A close-up photograph of a black rhinoceros resting in a field of tall, dry grass. The rhino's head is lowered, and its large, dark horn is visible. The skin is thick and textured, with some lighter patches. The background is a soft-focus landscape of dry grass and earth.

MONGABAY.ORG

2014 ANNUAL REPORT

President's Comments

2014 was a year of growth for Mongabay.

We fully transitioned our news service to our non-profit arm and expanded its scope. This enabled us to launch the Mongabay Reporting Network, which will broaden and improve our environmental news reporting.

Mongabay-Indonesia continued its rapid growth in content, readership, and influence, even earning recognition from Joko Widodo ("Jokowi"), Indonesia's new president.

The organization itself matured: We hired our first editor; Jane Goodall joined our board.

Our budget more than doubled over 2013. Yet we remain lean and productive.

2015 promises to be another big year for Mongabay.



Rhett Butler
President and Founder
Mongabay.Org Corporation

Rhett Butler

2014: Milestones

2014 was Mongabay's 15th year.

Jane Goodall joined the Mongabay board.

Mongabay's website has now logged more than 200 million lifetime visitors.

In October 2014, Mongabay published its 10,000th news article in English.

Mongabay's full-time U.S. staff doubled to four people.

Mongabay continues to support environmental journalism through grants and special programs.

Mongabay founder Rhett A. Butler won the prestigious Parker-Gentry Award from The Field Museum.

Through the Mongabay Reporting Network, Mongabay awarded ten special reporting initiative prizes totaling more than \$150,000 to environmental journalists.

The Mongabay-Indonesia website boasted 1.3 million visitors in 2014, a 128% increase over 2013.

Mongabay's Tropical Conservation Science (TCS) e-journal published 50 articles.

NEWS PROGRAM: 2014

Mongabay produced more than 1,100 news articles in English.

The Mongabay website had over 2.7 million unique visitors.

Mongabay-Indonesia produced more than 1,000 news articles in Indonesian.

The Mongabay-Indonesia website had more than 718,000 unique visitors.

Mongabay continued to produce highly-regarded articles on conservation and environmental issues, many of which were redistributed by our content partners, including *The Guardian*, *Business Insider*, *The Epoch Times*, *Environmental News Network*, and *Eco-Business*.



NEWS: Special Reporting Initiatives

The Special Reporting Initiatives (SRI) program enables professional journalists to research and write series of in-depth articles on environmental issues. The articles are then published under an open Creative Commons license that allows for re-publishing elsewhere.

The program provides support for high-quality, detailed, and potentially investigative reporting on a subject that might be overlooked by mainstream media. A series of in-depth articles provides more focus on individual cases and more depth in discussion of the whole topic than would a single report. This larger scope permits SRI fellows to become issue area experts, adding value to their own careers and contributing to the wider conversation regarding the state of our natural world.

In 2014, Mongabay awarded ten special reporting initiative prizes totaling more than \$150,000. The participating journalists produced over 50 in-depth, high-quality news articles that were published on Mongabay.com as well as numerous articles published in major media outlets such as the *BBC World Service*, *Lucky Peach Magazine*, and *Scientific American*.

NEWS: SRI Projects in 2014

Government Crackdowns on Civil Environmental Groups

Latin American Big Industry, Climate Change, and Biodiversity Conservation

Food Waste and Spoilage in Sub-Saharan Africa

The Social and Environmental Impacts of Foreign Development Finance in the Western Amazon

The Brazilian Development Bank and The Amazon

Great Apes and Extractive Industries

Amazonian Protected Areas: Benefits for People

Community Forestry as a Climate Change Solution

Cleaning Up Commodity Supply Chains

Is There Demand for Sustainable Fisheries' Products in China?

The State of Marine Fisheries in Indonesia

Innovation in Tropical Biodiversity Conservation

An aerial photograph of a vast mountain range, likely the Andes, with rugged peaks and deep valleys. The foreground shows a steep, forested slope. A semi-transparent dark grey rectangular box is overlaid on the right side of the image, containing the title and a list of names.

NEWS: SRI Winning Journalists

Wendee Nicole

Amy West

Bear Guerra

Dominic Bracco II

Daniel Stiles

Publica

Rachel Cernansky

Margaret Egbula

Julian Smith

Nelly Luna Amancio

Matt Finer

Saul Elbein

Melati Kaye

Ruxandra Guidi

Robert Eschelman

Erik Vance

Barbara Fraser

Brendan Borrell

Veronica Goyzueta

Bill Hinchberger

Liz Kimbrough

Anjali Kumar

David Hill

NEWS: Mongabay Reporting Network

Mongabay Reporting Network (MRN) was initiated by Mongabay-Indonesia but has now been adopted throughout Mongabay. The program leverages contacts and interests of a fast growing network of about 50 contributors from a dozen countries.

We work with a funder to identify a topic and then launch an open call for story pitches around that topic. The stories we commission are produced under an open Creative Commons license that encourages sharing and republishing. The program provides modest travel and research for participating journalists, who write for high impact publications.

The MRN approach is attractive because for modest cost it increases coverage of targeted issues in the mainstream media. This strengthens public understanding, supports independent research, strengthens journalist expertise in areas of interest, and provides opportunities for journalists to earn additional income.



NEWS: MRN Pilot Project

In May 2014, Mongabay launched its first pilot project under the Mongabay Reporting Network rubric: a data-driven evaluation of tropical forest issues and trends in forest cover.

Working in partnership with the World Resources Institute, Mongabay is commissioning roughly 180 stories that are developed using information from Global Forest Watch, a revolutionary tool that provides unprecedented levels of data on forest cover, concessions, fires, and deforestation on a worldwide basis.

During the pilot, which runs from June 2014 to March 2015, Mongabay is building out a network of correspondents in 15 countries. These correspondents will serve as the basis for future reporting initiatives.

The goal is to have a network in 20-30 countries by the end of 2015. Mongabay expects to meet all its goals by March 2015.



MONGABAY-INDONESIA

2014 was Mongabay-Indonesia's third year. The 718,000 unique visitors to Mongabay-Indonesia's website represents a 128% increase over 2013.

The operation now boasts local Indonesian correspondents in more than 30 cities and towns.

Beyond the general public, Mongabay-Indonesia counts key government officials, national government agencies such as NORAD, and even President Jokowi as readers.

Articles written by Mongabay-Indonesia's writers are increasingly being picked up by Indonesia's national news services, as well as by local and regional Indonesian media.

MONGABAY-INDONESIA

Since its launch in May 2012, Mongabay-Indonesia has become one of Indonesia's leading environmental websites. The site is particularly well-known for its reporting on the intersection of social and environmental issues. It is widely-read in key decision-making and policy sectors, including the palm oil sector, international agencies like USAID and NORAD as well as groups within the Indonesian government.

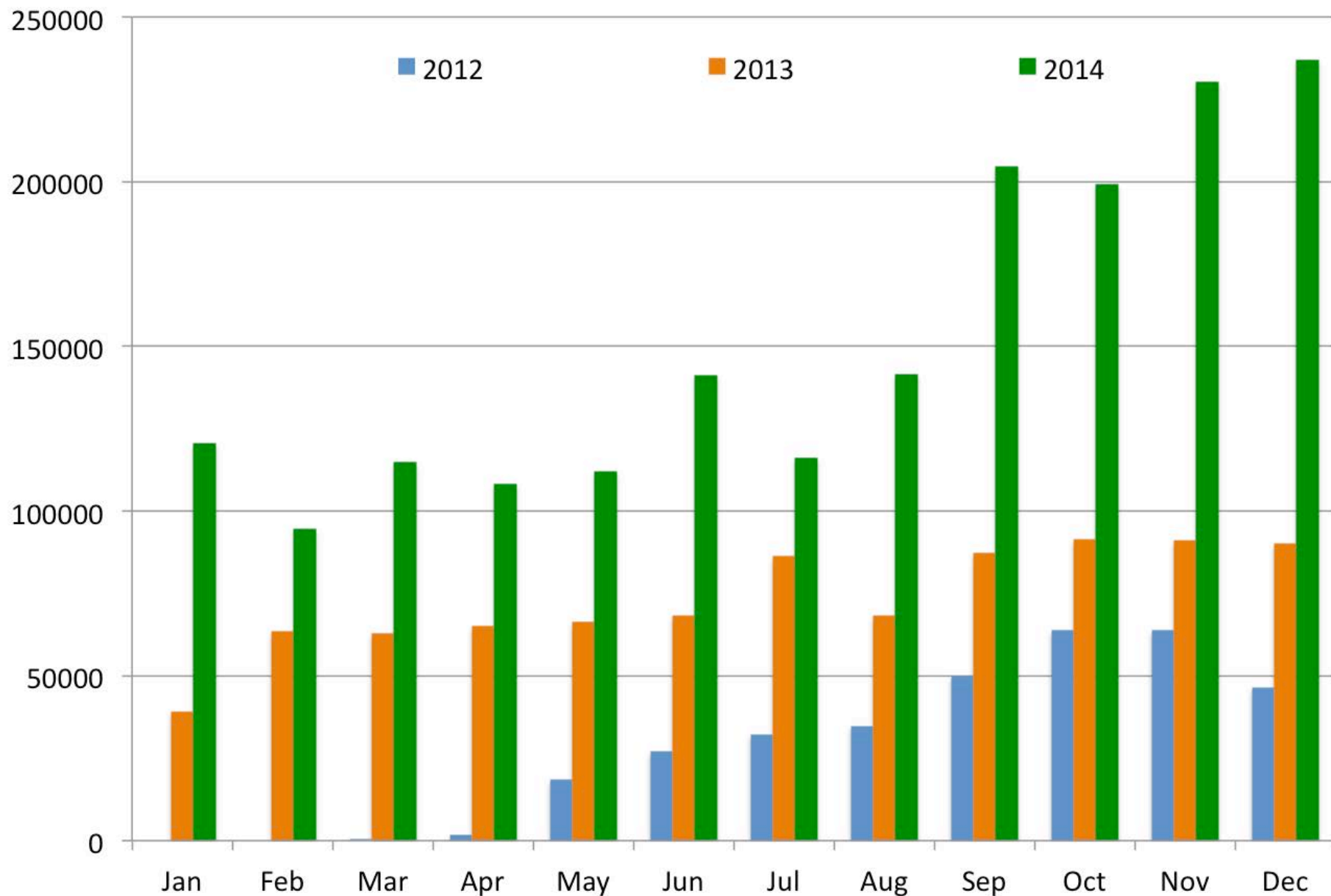
The site has garnered attention at the highest levels of the Indonesian government. At a press conference in November, 2014, Indonesia's new president, Joko Widodo, was asked a question by journalist Roby Ayat, who identified himself as a Mongabay-Indonesia correspondent. The president replied, "I'll answer the question from Rhett Butler's man first; it must be a question about the environment."

In its first two years, Mongabay-Indonesia published more than 3,000 stories and experiencing continued growth in readership and social media following. The number of stories published, visitors, Twitter followers, and Facebook fans all exceeded our targets (over 12,000 on Facebook and Twitter). Mongabay-Indonesia now ranks in the top 3,000 most popular websites in Indonesia, according to the web traffic analysis site Alexa.

Beyond the raw numbers, Mongabay-Indonesia's influence continues to expand. Mongabay-Indonesia is now an official syndication partner for *Yahoo-Indonesia*, which distributes our stories via its popular portal. *Kompas*, *National Geographic Indonesia*, *Media Indonesia*, and *Joyo News* also regularly used content from Mongabay-Indonesia's story feed. The site also serves as a news source for Google News.

The Mongabay-Indonesia team has conducted environmental literacy and journalism workshops, presentations at universities and government agencies, and public awareness events. These contacts brought Mongabay-Indonesia new followers, contributed to better understanding of environmental issues, and strengthened local environmental reporting.

Mongabay-Indonesia Pageviews





EDUCATION

Mongabay continued to expand its education initiative in 2014, adding new standards-based materials to the kids' section of the Mongabay website. This effort included readers for kindergarten and first grade as well as a set of ecology- and environment-oriented lesson plans for third through fifth grades.

A series of conservation news articles written specifically for kids was also added.

Overall readership for the kids section topped 1.23 million in 2014, or roughly 100,000 readers per month. Just over two-thirds of readership was from the United Kingdom and the United States.

TROPICAL CONSERVATION SCIENCE

Mongabay's Tropical Conservation Science (TCS) journal is an open-access academic e-journal. Its main objective is to publish short papers on research relating to the conservation of tropical forests and of other tropical ecosystems. The journal has a particular interest in providing opportunities for scientists in developing countries to publish their research.

TCS had an Impact factor of 1.33 in 2014, up from 1.09 in 2013.

A total of 134 manuscripts were received in 2014, of which over 50 were published.



BOARD MEMBERS

OFFICERS

Dr. Brodie Ferguson (Chairman)

Anthropologist working with indigenous communities in Latin America

Alyson Blume (Secretary)

Head of marketing and social media expert at Trinity Ventures

Dr. Christopher Herndon (Treasurer)

Physician focusing on reproductive health and ethnobotanist

ADVISORY BOARD

Dr. Peter Raven

Botanist and former director of the Missouri Botanical Garden

Dr. William F. Laurance

Rainforest ecologist at James Cook University in Cairns, Australia

Dr. Jane Goodall

Primatologist and conservationist

DIRECTORS

Rhett A. Butler

Founder of Mongabay.com and Mongabay.org

Camille Nava

Former organic food entrepreneur involved with various sustainability issues

Dr. Marion O'Leary

Recognized authority on the use of isotopes for studies in chemistry and biology

Mark Cappellano

Conservationist and entrepreneur based in Los Angeles

Penn A. Butler

Attorney specializing in Chapter 11 bankruptcy and corporate restructuring

Peter Riggs

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

Susan Sanchez

Director of the Corporate Green Chemistry Program at The Walt Disney Company

Tim Kelly

Former president of the National Geographic Society and current CEO of Steam Engine.

Triona Gogarty

Speech-language pathologist and elementary school teacher



STAFF (alphabetical by first name)

AKHYARI HANANTO (ARRY) – Outreach Coordinator, Mongabay–Indonesia

BRITTANY STEWART – Administrative Assistant, Mongabay.org

JEREMY HANCE - Senior Writer & Editor, Mongabay.org

MARÍA ÁNGELES SALAZAR – Translation Coordinator, Mongabay.org

MORGAN ERICKSON-DAVIS - Contributing Editor, Mongabay.org

NUR ROCHMANI FAJAR (JAY) - Senior Writer & Editor, Mongabay-Indonesia

RAHMADI RAHMAD- Senior Writer & Editor, Mongabay-Indonesia

RHETT A. BUTLER - President & Executive Director, Mongabay.org

RIDZKI SIGIT - Program Manager, Mongabay-Indonesia

SAPARIAH SATURI (ARIE) - Senior Writer & Editor, Mongabay-Indonesia

TIFFANY ROUFS - Operations Manager, Mongabay.org

FINANCIALS

PROFIT & LOSS

Income		Expenses			
Contributions - contracts	40,057	Program Costs		Facilities and Equipment	
Fundraising Events		Setapak Project	33,736	Office Supplies & Furniture	1,563
Fundraising event auction purch	2,240	Project FF Hutan Rakyat	3,203	Computers, Hardware - Assets	4,330
Fundraising event ticket sales	8,265	SRI editing	6,450	Software	5,095
Total Fundraising Events	10,505	MRN contractor expenses	8,441	Equip Rental and Maintenance	194
Contributions - fiscal sponsor	4,885	TCS editing	9,841	Rent, Parking, Utilities	2,100
Income - advertising revenue	3,388	SRI contractor expenses	165,151	Total Facilities and Equipment	13,282
Contributions - board	8,475	Total Program Costs	226,822	Contract Services	
Contributions - individuals	25,928	Fundraising expenses		Freelance Reporting	17,071
Contributions - corporations	7,518	Travel and Meetings - Fundraisi	4,411	Mongabay-Indonesia Contractor	97,026
Grants - foundations	797,076	Fundraising expenses - Other	500	Programming	1,772
Total Other Types of Income	361	Total Fundraising expenses	4,911	Outside Contract Services	
Program Income		Travel and Meetings		Contractor Expenses	100
TCS Fee	11,980	Travel - Staff reporting	9,112	Outside Contract Services - Other	2,755
Total Program Income	11,980	Travel - Indonesia	13,446	Total Outside Contract Services	2,855
Investments		Travel and Meetings - Other	463	Accounting Fees	2,350
Interest-Savings, Short-term CD	396	Total Travel and Meetings	35,514	Contract Services - Other	60
Total Investments	396	Other Types of Expenses		Total Contract Services	121,134
Total income	910,569	Banking fees	2,963	Total Payroll Expenses	189,972
		Fiscal sponsor payment	3,350	Operations	
		Membership dues	350	Total Telephone, Telecommunications	7,470
		Other Costs	3,728	Operations - Other	626
		Insurance - Liability, D and O	4,242	Total Operations	8,942
		Other Types of Expenses - Other	25	Awards and Grants	3,526
		Total Other Types of Expenses	14,658	Total Expense	618,761
				Net Ordinary Income	291,808
				Net Income	291,808

FINANCIALS

BALANCE SHEET AND CASHFLOW STATEMENT

Mongabay.Org
Balance Sheet Standard
As of December 31, 2014

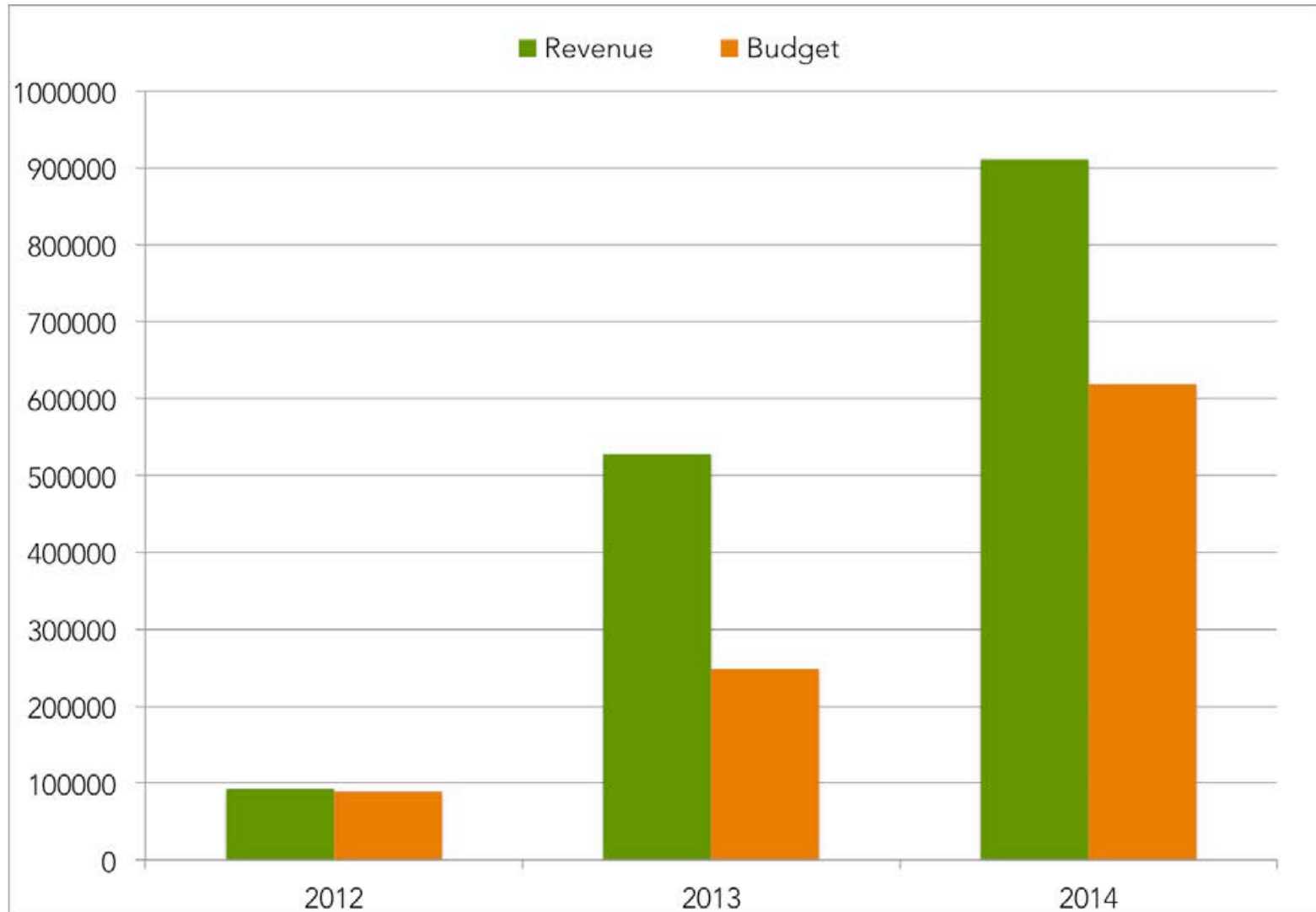
	<u>Dec 31, '14</u>
ASSETS	
Current Assets	
Checking/Savings	
Chase Checking	▶ <u>574,530.60</u> ◀
Total Checking/Savings	<u>574,530.60</u>
Total Current Assets	<u>574,530.60</u>
TOTAL ASSETS	<u><u>574,530.60</u></u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	-52,278.11
Temp. Restricted Net Assets	335,000.00
Net Income	<u>291,808.71</u>
Total Equity	<u>574,530.60</u>
TOTAL LIABILITIES & EQUITY	<u><u>574,530.60</u></u>

Mongabay.Org
Statement Of Cash Flows
January through December 2014

	<u>Jan - Dec '14</u>
OPERATING ACTIVITIES	
Net Income	▶ <u>291,808.71</u> ◀
Net cash provided by Operating Activities	<u>291,808.71</u>
FINANCING ACTIVITIES	
Retained Earnings	-335,000.00
Temp. Restricted Net Assets	<u>335,000.00</u>
Net cash provided by Financing Activities	<u>0.00</u>
Net cash increase for period	<u>291,808.71</u>
Cash at beginning of period	<u>282,721.89</u>
Cash at end of period	<u><u>574,530.60</u></u>

FINANCIALS

HISTORIC REVENUE AND BUDGET



MAJOR DONORS (\$3,000+)

Anonymous

The Ford Foundation

The Arcus Foundation

The Charles Stewart Mott Foundation

World Resources Institute

The Overbrook Foundation

John D. and Catherine T. MacArthur Foundation

The Rockefeller Foundation

The Francis & Christine Martin Family Foundation

The David and Lucile Packard Foundation

Climate and Land Use Alliance

The Alexander Abraham Foundation

The Gordon and Betty Moore Foundation

The Skyscraper Foundation

The Butler Family

