Mongabay

2019 Annual Report

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From the Founder and CEO

I'm writing this introduction while sheltering-in-place at my home in California. The COVID-19 pandemic has caused incredible suffering around the planet and is forcing societies to reckon with how we manage resources and make choices between difficult paths. Some have argued that the post-COVID world offers an opportunity for a re-examination of our relationship with the world around us, including the species and ecosystems with which we share the planet.

Beyond the COVID-19 crisis, Mongabay navigated other challenges in the waning months of 2019 and early 2020. In December, we lost our WildTech editor Sue Palminteri at the age of 54 to cancer. Later that month, our Indonesia editor Phil Jacobson was detained in Indonesian Borneo for an alleged visa violation. Jacobson's incarceration generated widespread media attention — including hundreds of articles in mainstream publications, eventually pushing the government to drop the charges and deport Jacobson from the country. Many civil society groups used the case to highlight growing curtailment of press freedom and human rights in Indonesia. The jubilation following Jacobson's release was short-lived however. The following day Tommy Apriando, an esteemed investigative journalist and chairperson of the Yogyakarta branch of Indonesia's Alliance of Independent Journalists (AJI), died at the age of 30.

But neither the disruptions from COVID-19 nor Jacobson's detention nor Palminteri's and Apriando's deaths have diminished our resolve to deliver news and inspiration from nature's frontline. As an organization we are pushing content production to new heights, while experiencing a surge in readership and influence. And as we expand, we continue to put strong science and investigative research at the center of what we do to drive greater transparency and accountability.

We know that now, more than ever, key decision makers need better and more actionable data, communicated in a timely and effective manner. Conveying this information in a compelling and effective format is what leads to impact. As a global reporting platform with more than 675 journalists in 70 countries, Mongabay turns data into stories that reach millions of people each month across our platforms and network of content distribution partners.

We thank you for your continued support and wish you well in these difficult times.

Chall Butte

Rhett Butler Mongabay Founder and CEO

2019 Highlights

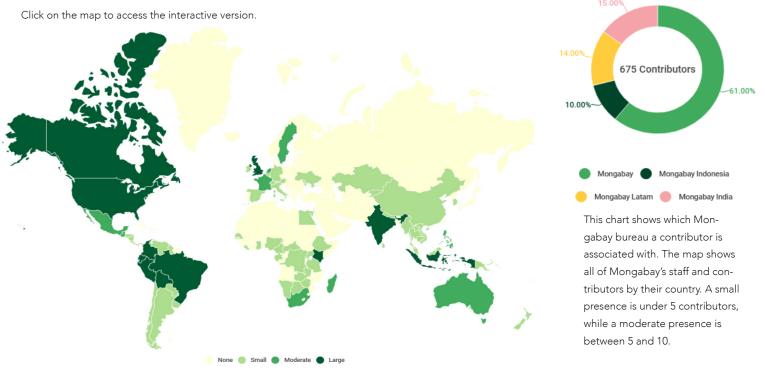


Additionally, reflective of Mongabay's respected stature and expertise among science journalism, we became a go-to source of information, with Mongabay experts interviewed by dozens of TV, radio, and print outlets. For example, during the peak of the 2019 Amazon fires, Mongabay CEO Rhett Butler was interviewed by multiple television and radio news outlets, including, but not limited to KBIA-Missouri's Global Journalist show, France 24 TV, BBC, TRT, and CBC. Mongabay was the first media outlet to publish near real-time satellite images of the fires, and did so with a Creative Commons license so they could be used in other news outlets. These images captured the world's attention, and Mongabay was among the first international media outlets to break a story causally linking the fires to deforestation that had occurred in the first months of Brazilian President Jair Bolsonaro's administration.

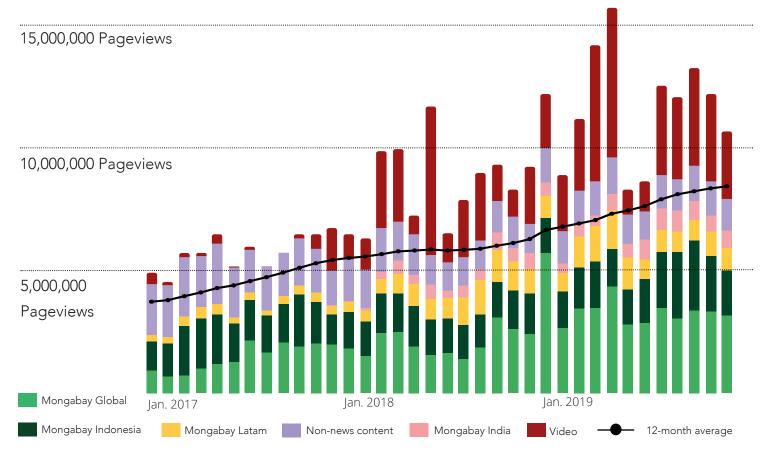
To support this growth, we also strengthened our organizational capacity and fundraising ability through the development and implementation of new systems as well as strategic operational hires, including a program associate, legal officer, a financial controller, and an accounting associate.

Mongabay's Global Community

Mongabay celebrated its 20th year in 2019 with record traffic and story production as well as expansion into new markets, including Brazil, Sri Lanka, the Philippines, Madagascar, and the African continent.



Mongabay's global traffic increased 35% increase over 2018, amounting to over 100 million pageviews for the year. We produced more than 4,800 articles and 800 videos.



Staff, Board and Advisers

Aditi Tandon Content Coordinator, Mongabay India Akhyari Hananto (Arry) Outreach Coordinator, Mongabay Indonesia Akita Arum Verselita Data Analyst, Mongabay Indonesia Alana Linderoth Program Associate, Mongabay 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 Daniel Pye Investigations Editor, Mongabay Dave Martin Partnerships Director, Mongabay Dilrukshi Handunnetti Staff Writer, Mongabay India 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 Warrier Senior Contributing Editor, Mongabay India Hans Nicholas Jong Staff Writer, Mongabay Hayat Indrivanto Senior Copy Editor, Mongabay Hidayaturohman Suri Multimedia Producer, Mongabay Indonesia Isabel Esterman Contributing Editor, Mongabay Jennifer Tierney Editor and Grant Writer, Mongabay John Cannon Staff Writer, Mongabay Karla Mendes Contributing Editor, Brazil Kartik Chandramouli Digital Editor, Mongabay India

Staff Writer, Mongabay Lily Kang Transforming Conservation and Legal Officer Maichue Khang Operations Coordinator, Mongabay Malavika Vyawahare Staff Writer, Mongabay Manon Verchot Digital Editor, Mongabay María Ángeles Salazar Translation Coordinator, Mongabay MariaIsabel Torres Program Manager, Mongabay Latam Mayank Aggarwal Staff Writer, Mongabay India Michelle Carrere Contributing Editor, Mongabay Latam 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, Mongabay Rahmadi Rahmad Senior Writer & Editor, Mongabay Indonesia Rajesh Chand Bookkeeper, Mongabay **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 Salman Ghani Financial Controller, Mongabay Sandhya Sekar

Leilani Chavez

Program Manager, Mongabay India Sapariah Saturi Senior Writer & Editor, Mongabay Indonesia Shreya Dasgupta Staff Writer, Mongabay Sue Palminteri WildTech Manager Terna Gyuse Contributing Editor, Mongabay Tiffany Roufs Operations Director, Mongabay Thelma Gomez Contributing Editor, Mongabay Latam Willie Shubert

Global Program Director, Mongabay

Yvette Sierra Praeli Staff Writer, Mongabay India Xavier Bartaburu Contributing Editor, Mongabay

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Aida Greenbury Dr. Jane Goodall, DBE Dr. Peter Raven Dr. William F. Laurance Dr. Christopher Herndon Cynthia M. Adams

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 2019, Mongabay's flagship English news site experienced a 107% increase in users over 2018. We covered stories in 140 countries. Our 2019 coverage was bolstered with the growth of our editorial team in Brazil, including the hiring of both a contributing editor and Brazilian Portuguese editor. Mongabay was the first media outlet to publish near realtime satellite images of the fires, and did so with a Creative Commons license so they could be used in other news outlets.

Mongabay continued to produce in-depth coverage for several long-running special reporting projects on palm oil, tropical forests, infrastructure, and fisheries management, among others. The Indonesia for Sale series, produced in partnership with The Gecko Project, garnered a lot of attention and received recognition from the Society of Environmental Journalists with the "Kevin Carmody Award for Outstanding In-depth Reporting" and second place in the "Excellence in Environmental Journalism" category from The Fetisov Journalism Awards. Additionally, reflective of Mongabay's respected stature and expertise among science journalism, we became a go-to source of information, with Mongabay experts interviewed by dozens of TV, radio, and print media outlets.

IMPACT STORY

Mongabay's drone footage of fires in Menabe, Madagascar was presented as evidence to the Malagasy government on the damage being done in the country's protected dry forests. After the footage was published online, a road that provided access to one of the affected areas was blocked.

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 eighth year in 2019 and registered nearly 10 million users – a record for the site. To capitalize on growing video consumption in Indonesia, Mongabay Indonesia began producing short-form videos on a regular basis. Mongabay Indonesia also continued long-running series on forests, marine fisheries management, wildlife conservation, and success stories where community tenure and control over forest areas is having positive social and conservation benefit.

Coverage on the health burden of the fires was discussed in the Presidential Staff Office (KSP). Bringing attention from the Amazon fires to Indonesia required considerable coordination between the bureaus that yielded a number of important and high-visibility stories including a video interview with Bambang Heru Saharjo, which is being used in a French TV documentary.

IMPACT STORY

An article about the killing of a Sumatran elephant in Aceh prompted a Change.org campaign that has now garnered more than 590,000 signatures, leading to an official investigation and arrests of the perpetrators.

Mongabay Latam

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



The Latam bureau had a 59% increase in users, and welcomed the addition of a Mexico City-based contributing editor. Coupled with a substantial increase in articles published, Latam enhanced regional alliances in Bolivia and Chile, including republication partnerships with Bio Bio, El Desconcierto, El Mercurio de Antofagasta, and Página Siete, as well as strengthened relations with El Deber via collaboration on cross-border specials like Tierra de resistentes, which told the stories of environmental defenders under threat across Latin America. A persistent concern for the conservation of remote areas vital for biodiversity in the region is the advance of drug trafficking where government presence is minimal. Often times, those most affected by the illegal use of protected areas are Indigenous peoples and local communities whose territories are invaded. To bring awareness to this challenge, Mongabay Latam traveled to the "triple border" shared by Peru, Colombia and Brazil to report on the Tikuna Indians efforts to defend the forests in an area where illicit crops are taking a hold. Mongabay Latam illuminated the human rights violations and challenges experienced by environmental defenders. Among the ways this story raised awareness to inform action was social media sharing by Victoria Tauli-Corpuz, the United Nations Special Rapporteur for Indigenous Peoples; citation in an article published by The New Yorker Magazine and the Deutsche Welle; and a selection as one of the finalists for the National Journalism Awards of Peru organized by the Instituto Prensa y Sociedad.

IMPACT STORY

A report by Mongabay Latam exposed corruption among managers of Rapa Nui National Park in Chile prompting the park's board to dismiss the president and widespread media coverage.

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.



Mongabay India experienced an impressive 58% increase in users in 2019, with major expansion of its syndication relationships with local, regional, and national media outlets. These partners greatly expanded the reach of Mongabay India's content. The team of seven continues to provide unprecedented coverage in the country, such as the 2019 series Environment and Elections, which yielded 97 stories and 19 multimedia pieces detailing environment issues from states across India, and Environment and Her, which looks at environment from a gender perspective.

Mongabay India was the first to report on the issue with references and copies of minutes which were not easily available for activists - within days of the minutes of the forest advisory committee which considered the proposal regarding uranium mining in Amrabad Tiger Reserve. The report highlighted the doublespeak of the agencies involved and showed how despite the recommendations from the local forest officials, including the tiger reserve officials, the project was being pushed. Mongabay's story was republished by several news outlets at the national level and then by vernacular media in Telangana (where Amrabad tiger reserve is located). The stories resulted in civil bodies and experts taking up the issue with a new vigour.

IMPACT STORY

Following reporting on uranium mining in Amrabad Tiger Reserve, opposition parties took up the case, and the state government passed a resolution against uranium mining. Since then, the vigilant experts and conservationists in states have ensured that clearance is not given for mining in this case.

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: The addition of a digital editor in mid-2019 was instrumental to the production of over 800 short-form videos disseminated mainly via YouTube and Facebook. Reflective of the implementation of a strategic publishing schedule, Mongabay's video audience continued to mature. Of the videos produced, 38 received more than 100,000 views in 2019. Of these, five had more than 500,000 views.

Podcast: Every two weeks, the Mongabay Newscast continued to grow its global audience with insightful conversations between Mongabay staff and conservation scientists and key influencers like Director General of the International Union for the Conservation of Nature (IUCN), Inger Andersen; Kinari Webb, founder of Health in Harmony; award-winning science writer, author, and journalist David Quammen; and Jessica Crance, a research biologist with the US National Oceanic and Atmospheric Administration (NOAA).

Translations: Mongabay's translation program continued to expand. We had the invaluable support of a large team of volunteer and paid translators who helped us provide content in nine languages. With increased collaboration between bureaus, we saw a growth in the demand of translations between English, Spanish and Portuguese and worked to develop efficient processes to meet this demand. Another area of growth has been translations from French into English. With our new editor and an increasing number of contributors in Africa, there is a higher possibility of reporting in French. In 2019 we started assembling a team of translators and produced our first translation in this combination. In 2020, we hope to strengthen these collaborations and keep reaching new audiences, as well as continue professionalizing our program and supporting our translations the best we can.

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.

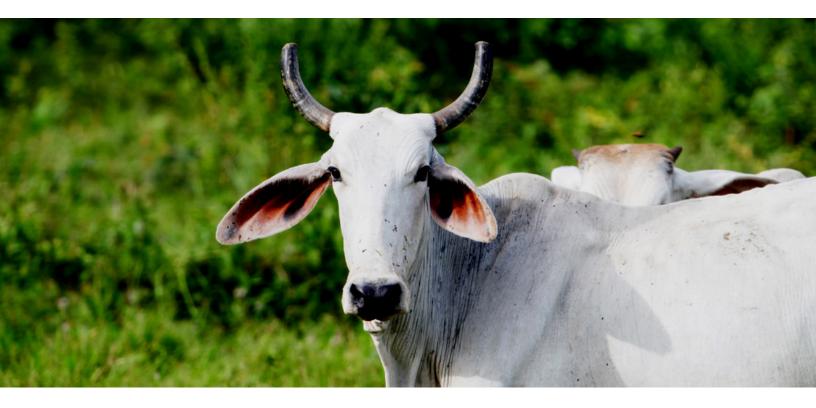


Internship Program: Since its foundation in 2011, Mongabay's news writing internship program has served over 100 up- and-coming science writers. Today the program continues to support four to six interns annually for a 6-month internship where writers dedicate 10 hours a week from anywhere in the world. 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 2019, Mongabay selected six interns from over 90 applicants. Each intern published a minimum of six articles while working with at least two staff editors. Some of the interns continued writing for Mongabay as freelance contributors completing their 6-month internship. Looking ahead, we remain dedicated and excited to grow and develop this opportunity.

WildTech Reporting Fellowship: In late November 2019, the Mongabay team mourned the death of Wildtech editor Sue Palminteri. In her legacy, we launched the Sue Palminteri WildTech Reporting Fellowship that honors her reverence of conservation, technology, and journalism by providing opportunities for students and new journalists to gain experience in conservation technology and writing.

2020 and Beyond



Amid these unprecedented times with the COVID-19 pandemic, Mongabay remains dedicated to providing independent environmental science and conservation news. Now more than ever, in the face multiple environmental crises, such as global mass extinctions, a warming climate, acidifying seas, polluted oceans, disappearing ecosystems and the services they afford humanity, we require better and more actionable data, communicated in a timely and effective manner across multiple languages and platforms to reach the key audiences that shape policy and influence global trends supportive of a sustainable future. Accordingly, we see four high-leverage areas: data journalism, emerging content formats, geographic expansion, and better data on how reporting contributes to real-world outcomes. Data is critical to decision-making, and conveying this information in a compelling and effective format is what leads to impact. Expanding our capacity to provide high quality data journalism could be a catalytic opportunity for Mongabay. We are uniquely positioned to collaborate with key data providers like Vizzuality to enable greater data journalism capabilities supportive of a wide range of content, from investigations to video.

Online streaming continues to emerge as a popular medium to reach audiences who don't consider themselves environmentalists or know much about tropical forests with information derived from original reporting efforts. Consequently, growing Mongabay's video program presents an enormous opportunity for audience expansion and revenue generation. Through 2020 a diversity of models from developing an in-house video studio to partnering with established studios will be explored in the interest of expanding Mongabay's production of longer form videos. Additionally, we're excited to provide content in Hindi. Given the size of India and need for environmental news reporting, producing Hindi-language reporting is arguably the single highest leverage opportunity to expand Mongabay's presence and impact in India. Likewise, Mongabay Latam has proven its ability to execute, and as one of the world's largest markets, we aim to continue to grow our reportage throughout the region with an emphasis on increasing the amount of original reporting in Brazilian Portuguese, as well as Spanish and English.

2019 Audited Financials

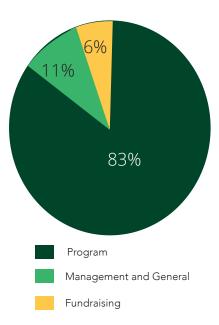
Statement of Activities

in USD	2018	2019		
Revenue				
Contributions and grants	4,676,522	2,969,196		
Program service revenue	18,749	-		
Other revenue	(119,973)	113,865		
Total revenue	4,575,298	3,083,061		
Expenses				
Programs	2,337,881	2,989,778		
Management and general	256,806	398,748		
Fundraising	190,499	209,564		
Total expenses	2,785,186	3,598,090		
Assets				
Change in net assets	1,790,112	(515,029)		
Net assets - beginning of year	2,495,669	4,285,781		
Net assets - end of year	4,285,781	3,770,752		

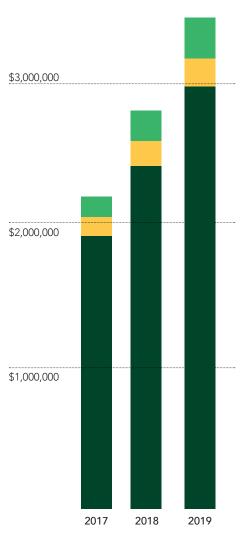
Balance Sheet

Assets and Liabilities				
Cash and investments	1,788,932	2,358,270		
Contributions receivable	2,666,810	2,666,810		
Prepaid expense	3,005	72,096		
Fixed Assets	7,188	-		
Total Assets	4,465,935	4,063,645		
Total Liabilities	180,154	292,893		
Net Assets	4,285,781	3,770,752		
Total liabilities and net assets	4,465,935	4,063,645		

2019 Functional Expenses, by percentage of total



Total Functional Expenses, from 2017 to 2019



Donors and Supporters – Thank you for your support in 2019 \$100,000+

Anonymous (1) Ford Foundation Acacia Fund **Band Foundation** Ford Foundation MacArthur Foundation NORAD Packard Foundation Tilia Fund Walton Family Foundation

\$50,000 - \$99,999

Khanna Foundation The Overbrook Foundation John Swift Christensen Fund Jena and Michael King Foundation Mott Foundation **Skyscrape Foundation**

\$25,000 - \$49,999

Anonymous (1) Francis and Christine Martin Family Foundation Shared Earth Foundation Chris Dietrich Marisla Foundation

\$10,000 - \$24,999

Dawson Family Fund Weeden Foundation Barbara Karplus Carla and David Crane Foundation **Conservation X-labs** Pam and Sid Suggs Penn and Nancy Butler

\$5,000 - \$9,999

Triona Gogarty Island Foundation Jeanne Sedgwick Keith and Donna Langley Randall Hayes

\$2,500 - \$4,999

Sue Thompson

\$1,000 - \$2,499

Anonymous (1), Aaron Stockel, Stockel Family Foundation, Sharmelan Murugiah, Madeleine Hurd, Brian Rodgers, Alejandro Estrada, Bradley Palmer, Charles Slayman, David & Paige Morse, Living Springs Foundation, Robert Jonas & Margaret Bullitt-Jonas, Ron and Nancy Garret, Ruth Waddell, Terrance Cook

\$250 - \$999

Anonymous (1), Bright Funds, Dean Cycon, Elizabeth Long, Lawrence Sullivan, Derek & Laura Byerlee, Janet Martin, Jeff Wells, Matthew London and Sylvia Wen, Olympic Group Foundation, Robert Blum, Sylvia Wen, Walter Sedgwick, Kyle Caouette, Mary Kenney, Steven McCormick, Peter Spendelow, Charles and Trudy Hess, Douglas Bender, Samuel Crothers IV, Suri Sehgal, Texas Instruments Foundation

\$100-\$249

Cullen Geiselman, Eunice & Henry Deh Alexander, Henry and Eunice Alexander, Jenny Feltham, Karen Holl, Sasha Reed, Ulrich Gall, Simon Morgan, Anne Lambert, Brian Puchaty, Brodie Ferguson, Carl Safina, Catherine Diamond, Catherine Mackenzie, David Go, Eoghan Daltun, Erik Löwer, Franz Schwarzenberger, Gabriella Fredriksson, Guy Tower, Horst Lubnow, James Hewitt, Jane Grace Lin, Jeffrey Paik, Johannes Overman, Joseph Miller, Joshua Dorward, Judy Sleeth, Kathleen Kerwin, M.A. Kruse, Marie Hall, Naomi Zurcher, Paula Caballero, Peggy Farabaugh, Richard Grossman, Sheilah Goodman, Summer Oakes, Tricia Smith, Vicki Schiller, Walter Sleeth, Yung En Chee

\$50-\$99

Anonymous (2), Dominic Ziegler, Hans Joosten, Paul Milton, Peter Paap, Brian McGee, Fatema B, Scott Vaughan, Z Malik, Deborah Baker, Sverre Lundemo, Andy Holman, Bhalin Singh, Bonnie Hoffner, Carla Miller, Carole Richmond, Dianna Stirpe, Eric Scholl, George Trudeau, Gunther Willinger, Herbert Hambrecht, Hilary Persky, Jacob Krogh Keldsen, Jeremy Tuler, Jessie Grimond, John Paterson, Joshua Zamor, Judith Colgero, Kathy Shimata, Katie Nizette, Kristian Nybergh, Lin Inzeye, LynnMarie Panzarino, Mediagroup World Wide AG, Mike Pflanz, Mira Feliciani, Nancy Merrick, Patrick Cairns, Peter Hetz, Rosemary Eng, Ruben Smits, Ruth Anna Stolk, Sacha McCallum, Sherwin B Rubin, Stefan Avramov, Susan Ford, Vicky Meretsky, Zachary Amir

Sustaining Members

Donors and Supporters - Thank you for your support in 2019

A special thanks to Mongabay's Sustaining members. Monthly support is one of the most powerful ways to support independent journalism because it provides the financial stability to report on timely issues while also planning ahead.

Anonymous (5), Adriana Aquino, Aeneas Steinhart-Besser, Ahimsa Campos-Arceiz, Alaric Balibrera, Alex Schneider, Amrit Kendrick, Andrew Mack, Andrius Pasukonis, Anjali Kumar, Anne Merrill, Anton Alvarez, Ageela Samat, Arthur Pare, Ashley Hoke, Barbara Kasch, Benjamin Gutierrez, Benjamin Janes, Bo Kearns, Brian Dunn, Brian McClay, Caroline Milson, Catherine Craig, Caz Benitez, Céline Vincart, Charlotte Opal, Chloe Andrews, Chris Behrend, Chris Otahal, Chris Searles, Christopher Baker, Christopher Herndon, Cynthia Azma, David Clarke, David Martin, David Metcalf, David Straub, David Wemple, Derek Schuurman, Diana Jacobs, Diane Powers, Dillon Lanius, Dr. Lisa Toolen, Edward Jenner, Elliot Chasin, Emma Ford, Erik Gracey, Evangelyn Buckland, Faren Bryan, Fernanda Henrigue Cardoso, Francesco, Francoise Poinsatte, Gary Stevenson, Gautam Shah, Geoffrey Chen, Hanh Nguyen, Helen Fox, Helene Rotolo, Jacalyn Giacalone, James Martin, Janice Boyd, Jason Carey, Jennifer Tierney, Jocelyn Cornbleet, Joe Lamb, John Harris, John Hartz, John Radford, Jonathon Severdia, Karen Holl, Karl Vikat, Kathleen Halvorsen, Kathleen Drake, Kavita Prakash-Mani, Keenan Reimer-Watts, Kerry Vineberg, Kevin Smith, Kimberly Fall, Kirk David Evans, Kypfer Cordts, Laura Brown, Lily Kang, Lindsey March, Liz Stockwell, Louise E Martin, Luveen Wadhwani, Manuel Beterams, Marea Hatziolos Grant, Maria McLaughlan Mohammed, Marianne Messina, Melanie Devore, Melinda Mendelsohn, Merel Vandermark, Michael Coren, Michael Disabato, Mikako Moriyama, Nienke Stam, Patricia Neuray Patty O'Neill, Paul Atkinson, Peter Barto, Peter Page, Peter Salmansohn, Peter Williams, Philip Kavan, Rebecca Haynes, Rebecca Kessler & Todd Linkner, Robert Lazarus, Ronald Warren, Rosemary Hill, Sarah Doherty, Shaaretha Pelly, Sharon Smith, Sharon Yost, Shreya Dasgupta, Sophia Winkler-Schor, Stephen Shubert, Susan Hoppe, Susan Ruddy, Susan Wickman, Susanna Hecht, Suzanne Harris, Suzanne Worcester, Tarek Milleron, Ted Raab, Terence Steinberg, Thomas Ratcliffe, Tiffany Joy Roufs, Tomas Kraus, Valentin Ambroise, Vance Martin, Veronica G.P., Yang Min