



A NEW AGE OF EXPLORATION

ANNUAL REPORT 2012

“We are at an inflection point in mankind’s relationship with the world we inhabit. National Geographic uniquely elevates the dialogue around critical issues at the intersection of humanity’s boundless and understandable desire to consume and the Earth’s limited capacity to give.”

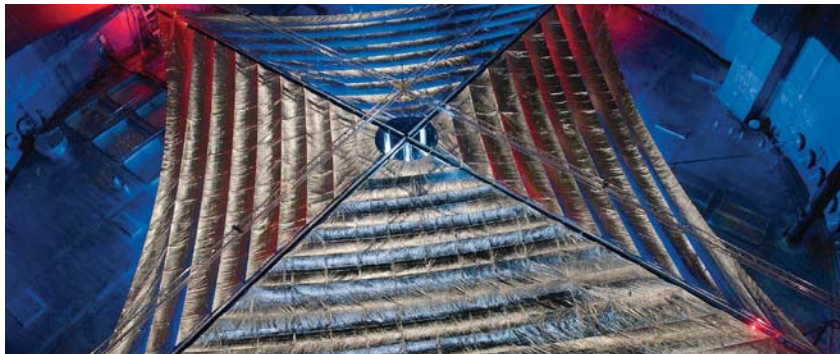
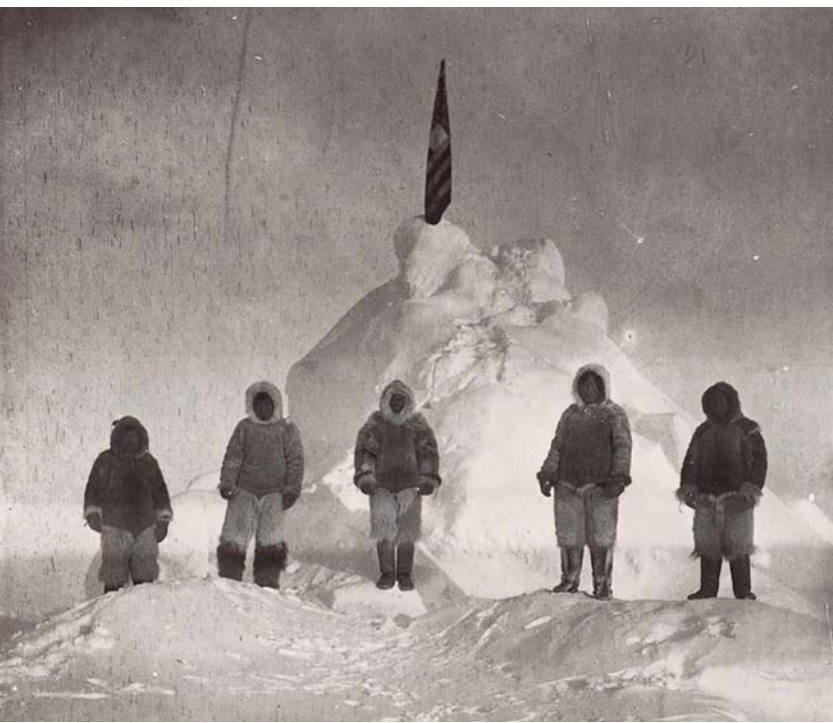
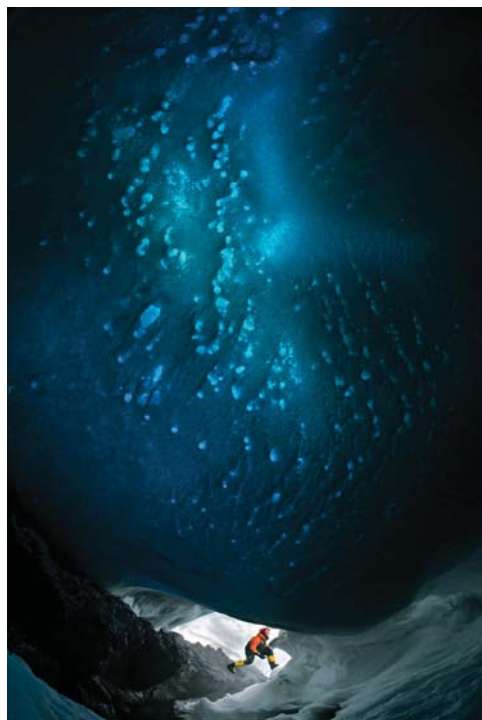
JOHN FAHEY

Chairman and CEO of the National Geographic Society



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CELEBRATING 125 YEARS

Exploration for National Geographic's founders was driven not only by a desire for knowledge but also by a thirst for adventure. Today's explorers have the same goals, but are driven by a deeper purpose—to navigate the increasingly complex relationship between humanity's needs and the natural world that sustains us.

At National Geographic, we are celebrating 125 years of unprecedented discovery and innovation. Much of the planet is changing, and the need to find solutions to global challenges is urgent. We believe the 21st century will be the greatest age of exploration yet—there are still discoveries to be made and solutions to be found, and there are revolutionary new technologies available to identify, understand, and document them.

“One of our biggest challenges moving forward is making sure that we balance the need to experiment and be bold with the need to stay true to what is unique about the Society. Everything we do must exude the essence and mission of National Geographic—there will be some good and potentially very profitable ideas that don’t necessarily do that, so we need to be mindful.”

SEAN GERRITY

As co-founder of Catalyst Consulting, National Geographic Fellow and American Prairie Reserve President Sean Gerrity spent 20 far-reaching years working to help companies with organizational alignment and strategy development.

In 2012, National Geographic kicked off an ambitious plan to enhance our leadership in the exploration and research that contribute to great stories and new discoveries. One of our goals is to launch a far-reaching philanthropic effort that will engage visionary individuals and organizations willing to make transformational philanthropic commitments. These gifts will power the future of exploration and guarantee our ability to continue sharing the world and all that is in it. To expand and energize the global community that embraces the notion that “to know the world is to change it,” we are seeking investment in three key areas:



EXPLORATION

More is known about our world today than ever before, yet we have barely scratched the surface. Addressing global issues like climate change, cultural conflict, and species loss requires better understanding, new technologies, and a passion for discovery. For 125 years, National Geographic has been a connector, convener, and translator—serving as a catalyst for greater awareness and knowledge and inspiring people to work together.



EDUCATION

National Geographic has had great success in leveraging its rich media content and relationships with present-day exploration heroes to create compelling and inspiring resources that engage students and transform how they learn about their world. Through National Geographic Education and its associated foundation, the Society has created a 50-state, grassroots teacher-training network, national and state standards for geography, and early support for establishing the Geography AP exam. These foster a deeper understanding in today’s youth and tomorrow’s leaders about our interconnected planet and the importance of geographic knowledge.



ENGAGEMENT

National Geographic reaches more than 450 million people every month. *National Geographic* magazine is published in nearly 40 languages, and more than 50 percent of *National Geographic*’s readers come from outside the United States—a community that is rapidly growing. Investments in the magazine, photography, and digital properties have ensured that members can stay connected and engage in a way that is relevant and helps make sense of the world, the challenges that exist, and the impact of individual as well as collective choices.

EXPLORE

A NEW AGE OF EXPLORATION

National Geographic provides early-stage venture funding for exploration—often when others are unwilling to take a chance on an unproven person or idea. Through our grant-making activities, we continue to be the “early investor” who often paves the way for additional funding from other sources. Beginning in 1890, two years after our founding, National Geographic created a fund that has since supported more than 10,000 research projects and explorations, ranging from Hiram Bingham’s Machu Picchu expedition to Dian Fossey’s study of mountain gorillas. Through philanthropic support, National Geographic’s Fund for Exploration supports the Society’s key grant-making programs, including the Committee for Research and Exploration, Expeditions Council, NGS/Waite Grants, Conservation Trust, Young Explorers Grant Program, and Global Exploration Fund, as well as the Society’s Explorer programs, including Explorers-in-Residence, Fellows, and Emerging Explorers. National Geographic made more than 400 grants in 2012, covering ground-breaking conservation work, daring expeditions, photographic surveys, and more.

nationalgeographic.org/explorers/projects



BARRELING TOWARD EARTH AT 843 MILES AN HOUR

Enclosed in a special pressurized capsule attached to a helium balloon and soaring upward at a rate of 1,200 feet per minute, Austrian BASE jumper Felix Baumgartner first surpassed the altitude of Air Force Colonel Joe Kittinger's record for the highest skydive, then he swept past the mark for the highest manned balloon ascent. At 127,852 feet, he stepped out onto a small platform the width of a skateboard. Then, with the cold darkness of space above him and the sunlit Earth below, he jumped.

With that, on October 14, 2012, Baumgartner, National Geographic's future Adventurer of the Year, completed a seven-year quest to break the record for highest parachute jump. At a speed of 843.6 miles an hour, he became the first human to break the sound barrier in free fall.

"The exit was perfect, and then I started spinning," Baumgartner said. "It was really brutal at times. I thought for a few seconds that I would lose consciousness." If the spin became too fast, it could be deadly, creating a centrifuge effect that would pull blood from his body down to his feet—or, even worse, up to his head. With more than 30 cameras filming for National Geographic and BBC, the world watched as he began to spin, and eventually recovered. He landed safely in 9 minutes and 18 seconds, with 4 minutes and 20 seconds of that spent in free fall. The exclusive jump angles were combined with four years of behind-the-scenes footage to create an insider's look at Baumgartner's journey, culminating in his historic jump.

channel.nationalgeographic.com/channel/space-dive/



Pilot Felix Baumgartner, 43, of Austria jumps out from the capsule during the final manned flight for Red Bull Stratos in Roswell, New Mexico, U.S.A. on Oct. 14, 2012. "The really big adventures—the ones that break boundaries and create 'firsts'—aren't undertaken lightly," he said. "They demand a lot of planning and preparation and risk assessment."



TAKING READERS TO MOUNT EVEREST

Last spring, *National Geographic* readers were able to follow the National Geographic–The North Face expedition to Mount Everest in real time through live video, Instagram, Twitter, and *National Geographic* magazine’s iPad app. The climbing team set out to repeat the historic National Geographic-sponsored American Mount Everest Expedition of 1963.

Expeditions Council grantee and mountaineer Conrad Anker and photographer Cory Richards attempted the West Ridge route without Sherpa support. However, Richards was evacuated early for health reasons, and dangerous weather conditions forced expedition leader Anker, who had previously summited Everest twice, to accompany a second group with writer Mark Jenkins, scientists, and researchers aimed for the mountain’s more commonly climbed Southeastern Ridge. Using fixed ropes, stocked camps, help from porters, and supplemental oxygen, the group reached the summit on Friday, May 25, 2012. The story of their climb was featured in *National Geographic* magazine in June 2013.

nationalgeographic.org/everest/overview

The Mount Everest expedition was sponsored by National Geographic and The North Face, with support from Montana State University and the Mayo Clinic.



Above: Hundreds of climbers attempt Everest each year—sometimes dangerously harnessed to a single ascender line. Opposite page: Footage collected during James Cameron’s record dive will be featured in DEEPSEA CHALLENGE 3D—to be released in early 2014.



THE ULTIMATE TEST OF A MAN AND HIS MACHINE

In a state-of-the-art “vertical torpedo,” National Geographic Explorer-in-Residence and Academy Award-winning director James Cameron made headlines in March 2012 with the first solo dive to the bottom of the Mariana Trench, the deepest point in the ocean. Cameron spent the nearly seven-hour dive inside the cramped pilot sphere of his submersible, which has a diameter not much wider than a bathtub—only 43 inches—with his knees bent, hardly able to move. But the discomfort paid off when he touched down at Challenger Deep, a valley in the Mariana Trench that lies nearly seven miles (11 km) below the ocean’s surface.

Cameron is the first human to reach the deep undersea valley alone. The only other people to make this descent did so in 1960—U.S. Navy Lieutenant Don Walsh, who was on hand to greet Cameron when he surfaced, and the late Swiss oceanographer Jacques Piccard. Cameron arrived at the bottom with the technology necessary to capture scientific data, specimens, and visuals in a way unthinkable in 1960. Preliminary data from Cameron’s dive are giving scientists hints about tsunamis, gigantic crustaceans, and the origins of life.

Deepseachallenge.org

DEEPSEA CHALLENGE is a joint scientific expedition by Cameron, National Geographic, and Rolex to conduct deep-ocean research and exploration. Additional support is provided by the Alfred P. Sloan Foundation.





EXPLORATION FUND EXPANDS GRANTMAKING IN ASIA

To help the next generation understand the world, gain perspective, and ultimately help address global challenges, National Geographic has developed the Global Exploration Fund. It will allow us to activate new populations of explorers by providing resources through grants, content, and programs. The most recent effort in this global grant-making expansion—the National Geographic Air and Water Conservation Fund, based in China—awarded 13 grants in 2012 to resident scientists and conservationists working in mainland China to solve China’s air- and-water quality issues. The grants, which range from \$20,000 to \$50,000, fund projects at the cutting edge of research, technology, and conservation that require seed capital, including those that investigate risky or unproven approaches. Among the first grants funded in 2012 were a program to develop a sustainable water circulation and treatment system for urban areas and an examination of the environmental effects of China’s massive South-North Water Transfer Project.

nationalgeographic.org/explorers/gef

Top: China is the second location for National Geographic’s Global Exploration Fund, which launched in Sweden in 2011. Opposite page: The Pitcairn Islands Expedition included 384 individual dives and more than 450 person-hours underwater, counting and measuring 40,210 fish, 5,000 sea urchins, 6,300 coral colonies, and 14,500 algae.

INFLUENCING UNPRECEDENTED PROTECTION OF MARINE LIFE

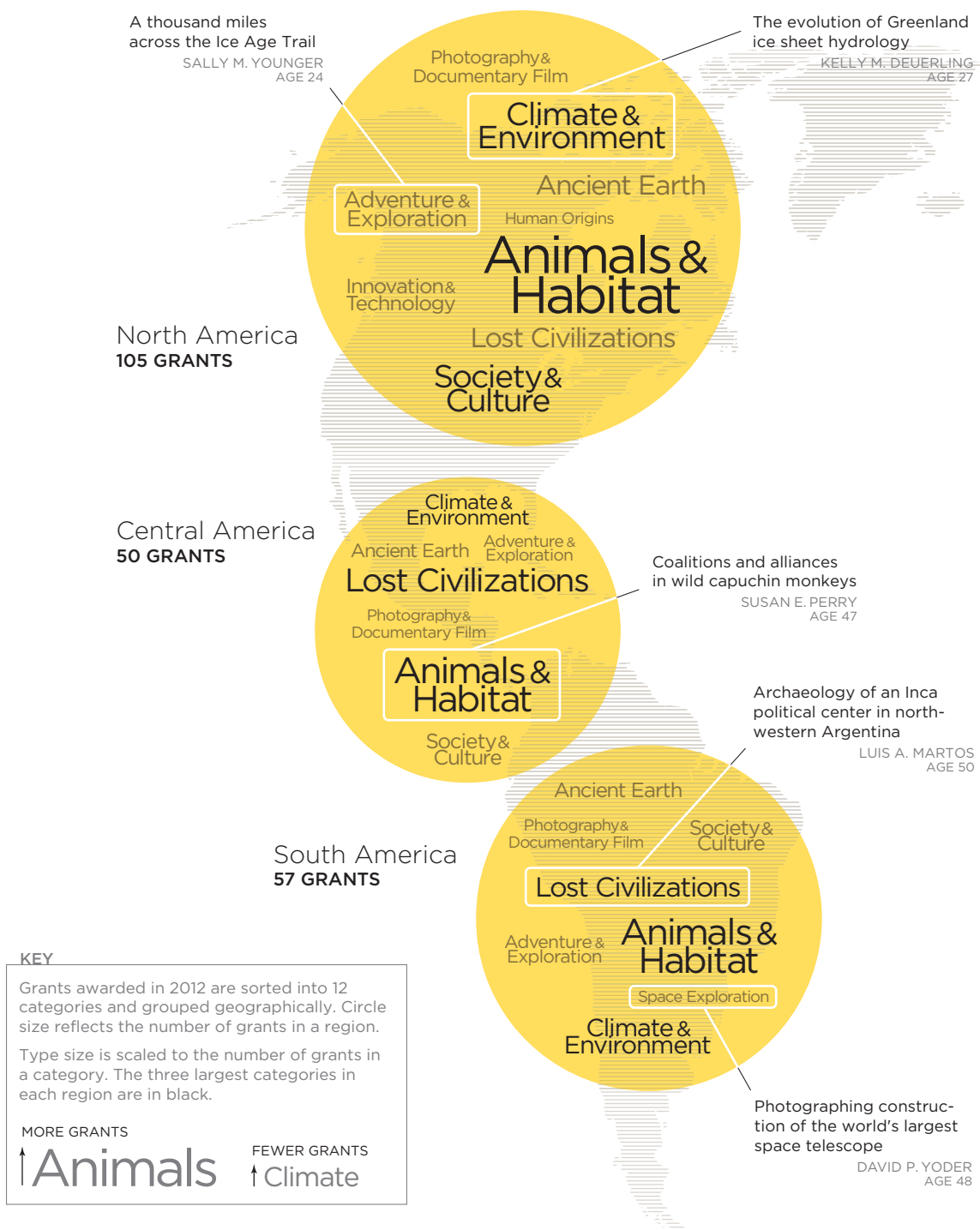
In 2012, National Geographic's Ocean Initiative provided support to Explorers-in-Residence Enric Sala and Mike Fay, whose work has resulted in hundreds of square miles of marine areas being protected from commercial use. In the spring, their team headed to the Pitcairn Islands, where they spent more than 450 hours underwater collecting data, observing healthy ecosystems with abundant fish populations, and studying vibrant coral communities. Their fascinating research illuminated the global biological value of these waters, and their photography revealed the beauty and bounty of these unfamiliar worlds. Sala and Fay's findings helped convince the Pitcairn community in September to unanimously vote for the protection of their waters. Together with partners Pitcairn Council and Pew Environment Group, National Geographic has proposed the creation of what would be the largest marine reserve in the world, around the Pitcairn Islands. The U.K. government is now studying the proposal.

In the fall, Fay and Sala traveled to Gabon, where Fay's 2,000-mile walk in 1999-2000 across the Congo Basin—enduring poachers, leeches, malaria, and blisters—led that country's government to set aside 11 percent of Gabon's land as national parks, preserved for generations to come. This time, in a collaboration with the Wildlife Conservation Society's field office in Gabon, Fay and Sala uncovered pristine—and unprotected—beaches and coastal lagoons along the coast of Gabon. Exploring aboard the Waitt Institute's expedition vessel, the *M/Y Plan B*, the team's initial research provided support for conservation efforts and other understudied ocean habitats.

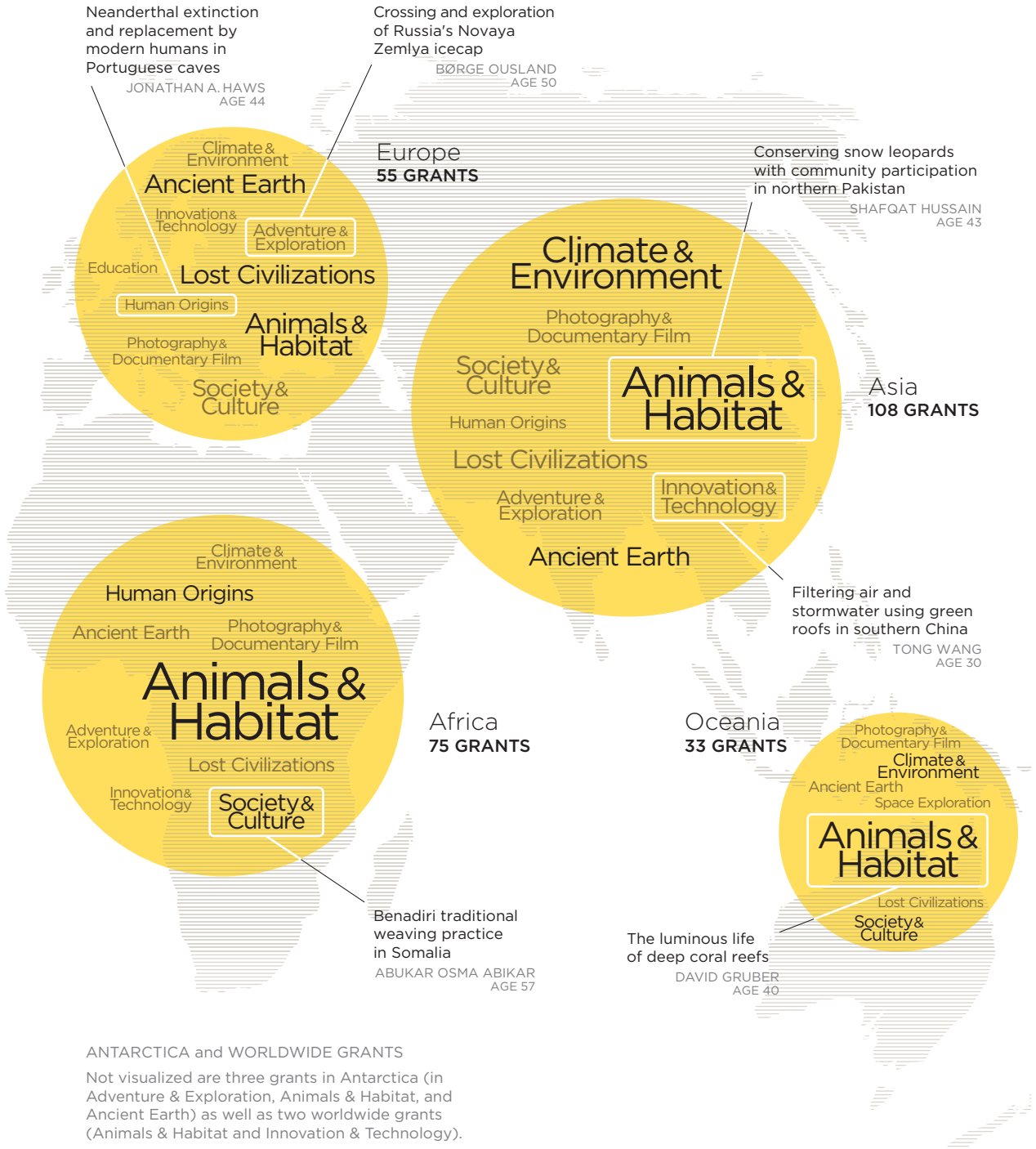
nationalgeographic.org/ocean



NATIONAL GEOGRAPHIC PROJECTS AROUND THE WORLD



For more than a century, we have partnered with generous donors to fund nearly 11,000 exploration grants, including those to 488 of the world's best explorers, researchers, and storytellers in 2012. Last year, National Geographic also made more than 60 education grants, totaling nearly \$3 million, to promote geography, science, and culture in the U.S.



EDUCATE

TO KNOW THE WORLD IS TO CHANGE IT

National Geographic is engaged in a number of educational initiatives for students, teachers, parents, and explorers. One example of the importance we place on education is the National Geographic Student Expeditions Scholarship Program, which provides financial support for high school students seeking educational summer experiences they could not otherwise afford. Since its creation in 2008, the program has awarded full scholarships—and life-changing experiences—to 83 students from around the U.S. for travel to locations around the globe. One of the 17 students awarded a scholarship in 2012 traveled to Alaska. “It was truly an incredible and spectacular trip that I will never forget,” she said. “I want to continue to travel all over the world someday, not as a tourist but as an explorer. That mindset is something I learned from National Geographic Student Expeditions and that I will hold on to forever.”

The scholarship fund is made possible by the generosity of donors. For more details about how to make a contribution, please visit ngstudentexpeditions.org.



GETTING YOUTH INTO THE OUTDOORS CAN CHANGE THE WORLD

“When kids who have very little really experience the power of the great outdoors, it can change their whole lives,” National Geographic Emerging Explorer Juan Martinez has said. Growing up among rampant poverty and violence, Martinez found meaning and solace in his high school’s Eco Club, where he started out planting jalapeño seeds to get out of a failing grade in science class—but ended up being accepted for a two-week scholarship trip to Wyoming’s Teton Science Schools. A decade later, Martinez found himself in Rocky Mountain National Park to participate in the sixth annual BioBlitz, hosted by National Geographic and the National Park Service, with presenting sponsors GEICO and Verizon Wireless. There he worked with young learners to excite and motivate them to care about the national parks and their natural beauty. The event drew more than 5,000 people, including 2,000 students, who accompanied field scientists to help identify and document as many species of plants, animals, microbes, fungi, and other organisms as possible in 24 hours. The species count at the closing ceremony was 489, but a bald eagle passing overhead during the ceremony raised the count to 490.

nationalgeographic.org/bioblitz

National Geographic has had a close relationship with the National Park Service since it helped draft legislation to establish the service in 1916. National Geographic has given grants to establish or sustain national parks and has extensively covered the parks in its media for nearly a century. The 2012 BioBlitz in Rocky Mountain National Park was the sixth of ten annual BioBlitzes held at national park units around the country leading up to the National Park Service’s centennial in 2016. The first took place in 2007 at Rock Creek Park in Washington, D.C.





INSPIRING STUDENTS TO CARE FOR THEIR ENVIRONMENT

In September, with support from Annenberg Learner (a project of the Annenberg Foundation), National Geographic Education and Heal the Bay (a nonprofit that works to make California's coastal waters safe and clean) released a series of visually compelling, comprehensive guides for teachers on oceans, water, energy, and climate change. Heal the Bay has been a longtime supporter of California's Education and the Environment Initiative (EEI), which was passed into law in 2003 and is designed to cultivate students' understanding of their relationship to the environment. Tested with students in California and Washington, D.C., these guides were developed for third- through eighth-grade educators, following EEI guidelines. The guides—"Earth's Fresh Water," "One Ocean," "Changing Climate," and "Energy Potential"—are available free online and provide accessible explanations on topics ranging from alternative energy solutions to sustainable fisheries. NG Education is also partnering with Annenberg Learner to produce, deliver, and administer a Massive Open Online Course for teacher professional development around the EEI, to be delivered through Google's Course Builder platform.

natgeoed.org/eei

TEACHING FROM THE SKIES

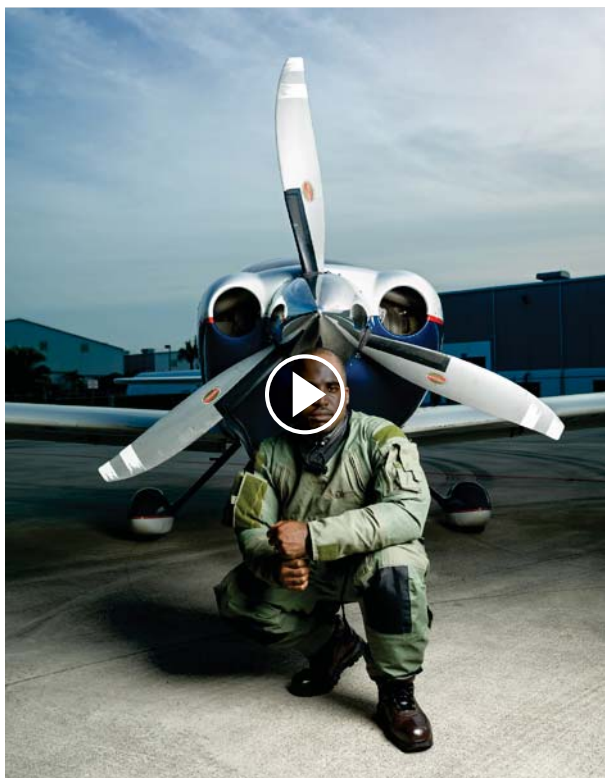
Pilot, educator, and 2012 Emerging Explorer Barrington Irving knows that igniting the curiosity of young people can be as simple as sharing your experience with them. When he was 15, an airline pilot sparked his interest in aviation by letting him sit inside the cockpit of a plane and go flying. “I was hooked. I only flew over my neighborhood, but I realized that there is a world out there.”

He subsequently decided to pass on a full football scholarship to pursue his aviation dreams—a decision many thought was foolish. Soon after this, however, he became the youngest person and the only African American to fly solo around the world. He set out to circumnavigate the globe with no weather radar, no de-icing system, and just \$30 in his pocket.

During his journey, 300,000 students followed him online. Their interest inspired him to create a nonprofit organization, Experience Aviation, which challenges kids to improve their understanding of math, science, engineering, and technology with activities like building planes from scratch. “I had a student who couldn’t point out a sixteenth of an inch on a ruler, and now she’s on a full scholarship as a math major at Duke University.”

Now he’s transforming a small jet into a classroom that will allow him to teach from the air, broadcasting from 45,000 feet and connecting to students on the ground through video streaming and classroom calls. “Meaningful, real-world learning experiences fire up the neurons in kids’ minds. If you don’t do that, you’ve lost them.”

nationalgeographic.org/explorers/bios/barrington-irving/



Above: National Geographic Emerging Explorer Barrington Irving is the youngest person to fly solo around the world. Opposite page: A diver explores a giant kelp forest off Anacapa Island—part of Channel Islands National Park in California—as a garibaldi fish looks on.

BRINGING THE WORLD TO TEACHERS

Grosvenor Teacher Fellowships are awarded each year to provide a once-in-a-lifetime expedition experience to a select group of teachers who will, in turn, share their inspiration, knowledge, and tales of adventure with their students and communities.

The fellowship program was created in 2007 as a way for Sven-Olof Lindblad, founder of Lindblad Expeditions, to honor National Geographic Society Chairman Emeritus Gil Grosvenor's lifelong commitment to K-12 geography education. This field-based professional development opportunity recognizes hardworking educators who have demonstrated a strong commitment to geography education.

This past summer, 14 fellows traveled to Norway on an 11-day voyage aboard the

National Geographic Explorer. "As a teacher, I am hungry to learn," said one of the fellows. "I want to deepen my current scientific understanding, keep up with innovative ways to use technology in the classroom, and find new techniques to inspire students and to deliver content. I came off the ship with my eyes wide open to the beauty of the natural world, and I am ready to bring this to my students and my community."

In 2012, Peter and Rhondda Grant of Denver, who are frequent travelers with NGS and Lindblad, contributed \$50,000 to help support the overall program and provide the opportunity

for a Grosvenor Teacher Fellow to be selected from their home state. The Grants see this as their way of paying it forward: "We have been fortunate to travel to many parts of our world and have enhanced our knowledge of other cultures and resources within the context of geography."

natgeoed.org/gtf



Above: Travelers enjoy themselves on a Lindblad Expedition. Lindblad has joined forces with National Geographic to provide extraordinary travel experiences and disseminate geographic knowledge. Opposite page: National Geographic Kids magazine staff laid out 16,407 shoes at Society headquarters in an attempt to set the record for the largest collection of shoes to recycle.

INSPIRING KIDS TO BE THE NEXT GENERATION OF EXPLORERS

2012 was a big year for National Geographic Kids, which inspires young adventurers to explore their world through award-winning magazines, books, videos, apps, games, toys, television series, and events. Some highlights from the year include:

- *National Geographic Kids* magazine reached more than four million readers a month.
- *National Geographic Little Kids* won a Parents' Choice Gold Award for the sixth year in a row, while *NG Kids* received a Parents' Choice Recommended Award.
- NG Kids published 86 new titles for young people, selling nearly 3.2 million copies. *Almanac 2013* sold more than 321,000 copies.
- Many NG Kids books were award winners, including the *Book of Animal Poetry*, which made the New York Public Library 100 Titles for Reading and Sharing, the Kirkus Best Children's Books List, and 100 Magnificent Children's Books of 2012.
- NG Kids engaged young people around the world to set a Guinness World Record for the most people to run 100 meters in 24 hours, with a total of 30,914 people participating. Readers also donated 16,407 shoes for a record that was set in 2013 for most shoes to be recycled.
- In the 2012 NG Kids Hands-on Explorer Challenge contest, thousands of entrants submitted essays on exploration. The 15 winners were taken on the field trip of a lifetime—a ten-day expedition to Montana.

kids.nationalgeographic.com/kids/



ENGAGE

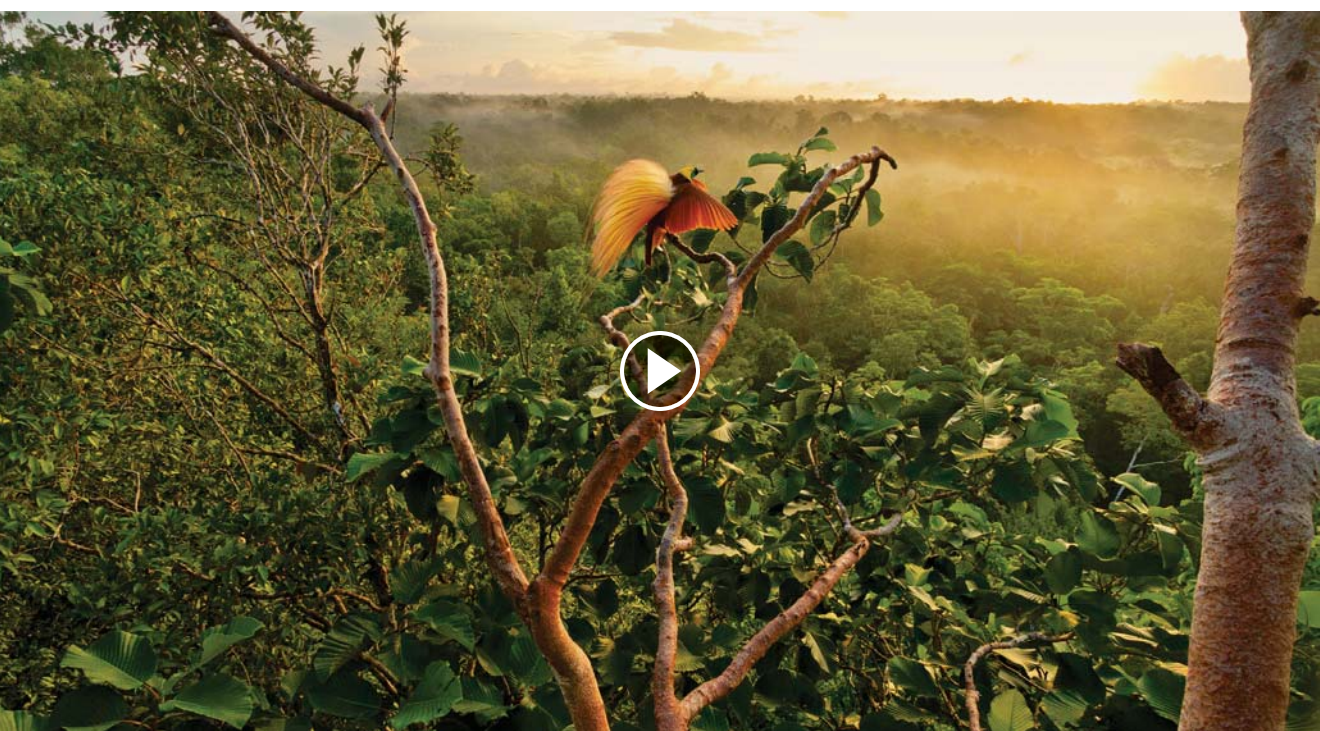
WE ARE ALL EXPLORERS

The work of National Geographic extends far beyond the walls of our Washington, D.C., headquarters. It is critical to us that we engage with our members the world over and share the amazing, the groundbreaking, the beautiful—and the ugly.

SHOWCASING “THE MOST BEAUTIFUL AND WONDERFUL OF LIVING THINGS”

Nineteenth-century naturalist Alfred Russel Wallace wrote that New Guinea’s birds of paradise “must be ranked as one of the most beautiful and most wonderful of living things.” National Geographic readers, viewers, and museum visitors learned why, last fall, on seeing the results of 18 expeditions undertaken by photographer and Expeditions Council grantee Tim Laman and ornithologist Ed Scholes to document all 39 species of birds of paradise for the first time.

The National Geographic Museum exhibition, *National Geographic* magazine article, documentary, and book were the results of more than eight years of work by





The beautiful birds of paradise (opposite page)—39 species documented in New Guinea by explorers Tim Laman and Ed Scholes—provide a colorful contrast to Emerging Explorer Lucy Cooke’s favored “ugly” animals, such as a three-toed sloth and a termite-eating pangolin.

Laman and Scholes, who traveled to the remote New Guinea rain forest to study and record the extraordinary colors, bizarre feathers, habitat, and courtship dances of these birds, known as virtuosos of the avian world and case studies in the evolutionary power of sexual selection.

nationalgeographic.org/events

LOVE UGLY

2012 Emerging Explorer Lucy Cooke is on a one-woman crusade to show the world why some of the most unlovable animals are actually the most interesting and deserving of our attention, study, and protection. She prefers the “weird and quirky creatures” that get overshadowed by the charismatic megafauna of the world—animals like the aquatic scrotum frog, whose very name puts it at a public relations disadvantage; or the sloth, named after one of the seven deadly sins, with an unfair reputation for being lethargic.

With a background in zoology and filmmaking, Cooke, or the “Amphibian Avenger” as she is sometimes known, is the perfect person to share the stories of these less loved animals, many of which are wonders of evolution deserving of our admiration. They include animals like frogs, whose extinction crisis was largely overlooked for years. “One of the most important environmental stories of our time was being ignored, simply because the star didn’t have a furry face,” says Cooke. Her series *Freaks and Creeps* on Nat Geo WILD brings viewers the weird, the ugly, and the unappreciated animals of the world—and helps others love them and care for their survival as much as she does.

nationalgeographic.org/explorers/bios/lucy-cooke/



BIG CATS INITIATIVE ROARING LOUDER THAN EVER

Now in its fourth year, the Big Cats Initiative (BCI) continues to raise awareness about the plight of big cats and stem their decline in the wild. In 2012, BCI awarded 13 grants totaling more than \$400,000, including our first grants supporting Amur (Siberian) tigers in Russia and snow leopards in Pakistan and Nepal. Our grantees are working to reduce human-wildlife conflict and developing innovative programs to protect and preserve big cats in the wild.

Explorers-in-Residence and BCI founders Dereck and Beverly Joubert were featured on CBS's *60 Minutes* in November. "We've spent thousands of hours with them," Dereck said of their more than 30 years of filming and photographing Africa's big cats. "We've spent more hours with lions than we have at university, at school, or with either of our parents. So this is our family in many ways." More than \$19,000 in donations was raised for BCI as a direct result of the segment. The Jouberts also released their newest film, *The Unlikely Leopard*, on Nat Geo WILD in 2012. The film follows clumsy, adorable Dikeledi on his journey from cub to stealthy hunter.

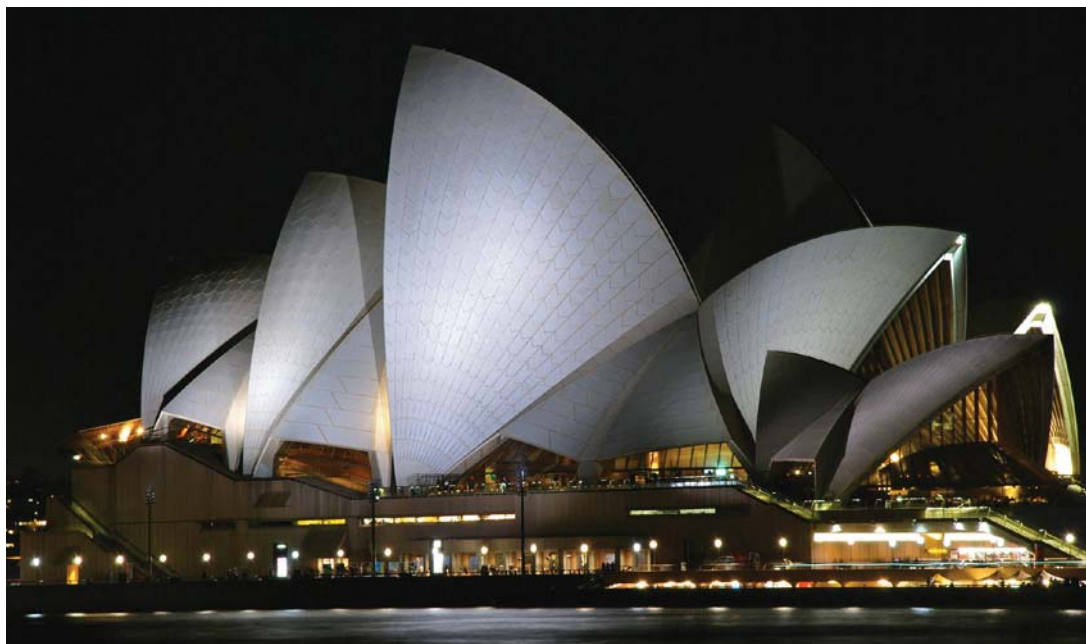
In December, Nat Geo WILD's third annual Big Cat Week opened with the premiere of *Snow Leopard of Afghanistan*, following the first ever expedition to capture and collar one of those elusive cats. Meanwhile, shy, shrewd, and delicately built cheetahs were a November feature story in *National Geographic* magazine. Associated online content included high-definition, slow-motion video of the world's fastest land mammal.

causeanuproar.org

NAT GEO LIVE DOWN UNDER

National Geographic's popular speaker series expanded its reach to the Southern Hemisphere in 2012, bringing the stories, images, and insights of our photographers, explorers, and filmmakers to Australia's legendary Sydney Opera House. Photographer Brian Skerry opened the series in October with his "Ocean Soul" presentation, focused on his images of seamounts and the Mesoamerican Reef for *National Geographic* magazine. Annie Griffiths, one of National Geographic's first women photographers and a true pioneer in crossing cultural barriers, shared her stories through "A Camera, Two Kids, and a Camel" in November. December audiences were treated to photographer Mattias Klum's striking images from his most recent expeditions to the world's last wild places. Sydney is the first location for the *Nat Geo Live: Pacific* series, with plans for expansion to Melbourne, Auckland, and Singapore in 2013.

nationalgeographic.org/museum



Above: The famous Sydney Opera House serves as the local host for NG Live events Down Under. Opposite page (left): One of the most vulnerable of the big cats, with fewer than 10,000 remaining in the wild, a cheetah's unique anatomy—including a flexible spine and semi-retractable claws—makes it perfectly designed for running.

EXPOSING THE ILLICIT IVORY TRADE

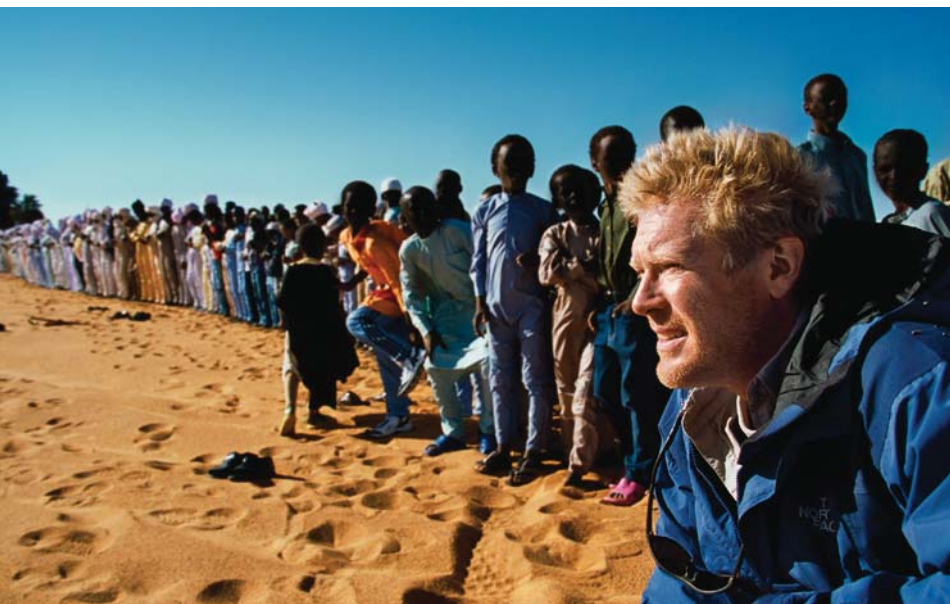
The cover story for the October 2012 issue of *National Geographic* magazine revealed that the global religious market for ivory is a driving force behind elephants being illegally killed across Africa at the highest rates in a decade. Author Bryan Christy exposed a thriving market for ivory in the Philippines and traced a fascination with ivory to St. Peter's Square in Vatican City, where ivory icons are for sale. In Thailand, demand is driven by the belief that carving in ivory honors both the animal and Buddha. The article pointed to flaws in the strategies used by CITES, the treaty organization that sets international wildlife trade policy, which emphasizes rewarding countries for seizures of ivory over prosecution of large-scale ivory dealers, whose crimes cost the lives of both elephants and the African rangers hired to protect them.

The report inspired a National Geographic film, *Battle for the Elephants*, which premiered on PBS in February 2013. Christy and Aidan Hartley took viewers undercover as they investigated the criminal network behind ivory's supply and demand. It also resulted in a high-ranking cleric—who had given Christy a primer on smuggling ivory—being stripped of his position on orders from the Vatican, and raids were conducted on ivory businesses in Vatican City and the Philippines. Additionally, the report has led to numerous Internet petitions to stop ivory trade, and the impact continues.

nationalgeographic.org/bloodivory



Above: In Africa, elephants are being illegally killed for their ivory tusks at the highest rates in a decade. Opposite page: Explorer-in-Residence Spencer Wells directs the Genographic Project. His fascination with the past has led him in search of human populations that hold the history of humankind in their DNA.



DOES YOUR STORY HAVE A SURPRISE BEGINNING?

More than a half million people from 130 countries participated in the first phase of National Geographic's Genographic Project—the multiyear global research initiative that uses DNA to map the history of human migration. The second phase builds on seven years of collecting data from around the world and examines nearly 150,000 DNA identifiers from across the entire human genome. People can purchase the latest Geno 2.0 kit and take a painless cheek swab that they then send in for analysis. They learn how their DNA is affiliated with various regions around the world and even if they have traces of Neanderthal or Denisovan ancestry from our ancient hominid cousins. Participants receive their results through a multi-platform Web experience with full visualizations of their migratory path and regional connections, and they can share their stories with the broader Genographic Project community.

The project's second phase incorporates an educational component called GenoThreads, which connects students and teachers around the world using Genographic participation kits to study science, culture, and geography. In the first GenoThreads project, high school students in Switzerland are sharing their results with students across the world in Singapore.

A portion of the proceeds from the sale of Genographic participation kits funds project research and the Genographic Legacy Fund, which awards grants to support community-led cultural conservation and revitalization initiatives among indigenous and traditional communities around the world. So far, the Genographic Project has provided 62 Legacy Fund grants worth \$1.7 million.

nationalgeographic.org/genographic



*A climber hoists himself up at
a Mustang cave entrance in Nepal.*

AWARDS AND SPECIAL RECOGNITION

National Geographic products and programs won numerous awards from several entities in 2012:

NATIONAL GEOGRAPHIC SOCIETY

- NGS was awarded Carbonfund.org's For Planet and People Media Award for its commitment to sustainable practices and efforts to reduce the Society's carbon footprint.
- NGS was honored by the Asia Foundation and The Lotus Circle for its work to help improve the lives of Afghan girls through education and large-scale refurbishing of heavily damaged girls' schools.

NATIONAL GEOGRAPHIC MAGAZINE

American Society of Magazine Editors Ellie Award

- *National Geographic's* tablet edition won a Digital Ellie Award.

World Press Awards

National Geographic photographic coverage claimed four World Press Awards:

- First Place: Contemporary Issues Stories — Stephanie Sinclair, "Child Brides"
- First Place: Nature Stories — Brent Storton, "Rhino Wars"
- Second Place: Nature Stories — Carsten Peter, "Vietnam's Infinite Cave"
- Third Place: General News Story — David Guttenfelder, "Japan's Nuclear Refugees"

Pictures of the Year International

- *National Geographic* was honored in 12 categories in the Pictures of the Year International (POYi) competition, including a Global Vision Award for Steve Winter's December tiger coverage and for Best Use - Magazine.

Harris Poll EquiTrend

- *National Geographic* was named Harris Poll EquiTrend's Magazine Brand of the Year.

NATIONAL GEOGRAPHIC TRAVELER

Digital Magazine Awards

- *National Geographic Traveler* won Travel Magazine of the Year for its iPad edition at the Digital Magazine Awards.

NATIONAL GEOGRAPHIC KIDS

Parents' Choice

- *Little Kids* won a Parents' Choice Gold Award; *National Geographic Kids* won a Parents' Choice Recommended Award.

Association of Educational Publishers

National Geographic Kids won three Association of Educational Publishers (AEP) Awards:

- Innovation Award — *National Geographic Kids* magazine iPad app
- Two Distinguished Achievement Awards for Article Design and News Story for "Cheetahs: Built for Speed" and "We Survived September 11"

DIGITAL MEDIA

Webby Awards

National Geographic Digital Media won three People's Choice Webby Awards across various categories, given by the International Academy of Digital Arts and Sciences:

- Magazine Website — NGM.com
- Green Website — National Geographic Environment
- Education & Reference App — "50 Greatest Photographs of National Geographic"

Design Award

- "National Parks by National Geographic" won in the iPhone Developer Showcase category in the Apple Design Awards.

VENTURES

NAACP Image Award

- National Geographic Cinema Ventures' *The First Grader* won an NAACP Image Award for Outstanding Writing in a Motion Picture.

Giant Screen Cinema Association

- *Flying Monsters 3D* was awarded the Best Marketing Campaign by a Distributor by the Giant Screen Cinema Association.

Wildscreen Panda Awards

National Geographic Cinema Ventures won two Wildscreen Panda Awards:

- 3D Award — *Flying Monsters 3D*
- Music Award — *The Last Lions*

ADVERTISING

M&M Global Awards

- A media campaign partnership spearheaded by National Geographic's International Advertising team was announced the Best Campaign Reaching Influential and Political Decision Makers at the 23rd annual M&M Global Awards in London.

NATIONAL GEOGRAPHIC CHANNEL

Emmys (News & Documentary)

- The New Generation Explorers Campaign won a News & Documentary Emmy Award for Outstanding Promotional Announcement.

NATIONAL GEOGRAPHIC GAMES

Wildscreen Panda Awards

- National Geographic Games, in partnership with Nat Geo WILD, won a New Media Award for "Kinect Nat Geo TV."

EDUCATION

Interactive Media Awards

- The Education website garnered three Interactive Media Awards for Outstanding Achievement in the Youth, Nonprofit, and Education categories.

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The Fairmont Olympic Hotel
The Fairmont Royal York
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*Deceased

A Message from Chief Financial Officer Tracie Winbigler

National Geographic's award-winning magazines, books, and other mission-focused programs and activities educated, inspired, and engaged millions of people worldwide. Highlights included our children's books program which significantly broadened its reach to young readers, and our travel expeditions, which brought more travelers together than ever before with our grantees and experts. New interactive exhibits were created, introducing museumgoers to National Geographic at our own museum in Washington, D.C., as well as at partner museums worldwide. Our geography education programs developed exciting new curricula and teacher training programs designed to equip students to make decisions based on a global understanding of how people and places are connected.

In 2012, membership dues and contributions continued to play a vital role in providing support for our programs. National Geographic's net assets remained strong as our exciting transition toward a digital future accelerated. Investment income, including market gains, yielded strong results, and endowment assets continued to grow. Both the National Geographic Education Foundation and the Fund for Exploration Endowments—made possible through generous donor contributions—funded robust education, conservation, exploration, and research grant programs worldwide.

As we look to the future, we are increasingly focused on diversifying our cash resources to support our important mission. In the coming year, you will be hearing more about our plans for creating long-term support for our education, exploration, and media programs, as well as enhancements to the public spaces that bring the National Geographic experience to our loyal readers and supporters.

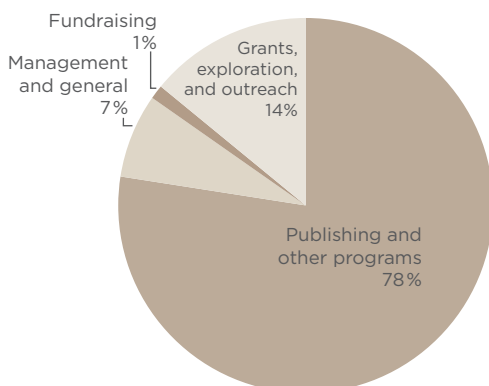
SUMMARY STATEMENTS OF ACTIVITIES

(in thousands)

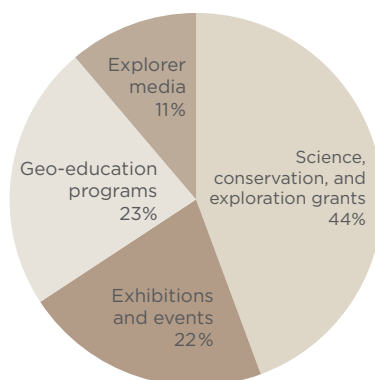
	2012	2011
Support		
Membership dues	\$ 125,410	\$ 132,465
Magazine and book publishing	173,643	178,296
Other educational programs	117,668	111,799
Contributions	15,035	21,893
Federal grants	2,594	1,611
Dividend and interest income, net of fees	10,618	11,505
Total Support	444,968	457,569
Expenses		
Magazines, book publishing and other programs	356,556	358,160
Educational grants and community outreach	47,943	49,404
Scientific research and exploration	13,121	15,862
Program Expenses	417,620	423,426
Management and general	33,053	34,010
Fundraising	6,202	6,793
Total Expenses	456,875	464,229
Operating Income	(11,907)	(6,660)
Other changes in net assets*	32,064	(50,822)
Change in Net Assets	\$ 20,157	\$ (57,482)

*Other changes in net assets primarily consist of realized and unrealized investment gains and other pension and postretirement expenses.

TOTAL EXPENSES



GRANTS, EXPLORATION, AND OUTREACH

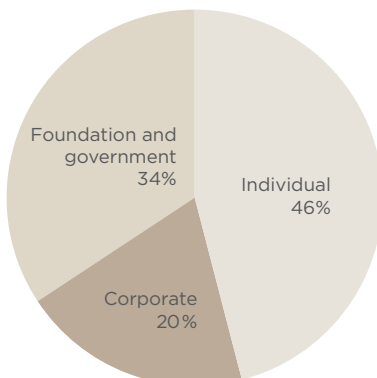


STATEMENTS OF FINANCIAL POSITION

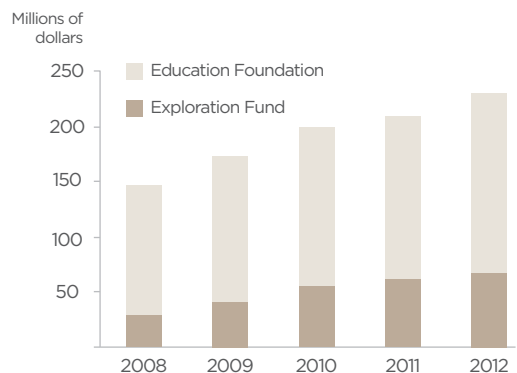
(in thousands)

	2012	2011
Cash and cash equivalents	\$ 12,845	\$ 9,806
Accounts receivable, net	266,142	305,466
Contributions receivable, net	12,016	12,758
Inventories, net	18,681	21,862
Deferred expenses and other	21,139	22,657
Investments	834,833	820,136
Property and equipment, net	61,548	58,069
Total Assets	\$ 1,227,204	\$ 1,250,754
Accounts payable and accrued expenses	\$ 53,872	\$ 65,485
Deferred revenue	152,280	159,555
Pension and postretirement benefits	243,186	222,916
Debt	24,942	71,161
Other	8,256	7,126
Total Liabilities	482,536	526,243
Unrestricted	622,543	614,688
Temporarily restricted	45,507	36,020
Permanently restricted	76,618	73,803
Total Net Assets	744,668	724,511
Total Liabilities and Net Assets	\$ 1,227,204	\$ 1,250,754

CONTRIBUTIONS BY DONOR TYPE



ENDOWMENT INVESTMENT BALANCES*



*including management funds

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NATIONAL GEOGRAPHIC'S COMMITMENT TO SUSTAINABILITY

At National Geographic, we integrate sustainability into the core of our culture and operations. As we have done since 2009, in 2012 we purchased wind-power renewable-energy credits to meet all of the Society's electrical needs in all of its facilities in North America. We also purchased certified offsets for the carbon emissions of travel booked through National Geographic Expeditions (educational excursion travel), and we implemented building upgrades that resulted in Leadership in Energy and Environmental Design for Existing Buildings (LEED EB) gold recertification and Energy Star recertification for 2012 from the U.S. Environmental Protection Agency for our buildings. In the next two to four years, our target is to reduce our electrical use by 10 percent, our water use by 10 percent, our landfill waste by 25 percent, and the greenhouse gases emitted on our behalf by our suppliers and vendors by 5 percent.

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