



MONGABAY

2015 ANNUAL REPORT

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FROM THE PRESIDENT

2015 was a year of break-neck growth for Mongabay, including a near-tripling of our global team, a six-fold increase in the size of our contributor network, the launch of several new reporting projects, and increased global readership. We strengthened our editorial team by hiring our first staff editors as well as two staff writers. We bolstered our organizational capacity by hiring an operations manager and an administrative assistant, enabling us to streamline the expansion of our contributor network and future expansion into Latin America. Finally, we completed a total overhaul of our main web site and built a virtual newsroom for our distributed team!

We managed this growth without sacrificing the quality of our reporting. In fact, a number of our stories were published in or used as sources for mainstream media outlets ranging from The Guardian to The New York Times. Because of our strong syndication, booming readership, and impactful original reporting, we are now widely considered to be one of the most trusted resources in the field of conservation. Furthermore, our collaborative approach to conservation has allowed us to forge valuable partnerships that have radically extended our influence and impact.

We have even bigger plans for 2016. With your support we can do even more!

Rhett Butler

Rhett Butler
Founder and CEO

WHO WE ARE

2015 STAFF

AKHYARI HANANTO (ARRY)
Outreach Coordinator, Mongabay-Indonesia

BRITTANY STEWART
Administrative Assistant, Mongabay

GLENN SCHERER
Contributing Editor, Mongabay

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Contributing Editor, Mongabay

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

PHILIP JACOBSON
Contributing Editor – Mongabay

RAHMADI RAHMAD
Senior Writer & Editor – Mongabay-Indonesia

REBECCA KESSLER
Contributing Editor, Mongabay

RHETT A. BUTLER
Founder & CEO, Mongabay

RIDZKI SIGIT
Program Manager, Mongabay-Indonesia

RUXANDRA GUIDI
Contributing Editor, Mongabay-Latam

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

SHREYA DASGUPTA
Staff Writer, Mongabay

TIFFANY ROUFS
Operations Manager, Mongabay

BOARD

Board Officers

- DR. BRODIE FERGUSON (Chairman)
- ALYSON BLUME (Secretary)
- DR. CHRISTOPHER HERNDON (Treasurer)

Board Directors

- DR. MARION O'LEARY
- MARK CAPPELLANO
- PENN BUTLER
- PETER RIGGS
- RHETT A. BUTLER
- SUSAN SANCHEZ
- TIM KELLY
- TRIONA GOGARTY



2015 HIGHLIGHTS

2015: A monumental year defined by our organization's growth, reach, and impact.

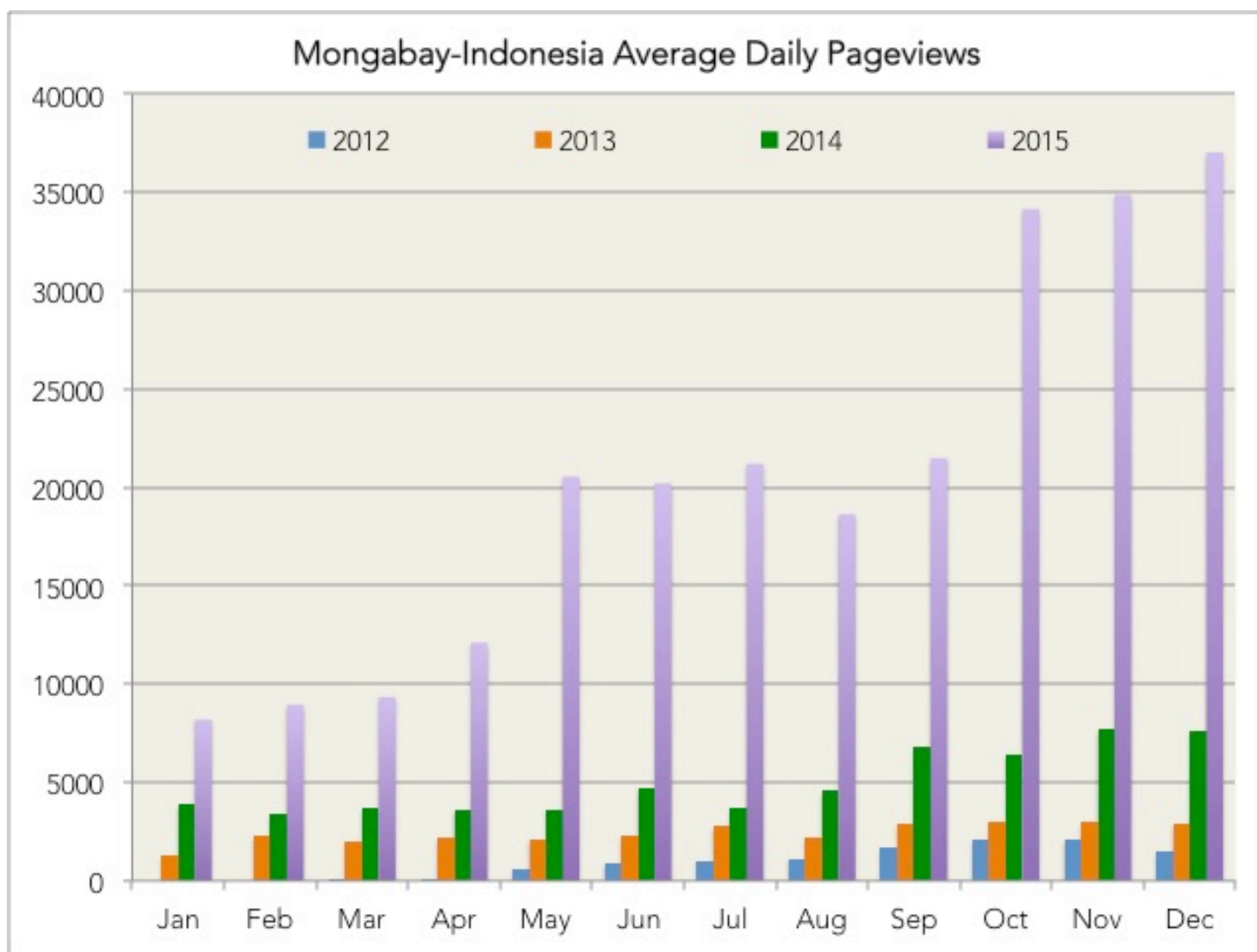
MONGABAY

- Our website was completely redesigned to improve user experience and mobile responsiveness.
- Our full-time global team grew from 4 to 11 since the beginning of the year, including an editor for our Spanish-language initiative – Mongabay Latin-America – which will formally launch in mid-2016. By the end of next year, we hope to have daily Spanish news reporting in a dozen countries in Central and South America.
- In one year, our global network of journalists has grown from 12 to more than 70 and our translator network involves more than 100 people.
- We've launched several new reporting initiatives, including palm oil, endangered environmentalists, Indonesian community forests, Latin American wildlife trafficking, Indonesian haze beat, and "almost famous", a series about little-known charismatic species.
- Traffic to Mongabay's environmental content amounted to 10.5 million unique visitors, 14.5 million visits, and 24 million page views in 2015. The reach of this content was extended via social media and third party sites that republished our stories.
- Dozens of stories produced under our reporting program have been published by third party outlets including The New York Times, Scientific American, Deutsche Welle, and The Guardian, among others.

- We produced nearly 1,300 stories in English, almost 300 in Spanish, over 80 in both Portuguese and French, more than 40 in Italian, Chinese, and German; and more than 25 in Japanese.
- We launched wildtech.mongabay.com, a new initiative that looks at how technology can be better leveraged to support conservation, including monitoring, law enforcement, and anti-poaching.
- Tropical Conservation Science published more than 70 peer-reviewed papers and saw its impact factor rise to 1.329 from 1.092.
- Our kids section on rainforests averaged 150,000 visits a month. We launched early childhood e-readers for iPads and established a news section for kids.
- Nearly 18,000 new staff photos were added to the site.

MONGABAY-INDONESIA

- Mongabay-Indonesia's team grew from five to six full-time staff, while our contributor network across nearly three dozen cities and towns expanded to 40.
- Readership grew over 300 percent to 7.5 million page views and 3.8 million unique visitors.
- Top ministers publicly referenced Mongabay-Indonesia on several occasions.





ENGLISH NEWS REPORTING PROGRAM

In 2015, Mongabay continued its tradition of producing high-quality original conservation and environmental science news, publishing nearly 1,300 stories in English on topics ranging from forests to oceans. Mongabay's stories, and reporting supported by our programs, appeared in scores of publications.

Beyond our core news program, we ran several special reporting projects under the Mongabay Reporting Network, a growing network of more than 70 English-language correspondents in more than 20 countries.

THE MONGABAY REPORTING NETWORK

In 2014 we launched the Mongabay Reporting Network (MRN) to expand our coverage of a wide range of issues. The program funds in-depth reporting on specific topics that may not be receiving much attention from other media outlets. Because the program supports a large number of journalists to investigate and explore critical issues, the approach enables both broad and deep reporting often at a local level.

The program spurs increased public awareness around a specific topic, potentially creating an enabling environment for a broad range of actors and organizations working on an issue, identifying gaps and opportunities, or raising questions for a key audience.

In 2015 Mongabay ran several MRN projects. These included:

Endangered Environmentalists: A look at government crackdowns on civil society groups. The series, consisting of more than 30 stories, covered examples of environmental groups being targeted by governments from Canada to Guatemala. The series sparked interest from a major studio in producing a documentary series.

Fisheries in Indonesia: More than 30 stories on fisheries management and marine protected areas in the world's largest archipelago.

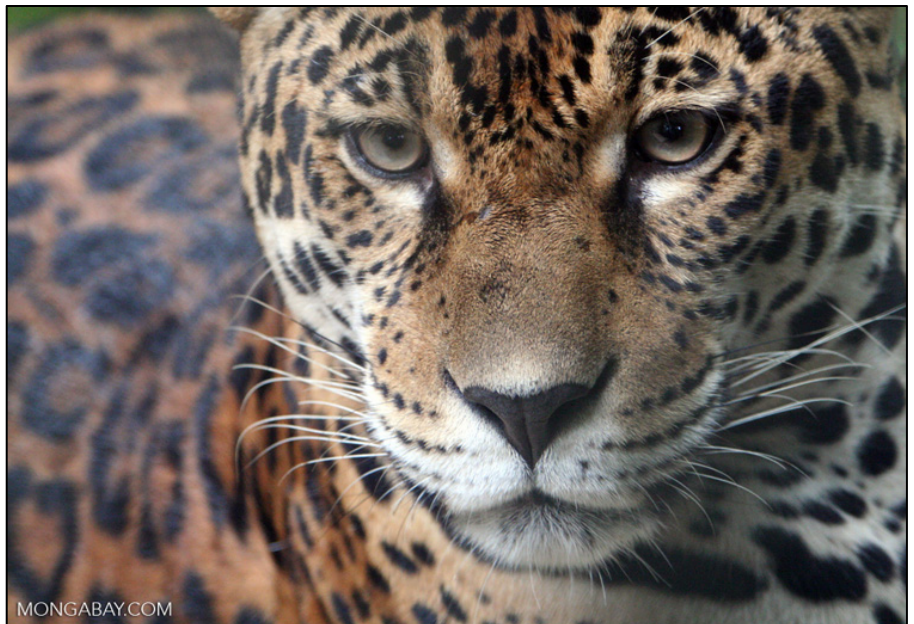
Illegal Wildlife Trade in Latin America: A series of 16 investigative pieces documenting the extent of the illegal wildlife trade in Central and South America.

Evolving Conservation: A deep dive into how conservation is changing. This series produced more than 30 stories in English and Spanish during the course of 2015.

Almost Famous Animals: Conservation profiles of 15 charismatic, but little-known or under appreciated species.

Jokowi's Commitments: This series documented the Indonesian president's environmental commitments and monitored his administration's progress on meeting those promises.

Great Apes: 20 stories on how extractive industries, industrial agriculture, and the wildlife trade are affecting great ape populations in the wild.



Our Latin American Wildlife Trade MRN series more than achieved its goal of illuminating many of the unknowns surrounding the clandestine trade — which has largely gone unnoticed by the mainstream media.

The series included 16 articles researched and written by ten journalists that focused on the region as a whole and on 9 countries specifically; 6 in South America (Brazil, Peru, Ecuador, Venezuela, Paraguay, and Bolivia) and 3 in Central America (Costa Rica, El Salvador, and Nicaragua). Stories also focused on destinations of the trade, including the domestic market, the US, China, and the EU, and on specific species ranging from sea cucumbers to vicuñas.

The resulting book-length series ran to nearly 40,000 words, with pieces published in English on our website, and some picked up by major media including Scientific American, Smithsonian, and the Huffington Post. In addition, all articles were translated into Spanish and Portuguese for Latin American readers.

Leuser Ecosystem: A series highlighting the threats to forests and opportunities for conservation in the largest surviving block of natural forest in Sumatra.

Community Forests in Indonesia: Profiles of 20 communities in Indonesia that are maintaining forests on their traditional lands.

Amazon Infrastructure: A special focus on dams planned for the Tapajos watershed in the heart of the Brazilian Amazon. This series produced over 50 articles in English and Brazilian Portuguese.

Global Forests: Over 100 articles reporting on a wide variety of forest issues, ranging from conservation to deforestation for ecosystem restoration.

Palm Oil: More than 100 articles on the palm oil industry, including forest conversion, plantation management, and zero deforestation commitments.

Oceans: Dozens of stories on marine fisheries and ocean issues.

Many of these reporting projects will carry into 2016 and beyond. Mongabay has already gotten several commitments that will enable us to launch new projects early next year.



In late 2014, a company named United Cacao successfully listed its shares on the London Stock Exchange, raising \$10 million to fund the development of a “sustainable” cacao plantation in Peru. United Cacao told investors and the public that its operation wouldn’t come at the expense of wildlife-rich rainforest. But investigative reporting by Mongabay under the Global Forests reporting project exposed that claim to be a lie. In fact, the company cleared more than 2,000 hectares of lowland rainforest in the Peruvian Amazon. United Cacao responded with a legal threat in an effort to block the article. The Peruvian government responded to the article by suspending the company’s operating permit.

"I'm a retired schoolteacher and long time environmental activist. I love how your stories are educational, unbiased and unique - nobody else reports on these important issues. Your stories pique my interest in far-off landscapes and inform my philanthropy and activism."

- Tina



WILDTECH

In June 2015, Mongabay, RESOLVE's Biodiversity and Wildlife Solutions program, and the World Resources Institute (WRI) launched Wildtech, an online platform that aims to spark innovative, technology-driven solutions to address the alarming decline of wildlife and wild places. Wildtech is accelerating the flow of information among scientists, forest and wildlife managers, technology innovators, and other interested group, as well as catalyzing the development and application of technologies for forest and wildlife conservation.

In the months after its launch, Wildtech produced dozens of stories on topics ranging from UAVs to satellite technology to radio collars and attracted more than 70,000 visitors.

TRANSLATION

Mongabay's reporting is relevant to audiences globally. For that reason, we translate articles into several languages, including Spanish, Brazilian Portuguese, French, Italian, German, Japanese, and Chinese. We are extremely grateful to a network of more than 80 volunteer translators who make this possible. In 2015 our volunteers translated more than 600 stories!



INDONESIAN NEWS PROGRAM

In 2012 Mongabay officially launched mongabay.co.id, an Indonesian-language environmental news service that included a core team in Java and freelance correspondents across the archipelago. The system enables mongabay.co.id to report at local, regional, and national levels within Indonesia, and covers a variety of social and environmental issues. The site published more than 5,000 articles in its first three-and-a-half years, garnering the attention of some of Indonesia's top officials, including President Jokowi, the Minister of Environment and Forestry, and the Minister of Fisheries. Mongabay-Indonesia is regularly invited to events with Indonesia's most prestigious news outlets, including Tempo, the Jakarta Post, and Kompas, showing that it is considered a peer of these publications. Readership for the site amounted to 4.7 million unique visitors and 9.2 million page views through 2015. Traffic surged over 300 percent in 2015.

Mongabay-Indonesia has played a catalytic role in driving change in Indonesia. Stories produced under the initiative have led to law enforcement actions, showcased successful community-run projects and NGO programs, exposed environmental and human rights transgressions, won the attention of top-level officials, and spurred wider awareness of social and environmental issues in Indonesia.

"As an advisor to donor agencies and a philanthropic foundation, I rely on Mongabay-Indonesia as a credible source of information on all types of environmental issues across Indonesia."

- Agus

Mongabay-Indonesia gives Mongabay the ability to produce content in both English and Indonesian, while leveraging a network of journalists in more than 30 Indonesian cities and towns.

Mongabay further extended its reach through its partnership with Yahoo-Indonesia and National Geographic Indonesia, each of which republished hundreds of our stories. Mongabay-Indonesia articles were also widely used, quoted, and republished in national media outlets like Tempo, Tribun/Kompas Group, Merdeka, Media Indonesia, Warta Agro, Gatra, and Intisari Online.

Local media outlets that used Mongabay-Indonesia stories included Riau Green, Cahaya Papua, Batam Today, Antara Kalbar, Jurnal Sulteng, Wahana Riau, Indonesia Timur, Atjeh Post, Sumbar satu, Gagasan Riau, Pacitanku, Lampung Online, Sumbar Post, Bisnis Batam, Harian Haluan, Surya Post, Raja Ampat Papua, Benteng Sumbar, Bertuah Post, Suara Surabaya, Inspirasi Dunia, Radar Nusantara, Manado Post, Kota Palu, Genta Andalas, Berita Jambi, Jurnal Celebes, Majalah Selangkah, Media Lingkungan, Sajogjo Institute, Riau Hijau, Berita Baru, Bara News, Aceh Mail, explore jabar, Blitar Online, and Apakabar Sidempuan.

In 2015, Mongabay-Indonesia conducted more than 30 workshops which were attended by about 2,300 people, helping raise environmental awareness among students and building the capacity of local journalists to effectively and accurately report on conservation issues.



IMPACTS OF MONGABAY-INDONESIA IN 2015

- A Mongabay-Indonesia story covering an illegal shipment of birds from the Moluccas sparked an investigation by the Ministry of Environment and Forestry.
- After reading Mongabay-Indonesia's story on encroachment and illegal logging in Sembilang National Park, the governor of South Sumatra ordered a crackdown on logging.
- The head of Indonesia's Ministry of Environment and Forestry ordered the Head of Leuser National Park to take action against poaching after she read a Mongabay-Indonesia article on the topic.

"I am a 21 year old, first year BSc Ecology and Conservation student from England and first found Mongabay when writing an investigative project on the impacts of cattle ranching in the Amazon Rainforest. Mongabay soon became my go to place for trustworthy and interesting environmental news. Although I was a big fan at this point, I think that it was when I read about your initiatives to educate children about these matters that inspired me to donate. When I gained a little disposable income from my part time job, I decided to make monthly donations to Mongabay."

- Chloe



MONGABAY-LATAM PROGRAM

MONGABAY.COM

In late 2015, Mongabay began laying the groundwork for a Spanish-language environmental news service covering Latin America. With Mongabay's established reputation and strong following, Mongabay-Latam will be an ideal platform to inform civil society, policymakers, and the general public on land-use change, biodiversity, natural ecosystems, forest-related issues, and local livelihoods, among other topics.

While all stories will be produced in Spanish, some will be adapted in English to help reach an international audience. Mongabay-Latam will seek syndication agreements with media outlets inside and outside the region. All of Mongabay-Latam's content will be freely available for republishing by third parties.

We expect to formally launch the site in June 2016. By September 2016, we expect to be publishing 50 articles per month.

"I'm a first-year Agricultural and Resource Economics PhD student at UC Berkeley. The articles on your site are really helpful for me in brainstorming research ideas. More generally as an environmentalist, I think the stories on your site are really important and often not covered in other news outlets. Thank you very much for your work!"

- Gabe

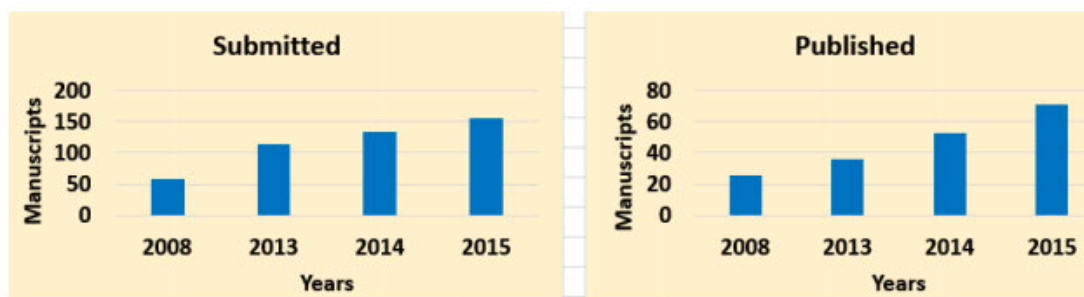


TROPICAL CONSERVATION SCIENCE

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 1.55 in 2015, up from 1.09 in 2013 and 0.67 in 2011.

Submissions to TCS and the number of published articles have grown substantially in the last three years, ranging from 113 in 2013 to 155 in 2015. Accepted manuscripts ranged from 32% in 2013 to 46% in 2015. Average acceptance for the three-year block is 39%. This growth trend is more evident when the 2013-2015 period is contrasted with the year 2008, when TCS was launched.





WHY SUPPORT MONGABAY?

Educators: nurturing a love and understanding of nature from an early age

Advocacy groups: empowering front-line actors from around the world with actionable information

Policy makers: informing decision-makers and leaders on environmental policy

The general public: educating and inspiring people from all around the world to make a difference

Field researchers: fostering a robust, focused, and collaborative community dedicated to sharing best practices

Scientists: amplifying their critical findings and giving a voice to science

Conservation tech community: helping practitioners, activists, and researchers make the best use of tech tools

Philanthropists: identifying important gaps and opportunities to inform conservation funding strategies



DONORS

We are deeply grateful to all our supporters. Here is a list of the people and institutions that gave more than \$50 to Mongabay in 2015.

\$100,000+

Ford Foundation and the Packard Foundation.

\$50,000-\$99,999

Anonymous, Climate and Land Use Alliance, CS Mott Foundation, Overbrook Foundation, and World Resources Institute.

\$20,000-\$49,999

Arcus Foundation, Institute of International Education, and the Weeden Foundation.

\$10,000-\$19,999

Croeni Foundation, Anonymous, Morgan Family Foundation, Penn & Nancy Butler, The Skyscape Foundation, Uplands Family Foundation, and the Wildlife Conservation Society.

\$5,000-\$9,999

Anonymous, Rhett Butler, and the Schaufeld Family Foundation.



\$1,000-\$2,499

Christopher Herndon, Elizabeth Murrell, Henry Sackville Barlow & Kerry McKay, and Triona Gogarty.

\$500-\$999

Anonymous, Judith Sleeth, Robert Blum, Ron & Nancy Garrett, and Thomas and Kathleen Holt.

\$250-\$499

Erin Loury, TIKa, and Tina Butler.

\$100-\$249

Andrew and Gemma Major, Bo Kearns, Byron Swift, Christopher Chiu-Tabet, Colin Ford, Janet McGarry, Jean Lee, Jordan Snell, Kara Woodruff, Karen D. Holl, Karen Maskall, Stan Cunningham, Sustainable Forest Systems LP, Thomas Plant, and Wim Ooms.

\$50-99

Amy Hale, Brigitte Fiala, Christopher C White, Cynthia Reed, Gabriela Artavia, J. Vandegrift, Jessie Wells, Joe Lamb, John Vitek, Jonathon Severdia, Kristian Nybergh, Merritt Deeter, Sharon Smith, Susanna Hecht, Theodore G. Raab, Todd Sbarro, and Wilson Yan.

FINANCIALS

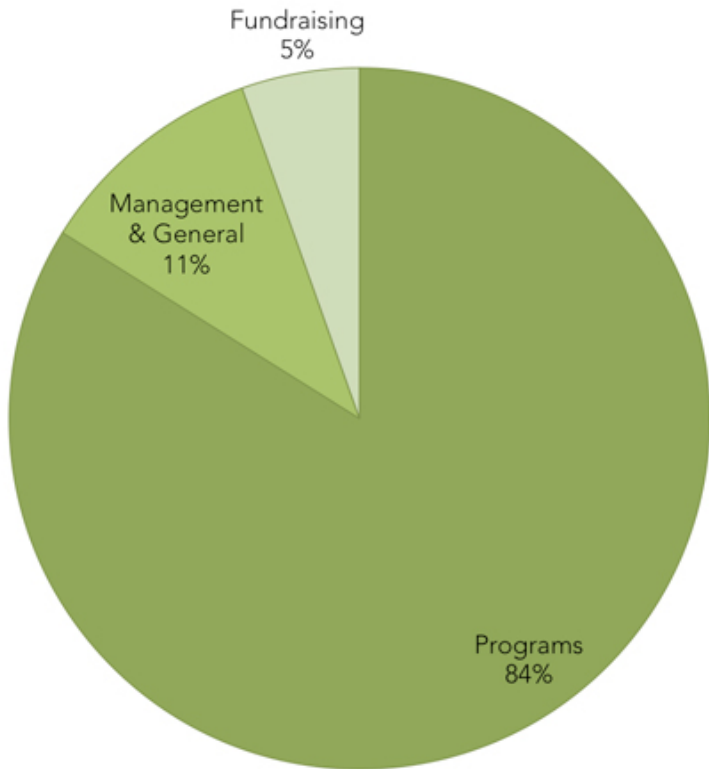
	2012	2013	2014	2015
Revenue				
Contributions and grants	92,319	527,294	897,873	797,421
Program service revenue	-	-	11,980	16,190
Investment income	-	530	716	8,270
Other revenue	-	394	-	25,220
Total revenue	92,319	528,218	910,569	847,101
Expenses				
Grants and similar amounts paid	-	48,343	3,526	565
Benefits paid to or for members	-	-	-	-
Salaries, other compensation, employee benefits	-	41,412	189,972	483,961
Professional fundraising fees	-	-	-	-
Total fundraising expenses	-	8,372	19,349	48,129
Other expenses, correspondent payments, and travel	88,996	158,465	425,262	399,375
Total expenses	88,996	248,220	618,760	883,901
Revenue less expenses	3,323	279,998	291,809	-36,800
Assets				
Total assets	3,323	283,364	575,173	754,160
Total liabilities	-	-	-	28,347
Net assets or fund balances	3,323	283,364	575,173	725,813

BALANCE SHEET

Assets				
Cash	3,323	283,364	575,173	327,519
Investments				181,098
Accounts Receivable, Net				201,989
Prepaid Expense				1,921
Equipment and Leasehold Improvements, Net				41,633
Total Assets	3,323	283,364	575,173	754,160
Liabilities				
Accounts Payable				12,131
Accrued Liabilities				16,216
Total Liabilities				28,347
Net Assets				
Unrestricted	3,323	283,364	240,173	268,854
Temporarily restricted			335,000	456,959
Total Net Assets	3,323	283,364	575,173	725,813
Total Liabilities and Net Assets	3,323	283,364	575,173	754,160
(all figures USD)				
(2015 financials audited in Aug 2016)				

More detailed financials are available in our 990 filings at www.mongabay.org/about/financial-information/

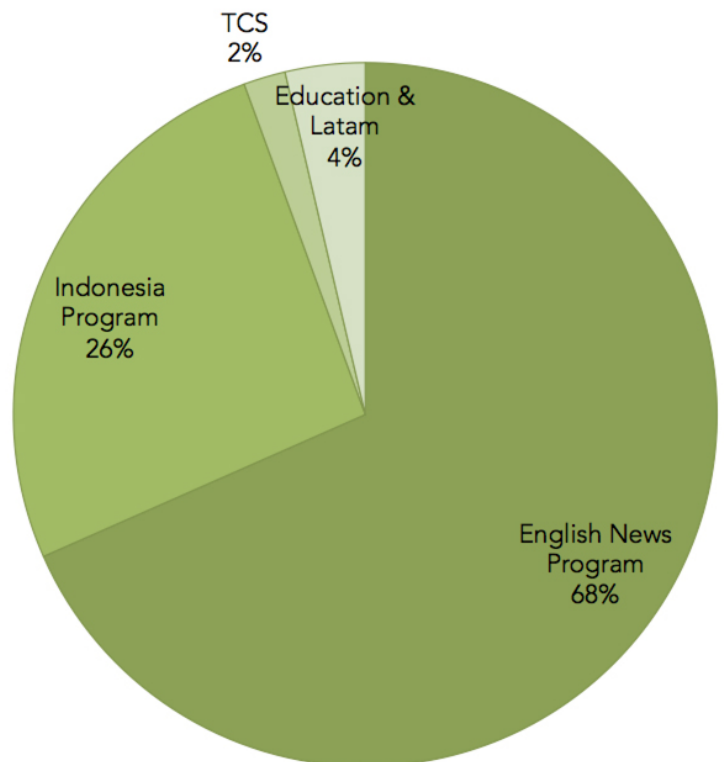
FUNCTIONAL EXPENSES



IN 2015 **84%**
OF THE BUDGET
WENT INTO PROGRAMS

PROGRAM EXPENSES

IN 2015 OVER **96%**
OF THE PROGRAM BUDGET
WENT INTO NEWS REPORTING





MONGABAY

SUPPORT MONGABAY

We kindly ask you to consider supporting Mongabay. We are making a strong push to grow grassroots participation in our organization, with the hope of sustaining our mission for years to come.

Donate online: <http://www.mongabay.org/donate/>

Send a check:

Mongabay.org
PO Box 0291
Menlo Park, CA 94062

Contact us: We would love to hear from you. Dave Martin joined the Mongabay team in early 2016 as our donor liaison and development director. He can be reached via dave@mongabay.org.

"I love Mongabay!"

*- Dr. Jane Goodall, DBE
Mongabay advisory board member*