

990

Return of Organization Exempt From Income Tax

OMB No. 1545-

0047 2023

Open to Public Inspection

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations) Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

Department of the Treasury Internal Revenue Service

A For the 2023 calendar year, or tax year beginning 01-01-2023, and ending 12-31-2023

- B Check if applicable: Address change, Name change, Initial return, Final return/terminated, Amended return, Application pending

C Name of organization: NATIONAL GEOGRAPHIC SOCIETY. Doing business as. Number and street (or P.O. box if mail is not delivered to street address): 1145 17TH ST NW. Room/suite. City or town, state or province, country, and ZIP or foreign postal code: WASHINGTON, DC 200364688

D Employer identification number: 53-0193519. E Telephone number: (202) 857-7000. G Gross receipts \$ 949,969,748

F Name and address of principal officer: Jill Tiefenthaler, 1145 17TH ST NW, WASHINGTON, DC 200364688

H(a) Is this a group return for subordinates? No. H(b) Are all subordinates included? No. H(c) Group exemption number

I Tax-exempt status: 501(c)(3)

J Website: nationalgeographic.org

K Form of organization: Corporation

L Year of formation: 1888. M State of legal domicile: DC

Part I Summary

Table with 3 main sections: 1. Briefly describe the organization's mission... 2. Check this box if the organization discontinued its operations... 3-7b. Financial summary table with columns for Prior Year and Current Year. 8-12. Revenue table. 13-19. Expenses table. 20-22. Net Assets or Fund Balances table.

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 Darien Wright CFO, Date 2024-05-10

Paid Preparer Use Only: Print/Type preparer's name, Preparer's signature, Date 2021-11-12, Check if self-employed, PTIN P01871563, Firm's name BDO LLP, Firm's EIN 13-5381590, Firm's address 12505 Park Potomac Ave, Potomac, MD 20854, Phone no. (301) 385-2516

May the IRS discuss this return with the preparer shown above? See Instructions. Yes No

Part III Statement of Program Service Accomplishments

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

1 Briefly describe the organization's mission:

To increase and diffuse geographic knowledge in the broadest sense, using the power of science, exploration, education and storytelling to illuminate and protect the wonder of the world.

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

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

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

If "Yes," describe these changes on Schedule O.

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

4a (Code:) (Expenses \$ **74,122,532** including grants of \$ **6,669,529**) (Revenue \$ **2,447,582**)
 STORYTELLING AND OUTREACH The Storytelling team oversees the Society's grant making efforts in photography, journalism, film, immersive media, podcasts and other media. Its programs also support capacity building, ambitious media projects for impact and efforts to amplify voices historically underrepresented in the media. Storytelling and Outreach program descriptions continued on Sch. O.

4b (Code:) (Expenses \$ **66,034,452** including grants of \$ **25,430,237**) (Revenue \$ **331,910**)
 Science & Innovation The Science & Innovation team oversees the Society's grantmaking efforts in science, conservation and technology, develops and manages major programs, and establishes programmatic partnerships with like-minded non-governmental organizations (NGOs). Science & Innovation Program descriptions continued on Sch. O

4c (Code:) (Expenses \$ **21,263,963** including grants of \$ **2,770,780**) (Revenue \$ **346,479**)
 NATIONAL GEOGRAPHIC EDUCATION PROGRAMS National Geographic's Education division amplifies and extends the work of Explorers into classrooms, communities, and with young people to illuminate and protect the wonder of our world. We work to build an Explorer mindset - the attitudes, skills, and knowledge that NGS Explorers use to find solutions to the world's most challenging problems - by designing learning resources and other solutions, live interactions with Explorers, and Explorer-focused experiences that support Explorers' impact. We build strategic and impact partnerships, GIS modules, education-focused grants, and support research, knowledge creation, and skill development to diverse audiences. Continued on Sch. O Education Program Descriptions

(Code:) (Expenses \$ **0** including grants of \$ **0**) (Revenue \$ **97,334**)
 In 2023, miscellaneous program activity included a continuing sustainability initiative and impact investing. Continued on Sch. O Other Miscellaneous Programs.

4d Other program services (Describe in Schedule O.)
 (Expenses \$ including grants of \$) (Revenue \$ **97,334**)

4e **Total program service expenses** **161,420,947**

Part IV Checklist of Required Schedules

Table with 3 columns: Question number, Question text, Yes, No. Rows include questions 1 through 21 regarding organizational requirements and reporting.

Part IV Checklist of Required Schedules (continued)

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

Part V Statements Regarding Other IRS Filings and Tax Compliance
 Check if Schedule O contains a response or note to any line in this Part V

| | | Yes | No | |
|----|--|-----|-----|-----|
| 1a | Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable | 1a | | 470 |
| b | Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable | 1b | | 0 |
| c | Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? | 1c | Yes | |

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

Form 990 (2023) Part V Statements Regarding Other IRS Filings and Tax Compliance (continued). Includes sections 2a through 17 with various questions and input fields.

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



Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 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? 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? 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? 5 Did the organization become aware during the year of a significant diversion of the organization's assets? 6 Did the organization have members or stockholders? 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? 7b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: 8a The governing body? 8b Each committee with authority to act on behalf of the governing body? 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O.

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

Table with 3 columns: Question, Yes, No. Rows include: 10a Did the organization have local chapters, branches, or affiliates? 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? 11b Describe on Schedule O the process, if any, used by the organization to review this Form 990. 12a Did the organization have a written conflict of interest policy? If "No," go to line 13 12b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? 12c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done 13 Did the organization have a written whistleblower policy? 14 Did the organization have a written document retention and destruction policy? 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 15b Other officers or key employees of the organization If "Yes" to line 15a or 15b, describe the process on 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? 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

Table with 3 columns: Question, Yes, No. Rows include: 17 List the states with which a copy of this Form 990 is required to be filed AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY 18 Section 6104 requires an organization to make its Form 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. Own website Another's website Upon request Other (explain in Schedule O) 19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year. 20 State the name, address, and telephone number of the person who possesses the organization's books and records: Darien Wright 1145 17TH ST NW WASHINGTON, DC 200364688 (202) 807-7000

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

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

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

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

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

- List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.

- List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

See the instructions for the order in which to list the persons above.

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

| (A) Name and title | (B) Average hours per week (list any hours for related organizations below dotted line) | (C) Position (do not check more than one box, unless person is both an officer and a director/trustee) | | | | | (D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC) | (E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC) | (F) Estimated amount of other compensation from the organization and related organizations |
|---|--|---|------------------------|---------|--------------|------------------------------|---|--|---|
| | | Individual trustee or director | Institutional Trustee; | Officer | Key employee | Highest compensated employee | | | |
| (1) Jill Tiefenthaler CEO | 45.0 | X | | X | | | 1,351,593 | 0 | 26,408 |
| (2) Afsaneh Beschloss Trustee | 4.0 | X | | | | | 0 | 0 | 0 |
| (3) Angel Cabrera TRUSTEE | 4.0 | X | | | | | 0 | 0 | 0 |
| (4) ANTHONY A WILLIAMS TRUSTEE | 4.0 | X | | | | | 0 | 0 | 0 |
| (5) Beth Comstock Trustee | 4.0 | X | | | | | 0 | 0 | 0 |
| (6) BRENDAN P BECHTEL TRUSTEE | 4.0 | X | | | | | 0 | 0 | 0 |
| (7) Claudia Madrazo Trustee | 4.0 | X | | | | | 0 | 0 | 0 |
| (8) Deborah Lehr Trustee | 4.0 | X | | | | | 0 | 0 | 0 |
| (9) Dina Powell McCormick Trustee | 4.0 | X | | | | | 0 | 0 | 0 |
| (10) ELLEN R STOFAN TRUSTEE | 4.0 | X | | | | | 0 | 0 | 0 |
| (11) FREDERICK J RYAN JR TRUSTEE | 4.0 | X | | | | | 0 | 0 | 0 |
| (12) GEORGE MUNOZ TRUSTEE | 4.0 | X | | | | | 0 | 0 | 0 |
| (13) JEAN CASE Chairman | 4.0 | X | | | | | 0 | 0 | 0 |
| (14) JOSEPH M DESIMONE TRUSTEE | 4.0 | X | | | | | 0 | 0 | 0 |
| (15) Katherine Bradley Vice Chairman | 4.0 | X | | | | | 0 | 0 | 0 |
| (16) Kevin J Maroni Trustee | 4.0 | X | | | | | 0 | 0 | 0 |
| (17) Mark Moore Trustee | 4.0 | X | | | | | 0 | 0 | 0 |

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

| (A) Name and title | (B) Average hours per week (list any hours for related organizations below dotted line) | (C) Position (do not check more than one box, unless person is both an officer and a director/trustee) | | | | | (D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC) | (E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC) | (F) Estimated amount of other compensation from the organization and related organizations |
|---|--|---|-----------------------|---------|--------------|------------------------------|---|--|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | | | |
| (18) Nancy Pfund Trustee | 4.0X | X | | | | | 0 | 0 | 0 |
| (19) Paula Kahumbu Trustee | 4.0X | X | | | | | 0 | 0 | 0 |
| (20) RAJIV SHAH TRUSTEE | 4.0X | X | | | | | 0 | 0 | 0 |
| (21) Strive Masiyiwa TRUSTEE | 4.0X | X | | | | | 0 | 0 | 0 |
| (22) MICHAEL ULICA PRESIDENT/COO/TREASURER | 45.0 | | | X | | | 832,955 | 0 | 663,501 |
| (23) Robert Young CFO | 45.0 | | | X | | | 403,421 | 0 | 118,379 |
| (24) Sumeet Seam Chief Legal Officer | 45.0 | | | X | | | 567,735 | 0 | 25,169 |
| (25) Crystal Brown Chief Communications Officer | 45.0 | | | | X | | 573,984 | 0 | 3,159 |
| (26) Deborah Grayson Chief Education Officer | 45.0 | | | | X | | 396,083 | 0 | 9,817 |
| (27) Ian Miller Chief Science & Innovation Officer | 45.0 | | | | X | | 526,180 | 0 | 18,753 |
| (28) Jason Southern Chief Technology Officer | 45.0 | | | | X | | 368,518 | 0 | 24,193 |
| (29) Kara Ramirez Mullins Chief Advancement Officer | 45.0 | | | | X | | 602,736 | 0 | 24,076 |
| (30) Kim Waldron Chief of Staff & Program Alignment | 45.0 | | | | X | | 402,023 | 0 | 18,121 |
| (31) Mara Dell Chief Human Resources Officer | 45.0 | | | | X | | 458,525 | 0 | 14,530 |
| (32) Shannon Bartlett Chief Diversity, Equity, & Inclusion Officer | 45.0 | | | | X | | 323,620 | 0 | 23,979 |
| (33) Alex Moen Chief Explorer & Engagement Officer | 45.0 | | | | | X | 374,095 | 0 | 25,632 |
| (34) Enric Sala Explorer in Residence | 45.0 | | | | | X | 428,809 | 0 | 10,422 |
| (35) John Coombe Director, Investments | 45.0 | | | | | X | 352,648 | 0 | 2,255 |
| (36) Kaitlin Yarnall Chief Storytelling Officer & SVP | 45.0 | | | | | X | 380,434 | 0 | 25,708 |
| (37) Kristi Craig Chief Investment Officer | 45.0 | | | | | X | 956,383 | 0 | 24,918 |
| (38) FRANK BORMAN TRUSTEE EMERITUS | | | | | | X | 11,917 | 0 | 0 |
| 1b Sub-Total | | | | | | | | | |
| 1c Total from continuation sheets to Part VII, Section A | | | | | | | | | |
| 1d Total (add lines 1b and 1c) | | | | | | 9,311,659 | 0 | 1,059,020 | |

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 **213**

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

Section B. Independent Contractors

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

| (A) Name and business address | (B) Description of services | (C) Compensation |
|--|-------------------------------------|---------------------|
| HITT Contracting Inc 2900 Fairview Park Dr Falls Church, VA 22042 | CONSTRUCTION | 26,752,379 |
| HBP Inc 952 Frederick St Hagerstown, MD 21740 | FUNDRAISING | 5,896,135 |
| Digital Velocity Partners LLC 10 Glebe Place London SW35LB AE | IT SERVICES/CONSULTING | 3,734,683 |
| Hickok Cole Architects Inc 301 N St NE Suite 300 Washington, DC 20002 | ARCHITECTURE | 3,392,344 |
| The Wild Bird Trust 20 Loch Ave Parktown 2193 SF | WILDLIFE CONSERVATION MANAGEMENT | 3,023,596 |

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 **172**

Part VIII Statement of Revenue

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

| | (A) Total revenue | (B) Related or exempt function revenue | (C) Unrelated business revenue | (D) Revenue excluded from tax under sections 512 - 514 |
|---|----------------------|--|---|--|
| Contributions, Gifts, Grants, and Other Amt Similar Amounts | | | | |
| 1a Federated campaigns | | 1a | | |
| b Membership dues | | 1b | | |
| c Fundraising events | | 1c | | |
| d Related organizations | | 1d | | |
| e Government grants (contributions) | | 1e | 148,519 | |
| f All other contributions, gifts, grants, and similar amounts not included above | | 1f | 91,055,577 | |
| g Noncash contributions included in lines 1a - 1f:\$ | | 1g | 5,493,656 | |
| h Total. Add lines 1a-1f | | | | 91,204,096 |

| Program Service Revenue | | Business Code | | | | |
|---|--|---------------|-----------|-----------|-----|-----|
| | | | (A) | (B) | (C) | (D) |
| 2a Storytelling & Outreach | | 900004 | 2,447,582 | 2,447,582 | | |
| b Education | | 900004 | 346,479 | 346,479 | | |
| c Science & Innovation | | 900004 | 331,910 | 331,910 | | |
| d Other misc. programs | | 900004 | 97,334 | 97,334 | | |
| e | | | | | | |
| f All other program service revenue. | | | 0 | 0 | 0 | 0 |
| g Total. Add lines 2a-2f. | | | 3,223,305 | | | |

| Other Revenue | | | | (A) | (B) | (C) | (D) |
|--|---|----------------|---------------|-------------|-----------|---------|-------------|
| | | (i) Real | (ii) Personal | | | | |
| 3 Investment income (including dividends, interest, and other similar amounts) | | | | 39,504,672 | | 150,000 | 39,354,672 |
| 4 Income from investment of tax-exempt bond proceeds | | | | | | | |
| 5 Royalties | | | | 24,295,686 | | | 24,295,686 |
| 6a Gross rents | 6a | (i) Real | (ii) Personal | | | | |
| | | 19,874,976 | | | | | |
| | b Less: rental expenses | 6b | | 26,319,996 | | | |
| c Rental income or (loss) | 6c | | | -6,445,020 | 0 | | |
| d Net rental income or (loss) | | | | -6,445,020 | | | -6,445,020 |
| 7a Gross amount from sales of assets other than inventory | 7a | (i) Securities | (ii) Other | | | | |
| | | 771,867,013 | | | | | |
| | b Less: cost or other basis and sales expenses | 7b | | 691,668,584 | | | |
| c Gain or (loss) | 7c | | | 80,198,429 | 0 | | |
| d Net gain or (loss) | | | | 80,198,429 | | | 80,198,429 |
| 8a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18 | 8a | | | | | | |
| | b Less: direct expenses | 8b | | | | | |
| c Net income or (loss) from fundraising events | | | | | | | |
| 9a Gross income from gaming activities. See Part IV, line 19 | 9a | | | | | | |
| | b Less: direct expenses | 9b | | | | | |
| c Net income or (loss) from gaming activities | | | | | | | |
| 10a Gross sales of inventory, less returns and allowances | 10a | | | | | | |
| | b Less: cost of goods sold | 10b | | | | | |
| c Net income or (loss) from sales of inventory | | | | | | | |
| 11a Other Revenue Misc Amt | | Business Code | | | | | |
| | b | | | | | | |
| | c | | | | | | |
| | d All other revenue | | | 0 | 0 | 0 | 0 |
| e Total. Add lines 11a-11d | | | | 0 | | | |
| 12 Total revenue. See instructions | | | | 231,981,168 | 3,223,305 | 150,000 | 137,403,767 |

Part IX Statement of Functional Expenses

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

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

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.

| | (A) Total expenses | (B) Program service expenses | (C) Management and general expenses | (D) Fundraising expenses |
|--|-----------------------|---------------------------------|--|-----------------------------|
| 1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 | 8,218,299 | 8,218,299 | | |
| 2 Grants and other assistance to domestic individuals. See Part IV, line 22 | 6,249,013 | 6,249,013 | | |
| 3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16. | 20,403,234 | 20,403,234 | | |
| 4 Benefits paid to or for members | | | | |
| 5 Compensation of current officers, directors, trustees, and key employees | 7,160,010 | 5,351,742 | 1,678,227 | 130,041 |
| 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 | 56,862,729 | 42,501,983 | 13,327,995 | 1,032,751 |
| 8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions) | 2,161,783 | 1,615,822 | 506,698 | 39,263 |
| 9 Other employee benefits | 8,474,684 | 6,334,393 | 1,986,372 | 153,919 |
| 10 Payroll taxes | 5,011,794 | 3,746,060 | 1,174,709 | 91,025 |
| 11 Fees for services (non-employees): | | | | |
| a Management | | | | |
| b Legal | 795,675 | 615,609 | 125,508 | 54,558 |
| c Accounting | 474,554 | | 474,554 | |
| d Lobbying | 4,467 | 4,467 | | |
| e Professional fundraising services. See Part IV, line 17 | 5,453,356 | | | 5,453,356 |
| f Investment management fees | 6,238,338 | 4,739,889 | 1,236,439 | 262,010 |
| g Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O) | 0 | 0 | 0 | 0 |
| 12 Advertising and promotion | | | | |
| 13 Office expenses | 1,665,197 | 1,288,354 | 262,664 | 114,179 |
| 14 Information technology | 2,199,195 | 1,927,811 | 189,158 | 82,226 |
| 15 Royalties | | | | |
| 16 Occupancy | 5,333,060 | 904,000 | 4,328,060 | 101,000 |
| 17 Travel | 8,202,128 | 6,718,100 | 494,676 | 989,352 |
| 18 Payments of travel or entertainment expenses for any federal, state, or local public officials | | | | |
| 19 Conferences, conventions, and meetings | 262,088 | 202,776 | 41,341 | 17,971 |
| 20 Interest | 5,069,459 | 3,922,213 | 799,644 | 347,602 |
| 21 Payments to affiliates | | | | |
| 22 Depreciation, depletion, and amortization | 5,254,000 | 776,000 | 4,411,000 | 67,000 |
| 23 Insurance | 1,591,302 | 1,231,182 | 251,008 | 109,112 |
| 24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.) | | | | |
| a Programming and Marketing Costs | 15,465,000 | 10,458,000 | 5,007,000 | 0 |
| b Professional Fees | 40,120,000 | 34,212,000 | 5,908,000 | 0 |
| c Other | 67,872 | | | 67,872 |
| d | | | | |
| e All other expenses | 0 | 0 | 0 | 0 |
| 25 Total functional expenses. Add lines 1 through 24e | 212,737,237 | 161,420,947 | 42,203,053 | 9,113,237 |
| 26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720). | 14,940,114 | 6,884,142 | 5,799,760 | 2,256,212 |

Part X Balance Sheet

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

| | | (A) Beginning of year | | (B) End of year |
|---|--|--------------------------|---------------|--------------------|
| Assets | 1 Cash-non-interest-bearing | 74,546,829 | 1 | 74,435,917 |
| | 2 Savings and temporary cash investments | | 2 | |
| | 3 Pledges and grants receivable, net | 32,384,454 | 3 | 60,222,514 |
| | 4 Accounts receivable, net | 10,244,615 | 4 | 9,200,692 |
| | 5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons | 0 | 5 | 0 |
| | 6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B) | 0 | 6 | 0 |
| | 7 Notes and loans receivable, net | 17,795,000 | 7 | 14,870,000 |
| | 8 Inventories for sale or use | 162,929 | 8 | 36,985 |
| | 9 Prepaid expenses and deferred charges | 7,501,225 | 9 | 7,234,931 |
| | 10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D | 215,454,529 | | |
| | b Less: accumulated depreciation | 94,895,354 | | |
| | 11 Investments—publicly traded securities | 518,927,000 | 11 | 470,438,000 |
| | 12 Investments—other securities. See Part IV, line 11 | 1,030,479,540 | 12 | 1,105,656,215 |
| | 13 Investments—program-related. See Part IV, line 11 | 0 | 13 | |
| | 14 Intangible assets | | 14 | |
| | 15 Other assets. See Part IV, line 11 | 9,557,492 | 15 | 10,076,367 |
| 16 Total assets: Add lines 1 through 15 (must equal line 33) | 1,790,673,716 | 16 | 1,872,730,796 | |
| Liabilities | 17 Accounts payable and accrued expenses | 25,248,074 | 17 | 26,759,198 |
| | 18 Grants payable | 3,923,580 | 18 | 4,325,331 |
| | 19 Deferred revenue | 2,473,511 | 19 | 2,033,848 |
| | 20 Tax-exempt bond liabilities | | 20 | |
| | 21 Escrow or custodial account liability. Complete Part IV of Schedule D | | 21 | |
| | 22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons | 0 | 22 | 0 |
| | 23 Secured mortgages and notes payable to unrelated third parties | | 23 | |
| | 24 Unsecured notes and loans payable to unrelated third parties | 250,000,000 | 24 | 250,000,000 |
| | 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 | 41,212,123 | 25 | 37,072,732 |
| | 26 Total liabilities. Add lines 17 through 25 | 322,857,288 | 26 | 320,191,109 |
| Net Assets or Fund Balances | Organizations that follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 27, 28, 32, and 33. | | | |
| | 27 Net assets without donor restrictions | 1,258,742,419 | 27 | 1,310,796,869 |
| | 28 Net assets with donor restrictions | 209,074,009 | 28 | 241,742,818 |
| | Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33. | | | |
| | 29 Capital stock or trust principal, or current funds | | 29 | |
| | 30 Paid-in or capital surplus, or land, building or equipment fund | | 30 | |
| | 31 Retained earnings, endowment, accumulated income, or other funds | | 31 | |
| | 32 Total net assets or fund balances | 1,467,816,428 | 32 | 1,552,539,687 |
| | 33 Total liabilities and net assets/fund balances | 1,790,673,716 | 33 | 1,872,730,796 |

Part XI Reconciliation of Net Assets

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

| | | | |
|-----------|--|-----------|---------------|
| 1 | Total revenue (must equal Part VIII, column (A), line 12) | 1 | 231,981,168 |
| 2 | Total expenses (must equal Part IX, column (A), line 25) | 2 | 212,737,237 |
| 3 | Revenue less expenses. Subtract line 2 from line 1 | 3 | 19,243,931 |
| 4 | Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A)) | 4 | 1,467,816,428 |
| 5 | Net unrealized gains (losses) on investments | 5 | 62,040,572 |
| 6 | Donated services and use of facilities | 6 | |
| 7 | Investment expenses | 7 | |
| 8 | Prior period adjustments | 8 | |
| 9 | Other changes in net assets or fund balances (explain in Schedule O) | 9 | 3,438,756 |
| 10 | Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (A)) | 10 | 1,552,539,687 |

Part XII Financial Statements and Reporting

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

| | | Yes | No |
|-----------|---|-----|----|
| 1 | Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O. | | |
| 2a | Were the organization's financial statements compiled or reviewed by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis | | No |
| b | Were the organization's financial statements audited by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis | Yes | |
| c | If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O. | Yes | |
| 3a | As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F? | | No |
| 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. | | |

Additional Data

Return to Form

Software ID: 23017437

Software Version: 2023v5.0

Form 990, Special Condition Description:

Special Condition Description

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ **Attach to Form 990 or Form 990-EZ.**

▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number
53-0193519

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 12, check only one box.)

- 1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
- 2 A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990).)
- 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 agricultural research organization described in **170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land grant college of agriculture. See instructions. Enter the name, city, and state of the college or university: _____
- 10 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.)
- 11 An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
- 12 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 on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
 - a **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
 - b **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
 - c **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
 - d **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
 - e Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
 - f Enter the number of supported organizations _____
 - g Provide the following information about the supported organization(s).

| (i) Name of supported organization | (ii) EIN | (iii) Type of organization (described on lines 1- 10 above (see instructions)) | (iv) Is the organization listed in your governing document? | | (v) Amount of monetary support (see instructions) | (vi) Amount of other support (see instructions) |
|------------------------------------|----------|--|---|----|---|---|
| | | | Yes | No | | |
| | | | | | | |
| | | | | | | |
| Total | | | | | | |

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

Section A. Public Support

| Calendar year (or fiscal year beginning in) ▶ | (a) 2018 | (b) 2019 | (c) 2020 | (d) 2021 | (e) 2022 | (f) Total |
|--|------------|------------|------------|------------|------------|-------------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grant.") . . . | 33,502,124 | 20,599,591 | 52,344,649 | 74,952,274 | 91,204,096 | 272,602,734 |
| 2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf | | | | | | 0 |
| 3 The value of services or facilities furnished by a governmental unit to the organization without charge.. | | | | | | 0 |
| 4 Total. Add lines 1 through 3 | 33,502,124 | 20,599,591 | 52,344,649 | 74,952,274 | 91,204,096 | 272,602,734 |
| 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) . . . | | | | | | 16,587,635 |
| 6 Public support. Subtract line 5 from line 4. | | | | | | 256,015,099 |

Section B. Total Support

| Calendar year (or fiscal year beginning in) ▶ | (a) 2018 | (b) 2019 | (c) 2020 | (d) 2021 | (e) 2022 | (f) Total |
|---|------------|------------|------------|------------|-------------|-------------|
| 7 Amounts from line 4. | 33,502,124 | 20,599,591 | 52,344,649 | 74,952,274 | 91,204,096 | 272,602,734 |
| 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources | 87,112,402 | 79,279,835 | 96,292,362 | 98,188,558 | 115,588,486 | 476,461,643 |
| 9 Net income from unrelated business activities, whether or not the business is regularly carried on. | 0 | 0 | 0 | 0 | 0 | 0 |
| 10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) | 0 | 0 | 0 | 0 | 0 | 0 |
| 11 Total support. Add lines 7 through 10 | | | | | | 749,064,377 |

12 Gross receipts from related activities, etc. (see instructions) **12** 27,642,914

13 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here**

Section C. Computation of Public Support Percentage

| | | |
|--|-----------|---------|
| 14 Public support percentage for 2023 (line 6, column (f) divided by line 11, column (f)) | 14 | 34.18 % |
| 15 Public support percentage for 2022 Schedule A, Part II, line 14 | 15 | 31.80 % |

- 16a 33 1/3% support test—2023.** 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—2022.** If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization
- 17a 10%-facts-and-circumstances test—2023.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization
- b 10%-facts-and-circumstances test—2022.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization
- 18 Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions

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

(Complete only if you checked the box on line 10 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

Table with 7 columns: (a) 2019, (b) 2020, (c) 2021, (d) 2022, (e) 2023, (f) Total. Rows include: 1 Gifts, grants, contributions, and membership fees received; 2 Gross receipts from admissions, merchandise sold or services performed; 3 Gross receipts from activities that are not an unrelated trade or business; 4 Tax revenues levied for the organization's benefit; 5 The value of services or facilities furnished by a governmental unit; 6 Total; 7a Amounts included on lines 1, 2, and 3 received from disqualified persons; 7b Amounts included on lines 2 and 3 received from other than disqualified persons; 8 Public support.

Section B. Total Support

Table with 7 columns: (a) 2019, (b) 2020, (c) 2021, (d) 2022, (e) 2023, (f) Total. Rows include: 9 Amounts from line 6; 10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources; 10b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975; 11 Net income from unrelated business activities not included on line 10b; 12 Other income; 13 Total support; 14 First 5 years.

Section C. Computation of Public Support Percentage

Table with 2 columns: Description, Percentage. Row 15: Public support percentage for 2023 (line 8, column (f) divided by line 13, column (f)). Row 16: Public support percentage from 2022 Schedule A, Part III, line 15.

Section D. Computation of Investment Income Percentage

Table with 2 columns: Description, Percentage. Row 17: Investment income percentage for 2023 (line 10c, column (f) divided by line 13, column (f)). Row 18: Investment income percentage from 2022 Schedule A, Part III, line 17.

19a 33 1/3% support tests—2023. 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—2022. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization.

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

Part IV Supporting Organizations

(Complete only if you checked a box on line 12 of Part I. If you checked box 12a, of Part I, complete Sections A and B. If you checked box 12b, of Part I, complete Sections A and C. If you checked box 12c, of Part I, complete Sections A, D, and E. If you checked box 12d, of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

| | | Yes | No |
|------------|---|-----|----|
| 1 | Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain. | | |
| 2 | Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2). | | |
| 3a | Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer lines 3b and 3c below. | | |
| b | Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination. | | |
| c | Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use. | | |
| 4a | Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes" and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below. | | |
| b | Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations. | | |
| c | Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes. | | |
| 5a | Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in Part VI , including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document). | | |
| b | Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document? | | |
| c | Substitutions only. Was the substitution the result of an event beyond the organization's control? | | |
| 6 | Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI . | | |
| 7 | Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990). | | |
| 8 | Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? If "Yes," complete Part I of Schedule L (Form 990). | | |
| 9a | Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI . | | |
| b | Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in Part VI . | | |
| c | Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI . | | |
| 10a | Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer line 10b below. | | |
| b | Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings). | | |

Part IV Supporting Organizations (continued)

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

Section B. Type I Supporting Organizations

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

Section C. Type II Supporting Organizations

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

Section D. All Type III Supporting Organizations

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

Section E. Type III Functionally-Integrated Supporting Organizations

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

- a** The organization satisfied the Activities Test. Complete **line 2** below.
- b** The organization is the parent of each of its supported organizations. Complete **line 3** below.
- c** The organization supported a governmental entity. Describe in **Part VI** how you supported a government entity (see instructions)

2 Activities Test. **Answer lines 2a and 2b below.**

| | | Yes | No |
|----------|--|-----|----|
| a | Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? <i>If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.</i> | | |
| b | Did the activities described on line 2a, above constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.</i> | | |

3 Parent of Supported Organizations. **Answer lines 3a and 3b below.**

| | | | |
|----------|--|--|--|
| a | Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? <i>If "Yes" or "No", provide details in Part VI.</i> | | |
| b | Did the organization exercise a substantial degree of direction over the policies, programs and activities of each of its supported organizations? <i>If "Yes," describe in Part VI. the role played by the organization in this regard.</i> | | |

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

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

Section A - Adjusted Net Income

(A) Prior Year

(B) Current Year
(optional)

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

Section B - Minimum Asset Amount

(A) Prior Year

(B) Current Year
(optional)

- | | | | |
|--|-----------|--|--|
| 1 Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year): | 1 | | |
| a Average monthly value of securities | 1a | | |
| b Average monthly cash balances | 1b | | |
| c Fair market value of other non-exempt-use assets | 1c | | |
| d Total (add lines 1a, 1b, and 1c) | 1d | | |
| e Discount claimed for blockage or other factors (<i>explain in detail in Part VI</i>): | | | |
| 2 Acquisition indebtedness applicable to non-exempt use assets | 2 | | |
| 3 Subtract line 2 from line 1d | 3 | | |
| 4 Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions). | 4 | | |
| 5 Net value of non-exempt-use assets (subtract line 4 from line 3) | 5 | | |
| 6 Multiply line 5 by 0.035 | 6 | | |
| 7 Recoveries of prior-year distributions | 7 | | |
| 8 Minimum Asset Amount (add line 7 to line 6) | 8 | | |

Section C - Distributable Amount

Current Year

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

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

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

(continued)

| Section D - Distributions | | Current Year |
|--|-----------|--------------|
| 1 Amounts paid to supported organizations to accomplish exempt purposes | 1 | |
| 2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity | 2 | |
| 3 Administrative expenses paid to accomplish exempt purposes of supported organizations | 3 | |
| 4 Amounts paid to acquire exempt-use assets | 4 | |
| 5 Qualified set-aside amounts (prior IRS approval required - provide details in Part VI) | 5 | |
| 6 Other distributions (describe in Part VI). See instructions | 6 | |
| 7 Total annual distributions. Add lines 1 through 6. | 7 | |
| 8 Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions | 8 | |
| 9 Distributable amount for 2023 from Section C, line 6 | 9 | |
| 10 Line 8 amount divided by Line 9 amount | 10 | |

| Section E - Distribution Allocations (see instructions) | (i) Excess Distributions | (ii) Underdistributions Pre-2023 | (iii) Distributable Amount for 2023 |
|--|-----------------------------|--|---|
| 1 Distributable amount for 2023 from Section C, line 6 | | | |
| 2 Underdistributions, if any, for years prior to 2023 (reasonable cause required-- explain in Part VI). See instructions. | | | |
| 3 Excess distributions carryover, if any, to 2023: | | | |
| a From 2018. | | | |
| b From 2019. | | | |
| c From 2020. | | | |
| d From 2021. | | | |
| e From 2022. | | | |
| f Total of lines 3a through e | | | |
| g Applied to underdistributions of prior years | | | |
| h Applied to 2023 distributable amount | | | |
| i Carryover from 2018 not applied (see instructions) | | | |
| j Remainder. Subtract lines 3g, 3h, and 3i from line 3f. | | | |
| 4 Distributions for 2023 from Section D, line 7: | | | |
| a Applied to underdistributions of prior years | | | |
| b Applied to 2023 distributable amount | | | |
| c Remainder. Subtract lines 4a and 4b from line 4. | | | |
| 5 Remaining underdistributions for years prior to 2023, if any. Subtract lines 3g and 4a from line 2. If the amount is greater than zero, explain in Part VI . See instructions. | | | |
| 6 Remaining underdistributions for 2023. Subtract lines 3h and 4b from line 1. If the amount is greater than zero, explain in Part VI . See instructions. | | | |
| 7 Excess distributions carryover to 2024. Add lines 3j and 4c. | | | |
| 8 Breakdown of line 7: | | | |
| a Excess from 2019. | | | |
| b Excess from 2020. | | | |
| c Excess from 2021. | | | |
| d Excess from 2022. | | | |
| e Excess from 2023. | | | |

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

Facts And Circumstances Test

| Return Reference | Explanation |
|------------------|-------------|
| | |

Additional Data

[Return to Form](#)

Software ID: 23017437

Software Version: 2023v5.0

Schedule B

Schedule of Contributors

OMB No. 1545-0047

2023

(Form 990)
Department of the Treasury
Internal Revenue Service

▶ Attach to Form 990, 990-EZ, or 990-PF.
▶ Go to www.irs.gov/Form990 for the latest information.

| | |
|---|--|
| Name of the organization NATIONAL GEOGRAPHIC SOCIETY | Employer identification number 53-0193519 |
|---|--|

Organization type (check one):

Filers of:

Section:

- Form 990 or 990-EZ
 - 501(c)() (enter number) organization
 - 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation
 - 527 political organization
- Form 990-PF
 - 501(c)(3) exempt private foundation
 - 4947(a)(1) nonexempt charitable trust treated as a private foundation
 - 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.
Note: Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or other property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

- For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33¹/₃% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ▶ \$ _____

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

Name of organization
 NATIONAL GEOGRAPHIC SOCIETY

Employer identification number
 53-0193519

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

| (a) No. | (b) Name, address, and ZIP + 4 | (c) Total contributions | (d) Type of contribution |
|------------|-----------------------------------|----------------------------|--|
| RESTRICTED | | \$ RESTRICTED | <input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.) |
| - | | \$ | <input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.) |
| - | | \$ | <input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.) |
| - | | \$ | <input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.) |
| - | | \$ | <input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.) |
| - | | \$ | <input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.) |

Name of organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number

53-0193519

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

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

| | |
|---|--|
| Name of organization NATIONAL GEOGRAPHIC SOCIETY | Employer identification number 53-0193519 |
|---|--|

Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this information once. See instructions.) ► \$ _____
 Use duplicate copies of Part III if additional space is needed.

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

Additional Data

[Return to Form](#)

Software ID: 23017437

Software Version: 2023v5.0

Political Campaign and Lobbying Activities

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

▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**
▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

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

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

| | |
|---|---|
| Name of the organization NATIONAL GEOGRAPHIC SOCIETY | Employer identification number 53-0193519 |
|---|---|

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

| | | | |
|----------|---|----|-------|
| 1 | Provide a description of the organization's direct and indirect political campaign activities in Part IV. See instructions for definition of "political campaign activities." | | |
| 2 | Political campaign activity expenditures. See instructions | \$ | _____ |
| 3 | Volunteer hours for political campaign activities. See instructions | | _____ |

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

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

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

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

| (a) Name | (b) Address | (c) EIN | (d) Amount paid from filing organization's funds. If none, enter -0-. | (e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-. |
|----------|-------------|---------|---|--|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |

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:35%;">If the amount on line 1e, column (a) or (b) is:</th> <th style="width:65%;">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 separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period

| Calendar year (or fiscal year beginning in) | (a) 2019 | (b) 2020 | (c) 2021 | (d) 2022 | (e) Total |
|--|----------|----------|----------|----------|-----------|
| 2a Lobbying nontaxable amount | | | | | |
| b Lobbying ceiling amount (150% of line 2a, column(e)) | | | | | |
| c Total lobbying expenditures | | | | | |
| d Grassroots nontaxable amount | | | | | |
| e Grassroots ceiling amount (150% of line 2d, column (e)) | | | | | |
| f Grassroots lobbying expenditures | | | | | |

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

For each "Yes" response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.

| | (a) | | (b) |
|--|-----|----|--------|
| | Yes | No | Amount |
| 1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of: | | | |
| a Volunteers? | | No | |
| 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? | | No | |
| g Direct contact with legislators, their staffs, government officials, or a legislative body? | Yes | | 4,467 |
| h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means? | | No | |
| i Other activities? | | No | |
| j Total. Add lines 1c through 1i | | | 4,467 |
| 2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)? | | No | |
| b If "Yes," enter the amount of any tax incurred under section 4912 | | | |
| c If "Yes," enter the amount of any tax incurred by organization managers under section 4912 | | | |
| d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year? | | | |

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

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

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

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

Part IV Supplemental Information

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

| Return Reference | Explanation |
|--|--|
| Schedule C, Part II-B, Line 1 DETAILED DESCRIPTION OF THE LOBBYING ACTIVITY | Enric Sala, Society Explorer in residence, met with Dominica government officials to encourage them to create a Sperm Whale Reserve in Dominica. |

Additional Data

Return to Form

Software ID: 23017437

Software Version: 2023v5.0

Supplemental Financial Statements

2022

Open to Public Inspection

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

Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

Department of the Treasury Internal Revenue Service

Name of the organization NATIONAL GEOGRAPHIC SOCIETY

Employer identification number

53-0193519

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include total number at end of year, aggregate value of contributions, grants, and end of year, and two yes/no questions about donor informed.

Part II Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

Form for Part II Conservation Easements. Includes questions about purpose of easements, number of easements, and monitoring details. Includes a table for 'Held at the End of the Year' with rows 2a, 2b, 2c, 2d.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

Form for Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Includes questions about reporting art collections and revenue/assets.

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

- 3** Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):
- a** Public exhibition
 - b** Scholarly research
 - c** Preservation for future generations
 - d** Loan or exchange programs
 - e** Other
- 4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5** During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? . . . Yes No

Part IV Escrow and Custodial Arrangements.

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

- 1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b** If "Yes," explain the arrangement in Part XIII and complete the following table:
- | | Amount |
|--|-----------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a** Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No
- b** If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" on 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 | 282,764,247 | 323,517,320 | 292,684,914 | 270,689,255 | 239,870,015 |
| b Contributions | 40,038,471 | 3,324,953 | 149,936 | 175,987 | 0 |
| c Net investment earnings, gains, and losses | 31,442,580 | -34,599,093 | 39,381,597 | 33,664,353 | 42,908,132 |
| d Grants or scholarships | 8,027,557 | 8,158,560 | 7,715,115 | 7,970,409 | 4,964,476 |
| e Other expenditures for facilities and programs | 1,505,815 | 954,674 | 878,588 | 1,300,173 | 912,042 |
| f Administrative expenses | 332,988 | 365,699 | 105,424 | 2,574,099 | 6,212,374 |
| g End of year balance | 344,378,938 | 282,764,247 | 323,517,320 | 292,684,914 | 270,689,255 |

- 2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a** Board designated or quasi-endowment ▶ 56.14 %
 - b** Permanent endowment ▶ 22.8 %
 - c** Term endowment ▶ 21.06 %
- The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i)** Unrelated organizations
- (ii)** Related organizations

| | Yes | No |
|---------------|-----|----|
| 3a(i) | | No |
| 3a(ii) | | No |
| 3b | | |

- b** If "Yes" on 3a(ii), are the related organizations listed as required on Schedule R?
- 4** Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

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

| Description of property | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|--|--------------------------------------|---------------------------------|------------------------------|----------------|
| 1a Land | | 2,906,296 | | 2,906,296 |
| b Buildings | | 134,729,753 | 86,248,990 | 48,480,763 |
| c Leasehold improvements | | 1,268,000 | 1,268,000 | 0 |
| d Equipment | | 9,099,005 | 7,070,099 | 2,028,906 |
| e Other | | 67,451,475 | 308,265 | 67,143,210 |
| Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) . . . ▶ | | | | 120,559,175 |

Part VII Investments - Other Securities.

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

| (a) Description of security or category (including name of security) | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------------|--|
| (1) Financial derivatives | | |
| (2) Closely-held equity interests | 353,695,000 | F |
| (3) Other _____ | | |
| (A) HEDGE FUNDS | 405,291,000 | F |
| (B) REAL EST. INVEST. TRUSTS | 267,000 | F |
| (C) MONEY MARKET FUNDS | 158,032,000 | F |
| (D) 100% SUB NGSP, Inc. | 0 | C |
| (E) INVESTMENT - DEFERRED COMPENSATION | 1,475,065 | F |
| (F) MORTGAGE-BACKED SECURITIES | 429,000 | F |
| (G) FIXED-INCOME OBLIGATIONS | 185,334,000 | F |
| (H) COMMODITIES | 0 | F |
| (I) Other Direct Investments | 1,133,150 | C |
| Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.) | 1,105,656,215 | |

Part VIII Investments - Program Related.

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

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

Part IX Other Assets.

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

| (a) Description | (b) Book value |
|--|----------------|
| (1) | |
| (2) | |
| (3) | |
| (4) | |
| (5) | |
| (6) | |
| (7) | |
| (8) | |
| (9) | |
| Total. (Column (b) must equal Form 990, Part X, col.(B) line 15.) | |

Part X Other Liabilities.

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

| 1. (a) Description of liability | (b) Book value |
|--|-------------------|
| (1) Federal income taxes | |
| PENSION/POSTRETIREMENT BENEFITS | 13,548,205 |
| CHARITABLE GIFT ANNUITIES | 9,896,761 |
| DEFERRED COMPENSATION | 1,475,066 |
| TRUSTEE EMERITUS PAYABLE | 0 |
| Due to Affiliate | 9,886 |
| Refundable advances | 12,142,814 |
| OTHER | 0 |
| Total. (Column (b) must equal Form 990, Part X, col.(B) line 25.) | 37,072,732 |

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

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

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

| | | | | |
|----------|--|-----------|-----------|--|
| 1 | Total revenue, gains, and other support per audited financial statements | | 1 | |
| 2 | Amounts included on line 1 but not on Form 990, Part VIII, line 12: | | | |
| a | Net unrealized gains (losses) on investments | 2a | | |
| b | Donated services and use of facilities | 2b | | |
| c | Recoveries of prior year grants | 2c | | |
| d | Other (Describe in Part XIII.) | 2d | | |
| e | Add lines 2a through 2d | | 2e | |
| 3 | Subtract line 2e from line 1 | | 3 | |
| 4 | Amounts included on Form 990, Part VIII, line 12, but not on line 1: | | | |
| a | Investment expenses not included on Form 990, Part VIII, line 7b | 4a | | |
| b | Other (Describe in Part XIII.) | 4b | | |
| c | Add lines 4a and 4b | | 4c | |
| 5 | Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.) | | 5 | |

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

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

| | | | | |
|----------|---|-----------|-----------|--|
| 1 | Total expenses and losses per audited financial statements | | 1 | |
| 2 | Amounts included on line 1 but not on Form 990, Part IX, line 25: | | | |
| a | Donated services and use of facilities | 2a | | |
| b | Prior year adjustments | 2b | | |
| c | Other losses | 2c | | |
| d | Other (Describe in Part XIII.) | 2d | | |
| e | Add lines 2a through 2d | | 2e | |
| 3 | Subtract line 2e from line 1 | | 3 | |
| 4 | Amounts included on Form 990, Part IX, line 25, but not on line 1: | | | |
| a | Investment expenses not included on Form 990, Part VIII, line 7b | 4a | | |
| b | Other (Describe in Part XIII.) | 4b | | |
| c | Add lines 4a and 4b | | 4c | |
| 5 | Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.) | | 5 | |

Part XIII Supplemental Information

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

| Return Reference | Explanation |
|---|---|
| Schedule D, Part III, Line 4 Collections of art - description of collections | The Society's image collection contains illustrations, photographic negatives and digital files taken over the past 130+ years by photographers on assignment for the Society. The museum also maintains artifacts donated to or collected by the Society over its 130+ year history. A rare book collection of approximately 1,300 volumes covering topics such as natural history, polar history and climate, and the history of early travel and exploration is maintained within the Society's research and reference library. This collection is made available to scholars and researchers. |
| Schedule D, Part V, Line 4 Intended uses of endowment funds | Fund for Exploration--to be used to support research, exploration and conservation. Buffet Funds--to be used to support conservation in Africa and Latin America, as well as programs for Big Cats. Foundation Funds--to be used to support geography education. |

Additional Data

[Return to Form](#)

Software ID: 23017437

Software Version: 2023v5.0

**SCHEDULE F
(Form 990)**

Statement of Activities Outside the United States

OMB No. 1545-0047

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

▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

2023

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number

53-0193519

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

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

| (a) Region | (b) Number of offices in the region | (c) Number of employees, agents, and independent contractors in the region | (d) Activities conducted in region (by type) (such as fundraising, program services, investments, grants to recipients located in the region) | (e) If activity listed in (d) is a program service, describe specific type of service(s) in the region | (f) Total expenditures for and investments in the region |
|---|-------------------------------------|--|---|--|--|
| (1) Central America and the Caribbean | 0 | 0 | Program Services | Royalties, fees for service | 3,423,908 |
| (2) East Asia and the Pacific | 1 | 2 | Program Services | Royalties, fees for service | 1,327,363 |
| (3) Europe (Including Iceland and Greenland) | 0 | 3 | Program Services | Royalties, fees for service | 5,945,938 |
| (4) Middle East and North Africa | 0 | 0 | Program Services | Royalties, fees for service | 193,909 |
| (5) North America (Canada & Mexico only) | 0 | 1 | Program Services | Royalties, fees for service | 5,588,960 |
| (6) Russia and Neighboring States | 0 | 0 | Program Services | Royalties, fees for service | 1,317 |
| (7) South America | 0 | 1 | Program Services | Royalties, fees for service | 3,359,094 |
| (8) South Asia | 0 | 0 | Program Services | Royalties, fees for service | 73,858 |
| (9) Sub-Saharan Africa | 0 | 1 | Program Services | Royalties, fees for service | 7,329,006 |
| (10) Central America and the Caribbean | 0 | 0 | Grantmaking | | 193,087 |
| (11) East Asia and the Pacific | 0 | 0 | Grantmaking | | 1,268,065 |
| (12) Europe (Including Iceland and Greenland) | 0 | 0 | Grantmaking | | 3,722,773 |
| (13) Middle East and North Africa | 0 | 0 | Grantmaking | | 363,299 |
| (14) North America (Canada & Mexico only) | 0 | 0 | Grantmaking | | 2,340,059 |
| (15) Russia and Neighboring States | 0 | 0 | Grantmaking | | 59,745 |
| (16) South America | 0 | 0 | Grantmaking | | 2,987,184 |
| (17) South Asia | 0 | 0 | Grantmaking | | 265,300 |
| (18) Sub-Saharan Africa | 0 | 0 | Grantmaking | | 9,203,722 |
| (19) East Asia and the Pacific | 0 | 0 | Investments | | 115,459,516 |
| (20) Europe (Including Iceland and Greenland) | 0 | 0 | Investments | | 236,353,300 |
| (21) North America (Canada & Mexico only) | 0 | 0 | Investments | | 31,129,416 |
| (22) South America | 0 | 0 | Investments | | 18,373,395 |
| (23) Central America and the Caribbean | 0 | 0 | Investments | | 607,751 |
| (24) Middle East and North Africa | 0 | 0 | Investments | | 1,218,992 |
| (25) Russia and Neighboring States | 0 | 0 | Investments | | 34,700 |
| (26) South Asia | 0 | 0 | Investments | | 20,402,509 |
| (27) Sub-Saharan Africa | 0 | 0 | Investments | | 2,992,916 |
| 3a Sub-total | 1 | 8 | | | 38,177,565 |
| b Total from continuation sheets to Part I | 0 | 0 | | | 436,041,517 |
| c Totals (add lines 3a and 3b) | 1 | 8 | | | 474,219,082 |

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

| 1 | (a) Name of organization | (b) IRS code section and EIN (if applicable) | (c) Region | (d) Purpose of grant | (e) Amount of cash grant | (f) Manner of cash disbursement | (g) Amount of noncash assistance | (h) Description of noncash assistance | (i) Method of valuation (book, FMV, appraisal, other) |
|------|--------------------------|--|--|-----------------------------|--------------------------|---------------------------------|----------------------------------|---------------------------------------|---|
| (1) | | | Sub-Saharan Africa | Wildlife conservation | 250,000 | WIRE | | | |
| (2) | | | South America | Research Grant | 20,000 | WIRE | | | |
| (3) | | | Europe (Including Iceland and Greenland) | Perpetual Planet - Oceans | 267,000 | WIRE | | | |
| (4) | | | North America (Canada & Mexico only) | Perpetual Planet - Oceans | 745,280 | WIRE | | | |
| (5) | | | South America | Ocean Conservation | 50,000 | WIRE | | | |
| (6) | | | Europe (Including Iceland and Greenland) | Ocean Conservation | 19,637 | WIRE | | | |
| (7) | | | East Asia and the Pacific | Citizen Science | 5,000 | WIRE | | | |
| (8) | | | Sub-Saharan Africa | Wayfinder Awards | 112,000 | WIRE | | | |
| (9) | | | Sub-Saharan Africa | Ocean Conservation | 13,000 | WIRE | | | |
| (10) | | | South America | The Climate Pledge | 100,000 | WIRE | | | |
| (11) | | | Europe (Including Iceland and Greenland) | Research Grant | 100,000 | WIRE | | | |
| (12) | | | Europe (Including Iceland and Greenland) | Explorers At Large | 200,000 | WIRE | | | |
| (13) | | | North America (Canada & Mexico only) | Ocean Conservation | 80,000 | WIRE | | | |
| (14) | | | South America | Young Explorers | 10,000 | WIRE | | | |
| (15) | | | South America | Ocean Conservation | 245,412 | WIRE | | | |
| (16) | | | South America | Ocean Conservation | 8,532 | WIRE | | | |
| (17) | | | South America | Ocean Conservation | 120,000 | WIRE | | | |
| (18) | | | Europe (Including Iceland and Greenland) | Ocean Conservation | 19,996 | WIRE | | | |
| (19) | | | South America | Wildlife conservation | 498,887 | WIRE | | | |
| (20) | | | South America | Ocean Conservation | 120,000 | WIRE | | | |
| (21) | | | Sub-Saharan Africa | Research Grant | 9,971 | WIRE | | | |
| (22) | | | Europe (Including Iceland and Greenland) | Storytelling grant | 325,800 | WIRE | | | |
| (23) | | | South America | Archaeology | 694,563 | WIRE | | | |
| (24) | | | East Asia and the Pacific | Research Grant | 99,000 | WIRE | | | |
| (25) | | | South America | Ocean Conservation | 60,000 | WIRE | | | |
| (26) | | | South America | Sponsorship | 15,000 | WIRE | | | |
| (27) | | | East Asia and the Pacific | Ocean Exploration Trust | 20,000 | WIRE | | | |
| (28) | | | Sub-Saharan Africa | Archaeology | 143,902 | WIRE | | | |
| (29) | | | North America (Canada & Mexico only) | Wayfinder Awards | 100,000 | WIRE | | | |
| (30) | | | Europe (Including Iceland and Greenland) | The Climate Pledge | 26,895 | WIRE | | | |
| (31) | | | East Asia and the Pacific | Ocean Conservation | 14,955 | WIRE | | | |
| (32) | | | Sub-Saharan Africa | Wildlife conservation | 1,476,234 | WIRE | | | |
| (33) | | | Russia and Neighboring States | Research Grant | 19,745 | WIRE | | | |
| (34) | | | Sub-Saharan Africa | Research Grant | 99,590 | WIRE | | | |
| (35) | | | North America (Canada & Mexico only) | Sponsorship | 37,065 | WIRE | | | |
| (36) | | | North America (Canada & Mexico only) | Sponsorship | 135,815 | WIRE | | | |
| (37) | | | Sub-Saharan Africa | Wildlife conservation | 1,203,038 | WIRE | | | |
| (38) | | | South Asia | NGS Awards | 20,000 | WIRE | | | |
| (39) | | | Europe (Including Iceland and Greenland) | The Climate Pledge | 100,000 | WIRE | | | |
| (40) | | | Sub-Saharan Africa | Research Grant | 19,119 | WIRE | | | |
| (41) | | | Middle East and North Africa | Ocean Conservation | 87,500 | WIRE | | | |
| (42) | | | East Asia and the Pacific | Ocean Conservation | 180,000 | WIRE | | | |
| (43) | | | Sub-Saharan Africa | Wildlife conservation | 500,000 | WIRE | | | |
| (44) | | | Sub-Saharan Africa | Okavango Wilderness Project | 2,774,000 | WIRE | | | |
| (45) | | | Europe (Including Iceland and Greenland) | Meridian Funding | 150,000 | WIRE | | | |
| (46) | | | Sub-Saharan Africa | Ocean Conservation | 80,000 | WIRE | | | |
| (47) | | | East Asia and the Pacific | Ocean Conservation | 20,000 | WIRE | | | |
| (48) | | | East Asia and the Pacific | Ocean Conservation | 19,911 | WIRE | | | |
| (49) | | | South America | Ocean Conservation | 110,000 | WIRE | | | |
| (50) | | | Europe (Including Iceland and Greenland) | World Freshwater Initiative | 550,631 | WIRE | | | |
| (51) | | | Europe (Including Iceland and Greenland) | Wayfinder Awards | 99,000 | WIRE | | | |

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter 51

3 Enter total number of other organizations or entities 0

Part III Grants and Other Assistance to Individuals Outside the United States. Complete if the organization answered "Yes" on Form 990, Part IV, line 16.

Part III can be duplicated if additional space is needed.

| (a) Type of grant or assistance | (b) Region | (c) Number of recipients | (d) Amount of cash grant | (e) Manner of cash disbursement | (f) Amount of noncash assistance | (g) Description of noncash assistance | (h) Method of valuation (book, FMV, appraisal, other) |
|---------------------------------|--|--------------------------|--------------------------|---------------------------------|----------------------------------|---------------------------------------|---|
| (1) Grant | Central America and the Caribbean | 4 | 193,087 | WIRE | | | |
| (2) Grant | East Asia and the Pacific | 26 | 909,199 | WIRE | | | |
| (3) Grant | Europe (Including Iceland and Greenland) | 36 | 1,863,815 | WIRE | | | |
| (4) Grant | Middle East and North Africa | 6 | 275,799 | WIRE | | | |
| (5) Grant | North America (Canada & Mexico only) | 18 | 1,241,899 | WIRE | | | |
| (6) Grant | Russia and Neighboring States | 2 | 40,000 | WIRE | | | |
| (7) Grant | South America | 24 | 934,790 | WIRE | | | |
| (8) Grant | South Asia | 8 | 245,300 | WIRE | | | |
| (9) Grant | Sub-Saharan Africa | 36 | 2,522,867 | WIRE | | | |
| (10) | | | | | | | |
| (11) | | | | | | | |
| (12) | | | | | | | |
| (13) | | | | | | | |
| (14) | | | | | | | |
| (15) | | | | | | | |
| (16) | | | | | | | |
| (17) | | | | | | | |
| (18) | | | | | | | |

Part IV Foreign Forms

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

Part V Supplemental Information

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

| ReturnReference | Explanation |
|---|--|
| Schedule F, Part I, Line 2 Procedures for monitoring use of grant funds | <p>The National Geographic Society FUNDS GRANTS ACROSS THE FIELDS OF CONSERVATION, EDUCATION, RESEARCH, STORYTELLING AND TECHNOLOGY. GRANT PROPOSALS ARE REVIEWED BY NATIONAL GEOGRAPHIC STAFF EXPERTS, AN EXTERNAL PANEL OF GLOBAL SUBJECT MATTER EXPERTS AND AN EXECUTIVE COMMITTEE WHO RECOMMENDS GRANTS FOR APPROVAL. When outside expertise is required to meet the impact objectives of a specific program, we often award grants outside of the grants committee process. Any grants awarded outside of the grants committee pipeline are considered "External Project Funding." Such grants are subject to an internal review process that evaluates the expertise of the grantee, the methodology for executing the work, and the overall contribution to programmatic objectives. Once the grantee is selected, the entire project - including grant funding - is submitted for approval by the NGS senior team through the "Spend Approval Process." Grants approved through this process are subject to reporting requirements above and beyond those required of standard grantees. THE GRANT RECIPIENTS ARE REQUIRED TO SIGN A GRANT AGREEMENT AND SUBMIT REPORTING INCLUDING A FINANCIAL ACCOUNTING OF FUNDS SPENT TO ENSURE THAT THE GRANT FUNDS ARE PROPERLY USED AND ACCOUNTED FOR. THE FOLLOWING IS A DETAILED DESCRIPTION: WHEN A NATIONAL GEOGRAPHIC SOCIETY GRANT APPLICATION HAS BEEN APPROVED, PAYMENT IS ISSUED ONCE THE SOCIETY HAS RECEIVED THE FOLLOWING COMPLETED, SIGNED DOCUMENTS FROM THE GRANTEE: 1) APPROPRIATE TAX FORM. ALL GRANTEES WHO ARE NOT US CITIZENS ARE REQUIRED TO SIGN AND SUBMIT THE APPROPRIATE TAX FORM (FORM W-8) FOR WORK CONDUCTED WHOLLY OUTSIDE THE US. 2) GRANT AGREEMENT. ALL GRANTEES MUST COMPLETE AND SIGN A GRANT AGREEMENT, WHICH INCLUDES DUE DATES FOR RESEARCH REPORTS AND FINANCIAL REPORTS (GENERALLY DUE WITHIN SIX MONTHS OF COMPLETION OF THE FIELD WORK.) BY SIGNING THE GRANT AGREEMENT, THE GRANTEE AGREES TO SUBMIT A FINAL NARRATIVE REPORT AND A FINANCIAL ACCOUNTING OF THE GRANT MONIES SPENT BEFORE THE INDICATED SUBMISSION DEADLINE. GRANTEES ALSO CERTIFY TO PARAGRAPHS 16 & 17 (COPIED BELOW) THAT THEY WILL NOT PROMOTE TERRORISM AND WILL COMPLY WITH FOREIGN TRADE CONTROLS: 17. CERTIFICATION. BY COUNTERSIGNING THIS AGREEMENT, YOU CERTIFY THAT YOUR ORGANIZATION DOES NOT AND WILL NOT PROMOTE OR ENGAGE IN VIOLENCE OR TERRORISM, NOR WILL YOUR ORGANIZATION MAKE SUB-GRANTS OR OTHER PAYMENTS TO ANY ENTITY THAT ENGAGES IN SUCH ACTIVITIES. 17 U.S. FOREIGN TRADE CONTROLS. BY COUNTERSIGNING THIS AGREEMENT, I OR GRANTEE ACKNOWLEDGE THAT I AM AWARE OF, AND AGREE TO COMPLY FULLY WITH, U.S. FOREIGN TRADE CONTROLS THAT GOVERN TRAVEL TO, AND TRANSACTIONS WITH, COUNTRIES SUCH AS CUBA, IRAN, SUDAN, SYRIA, NORTH KOREA, CRIMEA TERRITORY, AND OTHER U.S.-SANCTIONED COUNTRIES, INCLUDING ANY SUCH CONTROLS THAT MAY BE IMPOSED IN THE FUTURE DURING THE PERIOD OF THE GRANT. SPECIFICALLY, I ACKNOWLEDGE THAT I AM AWARE OF AND AGREE TO COMPLY WITH THE REGULATIONS OF THE U.S. DEPARTMENT OF THE TREASURY GOVERNING TRAVEL TO AND TRADE WITH COUNTRIES SUBJECT TO U.S. ECONOMIC SANCTIONS (31 CODE OF FEDERAL REGULATIONS PARTS 500-598) AND ALSO WITH THE EXPORT ADMINISTRATION REGULATIONS OF THE U.S. DEPARTMENT OF COMMERCE (15 CODE OF FEDERAL REGULATIONS PARTS 730-774). I ALSO AGREE THAT, BEFORE ANY FUNDS ARE DISBURSED UNDER THIS GRANT, I WILL PROVIDE THE SOCIETY WITH COPIES OF ANY AUTHORIZATIONS FROM THE U.S. TREASURY DEPARTMENT'S OFFICE OF FOREIGN ASSETS CONTROL ("OFAC") NECESSARY TO CARRY OUT THE GRANT, OR COPIES OF CORRESPONDENCE FROM OFAC CONFIRMING THAT NO SPECIFIC AUTHORIZATIONS ARE NECESSARY. I ALSO REPRESENT AND WARRANT TO THE SOCIETY THAT IN SEEKING AUTHORIZATIONS FROM OFAC AND/OR CONFIRMATION THAT NO SUCH AUTHORIZATIONS ARE NECESSARY, I FULLY DISCLOSED THE NATURE OF THE GRANT AND ITS PARTICIPANTS AND IDENTIFIED THE SOCIETY AS A SOURCE OF FUNDING. I ALSO AGREE THAT I WILL KEEP ALL NECESSARY RECORDS TO SHOW THAT I HAVE COMPLIED WITH U.S. FOREIGN TRADE CONTROLS. FINALLY, I ACKNOWLEDGE THAT I HAVE BEEN ADVISED BY THE SOCIETY TO CONSULT WITH MY OWN LEGAL COUNSEL IN CONNECTION WITH MY OBLIGATIONS UNDER U.S. FOREIGN TRADE CONTROLS. GRANTEES ARE REQUIRED TO SUBMIT A CERTIFICATION RELATED TO ETHICAL ISSUES AND THAT THE GRANTEE IS IN COMPLIANCE WITH APPLICABLE ANTI-CORRUPTION LAWS; THEY ALSO CERTIFY THAT THEY HAVE THE PROPER PERMITS TO UNDERTAKE THE PROPOSED FIELD RESEARCH IN THE COUNTRY IN WHICH IT WILL BE CONDUCTED AND THAT NO IMPROPER PAYMENTS OF ANY VALUE HAVE BEEN MADE DURING THE PROCESS OF OBTAINING SUCH PERMITS. ADDITIONALLY, GRANTEES AFFILIATED WITH GOVERNMENT AGENCIES OR PUBLIC INSTITUTIONS ARE SCREENED IN ORDER TO IDENTIFY AND AVOID POTENTIAL CONFLICTS OF INTEREST INVOLVING THE GRANTEE'S OFFICIAL JOB DUTIES AND THE SOCIETY. THE SOCIETY'S FINANCIAL ACCOUNTS PAYABLE SYSTEM ALSO REVIEWS FOR COMPLIANCE WITH FINANCIAL SANCTIONS LIST (THE SDN LIST) COMPLIED AND MAINTAINED BY THE U.S. TREASURY UPON NEW VENDOR SET-UP AND PRIOR TO EACH PAYMENT. ONCE PAYMENT IS ISSUED, IF GRANTEES WOULD LIKE TO ALTER THEIR PROPOSED BUDGET IN ANY WAY THEY MUST SUBMIT THEIR REQUEST TO THE PROGRAM OFFICER. THE REQUEST IS APPROVED OR DENIED AND A RECORD OF THE CHANGE IS ADDED TO THE GRANT FILE. THE GRANTEE MUST SUBMIT THEIR FINAL REPORT AND FINANCIAL ACCOUNTING BEFORE THE DEADLINE INDICATED IN THEIR GRANT AGREEMENT UNLESS AN EXTENSION HAS BEEN REQUESTED IN WRITING AND APPROVED BY THE PROGRAM OFFICER. THE FINANCIAL ACCOUNTING PROVIDES A BREAKDOWN OF THE ACTUAL COSTS OF THE PROJECT AND IS EXPECTED TO PARALLEL THE COSTS PROJECTED IN THE ORIGINAL GRANT APPLICATION BUDGET; ALL DISCREPANCIES MUST BE EXPLAINED. IF THERE ARE UN-EXPENDED GRANT MONIES THEY MUST BE RETURNED TO THE SOCIETY. THE REPORTS COORDINATOR REVIEWS THE FINAL REPORT AND FINANCIAL ACCOUNTING FOR COMPLETENESS AND THEN CIRCULATES BOTH REPORTS TO THE PROGRAM OFFICERS FINAL REVIEW AND APPROVAL. ONCE THE REPORTS ARE APPROVED, THE GRANT IS CLOSED. AN ELECTRONIC COPY OF THE GRANT FILE IS RETAINED, in accordance with the Society's document retention policy, BY THE GRANT OPERATIONS STAFF, WHICH IS THE OFFICIAL REPOSITORY FOR ALL GRANTS RELATED DOCUMENTATION.</p> |
| Schedule F, Part I, Line 3 Method used to | CENTRAL AMERICA AND THE CARIBBEAN-Accrual; EAST ASIA AND THE PACIFIC-Accrual; |

Additional Data

Software ID: 23017437

Software Version: 2023v5.0

Supplemental Information Regarding Fundraising or Gaming Activities
Complete if the organization answered "Yes" on 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.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number
53-0193519

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

- 1** Indicate whether the organization raised funds through any of the following activities. Check all that apply.
- a** Mail solicitations
 - b** Internet and email solicitations
 - c** Phone solicitations
 - d** In-person solicitations
 - e** Solicitation of non-government grants
 - f** Solicitation of government grants
 - g** Special fundraising events
- 2a** Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? **Yes** **No**
- b** If "Yes," list the 10 highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

| (i) Name and address of individual or entity (fundraiser) | (ii) Activity | (iii) Did fundraiser have custody or control of contributions? | | (iv) Gross receipts from activity | (v) Amount paid to (or retained by) fundraiser listed in col. (i) | (vi) Amount paid to (or retained by) organization |
|--|------------------------|--|----|-----------------------------------|---|---|
| | | Yes | No | | | |
| 1 SJ Consulting LLC 14 Alligator Cove Santa Rosa Beach, FL 32459 | Fundraising Consultant | | No | 30,981 | 23,600 | 7,381 |
| 2 HBP Marketing LLC PO Box 735880 Chicago, IL 606735438 | Fundraising Consultant | | No | 7,508,957 | 4,023,856 | 3,485,101 |
| 3 The Production Management Group LTD 7160 Columbia Gateway Dr Columbia, MD 21046 | Fundraising Consultant | | No | 553,213 | 195,094 | 358,119 |
| 4 LAKE GROUP MEDIA INC PO Box 22106 New York, NY 100872106 | FUNDRAISING CONSULTANT | | No | 79,055 | 65,932 | 13,123 |
| 5 Community Counseling Service CO LLC PO Box 824885 Philadelphia, P A 191824485 | Fundraising Consultant | | No | 76,612,902 | 699,823 | 75,913,079 |
| 6 Data Axle Inc PO Box 959819 St Louis, M O 63195 | Fundraising Consultant | | No | 474,158 | 395,451 | 78,707 |
| 7 DCG One PO Box 3905 Seattle, WA 98124 | Fundraising Consultant | | No | 1,267,900 | 38,100 | 1,229,800 |
| 8 Digilant Inc 177 Huntington Ave Boston, MA 02115 | Fundraising consultant | | No | 39,513 | 11,500 | 28,013 |
| 9 | | | | | | |
| 10 | | | | | | |
| Total | | | | 86,566,679 | 5,453,356 | 81,113,323 |

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

AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

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

| | | (a)Event #1 | (b) Event #2 | (c)Other events | (d) Total events |
|--|---|--------------|--------------|-----------------|---------------------------------|
| | | (event type) | (event type) | (total number) | (add col. (a) through col. (c)) |
| Revenue | 1 Gross receipts | | | | |
| | 2 Less: Contributions | | | | |
| | 3 Gross income (line 1 minus line 2) | | | | |
| Direct Expenses | 4 Cash prizes | | | | |
| | 5 Noncash prizes | | | | |
| | 6 Rent/facility costs | | | | |
| | 7 Food and beverages | | | | |
| | 8 Entertainment | | | | |
| | 9 Other direct expenses | | | | |
| | 10 Direct expense summary. Add lines 4 through 9 in column (d) ▶ | | | | |
| 11 Net income summary. Subtract line 10 from line 3, column (d) ▶ | | | | | |

Part III Gaming. Complete if the organization answered "Yes" on 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)) |
|---|---|---|---|------------------|--|
| | | 1 Gross revenue | | | |
| Direct Expenses | 2 Cash prizes | | | | |
| | 3 Noncash prizes | | | | |
| | 4 Rent/facility costs | | | | |
| | 5 Other direct expenses | | | | |
| 6 Volunteer labor | <input type="checkbox"/> Yes _____% .. <input type="checkbox"/> No | <input type="checkbox"/> Yes _____% .. <input type="checkbox"/> No | <input type="checkbox"/> Yes _____% .. <input type="checkbox"/> No | | |
| 7 Direct expense summary. Add lines 2 through 5 in column (d) ▶ | | | | | |
| 8 Net gaming income summary. Subtract line 7 from line 1, column (d) ▶ | | | | | |

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

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

b If "No," explain: _____

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

b If "Yes," explain: _____

11 Does the organization conduct gaming activities with nonmembers? Yes No

12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No

13 Indicate the percentage of gaming activity conducted in:

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

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

Name ▶ -----

Address ▶ -----

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

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

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

Name ▶ -----

Address ▶ -----

16 Gaming manager information:

Name ▶ -----

Gaming manager compensation ▶ \$ _____

Description of services provided ▶ -----

Director/officer Employee Independent contractor

17 Mandatory distributions:

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

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

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

Instructions.
Return Reference

Explanation

| | |
|---|---|
| Schedule G, Part I, Line 2b(v) payment of fees or payment of expenses | SJ CONSULTING LLC-DIGITAL MARKETING CONSULTANT;HBP MARKETING LLC-NGS REIMBURSED VENDOR AN ADDITIONAL \$2,218,629 FOR PAPER, POSTAGE, AND MAILSHOP SERVICES;THE PRODUCTION MANAGEMENT GROUP LTD-PAPER, POSTAGE, AND MAILSHOP SERVICES;LAKE GROUP MEDIA INC.-MAILING LIST SERVICES;COMMUNITY COUNSELING SERVICE CO., LLC-CAMPAIGN CONSULTING, STRATEGY;DATA AXLE INC-MAILING LIST SERVICES;DCG ONE-PAPER, MAILSHOP SERVICES;DIGILANT INC-PAID AD SUPPORT; |
|---|---|

Department of the Treasury Internal Revenue Service

Complete if the organization answered "Yes," on Form 990, Part IV, line 21 or 22. Attach to Form 990. Go to www.irs.gov/Form990 for the latest information.

Name of the organization NATIONAL GEOGRAPHIC SOCIETY Employer identification number 53-0193519

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No

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

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

Table with 8 columns: (a) Name and address of organization or government, (b) EIN, (c) IRC section (if applicable), (d) Amount of cash grant, (e) Amount of non-cash assistance, (f) Method of valuation (book, FMV, appraisal, other), (g) Description of noncash assistance, (h) Purpose of grant or assistance. Rows include Alaska Whale Foundation, Alex Morgan Foundation, Appalachian State University, etc.

Part III Grants and Other Assistance to Domestic Individuals. Complete if the organization answered "Yes" on Form 990, Part IV, line 22.

Part III can be duplicated if additional space is needed.

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of noncash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of noncash assistance |
|---------------------------------|--------------------------|--------------------------|----------------------------------|---|---------------------------------------|
| (1) GRANTS | 86 | 6,249,013 | | | |
| (1) | | | | | |
| (2) | | | | | |
| (3) | | | | | |
| (4) | | | | | |
| (5) | | | | | |
| (6) | | | | | |
| (7) | | | | | |

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

| Return Reference | Explanation |
|---|--|
| Schedule I, Part I, Line 2 Procedures for monitoring use of grant funds. | <p>The National Geographic Society FUNDS GRANTS ACROSS THE FIELDS OF CONSERVATION, EDUCATION, RESEARCH, STORYTELLING AND TECHNOLOGY. GRANT PROPOSALS ARE REVIEWED BY NATIONAL GEOGRAPHIC STAFF EXPERTS, AN EXTERNAL PANEL OF GLOBAL SUBJECT MATTER EXPERTS AND AN EXECUTIVE COMMITTEE WHO RECOMMENDS GRANTS FOR APPROVAL. When outside expertise is required to meet the impact objectives of a specific program, we often award grants outside of the grants committee process. Any grants awarded outside of the grants committee pipeline are considered "External Project Funding." Such grants are subject to an internal review process that evaluates the expertise of the grantee, the methodology for executing the work, and the overall contribution to programmatic objectives. Once the grantee is selected, the entire project - including grant funding - is submitted for approval by the NGS senior team through the "Spend Approval Process." Grants approved through this process are subject to reporting requirements above and beyond those required of standard grantees. THE GRANT RECIPIENTS ARE REQUIRED TO SIGN A GRANT AGREEMENT AND SUBMIT REPORTING INCLUDING A FINANCIAL ACCOUNTING OF FUNDS SPENT TO ENSURE THAT THE GRANT FUNDS ARE PROPERLY USED AND ACCOUNTED FOR. THE FOLLOWING IS A DETAILED DESCRIPTION: WHEN A NATIONAL GEOGRAPHIC SOCIETY GRANT APPLICATION HAS BEEN APPROVED, PAYMENT IS ISSUED ONCE THE SOCIETY HAS RECEIVED THE FOLLOWING COMPLETED, SIGNED DOCUMENTS FROM THE GRANTEE: 1) APPROPRIATE TAX FORM. ALL GRANTEEES WHO ARE NOT US CITIZENS ARE REQUIRED TO SIGN AND SUBMIT THE APPROPRIATE TAX FORM (FORM W-8) FOR WORK CONDUCTED WHOLLY OUTSIDE THE US. 2) GRANT AGREEMENT. ALL GRANTEEES MUST COMPLETE AND SIGN A GRANT AGREEMENT, WHICH INCLUDES DUE DATES FOR RESEARCH REPORTS AND FINANCIAL REPORTS (GENERALLY DUE WITHIN SIX MONTHS OF COMPLETION OF THE FIELD WORK.) BY SIGNING THE GRANT AGREEMENT, THE GRANTEE AGREES TO SUBMIT A FINAL NARRATIVE REPORT AND A FINANCIAL ACCOUNTING OF THE GRANT MONIES SPENT BEFORE THE INDICATED SUBMISSION DEADLINE. GRANTEEES ALSO CERTIFY TO PARAGRAPHS 16 & 17 (COPIED BELOW) THAT THEY WILL NOT PROMOTE TERRORISM AND WILL COMPLY WITH FOREIGN TRADE CONTROLS: 17. CERTIFICATION. BY COUNTERSIGNING THIS AGREEMENT, YOU CERTIFY THAT YOUR ORGANIZATION DOES NOT AND WILL NOT PROMOTE OR ENGAGE IN VIOLENCE OR TERRORISM, NOR WILL YOUR ORGANIZATION MAKE SUB-GRANTS OR OTHER PAYMENTS TO ANY ENTITY THAT ENGAGES IN SUCH ACTIVITIES. 17 U.S. FOREIGN TRADE CONTROLS. BY COUNTERSIGNING THIS AGREEMENT, I OR GRANTEE ACKNOWLEDGE THAT I AM AWARE OF, AND AGREE TO COMPLY FULLY WITH, U.S. FOREIGN TRADE CONTROLS THAT GOVERN TRAVEL TO, AND TRANSACTIONS WITH, COUNTRIES SUCH AS CUBA, IRAN, SUDAN, SYRIA, NORTH KOREA, CRIMEA TERRITORY, AND OTHER U.S.-SANCTIONED COUNTRIES, INCLUDING ANY SUCH CONTROLS THAT MAY BE IMPOSED IN THE FUTURE DURING THE PERIOD OF THE GRANT. SPECIFICALLY, I ACKNOWLEDGE THAT I AM AWARE OF AND AGREE TO COMPLY WITH THE REGULATIONS OF THE U.S. DEPARTMENT OF THE TREASURY GOVERNING TRAVEL TO AND TRADE WITH COUNTRIES SUBJECT TO U.S. ECONOMIC SANCTIONS (31 CODE OF FEDERAL REGULATIONS PARTS 500-598) AND ALSO WITH THE EXPORT ADMINISTRATION REGULATIONS OF THE U.S. DEPARTMENT OF COMMERCE (15 CODE OF FEDERAL REGULATIONS PARTS 730-774). I ALSO AGREE THAT, BEFORE ANY FUNDS ARE DISBURSED UNDER THIS GRANT, I WILL PROVIDE THE SOCIETY WITH COPIES OF ANY AUTHORIZATIONS FROM THE U.S. TREASURY DEPARTMENT'S OFFICE OF FOREIGN ASSETS CONTROL ("OFAC") NECESSARY TO CARRY OUT THE GRANT, OR COPIES OF CORRESPONDENCE FROM OFAC CONFIRMING THAT NO SPECIFIC AUTHORIZATIONS ARE NECESSARY. I ALSO REPRESENT AND WARRANT TO THE SOCIETY THAT IN SEEKING AUTHORIZATIONS FROM OFAC AND/OR CONFIRMATION THAT NO SUCH AUTHORIZATIONS ARE NECESSARY, I FULLY DISCLOSED THE NATURE OF THE GRANT AND ITS PARTICIPANTS AND IDENTIFIED THE SOCIETY AS A SOURCE OF FUNDING. I ALSO AGREE THAT I WILL KEEP ALL NECESSARY RECORDS TO SHOW THAT I HAVE COMPLIED WITH U.S. FOREIGN TRADE CONTROLS. FINALLY, I ACKNOWLEDGE THAT I HAVE BEEN ADVISED BY THE SOCIETY TO CONSULT WITH MY OWN LEGAL COUNSEL IN CONNECTION WITH MY OBLIGATIONS UNDER U.S. FOREIGN TRADE CONTROLS. GRANTEEES ARE REQUIRED TO SUBMIT A CERTIFICATION RELATED TO ETHICAL ISSUES AND THAT THE GRANTEE IS IN COMPLIANCE WITH APPLICABLE ANTI-CORRUPTION LAWS; THEY ALSO CERTIFY THAT THEY HAVE THE PROPER PERMITS TO UNDERTAKE THE PROPOSED FIELD RESEARCH IN THE COUNTRY IN WHICH IT WILL BE CONDUCTED AND THAT NO IMPROPER PAYMENTS OF ANY VALUE HAVE BEEN MADE DURING THE PROCESS OF OBTAINING SUCH PERMITS. ADDITIONALLY, GRANTEEES AFFILIATED WITH GOVERNMENT AGENCIES OR PUBLIC INSTITUTIONS ARE SCREENED IN ORDER TO IDENTIFY AND AVOID POTENTIAL CONFLICTS OF INTEREST INVOLVING THE GRANTEE'S OFFICIAL JOB DUTIES AND THE SOCIETY. THE SOCIETY'S FINANCIAL ACCOUNTS PAYABLE SYSTEM ALSO REVIEWS FOR COMPLIANCE WITH FINANCIAL SANCTIONS LIST (THE SDN LIST) COMPLIED AND MAINTAINED BY THE U.S. TREASURY UPON NEW VENDOR SET-UP AND PRIOR TO EACH PAYMENT. ONCE PAYMENT IS ISSUED, IF GRANTEEES WOULD LIKE TO ALTER THEIR PROPOSED BUDGET IN ANY WAY THEY MUST SUBMIT THEIR REQUEST TO THE PROGRAM OFFICER. THE REQUEST IS APPROVED OR DENIED AND A RECORD OF THE CHANGE IS ADDED TO THE GRANT FILE. THE GRANTEE MUST SUBMIT THEIR FINAL REPORT AND FINANCIAL ACCOUNTING BEFORE THE DEADLINE INDICATED IN THEIR GRANT AGREEMENT UNLESS AN EXTENSION HAS BEEN REQUESTED IN WRITING AND APPROVED BY THE PROGRAM OFFICER. THE FINANCIAL ACCOUNTING PROVIDES A BREAKDOWN OF THE ACTUAL COSTS OF THE PROJECT AND IS EXPECTED TO PARALLEL THE COSTS PROJECTED IN THE ORIGINAL GRANT APPLICATION BUDGET; ALL DISCREPANCIES MUST BE EXPLAINED. IF THERE ARE UN-EXPENDED GRANT MONIES THEY MUST BE RETURNED TO THE SOCIETY. THE REPORTS COORDINATOR REVIEWS THE FINAL REPORT AND FINANCIAL ACCOUNTING FOR COMPLETENESS AND THEN CIRCULATES BOTH REPORTS TO THE PROGRAM OFFICERS FINAL REVIEW AND APPROVAL. ONCE THE REPORTS ARE APPROVED, THE GRANT IS CLOSED. AN ELECTRONIC COPY OF THE GRANT FILE IS RETAINED, in accordance with the Society's document retention policy, BY THE GRANT OPERATIONS STAFF, WHICH IS THE OFFICIAL REPOSITORY FOR ALL GRANTS RELATED DOCUMENTATION.</p> |

Additional Data

[Return to Form](#)

Software ID: 23017437

Software Version: 2023v5.0

Schedule J
(Form 990)

Compensation Information

OMB No. 1545-0047

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

- ▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 23.**
- ▶ **Attach to Form 990.**
- ▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

2023

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number

53-0193519

Part I Questions Regarding Compensation

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

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

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

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

3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

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

4 During the year, did any person listed on 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), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on 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," on line 5a or 5b, describe in Part III.

6 For persons listed on 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," on line 6a or 6b, describe in Part III.

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

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.

9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

| | Yes | No |
|-----------|-----|----|
| 1b | Yes | |
| 2 | Yes | |
| 4a | Yes | |
| 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 duplicate copies if additional space is needed.

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

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

| (A) Name and Title | | (B) Breakdown of W-2, 1099-MISC compensation, and/or 1099-NEC | | | (C) Retirement and other deferred compensation | (D) Nontaxable benefits | (E) Total of columns (B)(i)-(D) | (F) Compensation in column (B) reported as deferred on prior Form 990 |
|---|------|---|-------------------------------------|-------------------------------------|--|-------------------------|---------------------------------|---|
| | | (i) Base compensation | (ii) Bonus & incentive compensation | (iii) Other reportable compensation | | | | |
| 1 Jill Tiefenthaler CEO | (i) | 1,009,927 | 334,184 | 7,482 | 0 | 26,408 | 1,378,001 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 2 MICHAEL ULICA PRESIDENT/COO/TREASURER | (i) | 639,092 | 184,050 | 9,813 | 644,175 | 19,326 | 1,496,456 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 3 Robert Young CFO | (i) | 138,171 | 0 | 265,250 | 109,669 | 8,710 | 521,800 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 4 Sumeet Seam Chief Legal Officer | (i) | 564,763 | 1,000 | 1,972 | 0 | 25,169 | 592,904 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 5 Jason Southern Chief Technology Officer | (i) | 366,583 | 0 | 1,935 | 0 | 24,193 | 392,711 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 6 Kara Ramirez Mullins Chief Advancement Officer | (i) | 600,645 | 0 | 2,091 | 0 | 24,076 | 626,812 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 7 Mara Dell Chief Human Resources Officer | (i) | 454,102 | 0 | 4,423 | 0 | 14,530 | 473,055 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 8 Crystal Brown Chief Communications Officer | (i) | 570,961 | 0 | 3,023 | 0 | 3,159 | 577,143 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 9 Shannon Bartlett Chief Diversity, Equity, & Inclusion Officer | (i) | 322,514 | 0 | 1,106 | 0 | 23,979 | 347,599 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 10 Ian Miller Chief Science & Innovation Officer | (i) | 524,367 | 0 | 1,813 | 0 | 18,753 | 544,933 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 11 Kim Waldron Chief of Staff & Program Alignment | (i) | 396,067 | 0 | 5,956 | 0 | 18,121 | 420,144 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 12 Deborah Grayson Chief Education Officer | (i) | 392,251 | 0 | 3,832 | 0 | 9,817 | 405,900 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 13 Alex Moen Chief Explorer & Engagement Officer | (i) | 370,452 | 0 | 3,643 | 0 | 25,632 | 399,727 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 14 Enric Sala Explorer in Residence | (i) | 419,712 | 5,000 | 4,097 | 0 | 10,422 | 439,231 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 15 Kaitlin Yarnall Chief Storytelling Officer & SVP | (i) | 379,550 | 0 | 884 | 0 | 25,708 | 406,142 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 16 Kristi Craig Chief Investment Officer | (i) | 513,914 | 439,726 | 2,743 | 0 | 24,918 | 981,301 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 17 John Coombe Director, Investments | (i) | 324,914 | 27,083 | 651 | 0 | 2,255 | 354,903 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |
| 18 FRANK BORMAN TRUSTEE EMERITUS | (i) | 11,917 | 0 | 0 | 0 | 0 | 11,917 | 0 |
| | (ii) | - | - | - | 0 | - | - | 0 |

Part III Supplemental Information

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

| Return Reference | Explanation |
|--|--|
| Schedule J, Part I, Line 1a First-class or charter travel | The Society only reimburses for first class travel under rare circumstances. In 2023, the Society reimbursed one key employee and her spouse for first class travel on one trip which was deemed to be in support of the Society's mission. |
| Schedule J, Part I, Line 1a Travel for companions | The Society pays for companion travel for certain executives, only when there is a business purpose to support the charitable mission of the organization and adheres to the Society's travel policies. The Society paid for eight such companion trips in 2023. Companion travel not meeting this criteria are deemed taxable under Internal Revenue guidelines. The Society paid for and taxed two such companion trips in 2023. |
| Schedule J, Part I, Line 4a Severance or change-of-control payment | THE FOLLOWING FORMER OFFICERS, KEY EMPLOYEES, AND HIGHLY COMPENSATED EMPLOYEES RECEIVED SEVERANCE PAYMENTS IN 2023: Robert Young--\$264,773 (the above payments were not accrued in 2022) In addition, the following severance amounts to former officers were accrued at year end: Robert Young--\$109,669 Michael Ulica--\$644,175 |
| Schedule J, Part II NONTAXABLE BENEFITS | Components of benefits and deferred compensation provided to certain executives: life insurance, parking, 401(k), 457(b), dental & medical insurance, long-term disability, and travel/accident insurance. Below is a summary of all officers or key employees who had a severance clause in their respective employment contracts in 2023. These severance amounts are solely contingent upon an employee's involuntary termination without cause from the Society. As such, these amounts were not accrued or funded in any way and were considered unlikely to occur and did not occur in 2023. None of these amounts have been included in Column D. Jill Tiefenthaler - 1 times base salary |

Additional Data

[Return to Form](#)

Software ID: 23017437

Software Version: 2023v5.0

**SCHEDULE M
(Form 990)**

Noncash Contributions

OMB No. 1545-0047

2023

Open to Public Inspection

- ▶ **Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.**
- ▶ **Attach to Form 990.**
- ▶ **Go to www.irs.gov/Form990 for the latest information.**

Department of the Treasury
Internal Revenue Service

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number

53-0193519

Part I Types of Property

| | (a) Check if applicable | (b) Number of contributions or items contributed | (c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g | (d) Method of determining noncash contribution amounts |
|--|----------------------------|---|--|---|
| 1 Art—Works of art | | | | |
| 2 Art—Historical treasures | | | | |
| 3 Art—Fractional interests | | | | |
| 4 Books and publications | | | | |
| 5 Clothing and household goods | | | | |
| 6 Cars and other vehicles | | | | |
| 7 Boats and planes | | | | |
| 8 Intellectual property | | | | |
| 9 Securities—Publicly traded | X | 20 | 2,865,976 | Market value |
| 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 | | | | |
| Other (complementary software accounts) | X | 1 | 299,869 | Market value |
| 25 Other (MAPPING SOFTWARE) | X | 1 | 1,339,507 | Market value |
| 26 Other (AUDIO VISUAL EQUIPMENT FOR NEW BASE CAMP) | X | 1 | 921,091 | Market value |
| 27 Other (BEVERAGES) | X | 1 | 19,162 | Market value |
| 28 Other (AIRFARE) | X | 1 | 4,857 | NONE |
| Other (TRAINING FACILITIES) | X | 1 | 43,194 | Market value |

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** 0

| | | |
|---|-----|----|
| 30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which isn't required to be used for exempt purposes for the entire holding period? | Yes | No |
| | | 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 nonstandard contributions? | Yes | |
| 32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions? | | No |
| b If "Yes," describe in Part II. | | |
| 33 If the organization didn't report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II. | | |

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

| Return Reference | Explanation |
|---|---|
| Schedule M, Part I Explanations of reporting method for number of contributions | Securities - Publicly traded - # of contributions Other - complementary software accounts # of contributions Other - MAPPING SOFTWARE # OF CONTRIBUTIONS Other - AUDIO VISUAL EQUIPMENT FOR NEW BASE CAMP # OF CONTRIBUTIONS Other - BEVERAGES # OF CONTRIBUTIONS Other - AIRFARE # OF CONTRIBUTIONS Other - TRAINING FACILITIES # RECEIVED |

Additional Data

[Return to Form](#)

Software ID: 23017437

Software Version: 2023v5.0

SCHEDULE O
(Form 990)**Supplemental Information to Form 990 or 990-EZ**

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

Go to www.irs.gov/Form990 for the latest information.

2023**Open to Public
Inspection**Department of the Treasury
Internal Revenue ServiceName of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number

53-0193519

| Return Reference | Explanation |
|---|--|
| Form 990, Part III, Line 4d Misc. Program Services, cont. | <p>SUSTAINABILITY The National Geographic sustainability program puts into action our understanding that the way we conduct our business impacts not just our financial bottom line but also the people we employ, the communities we engage, and the environments we inhabit. Our buildings follow the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standards to ensure that our operations are as efficient as possible and maintain a safe and healthy atmosphere for occupants and guests of our buildings. In 2023, we received our seventh LEED rating certification retaining our Headquarters as the longest continuously certified and most recertified buildings in the world. In clearing the way for the construction of our new Base Camp, we made a concerted effort to repurpose, rather than simply dispose of, useful items. In 2023, we gave more than 344,000 pounds of furniture, books, equipment, and building supplies to over 80 local organizations including schools, museums, libraries, and community groups. Because our sustainability efforts depend on the engagement of our staff, tenants, guests, and construction vendors, we provide continuous communication, training, guidelines, policies, and volunteer opportunities to model sustainable mindsets for making purchases and creative decisions and to solicit new ideas. In 2023, we released our updated Corporate Responsibility Policy and Sustainability Guidelines detailing our efforts to ensure that our business decisions and those of organizations we work with reflect a respect for the people, cultures, and ecosystems that we explore, celebrate, and support through our educational, scientific, and grant giving programs. IMPACT INVESTING The Pooled Endowment is managed as a single pool of assets with a common set of objectives and constraints and intended to provide a permanent base of funding and timely financial support for the Society's programs and operations to fulfill its mission to use the power of science, exploration, education, and storytelling to illuminate and protect the wonder of our world. The Society's primary investment objective for the Endowment is to achieve the highest long-term total investment return that is within appropriate risk parameters as determined by prudent, fiscally sound investment practices and the financial circumstances of the Society. As such, the minimum long-term return target is the rate of inflation plus the spending rate while the aspirational goal is to maximize sustainable distributions to the operating budget. The Board of Trustees of the National Geographic Society is committed meeting its fiduciary responsibilities in a manner that is also aligned with the core values of the Society to 1) embrace diversity, inclusivity, openness, and collaboration, 2) innovate by taking bold risks in science, education, exploration, and storytelling, and 3) protect the planet. Our approach to aligned investing is uniquely our own and focused on solution seeking, versus negative screens, and the core believe that aligned investments do not have to translate to concessionary returns.</p> |
| Form 990, Part III, Line 4c Education Programs Cont. | <p>National Geographic Society licenses the right to publish K-12 textbooks and English Language Teaching products to Cengage Learning under the National Geographic Learning (NGL) trademark. National Geographic works closely with Cengage to ensure these products maintain the highest quality and inspire learners to explore the world. NGL's products center on the unique stories of explorers and photographers to engage learners. In 2023, we estimate 18.7M students studied from 20.6M NGL books and online learning materials that robustly feature explorers. Within these NGL titles, NGL introduced learners to 603 unique explorers in 2,083 explorer-focused content features. NGS Education leverages education endowments to amplify and extend Explorer-led, Explorer-centered, and innovative geography collaborations into classrooms and communities domestically and internationally. By supporting these initiatives, we help build the pipeline of the next generation of Explorers. In 2023, the Education team leveraged 41 restricted endowments across 30 states and Canada to scale and spread Explorer-centered work into classrooms and communities. These funds were used to expand the reach of the Slingshot Challenge, Photo Camp programming, and other Explorer-led collaborations. We identified and contracted with 31 collaborators that have the potential to reach a combined total of ~19,000 educators and young people that could not have been reached without support from education endowments, utilizing approximately ~\$1.95M in restricted endowment funding in support of NG Next. NGS Education recruits, awards grants, and supports a diverse, global group of Explorers using educational strategies, approaches, or methodologies to illuminate the wonder of our world, inspiring learners of all ages, in any educational setting, to learn about, care for, and protect our world. By funding Explorer-led projects that either build capacity in a group of people to care for and take action to create, maintain, and expand solutions to protect our world or use educational research or tools to advance knowledge about how to effectively spark curiosity and inspire people of all ages, our grantmaking furthers NGS's mission by equipping people with the knowledge, skills, and attitudes to transform solutions into positive actions to protect our world. In 2023, we added to our portfolio of over 300 Education Explorers by funding 19 Explorers at Level I and 7 at Level II. Explorers represented 18 different countries, 5 U.S. states, and 5 world regions, with expertise across all 5 NGS focus areas of Land, Ocean, Wildlife, Human Histories & Cultures, and Human Ingenuity. Explorer Classroom runs live interactive virtual events that connect young people with National Geographic Explorers. Students hear behind-the-scenes stories and interact with cutting-edge scientists, researchers, and storytellers from around the globe in real-time. All events are free, open to the public, and include learning resources to help educators and learners get the most out of their experience. Education expanded to new audiences in 2023 including 10 events for high school-aged students, and launched a new model of the program, the Explorer Classroom Wildlife Series, a 5-week program including live virtual events and hands-on activities all around a theme. The Education team in partnership with a local NGO, Enseña Por Mexico, concluded the Spanish-language pilot focused on Latin American students with 520 learners and 19 educators completing the year-long program, and launched year 2 with targeted classrooms in Mexico, as well as expansion to allow registration for any classroom around the globe. In 2023 Explorer Classroom ran 90 events highlighting 48 Explorers with an estimated 213,214 students views. In 2023, in partnership with The Nature Conservancy, the National Geographic Society hosted three Externships, eight-week learning and career development experiences for young people ages 18-25 from across the globe, which help create more equitable conservation and exploration career pathways. The three cohorts focused on both marine & freshwater community conservation, engaging 400 college-aged youth from 90 countries and areas. Program evaluations show the strong impact, including an average net promoter score of 89 and a 38% increase in average level of knowledge about the conservation industry. We awarded 59 externs with \$2,000 in seed funding to support their community-based conservation solutions. Three Extern alumni from the U.S., The Gambia, and Indonesia were selected as 2023 Young Explorers. In partnership with Lindblad Expeditions, 50 educators from across the US, Canada and Puerto Rico were able to participate in an immersive professional learning experience as a part of the Grosvenor Teacher Fellowship (GTF). Educators will transfer their onboard experience into new</p> |

| Return Reference | Explanation |
|--|--|
| | <p>ways to teach students, engage colleagues, and bring new geographic awareness to their learning environments and communities in order to illuminate and protect the wonder of our world. Fellows also take on a two-year commitment to support National Geographic's education initiatives. In 2023, the GTF Program also launched three pilot programs. 1.) The Immersive Pilot which is executed jointly between our Exploration Technology team and Education team to support, train, and equip ten GTFs with Insta360 cameras with the goal of producing high quality Immersive Experiences that will be embedded in their teaching and classrooms. 2.) The seed funding pilot has provided 21 Grosvenor Teacher Fellowship Alumni up to \$2k in funding to implement a community outreach or student action project that is connected to their GTF expedition and/or the Explorer Mindset. 3.) The GTF Alumni & Visiting Scientist pilot paired four GTF Alumni with a National Geographic Explorer leading a project aboard ship as a Visiting Scientist. GTF Alums had the opportunity to directly engage with an Explorer in their field-based project-assisting with research and outcomes-and are creating a set of educational deliverables, further enhancing geographic awareness among their PreK-12 students, professional networks, schools, local communities, and beyond. The National Geographic Society's educational resources feature free resources for educators aligned to the content and pedagogy standards they must meet, but do this through the lens of explorers. We feature people and places from around the world, with an emphasis on human involvement in a changing planet. Major topics include Ocean, Land, Wildlife, Human Histories and Cultures, and Human Ingenuity. In 2023, we developed long and short-form nonfiction articles, videos, photographs, maps, StoryMaps, infographics, and assessments, and are offered up in themed collections. We implemented a continuous process that relies on a Globally Inclusive Learning Design Framework intended to broaden the perspective of our resources so they are appealing and useful to users throughout the world. In 2023, the Resource Library served 3,000 pieces of content in 77 million pageviews to more than 44.3 million unique users. The Slingshot Challenge is a program designed to empower the next generation of problem solvers, advocates, and stewards of the planet. The challenge is the result of a partnership between the National Geographic Society and the Paul G. Allen Family Foundation, and helps youth 13-18 years of age from around the globe build the knowledge, skills, and attitudes that help them develop and implement locally-relevant, youth-designed solutions to illuminate and protect the wonder of our world. Youth research an environmental problem in their community, design a solution idea, and create and share a one-minute video for a chance to receive up to \$10,000 USD in funding and an invitation to our iconic Explorers Festival. In May 2023, we announced our first cohort of 15 award recipients from around the globe and amplified their solution ideas. In September 2023, we launched Year 2 of the challenge, including the social media campaign, landing page, youth and educator toolkits, and workshops for youth and educators. More than 13,000 youth and more than 4,600 educators signed up to learn more about Year 2 of the challenge, and we received more than 2,100 submissions from 3,500 youth. The selection process will take place February-April 2024, and award recipients will be announced in May 2024.</p> |
| <p>Form 990, Part III, Line 4c Education Program Descriptions, cont.</p> | <p>National Geographic Student Travel offers immersive travel experiences for high school-aged students. These fee-based experiences are designed to connect youth with the National Geographic Society, our mission, and our Explorers with the goal of building an Explorer Mindset in participants through authentic, experiential travel and exploration. In 2023, 220 high school students from around the globe traveled on 12 trips across 10 locations. National Geographic Society supported 15 students with fully funded scholarships to increase access to these experiences. 11 National Geographic Explorers were featured in 2023 programming and they helped students explore themes such as photography, climate and geology, and wildlife conservation. These experiences were designed to encourage participants to deepen interests that they already have, discover new interests, and to use the Explorer Mindset they develop throughout the program to care and act on behalf of our planet and its people in their local community upon returning home. EduLab is a team within NGS Education that works with and through our Explorers to create innovative learning solutions that amplifies their impact, expands our understanding, and inspires educators and learners to illuminate and protect the wonders of our world. EduLab provides human-centered learning design methods, tools, and other resources that are oriented around the goals of our Explorers and the needs of the audiences they wish to engage. Through these projects, we also identify useful, transferable educational elements to share with the broader Explorer community, as well as to invite educators and learners to practice and develop the attitudes, skills, and knowledge of the Explorer Mindset. In 2023, EduLab saw success piloting this collaborative process with, among others: Explorer Anand Varma in the development of Wonderlab Learning Resources, with Explorer Krithi Karanth in testing and on location evaluation of learning resources developed for Wild Shaale, and Explorer Joel Sartore in the creation of the Photo Ark: Protect Species collection of activities. The team also rolled out a new Education Toolkit of guides and resources for Level I and II Explorers, including several as Open Educational Resources (OERs) released under a Creative Commons license to permit the use and repurposing by users.</p> |
| <p>Form 990, Part III, Line 4b Science & Innovation Program Descriptions cont.</p> | <p>The National Geographic Okavango Wilderness Project is working to secure permanent, sustainable protection for the greater Okavango Basin-the source of water for more than one million people and one of the most biodiverse places in Africa. A team of National Geographic Explorers, local and regional experts, and partners at the Wild Bird Trust are working to preserve this irreplaceable natural wonder spanning Angola, Namibia and Botswana-and help address threats to the basin from the effects of climate change and human impacts. Through rigorous scientific research, impactful conservation education projects and storytelling about the ecosystems and people who live there, the Okavango Wilderness Project is helping to protect this unique ecosystem for generations to come. In 2023, the team launched a two-team expedition for its annual crossing of the Okavango Delta in Botswana which serves as an annual checkup on the Delta's water quality and ecosystem health, and is critical for understanding how the system is changing over time. The team also conducted research to define the boundaries of the Angolan Highlands Water Tower, a critical first step in conserving this water source for the larger Okavango Basin. Working with partners and local and Indigenous communities, the National Geographic Okavango Wilderness Project is helping to preserve one of the last great wildernesses on Earth for the people and wildlife who call it home. Pristine Seas explores and documents marine ecosystems to help protect the world's most vital ocean areas for the benefit of people and nature. Founded in 2008 by National Geographic Explorer in Residence Dr. Enric Sala, Pristine Seas supports the creation of marine protected areas (MPAs) through research, expeditions, filmmaking, policy, and education. Since 2008, Pristine Seas has conducted 43 expeditions globally and helped to create 27 marine reserves, totaling an area of more than 6.6 million square kilometers of ocean. The team is composed of scientists, conservationists, and other passionate professionals from around the globe. In 2023, Pristine Seas completed expeditions to the Southern Line Islands (Republic of Kiribati), Tongareva (Cook Islands), Niue, the Republic of the Marshall Islands, and the Federated States of Micronesia. The team also continued supporting projects across Latin America, Canada, and in Dominica. As a result of a previous expedition, the Government of Uruguay committed to creating a marine reserve around Isla de Lobos and announced its intention to protect 30% of its waters by 2030. In November 2023, the Government of Dominica announced its commitment to creating the world's first sperm whale reserve. Through 2030, Pristine Seas will work with local and Indigenous communities, governments, and other partners to inspire the creation of new MPAs and catalyze the global community to protect at least 30% of the ocean by 2030. This will preserve vital ocean areas, protect carbon stocks, and support local food supply - a triple win. The interactions between animals and their environments are critical for maintaining a healthy planet. But for many species, time is running out. When you remove one, it affects us all. The National Geographic Photo Ark, led by Explorer and photographer Joel Sartore, aims to document every species living in the</p> |

| Return Reference | Explanation |
|--|---|
| | <p>world's zoos, aquariums, and wildlife sanctuaries; inspire action through education, and help protect wildlife by supporting on-the-ground conservation efforts. In 2023 Sartore photographed 1,902 species for the Photo Ark and passed the 15,000 species mark with the addition of the Miami tiger beetle. Over the last 12 months, Sartore photographed in Malaysia, Cambodia, Morocco, Israel, Greece, Taiwan, Japan, and Kazakhstan and also spent 69 days photographing in U.S. locations. Photo Ark also awarded the inaugural Species Impact Initiative grant, funding habitat restoration in Southern Florida's pine rocklands ecosystem to protect and recover federally endangered species. Also in 2023, in celebration of the 50th anniversary of the Endangered Species Act, 20 Photo Ark images were used on a pane of stamps created by the United States Postal Service, and the Indianapolis Prize committee selected Sartore as the winner of the Jane Alexander Global Wildlife Ambassador Award. Through the power of photography, the Photo Ark inspires people to help protect at-risk species before it's too late. National Geographic's Perpetual Planet Expeditions program, a long-standing collaboration with Rolex and its Perpetual Planet Initiative, supports trailblazing scientific research expeditions to Earth's critical life-support systems - mountains, rainforests, the ocean - to understand the risks these systems face from climate and environmental change, and to find solutions to restore them, rebalance the environment and protect our planet. In 2023, anchored by a multidisciplinary cohort of Explorers, the Perpetual Planet Amazon Expedition conducted groundbreaking field research alongside local communities across the Amazon River basin. They worked to understand the habitat range and health of Amazonian endemic species (Andean bear, arapaima) to inform conservation and protection efforts; mapped for the first time the economic and social value of Brazilian Amazon mangroves to local communities to advocate for their increased protection; spearheaded a first-of-its-kind global declaration for freshwater dolphin protection; investigated unique methods to restore degraded mining landscapes; assessed the impact of near-record solar radiation in the Andes on the rest of the basin; and analyzed the first-ever LiDAR scans they obtained of Amazonian flooded forests to inform climate adaptation efforts. Explorer and photographer Thomas Peschak, along with film crews and local NGS storytellers, documented the work of the Amazon Expedition for National Geographic's global audience. Explorers anchored the first-ever live Explorer Classrooms in Spanish. A network of weather stations, installed and maintained during the Perpetual Planet Mountain Expeditions since 2019, continued to transmit weather data vital to understanding how climate change impacts the roof of the world to downstream communities and global policymakers. The Society awards Level I Grants are designed for to individuals working on projects in science, conservation, storytelling, education, and technology who may be earlier in their career, those looking to establish themselves better in their field, those seeking mentorship from others in their field and beyond, or those who want to grow their network and enhance their impact by joining a global community of National Geographic Explorers. This opportunity is best suited for individuals who have the potential and desire to make significant positive contributions to their field by leveraging the funding, capacity, and additional support provided by the National Geographic Society and connections to other Explorers. The Level II grant opportunity is designed for individuals who are more established in their field and are seeking a higher level of funding. Projects at this level should push the boundaries of the applicant's field or discipline and be designed to achieve significant and tangible impacts. Applicants may be new to the Society or existing National Geographic Explorers. Projects can be up to two years long. At Level II, grantees will provide mentorship to others within the Explorer community, contribute their expertise, and may participate in relevant speaking engagements upon request. The Explorer Capacity Development Team supports National Geographic Explorers in their individual and collective leadership development by offering a portfolio of online and in-person learning and development opportunities rooted in the Society's values and mission. The Capacity Development learning and development offerings for Explorers include onboarding courses for new grant recipients, which set them up for success in their project journey by helping them access key NGS resources and offerings around ethics, unconscious bias, and communications to name a few. In addition, bespoke learning and development support is provided as part of a cohort experience to specific programs such as the Young Explorer program and our Wayfinder Award program. In 2023, a total of 730 learners, including National Geographic grantees, award recipients and team members, participated in 29 online course offerings. In addition we engaged 50 Explorers through a series of in-person workshops in the Asia Pacific and Northern North America regions.</p> |
| <p>Form 990, Part III, Line 4b Science & Innovation Program Descriptions Cont.</p> | <p>The National Geographic Society's Explorers at Large program supports proven luminaries who are uniquely positioned to act as ambassadors, changemakers and thought leaders in support of National Geographic's mission, and to help them catalyze the next generation of planetary leaders. These Explorers are at the frontiers of their respective disciplines, have a strong passion for our mission, and are committed to fostering the next generation of Explorers. As of December 2023, there are 11 National Geographic Explorers at Large: Shahidul Alam, Bob Ballard, Lee Berger, James Cameron, Sylvia Earle, Beverly Joubert, Dereck Joubert, Louise Leakey, Meave Leakey, Maya Lin, Rodrigo Medellin, Nalini Nadkarni and Azu Nwagbogu. The National Geographic Society annually recognizes the achievements of extraordinary individuals working to illuminate and protect the wonder of our world with our portfolio of awards. The Rolex National Geographic Explorer of the Year award is an annual recognition that is awarded to an Explorer whose recent actions, achievements and spirit push the boundaries of leadership in exploration and demonstrate a commitment to share new knowledge with the world. In 2023, Afghan educator Shabana Basij-Raskikh received the Rolex National Geographic Explorer of the Year award. The National Geographic Society/Bufett Awards for Leadership in Conservation were established by the Society and The Howard G. Buffett Foundation to recognize and celebrate unsung conservation heroes working in the field. Two awards are presented each year: one for achievement in Africa (established in 2002) and the other for achievement in Latin America (established in 2005). The 2023 National Geographic Society/Bufett Awardees are Lily-Arison Rene de Roland and Jose Manuel Briceno Linares. The Eliza Scidmore Award--named for the writer and photographer Eliza Scidmore, the first woman elected to the Society's Board of Trustees in 1892--recognizes individuals who use immersive storytelling to make complex ideas, issues, and information relevant and accessible. The 2023 Eliza Scidmore Awardee is photographer Kiliii Yuyan. The Wayfinder Award is presented annually to a cohort of individuals whose innovative work in science, conservation, exploration, education, technology and/or storytelling identifies them as agents for positive change in their fields. Wayfinder Award recipients have proven themselves as the next generation of influential leaders, communicators and innovators whose critical work contributes to moving the National Geographic Society's mission forward. The fifteen 2023 Wayfinder Award recipients are: Manu Akatsa, Aliaa Ismail, Clinton Johnson, Nelly Luna, Shamier Magmoet, Serena McCalla, Sada Mire, Pablo Montano, Muhammed Muheisen, Surshti Patel, Goabaone Jaqueline Ramatlapeng, Christopher Schell, Theanne Schiros, Alex Schnell, Zhengyang Wang. Through the National Geographic Young Explorer program, the Society recognizes and invests in inspirational 18-25-year-old changemakers who have demonstrated exceptional courage, leadership, and a commitment to making a positive impact in their communities and beyond. With nearly 42 percent of the world's population under 25, the Society recognizes the importance of engaging this next generation of scientists, conservationists, educators, and storytellers to fulfill our mission of illuminating and protecting the wonders of the world. In 2023, the Society selected and awarded 15 emerging youth leaders with \$10,000 each in unrestricted award funding, totaling \$150,000. This extraordinary group of young leaders also participated in a unique cohort experience, which included skill-building, leadership training, networking, and mentorship. Additionally, the Society awarded 9 Young Explorers an additional \$10,000, totaling \$90,000, to support the implementation and execution of solution-focused projects they developed. Finally, the Society brought this cohort together for an in-person retreat focused on enhancing their</p> |

| Return Reference | Explanation |
|---|---|
| Form 990, Part III, Line 4a Storytelling & Outreach Cont. | <p>skills, fostering collaboration, and connecting with National Geographic experts. These trailblazing individuals are leveraging their talents and voices to address diverse challenges, from scientific innovation and conservation to education and storytelling in support of the Society's mission to illuminate and protect our world. The National Geographic Exploration Technology Lab develops and deploys research and storytelling technologies that facilitate access, and yield critical insights, into some of the most extreme environments on Earth. This interdisciplinary team of engineers and scientists collaborates with National Geographic Explorers to build and deploy breakthrough sensor systems and hardware. This technology helps our Explorers accelerate exploration and deepen their ability to accomplish their storytelling, science, research, or educational goals. In the last 10 years alone, Exploration Technology has worked in over 200 locations worldwide, provided thousands of explorers with technical expertise and tools, and created well over a dozen major systems. In 2023, the Exploration Technology Lab provided technology or support to more than 600 Explorers. Support ranged from Explorer access to our deep-sea camera systems to future deep-sea conservation efforts, providing equipment and training for terrestrial bioacoustic data collection and analysis, to loaning custom storytelling camera traps to create intimate pictures of wild animals without disturbing them. Through partnership with the technology community, the Exploration Technology Lab supports the Society's mission to illuminate and protect the wonder of our world by granting our global community of Explorers access to cutting edge technologies and tools to explore and document the most remote and unforgiving environments on Earth -- from the deepest oceans to the highest peaks. Meridian Projects is a National Geographic Society funding opportunity that empowers National Geographic Explorers to collaborate and connect across disciplines to maximize and accelerate impact through innovative, interdisciplinary projects and solutions. By activating teams of National Geographic Explorers to engage and empower communities around the world, Meridian Projects create deeper connections between Explorers, help Explorers broaden their horizons with new skills, ideas, and perspectives, and supercharge Explorers' ability to contribute to creative solutions that combine efforts across science, storytelling, and education. This funding opportunity is only open to Explorers who are collaborating together on a project that combines at least two of NGS's broad disciplines (storytelling, research, technology, education, or conservation) and integrates, engages, and supports local communities in the project. The Society also invests in Meridian grants with resources, tools, capacity develop and learning opportunities to support effective cross-cultural, interdisciplinary collaboration, and a community-of-practice centered around collaboration for collective impact. In 2023, the Society approved 15 Meridian projects carried out by 77 Explorers at a funding total of \$2,217,297.</p> <p>The Impact Story Lab is an award-winning creative unit within the National Geographic Society that combines world-class storytelling with social and behavioral science to drive positive change. Our interdisciplinary team collaborates with National Geographic Explorers to produce film, video, audio, photography, VR/AR experiences, and other media to help accomplish the goals of their programs. We also conduct research, publish our findings, and host workshops to advance the field of impact storytelling. In 2023 our projects included the feature film Nkashi: Race for the Okavango, workshops for over 400 Explorers, and an educational video series. Africa Refocused addresses the critical need for the stories of Africa to be refocused and told through the perspectives of African people, by African people. Africa Refocused is led by Explorers Noel Kok and Pragna Parsotam-Kok and is designed to build the capacity of local African wildlife photographers and filmmakers. National Geographic Photo Camp teaches photography to diverse youth populations around the world, including young people from migrant, refugee, at-risk, and economically developing communities, to inspire and empower the next generation of storytellers with a foundation for impactful photojournalism, and a meaningful introduction to the world of photography. The Out of Eden Walk is a years-long journalistic expedition through which National Geographic explorer Paul Salopek is walking the globe, retracing the pathways of human origins from Africa to South America. This 21,000-mile odyssey is an exercise in slow journalism, allowing Paul to report the major stories of our time holistically by slowing down to walking speed to share the full context and voices of local people behind the headlines of the stories of our time. The Out of Eden Walk is a global storytelling initiative for education and cross-cultural engagement that promotes journalistic education and people-to-people connectivity via the ethos of slow journalism. In 2023, the National Geographic Society launched the World Water Map as part of a new, five-year World Freshwater Initiative. The Map was created by the National Geographic Society in cooperation with Utrecht University and Esri to visualize the gap between available water supply and demand around the globe, and tell the story of how people use water. Led by Explorer Dr. Marc Bierkens of Utrecht University, the National Geographic World Water Map builds on hydrological modeling that provides an accounting of water supplies and demands. Using trailblazing GIS technology, the Map is helping to identify global hotspots - areas and communities where the demand for freshwater is dangerously outpacing its replenishable supply. The Map will be enhanced with stories from National Geographic Explorers supported through the World Freshwater Initiative who are documenting the impacts of increasing freshwater scarcity on humans and the natural world, as well as sustainable solutions. This innovative new tool will support freshwater research, conservation, education and storytelling. It is a major step forward toward increasing global awareness of our freshwater challenges and helping us find lasting solutions to address one of the greatest societal and environmental problems of our time. World Water Map is a global accounting of freshwater resources and deficits. In 2023, with the support of the Burroughs Wellcome Fund, the National Geographic Society officially launched WonderLab, a new cutting-edge storytelling studio that is also part classroom and science lab in Berkeley, California, created by National Geographic Explorer and renowned photographer Anand Varma. Within WonderLab, Varma is engineering innovative photography and videography techniques and capturing stunning visuals of large and minuscule creatures - pushing the boundaries of how we understand the wonders of our world. WonderLab serves as an incubator for ideas and talent, offering mentorship and education opportunities for aspiring scientists and storytellers to cultivate their skills in visual communication. In September 2023, Varma facilitated an immersive technical storytelling training with a cohort of the Society's Second Assistant program, demonstrating his methodology for capturing captivating visuals and inviting participants to experiment with different photography techniques. To make Varma's work accessible to a broader audience, the Society also launched two new online educational resources: WonderLab Learning Resources - a digital collection of online educational resources inspired by Varma's work that invites educators and youth to "find the mystery of things that hide in plain sight and take the time to explore the wonder of our world, a video series entitled "I Wonder," which follows Varma on his journey to develop a new way of documenting fascinating scientific phenomena as he models strategies that inspire and sustain wonder. National Geographic's Second Assistant program provides training, mentorship, connections, and pathways for female-identifying and BIPOC early-career photographers in the historically underrepresented field of technical photography by matching early-career photographers with a more experienced National Geographic photographer for hands-on mentorship experiences. National Geographic Field Ready is a mentorship and training program to help early career filmmakers advance in their careers, and to increase diversity and inclusion behind the lens of natural history and wildlife filmmaking by providing early-career filmmakers with interactive master classes and one-on-one mentorship from leading industry professionals. National Geographic Society's Special Collections has a new name and structure reflective of the common vision, purpose, and administration of National Geographic's library, archives, and media management programs. Our distinctive collections chronicle more than 135 years of the Society's history and impact through historical documents, maps, oral histories, audio and video recordings, photographs, artwork, artifacts, and media assets from our current Explorer-led science, storytelling, and</p> |

| Return Reference | Explanation |
|--|---|
| | <p>education programs. Our dedicated staff of archivists, librarians, media managers and subject matter experts collect, organize, preserve, manage, and make accessible the diverse materials that make up the Society's Special Collections. In 2023, Special Collections developed a plan to centralize the management of physical and digital collections with one point of contact for reference, research, and community outreach; responded to more than 550 reference and research inquiries from staff and the public; digitized more than 21,000 items for long-term preservation and sharing; and ingested 1.74 million new digital assets into the Society's enterprise digital asset management system. The National Geographic Storytellers Collective offers Explorer-led Storytelling for Impact workshops to diverse audiences around the world. A B2B entity, the Storytellers Collective serves nonprofits, universities, and affinity corporate clients with live, in-person, small-group workshops, and provides capacity-building opportunities to hundreds of Explorers each year. Our workshops offer exclusive access to National Geographic's 136-year legacy of storytelling excellence as they learn the art and science of story, from the broad sweep of narrative arc to the finer details of technique and lessons from the field. The heart of every workshop is the Explorer Story, where our lead Storytelling Explorer shares their unique journey, including examples of storytelling for impact from their own career. Clients select a workshop theme, which we customize to their goals, delivering the workshop on-site at clients' venues so their teams can easily attend. Workshops are experiential and utilize an outcome-based learning approach as facilitators help participants develop their chosen story, whether for public speaking or visual storytelling. During 2023, our pilot year, we worked with 20 National Geographic Explorers to create 30 workshop experiences enjoyed by more than 800 people in eight countries.</p> |
| <p>Form 990, Part III, Line 4a Storytelling & Outreach Programs cont.</p> | <p>National Geographic Live brings the stories of National Geographic Explorers to life through unique in-person experiences. We partner with our Explorers and photographers to unpack their work and build it into compelling narratives that are easily understood by audiences of varying ages and backgrounds. We then enable that content to be effectively delivered to audiences across the planet through bespoke public performances, student matinees, and community engagement events presented by theaters, performing arts centers, museums, and universities around the world. Through immersive imagery, compelling storytelling, and personal interactions between Explorers and members of the public, we illuminate the wonders of the world, and highlight the work of our Explorers to new and diverse populations. Between June and December of 2023, following National Geographic Live's return to the Society, we elevated the work of 8 National Geographic Explorers, working with them to create stage shows and experiences that were seen by over 17,000 people across 2 countries, 7 states, 3 Canadian provinces, and 13 cities. National Geographic Traveling Exhibitions bring high-quality in-person experiences to museums and cultural institutions around the world. Working with photographers, Explorers, and other collaborators in the fields of exploration, technology, education, and storytelling, we create exhibitions and immersive experiences covering a wide range of topics to appeal to all audiences. In 2023 these exhibitions toured to some of the world's finest museums and institutions such as the Natural History Museum of Utah (Salt Lake City), the Witte Museum (San Antonio) and CosmoCaixa (Barcelona). Additionally, National Geographic has partnered with The Impact Story Lab is an award-winning creative unit within the National Geographic Society that combines world-class storytelling with social and behavioral science to drive positive change. Our interdisciplinary team collaborates with national and international respected collaborators such as "la Caixa" Foundation to display exhibitions in open spaces free to the public, thereby bringing educational and cultural experiences within everyone's reach. In 2023, 20 unique exhibitions were visited by more than 6 million visitors globally, in 81 cities and 21 countries. The Geography & Mapping Group provides geospatial expertise and cartographic support to our Explorers, programs, and staff. We work with our most influential programs and partners to promote innovation, increase impact, and keep National Geographic at the forefront of applied geography and cartography. We provide our Explorers, programs, and staff with consulting, mapping services, and access to geospatial technology to enhance the effectiveness and impact of mission driven work. In 2023 we provided ongoing support to our major Zenith level programs (Pristine Seas, Okavango Wilderness Project, and Perpetual Planet) with award winning cartography to help each program communicate their findings and achieve their goals. We also worked closely with the Education division to further efforts in geography education. Our team members worked with our partner Esri in the development of the new National Geographic Mapmaker. We continue to improve our foundational geographic database that powers mapping work for the Society and for our partners at Disney/NGP. In addition, we have supported individual Explorers and National Geographic staff members to improve and accelerate their work with geographic data and tools that provide actionable insights and further the Society's mission to illuminate and protect the wonder of the world.</p> |
| <p>Form 990, Part III, Line 4b Science & Innovation Program Descriptions Cont.</p> | <p>Rising Star is opening new doors into our understanding of the evolution and behaviors of ancient hominins and revolutionizing the scientific practice of paleoanthropology. "Rising Star" scales the scientific activities of its previous program at the Cradle of Humankind World Heritage Site (WHS) by supporting multiple concurrent research teams led by African paleoanthropology leaders, under the guidance of National Geographic Explorer in Residence Lee R. Berger. Teams work collaboratively to delve deeper in sites where the potential for paleoanthropological discoveries has only been glimpsed in the richest hominin fossil-bearing region known to science. To meet its permanent sustainability goals, Rising Star invests in the growth of local scientific capacity through academic leadership programs, field mentorship opportunities, and technical-track scientific professionalization programs for minoritized groups in South Africa and beyond, creating meaningful and sustainable opportunities for employment in the field of paleoanthropology. To support this capacity building, this year-round project builds world-class field research, analysis, and curatorial infrastructure within the Cradle of Humankind WHS, creating an in-house engine of collaboration and information-sharing. As part of its commitment to expanding the boundaries of paleoanthropology, Rising Star is the first paleoanthropology program in the world to incorporate artists, storytellers, and educators into the research process, stimulating new angles of investigation into ancient hominin life and elevating local scholarship. Altogether, Rising Star presents a holistic, collaborative, and inclusive new approach to paleoanthropology that supports the education of new generations of paleoanthropologists, engages the public, and accelerates discoveries in the study of ancient hominins.</p> |
| <p>Form 990, Part III, Line 4d Description of other program services</p> | <p>(Expenses \$ 0 including grants of \$ 0)(Revenue \$ 97,334) In 2023, miscellaneous program activity included a continuing sustainability initiative and impact investing. Continued on Sch. O Other Miscellaneous Programs.</p> |
| <p>Form 990, Part V, Line 3b Reason for not filing Form 990-T</p> | <p>The 990T is on extension awaiting final K-1 investment information necessary to prepare a complete and accurate return.</p> |
| <p>Form 990,</p> | <p>The Society's Form 990 was prepared by tax and financial staff at the Society, and was reviewed by senior management,</p> |

| Return Reference | Explanation |
|---|--|
| Part VI, Line 11b Review of form 990 by governing body | including the CEO, CFO and Chief Legal Officer. It was also reviewed by the Society's outside tax advisors. A draft of this Form 990 was provided to the full Board of Trustees for comments and questions before it was filed with the IRS. |
| Form 990, Part VI, Line 12c Conflict of interest policy | <p>The National Geographic Society maintains a Code of Ethics stating the Society's expectation that staff (employees), officers and third party representatives (including independent contractors, consultants, business partners and others who support our mission or receive our funds), will perform their responsibilities in a manner consistent with the highest standards of ethical conduct. The Code of Ethics is published internally, and on the Society's public facing Website https://www.nationalgeographic.org/ethics/. The Code of Ethics is rooted in the Society's commitment to carry out its mission in a manner that earns the respect of everyone we interact with including charitable donors, business associates, third party representatives, Society members, our staff, explorers, fellows, grantees and the general public. In recognition that accomplishing this objective depends on the individual commitment of our staff and business partners to acting with personal integrity, the following core principles apply: (1) we will conduct every aspect of our business in a fair, lawful and ethical manner; (2) we will encourage and expect everyone we work with to do the same; and (3) we will maintain a culture that reinforces these principles. The Code of Ethics includes the Society's Conflict of Interest Policy, which (1) defines potential conflicts of interest and provides several illustrative examples; (2) requires disclosure of any potential conflict to the Society; and (3) prohibits a conflicted staff member from engaging in any activity or decision-making concerning a potential conflict of interest in the absence of disclosure and independent resolution (including recusal and other steps deemed appropriate to resolve the potential conflict) by the Society, as set forth as follows in the terms of the policy itself: Avoid Conflicts of Interest A conflict of interest arises when you, a family member, or a close friend has a business, financial, or personal interest in the other side of a transaction or business dealing with the National Geographic Society. You must always act in the best interest of the Society. This includes being sensitive to situations where it might appear that your responsibility to the Society has been compromised. Here are some ways a conflict of interest might arise: Having a personal, family, or financial interest in any Society transaction Acting as an employee or consultant for, or providing any other assistance to, a competitor Having a financial interest in a competitor, supplier, contractor, grantee, fellow, consultant, or other business partner Hiring or supervising a family member Accepting gifts, discounts, or services beyond policy limits from anyone doing (or seeking) business with the National Geographic Society Most potential conflicts can be resolved in a simple and mutually acceptable way. The key is to disclose the issue promptly-before it becomes an actual conflict that could compromise your responsibility to act exclusively in the National Geographic Society's best interest. If you have a potential conflict of interest, you must report it to your manager-before you engage in any activity related to the situation. Your manager, in consultation with you, Human Resources, and Law & Business Affairs, will determine what measures should be taken to resolve it appropriately. Such measures typically include recusing yourself from any decision relating to the matter. If you are unsure but have questions, get help from your manager, Human Resources or the Society's ethics officer. Gifts and Gratuities Staff members may not receive any gift worth more than \$100 from any person or organization doing business with the National Geographic Society. Staff members involved in purchasing decisions must take extra care to avoid any gifts that might affect, or appear to affect, their decision-making responsibilities on behalf of the National Geographic Society. Additionally, the Society's Code of Ethics expressly prohibits bribery and all other forms of corruption; sets standards for conducting diligence and for approval of certain third party business relationships; and mandates reporting of any potential issues to the Society's Ethic's Officer, or other designated Society representative as set forth in the Code of Ethics: Corruption and Bribery - Strictly Prohibited Every country we work in has laws against corruption and bribery. We take compliance with these laws seriously. As a U.S.-based organization, the National Geographic Society focuses particular attention on the anti-bribery standards of the U.S. Foreign Corrupt Practices Act. We may not offer, promise, pay, give, or approve any bribe, kickback, or other inducement in the form of cash or anything else of value (such as gifts, travel, entertainment, or charitable contributions) to any person or organization with the intent to exert improper influence over the recipient, induce the recipient to violate their duty of loyalty, secure an improper advantage for the National Geographic Society, or improperly reward the recipient for past conduct. Nor may we allow any third party representative (such as customs clearance brokers, independent contractors, consultants, business partners, or anyone else) to do so on our behalf. Our Anti-Corruption policy sets standards that must be followed in our relationships with explorers, fellows, grantees, third party representatives, field workers ('fixers'), exhibitors, and recipients of charitable donations. Additionally, there are special standards that apply to our interactions with government officials (including travel, accommodations, meals, and entertainment). If you think that an improper payment has been solicited, offered, or made, you must promptly report it to the ethics officer, or another contact listed on the last page of the Code. The Society requires each of its employees including its officers to complete a business conduct certification (referred to as the Society's 'Ethics and Policies Pledge') as a condition of continuing employment annually. Each staff member is required to affirm that: * I have read and I understand my obligations under the National Geographic Society's Code of Ethics. I agree to comply with the Code, the Society's policies, and laws that apply to my responsibilities on behalf of the Society. * I understand that I am obligated to report all potential Code, policy or legal violations I am aware of. I am familiar with the options available to me for asking questions or reporting a potential violation. * I am not aware of any potential violation, or I have reported all potential violations that I am aware of. (A staff member who is aware of an unreported potential violation is prompted to report it prior to completing the certification.)" The Society maintains an Ethics Helpline operated by an independent third party for reporting potential violations or asking questions concerning the Code of Ethics, the Society's policies and/or legal compliance. The Helpline is available 24 hours a day, seven days a week. The Helpline accepts email, web-based and automated phone line submissions, and also offers the option of speaking to a customer service representative. The Helpline accepts anonymous reports and allows an individual who makes a report to receive follow up communications even if he/she chooses to remain anonymous. The Society maintains a separate Code of Ethics for its Directors and Trustees, which is based on the same core principles as the Code applicable to the Society's staff and third party partners, and grounded in the same commitment to maintaining the highest standards of ethics and personal integrity. It includes a Conflict of Interest policy applicable to Directors and Trustees specifically, which mandates disclosure of potential direct or indirect material conflicts involving Board-level decisions, as well as recusal from decision-making and voting on a conflict matter. The Society's Board members may contact the General Counsel or Ethics Officer with questions or concerns, and may also avail themselves of the Society's Ethics Helpline. Each Board member submits a Conflict of Interest Certification annually certifying that: there are no conflicts of interest (or disclosing potential conflicts if any may exist); and committing to continuing disclosure should a conflict arise subsequently.</p> |
| Form 990, Part VI, Line 15a Process to establish | The Board of Trustees of the National Geographic Society has delegated authority to the Compensation Committee to oversee the compensation and benefits of certain senior executives of the Society. The Committee, which is composed exclusively of independent members of the Board of Trustees, is responsible for overseeing an executive compensation program for the Society's senior executives. The Committee follows the procedures set forth in the IRS regulations under Section 4958 in |

| Return Reference | Explanation |
|--|---|
| compensation of top management official | making compensation decisions. In particular, the Committee engages an independent compensation consultant to prepare and present comparable market data with respect to the Society's cash compensation and benefits programs, and is also advised by outside counsel. The Committee reviews the performance of senior executives and evaluates their compensation and benefits in light of the comparable market data provided by the independent compensation consultant and other relevant factors. The Committee relies on such market data in awarding cash compensation and reviewing benefit programs for the Society's senior executives, and receives an opinion from the independent compensation consultant as to the reasonableness and comparability of the Society's executive compensation and benefits programs to that provided for similar services by similar organizations under similar circumstances. The Committee documents its decisions regarding executive compensation decisions in its minutes. The Chair of the Committee promptly reports all actions taken by the Committee to the full Board of Trustees. |
| Form 990, Part VI, Line 15b Process to establish compensation of other employees | The Compensation Committee followed the process described above at meetings held in March & September of 2023 with respect to compensation decisions for the following senior executives positions: CEO, CFO, Chief Advancement Officer, Chief Legal Officer, Chief Communications Officer, Chief Science and Innovation Officer and Chief Education Officer. The compensation committee also held an ad-hoc meeting in April 2023 to approve a termination of the incentive plan for all staff except for the CEO . |
| Form 990, Part VI, Line 19 Required documents available to the public | The Society's corporate charter is available to the public through the District of Columbia Department of Consumer and Regulatory Affairs Corporations Division. The financial statements of the tax-exempt parent, the National Geographic Society, are made available in this Form 990. The Society does not currently make its audited financial statements available to the public because they are issued on a consolidated basis, which include financial details of the activities of Society's taxable subsidiary which are not disclosed for competitive reasons. The Society's Forms 990 and 990T are available upon request, as well as online at Guidestar.org. |
| Form 990, Part XI, Line 9 Other changes in net assets or fund balances | Post-retirement Benefits-FAS 158 - 3111654; Grants cancelled/returned - 285411; misc. adj. - 41691; |

Additional Data

[Return to Form](#)

Software ID: 23017437

Software Version: 2023v5.0

**SCHEDULE R
(Form 990)**

Related Organizations and Unrelated Partnerships

OMB No. 1545-0047

2023

**Open to Public
Inspection**

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

Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

Department of the Treasury
Internal Revenue Service

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number

53-0193519

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

| (a) Name, address, and EIN (if applicable) of disregarded entity | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Total income | (e) End-of-year assets | (f) Direct controlling entity |
|--|-------------------------|--|---------------------|---------------------------|----------------------------------|
| (1) NG URL HOLDING LLC 1145 17TH ST NW WASHINGTON, DC 20036 | HOLDING COMPANY | DC | 0 | 0 | NATIONAL GEOGRAPHIC SOCIETY |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

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

| (a) Name, address, and EIN of related organization | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Exempt Code section | (e) Public charity status (if section 501(c)(3)) | (f) Direct controlling entity | (g) Section 512(b)(13) controlled entity? | |
|---|-------------------------|--|----------------------------|---|----------------------------------|--|----|
| | | | | | | Yes | No |
| (1) NG Foundation for Sci Ex (Asia) | grant making | KS | 501(c)(3) | 8 | National Geographic Society | Yes | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

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

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

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

| (a) Name, address, and EIN of related organization | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Direct controlling entity | (e) Type of entity (C corp, S corp, or trust) | (f) Share of total income | (g) Share of end-of-year assets | (h) Percentage ownership | (i) Section 512(b)(13) controlled entity? | |
|--|-------------------------|--|----------------------------------|--|------------------------------|------------------------------------|-----------------------------|--|----|
| | | | | | | | | Yes | No |
| (1)NGSP INC 1145 17TH ST NW WASHINGTON, DC 20036 16-1750687 | HOLDING CO. | DC | NATIONAL GEOGRAPHIC SOCIETY | C Corporation | 56,943,720 | 1,076,300,615 | 100 % | Yes | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

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

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

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

- a** Receipt of **(i)** interest, **(ii)** annuities, **(iii)** royalties, or **(iv)** rent from a controlled entity
- b** Gift, grant, or capital contribution to related organization(s)
- c** Gift, grant, or capital contribution from related organization(s)
- d** Loans or loan guarantees to or for related organization(s)
- e** Loans or loan guarantees by related organization(s)
- f** Dividends from related organization(s)
- g** Sale of assets to related organization(s)
- h** Purchase of assets from related organization(s)
- i** Exchange of assets with related organization(s)
- j** Lease of facilities, equipment, or other assets to related organization(s)
- k** Lease of facilities, equipment, or other assets from related organization(s)
- l** Performance of services or membership or fundraising solicitations for related organization(s)
- m** Performance of services or membership or fundraising solicitations by related organization(s)
- n** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)
- o** Sharing of paid employees with related organization(s)
- p** Reimbursement paid to related organization(s) for expenses
- q** Reimbursement paid by related organization(s) for expenses
- r** Other transfer of cash or property to related organization(s)
- s** Other transfer of cash or property from related organization(s)

| | Yes | No |
|-----------|-----|----|
| | | |
| 1a | Yes | |
| 1b | | No |
| 1c | | No |
| 1d | Yes | |
| 1e | | No |
| | | |
| 1f | Yes | |
| 1g | | No |
| 1h | | No |
| 1i | | No |
| 1j | | No |
| | | |
| 1k | | No |
| 1l | Yes | |
| 1m | | No |
| 1n | | No |
| 1o | | No |
| | | |
| 1p | | No |
| 1q | | No |
| | | |
| 1r | | No |
| 1s | | 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 related organization | (b) Transaction type (a-s) | (c) Amount involved | (d) Method of determining amount involved |
|-------------------------------------|-------------------------------|------------------------|--|
| (1) NGSP Inc | F | 55,000,000 | AUDITED FINANCIAL STATEMENTS |
| (2) NGSP INC | A | 698,023 | AUDITED FINANCIAL STATEMENTS |
| (3) NGSP INC | L | 6,740,955 | AUDITED FINANCIAL STATEMENTS |
| (4) NG FOUNDATION FOR SCI EX (ASIA) | L | 54,002 | AUDITED FINANCIAL STATEMENTS |
| (5) NGSP INC | D | 14,870,000 | AUDITED FINANCIAL STATEMENTS |
| | | | |

Part VII Supplemental Information

Provide additional information for responses to questions on Schedule R. See instructions.

Return Reference

Explanation

Schedule R (Form 990) 2023

Additional Data[Return to Form](#)**Software ID:** 23017437**Software Version:** 2023v5.0