

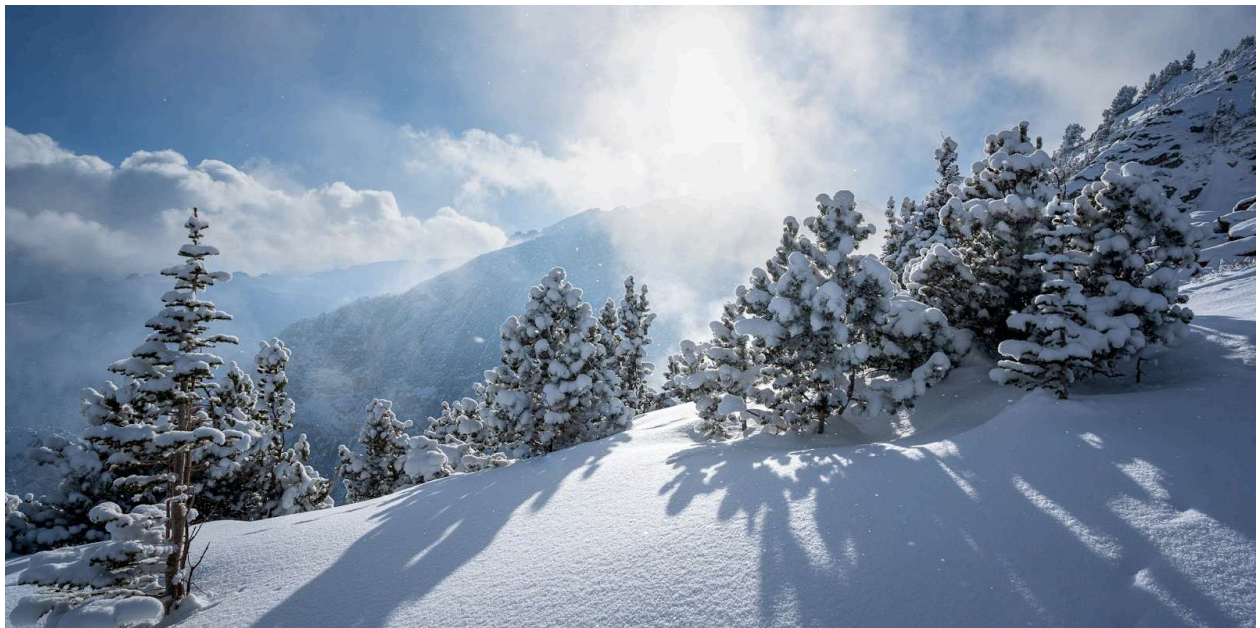


NATURE FIRST

The Alliance for Responsible Nature Photography

2024 Annual Report

January 2025



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 Brief Review of 2024

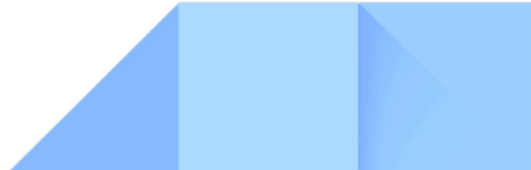
In 2023 we significantly reduced the scope of our activity as an organization due to funding challenges. So for 2024 our primary focus was maintaining the Nature First website, which is the hub of the Nature First community. This website promotes the vision of Nature First and its important principles for doing nature photography in a responsible way. The Nature First website is also filled with articles about the movement, tools and ideas for members, as well as a member section which connects members across the globe. This website is available in 7 major languages.

In 2024 we were also involved in regular correspondence with people across the globe wanting to know more about the mission of Nature First and how it might apply to them in their circumstances. Some of those we correspond with are individuals wanting to do more and sometimes they are people who run organizations, magazines, or people who are involved at the intersection of nature and photography in other ways. In all our interaction we work to help people see how they can use their own gifts and passions to practice and promote responsible nature photography.

In 2024 we received just \$612 in contributions. These contributions were from 9 individuals. Five of these people gave small donations on a monthly basis. Most of these have been contributing to Nature First on a monthly basis for a couple of years now.

Our expenses in 2024 were just \$658. Most of this expenditure was for the website, newsletter software, financial tracking, as well as a donation to Leave No Trace. Despite having more expenses than income, the difference is fairly small and we have sufficient reserves to cover this shortfall.

This year the Nature First membership grew by another 218 members. We now have 5,764 Nature First members in over 75 nations.





While the activity of Nature First as an organization has greatly reduced from what it was from 2019-2022, its members across the globe live out the Nature First Principles and use their photography for the wellbeing of the natural world. This was our aim from the beginning, not necessarily to grow a big organization, but to see the nature photography community develop a culture of care and respect for the natural world. We're seeing that happen today and hope that the ethos and principles of Nature First continue to be a guiding light to photographers for years to come.

Financial Report

Statement of Activity January - December 2024

	TOTAL
Revenue	
Contributed income	
Individual Donations	102.32
PayPal	510.00
Total Individual Donations	612.32
Total Contributed income	612.32
Total Revenue	\$612.32
GROSS PROFIT	\$612.32
Expenditures	
Advertising & marketing	
Website	149.10
Total Advertising & marketing	149.10
Office expenses	
Bank fees & service charges	3.32
Information Technology	284.88
Licenses and Permits	25.00
Memberships & subscriptions	150.00
Total Office expenses	463.20
PayPal Fees	46.04
Total Expenditures	\$658.34
NET OPERATING REVENUE	\$ -46.02
NET REVENUE	\$ -46.02

Statement of Financial Position

As of December 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking - US Bank	9,075.88
PayPal Bank	997.30
Total Bank Accounts	\$10,073.18
Other Current Assets	
Payments to deposit	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$10,073.18
TOTAL ASSETS	\$10,073.18
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Taxes (941/944)	0.00
NJ Income Tax	0.00
NJ Quarterly Taxes	0.01
Total Payroll Liabilities	0.01
Total Other Current Liabilities	\$0.01
Total Current Liabilities	\$0.01
Total Liabilities	\$0.01
Equity	
Retained Earnings	10,119.19
Net Revenue	-46.02
Total Equity	\$10,073.17
TOTAL LIABILITIES AND EQUITY	\$10,073.18

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

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