

A close-up photograph of a Sumatran rhinoceros head, showing its thick, wrinkled brown skin and a small horn. The rhino is looking slightly to the right. The background is a blurred natural habitat with green foliage and brown ground.

MONGABAY

2016 ANNUAL REPORT

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FROM THE FOUNDER & CEO

2016 has been an exciting year of rapid growth and achievement for Mongabay, including organizational strengthening, expansion into new markets, and stepped-up content production. Our efforts in 2016 have strengthened Mongabay as an institution such that we're producing higher quality content from correspondents in more places than ever before. Considering our humble beginnings, it's amazing that we can now proudly say we have over 180 correspondents in 50 + countries reporting on impactful environmental science and conservation news that may have otherwise gone uncovered.

Our Spanish-language news service is off to a strong start, not only reaching critical new audiences, but helping us improve our English-language reporting through access to on-the-ground correspondents and contacts throughout the biodiversity hotspot of Central and South America. We launched an impact tracking system to help us better understand how our reporting is driving positive change on the ground and to improve our capacity to report effectively. We are thrilled that our reporting positively impacts conservation efforts and boosts the capabilities of all those who are working on behalf of our planet. We believe that informed people make better decisions, and we strive to provide the best and most reliable information for all of our readers around the world.

We have even bigger plans for 2017. With your support we can do even more!

Rhett Butler

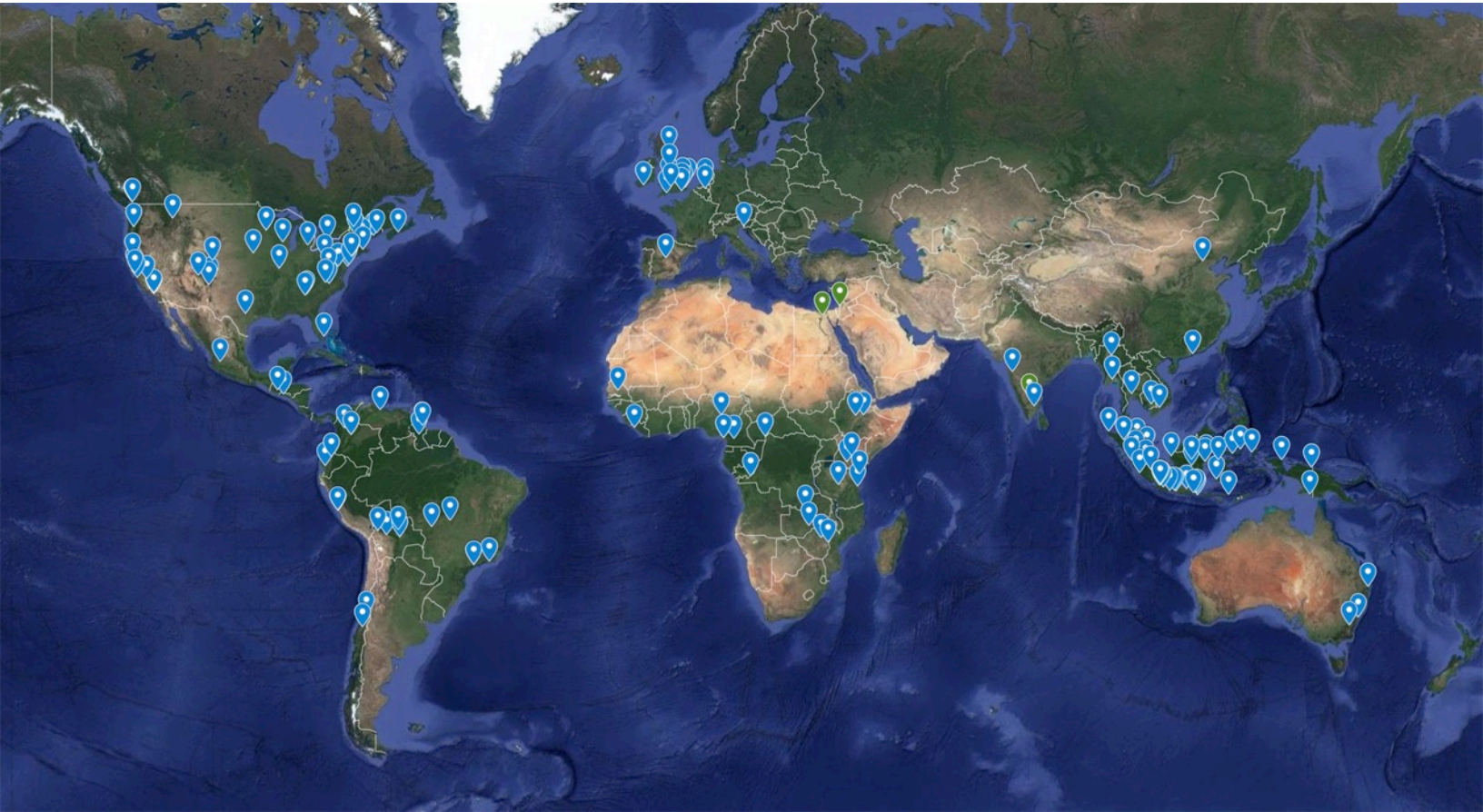
Rhett Butler
Founder and CEO



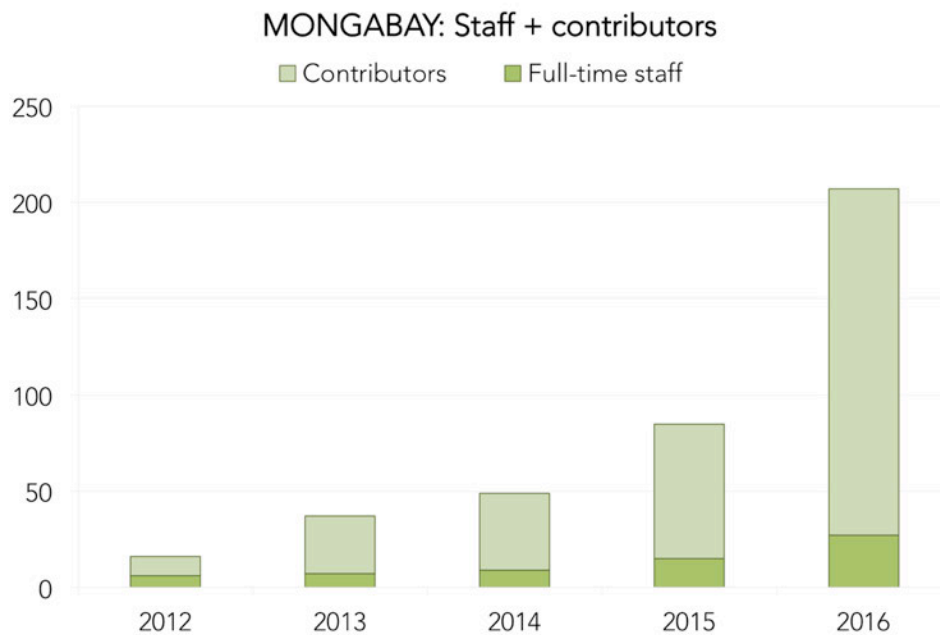
2016 HIGHLIGHTS

- Formally launching Mongabay-Latam, our Spanish-language news service, which already has 100,000 monthly readers and was honored as a finalist for Peru's prestigious National Journalism Award in December.
- Doubling the size of the staff and correspondent network, enabling us to do higher quality reporting in key locations and expanding our impact. We now have more than 180 correspondents and contributors in 50+ countries, an increase from 30 correspondents in a handful of countries just two years ago.
- Establishing our bi-weekly podcast to reach new audiences and leverage the great content our news team is producing.
- Launching new reporting projects, including Indonesian coal, Asian rhinos, Asian infrastructure, Mekong dams, global forests, and the great ape crisis.
- Receiving 28 million visits across our English, Spanish, and Indonesian sites. Increased our social media presence and engagement, especially on Facebook, where average weekly participation jumped 20-fold over a year ago.
- Republishing hundreds of stories in other major media outlets, ranging from *The Guardian* to *Pacific Standard*.
- Achieving a renewal rate of 100 percent among our foundation supporters, demonstrating successful program implementation.

WHO WE ARE



At the end of 2016, Mongabay had 26 full time staff and more than 180 contributors in 50+ countries. We also had over 90 volunteer translators



2016 STAFF

AKHYARI HANANTO (ARRY)

Outreach Coordinator, Mongabay – Indonesia

ALEXA VÉLEZ SUAZO

Contributing Editor, Mongabay – Latam

BRITTANY STEWART

Administrative Assistant, Mongabay

DAVE MARTIN

Development Officer, Mongabay

ERIK HOFFNER

Editor and Content Strategist, Mongabay

GENEVIEVE BELMAKER

Contributing Editor – Forests, Mongabay

GLENN SCHERER

Contributing Editor, Mongabay

ISABEL ESTERMAN

Contributing Editor-Southeast Asia, Mongabay

JOAQUÍN ORTIZ RIVAROLA

Contributing Editor, Mongabay-Latam

JOHN CANNON

Staff Writer, Mongabay

LORENA FLORES AGÜERO

Digital Outreach Coordinator, Mongabay-Latam

MAICHUE KHANG

Operations Coordinator, Mongabay

MARÍA ÁNGELES SALAZAR

Translation Coordinator, Mongabay

MARIA ISABEL TORRES

Program Manager, Mongabay-Latam

MIKE GAWORECKI

Staff Writer and Editor, Mongabay

MILTON ANTONIO LÓPEZ TARABOCHIA

Staff Writer, Mongabay-Latam

MORGAN ERICKSON-DAVIS

Contributing Editor, Mongabay

NUR ROCHMANI FAJAR (JAY)

Senior Writer & Editor, Mongabay-Indonesia

PHILIP JACOBSON

Contributing Editor – Indonesia, 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

ROMINA CASTAGNINO

Bilingual Writer, Mongabay

RUXANDRA GUIDI

Contributing Editor, Mongabay-Latam

SAPARIAH SATURI

Senior Writer & Editor, Mongabay-Indonesia

SHREYA DASGUPTA

Staff Writer, Mongabay

TIFFANY ROUFS

Operations Manager, Mongabay

BOARD

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- SUSAN SANCHEZ
- TIM KELLY
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ENGLISH NEWS REPORTING PROGRAM

In 2016, Mongabay continued its tradition of producing high-quality original conservation and environmental science news, publishing over 1,300 stories in English on topics ranging from forests to oceans. Our stellar reporting appeared in scores of high-profile media publications such as *Pacific Standard*, *Tempo*, *The Guardian*, and *Deutsche Welle*.

Mongabay's infrastructure for content production scaled substantially in 2016 as we hired three new staff editors and a new pair of staff writers, while expanding our network of international correspondents to 180. This expansion enabled us to increase the number of investigative stories we develop and improved the quality of our reporting. We expect to further grow the network in 2017, expanding into new countries and hiring a copyeditor, in order to increase our ability to cover local environmental issues on a global scale. Because so many stakeholders rely on our reporting, expanded news coverage will both catalyze and optimize conservation efforts around the world.

REACH & IMPACT

To gauge readership and reach, we have traditionally tracked quantitative metrics including page views and users, social media shares and engagement, the number of articles produced, the number of correspondents and countries covered, external referrers, and the number of outlets that have republished our stories. We knew, however, that this was not the full story of our impact. It was our plan entering the year to develop an impact tracking system that goes beyond these quantitative metrics, capturing information that would not only help us better tell our story to supporters, readers, and stakeholders, but also provide critical feedback on the effects our reporting is having on the frontlines of conservation.

FACEBOOK PAGES – All Mongabay Sites	2014	2015	2016
Facebook likes	150,521	192,599	669,726
Average weekly engagement	6,502	12,340	301,344

READERSHIP – All Mongabay Sites	2014	2015	2016
Unique users	17,692,585	20,986,514	22,513,374
Pageviews	32,800,411	40,250,341	42,963,097

Excitingly, in 2016 we designed and implemented our impact tracking system that goes beyond the quantitative. This system tracks the outcomes from our reporting which will be useful for gauging our effectiveness, understanding our readership, telling our story to the public and supporters, pitching funders, and motivating our team internally. These metrics include law enforcement actions, expanded third party media coverage, increased funding and visibility for groups working on the ground, greater engagement around best practices for land-use management and activism, policy changes, and local behavior change resulting from our reporting. Over time, the impact tracking system will also include broader trends in media coverage that can provide baselines for measuring impact.

Even in its first few months, Mongabay's impact tracking system has already captured great examples of the more meaningful impacts of our journalism. From Indonesian President Joko Widodo calling us out as the go-to source on forest reporting to an irrigation scheme for villagers relocated by a Zimbabwean diamond mine, using this tool we have a better picture of the true embodiment of our mission.

GROWTH MARKETING

Given Mongabay's impressive internal growth in 2015, we entered this year with a goal of creating a more externally focused growth plan. Nonprofit news is constantly grappling with the reality that the social media landscape is consistently and rapidly changing -- for example Facebook's algorithm frequently shifts, causing upheaval across the media world, while Twitter continues to perform mostly as a brand-building and engagement platform, rather than a service that drives readership. Newer platforms like Instagram and Snapchat are attracting younger demographics. While it is clear that social media will be central to expanding readership and engagement, we are working to better understand how to most effectively use these platforms to achieve our objectives.

With the adoption of our new growth marketing strategy and the addition of a new Content Strategist on the team in mid-2016, our engagement in social media is up, especially on Facebook, where average weekly participation jumped 20-fold over a year ago.

"I am happy to tell you that there have been positive developments at Arda Transau after the publication of the diamond mining story. The government is now constructing a 120-hectare irrigation scheme for the villagers relocated by the diamond companies. The irrigation scheme will be operational in October this year, and the villagers are happy. Though I cannot say the story contributed entirely to the new developments, I am happy that Mongabay gave the villagers a voice to air their challenges."

- Mongabay Contributor Andrew Mambondiyani

MONGABAY REPORTING NETWORK (MRN)

The Mongabay Reporting Network (MRN) is Mongabay's most supported English journalism program and significantly expanded our coverage of a wide range of issues in 2016. MRN projects fund in-depth reporting on specific topics that may not be receiving much attention from other media outlets.

In addition to increasing our coverage on these vital topics, the MRN also 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. These localized efforts often spur 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.

New MRNs launched in 2016 include:

- Asian Rhinos
- Infrastructure expansion in Indonesia, Malaysia and Papua New Guinea
- Mekong Dams
- Great Ape Crisis
- Indonesian Coal
- Global Forests
- Great Apes & Industrial Agriculture
- Industry & People
- Almost Famous Asian Animals
- Endangered Environmentalists

MONGABAY PODCAST

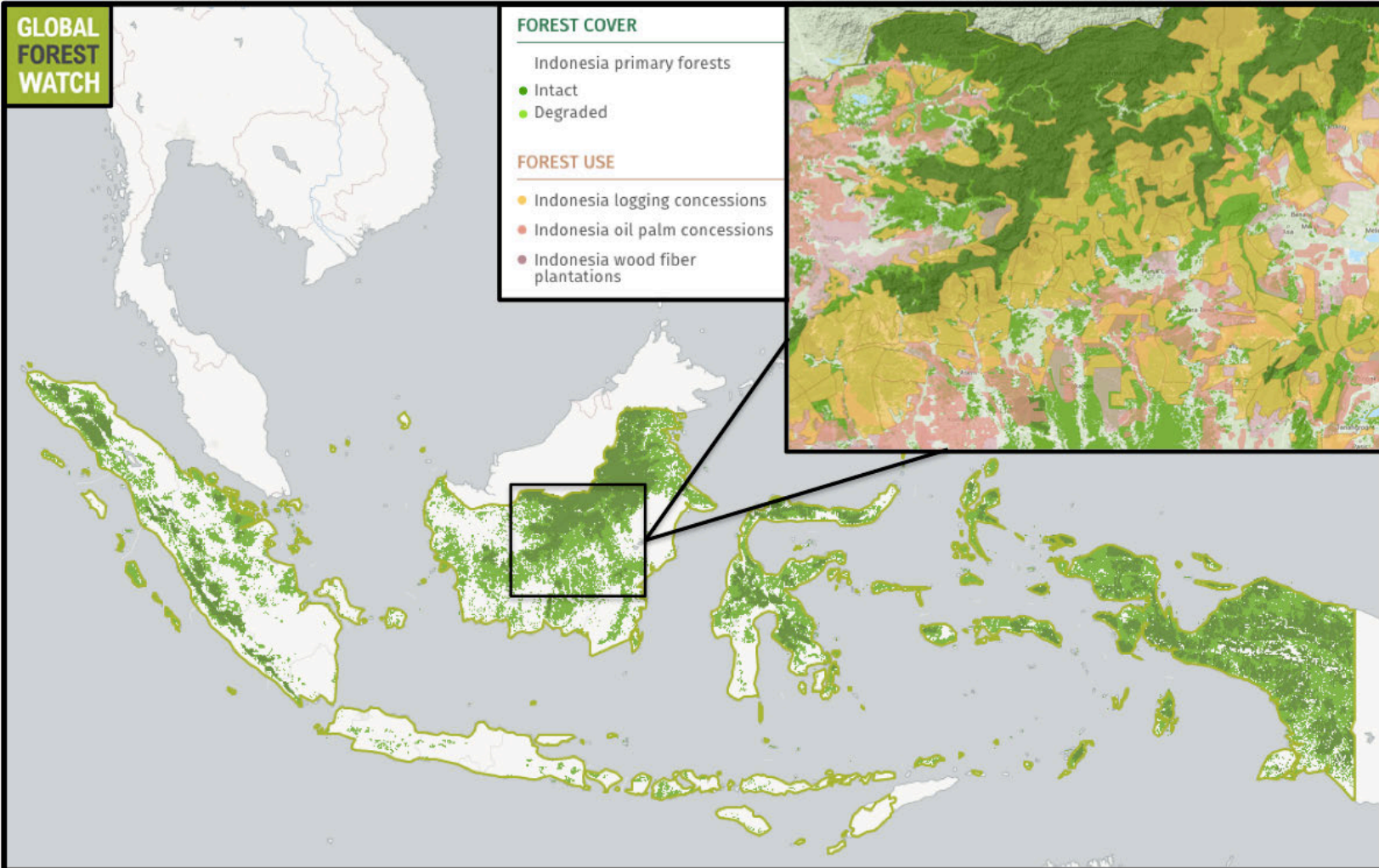
One of our boldest new initiatives in the last year is the establishment of our bi-weekly podcast, featuring all the latest news and inspiration from nature's frontline. In every episode, we feature the top environmental science and conservation news on Mongabay, as well as invite guests on to the show to speak about the most important stories and issues from the past two weeks. Mongabay's podcast team produced eight episodes in 2016 and looks forward to continuing the project's success in 2017.



Endangered Environmentalists MRN Correspondent Sandra Cuffe received an Honorable Mention for the Society of Environmental Journalists' *Outstanding Beat Reporting – Small Market* award. Judges commented that Sandra's "reporting in Guatemala is a service to her readers and the disenfranchised, digging into complex situations and human rights issues related to conflicts over natural resources. Her stories paint an eye-opening picture of indigenous people who have been fighting for their ancestral lands — and lives — in the face of state and international mining interests whose security and police forces too often turn to violence." Photo by Sandra Cuffe.

"Mongabay.com has become without doubt the go-to resource for anybody who cares about the natural world and what is happening to it and about the people who are still living in equilibrium with and as part of their ecosystems."

— Veteran Environmental Journalist Alex Shoumatoff



WILDTECH

With over 150 articles published since it began in 2015, Wildtech.mongabay.com highlights creative uses of a wide range of tech solutions to help conserve wildlife and wild places. In 2016, we produced 80 stories covering technologies from environmental DNA analysis to acoustic monitoring of whale migrations, and from SMART patrolling on the ground to habitat monitoring from drones and satellites in the air. These weekly features attracted over 90,000 visitors last year.

TRANSLATION

Mongabay's reporting is relevant to audiences globally and for years we have translated our articles into several languages: Spanish, Brazilian Portuguese, French, Italian, German, Japanese, and Chinese. We are extremely grateful to a network of more than 80 volunteer translators who made translating more than 500 stories in 2016 possible.



INDONESIAN NEWS PROGRAM

Mongabay's Indonesian-language environmental news service (mongabay.co.id) continued to expand its readership, influence, and impact. In 2016, the site received more than 9.3 million visitors, a 69 percent increase over 2015; published 1,937 articles, a 19 percent increase; and reached 68 million via its Facebook page, a 70 percent increase. Mongabay-Indonesia now has 44 correspondents in 24 provinces, enabling the team to cover a variety of social and environmental issues at local, regional, and national levels within Indonesia.

Mongabay-Indonesia continues to win the attention of Indonesia's top political, administrative, business, and civil society leaders ranging from President Jokowi to the heads of forestry and plantation companies.

MONGABAY-INDONESIA

	Articles published	Visitors	Pageviews	Facebook page likes	Facebook post impressions	Contributors
2016	1,937	9,324,799	12,878,931	87,066	96,469,056	44
2015	1,630	5,533,448	7,470,262	43,880	54,082,431	30
2014	1,414	1,291,064	1,815,673	25,668	6,253,054	24

In addition to its daily news reporting on a range of environmental issues, Mongabay-Indonesia undertook several special reporting projects that produced in-depth and investigative series on fisheries, coal mining, palm oil, community-managed forests, peatlands management, the Leuser Ecosystem, and the wildlife trade. Two of Mongabay-Indonesia’s correspondents—Themmy Doaly from North Sulawesi and Ebed de Rosary from Flores—won prizes for their reporting.

Mongabay-Indonesia’s stories were widely republished by local, provincial, and national news outlets, and was cited or referenced by Tempo.co, Koran Sindo, National Geographic Indonesia, and VOA Indonesia, among others. Kompas Gramedia Group called Mongabay-Indonesia one of Indonesia’s five most important environmental sites.

In 2016, Mongabay-Indonesia conducted nine workshops which were attended by about 750 people, helping raise environmental awareness among students and building the capacity of local journalists to effectively and accurately report on conservation issues.

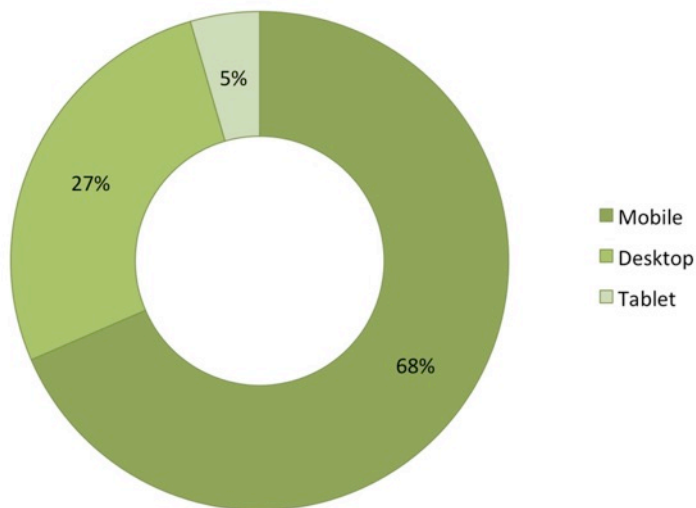


AN IMPACT OF MONGABAY-INDONESIA IN 2016

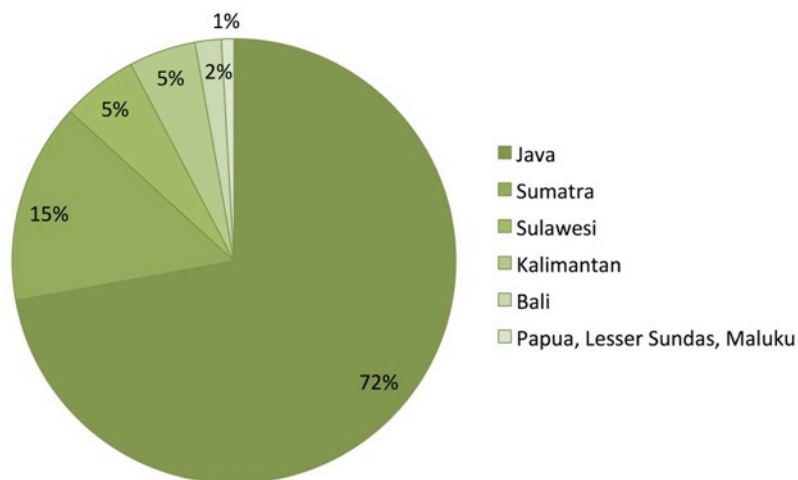
Mongabay-Indonesia reported about a group in Sukadana, a small town in Kalimantan, which had turned from illegal logging to become stewards of the land and forests, largely due to the efforts of three women who founded Alam Sehat Lestari (ASRI). Out of this came the ASRI Clinic, which provides innovative health services, and the Forest Guardians Initiative, which spreads awareness of alternative livelihood activities, tracks illegal activity, and rewards conservation.

ASRI received funding in 2016 from USAID and the Mulago Foundation as a direct result of Mongabay-Indonesia’s coverage of their efforts in the region.

User device for accessing Mongabay-Indonesia

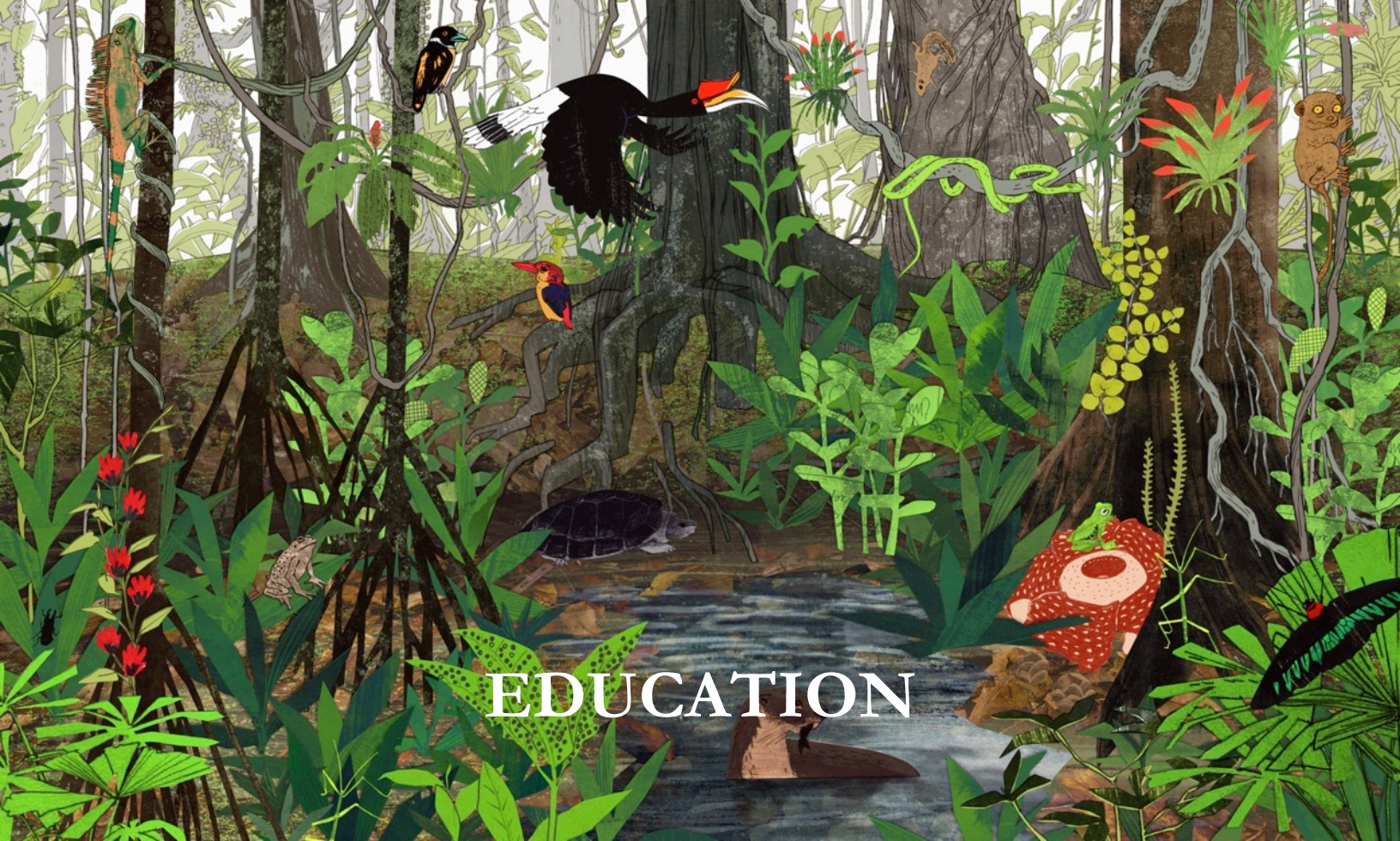


Visitors to Mongabay-Indonesia by region



After winning a prestigious journalism award, Mongabay-Indonesia correspondent Dedek Hendry said:

“For me, actually, becoming a freelance journalist at Mongabay Indonesia is the real award.”



EDUCATION

In fall of 2016, Mongabay laid the groundwork for an education program designed to inform and inspire students to learn more about and develop their interest in nature and wildlife, and enable teachers to bring high-quality environmental science content into their classrooms. We have engaged educators and curriculum design specialists who are coordinating the writing of articles and engaging instructional materials that will enable teachers to easily use Mongabay content on important, perennial environmental science issues. The program is currently focusing on writing materials for 3rd to 5th grade classrooms and will satisfy next generation science and writing standards. This standards-based approach is designed to be “plug and play,” easily permitting teachers to formally satisfy in-classroom requirements, but also allowing them to inject environmental education material into their learning space that would otherwise be difficult to include in their busy schedules. The program will be up and running in time for the beginning of the 2017 school year.



MONGABAY-LATAM PROGRAM

In June 2016, Mongabay formally launched Mongabay-Latam (es.mongabay.com), a Spanish-language environmental news service for Latin America. Mongabay-Latam produces daily news reporting on a range of environmental topics, with a special focus on forests and wildlife conservation. Mongabay-Latam fills a critical gap in environmental reporting in the region, and is already informing decision-makers and NGOs on issues affecting conservation.

Mongabay-Latam made substantial progress in its first six months, including hiring a team in Peru, establishing a network of contributors in eight Latin American countries, building relationships with regional media outlets, and attracting significant readership.

THE TEAM

Mongabay-Latam is staffed by seven Peruvians and has more than 30 on-the-ground correspondents in eight Latin American countries, which enables broad and deep reporting on issues that typically don't get a lot of media coverage.

CONTENT PRODUCTION

Mongabay-Latam is producing stories nearly every weekday, averaging 60 articles per month by the end of 2016. Many of the Mongabay-Latam articles are also being translated into English for the main Mongabay site, globalizing the reach of these stories.

News stories by Country	Spanish	English
Peru	161	50
Colombia	46	17
Bolivia	30	14
Ecuador	27	15
Chile	14	8

MEDIA PARTNERSHIPS

Mongabay-Latam has content distribution partnerships with several regional outlets, enabling us to disseminate our content beyond our own web site.

Mongabay-Latam secured three important channels to promote stories. The first is a specialized blog on Radioprogramas del Peru (RPP), Peru's largest radio network. Its website receives 13 million unique users every month. The second is a specialized blog on La Mula, a Peruvian news website with two million visitors every month. The third is a blog for El Espectador, one of the most important outlets in Colombia. Our blog is El Espectador's first specialized site on environmental topics.

Country	Mass media	Digital media
Perú	RPP	La Mula
	La República	Viajeros
	Publimetro	
Colombia	El Espectador	
	Semana Sostenible	
Ecuador		La Historia
Chile	La Tercera	Ruta 35
Bolivia	La Región	
	El Deber	
	Agencia Fides	
México		LadoB

Our stories have been well-received by our partners' readers. Our most-read story in RPP had 42,130 visitors. In El Espectador our most-read story had more than 5,000 visitors.

Our stories, which are produced under an open Creative Commons license, have also been picked up by other third party outlets across Latin America. We counted over 300 instances of our stories being republished, quoted, or used as a source since June 2016.

READERSHIP & ENGAGEMENT

Readership grew rapidly, reaching 100,000 monthly visitors just five months after the formal launch. By comparison, our popular Mongabay-Indonesia site took 26 months to reach that milestone.

"In 2016, Mongabay-Latam renewed its team and became a beacon of good environmental journalism; an indispensable source of information."

- Ernesto Ravez, Peruvian biologist

Mongabay-Latam is being read in the environment ministries in Colombia, Ecuador, Venezuela, and Peru. A number of NGOs have also reported using the site: WCS-Peru, SPDA, Oceana, Institute for Press and Society - Perú, DAR, ACCA, InfoAmazonia, Amazon Watch, AIDA (Colombia), WCS-Colombia, WWF-Colombia, CIFOR, the Environmental Investigative Agency, SERFOR, Ojo Público, and Nature and Culture-Peru. Regional journalists have also been recognizing and sharing our stories.

Mongabay-Latam's social media presence and engagement is also growing. Our Facebook page likes have increased 15-fold since our launch and we achieved a reach of over 80,000 people for many stories.

Our reporting also won critical acclaim: in November two of Mongabay-Latam's stories were selected among the five finalists of 122 nominees for the National Journalism Award, Peru's equivalent to the Pulitzer Prize. Ricardo Uceda, one of the organizers and one of Peru's most renowned investigative journalists, wrote about Mongabay Latam:

"In this selection, the award highlights journalists of main media outlets and of recent foundation. Among the five print report finalists, for example, there are two pieces by Mongabay, a media specializing in environmental reporting that is professional, not activist."

- Ricardo Uceda, Peruvian journalist



2017 & BEYOND

- VIDEO INITIATIVE & MOBILE APP - We intend to launch a video initiative, which will extend the reach of our content and engage new audiences. We'll also roll out a new mobile app.
- IMPACT TRACKING - With the impact tracking system in place, we'll be able to gain valuable insights on how to best use the platform and integrate it into our grant reporting, messaging, and communicating with our audience and supporters.
- AUDIENCE DEVELOPMENT & ENGAGEMENT- We'll increase our emphasis on quality of readership over quantity by targeting key audiences, including decision makers and influencers in governments, the corporate sector, civil society organizations, and the media. This effort will be supported by our impact tracking system.
- CONTENT - We intend to increase our investigative reporting, investing more resources in long form features. For example, in January we're launching a high profile series that will look at the effectiveness of popular conservation strategies and interventions. We'll also continue to expand our English, Indonesian, and Spanish reporting, including adding more international correspondents.
- EDUCATION - We plan to launch a pilot education initiative that provides news articles and professionally designed curriculum for 3rd to 5th graders that meet Common Core and Next Generation Science Standards.
- NEWS WRITING INTERNSHIP - Given the success of our news writing internship program in previous years, we intend to welcome two sets of 4-7 journalism interns in 2017, enhancing the training and production of the program.



MONGABAY IMPACT FUND

Launched in the fall of 2016, the Mongabay Impact Fund empowers readers to guide and support our reporting on today's most pressing conservation issues. Mongabay readers are dispersed globally, display a wide variety of interests, and are often leaders in the field of conservation. By becoming an Impact Fund member, you can provide valuable feedback and support for the thorough explorations of critical conservation topics you have come to rely on at Mongabay. This unique fund delivers sustainable and predictable levels of support that will catalyze enhanced reporting far into the future.



\$100,000+

Anonymous (2)
California Community Foundation
Climate and Land Use Alliance
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Andrew Holman; Ben Heald; Bill Barclay; Brian Koh; Chloe Andrews; Chris Behrend; Diana Jacobs; Diane Powers; Elizabeth Neuse; Gary Stevenson; Jacalyn Rose Giacalone; James Acworth; John Hartz; John Paisley; Jonathon Severdia; Julie Joynt; Karen Maskall; Kirsty Officer; Kristian Nybergh; Kristin Kerr Gannon; Lincoln Kern; Marea Hatzios; Melanie Devore; Oudehand; Peter Schweinsberg; Samantha Armstrong; Scott Reber; Stan Cunningham; and Ulrich Mueller

And thank you to all the other donors who contributed during 2016!

AUDITED FINANCIALS

STATEMENT OF ACTIVITIES

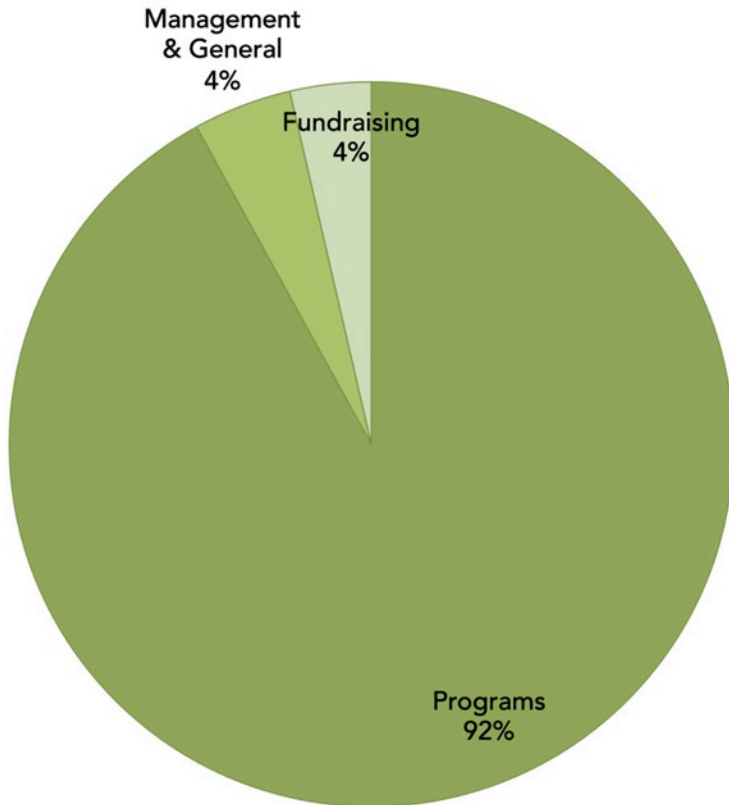
	2015	2016
Revenue		
Contributions and grants	797,421	3,278,443
Program service revenue	16,190	58,906
Other revenue	20,044	1,510
Total revenue	833,655	3,338,859
Expenses		
Programs	741,398	1,311,724
Management and General	94,224	62,792
Fundraising	48,129	51,580
Total expenses	883,751	1,426,096
Assets		
Change in Net Assets	(50,096)	1,912,763
Net Assets - Beginning of Year	775,909	725,813
Net assets - End of Year	725,813	2,638,576

BALANCE SHEET

Assets		
Cash	327,519	744,237
Investments	181,098	431,382
Contributions Receivable, Net	201,989	1,488,735
Prepaid Expense	1,921	2,182
Equipment and Leasehold Improvements, Net	41,633	40,803
Total Assets	754,160	2,707,339
Liabilities		
Accounts Payable	12,131	25,337
Accrued Liabilities	16,216	43,426
Total Liabilities	28,347	68,763
Net Assets		
Unrestricted	268,854	477,363
Temporarily restricted	456,959	2,161,213
Total Net Assets	725,813	2,638,576
Total Liabilities and Net Assets	754,160	2,707,339

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

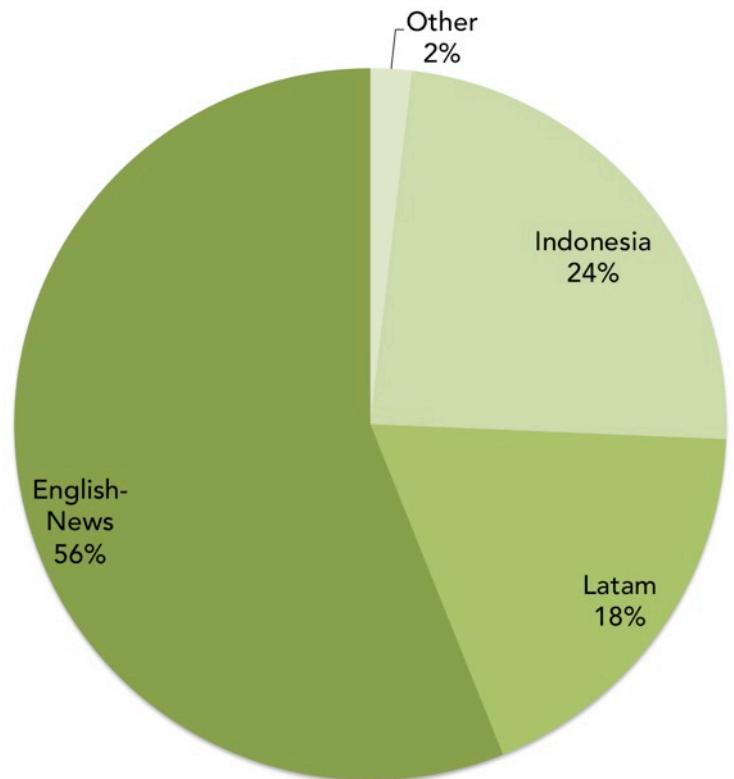
FUNCTIONAL EXPENSES



IN 2016 **92%**
OF THE BUDGET
WENT INTO PROGRAMS

PROGRAM EXPENSES

IN 2016 OVER **98%**
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.

"Mongabay is a unique source of news about the natural world and how humans are affecting life on Earth. Unique because it's real, well-researched, reliable, well-written. Mongabay is smart, with heart. It is well worth your support—because you understand that Mongabay's crucial news from nature needs to be seen, heard, and felt by many more people."

Carl Safina, author and biologist