



MONGABAY.ORG

2013 ANNUAL REPORT



FROM THE PRESIDENT

2013 was a year of exciting growth and achievement for Mongabay.org. We expanded our team, launched new initiatives, and reached more people.

Mongabay-Indonesia, an Indonesian-language conservation and environmental news web site, experienced strong growth in 2013, with readership hitting new records.

We launched the Special Reporting Initiatives (SRI) program, a competitive journalism prize that enables journalists to do in-depth investigative work and reporting. Mongabay's highly regarded environmental news service was also moved to Mongabay.org, a decision that will enable us to dramatically scale-up our reporting.

The Mongabay education program made progress, benefitting from a full school year's worth of use in 3rd, 4th and 5th grade classrooms. We also published a number of kids-oriented news articles, upgraded the education section of the web site, and launched ten early childhood readers around nature and environment subjects.

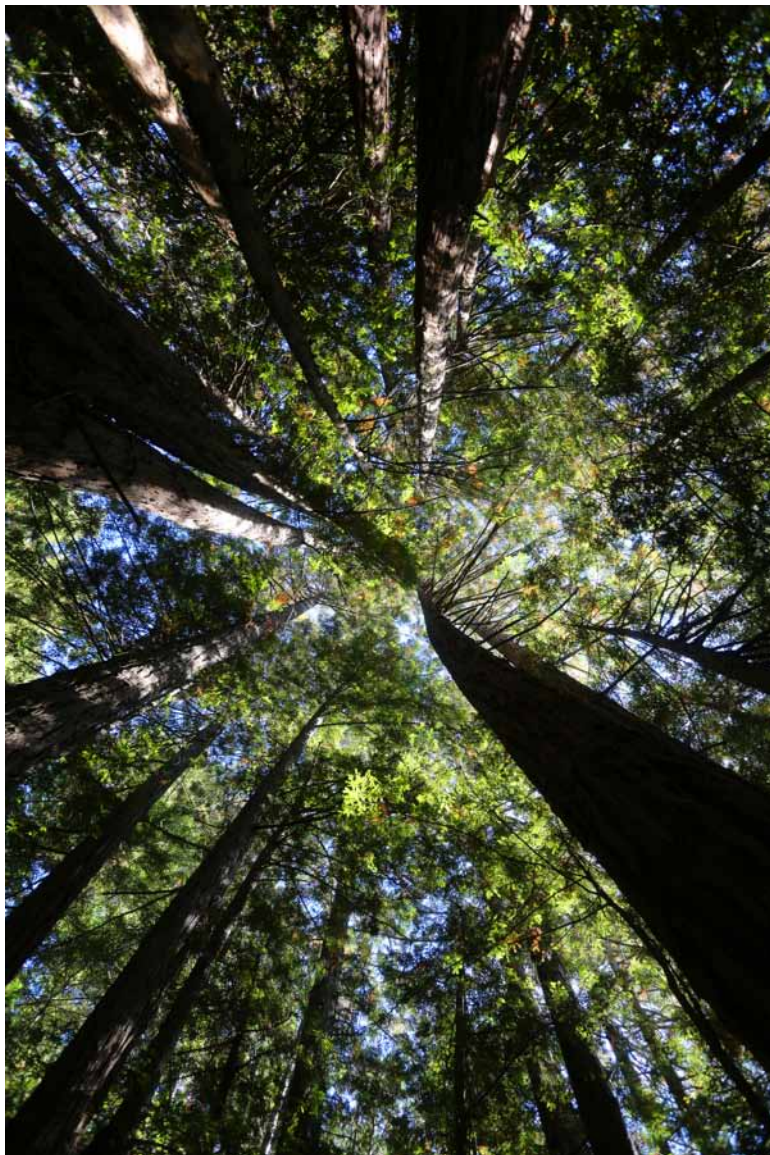
Mongabay.org launched a new web site and became the fiscal sponsor for three initiatives.

Finally Mongabay.org reached a new level of maturity in 2013. The U.S.-based, full-time staff grew from one to three people, while our Indonesian operation expanded to more than 20 people, including contributors in 16 cities across the archipelago. Our operational budget tripled and our revenue rose by 473%.

It's an exciting time for Mongabay.org and 2014 is already shaping up to be another big year for us.

Rhett Butler,
President and Executive Director, 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.

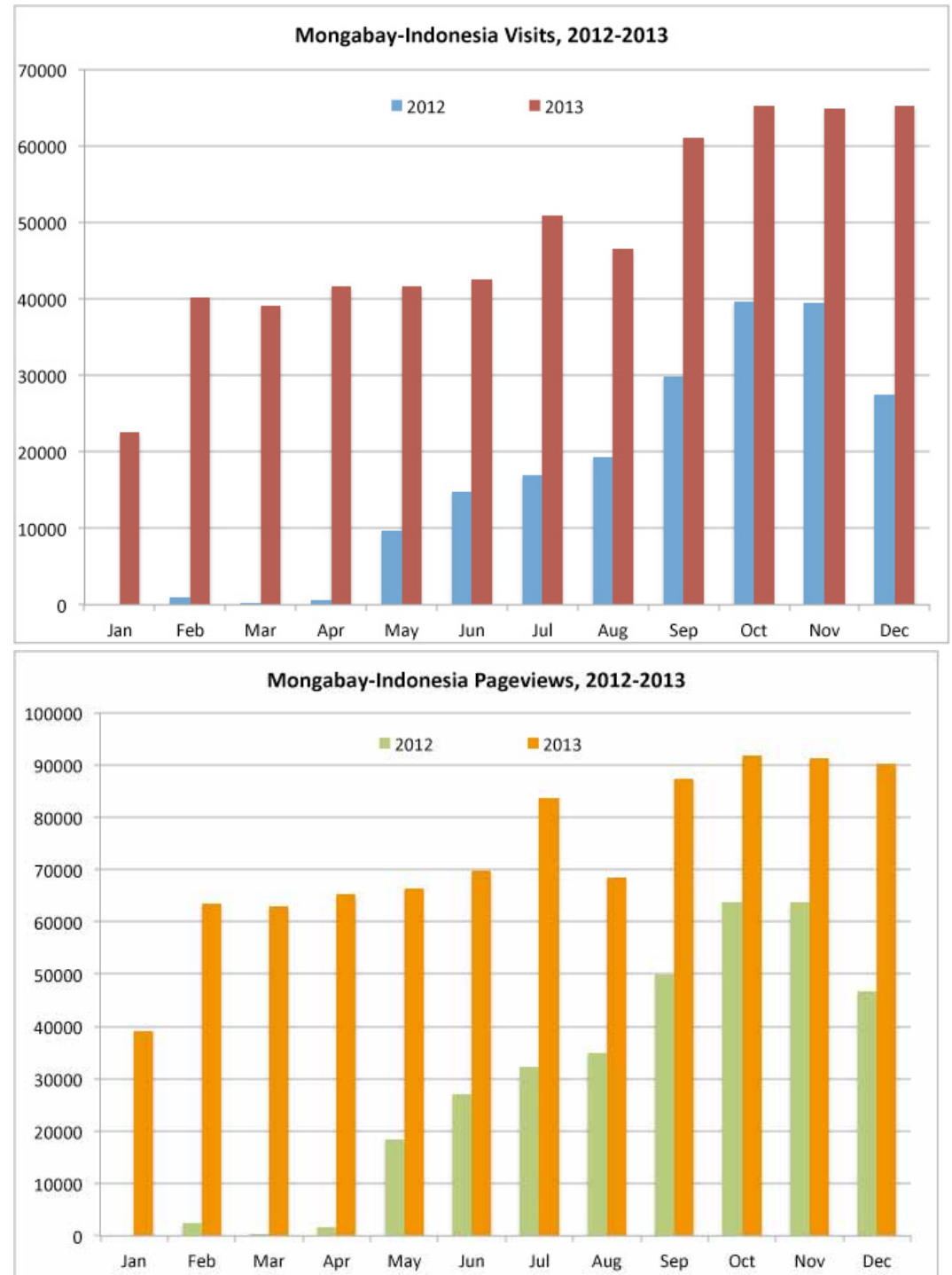
Year in review

Mongabay.org's three largest program areas by expenses in 2013 were Mongabay-Indonesia, Fiscal Sponsors, and the Special Reporting Initiatives program.

MONGABAY-INDONESIA

The Indonesia Program (“Mongabay-Indonesia”) focuses on improving transparency and boosting public awareness around environmental issues in Indonesia. Mongabay-Indonesia has a core team of four on Java and correspondents in 16 cities across Indonesia. Mongabay-Indonesia accounted for \$132,501 or 54% of Mongabay.org’s spending in 2013.

Mongabay-Indonesia made outstanding progress in 2013, publishing more than 1,000 stories. The number of visitors to the site rose 193% over 2012, reaching 580,814 for the year. Our social media presence also grew in 2013, with our Twitter followers climbing 269% to 5,900 and our Facebook fans increasing 240% to 8,500. These numbers exceeded our targets.



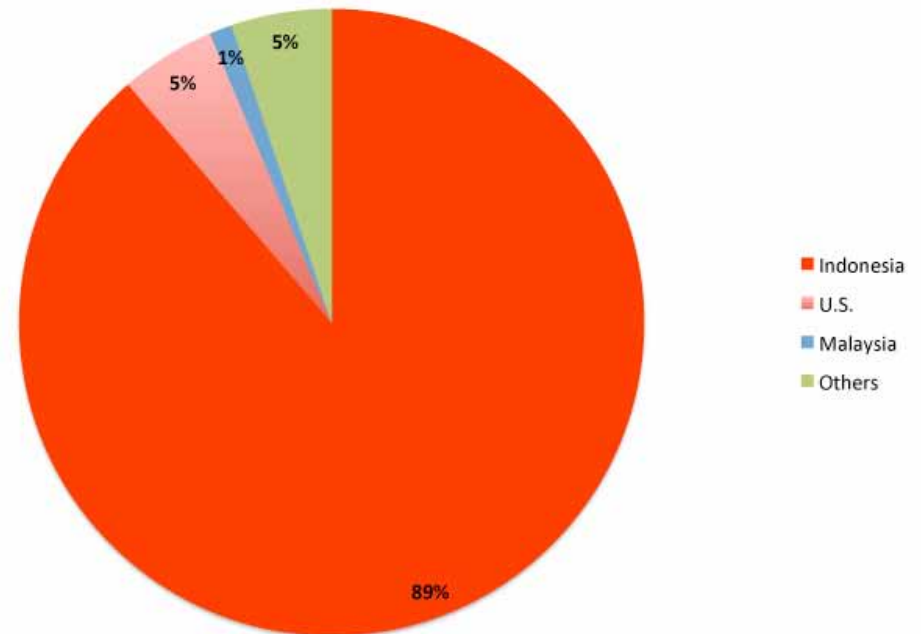
MONGABAY-INDONESIA

Beyond the raw numbers, Mongabay-Indonesia's influence and reach also expanded. Mongabay-Indonesia became an official syndication partner for Yahoo-Indonesia, which now distributes our stories via its popular portal. Content from Mongabay-Indonesia stories was also regularly picked by Kompas, National Geographic Indonesia, Media Indonesia, and Joyo News. Mongabay-Indonesia continued to serve as a news source for Google News.

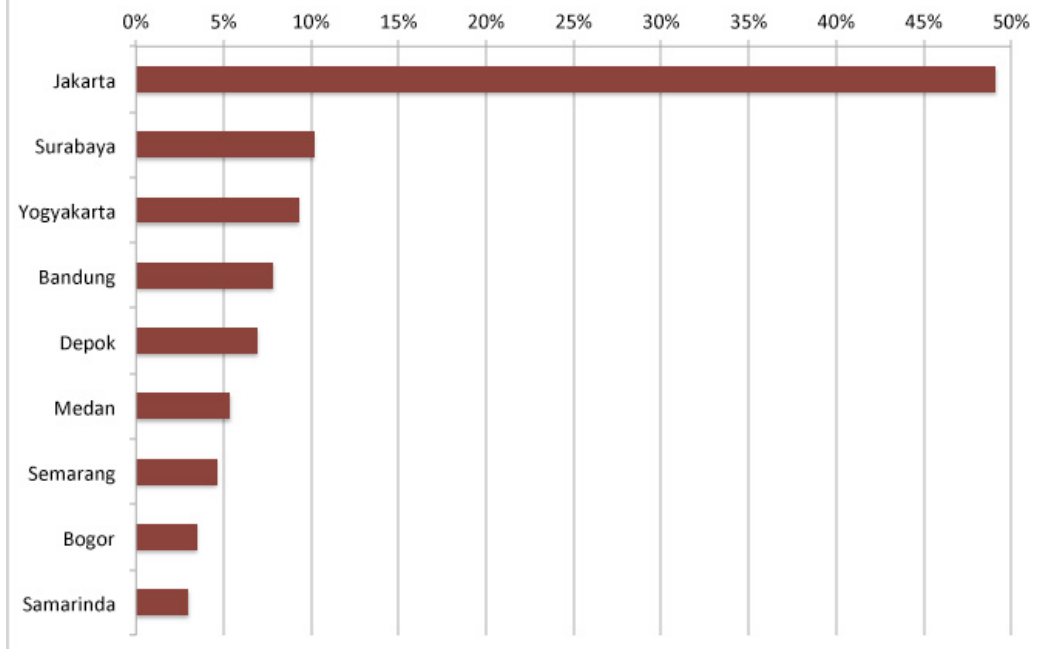
Mongabay-Indonesia further expanded the depth and breadth of its coverage in 2013. Our network of journalists now includes 22 reporters in 16 cities across Indonesia, including cities on the islands of Java, Bali, Sumatra, Kalimantan, and Papua. This network has greatly strengthened our reach and is now serving as a model for development of a global reporting network on forest as well as a Latin American environmental news service that is currently in the conceptual phase.

The Mongabay-Indonesia team also conducted a series of environmental literacy and journalism workshops, presentations at universities and government agencies, and public awareness events. From these events, Mongabay-Indonesia acquired new followers, contributed to better understanding of environmental issues, and also strengthened local environmental reporting.

Mongabay-Indonesia - Visits by country



Mongabay-Indonesia - Visits by City

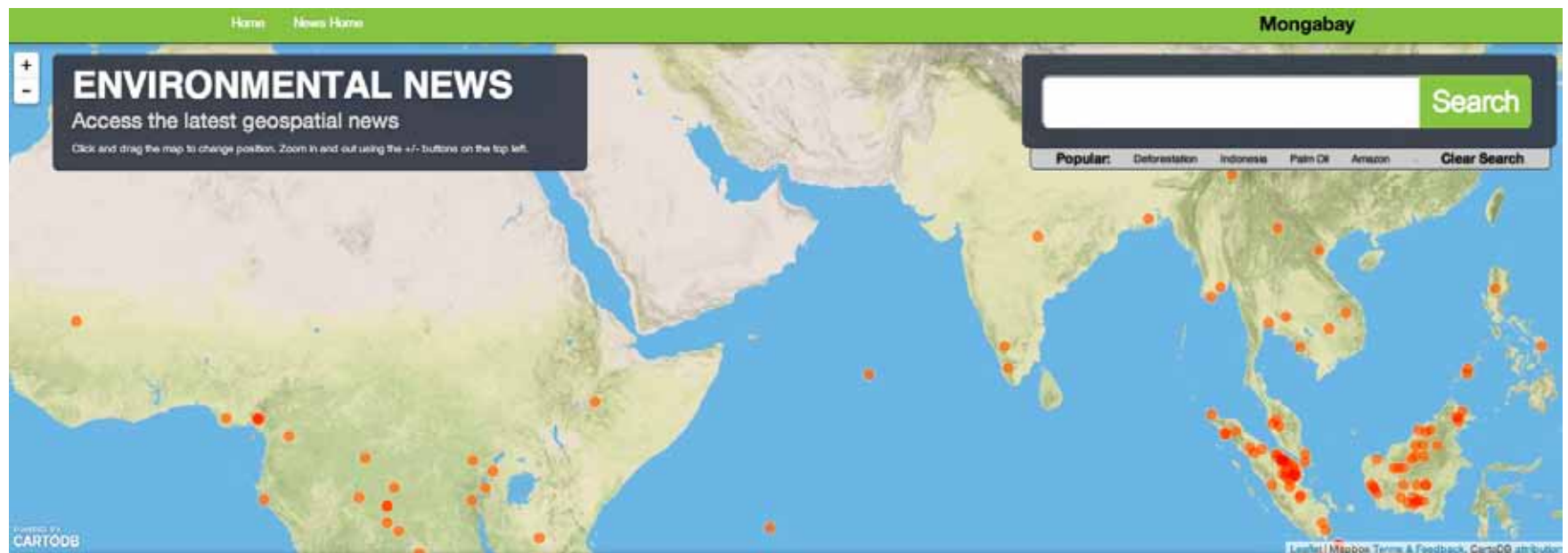
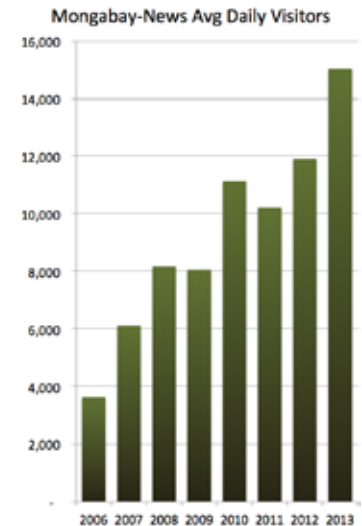


NEWS REPORTING

In October 2013, Mongabay's award-winning environmental news operation was moved from Mongabay.com to Mongabay.org under the direction of the Board. The shift will greatly expand Mongabay's reporting budget, scope, and reach, enabling us to boost coverage and launch exciting new projects that should come to fruition in the second quarter of 2014.

Mongabay.com will remain the distribution platform for the environmental news service, but advertising revenue from articles published under the program will accrue to Mongabay.org, serving as a source of supplementary income.

News reporting represented less than 5% of our budget, or \$11,471, in 2013. The proportion will increase substantially in 2014 with a full year of operations.



Kala: the face of tigers in peril



In 1864, Walter Campbell was an officer in the British Army, stationed in India when he penned these words in his journal: "Never attack a tiger on foot—if you can help it. There are cases in which you must do so. Then face him like a Briton, and kill him if you can; for if you fail to kill him, he will certainly kill you." In a stroke of good fortune for the tiger, perceptions in India have changed drastically since Campbell's time. Tiger hunting is now banned and conservationists are usually able to rescue the big cats if they become stranded while navigating increasingly human-occupied areas. But is this enough to save the tiger?

[Read the full story >>](#)

SPECIAL REPORTING INITIATIVES

The Special Reporting Initiatives (SRI) program enables professional journalists to do series of in-depth articles—published under an open Creative Commons license that allows for re-publishing elsewhere—on particular environmental issues. Each SRI provides the support for high-quality, detailed, and potentially groundbreaking investigative reporting on a subject that may be otherwise overlooked or underreported by the broader media.

SRI fellows are given the funding and support to become issue area experts, adding value to their own careers and contributing to the wider conversation regarding the state of our natural world.



SPECIAL REPORTING INITIATIVES

The Special Reporting Initiatives (SRI) Program is a competitive journalism prize that offers journalists opportunities to do in-depth and investigative reporting around key environmental issues. The SRI program accounted for \$32,880 of Mongabay.org's spending in 2013.

Our focus in 2013 was developing the concept of the SRI program, building the infrastructure, and launching the first prize, which was announced in August 2013. The first winner was selected in November.

Selected:

- What's the next big idea in tropical forest conservation? (2013)
- What's the state of fisheries in Indonesia? (2013)
- Locally managed marine areas in Fiji (2013)

SRI's launching in early 2014

- Community forestry as a climate change solution
- Cleaning up commodity supply chains
- Is there demand for sustainable fisheries' products in China?
- What are the benefits of Amazon protected areas?

The first articles from the SRI program are expected to be published in March 2014.

We expect at least 10 SRI projects to run during 2014.



MONGABAY EDUCATION

The education program amounted to \$5,398 in 2014. The program was not a major focus for us this year.

Activities included educator Lisa Algee testing out four sets of lessons and activities she developed over the past year. These were validated in third, fourth, and fifth grade classrooms and were posted in beta form on the Mongabay kids website in December.

Board member Triona Gogarty developed 10 early childhood readers that were posted on the kids site in the fall of 2013.



MONGABAY INTERNSHIP AND VOLUNTEER PROGRAM

The internship program includes two main areas: translation of environmental news articles and environmental news reporting. We presently have around 120 active interns who are managed by Brittany Stewart, a part-time coordinator based in Kentucky.

In 2013 the internship program accounted for \$5,909 of Mongabay.org's spending and yielded 350 news articles, 44 kids news articles, and 640 translations of news articles:

- 241 conservation news articles in Spanish,
- 125 in French,
- 112 in Italian,
- 97 in Portuguese,
- 33 in Chinese,
- 24 in German, and
- 10 in Japanese.

Four interns were recognized with awards for their reporting: the first place winner (\$500) for a story on an attempt to smuggle pygmy sloths out of Panama; second prize (\$300) for a story on mercury pollution from gold mining in the Amazon; and a two-way tie for third place (\$200 each) for stories on India's dancing sloth bear industry and declining monarch butterfly populations.





September 2013 | Vol. 6 | Issue 4 | pages 468-592

TROPICAL CONSERVATION SCIENCE

2013 was another year of record growth for Tropical Conservation Science (TCS), Mongabay's open-access academic journal. We published 6 issues covering 57 papers, bringing the total number of papers published in TCS over 250. Submissions to TCS have increased significantly, resulting in a parallel increase in acceptance of manuscripts, rising from four articles in our first issue to 12 in the current issue.

Readership of TCS has also grown. During 2013, papers were downloaded 72,000 times. Additionally, Mongabay News articles about TCS papers were visited 36,000 times.

Visitors to the TCS web site came from 176 countries during 2013. The U.S. accounted for 26% of visits, India 12%, Northern and Western Europe 11%, Brazil 9%, Mexico 6%, Britain 6%, and Belize 5%.

TCS Impact factor has grown rapidly. Thomson Reuters latest Journal Citation Report indicates an impact factor for TCS of 1.092 for 2013, a significant increase from 0.541 in 2011; 5-year impact factor 1.242.

TCS is included in SCOPUS, Thomson-Reuters' Biology & Environmental Sciences, JCR (Journal Citation Reports), SCIE (Science Citation Index Expanded), CAB Abstracts, EBSCO Publishing Databases, and Google Scholar, among others.

In 2013 TCS accounted for \$1,000 of our budget. In 2014, Mongabay.org is implementing a \$250-per-paper publication charge to help cover the cost of operating the journal. \$250 is well below the average \$900-plus fee across the open-access industry, leaving TCS accessible to tropical scientists.

FISCAL SPONSORSHIP

Mongabay.org served as the fiscal sponsor for three organizations in 2013, two of which accounted for 100% of the expenses: Earth Soul Productions (head by Paul Stoutenburgh) and Acate Amazon Conservation.

Earth Soul Productions received \$25,980 to develop a film about rainforest conservation, including Ecuador's decision not to proceed with the Yasuni-ITT Initiative, which aimed to protect one of the Amazon's richest forests from oil and gas exploration. Our fiscal sponsorship with Earth Soul yielded \$2,770 in unrestricted funds.

Acate Amazon Conservation received \$20,725 to launch its program to help the Matses tribe in the Peruvian Amazon protect their rainforest homeland and traditional knowledge. Acate's programs include sustainable indigenous agriculture, preserving traditional plant knowledge, and creating sustainable livelihoods for the Matses people.

Our partnership with ConservationDrones.org, a non-profit organization that has pioneered development and advancement of conservation drones, will expand in 2014.





THE TEAM

Rhett Butler

Chairman and President

Tiffany Roufs

Administrator and Special Reporting Initiatives Coordinator

Jeremy Hance

Senior Writer and Editor

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

Brittany Stewart

Translation Coordinator

And special thanks to 22 Mongabay-Indonesia correspondents and more than 120 volunteer translators, writers, fellows, and other interns.

THE BOARD

Officers

Dr. Brodie Ferguson (Chair), anthropologist

Alyson Blume (Secretary), social media expert

Dr. Christopher Herndon (Treasurer), physician

Directors

Penn A. Butler, attorney

Rhett A. Butler, Mongabay founder and journalist

Triona Gogarty, educator

Tim Kelly, entrepreneur

Dr. William F. Laurance, conservation scientist

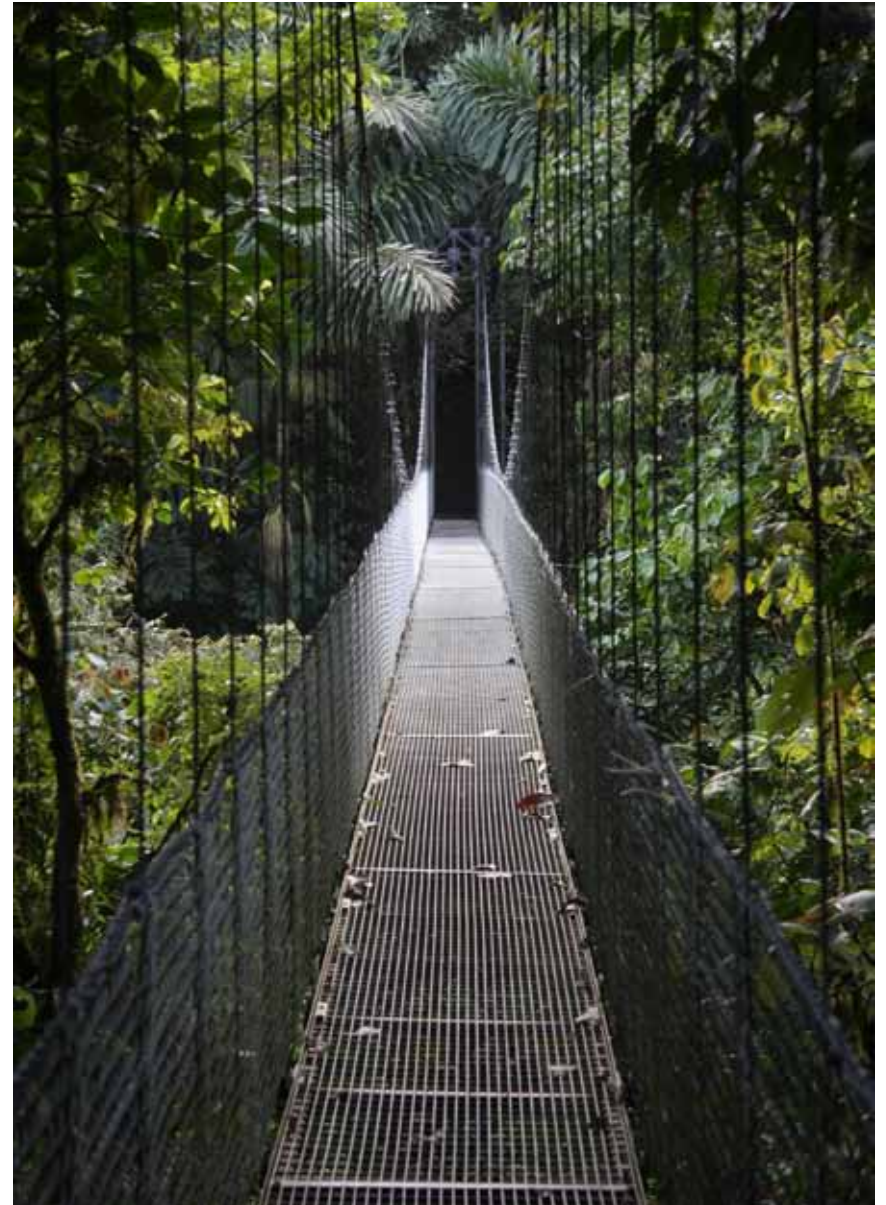
Dr. Marion O'Leary, scientist

Peter Riggs, policy expert and consultant

Susan Sanchez, scientist

ADVISORY BOARD

Peter Raven, botanist



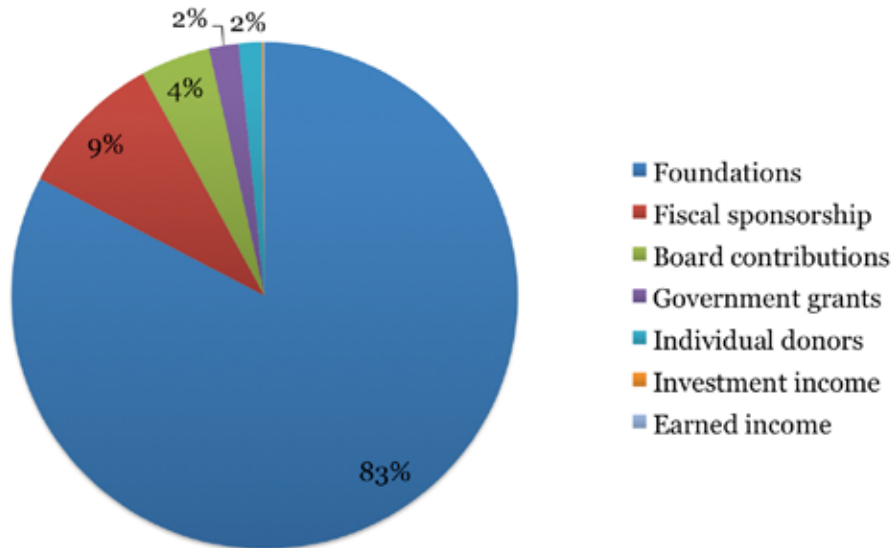
FINANCIALS

Mongabay.org had \$527,591 in revenue in 2013, 82.6% of which came from foundations; 9.4% fiscal sponsorship relationships, 4.5% board contributions, 1.9% government grants, 1.5% individual donors, 0.1% investment income, and 0.1% advertising income.

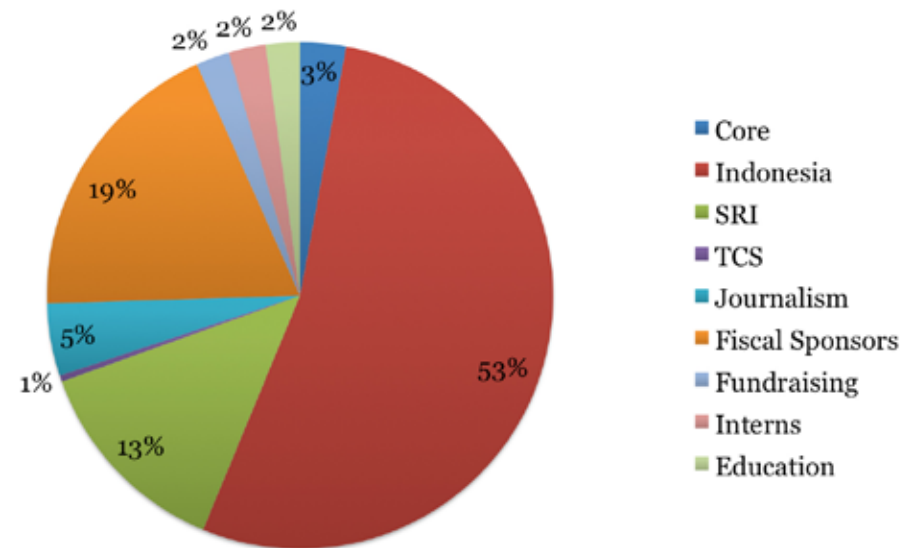
Mongabay.org spent \$248,220 in 2013: \$132,000 for the Indonesia program (54%); \$47,000 in fiscal sponsor distributions (19%); \$33,000 for the Special Reporting Initiatives program (13%); \$11,000 for news reporting (5%); \$5,909 for interns (2.4%); \$5,398 for education (2.2%); \$5,319 for fundraising (2.2%); and \$1,000 for Tropical Conservation Science. \$7,037 (2.9%) went to “overhead” or core costs, including accounting, insurance, rent, software, software development, telephone and Internet access, postage, and office expenses.

Mongabay.org’s net income in 2013 was \$279,370. Combined with the opening balance of \$3,366, Mongabay.org had net assets of \$282,736 as of December 31, 2013. Most of this balance will be spent in the first half of 2014 for the Mongabay-Indonesia and SRI programs.

2013 Income Sources



2013 Expenses by Program



Income		
Fiscal sponsor funds	49,475	9.4%
Earned income	394	0.1%
Contributions – board	23,492	4.5%
Contributions – individuals	7,722	1.5%
Grants – government	10,000	1.9%
Grants – foundations	435,978	82.6%
Total Investments	530	0.1%
Total income	527,591	

	Expense	Overhead	Indonesia	TCS	SRI & Journalism	Fiscal Sponsors	Fundraising	Interns & Education
Computers, Hardware	1,364				1,364			
Fundraising expenses	5,108						5,108	
Payroll expenses	40,022				35,435			4,587
Fiscal sponsor payment	46,705					46,705		
Banking fees	3,423		3,212				211	
Travel and Meetings	22,651		21,757		771			123
Insurance	1,467	1,467						
Other Types of Expenses	337		87		250			
Software	1,806	769	788		39			210
Rent, Parking, Utilities	1,800	1,800						
Facilities and Equipment	1,452				1,452			
Contract Services								
Freelance Reporting	5,364		364		5,000			
Programming	1,548	105	1,283					160
Indonesia Contractors	102,059		102,059					
Education Contractor	4,000							4,000
Accounting Fees	1,150	1,150						
Editing	1,000			1,000				
Operations	5,326	1,746	2,512		40			1,028
Awards and Grants	1,638		438					1,200
Total expenses	248,220	7,037	132,500	1,000	44,351	46,705	5,319	11,308

Net Income	279,370
Opening balance	3,366
Net assets	282,736

THANKS TO OUR DONORS

Foundations

Alexander Abraham Foundation
Climate and Land Use Alliance
Community Foundation of Santa Cruz County
Ford Foundation
Gordon & Betty Moore Foundation
Overbrook Foundation
Packard Foundation
Rockefeller Foundation
Seattle Foundation
Slovin Foundation

Corporations/Non-profits

Art of Conservation
Laserfische
Mongabay / The Celadon Group
Rainforest Connection
Rettet den Regenwald

Governments

U.S. Embassy in Jakarta

Individuals

\$10,000+

Griff & Sissy Baker
Penn & Nancy Butler

\$2,000-9,999

Anonymous
Rhett A. Butler

\$1,000-1,999

Alejandro Estrada

\$500-999

Christopher Herndon
Marion O'Leary
Robert Blum

\$200-499

Brenden Duffy
June Kleider
Mercia Silva
Summer Oakes
Thomas Holt
Yamile Bravo Pinto

\$100-199

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Chris Otahal
David Mitchell
Edward Thomas
Jean Raabe
Matt Finer

\$1-99

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