

# Mongabay



2018 Annual Report

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# From the Founder and CEO

First of all, from our entire team, I'd like to extend our heartfelt gratitude for your active support of Mongabay; for taking the time to review this report and learn more about the impacts of science communication and independent journalism; and most importantly for your commitment to protecting our planet and all its inhabitants! Remember, we are all in this together and we can support each other to take positive action to upgrade our relationship with Earth.

At Mongabay, our role is to provide the most reliable, actionable, and inspiring information to our readership and thereby empower anybody who wants to get involved in protecting our planet. 2018 was our best year yet on that front, having reached more people in more places than ever, with a wide variety of content, from deep-dive investigative pieces to social media videos. Mongabay India became our fastest growing bureau, ever. We launched new and exciting special reporting projects. We have streamlined processes internally, have matured our operations, and our team has really hit its groove.

In short, a lot has happened and there's more to come! I hope you enjoy the report and realize that we could not have achieved this level of success without you.



Rhett Butler  
Mongabay Founder and CEO

## 2018 Highlights



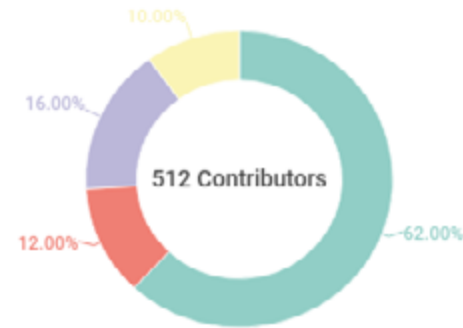
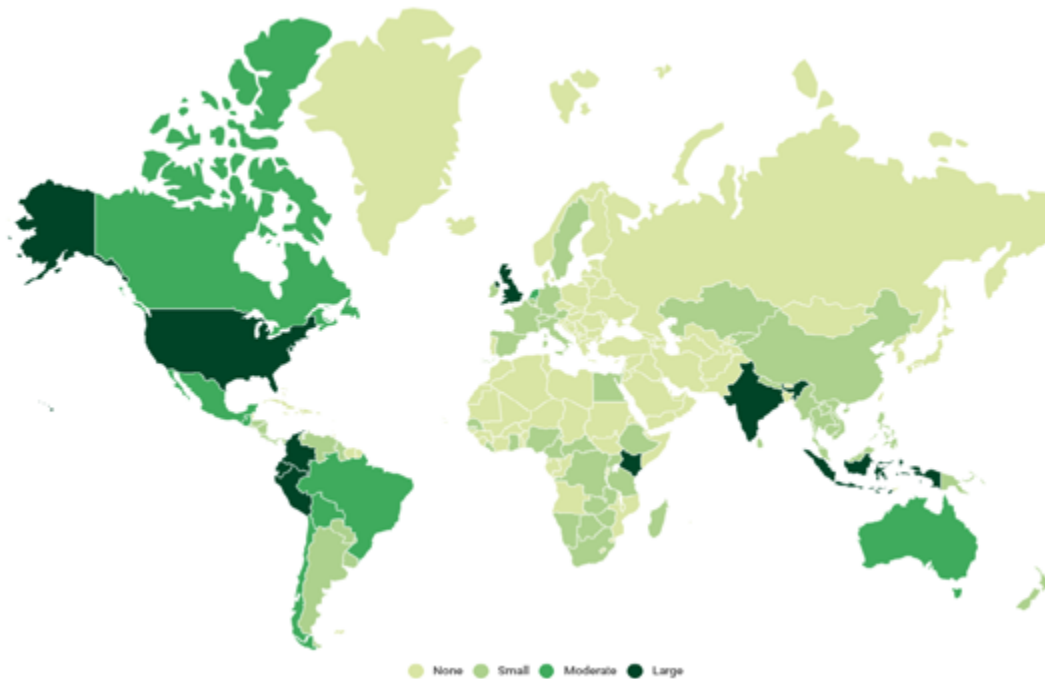
Overall, Mongabay experienced strong growth in readership, influence and impact in 2018. We produced more than 4,600 original stories and nearly 500 videos, which attracted 104 million views – a 32 percent rise over 2017. Mongabay delivers its journalism in multiple languages, prioritizing content in regions facing acute threats.

In 2018, Mongabay formally launched a new program in India in build upon the Global English, Indonesian, and Latin American programs. Mongabay is able to prioritize topic selection thanks to a vast network of contributors around the world who are locally based and therefore better able to identify, understand and report on such complex issues. In 2018, more than 350 journalists in 50 countries contributed to Mongabay. Additionally, considerable depth and relevance was added to these stories through innovative use of digital media tools including video, podcasts, data visualization and social media, which engaged a wide range of audiences. In 2018, Mongabay expanded our video production staffing to all of our news programs.

# Mongabay's Global Community

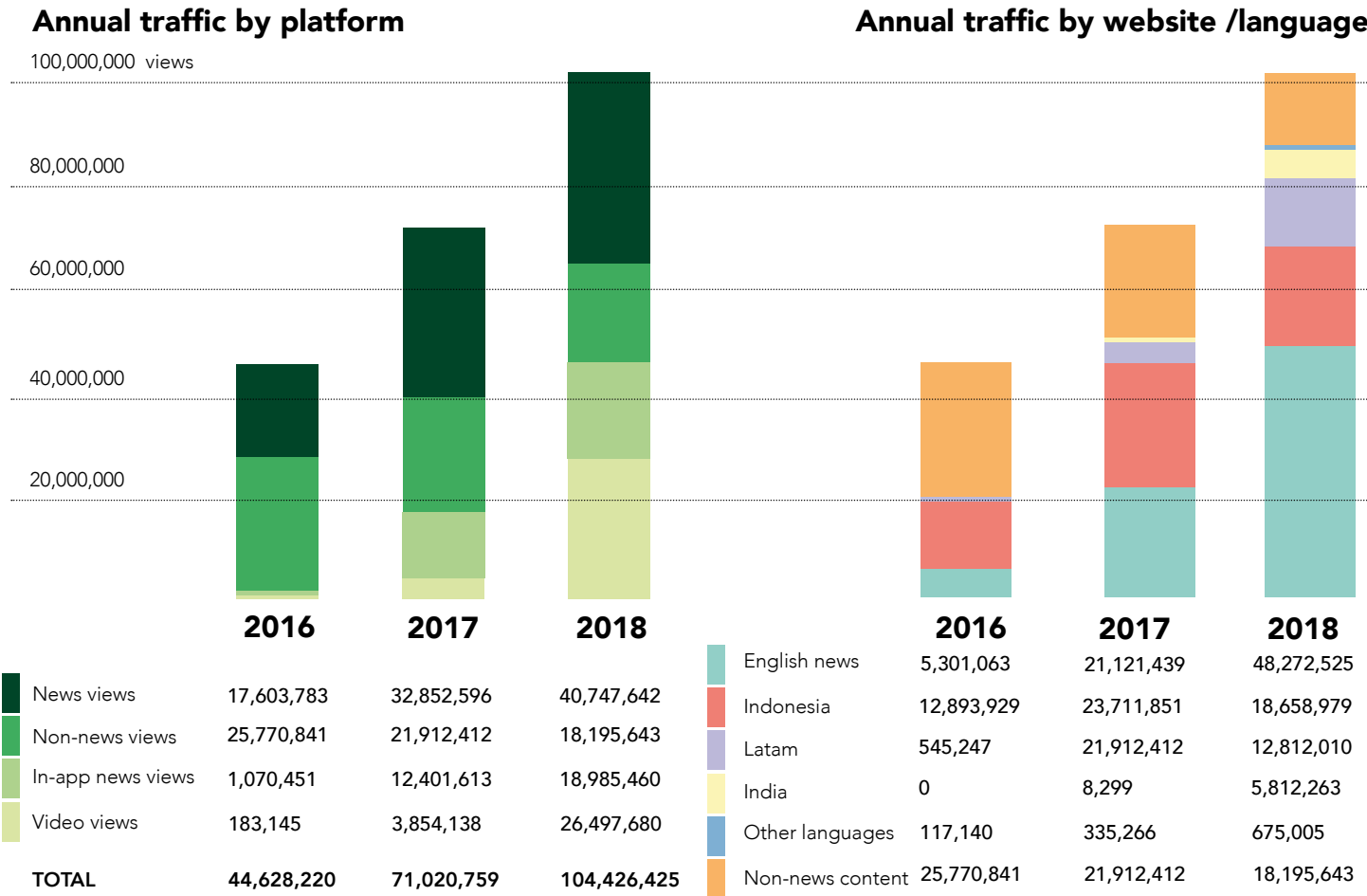
At year-end, Mongabay had 41 staff members and over 500 contributors in more than 70 countries. We also had over 60 volunteer translators and seven interns.

Click on the map to access the interactive version.



This chart shows which Mongabay bureau a contributor is associated with. The map shows all of Mongabay's staff and contributors by their country. A small presence is under 5 contributors, while a moderate presence is between 5 and 10.

We produced more than 4,600 original stories and nearly 500 videos that attracted over 104 million views – a 32 percent rise over 2017!



## Staff, Board & Advisers

### **Aditi Tandon**

Content Coordinator, Mongabay India

### **Akhyari Hananto (Arry)**

Outreach Coordinator, Mongabay Indonesia

### **Akita Arum Verselita**

Data Analyst, Mongabay Indonesia

### **Alexa Vélez Suazo**

Contributing Editor, Mongabay Latam

### **Antonio José Paz Cardona**

Contributing Editor, Mongabay Latam

### **Basten Gokkon**

Staff Writer, Mongabay

### **César Torres**

Outreach Coordinator, Mongabay Latam

### **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

### **Kartik Chandramouli**

Digital Editor, Mongabay India

### **Maichue Khang**

Operations Coordinator, Mongabay

### **María Ángeles Salazar**

Translation Coordinator, Mongabay

### **Marialsabel Torres**

Program Manager, Mongabay Latam

### **Mayank Aggarwal**

Staff Writer, Mongabay India

### **Mike Gaworecki**

Staff Writer and Editor, Mongabay

### **Morgan Erickson-Davis**

Contributing Editor, Mongabay

### **Nur Rochmani Fajar (Jay)**

Senior Writer and Editor, Mongabay Indonesia

### **Patricia Yoevera**

Multimedia Producer, Mongabay Latam

### **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

### **Sahana Ghosh**

Staff Writer, Mongabay India

### **Sandhya Sekar**

Program Manager, Mongabay India

### **Sapariah Saturi**

Senior Writer & Editor, Mongabay Indonesia

### **Shreya Dasgupta**

Staff Writer, Mongabay

### **Sue Palminteri**

WildTech Manager

### **Tiffany Roufs**

Operations Director, Mongabay

### **Willie Shubert**

Global Program Director, Mongabay

### **Yvette Sierra Praeli**

Staff Writer, Mongabay India

## Board of Directors

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Board Secretary

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Holt Thrasher

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### **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.*



2018 was a record-setting year in terms of story production and readership for our flagship English news site. We undertook a wide range of special reporting projects on forests, oceans, wildlife, and infrastructure issues around the world as well as expanded our WildTech conservation technology initiative. Mongabay stories and staff were recognized for their outstanding coverage of science by Science Seeker, sustainability from the Sustainable Business Awards in Indonesia, and in-depth investigations from the Online News Association.

Mongabay undertook several major investigations in 2018, including a deeply reported series on opaque land deals in the plantation sector in Indonesia, the wildlife trade in Latin America and Asia, and illegal cattle ranching. Our investigation revealing that Asia Pulp & Paper's (APP) parent company Sinar Mas is using shadow companies to dodge APP's forest conservation policy helped push the Forest Stewardship Council (FSC) to terminate APP's application for certification. The move could have millions of dollars in market impact given the fact that FSC certification serves as sourcing criteria under many corporate and government procurement policies. Mongabay's reporting was cited and distributed widely by the Associated Press and Agence France-Presse. Overall, Mongabay experienced strong growth in readership, influence and impact in 2018. This impact was one of many that surfaced as a result of our work to develop and implement an impact-tracking system to capture the quantitative and qualitative impacts of our reporting.

### **IMPACT STORY**

***A U.S. Forest Service agent organizing a scoping mission to identify potential partners in mangrove coastal ecosystems in Senegal contacted Mongabay to learn more the Kawawana community conservation group featured in our article.***



## Mongabay Indonesia

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



The Indonesia bureau continues to be the go-to source for Indonesian-language conservation news and information with its in-depth reporting on forests, oceans, wildlife, resource extraction, and traditional, local and indigenous communities. In June 2018, Mongabay-Indonesia surpassed 50 million lifetime pageviews – a milestone indicating the site has become the trusted source of information about environmental issues in Indonesia.

The in-depth nature of Mongabay Indonesia's coverage and original fact-finding resulted in content reaching high level policy makers in Indonesia, including the President and his cabinet subordinates, such as in the Ministry of Environment and Forestry, Ministry of Maritime Affairs and Fisheries, National Planning Bureau, Maritime Coordinating Ministry, Presidential Staff Office, National Human Rights Commission, as well as officials at the local level throughout the archipelago. As one of the most consistent media outlets in Indonesia that focuses in environmental news, Mongabay Indonesia's articles are frequently cited and disseminated by other media particularly about biodiversity issues and investigative reporting.

### IMPACT STORY

***Following a report about villagers who have suffered paralysis problems due to unsafe diving procedures while fishing, the village received assistance to create floating fish farms from the Ministry of Maritime Affairs and Fisheries and the National Resilience Council, so the people no longer need to dive.***



## Mongabay Latam

*Mongabay launched its second bureau in 2016 to publish Spanish-language news coverage on conservation and environmental issues in Latin America.*



Mongabay Latam's has become an important source of information for organizations and citizens interested in environmental issues in Spanish-speaking world. In 2018, Mongabay Latam's audience continued to expand, rising 228 percent over 2017. Latam added staff in Colombia, Chile, and Peru; established an ocean reporting initiative; and launched a video program to take advantage of growing demand for short-form video content in the region.

By year-end, Mongabay Latam was staffed by seven journalists and had 37 on-the-ground correspondents in 11 countries. This robust team enabled broad and deep reporting on issues that typically wouldn't get media coverage. We also established syndication agreements with several major outlets in Peru, Colombia, Bolivia, Chile, and Central America, greatly increasing the reach of our content beyond direct readership on our website.

Latam's investigative reporting was recognized by the Inter-American Press Association with an Honorable Mention for its Excellence in Journalism Award and as a finalist for the One World Media Award. In Peru, this recognition is also growing among policy makers including Julio Cesar Guzman, the country's Special Environmental Crimes Prosecutor. In reference to the value of Mongabay Latam's investigative reporting, he shared, "[w]ith the information they provide, which is evaluated and verified, people in government can make decisions."

### IMPACT STORY

***After a joint investigation by Mongabay Latam and Bolivia's El Deber newspaper that uncovered an international trafficking network in jaguar fangs, a Bolivian senator requested a report from the country's Environmental Ministry.***



## Mongabay India

*In 2018, Mongabay officially launched its third bureau, in India, to reach one of the world's largest English-speaking audiences with dedicated reporting on the country.*



In January 2018, Mongabay launched its third international bureau, and the first English language bureau, in India. For a relatively new publication, Mongabay India has been able to grow into a valuable resource, unique in the geographic extent, breadth of topics, depth of coverage and perspective. In 2018, Mongabay India published a total of 354 stories on a variety of topics from around the country, and has received more than 2 million pageviews in its first year of operation.

To operate this program, Mongabay hired six new staff: a program manager, managing editor, two staff writers, one content coordinator to anchor the desk and a digital content editor to establish a multimedia platform. Mongabay India's team works closely with a country-wide network of about 50 correspondents. Mongabay India established partnerships with multiple online platforms and news agencies including the Indo-Asiatic News Service, The Wire, Scroll.in, The News Minute, CNBC News 18, Firstpost, HuffPost India, Mathrubhumi [Malayalam], and Gaon Connection [Hindi].

### IMPACT STORY

***Reporting on a simple, low-cost filter that removes arsenic and iron from water went viral on Facebook in India, which became a platform for the lead researcher, Robin Dutta, to set up installation of filtration units requested by communities***





## Reaching Broader Audiences

*Mongabay delivers its news and information in multiple languages and adds depth and relevance to these stories through innovative use of digital media tools.*



**Video:** 2018 was the first full year of Mongabay's video initiative. The initiative was expanded to the other bureaus in the later part of the year in an effort to develop content that can be used interchangeably between the bureaus via content styles and standards, as well as modifying on-screen text or voiceovers. In total, Mongabay produced 475 videos that were seen 26.5 million times, including a video on the Waoroni people's resistance to oil extraction that was watched more than 3 million times and garnered significant engagement. Mongabay has established a videographer network that numbered 14 freelance producers at the end of 2018.

**Podcast:** The Mongabay Newscast's global audience continued to grow. Every two weeks during 2018 the show hosted conversations between Mongabay staff and conservation scientists, plus top thinkers including E.O. Wilson, Sylvia Earle, Bill McKibben, and Tom Lovejoy.

**Translations:** Mongabay's translation program kept growing in 2018. We closed the year with 60 volunteers helping us translate into Spanish, French, Portuguese, Italian, German, Chinese, and Japanese. We also saw a growth in the demand of translations from Spanish into English, and thus added a few volunteers with that skillset to the team. With all languages combined, over 500 translations were produced in 2018. Our relationship with volunteers has been strengthened with awards, constructive feedback, as well as support and recommendations for job opportunities. In 2018, Mongabay paid special attention to the situation in Brazil and also established new partnerships with Brazilian media. Together, this led to a higher demand of translations from English into Portuguese. As we continue to expand our coverage in the area, we expect to see an increasing need for translations between these languages.



## Mongabay WildTech

*Mongabay's WildTech program helps accelerate the flow of information among scientists, conservation managers, technology innovatorsto catalyze the development and application of technologies for conservation.*



Mongabay's WildTech program has accelerated the pace and scale at which innovation reaches the conservation community. WildTech cast a global spotlight on the applications of conservation technology. In 2018, 134 stories were published via this program, which collectively reached a global audience of more than 1.2 million people, received over 1.5 million pageviews on Mongabay's website, and 26 million social media impressions on Mongabay's social media platforms.

The breadth of this series underscored the breadth of uses of technology in conservation: from the deployment of camera traps to reduce human-cheetah conflicts in Botswana to the application of genetic analysis to understand the health of elephant populations, the creation of artificial intelligence algorithms to determine the impact of wind turbines on bats, and the use of smartphones to help indigenous communities fight deforestation. These stories are regularly cited by the conservation community and the mainstream media, and they have resulted in direct collaborations between technology companies and conservation groups.

### **IMPACT STORY**

***Our coverage of the regional use of camera traps to track leopards in Costa Rica led to a knowledge exchange between the Central American researchers and another group studying clouded leopards in Borneo***



## 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.



Since its foundation in 2011, Mongabay's news writing internship program has served over 75 up-and-coming science writers. Today the program supports four to six interns annually for a 6-month internship where writers dedicate just 10 hours a week from anywhere in the world. This unique program provides the increasingly rare opportunity for journalists at the start of their careers to work with experienced editors on environmental stories that matter and build up a publishing history at a respected and widely read news outlet.

In 2018, Mongabay selected seven interns from over 80 applicants around the globe. Each intern published at least six articles, working with two staff editors at Mongabay. Many interns continued writing for Mongabay as paid freelance correspondents after they have completed their 6-month internship, and some have even been hired on to Mongabay's full-time staff. For example, our newest bureau, Mongabay-India, is managed by former intern Sandhya Sekar.

***"Mongabay allowed me to follow my two passions of environmental conservation and writing, honing my analytical and communication skills in the process. This experience proved invaluable during my time as a science journalist in Singapore's national newspaper and when I later applied to work at the International Union for Conservation of Nature (IUCN). I am now based at IUCN headquarters, loving it here, and am deeply sure my job application was strengthened thanks to the Mongabay internship." – Jose Hong.***





2019 marks Mongabay's 20th year as a website and we intend to use this opportunity to expand the scope and depth of our journalism programs. Mongabay will be scaling up reporting in several key biodiversity hotspots under threat including Madagascar, sub-Saharan Africa, Philippines, Brazil, and Sri Lanka.

Another major near-term priority is to strengthen our investigative capacity by establishing an investigations desk to support editors and writers across our bureaus. Harnessing the growing volume of environmental data is another approach for improving the depth of Mongabay's news coverage. Mongabay is embarking on a new partnership with a leading science center to develop a data journalism news lab. We are also expanding our partnership with WRI's Global Forest Watch to use satellite data as a primary source for reporting done by our global network of correspondents

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

## 2018 Audited Financials

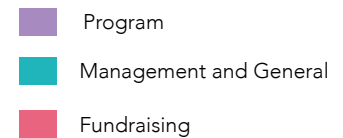
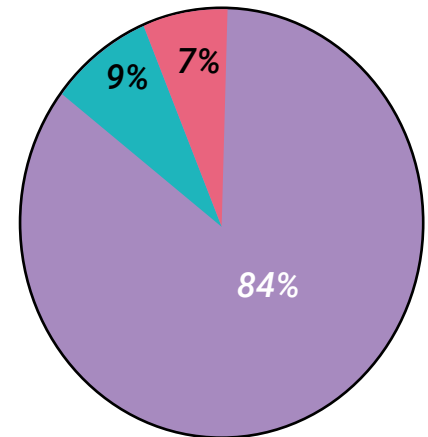
### Statement of Activities

in USD	2017	2018
<b>Revenue</b>		
Contributions and grants	1,960,534	4,676,522
Program service revenue	16,556	18,749
Other revenue	77,464	(119,973)
<b>Total revenue</b>	<b>2,054,554</b>	<b>4,575,298</b>
<b>Expenses</b>		
Programs	1,906,307	2,337,881
Management and general	156,039	256,806
Fundraising	135,115	190,499
<b>Total expenses</b>	<b>2,197,461</b>	<b>2,785,186</b>
<b>Assets</b>		
Change in net assets	(142,907)	1,790,112
Net assets - beginning of year	2,638,576	2,495,669
Net assets - end of year	2,495,669	4,285,781

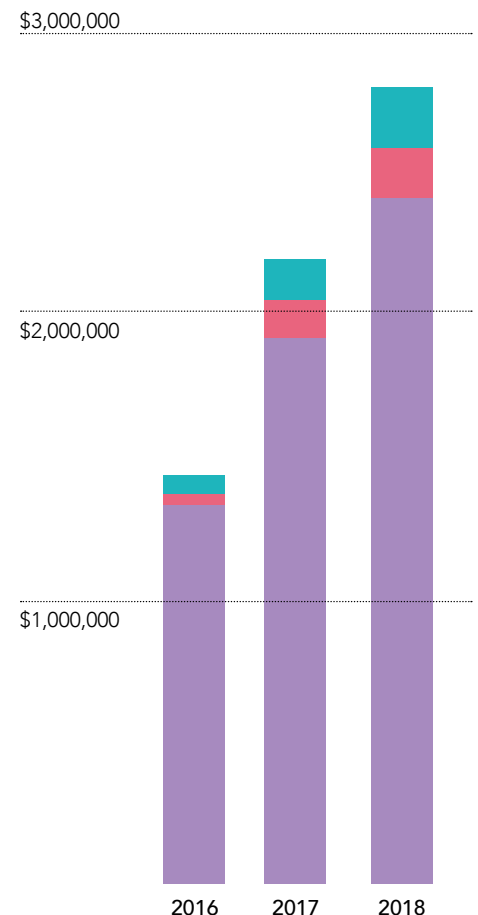
### Balance Sheet

<b>Assets</b>		
Cash	547,666	1,147,622
Investments	781,636	641,310
Contributions receivable, net	1,236,529	2,666,810
Prepaid expense	4,243	3,005
Equipment and leasehold improvements, net	26,988	7,188
<b>Total Assets</b>	<b>2,597,062</b>	<b>4,465,935</b>
<b>Liabilities</b>		
Accounts payable	27,929	87,067
Accrued liabilities	73,464	93,087
<b>Total liabilities</b>	<b>101,393</b>	<b>180,154</b>
<b>Net Assets</b>		
Unrestricted	573,715	869,577
Temporarily restricted	1,921,954	3,416,204
<b>Total net assets</b>	<b>2,495,669</b>	<b>4,285,781</b>
<b>Total liabilities and net assets</b>	<b>2,597,062</b>	<b>4,465,935</b>

### 2018 Functional Expenses, by percentage of total



### Total Functional Expenses, from 2016 to 2018



## Donors and Supporters – Thank you for your support in 2018

### **\$100,000+**

Anonymous (1)  
Band Foundation  
Climate and Land Use Alliance  
Ford Foundation  
Khanna Foundation  
MacArthur Foundation  
NORAD

Overbrook Foundation  
Packard Foundation  
Tilia Fund  
Walton Family Foundation

### **\$50,000 - \$99,999**

Acacia Conservation Fund  
Microsoft Corporation  
New Venture Fund  
Stadler Family Charitable Foundation

### **\$25,000 - \$49,999**

Arcus Foundation  
Skyscape Foundation

### **\$10,000 - \$24,999**

Anonymous (1)  
Charity Buzz  
Crane Foundation  
Leonardo DiCaprio Foundation  
Matthew Putman  
National Wildlife Federation  
Rhett Butler  
Shared Earth Foundation  
UBS Financial Services  
Weeden Foundation

### **\$5,000 - \$9,999**

Anthropocene Institute  
Jeanne Sedgwick  
Keith and Donna Langley  
Nancy Abraham  
Puchlevic Trust  
Triona Gogarty

### **\$2,500 - \$4,999**

Christopher Herndon  
Stichting Fortuna

### **\$1,000 - \$2,499**

Geoffrey Chen  
Jev Shelton  
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### **\$250 - \$999**

Anjali Kumar, Ann T Clark, Antranig Basman, Charles Hess, Daniel Roger Katz, David Ramos, Dillon Lanius, Gary Stevenson, H. E. Nelson, Janet Martin, Julie Joynt, Juniper Martin, Kimberly Fall, Marion O'Leary, Merel Vandermark, Ryan Bloom, Sandip Agarwala, Simon Young, Steven Maviglio, T Rowe Price Program for Charitable Giving

### **\$100-\$249**

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### **\$50-\$99**

Anonymous (1), Aaron Carter, Aeneas Steinhart-Besser, Ahimsa Campos-Arceiz, Alaric Balibarrera, Alberto Remacha, Andras Tobler, Anna Helps, Antoinette Broadhead, Aragen Osejo, Ashley Hoke, Aubrey Ayotte, Bo Kearns, Cam Webb, Carol Parker, Catherine Craig, Céline Vincart, Chloe Andrews, Chris Otahal, Chris Searles, Coenraad Krijger, David Troxler, Diane Powers, Elizabeth C Bourgault, Francoise Poinssatte, Gerard McCrory, Hanh Nguyen, Jan Stipala, Jeff Sundquist, Jeremy Tuler, Joan Tarshis, John Hartz, John Morphy, John Paisley, John Paterson, Jonathon Severdia, Kerry Vineberg, Kirsty Officer, Laura Brown, Lincoln Kern, Michael Coren, Michael Sperr, Nienke Stam, Patricia Neuray, Paul Atkinson, Peter Spendelow, Rayna Benzeev, Sharon Lorenz, Sharon Smith, Sharon Yost, Stan Cunningham, Stephen Shubert, Suzanne Harris, Tam Man Tik, Tarek E Milleron, Tetyana Brenyuk, Tom Horan, Ulrich Mueller, Vance Martin