COMMITTEE ON NATURAL RESOURCES
113th Congress Disclosure Form
As required by and provided for in House Rule XI, clause 2(g) and the Rules of the Committee on Natural Resources

Legislative Hearing on: H.R. 358 (McCollum), *"Strategic Response to Asian Carp Invasion Act"*; **H.R. 709** (Ellison), *"Upper Mississippi Conservation and River Protection Act of 2013"*; **H. R. 1818** (Young of AK), *"Polar Bear Conservation and Fairness Act of 2013"*; **H. R. 2158** (Fleming), *"Expedited Departure of Certain Snake Species Act"*; **H. R. 2463** (Hunter), *"Target Practice and Marksmanship Training Support Act."* - **Thursday, July 25, 2013**

For Individuals:

1. Name:

2. Address:

3. Email Address:

4. Phone Number:

* * * * *

For Witnesses Representing Organizations:

1. Name: **Marc Smith**

2. Name of Organization(s) You are Representing at the Hearing: **National Wildlife Federation**

3. Business Address: **213 W. Liberty St., Ste. 200, Ann Arbor, MI 48104**

4. Business Email Address: **msmith@nwf.org**

5. Business Phone Number: **734-887-7116**

For all Witnesses

Mr. Marc Smith, National Wildlife Federation
H.R. 358 (McCollum)**; H.R. 709** (Ellison)**; H. R. 1818** (Young of AK)**; H. R. 2158** (Fleming)**; H. R. 2463** (Hunter) - **Thursday, July 25, 2013**

a. Any training or educational certificates, diplomas or degrees or other educational experiences that are relevant to your qualifications to testify on or knowledge of the subject matter of the hearing.

Bachelors of Arts degree in History with a focus on Political Science from West Virginia University.

b. Any professional licenses, certifications, or affiliations held that are relevant to your qualifications to testify on or knowledge of the subject matter of the hearing.

N/A

c. Any employment, occupation, ownership in a firm or business, or work-related experiences that relate to your qualifications to testify on or knowledge of the subject matter of the hearing.

Senior Policy Manager, National Wildlife Federation

d. Any federal grants or contracts (including subgrants or subcontracts) from the Department of Interior that you have received in the current year and previous four years, including the source and the amount of each grant or contract.

N/A

e. A list of all lawsuits or petitions filed by you against the federal government in the current year and the previous four years, giving the name of the lawsuit or petition, the subject matter of the lawsuit or petition, and the federal statutes under which the lawsuits or petitions were filed.

N/A

f. A list of all federal lawsuits filed against you by the federal government in the current year and the previous four years, giving the name of the lawsuit, the subject matter of the lawsuit, and the federal statutes under which the lawsuits were filed.

N/A

g. Any other information you wish to convey that might aid the Members of the Committee to better understand the context of your testimony. **N/A**

h. Any offices, elected positions, or representational capacity held in the organization(s) on whose behalf you are testifying. **N/A**

i. Any federal grants or contracts (including subgrants or subcontracts) from the Department of Interior that were received in the current year and previous four years by the organization(s) you represent at this hearing, including the source and amount of each grant or contract for each of the organization(s). **N/A**

j. A list of all lawsuits or petitions filed by the organization(s) you represent at the hearing against the federal government in the current year and the previous four years, giving the name of the lawsuit or petition, the subject matter of the lawsuit or petition, and the federal statutes under which the lawsuits or petitions were filed for each of the organization(s).

See attached spreadsheet

k. A list of all federal lawsuits filed against the organization(s) you represent at the hearing by the federal government in the current year and the previous four years, giving the name of the lawsuit, the subject matter of the lawsuit, and the federal statutes under which the lawsuits were filed.

N/A

l. For tax-exempt organizations and non-profit organizations, copies of the three most recent public IRS Form 990s (including Form 990-PF, Form 990-N, and Form 990-EZ) for each of the organization(s) you represent at the hearing (not including any contributor names and addresses or any information withheld from public inspection by the Secretary of the Treasury under 26 U.S.C. 6104)).

See attached and/or Please go to the below link and click under IRS Tax Forms
http://www.nwf.org/Who-We-Are/Annual-Report.aspx

Form **8453-EO**

Department of the Treasury
Internal Revenue Service

Exempt Organization Declaration and Signature for Electronic Filing

For calendar year 2011, or tax year beginning SEP 1, 2011, and ending AUG 31, 2012

For use with Forms 990, 990-EZ, 990-PF, 1120-POL, and 8868

▶ See instructions.

OMB No. 1545-1879

2011

Name of exempt organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

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

Check the box for the type of return being filed with Form 8453-EO and enter the applicable amount, if any, from the return. If you check the box on line **1a, 2a, 3a, 4a,** or **5a** below and the amount on that line of the return being filed with this form was blank, then leave line **1b, 2b, 3b, 4b,** or **5b,** whichever is applicable, blank (do not enter -0-). If you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than one line in Part I.

1a Form 990 check here ▶ [X]	**b Total revenue,** if any (Form 990, Part VIII, column (A), line 12)	**1b**	84726518
2a Form 990-EZ check here ▶ [ ]	**b Total revenue,** if any (Form 990-EZ, line 9)	**2b**	
3a Form 1120-POL check here ▶ [ ]	**b Total tax** (Form 1120-POL, line 22)	**3b**	
4a Form 990-PF check here ▶ [ ]	**b Tax based on investment income** (Form 990-PF, Part VI, line 5)	**4b**	
5a Form 8868 check here ▶ [ ]	**b Balance due** (Form 8868, Part I, line 3c or Part II, line 8c)	**5b**	

Part II Declaration of Officer

6 [ ] I authorize the U.S. Treasury and its designated Financial Agent to initiate an Automated Clearing House (ACH) electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment.

[ ] If a copy of this return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I certify that I executed the electronic disclosure consent contained within this return allowing disclosure by the IRS of this Form 990/990-EZ/990-PF (as specifically identified in Part I above) to the selected state agency(ies).

Under penalties of perjury, I declare that I am an officer of the above named organization and that I have examined a copy of the organization's 2011 electronic return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund.

Sign Here ▶ Duke Gong-Zaremski (Signature of officer) | 4/3/13 (Date) ▶ TREASURER (Title)

Part III Declaration of Electronic Return Originator (ERO) and Paid Preparer (see instructions)

I declare that I have reviewed the above organization's return and that the entries on Form 8453-EO are complete and correct to the best of my knowledge. If I am only a collector, I am not responsible for reviewing the return and only declare that this form accurately reflects the data on the return. The organization officer will have signed this form before I submit the return. I will give the officer a copy of all forms and information to be filed with the IRS, and have followed all other requirements in Pub. 4163, Modernized e-file (MeF) Information for Authorized IRS *e-file* Providers for Business Returns. If I am also the Paid Preparer, under penalties of perjury I declare that I have examined the above organization's return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete. This Paid Preparer declaration is based on all information of which I have any knowledge.

ERO's Use Only

ERO's signature ▶ R Mitch Smith CPA	Date 4/3/2013	Check if also paid preparer [X]	Check if self-employed [ ]	ERO's SSN or PTIN P00001737
Firm's name (or yours if self-employed), address, and ZIP code ▶ BDO USA, LLP 7101 WISCONSIN AVE., SUITE 800 BETHESDA, MD 20814-4827				EIN 13-5381590 Phone no. (301)654-4900

Under penalties of perjury, I declare that I have examined the above return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete. Declaration of preparer is based on all information of which the preparer has any knowledge.

Paid Preparer Use Only

Print/Type preparer's name	Preparer's signature	Date	Check [ ] if self-employed	PTIN
Firm's name ▶			Firm's EIN ▶	
Firm's address ▶			Phone no.	

LHA **For Privacy Act and Paperwork Reduction Act Notice, see the instructions.**

Form **8453-EO** (2011)

123061 12-02-11

09420329 755908 159460 2011.05070 NATIONAL WILDLIFE FEDERATIO 159460_1

** PUBLIC DISCLOSURE COPY **

Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

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

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

OMB No. 1545-0047

2011

Open to Public Inspection

A For the 2011 calendar year, or tax year beginning SEP 1, 2011 **and ending** AUG 31, 2012

B Check if applicable: [ ] Address change [ ] Name change [ ] Initial return [ ] Terminated [ ] Amended return [ ] Application pending

C Name of organization: NATIONAL WILDLIFE FEDERATION

Doing Business As

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

City or town, state or country, and ZIP + 4: RESTON, VA 20190-5362

D Employer identification number 53-0204616

E Telephone number (703)438-6000

G Gross receipts $ 88,407,365.

F Name and address of principal officer: LARRY J. SCHWEIGER, SAME AS C ABOVE

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

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

H(c) Group exemption number ▶

I Tax-exempt status: [X] 501(c)(3) [ ] 501(c) ( ) ◀ (insert no.) [ ] 4947(a)(1) or [ ] 527

J Website: ▶ WWW.NWF.ORG

K Form of organization: [X] Corporation [ ] Trust [ ] Association [ ] Other ▶

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

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities: NWF'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR

2 Check this box ▶ [ ] if the organization discontinued its operations or disposed of more than 25% of its net assets.

3	Number of voting members of the governing body (Part VI, line 1a)	3	33
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	32
5	Total number of individuals employed in calendar year 2011 (Part V, line 2a)	5	500
6	Total number of volunteers (estimate if necessary)	6	3907
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	306,755.
b	Net unrelated business taxable income from Form 990-T, line 34	7b	-308,696.

			Prior Year	Current Year
Revenue	8	Contributions and grants (Part VIII, line 1h)	77,941,133.	65,396,583.
	9	Program service revenue (Part VIII, line 2g)	9,617,738.	8,254,632.
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	369,655.	31,157.
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	10,888,111.	11,044,146.
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	98,816,637.	84,726,518.
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	5,830,036.	1,889,919.
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	32,544,837.	34,754,437.
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	1,813,091.	784,384.
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 10,558,234.		
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	56,072,120.	51,100,333.
	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	96,260,084.	88,529,073.
	19	Revenue less expenses. Subtract line 18 from line 12	2,556,553.	-3,802,555.
			Beginning of Current Year	**End of Year**
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	64,808,553.	64,489,745.
	21	Total liabilities (Part X, line 26)	79,539,168.	79,144,503.
	22	Net assets or fund balances. Subtract line 21 from line 20	-14,730,615.	-14,654,758.

Part II Signature Block

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

Sign Here

▶ Dulce Gomez-Zormelo — Signature of officer — Date 4/3/13

▶ DULCE M. GOMEZ-ZORMELO, TREASURER — Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name	Preparer's signature	Date	Check [ ] if self-employed	PTIN
MICHAEL SORRELLS, CPA	R Michael Sorrells	4/4/2013		P00001737

Firm's name ▶ BDO USA, LLP — Firm's EIN ▶ 13-5381590

Firm's address ▶ 7101 WISCONSIN AVE., SUITE 800, BETHESDA, MD 20814-4827 — Phone no. (301)654-4900

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

SEE SCHEDULE O FOR ORGANIZATION MISSION STATEMENT CONTINUATION

Part III Statement of Program Service Accomplishments

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

1 Briefly describe the organization's mission:
NWF'S MISSION IS TO INSPIRE AMERICANS TO PROTECT WILDLIFE FOR OUR CHILDREN'S FUTURE. NWF ACCOMPLISHES ITS MISSION THROUGH EDUCATION PROGRAMS AND BY IMPLEMENTING EFFECTIVE SOLUTIONS TO THE THREE BIGGEST THREATS FACING WILDLIFE TODAY: (CONTINUED ON SCHED O)

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [ ] Yes [X] No
If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [ ] Yes [X] No
If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses $ 29,137,330. including grants of $ 1,875,919.) (Revenue $ 657,711.)
CONSERVATION ADVOCACY PROGRAMS EDUCATE AND ENGAGE THE PUBLIC IN NWF'S WORK SAFEGUARDING WILDLIFE AND HABITAT, RECONNECTING PEOPLE WITH NATURE AND ADVANCING SOLUTIONS TO CLIMATE CHANGE. SAFEGUARDING WILDLIFE MEANS PROTECTING AND DEFENDING WILDLIFE AND THE WILD PLACES THAT WILDLIFE NEEDS TO SURVIVE AND RESTORING THE HEALTH OF OUR NATURAL HABITATS AND ECOSYSTEMS. NWF'S HIGHEST LEGISLATIVE PRIORITY FOR THE YEAR, THE RESTORE ACT, WAS SUCCESSFULLY NAVIGATED THROUGH A DAUNTING CONGRESSIONAL ENVIRONMENT AND SIGNED INTO LAW, CREATING THE LARGEST ECOSYSTEM RESTORATION TRUST FUND IN HISTORY. (SEE SCHEDULE O FOR CONTINUATION)

4b (Code:) (Expenses $ 21,445,790. including grants of $ 14,000.) (Revenue $ 8,088,770.)
NWF'S EDUCATION, OUTREACH, AND PUBLICATIONS RECONNECTS CHILDREN AND ADULTS WITH NATURE THROUGH SUCH PROGRAMS AS BE OUT THERE, CERTIFIED WILDLIFE HABITATS, ECO SCHOOLS USA, AND THROUGH OUR PUBLICATIONS: NATIONAL WILDLIFE, RANGER RICK, YOUR BIG BACKYARD, AND WILD ANIMAL BABY. EACH YEAR, NWF REACHES ABOUT THREE MILLION SCHOOL CHILDREN THROUGH ITS EDUCATION PROGRAMS AND ANOTHER TWO AND A HALF MILLION YOUNG READERS THROUGH ITS EDUCATIONAL CHILDREN'S PUBLICATIONS. (SEE SCHEDULE O FOR CONTINUATION)

4c (Code:) (Expenses $ 11,581,280. including grants of $) (Revenue $ 3,169,903.)
MEMBERSHIP EDUCATION PROGRAMS MAINTAIN AN ACTIVE, ENGAGED AND INFORMED MEMBERSHIP PROVIDING SUPPORTERS WITH THE INFORMATION AND INSPIRATION TO MAKE A DIFFERENCE IN THEIR OWN BACKYARDS, THEIR COMMUNITIES, AND ACROSS THE COUNTRY. NWF REACHES MILLIONS OF SUPPORTERS ON A MONTHLY BASIS TO COMMUNICATE THE MOST PRESSING NEEDS FACING THE ENVIRONMENT TODAY - FROM PEOPLE BECOMING MORE DISCONNECTED FROM NATURE TO LOSS OF HABITAT AND THE IMPACTS OF CLIMATE CHANGE. THROUGH SUCH PUBLICATIONS AS NATIONAL WILDLIFE MAGAZINE, THE NWF WEBSITE, AND OTHER SOURCES OF INFORMATION, NWF IS EDUCATING OUR MEMBERSHIP BASE ON HOW NWF IS WORKING TO PROTECT WILDLIFE AND HABITAT. (SEE SCHEDULE O FOR CONTINUATION)

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

4e **Total program service expenses** ▶ 70,180,477.

Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? *If "Yes," complete Schedule A*	1	X	
2	Is the organization required to complete *Schedule B, Schedule of Contributors*?	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? *If "Yes," complete Schedule C, Part I*	3		X
4	**Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? *If "Yes," complete Schedule C, Part II*	4	X	
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? *If "Yes," complete Schedule C, Part III*	5		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? *If "Yes," complete Schedule D, Part I*	6		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? *If "Yes," complete Schedule D, Part II*	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If "Yes," complete Schedule D, Part III*	8		X
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? *If "Yes," complete Schedule D, Part IV*	9		X
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? *If "Yes," complete Schedule D, Part V*	10	X	
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.			
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? *If "Yes," complete Schedule D, Part VI*	11a	X	
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VII*	11b	X	
c	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VIII*	11c		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part IX*	11d	X	
e	Did the organization report an amount for other liabilities in Part X, line 25? *If "Yes," complete Schedule D, Part X*	11e	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? *If "Yes," complete Schedule D, Part X*	11f	X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? *If "Yes," complete Schedule D, Parts XI, XII, and XIII*	12a		X
b	Was the organization included in consolidated, independent audited financial statements for the tax year? *If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional*	12b	X	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E*	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a	X	
b	Did the organization have aggregate revenues or expenses of more than $10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at $100,000 or more? *If "Yes," complete Schedule F, Parts I and IV*	14b	X	
15	Did the organization report on Part IX, column (A), line 3, more than $5,000 of grants or assistance to any organization or entity located outside the United States? *If "Yes," complete Schedule F, Parts II and IV*	15	X	
16	Did the organization report on Part IX, column (A), line 3, more than $5,000 of aggregate grants or assistance to individuals located outside the United States? *If "Yes," complete Schedule F, Parts III and IV*	16		X
17	Did the organization report a total of more than $15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? *If "Yes," complete Schedule G, Part I*	17	X	
18	Did the organization report more than $15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? *If "Yes," complete Schedule G, Part II*	18	X	
19	Did the organization report more than $15,000 of gross income from gaming activities on Part VIII, line 9a? *If "Yes," complete Schedule G, Part III*	19		X
20a	Did the organization operate one or more hospital facilities? *If "Yes," complete Schedule H*	20a		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		

Part IV Checklist of Required Schedules *(continued)*

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

Part V **Statements Regarding Other IRS Filings and Tax Compliance**

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

				Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a 727			
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b 0			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		1c	X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a 500			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?		2b	X	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to *e-file* (see instructions)				
3a	Did the organization have unrelated business gross income of $1,000 or more during the year?		3a	X	
b	If "Yes," has it filed a Form 990-T for this year? *If "No," provide an explanation in Schedule O*		3b	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		4a	X	
b	If "Yes," enter the name of the foreign country: ▶ NETHERLANDS, CAYMAN ISLANDS				
	See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.				
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		5a		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		5b		X
c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?		5c		
6a	Does the organization have annual gross receipts that are normally greater than $100,000, and did the organization solicit any contributions that were not tax deductible?		6a		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		6b		
7	**Organizations that may receive deductible contributions under section 170(c).**				
a	Did the organization receive a payment in excess of $75 made partly as a contribution and partly for goods and services provided to the payor?		7a	X	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		7b	X	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		7c		X
d	If "Yes," indicate the number of Forms 8282 filed during the year	7d			
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		7e		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		7f		X
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		7h		
8	**Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.** Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		8		
9	**Sponsoring organizations maintaining donor advised funds.**				
a	Did the organization make any taxable distributions under section 4966?		9a		
b	Did the organization make a distribution to a donor, donor advisor, or related person?		9b		
10	**Section 501(c)(7) organizations.** Enter:				
a	Initiation fees and capital contributions included on Part VIII, line 12	10a			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b			
11	**Section 501(c)(12) organizations.** Enter:				
a	Gross income from members or shareholders	11a			
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b			
12a	**Section 4947(a)(1) non-exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041?		12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b			
13	**Section 501(c)(29) qualified nonprofit health insurance issuers.**				
a	Is the organization licensed to issue qualified health plans in more than one state?		13a		
	Note. See the instructions for additional information the organization must report on Schedule O.				
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b			
c	Enter the amount of reserves on hand	13c			
14a	Did the organization receive any payments for indoor tanning services during the tax year?		14a		X
b	If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation in Schedule O*		14b		

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

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

Section A. Governing Body and Management

				Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	1a	33		
	If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.				
b	Enter the number of voting members included in line 1a, above, who are independent	1b	32		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2			X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?	3			X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4			X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5			X
6	Did the organization have members or stockholders?	6		X	
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a		X	
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b			X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a	The governing body?	8a		X	
b	Each committee with authority to act on behalf of the governing body?	8b		X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? *If "Yes," provide the names and addresses in Schedule O*	9			X

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

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

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ▶ AL,AK,AZ,AR,CA,CO,CT,FL,GA,IL,KS,KY

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.

[X] Own website [ ] Another's website [X] Upon request

19 Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ▶

DULCE GOMEZ-ZORMELO - 703-438-6000

11100 WILDLIFE CENTER DRIVE, RESTON, VA 20190-5362

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

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

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

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

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than $100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than $100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than $10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

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

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(1) STEPHEN K. ALLINGER CHAIR	3.00	X		X				0.	0.	0.
(2) CRAIG THOMPSON CHAIR -RESIGNED 5/12	3.00	X		X				0.	0.	0.
(3) GREGOR BAILAR DIRECTOR	3.00	X						0.	0.	0.
(4) TAHLIA BEAR DIRECTOR	3.00	X						0.	0.	0.
(5) PAUL BEAUDETTE DIRECTOR	3.00	X						0.	0.	0.
(6) VIRGINIA BROCK DIRECTOR	3.00	X						0.	0.	0.
(7) CLARK BULLARD DIRECTOR	3.00	X						0.	0.	0.
(8) ALISON BYERS DIRECTOR	3.00	X						0.	0.	0.
(9) DAVID CARRUTH DIRECTOR	3.00	X						0.	0.	0.
(10) SHELLEY COHEN DIRECTOR	3.00	X						0.	0.	0.
(11) DIANE DILLON-RIDGLEY DIRECTOR	3.00	X						0.	0.	0.
(12) JOHN THOMAS GRANT, JR. DIRECTOR	3.00	X						0.	0.	0.
(13) KATHLEEN HADLEY DIRECTOR	3.00	X						0.	0.	0.
(14) DAVID L. HARGETT DIRECTOR	3.00	X						0.	0.	0.
(15) MARK W. HECKERT DIRECTOR	3.00	X						0.	0.	0.
(16) JERRY LITTLE DIRECTOR	3.00	X						0.	0.	0.
(17) FERNANDO ALBORNOZ DIRECTOR	3.00	X						0.	0.	0.

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

(A) Name and title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(18) CHRISTOPHER NOOK DIRECTOR	3.00	X						0.	0.	0.
(19) GENE T. OGLESBY DIRECTOR	3.00	X						0.	0.	0.
(20) BRIAN BASHORE DIRECTOR	3.00	X						0.	0.	0.
(21) GLORIA REUBEN DIRECTOR	3.00	X						0.	0.	0.
(22) JULIA REED-ZAIC DIRECTOR	3.00	X						0.	0.	0.
(23) KENT SALAZAR DIRECTOR	3.00	X						0.	0.	0.
(24) TRUMAN T. SEMANS DIRECTOR	3.00	X						0.	0.	0.
(25) LESLIE SHAD DIRECTOR	3.00	X						0.	0.	0.
(26) GREGORY SMITH DIRECTOR	3.00	X						0.	0.	0.
1b Sub-total ▶								0.	0.	0.
c Total from continuation sheets to Part VII, Section A ▶								2,472,593.	0.	250,000.
d Total (add lines 1b and 1c) ▶								2,472,593.	0.	250,000.

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

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

Section B. Independent Contractors

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

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

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

SEE PART VII, SECTION A CONTINUATION SHEETS

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

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(27) DEBORAH SPALDING DIRECTOR	3.00	X						0.	0.	0.
(28) CHRISTINE P. THOMPSON DIRECTOR	3.00	X						0.	0.	0.
(29) LISE VAN SUSTEREN DIRECTOR	3.00	X						0.	0.	0.
(30) BEATRICE B. VON GONTARD DIRECTOR	3.00	X						0.	0.	0.
(31) BRUCE WALLACE DIRECTOR	3.00	X						0.	0.	0.
(32) MARK WINLAND DIRECTOR	3.00	X						0.	0.	0.
(33) NICOLE WOOD DIRECTOR	3.00	X						0.	0.	0.
(34) MONTY HALCOMB DIRECTOR	3.00	X						0.	0.	0.
(35) BILL HOUSTON DIRECTOR	3.00	X						0.	0.	0.
(36) DAVID LANGHORST DIRECTOR	3.00	X						0.	0.	0.
(37) MARY VAN KERREBROOK DIRECTOR	3.00	X						0.	0.	0.
(38) SHARON DARNOV DIRECTOR	3.00	X						0.	0.	0.
(39) LARRY J. SCHWEIGER PRESIDENT - NWF	40.00			X				339,240.	0.	23,599.
(40) JAIME B. MATYAS CHIEF OPERATING OFFICER	40.00			X				227,297.	0.	26,857.
(41) DULCE M. GOMEZ-ZORMELO TREASURER - NWF	40.00			X				168,479.	0.	22,635.
(42) JOHN E. ASHLEY JR. ASSISTANT TREASURER - NWF	40.00			X				22,836.	0.	1,577.
(43) BARBARA G. MCINTOSH SECRETARY - NWF	40.00			X				166,615.	0.	9,154.
(44) JULIE BLESSYN DAVIS ASSISTANT SECRETARY - NWF	40.00			X				133,427.	0.	12,280.
(45) DAN T. CHU VP OF AFFILIATE & REG'L STRATEGIC	40.00				X			166,116.	0.	21,817.
(46) KEVIN J. COYLE VP OF EDUCATION	40.00				X			168,295.	0.	22,053.
Total to Part VII, Section A, line 1c										

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

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(47) JAMES S. LYON VP OF CONSERVATION POLICY	40.00				X			161,378.	0.	18,213.
(48) JEREMY I. SYMONS VP-CONSERVATION/EDUCATION PROGRAMS	40.00				X			192,102.	0.	22,711.
(49) ANDREW P. BUCHSBAUM REGIONAL EXEC DIR-GREAT LAKES	40.00					X		168,592.	0.	11,246.
(50) MONICA M. COLLINS VP OF DEVELOPMENT	40.00					X		149,156.	0.	9,683.
(51) EDWARD J. COLEMAN GM PRODUCT & SUPPORT	40.00					X		143,175.	0.	15,456.
(52) MERI-MARGARET DEOUDES VP OF STRAT ALLIANCES/SPECIAL EVENTS	40.00					X		137,286.	0.	16,035.
(53) CURTIS FISHER REGIONAL EXECUTIVE DIR NORTHEASTERN	40.00					X		128,599.	0.	16,684.
Total to Part VII, Section A, line 1c								2,472,593.		250,000.

Part VIII Statement of Revenue

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a	209,672.				
	b Membership dues	1b	8,042,759.				
	c Fundraising events	1c	337,486.				
	d Related organizations	1d	9,072,130.				
	e Government grants (contributions)	1e	1,089,752.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	46,644,784.				
	g Noncash contributions included in lines 1a-1f: $ 78,761.						
	h **Total.** Add lines 1a-1f ▶			65,396,583.			
Program Service Revenue			Business Code				
	2 a SUBSCRIPTION REVENUE		900099	7,755,291.	7,755,291.		
	b TV AND FILM PRODUCTION		900099	152,800.	152,800.		
	c REGISTRATION FEES		900099	135,847.	135,847.		
	d CONSERVATION CONSULTIN		900099	122,000.	122,000.		
	e LITIGATION FEES		900099	87,100.	87,100.		
	f All other program service revenue		900099	1,594.	1,594.		
	g **Total.** Add lines 2a-2f ▶			8,254,632.			
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts) ▶			87,498.			87,498.
	4 Income from investment of tax-exempt bond proceeds ▶						
	5 Royalties ▶			2,690,876.			2,690,876.
		(i) Real	(ii) Personal				
	6 a Gross rents	213,103.					
	b Less: rental expenses	515,749.					
	c Rental income or (loss)	-302,646.					
	d Net rental income or (loss) ▶			-302,646.		-301,045.	-1,601.
		(i) Securities	(ii) Other				
	7 a Gross amount from sales of assets other than inventory	182,635.	600.				
	b Less: cost or other basis and sales expenses	237,516.	2,060.				
	c Gain or (loss)	-54,881.	-1,460.				
	d Net gain or (loss) ▶			-56,341.			-56,341.
	8 a Gross income from fundraising events (not including $ 337,486. of contributions reported on line 1c). See Part IV, line 18	a	81,805.				
	b Less: direct expenses	b	157,194.				
	c Net income or (loss) from fundraising events ▶			-75,389.			-75,389.
	9 a Gross income from gaming activities. See Part IV, line 19	a					
	b Less: direct expenses	b					
	c Net income or (loss) from gaming activities ▶						
	10 a Gross sales of inventory, less returns and allowances	a	10,005,165.				
	b Less: cost of goods sold	b	2,768,328.				
	c Net income or (loss) from sales of inventory ▶			7,236,837.	7,236,837.		
	Miscellaneous Revenue		Business Code				
	11 a ADVERTISING		511120	607,800.		607,800.	
	b HONORARIA		900099	16,114.	16,114.		
	c						
	d All other revenue		900099	870,554.	870,554.		
	e **Total.** Add lines 11a-11d ▶			1,494,468.			
	12 **Total revenue.** See instructions. ▶			84,726,518.	16,378,137.	306,755.	2,645,043.

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

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

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21	1,824,919.	1,824,919.		
2 Grants and other assistance to individuals in the United States. See Part IV, line 22	60,000.	60,000.		
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16	5,000.	5,000.		
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	2,935,011.	2,279,036.	358,365.	297,610.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	24,072,082.	18,696,221.	2,934,397.	2,441,464.
8 Pension plan accruals and contributions (include section 401(k) and section 403(b) employer contributions)	2,064,365.	1,602,979.	252,059.	209,327.
9 Other employee benefits	3,499,363.	2,718,540.	425,820.	355,003.
10 Payroll taxes	2,183,616.	1,695,578.	266,620.	221,418.
11 Fees for services (non-employees):				
a Management				
b Legal	244,593.	210,337.	13,998.	20,258.
c Accounting	135,592.	118,738.	6,739.	10,115.
d Lobbying	179,177.	179,177.		
e Professional fundraising services. See Part IV, line 17	784,384.			784,384.
f Investment management fees	104,667.	71,425.	14,873.	18,369.
g Other	13,196,810.	12,206,108.	702,802.	287,900.
12 Advertising and promotion	640,571.	437,126.	91,025.	112,420.
13 Office expenses	16,298,819.	12,264,643.	1,291,915.	2,742,261.
14 Information technology	1,840,196.	1,255,750.	261,492.	322,954.
15 Royalties	639,201.	499,855.	44,808.	94,538.
16 Occupancy	879,564.	627,454.	144,754.	107,356.
17 Travel	1,985,778.	1,597,816.	182,114.	205,848.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	1,051,820.	727,292.	145,200.	179,328.
20 Interest	943,439.	650,126.	126,113.	167,200.
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	1,134,968.	864,510.	192,826.	77,632.
23 Insurance	257,286.	177,063.	34,686.	45,537.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a MAJOR PROGRAM MATERIALS	9,075,077.	7,462,822.	87,779.	1,524,476.
b LIST RENTAL SERVICES	1,174,868.	918,747.	82,358.	173,763.
c TEXT/EDITORIAL	280,742.	230,303.	17,336.	33,103.
d A/V PRODUCTION COSTS	123,261.	106,768.	6,381.	10,112.
e All other expenses	913,904.	692,144.	105,902.	115,858.
25 **Total functional expenses.** Add lines 1 through 24e	88,529,073.	70,180,477.	7,790,362.	10,558,234.
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 ▶ [X] if following SOP 98-2 (ASC 958-720)	18,251,532.	9,757,109.	2,283,241.	6,211,182.

Part X Balance Sheet

				(A) Beginning of year		(B) End of year
Assets	1	Cash - non-interest-bearing			1	
	2	Savings and temporary cash investments		168,049.	2	81,196.
	3	Pledges and grants receivable, net		19,061,225.	3	13,080,257.
	4	Accounts receivable, net		1,206,212.	4	6,477,673.
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L			5	
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions)			6	
	7	Notes and loans receivable, net			7	
	8	Inventories for sale or use		1,018,027.	8	908,717.
	9	Prepaid expenses and deferred charges		2,771,593.	9	2,436,453.
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 35,445,300.			
	b	Less: accumulated depreciation	10b 13,265,320.	22,746,763.	10c	22,179,980.
	11	Investments - publicly traded securities		975,867.	11	1,573,758.
	12	Investments - other securities. See Part IV, line 11		6,526,201.	12	6,947,685.
	13	Investments - program-related. See Part IV, line 11			13	
	14	Intangible assets			14	
	15	Other assets. See Part IV, line 11		10,334,616.	15	10,804,026.
	16	**Total assets.** Add lines 1 through 15 (must equal line 34)		64,808,553.	16	64,489,745.
Liabilities	17	Accounts payable and accrued expenses		16,696,525.	17	18,478,438.
	18	Grants payable			18	
	19	Deferred revenue		11,507,913.	19	10,624,375.
	20	Tax-exempt bond liabilities		15,466,919.	20	14,973,376.
	21	Escrow or custodial account liability. Complete Part IV of Schedule D			21	
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L			22	
	23	Secured mortgages and notes payable to unrelated third parties		7,812,798.	23	9,120,868.
	24	Unsecured notes and loans payable to unrelated third parties			24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		28,055,013.	25	25,947,446.
	26	**Total liabilities.** Add lines 17 through 25		79,539,168.	26	79,144,503.
Net Assets or Fund Balances		**Organizations that follow SFAS 117, check here ▶ [X] and complete lines 27 through 29, and lines 33 and 34.**				
	27	Unrestricted net assets		-50,440,820.	27	-43,566,762.
	28	Temporarily restricted net assets		27,304,762.	28	20,397,513.
	29	Permanently restricted net assets		8,405,443.	29	8,514,491.
		Organizations that do not follow SFAS 117, check here ▶ [ ] and complete lines 30 through 34.				
	30	Capital stock or trust principal, or current funds			30	
	31	Paid-in or capital surplus, or land, building, or equipment fund			31	
	32	Retained earnings, endowment, accumulated income, or other funds			32	
	33	Total net assets or fund balances		-14,730,615.	33	-14,654,758.
	34	Total liabilities and net assets/fund balances		64,808,553.	34	64,489,745.

Part XI Reconciliation of Net Assets

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

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

Part XII Financial Statements and Reporting

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

			Yes	No
1	Accounting method used to prepare the Form 990: [ ] Cash [X] Accrual [ ] Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?	2a		X
b	Were the organization's financial statements audited by an independent accountant?	2b	X	
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?	2c	X	
	If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.			
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both: [ ] Separate basis [X] Consolidated basis [ ] Both consolidated and separate basis			
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a	X	
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.	3b	X	

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

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

OMB No. 1545-0047

2011

Open to Public Inspection

Name of the organization NATIONAL WILDLIFE FEDERATION

Employer identification number 53-0204616

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

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

1 [ ] A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
2 [ ] A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E.)
3 [ ] A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
4 [ ] A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state: _____
5 [ ] An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)
6 [ ] A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
7 [X] An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
8 [ ] A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
9 [ ] An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)
10 [ ] An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
11 [ ] An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See **section 509(a)(3).** Check the box that describes the type of supporting organization and complete lines 11e through 11h.

a [ ] Type I **b** [ ] Type II **c** [ ] Type III - Functionally integrated **d** [ ] Type III - Other

e [ ] By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).

f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box ..... [ ]

g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?

			Yes	No
(i)	A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?	**11g(i)**		
(ii)	A family member of a person described in (i) above?	**11g(ii)**		
(iii)	A 35% controlled entity of a person described in (i) or (ii) above?	**11g(iii)**		

h Provide the following information about the supported organization(s).

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

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

Schedule A (Form 990 or 990-EZ) 2011

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

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

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	78,729,510.	69,409,609.	75,868,139.	77,852,204.	65,396,583.	367,256,045.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 **Total.** Add lines 1 through 3	78,729,510.	69,409,609.	75,868,139.	77,852,204.	65,396,583.	367,256,045.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						150,542.
6 **Public support.** Subtract line 5 from line 4.						367,105,503.

Section B. Total Support

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

12 Gross receipts from related activities, etc. (see instructions) ..... 12 84,376,225.

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

Section C. Computation of Public Support Percentage

14 Public support percentage for 2011 (line 6, column (f) divided by line 11, column (f)) ..... 14 94.23 %

15 Public support percentage from 2010 Schedule A, Part II, line 14 ..... 15 93.97 %

16a **33 1/3% support test - 2011.** If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ..... ▶ ☒

b **33 1/3% support test - 2010.** If the organization did not check 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 - 2011.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ..... ▶ ☐

b **10% -facts-and-circumstances test - 2010.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ..... ▶ ☐

18 **Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ..... ▶ ☐

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

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 **Total.** Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of $5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 **Public support** (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 **Total support** (Add lines 9, 10c, 11, and 12.)						

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

Section C. Computation of Public Support Percentage

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

Section D. Computation of Investment Income Percentage

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

19a **33 1/3% support tests - 2011.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ▶ ☐

b **33 1/3% support tests - 2010.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ▶ ☐

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

Schedule B
(Form 990, 990-EZ, or 990-PF)
Department of the Treasury
Internal Revenue Service

Schedule of Contributors

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

OMB No. 1545-0047

2011

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

Organization type (check one):

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

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

General Rule

[ ] For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, $5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

Special Rules

[X] For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi) and received from any one contributor, during the year, a contribution 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 a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than $1,000 for use *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.

[ ] For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use *exclusively* for religious, charitable, etc., purposes, but these contributions did not total to more than $1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions of $5,000 or more during the year. ..... ▶ $ _____

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

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

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

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

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		$ 9,072,129.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II if there is a noncash contribution.)
2		$ 3,292,500.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II if there is a noncash contribution.)
3		$ 2,000,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II if there is a noncash contribution.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II if there is a noncash contribution.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II if there is a noncash contribution.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II if there is a noncash contribution.)

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

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

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

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

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

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

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

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

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

Part III *Exclusively* **religious, charitable, etc., individual contributions to section 501(c)(7), (8), or (10) organizations that total more than $1,000 for the year.** 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.) ▶ $

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

SCHEDULE C
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

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.**
▶ **See separate instructions.**

OMB No. 1545-0047

2011

Open to Public Inspection

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

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

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

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

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

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

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

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

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

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

1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ $
2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ $
3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? ☐ Yes ☐ No
4a Was a correction made? ☐ Yes ☐ No
b If "Yes," describe in Part IV.

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

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

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

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

Schedule C (Form 990 or 990-EZ) 2011

LHA

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01-27-12

11150403 755908 159460 2011.05070 NATIONAL WILDLIFE FEDERATIO 159460_1

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.		
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-		

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.

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? ☐ **Yes** ☐ **No**

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

Lobbying Expenditures During 4-Year Averaging Period

Calendar year (or fiscal year beginning in)	**(a)** 2008	**(b)** 2009	**(c)** 2010	**(d)** 2011	**(e)** Total
2a Lobbying 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 to lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.	(a) Yes	(a) No	(b) Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?	X		
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	X		
c Media advertisements?		X	
d Mailings to members, legislators, or the public?		X	
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?	X		317,250.
g Direct contact with legislators, their staffs, government officials, or a legislative body?	X		250,081.
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	X		199,649.
i Other activities?		X	
j Total. Add lines 1c through 1i			766,980.
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		X	
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

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

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

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

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

Part IV **Supplemental Information**

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

PART II-B, LINE 1, LOBBYING ACTIVITIES:

NWF WORKS WITH CONGRESS, THE ADMINISTRATION, GOVERNORS, AND STATE

LEGISLATURES TO ADVANCE POLICIES THAT GET CHILDREN AND FAMILIES

OUTDOORS THROUGH OUTDOOR EDUCATION, RECREATION AND PLAY. UTILIZING

VOLUNTEERS, STAFF, AND A VARIETY OF MEDIA AND SOCIAL MEDIA OUTLETS, NWF

BRINGS AWARENESS TO CLIMATE CHANGE AND OTHER CHALLENGES TO WILDLIFE AND

Part IV Supplemental Information *(continued)*

THE WILD PLACES THAT WILDLIFE NEEDS TO SURVIVE, AND TO RESTORING THE

HEALTH OF OUR NATURAL HABITATS AND ECOSYSTEMS.

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

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

OMB No. 1545-0047
2011
Open to Public Inspection

Name of the organization
NATIONAL WILDLIFE FEDERATION

Employer identification number
53-0204616

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

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

		(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year		
2	Aggregate contributions to (during year)		
3	Aggregate 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" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).
- ☐ Preservation of land for public use (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 Tax 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 8/17/06, 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, and enforcing conservation easements during the year ▶ _____

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

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

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

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

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

1a If the organization elected, as permitted under SFAS 116 (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 XIV, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (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) Revenues included in Form 990, Part VIII, line 1 ▶ $ _____

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

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1 ▶ $ _____

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

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

3 Using the organization's 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 XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

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

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

		Amount
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? ☐ Yes ☐ No

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

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

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	10,434,884.	9,219,725.	8,625,334.	7,266,196.	
b Contributions	69,062.	1,440,630.	594,937.	1,425,021.	
c Net investment earnings, gains, and losses	49,158.	80,865.	44,331.		
d Grants or scholarships					
e Other expenditures for facilities and programs	48,472.	306,336.	44,877.	65,883.	
f Administrative expenses					
g End of year balance	10,504,632.	10,434,884.	9,219,725.	8,625,334.	

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

a Board designated or quasi-endowment ▶ 50.75 %
b Permanent endowment ▶ 47.78 %
c Temporarily restricted endowment ▶ 1.47 %

The percentages in lines 2a, 2b, and 2c should equal 100%.

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

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

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

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

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

Part VII Investments - Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A) INSTITUTIONAL COMMINGLED FUNDS	6,947,685.	END-OF-YEAR MARKET VALUE
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
(I)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 12.) ▶	6,947,685.	

Part VIII Investments - Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 13.) ▶		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) CHARITABLE GIFT ANNUITIES	6,261,060.
(2) INTEREST IN PERPETUAL TRUSTS	3,495,079.
(3) CHARITABLE GIFT REMAINDER TRUSTS	91,922.
(4) UNAMORTIZED BOND AND LOAN ISSUE COSTS	439,914.
(5) DEPOSITS	96,888.
(6) OTHER DONATED ASSETS	419,163.
(7)	
(8)	
(9)	
(10)	
Total. *(Column (b) must equal Form 990, Part X, col (B) line 15.)* ▶	10,804,026.

Part X Other Liabilities. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) ANNUITY AND OTHER RESERVES	3,916,203.
(3) ACCRUED PENSION EXPENSE	15,314,846.
(4) POSTRETIREMENT BENEFITS RESERVE	6,716,000.
(5) UNCLAIMED PROPERTY LIABILITY	397.
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
Total. *(Column (b) must equal Form 990, Part X, col (B) line 25.)* ▶	25,947,446.

2. FIN 48 (ASC 740) Footnote. In Part XIV, 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).

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

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	84,726,518.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	88,529,073.
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	-3,802,555.
4	Net unrealized gains (losses) on investments	4	1,288,401.
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV.)	8	2,590,011.
9	Total adjustments (net). Add lines 4 through 8	9	3,878,412.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	75,857.

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

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

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

1	Total expenses and losses per audited financial statements			1	100,636,371.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:				
a	Donated services and use of facilities	2a	8,189,686.		
b	Prior year adjustments	2b			
c	Other losses	2c			
d	Other (Describe in Part XIV.)	2d	12,989,741.		
e	Add lines **2a** through **2d**			2e	21,179,427.
3	Subtract line **2e** from line **1**			3	79,456,944.
4	Amounts included on Form 990, Part IX, line 25, but not on line **1**:				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a			
b	Other (Describe in Part XIV.)	4b	9,072,129.		
c	Add lines **4a** and **4b**			4c	9,072,129.
5	Total expenses. Add lines **3** and **4c.** *(This must equal Form 990, Part I, line 18.)*			5	88,529,073.

Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

PART V, LINE 4: ENDOWED FUNDS ABOVE SUPPORT NATIONAL WILDLIFE FEDERATION'S CONSERVATION EDUCATION PROGRAMS AND ARE HELD IN ACCORDANCE WITH EACH DONOR'S STIPULATIONS AND WISHES CONCERNING VARIOUS CONSERVATION AND ENVIRONMENTAL ISSUES. THE AMOUNT ABOVE ALSO CONTAINS INTERNALLY DESIGNATED FUNDS.

PART X, LINE 2: THE FEDERATION'S MANAGEMENT BELIEVES IT HAS NO MATERIAL UNCERTAIN TAX POSITIONS AND ACCORDINGLY, IT WILL NOT RECOGNIZE

Part XIV Supplemental Information *(continued)*

ANY LIABILITY FOR UNRECOGNIZED TAX BENEFITS. FOR THE YEARS ENDED AUGUST 31, 2012 AND 2011, THE FEDERATION DID NOT RECOGNIZE ANY INTEREST OR PENALTIES.

PART XI, LINE 8 - OTHER ADJUSTMENTS:

CHANGE IN SPLIT INTEREST AGREEMENTS	314,489.
GAIN (LOSS) ON PENSION INVESTMENT	2,275,494.
MISCELLANEOUS ADJUSTMENT	28.
TOTAL TO SCHEDULE D, PART XI, LINE 8	2,590,011.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. REVENUE	3,831,877.
RENTAL EXPENSES	515,749.
COST OF GOODS SOLD	2,768,328.
SPECIAL EVENTS EXPENSES	157,194.
LOSS ON DISPOSAL OF FIXED ASSETS	1,460.
CHANGE IN VALUE OF SPLIT INTEREST AGREEMENTS	314,489.
TOTAL TO SCHEDULE D, PART XII, LINE 2D	7,589,097.

PART XII, LINE 4B - OTHER ADJUSTMENTS:

TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC.	9,072,129.

PART XIII, LINE 2D - OTHER ADJUSTMENTS:

NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. EXPENSES & LOSSES, AUDITED F/S	9,548,470.
RENTAL EXPENSES	515,749.
COST OF GOODS SOLD	2,768,328.
SPECIAL EVENTS EXPENSES	157,194.

Part XIV Supplemental Information *(continued)*

TOTAL TO SCHEDULE D, PART XIII, LINE 2D 12,989,741.

PART XIII, LINE 4B - OTHER ADJUSTMENTS:

TRANSFER FROM NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. 9,072,129.

SCHEDULE D, PART XI

ALTHOUGH THE ORGANIZATION IS NOT REQUIRED TO COMPLETE PARTS XI, XII, AND XIII BECAUSE IT IS PART OF A CONSOLIDATED FINANCIAL STATEMENT AUDIT AND NOT A SEPARATE AUDIT, IT HAS ELECTED TO INCLUDE THE SCHEDULE D, PARTS XII AND XIII RECONCILIATIONS BASED ON THE CONSOLIDATED TOTALS. THE PART XI RECONCILIATION IS BASED UPON THIS ENTITY ONLY AND THE CHANGE IN NET ASSETS REFLECTED HERE IS THE SAME AS THE CHANGE ON FORM 990, PART X.

SEE THE SEPARATE IRS FORM 990 FILING FOR THE NWF'S SUPPORTING ORGANIZATION, NWF ENDOWMENT, FOR ADDITIONAL NET ASSETS OR FUND BALANCES OF $63M AND $57M FOR THE PRIOR AND CURRENT YEAR, RESPECTIVELY.

SCHEDULE F (Form 990)

Department of the Treasury
Internal Revenue Service

Statement of Activities Outside the United States

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

OMB No. 1545-0047

2011

Open to Public Inspection

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

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

1 **For grantmakers.** Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ..... [X] **Yes** [ ] **No**

2 **For grantmakers.** Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.

3 Activities per Region. (The following Part I, line 3 table can be duplicated if additional space is needed.)

(a) Region	**(b)** Number of offices in the region	**(c)** Number of employees, agents, and independent contractors in region	**(d)** Activities conducted in region (by type) (e.g., fundraising, program services, investments, grants to recipients located in the region)	**(e)** If activity listed in (d) is a program service, describe specific type of service(s) in region	**(f)** Total expenditures for and investments in region
EUROPE (INCLUDING ICELAND & GREENLAND) -	1	1	ADMINISTRATIVE- IT SUPPORT		121,741.
EUROPE (INCLUDING ICELAND & GREENLAND)	0	0	GRANT	CONSERVATION ASSISTANCE	5,000.
3 a Sub-total	1	1			126,741.
b Total from continuation sheets to Part I	0	0			0.
c **Totals** (add lines 3a and 3b)	1	1			126,741.

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

Schedule F (Form 990) 2011

132071
01-23-12

Part II **Grants and Other Assistance to Organizations or Entities Outside the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 15, for any recipient who received more than $5,000. Check this box if no one recipient received more than $5,000 ▶ ☐

Part II can be duplicated if additional space is needed.

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		EUROPE (INCLUDING ICELAND & GREENLAND)	CONSERVATION ASSISTANCE	5,000.	WIRE	0.		

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

3 Enter total number of other organizations or entities ▶ 1

Part III **Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 16.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	**(b)** Region	**(c)** Number of recipients	**(d)** Amount of cash grant	**(e)** Manner of cash disbursement	**(f)** Amount of non-cash assistance	**(g)** Description of non-cash assistance	**(h)** Method of valuation (book, FMV, appraisal, other)

Part IV Foreign Forms

1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* ☐ Yes ☒ No

2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520, Annual Return to Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A)* ☐ Yes ☒ No

3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect To Certain Foreign Corporations. (see Instructions for Form 5471)* ☐ Yes ☒ No

4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund. (see Instructions for Form 8621)* ☐ Yes ☒ No

5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons With Respect To Certain Foreign Partnerships. (see Instructions for Form 8865)* ☐ Yes ☒ No

6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713)* ☐ Yes ☒ No

Part V **Supplemental Information**

Complete this part to 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.

SCHEDULE F, PART I, LINE 2: PERIODIC REPORTS ARE REQUIRED FROM THE

GRANTEE. THEY ARE REVIEWED FOR COMPLIANCE WITH GRANT DELIVERABLES.

SCHEDULE G
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than $15,000 on Form 990-EZ, line 6a.
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No. 1545-0047

2011

Open To Public Inspection

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

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

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- **a** [X] Mail solicitations
- **b** [X] Internet and email solicitations
- **c** [X] Phone solicitations
- **d** [X] In-person solicitations
- **e** [X] Solicitation of non-government grants
- **f** [X] Solicitation of government grants
- **g** [X] Special fundraising events

2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? [X] **Yes** [ ] **No**

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least $5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	**(ii)** Activity	**(iii)** Did fundraiser have custody or control of contributions? Yes	No	**(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
SHARE GROUP, INC. - P.O. BOX 55183, BOSTON, MA 02205	TELEMARKETING		X	78,830.	48,753.	30,077.
YOUR VOICE MEDIA - 685 MARKET ST, SUITE 57, SAN FRANCISCO,	TELEMARKETING		X	42,459.	2,800.	39,659.
DONOR SERVICES GROUP - 11500 W. OLYMPIC BLVD, #540, LOS	TELEMARKETING		X	12,075.	30,316.	-18,241.
SD&A TELESERVICES, INC. - 5757 WEST CENTURY BLVD, STE	TELEMARKETING		X	987.	22,231.	-21,244.
MERKLE, INC. - P.O. BOX 64897, BALTIMORE, MD 21264	DIRECT MAIL		X	0.	117,000.	-117,000.
PARADYZE MATERA - 5 HANOVER SQ, 6TH FLOOR, NEW YORK, NY	DIRECT MAIL		X	0.	563,284.	-563,284.
Total ▶				134,351.	784,384.	-650,033.

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

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

SEE PART IV FOR CONTINUATIONS

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

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

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

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
Revenue	1 Gross revenue				
Direct Expenses	2 Cash prizes				
	3 Noncash prizes				
	4 Rent/facility costs				
	5 Other direct expenses				
	6 Volunteer labor	☐ Yes ____ % ☐ No	☐ Yes ____ % ☐ No	☐ Yes ____ % ☐ No	
	7 Direct expense summary. Add lines 2 through 5 in column (d) ▶				( )
	8 Net gaming income summary. Combine line 1, column d, and line 7 ▶				

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

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

b If "No," explain: _____

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

b If "Yes," explain: _____

11 Does the organization operate gaming activities with nonmembers? ☐ Yes ☐ No

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

13 Indicate the percentage of gaming activity operated in:

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

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

Name ▶

Address ▶

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

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

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

Name ▶

Address ▶

16 Gaming manager information:

Name ▶

Gaming manager compensation ▶ $ _____

Description of services provided ▶

☐ Director/officer ☐ Employee ☐ Independent contractor

17 Mandatory distributions:

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

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

Part IV **Supplemental Information.** Complete this part to 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 complete this part to provide any additional information (see instructions).

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

(I) NAME OF FUNDRAISER: YOUR VOICE MEDIA

(I) ADDRESS OF FUNDRAISER:

685 MARKET ST, SUITE 57, SAN FRANCISCO, CA 94105

(I) NAME OF FUNDRAISER: DONOR SERVICES GROUP

(I) ADDRESS OF FUNDRAISER:

11500 W. OLYMPIC BLVD, #540, LOS ANGELES, CA 90064

Part IV Supplemental Information *(continued)*

(I) NAME OF FUNDRAISER: SD&A TELESERVICES, INC.

(I) ADDRESS OF FUNDRAISER:

5757 WEST CENTURY BLVD, STE 300, LOS ANGELES, CA 90045

(I) NAME OF FUNDRAISER: PARADYZE MATERA

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

SCHEDULE G, PART 1

DESCRIPTIONS OF PROFESSIONAL FUNDRAISER ACTIVITIES:

DONOR SERVICE GROUP IS USED TO UPGRADE ANNUAL DONORS TO MONTHLY DONORS AND ACQUIRE NEW MONTHLY DONORS. ONLY THE FIRST DONATION RECEIVED IS COUNTED AS REVENUE RAISED BY THEM. THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS THE INITIAL COST TO ACQUIRE.

SHARE GROUP IS USED TO ACQUIRE NEW MEMBERS AND REAQUIRE LAPSED MEMBERS. THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS THE INITIAL COST TO ACQUIRE OR RE-ACQUIRE.

PARADYZE MATERA IS A LIST BROKER USED TO OPTIMIZE THE AUDIENCE MIX FOR THE 12 DIRECT MAIL CAMPAIGNS MEMBERSHIP SENDS EACH YEAR TO PROSPECTS AND TO LAPSED MEMBERS.

MERKLE IS A DATBASE PROVIDER AND DOES DONOR ANALYSIS FOR DONATION REQUESTS.

YOUR VOICE MEDIA IS USED TO ACQUIRE NEW MEMBERS AND REAQUIRE LAPSED MEMBERS. THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS

Part IV Supplemental Information *(continued)*

THE INITIAL COST TO ACQUIRE OR RE-ACQUIRE.

SD&A TELESERVICES, INC. IS USED TO ACQUIRE NEW MEMBERS AND REAQUIRE LAPSED MEMBERS. THE LIFETIME CONTRIBUTION TO NWF FROM THESE DONORS EXCEEDS THE INITIAL COST TO ACQUIRE OR RE-ACQUIRE.

SCHEDULE I (Form 990)

Department of the Treasury
Internal Revenue Service

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

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

OMB No. 1545-0047

2011

Open to Public Inspection

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

Part I General Information on Grants and Assistance

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

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

Part II **Grants and Other Assistance to Governments and Organizations in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than $5,000. Check this box if no one recipient received more than $5,000. Part II can be duplicated if additional space is needed ▶ [ ]

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
1000 FRIENDS OF MARYLAND 1209 NORTH CALVERT STREET BALTIMORE, MD 21202	521864759	501C3	10,000.	0.			CONSERVATION ASSISTANCE
ALABAMA TREASURE FOREST ASSOCIATION - P.O. BOX 189 - CHUNCHULA, AL 36521	631051039	501C3	20,300.	0.			CONSERVATION ASSISTANCE
ALABAMA WILDLIFE FEDERATION 3050 LANARK RD MILLBROOK, AL 36054	630496911	501C3	47,227.	0.			CONSERVATION ASSISTANCE
ARIZONA WILDLIFE FEDERATION P.O. BOX 51510 MESA, AZ 85208	860076994	501C3	7,520.	0.			CONSERVATION ASSISTANCE
ASSOCIATION OF NW STEELHEADERS 6641 SE LAKE RD MILWAUKIE, OR 97222	911031100	501C3	5,560.	0.			CONSERVATION ASSISTANCE
AUDUBON NATURALIST SOCIETY 8940 JONES MILL RD CHEVY CHASE, MD 20815	530233715	501C3	15,000.	0.			CONSERVATION ASSISTANCE

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

3 Enter total number of other organizations listed in the line 1 table ▶ 1.

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

Schedule I (Form 990) (2011)

132101 01-27-12

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

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
AUDUBON NEW YORK 200 TRILLIUM LN ALBANY, NY 12203	131624102	501C3	17,500.	0.			CONSERVATION ASSISTANCE
CHESAPEAKE BAY FOUNDATION 6 HERNDON AVE ANNAPOLIS, MD 21403	526065757	501C3	10,000.	0.			CONSERVATION ASSISTANCE
CHESAPEAKE CLIMATE ACTION NETWORK P.O. BOX 11138 TAKOMA PARK, MD 20912	113644283	501C3	19,500.	0.			CONSERVATION ASSISTANCE
CITIZENS CAMPAIGN FUND FOR THE ENVIRONMENT - 225-A MAIN ST - FARMINGDALE, NY 11735	112983418	501C3	14,000.	0.			CONSERVATION ASSISTANCE
CITIZENS FOR PENNSYLVANIA'S FUTURE 610 NORTH THIRD STREET HARRISBURG, PA 17101	311607866	501C3	8,000.	0.			CONSERVATION ASSISTANCE
CLEAN WATER FUND 23885 DENTON, SUITE B CLINTON TOWNSHIP, MI 48036	521043444	501C3	8,000.	0.			CONSERVATION ASSISTANCE
COAL RIVER MOUNTAIN WATCH P.O. BOX 651 WHITESVILLE, WV 25209	550765268	501C3	15,000.	0.			CONSERVATION ASSISTANCE
CONNECTICUT FOREST AND PARK 16 MERIDEN RD ROCKFALL, CT 06481	060613430	501C3	6,320.	0.			CONSERVATION ASSISTANCE
CONSERVATION COUNCIL FOR HAWAII P.O. BOX 2923 HONOLULU, HI 96802	990199211	501C3	6,760.	0.			CONSERVATION ASSISTANCE

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

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
CONSERVATION FEDERATION OF MISSOURI - 728 WEST MAIN ST - JEFFERSON CITY, MO 65101	264827677	501C3	5,453.	0.			CONSERVATION ASSISTANCE
DUCKS UNLIMITED 1301 PENNSYVANIA AVENUE NW, STE 40 WASHINGTON, DC 20004	135643799	501C3	5,000.	0.			CONSERVATION ASSISTANCE
ENVIRONMENT MARYLAND RESEARCH & POLICY CENTER - 3121 ST. PAUL ST. #26 - BALTIMORE, MD 21218	311678679	501C3	15,000.	0.			CONSERVATION ASSISTANCE
ENVIRONMENTAL ADVOCATES OF NEW YORK - 353 HAMILTON ST - ALBANY, NY 12210	237337100	501C3	15,190.	0.			CONSERVATION ASSISTANCE
FLORIDA WILDLIFE FEDEDERATION P.O. BOX 6870 TALLAHASSEE, FL 32314	591398265	501C3	27,560.	0.			CONSERVATION ASSISTANCE
FRESHWATER FUTURE P.O. BOX 2479 PETOSKEY, MI 49770	205693503	501C3	224,800.	0.			CONSERVATION ASSISTANCE
GATHERING WATERS CONSERVANCY 211 S. PATERSON STREET MADISON, WI 53703	232888152	501C3	7,500.	0.			CONSERVATION ASSISTANCE
INDIANA WILDLIFE FEDERATION 4715 W. 106TH ST ZIONSVILLE, IN 46077	351058426	501C3	72,560.	0.			CONSERVATION ASSISTANCE
MARYLAND LEAGUE OF CONSERVATION VOTERS EDUCATION FUND - ONE STATE CIRCLE - ANNAPOLIS, MD 21401	526078301	501C3	55,000.	0.			CONSERVATION ASSISTANCE

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

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
MICHIGAN LEAGUE OF CONSERVATION VOTERS EDUCATION FUND - 213 W LIBERTY, ST 300 - AN ARBOR, MI 48104	371430158	501C3	21,976.	0.			CONSERVATION ASSISTANCE
MICHIGAN UNITED CONSERVATION CLUBS 2101 WOOD ST LANSING, MI 48909	380831862	501C3	27,320.	0.			CONSERVATION ASSISTANCE
MINNESOTA ENVIRONMENTAL PARTNERSHIP - 546 RICE ST, SUITE 100 - ST PAUL, MN 55103	411986433	501C3	8,000.	0.			CONSERVATION ASSISTANCE
MONTANA STATE UNIVERSITY P. O. BOX 172920 BOZEMAN, MT 59717	816001649	STATE OF MONTANA	5,000.	0.			CONSERVATION ASSISTANCE
NATIONAL WILDLIFE FEDERATION ACTION FUND - 11100 WILDLIFE CENTER DRIVE - RESTON, VA 20190	742556532	501C4	640,000.	0.			CONSERVATION ASSISTANCE
NEBRASKA WILDLIFE FEDERATION P.O. BOX 81437 LINCOLN, NE 68501	237401528	501C3	8,220.	0.			CONSERVATION ASSISTANCE
NEW HAMPSHIRE AUDUBON 84 SILK FARM ROAD CONCORD, NH 03301	131624102	501C3	6,052.	0.			CONSERVATION ASSISTANCE
NEW JERSEY AUDUBON 600 ROUTE 47 NORTH CAPE MAY COURT HOUSE, NJ 08210	221539642	501C3	23,463.	0.			CONSERVATION ASSISTANCE
NEW MEXICO WILDLIFE FEDERATION 121 CARDENES DR NE ALBUQUERQUE, NM 87107	850394909	501C3	7,520.	0.			CONSERVATION ASSISTANCE

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

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
NORTH CAROLINA WILDLIFE 2155 MCCLINTOCK RD CHARLOTTE, NC 28205	561564376	501C3	9,270.	0.			CONSERVATION ASSISTANCE
OHIO ENVIRONMENTAL COUNCIL 1207 GRANDVIEW AVE, SUITE 201 COLUMBUS, OH 43212	310805578	501C3	55,000.	0.			CONSERVATION ASSISTANCE
POTOMAC RIVERKEEPER 1100 15TH STREET, NW, 11TH FL WASHINGTON, DC 20005	541982624	501C3	14,302.	0.			CONSERVATION ASSISTANCE
PRAIRE RIVERS NETWORK 1902 FOX DRIVE SUITE G CHAMPAIGN, IL 61820	376085905	501C3	10,340.	0.			CONSERVATION ASSISTANCE
PS41-THE GREENWICH VILLIAGE SCHOOL 116 WEST 11TH ST NEW YORK, NY 10011	133639266	501C3	7,000.	0.			CONSERVATION ASSISTANCE
RIVANNA CONSERVATION SOCIETY PO BOX 1501 CHARLOTTESVILLE, VA 22902	520194008	501C3	15,000.	0.			CONSERVATION ASSISTANCE
RIVER ALLIANCE OF WISCONSIN 306 E. WILSON STREET, SUITE #2W MADISON, WI 53703	391792143	501C3	7,500.	0.			CONSERVATION ASSISTANCE
RUCKELSHAUS INSTITUTE OF ENVIRONMENT - 804 E FREMONT ST - LARAMIE, WY 82072	232888152	501C3	6,750.	0.			CONSERVATION ASSISTANCE
SAVE THE WILD U.P. P. O. BOX 562 MARQUETTE, MI 49855	201606171	501C3	5,000.	0.			CONSERVATION ASSISTANCE

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

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
SOUTH CAROLINA WILDLIFE FEDERATION 215 PICKENS ST COLUMBIA, SC 29205	570602549	501C3	39,880.	0.			CONSERVATION ASSISTANCE
SOUTH DAKOTA WILDLIFE BOX 7075 PIERRE, SD 57501	237314554	501C3	7,393.	0.			CONSERVATION ASSISTANCE
TENNESSEE WILDLIFE FEDERATION 300 ORLANDO AVE, ST 200 NASHVILLE, TN 37209	626047188	501C3	48,320.	0.			CONSERVATION ASSISTANCE
THE POTOMAC CONSERVANCY 8601 GEORGIA AVENUE SILVER SPRING, MD 20910	521842501	501C3	15,000.	0.			CONSERVATION ASSISTANCE
THE SIERRA CLUB FOUNDATION 85 SECOND STREET SAN FRANCISCO, CA 94105	946069690	501C3	28,527.	0.			CONSERVATION ASSISTANCE
THE UNITED CHRISTIAN COMMUNITY ASSOCIATION - 1618 COUNTY RD 65 - STAFFORD, AL 36773	631205867	501C3	17,000.	0.			CONSERVATION ASSISTANCE
THE WILDLIFE SOCIETY 1 WILDLIFE DRIVE SANIBEL, FL 33957	528979770	501C3	15,000.	0.			CONSERVATION ASSISTANCE
THOMAS STARR KING MIDDLE SCHOOL 4201 FOUNTAIN AVE LOS ANGELES, CA 90029	411367441	501C3	7,000.	0.			CONSERVATION ASSISTANCE
TIPP OF THE MITT 426 BAY ST PETOSKEY, MI 49770	382361745	501C3	23,000.	0.			CONSERVATION ASSISTANCE

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

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
TROUT UNLIMITED 1300 N. 17TH, SUITE 500 ARLINGTON, VA 22209	381612715	501C3	32,500.	0.			CONSERVATION ASSISTANCE
VERMONT NATURAL RESOURCES COUNCIL 9 BAILEY AVE. MONTPELIER, VT 05602	030223731	501C3	15,150.	0.			CONSERVATION ASSISTANCE
VIRGINIA CONSERVATION NETWORK 422 FRANKLIN STE 303 RICHMOND, VA 23219	510198762	501C3	30,366.	0.			CONSERVATION ASSISTANCE
WISCONSIN WILDLIFE FEDERATION W 7303 COUNTY HIGHWAY CS & Q POYNETEE, WI 53955	391095827	501C3	21,320.	0.			CONSERVATION ASSISTANCE
WYOMING WILDLIFE FEDERATION P.O. BOX 106 CHEYENNE, WY 82003	237002578	501C3	8,000.	0.			CONSERVATION ASSISTANCE

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

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
CONSERVATION ASSISTANCE-GRAZING ALLOTMENT RETIREMENT	1	60,000.	0.		

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

SCHEDULE I, PART I, LINE 2: THE NATIONAL WILDLIFE FEDERATION (NWF) PROVIDES ORGANIZATIONAL SUPPORT THROUGHOUT THE YEAR IN THE FORM OF GRANTS AND AWARDS. THIS SUPPORT IS GIVEN TO BOTH ORGANIZATIONS AND INDIVIDUALS WHOSE WORK WILL FURTHER BENEFIT THE MISSION OF NWF'S CONSERVATION AND EDUCATION PROGRAMS. FOR GRANTS THAT ARE SUB-AWARDS AND WHERE THE ORIGINAL FUNDS WERE GRANTED TO NWF, WE REQUIRE THE AWARDEE TO REPORT TO NWF ON HOW THE FUNDS ARE USED. IN CASES WHERE IT IS NWF FUNDS THAT ARE GIVEN OUT AS A GRANT, THERE ARE TWO TYPES:

1.) IF THE GRANT IS FOR ORGANIZATIONAL SUPPORT TO A 501(C)(3)AFFILIATE, NWF

Part IV Supplemental Information

DOES NOT ASK THEM TO REPORT TO US. THE GRANT CONTRACT SPECIFIES THE TERMS AND USES OF THE GRANT.

2.) THE OTHER TYPE OF GRANT WOULD BE FOR A NON-AFFILIATE OR NON 501(C)(3)ENTITY THAT IS IN THE CONSERVATION AND EDUCATION FIELD. NATIONAL WILDLIFE FEDERATION SPECIFIES IN ITS AWARD LETTER TO GRANTEES THE REPORTING REQUIREMENTS ON THE USE OF THE FUNDS AND IN SOME CASES RESERVES THE RIGHT TO EXAMINE THE RECORDS ASSOCIATED WITH THE AWARD.

SCHEDULE J (Form 990)

Department of the Treasury
Internal Revenue Service

Compensation Information

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

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

▶ **Attach to Form 990.** ▶ **See separate instructions.**

OMB No. 1545-0047

2011

Open to Public Inspection

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

Part I Questions Regarding Compensation

			Yes	No
1a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. ☐ First-class or charter travel ☐ Housing allowance or residence for personal use ☐ Travel for companions ☐ Payments for business use of personal residence ☐ Tax indemnification and gross-up payments ☐ Health or social club dues or initiation fees ☐ Discretionary spending account ☐ 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	1b		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	2		
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. Explain in Part III. ☒ Compensation committee ☒ Written employment contract ☒ Independent compensation consultant ☒ Compensation survey or study ☒ Form 990 of other organizations ☒ Approval by the board or compensation committee			
4	During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:			
a	Receive a severance payment or change-of-control payment?	4a		X
b	Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b		X
c	Participate in, or receive payment from, an equity-based compensation arrangement?	4c		X
	If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.			
	Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.			
5	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:			
a	The organization?	5a		X
b	Any related organization?	5b		X
	If "Yes" to line 5a or 5b, describe in Part III.			
6	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:			
a	The organization?	6a		X
b	Any related organization?	6b		X
	If "Yes" to line 6a or 6b, describe in Part III.			
7	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III	7		X
8	Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8		X
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9		

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

Schedule J (Form 990) 2011

132111
01-23-12

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

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

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

(A) Name		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 LARRY J. SCHWEIGER	(i)	297,461.	0.	41,779.	12,253.	11,346.	362,839.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
2 JAIME B. MATYAS	(i)	204,320.	6,953.	16,024.	16,223.	10,634.	254,154.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
3 DULCE M. GOMEZ-ZORMELO	(i)	141,107.	9,837.	17,535.	11,285.	11,350.	191,114.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
4 BARBARA G. MCINTOSH	(i)	145,644.	5,000.	15,971.	0.	9,154.	175,769.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
5 DAN T. CHU	(i)	150,042.	0.	16,074.	11,850.	9,967.	187,933.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
6 KEVIN J. COYLE	(i)	148,773.	4,944.	14,578.	11,536.	10,517.	190,348.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
7 JAMES S. LYON	(i)	149,185.	0.	12,193.	8,285.	9,928.	179,591.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
8 JEREMY I. SYMONS	(i)	175,228.	0.	16,874.	12,197.	10,514.	214,813.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
9 ANDREW P. BUCHSBAUM	(i)	119,497.	26,576.	22,519.	8,754.	2,492.	179,838.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
10 MONICA M. COLLINS	(i)	132,535.	0.	16,621.	7,501.	2,182.	158,839.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
11 EDWARD J. COLEMAN	(i)	115,510.	5,000.	22,665.	7,324.	8,132.	158,631.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
12 MERI-MARGARET DEOUDES	(i)	116,661.	4,017.	16,608.	6,377.	9,658.	153,321.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
13	(i)							
	(ii)							
14	(i)							
	(ii)							
15	(i)							
	(ii)							
16	(i)							
	(ii)							

SCHEDULE L
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Transactions With Interested Persons

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b.
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No. 1545-0047

2011

Open To Public Inspection

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

Part I Excess Benefit Transactions (section 501(c)(3) and section 501(c)(4) organizations only).

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

1 (a) Name of disqualified person	(b) Description of transaction	(c) Corrected? Yes	No

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

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

Part II Loans to and/or From Interested Persons.

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

(a) Name of interested person and purpose	(b) Loan to or from the organization? To	From	(c) Original principal amount	(d) Balance due	(e) In default? Yes	No	(f) Approved by board or committee? Yes	No	(g) Written agreement? Yes	No
Total ▶ $										

Part III Grants or Assistance Benefiting Interested Persons.

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

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount and type of assistance

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

Schedule L (Form 990 or 990-EZ) 2011

132131 01-19-12

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Part IV Business Transactions Involving Interested Persons.

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

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues? Yes	No
BRUCE WALLACE	DIRECTOR	40,000.	PART IV, LI		X

Part V Supplemental Information

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

SCH L, PART IV, BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS:

(A) NAME OF PERSON: BRUCE WALLACE

(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:

DIRECTOR

(C) AMOUNT OF TRANSACTION $ 40,000.

(D) DESCRIPTION OF TRANSACTION: PART IV, LINE 1: MR. WALLACE'S LAW FIRM

IS ENGAGED TO PROVIDE ADVICE, SUPPORT AND LITIGATION SERVICES IN

CONNECTION WITH THE EFFORTS BY NWF TO PREVENT OR LIMIT ENVIRONMENTALLY

INJURIOUS MINING ACTIVITIES IN THE UPPER PENINSULA OF MICHIGAN,

SPECIFICALLY TO A POTENTIAL MINE SITE KNOWN AS "EAGLE PROSPECT".

(E) SHARING OF ORGANIZATION REVENUES? = NO

SCHEDULE M (Form 990)

Department of the Treasury
Internal Revenue Service

Noncash Contributions

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

OMB No. 1545-0047

2011

Open to Public Inspection

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

Part I Types of Property

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

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

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

LHA **For Paperwork Reduction Act Notice, see the Instructions for Form 990.** **Schedule M (Form 990) (2011)**

132141
01-23-12

11150403 755908 159460 2011.05070 NATIONAL WILDLIFE FEDERATIO 159460_1

Part II **Supplemental Information.** Complete this part to 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.

SCHEDULE M, LINE 32B: NATIONAL WILDLIFE FEDERATION USES A BROKERAGE

HOUSE TO SELL NONCASH CONTRIBUTIONS (PUBLICLY TRADED SECURITIES).

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

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

OMB No. 1545-0047
2011
Open to Public Inspection

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

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

CHILDREN'S FUTURE.

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

A) PEOPLE BECOMING MORE DISCONNECTED FROM NATURE, B) LOSS OF HABITAT AND C) THE ACCELERATING THREAT OF GLOBAL CLIMATE CHANGE. THROUGH THE HARD WORK OF OUR DEDICATED STAFF, NINE REGIONAL OFFICES, NATIONAL ADVOCACY CENTER AND 47 STATE AFFILIATES, NWF IS WORKING TO KEEP THE WILD ALIVE.

FORM 990, PART III, LINE 4A

CONSERVATION ADVOCACY PROGRAMS (CONTINUATION OF ACCOMPLISHMENTS):

CONSERVATION ADVOCACY PROGRAMS EDUCATE AND ENGAGE THE PUBLIC IN NWF'S WORK SAFEGUARDING WILDLIFE AND HABITAT, RECONNECTING PEOPLE WITH NATURE AND ADVANCING SOLUTIONS TO CLIMATE CHANGE. SAFEGUARDING WILDLIFE MEANS PROTECTING AND DEFENDING WILDLIFE AND THE WILD PLACES THAT WILDLIFE NEEDS TO SURVIVE AND RESTORING THE HEALTH OF OUR NATURAL HABITATS AND ECOSYSTEMS. NWF'S HIGHEST LEGISLATIVE PRIORITY FOR THE YEAR, THE RESTORE ACT, WAS SUCCESSFULLY NAVIGATED THROUGH A DAUNTING CONGRESSIONAL ENVIRONMENT AND SIGNED INTO LAW, CREATING THE LARGEST ECOSYSTEM RESTORATION TRUST FUND IN HISTORY. THE RESTORE ACT SETS UP A CONSERVATION FUND TO RESTORE THE GULF COAST AND WILL BE FUNDED FROM DAMAGES PAID FOR THE GULF OIL DISASTER. IN PARTNERSHIP WITH THE FORT PECK AND FORT BELKNAP TRIBES, WE RESTORED 61 WILD, YELLOWSTONE BISON TO THE FORT PECK RESERVATION IN MARCH 2012, THE RETURN OF WILD BISON TO TRIBAL LANDS FOR THE FIRST TIME IN OVER ONE CENTURY. THROUGH WORK WITH

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

OUR AFFILIATES AND PARTNERS, NWF HAS SECURED AND CLOSED, THROUGH OUR ALLOTMENT RETIREMENT PROGRAM, MORE THAN 500,000 ACRES OF PUBLIC LAND TO GRAZING IN THE GREATER YELLOWSTONE ECOSYSTEM, WHICH WILL RESTORE AND PROTECT PRIME WILDLIFE HABITAT. NWF SECURED PROTECTIONS FOR MORE THAN 11 MILLION ACRES OF CRITICAL WILDLIFE HABITAT, INCLUDING TESHEKPUK LAKE, ONE OF THE MOST IMPORTANT WETLANDS COMPLEXES IN THE ARCTIC AND HOME TO HUNDREDS OF THOUSANDS OF MIGRATORY BIRDS AND CALVING GROUNDS FOR THE 45,000-HEAD TESHEKPUK LAKE CARIBOU HERD. WORKING WITH PRIVATE OFFSHORE WIND DEVELOPERS, NWF COMPLETED A LAND MARK PRIVATE AGREEMENT ON PROTECTION OF THE ENDANGERED RIGHT WHALE DURING OFFSHORE WIND PROJECT CONSTRUCTION. THROUGH OUR NATIONAL POLICY ACTION, NWF SECURED THE ENVIRONMENTAL PROTECTION AGENCY'S FORMAL VETO ON THE CLEAN WATER ACT PERMIT FOR THE YAZOO PUMPS PROJECT IN MISSISSIPPI, WHICH WOULD HAVE DRAINED 200,000 ACRES OF CRITICALLY IMPORTANT WETLANDS, AND SUCCESSFULLY FOUGHT FOR AND ACHIEVED FEDERAL LEGISLATION THAT PERMANENTLY WITHDREW MINERAL LEASING IN VALLE VIDAL. BECAUSE CLIMATE CHANGE IS HAVING PROFOUND EFFECTS ON THE RESILIENCY AND HEALTH OF ECOSYSTEMS AND THE ABILITY OF NATURE, WILD SPECIES AND PEOPLE TO REMAIN HEALTHY AND ALIVE, NWF WORKS TO INSPIRE PEOPLE TO TAKE ACTION AT HOME AND AT WORK, ON THEIR WORKING LANDS, IN THEIR COMMUNITIES, AND IN STATE AND FEDERAL LEGISLATURES THAT WILL ACCELERATE THE SHIFT AWAY FROM CARBON-BASED ENERGY. DUE IN PART TO NWF'S LEADERSHIP, IN 2012 PRESIDENT OBAMA REJECTED A PROPOSAL TO BUILD THE KEYSTONE XL PIPELINE, WHICH WOULD JEOPARDIZE WILDLIFE AND WATER SUPPLIES AND INCREASE OUR DEPENDENCE ON CANADA'S TAR SANDS OIL, THE DIRTIEST FUEL ON THE PLANET AND A MAJOR SOURCE OF CARBON POLLUTION. AMONG OTHER THINGS, NWF LED EFFORTS TO GENERATE ON-THE-GROUND OPPOSITION TO THE PIPELINE AMONG FARMERS AND RANCHERS IN NEBRASKA. NWF WORKS WITH CONGRESS, THE

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

ADMINISTRATION, GOVERNORS, AND STATE LEGISLATURES TO ADVANCE POLICIES THAT GET CHILDREN AND FAMILIES OUTDOORS THROUGH OUTDOOR EDUCATION, RECREATION AND PLAY.

FORM 990, PART III, LINE 4B

EDUCATION, OUTREACH, AND PUBLICATIONS (CONTINUATION OF ACCOMPLISHMENTS):

NWF'S BE OUT THERE PROGRAM ENCOURAGES AMERICANS TO GET OUTSIDE AND ENJOY THE NATURAL ENVIRONMENT AND PROVIDES A NUMBER OF USEFUL TOOLS AND ACTIVITIES FOR FAMILIES THAT MAKE IT EASY TO GET OUTSIDE. THIS INCLUDES HIKE & SEEK, THE GREAT AMERICAN BACKYARD CAMPOUT, AND NATURE FIND. HIKE & SEEK, ONE OF OUR SIGNATURE EVENTS, BROUGHT 885 EXPLORERS OUTSIDE TO EXPERIENCE NATURE IN AN EDUCATIONAL ATMOSPHERE.

NWF'S CERTIFIED WILDLIFE HABITATS' PROGRAM HAS PRODUCED THREE SUCCESSFUL WAYS FOR OUR FOUR MILLION MEMBERS AND SUPPORTERS ACROSS THE COUNTRY TO HELP WILDLIFE ON THEIR OWN TERMS AND IN THEIR OWN TIME - CERTIFIED WILDLIFE HABITAT, SCHOOLYARD HABITAT, AND COMMUNITY WILDLIFE HABITAT. WITH OVER 146,000 CERTIFIED HABITATS, 3,550 ACTIVE SCHOOLYARD HABITATS AND 65 CERTIFIED COMMUNITY HABITATS, OVER FIVE MILLION AMERICANS ARE PARTICIPATING TO MAKE A DIFFERENCE FOR WILDLIFE.

NWF IS THE U.S. HOST FOR THE INTERNATIONAL ECO-SCHOOLS USA PROGRAM AIMED AT FOSTERING A GREATER SENSE OF ENVIRONMENTAL STEWARDSHIP THROUGH ENVIRONMENTAL EDUCATION IN SCHOOL AGE STUDENTS. SINCE ITS LAUNCH IN 2009, NWF HAS SIGNED UP 2,300 SCHOOLS REPRESENTING 1.4 MILLION STUDENTS AND 83,000 EDUCATORS. HALF OF NWF'S 2,300 ECO-SCHOOLS REDUCED ENERGY BY AN AVERAGE OF 25% (OR $50,000 PER YEAR) SAVING THESE SCHOOLS $58

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

MILLION AND REDUCING 53 MILLION POUNDS OF CO2 EMISSION EACH YEAR.

FOR 45 YEARS, RANGER RICK MAGAZINE HAS BEEN INTRODUCING KIDS TO THE WONDERS OF NATURE. RANGER RICK CONTINUED ITS STANDARD OF EXCELLENCE IN EDUCATION BY WINNING SEVERAL ACCOLADES, INCLUDING REGULARLY WINNING THE PARENTS' CHOICE AWARD FOR MAGAZINES AND AWARD FROM THE ASSOCIATION OF EDUCATIONAL PUBLISHING. TOGETHER WITH OUR TWO OTHER AWARD WINNING CHILDREN'S MAGAZINES, THEY REACH ABOUT ONE MILLION HOMES PER MONTH AND OVER TWO AND A HALF MILLION YOUNG READERS.

NWF'S TREES FOR WILDLIFE PROGRAM ENGAGED 10,000 CHILDREN AND YOUTH TO PLANT 21,000 TREES AT MORE THAN 100 EVENTS, THAT WILL PROVIDE CRITICAL WILDLIFE HABITAT AND STORE 1 MILLION POUNDS OF CARBON OVER 20 YEARS.

TO BOOST UNDER-SERVED STUDENTS' CAREER ADVANTAGE FOR THE CLEAN ENERGY ECONOMY, NWF'S CAMPUS ECOLOGY PROGRAM'S GREENFORCE INITIATIVE WORKED WITH SENIOR ADMINISTRATORS AND FACULTY AT MORE THAN 100 COMMUNITY COLLEGES IN SIX STATES TO INCORPORATE SUSTAINABILITY AND GREEN-TECH SKILLS AND JOB COMPETENCIES INTO NEW AND EXISTING CURRICULUM PROGRAMS THAT ANNUALLY REACH AT LEAST 15,000 STUDENTS.

FORM 990, PART III, LINE 4C

MEMBERSHIP EDUCATION PROGRAMS (CONTINUATION OF ACCOMPLISHMENTS):

THROUGH NATIONAL WILDLIFE, MILLIONS OF PEOPLE CAN READ INFORMATIVE FEATURE ARTICLES ABOUT WILDLIFE AND WILDLIFE CONSERVATION, THE LATEST ENVIRONMENTAL NEWS, AND SUCCESS STORIES FROM NWF AND AROUND THE NATION.

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

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

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

EXPENSES $ 8,016,077. INCLUDING GRANTS OF $ 0. REVENUE $ 4,461,753.

FORM 990, PART VI, SECTION A, LINE 1: THE FEDERATION BOARD OF DIRECTORS SHALL ELECT FROM AMONG ITS OWN MEMBERS AN EXECUTIVE COMMITTEE CONSISTING OF THE CHAIR AND SIX (6) OTHER MEMBERS. SAID EXECUTIVE COMMITTEE SHALL HAVE AND MAY EXERCISE ALL OF THE POWERS AS DELEGATED TO THEM BY THE FEDERATION BOARD OF DIRECTORS BETWEEN MEETINGS OF THE BOARD. A MAJORITY OF THE MEMBERS OF THE EXECUTIVE COMMITTEE SHALL CONSTITUTE A QUORUM.

FORM 990, PART VI, SECTION A, LINE 6: NWF'S 47 STATE AND TERRITORIAL AUTONOMOUS AND UNRELATED AFFILIATES ARE MEMBERS OF THE FEDERATION.

FORM 990, PART VI, SECTION A, LINE 7A: AFFILIATE REPRESENTATIVES ELECT THE MAJORITY OF THE BOARD OF DIRECTORS OF THE NATIONAL WILDLIFE FEDERATION.

FORM 990, PART VI, SECTION B, LINE 11: NWF'S FINANCE DEPARTMENT COMPILES DATA AND SCHEDULES FOR THE IRS FORM 990 FROM AUDITED FINANCIAL STATEMENTS. BDO USA, LLP PREPARES AND REVIEWS THE RETURN. NWF BOARD MEMBERS ARE PROVIDED WITH A DRAFT COPY OF THE 990 RETURN. AN NWF AUDIT COMMITTEE

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

MEETING IS HELD WHERE THE FULL BOARD IS INVITED TO PARTICIPATE IN DISCUSSING THE 990 PRIOR TO FILING. THE NWF FINANCE STAFF, GENERAL COUNSEL, AND THE BDO TAX PARTNER ADDRESS AND ANSWER ANY QUESTIONS THAT THE BOARD MAY HAVE.

FORM 990, PART VI, SECTION B, LINE 12C: OFFICERS, DIRECTORS, TRUSTEES, AND EMPLOYEES ARE REQUIRED TO DISCLOSE ANY POTENTIAL ISSUES THAT MAY CAUSE A CONFLICT. GENERAL COUNSEL AND HUMAN RESOURCES COMMUNICATE POLICY TO BOARD AND EMPLOYEES. FORMS ARE REVIEWED AND DISCLOSURES REVIEWED BY A COMMITTEE OF THE BOARD.

FORM 990, PART VI, SECTION B, LINE 15A: 15A - THE COMPENSATION OF THE CEO OF NATIONAL WILDLIFE FEDERATION IS SET BY THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS, WHICH CONSISTS OF SEVEN INDEPENDENT BOARD MEMBERS. THE EXECUTIVE COMMITTEE RELIES ON AN ANNUAL COMPREHENSIVE COMPENSATION STUDY PREPARED BY AN INDEPENDENT OUTSIDE CONSULTING FIRM SPECIFICALLY FOR THE NATIONAL WILDLIFE FEDERATION.

FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:
AL,AK,AZ,AR,CA,CO,CT,FL,GA,IL,KS,KY,LA,ME,MD,MA,MI,MN,MO,MS,NH,NJ,NM,NY,NC
ND,OH,OK,OR,PA,RI,SC,TN,UT,VA,WV,WA,WI

FORM 990, PART VI, SECTION C, LINE 19: NWF MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND 990'S AVAILABLE TO THE PUBLIC UPON REQUEST. UNDER CERTAIN CIRCUMSTANCES, NWF MAKES ITS AUDITED FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC UPON REQUEST.

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

FORM 990, PART XI, LINE 5, CHANGES IN NET ASSETS:

NET UNREALIZED GAINS ON INVESTMENTS:	1,288,401.
CHANGE IN SPLIT INTEREST AGREEMENTS	314,489.
GAIN (LOSS) ON PENSION INVESTMENT	2,275,494.
MISCELLANEOUS ADJUSTMENT	28.
TOTAL TO FORM 990, PART XI, LINE 5	3,878,412.

FORM 990, PART XII, LINE 2C

THE PROCESS FOR OVERSIGHT OF THE AUDITED FINANCIAL STATEMENTS:

THE PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.

SCHEDULE R (Form 990)
Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

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

OMB No. 1545-0047
2011
Open to Public Inspection

Name of the organization: NATIONAL WILDLIFE FEDERATION

Employer identification number: 53-0204616

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

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

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

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity? Yes	No
NATIONAL WILDLIFE FEDERATION ENDOWMENT, INC. - 52-0806695, 11100 WILDLIFE CENTER DR, RESTON, VA 20190-5362	SUPPORT NWF MISSION	DISTRICT OF COLUMBIA	501C3	509A3, TYPE I	N/A		X

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

Schedule R (Form 990) 2011

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Part III **Identification of Related Organizations Taxable as a Partnership** (Complete if the organization answered "Yes" to 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? Yes	(h) No	(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner? Yes	(j) No	(k) Percentage ownership

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

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

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

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

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

	(a) Name of other organization	**(b)** Transaction type (a-r)	**(c)** Amount involved	**(d)** Method of determining amount involved
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

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

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

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unrelated, excluded from tax under section 512-514)	(e) Are all partners sec. 501(c)(3) orgs.? Yes	(e) No	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations? Yes	(h) No	(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner? Yes	(j) NO	(k) Percentage ownership

Part VII Supplemental Information

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

Year	Name	Subject Matter	Federal Statues
2008	NWF et al. vs EPA	Exemptions of water transfers from pollution control permitting requirements	Clean Water Act
2008	NWF & SCWF vs Army Corps of Engineers	Wetland fill permit	Clean Water Act
2008	NWF vs BLM	Natural gas leases on the Roan Plateau in Colorado	Federal Land Policy and Management Act
2008	NWF vs BLM	Public participation and livestock grazing permits	Federal Land Policy and Management Act, National Environmental Policy Act
2008	NWF et al. vs DOE	Fast tracking new high voltage transmission lines	Endangered Species Act, Energy Policy Act of 2005, National Environmental Policy Act
2008	NWF et al. vs Army Corps of Engineers	Cumulative impacts Development	Clean Water Act, Endangered Species Act
2008	NWF et al. vs DOI	Exemption of air polluters from ESA	Endangered Species Act
2008	NWF et al. vs U.S. Army Corps of Engineers	Dredging expansion permit on Delaware River	Clean Water Act, National Environmental Policy Act, Coastal Management Act, Clean Air Act
2008	NWF vs FEMA	National Flood Insurance Program and Key Deer	Endangered Species Act
2009	NWF et al. vs FEMA	National Flood insurance program and salmon in Washington	Endangered Species Act
2009	NWF vs FEMA	National Flood Insurance Program and sea turtles	Endangered Species Act
2009	NWF vs FEMA	National Flood Insurance Program and salmon in Oregon	Endangered Species Act
2009	NWF vs EPA	Discharge of ballast water	Clean Water Act
2009	NWF et al. versus EPA (petition)	Ballast Water discharge permitting	Clean Water Act

2010	NWF et al. vs U.S. Army Corps of Engineers	Wetland permit in South Carolina	Clean Water Act
2011	NWF vs FEMA	Failure to provide duments regarding ESA protections in Puget Sound	Freedom of Information Act
2011	NWF vs BLM	Development of oil shale and tar sands on federal public lands in Colorado, Utah, and Wyoming	Energy Policy Act of 2005, National Environmental Policy Act
2011	NWF vs U.S. Dept of State	Pipeline permitting and endangered species	Endangered Species Act
2011	NWF and MCF vs EPA	NPDES permitting regulations and invasive species	Clean Water Act
2012	NWF et al. vs Army Corps of Engineers and others	Wetlands permit in Florida	Clean Water Act, National Environmental Policy Act, Water Resources Development Act, Administrative Procedures Act
2013	NWF vs EPA	Ballast Water discharge permitting	Clean Water Act
2013	NWF vs EPA	NPDES permitting regulations and invasive species	Clean Water Act