



wildlifemedia

2014 Annual Report

Photo courtesy www.brendajphillips.com

DEAR WILDLIFE MEDIA FAMILY,

So many incredible events have occurred in the past year, thanks to your support. For example, in 2014 we witnessed the expansion of the Spectacled Bear Conservation Society in Peru (SBC-Peru) to include helping not just the bears but also the people in the surrounding village. Robyn Appleton and her small staff have started a 'felted bear project'. Local women making felted bears and hand woven products, available online through SBC-Peru. Profits are going back to the center and money the local woman make is being used largely to send their children to school. Villagers who previously considered the bears a nuisance creature that disrupted their crops are now proud to be helping their spectacled neighbors and as a result are benefiting from their presence. Highlighting once again the mantra you've heard us say over the years "What's good for bears is good for people *and* the planet". An excellent example of on-the-ground conservation efforts having a cascading effect.

Back home, the BEARTREK edit continues. After the board reviewed a rough cut of the film we decided to make some minor changes. These final few months of fine tuning will pay off and I'm confident you'll enjoy the end result. Meanwhile, we are working with Pro Social, the consulting team behind 'The Inconvenient Truth' to design the BEARTREK campaign, designed to expand engagement and awareness well beyond the screen.

Wildlife Media continues lengthening its reach around the world with the message of innovative conservation. Building momentum which will surely magnify the impact of the film and campaign.

Thank you again for making it all possible, we couldn't have done it without you!

- JOHN TAYLOR

Wildlife Media Co-Founder & CEO



wildlifemedia.org

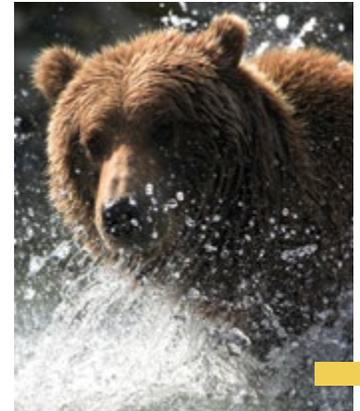
2014 HIGHLIGHTS



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1 - UNITED FOR WILDLIFE | LONDON, ENGLAND

You may remember that at the beginning of 2014 Chris was one of 15 invited guests attending a meeting with Prince William and the United for Wildlife team. Led by the Duke and Duchess of Cambridge, the United for Wildlife campaign unites the world's leading wildlife charities under a common purpose; to create a global movement for change to save endangered species. The campaign urges followers to upload photos of themselves using **#WhoseSideAreYouOn** as a way of publicly pledging to take a stand for wildlife. We are excited about where the **BEARTREK** film and campaign will take this partnership.

2 - SEATTLE INTERNATIONAL MOTORCYCLE SHOW

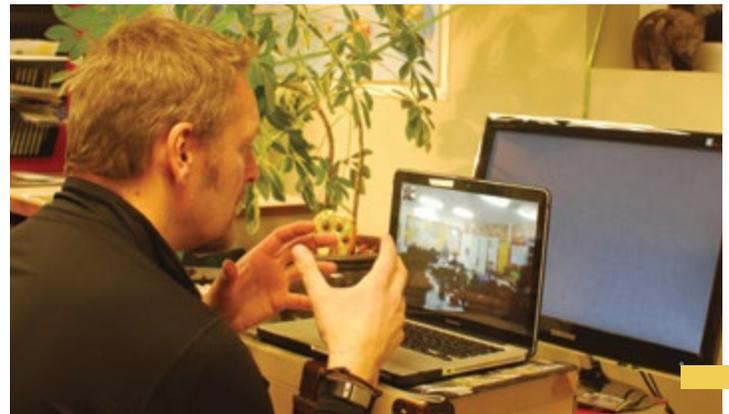
"I think it is great that you were at this event because you crossed boundaries - **you reached an audience that you might not otherwise be able to talk with.** How unique to use your well-traveled and trusted BMW motorcycle as a talking stick for bears and bear conservation. Ingenious!" "I imagine that folks were surprised to see you there, but captivated by your passion for your work, your credibility in speaking on behalf of bears and other wildlife, and your humbleness. I'm sure your presence was enlightening and changed the way some will relate to and/or think about bears in the future." - *Comments from attendees*

3 - ALASKA SCIENCE & TECHNOLOGY IN EDUCATION ANCHORAGE TO MONGOLIA

You may remember hearing about Chris speaking at the ASTE conference in the beginning of 2014. Barb, a teacher in attendance was so moved, she took the message of innovative conservation back to Point Hope, Alaska and THEN to students in Mongolia. Excited to share Chris's stories and Wildlife Media's message of the ability we all have to make positive change in the world. After Skype-interviewing Chris, students have embarked upon their own conservation projects! See more about this story along with additional photos on our blog. Proof of how contagious a positive attitude towards wildlife conservation can be!

4 - 'COAST TO CASCADES' CONFERENCE WHISTLER B.C., CANADA

Chris presented to a sell-out crowd last summer and commented "This was a **WONDERFUL** example of how our international approach has deep local and regional implications. This really resonates with people. Bears in lower BC provide a "drip feed" to grizzlies in the US North Cascades." Struggling Washington grizzlies benefit from close proximity to the stronger Canadian grizzly populations, but still need much help from humans. North Cascades Grizzlies are now the focus of a federal and state EIS plan with the hopeful end result of restoring a healthy grizzly bear population in this area. Chris and Wildlife Media continue to be featured in the widespread coverage of this critical issue.



3

THANK YOU WILDLIFE MEDIA BOARD!

We are so thankful for our exceptional Wildlife Media board. Each provide insightful direction, support and motivation that enable us to create the best possible high-impact productions. Joe's 'Snow Monkeys' film aired last April and audiences loved it! Receiving tremendous praise for the incredible cinematography, story-telling and editing. It is with all of their guidance that the finishing touches are going into the final cut of the **BEARTREK** film and campaign are taking place. We look forward to sharing it with you!



Pictured from left to right: John Taylor, Anne Mize, Joe Pontecorvo and Chris Morgan

WHY WE DO WHAT WE DO... RESULTS ON THE GROUND



The following is an excerpt from a letter we received last fall from the Alaska Wilderness League:

"On February 21, 2013, Secretary Salazar issued a Record of Decision that adopts a new Integrated Activity Plan for the National Petroleum Reserve-Alaska. The final plan is an important step for lasting protections in the Reserve. The preferred alternative strikes a needed balance between responsible development, while including **conservation of 11 million acres of Special Areas within the Reserve.**

...The large public involvement in the decision was possible because of a multi-year public outreach campaign. **The 'Bears of the Last Frontier' series was an important tool for raising awareness about the Reserve and Alaska's wild places.** Alaska Wilderness League hosted live screenings of the series and were able to get our other environmental coalition partners to do the same. This helped significantly in getting interest in the issue and resulted in action."

This is exactly why we produce the high-impact films we do, so that they can be used as tools to advance conservation efforts on the ground.



FUN WITH NUMBERS

207,000+..... Amount of funds and in-kind donations facilitated by Wildlife Media to conservation projects on the ground.

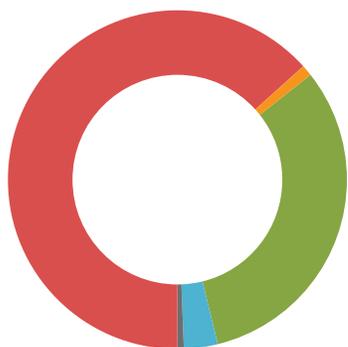
826,000+..... People reached by Chris Morgan Wildlife & BEARTREK Facebook pages. Another way we're expanding our reach so we can mobilize audiences when our film and campaign launch. Do you follow us?

19,000,000+..... Passengers who had the In Flight Entertainment option to see the BEARTREK trailer, 'Bears of the Last Frontier' (aka 'Bear Nomad') and Chris's 'Thank You' video on Air Canada flights during 2014.

200,000,000+..... Viewers reached by BEARTREK inspired films around the world.

FINANCIAL OVERVIEW

2014 INCOME



63.58%	FOUNDATIONS	\$132,600
31.49%	INDIVIDUAL GIFTS	\$65,676
3.21%	EVENTS	\$6,696
0.96%	CORPORATE DONATIONS	\$2,006
0.75%	INVESTMENTS	\$1,570

2014 EXPENSES



56.51%	ALL PROGRAMS	\$109,009
18.30%	FUND DEVELOPMENT	\$35,302
14.40%	MANAGEMENT & ADMIN	\$27,774
10.79%	ON THE GROUND CONSERVATION	\$20,810

BEARTREK FIELD NOTES



PERU

Robyn Appleton and **SBC-Peru** have accomplished so much. You may remember that thanks to your support, we donated satellite collars, motion sensor cameras and groundbreaking footage that helped them establish a new National Park. They have recently let us know that some of the motion sensor cameras are in need of replacement. We're hopeful that through the success of the **BEARTREK** film and campaign, funding will become available to help them upgrade this equipment and continue to make strides in the research and preservation of the elusive Peruvian spectacled bears.



BORNEO

Siew Te Wong and the **Bornean Sun Bear Conservation Society** have been receiving great press since their Grand Opening to the public in October 2014. They have rescued and rehabilitated 40 captive sun bears and hosted 48,000 visitors at the center. They also continue their education outreach program to spread the word about the struggle these little bears face against illegal poaching and captivity. **BEARTREK** aims to help spread that message worldwide.



CHURCHILL

Nick Lunn continues his extensive research on the polar bears of Hudson Bay, reporting about the rising threats they are facing due to climate change. It's pricey work that we've been able to assist with, thanks to your help. In Nick's words "The common underlying and critical theme is that to do this work bears need to be immobilized... The cost of chartering a helicopter and the fuel for it are by far the greatest cost for the program." You'll see Nick's work first hand in **BEARTREK** and so will the world. We hope the exposure will bring additional funding Nick's way.



Please contact us if you would like to help with any of the biologists' pressing needs.

We anticipate that 2015 will be a big year for our little, formidable organization. We're all in this together and our supporters are our family. THANK YOU.