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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.

Rhett Butler
Mongabay Founder and CEO
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. Global traffic increased 35% over 2018, amounting to over 100 million pageviews for the year. We produced more than 4,800 articles and 800 videos.

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.

Click on the map to access the interactive version.

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 Verseleti
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

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Contributing Editor – Forests, Mongabay

Glenn Scherer
Contributing Editor, Mongabay

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Senior Contributing Editor, Mongabay India

Hans Nicholas Jong
Staff Writer, Mongabay

Hayat Indriyanto
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

Leilani Chavez
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

Maria Ángeles Salazar
Translation Coordinator, Mongabay

Maria Isabel 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

Rhet 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
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

Willie Shubert
Global Program Director, Mongabay

Yvette Sierra Praeli
Staff Writer, Mongabay India

Xavier Bartaburu
Contributing Editor, Mongabay

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Alyson Blume
Board Secretary

Holt Thrasher
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Penn A. Butler
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Triona Gogarty

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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 real-time 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 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.
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.
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.
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 of 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

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

Balance Sheet

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<tr>
<th>Assets and Liabilities</th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>Cash and investments</td>
<td>1,788,932</td>
<td>2,358,270</td>
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<tr>
<td>Contributions receivable</td>
<td>2,666,810</td>
<td>2,666,810</td>
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<td>Prepaid expense</td>
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<td>72,096</td>
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<tr>
<td>Fixed Assets</td>
<td>7,188</td>
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</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>4,465,935</td>
<td>4,063,645</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>180,154</td>
<td>292,893</td>
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<tr>
<td><strong>Net Assets</strong></td>
<td>4,285,781</td>
<td>3,770,752</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>4,465,935</td>
<td>4,063,645</td>
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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
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Sue Thompson

$1,000 - $2,499
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$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

$50- $99

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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.