No
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the U S? <i>If "Yes," complete Schedule F, Part III.</i>		No
17	Did the organization report a total of more than \$15,000, of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I.</i>	Yes	
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II.</i>	Yes	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III.</i>		No
20	Did the organization operate one or more hospitals? <i>If "Yes," complete Schedule H.</i>		No

Part IV Checklist of Required Schedules *(continued)*

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

Part V Statements Regarding Other IRS Filings and Tax Compliance

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096, <i>Annual Summary and Transmittal of U.S. Information Returns</i> . Enter -0- if not applicable		
	1a 389		
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		
	1b 0		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	Yes	
2a	Enter the number of employees reported on Form W-3, <i>Transmittal of Wage and Tax Statements</i> filed for the calendar year ending with or within the year covered by this return		
	2a 525		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note: If the sum of lines 1a and 2a is greater than 250, you may be required to e-file this return (see instructions)	Yes	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?	Yes	
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	Yes	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	Yes	
b	If "Yes," enter the name of the foreign country <input checked="" type="checkbox"/> NT, CJ See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		No
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		No
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited Tax Shelter Transaction?		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?		No
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	Yes	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	Yes	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		No
d	If "Yes," indicate the number of Forms 8282 filed during the year		
	7d		
e	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		No
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		No
g	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?		
h	For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as required?		
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the organization make any taxable distributions under section 4966?		
b	Did the organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter		
a	Initiation fees and capital contributions included on Part VIII, line 12	10a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	
11	Section 501(c)(12) organizations. Enter		
a	Gross income from members or shareholders	11a	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them)	11b	
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	

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

Section A. Governing Body and Management

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

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

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

Section C. Disclosure

17	List the States with which a copy of this Form 990 is required to be filed AL, AK, AZ, AR, CA, CO, CT, FL, GA, IL, KS, KY, LA, ME, MD, MA, MI, MN, MO, MS, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WV, WA, WI
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply. <input checked="" type="checkbox"/> Own website <input type="checkbox"/> Another's website <input checked="" type="checkbox"/> Upon request
19	Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public. See Additional Data Table.
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organization ▶ dulce gomez-zormelo 11100 wildlife center drive reston, VA 201905362 (703) 438-6000

1b Total	2,546,864	0	324,893
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2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization **40**

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

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization

(A) Name and business address	(B) Description of services	(C) Compensation
ARTCO 1 STATIONARY PLACE REXBURG, ID 83441	FULFILMENT SERVICES	2,433,233
MERKLE INC 7001 COLUMBIA GATEWAY DRIVE COLUMBIA, MD 21046	DATABASE DEV & MGMT, GRAPHICS & DESIGN	1,259,890
Paradyze Matera Co Inc 5 HANOVER SQUARE 6TH FLOOR NEW YORK, NY 10004	LIST RENTAL CONSULTING	1,050,505
CDS GLOBAL 1901 BELL AVENUE DES MOINES, IA 50315	FULFILMENT SERVICES	1,037,245
USA 800 INC 9808 EAST 66TH TERRACE KANSAS CITY, MO 64133	FULFILMENT AND CONSULTING SERVICES	760,575

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **25**

Part VIII Statement of Revenue

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1a	Federated campaigns 1a	272,615				
	b	Membership dues 1b	9,671,908				
	c	Fundraising events 1c	144,221				
	d	Related organizations 1d	5,215,000				
	e	Government grants (contributions) 1e	352,211				
	f	All other contributions, gifts, grants, and similar amounts not included above 1f	60,212,184				
	g	Noncash contributions included in lines 1a-1f \$ 185,225					
	h	Total. Add lines 1a-1f ▶		75,868,139			
Program Service Revenue			Business Code				
	2a	subscription revenue	900,099	9,569,171	9,569,171		
	b	litigation fees	900,099	422,506	422,506		
	c	contractual/Consulting	900,099	195,419	195,419		
	d	registration fees	900,099	80,556	80,556		
	e	Affiliate fee revenue	900,099	1,702	1,702		
	f	All other program service revenue		54,672	54,672		
g	Total. Add lines 2a-2f ▶		10,324,026				
Other Revenue	3	Investment income (including dividends, interest and other similar amounts) ▶		85,003		85,003	
	4	Income from investment of tax-exempt bond proceeds . . ▶					
	5	Royalties ▶		4,069,843	2,520	4,067,323	
	6a	(i) Real		(ii) Personal			
		1,026,799					
		411,625					
		615,174					
	d	Net rental income or (loss) ▶		615,174	603,630	11,544	
	7a	(i) Securities		(ii) Other			
		657,525		9,673			
		623,221		34,270			
		34,304		-24,597			
d	Net gain or (loss) ▶		9,707		9,707		
8a	Gross income from fundraising events (not including \$ 144,221 of contributions reported on line 1c) See Part IV, line 18 a						
b	Less direct expenses b						
c	Net income or (loss) from fundraising events . . ▶		-169,208		-169,208		
9a	Gross income from gaming activities See Part IV, line 19 a						
b	Less direct expenses b						
c	Net income or (loss) from gaming activities . . ▶						
10a	8,608,068						
	1,912,235						
	6,695,833						
Miscellaneous Revenue		Business Code					
11a	Advertising	511,120	608,742		608,742		
b	honoraria	900,099	35,539	35,539			
c							
d	All other revenue		284,153	284,153			
e	Total. Add lines 11a-11d ▶		928,434				
12	Total revenue. See Instructions ▶		98,426,951	17,339,551	1,214,892	4,004,369	

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) but are not required to complete columns (B), (C), and (D).

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the U S See Part IV, line 21	3,804,137	3,804,137		
2	Grants and other assistance to individuals in the U S See Part IV, line 22	203,300	203,300		
3	Grants and other assistance to governments, organizations, and individuals outside the U S See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	2,928,877	2,318,206	321,298	289,373
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7	Other salaries and wages	21,301,412	16,860,069	2,336,764	2,104,579
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	1,152,177	911,948	126,394	113,835
9	Other employee benefits	3,139,739	2,485,101	344,431	310,207
10	Payroll taxes	2,030,473	1,607,119	222,743	200,611
11	Fees for services (non-employees)				
a	Management				
b	Legal	120,031	99,773	5,070	15,188
c	Accounting	118,070	99,049	4,203	14,818
d	Lobbying	80,279	67,346	2,858	10,075
e	Professional fundraising See Part IV, line 17	2,400,937			2,400,937
f	Investment management fees	95,512	75,311	7,565	12,636
g	Other	13,243,940	12,740,640	573,003	-69,703
12	Advertising and promotion	452,182	356,545	35,813	59,824
13	Office expenses	19,832,677	15,293,314	1,479,370	3,059,993
14	Information technology	1,563,037	1,231,824	126,208	205,005
15	Royalties	716,404	561,446	54,518	100,440
16	Occupancy	1,267,306	973,054	200,711	93,541
17	Travel	2,047,661	1,700,172	146,049	201,440
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	942,922	752,373	71,354	119,195
20	Interest	910,318	717,786	72,097	120,435
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	1,000,820	760,124	190,356	50,340
23	Insurance	328,962	259,386	26,054	43,522
24	Other expenses Itemize expenses not covered above (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below)				
a	Major program materials	11,159,837	9,286,060	251,707	1,622,070
b	List rental services	1,559,081	1,221,851	118,646	218,584
c	Text/editorial	412,052	334,276	23,029	54,747
d	A/V Production Costs	36,934	28,945	2,811	5,178
e	Awards	25,609	20,193	2,028	3,388
f	All other expenses	1,143,961	900,852	95,931	147,178
25	Total functional expenses. Add lines 1 through 24f	94,018,647	75,670,200	6,841,011	11,507,436
26	Joint costs. Check here <input checked="" type="checkbox"/> if following SOP 98-2 Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation	21,396,864	11,331,416	2,505,396	7,560,052

Part X Balance Sheet

		(A)		(B)
		Beginning of year		End of year
Assets	1 Cash—non-interest-bearing		1	
	2 Savings and temporary cash investments	4,514,957	2	2,457,497
	3 Pledges and grants receivable, net	16,230,422	3	15,779,979
	4 Accounts receivable, net	2,067,772	4	1,620,324
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L		6	
	7 Notes and loans receivable, net	457,972	7	
	8 Inventories for sale or use	34,834	8	887,187
	9 Prepaid expenses and deferred charges	4,193,289	9	2,866,909
	10a Land, buildings, and equipment cost or other basis. Complete Part VI of Schedule D	36,457,420		
	b Less accumulated depreciation	13,510,798		
		23,785,643	10c	22,946,622
	11 Investments—publicly traded securities	870,794	11	867,990
	12 Investments—other securities. See Part IV, line 11	1,245,803	12	5,772,402
	13 Investments—program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
15 Other assets. See Part IV, line 11	11,412,038	15	10,922,895	
16 Total assets. Add lines 1 through 15 (must equal line 34)	64,813,524	16	64,121,805	
Liabilities	17 Accounts payable and accrued expenses	17,215,949	17	18,060,085
	18 Grants payable		18	
	19 Deferred revenue	12,334,824	19	11,990,754
	20 Tax-exempt bond liabilities	16,384,177	20	15,935,554
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 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	10,529,914	23	7,424,134
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities. Complete Part X of Schedule D	31,472,245	25	31,481,252
	26 Total liabilities. Add lines 17 through 25	87,937,109	26	84,891,779
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	-54,986,706	27	-54,031,207
	28 Temporarily restricted net assets	23,625,724	28	24,994,704
	29 Permanently restricted net assets	8,237,397	29	8,266,529
	Organizations that do not follow SFAS 117, 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	-23,123,585	33	-20,769,974	
34 Total liabilities and net assets/fund balances	64,813,524	34	64,121,805	

Part XI Financial Statements and Reporting

1 Accounting method used to prepare the Form 990 Cash Accrual Other _____
 If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O

2a Were the organization's financial statements compiled or reviewed by an independent accountant? . . .

b Were the organization's financial statements audited by an independent accountant?

c If "Yes," to 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

d If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a consolidated basis, separate basis, or both
 Separate basis Consolidated basis Both consolidated and separated basis

3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?

b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits . . .

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

SCHEDULE A (Form 990 or 990EZ)

Public Charity Status and Public Support

OMB No 1545-0047

2009

Open to Public Inspection

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. See separate instructions.

Department of the Treasury Internal Revenue Service

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 section 170(b)(1)(A)(i).
2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E)
3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state
5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II)
6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi) (Complete Part II)
8 A community trust described in section 170(b)(1)(A)(vi) (Complete Part II)
9 An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See section 509(a)(2). (Complete Part III)
10 An organization organized and operated exclusively to test for public safety See section 509(a)(4).
11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h
a Type I b Type II c Type III - Functionally integrated d Type III - Other
e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2)
f If the organization received a written determination from the IRS that it is a Type I, Type II or Type III supporting organization, check this box
g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
(i) a person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the the supported organization?
(ii) a family member of a person described in (i) above?
(iii) a 35% controlled entity of a person described in (i) or (ii) above?
h Provide the following information about the supported organization(s)

Table with 2 columns: Yes, No. Rows: 11g(i), 11g(ii), 11g(iii)

Table with 7 columns: (i) Name of supported organization, (ii) EIN, (iii) Type of organization, (iv) Is the organization in col (i) listed in your governing document?, (v) Did you notify the organization in col (i) of your support?, (vi) Is the organization in col (i) organized in the U S?, (vii) Amount of support?

Part II Support Schedule for Organizations Described in IRC 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.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	60,139,370	67,233,769	78,729,510	69,409,609	75,868,139	351,380,397
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	60,139,370	67,233,769	78,729,510	69,409,609	75,868,139	351,380,397
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)						
6 Public Support. Subtract line 5 from line 4						351,380,397

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
7 Amounts from line 4	60,139,370	4,525,502	78,729,510	69,409,609	75,868,139	351,380,397
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	3,388,246	4,525,502	3,932,499	3,465,112	3,983,118	19,294,477
9 Net income from unrelated business activities, whether or not the business is regularly carried on	14,440	16,918		455,562	606,150	1,093,070
10 Other income (Explain in Part IV) Do not include gain or loss from the sale of capital assets	82,215	396,124	440,312	125,145	319,691	1,363,487
11 Total support (Add lines 7 through 10)						373,131,431
12 Gross receipts from related activities, etc (See instructions)					12	92,552,345

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

Section C. Computation of Public Support Percentage

14 Public Support Percentage for 2009 (line 6 column (f) divided by line 11 column (f))	14	94 170 %
15 Public Support Percentage for 2008 Schedule A, Part II, line 14	15	94 360 %

16a 33 1/3% support test—2009. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization

b 33 1/3% support test—2008. If the organization did not check the box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization

17a 10%-facts-and-circumstances test—2009. If the organization did not check a box on line 13, 16a, or 16b and line 14 is 10% or more, and if the organization meets the "facts and circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts and circumstances" test The organization qualifies as a publicly supported organization

b 10%-facts-and-circumstances test—2008. If the organization did not check a box on line 13, 16a, 16b, or 17a and line 15 is 10% or more, and if the organization meets the "facts and circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts and circumstances" test The organization qualifies as a publicly supported organization

18 Private Foundation If the organization did not check a box on line 13, 16a, 16b, 17a or 17b, check this box and see instructions

Part III Support Schedule for Organizations Described in IRC 509(a)(2)

(Complete only if you checked the box on line 9 of Part I.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public Support (Subtract line 7c from line 6)						

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support (Add lines 9, 10c, 11 and 12)						

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

Section C. Computation of Public Support Percentage

15 Public Support Percentage for 2009 (line 8 column (f) divided by line 13 column (f))	15	
16 Public support percentage from 2008 Schedule A, Part III, line 15	16	

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2009 (line 10c column (f) divided by line 13 column (f))	17	
18 Investment income percentage from 2008 Schedule A, Part III, line 17	18	

19a 33 1/3% support tests—2009. 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—2008. 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 **Supplemental Information.** Supplemental Information. Complete this part to provide the explanation required by Part II, line 10; Part II, line 17a or 17b; or Part III, line 12. Provide any other additional information. See instructions

SCHEDULE C (Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No 1545-0047

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

2009

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Complete if the organization is described below. Attach to Form 990 or Form 990-EZ. See separate instructions.

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

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

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

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

If the organization answered "Yes," to Form 990, Part IV, Line 5 (Proxy Tax) or Form 990-EZ, line 35a (regarding proxy tax), then

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

Name of the organization NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

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

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

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

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 \$
2 Enter the amount of any excise tax incurred by organization managers under section 4955 \$
3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? 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 State the names, addresses and employer identification number (EIN) of all section 527 political organizations to which payments were made 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

Table with 5 columns: (a) Name, (b) Address, (c) EIN, (d) Amount paid from filing organization's funds, (e) Amount of political contributions received and promptly and directly delivered to a separate political organization.

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
- B** Check if the filing organization checked box A and "limited control" provisions apply

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing Organization's Totals	(b) Affiliated Group Totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b Total lobbying expenditures to influence a legislative body (direct lobbying)														
c Total lobbying expenditures (add lines 1a and 1b)														
d Other exempt purpose expenditures														
e Total exempt purpose expenditures (add lines 1c and 1d)														
f Lobbying nontaxable amount Enter the amount from the following table in both columns														
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="width: 50%; text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000													
Over \$17,000,000	\$1,000,000													
g Grassroots nontaxable amount (enter 25% of line 1f)														
h Subtract line 1g from line 1a If zero or less, enter -0-														
i Subtract line 1f from line 1c If zero or less, enter -0-														
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No												

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

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) Total
2a Lobbying non-taxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots non-taxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

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

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of			
a Volunteers?	Yes		
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	Yes		
c Media advertisements?	Yes		1,000
d Mailings to members, legislators, or the public?	Yes		156,996
e Publications, or published or broadcast statements?		No	
f Grants to other organizations for lobbying purposes?	Yes		371,494
g Direct contact with legislators, their staffs, government officials, or a legislative body?	Yes		336,163
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	Yes		27,699
i Other activities? If "Yes," describe in Part IV		No	
j Total lines 1c through 1i			893,352
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		No	
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

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

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carryover 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) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes".

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) non-deductible 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

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Part II-B, line 1. Also, complete this part for any additional information.

Identifier	Return Reference	Explanation

SCHEDULE D (Form 990)

OMB No 1545-0047

Supplemental Financial Statements

2009

Open to Public Inspection

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12. Attach to Form 990. See separate instructions.

Department of the Treasury Internal Revenue Service

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 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows 1-4: Total number at end of year, Aggregate contributions to (during year), Aggregate grants from (during year), Aggregate value at end of year.

- 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?

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

- 1 Purpose(s) of conservation easements held by the organization (check all that apply): Preservation of land for public use, Protection of natural habitat, Preservation of open space, Preservation of an historically important land area, Preservation of a certified historic structure.

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

Table with 2 columns: Description, Held at the End of the Year. Rows 2a-2d: Total number of conservation easements, Total acreage restricted by conservation easements, Number of conservation easements on a certified historic structure included in (a), Number of conservation easements included in (c) acquired after 8/17/06.

- 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable year
4 Number of states where property subject to conservation easement is located
5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?
6 Staff and volunteer hours devoted to monitoring, inspecting and enforcing conservation easements during the year
7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year
8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and 170(h)(4)(B)(ii)?
9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

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

- 1a If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items
b If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items: (i) Revenues included in Form 990, Part VIII, line 1; (ii) Assets included in Form 990, Part X
2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items: a Revenues included in Form 990, Part VIII, line 1; b Assets included in Form 990, Part X

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

3 Using the organization's 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 XIV

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 XIV and complete the following table

	Amount
1c Beginning balance	
1d Additions during the year	
1e Distributions during the year	
1f Ending balance	

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIV

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	8,625,334	7,266,196			
b Contributions	594,937	1,425,021			
c Investment earnings or losses	44,331				
d Grants or scholarships					
e Other expenditures for facilities and programs	44,877	65,883			
f Administrative expenses					
g End of year balance	9,219,725	8,625,334			

2 Provide the estimated percentage of the year end balance held as

- a** Board designated or quasi-endowment ▶ 43.900 %
- b** Permanent endowment ▶ 54.430 %
- c** Term endowment ▶ 1.670 %

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)	No
(ii) related organizations	Yes	3a(ii)
b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?	3b	Yes

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

Part VI Investments—Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		4,455,553		4,455,553
b Buildings		16,086,219	3,434,339	12,651,880
c Leasehold improvements		4,861,723	1,211,918	3,649,805
d Equipment		10,324,325	8,864,541	1,459,784
e Other		729,600		729,600
Total. Add lines 1a-1e (Column (d) should equal Form 990, Part X, column (B), line 10(c).)				22,946,622

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	98,426,951
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	94,018,647
3	Excess or (deficit) for the year Subtract line 2 from line 1	3	4,408,304
4	Net unrealized gains (losses) on investments	4	-124,889
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV)	8	-2,801,204
9	Total adjustments (net) Add lines 4 - 8	9	-2,926,093
10	Excess or (deficit) for the year per financial statements Combine lines 3 and 9	10	1,482,211

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	99,496,458
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains on investments	2a	-124,889
b	Donated services and use of facilities	2b	1,209,137
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV)	2d	5,200,259
e	Add lines 2a through 2d	2e	6,284,507
3	Subtract line 2e from line 1	3	93,211,951
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 XIV)	4b	5,215,000
c	Add lines 4a and 4b	4c	5,215,000
5	Total Revenue Add lines 3 and 4c . (This should equal Form 990, Part I, line 12)	5	98,426,951

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	98,014,246
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	1,209,137
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV)	2d	3,988,578
e	Add lines 2a through 2d	2e	5,197,715
3	Subtract line 2e from line 1	3	92,816,531
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 XIV)	4b	1,202,116
c	Add lines 4a and 4b	4c	1,202,116
5	Total expenses Add lines 3 and 4c . (This should equal Form 990, Part I, line 18)	5	94,018,647

Part XIV Supplemental Information

Complete this part to 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, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b Also complete this part to provide any additional information

Identifier	Return Reference	Explanation
Part V, Line 4	Description of Intended Use of Endowment Funds	Endowment funds above support National Wildlife Federation's conservation education programs and are held in accordance with each donor's stipulations and wishes concerning various environmental issues The amount above also contains internally designated funds
Part XI, Line 8 - Other Adjustments		Change in Split Interest Agreements -858053 Loss on Pension Investment -1069032 Loss on Disposal of Fixed Assets -2719 Change in Net Assets, National Wildlife Federation Endowment, Inc -871400
Part XII, Line 2d - Other Adjustments		National Wildlife Federation Endowment, Inc Revenue 3542861 Rental Expenses 411625 Gain on Sale of fixed assets -10000 Change in Value of Split Interest Agreements -858053 Loss on Disposal of Fixed Assets -2719 Special Event Expense 204310 Cost of Goods Sold 1912235
Part XII, Line 4b - Other Adjustments		Transfer from National Wildlife Federation Endowment, Inc 5215000
Part XIII, Line 2d - Other Adjustments		National Wildlife Federation Endowment, Inc expenses & losses, audited F/S 401377 Special Event Expense 204310 Cost of Goods Sold 1912235 Rental Expenses 411625 Gain on Sale of Fixed Assets, reclassified to expense (& rounded) on AFS -10000 Pension and Postretirement Expense 1069031
Part XIII, Line 4b - Other Adjustments		Transfer to National Wildlife Federation Endowment, Inc 1202116
		Schedule D, Part XI Although the organization is not required to complete Parts XI, XII and XIV because it is part of a consolidated financial statement audit and not a separate audit, it has elected to include these reconciliations based on the consolidated totals Therefore, the increase in net assets for the year, per financial statements, on line 10 (\$1,482,211) does not agree with the difference between the beginning and ending net assets on Form 990, Part I, Line 22 (\$2,353,611) There is a difference of \$871,400 which represents revenue and expenditures of related entities included in the consolidated financial statements

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

**Supplemental Information Regarding
Fundraising or Gaming Activities**

OMB No. 1545-0047

2009

**Open to Public
Inspection**

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. ▶ See separate instructions.

Department of the Treasury
Internal Revenue Service

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 e-mail solicitations
- c** Phone solicitations
- d** In-person solicitations
- e** Solicitation of non-government grants
- f** Solicitation of government grants
- g** Special fundraising events

2a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising activities? 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. Form 990-EZ filers are not required to complete this table.

(i) Name 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			
Share Group Inc	Telemarketing		No	424,839	367,229	57,610
Donor Services Group LLC	Telemarketing		No	313,103	528,068	-214,965
Harris Direct	Telemarketing		No	107,948	146,325	-38,377
Merkle Inc	Direct Mail Consultants		No	0	213,600	-213,600
Paradyze Matera Co Inc	Direct Mail Consultants		No	0	1,050,505	-1,050,505
Event 360	Event Concept Development		No	0	95,210	-95,210
Total				845,890	2,400,937	-1,555,047

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

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

Part III Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 on Form 990-EZ, line 6a. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other Events	(d) Total Events
		<u>Conservation Awards Dinner</u> (event type)	<u>Great American Backyard Campout</u> (event type)	<u>4</u> (total number)	(Add col (a) through col (c))
Revenue	1 Gross receipts	155,361	9,334	14,628	179,323
	2 Less Charitable contributions	129,918	2,215	12,088	144,221
	3 Gross income (line 1 minus line 2)	25,443	7,119	2,540	35,102
Direct Expenses	4 Cash prizes				
	5 Non-cash prizes				
	6 Rent/facility costs	81,869		26,583	108,452
	7 Food and beverages				
	8 Entertainment				
	9 Other direct expenses	17,392	38,450	40,016	95,858
	10 Direct expense summary Add lines 4 through 9 in column (d) ▶				204,310
11 Net income summary Combine lines 3, column d, and line 10. ▶				-169,208	

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

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

		Yes	No
9	Enter the state(s) in which the organization operates gaming activities _____		
a	Is the organization licensed to operate gaming activities in each of these states?	9a	
b	If "No," Explain _____		
10a	Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year?	10a	
b	If "Yes," Explain _____		
11	Does the organization operate gaming activities with nonmembers?	11	
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?	12	

		Yes	No
13 Indicate the percentage of gaming activity operated in			
a The organization's facility	13a		
b An outside facility	13b		
14 Enter the name and address of the person who prepares the organization's gaming/special events books and records			
Name ▶ _____			
Address ▶ _____			
15a Does the organization have a contract with a third party from whom the organization receives gaming revenue?		15a	
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			
Name ▶ _____			
Address ▶ _____			
16 Gaming manager information			
Name ▶ _____			
Gaming manager compensation ▶ \$ _____			
Description of services provided ▶ _____			
<input type="checkbox"/> Director/officer <input type="checkbox"/> Employee <input type="checkbox"/> 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?		17a	
b Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____			

**Schedule I
(Form 990)**

OMB No 1545-0047

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

2009

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

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I General Information on Grants and Assistance

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No
- 2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21 for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Use Part IV and Schedule I-1 (Form 990) if additional space is needed

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

2	Enter total number of section 501(c)(3) and government organizations	44
3	Enter total number of other organizations	3

Form 990, Schedule I, Part II, Grants and Other Assistance to Governments and Organizations in the United States

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
CRAZY MOUNTAIN CATTLE COMPANY 696 NORTH YELLOWSTONE TRAIL BIG TIMBER, MT 59011	81-0474212		50,000				CONSERVATION ADVOCACY
DELAWARE NATURE SOCIETY 3507 BARLEY MILL RD HOCKESSIN, DE 19707	51-6018321	501c3	16,259				CONSERVATION ADVOCACY
DUCKS UNLIMITED 1301 PENNSYLVANIA AVENUE NW STE 402 WASHINGTON, DC 20004	13-5643799	501c3	54,000				CONSERVATION ADVOCACY
EARTH CONSERVATION CORPS 2000 HALF STREET WASHINGTON, DC 20024	52-1683270	501c3	10,031				CONSERVATION ADVOCACY
ENVIRONMENTAL ADVOCATES OF NEW YORK 353 HAMILTON ST ALBANY, NY 12210	22-2360736	501c3	42,500				CONSERVATION ADVOCACY
FLORIDA WILDLIFE FEDERATION PO BOX 6870 TALLAHASSEE, FL 32314	59-1398265	501c3	84,727				CONSERVATION ADVOCACY
INDIANA WILDLIFE FEDERATION 4715 W 106TH ST ZIONSVILLE, IN 46077	35-1058426	501c3	52,658				CONSERVATION ADVOCACY
LOUISIANA WILDLIFE FEDERATION PO BOX 65239 BATON ROUGE, LA 70896	72-0445638	501c3	18,941				CONSERVATION ADVOCACY
MARYLAND LEAGUE OF CONSERVATION VOTERS 9 STATE CIRCLE SUITE 202 ANNAPOLIS, MD 21401	52-2210858	501c3	20,000				CONSERVATION ADVOCACY
MICHIGAN UNITED CONSERVATION CLUBS 2101 WOOD ST LANSING, MI 48909	38-0831862	501c3	41,977				CONSERVATION ADVOCACY

Form 990, Schedule I, Part II, Grants and Other Assistance to Governments and Organizations in the United States

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
MINNESOTA CONSERVATION FEDERATION 542 SNELLING AVE STE 104 ST PAUL, MN 55116	41-0808383	501c3	43,401				CONSERVATION ADVOCACY
MISSISSIPPI WILDLIFE FEDERATION 855 SOUTH PEAR ORCHARD ROAD STE 500 500 RIDGELAND, MS 39157	64-0509531	501c3	19,731				CONSERVATION ADVOCACY
MONTANA FISH WILDLIFE AND PARKS FOUNDATION PO Box 200701 HELENA, MT 59620	81-0528922	501c3	60,033				CONSERVATION ADVOCACY
NATIONAL TRIBAL ENVIRONMENTAL COUNCIL 4520 MONTGOMERY BLVD NE STE 3 ALBUQUERQUE, NM 87109	52-1745332	501c3	13,500				CONSERVATION ADVOCACY
NATIONAL WILDLIFE FEDERATION ACTION FUND 11100 WILDLIFE CENTER DRIVE RESTON, VA 20190	74-2556532	501c4	566,577				CONSERVATION ADVOCACY
NATURAL RESOURCES COUNCIL OF MAINE 3 WADE ST AUGUSTA, ME 04330	01-0270690	501c3	75,977				CONSERVATION ADVOCACY
NEBRASKA WILDLIFE FEDERATION PO BOX 81437 LINCOLN, NE 68501	23-7401528	501c3	13,451				CONSERVATION ADVOCACY
NEW MEXICO WILDLIFE FEDERATION 2610 SAN MATEO BLVD NE ALBUQUERQUE, NM 87110	85-0160947	501c3	49,879				CONSERVATION ADVOCACY
NORTH CAROLINA WILDLIFE FEDERATION 1024 WASHINGTON ST RALEIGH, NC 27605	56-1564376	501c3	18,670				CONSERVATION ADVOCACY
OHIO ENVIRONMENTAL COUNCIL 1207 GRANDVIEW AVE SUITE 201 COLUMBUS, OH 43212	31-0805578	501c3	37,000				CONSERVATION ADVOCACY

Form 990, Schedule I, Part II, Grants and Other Assistance to Governments and Organizations in the United States

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
PENNFUTURE610 NORTH THIRD STREET HARRISBURG, PA 17101	31-1607866	501c3	55,839				CONSERVATION ADVOCACY
PLANNING AND CONSERVATION LEAGUE 1107 9TH STREET STE 360 SCARAMENTO, CA 95814	94-2190378	501c3	5,753				CONSERVATION ADVOCACY
RED LAKE BAND OF CHIPPEWA INDIANSPO BOX 279 RED LAKE, MN 56671	41-0692381	501c3	6,305				CONSERVATION ADVOCACY
SEA TURTLE CONSERVANCY4424 NW 13TH STREET GAINSVILLE, FL 32609	59-6151069	501c3	20,000				CONSERVATION ADVOCACY
SIERRA CLUB FOUNDATION85 SECOND ST STE750 SAN FRANCISCO, CA 94105	94-6069890	501c3	46,500				CONSERVATION ADVOCACY
SOUTH CAROLINA WILDLIFE FEDERATION215 PICKENS ST COLUMBIA, SC 29205	57-0602549	501c3	100,720				CONSERVATION ADVOCACY
SOUTHERN PINE PLANTATIONS OF GEORGIA LLC6304 PEAKE ROAD MACON, GA 31210	58-2033680		25,000				CONSERVATION ADVOCACY
TENNESSEE WILDLIFE FEDERATION300 ORLANDO AVE NASHVILLE, TN 37209	62-6047188	501c3	6,053				CONSERVATION ADVOCACY
TEXAS CONSERVATION ALLIANCE2623 SOUTH BOLDT AVE TYLER, TX 75701	23-7112618	501c3	5,490				CONSERVATION ADVOCACY
TROUT UNLIMITED1300 NORTH 17TH STREET STE 500 ARLINGTON, VA 22209	38-1612715	501c3	35,000				CONSERVATION ADVOCACY

Form 990, Schedule I, Part II, Grants and Other Assistance to Governments and Organizations in the United States

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
VIRGINIA CONSERVATION NETWORK 422 FRANKLIN STE 303 RICHMOND, VA 23219	51-0198762	501c3	12,377				CONSERVATION ADVOCACY
VIRGINIA LEAGUE OF CONSERVATION VOTERS 530 EAST MAIN STREET STE 410 RICHMOND, VA 23219	31-1777101	501c3	50,000				CONSERVATION ADVOCACY
WASHINGTON WILDLIFE FEDERATION PO BOX 1656 BELLEVUE, WA 98009	94-3122155	501c3	12,857				CONSERVATION ADVOCACY
WISCONSIN WILDLIFE FEDERATION NW 7303 COUNTY HIGHWAY CS Q POYNETEE, WI 53955	39-1095827	501c3	11,462				CONSERVATION ADVOCACY
WYOMING WILDLIFE FEDERATION PO BOX 106 CHEYENNE, WY 82003	23-7002578	501c3	6,215				CONSERVATION ADVOCACY
YELLOW DOG WATERSHED PO BOX 5 BIG BAY, MI 49808	38-3251163	501c3	19,000				CONSERVATION ADVOCACY
National Wildlife Federation Endowment Inc 11100 Wildlife Center Drive Reston, VA 20190	52-0806695	501c3	1,202,116				CONSERVATION ADVOCACY

Schedule J
(Form 990)

Compensation Information

OMB No 1545-0047

2009

Open to Public Inspection

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

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

▶ Attach to Form 990. ▶ See separate instructions.

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

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a Complete Part III to provide any relevant information regarding these items

- First-class or charter travel
- Travel for companions
- Tax idemnification and gross-up payments
- Discretionary spending account
- Housing allowance or residence for personal use
- Payments for business use of personal residence
- Health or social club dues or initiation fees
- Personal services (e g , maid, chauffeur, chef)

b If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all the expenses described above? If "No," complete Part III to explain

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

3 Indicate which, if any, of the following the organization uses to establish the compensation of the organization's CEO/Executive Director Check all that apply

- Compensation committee
- Independent compensation consultant
- Form 990 of other organizations
- Written employment contract
- Compensation survey or study
- Approval by the board or compensation committee

4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization

a Receive a severance payment or change-of-control payment?

b Participate in, or receive payment from, a supplemental nonqualified retirement plan?

c Participate in, or receive payment from, an equity-based compensation arrangement?

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III

Only 501(c)(3) and 501(c)(4) organizations only must complete lines 5-9.

5 For persons listed in form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of

a The organization?

b Any related organization?

If "Yes," to line 5a or 5b, describe in Part III

6 For persons listed in form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of

a The organization?

b Any related organization?

If "Yes," to line 6a or 6b, describe in Part III

7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regs section 53 4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53 4958-6(c)?

	Yes	No
1b		
2		
4a		No
4b		No
4c		No
5a		No
5b		No
6a		No
6b		No
7		No
8		No
9		

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use Schedule J-1 if additional space 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) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a

(A) Name		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
Larry J Schweiger	(i)	271,454	0	41,739	25,896	10,822	349,911	0
	(ii)	0	0	0	0	0	0	0
Dulce M Gomez-Zormelo	(i)	136,751	750	16,817	17,569	10,597	182,484	0
	(ii)	0	0	0	0	0	0	0
Cynthia Lewin	(i)	153,780	750	22,861	10,613	11,062	199,066	0
	(ii)	0	0	0	0	0	0	0
Jaime B Matyas	(i)	198,086	750	15,556	25,458	10,562	250,412	0
	(ii)	0	0	0	0	0	0	0
Karen B Kress	(i)	142,786	750	22,778	9,936	2,370	178,620	0
	(ii)	0	0	0	0	0	0	0
Dan T Chu	(i)	138,160	750	16,696	17,899	9,848	183,353	0
	(ii)	0	0	0	0	0	0	0
Jeremy Symons	(i)	146,775	2,250	16,838	18,747	10,101	194,711	0
	(ii)	0	0	0	0	0	0	0
Kevin J Coyle	(i)	144,394	750	13,404	9,600	9,973	178,121	0
	(ii)	0	0	0	0	0	0	0
James S Lyon	(i)	139,287	2,750	11,376	14,512	9,810	177,735	0
	(ii)	0	0	0	0	0	0	0
David B Strauss	(i)	133,598	750	15,517	13,711	9,249	172,825	0
	(ii)	0	0	0	0	0	0	0
Andrew P Buchsbaum	(i)	114,905	750	22,472	11,700	2,458	152,285	0
	(ii)	0	0	0	0	0	0	0

Part III Supplemental Information

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

Identifier	Return Reference	Explanation
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SCHEDULE M (Form 990)

NonCash Contributions

OMB No 1545-0047

2009

Open to Public Inspection

Complete if the organization answered "Yes" on Form 990, Part IV, lines 29 or 30. Attach to Form 990.

Department of the Treasury Internal Revenue Service

Name of the organization NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

Part I Types of Property

Table with 4 columns: (a) Check if applicable, (b) Number of Contributions, (c) Revenues reported on Form 990, Part VIII, line 1g, (d) Method of determining revenues. Row 9 shows 35 contributions and 185,225 FMV.

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

Table with 3 columns: Question, Yes, No. Contains questions 30a, 31, 32a, and 33 regarding property holding periods and reporting requirements.

Part II

Supplemental Information. Complete this part to provide the information required by Part I, lines 30b, 32b, and 33. Also complete this part for any additional information.

Identifier	Return Reference	Explanation
Third Party Use	Part I, Line 32b	National Wildlife Federation uses a brokerage house to sell non cash contributions (publicly traded securities)

SCHEDULE O
(Form 990)

Supplemental Information to Form 990

OMB No 1545-0047

2009

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Complete to provide information for responses to specific questions on Form 990 or to provide any additional information.
▶ Attach to Form 990.

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Identifier	Return Reference	Explanation
Form 990, Part VI, Section A, line 6		NWF's 47 state and territorial affiliates 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 BDO USA, LLP prepares and reviews the return NWF board members are provided with a draft copy of the 990 return An NWF audit committee meeting is held where the full board is invited to participate in 990 discussion NWF Finance staff, General Counsel and the BDO tax partner address and answer any questions that the board may have
Form 990, Part VI, Section B, line 12c		Officers, directors, trustees, and employees are required to disclose any potential issues that may cause a conflict General Counsel and Human Resources communicate policy to board and employees Forms are reviewed and disclosures reviewed by a committee of the board _
Form 990, Part VI, Section B, line 15a		15a - The compensation of the CEO of National Wildlife Federation was set by the executive committee of the Board of Directors, which consists of seven independent board members The executive committee relied on a compensation study prepared by an outside consulting firm specifically for the National Wildlife Federation However, in keeping with salary freezes for other staff, the CEO refused a compensation adjustment 15b - While the process for the CEO meets this test as explained above, the CEO is responsible for compensation for all other employees, including key employees The Human Resources department is responsible for benchmarking to market both initial compensation and any salary increases that are provided The officers are also employees and their compensation is handled as described, except that the chair of the board is a volunteer leader who is not compensated
Form 990, Part VI, Section C, line 19		NWF makes its governing documents, conflict of interest policy, and financial statements available to the public upon request _
Form 990, Part XI, Line 2c	Oversight of audit	There have been no changes during the year in the process for oversight of the audit of the financial statements

**SCHEDULE R
(Form 990)**

Related Organizations and Unrelated Partnerships

OMB No 1545-0047

2009

**Open to Public
Inspection**

▶ **Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.**
▶ **Attach to Form 990.** ▶ **See separate instructions.**

Department of the Treasury
Internal Revenue Service

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number

53-0204616

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

(a) Name, address, and EIN 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
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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
---	-------------------------	--	----------------------------	---	----------------------------------

National Wildlife Federation Endowment Inc
11100 WILDLIFE CENTER DR
Reston, VA 201905362
52-0806695

Support NWF Mission DC 501c3 509a3, Type I N/A

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?	
							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
---	-------------------------	--	----------------------------------	--	------------------------------	------------------------------------	-----------------------------

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

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

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 **(iv)** rent from a controlled entity
- b** Gift, grant, or capital contribution to other organization(s)
- c** Gift, grant, or capital contribution from other organization(s)
- d** Loans or loan guarantees to or for other organization(s)
- e** Loans or loan guarantees by other organization(s)

- f** Sale of assets to other organization(s)
- g** Purchase of assets from other organization(s)
- h** Exchange of assets
- i** Lease of facilities, equipment, or other assets to other organization(s)

- j** Lease of facilities, equipment, or other assets from other organization(s)
- k** Performance of services or membership or fundraising solicitations for other organization(s)
- l** Performance of services or membership or fundraising solicitations by other organization(s)
- m** Sharing of facilities, equipment, mailing lists, or other assets
- n** Sharing of paid employees

- o** Reimbursement paid to other organization for expenses
- p** Reimbursement paid by other organization for expenses

- q** Other transfer of cash or property to other organization(s)
- r** Other transfer of cash or property from other organization(s)

	Yes	No
1a		No
1b	Yes	
1c	Yes	
1d		No
1e		No
1f		No
1g		No
1h		No
1i		No
1j		No
1k		No
1l		No
1m	Yes	
1n		No
1o		No
1p		No
1q		No
1r		No

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 other organization	(b) Transaction type(a-r)	(c) Amount involved
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			

Part VI Unrelated Organizations Taxable as a Partnership (Complete if the organization answered "Yes" on Form 990, Part IV, line 37.)

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization See instructions regarding exclusion for certain investment partnerships

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Are all partners section 501(c)(3) organizations?		(e) Share of end-of-year assets	(f) Disproportionate allocations?		(g) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065)	(h) General or managing partner?	
			Yes	No		Yes	No		Yes	No

Additional Data

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

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

4d. Other program services

(Code) (Expenses \$ including grants of \$) (Revenue \$)

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 centered items, NWF has more ways to engage our 4 million members and supporters while also getting our message to new audiences who have an interest in protecting wildlife.

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

(A) Name and Title	(B) Average hours per week	(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			
Craig Thompson Chair	10 00	X						0	0	0
Thomas Gonzales Immediate Past Chair	10 00	X						0	0	0
Stephen K Allinger Director	3 00	X						0	0	0
David Carruth Director	3 00	X						0	0	0
Kathleen Hadley Director	3 00	X						0	0	0
Gregor Bailar Director	3 00	X						0	0	0
Paul Beaudette Director	3 00	X						0	0	0
Virginia Brock Director	3 00	X						0	0	0
Clark Bullard Director	3 00	X						0	0	0
Shelley Cohen Director	3 00	X						0	0	0
Lyvier Conss Director	3 00	X						0	0	0
John Thomas Grant Jr Director	3 00	X						0	0	0
Elizabeth Hamilton Director	3 00	X						0	0	0
David L Hargett Director	3 00	X						0	0	0
Mark W Heckert Director	3 00	X						0	0	0
Mason Bryant Howard Director	3 00	X						0	0	0
Jerry Little Director	3 00	X						0	0	0
Gerald Meral Director	3 00	X						0	0	0
Gene T Oglesby Director	3 00	X						0	0	0
Lois Quam Director	3 00	X						0	0	0
Paul Rose Director	3 00	X						0	0	0
Kent Salazar Director	3 00	X						0	0	0
Leslie Shad Director	3 00	X						0	0	0
Gregory Smith Director	3 00	X						0	0	0
Deborah Spalding Director	3 00	X						0	0	0

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

(A) Name and Title	(B) Average hours per week	(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			
Christine P Thompson Director	3 00	X						0	0	0
Lise Van Susteren Director	3 00	X						0	0	0
Beatrice B Von Gontard Director	3 00	X						0	0	0
Mark Winland Director	3 00	X						0	0	0
Nicole Wood Director	3 00	X						0	0	0
Fernando Albornoz Director	3 00	X						0	0	0
Tahlia Bear Director	3 00	X						0	0	0
Alison Byers Director	3 00	X						0	0	0
Gloria Reuben Director	3 00	X						0	0	0
Diane Ridgley Director	3 00	X						0	0	0
Truman T Semans Director	3 00	X						0	0	0
Bruce Wallace Director	3 00	X						0	0	0
Larry J Schweiger President - NWF	40 00			X				313,193	0	36,718
Dulce M Gomez-Zormelo Treasurer - NWF	40 00			X				154,318	0	28,166
Rupen D Balca-Harutiuni Asst Treasurer - NWF	40 00			X				71,255	0	7,228
Cynthia Lewin Secretary - NWF	40 00			X				177,391	0	21,675
Julie Blessyn Davis Asst Secretary - NWF	40 00			X				102,458	0	8,373
Debra Shaw Asst Treasurer - NWF	40 00			X				36,546	0	2,617
Jaime B Matyas COO	40 00			X				214,392	0	36,020
Thomas Kearney Asst Treasurer	40 00			X				0	0	0
Karen B Kress VP of Development	40 00				X			166,314	0	12,306
Dan T Chu VP - Aff & Reg Strategic	40 00				X			155,606	0	27,747
Jeremy Symons VP - Conservation & Edu	40 00				X			165,863	0	28,848
Kevin J Coyle VP - Education	40 00				X			158,548	0	19,573
James S Lyon VP - Conservation Policy	40 00				X			153,413	0	24,322

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

(A) Name and Title	(B) Average hours per week	(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			
David B Strauss VP-Dir Mktg & Constit O	40 00					X		149,865	0	22,960
Ed Coleman Gen Merchandise Manager	40 00					X		137,481	0	11,774
Andrew P Buchsbaum ED, Great Lakes	40 00					X		138,127	0	14,158
Curtis Fischer ED, Northeastern Region	40 00					X		127,473	0	11,968
Jennifer E Jones VP-Communications	40 00					X		124,621	0	10,440

Form 990, Part VIII - Statement of Revenue - 2a - 2g Program Service Revenue -

	Business Code	(A) Total Revenue	(B) Related or Exempt Function Revenue	(C) Unrelated Business Revenue	(D) Revenue Excluded from Tax under IRC 512, 513, or 514
subscription revenue	900,099	9,569,171	9,569,171		
litigation fees	900,099	422,506	422,506		
contractual/Consulting	900,099	195,419	195,419		
registration fees	900,099	80,556	80,556		
Affiliate fee revenue	900,099	1,702	1,702		

Form 990, Part IX - Statement of Functional Expenses - 24a - 24e Other Expenses

<i>Do not include amounts reported on line 6b, 8b, 9b, and 10b of Part VIII.</i>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
Major program materials	11,159,837	9,286,060	251,707	1,622,070
List rental services	1,559,081	1,221,851	118,646	218,584
Text/editorial	412,052	334,276	23,029	54,747
A/V Production Costs	36,934	28,945	2,811	5,178
Awards	25,609	20,193	2,028	3,388

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

Form 990, Schedule I, Part II, Grants and Other Assistance to Governments and Organizations in the United States

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
ALABAMA TREASURE FOREST ASSOCIATION P.O. BOX 189 CHUNCHULA, AL 36521	63-1051039	501c3	41,480				CONSERVATION ADVOCACY
ALLIANCE FOR THE GREAT LAKES 17 NORTH STATE STREET STE 1390 CHICAGO, IL 60602	23-7104524	501c3	7,500				CONSERVATION ADVOCACY
ASSOCIATION OF NORTHWEST STEELHEADERS P.O. BOX 22065 MILWAUKIE, OR 97269	91-1031100	501c3	22,746				CONSERVATION ADVOCACY
AUDUBON NEW YORK 200 TRILLIUM LN ALBANY, NY 12203	13-1624102	501c3	20,000				CONSERVATION ADVOCACY
CITIZENS CAMPAIGN FOR ENVIRONMENT 225-A MAIN ST FARMINGDALE, NY 11735	11-2983418	501c3	18,500				CONSERVATION ADVOCACY
CLEAN WATER ACTION 308 EAST HENNAPIN AVE MINNEAPOLIS, MN 55414	23-7128611	501c4	20,000				CONSERVATION ADVOCACY
CLEAN WISCONSIN 122 STATE ST SUITE 200 MADISON, WI 53703	39-1413448	501c3	12,000				CONSERVATION ADVOCACY
COALITION TO RESTORE COASTAL LOUISIANA 746 MAIN STREET STE B101 BATON ROUGE, LA 70802	72-1115589	501c3	6,000				CONSERVATION ADVOCACY
CONSERVATION COUNCIL OF HAWAII P.O. BOX 2923 HONOLULU, HI 96802	99-0199211	501c3	8,497				CONSERVATION ADVOCACY
CONSERVATION FEDERATION OF MISSOURI 728 WEST MAIN STREET JEFFERSON CITY, MO 65101	44-0606356	501c3	7,974				CONSERVATION ADVOCACY