



MONGABAY.ORG
2012 ANNUAL REPORT



FROM THE PRESIDENT

Mongabay.org's first year exceeded my expectations. We started the year with some ideas and no money; by the end of the year, both of the programs launched in 2012 delivered solid results.

Mongabay-Indonesia, an Indonesian-language conservation and environmental news web site, was the first program. The operation was fully staffed and launched within two months of closing funding. By the end of the year, Mongabay-Indonesia was one of the most popular green web sites in Indonesia, drawing more than 40,000 visitors per month.

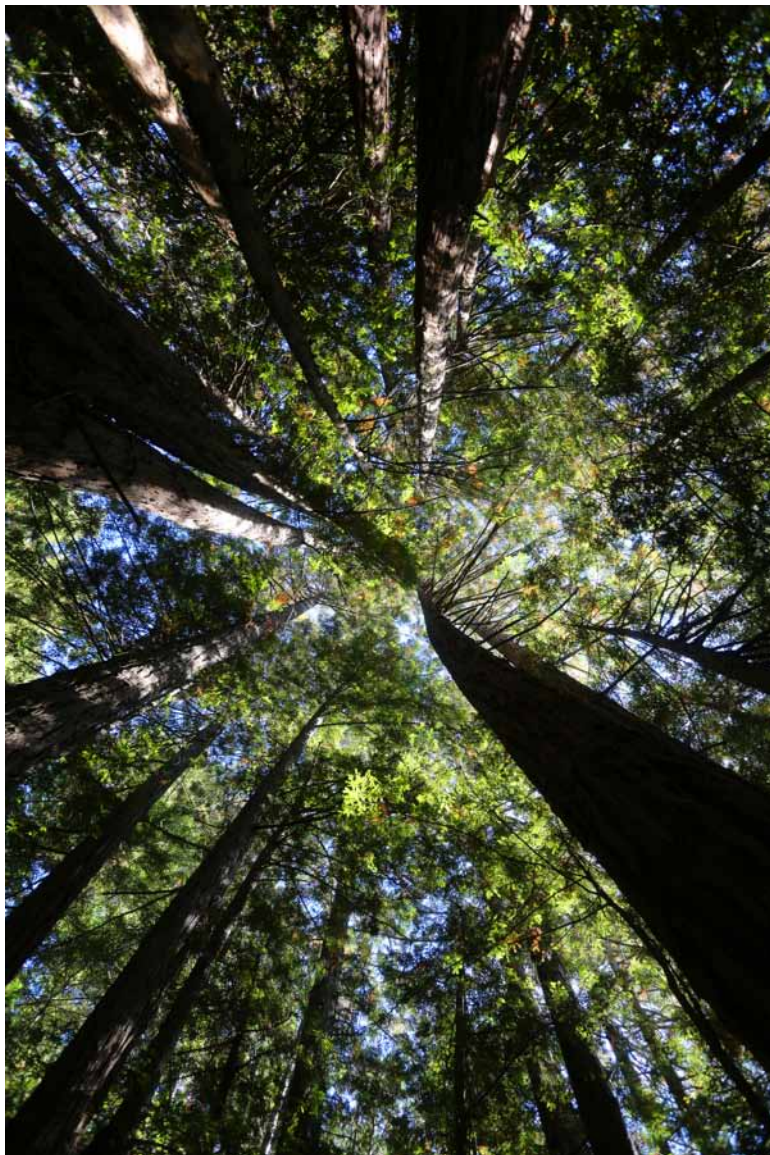
The Mongabay education project also got its start and made headway in 2012. Over the summer, Mongabay.org hired a curriculum expert to develop standards-based materials that will extend our reach among young readers while helping teachers meet education goals. Those materials are now being validated in California classrooms.

2012 was also a year of growth for the organization itself. Mongabay.org won tax-exempt status from the IRS, built a board, set up accounting and legal systems, and laid out a plan for growth. In short, we built a solid foundation for an organization that will have a big impact, going beyond the work done exclusively by Mongabay.com over the past thirteen years.

It's exciting time for Mongabay.org. I'm looking forward to continuing our success.

Rhett Butler,
President and Chairman of the Board, Mongabay.org





Founded in 1999, Mongabay is a leading environmental science and conservation news web site. The site today draws more than 2.5 million visitors per month, making it among the most visited eco-focused destinations on the Internet.

In 2012 Mongabay launched a non-profit arm, Mongabay.org, to raise awareness about social and environmental issues relating to forests and other ecosystems.

Year in review

Mongabay.org received 501(c)3 tax exemption status from the IRS as a public charity (EIN 45-3714703) and confirmation of registration with the California Attorney General's Registry of Charitable Trusts (CT0185794).

Our first year's activities were in two program areas: education and Mongabay-Indonesia, an Indonesian language environmental news website. We laid the groundwork for developing new program areas in 2013.

MONGABAY-INDONESIA

Mongabay-Indonesia got off to a quick start. Within two months of receiving a two-year grant from the Ford Foundation, the Indonesia program was fully staffed and its web site live. An executive at the Climate and Land Use Alliance called it one of the fastest start-ups he had ever seen.

The public launch of Mongabay-Indonesia on May 19 was its first major event. It exceeded expectations, drawing more than 200 participants and generating several mentions in Indonesian media.

During 2012, Mongabay-Indonesia published more than 1,000 posts and drew nearly 200,000 visitors, making it the most popular environmental news site in Indonesia. By year-end, in addition to the core team of four people in Jakarta, Bogor, and Surabaya, Mongabay-Indonesia had 14 contributors in 12 cities in Sumatra, Kalimantan, Papua, Bali, Java, and Sulawesi. Each contributor is paid on a per-word basis for stories, which are edited and reviewed by our Java-based editors, who also write stories.



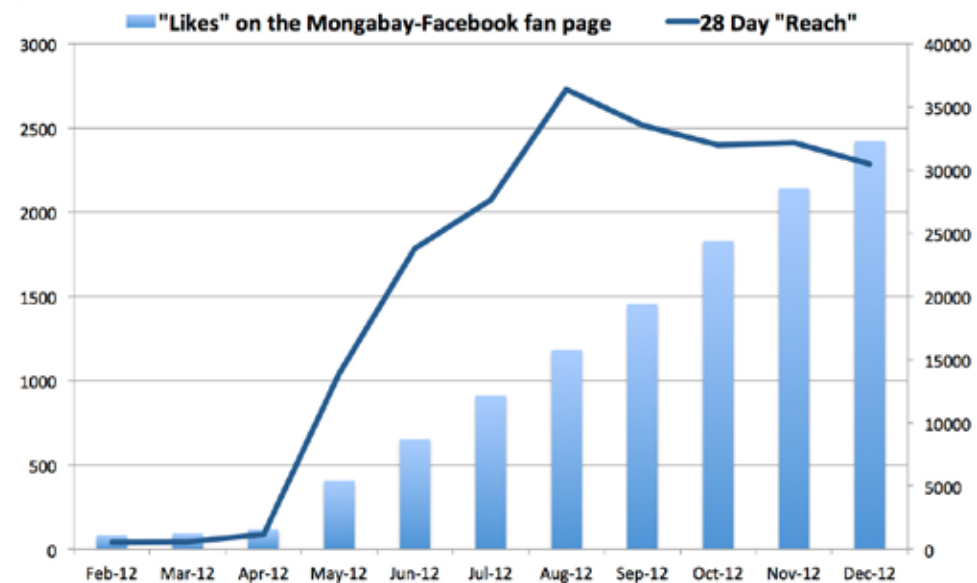
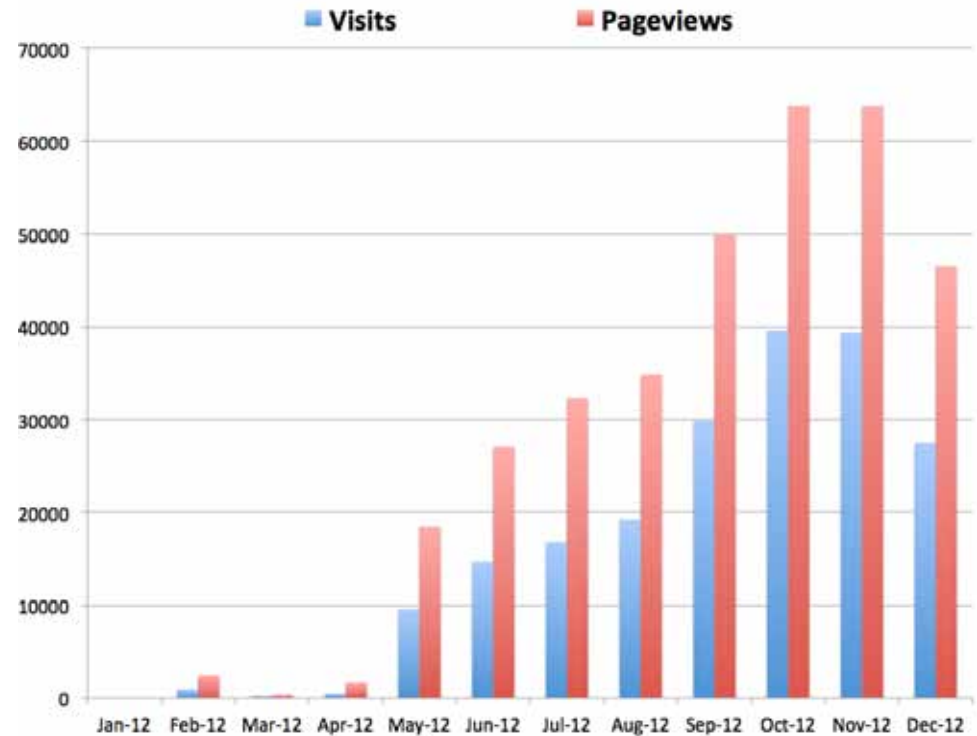
MONGABAY-INDONESIA

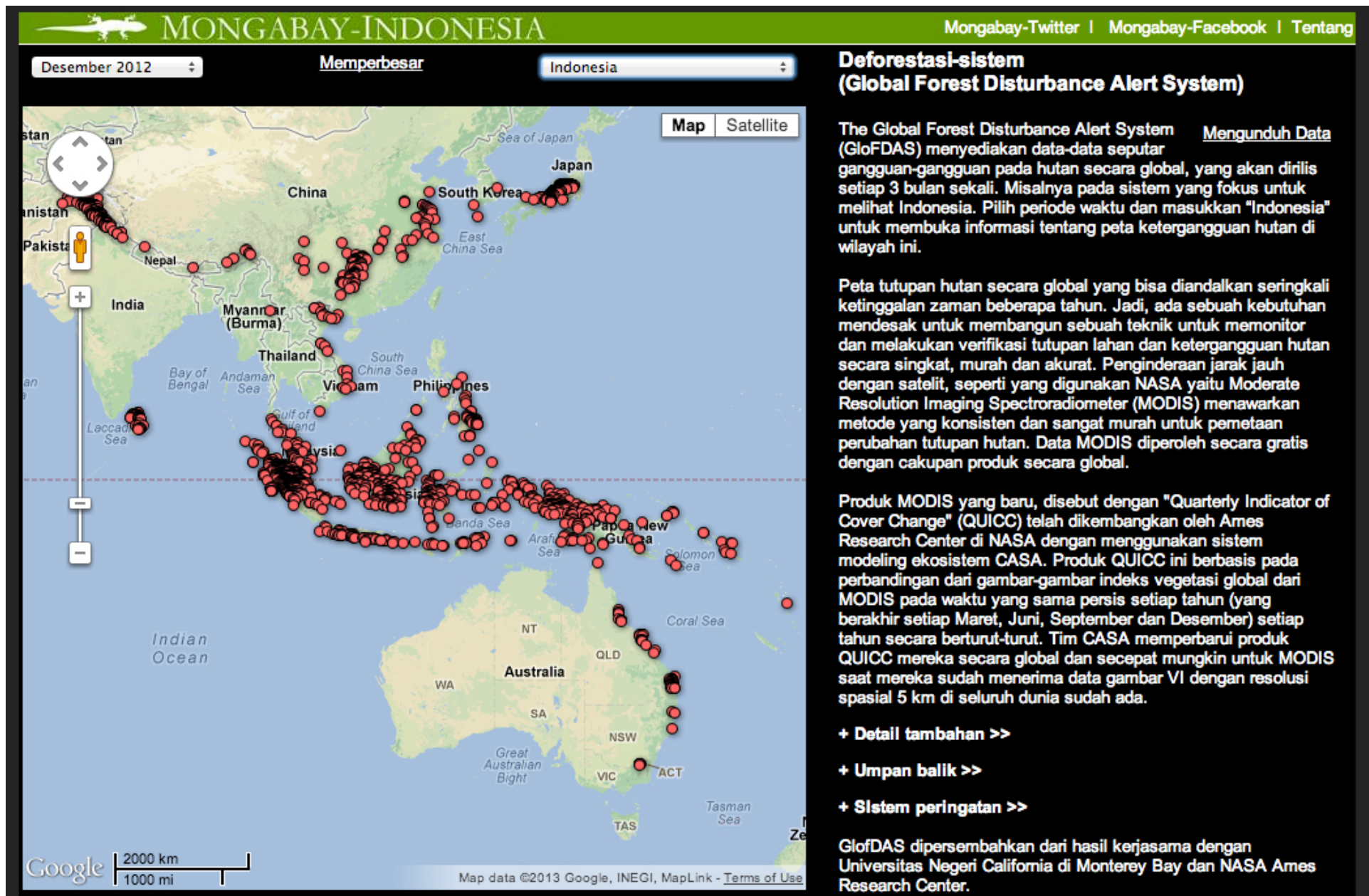
Mongabay-Indonesia's social media presence also grew rapidly. As of December 31, it had 2,500 Facebook fans and 1,600 Twitter followers. Mongabay-Indonesia's Facebook reach topped 30,000 people per month by the end of the year.

In May 2012, Mongabay-Indonesia officially launched The Global Forest Disturbance Alert System (GloF-DAS). Developed in an exclusive partnership with NASA, the tool pinpoints areas of potential deforestation on a quarterly basis. GloF-DAS received extensive media attention, including coverage in Voice of America News, Inhabitat, Fast Company, and Great News Network, among others. The English version of GloF-DAS was announced subsequently.

In addition, Mongabay-Indonesia conducted several training workshops for journalists and NGOs during 2012.

MONGABAY-INDONESIA TRAFFIC, 2012



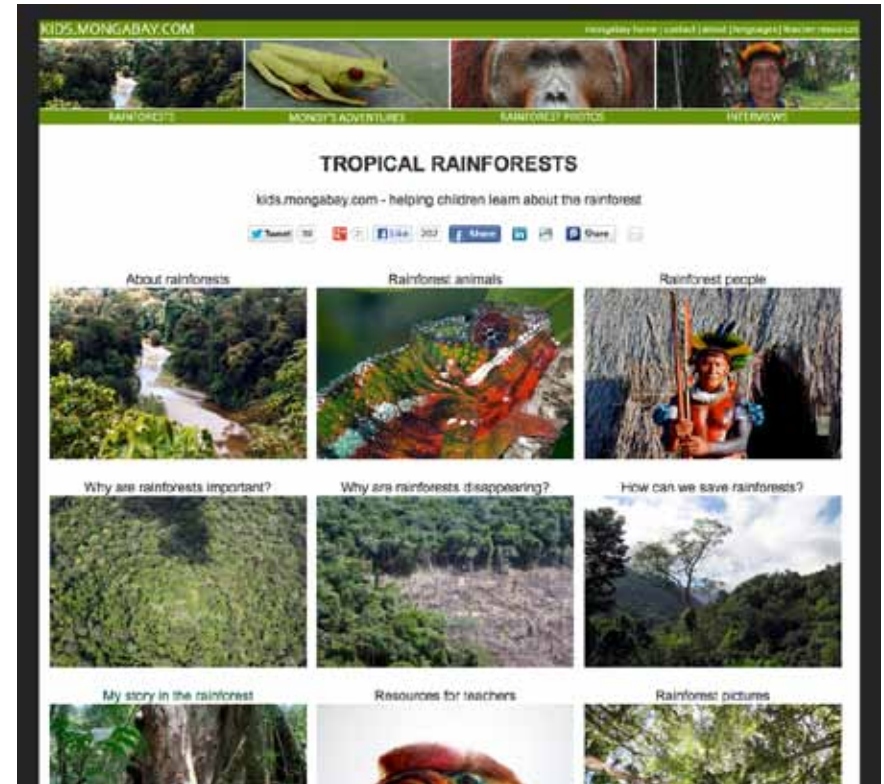


The Global Forest Disturbance Alert System (GloF-DAS) provides quarterly updates on potential change in forest cover across the world. The Indonesian version is being used by Mongabay-Indonesia's regional correspondents as a tool for investigating forest clearing.

MONGABAY EDUCATION INITIATIVE

Mongabay.org contracted Lisa Algee for the summer of 2012 to develop materials and lay out a longer plan for the Mongabay education initiative. Algee obtained her PhD in Science Education from UC Santa Cruz in 2012 after working 14 years as an elementary school teacher.

The education initiative seeks to leverage the 150,000 visitors the kids section (kids.mongabay.com) receives in an average month as well as the wealth of content (stories, data, pictures, charts, interviews) that exist across other sections of mongabay.com. As part of this effort, Mongabay.org launched a section of environmental news articles targeted for kids. More than 60 articles were published by our network of interns during the year, generating 15,000 page views.



MONGABAY INTERNSHIP AND VOLUNTEER PROGRAM

Tiffany Roufs took over the Mongabay internship program and dramatically scaled-up participation and output. Mongabay.org now has more than 100 active interns working on projects ranging from translation of news articles into Spanish, French, Portuguese, Chinese, Malay, German, and Italian; reporting; social media; and fundraising.





THE TEAM

Rhett Butler

Chairman and President

Tiffany Roufs

Intern and volunteer coordinator

Ridzki Sigit

Program Manager for Mongabay-Indonesia

Sapariah Saturi Harsono

Senior Editor and Writer, Mongabay-Indonesia

Aji Wihardandi

Senior Editor and Writer, Mongabay-Indonesia

Lidwina Marcella

Social Media Coordinator, Mongabay-Indonesia

Lisa Algee

Curriculum Development contractor for Mongabay-Education

And special thanks to 14 Mongabay-Indonesia correspondents and more than 100 volunteer translators, writers, and other interns.

THE BOARD

Alyson Blume (Secretary of the Board) is a social media expert at Zynga, formerly of Dreamworks Animation (USA)

Penn A. Butler is an attorney specializing in Chapter 11 bankruptcy and corporate restructuring (USA)

Rhett A. Butler (Chairman of the Board) is the founder of Mongabay.com and Mongabay.org (USA)

Dr. Brodie Ferguson is an anthropologist and forest carbon project developer working with indigenous communities in Colombia and Brazil (Colombia/USA)

Dr. Christopher Herndon (Treasurer of the Board) is a physician focusing on reproductive health and ethnobotanist with experience in Peru, Suriname, Colombia, and Venezuela (USA)

Dr. William F. Laurance is a rainforest ecologist now based at James Cook University in Cairns, Australia. He was formerly at the Smithsonian Tropical Research Institution (Australia/USA)

Dr. Marion O'Leary is a recognized authority on the use of isotopes for studies in chemistry and biology. He is currently an advancement consultant at the Carnegie Institution for Science (USA)

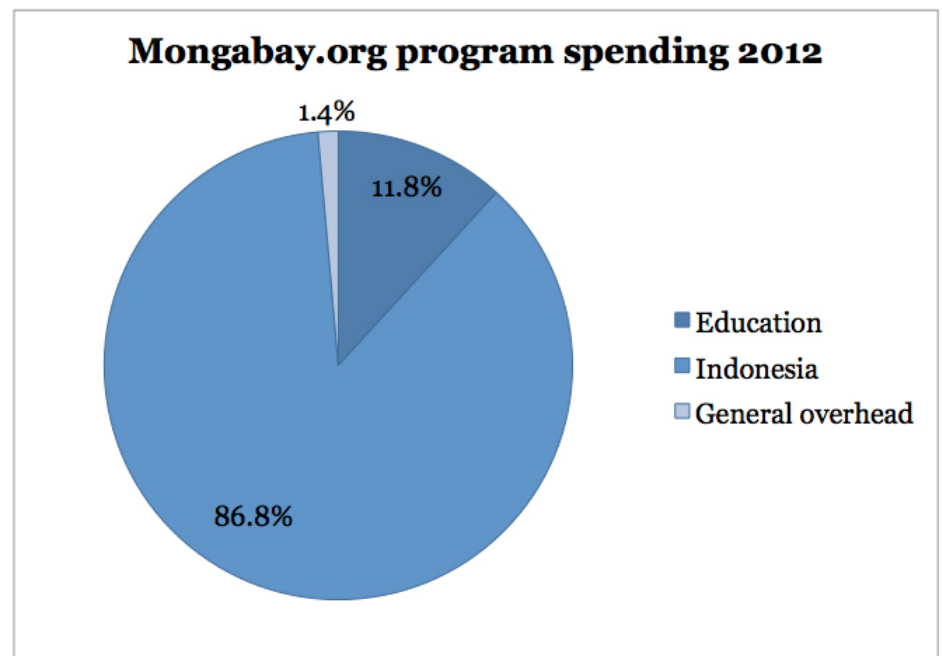
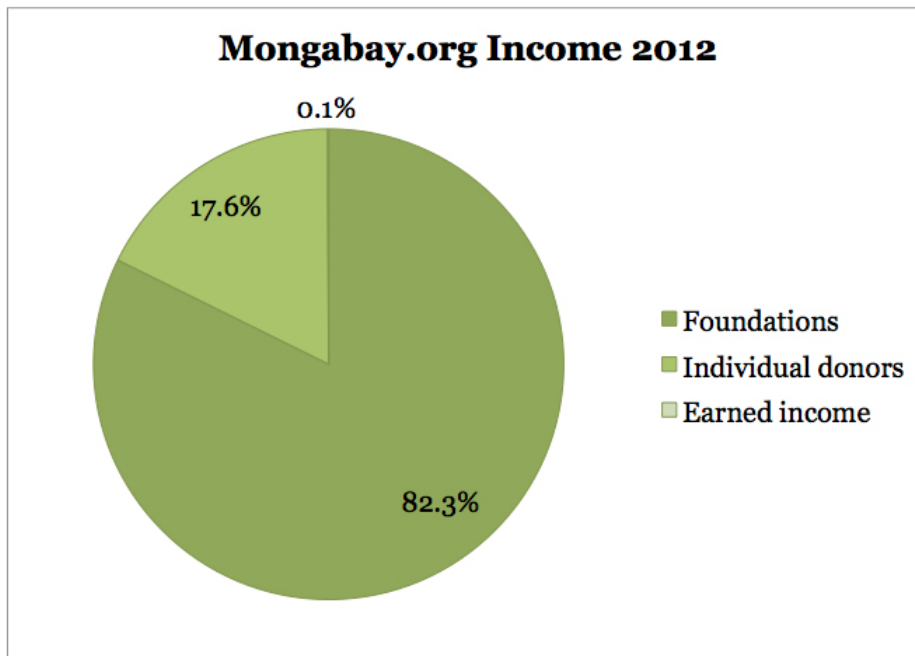
Peter Riggs was the founder and director of the Forum on Democracy & Trade before joining the Ford Foundation as a program officer. He is now an advisor at CLUA (USA)



FINANCIALS

Mongabay.org had \$92,395 in revenue in 2012, 82.3 percent of which came from a Ford Foundation grant for Mongabay-Indonesia. 17.6 percent of our income came from donations by individuals, mostly after adding a donation function to the web site in November.

86.8 percent of Mongabay.org's 2012 budget was spent on Mongabay-Indonesia; 11.8 percent went to the Mongabay-Education initiative; and 1.4 percent went to general overhead, including insurance, accounting, and legal work. Expenses related to the internship and volunteer program were covered by Mongabay.com.



Mongabay.Org

Profit and Loss Standard

January through December 2012

Ordinary Income/Expense

Income

Earned income	76
Foundation Grants	76,042
Donations	16,277
Total Income	92,395

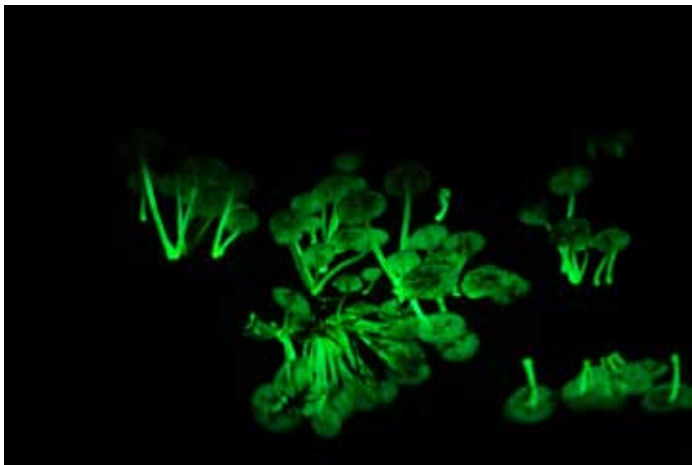
Expense

Banking fees	697
Business Expenses	
Business Registration Fees	25
Contract Services	
Outside Contract Services	
Education Contractor	10,500
Programming	1,500
Legal, Accounting, and Insurance	1,147
Mongabay-Indonesia Contractor	67,153
Total Contract Services	80,300
Operations	911
Telephone, Telecommunications	
Internet expenses	687
Travel and Meetings	
Conference, Convention, Meeting	4,876
Travel and Meetings - Other	1,499
Total Expense	88,995

Net Ordinary Income	3,400
Net Income	3,400

Program area

Education	Indonesia	Overhead
	622	75
		25
10,500	1,500	1,147
	67,153	
	911	
	687	
10,500	4,876	
	1,499	
10,500	77,248	1,247
11.8%	86.8%	1.4%



2013 OUTLOOK

Mongabay.org expects to scale up its existing programs in 2013 and add a third program area, the special reporting initiatives (SRI) program. SRI will enable professional journalists to do in-depth and investigative reporting on a targeted topic over a three-month period. The special reporting initiative would include an honorarium and a stipend for reporting expenses and travel.

Mongabay.org is also considering expanding its overseas reporting program to Spanish-speaking Latin America.

With the new program areas, Mongabay.org is currently planning to triple its operating budget in 2013, including a doubling of Mongabay-Indonesia's budget and at least \$50,000 for two projects under the special reporting initiatives program.

Mongabay.org aims to hire its first full-time U.S.-based employee in 2013.

THANKS TO OUR DONORS

Foundations

The Ford Foundation

Corporations

Mongabay / The Celadon Group

Individuals

\$10,000+

Anne Butler (in memory)

\$1000+

Alejandro Estrada
Rhett Butler

\$500-999

Chris Otahal
June Kleider

\$200-499

Christopher Herndon
Marion O'Leary
Nick Baker
Triona Gogarty

\$100-199

Bob Blum
Charlotte Opal
Douglas Wilson
Janet McGarry
Joe Lamb
Liliana Madrigal
Michele Raffin
Pat Wright
Stephen Dettman

\$1-99

Barbara Zimmerman
Joan Burton-Jones
John Reid
Kristin Kerr Gannon
Bob Preuss
Catherine Craig
Karen Lee Montgomery
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Patrick O'Driscoll
Greg Gerritt
Lily Sweikert
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