

Mongabay 2017 Annual Report



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A large, dark silhouette of a tree with many branches and leaves is positioned on the right side of the image. The background is a sky with a gradient from deep blue at the top to a bright orange and yellow glow on the left, suggesting a sunset or sunrise. The tree's silhouette is partially illuminated by the light from the left.

From the Founder and CEO

2017 was a spectacular year of growth and development for Mongabay. Astoundingly, we can now count on more than 250 correspondents in 50 countries around the world, contributing to the breaking news, science communication, objective analysis, and deep investigations that we are now known for. I can happily report that we've come further than I could have imagined when I started Mongabay 18 years ago in my college apartment.

Mongabay has many burgeoning programs that we are incredibly excited about – most notably the impending launch of a Mongabay news bureau in India and a brand new video platform. These developments will greatly enhance our ability to impact global conservation in powerful ways and also substantially expand our audience base, especially in markets that wouldn't otherwise have access or exposure to actionable environmental content. A major goal we have at Mongabay is to make sure that anybody who wants to contribute to preserving our beautiful planet stays updated and informed, so that they may perform their service to the highest degree.

I hope you all stay inspired to keep moving forward despite the sometimes scary circumstances we find ourselves in. Be brave. Be charitable. And most importantly, get involved!

A handwritten signature in black ink that reads "Rhett Butler". The script is fluid and cursive, with the first letters of "Rhett" and "Butler" being capitalized and prominent.

Rhett Butler
Mongabay Founder and CEO

2017 Highlights



Mongabay is a nonprofit environmental science and conservation news platform that produces original reporting in English, Indonesian, and Spanish. Our readership includes officials in development agencies, natural resources management ministries, scientists, business leaders, and civil society, among others. Our articles are syndicated by dozens of local, national, regional, and international outlets ranging from National Geographic Indonesia to The Guardian, extending our reach beyond our 2.5 million monthly website visitors.

Institutional strengthening: The biggest organizational need entering 2017 was increasing internal management capacity due to rapid growth: Mongabay expanded from two people in 2012 to 10 people in 2015 to 36 people and 220 correspondents in 50 countries by October 2017. This year, Mongabay hired key staff to strengthen our organization, including a program director to manage global content production; a copy editor to streamline the publishing process; a video manager to develop our new video program; and a grant writer to assist with donor prospecting, proposals and grant reports.

Website redesign: In July 2017 we launched a new version of Mongabay that is cleaner, faster, and more functional across all devices. Users overwhelmingly welcomed the new look, which has enhanced our team's capacity to produce eye-catching visualizations and in-depth investigative features. We saw significant improvement in site engagement as a result of the redesign, including bounce rate and pages per session.

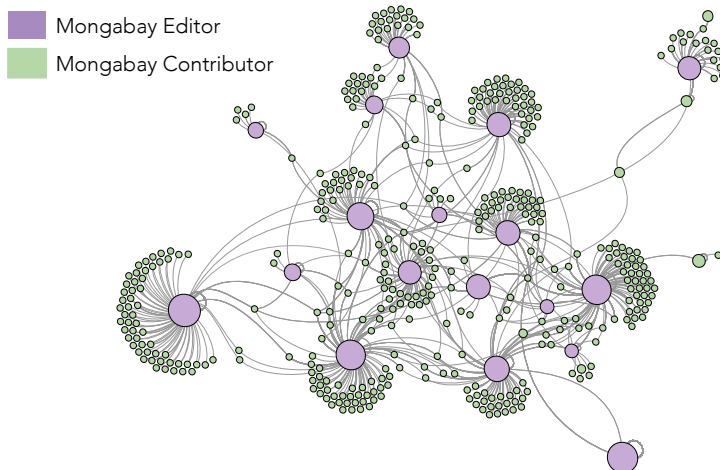
Topic-based email alerts: During the first quarter of 2017, we launched an email alert system that allows readers to sign up for notifications on specific topics. We offer alerts in English, Spanish, and Indonesian. More than 1,000 people now subscribe to alerts.

Readership growth: Readership across our main news sections amounted to 31.1 million pageviews, an increase of 80 percent over the same period in 2016. Site-wide traffic—including our educational resources, nature photo library, rainforests content, and other sections—reached 55.8 million pageviews, up from 43 million.

Mongabay's global community



Editorial network diagram

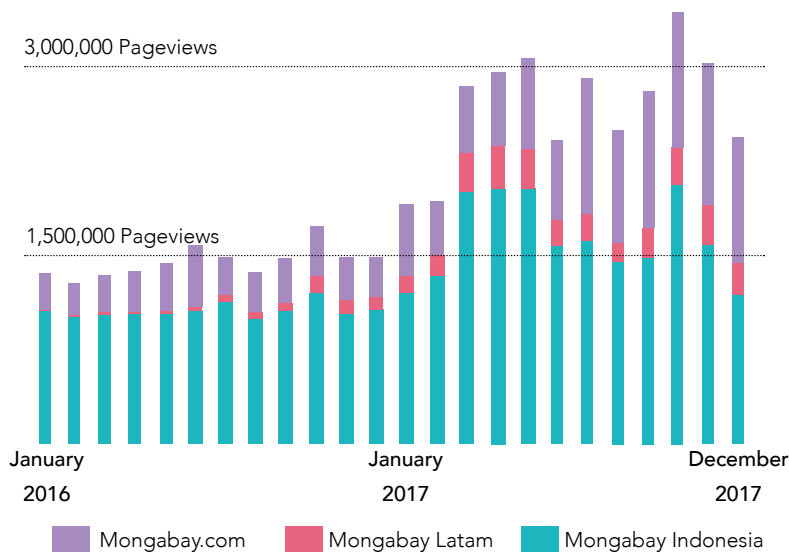


The map above shows all of Mongabay's staff and contributors mapped by their city. Click on it to access the interactive version of the map.

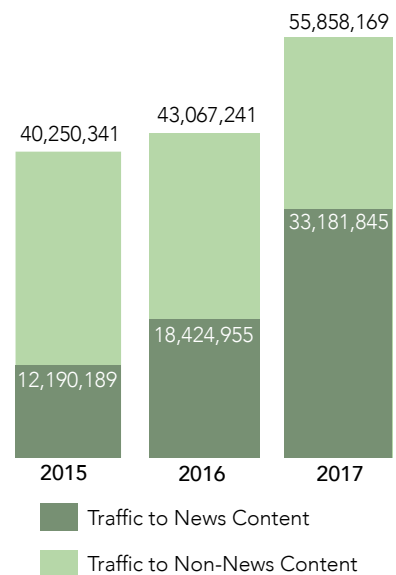
At the end of 2017, Mongabay had 38 staff members and more than 238 contributors in over 50 countries. We also had over 70 volunteer translators and nine interns.

These professional relationships are the foundation of Mongabay's activities and the engine for growing our audience reach.

Monthly traffic by bureau



Annual traffic by type of content



Staff, Board and Advisers

Akhyari Hananto (Arry)

Outreach Coordinator, Mongabay Indonesia

Akita Arum Verselita

Data Analyst, Mongabay Indonesia

Alexa Vélez Suazo

Contributing Editor, Mongabay Latam

Basten Gokkon

Staff Writer, Mongabay

Dave Martin

Partnerships Director, Mongabay

Eddie Roqueta

Video Manager, Mongabay

Erik Hoffner

Editor and Content Strategist, Mongabay

Genevieve Belmaker

Contributing Editor – Forests, Mongabay

Glenn Scherer

Contributing Editor, Mongabay

S. Gopikrishna Warriar

Senior Contributing Editor, Mongabay India

Hans Nicholas Jong

Staff Writer, Mongabay

Hayat Indriyanto

Senior Copy Editor, Mongabay

Isabel Esterman

Contributing Editor-Southeast Asia, Mongabay

Jennifer Tierney

Editor and Grant Writer, Mongabay

John Cannon

Staff Writer, Mongabay

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 and 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 and CEO, Mongabay

Ridzki Sigit

Program Manager, Mongabay Indonesia

Romina Castagnino

Bilingual Writer, Mongabay

Sandhya Sekar

Program Manager, Mongabay India

Sapariah Saturi

Senior Writer and Editor, Mongabay Indonesia

Shreya Dasgupta

Staff Writer, Mongabay

Sue Palminteri

Wildtech Manager

Tiffany Roufs

Operations Director, Mongabay

Willie Shubert

Program Director, Mongabay

Board of Directors

Dr. Brodie Ferguson

Chairman of the Board

Alyson Blume

Board Secretary

Cynthia M. Adams

Dr. Christopher Herndon

Holt Thrasher

Jeanne Sedgwick

Mark Cappellano

Penn A. Butler

Peter Riggs

Tim Kelly

Triona Gogarty

Advisory Panel

Aida Greenbury

Dr. Jane Goodall, DBE

Dr. Peter Raven

Dr. William F. Laurance

Global News Program

Founded in 1999, Mongabay.com is now one of the top sources of environmental news, analysis, information, and inspiration on the internet



In 2017, Mongabay continued to produce high-quality, timely, and original conservation and environmental science news across the globe. As a result, Mongabay's global English reporting program was listed among the "Best of Nonprofit Journalism of 2017" from the Institute for Nonprofit News.

The combined effort of Mongabay's talented team of editors, staff writers, and contributors led to the creation of nearly 1,300 stories which reached millions of readers. Investments in special reporting projects enabled in-depth examinations of issues critical to Mongabay's mission including: analysis of the effectiveness of various conservation strategies, the dealings of international agribusiness, and the fundamental transformation of ecosystems currently driving existential threats to biodiversity.

Mongabay's English-language reporting continued to enjoy a wide and growing distribution across many media platforms, with its features referenced and republished in hundreds of publications from *The Guardian* to *Pacific Standard*, and by new outlets ranging from niche publications like popular travel site *Roads and Kingdoms* to massive U.S. outlets *Salon* and *Slate*. Additionally, our writers and editors were invited onto an array of radio programs to discuss our reports, ranging from BBC World Service to World Radio Switzerland, New York City's flagship news station WNYC, and the popular environmental news show "Living on Earth," which is syndicated to 250 US radio stations

IMPACT STORY

Mongabay's coverage of the high conservation value of Forest Management Unit 5 in Sabah, Malaysia, prompted the government to convert the 101,000-hectare (250,000-acre) concession into a conservation area. High-level state officials reported that the article influenced this decision.

Mongabay Indonesia

Mongabay's first local language bureau is now one the most important sources of environmental news and information in Indonesia



Mongabay Indonesia celebrated its fifth year in operation in 2017. The Indonesian bureau deepened its coverage of relevant environmental issues impacting the biodiversity hotspot country, and has increasingly become a go-to reference for environmental information in Indonesia.

Some of Mongabay Indonesia's trending topics coverage in 2017 included in-depth coverage of illegal land-clearing practices, various wildlife trade operations, indigenous / local forest and land management practices, infrastructure development in various parts of Indonesia, fisheries management practices / overfishing, the impacts of power plant development, river and marine pollution, as well as news related to the use of renewable energy. Mongabay Indonesia also provided education for readers about Indonesia's natural wealth.

Several government ministries and state agencies are known to have used Mongabay as a reference for policy- and decision-making. Academics as well as students who are preparing theses and research also regularly cite Mongabay Indonesia. We identified several publications, master's theses, and doctoral theses from universities in Indonesia using our content in their references. With the growing literacy culture in Indonesia, Mongabay Indonesia is becoming an increasingly important part of the country's environmental information ecosystem.

IMPACT STORY

The first feature in our Indonesia for Sale investigative series was read by Indonesian President Joko Widodo, the minister of environment and forestry, officials in the ministry of information, and the Corruption Eradication Commission (KPK).

Mongabay Latam

In 2016, Mongabay launched its second bureau, in Peru, to create a Spanish-language news service covering environmental issues in Latin America



Mongabay Latam made substantial progress in 2017 by expanding its network of contributors to 11 countries, strengthening its relationships with regional media outlets and reaching significant readership. Mongabay Latam's 41 on-the-ground correspondents enabled broad and deep reporting on issues that are often overlooked in media coverage with a unique focus on deforestation, endangered environmentalists and wildlife conservation.

In 2017, Mongabay Latam produced 630 stories, averaging about 52 articles per month. Many Mongabay Latam articles are also being translated into English for the main Mongabay site, with its millions of readers, globalizing the reach of these stories. Readership grew rapidly, reaching 200,000 visitors monthly before our first year. From January to December, Mongabay Latam's website reached more than 1.5 million visitors, a 385 percent growth over 2016. Analytics data point to a significant growth in the organic web site readership, thanks to social media strategy and to publishing partnerships, which help us amplify our stories to national audiences.

Mongabay Latam's audience engagement has been growing along with traffic. The Facebook page has more than 90,000 fans and had many individual stories reach over 80,000 people. Overall, these articles were republished, quoted or used as a source 696 times by different media outlets and blogs throughout Latin America during 2017. In addition to the republishing partnerships, Mongabay Latam content has been used as source material by a wide range of outlets across the region.

IMPACT STORY

In collaboration with Plaza Publica in Guatemala, we broke a story about a clandestine airstrip in Laguna del Tigre forest reserve. After reading our story, a local prosecutor made an emergency visit to the hidden airstrip and ordered it immediately destroyed.

Mongabay India

In 2017, Mongabay started its third bureau, in India, to reach one of the world's largest English-speaking markets



Mongabay hired editorial and program staff for Mongabay India in late 2017. Veteran journalists Sandhya Sekar and S. Gopikrishna Warriar joined the team in November and began the process of building the team and laying the groundwork for the launch of the environmental news platform in January 2018. Mongabay-India occupies a niche of its own – a digital platform focusing on environment and conservation, with long form journalism as a unique selling point. Articles on the Mongabay India site are published under a Creative Commons license, and many third-party websites have republished its articles. The website has already had an impact among academics, policymakers and the general public, with many articles garnering positive reviews, and some generating lively debate. Mongabay India is developing into a valuable repository of in-depth environment and conservation reportage in India.

Complementary Journalism Programs

- **Translation** - Mongabay translates its articles into seven languages: Spanish, Portuguese, French, Italian, German, Chinese and Japanese. The translation of our content is carried out by a team of volunteers. In 2017, over 70 volunteer translators and staff translated over 500 articles. Mongabay incentivized its volunteer corps with guides and glossaries for the best translators in each quarter, along with monetary prizes for the top three of the year.

Translations of Mongabay articles have proven to be useful and impactful. We have heard from our translators that their work has helped to raise awareness about the situation of pangolins, encouraged donations for species conservation, and informed the public about the environmental policies

in their country. We have also heard from volunteers who were offered a job thanks to the experience acquired by translating Mongabay articles, the most significant one being a translation internship at the United Nations.

- **Video** - In late 2017, Mongabay hired an Emmy Award-winning environmental filmmaker and launched its video program with an emphasis on social media video production. With the rise and growing popularity of video content over written content on Facebook, the goal is to bring the environmental science and conservation news journalism that Mongabay is known for into the social sphere in a video format.

- **Podcast** - Mongabay's podcast continued its growth and influence via interviews with a variety of guests ranging from Mongabay writers and editors to luminaries like Margaret Atwood, Jane Goodall, and E.O.Wilson, multiple Grammy-winning musicians Paul Simon and James Valentine, plus scientists discussing their newly published fieldwork. Multiple new channels for its distribution were developed including via Spotify, the fastest-growing podcast download source. The show is now downloaded at a rate that places it well above 50 percent of the podcasts currently in distribution after just 40 episodes. In order to reach new listener groups, a "skill" for the popular voice-controlled assistant Alexa is currently in development, and a podcast app which will allow mobile listeners to easily access and listen to multiple episodes in one sitting is next.

- **WildTech** - With over 70 articles published in 2017, wildtech.mongabay.com highlights creative uses of a wide range of tech solutions to help conserve wildlife and wild places. WildTech produced stories covering technologies from Ebola detection in great apes to sensors in Tanzanian rhino horns, and from SMART patrolling on the ground to habitat monitoring from drones and satellites in the air. These weekly features attracted over 100,000 visitors last year.

- **Internships** - Mongabay's Environmental Internship Program is exciting and rewarding. After receiving over 80 competitive applicants applying for limited spots, we were able to host nine interns from around the world to participate. Up-and-coming journalists have the opportunity to hone their skills as writers and gain real-world experience by working in an environmental news organization.

"The Mongabay internship has truly given me the confidence and tools to pursue a career in environmental journalism. With the help of enthusiastic and encouraging mentors, I learned how to pitch a story, how to work with an editor, and how to refine my writing style. I'm very grateful to have worked with and learned from such a dedicated group of writers at Mongabay who were willing to leverage their global networks to ensure that I produced quality journalism. Mongabay's global connections afforded me such valuable local context that proved central to my story."
Kayla Walsh, 2017 Intern.

By working closely with our editorial staff, who assigned and edited their pieces, Mongabay interns published over 50 news articles in 2017. Some articles were then republished in high-profile media outlets such as *Pacific Standard*. As a result of this training, Mongabay interns have gone on to join the likes of *The Guardian*, *TakePart*, and *Vice*, as well as NGOs and academic institutions.

Education

Mongabay.org's Education Initiative was founded to provide teachers and students with an opportunity to learn about current environmental and social justice issues



In November 2017, Mongabay launched “version 1.0” of its education news platform, along with the first unit, which focuses on palm oil, biodiversity, and deforestation. The program is designed to inspire and educate elementary school students to develop their interest in nature and wildlife. The content implements Common Core and Next Generation Science Standards, which enables teachers to bring high-quality environmental science educational materials and lesson plans into their classrooms. This standards-based approach is designed to be “plug and play,” easily permitting teachers to formally satisfy in-classroom requirements that would otherwise be difficult to include in their busy and regimented schedules.

Looking forward, Mongabay’s curriculum writer will be working on new education units that focus on other conservation issues throughout 2018, including topics on coral reefs. Additionally, Mongabay will be re-imagining and re-working the education website’s layout entirely, with a more streamlined front end. Historically, the education portion of the website was already one of the most popular pages, so Mongabay is thrilled to announce its evolution.

2018 & Beyond



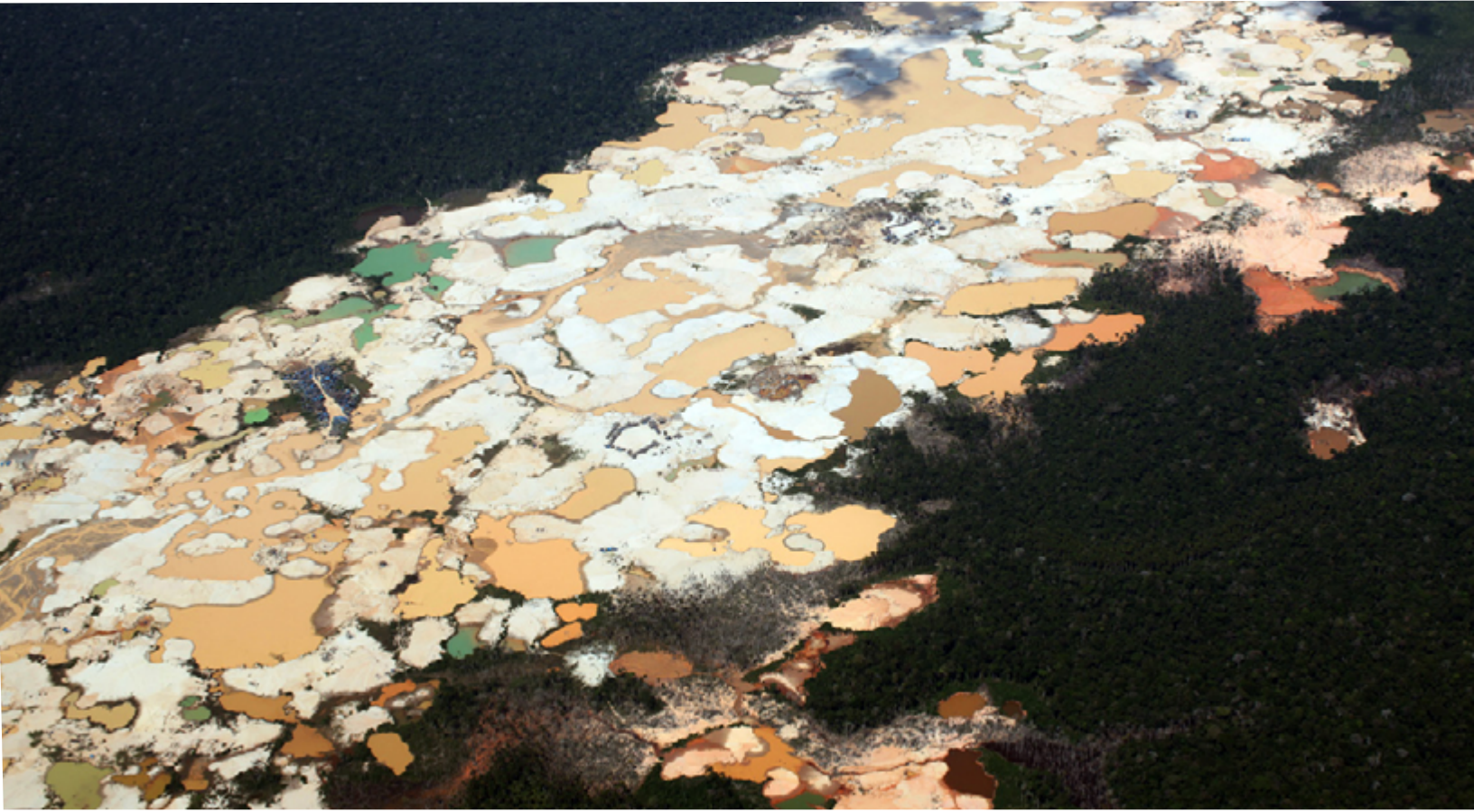
2017 laid the groundwork for two of 2018's major priorities: the formal launch of Mongabay India, an environmental news service in one of the world's largest English-speaking markets, and the scaling up of a new video initiative, which will leverage Mongabay's written content and global network of correspondents to reach new audiences. By the end of 2018, we expect all four of Mongabay's bureaus, including Mongabay India, to be regularly producing short-form videos targeted for social media.

Another major near-term priority is continuing to strengthen the core operations of Mongabay, including the systems that underpin our work. Plans are in the works to upgrade the impact tracking system; revamp the financial system that enables quick and cost-effective payments to its international correspondent network, and develop a special desk to support in-depth investigative projects.

On the content front, most 2017 special reporting projects will continue and new series will be launched. A new section of Mongabay will offer dedicated readers a behind-the-scenes peek into reports. In addition, new ways to reach and expand Mongabay's audiences are being explored, especially around issues of conservation effectiveness and technology, along with new data sources to support greater transparency around natural resource use and stewardship.

All of these efforts are in support of our mission to deliver news and inspiration from nature's frontline. We're grateful to our readers for their continued interest and contributions.

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.

*Gold mining
in the Peruvian
Amazon. Photo
by Rhett Butler*

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 in the years to come.

Donate online at [Mongabay.org/donate](https://mongabay.org/donate)

Send checks to:

Mongabay.org
PO Box 0291
Menlo Park, CA 94062

Donors and Supporters – Thank you for your support in 2017

\$100,000+

Acacia Foundation
Packard Foundation
Anonymous (1)
California Community Foundation
Climate & Land Use Alliance
Jaideep and Rachel Khanna Foundation
Tilia Fund
Charles Stewart Mott Foundation

\$50,000 - \$99,999

New Venture Fund
Overbrook Foundation

\$25,000 - \$49,999

Karplus - Womer Foundation
The Christensen Foundation
The Skyscape Foundation
Jewish Community Federation
The Marisla Foundation
Anonymous (1)

\$10,000 - \$24,999

The Band Foundation
Charles Schwab Donor Fund
National Wildlife Federation
Wildlife Conservation Society
Matthew Putman
Lily S Kang
Regency Centers
National Philanthropic Fund
Anonymous (1)

\$5,000 - \$9,999

Claire Barnes
Ron and Nancy Garrett
JustGive
Nancy Abraham
Puchlevic Trust
Triona Gogarty
Uplands Family Foundation

\$2,500 - \$4,999

Christopher Herndon
Nuna Teal
Rhett Butler

\$1,000 - \$2,499

Gracemarie A Jeffers
Laney Thorton
Claudia and Charles Slayman
Olympic Group Foundation

\$250 - \$999

Marion O'Leary, Jeff Wells, Roberts Elementary School,
Jacalyn Rose Giacalone, John and Cynthia Adams,
Merel, Bo Kearns, Dillon Lanius, Gary Stevenson, Ken
Martin, Juniper Martin, Good Oak Ecology Fund,
Kevin Smith, Amgen Foundation, Julie Joynt, Olaf Bye,
Susanna Hecht, Shoreline Universalist Unitarian Church,
Connie Roosevelt, June Kleider, Justin Catanoso

\$100-\$249

Andrius Pasukonis, Chris Behrend, Diana Jacobs, Janice
Boyd, Karen Holl, Susan Hoppe, Hanh Nguyen, Hugh L
Doulton, Kirsty Officer, Cullen Geiselman, James Krupa,
Leslie Danoff, Nancy Merrick, Bill Barclay, Lincoln Kern,
Tam Man Tik, Scott Trageser, Liz Varnagen, Peter Spen-
delow, Quek Swee-Peck, Elizabeth Kimbrough, Manuel
Beterams, Kenneth Kang, Elliot Chasin, Anna Helps,
Ben Heald, Céline Vincart, Charlotte Opal, Chris Otahal,
Cynthia Azma, David Martin, Emma Ford, Gautam Shah,
John Harris, John Morphy, Laura Brown, Liz Stockwell,
Louise Johnson, Philip John Youd, Rebecca Kessler &
Todd Linkner, Shaaretha Pelly, Stan Cunningham, Ted K.
Raab, Marea Hatzios, Madeleine Hurd, Sharon Smith,
Amazon Smile, Adam Conner-Simons, Bjorn Olesen
Wildlife Photography, Brigitte Perreault, Curt Hill, David
Watts, Diane Fitzpatrick, Eoghan Dalton, Geoffrey
Chen, Gerry Ellis, Lauren Hulbert, Michael Sperr, Nancy
Bondarenko, Paul Atkinson, Smita Yadav, Natalie Cady

\$50-\$99

Chris Searles, Alyssa Wright, Kimberly Fall, Philip Kavan,
Dianna Stirpe, Jeffrey Martin, Melanie Devore, Ryan
Plumridge, Andy Holman, Diane Lubis, Lezlie Glare,
Chloe Andrews, Diane Powers, John Hartz, Christopher
C White, Ahimsa Campos Arceiz, Catherine Craig, Jon-
athon Severdia, Kerry Vineberg, Louise Martin, Michael
Coren, Natural World Safaris, Nienke Stam, Patricia
Neuray, Suzanne Harris, Vance Martin, Sandra van der
Flaes, Aaron Englander, Andrew Williams, Anjali Kumar,
Bonnie Hoffner, Brigitte Fiala, Charles Drost, Diana
Chaplin, Diane McCoy, Don Wilkerson, Ericka Hamburg,
Fabrice Tortey, Fred Andres, Johannes Overman,
Richard Grossman, James Blackwell, Roger Peet, Brian
Hale, Patrice Gibson, Judy Mui, Katie Mau.

2017 Audited Financials

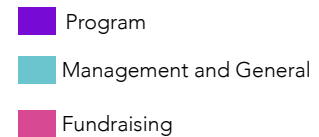
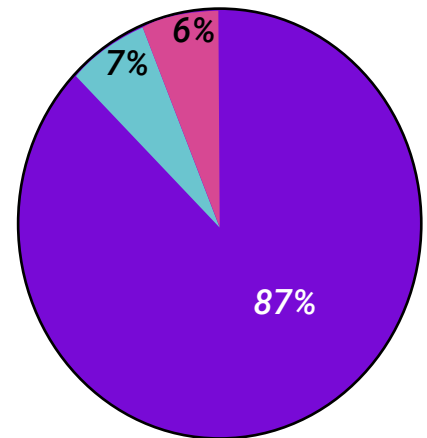
Statement of Activities

in USD	2016	2017
Revenue		
Contributions and grants	3,278,443	1,960,534
Program service revenue	58,906	16,556
Other revenue	1,510	77,464
Total revenue	3,338,859	2,054,554
Expenses		
Programs	1,311,724	1,906,307
Management and general	62,792	156,039
Fundraising	51,580	135,115
Total expenses	1,426,096	2,197,461
Assets		
Change in net assets	1,912,763	(142,907)
Net assets - beginning of year	725,813	2,638,576
Net assets - end of year	2,638,576	2,495,669

Balance Sheet

Assets		
Cash	744,237	547,666
Investments	431,382	781,636
Contributions receivable, net	1,488,735	1,236,529
Prepaid expense	2,182	4,243
Equipment and leasehold improvements, net	40,803	26,988
Total Assets	2,707,339	2,597,062
Liabilities		
Accounts payable	25,337	27,929
Accrued liabilities	43,426	73,464
Total liabilities	68,763	101,393
Net Assets		
Unrestricted	477,363	573,715
Temporarily restricted	2,161,213	1,921,954
Total net assets	2,638,576	2,495,669
Total liabilities and net assets	2,707,339	2,597,062

2017 Functional Expenses, by percentage of total



Total Functional Expenses, from 2015 to 2017

