

990

Return of Organization Exempt From Income Tax

OMB No. 1545-

0047 2024

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 2024 calendar year, or tax year beginning 01-01-2024, and ending 12-31-2024

B Check if applicable: Address change, Name change, Initial return, Final return/terminated, Amended return, Application pending. C Name of organization: NATIONAL GEOGRAPHIC SOCIETY. D Employer identification number: 53-0193519. E Telephone number: (202) 857-7000. F Name and address of principal officer: Jill Tiefenthaler, 1145 17TH ST NW, WASHINGTON, DC 200364688. G Gross receipts \$ 838,035,960. 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. Activities & Governance (mission statement, 2-7b); 2. Revenue (8-12); 3. Expenses (13-19). Summary rows 20-22 for Net Assets or Fund Balances. Columns: Description, Prior Year, Current Year.

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 2025-09-30. Paid Preparer Use Only: Print/Type preparer's name, Preparer's signature, Date 2024-11-12, Check self-employed, PTIN P00247720, Firm's name BDO LLP, Firm's EIN 13-5381590, Firm's address 12505 PARK POTOMAC AVE, POTOMAC, MD 20854, Phone no. (703) 245-8668.

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

For Paperwork Reduction Act Notice, see the separate instructions.

Cat. No. 11282Y

Form 990 (2024)

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 \$ **76,674,416** including grants of \$ **5,579,348**) (Revenue \$ **3,661,032**)

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 in the media. Storytelling and Outreach program descriptions continued on Sch. O.

4b (Code:) (Expenses \$ **70,288,998** including grants of \$ **22,788,401**) (Revenue \$ **417,609**)

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 \$ **23,240,982** including grants of \$ **3,032,504**) (Revenue \$ **407,353**)

NATIONAL GEOGRAPHIC EDUCATION PROGRAMS For nearly 40 years, National Geographic's Education division has amplified the work of Explorers into classrooms and communities to inspire tangible, lasting changes worldwide. We cultivate the creativity and resilience of learners, leaders, and educators by designing learning solutions, resources and GIS modules as well as live interactions with Explorers and experiences that support local impact. At the heart of this mission we foster an Explorer Mindset - the curiosity, skills, and knowledge that fuel solutions to challenges and ignite passion for protecting our planet. Through our efforts to build strategic, impactful partnerships, fund education-focused grants, and support research, knowledge creation, and skill development, we are expanding the efforts of Explorers using community-based strategies to inspire tangible, lasting changes worldwide. Continued on Sch. O Education Program Descriptions

(Code:) (Expenses \$ including grants of \$ **10,125**) (Revenue \$ **109,758**)

In 2024, miscellaneous program activity included a continuing sustainability initiative and impact investing, communication, & technology. Continued on Sch. O Other Miscellaneous Programs.

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

(Expenses \$ including grants of \$ **10,125**) (Revenue \$ **109,758**)

4e Total program service expenses 170,204,396

Part IV Checklist of Required Schedules

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

Part IV Checklist of Required Schedules (continued)

Table with 3 columns: Question ID, Question Text, and Yes/No columns. Rows include questions 22 through 38 regarding tax-exempt bond issues, excess benefit transactions, and related party transactions.

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 [checked]

Table with 3 columns: Question ID, Question Text, and Yes/No columns. Rows include questions 1a, 1b, and 1c regarding Form 1096, Forms W-2G, and gaming winnings.

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

Table with 17 main rows and multiple sub-rows (a-e). Columns include question text, sub-row identifier (e.g., 2a, 2b), and response area (Yes/No). Row 2a contains the value 760. Row 13a includes a 'Note' about Schedule O.

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... 1b Enter the number of voting members included... 2 Did any officer, director, trustee... 3 Did the organization delegate control... 4 Did the organization make any significant changes... 5 Did the organization become aware... 6 Did the organization have members... 7a Did the organization have members... 7b Are any governance decisions... 8 Did the organization contemporaneously document... 8a The governing body? 8b Each committee... 9 Is there any officer, director, trustee...

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... 10b If "Yes," did the organization have written policies... 11a Has the organization provided a complete copy... 11b Describe on Schedule O the process... 12a Did the organization have a written conflict... 12b Were officers, directors, or trustees... 12c Did the organization regularly and consistently... 13 Did the organization have a written whistleblower... 14 Did the organization have a written document... 15 Did the process for determining compensation... 15a The organization's CEO... 15b Other officers or key employees... 16a Did the organization invest in, contribute... 16b If "Yes," did the organization follow a written...

Section C. Disclosure

Table with 2 columns: Question, Answer. Row 17: List the states with which a copy of this Form 990 is required to be filed. Row 18: Section 6104 requires an organization to make its Form 1023... Row 19: Describe in Schedule O whether... Row 20: State the name, address, and telephone number...

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	Former			
(1) Jill Tiefenthaler CEO	45.0	X		X			2,039,099	0	39,025	
(2) Afsaneh Beschloss Trustee	4.0	X					0	0	0	
(3) Angel Cabrera TRUSTEE	4.0	X					9,124	0	0	
(4) ANTHONY A WILLIAMS TRUSTEE	4.0	X					6,200	0	0	
(5) BRENDAN P BECHTEL TRUSTEE	4.0	X					0	0	0	
(6) Claudia Madrazo Trustee	4.0	X					0	0	0	
(7) Deborah Lehr Trustee	4.0	X					0	0	0	
(8) Dina Powell McCormick Trustee	4.0	X					0	0	0	
(9) ELLEN R STOFAN TRUSTEE	4.0	X					0	0	0	
(10) Evan G Greenberg Trustee	4.0	X					6,200	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					6,200	0	0	
(14) John K Delaney Trustee	4.0	X					0	0	0	
(15) JOSEPH M DESIMONE TRUSTEE	4.0	X					6,200	0	0	
(16) Kate Brandt Trustee	4.0	X					6,200	0	0	
(17) Katherine Bradley Vice Chairman	4.0	X					6,200	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	Former			
(18) Kevin J Maroni Trustee	4.0	X					0	0	0	
(19) Mark Moore Trustee	4.0	X					6,200	0	0	
(20) Nancy Pfund Trustee	4.0	X					6,200	0	0	
(21) RAJIV SHAH TRUSTEE	4.0	X					6,200	0	0	
(22) Sandesh Kadur Trustee	4.0	X					50,909	0	0	
(23) Strive Masiyiwa TRUSTEE	4.0	X					0	0	0	
(24) ANGELA TAYLOR INTERIM CFO JAN-APR	45.0			X			348,201	0	34,144	
(25) Darien Wright CFO & COO	45.0			X			445,068	0	6,661	
(26) Sumeet Seam Chief Legal Officer	45.0			X			586,464	0	37,755	
(27) Crystal Brown Chief Communications Officer	45.0				X		592,929	0	14,752	
(28) Deborah Grayson Chief Education Officer	45.0				X		416,972	0	21,775	
(29) EMILY DUNHAM CHIEF CAMPUS AND EXPERIENCES OFFICER	45.0				X		379,562	0	26,824	
(30) Ian Miller Chief Science & Innovation Officer	45.0				X		562,822	0	30,867	
(31) Jason Southern Chief Technology Officer	45.0				X		382,786	0	36,493	
(32) Kara Ramirez Mullins Chief Advancement Officer	45.0				X		631,692	0	36,595	
(33) Kim Waldron Chief of Staff & Program Alignment	45.0				X		427,107	0	30,465	
(34) Mara Dell Chief Human Resources Officer	45.0				X		476,117	0	26,607	
(35) Shannon Bartlett Chief Community Engagement & Social Impact Officer	45.0				X		342,479	0	36,562	
(36) Alex Moen Chief Explorer & Engagement Officer	45.0					X	388,550	0	26,525	
(37) Enric Sala Explorer in Residence	45.0					X	437,600	0	10,887	
(38) John Coombe Director, Investments	45.0					X	520,886	0	2,259	
(39) Kaitlin Yarnall Chief Storytelling Officer & SVP	45.0					X	391,114	0	26,882	
(40) Kristi Craig Chief Investment Officer	45.0					X	1,159,875	0	26,525	
(41) MICHAEL ULICA Former PRESIDENT/COO/TREASURER	45.0					X	840,287	0	18,545	
(42) Robert Young CFO	45.0					X	111,236	0	0	
1b Sub-Total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)							11,596,679	0	490,148	

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 **3 2 6**

	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	70,072,972
Seaside Consulting SA San Rafael de Escazu San Jose CS	CONSULTING	4,569,895
HBP Inc 952 Frederick St Hagerstown, MD 21740	FUNDRAISING	4,000,064
Hickok Cole Architects Inc 301 N St NE Suite 300 Washington, DC 20002	ARCHITECTURE	3,539,756
E2K Events x Entertainment 445 N Whisman Road Mountain View, CA 94043	PROFESSIONAL SERVICES	2,906,765

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 **1 7 2**

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		
f All other contributions, gifts, grants, and similar amounts not included above		1f	87,860,410	
g Noncash contributions included in lines 1a - 1f:\$		1g	3,349,655	
h Total. Add lines 1a-1f				87,860,410

Program Service Revenue		Business Code				
2a Storytelling & Outreach		900004	3,661,032	3,661,032		
b Education		900004	407,353	407,353		
c Science & Innovation		900004	417,609	417,609		
d Other misc. programs		900004	109,758	109,758		
e						
f All other program service revenue.			0	0	0	0
g Total. Add lines 2a-2f.			4,595,752			

Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		63,430,952		150,000	63,280,952	
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties		23,816,670			23,816,670	
	6a Gross rents	6a	(i) Real	12,589,180			
		b Less: rental expenses	6b	21,883,984			
		c Rental income or (loss)	6c	-9,294,804	0		
		d Net rental income or (loss)			-9,294,804		-9,294,804
	7a Gross amount from sales of assets other than inventory	7a	(i) Securities	645,742,996			
		b Less: cost or other basis and sales expenses	7b	606,847,458			
		c Gain or (loss)	7c	38,895,538	0		
		d Net gain or (loss)			38,895,538		38,895,538
	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			0		
	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						

Other Revenue Misc Amt		Business Code				
11a						
b						
c						
d All other revenue			0	0	0	0
e Total. Add lines 11a-11d			0			
12 Total revenue. See instructions			209,304,518	4,595,752	150,000	116,698,356

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	8,865,814	8,865,814		
2 Grants and other assistance to domestic individuals. See Part IV, line 22	4,878,416	4,878,416		
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16.	17,666,148	17,666,148		
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	8,979,891	6,185,695	2,656,332	137,864
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	66,034,705	45,487,245	19,533,658	1,013,802
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	2,395,444	1,650,074	708,594	36,776
9 Other employee benefits	10,173,829	7,008,125	3,009,510	156,194
10 Payroll taxes	5,601,825	3,858,753	1,657,070	86,002
11 Fees for services (non-employees):				
a Management				
b Legal	601,188	27,588	573,600	
c Accounting	588,353		588,353	
d Lobbying	3,367	3,367		
e Professional fundraising services. See Part IV, line 17	5,107,330			5,107,330
f Investment management fees	17,042,562	11,759,368	4,942,343	340,851
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	21,445,510	21,412,709	32,801	
13 Office expenses				
14 Information technology	17,441,593	15,105,656	887,254	1,448,683
15 Royalties				
16 Occupancy	8,358,665	7,381,801	897,968	78,896
17 Travel	8,237,065	6,432,574	1,116,738	687,753
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	2,205,812	509,633	1,167,383	528,796
20 Interest	5,080,355	4,505,445	473,303	101,607
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	3,804,644	2,567,798	1,073,368	163,478
23 Insurance	2,477,098	1,845,934	571,164	60,000
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 other	3,532,598	3,052,253	480,345	
b				
c				
d				
e All other expenses	0	0	0	0
25 Total functional expenses. Add lines 1 through 24e	220,522,212	170,204,396	40,369,784	9,948,032
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).	15,963,329	6,495,745	6,660,825	2,806,759

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	74,435,917	1	125,546,677
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net	60,222,514	3	66,190,339
	4 Accounts receivable, net	9,200,692	4	10,313,741
	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	14,870,000	7	11,815,000
	8 Inventories for sale or use	36,985	8	75,674
	9 Prepaid expenses and deferred charges	7,234,931	9	7,234,236
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	308,230,031		
	b Less: accumulated depreciation	97,803,983		
	11 Investments—publicly traded securities	470,438,000	11	531,795,000
	12 Investments—other securities. See Part IV, line 11	1,105,656,215	12	1,052,785,795
	13 Investments—program-related. See Part IV, line 11	0	13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11	10,076,367	15	19,932,491
16 Total assets: Add lines 1 through 15 (must equal line 33)	1,872,730,796	16	2,036,115,001	
Liabilities	17 Accounts payable and accrued expenses	26,759,198	17	42,541,640
	18 Grants payable	4,325,331	18	4,172,892
	19 Deferred revenue	2,033,848	19	1,594,565
	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	248,263,889
	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	37,072,732	25	36,567,580
	26 Total liabilities. Add lines 17 through 25	320,191,109	26	333,140,566
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	1,310,796,869	27	1,419,427,200
	28 Net assets with donor restrictions	241,742,818	28	283,547,235
	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	1,552,539,687	32	1,702,974,435
	33 Total liabilities and net assets/fund balances	1,872,730,796	33	2,036,115,001

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	209,304,518
2	Total expenses (must equal Part IX, column (A), line 25)	2	220,522,212
3	Revenue less expenses. Subtract line 2 from line 1	3	-11,217,694
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	1,552,539,687
5	Net unrealized gains (losses) on investments	5	163,171,743
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	-1,519,301
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (A))	10	1,702,974,435

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 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: 24020961

Software Version: 2024v5.1

Form 990, Special Condition Description:

Special Condition Description

SCHEDULE A
(Form 990)

Public Charity Status and Public Support

OMB No. 1545-0047

2024

Open to Public Inspection

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ.
▶ 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 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) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grant.") . . .	20,599,591	52,344,649	74,952,274	91,204,096	87,860,410	326,961,020
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	20,599,591	52,344,649	74,952,274	91,204,096	87,860,410	326,961,020
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) . . .						15,248,982
6 Public support. Subtract line 5 from line 4.						311,712,038

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
7 Amounts from line 4.	20,599,591	52,344,649	74,952,274	91,204,096	87,860,410	326,961,020
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	79,279,835	96,292,362	98,188,558	115,588,486	99,686,802	489,036,043
9 Net income from unrelated business activities, whether or not the business is regularly carried on.	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						815,997,063
12 Gross receipts from related activities, etc. (see instructions)					12	16,732,967

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 2024 (line 6, column (f) divided by line 11, column (f))	14	38.200 %
15 Public support percentage for 2023 Schedule A, Part II, line 14	15	34.178 %

- 16a 33 1/3% support test—2024.** 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—2023.** 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—2024.** 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—2023.** 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) 2020, (b) 2021, (c) 2022, (d) 2023, (e) 2024, (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) 2020, (b) 2021, (c) 2022, (d) 2023, (e) 2024, (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 2024; Row 16: Public support percentage from 2023 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 2024; Row 18: Investment income percentage from 2023 Schedule A, Part III, line 17; Row 19a: 33 1/3% support tests-2024; Row 19b: 33 1/3% support tests-2023; Row 20: Private foundation.

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?		
11a			
b	A family member of a person described on 11a above?		
11b			
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>		
11c			

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	<input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
b	<input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
c	<input type="checkbox"/> 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.		
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 2024 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-2024	(iii) Distributable Amount for 2024
1 Distributable amount for 2024 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2024 (reasonable cause required-- explain in Part VI). See instructions.			
3 Excess distributions carryover, if any, to 2024:			
a From 2019.			
b From 2020.			
c From 2021.			
d From 2022.			
e From 2023.			
f Total of lines 3a through e			
g Applied to underdistributions of prior years			
h Applied to 2024 distributable amount			
i Carryover from 2019 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
4 Distributions for 2024 from Section D, line 7: \$			
a Applied to underdistributions of prior years			
b Applied to 2024 distributable amount			
c Remainder. Subtract lines 4a and 4b from line 4.			
5 Remaining underdistributions for years prior to 2024, 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 2024. 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 2025. Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2020.			
b Excess from 2021.			
c Excess from 2022.			
d Excess from 2023.			
e Excess from 2024.			

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: 24020961

Software Version: 2024v5.1

Schedule of Contributors

▶ 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.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
-		\$	<input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
-		\$	<input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
-		\$	<input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
-		\$	<input type="checkbox"/> Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
-		\$	<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: 24020961

Software Version: 2024v5.1

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) 2021	(b) 2022	(c) 2023	(d) 2024	(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		3,367
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?		No	
i Other activities?		No	
j Total. Add lines 1c through 1i			3,367
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, and Jenny Miller, Senior Manager, Strategy & Program Operations, met with Dominica government officials to encourage them to create a Sperm Whale Reserve in Dominica.

Additional Data

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Software ID: 24020961

Software Version: 2024v5.1

SCHEDULE D
(Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

**Open to Public
Inspection**

(Rev. January 2025)
Department of the Treasury
Internal Revenue Service

▶ **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.**

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.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? Yes No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? Yes No

Part II Conservation Easements.

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

1 Purpose(s) of conservation easements held by the organization (check all that apply).

Preservation of land for public use (e.g., recreation or education) Preservation of an historically important land area

Protection of natural habitat Preservation of a certified historic structure

Preservation of open space

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

	Held at the End of the Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after July 25, 2006, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? Yes No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

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

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

1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1 ▶ \$ _____

(ii) Assets included in Form 990, Part X ▶ \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1 ▶ \$ _____

b Assets included in Form 990, Part X ▶ \$ _____

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

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

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" 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	344,378,938	282,764,247	323,517,320	292,684,914	270,689,255
b Contributions	761,304	40,038,471	3,324,953	149,936	175,987
c Net investment earnings, gains, and losses	89,113,956	31,442,580	-34,599,093	39,381,597	33,664,353
d Grants or scholarships	6,733,965	8,027,557	8,158,560	7,715,115	7,970,409
e Other expenditures for facilities and programs	1,654,156	1,505,815	954,674	878,588	1,300,173
f Administrative expenses	409,927	332,988	365,699	105,424	2,574,099
g End of year balance	425,456,150	344,378,938	282,764,247	323,517,320	292,684,914

- 2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a** Board designated or quasi-endowment ▶ 60.29 %
 - b** Permanent endowment ▶ 18.64 %
 - c** Term endowment ▶ 21.07 %
- 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:
- | | Yes | No |
|--|-----|----|
| (i) Unrelated organizations | No | No |
| (ii) Related organizations | No | No |
- 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		285,223,030	88,854,352	196,368,678
c Leasehold improvements				
d Equipment		20,100,705	8,949,631	11,151,074
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) . . . ▶				210,426,048

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	431,327,725	F
(3) Other _____		
(A) Closely-held equity interests	431,327,725	F
(B) Financial derivatives		
(C) HEDGE FUNDS	396,648,750	F
(D) REAL EST. INVEST. TRUSTS	238,000	F
(E) MONEY MARKET FUNDS	151,100,000	F
(F) INVESTMENT - DEFERRED COMPENSATION	3,870,000	F
(G) MORTGAGE-BACKED SECURITIES	313,000	F
(H) FIXED-INCOME OBLIGATIONS	68,156,000	F
(I) Other Direct Investments	1,132,320	C
Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.)	1,052,785,795	

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	
Federal Income Taxes	
PENSION/POSTRETIREMENT BENEFITS	13,723,973
CHARITABLE GIFT ANNUITIES	9,977,993
DEFERRED COMPENSATION	2,354,524
Due to Affiliate	9,660
Refundable advances	10,501,430
Total. (Column (b) must equal Form 990, Part X, col.(B) line 25.)	36,567,580

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	0	
e	Add lines 2a through 2d		2e	0
3	Subtract line 2e from line 1		3	0
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	0	
c	Add lines 4a and 4b		4c	0
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)		5	0

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	0	
e	Add lines 2a through 2d		2e	0
3	Subtract line 2e from line 1		3	0
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	0	
c	Add lines 4a and 4b		4c	0
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)		5	0

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: 24020961

Software Version: 2024v5.1

SCHEDULE F
(Form 990)
(Rev. January 2025)

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.**

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	4,589,444
(2) East Asia and the Pacific	1	2	Program Services	Royalties, fees for service	2,010,812
(3) Europe (Including Iceland and Greenland)	0	3	Program Services	Royalties, fees for service	5,716,232
(4) Middle East and North Africa	0	0	Program Services	Royalties, fees for service	303,298
(5) North America (Canada & Mexico only)	0	1	Program Services	Royalties, fees for service	2,948,037
(6) Russia and Neighboring States	0	0	Program Services	Royalties, fees for service	1,543
(7) South America	0	1	Program Services	Royalties, fees for service	1,721,111
(8) South Asia	0	0	Program Services	Royalties, fees for service	185,915
(9) Sub-Saharan Africa	0	1	Program Services	Royalties, fees for service	5,408,090
(10) Central America and the Caribbean	0	0	Grantmaking		14,000
(11) East Asia and the Pacific	0	0	Grantmaking		1,413,260
(12) Europe (Including Iceland and Greenland)	0	0	Grantmaking		4,355,762
(13) Middle East and North Africa	0	0	Grantmaking		547,972
(14) North America (Canada & Mexico only)	0	0	Grantmaking		1,026,068
(15) Russia and Neighboring States	0	0	Grantmaking		50,000
(16) South America	0	0	Grantmaking		1,888,898
(17) South Asia	0	0	Grantmaking		762,508
(18) Sub-Saharan Africa	0	0	Grantmaking		7,607,679
(19) East Asia and the Pacific	0	0	Investments		134,419,807
(20) Europe (Including Iceland and Greenland)	0	0	Investments		206,834,225
(21) North America (Canada & Mexico only)	0	0	Investments		28,105,513
(22) South America	0	0	Investments		16,285,880
(23) Central America and the Caribbean	0	0	Investments		2,676,973
(24) Middle East and North Africa	0	0	Investments		4,715,073
(25) Russia and Neighboring States	0	0	Investments		29,837
(26) South Asia	0	0	Investments		19,902,798
(27) Sub-Saharan Africa	0	0	Investments		4,069,067
3a Sub-total	1	8			32,180,442
b Total from continuation sheets to Part I	0	0			425,409,360
c Totals (add lines 3a and 3b)	1	8			457,589,802

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	Buffett Award	25,000	wire			FMV
(2)			South America	Education Grant	17,283	wire			FMV
(3)			North America (Canada & Mexico only)	Education Grant	166,185	wire			FMV
(4)			Middle East and North Africa	Education Grant	11,030	wire			FMV
(5)			Europe (Including Iceland and Greenland)	Education Grant	135,000	wire			FMV
(6)			Sub-Saharan Africa	Explorers At Large Grant	400,000	wire			FMV
(7)			South America	Meridian Grant	149,700	wire			FMV
(8)			North America (Canada & Mexico only)	Meridian Grant	150,000	wire			FMV
(9)			Europe (Including Iceland and Greenland)	Meridian Grant	147,894	wire			FMV
(10)			South America	Ocean Conservation	590,000	wire			FMV
(11)			Europe (Including Iceland and Greenland)	Ocean Conservation	223,885	wire			FMV
(12)			East Asia and the Pacific	Ocean Conservation	404,533	wire			FMV
(13)			Sub-Saharan Africa	Okavango Wilderness Project	3,092,000	wire			FMV
(14)			Sub-Saharan Africa	Research Grant	1,165,457	wire			FMV
(15)			South Asia	Research Grant	19,981	wire			FMV
(16)			South America	Research Grant	114,500	wire			FMV
(17)			Middle East and North Africa	Research Grant	52,342	wire			FMV
(18)			Europe (Including Iceland and Greenland)	Research Grant	2,289,712	wire			FMV
(19)			East Asia and the Pacific	Research Grant	139,794	wire			FMV
(20)			Sub-Saharan Africa	Storytelling Grant	114,773	wire			FMV
(21)			South Asia	Storytelling Grant	10,000	wire			FMV
(22)			South America	Storytelling Grant	10,000	wire			FMV
(23)			North America (Canada & Mexico only)	Storytelling Grant	20,000	wire			FMV
(24)			Europe (Including Iceland and Greenland)	Storytelling Grant	12,200	wire			FMV
(25)			North America (Canada & Mexico only)	Wayfinder Award	100,000	wire			FMV
(26)			Europe (Including Iceland and Greenland)	Wayfinder Award	50,000	wire			FMV
(27)			East Asia and the Pacific	Wayfinder Award	100,000	wire			FMV
(28)			East Asia and the Pacific	World Freshwater Initiative	99,200	wire			FMV
(29)			Sub-Saharan Africa	Conservation Grant	1,545,538	wire			FMV
(30)			Middle East and North Africa	Ocean Conservation	75,000	wire			FMV
(31)			South America	Conservation Grant	444,502	wire			FMV
(32)			North America (Canada & Mexico only)	Explorers At Large Grant	210,000	wire			FMV
(33)			Europe (Including Iceland and Greenland)	World Freshwater Initiative	558,858	wire			FMV
(34)			Europe (Including Iceland and Greenland)	Conservation Grant	24,962	wire			FMV

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 34

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) Young Explorers	Central America and the Caribbean	1	10,000	Wire			FMV
(2) Wayfinder Awards	East Asia and the Pacific	4	300,000	Wire			FMV
(3) Young Explorers	East Asia and the Pacific	2	19,686	Wire			FMV
(4) Ocean Conservation	East Asia and the Pacific	2	40,000	Wire			FMV
(5) Storytelling Grants	East Asia and the Pacific	3	114,700	Wire			FMV
(6) Research Grants	East Asia and the Pacific	8	195,347	Wire			FMV
(7) Wayfinder Awards	Europe (Including Iceland and Greenland)	3	249,877	Wire			FMV
(8) Storytelling Grants	Europe (Including Iceland and Greenland)	5	234,530	Wire			FMV
(9) Explorers at Large	Europe (Including Iceland and Greenland)	1	105,511	Wire			FMV
(10) Ocean Conservation	Europe (Including Iceland and Greenland)	3	74,492	Wire			FMV
(11) Education Grants	Europe (Including Iceland and Greenland)	3	108,765	Wire			FMV
(12) Research Grants	Europe (Including Iceland and Greenland)	7	140,076	Wire			FMV
(13) Young Explorers	Middle East and North Africa	3	50,000	Wire			FMV
(14) The Climate Pledge	Middle East and North Africa	1	100,000	Wire			FMV
(15) Wayfinder Awards	Middle East and North Africa	1	50,000	Wire			FMV
(16) Education Grants	Middle East and North Africa	1	100,000	Wire			FMV
(17) Storytelling Grants	Middle East and North Africa	2	39,600	Wire			FMV
(18) Research Grants	Middle East and North Africa	2	70,000	Wire			FMV
(19) Wayfinder Awards		1	50,000	Wire			FMV
(20) Buffet Award	North America (Canada & Mexico only)	1	25,000	Wire			FMV
(21) Young Explorers	North America (Canada & Mexico only)	1	20,000	Wire			FMV
(22) Meridian Funding	North America (Canada & Mexico only)	1	136,000	Wire			FMV
(23) Ocean Conservation	North America (Canada & Mexico only)	4	98,883	Wire			FMV
(24) Storytelling Grants	North America (Canada & Mexico only)	1	20,000	Wire			FMV
(25) Education Grants	North America (Canada & Mexico only)	1	10,000	Wire			FMV
(26) Research Grants	North America (Canada & Mexico only)	1	70,000	Wire			FMV
(27) World Freshwater Initiative	South America	1	50,000	Wire			FMV
(28) Wayfinder Awards	South America	1	100,000	Wire			FMV
(29) Young Explorers	South America	1	20,000	Wire			FMV
(30) Storytelling Grants	South America	5	134,413	Wire			FMV
(31) Education Grants	South America	1	20,000	Wire			FMV
(32) Ocean Conservation	South America	3	158,700	Wire			FMV
(33) Research Grants	South America	4	79,800	Wire			FMV
(34) The Climate Pledge	South Asia	1	100,000	Wire			FMV
(35) Young Explorers	South Asia	3	60,034	Wire			FMV
(36) Explorers at Large	South Asia	1	199,500	Wire			FMV
(37) Wayfinder Awards	South Asia	1	50,000	Wire			FMV
(38) Education Grants	South Asia	3	169,801	Wire			FMV
(39) Research Grants	South Asia	1	13,950	Wire			FMV
(40) Storytelling Grants	South Asia	4	139,242	Wire			FMV
(41) Meridian Funding	Sub-Saharan Africa	2	296,894	Wire			FMV
(42) Wayfinder Awards	Sub-Saharan Africa	5	345,000	Wire			FMV
(43) Young Explorers	Sub-Saharan Africa	4	71,242	Wire			FMV
(44) Education Grants	Sub-Saharan Africa	2	30,000	Wire			FMV
(45) Ocean Conservation	Sub-Saharan Africa	1	204,600	Wire			FMV
(46) Storytelling Grants	Sub-Saharan Africa	2	40,000	Wire			FMV
(47) Research Grants	Sub-Saharan Africa	11	277,176	Wire			FMV

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: 24020961

Software Version: 2024v5.1

Supplemental Information Regarding Fundraising or Gaming Activities

OMB No. 1545-0047

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.

Open to Public Inspection

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	409,006	52,500	356,506
2 HBP Marketing LLC PO Box 735880 Chicago, IL 606735438	Fundraising Consultant		No	8,967,341	4,000,064	4,967,277
3 Community Counseling Service CO LLC PO Box 824885 Philadelphia, P A 191824485	Fundraising Consultant		No	72,400,000	400,200	71,999,800
4 Data Axle Inc PO Box 959819 St Louis, MO 63195	Fundraising Consultant		No	932,659	548,593	384,066
5 Digilant Inc 177 Huntington Ave Boston, MA 02115	Fundraising consultant		No	110,263	71,568	38,695
6 SD&A 5757 W Century Blvd Los Angeles, CA 90045	Professional Fundraiser		No	8,028	34,405	-26,377
7						
8						
9						
10						
Total				82,827,297	5,107,330	77,719,967

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 \$3,480,352 FOR PAPER, POSTAGE, AND MAILSHOP SERVICES;COMMUNITY COUNSELING SERVICE CO., LLC-CAMPAIGN CONSULTING, STRATEGY;DATA AXLE INC-MAILING LIST SERVICES;DIGILANT INC-PAID AD SUPPORT;SD&A-TELEMARKETING SERVICES;

Additional Data

Return to Form

Schedule I (Form 990)
Grants and Other Assistance to Organizations, Governments and Individuals in the United States

(Rev. January 2025)
Department of the Treasury Internal Revenue Service
OMB No. 1545-0047
Open to Public Inspection

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 African People & Wildlife Fund Inc, Alaska Whale Foundation, Aocean Conservation Morgan Foundation, Amazon Frontlines, Archaeology in the Community, Aurora Lights, Ancient Art Archive, Arizona State University, Blue Grass Community Foundation, Chesapeake Bay Foundation, Children's Environmental Literacy Foundation, Conservation Through Public Health, Consortium of Okla Geographers, Caspian Agency, Denver Museum of Nature & Science, Clean Memphis Inc, Conservation X Labs Inc, CSU Bakersfield Auxiliary for Sponsored Programs Administration, Dakota Science Center, Communitopia, Fashion Institute of Technology, Friends of the Osa, Gorongosa Project Inc, Groundwork Ohio River Valley Inc, International Ranger Federation, Massachusetts Institute of Technology, Girl Scout Council of the Nations Capital, iResearch Foundation Inc, Great Plains Conservation Foundation, Jackson Hole Trout Unlimited, Nebraska Children and Families Foundation, Kent State University, Louisiana State University, Monterey Bay Aquarium Research Inst, NorthStar of GIS, Oregon State University, Project Ceti, ReWild, Riverbend Environmental Educ Ctr, Rural Beacon Initiative, School of Leadership Afghanistan, SR3 SeaLife, State of Hawaii DLNR, Strong TIES, The Florida International University, Texas A&M University, Texas State University, Steampact Foundation, Regents Of The University Of California, TAHILA Inc, The Peregrine Fund Inc, The Regents Of The University Of California UC Santa Cruz, UC Santa Cruz Foundation, The Hydrous, University of Hawaii Foundation, University of Mississippi, The Regents Of The University Of California Davis, The Regents Of The University Of California San Diego, Walter Anderson Museum of Art, Wildaid Inc, Wildlife Conservation Network, University Of California Santa Barbara, University of Tennessee, The VII Foundation, The World Food Prize Foundation, University of Hawaii, Zambian Carnivore Programme, Vermont Afterschool, What is Missing Foundation, Wildlife Conservation Society, Wildpath LLC, WISE Tropics Inc, Yale University, Zoo Outreach Organization.

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table 73

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	57	4,878,416			
(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

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Software ID: 24020961
Software Version: 2024v5.1

Compensation Information

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.**

OMB No. 1545-0047

Open to Public Inspection

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

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"/> Independent compensation consultant
<input checked="" type="checkbox"/> Form 990 of other organizations | <input type="checkbox"/> Written employment contract
<input checked="" type="checkbox"/> Compensation survey or study
<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)	1,588,206	450,893	0	0	39,025	2,078,124	0
	(ii)	-	-	-	0	-	-	0
2 MICHAEL ULICA Former PRESIDENT/COO/TREASURER	(i)	337,334	193,253	309,700	0	18,545	858,832	309,700
	(ii)	-	-	-	0	-	-	0
3 Robert Young CFO	(i)	0	0	111,236	0	0	111,236	111,236
	(ii)	-	-	-	0	-	-	0
4 Sumeet Seam Chief Legal Officer	(i)	586,464	0	0	0	37,755	624,219	0
	(ii)	-	-	-	0	-	-	0
5 ANGELA TAYLOR INTERIM CFO JAN-APR	(i)	342,201	6,000	0	0	34,144	382,345	0
	(ii)	-	-	-	0	-	-	0
6 Darien Wright CFO & COO	(i)	445,068	0	0	0	6,661	451,729	0
	(ii)	-	-	-	0	-	-	0
7 Jason Southern Chief Technology Officer	(i)	382,786	0	0	0	36,493	419,279	0
	(ii)	-	-	-	0	-	-	0
8 Kara Ramirez Mullins Chief Advancement Officer	(i)	631,692	0	0	0	36,595	668,287	0
	(ii)	-	-	-	0	-	-	0
9 Mara Dell Chief Human Resources Officer	(i)	476,117	0	0	0	26,607	502,724	0
	(ii)	-	-	-	0	-	-	0
10 Crystal Brown Chief Communications Officer	(i)	592,929	0	0	0	14,752	607,681	0
	(ii)	-	-	-	0	-	-	0
11 Shannon Bartlett Chief Community Engagement & Social Impact Officer	(i)	342,479	0	0	0	36,562	379,041	0
	(ii)	-	-	-	0	-	-	0
12 Ian Miller Chief Science & Innovation Officer	(i)	562,822	0	0	0	30,867	593,689	0
	(ii)	-	-	-	0	-	-	0
13 Kim Waldron Chief of Staff & Program Alignment	(i)	427,107	0	0	0	30,465	457,572	0
	(ii)	-	-	-	0	-	-	0
14 Deborah Grayson Chief Education Officer	(i)	416,972	0	0	0	21,775	438,747	0
	(ii)	-	-	-	0	-	-	0
15 EMILY DUNHAM CHIEF CAMPUS AND EXPERIENCES OFFICER	(i)	379,562	0	0	0	26,824	406,386	0
	(ii)	-	-	-	0	-	-	0
16 Alex Moen Chief Explorer & Engagement Officer	(i)	388,550	0	0	0	26,525	415,075	0
	(ii)	-	-	-	0	-	-	0
17 Enric Sala Explorer in Residence	(i)	437,600	0	0	0	10,887	448,487	0
	(ii)	-	-	-	0	-	-	0
18 Kaitlin Yarnall Chief Storytelling Officer & SVP	(i)	391,114	0	0	0	26,882	417,996	0
	(ii)	-	-	-	0	-	-	0
19 Kristi Craig Chief Investment Officer	(i)	639,875	520,000	0	0	26,525	1,186,400	0
	(ii)	-	-	-	0	-	-	0
20 John Coombe Director, Investments	(i)	358,386	162,500	0	0	2,259	523,145	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 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 five such companion trips in 2024. Companion travel not meeting this criteria are deemed taxable under Internal Revenue guidelines. The Society paid for and taxed one such companion trip in 2024, in addition to 15 taxable trustee and senior executive spousal trips related to a Society board meeting in Peru.
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 2024: Robert Young--\$111,236 Michael Ulica--\$309,700 (all of the above payments were accrued in 2023) In addition, the following new severance amounts to former officers were accrued at year end: Cristal Brown--\$590,590
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 2024. 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 2024. None of these amounts have been included in Column D. Jill Tiefenthaler - 1 times base salary

Additional Data

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Software Version: 2024v5.1

**SCHEDULE M
(Form 990)**

Noncash Contributions

OMB No. 1545-0047

2024

**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		26	1,369,191	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	X	1	324,039	Market value
25 ▶ accounts)				
Other (MAPPING	X	1	195,000	Market value
26 ▶ SOFTWARE)				
Other (AUDIO	X	2	550,000	Market value
27 ▶ VISUAL EQUIPMENT FOR NEW BASE CAMP)				
28 Other ▶ (CATERING)	X	2	30,510	Market value
Other (EDUCATIONAL	X	1	880,915	Market value
29 ▶ TRAVEL)				

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

	Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which isn't required to be used for exempt purposes for the entire holding period?		No
b If "Yes," describe the arrangement in Part II.		
31 Does the organization have a gift acceptance policy that requires the review of any 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 - CATERING # OF CONTRIBUTIONS Other - EDUCATIONAL TRAVEL # OF CONTRIBUTIONS

Additional Data

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Software ID: 24020961

Software Version: 2024v5.1

SCHEDULE O
(Form 990)

Supplemental Information to Form 990 or 990-EZ

OMB No. 1545-0047

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.

Open to Public Inspection

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

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number

53-0193519

Return Reference	Explanation
<p>Form 990, Part III, Line 4d Misc. Program Services, cont.</p>	<p>SUSTAINABILITY The National Geographic sustainability program demonstrates that the way we conduct our operations 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 for existing buildings (EB) to ensure that our operations are as efficient as possible and maintain a safe and healthy atmosphere for occupants and guests. With seven LEED-EB certifications, our Washington, DC headquarters (called Base Camp) are the longest continuously certified and most recertified buildings in the world. 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. As we renovate Base Camp and build the new Museum of Exploration, we are pursuing platinum LEED-CI certification for the construction project to hone our focus on ensuring efficient use and disposal of materials, energy and water saving upgrades like an updated central plant and stormwater cistern, maintenance of excellent internal air quality, and expansion of our support for low carbon transportation options for staff and guests. To lower the carbon footprint of our project, the concrete mixes in the new structures achieved a 40% reduction in embodied carbon from the Carbon Leadership Forum (CLF) 2021 baseline and 23% reduction from the even more stringent National Ready Mix Concrete Association (NRMCA) Eastern Region Baseline. Meanwhile, thousands of tons of concrete from the project's demolition stage are being turned into aggregate to replace typically quarry-sourced fill and base material for other projects. In clearing space for the construction, we continue to repurpose, rather than simply dispose of, useful items; in 2024, we gave 39,000 pounds of furniture, books, magazines, equipment, office supplies and more to the local community, benefiting two dozen nonprofits and schools. IMPACT INVESTING The Pooled Endowment is managed as a single pool of assets with a common set of objectives and constraints. The Endowment is 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. We seek to accomplish this objective in a manner that is consistent with the Society's shared sense of responsibility and commitment to a better world. The Communications Division advances the mission of the National Geographic Society by elevating the Society's work as a nonprofit organization, amplifying Explorer-led stories while enhancing global brand awareness of our leadership, key programs, initiatives and impact. The professionals within the Division develop and execute mission-driven, on-brand, and strategic communications, content, marketing, and creative to promote across a variety of distribution channels and platforms. The Technology division builds and maintains a portfolio of products, platforms, and services that help advance the mission of the National Geographic Society. This portfolio both enables and scales the work of staff, and also provides the Society's constituents with valuable resources and multiple avenues to engage with the organization. In 2024, the team fully operationalized the Cosmos data platform, which helps programmatic staff analyze complex data and operate more efficiently, further enabling their impact. The Technology division also released significant enhancements to products that deliver value to constituents, such as Explorer Home and the Education Hub.</p>
<p>Form 990, Part III, Line 4c Education Programs Cont.</p>	<p>For nearly 13 years, the National Geographic Society and Cengage Group have proudly joined forces as National Geographic Learning to bring the world into the classroom for tens of millions of learners each year. In 2024 alone, nearly 17.4 million students engaged with Explorer-inspired books and media created through the Society's partnership with Cengage. Esri, National Geographic Society and National Geographic Learning completed twelve new curriculum-aligned StoryMaps and a defined GIS Module to be embedded in National Geographic Learning's textbooks and were used by nearly 3,000 students in the 2023-2024 school year. Based on the incredible impact this partnership has accomplished, in 2024, Cengage and the Society agreed to extend our powerful partnership through 2043, ensuring we can continue to serve learners and educators for decades to come with quality, enriching content. NGS Education develops strategic collaborations to extend Explorer-led, Explorer-centered, and innovative geography education programs into classrooms and communities domestically and internationally. By supporting these initiatives, we scale existing work, test initiatives to reach new audiences, and help build the pipeline of the next generation of Explorers. In 2024, the Education team leveraged 41 restricted endowments across 30 states, D.C., and Canada to scale and spread Explorer-centered and Explorer-led work into classrooms and communities. These funds were used to expand the reach and impact of the Slingshot Challenge, Photo Camp programming, and other Explorer-led collaborations. We identified and contracted with 36 collaborators that have the potential to reach a combined total of ~18,000 educators and young people across 2024-2025 that could not have been reached without support from education endowments, utilizing approximately ~\$2.20MM in restricted endowment funding in support of NG Next. NGS Education recruits, awards grants, and supports a global group of Explorers using interdisciplinary approaches to build agency in learners of all ages, in any educational setting, to take informed actions and find solutions to illuminate 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 inspiring people to care and act on behalf of our planet and its people. In 2024, we added to our portfolio of over 330 Explorers with education-focused grants & awards by awarding grants to 23 Explorers. Explorers represented 19 different countries and 6 major world regions, with expertise across NGS focus areas including Land, Ocean, Wildlife, Human Histories & Cultures, and Planetary Health. We continued to support three Explorer-Led programs as these higher-level investments contributed to the Society's mission to illuminate and protect the wonder of our world. Explorer Classroom connects students with National Geographic Explorers for live virtual events filled with interactive moments. Learners hear behind-the-scenes stories and interact with leading scientists, researchers, and storytellers in real-time bringing the spirit of exploration to classrooms in the US and worldwide. All events are free, designed for a range of ages, and include resources to help educators extend the learning beyond the event. In 2024, Explorer Classroom hosted 66 events featuring 35 Explorers. These sessions engaged over 100,000 live participants and reached an additional 58,000 viewers through recorded events. Topics ranged from ocean conservation and wildlife protection</p>

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	<p>to storytelling and cultural heritage, giving learners firsthand insights into the impact of National Geographic Explorers. The newer series model continued to expand the program's depth and impact. The Wildlife Series was offered for a second time, seeing a 50% increase in registration - reaching 900 educators and classrooms -- and resulting in 1,369 students creating wildlife campaigns to address challenges wildlife face locally. The Ocean Expedition Series, co-developed with Pristine Seas and the Palau Ministry of Education, immersed students in marine ecosystems, reaching 40% of Palau's student population and providing educators with learning resources for future use. The Storytelling Series, inspired by Explorers like Paul Salopek, reached 369 educators and classrooms. Explorer Classroom also supported 45 Latin American educators and classrooms in Mexico, Peru and Colombia through a collaboration with NGO Enseña por México. The program featured 9 Explorers from across the region, engaging over 1,200 students. In 2024, 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. We engaged 400 youth from 88 countries, preparing them to tackle critical issues in conservation through community-driven solutions while building their research, mapping, and storytelling skills. We offered three topics ranging from freshwater conservation, marine conservation, and a new topic on community conservation, mapping and data visualization. Program evaluations show the strong impact, including an overall experience rating of 9.4 out of 10 with participants gaining a 45% increase in their knowledge of the conservation field after completing their externship. We awarded 56 externs with \$2,000 in seed funding to support their community-based conservation solutions. Two extern alumni were named Planet Reimagined New Futures Fellows and three extern alumni were selected as 2024 Young Explorers. In partnership with Lindblad Expeditions, 35 educators from across the US and Canada were selected to participate in the Grosvenor Teacher Fellowship (GTF), an immersive professional learning experience. Fellows transfer their onboard experience into new 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 take on a two-year commitment to support National Geographic's education initiatives. In 2024, the GTF program hosted Fellows in DC for the Pre-Expedition Workshop, where they collaborated with Lindblad and National Geographic staff across multiple areas of impact including science, storytelling and Education. The workshop focused on integrating the Explorer Mindset into teaching practices and provided tools to inspire discovery among their students. During the remainder of the year, fellows embarked on expeditions and had the opportunity to learn directly from naturalists, cultural specialists and certified photo instructors. In 2024, GTF Alumni led an in-person convening in Boston as a part of the National Council for the Social Studies (NCSS) conference. The program also saw the completion of the Visiting Scientist Pilot which paired five GTF Alumni with National Geographic Explorers. GTF Alumni collaborated with Explorers on their field-based research and co-created new project components and educational deliverables to extend the impact of the research into their classroom and beyond. As a result of this experience, GTF Alumni directly and indirectly reached around 1,878 students and expanded the reach of the research by sharing with other educators and their networks. The GTF program also distributed \$24,860 in seed funding to GTF Alumni and saw the completion of 13 projects that supported community outreach and student-driven action projects. The National Geographic Society's educational resources feature free supplemental resources for educators aligned to their educational goals, illuminated by the lens of Explorers' work and storytelling. 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, Planetary Health and Space. In 2024, we developed long and short-form nonfiction articles, videos, photographs, maps, StoryMaps, infographics, and assessments, which we frequently delivered in themed collections. We utilized a continuous development and review process that relies on a globally inclusive learning design framework to broaden the perspective of our resources, so they are appealing and useful to users throughout the world. In 2024, more than 24.9M unique users utilized 2,800 pieces of content in the resource library, resulting in 44M page views.</p>
<p>Form 990, Part III, Line 4c Education Program Descriptions, cont.</p>	<p>The Slingshot Challenge empowers the next generation of global problem solvers and builds an innovation pipeline for solutions that address the planet's most pressing environmental issues. In partnership with the Paul G. Allen Family Foundation, the Society launched the challenge in 2023 to inspire youth ages 13-18 to 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 2024, we announced our second cohort of 15 award recipients from around the globe and amplified their solution ideas. Participants reported a 15% gain in their solution-finding knowledge and skills, a 25% gain in their belief they can make a difference and a 22% increase in their confidence in knowing how to protect nature. In August 2024, we launched Year 3 of the challenge, including the social media campaign, landing page, youth and educator toolkits, and workshops for youth and educators. More than 16,000 youth and more than 4,600 educators signed up to learn more about Year 3 of the challenge, and we received more than 2,700 submissions from 5,700 youth. The selection process will take place February-April 2025, and award recipients will be announced in May 2025. National Geographic Student Travel offered immersive travel experiences for high school-aged students. These fee-based experiences were 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 2024, the end of our two year period, 285 high school students from around the globe traveled on 12 trips across 8 locations. National Geographic Society supported 15 students with fully funded scholarships to increase access to these experiences. 9 National Geographic Explorers were featured in 2024 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 NGS Explorers to create innovative learning solutions that amplify their impact, expand our understanding, and inspire educators and learners to illuminate and protect the wonders of our world. 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 2024, the program focused on developing its approach to globally inclusive learning design, emphasizing human-centered approaches to create impactful educational resources and programs. This work informed the development of new tools and workshops designed to support learning initiatives, and allowed EduLab to support the creation of new and impactful learning solutions. A key success was prototype development and support of the launch of SOLAx, an online academy developed with 2023 Rolex National Geographic Explorer of the Year Shabana Basij-Rasikh, founder of the School of Leadership Afghanistan (SOLA). SOLAx uses microlearning strategies to deliver education via WhatsApp, ensuring Afghan girls and young women have access to learning opportunities despite restrictive conditions. Within six months, SOLAx reached over 14,000 learners in Afghanistan and worldwide. EduLab also supported a range of other Explorer-led and Society-wide projects including new learning models for programs like WonderLab, Photo Ark and Explorer Classroom, as well as collaborations with MIT Media Lab and National Geographic Society partners like Cengage and Esri to produce innovative</p>

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	<p>mapping modules. These efforts highlighted EduLab's ability to bridge field-based research and community learning, creating tools that resonate across diverse educational settings. The Explorer-Educator Exchange program facilitates meaningful collaborations between National Geographic Explorers and educators to co-create unique learning solutions that bring the Explorer Mindset into communities and classrooms worldwide. Relunched in 2024, the program is supporting 15 Explorers and 30 educators from 16 countries, who are collaborating to design learning solutions tailored to their unique contexts. The resulting projects range from addressing environmental challenges to exploring cultural heritage through interactive and participatory methods. As part of the program redesign this year, the Exchange teams were provided with professional learning and virtual community building opportunities to help foster innovative ideas, as well as increased staff support and stipends to ensure successful partnerships. The Esri StoryMaps platform was also integrated to help teams share their work with broader audiences, amplifying the reach of their efforts. The collaborations will continue into early 2025.</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 2024, 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 further understand the undescribed biodiversity that exists in the project landscape. 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. National Geographic Pristine Seas is an exploration, research and filmmaking project that inspires the creation of marine protected areas around the world. Founded and led by National Geographic Explorer in Residence Enric Sala, the project has helped to create 29 of the largest marine reserves on Earth, which cover more than 6.9 million square kilometers of ocean. These "national parks of the sea" preserve the wonders of the ocean while increasing the food supply, providing economic benefits, and building resilience against global warming. In 2023, Pristine Seas launched The Global Expedition: a bold conservation effort to explore little known areas of the tropical Pacific Ocean. Working aboard the Argo - a 130-foot customized research vessel and media center - local and international scientists conduct underwater research and share their knowledge, insights, and personal connection to the study areas. The ship is Pristine Seas' modern-day equivalent of Jacques Cousteau's famous Calypso, but with an ocean conservation mission. As part of the Global Expedition, Pristine Seas conducted expeditions to Palau, Papua New Guinea and the Solomons Islands in 2024. These expeditions aimed to support ongoing efforts by local authorities to protect their waters. Today, only 8% of the ocean is somehow protected - and less than 3% is fully protected from fishing and other damaging activities. Pristine Seas supports the global goal of conserving at least 30% of the ocean by 2030, which will not only benefit marine life but also provide value to communities. 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 world's zoos, aquariums, and wildlife sanctuaries; inspire action through education, and help protect wildlife by supporting on-the-ground conservation efforts. In 2024 Sartore photographed 1,190 species for the Photo Ark and passed the 16,000 species mark with the addition of the Santa Cruz Salamander. Over the last 12 months, Sartore photographed in Hungary, Czech Republic, Slovenia, Canada, Vietnam, Thailand, Chile, Peru and in 15 US states, totaling 150 days photographing. Some of the species photographed include the critically endangered Hawaiian birds, a mother a baby elephant at the Omaha Zoo, the European wolf and the South China tiger. Photo Ark also awarded the second Species Impact Initiative grant, funding the conservation and captive breeding of critically endangered snails in Hawaii. Perpetual Planet Expeditions, a signature Society program developed in partnership with Rolex, supports trailblazing scientific research expeditions to Earth's critical life-support systems - mountains, rainforests, the ocean - to understand how they are changing and to identify solutions to restore, rebalance and protect them. The multi-year National Geographic and Rolex Perpetual Planet Amazon Expedition, anchored by a crossdisciplinary cohort of 17 Explorers, and spanning the Amazon River basin, culminated in 2024. As part of the Expedition's research and conservation efforts, Explorers published breakthrough findings revealing never-before documented Andean bear behaviors; illuminated Amazonian mangroves' vital role in sequestering carbon and providing ecosystem services; advanced novel post-mining landscape-restoration solutions; expanded fishing agreements leading to multifold arapaima population increases; and planted thousands of trees in collaboration with local communities. National Geographic/Disney elevated the Amazon Expedition in the October 2024 magazine exclusively featuring its Explorers and scientific impact (photographer and Explorer Thomas Peschak captured all images); a first-of-its-kind digital interactive, Into the Amazon; and a one-hour documentary special, Expedition Amazon, airing on the Channel and streaming on Disney+. The scientific and storytelling outcomes were showcased at UN Conferences, film festivals and educational venues globally. Now in its ocean phase, the program launched a 21-day sea ice to seafloor transect in the Southern Ocean aboard the Schmidt Ocean Institute's R/V Falkor (too) in December. A cohort of scientists, Explorers, educators and storytellers documented never-before-seen habitats, otherworldly life forms and new-to-science animal behaviors, gathering data to better understand this unique environment and to inform protection efforts. Rising Star is a year-round world-class field research program revolutionizing the scientific practice of paleoanthropology. Under the leadership of National Geographic Explorer in Residence Lee R. Berger, hundreds of scientists work collaboratively in the richest hominin fossil-bearing region of the world to open new doors into our understanding of the evolution and behaviors of ancient hominins. 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 groups in South Africa and beyond. 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. In 2024, research continued at full pace in Rising Star cave, notable for its vast Homo naledi fossils, with new hominin fossils and archaeological deposits being unearthed every day of excavation, including possible cave engravings. Research recommenced at Gladysvale and Malapa, sites famous for their Australopithecus africanus and Australopithecus sediba finds, and which are already yielding new finds. Continued sounding and preparatory work for field excavations at site 105 were also completed in 2024. New partnerships with Max Planck and with the Italian National Institute for Nuclear Physics (INFN) were created, to explore the boundaries of science in ancient hominin science, which include new dating techniques for these ancient deposits.</p>

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Form 990, Part III, Line 4b Science & Innovation Program Descriptions Cont.	<p>The Society awards Level I Grants 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 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 and awardees, 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 2024, a total of 786 learners, including National Geographic grantees, award recipients and team members, participated in 55 online course offerings. In addition, we engaged 82 Explorers through a series of in-person workshops in the Asia Pacific, Europe/Western Asia and Northern North America regions. The National Geographic Society's Explorer at Large program supports proven luminaries and changemakers who are uniquely positioned to act as ambassadors 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 2024, there are 11 National Geographic Explorers at Large: Shahidul Alam, Bob Ballard, James Cameron, Sylvia Earle, Beverly Joubert, Dereck Joubert, Louise 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 2024, Colombian marine biologist Fernando Trujillo 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 2024 National Geographic Society/Bufett Awardees Julio Cesar Hernandez-Montoya and Peter Lalampaa. 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 2024 Eliza Scidmore Award was presented to wildlife photographer Steve Winter and journalist Sharon Guynup. 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 2024 Wayfinder Award recipients are: Badru "Mwezi" Mugerwa, Bohdan Prots, Dina Buchbinder, Esther Horvath, Jason Baldes, Kerllen Costa, Kristi Williams, Liz Bonnin, Nancy Iraba, Reyhaneh Maktoufi, Rinzin Phunjok Lama, Rowena Mouda, Suaad Al Harthi, Tony Wu, and Tracy Drain. The Society's highest honor, the Hubbard Medal, is awarded to individuals for the highest distinction in exploration, scientific research, and discovery. The award most often celebrates years of ground-breaking achievements in a particular field or discipline and has been awarded by NGS since 1906. The Hubbard Medal was not awarded in 2024. Through the National Geographic Young Explorer program, the Society invests in 18-25-year-old changemakers who demonstrate courage, leadership, and a commitment to positive impact. 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 its mission of illuminating and protecting the wonders of the world. In 2024, the Society recognized 15 emerging leaders for their innovative, community-driven solutions, providing each with \$10,000 in unrestricted funding, totaling \$150,000. This exceptional cohort participated in an program experience aimed at amplifying their growth, including skill-building workshops, leadership training, networking opportunities, and personalized mentorship, all anchored by a transformative in-person retreat at the Society's Base Camp. Additionally, the Society funded 17 Young Explorer-led projects, representing an investment of over \$169,000 to empower these leaders in implementing impactful solutions. Through this funding, they gained skills in project management, scaling solutions, grant writing, and team leadership, equipping them to drive meaningful change. Several Young Explorers have continued to scale their work through additional Society funding opportunities, like the Meridian grant program, further demonstrating the long-term investment in their growth and success. Beyond funding, the Society amplifies the voices of these changemakers, ensuring their ideas reach wider audiences. Throughout the year, Young Explorers were featured in National Geographic magazine and on stages across the world. These young leaders are not just addressing global challenges--they are shaping the future, driving solutions, and inspiring the world to take action in support of the Society's mission to illuminate and protect our the world. The fifteen 2024 Young Explorer award recipients are: Abdul Na-eem Muniru, Arghadeep Das, Cameron Oglesby, Dahlia Jamous, Forbah Sandra Ngwemetoh, Joshua Anak Belayan, Joyce Molly Teko, Latamai Katoa, Luis Paladines, Florida Alma Lopez Atz, Maria Hashmi, Rami Al Najada, Rohit Giri, Soren Goldsmith, Vihaan Mathur. The National Geographic Society's Exploration Technology Lab empowers our network of National Geographic Explorers through access to innovative hardware and software technologies and tools. Our team of engineers and scientists facilitate new ideas and approaches to technological innovation that accelerate exploration and understanding of our world so we can better address these urgent challenges and inspire people to care about and protect our world. The Exploration Technology Lab served approximately 600 National Geographic Explorers in 2024. Exploration technologies such as Crittercam and Deep Sea Camera System, and camera traps have demonstrated an ability to transform the fields of exploration, science and conservation. In the last 10 years alone, the Exploration Technology Lab has worked in more than 200 locations worldwide, provided hundreds of Explorers with technical expertise and tools, and created well over a dozen major systems.</p>
Form 990, Part III, Line 4a Storytelling &	<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 has three bodies of work. We produce media to support the goals of our institutional goals. We create all video for the new Museum of Exploration. And we collaborate with National Geographic Explorers to produce media to help accomplish the goals of their programs. The Impact</p>

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Outreach Cont.	<p>Story Lab also has a "science of storytelling" component in which we conduct research, publish our findings, and host workshops to advance the field of impact storytelling. In 2024 our projects included a feature film, multiple productions for the Museum, and full media coverage of the 4-week Perpetual Planet Southern Ocean Expedition. Africa Refocused, a collaboration between NEWF and the National Geographic Society, 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, filmmakers and conservationists. In 2024, NEWF added 84 new Africa Refocused Fellows, bringing the total to 293 from 31 out of the 54 African countries. NEWF also completed 18 labs, finished the production of 17 films, with 52 more in production, and was part of two exchange programs: one with Youth Diving with a Purpose and the other with Storytellers Collective. Three NEWF fellows also joined the NGS Explorer community. eKhaya, NEWF's Storytelling, Research, and Dive Center, celebrated its first anniversary, positively impacting the local Sodwana community by offering swimming and diving lessons and community screenings. The center continues to be a key hub for learning and engagement. These accomplishments mark significant growth and deepened impact for the program across regions and disciplines. National Geographic Photo Camp provides a meaningful introduction to photography for young people around the world and aims to inspire the next generation of storytellers, and support them in sharing their experiences and perspectives. Founded in 2003 by Explorer in Residence and photographer Kirsten Elstner, the National Geographic Society has hosted more than 176 in-person and virtual Photo Camps in 45 countries. In 2024 across 13 workshops, students explored the theme "How do we see our future?" by exploring stories and reflections of the past through the wisdom of previous generations to create a better future. By way of instruction and guidance from world-class National Geographic Explorers and photographers, students build their technical skills, grow in confidence, and develop deep connections with each other. 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 2024, the World Freshwater Initiative launched the World Water Map Insights Edition. This enhanced version of the World Water Map, which was launched in 2023, provides expanded datasets and improved visualization tools for policymakers, water sector professionals, and data storytellers who want a deeper analysis on the drivers of water scarcity around the world. This expanded map will enable users to project water availability scenarios through 2100 and generate country, watershed, and water province level statistics, and guide conservation and policy decisions based on the data. Five additional storytelling grants were awarded as part of the WFI, and launched a Request for Proposal to fund additional projects in 2025. With the update of the World Water Map, and these additional grants that were made, the World Freshwater Initiative continues to further its goal of illuminating the status of freshwater supplies and demands globally by highlighting areas of water shortage, assessing human use of water on local and regional ecosystems and exploring the impact of climate change on water provinces around the world. WonderLab, led by Explorer and photographer Anand Varma, is a physical space based in Berkeley, California where Anand is creating innovative storytelling techniques that push the boundaries of how we understand the wonders of our world. In 2024, National Geographic Channel launched the documentary series Photographer, showcasing seven renowned photographers and the stories behind their iconic images. One of the highlights was the episode "Anand Varma: Hidden Wonders," which explored Anand Varma's WonderLab project and his groundbreaking process of documenting the transformation of an egg into a baby chick. In 2024, two episodes of the "I Wonder" series were released in collaboration with the Impact Story Lab and accompanied by two EduLab-created Learning Packages. Additionally, Anand hosted four Explorer mentees at the WonderLab, conducted two workshops-an Educators Workshop and a Second Assistant Workshop-and organized three field trips for local Bay Area students and educators. Anand's work was also featured in two National Geographic digital articles. With WonderLab, Anand and the National Geographic Society are continuing to demonstrate how science coupled with stunning visual storytelling sparks curiosity and creates a deeper connection to our natural world. The Second Assistant program is a cohort-based program that provides training, mentorship, connections and pathways for emerging photographers to expand their skills in the field of technical photography. The Second Assistant program is run in partnership with National Geographic magazine, a critical partner in developing a unique curriculum for photographers, providing editorial assignment opportunities for our Second Assistants to join, and in matching Second Assistants to assignments and mentors based on their skills and potential areas for growth. In 2024, 10 storytelling Explorers from 6 countries were selected for the program cohort. In November 2024, this group came together for a 5 day training at WonderLab with intensive demonstration and application of advanced camera and lighting systems. This cohort will continue their learning journey over the next several months in 2025 to expand and apply their professional and technical skills across sessions led by other National Geographic Explorers and Photographers and industry professionals. Field Ready is a mentorship and training program to support emerging filmmakers as they advance in their careers, and to bridge the gap of skills, network, and experience with natural history filmmaking. Field Ready is a joint program of the National Geographic Society and National Geographic Content that will offer one-on-one mentorship by some of the most seasoned natural history production companies for emerging talent to explore large-scale natural history filmmaking. Alongside this mentorship opportunity, this program includes training and discussion series. These sessions aim to help participants meet industry leaders, participate in specialized workshops that will help navigate the unique world of factual production. Field Ready also facilitates introductions to production companies that partner with National Geographic and fellow storytellers interested in these fields of filmmaking, and guidance on making the most of opportunities for employment and on-the-job learning. In 2024, 10 storytelling Explorers from 8 countries were selected for the program cohort. In May 2025, this group will come together for a 5 day boot camp at Disney - London office for workshops, networking, pitching, and technical camera operations training.</p>
Form 990, Part III, Line 4a Storytelling & Outreach Programs cont.	<p>Special Collections shares the story of National Geographic Society's past and present by expertly managing its unique archival, media, and information resources. We seek to create a more inclusive narrative by inspiring users to engage with and build on these materials. Our distinctive collections chronicle 137 years of the Society's history and impact through historical documents, maps, oral histories, audio and video recordings, photographs, artwork, artifacts, and digital assets. Our dedicated staff of archivists, librarians, digital asset managers and subject matter experts collect, organize, preserve, manage, and make accessible the diverse materials that make up the Society's Special Collections. In 2024, Special Collections increased its support of the Museum of Exploration, contributing more than 20,000 assets to create exceptional content and enrich gallery spaces with authentic items representing our legacy. The team responded to 1,316 reference and research inquiries from Society staff and our partners at Disney and Cengage; digitized more than 11,000 items from the archives; and ingested 3.6 million newly-created digital assets submitted by our grantees and staff. The National Geographic Storytellers Collective, a B2B entity and a center for storytelling excellence, serves nonprofits, universities, and affinity corporate clients with live Explorer-led workshops. With valuable one-on-one feedback and guidance on creating story and engagement, the Storytellers Collective</p>

Return Reference	Explanation
	<p>delivers a unique perspective on ethically and effectively creating stories with impact. In 2024, we focused on growth by launching our first marketing campaign, doubling our bookings and quadrupling our revenue. We are creating multi-year engagements with new partners, expanding our reach internationally and laying the foundation to support an ecosystem for impact storytelling that expands our revenue, creative networks, and opportunities for Explorer engagement. These partnerships support development and delivery of impact storytelling workshops including immersive storytelling, science communication, data visualization and multimedia storytelling; connect our Explorers to collaboration opportunities with new communities; and offer wider visibility for all our National Geographic programs. 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 2024 we provided ongoing support to our major Zenith and Azimuth level programs (Pristine Seas, Out of Eden Walk, 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 continued development of the National Geographic Mapmaker and collaborated on a more advanced version of our global hydrology tool, World Water Map: Insights. 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. 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 grantees to new and diverse populations. In 2024 we elevated the work of 21 National Geographic Explorers, presenting 89 public performance and 33 studenting matinees, seen by over 85,000 audience members and 21,000 student attendees, across 2 countries, 19 states, 3 Canadian provinces, and 30 cities. National Geographic Traveling Exhibitions continue to bring world-class in-person experiences to museums and cultural institutions across the globe. Through collaborations with photographers, Explorers, and leading experts in exploration, technology, education, and storytelling, we develop dynamic exhibitions and immersive experiences that inspire audiences of all ages. This year, our exhibitions visited new locations across cities including Montreal, Mexico City, Bangkok, and Los Angeles. We also strengthened our partnership with organizations like the "la Caixa" Foundation to expand access to free public exhibitions, ensuring that educational and cultural experiences reach even more communities. In 2024, 18 unique exhibitions engaged 4.7 million visitors in 66 cities across 20 countries.</p>
<p>Form 990, Part III, Line 4b Science & Innovation Program Descriptions Cont.</p>	<p>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 2024, the Society supported 10 Meridian projects carried out by 39 Explorers at a funding total of \$1,465,359.</p>
<p>Form 990, Part III, Line 4a-4c Description of program services</p>	<p>(Expenses \$ including grants of \$ 10,125)(Revenue \$ 109,758) In 2024, miscellaneous program activity included a continuing sustainability initiative and impact investing, communication, & technology. 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, Part VI, Line 11b Review of form 990 by governing body</p>	<p>The Society's Form 990 was prepared by tax and financial staff at the Society, and was reviewed by senior management, 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.</p>
<p>Form 990, Part VI, Line 12c Conflict of interest policy</p>	<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;</p>

Return Reference	Explanation
	<p>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>
<p>Form 990, Part VI, Line 15a Process to establish compensation of top management official</p>	<p>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 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.</p>
<p>Form 990, Part VI, Line 15b Process to establish compensation of other employees</p>	<p>The Compensation Committee followed the process described above at meetings held in March & September of 2024 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 and Chief Campus & Experiences Officer. The compensation committee also held an ad-hoc meeting in May 2024 to approve a contract extension for the CEO .</p>

Return Reference	Explanation
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 and CharityNavigator.org
Form 990, Part XI, Line 9 Other changes in net assets or fund balances	Post-retirement Benefits-FAS 158 - -2025737; Grants cancelled/returned - 506436;

Additional Data

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Software ID: 24020961

Software Version: 2024v5.1

**SCHEDULE R
(Form 990)**

(Rev. January 2025)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

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

Attach to Form 990.

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

OMB No. 1545-0047

**Open to Public
Inspection**

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) 9F Invest Korea Plaza IKP 7 Heolleungno Seoul 06792 KS	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	241,216,015	713,898,298	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.

	Yes	No
1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity	1a Yes	
b Gift, grant, or capital contribution to related organization(s)	1b	No
c Gift, grant, or capital contribution from related organization(s)	1c	No
d Loans or loan guarantees to or for related organization(s)	1d Yes	
e Loans or loan guarantees by related organization(s)	1e	No
f Dividends from related organization(s)	1f Yes	
g Sale of assets to related organization(s)	1g	No
h Purchase of assets from related organization(s)	1h	No
i Exchange of assets with related organization(s)	1i	No
j Lease of facilities, equipment, or other assets to related organization(s)	1j	No
k Lease of facilities, equipment, or other assets from related organization(s)	1k	No
l Performance of services or membership or fundraising solicitations for related organization(s)	1l Yes	
m Performance of services or membership or fundraising solicitations by related organization(s)	1m	No
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	1n	No
o Sharing of paid employees with related organization(s)	1o	No
p Reimbursement paid to related organization(s) for expenses	1p	No
q Reimbursement paid by related organization(s) for expenses	1q	No
r Other transfer of cash or property to related organization(s)	1r	No
s Other transfer of cash or property from related organization(s)	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	42,000,000	AUDITED FINANCIAL STATEMENTS
(2) NGSP INC	A	564,506	AUDITED FINANCIAL STATEMENTS
(3) NGSP INC	L	5,809,595	AUDITED FINANCIAL STATEMENTS
(4) NGSP INC	D	11,815,000	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) (Rev. 1-2025)

Additional Data[Return to Form](#)**Software ID:** 24020961**Software Version:** 2024v5.1