



NATURE FIRST

The Alliance for Responsible Nature Photography

2023 Annual Report

January 2024



About Us

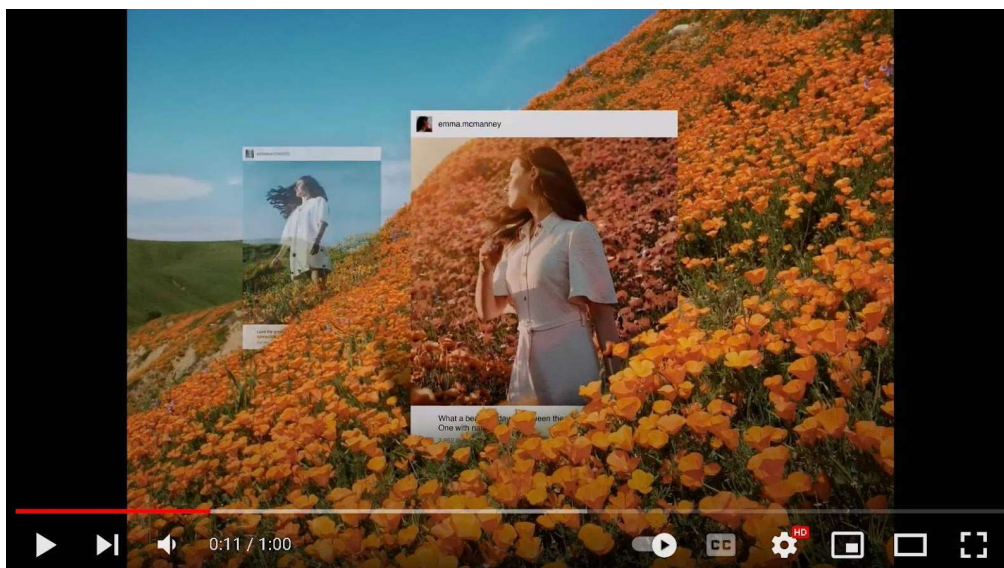
Nature First was founded to promote the protection and preservation of the world's natural and wild places through inspiring, educating, and uniting everyone making photographs and videos in nature, empowering them to be ambassadors of the natural world.

A Look Back at 2023

This past year was a very radical shift from previous years. We went from being an extremely active organization with a large international team of volunteer staff to being an organization with no staff at all. In the same way, we went from being involved in many activities to much more of a maintenance mode. The reason for this change is explained in detail in our 2022 yearly report.

In 2023 our primary focus was maintaining the Nature First website. This website promotes the vision of Nature First and its important principles for doing nature photography in a responsible way. This website is also filled with articles about the movement as well as a member section which connects members across the globe. We've made this website available in 7 major languages.

In May we released a video called "In nature, everybody is an influencer" in conjunction with Fledge TV, a media company out of Belgium. The video highlights ways in which nature photography can have a very negative impact on the environment and brings attention to our organization and the vital principles of responsible nature photography that we promote.



This year we released our annual newsletter in April in conjunction with Earth Day. It looked back at the positive impact that some of the well known early nature photographers from various parts of the world made on the natural world. We also published a second newsletter in October that discussed what is happening with Nature First after the significant changes we made since last year.

We also are involved in regular correspondence with people wanting to know more about the mission of Nature First and how it might apply to them in their circumstances. Some are individuals wanting to do more and sometimes they run organizations, magazines, or are involved in the intersection of nature and photography in other ways.

Individual contributions for 2023 were down 71%. Fortunately, our expenditures were also down significantly. Our basic operating expenses were down by 78%. We also did not have any payroll or travel expenses this year as we did previously. So we had a positive net operating revenue of \$404.00.


Nature First members are those who have committed themselves to following the Nature First Principles in their photography. This is a significant commitment for a photographer to make and so we are delighted to have grown the membership by another 6% this year. We now have 5,546 Nature First members in over 75 nations.



Financial Report

Nature First Statement of Activity January - December 2023

Revenue	
Contributed income	
Individual Donations	265.10
PayPal	1,060.00
Total Individual Donations	1,325.10
Total Contributed income	1,325.10
Total Revenue	\$1,325.10
GROSS PROFIT	
	\$1,325.10
Expenditures	
Advertising & marketing	150.00
Newsletter	12.00
Website	60.96
Total Advertising & marketing	222.96
Contract & professional fees	
Accounting fees	421.26
Total Contract & professional fees	421.26
Office expenses	
Information Technology	172.21
Licenses and Permits	10.00
Shipping & postage	32.40
Total Office expenses	214.61
PayPal Fees	61.90



Total Expenditures	\$920.73
NET OPERATING REVENUE	\$404.37
NET REVENUE	\$404.37

Nature First is a 501c3 nonprofit organization in the United States with tax id: 86-1225718
© Nature First - <https://www.naturefirst.org/>

