

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
2011
Open to Public Inspection

A For the 2011 calendar year, or tax year beginning 09-01-2011 and ending 08-31-2012

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization NATIONAL WILDLIFE FEDERATION 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 \$ 88,407,365
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? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list (see instructions) H(c) Group exemption number ▶
I Tax-exempt status <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () ◀ (insert no) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		
J Website: ▶ WWW NWF ORG		
K Form of organization <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation 1939 M State of legal domicile DC

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities NWF'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE			
	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		33
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4		32
	5 Total number of individuals employed in calendar year 2011 (Part V, line 2a)	5		500
	6 Total number of volunteers (estimate if necessary)	6		3,907
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a		306,755
	b Net unrelated business taxable income from Form 990-T, line 34	7b		-308,696
Revenue		Prior Year	Current Year	
	8 Contributions and grants (Part VIII, line 1h)	77,941,133	65,396,583	
	9 Program service revenue (Part VIII, line 2g)	9,617,738	8,254,632	
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	369,655	31,157	
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	10,888,111	11,044,146	
	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	98,816,637	84,726,518	
Expenses				
	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	5,830,036	1,889,919	
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0	
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	32,544,837	34,754,437	
	16a Professional fundraising fees (Part IX, column (A), line 11e)	1,813,091	784,384	
	b Total fundraising expenses (Part IX, column (D), line 25) ▶-10,558,234			
	17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	56,072,120	51,100,333	
	18 Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	96,260,084	88,529,073	
	19 Revenue less expenses Subtract line 18 from line 12	2,556,553	-3,802,555	
Net Assets or Fund Balances		Beginning of Current Year	End of Year	
	20 Total assets (Part X, line 16)	64,808,553	64,489,745	
	21 Total liabilities (Part X, line 26)	79,539,168	79,144,503	
	22 Net assets or fund balances Subtract line 21 from line 20	-14,730,615	-14,654,758	

Part II Signature Block

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

Sign Here	Signature of officer _____ DULCE M GOMEZ-ZORMELO TREASURER Type or print name and title	Date 2013-04-03
Paid Preparer's Use Only	Preparer's signature ▶ MICHAEL SORRELLS CPA Date Firm's name (or yours if self-employed), address, and ZIP + 4 ▶ BDO USA LLP 7101 WISCONSIN AVE SUITE 800 BETHESDA, MD 208144827	Check if self-employed <input type="checkbox"/> Preparer's taxpayer identification number (see instructions) P00001737 EIN ▶ 13-5381590 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

Check if Schedule O contains a response to any question in this Part III

1 Briefly describe the organization's mission

NWF'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE NWF ACCOMPLISHES ITS MISSION THROUGH EDUCATION PROGRAMS AND BY IMPLEMENTING EFFECTIVE SOLUTIONS TO THE THREE BIGGEST THREATS FACING WILDLIFE TODAY (CONTINUED ON SCHED O) A) PEOPLE BECOMING MORE DISCONNECTED FROM NATURE, B) LOSS OF HABITAT AND C) THE ACCELERATING THREAT OF GLOBAL CLIMATE CHANGE THROUGH THE HARD WORK OF OUR DEDICATED STAFF, NINE REGIONAL OFFICES, NATIONAL ADVOCACY CENTER AND 47 STATE AFFILIATES, NWF IS WORKING TO KEEP THE WILD ALIVE

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

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

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

If "Yes," describe these changes on Schedule O

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations 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 \$ 29,137,330 including grants of \$ 1,875,919) (Revenue \$ 657,711)

CONSERVATION ADVOCACY PROGRAMS EDUCATE AND ENGAGE THE PUBLIC IN NWF'S WORK SAFEGUARDING WILDLIFE AND HABITAT, RECONNECTING PEOPLE WITH NATURE AND ADVANCING SOLUTIONS TO CLIMATE CHANGE 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 NWF'S HIGHEST LEGISLATIVE PRIORITY FOR THE YEAR, THE RESTORE ACT, WAS SUCCESSFULLY NAVIGATED THROUGH A DAUNTING CONGRESSIONAL ENVIRONMENT AND SIGNED INTO LAW, CREATING THE LARGEST ECOSYSTEM RESTORATION TRUST FUND IN HISTORY (SEE SCHEDULE O FOR CONTINUATION)

4b (Code) (Expenses \$ 21,445,790 including grants of \$ 14,000) (Revenue \$ 8,088,770)

NWF'S EDUCATION, OUTREACH, AND PUBLICATIONS RECONNECTS CHILDREN AND ADULTS WITH NATURE THROUGH SUCH PROGRAMS AS BE OUT THERE, CERTIFIED WILDLIFE HABITATS, ECO SCHOOLS USA, AND THROUGH OUR PUBLICATIONS NATIONAL WILDLIFE, RANGER RICK, YOUR BIG BACKYARD, AND WILD ANIMAL BABY EACH YEAR, NWF REACHES ABOUT THREE MILLION SCHOOL CHILDREN THROUGH ITS EDUCATION PROGRAMS AND ANOTHER TWO AND A HALF MILLION YOUNG READERS THROUGH ITS EDUCATIONAL CHILDREN'S PUBLICATIONS (SEE SCHEDULE O FOR CONTINUATION)

4c (Code) (Expenses \$ 11,581,280 including grants of \$) (Revenue \$ 3,169,903)

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

(Code) (Expenses \$ 8,016,077 including grants of \$) (Revenue \$ 4,461,753)

OTHER NATURE EDUCATION MATERIALS COMMUNICATE NWF'S MISSION TO RAISE PUBLIC AWARENESS AROUND OUR THREE MAIN OBJECTIVES - GETTING KIDS BACK OUTSIDE, SAFEGUARDING WILDLIFE AND HABITAT, AND FINDING SOLUTIONS TO CLIMATE CHANGE WITH OUR CARDS AND WILDLIFE INSPIRED ITEMS, NWF HAS MORE WAYS TO ENGAGE OUR 4 MILLION MEMBERS AND SUPPORTERS WHILE ALSO GETTING OUR MESSAGE TO NEW AUDIENCES WHO HAVE AN INTEREST IN PROTECTING WILDLIFE

4d Other program services (Describe in Schedule O)
(Expenses \$ 8,016,077 including grants of \$) (Revenue \$ 4,461,753)

4e Total program service expenses \$ 70,180,477

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> <input checked="" type="checkbox"/>	1	Yes	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)? <input checked="" type="checkbox"/>	2	Yes	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I.</i> <input checked="" type="checkbox"/>	3		No
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II.</i> <input checked="" type="checkbox"/>	4	Yes	
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III.</i> <input checked="" type="checkbox"/>	5		No
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I.</i> <input checked="" type="checkbox"/>	6		No
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? <i>If "Yes," complete Schedule D, Part II.</i> <input checked="" type="checkbox"/>	7		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> <input checked="" type="checkbox"/>	8		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> <input checked="" type="checkbox"/>	9		No
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V.</i> <input checked="" type="checkbox"/>	10	Yes	
11 If the organization's answer to any of the following questions is 'Yes,' then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable			
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI.</i> <input checked="" type="checkbox"/>	11a	Yes	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII.</i> <input checked="" type="checkbox"/>	11b	Yes	
c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII.</i> <input checked="" type="checkbox"/>	11c		No
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX.</i> <input checked="" type="checkbox"/>	11d	Yes	
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X.</i> <input checked="" type="checkbox"/>	11e	Yes	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X.</i> <input checked="" type="checkbox"/>	11f	Yes	
12a 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> <input checked="" type="checkbox"/>	12a		No
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional.</i> <input checked="" type="checkbox"/>	12b	Yes	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E.</i>	13		No
14a Did the organization maintain an office, employees, or agents outside of the United States?	14a	Yes	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Part I.</i> <input checked="" type="checkbox"/>	14b	Yes	
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 and IV.</i> <input checked="" type="checkbox"/>	15	Yes	
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 and IV.</i> <input checked="" type="checkbox"/>	16		No
17 Did the organization report a total of more than \$15,000, of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I.</i> <input checked="" type="checkbox"/>	17	Yes	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II.</i> <input checked="" type="checkbox"/>	18	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> <input checked="" type="checkbox"/>	19		No
20a Did the organization operate one or more hospitals? <i>If "Yes," complete Schedule H.</i>	20a		No
b If "Yes" to line 20a, did the organization attach its audited financial statement to this return? Note. All Form 990 filers that operated one or more hospitals must attach audited financial statements.	20b		

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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	28b		No
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or owner? <i>If "Yes," complete Schedule L, Part IV</i> <input checked="" type="checkbox"/>	28c	Yes	
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	34	Yes	
35a	Is any related organization a controlled entity of the filing organization within the meaning of section 512(b)(13)?	35a		No
b	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> <input checked="" type="checkbox"/>	35b		No
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> <input checked="" type="checkbox"/>	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> <input checked="" type="checkbox"/>	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

Check if Schedule O contains a response to any question in this Part V

Table with columns for question number, question text, and Yes/No columns. Includes rows for 1a-1b, 2a-2b, 3a-3b, 4a-4b, 5a-5c, 6a-6b, 7a-7h, 8, 9a-9b, 10a-10b, 11a-11b, 12a-12b, 13a-13c, and 14a-14b.

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

Check if Schedule O contains a response to any question in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year		
1b	Enter the number of voting members included in line 1a, above, who 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 governing documents since the prior Form 990 was filed?		No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		No
6	Did the organization have members or stockholders?	Yes	
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	Yes	
7b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		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	Did the organization have local chapters, branches, or affiliates?		No
10b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	Yes	
11b	Describe in Schedule O the process, if any, used by the organization to review the Form 990		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	Yes	
12b	Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	Yes	
12c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	Yes	
13	Did the organization have a written whistleblower policy?	Yes	
14	Did 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 15a or 15b, describe the process in Schedule O (see instructions)		
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		No
16b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

- 17** List the States with which a copy of this Form 990 is required to be filed **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 made these available. Check all that apply.
 Own website Another's website Upon request
- 19** Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public. 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**

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

(A) Name and Title	(B) Average hours per week per week (describe hours for related organizations in Schedule O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
See Additional Data Table										
1b Sub-Total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)							2,472,593	0	250,000	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **▶55**

	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 or individual 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 Report compensation for the calendar year ending with or within the organization's tax year

(A) Name and business address	(B) Description of services	(C) Compensation
ARTCO 1 STATIONARY PLACE REXBURG, ID 83441	FULFILLMENT AND CONSULTING	2,525,776
MERKLE INC 7001 COLUMBIA GATEWAY DRIVE COLUMBIA, MD 21046	DATABASE DEV & MGMT, GRAPHICS & DESIGN	856,375
USA 800 INC 9808 EAST 66TH TERRACE KANSAS CITY, MO 64133	FULFILLMENT AND CONSULTING	708,535
PARADYZE MATERA CO INC 5 HANOVER SQUARE 6TH FLOOR NEW YORK, NY 10004	LIST RENTAL CONSULTING	607,365
RMS DIRECT 4510 BUCKEYSTOWN PIKE UNIT M FREDERICK, MD 21704	FULFILLMENT AND CONSULTING	508,225

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **▶16**

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	209,672				
	b	Membership dues 1b	8,042,759				
	c	Fundraising events 1c	337,486				
	d	Related organizations 1d	9,072,130				
	e	Government grants (contributions) 1e	1,089,752				
	f	All other contributions, gifts, grants, and similar amounts not included above 1f	46,644,784				
	g	Noncash contributions included in lines 1a-1f \$ <u>78,761</u>					
	h	Total. Add lines 1a-1f ▶		65,396,583			
Program Service Revenue			Business Code				
	2a	SUBSCRIPTION REVENUE	900099	7,755,291	7,755,291		
	b	TV AND FILM PRODUCTION	900099	152,800	152,800		
	c	REGISTRATION FEES	900099	135,847	135,847		
	d	CONSERVATION CONSULTIN	900099	122,000	122,000		
	e	LITIGATION FEES	900099	87,100	87,100		
	f	All other program service revenue		1,594	1,594		
g	Total. Add lines 2a-2f ▶		8,254,632				
Other Revenue	3	Investment income (including dividends, interest and other similar amounts) ▶		87,498		87,498	
	4	Income from investment of tax-exempt bond proceeds . . ▶					
	5	Royalties ▶		2,690,876		2,690,876	
	6a	(i) Real		(ii) Personal			
		Gross rents	213,103				
		Less rental expenses	515,749				
		Rental income or (loss)	-302,646				
	d	Net rental income or (loss) ▶		-302,646		-301,045	-1,601
	7a	(i) Securities		(ii) Other			
		Gross amount from sales of assets other than inventory	182,635	600			
		Less cost or other basis and sales expenses	237,516	2,060			
		Gain or (loss)	-54,881	-1,460			
	d	Net gain or (loss) ▶		-56,341			-56,341
	8a	Gross income from fundraising events (not including \$ <u>337,486</u> of contributions reported on line 1c) See Part IV, line 18 a	81,805				
b	Less direct expenses b	157,194					
c	Net income or (loss) from fundraising events . . ▶		-75,389			-75,389	
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	(i) Securities		(ii) Other				
	Gross sales of inventory, less returns and allowances a	10,005,165					
	Less cost of goods sold b	2,768,328					
c	Net income or (loss) from sales of inventory . . ▶		7,236,837	7,236,837			
Miscellaneous Revenue		Business Code					
11a	ADVERTISING	511120	607,800		607,800		
b	HONORARIA	900099	16,114	16,114			
c							
d	All other revenue		870,554	870,554			
e	Total. Add lines 11a-11d ▶		1,494,468				
12	Total revenue. See Instructions ▶		84,726,518	16,378,137	306,755	2,645,043	

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)

Check if Schedule O contains a response to any question in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the United States See Part IV, line 21	1,824,919	1,824,919		
2	Grants and other assistance to individuals in the United States See Part IV, line 22	60,000	60,000		
3	Grants and other assistance to governments, organizations, and individuals outside the United States See Part IV, lines 15 and 16	5,000	5,000		
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	2,935,011	2,279,036	358,365	297,610
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	24,072,082	18,696,221	2,934,397	2,441,464
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	2,064,365	1,602,979	252,059	209,327
9	Other employee benefits	3,499,363	2,718,540	425,820	355,003
10	Payroll taxes	2,183,616	1,695,578	266,620	221,418
11	Fees for services (non-employees)				
a	Management				
b	Legal	244,593	210,337	13,998	20,258
c	Accounting	135,592	118,738	6,739	10,115
d	Lobbying	179,177	179,177		
e	Professional fundraising See Part IV, line 17	784,384			784,384
f	Investment management fees	104,667	71,425	14,873	18,369
g	Other	13,196,810	12,206,108	702,802	287,900
12	Advertising and promotion	640,571	437,126	91,025	112,420
13	Office expenses	16,298,819	12,264,643	1,291,915	2,742,261
14	Information technology	1,840,196	1,255,750	261,492	322,954
15	Royalties	639,201	499,855	44,808	94,538
16	Occupancy	879,564	627,454	144,754	107,356
17	Travel	1,985,778	1,597,816	182,114	205,848
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	1,051,820	727,292	145,200	179,328
20	Interest	943,439	650,126	126,113	167,200
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	1,134,968	864,510	192,826	77,632
23	Insurance	257,286	177,063	34,686	45,537
24	Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O)				
a	MAJOR PROGRAM MATERIALS	9,075,077	7,462,822	87,779	1,524,476
b	LIST RENTAL SERVICES	1,174,868	918,747	82,358	173,763
c	TEXT/EDITORIAL	280,742	230,303	17,336	33,103
d	A/V PRODUCTION COSTS	123,261	106,768	6,381	10,112
e					
f	All other expenses	913,904	692,144	105,902	115,858
25	Total functional expenses. Add lines 1 through 24f	88,529,073	70,180,477	7,790,362	10,558,234
26	Joint costs. Check here <input checked="" type="checkbox"/> if following SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation	18,251,532	9,757,109	2,283,241	6,211,182

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	168,049	2	81,196
	3 Pledges and grants receivable, net	19,061,225	3	13,080,257
	4 Accounts receivable, net	1,206,212	4	6,477,673
	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		7	
	8 Inventories for sale or use	1,018,027	8	908,717
	9 Prepaid expenses and deferred charges	2,771,593	9	2,436,453
	10a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	35,445,300		
	b Less accumulated depreciation	13,265,320	10c	22,179,980
	11 Investments—publicly traded securities	975,867	11	1,573,758
	12 Investments—other securities See Part IV, line 11	6,526,201	12	6,947,685
	13 Investments—program-related See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets See Part IV, line 11	10,334,616	15	10,804,026
16 Total assets. Add lines 1 through 15 (must equal line 34)	64,808,553	16	64,489,745	
Liabilities	17 Accounts payable and accrued expenses	16,696,525	17	18,478,438
	18 Grants payable		18	
	19 Deferred revenue	11,507,913	19	10,624,375
	20 Tax-exempt bond liabilities	15,466,919	20	14,973,376
	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	7,812,798	23	9,120,868
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D	28,055,013	25	25,947,446
	26 Total liabilities. Add lines 17 through 25	79,539,168	26	79,144,503
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	-50,440,820	27	-43,566,762
	28 Temporarily restricted net assets	27,304,762	28	20,397,513
	29 Permanently restricted net assets	8,405,443	29	8,514,491
	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	-14,730,615	33	-14,654,758	
34 Total liabilities and net assets/fund balances	64,808,553	34	64,489,745	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	84,726,518
2	Total expenses (must equal Part IX, column (A), line 25)	2	88,529,073
3	Revenue less expenses Subtract line 2 from line 1	3	-3,802,555
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	-14,730,615
5	Other changes in net assets or fund balances (explain in Schedule O)	5	3,878,412
6	Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	-14,654,758

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		No
b	Were the organization's financial statements audited by an independent accountant?	Yes	
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	Yes	
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 separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> 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?	Yes	
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	

SCHEDULE A
(Form 990 or 990EZ)

Public Charity Status and Public Support

OMB No 1545-0047

2011

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)

	Yes	No
11g(i)		
11g(ii)		
11g(iii)		

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1- 9 above or IRC section (see instructions))	(iv) Is the organization in col (i) listed in your governing document?		(v) Did you notify the organization in col (i) of your support?		(vi) Is the organization in col (i) organized in the U S ?		(vii) Amount of support?
			Yes	No	Yes	No	Yes	No	
Total									

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 or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	78,729,510	69,409,609	75,868,139	77,852,204	65,396,583	367,256,045
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	78,729,510	69,409,609	75,868,139	77,852,204	65,396,583	367,256,045
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)						150,542
6 Public Support. Subtract line 5 from line 4						367,105,503

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
7 Amounts from line 4	78,729,510	69,409,609	75,868,139	77,852,204	65,396,583	367,256,045
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	3,932,499	3,465,112	3,983,118	4,158,332	2,991,477	18,530,538
9 Net income from unrelated business activities, whether or not the business is regularly carried on		455,562	606,150	1,037,895	-308,696	1,790,911
10 Other income (Explain in Part IV.) Do not include gain or loss from the sale of capital assets	440,312	125,145	319,691	237,566	886,667	2,009,381
11 Total support (Add lines 7 through 10)						389,586,875
12 Gross receipts from related activities, etc (See instructions)					12	84,376,225

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 2011 (line 6 column (f) divided by line 11 column (f))	14	94.230%
15 Public Support Percentage for 2010 Schedule A, Part II, line 14	15	93.970%

16a 33 1/3% support test—2011. 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—2010. 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—2011. 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—2010. 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 or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(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) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(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 <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public Support Percentage for 2011 (line 8 column (f) divided by line 13 column (f))	15	
16 Public support percentage from 2010 Schedule A, Part III, line 15	16	

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2011 (line 10c column (f) divided by line 13 column (f))	17	
18 Investment income percentage from 2010 Schedule A, Part III, line 17	18	

- 19a 33 1/3% support tests—2011.** 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—2010.** 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. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test

Explanation

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

Complete if the organization is described below.

Attach to Form 990 or Form 990-EZ. See separate instructions.

2011

Open to Public Inspection

Department of the Treasury Internal Revenue Service

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

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

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

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

If the organization answered "Yes," to Form 990, Part IV, Line 5 (Proxy Tax) or Form 990-EZ, line 35c (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 on behalf of or in opposition to candidates for public office 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?
4a Was a correction made?
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?
5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments

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

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing Organization's Totals	(b) Affiliated Group Totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b Total lobbying expenditures to influence a legislative body (direct lobbying)														
c Total lobbying expenditures (add lines 1a and 1b)														
d Other exempt purpose expenditures														
e Total exempt purpose expenditures (add lines 1c and 1d)														
f Lobbying nontaxable amount Enter the amount from the following table in both columns														
<table 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) 2008	(b) 2009	(c) 2010	(d) 2011	(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?		No	
d Mailings to members, legislators, or the public?		No	
e Publications, or published or broadcast statements?		No	
f Grants to other organizations for lobbying purposes?	Yes		317,250
g Direct contact with legislators, their staffs, government officials, or a legislative body?	Yes		250,081
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	Yes		199,649
i Other activities? If "Yes," describe in Part IV		No	
j Total lines 1c through 1i			766,980
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 1i. Also, complete this part for any additional information.

Identifier	Return Reference	Explanation
EXPLANATION OF LOBBYING ACTIVITIES	PART II-B, LINE 1	NWF WORKS WITH CONGRESS, THE ADMINISTRATION, GOVERNORS, AND STATE LEGISLATURES TO ADVANCE POLICIES THAT GET CHILDREN AND FAMILIES OUTDOORS THROUGH OUTDOOR EDUCATION, RECREATION AND PLAY UTILIZING VOLUNTEERS, STAFF, AND A VARIETY OF MEDIA AND SOCIAL MEDIA OUTLETS, NWF BRINGS AWARENESS TO CLIMATE CHANGE AND OTHER CHALLENGES TO WILDLIFE AND THE WILD PLACES THAT WILDLIFE NEEDS TO SURVIVE, AND TO RESTORING THE HEALTH OF OUR NATURAL HABITATS AND ECOSYSTEMS

SCHEDULE D (Form 990)

OMB No 1545-0047

Supplemental Financial Statements

2011

Open to Public Inspection

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. 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	10,434,884	9,219,725	8,625,334	7,266,196	
b Contributions	69,062	1,440,630	594,937	1,425,021	
c Investment earnings or losses	49,158	80,865	44,331		
d Grants or scholarships					
e Other expenditures for facilities and programs	48,472	306,336	44,877	65,883	
f Administrative expenses					
g End of year balance	10,504,632	10,434,884	9,219,725	8,625,334	

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

- a** Board designated or quasi-endowment ▶ 50 750 %
- b** Permanent endowment ▶ 47 780 %
- c** Term endowment ▶ 1 470 %

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

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		4,455,553		4,455,553
b Buildings		20,185,142	5,324,484	14,860,658
c Leasehold improvements		764,900	275,064	489,836
d Equipment		9,110,105	7,665,772	1,444,333
e Other		929,600		929,600
Total. Add lines 1a-1e (Column (d) should equal Form 990, Part X, column (B), line 10(c).)				22,179,980

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	84,726,518
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	88,529,073
3	Excess or (deficit) for the year Subtract line 2 from line 1	3	-3,802,555
4	Net unrealized gains (losses) on investments	4	1,288,401
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV)	8	2,590,011
9	Total adjustments (net) Add lines 4 - 8	9	3,878,412
10	Excess or (deficit) for the year per financial statements Combine lines 3 and 9	10	75,857

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	92,721,573
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains on investments	2a	1,288,401
b	Donated services and use of facilities	2b	8,189,686
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV)	2d	7,589,097
e	Add lines 2a through 2d	2e	17,067,184
3	Subtract line 2e from line 1	3	75,654,389
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	9,072,129
c	Add lines 4a and 4b	4c	9,072,129
5	Total Revenue Add lines 3 and 4c . (This should equal Form 990, Part I, line 12)	5	84,726,518

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

1	Total expenses and losses per audited financial statements	1	100,636,371
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	8,189,686
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV)	2d	12,989,741
e	Add lines 2a through 2d	2e	21,179,427
3	Subtract line 2e from line 1	3	79,456,944
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	9,072,129
c	Add lines 4a and 4b	4c	9,072,129
5	Total expenses Add lines 3 and 4c . (This should equal Form 990, Part I, line 18)	5	88,529,073

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
DESCRIPTION OF INTENDED USE OF ENDOWMENT FUNDS	PART V, LINE 4	ENDOWED FUNDS ABOVE SUPPORT NATIONAL WILDLIFE FEDERATION'S CONSERVATION EDUCATION PROGRAMS AND ARE HELD IN ACCORDANCE WITH EACH DONOR'S STIPULATIONS AND WISHES CONCERNING VARIOUS CONSERVATION AND ENVIRONMENTAL ISSUES THE AMOUNT ABOVE ALSO CONTAINS INTERNALLY DESIGNATED FUNDS
DESCRIPTION OF UNCERTAIN TAX POSITIONS UNDER FIN 48	PART X	THE FEDERATION'S MANAGEMENT BELIEVES IT HAS NO MATERIAL UNCERTAIN TAX POSITIONS AND ACCORDINGLY, IT WILL NOT RECOGNIZE ANY LIABILITY FOR UNRECOGNIZED TAX BENEFITS FOR THE YEARS ENDED AUGUST 31, 2012 AND 2011, THE FEDERATION DID NOT RECOGNIZE ANY INTEREST OR PENALTIES
PART XI, LINE 8 - OTHER ADJUSTMENTS		CHANGE IN SPLIT INTEREST AGREEMENTS 314,489 GAIN (LOSS) ON PENSION INVESTMENT 2,275,494 MISCELLANEOUS ADJUSTMENT 28 TOTAL TO SCHEDULE D, PART XI, LINE 8 2,590,011
PART XII, LINE 2D - OTHER ADJUSTMENTS		NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC REVENUE 3,831,877 RENTAL EXPENSES 515,749 COST OF GOODS SOLD 2,768,328 SPECIAL EVENTS EXPENSES 157,194 LOSS ON DISPOSAL OF FIXED ASSETS 1,460 CHANGE IN VALUE OF SPLIT INTEREST AGREEMENTS 314,489
PART XII, LINE 4B - OTHER ADJUSTMENTS		TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC 9,072,129
PART XIII, LINE 2D - OTHER ADJUSTMENTS		NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC EXPENSES & LOSSES, AUDITED F/S 9,548,470 RENTAL EXPENSES 515,749 COST OF GOODS SOLD 2,768,328 SPECIAL EVENTS EXPENSES 157,194
PART XIII, LINE 4B - OTHER ADJUSTMENTS		TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC 9,072,129
		SCHEDULE D, PART XI ALTHOUGH THE ORGANIZATION IS NOT REQUIRED TO COMPLETE PARTS XI, XII, AND XIII BECAUSE IT IS PART OF A CONSOLIDATED FINANCIAL STATEMENT AUDIT AND NOT A SEPARATE AUDIT, IT HAS ELECTED TO INCLUDE THE SCHEDULE D, PARTS XII AND XIII RECONCILIATIONS BASED ON THE CONSOLIDATED TOTALS THE PART XI RECONCILIATION IS BASED UPON THIS ENTITY ONLY AND THE CHANGE IN NET ASSETS REFLECTED HERE IS THE SAME AS THE CHANGE ON FORM 990, PART X SEE THE SEPARATE IRS FORM 990 FILING FOR THE NWF'S SUPPORTING ORGANIZATION, NWF ENDOWMENT, FOR ADDITIONAL NET ASSETS OR FUND BALANCES OF \$63M AND \$57M FOR THE PRIOR AND CURRENT YEAR, RESPECTIVELY

Part IV Foreign Forms

- 1 Was the organization a U S transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926 (see instructions for Form 926)* Yes No
- 2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520 and/or Form 3520-A. (see instructions for Forms 3520 and 3520-A)* Yes No
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons with respect to Certain Foreign Corporations. (see instructions for Form 5471)* Yes No
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund. (see instructions for Form 8621)* Yes No
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons with respect to Certain Foreign Partnerships. (see instructions for Form 8865)* Yes No
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see instructions for Form 5713).* Yes No

Part V Supplemental Information

Complete this part to provide the information (see instructions) required in Part I, line 2, and any additional information.

Identifier	Return Reference	Explanation
PROCEDURE FOR MONITORING GRANTS OUTSIDE THE U S		SCHEDULE F, PART I, LINE 2 PERIODIC REPORTS ARE REQUIRED FROM THE GRANTEE. THEY ARE REVIEWED FOR COMPLIANCE WITH GRANT DELIVERABLES

Schedule F (Form 990) 2010

SCHEDULE G (Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

OMB No 1545-0047

2011

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.

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... Yes No

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements...

Table with 6 columns: (i) Name and address of individual or entity (fundraiser), (ii) Activity, (iii) Did fundraiser have custody or control of contributions?, (iv) Gross receipts from activity, (v) Amount paid to (or retained by) fundraiser listed in col (i), (vi) Amount paid to (or retained by) organization.

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 II 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 CONSERVATION AWARDS DINNER (event type)	(b) Event #2 ALLINGER EVENT (event type)	(c) Other Events 1 (total number)	(d) Total Events (Add col (a) through col (c))
Revenue	1 Gross receipts	358,271	29,905	31,115	419,291
	2 Less Charitable contributions	310,546	26,940		337,486
	3 Gross income (line 1 minus line 2)	47,725	2,965	31,115	81,805
Direct Expenses	4 Cash prizes				
	5 Non-cash prizes				
	6 Rent/facility costs				
	7 Food and beverages	72,114	8,022		80,136
	8 Entertainment				
	9 Other direct expenses		3,086	73,972	77,058
	10 Direct expense summary Add lines 4 through 9 in column (d) ▶				(157,194)
11 Net income summary Combine lines 3 and 10 in column (d) ▶				-75,389	

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 and 7 in column (d) ▶					

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

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

b If "No," Explain _____

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

b If "Yes," Explain _____

- 11** Does the organization operate gaming activities with nonmembers? Yes No
- 12** Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No

13 Indicate the percentage of gaming activity operated in

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

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

Name ▶

Address ▶

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

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

c If "Yes," enter name and address

Name ▶

Address ▶

16 Gaming manager information

Name ▶

Gaming manager compensation ▶ \$

Description of services provided ▶

Director/officer Employee Independent contractor

17 Mandatory distributions

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

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

Part IV Complete this part to provide additional information for responses to question on Schedule G (see instructions.)

Identifier	ReturnReference	Explanation
DESCRIPTIONS OF PROFESSIONAL FUNDRAISER ACTIVITIES	SCHEDULE G, PART 1	DONOR SERVICE GROUP IS USED TO UPGRADE ANNUAL DONORS TO MONTHLY DONORS AND ACQUIRE NEW MONTHLY DONORS ONLY THE FIRST DONATION RECEIVED IS COUNTED AS REVENUE RAISED BY THEM THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS THE INITIAL COST TO ACQUIRE SHARE GROUP IS USED TO ACQUIRE NEW MEMBERS AND REAQUIRE LAPSED MEMBERS THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS THE INITIAL COST TO ACQUIRE OR RE-ACQUIRE PARADYZE MATERA IS A LIST BROKER USED TO OPTIMIZE THE AUDIENCE MIX FOR THE 12 DIRECT MAIL CAMPAIGNS MEMBERSHIP SENDS EACH YEAR TO PROSPECTS AND TO LAPSED MEMBERS MERKLE IS A DATABASE PROVIDER AND DOES DONOR ANALYSIS FOR DONATION REQUESTS YOUR VOICE MEDIA IS USED TO ACQUIRE NEW MEMBERS AND REAQUIRE LAPSED MEMBERS THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS THE INITIAL COST TO ACQUIRE OR RE-ACQUIRE SD&A TELESERVICES, INC IS USED TO ACQUIRE NEW MEMBERS AND REAQUIRE LAPSED MEMBERS THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS THE INITIAL COST TO ACQUIRE OR RE-ACQUIRE

Schedule I (Form 990)

OMB No 1545-0047

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

2011

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?
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.

Table with 8 columns: (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. Row 1: See Additional Data Table.

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

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22.
Use Schedule I-1 (Form 990) if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
(1) CONSERVATION ASSISTANCE-GRAZING ALLOTMENT RETIREMENT	1	60,000			

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

Identifier	Return Reference	Explanation
PROCEDURE FOR MONITORING GRANTS IN THE U S	PART I, LINE 2	SCHEDULE I, PART I, LINE 2 THE NATIONAL WILDLIFE FEDERATION (NWF) PROVIDES ORGANIZATIONAL SUPPORT THROUGHOUT THE YEAR IN THE FORM OF GRANTS AND AWARDS THIS SUPPORT IS GIVEN TO BOTH ORGANIZATIONS AND INDIVIDUALS WHOSE WORK WILL FURTHER BENEFIT THE MISSION OF NWF'S CONSERVATION AND EDUCATION PROGRAMS FOR GRANTS THAT ARE SUB-AWARDS AND WHERE THE ORIGINAL FUNDS WERE GRANTED TO NWF, WE REQUIRE THE AWARDEE TO REPORT TO NWF ON HOW THE FUNDS ARE USED IN CASES WHERE IT IS NWF FUNDS THAT ARE GIVEN OUT AS A GRANT, THERE ARE TWO TYPES 1)IF THE GRANT IS FOR ORGANIZATIONAL SUPPORT TO A 501(C)(3)AFFILIATE, NWF DOES NOT ASK THEM TO REPORT TO US THE GRANT CONTRACT SPECIFIES THE TERMS AND USES OF THE GRANT 2)THE OTHER TYPE OF GRANT WOULD BE FOR A NON-AFFILIATE OR NON 501(C)(3)ENTITY THAT IS IN THE CONSERVATION AND EDUCATION FIELD NATIONAL WILDLIFE FEDERATION SPECIFIES IN ITS AWARD LETTER TO GRANTEES THE REPORTING REQUIREMENTS ON THE USE OF THE FUNDS AND IN SOME CASES RESERVES THE RIGHT TO EXAMINE THE RECORDS ASSOCIATED WITH THE AWARD

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
1000 FRIENDS OF MARYLAND 1209 NORTH CALVERT STREET BALTIMORE, MD 21202	52-1864759	501C3	10,000				CONSERVATION ASSISTANCE
ALABAMA TREASURE FOREST ASSOCIATION PO BOX 189 CHUNCHULA, AL 36521	63-1051039	501C3	20,300				CONSERVATION ASSISTANCE

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 WILDLIFE FEDERATION 3050 LANARK RD MILLBROOK, AL 36054	63-0496911	501C3	47,227				CONSERVATION ASSISTANCE
ARIZONA WILDLIFE FEDERATION PO BOX 51510 MESA, AZ 85208	86-0076994	501C3	7,520				CONSERVATION ASSISTANCE

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
ASSOCIATION OF NW STEELHEADERS 6641 SE LAKE RD MILWAUKIE, OR 97222	91- 1031100	501C3	5,560				CONSERVATION ASSISTANCE
AUDUBON NATURALIST SOCIETY 8940 JONES MILL RD CHEVY CHASE, MD 20815	53- 0233715	501C3	15,000				CONSERVATION ASSISTANCE

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
AUDUBON NEW YORK 200 TRILLIUM LN ALBANY, NY 12203	13-1624102	501C3	17,500				CONSERVATION ASSISTANCE
CHESAPEAKE BAY FOUNDATION 6 HERNDON AVE ANNAPOLIS, MD 21403	52-6065757	501C3	10,000				CONSERVATION ASSISTANCE

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
CHESAPEAKE CLIMATE ACTION NETWORK PO BOX 11138 TAKOMA PARK, MD 20912	11-3644283	501C3	19,500				CONSERVATION ASSISTANCE
CITIZENS CAMPAIGN FUND FOR THE ENVIRONMENT 225-A MAIN ST FARMINGDALE, NY 11735	11-2983418	501C3	14,000				CONSERVATION ASSISTANCE

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
CITIZENS FOR PENNSYLVANIA'S FUTURE 610 NORTH THIRD STREET HARRISBURG, PA 17101	31-1607866	501C3	8,000				CONSERVATION ASSISTANCE
CLEAN WATER FUND 23885 DENTON SUITE B CLINTON TOWNSHIP, MI 48036	52-1043444	501C3	8,000				CONSERVATION ASSISTANCE

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
COAL RIVER MOUNTAIN WATCH PO BOX 651 WHITESVILLE, WV 25209	55- 0765268	501C3	15,000				CONSERVATION ASSISTANCE
CONNECTICUT FOREST AND PARK 16 MERIDEN RD ROCKFALL, CT 06481	06- 0613430	501C3	6,320				CONSERVATION ASSISTANCE

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
CONSERVATION COUNCIL FOR HAWAIIPO BOX 2923 HONOLULU, HI 96802	99-0199211	501C3	6,760				CONSERVATION ASSISTANCE
CONSERVATION FEDERATION OF MISSOURI728 WEST MAIN ST JEFFERSON CITY, MO 65101	26-4827677	501C3	5,453				CONSERVATION ASSISTANCE

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
DUCKS UNLIMITED 1301 PENNSYLVANIA AVENUE NW STE 402 WASHINGTON, DC 20004	13-5643799	501C3	5,000				CONSERVATION ASSISTANCE
ENVIRONMENT MARYLAND RESEARCH & POLICY CENTER 3121 ST PAUL ST 26 BALTIMORE, MD 21218	31-1678679	501C3	15,000				CONSERVATION ASSISTANCE

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
ENVIRONMENTAL ADVOCATES OF NEW YORK 353 HAMILTON ST ALBANY, NY 12210	23-7337100	501C3	15,190				CONSERVATION ASSISTANCE
FLORIDA WILDLIFE FEEDERATION PO BOX 6870 TALLAHASSEE, FL 32314	59-1398265	501C3	27,560				CONSERVATION ASSISTANCE

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
FRESHWATER FUTUREPO BOX 2479 PETOSKEY, MI 49770	20- 5693503	501C3	224,800				CONSERVATION ASSISTANCE
GATHERING WATERS CONSERVANCY211 S PATERSON STREET MADISON, WI 53703	23- 2888152	501C3	7,500				CONSERVATION ASSISTANCE

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
INDIANA WILDLIFE FEDERATION 4715 W 106TH ST ZIONSVILLE, IN 46077	35-1058426	501C3	72,560				CONSERVATION ASSISTANCE
MARYLAND LEAGUE OF CONSERVATION VOTERS EDUCATION FUND ONE STATE CIRCLE ANNAPOLIS, MD 21401	52-6078301	501C3	55,000				CONSERVATION ASSISTANCE

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
MICHIGAN LEAGUE OF CONSERVATION VOTERS EDUCATION FUND 213 W LIBERTY ST 300 AN ARBOR, MI 48104	37-1430158	501C3	21,976				CONSERVATION ASSISTANCE
MICHIGAN UNITED CONSERVATION CLUBS 2101 WOOD ST LANSING, MI 48909	38-0831862	501C3	27,320				CONSERVATION ASSISTANCE

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 ENVIRONMENTAL PARTNERSHIP 546 RICE ST SUITE 100 ST PAUL, MN 55103	41-1986433	501C3	8,000				CONSERVATION ASSISTANCE
MONTANA STATE UNIVERSITY P O BOX 172920 BOZEMAN, MT 59717	81-6001649	STATE OF MONTANA	5,000				CONSERVATION ASSISTANCE

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
NATIONAL WILDLIFE FEDERATION ACTION FUND 11100 WILDLIFE CENTER DRIVE RESTON, VA 20190	74-2556532	501C4	640,000				CONSERVATION ASSISTANCE
NEBRASKA WILDLIFE FEDERATION PO BOX 81437 LINCOLN, NE 68501	23-7401528	501C3	8,220				CONSERVATION ASSISTANCE

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
NEW HAMPSHIRE AUDUBON84 SILK FARM ROAD CONCORD, NH 03301	13- 1624102	501C3	6,052				CONSERVATION ASSISTANCE
NEW JERSEY AUDUBON600 ROUTE 47 NORTH CAPE MAY COURT HOUSE, NJ 08210	22- 1539642	501C3	23,463				CONSERVATION ASSISTANCE

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
NEW MEXICO WILDLIFE FEDERATION 121 CARDENES DR NE ALBUQUERQUE, NM 87107	85-0394909	501C3	7,520				CONSERVATION ASSISTANCE
NORTH CAROLINA WILDLIFE 2155 MCCLINTOCK RD CHARLOTTE, NC 28205	56-1564376	501C3	9,270				CONSERVATION ASSISTANCE

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
OHIO ENVIRONMENTAL COUNCIL 1207 GRANDVIEW AVE SUITE 201 COLUMBUS, OH 43212	31-0805578	501C3	55,000				CONSERVATION ASSISTANCE
POTOMAC RIVERKEEPER 1100 15TH STREET NW 11TH FL WASHINGTON, DC 20005	54-1982624	501C3	14,302				CONSERVATION ASSISTANCE

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
PRAIRE RIVERS NETWORK 1902 FOX DRIVE SUITE G CHAMPAIGN, IL 61820	37-6085905	501C3	10,340				CONSERVATION ASSISTANCE
PS41-THE GREENWICH VILLIAGE SCHOOL 116 WEST 11TH ST NEW YORK, NY 10011	13-3639266	501C3	7,000				CONSERVATION ASSISTANCE

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
RIVANNA CONSERVATION SOCIETY PO BOX 1501 CHARLOTTESVILLE, VA 22902	52-0194008	501C3	15,000				CONSERVATION ASSISTANCE
RIVER ALLIANCE OF WISCONSIN 306 E WILSON STREET SUITE 2W MADISON, WI 53703	39-1792143	501C3	7,500				CONSERVATION ASSISTANCE

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
RUCKELSHAUS INSTITUTE OF ENVIRONMENT804 E FREMONT ST LARAMIE, WY 82072	23- 2888152	501C3	6,750				CONSERVATION ASSISTANCE
SAVE THE WILD UP P O BOX 562 MARQUETTE, MI 49855	20- 1606171	501C3	5,000				CONSERVATION ASSISTANCE

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
SOUTH CAROLINA WILDLIFE FEDERATION 215 PICKENS ST COLUMBIA, SC 29205	57-0602549	501C3	39,880				CONSERVATION ASSISTANCE
SOUTH DAKOTA WILDLIFE BOX 7075 PIERRE, SD 57501	23-7314554	501C3	7,393				CONSERVATION ASSISTANCE

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
TENNESSEE WILDLIFE FEDERATION 300 ORLANDO AVE ST 200 NASHVILLE, TN 37209	62-6047188	501C3	48,320				CONSERVATION ASSISTANCE
							CONSERVATION ASSISTANCE

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
THE POTOMAC CONSERVANCY 8601 GEORGIA AVENUE SILVER SPRING, MD 20910	52-1842501	501C3	15,000				CONSERVATION ASSISTANCE
THE SIERRA CLUB FOUNDATION 85 SECOND STREET SAN FRANCISCO, CA 94105	94-6069690	501C3	28,527				CONSERVATION ASSISTANCE

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
THE UNITED CHRISTIAN COMMUNITY ASSOCIATION 1618 COUNTY RD 65 STAFFORD, AL 36773	63-1205867	501C3	17,000				CONSERVATION ASSISTANCE
THE WILDLIFE SOCIETY 1 WILDLIFE DRIVE SANIBEL, FL 33957	52-8979770	501C3	15,000				CONSERVATION ASSISTANCE

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
THOMAS STARR KING MIDDLE SCHOOL 4201 FOUNTAIN AVE LOS ANGELES, CA 90029	41-1367441	501C3	7,000				CONSERVATION ASSISTANCE
TIPP OF THE MITT 426 BAY ST PETOSKEY, MI 49770	38-2361745	501C3	23,000				CONSERVATION ASSISTANCE

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
TROUT UNLIMITED 1300 N 17TH SUITE 500 ARLINGTON, VA 22209	38- 1612715	501C3	32,500				CONSERVATION ASSISTANCE
VERMONT NATURAL RESOURCES COUNCIL9 BAILEY AVE MONTPELIER, VT 05602	03- 0223731	501C3	15,150				CONSERVATION ASSISTANCE

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	30,366				CONSERVATION ASSISTANCE
WISCONSIN WILDLIFE FEDERATION 7303 COUNTY HIGHWAY CS Q POYNETEE, WI 53955	39-1095827	501C3	21,320				CONSERVATION ASSISTANCE

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
WYOMING WILDLIFE FEDERATION PO BOX 106 CHEYENNE, WY 82003	23-7002578	501C3	8,000				CONSERVATION ASSISTANCE

Schedule J
(Form 990)

Compensation Information

OMB No 1545-0047

2011

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) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, columns (D) and (E) for that individual

(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				
(1) LARRY J SCHWEIGER	(i)	297,461	0	41,779	12,253	11,346	362,839	0
	(ii)	0	0	0	0	0	0	0
(2) JAIME B MATYAS	(i)	204,320	6,953	16,024	16,223	10,634	254,154	0
	(ii)	0	0	0	0	0	0	0
(3) DULCE M GOMEZ-ZORMELO	(i)	141,107	9,837	17,535	11,285	11,350	191,114	0
	(ii)	0	0	0	0	0	0	0
(4) BARBARA G MCINTOSH	(i)	145,644	5,000	15,971	0	9,154	175,769	0
	(ii)	0	0	0	0	0	0	0
(5) DAN T CHU	(i)	150,042	0	16,074	11,850	9,967	187,933	0
	(ii)	0	0	0	0	0	0	0
(6) KEVIN J COYLE	(i)	148,773	4,944	14,578	11,536	10,517	190,348	0
	(ii)	0	0	0	0	0	0	0
(7) JAMES S LYON	(i)	149,185	0	12,193	8,285	9,928	179,591	0
	(ii)	0	0	0	0	0	0	0
(8) JEREMY I SYMONS	(i)	175,228	0	16,874	12,197	10,514	214,813	0
	(ii)	0	0	0	0	0	0	0
(9) ANDREW P BUCHSBAUM	(i)	119,497	26,576	22,519	8,754	2,492	179,838	0
	(ii)	0	0	0	0	0	0	0
(10) MONICA M COLLINS	(i)	132,535	0	16,621	7,501	2,182	158,839	0
	(ii)	0	0	0	0	0	0	0
(11) EDWARD J COLEMAN	(i)	115,510	5,000	22,665	7,324	8,132	158,631	0
	(ii)	0	0	0	0	0	0	0
(12) MERI-MARGARET DEOUDS	(i)	116,661	4,017	16,608	6,377	9,658	153,321	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 L (Form 990 or 990-EZ)

Transactions with Interested Persons

OMB No 1545-0047

2011

Open to Public Inspection

Complete if the organization answered "Yes" on Form 990, Part IV, lines 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V lines 38a or 40b. 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 Excess Benefit Transactions (section 501(c)(3) and section 501 (c)(4) organizations only).

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

Table with 3 main columns: (a) Name of disqualified person, (b) Description of transaction, (c) Corrected? (Yes/No)

2 Enter the amount of tax imposed on the organization managers or disqualified persons during the year under section 4958

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

Part II Loans to and/or From Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 26, or Form 990-EZ, Part V, line 38a

Table with 7 main columns: (a) Name of interested person and purpose, (b) Loan to or from the organization?, (c) Original principal amount, (d) Balance due, (e) In default?, (f) Approved by board or committee?, (g) Written agreement?

Part III Grants or Assistance Benefitting Interested Persons.

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

Table with 3 main columns: (a) Name of interested person, (b) Relationship between interested person and the organization, (c) Amount of grant or type of assistance

Part IV Business Transactions Involving Interested Persons.

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

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No
(1) BRUCE WALLACE	DIRECTOR	40,000	PART IV, LINE 1 MR WALLACE'S LAW FIRM IS ENGAGED TO PROVIDE ADVICE, SUPPORT AND LITIGATION SERVICES IN CONNECTION WITH THE EFFORTS BY NWF TO PREVENT OR LIMIT ENVIRONMENTALLY INJURIOUS MINING ACTIVITIES IN THE UPPER PENINSULA OF MICHIGAN, SPECIFICALLY TO A POTENTIAL MINE SITE KNOWN AS "EAGLE PROSPECT"		No

Part V Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule L (see instructions)

Identifier	Return Reference	Explanation
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SCHEDULE M
(Form 990)

Department of the Treasury
Internal Revenue Service

NonCash Contributions

OMB No 1545-0047

2011

Open to Public Inspection

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

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

Part I Types of Property

	(a) Check if applicable	(b) Number of Contributions or items contributed	(c) Contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining contribution amounts
1 Art—Works of art				
2 Art—Historical treasures				
3 Art—Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities—Publicly traded	X	20	78,761	FMV
10 Securities—Closely held stock				
11 Securities—Partnership, LLC, or trust interests				
12 Securities—Miscellaneous				
13 Qualified conservation contribution—Historic structures				
14 Qualified conservation contribution—Other				
15 Real estate—Residential				
16 Real estate—Commercial				
17 Real estate—Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ▶ (_____)				
26 Other ▶ (_____)				
27 Other ▶ (_____)				
28 Other ▶ (_____)				

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

29

	Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1-28 that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?		No
b If "Yes," describe the arrangement in Part II		
31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?	Yes	
32a Does the organization hire or use third parties or related organizations to solicit, process, or sell non-cash contributions?	Yes	
b If "Yes," describe in Part II		
33 If the organization did not report revenues in column (c) for a type of property for which column (a) is checked, describe in Part II		

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 NONCASH CONTRIBUTIONS (PUBLICLY TRADED SECURITIES)

Schedule M (Form 990) 2011

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

OMB No 1545-0047

2011

Open to Public Inspection

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

▶ Attach to Form 990 or 990-EZ.

Name of the organization NATIONAL WILDLIFE FEDERATION	Employer identification number 53-0204616
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Identifier	Return Reference	Explanation
CONSERVATION ADVOCACY PROGRAMS (CONTINUATION OF ACCOMPLISHMENTS)	FORM 990, PART III, LINE 4A	CONSERVATION ADVOCACY PROGRAMS EDUCATE AND ENGAGE THE PUBLIC IN NWF'S WORK SAFEGUARDING WILDLIFE AND HABITAT, RECONNECTING PEOPLE WITH NATURE AND ADVANCING SOLUTIONS TO CLIMATE CHANGE. 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. NWF'S HIGHEST LEGISLATIVE PRIORITY FOR THE YEAR, THE RESTORE ACT, WAS SUCCESSFULLY NAVIGATED THROUGH A DAUNTING CONGRESSIONAL ENVIRONMENT AND SIGNED INTO LAW, CREATING THE LARGEST ECOSYSTEM RESTORATION TRUST FUND IN HISTORY. THE RESTORE ACT SETS UP A CONSERVATION FUND TO RESTORE THE GULF COAST AND WILL BE FUNDED FROM DAMAGES PAID FOR THE GULF OIL DISASTER. IN PARTNERSHIP WITH THE FORT PECK AND FORT BELKNAP TRIBES, WE RESTORED 61 WILD, YELLOWSTONE BISON TO THE FORT PECK RESERVATION IN MARCH 2012, THE RETURN OF WILD BISON TO TRIBAL LANDS FOR THE FIRST TIME IN OVER ONE CENTURY. 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. NWF SECURED PROTECTIONS FOR MORE THAN 11 MILLION ACRES OF CRITICAL WILDLIFE HABITAT, INCLUDING TESHEKPUK LAKE, ONE OF THE MOST IMPORTANT WETLANDS COMPLEXES IN THE ARCTIC AND HOME TO HUNDREDS OF THOUSANDS OF MIGRATORY BIRDS AND CALVING GROUNDS FOR THE 45,000-HEAD TESHEKPUK LAKE CARIBOU HERD. WORKING WITH PRIVATE OFFSHORE WIND DEVELOPERS, NWF COMPLETED A LAND MARK PRIVATE AGREEMENT ON PROTECTION OF THE ENDANGERED RIGHT WHALE DURING OFFSHORE WIND PROJECT CONSTRUCTION. THROUGH OUR NATIONAL POLICY ACTION, NWF SECURED THE ENVIRONMENTAL PROTECTION AGENCY'S FORMAL VETO ON THE CLEAN WATER ACT PERMIT FOR THE YAZOO PUMPS PROJECT IN MISSISSIPPI, 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 CLIMATE CHANGE IS HAVING PROFOUND EFFECTS ON THE RESILIENCY AND HEALTH OF ECOSYSTEMS AND THE ABILITY OF NATURE, WILD SPECIES AND PEOPLE TO REMAIN HEALTHY AND ALIVE, NWF WORKS TO INSPIRE PEOPLE TO TAKE ACTION AT HOME AND AT WORK, ON THEIR WORKING LANDS, IN THEIR COMMUNITIES, AND IN STATE AND FEDERAL LEGISLATURES THAT WILL ACCELERATE THE SHIFT AWAY FROM CARBON-BASED ENERGY. DUE IN PART TO NWF'S LEADERSHIP, IN 2012 PRESIDENT OBAMA REJECTED A PROPOSAL TO BUILD THE KEYSTONE XL PIPELINE, WHICH WOULD JEOPARDIZE WILDLIFE AND WATER SUPPLIES AND INCREASE OUR DEPENDENCE ON CANADA'S TAR SANDS OIL, THE DIRTIEST FUEL ON THE PLANET AND A MAJOR SOURCE OF CARBON POLLUTION. AMONG OTHER THINGS, NWF LED EFFORTS TO GENERATE ON-THE-GROUND OPPOSITION TO THE PIPELINE AMONG FARMERS AND RANCHERS IN NEBRASKA. NWF WORKS WITH CONGRESS, THE ADMINISTRATION, GOVERNORS, AND STATE LEGISLATURES TO ADVANCE POLICIES THAT GET CHILDREN AND FAMILIES OUTDOORS THROUGH OUTDOOR EDUCATION, RECREATION AND PLAY.
EDUCATION, OUTREACH, AND PUBLICATIONS (CONTINUATION OF ACCOMPLISHMENTS)	FORM 990, PART III, LINE 4B	NWF'S 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, THE GREAT AMERICAN BACKYARD CAMPOUT, AND NATURE FIND HIKE & SEEK, ONE OF OUR SIGNATURE EVENTS, BROUGHT 885 EXPLORERS OUTSIDE TO EXPERIENCE NATURE IN AN EDUCATIONAL ATMOSPHERE. NWF'S CERTIFIED WILDLIFE 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 WILDLIFE HABITAT. WITH OVER 146,000 CERTIFIED HABITATS, 3,550 ACTIVE SCHOOLYARD HABITATS AND 65 CERTIFIED COMMUNITY HABITATS, OVER FIVE MILLION AMERICANS ARE PARTICIPATING TO MAKE A DIFFERENCE FOR WILDLIFE. NWF IS THE U.S. HOST FOR THE INTERNATIONAL ECO-SCHOOLS USA PROGRAM AIMED AT FOSTERING A GREATER SENSE OF ENVIRONMENTAL STEWARDSHIP THROUGH ENVIRONMENTAL EDUCATION IN SCHOOL AGE STUDENTS. SINCE ITS LAUNCH IN 2009, NWF HAS SIGNED UP 2,300 SCHOOLS REPRESENTING 1.4 MILLION STUDENTS AND 83,000 EDUCATORS. HALF OF NWF'S 2,300 ECO-SCHOOLS REDUCED ENERGY BY AN AVERAGE OF 25% (OR \$50,000 PER YEAR) SAVING THESE SCHOOLS \$58 MILLION AND REDUCING 53 MILLION POUNDS OF CO2 EMISSION EACH YEAR. FOR 45 YEARS, RANGER RICK MAGAZINE HAS BEEN INTRODUCING KIDS TO THE WONDERS OF NATURE. RANGER RICK CONTINUED ITS STANDARD OF EXCELLENCE IN EDUCATION BY WINNING SEVERAL ACCOLADES, INCLUDING REGULARLY WINNING THE PARENTS' CHOICE AWARD FOR MAGAZINES AND AN AWARD FROM THE ASSOCIATION OF EDUCATIONAL PUBLISHING. TOGETHER WITH OUR TWO OTHER AWARD WINNING CHILDREN'S MAGAZINES, THEY REACH ABOUT ONE MILLION HOMES PER MONTH AND OVER TWO AND A HALF MILLION YOUNG READERS. NWF'S TREES FOR WILDLIFE PROGRAM ENGAGED 10,000 CHILDREN AND YOUTH TO PLANT 21,000 TREES AT MORE THAN 100 EVENTS, THAT WILL PROVIDE CRITICAL WILDLIFE HABITAT AND STORE 1 MILLION POUNDS OF CARBON OVER 20 YEARS. TO BOOST UNDER-SERVED STUDENTS' CAREER ADVANTAGE FOR THE CLEAN ENERGY ECONOMY, NWF'S CAMPUS ECOLOGY PROGRAM'S GREENFORCE INITIATIVE WORKED WITH SENIOR ADMINISTRATORS AND FACULTY AT MORE THAN 100 COMMUNITY COLLEGES IN SIX STATES TO INCORPORATE SUSTAINABILITY AND GREEN-TECH SKILLS AND JOB COMPETENCIES INTO NEW AND EXISTING CURRICULUM PROGRAMS THAT ANNUALLY REACH AT LEAST 15,000 STUDENTS.
MEMBERSHIP EDUCATION PROGRAMS (CONTINUATION OF ACCOMPLISHMENTS)	FORM 990, PART III, LINE 4C	THROUGH NATIONAL WILDLIFE, MILLIONS OF PEOPLE CAN READ INFORMATIVE FEATURE ARTICLES ABOUT WILDLIFE AND WILDLIFE CONSERVATION, THE LATEST ENVIRONMENTAL NEWS, AND SUCCESS STORIES FROM NWF AND AROUND THE NATION.
	FORM 990, PART VI, SECTION A, LINE 1	THE FEDERATION BOARD OF DIRECTORS SHALL ELECT FROM AMONG ITS OWN MEMBERS AN EXECUTIVE COMMITTEE CONSISTING OF THE CHAIR AND SIX (6) OTHER MEMBERS. SAID EXECUTIVE COMMITTEE SHALL HAVE AND MAY EXERCISE ALL OF THE POWERS AS DELEGATED TO THEM BY THE FEDERATION BOARD OF DIRECTORS BETWEEN MEETINGS OF THE BOARD. A MAJORITY OF THE MEMBERS OF THE EXECUTIVE COMMITTEE SHALL CONSTITUTE A QUORUM.
	FORM 990, PART VI, SECTION A, LINE 6	NWF'S 47 STATE AND TERRITORIAL AUTONOMOUS AND UNRELATED 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 DISCUSSING THE 990 PRIOR TO FILING. THE NWF FINANCE STAFF, GENERAL COUNSEL, AND THE BDO TAX PARTNER ADDRESS AND ANSWER ANY QUESTIONS THAT THE BOARD MAY HAVE.
	FORM 990, PART VI, SECTION B, LINE 12C	OFFICERS, DIRECTORS, TRUSTEES, AND EMPLOYEES ARE REQUIRED TO DISCLOSE ANY POTENTIAL ISSUES THAT MAY CAUSE A CONFLICT. GENERAL COUNSEL AND HUMAN RESOURCES COMMUNICATE POLICY TO BOARD AND EMPLOYEES. FORMS ARE REVIEWED AND DISCLOSURES REVIEWED BY A COMMITTEE OF THE BOARD.
	FORM 990, PART VI, SECTION B, LINE 15A	15A - THE COMPENSATION OF THE CEO OF NATIONAL WILDLIFE FEDERATION IS SET BY THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS, WHICH CONSISTS OF SEVEN INDEPENDENT BOARD MEMBERS. THE EXECUTIVE COMMITTEE RELIES ON AN ANNUAL COMPREHENSIVE COMPENSATION STUDY PREPARED BY AN INDEPENDENT OUTSIDE CONSULTING FIRM SPECIFICALLY FOR THE NATIONAL WILDLIFE FEDERATION.
	FORM 990, PART VI, SECTION C, LINE 19	NWF MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND 990'S AVAILABLE TO THE PUBLIC UPON REQUEST. UNDER CERTAIN CIRCUMSTANCES, NWF MAKES ITS AUDITED FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC UPON REQUEST. _
CHANGES IN NET ASSETS OR FUND BALANCES	FORM 990, PART XI, LINE 5	NET UNREALIZED GAINS ON INVESTMENTS 1,288,401 CHANGE IN SPLIT INTEREST AGREEMENTS 314,489 GAIN (LOSS) ON PENSION INVESTMENT 2,275,494 MISCELLANEOUS ADJUSTMENT 28 TOTAL TO FORM 990, PART XI, LINE 5 3,878,412
THE PROCESS FOR OVERSIGHT OF THE AUDITED FINANCIAL STATEMENTS	FORM 990, PART XII, LINE 2C	THE PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.

**SCHEDULE R
(Form 990)**

Related Organizations and Unrelated Partnerships

OMB No 1545-0047

2011

**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

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

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled organization	
						Yes	No
(1) NATIONAL WILDLIFE FEDERATION ENDOWMENT INC 11100 WILDLIFE CENTER DR RESTON, VA 201905362 52-0806695	SUPPORT NWF MISSION	DC	501C3	509A3, TYPE I	N/A		No

Part III Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

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

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

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership

Part V Transactions With Related Organizations (Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35, 35A, 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 related organization(s)
- c** Gift, grant, or capital contribution from related organization(s)
- d** Loans or loan guarantees to or for related organization(s)
- e** Loans or loan guarantees by related organization(s)

- f** Sale of assets to related organization(s)
- g** Purchase of assets from related organization(s)
- h** Exchange of assets with related organization(s)
- i** Lease of facilities, equipment, or other assets to related organization(s)
- j** Lease of facilities, equipment, or other assets from related organization(s)
- k** Performance of services or membership or fundraising solicitations for related organization(s)
- l** Performance of services or membership or fundraising solicitations by related organization(s)
- m** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)
- n** Sharing of paid employees with related organization(s)

- o** Reimbursement paid to related organization(s) for expenses
- p** Reimbursement paid by related organization(s) for expenses

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

	Yes	No
1a		No
1b		No
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	Yes	
1p	Yes	
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	(d) Method of determining amount involved
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			

Part VII Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions)

Identifier**Return Reference****Explanation****Schedule R (Form 990) 2011**

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 \$ 8,016,077 including grants of \$) (Revenue \$ 4,461,753)

OTHER NATURE EDUCATION MATERIALS COMMUNICATE NWF'S MISSION TO RAISE PUBLIC AWARENESS AROUND OUR THREE MAIN OBJECTIVES - GETTING KIDS BACK OUTSIDE, SAFEGUARDING WILDLIFE AND HABITAT, AND FINDING SOLUTIONS TO CLIMATE CHANGE WITH OUR CARDS AND WILDLIFE INSPIRED ITEMS, NWF HAS MORE WAYS TO ENGAGE OUR 4 MILLION MEMBERS AND SUPPORTERS WHILE ALSO GETTING OUR MESSAGE TO NEW AUDIENCES WHO HAVE AN INTEREST IN PROTECTING WILDLIFE

Form 990, Part 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			
STEPHEN K ALLINGER CHAIR	3 00	X		X				0	0	0
CRAIG THOMPSON CHAIR -RESIGNED 5/12	3 00	X		X				0	0	0
GREGOR BAILAR DIRECTOR	3 00	X						0	0	0
TAHLIA BEAR 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
ALISON BYERS DIRECTOR	3 00	X						0	0	0
DAVID CARRUTH DIRECTOR	3 00	X						0	0	0
SHELLEY COHEN DIRECTOR	3 00	X						0	0	0
DIANE DILLON-RIDGLEY DIRECTOR	3 00	X						0	0	0
JOHN THOMAS GRANT JR DIRECTOR	3 00	X						0	0	0
KATHLEEN HADLEY 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
JERRY LITTLE DIRECTOR	3 00	X						0	0	0
FERNANDO ALBORNOZ DIRECTOR	3 00	X						0	0	0
CHRISTOPHER NOOK DIRECTOR	3 00	X						0	0	0
GENE T OGLESBY DIRECTOR	3 00	X						0	0	0
BRIAN BASHORE DIRECTOR	3 00	X						0	0	0
GLORIA REUBEN DIRECTOR	3 00	X						0	0	0
JULIA REED-ZAIC DIRECTOR	3 00	X						0	0	0
KENT SALAZAR DIRECTOR	3 00	X						0	0	0
TRUMAN T SEMANS DIRECTOR	3 00	X						0	0	0
LESLIE SHAD 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			
GREGORY SMITH DIRECTOR	3 00	X						0	0	0
DEBORAH SPALDING DIRECTOR	3 00	X						0	0	0
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
BRUCE WALLACE 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
MONTY HALCOMB DIRECTOR	3 00	X						0	0	0
BILL HOUSTON DIRECTOR	3 00	X						0	0	0
DAVID LANGHORST DIRECTOR	3 00	X						0	0	0
MARY VAN KERREBROOK DIRECTOR	3 00	X						0	0	0
SHARON DARNOV DIRECTOR	3 00	X						0	0	0
LARRY J SCHWEIGER PRESIDENT - NWF	40 00			X				339,240	0	23,599
JAIME B MATYAS CHIEF OPERATING OFFICER	40 00			X				227,297	0	26,857
DULCE M GOMEZ-ZORMELO TREASURER - NWF	40 00			X				168,479	0	22,635
JOHN E ASHLEY JR ASSISTANT TREASURER - NWF	40 00			X				22,836	0	1,577
BARBARA G MCINTOSH SECRETARY - NWF	40 00			X				166,615	0	9,154
JULIE BLESSYN DAVIS ASSISTANT SECRETARY - NWF	40 00			X				133,427	0	12,280
DAN T CHU VP OF AFFILIATE & REG'L STRATEGIC	40 00				X			166,116	0	21,817
KEVIN J COYLE VP OF EDUCATION	40 00				X			168,295	0	22,053
JAMES S LYON VP OF CONSERVATION POLICY	40 00				X			161,378	0	18,213
JEREMY I SYMONS VP-CONSERVATION/EDUCATION PROGRAMS	40 00				X			192,102	0	22,711
ANDREW P BUCHSBAUM REGIONAL EXEC DIR-GREAT LAKES	40 00					X		168,592	0	11,246
MONICA M COLLINS VP OF DEVELOPMENT	40 00					X		149,156	0	9,683

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			
EDWARD J COLEMAN GM PRODUCT & SUPPORT	40 00					X		143,175	0	15,456
MERI-MARGARET DEOUDES VP OF STRAT ALLIANCES/SPECIAL EVENTS	40 00					X		137,286	0	16,035
CURTIS FISHER REGIONAL EXECUTIVE DIR NORTHEASTERN REGION	40 00					X		128,599	0	16,684