



NATURE FIRST

The Alliance for Responsible Nature Photography

2021 Annual Report

January 2022



About Us

Nature First was founded to promote the protection and preservation of the world's natural and wild places through inspiring, educating, and uniting everyone making photographs and videos in nature, empowering them to be ambassadors of the natural world.

Key Accomplishments in 2021

Nonprofit Status

Nature First originally launched on Earth Day in April of 2019, but it wasn't until December of 2020 that Nature First was legally registered as a nonprofit corporation in the state of Colorado. As a result, one of the priorities for 2021 was to take the next step and seek recognition as a charitable entity with the Internal Revenue Service of the United States. After a great deal of paperwork followed by a considerable wait, Nature First was officially declared a 501c3 public charity in August 2021. This designation gives an extra level of legitimacy to the organization and allows donors in the United States to deduct donations from their taxes. It provides access to non-profit support organizations and it also allows the organization to receive much needed discounts on accounting software, payroll services, etc.. At the same time, this status increases the organization's accountability and the need to prove the benefit provided by Nature First.

Membership

During 2021, Nature First membership grew by 30% and expanded to an additional 18 countries. There are now members in 70 countries, committed to practicing and promoting responsible nature photography.



Staff

Nearly 50 people served as volunteers with Nature First during 2021. Many of these volunteers gave dozens of hours and some of them hundreds of hours to advance the cause of responsible nature photography. They were involved in driving strategic initiatives, expanding international programs, growing membership, writing and editing articles, creating graphics, coordinating social media, writing letters, attending meetings, promoting at festivals, translating materials into their local language, and much more. The importance of their contribution to Nature First cannot be emphasized enough.

Most of these volunteers are also Nature First ambassadors. Ambassadors are the regional representatives who actively promote the principles and ethos of the organization in countries and regions where they live, using the local language and addressing regional specific issues. There are currently over 40 Nature First ambassadors located in 18 countries.

Communications

One of the primary aims of Nature First is education and therefore much effort went into writing articles and addressing issues at the intersection of photography and the natural world. Almost daily, relevant content was shared through its social media channels. The Nature First website and newsletter were also used consistently to promote the message of responsible nature photography.

To help give Nature First communications a more global voice, Australasia took over social media during the month of July, and did an amazing job. They brought together a team of nearly 20 highly-qualified people to create engaging content from a southern-hemisphere perspective.

Fund Raising

Nature First began the process of raising funds in 2021. The aim was to raise \$800 from members during this first year. In the end \$2,605 was contributed by thirty-eight Nature First members. The Board of Nature First contributed an additional \$42,600 in preparation for hiring the organization's first paid staff member in early 2022.

Along with direct fundraising, the Board developed a structure for a corporate sponsorship program which it plans to roll out in 2022.

Materials for Members

With a recognition that the Nature First principles need to be applied differently across the globe, an initial Nature First regional guide was created. This is a sixty-page eBook on the country of Ireland as well as a two-page fact sheet. These will serve as templates for creating additional guides and fact sheets for countries and regions across the globe. These are provided free to Nature First members through the member's section of the Nature First website.



Our Goals for 2022

- To strengthen the organization's internal structure and its capacity to achieve measurable outcomes by hiring a Director of Operations.
- To provide additional tools and increased value to members and partners.
- To increase the organization's financial stability in order to expand the mission of empowering photographers across the globe to be ambassadors for the natural world.

Financial Report

Nature First Statement of Activity

January - December 2021

	<u>Total</u>
Revenue	
Contributed income	
Board Donations	42,599.89
Individual Donations	2,605.00
Total Contributed income	<u>\$ 45,204.89</u>
Total Revenue	<u>\$ 45,204.89</u>
Gross Profit	\$ 45,204.89
Expenditures	
Advertising & marketing	
Newsletter	669.54
NF Ambassador Marketing	172.04
Promotional Materials	2,469.12
Social media	7.49
Sponsored Events	343.00
Website	443.99
Total Advertising & marketing	<u>\$ 4,105.18</u>
Contract & professional fees	
Graphic Design Fees	917.30
Total Contract & professional fees	<u>\$ 917.30</u>
Office expenses	
Bank fees & service charges	4.62
Information Technology	237.64
Licenses and Permits	610.00
Office Supplies	27.85
Shipping & postage	81.88
Total Office expenses	<u>\$ 961.99</u>
PayPal Fees	105.88
Total Expenditures	<u>\$ 6,090.35</u>
Net Operating Revenue	<u>\$ 39,114.54</u>
Net Revenue	\$ 39,114.54

Nature First is a 501c3 nonprofit organization in the United States with tax id: 86-1225718

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