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Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.
▶ Information about Form 990 and its instructions is at www.irs.gov/form990

OMB No 1545-0047

2015

Open to Public Inspection

A For the 2015 calendar year, or tax year beginning 01-01-2015, and ending 12-31-2015

B Check if applicable

☐ Address change
☐ Name change
☐ Initial return
☐ Final return/terminated
☐ Amended return
☐ Application pending

C Name of organization
NATIONAL GEOGRAPHIC SOCIETY

Doing business as

Number and street (or P O box if mail is not delivered to street address)
1145 17TH ST NW

Room/suite

City or town, state or province, country, and ZIP or foreign postal code
WASHINGTON, DC 200364688

D Employer identification number
53-0193519

E Telephone number
(202) 857-7000

G Gross receipts \$ 1,768,660,115

F Name and address of principal officer
GARY E KNELL
1145 17TH ST NW
WASHINGTON,DC 200364688

H(a) Is this a group return for subordinates?

☐ Yes ☒ No

H(b) Are all subordinates included?

☐ Yes ☐ No

If "No," attach a list (see instructions)
H(c) Group exemption number ▶

I Tax-exempt status

☒ 501(c)(3) ☐ 501(c) () ◀(insert no) ☐ 4947(a)(1) or ☐ 527

J Website: ▶ nationalgeographic.org

K Form of organization

☒ Corporation ☐ Trust ☐ Association ☐ Other ▶

L Year of formation 1888**M** State of legal domicile DC

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities
The purpose of the Society shall be to increase and diffuse geographic knowledge in the broadest sense to illuminate, teach, and inspire people to care about the planet

2 Check this box ☒ if the organization discontinued its operations or disposed of more than 25% of its net assets

3 Number of voting members of the governing body (Part VI, line 1a)	3	17
4 Number of independent voting members of the governing body (Part VI, line 1b)	4	15
5 Total number of individuals employed in calendar year 2015 (Part V, line 2a)	5	1,565
6 Total number of volunteers (estimate if necessary)	6	3,637
7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	37,467,279
b Net unrelated business taxable income from Form 990-T, line 34	7b	-204,532

Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	37,955,317	28,031,990
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	394,269,885	319,379,630
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	54,680,893	672,730,617
	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	53,070,862	53,246,199
		539,976,957	1,073,388,436
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	17,621,448	17,063,762
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	160,032,303	147,197,524
	16a Professional fundraising fees (Part IX, column (A), line 11e)	937,530	1,417,676
	b Total fundraising expenses (Part IX, column (D), line 25) ▶8,761,919		
	17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	338,634,179	256,822,131
	18 Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	517,225,460	422,501,093
	19 Revenue less expenses Subtract line 18 from line 12	22,751,497	650,887,343
Net Assets or Fund Balances		Beginning of Current Year	End of Year
	20 Total assets (Part X, line 16)	1,263,706,493	1,695,152,141
	21 Total liabilities (Part X, line 26)	462,809,222	208,675,533
	22 Net assets or fund balances Subtract line 21 from line 20	800,897,271	1,486,476,608

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

Sign Here

Signature of officer
MICHAEL ULICA EVP, CFO & COO
Type or print name and title

2016-11-01
Date

Paid Preparer Use Only

Print/Type preparer's name
Margaret A Bradshaw

Preparer's signature
Margaret A Bradshaw

Date

Check ☐ if self-employed
Firm's EIN ▶ 13-5565207
Phone no (703) 286-8000

PTIN
P00501222

May the IRS discuss this return with the preparer shown above? (see instructions)

☒ Yes ☐ No

For Paperwork Reduction Act Notice, see the separate instructions.

Cat No 11282Y

Form 990(2015)

Part III

Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

☐

1

Briefly describe the organization’s mission

To increase and diffuse geographic knowledge in the broadest sense the description of land, sea, and universe, the interrelationship of man with the flora and fauna of the earth, and the historical, cultural, scientific, governmental, and social background of people, to conduct and assist investigation, research, and exploration in any branch of geography, and to encourage and assist the experience and knowledge of other cultures and lands The Society states that its mission is to illuminate, teach, and inspire people to care about the planet

2

Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

☐ Yes

☒ No

If "Yes," describe these new services on Schedule O

3

Did the organization cease conducting, or make significant changes in how it conducts, any program services?

☒ Yes

☐ No

















If "Yes," describe these changes on Schedule O

4

Describe the organization’s program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a	(Code) (Expenses \$ 124,088,244 including grants of \$ 0) (Revenue \$ 36,260,711)
	<p>The National Geographic Magazine (“NGM”) is distributed mainly to members of the Society as a benefit of membership. A limited number of magazines are made available to non-members as corporate and library subscriptions. As a promotion for membership, the magazine is also sold on newsstands. In 2015 NGM was circulated worldwide both in English and in 38 local-language editions. One in four readers now reads the Magazine in a language other than English. Each month NGM published five to seven feature stories and multiple short articles (1-2 pages), all carefully reported and fact-checked, stunningly photographed, and graphically illustrated. In 2015 NGM published 55 feature articles, more than 250 additional pages of shorter journalistic pieces, and 1 supplemental poster. Subject areas included adventure, archaeology, the environment, exploration, health, history, human culture, natural history, science, technology, wildlife, and world affairs. The senior editors regularly weigh the merits of story proposals and decide which to develop into full-length magazine articles that are relevant and insightful for the general public. These are articles that educate and inform readers about the world, and inspire them to care about the planet and be active stewards of its resources. Our Research Division verifies all facts before publication to produce the most accurate and fairest reporting possible. In the realm of science, in 2015 NGM presented major articles about an infant’s cognitive abilities and what parts are contributed by genetics and by nurture (January), the still expanding understanding about the impact of physics of explosions on the human brain and the impacts on soldiers (February), in March we looked at the debate and discussion on science in modern culture and those who dispute the findings along with the consequences of such action, we also looked at the history of the Hubble telescope as it turns 25 and celebrated its contributions to our understanding of Space (April), the emerging science of marijuana was examined as well as developing labs, growing plans, and processing plants (June), we looked at the mystery of Ebola as a disease, both its past and future including its causes and origins (July). Culture and politics were covered in a variety of articles throughout the year, ranging from a look at the largest city in Africa, Lagos, and the people who live there (January), covering the Hawaiian renaissance through a new generation of native surfers (February), the dual nature of Berlin on the 25th anniversary of the fall of the Berlin wall (March), we also covered the 150th anniversary of Abraham Lincoln’s funeral train as it wound its way from D.C. to Illinois and the people along the way (April), the Maoist insurgent’s of India were detailed as were the Adivasi hunter-gatherers of the jungle while India as a country experiences an economic boom (April), NGM went to Detroit and examined a city that is on the way up from the perspective of native Detroit residents (May), we also brought our readers to Nepal to visit among Kathmandu’s living Goddesses, the Kumans, as well as taking us inside their lives after their existence as Kumans ends (June), the U.S. led phenomena of upscale food trucks and the people behind them (July), we went behind the scenes of the Vatican, creating an intimate portrait of the Pope and the inhabitants (August), the human side of the illegal ivory trade in Africa was covered by Bryan Chnsty, as well as the key drivers of the trade and the rangers that protect against it (September). The Magazine continued to explore and share the wonders of the natural world and our environment, as well as the issues affecting them including the pine beetles eating their way through large parts of the North American forest system (April), the impact that honeybees and their hives have on commercially grown crops in North America (May), the Aral Sea and the two rivers that feed into it, the Amu and Syr were reported on by Carolyn Drake (June), and in November NGM had an entire issue dedicated to climate change, covering the green power revolution in the U.S., the power strategy in Germany, the impacts of climate change on the world, and even how one Greenland Village is coping with the newly changing climate (November). Articles focusing on natural history covered the second-largest group of animal species on earth, mites (February), we looked at the bioluminescent organisms that emit light in hollowed tree trunks or in deep sea currents (March), the Magazine explored the world of dolphins including demonstrating their intelligence and social complexity in the wild as well as in captivity (May), one of our photographers took readers on a journey into the world of killer whales and explored the lives of one of the ocean’s most dominant predators (July), images of chameleons showed our readers their breathtaking variety of both species and habitats (September), and we took readers to British Columbia in search of elusive coastal wolves living in the temperate Great Bear Rainforest (October). On the subject of archaeology, NGM presented work being done to explore who were the first humans in the Americas and how they got there (January), a story on the Roman Emperor Trajan who plundered vast fortunes and built many sites to honor his reign (April), a recently excavated but rich Buddhist site of Mes Aynak was covered as the tension between exploiting natural resources and promoting history in Afghanistan (September), the potential earliest member of the human genus was announced in the October issue of NGM, a lost city, known as the “City of the Monkey God” was discovered in Honduras in a remote site too difficult to reach other than via air (October). National Geographic is known for its stunning visuals and graphics. In 2015 we published a tear-out poster that highlights architectural innovation in historical times. Accompanying an article on the Roman emperor Trajan, we had a poster detailing the construction of the column as well as reconstructing what it likely appeared like when it was originally built (April). Throughout the year, Magazine staff members gave lectures, led workshops, participated in professional programs, reviewed graphic and photographic portfolios, and judged photography and writing contests domestically and internationally. Organizations for which our staff members contributed their professional expertise included American Copy Editors Society, American Society of Magazine Editors, American Society of News Editors, Aspen Forum, Banff Mountain Film and Book Festival, EAT Forum North America, Eddie Adams Workshop, FAO World Food Day with the UN Food and Agriculture Organization, FOTOfusion, FotoVisura, Fulbright U.S. Student Program, Greater Yellowstone Coalition, Global Citizen Nights, Jackson Hole Adventure Workshop, LOOKbetween (LOOK3 mentorship program for emerging photographers), Mountainfilm in Telluride, Colorado, National Press Club, National Tropical Botanical Gardens, Save Our Seas, UN General Assembly, Visa pour L’Image, Women Photojournalists of Washington, World Food Day, World Health Organization, and World Press Photo. Universities benefiting from contributions by Magazine staff include University of Montana School of Journalism, the Rochester Institute of Technology, University of California, Santa Cruz, and New York University. Staff presented at local high schools and elementary schools, as well as gave numerous tours of our headquarters in Washington, D.C., to visiting students. Staff members served on the boards of professional organizations including, the American Copy Editors Society, American Society of Magazine Editors, International League of Conservation Photographers, International Women’s Forum, National Museum of Women in the Arts, Reporter’s Committee for Freedom of the Press, Michigan State University’s College of Communication Arts and Sciences, and Wildscreen. Internationally, NGM was published in 2015 in 36 different languages: Arabic, Bahasa Indonesian, Bulgarian, Chinese, Croatian, Czech, Danish, Dutch, English, Estonian, Farsi, Finnish, French, Georgian, German, Hebrew, Hungarian, Italian, Japanese, Kazakh, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Slovenian, Spanish, Swedish, Thai, Turkish, and Ukrainian. Azerbaijan was a new launch of NGM in 2015. Through the Complete National Geographic, readers can browse 128 years of the National Geographic Magazine—articles, photographs, and maps—exactly as they appeared in print. This definitive collection of National Geographic Magazine is digitally reproduced in high resolution. The visual interface allows users to explore a topic, find photographs, and browse the globe. 2015 Average Worldwide Circulation: 5,230,254.</p>
4b	(Code) (Expenses \$ 65,529,919 including grants of \$ 0) (Revenue \$ 59,486,793)
	<p>Books & Other Related Products The Society publishes books to inspire people to care about the planet and to educate readers about geography and related subjects. Among the various books the Society published in 2015 was an inspired tribute to the astonishing beauty and priceless cultural treasures of America’s National Parks – National Geographic The National Parks: An Illustrated History to mark the 100th anniversary of the National Park Service, National Geographic Answer Book, a multifaceted reference book for the 21st century with up-to-date, authoritative, and endlessly interesting information about the world today, and Getting Your Shot: Stunning Photos, How-to Tips, and Endless Inspiration from the Pros – the photography experts at National Geographic who share their invaluable insights alongside more than 200 breathtaking photos in this inspirational how-to photography book. The Society also published Pristine Seas: Journeys to the Ocean’s Last Wild Places, by National Geographic Explorer-in-Residence Dr. Enric Sala who combines science, exploration, and media to advocate the restoration of marine life; this book is an incredible photographic collection showcasing the thriving marine ecosystems that Enric Sala is working to protect. Also published in 2015 was the fourth edition of National Geographic Family Reference Atlas of the World, completely updated using dramatic cartographic innovations that have yielded new and compelling views of Earth; this comprehensive atlas is perfect for the entire family. Further examples of among the 60+ books published in 2015 include The Blue Zones Solution: A Proven Plan for Healthy Eating and Living Based on the Habits of the World’s Healthiest People by Dan Buettner, founder of Blue Zones, an organization that helps Americans live longer, healthier lives, Where Valor Rests, this gorgeously illustrated book commemorates the 150th anniversary of Arlington National Cemetery, guiding readers gently through the stories of its surprising origins, the people who tend the graves and mourn the fallen heroes, the tomb guards, their services and more, A Place of Remembrance: Official Book of the National September 11 Memorial, this updated edition contains a chapter dedicated to the remarkable, newly-opened nine-story underground 9/11 Memorial Museum in New York City, and The Hubble Cosmos, celebrating the Hubble Telescope that has now gazed into deep space for 25 years, imaging galaxies, nebulae and supernovas for a new picture of the universe and our place in it. The Society has more than 75 international publishing partners and our books have been translated into more than 30 languages and are sold throughout the world. The Society also sells magazine and map storage slipcases, ebooks, a selection of calendars and diaries, globes, DVDs and digital videos, geography-related toys, and other related products.</p>
4c	(Code) (Expenses \$ 21,893,294 including grants of \$ 0) (Revenue \$ 13,133,179)
	<p>National Geographic Digital is responsible for extending the Society’s print, video, education, research and exploration to digital audiences globally. In 2015, we ramped up our daily news postings, growing the volume and reach of news about science and discoveries. More than 100 million web sessions were recorded for news content. The content is free to the public, and the intention is to provide reliable information about the changing planet and inspire better stewardship of ecosystems and cultural heritage. NG Digital also increased the scope of Your Shot, its collaborative photography community. In 2015, Your Shot hosted 27 Photowalks in 10 cities around the world. Each photographer-led Photowalk is free to Your Shot members and often includes portfolio reviews. Your Shot plays a vital role in building the National Geographic community and provides the public with a way to actively participate in visual storytelling. An important component of NG Digital’s 2015 content was to continue to expand its verticals and missions, and launched Wildlife Watch, a platform dedicated to covering poaching, endangered animals, and those that seek to protect them. Much like National Geographic magazine, National Geographic Weekend radio show highlighted the most intriguing scientific discoveries and adventurers and brought them to our national radio audience. It was a two-hour weekly show that is pre-taped during the week and produced to run over the weekend. An archive of National Geographic Weekend interviews can be found on Soundcloud. NG Digital also partners with all of the National Geographic Science and Exploration programs, educating its global audience about the work of scientists, conservationists and explorers funded by the Society. Much of this work was showcased in news stories and videos, but also in specific blogs aimed at building communities around critical issues. These include The Plate, which explores the global relationship between what we eat and why in the context of how to feed our growing planet. The Phenomena blog gathers science writers to explain awe-inspiring details of our world and expand scientific knowledge. A third blog, Proof, is the Society’s online photography journal, which features emerging photographers and invites the audience into a conversation with National Geographic about the storytelling process. Cat Watch provides a forum for research and conservation of the world’s wild cats, with special focus on highlighting the work of the National Geographic Big Cats Initiative. And Explorers Journal provides National Geographic grantees with a platform to share their experiences, observations and scientific findings to the web audience. NG Digital also continued with its successful Great Energy Challenge project, which aims to inform and engage people who are concerned about energy issues, including sustainability, conservation, renewable energy, and innovation in transportation and energy exploration and production. The goal of the Great Energy Challenge is to inspire people to be more conscious of our energy lifestyle and the impact it has on the planet, and to be more thoughtful about the choices they make about energy consumption. Much of the content produced by NG Digital in 2015 was shared across the Society’s growing social media footprint, providing awareness of critical issues around food, water, energy, oceans, climate, biodiversity, and cultures to millions of people for commenting and sharing on Facebook, Twitter, Google+, and more.</p>
	See Additional Data
4d	Other program services (Describe in Schedule O) (Expenses \$ 157,195,820 including grants of \$ 17,063,762) (Revenue \$ 114,684,284)
4e	Total program service expenses ▶ 368,707,277

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A 	1 Yes	
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)? 	2 Yes	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	3	No
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II 	4 Yes	
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5	No
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I 	6 Yes	
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7	No
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III 	8 Yes	
9 Did the organization report an amount in Part X, line 21 for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9	No
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V 	10 Yes	
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI 	11a Yes	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII 	11b Yes	
c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c	No
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX	11d	No
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X 	11e Yes	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X 	11f Yes	
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII	12a	No
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional 	12b Yes	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13	No
14a Did the organization maintain an office, employees, or agents outside of the United States?	14a Yes	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV 	14b Yes	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV 	15 Yes	
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV 	16 Yes	
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions) 	17 Yes	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18	No
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III 	19 Yes	
20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a	No
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b	

Part IV Checklist of Required Schedules (continued)

21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21	Yes	
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22	Yes	
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23	Yes	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.			
	Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		No
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	25b		No
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If "Yes," complete Schedule L, Part II	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part III	27		No
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
a	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		No
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		No
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	Yes	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32	Yes	
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33	Yes	
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1	34	Yes	
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	Yes	
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b	Yes	
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2	36		No
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

		Yes	No			
1a	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable	1a	3,289			
b	Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable	1b	0			
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		1c	Yes			
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	1,565	2b	Yes	
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)						
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?		3a	Yes			
b If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O		3b	Yes			
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		4a	Yes			
b AS, AU, BE, CA, DA, FI, FR, GM, HK, EI, IT, JA, NL, NZ, NO, PO, SN, SF, SP, SW, SZ, UK, MY If "Yes," enter the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR)						
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		5a			No	
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		5b			No	
c If "Yes," to line 5a or 5b, did the organization file Form 8886-T?		5c				
6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		6a			No	
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		6b				
7 Organizations that may receive deductible contributions under section 170(c).						
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		7a			No	
b If "Yes," did the organization notify the donor of the value of the goods or services provided?		7b				
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		7c			No	
d If "Yes," indicate the number of Forms 8282 filed during the year		7d				
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		7e			No	
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		7f			No	
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		7g				
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		7h				
8 Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		8			No	
9a Did the sponsoring organization make any taxable distributions under section 4966?		9a			No	
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		9b			No	
10 Section 501(c)(7) organizations. Enter						
a Initiation fees and capital contributions included on Part VIII, line 12		10a				
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		10b				
11 Section 501(c)(12) organizations. Enter						
a Gross income from members or shareholders		11a				
b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them)		11b				
12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		12a				
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year		12b				
13 Section 501(c)(29) qualified nonprofit health insurance issuers.						
a Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O		13a				
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans		13b				
c Enter the amount of reserves on hand		13c				
14a Did the organization receive any payments for indoor tanning services during the tax year?		14a			No	
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		14b				

Part VI Governance, Management, and Disclosure

For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI ☒

Section A. Governing Body and Management

			Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O	1a	17		
b Enter the number of voting members included in line 1a, above, who are independent	1b	15		
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2			No
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3			No
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4	Yes		
5 Did the organization become aware during the year of a significant diversion of the organization's assets?	5			No
6 Did the organization have members or stockholders?	6			No
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a			No
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b			No
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following				
a The governing body?	8a	Yes		
b Each committee with authority to act on behalf of the governing body?	8b	Yes		
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9			No

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

			Yes	No
10a Did the organization have local chapters, branches, or affiliates?	10a			No
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b			
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	Yes		
b Describe in Schedule O the process, if any, used by the organization to review this Form 990				
12a Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	Yes		
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	Yes		
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	Yes		
13 Did the organization have a written whistleblower policy?	13	Yes		
14 Did the organization have a written document retention and destruction policy?	14	Yes		
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?				
a The organization's CEO, Executive Director, or top management official	15a	Yes		
b Other officers or key employees of the organization	15b	Yes		
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)				
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a	Yes		
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b	Yes		

Section C. Disclosure

17 List the States with which a copy of this Form 990 is required to be filed▶
AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, GU, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PW, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

18 Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
☐ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year

20 State the name, address, and telephone number of the person who possesses the organization's books and records
▶MICHAEL COLE 1145 17TH ST NW WASHINGTON, DC 200364688 (202) 775-6150

Check if Schedule O contains a response or note to any line in this Part VII ☐

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

[illegible]

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

[illegible]

1b	Sub-Total			
c	Total from continuation sheets to Part VII, Section A			
d	Total (add lines 1b and 1c)	14,271,900	0	1,858,480

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ▶ 427

		Yes	No
3	Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	3 Yes	
4	For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	4 Yes	
5	Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>	5	No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
ALLEN & COMPANY LLC 711 FIFTH AVE NEW YORK, NY 10022	CONSULTING	10,913,518
GLOBANT LLC BRIDGE BANK BOSTON, MA 02241	SOFTWARE CONSULTANT	4,364,326
COVINGTON & BURLING 1201 PENNSYLVANIA AVE NW WASHINGTON, DC 20004	LEGAL SERVICES	2,629,479
WACHTELL LIPTON ROSEN & KATZ 51 W 52ND ST NEW YORK, NY 10019	LEGAL SERVICES	2,500,000
CSE Consulting 150 INTERSTATE N PARKWAY ATLANTA, GA 30339	SOFTWARE CONSULTANT	1,323,951

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization ▶ 153

Part VIII **Statement of Revenue**

Check if Schedule O contains a response or note to any line in this Part VIII ☒

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514		
Contributions, Gifts, Grants and Other Similar Amounts	1a	Federated campaigns	1a _____	28,031,990					
	b	Membership dues	1b _____						
	c	Fundraising events	1c _____						
	d	Related organizations	1d _____						
	e	Government grants (contributions)	1e 470,574						
	f	All other contributions, gifts, grants, and similar amounts not included above	1f 27,561,416						
	g	Noncash contributions included in lines 1a-1f \$	715,970						
	h	Total. Add lines 1a-1f ▶							
Program Service Revenue	2a	Membership Dues	Business Code 900004	95,814,663	95,814,663				
	b	Books and Other Related Products	900004	59,486,793	59,486,793				
	c	PERIODICAL ADVERTISING	511120	24,773,185		24,773,185			
	d	Children's Book Publishing	900004	23,966,813	23,966,813				
	e	National Geographic Kids Magazine	900004	19,725,265	19,725,265				
	f	All other program service revenue		95,612,911	83,124,782	12,488,129	0		
	g	Total. Add lines 2a-2f ▶		319,379,630					
	Other Revenue	3	Investment income (including dividends, interest, and other similar amounts) ▶		11,673,415			11,673,415	
4		Income from investment of tax-exempt bond proceeds . . ▶							
5		Royalties ▶		46,906,320			46,906,320		
6a		Gross rents	(i) Real	(ii) Personal					
			7,420,978						
			b Less rental expenses	1,271,717					
			c Rental income or (loss)	6,149,261					0
d		Net rental income or (loss) ▶		6,149,261			6,149,261		
7a		Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other					
			682,527,000	636,848,070					
			b Less cost or other basis and sales expenses	658,317,868					0
			c Gain or (loss)	24,209,132					636,848,070
d		Net gain or (loss) ▶		661,057,202		41,193	661,016,009		
8a		Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18	a _____						
b		Less direct expenses	b _____						
c		Net income or (loss) from fundraising events . . ▶							
9a		Gross income from gaming activities See Part IV, line 19	a 24,448	24,448			24,448		
b		Less direct expenses	b 0						
c		Net income or (loss) from gaming activities . . ▶							
10a		Gross sales of inventory, less returns and allowances	a 35,682,094						
			b Less cost of goods sold					b 35,682,094	
			c Net income or (loss) from sales of inventory . . ▶						
Miscellaneous Revenue		Business Code	164,772		164,772				
11a		Debt-financed Investment Income					900000		
b	Equity gain on investment	900004					1,398		1,398
c	_____								
d	All other revenue						0	0	0
e	Total. Add lines 11a-11d ▶		166,170						
12	Total revenue. See Instructions ▶		1,073,388,436	282,118,316	37,467,279	725,770,851			

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21.	7,031,273	7,031,273		
2	Grants and other assistance to domestic individuals. See Part IV, line 22.	4,210,105	4,210,105		
3	Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16.	5,822,384	5,822,384		
4	Benefits paid to or for members.	0	0		
5	Compensation of current officers, directors, trustees, and key employees.	12,284,857	9,694,000	2,302,712	288,145
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B).	60,000	0	60,000	0
7	Other salaries and wages.	103,338,432	81,544,518	19,370,076	2,423,838
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions).	12,252,412	9,668,398	2,296,630	287,384
9	Other employee benefits.	10,894,580	8,596,930	2,042,114	255,536
10	Payroll taxes.	8,367,243	6,602,605	1,568,382	196,256
11	Fees for services (non-employees):				
a	Management.	0	0	0	0
b	Legal.	448,775	0	444,319	4,456
c	Accounting.	495,939	0	495,939	0
d	Lobbying.	26,563	0	26,563	0
e	Professional fundraising services. See Part IV, line 17.	1,417,676			1,417,676
f	Investment management fees.	3,444,168	0	3,444,168	0
g	Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O).	38,526,250	34,381,629	3,756,498	388,123
12	Advertising and promotion.	51,489,438	50,923,854	4,283	561,301
13	Office expenses.	4,586,398	3,050,855	1,455,025	80,518
14	Information technology.	4,778,744	4,438,222	275,693	64,829
15	Royalties.	3,022,229	3,022,229	0	0
16	Occupancy.	14,431,881	12,093,220	2,084,408	254,253
17	Travel.	8,254,412	7,193,944	822,546	237,922
18	Payments of travel or entertainment expenses for any federal, state, or local public officials.	0	0	0	0
19	Conferences, conventions, and meetings.	316,945	235,692	78,414	2,839
20	Interest.	831,900	0	831,900	0
21	Payments to affiliates.	0	0	0	0
22	Depreciation, depletion, and amortization.	17,386,226	14,007,814	3,370,312	8,100
23	Insurance.	1,652,352	1,441,027	211,325	0
24	Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O).				
a	POSTAGE & SHIPPING	42,036,359	41,221,680	45,197	769,482
b	PRINTING & PRODUCTION	19,895,143	19,689,480	0	205,663
c	COST OF SALES	23,700,038	23,700,038	0	0
d	COMMISSIONS EXPENSE	12,717,424	12,717,424	0	0
e	All other expenses	8,780,947	7,419,956	45,393	1,315,598
25	Total functional expenses. Add lines 1 through 24e.	422,501,093	368,707,277	45,031,897	8,761,919
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720).				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☐

		(A) Beginning of year		(B) End of year	
Assets	1	Cash—non-interest-bearing	39,763,445	1	53,091,566
	2	Savings and temporary cash investments	0	2	0
	3	Pledges and grants receivable, net	21,703,925	3	14,087,897
	4	Accounts receivable, net	53,142,554	4	18,895,085
	5	Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L	0	5	0
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L	0	6	0
	7	Notes and loans receivable, net	60,078,272	7	26,512,970
	8	Inventories for sale or use	24,887,597	8	428,238
	9	Prepaid expenses and deferred charges	22,027,347	9	4,205,915
	10a	Land, buildings, and equipment—cost or other basis. Complete Part VI of Schedule D	155,695,368		
	b	Less: accumulated depreciation	104,220,506		
			72,975,148	10c	51,474,862
	11	Investments—publicly traded securities	290,999,335	11	348,600,134
	12	Investments—other securities. See Part IV, line 11	667,802,296	12	1,177,495,120
	13	Investments—program-related. See Part IV, line 11	0	13	0
	14	Intangible assets	4,674,138	14	0
15	Other assets. See Part IV, line 11	5,652,436	15	360,354	
16	Total assets. Add lines 1 through 15 (must equal line 34)	1,263,706,493	16	1,695,152,141	
Liabilities	17	Accounts payable and accrued expenses	44,504,696	17	38,773,990
	18	Grants payable	6,330,009	18	5,893,348
	19	Deferred revenue	136,569,092	19	2,310,541
	20	Tax-exempt bond liabilities	0	20	0
	21	Escrow or custodial account liability. Complete Part IV of Schedule D	0	21	0
	22	Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L	0	22	0
	23	Secured mortgages and notes payable to unrelated third parties	0	23	0
	24	Unsecured notes and loans payable to unrelated third parties	0	24	0
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17–24). Complete Part X of Schedule D	275,405,425	25	161,697,654
	26	Total liabilities. Add lines 17 through 25	462,809,222	26	208,675,533
	Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
27		Unrestricted net assets	635,215,782	27	1,328,028,589
28		Temporarily restricted net assets	87,430,161	28	80,066,325
29		Permanently restricted net assets	78,251,328	29	78,381,694
Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.					
30		Capital stock or trust principal, or current funds	0	30	0
31		Paid-in or capital surplus, or land, building or equipment fund	0	31	0
32		Retained earnings, endowment, accumulated income, or other funds	0	32	0
33		Total net assets or fund balances	800,897,271	33	1,486,476,608
34		Total liabilities and net assets/fund balances	1,263,706,493	34	1,695,152,141

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI ☒

1	Total revenue (must equal Part VIII, column (A), line 12)	1	1,073,388,436
2	Total expenses (must equal Part IX, column (A), line 25)	2	422,501,093
3	Revenue less expenses Subtract line 2 from line 1	3	650,887,343
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	800,897,271
5	Net unrealized gains (losses) on investments	5	-22,431,551
6	Donated services and use of facilities	6	0
7	Investment expenses	7	0
8	Prior period adjustments	8	0
9	Other changes in net assets or fund balances (explain in Schedule O)	9	57,123,545
10	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	1,486,476,608

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII ☐

		Yes	No
1	Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		No
b	Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	Yes	
c	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	Yes	
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		No
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

Additional Data

Software ID: 15000238
Software Version: 2015v2.1
EIN: 53-0193519
Name: NATIONAL GEOGRAPHIC SOCIETY

Form 990, Part III - 4 Program Service Accomplishments (See the Instructions)

(Code	(Expenses \$	21,538,981	including grants of \$	5,517,238	(Revenue \$	2,273,448
Other Grant Initiatives/Programs National Geographic's Remote Imaging Program is dedicated to developing and deploying novel imaging tools for research, exploration and conservation In 2015, we made contributions of time, expertise and equipment to a diversity of projects Remote Imaging's CRITTERCAM field projects included endangered Hawaiian monk seals, bluefin tuna and leatherback turtles, humpback whales, and the iconic Galapagos tortoises New projects were initiated with giant mantas, Tasmanian devils, waterbuck and African buffalo We wrapped up our project on feral cats in Georgia and began prepping for one in New Zealand In all, 15 new or on-going wildlife research projects were supported New, smaller, smarter systems are being developed and deployed The Deep Ocean Drop-Cams continue to allow researchers to investigate the ocean floor, providing access to new environments and documenting new species The Driftcam variant on this system, with automatic buoyancy compensation, began research deployments, allowing investigations in the hard-to-define mid-water regions of the world's oceans Aerial platforms continue to improve and diversify, providing new investigation and documentation options for research and exploration in China and Peru Sub-surface detection technology helped search for artifacts lost in the Euphrates River in Iraq New low-light imaging technologies were developed to allow better documentation in challenging environments and conditions Camera traps, with capabilities beyond anything commercially available, continue to be developed and improved, and have contributed to studies of mountain lions, coyotes, bears and other wildlife Remote Imaging projects feed scientific discovery, publishing in top journals, as well as providing unique images that help capture the public's imagination and generate interest in science, exploration and conservation Six articles were published in scientific journals in 2015 on CRITTERCAM projects RI-produced images and video have contributed to stories for the National Geographic Magazine, as well as many short-form pieces that reach millions through online and mobile media Remote Imaging staff participated in many presentations on science, technology and exploration at schools, universities, conferences and events across the country CHINA - National Geographic Air and Water Conservation Fund Since its launch in 2012, the National Geographic Air and Water Conservation Fund in China supports the field research of Chinese scientists who are exploring innovative solutions to water and air quality issues through scientific research, community conservation programs, technological innovation, and communication initiatives in China The results of these projects have produced significant outcomes and impacts, such as discoveries and achievements in science and conservation, technological advancements, an increase in public participation in citizen science initiatives and the preservation of natural and cultural heritage Additionally, our grantees have leveraged this wisdom to further promote science and conservation through storytelling In 2015, the Fund supported 31 projects across China, totaling over \$700,000 in grants Projects include conserving biodiversity values in the Nu River region, assessing air pollution inside urban subway systems, empowering women to sustain community-based waste management and water conservation in northwestern rural China, promoting public participation in monitoring the coastal environment in the Beibu Gulf and evaluating glacier shrinkage and its impacts on local people's livelihood The National Geographic Air and Water Conservation Fund has further expanded its grant making capabilities by awarding its first round of Partnership Grants in 2015 These grants take already successful conservation projects and scale their activities within China in order to increase their impact They are awarded to individuals and organizations that are highly established in their field of expertise A special emphasis is placed on raising the profile of these projects and reaching a larger audience in order to improve the knowledge and practice of air and water conservation in China, while inspiring others to take action Four partnership grants were awarded in 2015 totaling over \$200,000 They include a study on the impacts of human activities on the environment of Mt Everest, the documentation of the desert landscape and cultural relics within the Badain Jaran Desert, the monitoring of how modern transportation has changed energy efficiency and emissions, and the integration of multiple platforms to improve environmental information disclosure The program's Environmental Youth Leadership program continued in 2015 in the two schools at which it was launched in 2014 The program supported and mentored youth in the schools in developing their potential to become future community leaders and stewards of the environment As part of this program an award ceremony was held on June 20th and 21st at the Shangri-la Vocational College and the Dongzhulin Monastery Young Monks School At these ceremonies, students shared their findings and the impacts that their projects made over the previous ten months These students were also formally recognized and some awarded for their achievements in addressing the environmental issues of their communities This project was carried out in partnership with the Shangri-la Institute for Sustainable Communities (SISC) Since the launch of the National Geographic Air and Water Conservation Fund in 2012, 107 projects have been funded totaling over \$3 million Through these grants and programs, the Fund has increased scientific knowledge and enabled new conservation practices in China, while also raising awareness of these issues among the general public by sharing the results from the field with Chinese and global audiences EAST AFRICA - The National Geographic/Howard G Buffett East Africa Fund The National Geographic/Howard G Buffett East Africa Fund was established in late 2014, with the generous support from the Howard G Buffett Foundation The goal of this new fund is to advance science, exploration and conservation across East Africa, which includes Burundi, DRC, Kenya, Rwanda, Tanzania, and Uganda This will be achieved by providing funding, mentoring, resources, and capacity building to aspiring and experienced scientists, researchers and conservationists working in this part of the continent In 2015, National Geographic awarded 24 grants, totaling more than \$350,000 in research, conservation, exploration and young explorers grants for projects to be implemented in the East Africa region Dr Olivier Nsengimana was awarded the first National Geographic grant to a Rwandan national, for his celebrated conservation work to save the endangered Grey Crowned Cranes of Rwanda in collaboration with the Rwanda Development Board (RDB) Other funded projects include a study to uncover the mechanisms of disease resistance in populations of Kenyan honey bees, the production of a documentary that tells the story of the last male northern white rhino on Earth, and a study on hunter-gatherer sleep architecture to understand the evolution of flexible sleep With respect to activities in 2015, the main focus for the inaugural year of the program was to successfully launch the program National Geographic established a local office in Kigali, Rwanda and hired a Program Director to promote on the ground outreach, attract quality applicants, build presence/stakeholder awareness in the region and provide mentorship and capacity building to interested applicants In 2015, the newly hired local Program Director carried out targeted outreach efforts to regional institutions and individuals, using the existing NGS network and establishing new relationships This included presenting at regional conferences, institutions and universities, and also developing outreach materials for the NGS East Africa Fund Recognizing the high capacity needs in terms of applicants, the Program Director also worked to increase capacity in this area through grant writing presentations, one on one application reviews and the establishment of a panel of mentors By tapping into the deep reservoirs of talent, passion, cultural sensitivity, knowledge, and curiosity that exist in the region, this investment will expand the number of scientists and researchers working there, contributing meaningfully to increased knowledge and impactful conservation across East Africa						
(Code	(Expenses \$	20,387,981	including grants of \$	0	(Revenue \$	23,966,813
Children's Publishing Program The Society's children's publishing program continued to enhance its family reference library with three strong titles published in 2015 - National Geographic Kids Guide to Photography, a fun, fact-filled, kid-friendly guide that is jammed-packed with all the essentials for budding photographers about how to take great photos to share with friends and family, Little Kids First Big Book of the World, a charming reference book introducing young readers ages 4-8 to the wider world by exploring countries, people, landscapes, and animals around the globe, and Ultimate Adventure Atlas of Earth daring kids ages 8-12 to explore some of the world's coolest, darkest, deepest, and most amazing places with fascinating information, easy-to-read maps, games, and vibrant pictures In 2015 the Society also published the annual installment of National Geographic Kids Almanac 2016 and is also available in distinct Canadian, UK, and International editions These almanacs are packed with fun-to-browse features, useful reference material, homework help developed by educators, and the kind of quirky facts that kids adore Other notable children's titles published in 2015 were Treasury of Norse Mythology, a stunning tableau of classic stories of Norse myths with dazzling illustrations of gods, goddesses, heroes, and monsters Untamed The Wild Life of Jane Goodall, a book for kids about one of the most recognized scientists in the Western world who became internationally famous for her ability to observe and connect with another species and ultimately to tirelessly fight to protect the environment so that chimpanzees and other animals have a place in the future of our planet, National Geographic Book of Nature Poetry by beloved former U S Children's Poet Laureate J Patrick Lewis who curates an exuberant poetic celebration of the natural world in this stellar collection of nature poems, and With a Friend by Your Side, an inspirational book by award-winning author Barbara Kerley about the value of friendship and preps young ones for the world beyond their own families Our children's publishing program continued to build presence in the school and public library markets by releasing several new titles in our very popular National Geographic Readers and National Geographic Chapters series, which are comprised of leveled-reading, easy-to-read formatted books, developed in concert with experts in the field of literacy education, which get kids reading by giving them lots of cool information about subjects that matter to them We publish the National Geographic Kids Everything series, aimed at kids aged 8-12, breathing new life into the reference category with fresh, dynamic, and fun-filled presentations of the nonfiction subjects kids love most The National Geographic Little Kids Look and Learn series, published for kids ages 3-6, include board books developed in association with child education experts, sure to thrill preschoolers and parents alike as they encourage interactivity and self-discovery among all children with engaging visuals and fun themes In 2015, National Geographic raised the bar for picture books with Explore My World, a new series for preschoolers that combines simple storytelling with high-quality photography and introduces kids ages 3 to 7 to reading with well-told tales about the wonders of the natural world						

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(Code	(Expenses \$	17,150,740	including grants of \$	0) (Revenue \$	20,282,181)
<p>NATIONAL GEOGRAPHIC KIDS magazine is published ten times a year and distributed to individuals, schools, and public libraries. The magazine's mission is to excite kids about learning while educating them about the world around them. Prepared primarily for children ages 6 to 14 years old, NATIONAL GEOGRAPHIC KIDS offers an appealing mix of articles on wildlife, science, technology, pets, adventures, special kids, and geography. For its work in 2015, the magazine received a Parents' Choice Silver award and two Folio awards for magazine content. Examples of NG KIDS activities in 2015 include a "Special Pets Issue" and "Special Brains Issue," publication of two animal Collector's Card sets, timely articles about new dinosaurs and early human discoveries, feature stories on animal such as sea turtles, ocelots, dolphins, foxes, and snow leopards, plus robots, blue volcanoes, historical sites, going green, wildlife trafficking, Mars colonization, Air Force One, and underwater caves, popular departments such as "Cool Inventions," "Guinness World Records," "Weird But True," "Bet You Didn't Know," "Amazing Animals," new departments such as "By the Numbers" and "History's Greatest Hits," and "Fun Stuff," a regular seven-page department filled with educational games, quizzes, and activities. To encourage kids to get outside and explore their world through photography, throughout the year NG KIDS features a My Shot department, which showcases reader photography submitted to our moderated, just-for-kids online photo community of the same name. The magazine also encouraged readers to play along with the National Geographic Bee with a special two-page geography edition of the Stump Your Parents quiz department in May 2015. Our annual International Photography Contest for Kids winners were announced in the May 2015 issue. To encourage readers' creativity and inspire their love of animals, the magazine hosted a Silly Pet Video contest, in which the winning video was turned into a viral music video. To inspire readers to protect animals, the magazine supported the program Mission Animal Rescue, a 360 initiative out of the Kids division. In almost every issue, readers were introduced to an animal that was rescued by humans, and then given tips on how to protect wildlife as well as encouraged to participate in an online challenge. For extra content on animals, countries, and more, the magazine sends readers to our website, natgeokids.com. NG Kids continued to reach audiences in 2015 through its iPad, Android, and Nook magazine apps. Additionally in 2015, there were 19 international editions of NG KIDS. 2015 Average Worldwide Circulation of NG KIDS 1,362,656</p>					

(Code	(Expenses \$	15,578,904	including grants of \$	0) (Revenue \$	14,301,555)
<p>National Geographic Traveler (NG Traveler), both in print and on tablets, is published six times a year to further geographic knowledge with articles that explore the geography, history, and culture of selected locations. Every article's purpose is to foster interest in the educational value of travel destinations by encouraging readers to experience geography and the world's cultures first-hand. A pioneer in promoting sustainable tourism, NG Traveler believes that enhancing an authentic sense of place benefits both travelers and the locations they visit. In support of this sustainable-tourism ethic, the magazine published several landmark articles in 2015, its 31st year. The magazine, both in print and online, is a thought leader in the industry and champions the transformative power of travel with an emphasis on experiential journeys, you-are-there photography, storytelling, authenticity, cultural exploration, and insights and information gleaned from locals. It's for the smart, curious traveler who is inquisitive not acquisitive and who increasingly travels with a light footprint and an urge to discover a true sense of place, and a desire to give back to the local community. The magazine develops, supports, and creates content for travel books, bookazines, its Intelligent Travel blog, and the National Geographic Travel website, creating a more integrated, multimedia outreach. Its social media efforts are among the most successful at the Society and it has more than 3.6 million Facebook followers, 2.17 million Twitter followers, and 8.5 million Instagram followers. Intelligent Travel blog's social media global reporters Anne Fitzsimmons and Robert Reid continue to provide insights on local culture and history around the world. NG Traveler continues to support NG Live! with one-on-one conversations with celebrated travel writers like Pico Iyer and Cheryl Strayed. In 2015, the magazine and website continued to showcase unique destinations around the world that show sustainable practices and honor distinctive sense of place. This included our "Tours of a Lifetime" feature and our "Best of the World: Places to See Now" feature. Other features covered Bulgaria, South Africa, New Zealand, Provence, Seville, Yorkshire, Mexico City, Malaysia, and climate change. This year also marked the return of our ITB Berlin co-sponsored World Legacy Awards, a ceremony to highlight hotels, ecolodges, destinations, and organizations that are leading positive sustainable transformation within the travel industry. Traveler's blog, Intelligent Travel, continued to deliver deep destination coverage, engaging photography, and lively voices to a rapidly growing online audiences. NG Traveler received several awards including: 8 Lowell Thomas Awards Gold in Best Travel Magazine Silver in Foreign Travel. Carl Hoffman, "It Takes a Village" Bronze in Foreign Travel. Todd Pitcock, "The Rebirth of Awe" Honorable Mention in Foreign Travel. Bruce Schoenfeld, "Spanish Inclination" Silver in Special Purpose Travel. Andrew McCarthy, "Steeped in Darjeeling" Silver in Illustration of Travel. Aaron Huey, "The Road to Wellville" Gold in Guidebook National Geographic Traveler. Peru Silver in Video Travel Broadcast. Bob Krist, "The Day of the Dead in Oaxaca" in Intelligent Travel blog NATJA Awards and Finalist Nominations, including Grand Prize for best travel publication. In 2015, NG Traveler's international footprint includes 16 local language editions in 13 languages. 2015 Average Worldwide Circulation 1,068,446</p>					

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(Code)	(Expenses \$ 13,087,003	including grants of \$	132,958)	(Revenue \$ 22,775,459)
TRAVEL--EXPEDITIONS The Society's travel program, National Geographic Expeditions, enables members to visit, experience, and learn first-hand about the history, archaeology, geography, and culture of destinations around the world. Members and other participants travel with Society experts such as explorers, writers, and researchers, as well as with engaging local experts, on carefully planned journeys emphasizing enrichment and experiential learning. The expeditions include lectures by experts and suggested pre-tour reading materials, and are designed to encourage further study of the geographic areas visited. The National Geographic Student Expeditions Scholarship Program provides financial support for high school students seeking educational summer experiences who could not otherwise afford them. In 2015, National Geographic awarded full scholarships to 21 students who are legal residents of the US and Canada from a wide variety of backgrounds, creating a richer and more diverse experience for every student involved. Scholarship students participate in National Geographic Student Expeditions- the Society's high school travel program. Students pursue educational projects focused on an array of topics including Photography, Wildlife & Conservation, Community Service, Archaeology & Ancient Cultures, and Creative Writing. These students reported that the experience had a significant positive effect on their lives, instilling increased confidence, global perspective, independence, and compassion for others. These transformation experiences are central to their development as students, leaders, and global citizens.				
(Code)	(Expenses \$ 12,056,429	including grants of \$	3,099,524)	(Revenue \$ 221,233)
Education Foundation/Programs The National Geographic Society Education Foundation (NGEF) was established to commemorate the Society's centennial in 1988. With a mission "to support, promote and advance geographic education in the United States, Canada and elsewhere," the Foundation promotes improved teacher quality and classroom learning. Proposals are solicited from universities and other nonprofits for innovative projects. Since its inception, the Education Foundation has worked in programmatic partnership with other private donors and state governments to support university-hosted Geography Alliances-statewide partnerships between academic professors and K-12 teachers to provide professional development, networking, and more. In many cases, the Education Foundation supports individual Alliances through dedicated, state-specific endowments, called Geography Education Funds. While the Foundation emphasizes improvement of geographic literacy in the United States, select work is also supported in Canada and Puerto Rico. The Foundation's staff works with external evaluators and encourages grantees to assess programs and projects to determine the value of geographic education to student achievement on state and national standards, and to demonstrate the essential role of geography as an educational priority and a core component of K-12 academic curricula. In 2015, the Foundation made 66 grants totaling more than \$3 million. Examples of work funded by these grants are as follows: Arizona Geographic Alliance The Arizona Geographic Alliance works to enhance geography as being an integral and valued part of a rigorous K-12 curriculum that promotes student use of geographic concepts, knowledge, and skills to understand Earth's interconnected human and environmental systems in order to plan and problem solve. The Alliance's professional development offerings include GeoConference, an annual workshop on teaching geography. The target audience is both pre-service and in-service K-12 classroom teachers. The workshop serves to elevate the image of the Alliance as a provider of professional development for teachers, give Teacher Consultants the chance to share their vetted lessons with others and hone their presentation skills, and expose educators to the resources created by the Alliance. (\$27,500 grant award) Pennsylvania Alliance for Geographic Education The Pennsylvania Alliance for Geographic Education prepares global citizens and caretakers of Earth in an ever-changing and interconnected world by fostering geographic literacy and spatial thinking among teachers and students in Pennsylvania. GeoStrategies for Middle School Social Studies was an in-service professional development opportunity for middle school social studies teachers, with the goals of constructing a geographic framework to support teaching of middle school social studies, and exploring different ways to get students to think like a geographer. Participants came away with examples of active learning strategies which can be implemented immediately, had the chance to "Speed Date" with geography resources which support classroom goals, and connected to relevant and recent world events. (\$51,597 grant award) Chesapeake Bay Foundation NGEF supported the Chesapeake Bay Foundation's Chesapeake Classrooms initiative, a comprehensive professional development program for teachers throughout the Bay watershed. The hallmark of this initiative is the five-day accredited, hands-on summer courses offered around the watershed. During the grant period, CBF reached several hundred teachers through four dozen customized courses planned collaboratively with school system leaders. Participating teachers came from K-12 public, private, and parochial schools in the watershed states of Virginia, Maryland, and Pennsylvania, as well as Washington, D.C. By reaching teachers, Chesapeake Classrooms results in a growing number of students who are prepared and motivated to care for this national treasure, ensuring a beautiful and bountiful Chesapeake Bay for generations to come. (\$65,000 grant award) National Geographic Education & Children's Media The National Geographic Education & Children's Media division creates best-in-class products, experiences, and programs that teach kids about the world and how it works, empowering them to succeed and to make it a better place. We educate by sparking curiosity, imparting knowledge through storytelling, and empowering action. We support lifelong learning by providing opportunities for kids, families, and educators to join global communities where they can connect, learn, create, and share. Also, we inspire the new generation of global citizens to discover the world's past, celebrate its present, and protect its future. As a part of the National Geographic Education and Children's Media division, the education team focuses on working closely with and creating materials for educators and schools that bring the Society's spirit of exploration and adventure to our goal of educating young people about their world. National Geographic Education Online The NG Education website and social media channels are the primary methods of dissemination and communication for NG Education's products and programs, which provide world-class learning resources and rich multimedia assets for educators in both formal and information settings, as well as for students and caregivers. NG Education creates free instructional materials aligned with national education standards, and continues to conduct professional development through the offering of massive open online courses (MOOC's). Over 2015, the Education website received more than 25 million pageviews from over 10.6 million users, increasing traffic to the site by 12%. Since the beginning of 2015, NG Education increased its total social media followers by 293% to a total of 9,572,473 followers across Facebook, Twitter, and Google+. We continue to geo-target Facebook content to U.S. users, with the goal of reaching more educators in the United States and Canada as well as our international audience. Massive Open Online Courses (MOOCs) In Q2 and Q3 of 2015, we offered the Online Course FLOW Education: Facilitating Learning through Outdoor Watershed Education (http://education.nationalgeographic.com/education/online-courses/) landing page to feature Massive Open Online Courses (MOOCs) offered through Coursera. The course FLOW Education: Facilitating Learning through Outdoor Watershed Education ran June 17 through October 24, 2015, and then again from September 16th through November 7th, 2015. Watershed education is an excellent way to introduce students to rich, interdisciplinary studies of one of the most important resources located in students' backyards-water! This course is designed for classroom teachers of Grades 4-9 to learn about watersheds and outdoor education using the Chesapeake Bay watershed as an example. The course introduces engaging technologies for investigating watersheds and helps educators plan and effectively implement outdoor experiences. Montana teachers could apply for undergraduate and graduate credits from the School of Extended & Lifelong Learning at the University of Montana. Grosvenor Teacher Fellow Program The Grosvenor Teacher Fellow (GTF) program is an in-person professional development opportunity made possible by a partnership between National Geographic and Lindblad Expeditions. The primary goal of the GTF program is to advance geographic literacy by engaging K-12 educators from the United States and Canada in field-based experiences that will be reflected in their teaching practice and shared with their professional and community networks. Selected educators travel aboard Lindblad Expeditions ship National Geographic Explorer to experience some of the world's most amazing places first-hand. While aboard, Fellows share the importance of geographic education with other travelers, develop activities to bring back to their classrooms, and have an adventure of a lifetime. In 2015, more than 2,700 educators applied for the GTF Program and thirty-five educators were selected. The selected Fellows traveled in groups of 2 or 3 on one of nine expeditions traveling to Arctic Svalbard, Iceland, Greenland, Galapagos, the Canadian Maritimes and Antarctica. Prior to their expedition all Fellows traveled to National Geographic headquarters for a 3-day hands-on preparatory workshop.				

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(Code)	(Expenses \$ 10,189,601	including grants of \$ 1,359,419)	(Revenue \$ 608,381)
<p>EXPLORER PROGRAMS EXPLORERS SYMPOSIUM The Explorers Symposium is an annual event that convenes National Geographic's explorers (Emerging Explorers, Explorers-in-Residence, National Geographic Fellows, and Grantees) from around the globe to participate in a week full of events, including a two day symposium that brings the excitement of the field to audiences at the National Geographic Society Headquarters In 2015, the two days of panel discussions covered topics ranging from conservation to innovation The 2015 Explorers Symposium and related events took place the week of June 8-12 National Geographic introduced its new class of Emerging Explorers at the Symposium, these fourteen individuals were recognized for their significant contributions to world knowledge through exploration at an early stage in their careers EXPLORERS COUNCIL Established in 2014, the Explorers Council is an entity comprised of scientists, researchers and explorers who provide advice and counsel to the Society across disciplines and projects The objective of the Council is to advise National Geographic on potential projects and guide our thinking about the next frontiers of exploration Jose Andres Named "Outstanding Chef" by the James Beard Foundation and recognized by Time on their "100" list of Most Influential people in the world, Jose Andres is an internationally renowned culinary innovator, passionate advocate for food and hunger issues, author, television personality and chef/owner of ThinkFoodGroup, the team responsible for celebrated dining concepts in Washington DC, Las Vegas, Los Angeles, Miami and Puerto Rico Jose is known for championing the role of chefs in the national debate on food policy He is called on regularly to speak on a variety of issues involving hunger, food security, nutrition, education and childhood obesity, including talks at the World Economic Forum in Davos, Switzerland, the 2014 commencement address for George Washington University and with The Economist and The Atlantic Andres has taught at Harvard University and George Washington University, and writes for National Geographic's food blog, The Plate, on issues surrounding food policy Wade Davis Wade Davis is Professor of Anthropology and the LEEF Chair in Cultures and Ecosystems at Risk at the University of British Columbia An ethnographer, writer, photographer and filmmaker, Davis holds degrees in anthropology and biology and received his Ph D in ethnobotany, all from Harvard University Mostly through the Harvard Botanical Museum, he spent over three years in the Amazon and Andes as a plant explorer, living among fifteen indigenous groups in eight Latin American nations while making some 6000 botanical collections His work later took him to Haiti to investigate folk preparations implicated in the creation of zombies, an assignment that led to his writing The Serpent and the Rainbow (1986), an international best seller later released by Universal as a motion picture In recent years his work has taken him to East Africa, Borneo, Nepal, Peru, Polynesia, Tibet, Mali, Benin, Togo, New Guinea, Australia, Colombia, Vanuatu, Mongolia and the high Arctic of Nunuvut and Greenland Davis is the author of 230 scientific and popular articles and 19 books including One River (1996), The Wayfinders (2009), The Sacred Headwaters (2011), Into the Silence (2011) and River Notes (2012) His book, Into the Silence, received the 2012 Samuel Johnson prize, the top award for literary nonfiction in the English language Jared Diamond Jared Diamond is professor of geography at the University of California, Los Angeles He is the author of "Collapse How Societies Choose to Fail or Succeed" and the widely acclaimed "Guns, Germs, and Steel The Fates of Human Societies," which won him a Pulitzer Prize as well as Britain's 1998 Rhone-Poulenc Science Book Prize Diamond is the recipient of a MacArthur Foundation Fellowship (Genius Award), research prizes and grants from the American Physiological Society, National Geographic Society and Zoological Society of San Diego, and many teaching awards and endowed public lectureships In addition, he has been elected a member of all three of the leading national scientific/academic honorary societies - National Academy of Sciences, American Academy of Arts and Sciences, and American Philosophical Society Diamond's field experience includes 27 expeditions to New Guinea and neighboring islands to study the ecology and evolution of birds, and other field projects in North America, South America, Africa, Asia and Australia As a conservationist, he devised a comprehensive plan, almost all of which was implemented, for Indonesian New Guinea's national park system He is a founding member of the board of the Society of Conservation Biology and a member of the board of directors of World Wildlife Fund U S and Conservation International Jonathan Foley Jonathan Foley is the Executive Director of the California Academy of Sciences Foley's work focuses on the sustainability of our planet and the natural resources we depend on He and his students have contributed to our understanding of global food security, worldwide changes in ecosystems, land use and climate, and the sustainability of the world's resources This work has led him to be a regular advisor to governments, nongovernmental organizations, environmental groups, civic groups, foundations, and business leaders around the world Foley has won numerous awards and honors, including the Presidential Early Career Award for Scientists and Engineers (awarded by President Bill Clinton), the National Science Foundation's Faculty Early Career Development Award, the J S McDonnell Foundation's 21st Century Science Award, an Aldo Leopold Leadership Fellowship, and the Sustainability Science Award from the Ecological Society of America In 2014, he was named as the winner of the Heinz Award for the Environment Nalini Nadkarni Nalini Nadkarni is known for pioneering research on the ecology of the little-known world of tropical and temperate rainforest canopies Her work has documented the "keystone" functions of canopy-dwelling biota in whole-forest nutrient cycling, arboreal animal habitat, and reproductive capacity of primary forest and pasture-dwelling trees She has also developed innovative and public engagement programs with public audiences, such as urban youth, faith-based groups, and incarcerated men and women by partnering directly with them to find common values and synergisms Nadkarni has received prestigious awards from the scientific establishment for communicating research to underserved public audiences in creative and effective ways - The National Science Foundation Public Service Award, the AAAS Award for Public Engagement, and the Archie F Carr Award for Conservation Nadkarni is Director of the Center for Science and Mathematics Education and a Professor of Biology at the University of Utah, and President of the International Canopy Network M Sanjayan M Sanjayan is a leading global conservation scientist, writer and an Emmy-nominated news contributor focused on the role of conservation in improving human well-being, wildlife and the environment He serves on Conservation International's senior leadership team as Executive Vice President and Senior Scientist Sanjayan's broad-reaching television experience includes numerous documentaries for Discovery Channel and the BBC and serving as a frequent contributor to CBS News His latest TV series, Earth - A New Wild, will air on PBS He is also a correspondent for Years of Living Dangerously, a Showtime documentary series which debuted in April 2014 His scientific work has been published in journals including Science, Nature and Conservation Biology Raised in Sri Lanka and Sierra Leone, Sanjayan's unique background and expertise have also attracted mainstream media coverage in Outside, Men's Journal, National Geographic Adventure, Afar and The New York Times Don Walsh Don Walsh, scientist and explorer, has worked in the deep oceans, polar regions and space From 1959 to 1962 he was the first commander of the Navy's Bathyscaph Trieste and was designated Navy deep submersible pilot #1 in 1959 In 1960 he and co-pilot Jacques Piccard dove Trieste into the deepest place in the World Ocean, a depth of nearly seven miles Walsh's 40 years of work with deep ocean design, engineering and operations were recognized by his election to the US National Academy of Engineering in 2001 Among other awards he has received are the Explorers Club's Explorers Medal and their Lowell Thomas Award In 2010 he was awarded National Geographic Society's highest award, the Hubbard Medal He is an Honorary Life member of the Explorers Club and the Adventurers Club as well as serving as the Honorary President of the Explorers Club</p>			
(Code)	(Expenses \$ 10,184,532	including grants of \$ 6,869,623)	(Revenue \$ 214,262)
<p>The Committee for Research and Exploration (CRE) has awarded more than 9,600 grants since 1890, totaling more than \$139,000,000 The Committee supported extraordinary research in 2015, awarding 190 grants representing fieldwork in the disciplines of anthropology, archaeology, astronomy, biology, geography, geology, paleontology, and oceanography Archaeologist Tomas Barrientos received a grant to investigate an Early Classic Maya stela in Guatemala He collaborated on this with two other National Geographic grantees, Luke Auld Thomas and Marcello Canuto, on this recovery, which received considerable media attention Multi time grantee recipient Jan Salick was awarded a grant to study climate and environmental changes to indigenous lands plants on the New England Coast Salick's botanical studies have resulted in numerous scientific papers and media coverages The Expeditions Council (EC) is a grant program dedicated to funding the exploration of largely unrecorded or little known areas of Earth, as well as regions of the planet undergoing significant environmental or cultural change Since its inception in 1998, the Expeditions Council has awarded 579 grants totaling over \$21 million, and has funded projects that span the spectrum of exploration and adventure The Council awarded 35 grants in 2015 Among the Expeditions Council projects funded in 2015 was the work of photographer Joe Riis to document Yellowstone Elk Migrations for a National Geographic Magazine article and were also incorporated into an exhibit on Yellowstone, celebrating the United States National Park Service centennial Sarah Parcak was awarded a grant to investigate a Norse archaeological site in Newfoundland, which received much coverage in the news National Geographic Young Explorer grants (YEG) support the next generation of researchers, explorers and conservationists Young Explorer Grants provide individuals age 18 to 25 with some of their first experiences carrying out fieldwork and exploration In 2015, a total of 97 field projects grants were awarded spanning the globe Astrophysicist Munazza Alam explored the photometric and spectral properties of brown dwarfs with extreme near infrared colors using multi resolution near infrared spectra to disentangle their atmospheric and physical properties The fieldwork for her project took her to the Las Campanas observatory in Chile Cartographer Ross Donihue documented the Farrallon Islands, a critical location for research, management, and conservation located just 30 miles off the coast of San Francisco The short film and interactive map he created helps the public access this unique ecosystem Biologist Zach Fuller traveled to Kenya for his work documenting diseases in honeybees He hopes his research will help determine why certain populations of honeybees can resist diseases The Conservation Trust (CT) is a grant program that supports innovative solutions to issues of global concern The Conservation Trust encourages model projects that engage and inform their areas local population The Conservation Trust including the Linblad Expedition (LEX) Grants as a subset, has awarded 341 grants since its inception in 2001 totaling \$11,866,453 The Conservation Trust including (LEX) awarded 39 grants in 2015 These projects included Pelayo Salinas de Leon's conservation assessment of sharks in the Galapagos Marine Reserve, Salal al Kuntar's project to document and preserve the cultural heritage of the Yazidi holy shrine of Lalish in Iraqi Kurdistan, and Olivier Nsengimana's study of the endangered Grey Crowned Cranes in Rwanda The NGS/Waite Grants Program is an initiative of the National Geographic Society and the Waite Foundation that provides essential funding for cutting-edge exploratory field research in all disciplines around the world Funding is made possible for research that holds promise of new breakthroughs in the Natural and Cultural sciences A total of 431 projects have been funded from the program's inception in 2008 totaling \$5,332,204 with 56 of these approved in 2015 Projects with the NGS/Waite Grants Program during 2015 include Bronwen Konecky's expedition to the Okavango Delta to examine the effects of a changing climate on water resources NGS/Waite also funded work in the Yucatan Peninsula where Octivio del Rio's work at Cenote Aktun Ha is searching for evidence of the first Americans in the continent The program has also funded important biological work, specially the work of Joshua Stewart who is documenting the behavior and habitat use of the Oceanic Manta Rays in the Caribbean As well as Neil Rosser's work in the Amazonian forest where he is documenting the biodiversity in the heart of the Amazon Lastly, we have funded amazing work that changes our notions of history, as the work of Preston Sowell who has been able to rediscover an Inka temple in the Peruvian Andes These and many more important researchers have been funded by the NGS/Waite grants in 2015</p>			

Form 990, Part III - 4 Program Service Accomplishments (See the Instructions)

(Code) (Expenses \$	7,680,321	including grants of \$	0) (Revenue \$	7,617,142)
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NG CREATIVE/IMAGE SALES Photographs and video shot principally by National Geographic photographers are made available to the general public, through the NG Creative/Image Sales division

(Code) (Expenses \$	7,060,894	including grants of \$	0) (Revenue \$	8,226,136)
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National Geographic Maps (NG Maps) is a globally-renowned cartographic publisher and is responsible for illustrating the world through the art and science of mapmaking. The Maps Group supports the mission of the Society by creating the world's best wall maps, outdoor recreation maps, travel maps, atlases, and globes that inspire people to care about and explore the world. Printed maps are distributed not only to consumers but also to national parks, educational institutions, and government agencies. Twenty new titles were developed in 2015 including to name just a few - the New Zealand Reference Map, Adventure Cambodia, Blue Ridge Parkway Destination Map, and 13 Topographic Map Guides covering the entire Appalachian Trail. NG Maps also provided cartographic services to internal customers for maps which were included in books, atlases, magazines, the NG web site, apps, and as premiums for magazine subscriptions. Map projects during 2015 helped organizations promote tourism, facilitated stewardship of historic and natural resources, and highlighted many locations around the world. Through the NG Maps digital storytelling platform called GeoStories, organizations incorporated dynamic maps, multimedia, and narrative which enabled their viewers' to tour places and topics. Projects that Maps worked on included sustainable tourism web projects for Greater Yellowstone, Crown of the Continent, Heart of the Continent, Eastern Sri Lanka, Sierra Nevada, Sedona Verde Valley, Tequila Jalisco, Mississippi River, and Delaware River.

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(Code)	(Expenses \$ 5,024,076	including grants of \$ 0)	(Revenue \$ 833,659)
National Geographic Cinema Ventures Inspired by the science and exploration research and other activities at the Society, the Cinema Ventures group have produced and distributed dozens of nonfiction films for both commercial and institutional venues in 2-D, 3-D and digital formats Most of these projects have appeared in theaters or science centers throughout the U S and the world 2015 new film openings included LIVING IN THE AGE OF AIRPLANES Reminds us how profoundly this amazing invention has changed the way we do just about everything It also renews our appreciation for the airplane and stunningly conveys the wonder and grandeur of flying ASTEROID MISSION EXTREME Takes audiences on an epic journey to discover the possibilities that asteroids present for space travel Using stunning visuals and state-of-the-art computer graphics, the film presents the fascinating idea, based on real science, that asteroids could be used as stepping stones to other worlds, veritable "way stations" in space enabling us to cross the entire solar system ROBOTS 3D Is a fascinating and fun look at what makes us human, how far machines can really go to look and act like us, and how humanoid robots are already changing our world			

(Code)	(Expenses \$ 4,695,315	including grants of \$ 0)	(Revenue \$ 2,079,278)
National Geographic Exhibitions National Geographic creates exhibitions that allow visitors to experience the mission of National Geographic in a unique and highly educational setting Each year, the museum presents exhibitions and programs that expand on National Geographic content and extend the life of the stories that we tell not only in Washington, but in Museums around the country and around the world The National Geographic Museum welcomed 160,000 visitors in 2015 including 20,000 students and school groups The Museum mounted 5 exhibitions in the NG Museum and hosted public programming and complement the museum exhibitions In addition, the museum toured many of its exhibitions to locations around the world The audience for the museum includes National Geographic members, local residents, national and international tourists, military personnel, congressional members and staffs, the diplomatic community, school groups and students from around the region and beyond Many of the exhibitions that originate at the National Geographic Museum are then offered to other museums around the U S and internationally so the audiences continue to grow for these projects even after they close in Washington Highlights from the 2015 year are listed below MONSTERFISH - In Search of the Last River Giants For over a decade, NG has funded the work of biologists working to study and preserve fresh water species Zeb Hogan, a professor at the University of Nevada Reno has been active in the study of large freshwater fish for his entire career and has received funding for his Megafishes project from NGS since 2006 The Museum mounted an exhibition of this work in March, 2015 A highly interactive and engaging experience, this exhibition studies the giant freshwater fish in 5 ecosystems around the world The exhibition closed in September and traveled to the Discovery Museum in Reno NV INDIANA JONES AND THE ADVENTURE OF ARCHAEOLOGY National Geographic helped organized and hosted an exhibition on the most famous archaeologist in the world, Indiana Jones The exhibition featured a combination of movie props and costumes and clips from the famous movies along with National Geographic produced content on what real archaeologists do in the field and in the lab The exhibition was very popular and was on view from May 15 - January 4 PHOTO ARK Joel Sartore has photographed for National Geographic for over 25 years and for the last decade, has focused his efforts on creating portraits of endangered species to raise awareness of the extinction crisis Photo Ark is a multi year project that will attempt to document all the species in captivity on earth, some 12,000, and create an unprecedented archive that will live on for generations to come This exhibition featured about 100 of these images and is the first of many exhibitions of this compelling work The exhibition ran from October 2015 - March 2016 PRISTINE SEAS The Prisine Seas project, led by NG Explorer in Residence Enric Sala is attempting to preserve the ocean's most pristine coral reefs by creating marine protected areas around the world This exhibition, in the M Street Gallery, highlights this multi year effort and featured maps, photographs, data and film footage from this extraordinary project and its expeditions The exhibition opened in November 2015 and followed the Photo Camp exhibition PHOTOCAMP A DECADE OF STORYTELLING Since 2003, National Geographic Photo Camp has partnered with organizations worldwide to inspire young people to explore their communities through a camera's lens The NG exhibition, "Photo Camp A Decade of Storytelling", featured the spectacular images captured by the students who participated in the 67 workshops held to date in 18 countries Since its inception, the program has reached an audience of more than 50 million worldwide through media coverage and exhibitions of student work The free exhibit included photos from September 2014 Photo Camp in South Sudan Supported by Internews, this exhibition as accompanied by a public program that featured 3 of the South Sudanese students as well as 2 of the photojournalists from this camp It opened at the December 18, 2014 and remained on view through October 2015 TRAVELING EXHIBITIONS National Geographic traveling exhibitions were hosted by venues around the world in 2015 There were many photo shows which included National Geographic at 125, 50 Greatest Photographs, The World in B&W, Polar Obsession, President's Photographer, Lions & Tigers & Bears, Ocean Soul, Colors of the World These exhibitions were held in various venues in 15 countries including Korea, Japan, Italy, Spain, Chile, and Russia In addition, National Geographic exhibition Birds of Paradise Amazing Avian evolution was on view at the Utah Natural History Museum in Salt Lake City Women of Vision National Geographic Photographers on Assignment was on view at the Photographic Center in Palm Beach Florida and the Orlando Museum of Art Spinosaurus Lost Giant of the Cretaceous was exhibited at the Natural History Museums in Milan and Berlin in 2015			

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(Code)	(Expenses \$ 4,451,342	including grants of \$ 0)	(Revenue \$ 6,265,505)
NATIONAL GEOGRAPHIC LITTLE KIDS magazine is published six times a year and distributed to individuals, schools, and public libraries. The magazine's mission is to excite preschoolers about exploring their world. Prepared primarily for children ages 3 to 6 years old, NATIONAL GEOGRAPHIC LITTLE KIDS offers an appealing mix of articles on wildlife, science, pets, nature, and geography, as well as skill-building educational games, mazes, and activities. For its work in 2015, NG LITTLE KIDS won a Parents' Choice Gold Award for the ninth year in a row. Examples of NG LITTLE KIDS activities in 2015 include publication of six collector's card sets about animals plus feature stories on animals such as giant pandas, lions, monarch butterflies, coyotes, and harp seals. NGLK also introduces preschoolers to science and nature through stories about dinosaurs, flowers, and planets. NGLK continued its PDF version of the print magazine on the Nook and Android devices. 2015 Average Worldwide Circulation of NG LITTLE KIDS 374,000.			

(Code)	(Expenses \$ 4,005,584	including grants of \$ 0)	(Revenue \$ 3,392,769)
National Geographic Live The Society provides speakers and other live event programming to audiences around the U.S. and internationally, through the National Geographic Live program of public events and by arranging for speakers to appear at museums, universities, corporations and other organizations through the National Geographic Speakers Bureau. National Geographic Live also offers Student Matinees featuring National Geographic explorers in live presentations around North America. As leaders in their fields, these explorers offer students fresh and exciting knowledge from the front lines of discovery. And as passionate individuals focused on expanding the boundaries of knowledge, NG explorers offer powerful role models for students. Through National Geographic Live, National Geographic Live Student Matinees, and the National Geographic Speakers Bureau, the Society reached 248,321 individuals through 355 speaker events, student matinee events, performances, and film screenings that took place both at the Society's headquarters in Washington, D.C. and in 98 other locations across North America and internationally.			

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(Code)	(Expenses \$ 1,789,226	including grants of \$ 0	(Revenue \$ 115,819)
HOME VIDEO The Society makes available for sale to members and others mission-related DVDs			
(Code)	(Expenses \$ 1,759,348	including grants of \$ 85,000	(Revenue \$ 1,120,186)
<p>The National Geographic Bee/Giant Traveling Maps The NATIONAL GEOGRAPHIC BEE is an academic competition for public schools, private schools, and home schools in the United States and its territories, as well as Department of Defense Dependent Schools (DoDDS) Students in grades four through eight compete to win \$90,000 in scholarships and other prizes In 2015, nearly 11,000 schools across the country held a National Geographic Bee, engaging 2 3 million students to learn about the world and how it works Up to 100 school winners per state go on to compete in the state competition, and the winning state champions travel to the Society headquarters in Washington, D C to compete in the finals National Geographic creates and distributes school Bee packets, including a question booklet, rules, participation certificates, and a champion medal Additionally, the Society administers state competitions in all fifty states plus the District of Columbia, creating and disseminating question booklets, procedures, and prizes The Bee culminates in two-days of competition at Society headquarters in May, the last segment being a televised championship involving the ten finalists The GIANT TRAVELING MAPS program brings large (26' x 35') floor maps to schools across the U S The maps unroll on a gymnasium floor to allow students (grades K-8) to explore a continent or an ocean using hands and feet-on activities, props and photographs In 2015, twenty total maps of Africa, Asia, Europe, North America, South America, and the Pacific Ocean were in circulation during the academic year, reaching an estimated 154,000 students</p>			

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(Code)	(Expenses \$ 556,086	including grants of \$ 0	(Revenue \$ 390,458)
National Geographic Games & Apps GAMES National Geographic's most popular game, Animal Jam, is an online virtual playground for children who love animals and the outdoors This game provides a fun, exciting, and safe environment for kids to play online, while inspiring them to explore and protect the natural world outside their doors Animal Jam is free from outside advertising and adheres to a strict privacy policy Players are represented in the game with customizable animal avatars The Society strives to ensure that players are constantly engaging in fun and enriching game play, while educating them about their role in conserving the planet With players spanning the globe, the game introduces them to the fundamentals of socialization, teamwork, creativity, and global awareness Animal Jam takes place in the world of Jamaa, where players can travel through various ecological environments such as prairie, rainforest and desert Each environment features different National Geographic videos, interactive facts, and games APPS The Society develops apps to further its mission to inspire people to care about the planet and to educate people about geography and related subjects The National Geographic World Atlas app enables you to browse, search and zoom the world's best detailed maps of the globe Unlike other atlas applications, the National Geographic World Atlas utilizes our highest resolution, "press-ready" images, providing you with the same rich detail, accuracy, and artistic beauty found in our award-winning wall maps and bound atlases The app enables you to learn more about the world using the up-to-date, expertly researched Flags and Facts database, which contains concise geographic and socio-economic data The National Geographic National Parks app lets you explore U S national parks easily as the app features global and interactive map views with filtering by activity and seasonality The app also features the top must-sees and must-dos for each park with stunning photo galleries, and rare vintage images from the National Geographic Archive Thousands of points of interest are tagged with GPS coordinates for easy planning and locating			

(Code)	(Expenses \$	including grants of \$	(Revenue \$)
(EXPLORER PROGRAMS, continued) Melinda Zeder Melinda Zeder is a Senior Research Scientist and Curator of Old World Archaeology in the Department of Anthropology of the National Museum of Natural History, Smithsonian Institution Her research interests include the domestication of plants and animals and the origins of agriculture Her work has also focused on the social and environmental implications of early agriculture in the ancient Near East, and the development of specialized subsistence economies in early complex societies Zeder is a past President of the International Council for Archaeozoology and is a member of their Committee of Honor She is a Fellow of the American Association for the Advancement of Science and a former member of the National Geographic Society Committee for Research and Exploration In 1997 Zeder was awarded American Anthropological Association's Gordon Willey Award for outstanding publication in archaeology She was the 2001 recipient of the Fryxell Award in Interdisciplinary Research awarded by the Society of American Archaeology for lifetime achievement in zooarchaeology In 2008 she was elected to the American Academy of Arts and Sciences and to the National Academy of Sciences in 2012 EXPLORER-IN-RESIDENCE PROGRAM The National Geographic Society created the Explorers-in-Residence program to develop and enhance its long-standing relationships with some of the world's preeminent scientists and storytellers These explorers are dedicated to making notable advances in their respective fields and are highly regarded within scientific and exploration circles National Geographic explorers' groundbreaking discoveries fuel the kind of critical information, conservation initiatives, and compelling stories that are the hallmark of the National Geographic Society 2015 Explorers-in-Residence Robert Ballard, Ocean Explorer Robert Ballard is best known for his historic discovery of the Titanic, the Bismarck, and hydrothermal vents in the Galapagos Rift He has conducted scores of deep-sea expeditions using the latest in exploration technology He pioneered distance learning with the JASON Project, an award-winning educational program that has reached millions of students and teachers He has received prestigious awards from the Explorers Club and the National Geographic Society - the Explorers Medal and the Hubbard Medal, respectively - as well as the Lindbergh Award In 2003, President George W Bush presented him with the National Endowment for the Humanities Medal Ballard is scientist emeritus of the Woods Hole Oceanographic Institution, president of the Ocean Exploration Trust and director for the Center for Ocean Exploration at the University of Rhode Island Graduate School of Oceanography Lee Berger, Paleanthropologist Lee Berger is an award-winning researcher, author, speaker and paleoanthropologist He is the recipient of the National Geographic Society's first Prize for Research and Exploration and is a Fellow of the Royal Society of South Africa, a Member of the Academy of Sciences of South Africa and a Fellow of the Explorers Club His explorations into human origins in Africa over the past two-and-a-half decades have resulted in many new and notable discoveries, including two remarkably well-preserved, two-million-year-old fossils, which belong to a new species of early human ancestor, Australopithecus sediba In 2013, the richest early hominin site found thus far on the continent of Africa led to the naming of yet another species, Homo naledi Among other positions, Berger serves on the advisory board of the Global Young Academy Berger is the Research Professor in Human Evolution and the Public Understanding of Science at the University of the Witwatersrand, Johannesburg, South Africa James Cameron, Filmmaker/Inventor James Cameron, explorer and filmmaker, made history on March 26, 2012, by completing the first-ever, single-pilot dive to the Challenger Deep, the deepest place on the planet The DEEPSEA CHALLENGER submersible, which was designed and engineered by Cameron and his team, achieved 35,787 feet (about 7 miles) during the first manned scientific exploration of the deepest point in the Pacific Ocean's Mariana Trench Cameron has written, produced, and directed a number of award-winning films that have blazed new trails in visual effects and set numerous box office records, including "Avatar" and "Titanic," the two highest-grossing films in history Two of Cameron's passions-filmmaking and diving-blended in his work on the movies "The Abyss" and "Titanic " The latter required him to make 12 dives to the wreck itself, 2 5 miles down in the North Atlantic Cameron has led eight marine expeditions, including a forensic study of the Bismarck wreck site and 3-D imaging of deep hydrothermal vent sites along the Mid-Atlantic Ridge, the East Pacific Rise, and the Sea of Cortez He has made more than 80 deep submersible dives, 51 of them in Russian Mir submersibles, to depths of up to 16,000 feet, including 33 to the Titanic The DEEPSEA CHALLENGE expedition was the result of a more-than-seven-year engineering effort by Cameron and his team The expedition was featured in the June 2013 edition of National Geographic magazine and in a 3-D feature film, released in 2014 Sylvia Earle, Oceanographer Sylvia Earle, National Geographic's Rosemary and Roger Enrico Chair for Ocean Exploration, is an oceanographer, founder of Mission Blue, SEAlliance and Deep Ocean Exploration and Research She is also the Council Chair of the Harte Research Institute for Gulf of Mexico Studies, former chief scientist of NOAA and a founding Ocean Elder Earle has been called "Her Deepness" by The New York Times and "Living Legend" by the Library of Congress and was Time magazine's first "Hero for the Planet " She has led over 100 expeditions and logged more than 7,000 hours underwater She has authored 200 publications and lectured in 80 countries A graduate of Florida State University with an M S and a Ph D from Duke University and 27 honorary doctorates, she serves on various boards and commissions Her more than 100 honors include the 2013 National Geographic Hubbard Medal, 2009 TED Prize, Netherlands Order of the Golden Ark and medals from the Explorers Club, the Royal Geographical Society, the Lindbergh Foundation and the Dominican Republic J Michael Fay, Conservationist Michael Fay has spent his life as a naturalist exploring places in the United States, Central America and Africa Since 1991, he has worked for the Wildlife Conservation Society After college, Fay headed to Tunisia and the savannas of the Central African Republic to conduct botanical studies, but was drawn into elephant conservation In 1984, he joined the Missouri Botanical Garden His first assignment, a floristic study of a mountain range on Sudan's western border, led to a Ph D on western lowland gorillas It was at this time that he first entered the forests of central Africa He worked to create the Dzanga-Sangha and Nouabale-Ndoki parks in the Central African Republic and Congo, which he later managed In 1999 and 2000, Fay walked the Megatransect, a 2,000-mile trek through central Africa This led to the Gabonese government creating a system of 13 national parks in Gabon, covering some 11,000 square miles In 2004, Fay completed the Megaflyover, an eight-month aerial survey of the African continent, creating 116,000 vertical images of human impact and associated ecosystems Since 2008, Fay has focused his research on mining development in British Columbia He returned to Gabon in 2010 and 2012 to implement a Gabon development strategy and a fisheries initiative Currently, as special advisor to Gabon President Ali Bongo Fay, Fay is completing work to establish a marine protected area network and fisheries management plans and enforcement in GabonHe also works with the National Parks Agency of Gabon to support management of the terrestrial park network				

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(Code)	(Expenses \$ including grants of \$)	(Revenue \$)
(EXPLORER PROGRAMS, continued) Dereck and Beverly Joubert, Filmmakers/Conservationists Dereck and Beverly Joubert are award-winning filmmakers who have been filming, researching and exploring in Africa for more than 30 years Their mission is to save the wild places of Africa and to protect the creatures that depend on them Recently, the Jouberts canoed 120 kilometers (75 miles) down the Selinda Spillway, researching and filming elephants for conservation They are the founders of the Big Cats Initiative with National Geographic, the initiative has so far funded 73 grants in 25 countries for big cat conservation The Jouberts have made 25 films for National Geographic, including "The Last Lions," which has reached more than 350 million people They have received many accolades, including eight Emmys, a Lifetime Achievement Award, a Peabody Award, Panda Awards, a World Ecology Award and an induction into the American Academy of Achievement They were given the Presidential Order of Meritorious Service by the President of Botswana Beverly is also an acclaimed photographer, and Dereck is CEO of Great Plains Conservation, a company that returns vast tracts of land back to nature They are active conservationists, their latest project, Rhinos Without Borders, is an initiative to move 100 rhinos from the highest poaching zones in South Africa to safe havens in Botswana to save them from the poaching crisis Meave and Louise Leakey, Paleontologists Paleontologists and mother-daughter team Meave and Louise Leakey have made significant contributions to our understanding of human origins, continuing a family legacy of ancient fossil discoveries in East Africa They run a field-based interdisciplinary research institute with stations to the east and west of Lake Turkana that facilitates field research, provides training and research opportunities, and brings employment and also development benefits to local communities Their ongoing National Geographic-sponsored annual expeditions to this area continue to recover important hominid and faunal remains Louise Leakey has recently led an initiative to digitize some of the important discoveries from the Turkana Basin These digital models are showcased in the virtual paleontology laboratory, AfricanFossils.org Enric Sala, Marine Ecologist Enric Sala is dedicated to restoring the health and productivity of the ocean His more than 120 scientific publications are widely recognized and used for real-world conservation efforts such as the creation of marine reserves Sala is currently working to help protect the last pristine marine ecosystems worldwide and to develop new business models for marine conservation He founded and leads National Geographic's Pristine Seas, a project that combines exploration, research and media to inspire country leaders to protect the last wild places in the ocean Working together with conservation organizations, the Pristine Seas project was key in inspiring the creation of six of the largest marine reserves on the planet in Chile, Gabon, Costa Rica, Kiribati, the Pitcairn Islands and U.S. Pacific waters Sala has received numerous awards, including a 2013 Research Award from the Spanish Geographical Society, a 2013 Lowell Thomas Award from the Explorers Club and a 2013 Hero Award from the Environmental Media Association, and he was named a World Economic Forum Young Global Leader in 2008 He is a Fellow of the Royal Geographical Society Spencer Wells, Geneticist Spencer Wells is a geneticist, anthropologist and author who has dedicated much of his career to studying humankind's family tree and furthering our knowledge of human migration He leads the Genographic Project at National Geographic, which is collecting and analyzing hundreds of thousands of DNA samples from people around the world in order to decipher how our ancestors populated the planet The project entered its next groundbreaking phase in 2012 with the launch of Geno 2.0 Wells received his Ph.D. from Harvard University and conducted postdoctoral work at Stanford University and University of Oxford, England He has appeared in numerous documentary films and is the author of three books, "The Journey of Man," "Deep Ancestry" and "Pandora's Seed " He is the recipient of numerous scientific awards, grants and fellowships, including the 2007 Kistler Prize for accomplishment in the field of genetics, and is a Scholar-in-Residence at Georgetown University and a Frank H.T. Rhodes Visiting Professor at Cornell University PHOTOGRAPHY FELLOWS PROGRAM National Geographic selects renowned photojournalists to serve as National Geographic photography fellows Their work transcends the art of photography, taking them on journeys to the world's most remote locations, telling stories that need to be told, and often placing them in great danger During their terms, these photographers support a variety of Society efforts, from ocean conservation to promoting exploration of parklands to teaching scientists and explorers visual storytelling skills Their work follows a long tradition at National Geographic, one of going out into the world to explore and coming back to share the stories and discoveries with a larger audience 2015 Photography Fellows David Guttenfelder, Photographer David Guttenfelder is a photojournalist focusing on global geopolitics and conservation Until recently, he spent his entire professional career working and living outside of his native United States He began as a freelancer in East Africa after studying Swahili at the University of Dar es Salaam in Tanzania Guttenfelder spent 20 years as a photojournalist for the Associated Press, during which he was based in Nairobi, Abidjan, New Delhi, Jerusalem, and Tokyo, covering news in more than 75 countries around the world In 2011 his story "Afghanistan's Opium Wars" was published in National Geographic magazine Five more have followed on topics spanning Japan's Fukushima nuclear refugees, the slaughter of migratory songbirds, the damming of the Mekong River, hidden North Korea, and the greater Yellowstone ecosystem Guttenfelder is a seven-time World Press Photo Award winner He is the 2013 ICP Infinity Prize winner for photojournalism and a winner of the Overseas Press Club of America John Faber, Olivier Rebbot, and Feature Photography awards Pictures of the Year International and the NPPA have named him Photojournalist of the Year He was short-listed for the National Magazine Award for public interest in 2014 He is a seven-time finalist for the Pulitzer Prize Lynn Johnson, Photographer Lynn Johnson photographs the human condition A regular contributor to National Geographic, Johnson is known for finding beauty and meaning in elusive, difficult subjects, including threatened languages, zoonotic disease, rape in the military ranks, and the centrality of water in village life She collaborates with the people she portrays to honor their visions as well as her own At National Geographic Photo Camps, she helps at-risk youth around the world find their creative voices At Syracuse University's Newhouse School of Public Communications, she is helping to develop a program that challenges master's students in the multimedia, photography, and design department to push past their comfort levels in pursuit of their truth She herself has committed to that hunt, frame by frame Over the years Johnson has been awarded many World Press awards, Pictures of the Year awards, and the Robert F. Kennedy Journalism Award for highlighting social justice and human rights, among others Her work has been shown at Visa Pour l'Image in Perpignan, France, included in Communication Arts annuals, and published in over a dozen books, including National Geographic's Women of Vision Paul Nicklen, Photographer Paul Nicklen is a Canadian-born photographer and biologist with a specialty in polar ecosystems He has been an assignment photographer for National Geographic magazine for 15 years His work focuses on the fragile relationship between healthy ecosystems and marine wildlife In addition to his collaboration with the National Geographic Society, his work has been featured in hundreds of publications around the world and he has given over 500 sold-out lectures in over 20 countries Recently, Nicklen's work was exhibited at the world-renowned Annenberg Space for Photography in Los Angeles, and he was a featured speaker at the 2011 TED conference His alma mater, the University of Victoria in British Columbia, presented him with a lifetime achievement award for his work in promoting marine conservation He has received over 30 prestigious international awards, including the 2012 BBC Wildlife Photographer of the Year and five World Press Photo Awards, and he was the first ever recipient of the Natural Resources Defense Council's BioGems Visionary Award		

(Code)	(Expenses \$ including grants of \$)	(Revenue \$)
(EXPLORER PROGRAMS, continued) Cory Richards, Photographer A climber and visual storyteller, Cory Richards was named National Geographic Adventurer of the Year in 2012 His camera has taken him from the controlled and complex studio to the wild and remote corners of the world, from the unclimbed peaks of Antarctica to the Himalaya of Nepal and Pakistan-all in an attempt to capture not only the soul of adventure and exploration but also the beauty inherent in our modern society Richards is a passionate mountain climber on the North Face athletic team and has carved a niche as one of the world's leading adventure and expedition photographers His photography has appeared in National Geographic magazine, Outside, and the New York Times, and his film work has won awards at nearly every major adventure film festival, including the grand prize at the Banff Mountain Film Festival Brian Skerry, Photographer Brian Skerry is a photojournalist specializing in marine wildlife and underwater environments Since 1998 he has been a contributing photographer for National Geographic magazine, covering a wide range of subjects and stories An award-winning photographer, Skerry is praised worldwide for his aesthetic sense, as well as for his journalistic drive for relevance His uniquely creative images tell stories that not only celebrate the mystery and beauty of the sea but also help to bring attention to the large number of issues that endanger our ocean and its inhabitants His nearly year-round assignment schedule frequently brings him to extremely contrasting environments, from tropical coral reefs to polar ice While on assignment, he has lived on the bottom of the sea, spent months aboard fishing boats, and traveled in everything from snowmobiles to canoes to the Goodyear Blimp to get the picture He has spent more than 10,000 hours underwater over the past 30 years FELLOWS PROGRAM National Geographic Fellows provide expert consultation on active NG-supported projects that have clear goals and deliverables They lead novel, ambitious projects that promise to make an impact on the world Focusing on collaboration with cross-divisional stakeholders at NG, they deliver broad media impact during their term They represent and illustrate the diversity of disciplines that NG covers in its scientific and editorial efforts 2015 Fellows Dan Buettner, Author Dan Buettner is an internationally recognized researcher, explorer, and New York Times bestselling author His National Geographic article on longevity, "The Secrets of Living Longer," was the cover story of one of the magazine's top-selling issues ever and made him a finalist for a National Magazine Award Buettner's books, "The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest" (2008), "Thrive: Finding Happiness the Blue Zones Way" (2010) and "The Blue Zones Solution: Eating and Living Like the World's Healthiest People" (2015), appeared on many bestseller lists Buettner founded Blue Zones, a company that puts the world's best practices in longevity and well-being to work in people's lives Its community well-being strategy focuses on optimizing the health environment instead of individual behavior change Buettner holds three world records in distance cycling and has won an Emmy Award for television production Bryan Christy, Investigative Journalist Bryan Christy is an investigative journalist and director of the Special Investigations Unit at National Geographic His work on wildlife trafficking has resulted in legal and administrative reforms around the world, including the prosecution of an international wildlife trafficking kingpin His October 2012 National Geographic magazine cover story "Blood Ivory: Ivory Worship" has inspired global action, including police raids in Vatican City and the Philippines, ivory destruction ceremonies around the world, student-led petitions, marches and the Obama administration's launch of this country's first cabinet-level wildlife trafficking task force Christy is a National Geographic Fellow and in 2014, he was named National Geographic Explorer of the Year Sean Gerrity, Conservationist Sean Gerrity is president of American Prairie Reserve (APR), an organization he has led since its founding in 2002 APR's vision is to create the largest wildlife complex ever assembled in the continental United States, a vast grassland landscape spanning 5,000 square miles in northeastern Montana Featured in the National Geographic film "American Serengeti," APR is growing through a unique model that uses private land to leverage public land, resulting in a new national treasure that is both open to the public and privately funded Gerrity hopes to inspire others around the globe to use similarly creative 21st-century solutions for the world's conservation challenges Prior to joining APR, Gerrity co-founded Catalyst Consulting, a Santa Cruz, California-based firm, specializing in organizational alignment and strategy development and implementation for the business world Fredrik Hiebert, Archaeologist Fredrik Hiebert is an archaeologist and an explorer, investigating regions across the world where ancient cultures are quickly disappearing So far, he has excavated 4,000-year-old Silk Road cities from Arabia to Uzbekistan Hiebert has conducted underwater archaeology projects in highland Central Asia and in South America and has partnered with Robert Ballard in the Black Sea search for submerged settlements His work with National Geographic traveling exhibitions has allowed millions to learn about these regions These exhibitions include "Hidden Treasures of Afghanistan," "Peruvian Gold" and "Indiana Jones and the Adventure of Archaeology," which is currently on display at the National Geographic Museum Hiebert also works with U.S. Customs to stem the tide of stolen artifacts He was educated at the University of Michigan and Harvard University Among other honors, he received the Chairman's Award from the National Geographic Committee for Research and Exploration in 1998 Hiebert held the Robert H. Dyson Chair of Archaeology at the University of Pennsylvania before joining National Geographic in 2003 Zeb Hogan, Ecologist/Photographer Zeb Hogan is an assistant research professor at the University of Nevada-Reno and the United Nations Convention on Migratory Species' Scientific Councillor for Fish Hogan also hosts the National Geographic Television series "Monster Fish " His research focuses on migratory fish ecology, multispecies fisheries management, the status and conservation of giant freshwater fish, endangered species issues and conservation genetics Hogan leads the Megafishes Project, a multiyear effort to document the 20-some species of freshwater fish at least 6.5 feet (2 meters) in length or 220 pounds (100 kilograms) in weight In addition to his work on Mekong River fish species, Hogan has been involved with conservation projects on the Colorado River and, more recently, in Mongolia His work is featured in the new National Geographic exhibit "Monster Fish: In search of the Last River Giants " Corey Jaskolski, Engineer and Inventor Corey Jaskolski grew up fascinated with imaging and how technology can help take it to new frontiers He has degrees in mathematics, physics, and electrical and computer engineering While attending the Massachusetts Institute of Technology, he was the DuPont Electrical Engineering and Computer Science Fellow as well as the Shell Ocean Engineering Fellow While at MIT, he descended to the wreck of the Titanic (12,500-feet deep) to support robotic filming operations He is currently working on technologies such as 3-D 360-degree video, media development for virtual reality (VR) and dome displays, ultra-high-resolution in-situ 3-D scanning of artifacts and immersive viewers to share this imagery Jaskolski recently founded a new tech startup, Red Pill 3D (www.redpill3d.com), to further the development and commercialization of these sorts of technologies When not working on new technologies, he spends his time backpacking, climbing 14ers (Colorado's highest mountains) and seeing the world with his family He is excited to use his technical capabilities to see the world in a unique light, help tell the stories that really matter and encourage people to care about our planet		

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(EXPLORER PROGRAMS, continued) Mattias Klum, Photographer/Filmmaker Mattias Klum has worked full-time as a freelance photographer and filmmaker since 1986 In an artistic way that is entirely his own, he has described and portrayed animals, plants and natural and cultural settings in the form of articles, books, films and exhibitions Since 1997, he has published numerous articles and cover images for National Geographic magazine, and his work has appeared in many leading international publications Klum is a Young Global Leader of the World Economic Forum, a member of the board of trustees at WWF Sweden, an IUCN Goodwill Ambassador, a Senior Fellow at Stockholm Resilience Centre and a Fellow at the Linnean Society of London Recently, he received an honorary doctorate from Stockholm University He has published 13 books to date Thomas E Lovejoy, Tropical and Conservation Biologist Thomas Lovejoy is a conservation biologist who coined the term "biological diversity " He holds B S and Ph D degrees in biology from Yale University In 2010, he was elected professor in the department of environmental science and policy at George Mason University Spanning the political spectrum, Lovejoy has served on science and environmental councils under the Reagan, Bush and Clinton administrations In 1980, he produced the first projection of global extinctions for the Global 2000 Report to the President Lovejoy also developed the now ubiquitous "debt-for-nature" swap programs and led the Minimum Critical Size of Ecosystems project With two co-edited books (1992 and 2005), he is credited with founding the field of climate change biology He and Lee Hannah are working on the second edition of "Climate Change and Biodiversity " He also founded the series "Nature," the popular long-term series on public television, and he serves as a Senior Fellow at the United Nations Foundation In 2012, he received the Blue Planet Prize He has worked on science and conservation in the Amazon since 1965 Sarah Parcak, Archaeologist Sarah Parcak is an associate professor of anthropology at the University of Alabama at Birmingham (UAB) and is the founding director of the UAB Laboratory for Global Observation She pioneers the young field of satellite archaeology, using futuristic tools to unlock secrets from the past and transform how discoveries are made She is the first Egyptologist to use multispectral and high-resolution satellite imagery analysis to identify previously unknown archaeological sites Parcak has written "Satellite Remote Sensing for Archaeology" (Routledge 2009) and numerous peer-reviewed scientific articles She has discovered more than 3,100 previously unknown archaeological settlements in Egypt, thousands of tombs and 17 possible pyramids Her remote sensing work has been the focus of two BBC 1 specials on the use of satellite remote sensing in archaeology She is a Fellow in the Society of Antiquaries, a 2014 TED Senior Fellow and co-director of the Survey and Excavation Projects in Egypt with her husband, Greg Mumford Sandra Postel, Freshwater Conservationist Sandra Postel is director of the Global Water Policy Project and serves as lead expert for National Geographic's freshwater efforts For more than 25 years, Postel has lectured, taught and written prolifically on the geography of water stress and its implications for agriculture, rivers, wetlands and regional peace and security Postel is the author of several acclaimed books, including "Last Oasis," which appears in eight languages and was the basis for a PBS documentary Her essay "Troubled Waters" was selected for "Best American Science and Nature Writing " She is a Pew Scholar and has been named one of the "Scientific American 50" for her contributions to water policy Postel is co-creator of Change the Course, the freshwater restoration campaign undertaken by National Geographic and its partners and now being piloted in the Colorado River Basin Change the Course has built a conservation pledge community of 165,000 people and restored 3 billion gallons to depleted ecosystems in the Colorado Basin Paul Salopek, Writer Paul Salopek has lived and worked in the developing world for most of his life For the past two decades he has been a foreign correspondent in Africa, the Middle East, Latin America and Central Asia, where he writes frequently about war His work has won most of the major print journalism awards in the United States, including two Pulitzer Prizes, the George Polk Award, the National Press Club Award, the Overseas Press Club Award and the Daniel Pearl Award for Courage in Journalism, as well as fellowships at Harvard and Princeton universities His articles have appeared in National Geographic, the Chicago Tribune, The Atlantic, Foreign Policy, The American Scholar and Conservation Magazine, among other publications The Best American Travel Writing series has twice anthologized his stories His current project, Out of Eden, is an exercise in slow journalism Salopek is retracing on foot our ancestors' migration out of Africa and across the globe and engaging with the major stories of our time along the way His 21,000-mile odyssey began in Ethiopia and will end seven years later at the tip of South America Joel Sartore, Photographer and Conservationist Joel Sartore is a conservationist, National Geographic contributing photographer, author and speaker In more than two decades on assignment for National Geographic magazine, he has focused on endangered species and environmental issues Sartore is currently working on a multi-year personal effort to document life on Earth in studio portraits, called Photo Ark He has photographed more than 5,000 species to date, with the eventual goal of documenting every species in captivity Sartore serves on the board of Defenders of Wildlife, is a co-founder of the Grassland Foundation and is a founding member of the International League of Conservation Photographers He has received multiple awards for his photography from the North American Nature Photography Association, the Veolia Wildlife Photographer of the Year competition, Pictures of the Year International competition and Communication Arts EMERGING EXPLORERS PROGRAM National Geographic's Emerging Explorers Program identifies and recognizes the next generation of adventurers, scientists, and storytellers- uniquely gifted and inspiring individuals who are already making a difference early in their careers Each year, NG bestows the title of Emerging Explorer on a new group of leaders from a variety of fields and invites them to establish a relationship with the Society Emerging Explorers are frequently highlighted in NG media and are encouraged to develop strong connections with representatives across the Society They are a source of new ideas, energy and inspiration for NG staff and members 2015 Emerging Explorers Salam Al Kuntar, Archaeologist Salam Al Kuntar, a Syrian-born archaeologist, is one of the leading advocates for the protection of her war-torn homeland's historical sites and treasures More than 90 percent of Syria's cultural sites are located in areas of fighting and civil unrest Before leaving Damascus for the United States three years ago, Al Kuntar was co-director of excavations at the Chalcolithic/Bronze Age site of Hamoukar She was also a member of the Syrian Directorate of Antiquities and Museums Al Kuntar, who earned her Ph D from the University of Cambridge, England, is now a research scholar at the Institute for the Study of the Ancient World at New York University and a consulting scholar at the Penn Cultural Heritage Center in Philadelphia, where she works with a range of people and institutions to protect Syria's cultural heritage In collaboration with the Smithsonian Institute and by working with a network of Syrian scholars in Europe and a dedicated group of heritage professionals inside Syria, she and her colleagues have been able to provide much needed emergency preservation work, conservation materials and training, in the hopes of salvaging damaged collections and sites during the conflict She is also working with refugee populations that have taken refuge in a World Heritage site in Syria, trying to help them preserve the ruins

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(EXPLORER PROGRAMS, continued) Ella Al-Shamahi, Paleoanthropologist Paleoanthropologist and archaeologist Ella Al-Shamahi specializes in Neanderthals - and is also a stand-up comic Her Ph D research focuses on the rates of evolution of Neanderthals so as to better understand the reasons for their extinction She measures their evolutionary changes by studying variations in their teeth over tens of thousands of years Much of her work involves searching for fossils in caves in disputed, hostile or unstable regions such as Yemen, her father's country of origin, where she has to wear a burka, even while doing fieldwork She is currently trying to find Paleolithic caves in Yemen to test a theory that early humans may have migrated out of Africa via land bridges between East Africa and Yemen and to test whether Neanderthals went that far south Al-Shamahi uses comedy as a coping strategy for the darker side of her work and to communicate to people why science is important She has performed a stand-up routine on Neanderthals in London and at the Edinburgh Fringe Festival in Scotland She holds degrees from Imperial College London/Natural History Museum in London and University College London Jessica Cramp, Marine Conservationist Marine conservationist Jessica Cramp is a shark researcher and policy advocate who is passionate about stopping the overexploitation of sharks, and she is combining science with politics, outreach and a deep respect for Pacific cultures to do it While living in the Cook Islands, she managed locally based Pacific Islands Conservation Initiative (PICI), whose founder had a dream to create a shark sanctuary Together, they led the grassroots campaign that rallied overwhelming community and international support and resulted in the 772,204-square-mile Cook Islands Shark Sanctuary (the entire Exclusive Economic Zone of the Cook Islands), banning all commercial import, export, sale, trade, possession or transshipment of shark parts During the campaign, Cramp realized that there were gaps not only in scientific knowledge about sharks, their fisheries and ecosystems, but also in linking conservation policies to action Building on her experience, she is currently completing a Ph D through James Cook University in Australia on the effectiveness of large-scale marine reserves in reducing mortality of threatened sharks Through the creation of the research, outreach and advocacy organization Sharks Pacific, she and her team will work toward filling those gaps Cramp believes that by engaging communities and taking an interdisciplinary approach to conservation and sustainable use of sharks and their ecosystems, ending the overexploitation of threatened shark (and ray) species is possible in her lifetime Leslie Dewan, Nuclear Engineer Nuclear engineer Leslie Dewan is helping revolutionize the nuclear power industry She and an MIT colleague have designed a new type of nuclear reactor, a safer, more efficient alternative to the current light-water reactors in use today Called the "Waste-Annihilating Molten-Salt Reactor," Dewan's design is based on molten-salt reactors that were originally proposed in the 1950s as a way to power aircraft The main advantage of molten-salt reactors is that they use liquid rather than solid fuel, making them more efficient and safer The original molten-salt prototypes, however, were bulky, expensive and had a low power density Dewan has introduced new materials and a new shape that allowed her to increase power output by 30 times With the Waste-Annihilating Molten-Salt Reactor, 96 percent of the energy can be extracted, compared to only 3 or 4 percent with conventional reactors By extracting more of the energy, the radioactive life of the majority of the waste can be reduced to just a few hundred years, compared to conventional nuclear waste that is radioactive for hundreds of thousands of years An environmentalist at heart, Dewan says we need nuclear power if we are to have any hope of reducing fossil fuel emissions and preventing climate change She was named one of Time magazine's "30 People Under 30 Changing the World" in 2013 Caleb Harper, Urban Agriculturalist For urban agriculturalist Caleb Harper, the future of agriculture lies in urban farms, where plants will be grown in controlled environments close to consumers, allowing produce to be available cheaper and fresher Harper is the principal research scientist and director of the Open Agriculture (OpenAG) Initiative and MITCityFARM at the MIT Media Lab He leads a group of diverse engineers, architects, urban planners, economists and plant scientists in the exploration and development of high-performance urban agricultural systems Harper believes that if we create a perfect growing environment, there is the potential of speeding up growth and of producing plants that are two or three times more nutritious than what one can buy at a store, all while using fewer natural resources Fundamental to his work is not only the production of food, but also the production of food innovators For this, Harper and his team are creating open-source agricultural platforms, or food computers, and deploying them all over the world One of his platforms is designed for a high-intensity production environment, much like a plant data center, where everything will be monitored, the food will not need pesticides or chemicals and production will be predictable 365 days a year He is also creating shipping-container-sized farms for small-scale local producers, such as corporate or school cafeterias, growing their own food The smallest farm the group is working on fits on a table top and is designed as a hacker-friendly kit-of-parts meant to inspire a community of students, makers and at-home users to join in the next agricultural revolution Elaine Hsiao, Biologist Biologist Elaine Hsiao, research assistant professor at the California Institute of Technology, studies how the microbiome - the trillions of microbes and bacteria that live in and on our bodies, especially our gut - influences brain development and function, and behavior Research conducted in animal models has shown that microbes are involved in regulating social, communicative, emotional and anxiety-like behaviors, and alterations in the composition of the microbiome are implicated in a variety of neurological disorders, including multiple sclerosis, depression and autism Hsiao's group studies the molecular interactions underlying how gut microbes communicate with the nervous system The hope is that studying microbiome-nervous system interactions could reveal novel approaches for treating disorders such as depression or autism Microbe-based therapeutics may one day enable persistent and relatively non-invasive treatments for various disorders of the brain and body Onkuri Majumdar, Wildlife Conservationist Wildlife conservationist Onkuri Majumdar is committed to ending wildlife trafficking that is decimating species in her country, India, and the world Wildlife trafficking is one of the world's largest illegal trades, earning organized crime networks billions of dollars each year India is a rich source for most species exploited by the trade After drafting wildlife class action suits for the Supreme Court of India, training enforcement officials and conducting a tiger census, Majumdar expanded her work to Southeast Asia to better investigate global syndicates As part of specialized teams focused on dismantling these syndicates, she was deputized by Thai police to go undercover, helping to arrest traffickers in tigers and exotic species She provided analytic support in successful police operations against wildlife and human traffickers Today, Majumdar is the managing director of Freeland India, which facilitates hands-on action against traffickers, conducts anti-poaching and investigation training for enforcement officers, and runs a wildlife law help center for prosecutors and investigators

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(EXPLORER PROGRAMS, continued) Innocent Mburanumwe, Conservation Ranger Following in his father's footsteps, conservation ranger Innocent Mburanumwe began working in Virunga National Park in the Democratic Republic of the Congo (DRC) 15 years ago. Virunga, Africa's oldest national park and a World Heritage site, is home to the world's last mountain gorillas. It is also Mburanumwe's home. His career has focused on the protection of Congo's mountain gorillas and commanding Virunga's gorilla protection rangers, some 140 of whom have been killed in the line of duty in the past decade. The sacrifice of Virunga's rangers has seen the gorilla population increase threefold in the past 20 years. Fulfilling his duties requires Mburanumwe to know every gorilla individually and to ensure that he and his fellow rangers monitor the animals every day. This enables Mburanumwe to detect the slightest change in the gorillas' behavior that could signify disease or other forms of stress, which is the key to the success of the protection of the last of the world's mountain gorillas. This conservation strategy has been maintained during periods of peace and armed conflict. Mburanumwe's work and that of the other rangers was featured in the film "Virunga," released last year. Manu Prakash, Biophysicist Biophysicist Manu Prakash designs inexpensive scientific instruments that can spread science, appreciation of the microcosmos and medical opportunity around the world. He heads the Prakash Lab at Stanford University, where his team has designed Foldscope, a fully functional optical microscope that is printed and folded from a single flat sheet of paper, similar to origami, and a music box that doubles as a microfluidic lab. A Foldscope - made from die-cut paper embedded with micro-optics - costs less than a dollar to make. One of the goals when the lab was established was to enable "frugal science" - making available low-cost scientific tools to scientists, health care workers, even children, in the global community. One of his visions for Foldscope is to get every child in the world to carry a microscope in their pocket so they can do things like test their own drinking water and watch their own cells. Last year, the first 50,000 units were built in the lab and shipped to 130 countries. Prakash, who earned a B.Tech. at the Indian Institute of Technology and a Ph.D. in applied physics at MIT, is an assistant professor at Stanford University. A nature lover, Prakash is currently a Pew scholar and studies biophysics of organisms. Steve Ramirez, Neuroscientist Neuroscientist Steve Ramirez studies memory. As a Ph.D. student at MIT's Brain and Cognitive Sciences Department, he is pursuing research into how memory works and how to "hijack memory and get it to do what we want it to do." The main focus of his work is finding brain cells that house a particular memory and then tricking those cells to turn on or off in response to pulses of light. Using mice as subjects, Ramirez and his team are also learning how to change the contents of memories, such as making a traumatic memory less fearful. This may lead to being able to erase unwanted memories or to create memories of things that never happened. Though seemingly the stuff of science fiction, this memory manipulation may one day be able to alleviate conditions such as depression, post-traumatic stress disorder, even Alzheimer's. Ramirez's fascination with how the brain works began as a teenager when his cousin went into labor, suffered a lack of oxygen and fell into a coma, from which she has never woken. This curiosity about how consciousness can be snuffed out by a damaged brain led to a career in neuroscience. David Moinina Senghe, Biomedical Engineer Biomedical engineer David Moinina Senghe is a doctoral student at MIT, using magnetic resonance imaging, soft tissue modeling and 3-D printing to develop an innovative prosthetic socket to make artificial limbs more comfortable and more functional for amputees. He grew up in Sierra Leone where he was first motivated to develop better designed and more comfortable prostheses, especially for children living with amputations. He eventually realized that many amputees around the world did not use their prostheses because their sockets were badly designed and generally uncomfortable. The system he is pioneering allows for the development of a custom socket in a repeatable and quantitative process for an amputee. The prostheses can be produced quickly and at low cost, making them accessible for amputees across the globe. Senghe is also president of a global organization, GMin, which inspires and supports the next generation of innovators in Africa to think creatively to solve problems and tackle challenges facing their communities. Additionally, he is the owner of a clothing design company, Nyali Clothing, which employs over 10 designers in Sierra Leone. And, last but not least, he is an afrobeat rapper. Daniel Streicker, Infectious Disease Ecologist Infectious disease ecologist Daniel Streicker studies the transfer of disease between bat species and from bats to humans and domestic animals. Last year, he was awarded the Science & SciLifeLab Prize for Young Scientists for his work on the transmission of the vampire bat rabies virus in Peru. Many pathogens of humans and animals come from other animal species -- the recent Ebola outbreak in West Africa likely originated from bats, and HIV was originally a virus from non-human primates and Streicker's research on cross-species disease transmission may help health care workers anticipate and prevent the next pandemic while also guiding control measures for diseases like rabies that recurrently jump from animals to people. He strives to integrate his fieldwork data into the decisions of health policymakers by maximizing the visibility of his work through websites and blog posts and working directly with governmental partners in Peru. Streicker is a Wellcome Trust/Royal Society Sir Henry Dale Research Fellow, jointly hosted by the Institute of Biodiversity Animal Health and Comparative Medicine at the University of Glasgow and the MRC-University of Glasgow Centre for Virus Research in Scotland. He is also an adjunct graduate faculty member of the Odum School of Ecology at the University of Georgia, where he earned his Ph.D. Skylar Tibbitts, Materials Architect Materials architect Skylar Tibbitts is pioneering 4-D printing - multimaterial 3-D printing with the added element of transformation. At the Self-Assembly Lab at MIT, where Tibbitts is director, he and a team of designers, scientists and engineers create innovative manufacturing, products and construction processes to investigate the possibility of creating objects that assemble themselves, that zip together like a strand of DNA or that have the ability for transformation embedded in them. They study how to program materials so they can change shape or property, build themselves or error correct. "The idea behind 4-D printing is that we try to add the element of time," Tibbitts says, "When we print things, they're not finished. Rather, that's the start of their life." The objects reconfigure, adapt to their environment and transform over time, like strands that transform into text, sheets that can be shipped flat and then transform into 3-D objects, or surfaces that can mold into a desired shape. Tibbitts' team works with sportswear, automotive, furniture and other industries and is currently collaborating with Airbus on morphable components to control airflow to jet engines. Topher White, Engineer & Physicist Using recycled cell phones, engineer, physicist and inventor Topher White has come up with an ingenious method of detecting illegal logging and poaching in remote rain forests. Deforestation is one of the main contributors to climate change and the extinction of endangered species. Interpol estimates 50 to 90 percent of rain forest logging is illegal. In 2012, White founded Rainforest Connection, which, according to the organization's website, works to "transform recycled cell phones into autonomous, solar-powered listening devices that can monitor and pinpoint chainsaw activity at great distance, providing the world's first audio-based logging detection system, pinpointing deforestation activity as it occurs and enabling real-time intervention." The organization has helped stop illegal logging and poaching operations in Sumatra and is expanding its activities to rain forest reserves in Africa and Brazil. White, who has a B.A. in physics from Kenyon College, is currently working in Brazil, helping the indigenous Tembe people in the northern Amazonian state of Para monitor their lands to prevent poaching and illegal logging and settlement.		

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(Other Grant Initiatives/Programs, continued) BIG CATS INITIATIVE National Geographic's Big Cats Initiative (BCI) is a comprehensive, action-oriented program that supports on-the-ground big cat conservation projects and a global public awareness campaign, Cause an Uproar. This initiative supports the protection of lions, tigers, cheetahs, leopards, jaguars, snow leopards and other top felines who are quickly disappearing, all victims of habitat loss and degradation as well as conflict with humans. By the end of 2015, BCI awarded 85 grants covering 27 countries with a total of more than \$2.4 million. The BCI grants program has made important strides in helping communities understand and protect big cats. The Cause an Uproar campaign raises awareness and funds for BCI. BCI continues to offer several ways for public engagement including free educator lesson plans, the "Build a Boma" peer-to-peer fundraising platform, text and online donations platforms and a Sister School program that connects schools in Africa with schools in the United States under the theme of big cats. PRISTINE SEAS PROJECT National Geographic's Pristine Seas project aims to protect the last wild places in the ocean. This includes not only preserving areas that are pristine or near pristine, but also helping to restore areas that may have suffered some human impacts but still harbor unique features such as large animals, healthy bottom communities, and outstanding biodiversity. The goals are to 1) help create large, no-take marine reserves with effective management over the long term and 2) help restore the health and resilience of unique ecosystems using a combination of solutions (e.g., marine reserves, fisheries management improvement, new ecotourism models), mostly in areas with some human population. We work to restore the health and resilience of unique ecosystems using a combination of exploration, scientific research, economic and policy analysis, and compelling media. We have completed 18 expeditions and, working with key partners, Pristine Seas has helped to inspire country leaders to create nine large reserves totaling over 3.1 million square kilometers. GENOGRAPHIC PROJECT The Genographic Project seeks to chart new knowledge about the migratory history of the human species and answer age-old questions surrounding the genetic diversity of humanity. In 2014 Genographic disbursed 7 scientific grants that enabled the study of DNA research samples using the Genographic genotyping platform. Members of the general public also participated in this real-time scientific research effort through a confidential kit that allowed them to send in their DNA to trace their own migratory history. By the end of 2015, over 720,000 members of the general public from over 130 countries had joined the Genographic Project by purchasing a kit. As a non-profit endeavor, a portion of the proceeds from the sales go directly to the Genographic Legacy Fund, which supports community-led efforts of indigenous peoples to revitalize their languages and cultures. Project results have led to the publication of over 50 scientific papers. The project's DNA results and analysis are stored in a database that is the largest collection of human anthropological genetic information ever assembled. The samples and data we collected during the project continue to serve as an invaluable 'genetic snapshot' of humanity, our stated goal at the launch of the project. GREAT ENERGY CHALLENGE Like food, air, and water, energy is essential to human existence. The hopes of billions for a better life depend on plentiful and accessible sources of energy. But with the world's population fast approaching seven billion, how do we meet the growing demand for energy in a responsible, equitable, and sustainable way? The Great Energy Challenge is an important National Geographic initiative designed to help all of us better understand the breadth and depth of our current energy situation. The Great Energy Challenge, a project undertaken in partnership with Shell, comprises an online portal, energy news reporting, and an energy-focused grant program. National Geographic has assembled some of the world's foremost research and scientists to act as advisors in support of the grant program. Led by Dr. Thomas Lovejoy, a National Geographic Fellow and renowned biologist, the team of advisors works together to identify and provide support for projects focused on innovative energy solutions. Since its inception in 2010, the Great Energy Challenge has awarded \$2.56 million in its support of 31 grants. The Great Energy Challenge awarded 8 grants in 2015, totaling \$591,150. OUT OF EDEN National Geographic Fellow, Paul Salopek, is on a seven-year walk, starting at humankind's birthplace in Ethiopia and ending at the southern tip of South America, where our forebears ran out of horizon. Along the way he is engaging with the major stories of our time - from climate change to technological innovation, from mass migration to cultural survival - by walking alongside the people who inhabit these headlines every day. Moving at the slow beat of his footsteps, Paul is also seeking the quieter, hidden stories of people who rarely make the news. Their tales highlight a central truth of our humanity in this globalized age. The most important narratives of our time, once monopolized by the developed world, now increasingly appear at the world's margins. National Geographic supports and chronicles his journey in the form of an online blog, video and audio published on different web properties and social media platforms. At the end of 2015, Paul made his way to Aktau, Kazakhstan. CHANGE THE COURSE Building on a strong web-based platform that educates the public through our freshwater website and the popular Water Currents blog, National Geographic continued the Change the Course campaign along with partners Bonneville Environmental Foundation (BEF) and Participant Media. The campaign is designed to engage with the public, corporations, and on-the-ground conservation groups to return critical flows of fresh water to critically dewatered portions of the Colorado River Basin. Change the Course motivates members of the public to learn about their own freshwater footprint and make a free pledge to conserve water at changethecource.us. The 165,000+ member pledge community is comprised of people from 50 states and more than a hundred countries. For every pledge, Change the Course restores a thousand gallons of water to the Colorado River Basin. Corporate sponsors, such as WhiteWave, Coca-Cola and Disney provide funding for the water restoration projects. Change the Course has funded projects in the Colorado River Delta in Mexico, providing sustaining "base flows" to key restoration sites in the Delta that aim to provide long-term benefits to migrating birds, local flora and fauna, and community members in the region. National Geographic Freshwater Fellow and water expert, Sandra Postel, continued to engage with the public in a variety of lectures, keynotes and media interviews and continued to curate the Water Currents blog on the National Geographic website. SIU This year, National Geographic officially launched the Special Investigations Unit (SIU), to combat the wildlife trafficking crisis by actively investigating and reporting on wildlife crime. The unit is exploring the intensely challenging frontier of wildlife crime to expose the transnational crime syndicates and their kingpins, to analyze policy in ways that engender fresh solutions, and to empower communities around the world to take action. This work is done in a combination of storytelling, capacity building and engagement with general audiences to drive key influencers towards action.		

Form 990, Part III - 4 Program Service Accomplishments (See the Instructions)

(Code)	(Expenses \$)	including grants of \$	(Revenue \$)
(Education Foundation/Programs, continued)	BioBlitz BioBlitz, National Geographic's annual event during which we partner with the National Park Service (NPS) to document biodiversity in a national park, took place on May 15 and 16, 2015. The 2015 BioBlitz was held in Hawai'i Volcanoes National Park, on the Big Island of Hawai'i. Special field inventories were organized for school groups. Students spent at least 1.5 hours in the field, a 50 percent increase over last year. Pre-BioBlitz teacher training and classroom visits by park staff allowed students, teachers, and leaders to prepare for and make the most of the field time. The majority of students were from schools with high percentages of students on free and reduced price lunch programs. Highlights from the event include: 850 youth had an opportunity to directly participate in BioBlitz 2015. The iNaturalist app was used to collect data entered by scientists, students, and the participating public, over 1700 observations were entered, resulting in a count of over 350 unique species in the park. Over 150 event volunteers helped with on-site logistics. At least 200 more manned exhibitor booths, with most featuring hands-on science activities and traditional nature-inspired crafts. National Geographic had one of the largest booths at the festival. We highlighted the Great Nature Project, which kicked off its global snapshot initiative on May 15th, National Geographic's Engineering Exploration Challenge was promoted and students were able to start drafting their engineering ideas at a busy activity table, and an actual camera trap with a loop of camera trap image was a popular feature. Two National Geographic young explorer grantees doing work in Hawai'i, Chris A. Johns and Eric Leifer, participated in the event as scientists and photographers. 2014 National Geographic Emerging Explorer Maritza Morales Casanova attended the event to expand her base of knowledge and bring BioBlitz activities to her work in environmental education in Mexico. A team of scientists from the Korea National Arboretum also attended. Geography Awareness Week: The goal of Geography Awareness Week (GAW) is to raise awareness about the deficiency of geography instruction in American education and to excite people about geographic literacy. The annual public awareness program encourages citizens young and old to think and learn about the interconnected nature of our world. For our annual Geography Awareness Week we celebrated geography and "The Power of Maps" November 15-21, 2015. A week-long series of events were held at National Geographic Headquarters, including a successful OpenStreetMap "mappy hour" event. Educators around the world participated in GAW, and the website had more than 20,000 visits. Partners played a key role in spreading the word for GAW this year. GENIP (Geography Education National Implementation Project) helped to promote the event. ESRI participate with their annual GIS Day. The National Council for Geographic Education hosted a series of webinars and the Association of American Geographers (AAG) advertised to their members. Learning Framework: In 2015, National Geographic developed our Learning Framework. The Learning Framework lays out in a way that is relevant to all divisions of National Geographic-what we believe people of all ages should learn from their experiences with the Society. We have created the Learning Framework as a foundation and set of supporting guidelines to inform our work. Internally, the Learning Framework provides a common language that defines learning along three dimensions: the attitudes, skills, and knowledge (ASK) of an explorer. It provides a way to ensure we are all working toward common learning goals and informs how we measure the impact of our products and resources. Externally, the Learning Framework communicates to our diverse audiences in a way that nurtures the trust they have in National Geographic-and the joy they find from the stories we tell. The Learning Framework is based on research and perspectives from diverse fields of knowledge. It recognizes the distinct core principles and focus areas established at National Geographic as well as the values held by families, communities, and cultures. Where appropriate, the Framework aligns with national standards and complements diverse curriculum approaches. National Geographic programs strive to develop students who are: Curious and adventurous, Responsible for others and the natural world, and Empowered and persistent in the face of challenges. National Geographic programs strive to develop students who can: Observe the world around them, Communicate effectively through language and media, Collaborate and work effectively with others, and National Geographic programs strive to develop students who understand: * Our human story. Exploring where we have been, how we live today, and where we may find ourselves tomorrow. * Our living planet. Understanding the amazing, intricate, and interconnected systems of the changing planet we live on. * Critical species. Revealing, celebrating, and helping to protect the amazing and diverse creatures we share our world with. * New Frontiers. Searching every day for the "new" and the "next," using the latest technology and science to go places no one has ever been and find answers no one has ever found. Educator Certification: In 2015, National Geographic Education launched a pilot certification program to inform educators about the National Geographic Learning Framework and to facilitate communication among like-minded educators who want to bring the world to their students. The Nat Geo Educator Certification program was piloted in fall 2015. During the pilot, 50 teachers became fully certified, and 25 educators attended a Train-the-Trainers event enabling them to offer the Introductory Workshop in their own states and school districts. The first cohort of teachers to certify participated in a third-party evaluation by MN Associates, Inc. that affirmed the basic goals to the program, and is helping us continue to shape and grow the program going forward. The external evaluators reported that "Participants saw becoming a Nat Geo certified educator as joining an exclusive club or a community of highly regarded "thinkers and doers" with access to educational activities, tools, and resources that are enriching and exciting. They felt that by becoming Nat Geo certified educators they are associated with Nat Geo's brand, which is a boon to their careers, students, and communities. The association raises their professional stature among their peers and community, and affords them opportunities and resources they could share with their students, colleagues, and communities at large."		

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099- MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Insttutional Trustee	Officer	Key employee	Highest compensated employee	Former			
GARY E KNELL PRESIDENT & CEO	45 0	X		X				1,102,085	0	31,820
BRENDAN P BECHTEL TRUSTEE	4 0	X						0	0	0
JOHN R MURPHY TRUSTEE	4 0	X						57,845	0	0
ANTHONY A WILLIAMS TRUSTEE	4 0	X						0	0	0
GEORGE MUNOZ TRUSTEE	4 0	X						0	0	0
JEAN CASE TRUSTEE	4 0	X						0	0	0
JANE LUBCHENCO TRUSTEE	4 0	X						0	0	0
ALEXANDRA GROSVENOR ELLER TRUSTEE	4 0	X						0	0	0
FREDERICK J RYAN JR TRUSTEE	4 0	X						0	0	0
ROGER ENRICO TRUSTEE	4 0	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
DR WILLIAM HARVEY TRUSTEE	4 0	X						0	0	0
JOHN M FAHEY JR CHAIRMAN	12 0	X						366,519	0	0
Mark Moore Trustee	4 0	X						0	0	0
Dawn Amall Trustee	4 0	X						0	0	0
TERRENCE B ADAMSON CHIEF LEGAL OFFICER/SECRETARY	45 0			X				1,762,196	0	554,660
MICHAEL J COLE SVP & CONTROLLER	45 0			X				275,998	0	41,623
BARBARA J CONSTANTZ SVP & TREASURER	45 0			X				263,625	0	44,511
ANGELO M GRIMA EVP & SR DEPUTY GENERAL COUNSEL	45 0			X				305,395	0	41,241
TRACIE WINBIGLER CHIEF OPERATIONS OFFICER	45 0			X				627,144	0	18,122
MICHAEL ULICA CHIEF FINANCIAL OFFICER	45 0			X				547,589	0	31,993

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099- MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
CHRISTOPHER JOHNS CHIEF CONTENT OFFICER	45 0				X			707,720	0	38,186
TERRY GARCIA CHIEF SCIENCE/EXPLOR OFFICER	45 0				X			649,446	0	34,232
ELIZABETH HUDSON CHIEF COMMUNICATIONS OFFICER	45 0				X			514,787	0	417,358
THOMAS SABLO CHIEF TALENT/DIVERSITY OFFICER	45 0				X			355,562	0	305,560
TERRENCE G DAY EVP, CMM COMM/MARKET RES GROUP	45 0				X			623,053	0	37,063
DECLAN MOORE CHIEF MEDIA OFFICER	45 0				X			953,669	0	30,779
CLAUDIA E MALLEY EVP & WW PUBLISHER	45 0				X			691,696	0	33,700
MELINA BELLAWS CHIEF EDUCATION OFFICER	45 0				X			750,862	0	39,495
SUSAN GOLDBERG EDITOR IN CHIEF	45 0				X			448,395	0	23,165
ELIZABETH RUNNETTE EVP, CHIEF PROGRAM & IMPACT OFFICER	45 0				X			478,197	0	11,976

SCHEDULE A
(Form 990 or 990EZ)

Public Charity Status and Public Support
Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ.
▶ Information about Schedule A (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047
2015
Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization NATIONAL GEOGRAPHIC SOCIETY	Employer identification number 53-0193519
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Part I

Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is (For lines 1 through 11, check only one box)

1

☐

A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**

2

☐

A school described in **section 170(b)(1)(A)(ii).**(Attach Schedule E (Form 990 or 990-EZ))

3

☐

A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**

4

☐

A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state _____

5

☐

An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II)

6

☐

A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**

7

☐

An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II)

8

☐

A community trust described in **section 170(b)(1)(A)(vi)** (Complete Part II)

9

☒

An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See**section 509(a)(2).** (Complete Part III)

10

☐

An organization organized and operated exclusively to test for public safety See **section 509(a)(4).**

11

☐

An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See **section 509(a)(3).** Check the box in lines 11a through 11d that describes the type of supporting organization and complete lines 11e, 11f, and 11g

a

☐

Type I. A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization **You must complete Part IV, Sections A and B.**

b

☐

Type II. A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s) **You must complete Part IV, Sections A and C.**

c

☐

Type III functionally integrated. A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions) **You must complete Part IV, Sections A, D, and E.**

d

☐

Type III non-functionally integrated. A supporting organization operated in connection with its supported organization(s) that is not functionally integrated The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions) **You must complete Part IV, Sections A and D, and Part V.**

e

☐

Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization

f

Enter the number of supported organizations

g

Provide the following information about the supported organization(s)

(i) Name of supported organization	(ii)EIN	(iii) Type of organization (described on lines 1- 9 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
Total						

Part II

Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support						
Calendar year (or fiscal year beginning in) ►	(a)2011	(b)2012	(c)2013	(d)2014	(e)2015	(f)Total
1 Gifts, grants, contributions, and membership fees received (Do not include any unusual grants.)						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4						

Section B. Total Support						
Calendar year (or fiscal year beginning in) ►	(a)2011	(b)2012	(c)2013	(d)2014	(e)2015	(f)Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 Total support. Add lines 7 through 10						
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First five years.If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						<input type="checkbox"/>

Section C. Computation of Public Support Percentage		
14 Public support percentage for 2015 (line 6, column (f) divided by line 11, column (f))	14	
15 Public support percentage for 2014 Schedule A, Part II, line 14	15	
16a 33 1/3% support test—2015.If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		
b 33 1/3% support test—2014.If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		
17a 10%-facts-and-circumstances test—2015.If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		
b 10%-facts-and-circumstances test—2014.If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		
18 Private foundation.If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions		

Part IIISupport Schedule for Organizations Described in Section 509(a)(2)
(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support						
Calendar year (or fiscal year beginning in) ►	(a)2011	(b)2012	(c)2013	(d)2014	(e)2015	(f)Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	22,789,542	17,561,840	34,648,528	37,955,317	28,031,990	140,987,217
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose	318,386,746	321,981,221	352,696,439	345,557,638	282,118,316	1,620,740,360
3 Gross receipts from activities that are not an unrelated trade or business under section 513					24,448	24,448
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						0
5 The value of services or facilities furnished by a governmental unit to the organization without charge						0
6 Total. Add lines 1 through 5	341,176,288	339,543,061	387,344,967	383,512,955	310,174,754	1,761,752,025
7a Amounts included on lines 1, 2, and 3 received from disqualified persons	500,000	500,000	1,050,000	1,315,000	395,000	3,760,000
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year	0	0	0	0	0	0
c Add lines 7a and 7b	500,000	500,000	1,050,000	1,315,000	395,000	3,760,000
8 Public support. (Subtract line 7c from line 6.)						1,757,992,025

Section B. Total Support						
Calendar year (or fiscal year beginning in) ►	(a)2011	(b)2012	(c)2013	(d)2014	(e)2015	(f)Total
9 Amounts from line 6	341,176,288	339,543,061	387,344,967	383,512,955	310,174,754	1,761,752,025
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	53,051,332	54,340,457	60,238,925	69,509,472	66,000,713	303,140,899
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975			902,105	465,384	0	1,367,489
c Add lines 10a and 10b	53,051,332	54,340,457	61,141,030	69,974,856	66,000,713	304,508,388
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on					0	0
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)	0	0	0	0	583,828,735	583,828,735
13 Total support. (Add lines 9, 10c, 11, and 12.)	394,227,620	393,883,518	448,485,997	453,487,811	960,004,202	2,650,089,148
14 First five years.If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here. <input type="checkbox"/>						

Section C. Computation of Public Support Percentage		
15 Public support percentage for 2015 (line 8, column (f) divided by line 13, column (f))	15	66.34%
16 Public support percentage from 2014 Schedule A, Part III, line 15	16	85.97%

Section D. Computation of Investment Income Percentage		
17 Investment income percentage for 2015 (line 10c, column (f) divided by line 13, column (f))	17	11.49%
18 Investment income percentage from 2014 Schedule A, Part III, line 17	18	13.96%
19a 33 1/3% support tests—2015.If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization. <input checked="" type="checkbox"/>		
b 33 1/3% support tests—2014.If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization. <input type="checkbox"/>		
20 Private foundation.If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions. <input type="checkbox"/>		

Part IV Supporting Organizations

(Complete only if you checked a box on line 11 of Part I. If you checked 11a of Part I, complete Sections A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Part I, complete Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.	1	
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).	2	
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer (b) and (c) below.	3a	
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination.	3b	
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.	3c	
4a Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes" and if you checked 11a or 11b in Part I, answer (b) and (c) below.	4a	
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.	4b	
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.	4c	
5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed, (ii) the reasons for each such action, (iii) the authority under the organization's organizing document authorizing such action, and (iv) how the action was accomplished (such as by amendment to the organizing document).	5a	
b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?	5b	
c Substitutions only. Was the substitution the result of an event beyond the organization's control?	5c	
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (a) its supported organizations, (b) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (c) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI .	6	
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in IRC 4958(c)(3)(C)), a family member of a substantial contributor, or a 35-percent controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990).	7	
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If "Yes," complete Part II of Schedule L (Form 990).	8	
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI .	9a	
b Did one or more disqualified persons (as defined in line 9(a)) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in Part VI .	9b	
c Did a disqualified person (as defined in line 9(a)) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI .	9c	
10a Was the organization subject to the excess business holdings rules of IRC 4943 because of IRC 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer b below.	10a	
b Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)	10b	
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?	11a	
b A family member of a person described in (a) above?	11b	
c A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI.	11c	

Part IV

Supporting Organizations (continued)

Section B. Type I Supporting Organizations

	Yes	No
<div>1</div> <div>Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? <i>If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.</i></div>		
<div>2</div> <div>Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? <i>If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised or controlled the supporting organization.</i></div>		

Section C. Type II Supporting Organizations

	Yes	No
<div>1</div> <div>Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? <i>If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).</i></div>		

Section D. All Type III Supporting Organizations

	Yes	No
<div>1</div> <div>Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (1) a written notice describing the type and amount of support provided during the prior tax year, (2) a copy of the Form 990 that was most recently filed as of the date of notification, and (3) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?</div>		
<div>2</div> <div>Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? <i>If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).</i></div>		
<div>3</div> <div>By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? <i>If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.</i></div>		

Section E. Type III Functionally-Integrated Supporting Organizations

<div>1</div> <div>Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions)</div> <div><div>a</div><div><input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.</div></div> <div><div>b</div><div><input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.</div></div> <div><div>c</div><div><input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions).</div></div>		
<div>2</div> <div>Activities Test. Answer (a) and (b) below.</div>		
<div>a</div> <div>Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? <i>If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.</i></div>		
<div>b</div> <div>Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.</i></div>		
<div>3</div> <div>Parent of Supported Organizations. Answer (a) and (b) below.</div>		
<div>a</div> <div>Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI.</div>		
<div>b</div> <div>Did the organization exercise a substantial degree of direction over the policies, programs and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.</div>		

Part V **Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations**

1 Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970: **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E. ☐

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6 and 7 from line 4)	8	

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year)	1	
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (explain in detail in Part VI) _____		
2	Acquisition indebtedness applicable to non-exempt use assets	2	
3	Subtract line 2 from line 1d	3	
4	Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions)	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by .035	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	

Section C - Distributable Amount		Current Year	
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1	
2	Enter 85% of line 1	2	
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3	
4	Enter greater of line 2 or line 3	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6	
7	Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions) <input type="checkbox"/>		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions	Current Year
1 Amounts paid to supported organizations to accomplish exempt purposes	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	
4 Amounts paid to acquire exempt-use assets	
5 Qualified set-aside amounts (prior IRS approval required)	
6 Other distributions (describe in Part VI) See instructions	
7 Total annual distributions. Add lines 1 through 6	
8 Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI) See instructions	
9 Distributable amount for 2015 from Section C, line 6	
10 Line 8 amount divided by Line 9 amount	

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2015	(iii) Distributable Amount for 2015
1 Distributable amount for 2015 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2015 (reasonable cause required--see instructions)			
3 Excess distributions carryover, if any, to 2015			
a			
b			
c			
d From 2013.			
e From 2014.			
f Total of lines 3a through e			
g Applied to underdistributions of prior years			
h Applied to 2015 distributable amount			
i Carryover from 2010 not applied (see instructions)			
j Remainder Subtract lines 3g, 3h, and 3i from 3f			
4 Distributions for 2015 from Section D, line 7 \$			
a Applied to underdistributions of prior years			
b Applied to 2015 distributable amount			
c Remainder Subtract lines 4a and 4b from 4			
5 Remaining underdistributions for years prior to 2015, if any Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions)			
6 Remaining underdistributions for 2015 Subtract lines 3h and 4b from line 1 (if amount greater than zero, see instructions)			
7 Excess distributions carryover to 2016. Add lines 3j and 4c			
8 Breakdown of line 7			
a			
b			
c Excess from 2013.			
d From 2014.			
e From 2015.			

Part VI **Supplemental Information.**

Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test

Return Reference	Explanation
Schedule A, Part III, Line 12 Other Income	DESCRIPTION - , COLUMN A - , COLUMN B - , COLUMN C - , COLUMN D - , COLUMN E - 583828735 0, COLUMN F - 583828735 0,

SCHEDULE C
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527
▶Complete if the organization is described below. ▶Attach to Form 990 or Form 990-EZ.
▶Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2015

Open to Public Inspection

If the organization answered "Yes" on Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

If the organization answered "Yes" on Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered "Yes" on Form 990, Part IV, Line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of the organization NATIONAL GEOGRAPHIC SOCIETY	Employer identification number 53-0193519
---	--

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1	Provide a description of the organization's direct and indirect political campaign activities in Part IV	
2	Political expenditures	\$
3	Volunteer hours	

Part I-B Complete if the organization is exempt under section 501(c)(3).

1	Enter the amount of any excise tax incurred by the organization under section 4955	\$
2	Enter the amount of any excise tax incurred by organization managers under section 4955	\$
3	If the organization incurred a section 4955 tax, did it file Form 4720 for this year?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4a	Was a correction made?	<input type="checkbox"/> Yes <input type="checkbox"/> No
b	If "Yes," describe in Part IV	

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

1	Enter the amount directly expended by the filing organization for section 527 exempt function activities	\$
2	Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities	\$
3	Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b	\$
4	Did the filing organization file Form 1120-POL for this year?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5	Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization's funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV	

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization If none, enter -0-
2				
3				
4				
5				
6				

Part II-A

Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A Check ☐ if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B Check ☐ if the filing organization checked box A and "limited control" provisions apply

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a	Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b	Total lobbying expenditures to influence a legislative body (direct lobbying)														
c	Total lobbying expenditures (add lines 1a and 1b)														
d	Other exempt purpose expenditures														
e	Total exempt purpose expenditures (add lines 1c and 1d)														
f	Lobbying nontaxable amount Enter the amount from the following table in both columns														
<table><tr><th>If the amount on line 1e, column (a) or (b) is:</th><th>The lobbying nontaxable amount is:</th></tr><tr><td>Not over \$500,000</td><td>20% of the amount on line 1e</td></tr><tr><td>Over \$500,000 but not over \$1,000,000</td><td>\$100,000 plus 15% of the excess over \$500,000</td></tr><tr><td>Over \$1,000,000 but not over \$1,500,000</td><td>\$175,000 plus 10% of the excess over \$1,000,000</td></tr><tr><td>Over \$1,500,000 but not over \$17,000,000</td><td>\$225,000 plus 5% of the excess over \$1,500,000</td></tr><tr><td>Over \$17,000,000</td><td>\$1,000,000</td></tr></table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000														
Over \$17,000,000	\$1,000,000														
g	Grassroots nontaxable amount (enter 25% of line 1f)														
h	Subtract line 1g from line 1a If zero or less, enter -0-														
i	Subtract line 1f from line 1c If zero or less, enter -0-														

j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?

☐ Yes ☐ No

4-Year Averaging Period Under section 501(h)

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a)2012	(b)2013	(c)2014	(d)2015	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B

Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each "Yes" response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity

- 1
- During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of
- a
- Volunteers?
- b
- Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?
- c
- Media advertisements?
- d
- Mailings to members, legislators, or the public?
- e
- Publications, or published or broadcast statements?
- f
- Grants to other organizations for lobbying purposes?
- g
- Direct contact with legislators, their staffs, government officials, or a legislative body?
- h
- Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?
- i
- Other activities?
- j
- Total Add lines 1c through 1i
- 2a
- Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?
- b
- If "Yes," enter the amount of any tax incurred under section 4912
- c
- If "Yes," enter the amount of any tax incurred by organization managers under section 4912
- d
- If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?

(a)		(b)
Yes	No	Amount
Yes		
Yes		
	No	
	No	
	No	
	No	
Yes		42,368
	No	
	No	
		42,368
	No	

Part III-A

Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

- 1
- Were substantially all (90% or more) dues received nondeductible by members?
- 2
- Did the organization make only in-house lobbying expenditures of \$2,000 or less?
- 3
- Did the organization agree to carry over lobbying and political expenditures from the prior year?

	Yes	No
1		
2		
3		

Part III-B

Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No" OR (b) Part III-A, line 3, is answered "Yes."

- 1
- Dues, assessments and similar amounts from members
- 2
- Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).
- a
- Current year
- b
- Carryover from last year
- c
- Total
- 3
- Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues
- 4
- If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?
- 5
- Taxable amount of lobbying and political expenditures (see instructions)

1	
2a	
2b	
2c	
3	
4	
5	

Part IV

Supplemental Information

Provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, Part II-A (affiliated group list), Part II-A, lines 1 and 2 (see instructions), and Part II-B, line 1. Also, complete this part for any additional information.

Return Reference	Explanation
Schedule C, Part II-B, Line 1 DETAILED DESCRIPTION OF THE LOBBYING ACTIVITY	The \$42,368 spent on lobbying activity during 2015 related to promoting geography education at both the national & state levels. It consisted of direct contact with legislators, their staffs, legal consultants, government officials, or legislative bodies.
Schedule C, Part II-B, Line 1 DETAILED DESCRIPTION OF THE LOBBYING ACTIVITY	The \$42,368 spent on lobbying activity during 2015 related to promoting geography education at both the national & state levels. It consisted of direct contact with legislators, their staffs, legal consultants, government officials, or legislative bodies.

SCHEDULE D
(Form 990)

Supplemental Financial Statements

OMB No 1545-0047

2015

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

► Complete if the organization answered "Yes," on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
► Attach to Form 990.
Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number
53-0193519

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.
Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year	1	
2 Aggregate value of contributions to (during year)	0	
3 Aggregate value of grants from (during year)	593,499	
4 Aggregate value at end of year	8,018,312	

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?

☒ Yes ☐ No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?

☒ Yes ☐ No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply)

☐ Preservation of land for public use (e.g., recreation or education)

☐ Protection of natural habitat

☐ Preservation of open space

☐ Preservation of an historically important land area

☐ Preservation of a certified historic structure

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

	Held at the End of the Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ►

4 Number of states where property subject to conservation easement is located ►

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year

►

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year

► \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.
Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items

1b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items

(i) Revenue included on Form 990, Part VIII, line 1

► \$

(ii) Assets included in Form 990, Part X

► \$

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items

a Revenue included on Form 990, Part VIII, line 1

► \$

b Assets included in Form 990, Part X

► \$

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Cat No 52283D

Schedule D (Form 990) 2015

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets
(continued)

- 3** Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)
- a** ☒ Public exhibition

d ☐ Loan or exchange programs

b ☐ Scholarly research

e ☐ Other

c ☒ Preservation for future generations
- 4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII
- 5** During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☒ No

Part IV Escrow and Custodial Arrangements.
Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No
- b** If "Yes," explain the arrangement in Part XIII and complete the following table
- | | Amount |
|---|--------|
| 1c Beginning balance | |
| 1d Additions during the year | |
| 1e Distributions during the year | |
| 1f Ending balance | |
- 2a** Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No
- b** If "Yes," explain the arrangement in Part XIII Check here if the explanation has been provided in Part XIII ☐

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a)Current year	(b)Prior year	b (c)Two years back	(d)Three years back	(e)Four years back
1a Beginning of year balance	275,446,351	267,750,750	238,868,214	215,933,912	214,371,279
b Contributions	175,366	760,985	862,972	2,811,271	3,110,754
c Net investment earnings, gains, and losses	4,109,830	18,457,264	38,200,182	35,972,157	6,336,694
d Grants or scholarships	8,052,761	9,404,600	8,286,528	13,301,813	6,831,066
e Other expenditures for facilities and programs	4,151,412	988,347	818,872	1,527,653	8,020
f Administrative expenses	203,327	1,129,701	1,075,218	1,019,660	1,045,729
g End of year balance	267,324,047	275,446,351	267,750,750	238,868,214	215,933,912

- 2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as
- a** Board designated or quasi-endowment ▶ 56 03 %

b Permanent endowment ▶ 29 32 %

c Temporarily restricted endowment ▶ 14 65 %
- The percentages on lines 2a, 2b, and 2c should equal 100%
- 3a** Are there endowment funds not in the possession of the organization that are held and administered for the organization by
- (i)** unrelated organizations

(ii) related organizations
- b** If "Yes" on 3a(ii), are the related organizations listed as required on Schedule R? ☐
- 4** Describe in Part XIII the intended uses of the organization's endowment funds

	Yes	No
3a(i)		No
3a(ii)		No
3b		

Part VI Land, Buildings, and Equipment.
Complete if the organization answered 'Yes' to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	Accumulated (c)depreciation	(d)Book value
1a Land		2,906,296		2,906,296
b Buildings		117,710,165	75,978,894	41,731,271
c Leasehold improvements		4,558,524	3,055,972	1,502,552
d Equipment		10,506,659	6,691,198	3,815,461
e Other		20,013,724	18,494,442	1,519,282
Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c)) ▶				51,474,862

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12			
a	Net unrealized gains (losses) on investments	2a		
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII)	2d		
e	Add lines 2a through 2d		2e	
3	Subtract line 2e from line 1		3	
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII)	4b		
c	Add lines 4a and 4b		4c	
5	Total revenue Add lines 3 and 4c . (This must equal Form 990, Part I, line 12)		5	

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	
2	Amounts included on line 1 but not on Form 990, Part IX, line 25			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII)	2d		
e	Add lines 2a through 2d		2e	
3	Subtract line 2e from line 1		3	
4	Amounts included on Form 990, Part IX, line 25, but not on line 1 :			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII)	4b		
c	Add lines 4a and 4b		4c	
5	Total expenses Add lines 3 and 4c . (This must equal Form 990, Part I, line 18)		5	

Part XIII Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Return Reference	Explanation
Schedule D, Part III, Line 4 Collections of art - description of collections	The Society's image collection contains illustrations, photographic negatives and digital files taken over the past 127 years by photographers on assignment for the Society. The museum also maintains artifacts donated to or collected by the Society over its 127 year history. A rare book collection of approximately 1,300 volumes covering topics such as natural history, polar history and climate, and the history of early travel and exploration is maintained within the Society's research and reference library. This collection is made available to scholars and researchers.

Part XIII **Supplemental Information** *(continued)*

Return Reference	Explanation
Schedule D, Part X, Line 2 FIN 48 (ASC 740) footnote	FIN 48 Audited Footnote Disclosure The Society is a not-for profit organization incorporated under the laws of the District of Columbia and is recognized as exempt from federal income taxes under Section 501(c)(3) of the Code, except for income derived from unrelated business activities The Society recognizes the effect of income tax positions only if those positions are more likely than not to be sustained Recognized uncertain income tax positions (none at December 31, 2015 and 2014) are measured at the largest amount that has a greater than 50% likelihood of being realized Changes in recognition or measurement are reflected in the period in which the change in judgement occurred

Additional Data

Software ID: 15000238
Software Version: 2015v2.1
EIN: 53-0193519
Name: NATIONAL GEOGRAPHIC SOCIETY

Form 990, Schedule D, Part VII - Investments Other Securities

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(3) Other (A) HEDGE FUNDS	166,098,206	F
(B) REAL EST INVEST TRUSTS	12,541,799	F
(C) MONEY MARKET FUNDS	161,878,516	F
(D) NIKKEI - NGS	0	
(E) INVESTMENT - NOVICA	866,560	C
(F) INVESTMENT IN NGSP, INC		
(G) 100% SUB	405,056,111	C
(H) INVESTMENT - DEFERRED COMPENSATION	1,853,616	F
(I) MORTGAGE-BACKED SECURITIES	5,790,403	F
(J) FIXED-INCOME OBLIGATIONS	406,098,320	F
(K) STOCK WARRANTS & OTHER RIGHTS		
(L) Other	4,166,250	C

SCHEDULE F
(Form 990)

Statement of Activities Outside the United States

Department of the Treasury
Internal Revenue Service

► Complete if the organization answered "Yes" to Form 990,
Part IV, line 14b, 15, or 16.
► Attach to Form 990.

► Information about Schedule F (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2015

Open to Public Inspection

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number
53-0193519

Part I

General Information on Activities Outside the United States.
Complete if the organization answered "Yes" to Form 990, Part IV, line 14b.

- 1 For grantmakers. Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?

☒ Yes☐ No
- 2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States
- 3 Activites per Region (The following Part I, line 3 table can be duplicated if additional space is needed)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in region	(d) Activities conducted in region (by type) (e g , fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for and investments in region
(1) See Add'l Data					
(2)					
(3)					
(4)					
(5)					
3a Sub-total	0	1			41,428,083
b Total from continuation sheets to Part I	0	0			184,454,494
c Totals (add lines 3a and 3b)	0	1			225,882,577

Part II

Grants and Other Assistance to Organizations or Entities Outside the United States.

Complete if the organization answered "Yes" to Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
(1)	See Add'l Data								
(2)									
(3)									
(4)									
(5)									
(6)									
(7)									
(8)									
(9)									
(10)									
(11)									
(12)									
(13)									
(14)									
(15)									
(16)									

- 2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter ▶ 69
- 3 Enter total number of other organizations or entities ▶ 1

Part III **Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 16.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)
(1) See Add'l Data							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							
(13)							
(14)							
(15)							
(16)							
(17)							
(18)							

Part IV Foreign Forms

- 1

Was the organization a U S transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U S Transferor of Property to a Foreign Corporation (see Instructions for Form 926)*

☒

Yes

☐

No
- 2

Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520, Annual Return to Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U S Owner (see Instructions for Forms 3520 and 3520-A, do not file with Form 990)*

☐

Yes

☒

No
- 3

Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U S Persons with Respect to Certain Foreign Corporations (see Instructions for Form 5471)*

☒

Yes

☐

No
- 4

Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)*

☒

Yes

☐

No
- 5

Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U S Persons with Respect to Certain Foreign Partnerships (see Instructions for Form 8865)*

☐

Yes

☒

No
- 6

Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713, do not file with Form 990)*

☐

Yes

☒

No

Part V

Supplemental Information

Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

990 Schedule F, Supplemental Information

Return Reference	Explanation
Schedule F, Part I, Line 2 Procedures for monitoring use of grant funds	<p>The National Geographic Society (NGS) maintains numerous grant-making programs Each major grant program has an oversight committee to review and approve the grants and procedures over the grant agreements are in place to ensure that the grant funds are properly used and accounted for Follow ing is a detailed description when a National Geographic Society (NGS) Conservation, Research, & Exploration (CRE) grant application has been approved by the Committee, payment is issued once NGS has received the follow ing completed, signed docum ents from the grantee 1) Appropriate tax form All grantees who are not US citizens are required to sign and submit the appropriate tax form (Form W-8) for work conducted wholly outside the US 2) Scientific Research Grant Agreement All grantees must complete and sign a Scientific Research Grant Agreement, which includes due dates for research reports and financial reports (generally due within eight months of completion of the field work) By signing the Grant Agreement, the grantee agrees to submit a final narrative report and a financial accounting of the grant monies spent before the indicated submission deadline Grantees also certify to Paragraphs 17 & 18 (copied below) that they will not promote terrorism and will comply with foreign trade controls 17 CERTIFICATION By countersigning this agreement, you certify that your organization does not and will not promote or engage in violence or terrorism, nor will your organization make subgrants or other payments to any entity that engages in such activities 18 U S FOREIGN TRADE CONTROLS By countersigning this agreement, you acknowledge that you are aware of, and agree to comply fully with, U S foreign trade controls that govern travel to, and transactions with, countries such as Cuba, Iran, Sudan, Syria, and other U S -sanctioned countries, including any such controls that may be imposed in the future during the period of your grant Specifically, you acknowledge that you are aware of and agree to comply with the regulations of the U S Department of the Treasury governing travel to and trade with countries subject to U S economic sanctions (31 Code of Federal Regulations Parts 500-598) and also with the Export Administration Regulations of the U S Department of Commerce (15 Code of Federal Regulations Part s 730-774) You also agree that, before any funds are disbursed under this grant, you will provide the Society with copies of any authorizations from the U S Treasury Department's Office of Foreign Assets Control ("OFAC") necessary to carry out your grant, or copies of correspondence from OFAC confirming that no specific authorizations are necessary You also so represent and warrant to the Society that in seeking authorizations from OFAC and/or confirmation that no such authorizations are necessary, you fully disclosed the nature of your grant and its participants and identified the Society as a source of funding You also agree that you will keep all necessary records to show that you have complied with U S foreign trade controls Finally, you acknowledge that you have been advised by the Society to consult with your own legal counsel in connection with your obligations under U S foreign trade controls 3) Proper permits If field work is conducted in countries where the US has imposed economic sanctions (including Cuba, Iran, and Sudan), a license must be obtained from the US Treasury Department's Office of Foreign Asset Controls in advance of the grant payment and a copy of this license or letter of exception is required for our records</p> <p>During the application process, grantees are required to submit a certification of ethical issues, where they certify that they have the proper permits to undertake the proposed field research in the country in which it will be conducted Once all documents are received, grantee name, institution, and payee name (bank, university, etc) are checked against US and international terrorism watch lists using LexisNexis' Bridger Insight The Society's financial accounts payable system also reviews for compliance with financial sanctions upon new vendor set-up and prior to each payment A copy of this report is kept in the grant file Once payment is issued, if grantees would like to alter their proposed budget in any way they must submit their request to the CRE Program Officer The request is approved or denied and a record of the change is added to the grant file The grantee must submit their final report and financial accounting before the deadline indicated in their grant agreement unless an extension has been requested in writing and approved by CRE staff The financial accounting provides a breakdown of the actual costs of the project and is expected to parallel the costs projected in the original grant application budget, all discrepancies must be explained If there are unexpended grant monies they must be returned to NGS</p> <p>The Reports Manager reviews the final report and financial accounting and then circulates both reports to the Program Officers and Committee Members for final review and approval Once the reports are approved, the grant is closed An electronic copy of the grant file is retained by the CRE and the hardcopy is sent to NGS Records Library for archiving</p>

990 Schedule F, Supplemental Information

Return Reference	Explanation
Schedule F, Part I, Line 3	Part I investments are valued at year-end book value Part I program services are calculated on the cash basis Grants in Parts I, II, & III are valued on the accrual basis

990 Schedule F, Supplemental Information

Return Reference	Explanation
Schedule F, Part I, Line 2 PROCEDURES FOR MONITORING USE OF GRANT FUNDS	<p>The National Geographic Society (NGS) maintains numerous grant-making programs. Each major grant program has an oversight committee to review and approve the grants and procedures over the grant agreements are in place to ensure that the grant funds are properly used and accounted for. Following is a detailed description when a National Geographic Society (NGS) Conservation, Research, & Exploration (CRE) grant application has been approved by the Committee, payment is issued once NGS has received the following completed, signed documents from the grantee:</p> <p>1) Appropriate tax form. All grantees who are not US citizens are required to sign and submit the appropriate tax form (Form W-8) for work conducted wholly outside the US.</p> <p>2) Scientific Research Grant Agreement. All grantees must complete and sign a Scientific Research Grant Agreement, which includes due dates for research reports and financial reports (generally due within eight months of completion of the field work). By signing the Grant Agreement, the grantee agrees to submit a final narrative report and a financial accounting of the grant monies spent before the indicated submission deadline. Grantees also certify to Paragraphs 17 & 18 (copied below) that they will not promote terrorism and will comply with foreign trade controls.</p> <p>17. CERTIFICATION. By countersigning this agreement, you certify that your organization does not and will not promote or engage in violence or terrorism, nor will your organization make subgrants or other payments to any entity that engages in such activities.</p> <p>18. U.S. FOREIGN TRADE CONTROLS. By countersigning this agreement, you acknowledge that you are aware of, and agree to comply fully with, U.S. foreign trade controls that govern travel to, and transactions with, countries such as Cuba, Iran, Sudan, Syria, and other U.S.-sanctioned countries, including any such controls that may be imposed in the future during the period of your grant.</p> <p>Specifically, you acknowledge that you are aware of and agree to comply with the regulations of the U.S. Department of the Treasury governing travel to and trade with countries subject to U.S. economic sanctions (31 Code of Federal Regulations Parts 500-598) and also with the Export Administration Regulations of the U.S. Department of Commerce (15 Code of Federal Regulations Parts 730-774). You also agree that, before any funds are disbursed under this grant, you will provide the Society with copies of any authorizations from the U.S. Treasury Department's Office of Foreign Assets Control ("OFAC") necessary to carry out your grant, or copies of correspondence from OFAC confirming that no specific authorizations are necessary. You also represent and warrant to the Society that in seeking authorizations from OFAC and/or confirmation that no such authorizations are necessary, you fully disclosed the nature of your grant and its participants and identified the Society as a source of funding. You also agree that you will keep all necessary records to show that you have complied with U.S. foreign trade controls. Finally, you acknowledge that you have been advised by the Society to consult with your own legal counsel in connection with your obligations under U.S. foreign trade controls.</p> <p>3) Proper permits. If field work is conducted in countries where the US has imposed economic sanctions (including Cuba, Iran, and Sudan), a license must be obtained from the US Treasury Department's Office of Foreign Asset Controls in advance of the grant payment and a copy of this license or letter of exception is required for our records.</p> <p>During the application process, grantees are required to submit a certification of ethical issues, where they certify that they have the proper permits to undertake the proposed field research in the country in which it will be conducted. Once all documents are received, grantee name, institution, and payee name (bank, university, etc.) are checked against US and international terrorism watch lists using LexisNexis' Bridger Insight. The Society's financial accounts payable system also reviews for compliance with financial sanctions upon new vendor set-up and prior to each payment. A copy of this report is kept in the grant file. Once payment is issued, if grantees would like to alter their proposed budget in any way they must submit their request to the CRE Program Officer. The request is approved or denied and a record of the change is added to the grant file. The grantee must submit their final report and financial accounting before the deadline indicated in their grant agreement unless an extension has been requested in writing and approved by CRE staff. The financial accounting provides a breakdown of the actual costs of the project and is expected to parallel the costs projected in the original grant application budget; all discrepancies must be explained. If there are unexpended grant monies they must be returned to NGS. The Reports Manager reviews the final report and financial accounting and then circulates both reports to the Program Officers and Committee Members for final review and approval. Once the reports are approved, the grant is closed. An electronic copy of the grant file is retained by the CRE and the hardcopy is sent to NGS Records Library for archiving.</p>

Additional Data

Software ID: 15000238

Software Version: 2015v2.1

EIN: 53-0193519

Name: NATIONAL GEOGRAPHIC SOCIETY

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i.e., fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for region
Central America and the Caribbean	0	0	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	66,114
East Asia and the Pacific	0	0	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	9,132,607
Europe (Including Iceland and Greenland)	0	1	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	16,184,786

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i e , fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for region
Middle East and North Africa	0	0	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	170,891
North America (Canada & Mexico only)	0	0	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	9,381,834
Russia and Neighboring States	0	0	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	136,841

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i e , fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for region
South America	0	0	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	1,271,447
South Asia	0	0	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	189,078
Sub-Saharan Africa	0	0	Program Services	ENGLISH LANGUAGE MAGAZINE DISTRIBUTION	2,608,311

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i e , fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service (s) in region	(f) Total expenditures for region
Central America and the Caribbean			Grantmaking		17,450
East Asia and the Pacific			Grantmaking		366,126
Europe (Including Iceland and Greenland)			Grantmaking		631,373

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i.e., fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for region
Middle East and North Africa			Grantmaking		86,175
North America (Canada & Mexico only)			Grantmaking		697,361
Russia and Neighboring States			Grantmaking		29,820

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i.e., fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for region
South America			Grantmaking		457,869
South Asia			Grantmaking		1,211,061
Sub-Saharan Africa			Grantmaking		2,325,149

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i e , fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service (s) in region	(f) Total expenditures for region
East Asia and the Pacific			Investments		64,039,481
Europe (Including Iceland and Greenland)			Investments		98,546,221
North America (Canada & Mexico only)			Investments		7,801,460

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i.e., fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for region
South America			Investments		2,656,812
Central America and the Caribbean			Investments		1,728,164
Middle East and North Africa			Investments		298,774

Form 990 Schedule F Part I - Activities Outside The United States

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i e , fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service (s) in region	(f) Total expenditures for region
Russia and Neighboring States			Investments		566,285
South Asia			Investments		3,214,132
Sub-Saharan Africa			Investments		2,066,955

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		East Asia and the Pacific	Research, Conservation, Exploration	10,640	wire	0	n/a	n/a
		East Asia and the Pacific	Research, Conservation, Exploration	100,000	wire	0	n/a	n/a
		East Asia and the Pacific	Research, Conservation, Exploration	19,850	wire	0	n/a	n/a
		East Asia and the Pacific	Research, Conservation, Exploration	22,561	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		East Asia and the Pacific	Research, Conservation, Exploration	19,719	wire	0	n/a	n/a
		East Asia and the Pacific	Research, Conservation, Exploration	21,006	wire	0	n/a	n/a
		East Asia and the Pacific	Research, Conservation, Exploration	25,640	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Research, Conservation, Exploration	9,268	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV , appraisal, other)
		Europe (Including Iceland and Greenland)	Research, Conservation, Exploration	11,002	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Research, Conservation, Exploration	6,800	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Research, Conservation, Exploration	5,000	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Research, Conservation, Exploration	20,086	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV , appraisal, other)
		Europe (Including Iceland and Greenland)	Research, Conservation, Exploration	22,081	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Research, Conservation, Exploration	19,740	wire	0	n/a	n/a
		North America (Canada & Mexico only)	Research, Conservation, Exploration	25,000	wire	0	n/a	n/a
		North America (Canada & Mexico only)	Research, Conservation, Exploration	40,000	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		North America (Canada & Mexico only)	Research, Conservation, Exploration	35,000	wire	0	n/a	n/a
		North America (Canada & Mexico only)	Research, Conservation, Exploration	14,483	wire	0	n/a	n/a
		South America	Research, Conservation, Exploration	18,700	wire	0	n/a	n/a
		South America	Research, Conservation, Exploration	19,800	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		South Asia	Research, Conservation, Exploration	5,000	wire	0	n/a	n/a
		South Asia	Research, Conservation, Exploration	19,862	wire	0	n/a	n/a
		South Asia	Research, Conservation, Exploration	22,915	wire	0	n/a	n/a
		South Asia	Research, Conservation, Exploration	18,580	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		South Asia	Research, Conservation, Exploration	22,150	wire	0	n/a	n/a
		South Asia	Research, Conservation, Exploration	14,430	wire	0	n/a	n/a
		Sub-Saharan Africa	Research, Conservation, Exploration	18,000	wire	0	n/a	n/a
		Sub-Saharan Africa	Research, Conservation, Exploration	19,630	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		Sub-Saharan Africa	Research, Conservation, Exploration	164,140	wire	0	n/a	n/a
		East Asia and the Pacific	Young Explorers'	5,000	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Emerging Explorers	10,000	wire	0	n/a	n/a
		North America (Canada & Mexico only)	Banff Sponsorship	88,575	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		Europe (Including Iceland and Greenland)	Special Projects	11,500	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Special Projects	52,910	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Special Projects	18,783	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Special Projects	23,421	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		Sub-Saharan Africa	Special Projects	433,065	wire	0	n/a	n/a
		Sub-Saharan Africa	Special Projects	305,020	wire	0	n/a	n/a
		Sub-Saharan Africa	Special Projects	128,496	wire	0	n/a	n/a
		North America (Canada & Mexico only)	LEX/NGS Conservation	90,108	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		South America	LEX/NGS Conservation	40,000	wire	0	n/a	n/a
		South America	LEX/NGS Conservation	137,500	wire	0	n/a	n/a
		South America	LEX/NGS Conservation	25,000	wire	0	n/a	n/a
		North America (Canada & Mexico only)	Geography Education	215,814	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		South Asia	Great Energy Challenge	70,000	wire	0	n/a	n/a
		Sub-Saharan Africa	Great Energy Challenge	65,950	wire	0	n/a	n/a
		Sub-Saharan Africa	Great Energy Challenge	90,000	wire	0	n/a	n/a
		Sub-Saharan Africa	Great Energy Challenge	90,000	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		Sub-Saharan Africa	Great Energy Challenge	89,440	wire	0	n/a	n/a
		Sub-Saharan Africa	Great Energy Challenge	60,000	wire	0	n/a	n/a
		Sub-Saharan Africa	Great Energy Challenge	112,330	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Big Cats Initiative	10,000	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		Europe (Including Iceland and Greenland)	Big Cats Initiative	85,000	wire	0	n/a	n/a
		Sub-Saharan Africa	Big Cats Initiative	34,590	wire	0	n/a	n/a
		Sub-Saharan Africa	Big Cats Initiative	62,888	wire	0	n/a	n/a
		Sub-Saharan Africa	Big Cats Initiative	49,315	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		Sub-Saharan Africa	Big Cats Initiative	24,200	wire	0	n/a	n/a
		Sub-Saharan Africa	Big Cats Initiative	52,000	wire	0	n/a	n/a
		Sub-Saharan Africa	Big Cats Initiative	93,000	wire	0	n/a	n/a
		Sub-Saharan Africa	Big Cats Initiative	64,400	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		Sub-Saharan Africa	Waitt Grant	9,873	wire	0	n/a	n/a
		East Asia and the Pacific	Waitt Grant	15,000	wire	0	n/a	n/a
		East Asia and the Pacific	Waitt Grant	14,265	wire	0	n/a	n/a
		Europe (Including Iceland and Greenland)	Waitt Grant	15,000	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		Europe (Including Iceland and Greenland)	Waitt Grant	14,458	wire	0	n/a	n/a
		North America (Canada & Mexico only)	Waitt Grant	15,000	wire	0	n/a	n/a
		North America (Canada & Mexico only)	Waitt Grant	14,700	wire	0	n/a	n/a
		North America (Canada & Mexico only)	Waitt Grant	15,000	wire	0	n/a	n/a

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		South America	Waitt Grant	12,000	wire	0	n/a	n/a
		South America	Waitt Grant	7,500	wire	0	n/a	n/a

Form 990 Schedule F Part III - Grants and Assistance to Individuals Outside The U S

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)
Research, Conservation, Exploration Grants	Central America and the Caribbean	1	9,650	wire	0	n/a	n/a
Research, Conservation, Exploration Grants	East Asia and the Pacific	1	42,000	wire	0	n/a	n/a
Research, Conservation, Exploration Grants	Europe (Including Iceland and Greenland)	9	192,935	wire	0	n/a	n/a
Research, Conservation, Exploration Grants	Middle East and North Africa	4	86,175	wire	0	n/a	n/a
Research, Conservation, Exploration Grants	North America (Canada & Mexico only)	5	87,131	wire	0	n/a	n/a
Research, Conservation, Exploration Grants	Russia and Neighboring States	1	19,820	wire	0	n/a	n/a
Research, Conservation, Exploration Grants	South America	6	118,819	wire	0	n/a	n/a
Research, Conservation, Exploration Grants	South Asia	2	24,800	wire	0	n/a	n/a
Research, Conservation, Exploration Grants	Sub-Saharan Africa	1	16,100	wire	0	n/a	n/a
Waiver/Exploration Grants	Europe (Including Iceland and Greenland)	3	38,614	wire	0	n/a	n/a

Form 990 Schedule F Part III - Grants and Assistance to Individuals Outside The U S

(a) Type of grant or assistance	(b) Region	(c)Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)
Waite/Exploration Grants	North America (Canada & Mexico only)	1	15,000	wire	0	n/a	n/a
Waite/Exploration Grants	East Asia and the Pacific	1	7,275	wire	0	n/a	n/a
Waite/Exploration Grants	South America	3	38,550	wire	0	n/a	n/a
Waite/Exploration Grants	Sub-Saharan Africa	2	20,110	wire	0	n/a	n/a
Young Explorers Grants	East Asia and the Pacific	2	10,000	wire	0	n/a	n/a
Young Explorers Grants	Europe (Including Iceland and Greenland)	3	15,000	wire	0	n/a	n/a
Young Explorers Grants	North America (Canada & Mexico only)	6	30,000	wire	0	n/a	n/a
Young Explorers Grants	South America	3	15,000	wire	0	n/a	n/a
Young Explorers Grants	Russia and Neighboring States	2	10,000	wire	0	n/a	n/a
Big Cats Initiative Grants	Sub-Saharan Africa	3	146,878	wire	0	n/a	n/a

Form 990 Schedule F Part III - Grants and Assistance to Individuals Outside The U S

(a) Type of grant or assistance	(b) Region	(c)Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV , appraisal, other)
Air & Water Conservation Grants	South Asia	35	1,010,464	wire	0	n/a	n/a
Buffett Conservation Award	Sub-Saharan Africa	1	25,000	wire	0	n/a	n/a
Buffett Conservation Award	South America	1	25,000	wire	0	n/a	n/a
LEX/NGS Conservation Grants	East Asia and the Pacific	3	43,170	wire	0	n/a	n/a
Emerging Explorers	Sub-Saharan Africa	1	10,000	wire	0	n/a	n/a
Emerging Explorers	Europe (Including Iceland and Greenland)	1	10,000	wire	0	n/a	n/a
Emerging Explorers	East Asia and the Pacific	1	10,000	wire	0	n/a	n/a
Contributions	South Asia	1	2,860	wire	0	n/a	n/a
Contributions	North America (Canada & Mexico only)	1	300	wire	0	n/a	n/a
Contributions	Central America and the Caribbean	1	3,000	wire	0	n/a	n/a

Form 990 Schedule F Part III - Grants and Assistance to Individuals Outside The U S

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)
Awards	Central America and the Caribbean	1	3,000	wire	0	n/a	n/a
Explorer-in-Residence Awards	Sub-Saharan Africa	2	137,500	wire	0	n/a	n/a
National Geographic Fellows	North America (Canada & Mexico only)	1	11,250	wire	0	n/a	n/a
Special Projects	Europe (Including Iceland and Greenland)	1	39,775	wire	0	n/a	n/a

SCHEDULE G
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Supplemental Information Regarding
Fundraising or Gaming Activities

Complete if the organization answered "Yes" on Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a

Attach to Form 990 or Form 990-EZ

Information about Schedule G (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990

OMB No 1545-0047

2015

Open to Public Inspection

Employer identification number
53-0193519

Part I Fundraising Activities

Complete if the organization answered "Yes" on Form 990, Part IV, line 17.
Form 990-EZ filers are not required to complete this part.

- 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.
- a ☒ Mail solicitations

e ☒ Solicitation of non-government grants

b ☒ Internet and email solicitations

f ☒ Solicitation of government grants

c ☐ Phone solicitations

g ☒ Special fundraising events

d ☒ In-person solicitations
- 2a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? ☒ Yes ☐ No
- b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
1 BREAKTHROUGH STRATG 1615 KENYON ST NW WASHINGTON, DC 20010	FUNDRAISING CONSULTANT		No		160,000	-160,000
2 AVALON CONSULTING GROUP 2030 M ST NW WASHINGTON, DC 20036	FUNDRAISING CONSULTANT		No		1,257,676	-1,257,676
3						
4						
5						
6						
7						
8						
9						
10						
Total				0	1,417,676	-1,417,676

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

Part II Fundraising Events.

Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

Revenue		(a)Event #1	(b)Event #2	(c)Other events	(d)
		(event type)	(event type)	(total number)	Total events (add col (a) through col (c))
	1	Gross receipts			
	2	Less Contributions			
Direct Expenses	3	Gross income (line 1 minus line 2)			
	4	Cash prizes			
	5	Noncash prizes			
	6	Rent/facility costs			
	7	Food and beverages			
	8	Entertainment			
	9	Other direct expenses			
	10	Direct expense summary Add lines 4 through 9 in column (d) ▶			
	11	Net income summary Subtract line 10 from line 3, column (d) ▶			

Part III Gaming.

Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

Revenue		(a)Bingo	(b)Pull tabs/Instant bingo/progressive bingo	(c)Other gaming	(d)
					Total gaming (add col (a) through col (c))
Direct Expenses	1	Gross revenue		24,448	24,448
	2	Cash prizes			
	3	Noncash prizes			
	4	Rent/facility costs			
	5	Other direct expenses			
	6	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	
	7	Direct expense summary Add lines 2 through 5 in column (d) ▶			
	8	Net gaming income summary Subtract line 7 from line 1, column (d). ▶			

9 Enter the state(s) in which the organization conducts gaming activities DC

a Is the organization licensed to conduct gaming activities in each of these states? ☒ Yes ☐ No

b If "No," explain _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? ☐ Yes ☒ No

b If "Yes," explain _____

11

Does the organization conduct gaming activities with nonmembers?

☒Yes☐No

12

Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming?

☐Yes☒No

13

Indicate the percentage of gaming activity conducted in

a	The organization's facility	100 %
b	An outside facility	0 %

14

Enter the name and address of the person who prepares the organization's gaming/special events books and records

Name ▶

Michael Cole

Address ▶

1145 17th St NW
Washington, DC 20036

15a

Does the organization have a contract with a third party from whom the organization receives gaming revenue?

☐Yes☒No

b

If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____

c

If "Yes," enter name and address of the third party

Name ▶

Address ▶

16

Gaming manager information

Name ▶

Gaming manager compensation ▶ \$ _____

Description of services provided ▶

☐ Director/officer☐ Employee☐ Independent contractor

17

Mandatory distributions

a

Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?

☐Yes☒No

b

Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ 0

Part IV

Supplemental Information.

Provide the explanations required by Part I, line 2b, columns (iii) and (v); and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions).

Return Reference	Explanation
Schedule G, Part I, Line 2b(v) payment of fees or payment of expenses	BREAKTHROUGH STRATG -0,AVALON CONSULTING GROUP-0,

Grants and Other Assistance to Organizations, Governments and Individuals in the United States

▶ **Attach to Form 990.**

2015

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

53-0193519

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?

☒ Yes ☐ No

Part II **Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table. 170

3 Enter total number of other organizations listed in the line 1 table **4**

Part III

Grants and Other Assistance to Domestic Individuals. Complete if the organization answered "Yes" on Form 990, Part IV, line 22
Part III can be duplicated if additional space is needed

(a)Type of grant or assistance	(b)Number of recipients	(c)A mount of cash grant	(d)A mount of non-cash assistance	(e)Method of valuation (book, FMV, appraisal, other)	(f)Description of non-cash assistance
See Additional Data Table					

Part IV

Supplemental Information. Provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

Return Reference	Explanation
Schedule I, Part I, Line 2 Procedures for monitoring use of grant funds	<p>The National Geographic Society (NGS) maintains numerous grant-making programs. Each major grant program has an oversight committee to review and approve the grants and procedures over the grant agreements are in place to ensure that the grant funds are properly used and accounted for. Following is a detailed description: when a National Geographic Society (NGS) Research, Conservation, & Exploration (RCE) grant application has been approved by the Committee, payment is issued once NGS has received the following completed, signed documents from the grantee: 1) Appropriate tax form. All grantees who are US citizens or residents are required to sign and submit the appropriate tax form (Form W-9). 2) Scientific Research Grant Agreement. All grantees must complete and sign a Scientific Research Grant Agreement, which includes due dates for research reports and financial reports (generally due within eight months of completion of the field work). By signing the Grant Agreement, the grantee agrees to submit a final narrative report and a financial accounting of the grant monies spent before the indicated submission deadline. Grantees also certify to Paragraph 17 (copied below) that they will not promote terrorism.</p> <p>17. CERTIFICATION. By countersigning this agreement, you certify that your organization does not and will not promote or engage in violence or terrorism, nor will your organization make subgrants or other payments to any entity that engages in such activities. Once all documents are received, grantee name, institution, and payee name (bank, university, etc.) are checked against US and international terrorism watch lists using LexisNexis' Bridger Insight. The Society's financial accounts payable system also reviews for compliance with financial sanctions upon new vendor set-up and prior to each payment. A copy of this report is kept in the grant file. Once payment is issued, if grantees would like to alter their proposed budget in any way they must submit their request to the RCE Program Officer. The request is approved or denied and a record of the change is added to the grant file. The grantee must submit their final report and financial accounting before the deadline indicated in their grant agreement unless an extension has been requested in writing and approved by RCE staff. The financial accounting offers a breakdown of the actual costs of the project and is expected to parallel the costs projected in the original grant application budget; all discrepancies must be explained. If there are unexpended grant monies they must be returned to NGS. The Reports Manager reviews the final report and financial accounting and then circulates both reports to the Program Officers and Committee Members for final review and approval. Once the reports are approved, the grant is closed. An electronic copy of the grant file is retained by the RCE and the hardcopy is sent to NGS Records Library for archiving. If grants are awarded to US institutions/individuals these grants are listed only on Form 990 Schedule I since it is impractical to determine what portion, if any, of each grant may be spent overseas.</p>

Additional Data

Software ID: 15000238
Software Version: 2015v2.1
EIN: 53-0193519
Name: NATIONAL GEOGRAPHIC SOCIETY

Form 990,Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
The Anne K Taylor Fund 2724 Arvin Rd Billings,MT 59102	20-4693436	501(c)(3)	122,250	0			Big Cats Initiative
Ruzo Consulting PO Box 750395 Dallas,TX 75275	27-1669551		25,000	0			Award
Panthera Corporation 8 W 40th St New York,NY 10018	20-4668756	501(c)(3)	63,096	0			Big Cats Initiative

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University of Massachusetts Amherst 160 Holdsworth Way Amherst, MA 01003	54-2084125	501(c)(3)	53,670	0			Big Cats Initiative
Yale University PO Box 1803 New Haven, CT 065208047	06-0646973	501(c)(3)	105,000	0			Big Cats Initiative
Afghan Connection 2299 Pacific Ave Apt 82 San Francisco, CA 94115	80-0804488	501(c)(3)	65,000	0			Afghan Girls Education Project

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University of Notre Dame Du Lac 940 Grace Hall South Bend, IN 46556	35-0868188	501(c)(3)	25,000	0			Big Cats Initiative
New York Women in Film & TV 6 East 39th St 1200 New York, NY 10016	13-2983705	501(c)(3)	5,000	0			Contribution
The National Audubon Society 225 Vanck St New York, NY 10014	13-1624102	501(c)(3)	10,300	0			Contribution

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The American Himalayan Found 909 Montgomery St San Francisco, CA 94133	94-2951480	501(c)(3)	10,000	0			Contribution
Regents of UC Berkeley 2194 Hearst Ave Berkeley, CA 94720	94-6002123	501(c)(3)	50,000	0			Contribution
DZI Foundation PO Box 632 Ridgway, CO 81432	84-1595852	501(c)(3)	10,000	0			Contribution

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ACEER Foundation PO Box 2549 West Chester, PA 19383	63-1045786	501(c)(3)	25,000	0			Contribution
Pfeiffer University 48380 Hwy 52 Misenheimer, NC 28109	56-0582999	501(c)(3)	25,000	0			Contribution
Pop Tech Institute PO Box 1405 Camden, ME 04843	01-0518900	501(c)(3)	50,000	0			Contribution

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The Explorer's Club 46 E 70th St New York, NY 10021	13-1866795	501(c)(3)	15,000	0			Contribution
STEP AFRIKA 1333 H St NE Washington, DC 20002	52-2118391	501(c)(3)	5,000	0			Contribution
National Cherry Blossom Festival Inc 1250 H ST NW STE 1000 Washington, DC 20005	52-1433877	501(c)(3)	5,000	0			Contribution

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Childrens Charity Foundation Inc 3000 K STREET NW Washington, DC 20007	52-1907059	501(c)(3)	5,000	0			Contribution
Clinton Foundation 1271 Ave of the Americas 42nd Fl New York, NY 10020	31-1580204	501(c)(3)	20,000	0			Contribution
Catalogue for Philanthropy Inc 1899 L St NW Suite 850 Washington, DC 20036	20-5494704	501(c)(3)	5,000	0			Contribution

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Howard University 2244 10TH STREET ROOM 302 Washington, DC 20059	53-0204707	501(c)(3)	5,000	0			Contribution
Washington Area Women's Foundation 1331 H Street Ste 1000 Washington, DC 20005	52-2028612	501(c)(3)	5,000	0			Contribution
Virunga Fund Inc 50 Court Street Ste 712 Brooklyn, NY 11201	26-3292040	501(c)(3)	25,000	0			Contribution

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Institute of Maritime Research and Discovery 1245 Mall Dr N Chesterfld, VA 23235	20-5737315	501(c)(3)	15,000	0			Contribution
National Marine Sanctuary Foundation 8601 Georgia Ave Silver Spring, MD 20910	94-3370994	501(c)(3)	5,500	0			Contribution
Assoc of Zoos and Aquariums 8403 Colesville RD Silver Spring, MD 20910	55-0526930	501(c)(3)	16,841	0			Fed Grant Sub-Award

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National Ecological Observatory 1685 38th ST STE 100 Bolder, CO 80301	20-4510571	501(c)(3)	9,362	0			Fed Grant Sub-Award
Bonneville Environmental Foundation 240 SW FIRST AVENUE PORTLAND, OR 97204	93-1248274	501(c)(3)	32,000	0			Freshwater Project
The Nature Conservancy 4245 N Fairfax Dr Arlington, VA 22203	53-0242652	501(c)(3)	5,000	0			Geography Education

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Concord University Research and Dev Corp PO Box 1000 Athens, WV 24712	55-0769622	501(c)(3)	32,709	0			Geography Education
Shippensburg University 1871 Old Main DR Shippensburg, PA 17257	23-2500361	501(c)(3)	51,597	0			Geography Education
Arizona Geographic Alliance PO Box 870104 Tempe, AZ 85287	86-0196696	501(c)(3)	27,500	0			Geography Education

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Biological Sciences Curr Study 5415 Mark Dabling Blvd Colorado Springs, CO 80918	84-0622557	501(c)(3)	20,461	0			Geography Education
California Geographic Alliance Dept of Geo SDS Univ San Diego, CA 921824493	33-0173293	501(c)(3)	81,750	0			Geography Education
Chesapeake Bay Foundation Inc 6 Herndon Ave Annapolis, MD 214034503	52-6065757	501(c)(3)	65,000	0			Geography Education

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Colorado Geographic Alliance 1420 Austin Bluffs Pkwy Colorado Springs, CO 80918	84-6000555	501(c)(3)	112,595	0			Geography Education
Consortium of Oklahoma Geographers 100 E Boyd SEC Room 442 Norman, OK 73019	73-1310147	501(c)(3)	86,369	0			Geography Education
Delaware Geographic Alliance Dept of Geography Univ of Del Newark, DE 19716	51-6000297	501(c)(3)	10,000	0			Geography Education

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District of Columbia Geographic Alliance 1145 17th ST NW Washington, DC 20036		501(c)(3)	102,979	0			Geography Education
Friends of the Klondike Corridor 9455 Wind Dancer Trail Las Cruces, NM 88011	46-5671108	501(c)(3)	5,000	0			Geography Education
Geographic Alliance In Nevada 154 University of Nevada Reno, NV 89557	88-6000024	501(c)(3)	27,500	0			Geography Education

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Geographic Alliance of Iowa Univ of N Iowa Sabin Hall 1 Cedar Falls, IA 506140406	42-6004333	501(c)(3)	73,641	0			Geography Education
Geographic Educators of Nebraska 1111 Main Street Wayne, NE 68787	47-0491233	501(c)(3)	38,648	0			Geography Education
Geographic Society of Chicago 3759 N Ravenswood Ave Chicago, IL 60043	36-2182027	501(c)(3)	45,308	0			Geography Education

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Geography Educators Network of Indiana Inc 425 University BLVD Indianapolis, IN 462025140	35-1739016	501(c)(3)	58,746	0			Geography Education
Idaho Geographic Alliance PO Box 443080 Moscow, ID 838443080	23-7098404	501(c)(3)	27,500	0			Geography Education
Illinois State University Campus Box 1200 Normal, IL 617901200	37-6025713	501(c)(3)	72,904	0			Geography Education

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IslandWood 4450 Blakely Ave NE Bainbridge Island, WA 98110	31-1654076	501(c)(3)	5,000	0			Geography Education
Kentucky Geographic Alliance 1906 College Heights BLVD Bowling Green, KY 42101	61-6055628	501(c)(3)	27,500	0			Geography Education
Louisiana State University 204 Thomas Boyd Hall Baton Rouge, LA 70803	72-6000848	501(c)(3)	27,500	0			Geography Education

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Macalester College 1600 Grand Avenue St Paul, MN 55105	41-0693962	501(c)(3)	74,824	0			Geography Education
Maine Geographic Alliance 270 Main Street Farmington, ME 04938	01-6000769	501(c)(3)	27,500	0			Geography Education
Maryland Geographic Alliance 8000 York Rd Towson, MD 21252	52-6002033	501(c)(3)	74,449	0			Geography Education

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Massachusetts Geographic Alliance 291 Springfield St Chicopee, MA 01013	04-2225850	501(c)(3)	27,500	0			Geography Education
Michigan Geographic Alliance 294 Dow Science Mt Pleasant, MI 48859	38-6000447	501(c)(3)	76,837	0			Geography Education
Minot State University 500 University Avenue West Minot, ND 58707	45-6002481	501(c)(3)	73,160	0			Geography Education

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Missouri Geographic Alliance 8 Stewart Hall Columbia, MO 65211	44-0552049	501(c)(3)	27,500	0			Geography Education
Montana Geographic Alliance Stone Hall 304c Missoula, MT 59812	81-6001713	501(c)(3)	27,500	0			Geography Education
NatureBridge 28 Geary Street Suite 650 San Francisco, CA 94108	94-2145930	501(c)(3)	93,373	0			Geography Education

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New Jersey Alliance for Geographic Education 201 Mullica Hill RD Glassboro, NJ 08028	22-2482802	501(c)(3)	27,500	0			Geography Education
New Mexico Geographic Alliance PO Box 30001 MSC MAP Las Cruces, NM 880038001	85-0275408	501(c)(3)	27,500	0			Geography Education
New York Geographic Alliance 1000 E Henrietta Road Rochester, NY 14623	16-1204210	501(c)(3)	27,500	0			Geography Education

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North Carolina Geographic Alliance Appalachian State University Boone, NC 28608	56-1176030	501(c)(3)	27,500	0			Geography Education
Ohio Geographic Alliance 1501 Neil Avenue Columbus, OH 43210	31-1145986	501(c)(3)	60,700	0			Geography Education
Para la Naturaleza PO Box 9023978 San Juan, PR 00902	66-0801404	501(c)(3)	5,000	0			Geography Education

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Portland State University Foundation 1721 SW Broadway Portland, OR 97201	48-1278529	501(c)(3)	27,500	0			Geography Education
Rhode Island College 600 Mt Pleasant Ave Providence, RI 02908	05-6049721	501(c)(3)	27,500	0			Geography Education
South Carolina Research Foundation 901 Sumter Street Columbia, SC 29208	57-0967350	501(c)(3)	27,500	0			Geography Education

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South Dakota Geographic Alliance South Dakota State University Brookings, SD 57007	46-0273801	501(c)(3)	27,500	0			Geography Education
Tennessee Geographic Alliance Inc 304 Burchfiel Geography Bld Knoxville, TN 37996	62-1291403	501(c)(3)	147,239	0			Geography Education
Texas State University 601 University Drive San Marcos, TX 78666	74-6002248	501(c)(3)	209,102	0			Geography Education

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University of Central Arkansas Foundation Inc 201 Donaghey Avenue Conway, AR 72035	71-0671791	501(c)(3)	27,500	0			Geography Education
University of Mississippi PO Box 1848 University, MS 386771848	64-6001159	501(c)(3)	246,249	0			Geography Education
University of N Alabama Fnd Box 5059 Florence, AL 35632	63-0814488	501(c)(3)	27,500	0			Geography Education

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Vermont Geographic Allaince Castleton St Coll- 6 Alumni Dr Castleton, VT 05735	03-0179403	501(c)(3)	27,500	0			Geography Education
Virginia Geographic Alliance 201 High St Farmville, VA 23909	54-6001788	501(c)(3)	75,561	0			Geography Education
Wash Alliance for Geo Literacy Inst for Science & Math Educ 1100 NE 45th Street Seattle, WA 98105	94-3079432	501(c)(3)	20,000	0			Geography Education

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Utah Society for Environ Educ 663 West 100 South Salt Lake City, UT 84104	94-2792054	501(c)(3)	5,000	0			Geography Education
Wisconsin Geographic Alliance 100 Grant Street De Pere, WI 54115	39-1399196	501(c)(3)	77,458	0			Geography Education
Vizcaya Museum & Garden Trust 3251 S Miami Ave Miami, FL 33129	47-1711491	501(c)(3)	5,000	0			Geography Education

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Assoc of Amer Geographers 1710 16th St NW Washington, DC 20009	53-0207414	501(c)(3)	14,769	0			Geography Education
Connecticut Geographic Alliance Univ of CT Bldg 4148 Storrs, CT 062694148	06-0772160	501(c)(3)	52,500	0			Geography Education/ Research, Conservation, Exploration
Wyoming Geographic Alliance 1000 E University Ave Laramie, WY 82071	83-6000331	501(c)(3)	80,853	0			Geography Education/ Research, Conservation, Exploration

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Kennesaw State University 1000 Chastain Rd Kennesaw, GA 30144	58-0965786	501(c)(3)	42,793	0			Geography Education/ Research, Conservation, Exploration
Kansas State University 118 Seaton Hall Manhattan, KS 665062904	48-0667209	501(c)(3)	37,415	0			Geography Education
University System of New Hampshire Keene State College- Main St Keene, NH 03431	02-6009681	501(c)(3)	47,500	0			Geography Education/Research, Conservation, Exploration

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Elephant Energy Inc 1031 33rd St Suite 174 Denver, CO 80205	26-3338741	501(c)(3)	65,950	0			Great Energy Challenge
Comprehensive Design Services LLC 2662 Bella Via Avenue Columbus, OH 43231	26-3936650		60,000	0			Great Energy Challenge
Alaska Whale Foundation 4739 University Way NE 1239 Seattle, WA 98105	52-0781390	501(c)(3)	39,888	0			LEX/NG Conservation

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Southeast Alaska Conservation Council 419 Sixth Street 200 Juneau, AK 99801	92-0062992	501(c)(3)	40,000	0			LEX/NG Conservation
The Ocean Foundation 1320 19th Street NW Washington, DC 20036	71-0863908	501(c)(3)	27,000	0			LEX/NG Conservation
Whale Research Solutions 257 Gloxina Street Encinitas, CA 92024	46-3870862	501(c)(3)	37,000	0			LEX/NG Conservation

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Sitka Conservation Society PO Box 6533 Sitka, AK 99835	92-0096633	501(c)(3)	40,000	0			LEX/NG Conservation
WildAid 744 Montgomery Street Suite 300 San Francisco, CA 94111	20-3644441	501(c)(3)	154,000	0			LEX/NG Conservation
Island Conservation 2161 Delaware Street Suite A Santa Cruz, CA 95060	91-1839907	501(c)(3)	75,000	0			LEX/NG Conservation

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Galapagos Conservancy 11150 Fairfax Blvd Suite 408 Fairfax, VA 22030	13-3281486	501(c)(3)	125,000	0			LEX/NG Conservation
Darwin Animal Doctors 222 East 89th Street 8 New York, NY 10128	30-0590833	501(c)(3)	10,000	0			LEX/NG Conservation
International Community Foundation 2505 N Ave National City, CA 91950	33-0457858	501(c)(3)	375,000	0			LEX/NG Conservation

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Vision Workshops Inc 312 Quarter Creek Dr Queenstown, MD 21658	31-1784157	501(c)(3)	50,000	0			Photo Camp
The University of Montana 32 Campus Drive HS 104 Missoula, MT 598124104	81-6001713	501(c)(3)	25,000	0			Research, Conservation, Exploration
University of Chicago 5801 South Ellis Chicago, IL 60637	36-2177139	501(c)(3)	23,552	0			Research, Conservation, Exploration

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The Univeristy of Mississippi Shoemaker Hall Rm 508 Oxford, MS 38677	64-6001159	501(c)(3)	16,503	0			Research, Conservation, Exploration
California Academy of Sciences 1111 Jackson St Suite 700 Oakland, CA 946074807	94-1156258	501(c)(3)	15,325	0			Research, Conservation, Exploration
Ocean Exploration Trust Inc PO Box 42 Old Lyme, CT 06371	83-0488383	501(c)(3)	200,000	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV , appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Regents of the University of Minnesota 2221 University Ave St SE STE 100 Minneapolis, MN 55414	41-6007513	501(c)(3)	20,000	0			Research, Conservation, Exploration
The Field Museum of Natural History 1400 S Lake Shore Dr Chicago, IL 60605	36-2167011	501(c)(3)	15,600	0			Research, Conservation, Exploration
The University of Alabama 19 ten Hoor Hall Tuscaloosa, AL 354870136	63-6001138	501(c)(3)	21,412	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
University of Idaho 875 Perimeter Dr MS 3051 Moscow, ID 83843	82-6000945	501(c)(3)	18,540	0			Research, Conservation, Exploration
University of Cincinnati ML 0380 Cincinnati, OH 452210222	31-6000989	501(c)(3)	5,000	0			Research, Conservation, Exploration
University of North Carolina Campus Box 3365 Chapel Hill, NC 275993365	56-6001393	501(c)(3)	30,400	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
University of Florida PO Box 112710 Gainesville, FL 32611	59-6002052	501(c)(3)	20,000	0			Research, Conservation, Exploration
Washington University at St Louis One Brookings Dr Campus Box 1214 St Louis, MO 63112	43-0653611	501(c)(3)	47,975	0			Research, Conservation, Exploration
University of Maine System 5773 South Stevens Hall Orono, ME 044695717	01-6000769	501(c)(3)	24,660	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
The University of Toledo Dept of Geosciences 3400 Broadway Gary, IN 46408	34-6555110	501(c)(3)	20,000	0			Research, Conservation, Exploration
Regents of the University of California - Riverside 417 Entomology Bldg Riverside, CA 92521	95-6006142	501(c)(3)	19,500	0			Research, Conservation, Exploration
Regents of the University of California 2520 Cimarron St At West Adams Los Angeles, CA 900182098	94-1539563	501(c)(3)	24,690	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Scripps College 925 N Mills Ave Claremont, CA 91711	95-1664123	501(c)(3)	20,000	0			Research, Conservation, Exploration
The Ohio State University 174 West 18th Avenue Columbus, OH 432101106	31-6025986	501(c)(3)	21,400	0			Research, Conservation, Exploration
University of Kentucky Research Foundation 371 Peterson Service Bld Lexington, KY 405060005	61-6033693	501(c)(3)	40,961	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV , appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Trustees of Union College 807 Union St Schenectady, NY 12308	14-1338580	501(c)(3)	20,000	0			Research, Conservation, Exploration
Trinity University One Trinity Place San Antonio, TX 78212	74-1109633	501(c)(3)	6,700	0			Research, Conservation, Exploration
President & Fellows of Harvard College 52 Oxford Street Cambridge, MA 02138	04-2103580	501(c)(3)	18,600	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Miami University of Ohio 212 Pearson Hall Oxford, OH 45056	31-6402089	501(c)(3)	15,870	0			Research, Conservation, Exploration
Regents of University of Colorado 681 Taylor Street Bethlehem, PA 18015	84-6000555	501(c)(3)	11,450	0			Research, Conservation, Exploration
Dickinson College College and Louthier St Carlisle, PA 17013	23-1365954	501(c)(3)	5,000	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
La Sierra University 4500 Riverwalk Parkway Riverside, CA 925158247	33-0413730	501(c)(3)	20,370	0			Research, Conservation, Exploration
University of Arizona Dept of Anthropology Tuscon, AZ 857210030	74-2652689	501(c)(3)	19,075	0			Research, Conservation, Exploration
Washington State University PO Box 644910 Pullman, WA 991644910	91-6001108	501(c)(3)	21,772	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
The New York Botanical Garden 200 St Kazimiroff Blvd Bronx, NY 104585126	13-1693134	501(c)(3)	39,297	0			Research, Conservation, Exploration
University of Pittsburgh 4107 OHara Street Pittsburgh, PA 15260	25-0965591	501(c)(3)	17,937	0			Research, Conservation, Exploration
Great Wilderness 159 Sapsucker Woods Road Ithaca, NY 14850	20-4987811	501(c)(3)	17,759	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV , appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Stony Brook University Melville Library 5501 West Stony Brook, NY 117943362	14-6013200	501(c)(3)	46,305	0			Research, Conservation, Exploration
University of Houston System 2700 Bay Area Boulevard Box 105 Houston, TX 77058	74-6001399	501(c)(3)	20,500	0			Research, Conservation, Exploration
University of Utah 1390 EAST PRESIDENT CIRCLE Salt Lake City, UT 84112	87-6000525	501(c)(3)	22,626	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Sothern Illinois University 909 S Normal Ave Woody Hall C-206 Carbondale, IL 629014302	37-6033943	501(c)(3)	14,692	0			Research, Conservation, Exploration
Brown University 164 Angell Street Providence, RI 02912	05-0258809	501(c)(3)	15,500	0			Research, Conservation, Exploration
Oceanic Society Expeditions PO Box 844 Ross, CA 94957	94-3105570	501(c)(3)	13,100	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
University of Minnesota 1987 Upper Buford Circle Saint Paul, MN 55108	41-6007513	501(c)(3)	30,000	0			Research, Conservation, Exploration
Oregon High Desert Grotto 8550 SW Wickiup Avenue Redmond, OR 97756	47-3339850	501(c)(3)	10,000	0			Research, Conservation, Exploration
Yellowstone Park Foundation 222 East Main Suite 301 Bozeman, MT 59715	83-0311166	501(c)(3)	19,860	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Emory University 201 Downman Drive Atlanta, GA 30322	58-0566256	501(c)(3)	31,500	0			Research, Conservation, Exploration
Parabon NanoLabs Inc 11260 Roger Bacon Dr Reston, VA 20190	26-2194625		23,800	0			Research, Conservation, Exploration
College of the Atlantic 105 Eden Street Bar Harbor, ME 06409	23-7032625	501(c)(3)	17,850	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV , appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Towson University 8000 York Road Towson, MD 21252	52-6002033	501(c)(3)	16,260	0			Research, Conservation, Exploration
Missouri Botanical Garden PO Box 299 St Louis, MO 63166	43-0666759	501(c)(3)	99,154	0			Research, Conservation, Exploration
University of Calif-Santa Barbara Dept of Ecology Evolution Marine Biology Santa Barbara, CA 93106	95-6006145	501(c)(3)	23,109	0			Research, Conservation, Exploration

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Duke University 2138 Campus Drive Durham, NC 27708	56-0532129	501(c)(3)	54,540	0			Research, Conservation, Exploration/Special Projects
National Tropical Botanical Garden 3530 PAPALINA ROAD Kalaheo, HI 96741	52-6057064	501(c)(3)	47,553	0			Research, Conservation, Exploration/Waitt Grant
Vanderbilt University 2301 Vanderbilt Place Nashville, TN 372350059	62-0476822	501(c)(3)	34,800	0			Research, Conservation, Exploration/Waitt Grant

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Oregon State University 104 CEOAS Admin Bld Corvallis, OR 97331	48-1278540	501(c)(3)	50,020	0			Research, Conservation, Exploration/Waitt Grant
Regents of the University of Michigan 434 South State Street Ann Arbor, MI 48109	38-6006309	501(c)(3)	33,670	0			Research, Conservation, Exploration/Waitt Grant
Colorado State University 555 S Howes Street Fort Collins, CO 805236003	84-6000545	501(c)(3)	130,860	0			Research, Conservation, Exploration/Young Explorers' Grant

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Montana State University Po Box 173320 Bozeman, MT 597173320	36-3412482	501(c)(3)	23,620	0			Research, Conservation, Exploration/Young Explorers' Grant
Conservation Law Foundation 62 Summer Street Boston, MA 02110	04-6149986	501(c)(3)	50,000	0			Special Project Grant
Rainforest Connection 77 Van Ness Avenue San Francisco, CA 94102	46-2022575	501(c)(3)	50,000	0			Special Project Grant

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Wake Forest University 1834 Wake Forest Road Winston Salem, NC 27106	56-0532138	501(c)(3)	40,000	0			Special Project Grant
Ear Studio Inc 200 Park Ave S Fl8 New York, NY 10003	13-4028721		30,000	0			Special Project Grant
Idaho State University 921 S 8th Ave Pocatello, ID 83209	82-6000924	501(c)(3)	50,000	0			Special Project Grant

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
University of Miami 4600 Rickenbacker Cswy Miami, FL 33149	59-0624458	501(c)(3)	10,000	0			Special Project Grant
Action for Mantas 6051 La Jolla Hermosa Avenue La Jolla, CA 92037	81-1005011	501(c)(3)	15,000	0			Waitt Research Grant
Southern Methodists University PO Box 750100 Dallas, TX 75275	75-0800689	501(c)(3)	15,000	0			Waitt Research Grant

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
University of Georgia 250A Baldwin Hall Jackson Street Athens, GA 30602	58-6001998	501(c)(3)	13,840	0			Waitt Research Grant
The Marine Megafauna Foundation 11260 Donner Pass Road Suite 256 Truckee, CA 96161	46-0645082	501(c)(3)	14,265	0			Waitt Research Grant
Florida Atlantic University 777 Glades Road Boca Raton, FL 33431	65-0385507	501(c)(3)	15,000	0			Waitt Research Grant

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Museum of Moab 118 East Center Street Moab, UT 84532	87-0255102	501(c)(3)	14,400	0			Waitt Research Grant
The University Corporation 18111 Nordhoff Street Northridge, CA 91330	95-1992732	501(c)(3)	15,000	0			Waitt Research Grant
Tufts University 2 North Hill Road Medford, MA 02176	04-2103634	501(c)(3)	148,500	0			Waitt/Research Grant

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Florida Institute of Technology 150 W University Blvd Melborne, FL 32901	59-6046500	501(c)(3)	14,990	0			Waitt/Research Grant
Unviersity of Colorado-- Denver 1201 5th St Denver, CO 80204	84-6000555	501(c)(3)	15,000	0			Waitt/Research Grant
University of Tennessee 250 S Stadium Hall Knoxville, TN 37996	62-6001636	501(c)(3)	32,265	0			Waitt/Research Grant

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Tulane Educational Fund 6823 St Charles Avenue New Orleans, LA 70118	72-0423889	501(c)(3)	5,000	0			Young Explorers' Grant
Massachusetts Institute Of Technology 77 Massachusetts Avenue Cambridge, MA 021394307	04-2103594	501(c)(3)	5,000	0			Young Explorers' Grant
Bhuton Foundation 3121 South Street NW Washington, DC 20007	13-3376290	501(c)(3)	5,000	0			Young Explorers' Grant

Form 990, Schedule I, Part III, Grants and Other Assistance to Domestic Individuals.

(a)Type of grant or assistance	(b)Number of recipients	(c)Amount of cash grant	(d)Amount of non-cash assistance	(e)Method of valuation (book, FMV , appraisal, other)	(f)Description of non-cash assistance
SCIENTIFIC RESEARCH	69	1,228,545	0		
YOUNG EXPLORERS GRANTS	35	334,531	0		
EMERGING EXPLORERS AWARDS	10	100,000	0		
GEOGRAPHIC BEE WINNER AWARDS	3	85,000	5,000	FMV	Trip, NGM subscription
NATIONAL GEOGRAPHIC FELLOWS	12	554,917	0		
EXPLORER IN RESIDENCE GRANTS/AWARDS	14	515,752	0		
SPECIAL PROJECTS GRANTS	15	686,009	0		
WAITT GRANTS	19	232,993	0		
STUDENT EXPEDITION GRANTS	23	0	132,958	FMV	TRIP FOR LOW-INCOME TEENS
GENOGRAPHIC PROJECT GRANTS	2	18,000	0		
LEX/NGS CONSERVATION GRANTS	5	265,500	0		
OCEANS INITIATIVE	1	50,000	0		

Schedule J
(Form 990)

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
 ► Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
 ► Attach to Form 990.
 ► Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2015

Open to Public Inspection

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number
53-0193519

Part I

Questions Regarding Compensation

	Yes	No
<div>1a</div> <div>Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.</div> <div> <div> <input type="checkbox"/> First-class or charter travel <input type="checkbox"/> Housing allowance or residence for personal use </div> <div> <input type="checkbox"/> Travel for companions <input type="checkbox"/> Payments for business use of personal residence </div> <div> <input type="checkbox"/> Tax indemnification and gross-up payments <input type="checkbox"/> Health or social club dues or initiation fees </div> <div> <input type="checkbox"/> Discretionary spending account <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) </div> </div>		
<div>b</div> <div>If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain.</div>	1b	
<div>2</div> <div>Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, officers, including the CEO/Executive Director, regarding the items checked in line 1a?</div>	2	
<div>3</div> <div>Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.</div> <div> <div> <input checked="" type="checkbox"/> Compensation committee <input checked="" type="checkbox"/> Written employment contract </div> <div> <input checked="" type="checkbox"/> Independent compensation consultant <input checked="" type="checkbox"/> Compensation survey or study </div> <div> <input checked="" type="checkbox"/> Form 990 of other organizations <input checked="" type="checkbox"/> Approval by the board or compensation committee </div> </div>		
<div>4</div> <div>During the year, did any person listed on Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization:</div>		
<div>a</div> <div>Receive a severance payment or change-of-control payment?</div>	4a	Yes
<div>b</div> <div>Participate in, or receive payment from, a supplemental nonqualified retirement plan?</div>	4b	Yes
<div>c</div> <div>Participate in, or receive payment from, an equity-based compensation arrangement?</div>	4c	No
<div>If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.</div>		
<div>Only 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.</div>		
<div>5</div> <div>For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:</div>		
<div>a</div> <div>The organization?</div>	5a	No
<div>b</div> <div>Any related organization?</div>	5b	No
<div>If "Yes," on line 5a or 5b, describe in Part III.</div>		
<div>6</div> <div>For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:</div>		
<div>a</div> <div>The organization?</div>	6a	No
<div>b</div> <div>Any related organization?</div>	6b	No
<div>If "Yes," on line 6a or 6b, describe in Part III.</div>		
<div>7</div> <div>For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III.</div>	7	No
<div>8</div> <div>Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.</div>	8	No
<div>9</div> <div>If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?</div>	9	

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column(B) reported as deferred on prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
See Additional Data Table							

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

Return Reference	Explanation
Schedule J, Part II NONTAXABLE BENEFITS	Components of benefits and deferred compensation provided to certain executives: life insurance, parking, 401(k), 457(b), dental & medical insurance, long-term disability, travel/Accident insurance, and annual accrued earned pension. Below is a summary of all officers or key employees who had a severance clause in their respective employment contracts in 2015. These severance amounts are solely contingent upon an employee's involuntary termination without cause from the Society. As such, these amounts were not accrued or funded in any way and were considered unlikely to occur and did not occur in 2015. None of these amounts have been included in Column D: Gary E. Knell - 1.5 times base salary; Tracie Winbigler - 1 times base salary; Terry Garcia - 1 times base salary; Declan Moore - 1 times base salary; Brooke Runnette - 1 times base salary; Chris Johns - 1 times base salary; Melina Bellows - 1 times base salary; Tara Bunch - 1 times base salary. The following officer and 2 key employees, while not receiving any severance payments in 2015, began receiving severance payments in early 2016 and these severance amounts were accrued in 2015: Terrence B. Adamson - 1 times base salary; Tony Sablo - 1 times base salary; Elizabeth Hudson - 1 times base salary.
Schedule J, Part I, Line 4a Severance or change-of-control payment	THE FOLLOWING HIGHLY COMPENSATED EMPLOYEE RECEIVED SEVERANCE PAYMENTS IN 2015: CHARLES BRODNAX --\$361,436
Schedule J, Part I, Line 4b Supplemental nonqualified retirement plan	THE FOLLOWING FORMER OFFICER RECEIVED SUPPLEMENTAL NON-QUALIFIED RETIREMENT PLAN PAYMENTS IN 2015: JOHN R. MURPHY--\$57,845. THE FOLLOWING OFFICER, IN CONCLUSION OF HIS 17-YEAR SERVICE AS CHIEF LEGAL OFFICER, HAD INCLUDED IN HIS COMPENSATION THE FOLLOWING 1-TIME VESTED SUPPLEMENTAL NON-QUALIFIED RETIREMENT PLAN AMOUNT IN 2015: TERRENCE B. ADAMSON--\$995,096

Additional Data

Software ID: 15000238
Software Version: 2015v2.1
EIN: 53-0193519
Name: NATIONAL GEOGRAPHIC SOCIETY

Form 990, Schedule J, Part II - Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base Compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1GARY E KNELL PRESIDENT & CEO	(i)	812,568	274,341	15,176	9,000	22,826	1,133,911	0
	(ii)	0	0	0	0	- 0	- 0	0
1JOHN M FAHEY JR CHAIRMAN	(i)	300,072	66,447	0	0	0	366,519	0
	(ii)	0	0	0	0	- 0	- 0	0
2TERRENCE B ADAMSON CHIEF LEGAL OFFICER/SECRETARY	(i)	522,004	226,774	1,013,418	532,368	22,292	2,316,856	13,368
	(ii)	0	0	0	0	- 0	- 0	0
3MICHAEL J COLE SVP & CONTROLLER	(i)	237,885	35,827	2,286	19,530	22,093	317,621	0
	(ii)	0	0	0	0	- 0	- 0	0
4BARBARA J CONSTANTZ SVP & TREASURER	(i)	219,399	37,044	7,182	22,899	21,612	308,136	0
	(ii)	0	0	0	0	- 0	- 0	0
5ANGELO M GRIMA EVP & SR DEPUTY GENERAL COUNSEL	(i)	267,092	35,738	2,565	22,022	19,219	346,636	0
	(ii)	0	0	0	0	- 0	- 0	0
6TRACIE WINBIGLER CHIEF OPERATIONS OFFICER	(i)	488,443	132,528	6,173	8,632	9,490	645,266	0
	(ii)	0	0	0	0	- 0	- 0	0
7MICHAEL ULICA CHIEF FINANCIAL OFFICER	(i)	393,799	149,909	3,881	12,312	19,681	579,582	0
	(ii)	0	0	0	0	- 0	- 0	0
8CHRISTOPHER JOHNS CHIEF CONTENT OFFICER	(i)	491,612	208,576	7,532	15,783	22,403	745,906	0
	(ii)	0	0	0	0	- 0	- 0	0
9TERRY GARCIA CHIEF SCIENCE/EXPLOR OFFICER	(i)	452,157	188,299	8,990	15,072	19,160	683,678	0
	(ii)	0	0	0	0	- 0	- 0	0
10ELIZABETH HUDSON CHIEF COMMUNICATIONS OFFICER	(i)	384,682	117,949	12,156	396,318	21,040	932,145	0
	(ii)	0	0	0	0	- 0	- 0	0
11THOMAS SABLO CHIEF TALENT/DIVERSITY OFFICER	(i)	254,902	95,165	5,495	286,551	19,009	661,122	0
	(ii)	0	0	0	0	- 0	- 0	0
12TERRENCE G DAY EVP, CMM COMM/MARKET RES GROUP	(i)	407,400	211,912	3,741	14,938	22,125	660,116	0
	(ii)	0	0	0	0	- 0	- 0	0
13DECLAN MOORE CHIEF MEDIA OFFICER	(i)	531,614	414,541	7,514	11,725	19,054	984,448	0
	(ii)	0	0	0	0	- 0	- 0	0
14CLAUDIA E MALLEY EVP & WW PUBLISHER	(i)	384,199	297,821	9,676	13,460	20,240	725,396	0
	(ii)	0	0	0	0	- 0	- 0	0
15MELINA BELLOWS CHIEF EDUCATION OFFICER	(i)	464,042	282,416	4,404	12,319	27,176	790,357	0
	(ii)	0	0	0	0	- 0	- 0	0
16SUSAN GOLDBERG EDITOR IN CHIEF	(i)	316,919	128,319	3,157	7,568	15,597	471,560	0
	(ii)	0	0	0	0	- 0	- 0	0
17ELIZABETH RUNNETTE EVP, CHIEF PROGRAM & IMPACT OFFICER	(i)	389,154	85,266	3,777	9,000	2,976	490,173	0
	(ii)	0	0	0	0	- 0	- 0	0
18DAVID BENNETT CHIEF DEVELOPMENT OFFICER	(i)	231,331	21,372	752	7,298	8,198	268,951	0
	(ii)	0	0	0	0	- 0	- 0	0
19PETER VAN RODEN SVP GLOBAL EXP & EVENTS	(i)	336,109	80,228	3,027	4,722	17,669	441,755	0
	(ii)	0	0	0	0	- 0	- 0	0

Form 990, Schedule J, Part II - Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base Compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
21MARY CUTTER EVP, TRAVEL	(i)	381,614	198,384	3,493	15,432	22,390	621,313	0
	(ii)	0	0	0	0	-0	-0	0
1JONATHAN CAMPBELL VP, GLOBAL CORP PARTNERSHIPS	(i)	233,762	206,533	417	5,969	7,081	453,762	0
	(ii)	0	0	0	0	-0	-0	0
2JONATHAN YOUNG CHIEF TECHNOLOGY OFFICER	(i)	338,558	168,285	2,219	8,672	18,825	536,559	0
	(ii)	0	0	0	0	-0	-0	0
3CHARLES BRODNAX EVP DIGITAL PRODUCTS	(i)	83,060	113,108	361,865	2,052	4,682	564,767	0
	(ii)	0	0	0	0	-0	-0	0
4FRANK BORMAN TRUSTEE EMERITUS	(i)	13,000	0	0	0	0	13,000	0
	(ii)	0	0	0	0	-0	-0	0
5GEORGE ELSEY TRUSTEE EMERITUS	(i)	13,000	0	0	0	0	13,000	0
	(ii)	0	0	0	0	-0	-0	0

SCHEDULE M

(Form 990)

Noncash Contributions

OMB No 1545-0047

2015

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ **Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.**
▶ **Attach to Form 990.**
▶ **Information about Schedule M (Form 990) and its instructions is at www.irs.gov/form990**

Name of the organization NATIONAL GEOGRAPHIC SOCIETY	Employer identification number 53-0193519
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Part I

Types of Property

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art—Works of art				
2 Art—Historical treasures				
3 Art—Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities—Publicly traded	X	30	707,870	NONE
10 Securities—Closely held stock				
11 Securities—Partnership, LLC, or trust interests				
12 Securities—Miscellaneous				
13 Qualified conservation contribution—Historic structures				
14 Qualified conservation contribution—Other				
15 Real estate—Residential				
16 Real estate—Commercial				
17 Real estate—Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ▶ (<u>Rolex Watch</u>)	X	1	8,100	Market value
26 Other ▶ (<u> </u>)				
27 Other ▶ (<u> </u>)				
28 Other ▶ (<u> </u>)				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement	29	0
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30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?

b If "Yes," describe the arrangement in Part II

31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?

32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?

b If "Yes," describe in Part II

33 If the organization did not report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II

	Yes	No
30a		No
31	Yes	
32a		No

Part II

Supplemental Information.

Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

Return Reference	Explanation
Schedule M, Part I Explanations of reporting method for number of contributions	Securities - Publicly traded # of contributions Other # of contributions

SCHEDULE N (Form 990 or 990-EZ)	Liquidation, Termination, Dissolution, or Significant Disposition of Assets ▶ Complete if the organization answered "Yes" on Form 990, Part IV, lines 31 or 32; or Form 990-EZ, line 36. ▶ Attach certified copies of any articles of dissolution, resolutions, or plans. ▶ Attach to Form 990 or 990-EZ. ▶ Information about Schedule N (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990 .	OMB No 1545-0047
		2015
		Open to Public Inspection
Department of the Treasury Internal Revenue Service		
Name of the organization NATIONAL GEOGRAPHIC SOCIETY		Employer identification number 53-0193519

Part I	Liquidation, Termination, or Dissolution. Complete this part if the organization answered "Yes" on Form 990, Part IV, line 31, or Form 990-EZ, line 36. Part I can be duplicated if additional space is needed.						
1	(a) Description of asset(s) distributed or transaction expenses paid	(b) Date of distribution	(c) Fair market value of asset(s) distributed or amount of transaction expenses	(d) Method of determining FMV for asset(s) distributed or transaction expenses	(e) EIN of recipient	(f) Name and address of recipient	(g) IRC section of recipient(s) (if tax-exempt) or type of entity

2	Did or will any officer, director, trustee, or key employee of the organization		Yes	No
a	Become a director or trustee of a successor or transferee organization?	2a		
b	Become an employee of, or independent contractor for, a successor or transferee organization?	2b		
c	Become a direct or indirect owner of a successor or transferee organization?	2c		
d	Receive, or become entitled to, compensation or other similar payments as a result of the organization's liquidation, termination, or dissolution?	2d		
e	If the organization answered "Yes" to any of the questions on lines 2a through 2d, provide the name of the person involved and explain in Part III ▶			

Part I Liquidation, Termination, or Dissolution (continued)**Note.** If the organization distributed all of its assets during the tax year, then Form 990, Part X, column (B), line 16 (Total assets), and line 26 (Total liabilities), should equal -0-

- 3** Did the organization distribute its assets in accordance with its governing instrument(s)? If "No," describe in Part III
- 4a** Is the organization required to notify the attorney general or other appropriate state official of its intent to dissolve, liquidate, or terminate?
- b** If "Yes," did the organization provide such notice?
- 5** Did the organization discharge or pay all of its liabilities in accordance with state laws?
- 6a** Did the organization have any tax-exempt bonds outstanding during the year?
- b** If "Yes" on line 6a, did the organization discharge or defease all of its tax-exempt bond liabilities during the tax year in accordance with the Internal Revenue Code and state law?
- c** If "Yes" on line 6b, describe in Part III how the organization defeased or otherwise settled these liabilities. If "No" on line 6b, explain in Part III

	Yes	No
3		
4a		
4b		
5		
6a		
6b		

Part II Sale, Exchange, Disposition, or Other Transfer of More Than 25% of the Organization's Assets.

Complete this part if the organization answered "Yes" on Form 990, Part IV, line 32, or Form 990-EZ, line 36. Part II can be duplicated if additional space is needed.

1	(a) Description of asset(s) distributed or transaction expenses paid	(b) Date of distribution	(c) Fair market value of asset(s) distributed or amount of transaction expenses	(d) Method of determining FMV for asset(s) distributed or transaction expenses	(e) EIN of recipient	(f) Name and address of recipient	(g) IRC section of recipient(s) (if tax-exempt) or type of entity
	National Geographic Society Media Assets/Liabilities	11-15-2015	744,337,000	outside appraisal	91-2099147	National Geographic Partners LLC 1145 17th St NW Washington, DC 20036	Partnership

- 2** Did or will any officer, director, trustee, or key employee of the organization
- a** Become a director or trustee of a successor or transferee organization?
- b** Become an employee of, or independent contractor for, a successor or transferee organization?
- c** Become a direct or indirect owner of a successor or transferee organization?
- d** Receive, or become entitled to, compensation or other similar payments as a result of the organization's significant disposition of assets?
- e** If the organization answered "Yes" to any of the questions on lines 2a through 2d, provide the name of the person involved and explain in Part III ►

	Yes	No
2a	Yes	
2b	Yes	
2c		No
2d		No

2a	Yes	
2b	Yes	
2c		No
2d		No

Part III **Supplemental Information.**

Provide the information required by Part I, lines 2e and 6c, and Part II, line 2e. Also complete this part to provide any additional information.

Return Reference	Explanation
Schedule N, Part II, Line 2a Interested person is a director or trustee of transferee org	Gary E Knell, National Geographic Society CEO, became Chairman of the Board of newly created National Geographic Partners LLC
Schedule N, Part II, Line 2b Interested person is an employee of ind contractor of transferee org	The following National Geographic Society ("NGS") key employees left NGS 11/15/15, and became employees of the newly created National Geographic Partners LLC Declan Moore, Claudia Malley, Melina Bellows, and Terry Day

SCHEDULE O
(Form 990 or
990-EZ)Department of the
Treasury
Internal Revenue
Service**Supplemental Information to Form 990 or 990-EZ**Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at
www.irs.gov/form990.

OMB No 1545-0047

2015**Open to Public
Inspection**Name of the organization
NATIONAL GEOGRAPHIC SOCIETY**Employer identification number**

53-0193519

Return Reference**Explanation**Form 990, Part III, Line 3
Significant changes in
program services

On November 16, 2015, The National Geographic Society ("NGS") sold most of its media assets to a newly formed partnership, National Geographic Partners LLC ("NGP"). NGP is owned 73% by 21 Century Fox and 27% by NGS' wholly-owned taxable subsidiary, NGSP, Inc. As a result of this transaction, NGS transferred most of its magazine subscription, catalog, digital media and other consumer sales activities to NGP.

Return Reference	Explanation
Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ 21,538,438 including grants of \$ 5,517,238)(Revenue \$ 2,273,448) Other Grant Initiatives/Programs National Geographic's Remote Imaging Program is dedicated to developing and deploying novel imaging tools for research, exploration and conservation. In 2015, we made contributions of time, expertise and equipment to a diversity of projects. Remote Imaging's CRITTERCAM field projects included endangered Hawaiian monk seals, bluefin tuna and leatherback turtles, humpback whales, and the iconic Galapagos tortoises. New projects were initiated with giant mantas, Tasmanian devils, waterbuck and African buffalo. We wrapped up our project on feral cats in Georgia and began prepping for one in New Zealand. In all, 15 new or on-going wildlife research projects were supported. New, smaller, smarter systems are being developed and deployed. The Deep Ocean Drop-Cams continue to allow researchers to investigate the ocean floor, providing access to new environments and documenting new species. The Driftcam variant on this system, with automatic buoyancy compensation, began research deployments, allowing investigations in the hard-to-define mid-water regions of the world's oceans. Aerial platforms continue to improve and diversify, providing new investigation and documentation options for research and exploration in China and Peru. Sub-surface detection technology helped search for artifacts lost in the Euphrates River in Iraq. New low-light imaging technologies were developed to allow better documentation in challenging environments and conditions. Camera traps, with capabilities beyond anything commercially available, continue to be developed and improved, and have contributed to studies of mountain lions, coyotes, bears and other wildlife. Remote Imaging projects feed scientific discovery, publishing in top journals, as well as providing unique images that help capture the public's imagination and generate interest in science, exploration and conservation. Six articles were published in scientific journals in 2015 on CRITTERCAM projects. RI-produced images and video have contributed to stories for the National Geographic Magazine, as well as many short-form pieces that reach millions through online and mobile media. Remote Imaging staff participated in many presentations on science, technology and exploration at schools, universities, conferences and events across the country.</p> <p>CHINA - National Geographic Air and Water Conservation Fund Since its launch in 2012, the National Geographic Air and Water Conservation Fund in China supports the field research of Chinese scientists who are exploring innovative solutions to water and air quality issues through scientific research, community conservation programs, technological innovation, and communication initiatives in China. The results of these projects have produced significant outcomes and impacts, such as discoveries and achievements in science and conservation, technological advancements, an increase in public participation in citizen science initiatives and the preservation of natural and cultural heritage. Additionally, our grantees have leveraged this wisdom to further promote science and conservation through storytelling. In 2015, the Fund supported 31 projects across China, totaling over \$700,000 in grants. Projects include conserving biodiversity values in the Nu River region, assessing air pollution inside urban subway systems, empowering women to sustain community-based waste management and water conservation in northwestern rural China, promoting public participation in monitoring the coastal environment in the Beibu Gulf and evaluating glacier shrinkage and its impacts on local people's livelihood. The National Geographic Air and Water Conservation Fund has further expanded its grant making capabilities by awarding its first round of Partnership Grants in 2015. These grants take already successful conservation projects and scale their activities within China in order to increase their impact. They are awarded to individuals and organizations that are highly established in their field of expertise. A special emphasis is placed on raising the profile of these projects and reaching a larger audience in order to improve the knowledge and practice of air and water conservation in China, while inspiring others to take action. Four partnership grants were awarded in 2015 totaling over \$200,000. They include a study on the impacts of human activities on the environment of Mt. Everest, the documentation of the desert landscape and cultural relics within the Badain Jaran Desert, the monitoring of how modern transportation has changed energy efficiency and emissions, and the integration of multiple platforms to improve environmental information disclosure. The program's Environmental Youth Leadership program continued in 2015 in the two schools at which it was launched in 2014. The program supported and mentored youth in the schools in developing their potential to become future community leaders and stewards of the environment. As part of this program an award ceremony was held on June 20th and 21st at the Shangri-la Vocational College and the Dongzhulin Monastery Young Monks School. At these ceremonies, students shared their findings and the impacts that their projects made over the previous ten months. These students were also formally recognized and some awarded for their achievements in addressing the environmental issues of their communities. This project was carried out in partnership with the Shangri-la Institute for Sustainable Communities (SISC). Since the launch of the National Geographic Air and Water Conservation Fund in 2012, 107 projects have been funded totaling over \$3 million. Through these grants and programs, the Fund has increased scientific knowledge and enabled new conservation practices in China, while also raising awareness of these issues among the general public by sharing the results from the field with Chinese and global audiences.</p> <p>EAST AFRICA - The National Geographic/Howard G. Buffett East Africa Fund The National Geographic/Howard G. Buffett East Africa Fund was established in late 2014, with the generous support from the Howard G. Buffett Foundation. The goal of this new fund is to advance science, exploration and conservation across East Africa, which includes Burundi, DRC, Kenya, Rwanda, Tanzania, and Uganda. This will be achieved by providing funding, mentoring, resources, and capacity building to aspiring and experienced scientists, researchers and conservationists working in this part of the continent. In 2015, National Geographic awarded 24 grants, totaling more than \$350,000 in research, conservation, exploration and young explorers grants for projects to be implemented in the East Africa region. Dr. Olivier Nsengimana was awarded the first National Geographic grant to a Rwandan national, for his celebrated conservation work to save the endangered Grey Crowned Cranes of Rwanda in collaboration with the Rwanda Development Board (RDB). Other funded projects include a study to uncover the mechanisms of disease resistance in populations of Kenyan honey bees, the production of a documentary that tells the story of the last male northern white rhino on Earth, and a study on hunter-gatherer sleep architecture to understand the evolution of flexible sleep. With respect to activities in 2015, the main focus for the inaugural year of the program was to successfully launch the program. National Geographic established a local office in Kigali, Rwanda and hired a Program Director to promote on the ground outreach, attract quality applicants, build presence/stakeholder awareness in the region and provide mentorship and capacity building to interested applicants. In 2015, the newly hired local Program Director carried out targeted outreach efforts to regional institutions and individuals, using the existing NGS network and establishing new relationships. This included presenting at regional conferences, institutions and universities, and also developing outreach materials for the NGS East Africa Fund. Recognizing the high capacity needs in terms of applicants, the Program Director also worked to increase capacity in this area through grant writing presentations, one on one application reviews and the establishment of a panel of mentors. By tapping into the deep reservoirs of talent, passion, cultural sensitivity, knowledge, and curiosity that exist in the region, this investment will expand the number of scientists and researchers working there, contributing meaningfully to increased knowledge and impactful conservation across East Africa.</p>

Return Reference	Explanation
<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ 20,387,981 including grants of \$ 0)(Revenue \$ 23,966,813) Children's Publishing Program The Society's children's publishing program continued to enhance its family reference library with three strong titles published in 2015 - National Geographic Kids Guide to Photography, a fun, fact-filled, kid-friendly guide that is jammed-packed with all the essentials for budding photographers about how to take great photos to share with friends and family, Little Kids First Big Book of the World, a charming reference book introducing young readers ages 4-8 to the wider world by exploring countries, people, landscapes, and animals around the globe, and Ultimate Adventure Atlas of Earth daring kids ages 8-12 to explore some of the world's coolest, darkest, deepest, and most amazing places with fascinating information, easy-to-read maps, games, and vibrant pictures In 2015, the Society also published the annual installment of National Geographic Kids Almanac 2016 and is also available in distinct Canadian, UK, and International editions These almanacs are packed with fun-to-browse features, useful reference material, homework help developed by educators, and the kind of quirky facts that kids adore Other notable children's titles published in 2015 were Treasury of Norse Mythology, a stunning tableau of classic stories of Norse myths with dazzling illustrations of gods, goddesses, heroes, and monsters, Untamed The Wild Life of Jane Goodall, a book for kids about one of the most recognized scientists in the Western world who became internationally famous for her ability to observe and connect with another species and ultimately to tirelessly fight to protect the environment so that chimpanzees and other animals have a place in the future of our planet, National Geographic Book of Nature Poetry by beloved former US Children's Poet Laureate J. Patrick Lewis who curates an exuberant poetic celebration of the natural world in this stellar collection of nature poems, and With a Friend by Your Side, an inspirational book by award-winning author Barbara Kerley about the value of friendship and preps young ones for the world beyond their own families Our children's publishing program continued to build presence in the school and public library markets by releasing several new titles in our very popular National Geographic Readers and National Geographic Chapters series, which are comprised of leveled-reading, easy-to-read formatted books, developed in concert with experts in the field of literacy education, which get kids reading by giving them lots of cool information about subjects that matter to them We publish the National Geographic Kids Everything series, aimed at kids aged 8-12, breathing new life into the reference category with fresh, dynamic, and fun-filled presentations of the nonfiction subjects kids love most The National Geographic Little Kids Look and Learn series, published for kids ages 3-6, include board books developed in association with child education experts, sure to thrill preschoolers and parents alike as they encourage interactivity and self-discovery among all children with engaging visuals and fun themes In 2015, National Geographic raised the bar for picture books with Explore My World, a new series for preschoolers that combines simple storytelling with high-quality photography and introduces kids ages 3 to 7 to reading with well-told tales about the wonders of the natural world</p>

Return Reference	Explanation
<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ 17,150,740 including grants of \$ 0)(Revenue \$ 20,282,181) NATIONAL GEOGRAPHIC KIDS magazine is published ten times a year and distributed to individuals, schools, and public libraries The magazine's mission is to excite kids about learning while educating them about the world around them Prepared primarily for children ages 6 to 14 years old, NATIONAL GEOGRAPHIC KIDS offers an appealing mix of articles on wildlife, science, technology, pets, adventures, special kids, and geography For its work in 2015, the magazine received a Parents' Choice Silver award and two Folio awards for magazine content Examples of NG KIDS activities in 2015 include a "Special Pets Issue" and "Special Brainy Issue," publication of two animal Collector's Card sets, timely articles about new dinosaurs and early human discoveries, feature stories on animal such as sea turtles, ocelots, dolphins, foxes, and snow leopards, plus robots, blue volcanoes, historical sites, going green, wildlife trafficking, Mars colonization, Air Force One, and underwater caves, popular departments such as "Cool Inventions," "Guinness World Records," "Weird But True," "Bet You Didn't Know," "Amazing Animals," new departments such as "By the Numbers" and "History's Greatest Hits," and "Fun Stuff," a regular seven-page department filled with educational games, quizzes, and activities To encourage kids to get outside and explore their world through photography, throughout the year NG KIDS features a My Shot department, which showcases reader photography submitted to our moderated, just-for-kids online photo community of the same name The magazine also encouraged readers to play along with the National Geographic Bee with a special two-page geography edition of the Stump Your Parents quiz department in May 2015 Our annual International Photography Contest for Kids winners were announced in the May 2015 issue To encourage readers' creativity and inspire their love of animals, the magazine hosted a Silly Pet Video contest, in which the winning video was turned into a viral music video To inspire readers to protect animals, the magazine supported the program Mission Animal Rescue, a 360 initiative out of the Kids division In almost every issue, readers were introduced to an animal that was rescued by humans, and then given tips on how to protect wildlife as well as encouraged to participate in an online challenge For extra content on animals, countries, and more, the magazine sends readers to our website, natgeokids.com NG Kids continued to reach audiences in 2015 through its iPad, Android, and Nook magazine apps Additionally in 2015, there were 19 international editions of NG KIDS 2015 Average Worldwide Circulation of NG KIDS 1,362,656</p>

Return Reference	Explanation
<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ 15,578,904 including grants of \$ 0)(Revenue \$ 14,301,555) National Geographic Traveler (NG Traveler), both in print and on tablets, is published six times a year to further geographic knowledge with articles that explore the geography, history, and culture of selected locations. Every article's purpose is to foster interest in the educational value of travel destinations by encouraging readers to experience geography and the world's cultures first-hand. A pioneer in promoting sustainable tourism, NG Traveler believes that enhancing an authentic sense of place benefits both travelers and the locations they visit. In support of this sustainable-tourism ethic, the magazine published several landmark articles in 2015, its 31st year. The magazine, both in print and online, is a thought leader in the industry and champions the transformative power of travel with an emphasis on experiential journeys, you-are-there photography, storytelling, authenticity, cultural exploration, and insights and information gleaned from locals. It's for the smart, curious traveler who is inquisitive not acquisitive and who increasingly travels with a light footprint and an urge to discover a true sense of place, and a desire to give back to the local community. The magazine develops, supports, and creates content for travel books, bookazines, its Intelligent Travel blog, and the National Geographic Travel website, creating a more integrated, multimedia outreach. Its social media efforts are among the most successful at the Society and it has more than 3.6 million Facebook followers, 2.17 million Twitter followers, and 8.5 million Instagram followers. Intelligent Travel blog's social media global reporters Anne Fitzsimmons and Robert Reid continue to provide insights on local culture and history around the world. NG Traveler continues to support NG Live! with one-on-one conversations with celebrated travel writers like Pico Iyer and Cheryl Strayed. In 2015, the magazine and website continued to showcase unique destinations around the world that show sustainable practices and honor distinctive sense of place. This included our "Tours of a Lifetime" feature and our "Best of the World: Places to See Now" feature. Other features covered Bulgaria, South Africa, New Zealand, Provence, Seville, Yorkshire, Mexico City, Malaysia, and climate change. This year also marked the return of our ITB Berlin co-sponsored World Legacy Awards, a ceremony to highlight hotels, ecolodges, destinations, and organizations that are leading positive sustainable transformation within the travel industry. Traveler's blog, Intelligent Travel, continued to deliver deep destination coverage, engaging photography, and lively voices to a rapidly growing online audiences. NG Traveler received several awards including 8 Lowell Thomas Awards Gold in Best Travel Magazine Silver in Foreign Travel. Carl Hoffman, "It Takes a Village" Bronze in Foreign Travel. Todd Ptock, "The Rebirth of Awe" Honorable Mention in Foreign Travel. Bruce Schoenfeld, "Spanish Inclination" Silver in Special Purpose Travel. Andrew McCarthy, "Steeped in Darjeeling" Silver in Illustration of Travel. Aaron Huey, "The Road to Wellville" Gold in Guidebook. National Geographic Traveler Peru Silver in Video Travel Broadcast. Bob Krist, "The Day of the Dead in Oaxaca" in Intelligent Travel blog NATJA Awards and Finalist Nominations, including Grand Prize for best travel publication. In 2015, NG Traveler's international footprint includes 16 local language editions in 13 languages. 2015 Average Worldwide Circulation 1,068,446.</p>

Return Reference	Explanation
<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ 13,087,003 including grants of \$ 132,958)(Revenue \$ 22,775,459) TRAVEL--EXPEDITIONS The Society's travel program, National Geographic Expeditions, enables members to visit, experience, and learn first-hand about the history, archaeology, geography, and culture of destinations around the world. Members and other participants travel with Society experts such as explorers, writers, and researchers, as well as with engaging local experts, on carefully planned journeys emphasizing enrichment and experiential learning. The expeditions include lectures by experts and suggested pre-tour reading materials, and are designed to encourage further study of the geographic areas visited. The National Geographic Student Expeditions Scholarship Program provides financial support for high school students seeking educational summer experiences who could not otherwise afford them. In 2015, National Geographic awarded full scholarships to 21 students who are legal residents of the US and Canada from a wide variety of backgrounds, creating a richer and more diverse experience for every student involved. Scholarship students participate in National Geographic Student Expeditions- the Society's high school travel program. Students pursue educational projects focused on an array of topics including Photography, Wildlife & Conservation, Community Service, Archaeology & Ancient Cultures, and Creative Writing. These students reported that the experience had a significant positive effect on their lives, instilling increased confidence, global perspective, independence, and compassion for others. These transformation experiences are central to their development as students, leaders, and global citizens.</p>

Return Reference	Explanation
Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ 12,056,429 including grants of \$ 3,099,524)(Revenue \$ 221,233) Education Foundation/Programs The National Geographic Society Education Foundation (NGEF) was established to commemorate the Society's centennial in 1988 With a mission "to support, promote and advance geographic education in the United States, Canada and elsewhere," the Foundation promotes improved teacher quality and classroom learning Proposals are solicited from universities and other nonprofits for innovative projects Since its inception, the Education Foundation has worked in programmatic partnership with other private donors and state governments to support university-hosted Geography Alliances-statewide partnerships between academic professors and K-12 teachers to provide professional development, networking, and more In many cases, the Education Foundation supports individual Alliances through dedicated, state-specific endowments, called Geography Education Funds While the Foundation emphasizes improvement of geographic literacy in the United States, select work is also supported in Canada and Puerto Rico The Foundation's staff works with external evaluators and encourages grantees to assess programs and projects to determine the value of geographic education to student achievement on state and national standards, and to demonstrate the essential role of geography as an educational priority and a core component of K-12 academic curricula In 2015, the Foundation made 66 grants totaling more than \$3 million Examples of work funded by these grants are as follows</p> <p>Arizona Geographic Alliance The Arizona Geographic Alliance works to enhance geography as being an integral and valued part of a rigorous K-12 curriculum that promotes student use of geographic concepts, knowledge, and skills to understand Earth's interconnected human and environmental systems in order to plan and problem solve The Alliance's professional development offerings include GeoConference, an annual workshop on teaching geography The target audience is both pre-service and in-service K-12 classroom teachers The workshop serves to elevate the image of the Alliance as a provider of professional development for teachers, give Teacher Consultants the chance to share their vetted lessons with others and hone their presentation skills, and expose educators to the resources created by the Alliance (\$27,500 grant award) Pennsylvania Alliance for Geographic Education The Pennsylvania Alliance for Geographic Education prepares global citizens and caretakers of Earth in an ever-changing and interconnected world by fostering geographic literacy and spatial thinking among teachers and students in Pennsylvania GeoStrategies for Middle School Social Studies was an in-service professional development opportunity for middle school social studies teachers, with the goals of constructing a geographic framework to support teaching of middle school social studies, and exploring different ways to get students to think like a geographer Participants came away with examples of active learning strategies which can be implemented immediately, had the chance to "Speed Date" with geography resources which support classroom goals, and connected to relevant and recent world events (\$51,597 grant award)</p> <p>Chesapeake Bay Foundation NGEF supported the Chesapeake Bay Foundation's Chesapeake Classrooms initiative, a comprehensive professional development program for teachers throughout the Bay watershed The hallmark of this initiative is the five-day accredited, hands-on summer courses offered around the watershed During the grant period, CBF reached several hundred teachers through four dozen customized courses planned collaboratively with school system leaders Participating teachers came from K-12 public, private, and parochial schools in the watershed states of Virginia, Maryland, and Pennsylvania, as well as Washington, D C By reaching teachers, Chesapeake Classrooms results in a growing number of students who are prepared and motivated to care for this national treasure, ensuring a beautiful and bountiful Chesapeake Bay for generations to come (\$65,000 grant award) National Geographic Education & Children's Media The National Geographic Education & Children's Media division creates best-in-class products, experiences, and programs that teach kids about the world and how it works, empowering them to succeed and to make it a better place We educate by sparking curiosity, imparting knowledge through storytelling, and empowering action We support lifelong learning by providing opportunities for kids, families, and educators to join global communities where they can connect, learn, create, and share Also, we inspire the new generation of global citizens to discover the world's past, celebrate its present, and protect its future As a part of the National Geographic Education and Children's Media division, the education team focuses on working closely with and creating materials for educators and schools that bring the Society's spirit of exploration and adventure to our goal of educating young people about their world National Geographic Education Online The NG Education website and social media channels are the primary methods of dissemination and communication for NG Education's products and programs, which provide world-class learning resources and rich multimedia assets for educators in both formal and informal settings, as well as for students and caregivers NG Education creates free instructional materials aligned with national education standards, and continues to conduct professional development through the offering of massive open online courses (MOOC's) Over 2015, the Education website received more than 25 million pageviews from over 10.6 million users, increasing traffic to the site by 12% Since the beginning of 2015, NG Education increased its total social media followers by 293% to a total of 9,572,473 followers across Facebook, Twitter, and Google+ We continue to geo-target Facebook content to U.S. users, with the goal of reaching more educators in the United States and Canada as well as our international audience Massive Open Online Courses (MOOCs) In Q2 and Q3 of 2015, we offered the Online Course FLOW Education Facilitating Learning through Outdoor Watershed Education (http://education.nationalgeographic.com/education/online-courses/) landing page to feature Massive Open Online Courses (MOOCs) offered through Coursera The course FLOW Education Facilitating Learning through Outdoor Watershed Education ran June 17 through October 24, 2015, and then again from September 16th through November 7th, 2015 Watershed education is an excellent way to introduce students to rich, interdisciplinary studies of one of the most important resources located in students' backyards-water! This course is designed for classroom teachers of Grades 4-9 to learn about watersheds and outdoor education using the Chesapeake Bay watershed as an example The course introduces engaging technologies for investigating watersheds and helps educators plan and effectively implement outdoor experiences Montana teachers could apply for undergraduate and graduate credits from the School of Extended & Lifelong Learning at the University of Montana Grosvenor Teacher Fellow Program The Grosvenor Teacher Fellow (GTF) program is an in-person professional development opportunity made possible by a partnership between National Geographic and Lindblad Expeditions The primary goal of the GTF program is to advance geographic literacy by engaging K-12 educators from the United States and Canada in field-based experiences that will be reflected in their teaching practice and shared with their professional and community networks Selected educators travel aboard Lindblad Expeditions ship National Geographic Explorer to experience some of the world's most amazing places first-hand While aboard, Fellows share the importance of geographic education with other travelers, develop activities to bring back to their classrooms, and have an adventure of a lifetime In 2015, more than 2,700 educators applied for the GTF Program and thirty-five educators were selected The selected Fellows traveled in groups of 2 or 3 on one of nine expeditions traveling to Arctic Svalbard, Iceland, Greenland, Galapagos, the Canadian Maritimes and Antarctica Prior to their expedition all Fellows traveled to National Geographic headquarters for a 3-day hands-on preparatory workshop</p>

Return Reference	Explanation
Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ 10,189,601 including grants of \$ 1,359,419)(Revenue \$ 608,381) EXPLORER PROGRAMS EXPLORERS SYMPOSIUM</p> <p>The Explorers Symposium is an annual event that convenes National Geographic's explorers (Emerging Explorers, Explorers-in-Residence, National Geographic Fellows, and Grantees) from around the globe to participate in a week full of events, including a two day symposium that brings the excitement of the field to audiences at the National Geographic Society Headquarters. In 2015, the two days of panel discussions covered topics ranging from conservation to innovation. The 2015 Explorers Symposium and related events took place the week of June 8-12. National Geographic introduced its new class of Emerging Explorers at the Symposium; these fourteen individuals were recognized for their significant contributions to world knowledge through exploration at an early stage in their careers.</p> <p>EXPLORERS COUNCIL Established in 2014, the Explorers Council is an entity comprised of scientists, researchers and explorers who provide advice and counsel to the Society across disciplines and projects. The objective of the Council is to advise National Geographic on potential projects and guide our thinking about the next frontiers of exploration.</p> <p>Jose Andres Named "Outstanding Chef" by the James Beard Foundation and recognized by Time on their "100" list of Most Influential people in the world, Jose Andres is an internationally renowned culinary innovator, passionate advocate for food and hunger issues, author, television personality and chef/owner of ThinkFoodGroup, the team responsible for celebrated dining concepts in Washington DC, Las Vegas, Los Angeles, Miami and Puerto Rico. Jose is known for championing the role of chefs in the national debate on food policy. He is called on regularly to speak on a variety of issues involving hunger, food security, nutrition, education and childhood obesity, including talks at the World Economic Forum in Davos, Switzerland, the 2014 commencement address for George Washington University and with The Economist and The Atlantic.</p> <p>Andres has taught at Harvard University and George Washington University, and writes for National Geographic's food blog, The Plate, on issues surrounding food policy.</p> <p>Wade Davis Wade Davis is Professor of Anthropology and the LEEF Chair in Cultures and Ecosystems at Risk at the University of British Columbia. An ethnographer, writer, photographer and filmmaker, Davis holds degrees in anthropology and biology and received his Ph.D. in ethnobotany, all from Harvard University. Mostly through the Harvard Botanical Museum, he spent over three years in the Amazon and Andes as a plant explorer, living among fifteen indigenous groups in eight Latin American nations while making some 6000 botanical collections. His work later took him to Haiti to investigate folk preparations implicated in the creation of zombies, an assignment that led to his writing The Serpent and the Rainbow (1986), an international best seller later released by Universal as a motion picture. In recent years his work has taken him to East Africa, Borneo, Nepal, Peru, Polynesia, Tibet, Mali, Benin, Togo, New Guinea, Australia, Colombia, Vanuatu, Mongolia and the high Arctic of Nunavut and Greenland. Davis is the author of 230 scientific and popular articles and 19 books including One River (1996), The Wayfinders (2009), The Sacred Headwaters (2011), Into the Silence (2011) and River Notes (2012). His book, Into the Silence, received the 2012 Samuel Johnson prize, the top award for literary nonfiction in the English language.</p> <p>Jared Diamond Jared Diamond is professor of geography at the University of California, Los Angeles. He is the author of "Collapse: How Societies Choose to Fail or Succeed" and the widely acclaimed "Guns, Germs, and Steel: The Fates of Human Societies," which won him a Pulitzer Prize as well as Britain's 1998 Rhone-Poulenc Science Book Prize. Diamond is the recipient of a MacArthur Foundation Fellowship (Genius Award), research prizes and grants from the American Physiological Society, National Geographic Society and Zoological Society of San Diego, and many teaching awards and endowed public lectureships. In addition, he has been elected a member of all three of the leading national scientific/academic honorary societies - National Academy of Sciences, American Academy of Arts and Sciences, and American Philosophical Society. Diamond's field experience includes 27 expeditions to New Guinea and neighboring islands to study the ecology and evolution of birds, and other field projects in North America, South America, Africa, Asia and Australia. As a conservationist, he devised a comprehensive plan, almost all of which was implemented, for Indonesian New Guinea's national park system. He is a founding member of the board of the Society of Conservation Biology and a member of the board of directors of World Wildlife Fund U.S. and Conservation International.</p> <p>Jonathan Foley Jonathan Foley is the Executive Director of the California Academy of Sciences. Foley's work focuses on the sustainability of our planet and the natural resources we depend on. He and his students have contributed to our understanding of global food security, worldwide changes in ecosystems, land use and climate, and the sustainability of the world's resources. This work has led him to be a regular advisor to governments, nongovernmental organizations, environmental groups, civic groups, foundations, and business leaders around the world. Foley has won numerous awards and honors, including the Presidential Early Career Award for Scientists and Engineers (awarded by President Bill Clinton), the National Science Foundation's Faculty Early Career Development Award, the J.S. McDonnell Foundation's 21st Century Science Award, an Aldo Leopold Leadership Fellowship, and the Sustainability Science Award from the Ecological Society of America. In 2014, he was named as the winner of the Heinz Award for the Environment.</p> <p>Nalini Nadkarni Nalini Nadkarni is known for pioneering research on the ecology of the little-known world of tropical and temperate rainforest canopies. Her work has documented the "keystone" functions of canopy-dwelling biota in whole-forest nutrient cycling, arboreal animal habitat, and reproductive capacity of primary forest and pasture-dwelling trees. She has also developed innovative and public engagement programs with public audiences, such as urban youth, faith-based groups, and incarcerated men and women by partnering directly with them to find common values and synergisms. Nadkarni has received prestigious awards from the scientific establishment for communicating research to underserved public audiences in creative and effective ways - The National Science Foundation Public Service Award, the AAAS Award for Public Engagement, and the Archie F. Carr Award for Conservation. Nadkarni is Director of the Center for Science and Mathematics Education and a Professor of Biology at the University of Utah, and President of the International Canopy Network.</p> <p>M. Sanjayan M. Sanjayan is a leading global conservation scientist, writer and an Emmy-nominated news contributor focused on the role of conservation in improving human well-being, wildlife and the environment. He serves on Conservation International's senior leadership team as Executive Vice President and Senior Scientist. Sanjayan's broad-reaching television experience includes numerous documentaries for Discovery Channel and the BBC and serving as a frequent contributor to CBS News. His latest TV series, Earth - A New Wild, will air on PBS. He is also a correspondent for Years of Living Dangerously, a Showtime documentary series which debuted in April 2014. His scientific work has been published in journals including Science, Nature and Conservation Biology.</p> <p>Raised in Sri Lanka and Sierra Leone, Sanjayan's unique background and expertise have also attracted mainstream media coverage in Outside, Men's Journal, National Geographic Adventure, Afar and The New York Times.</p> <p>Don Walsh Don Walsh, scientist and explorer, has worked in the deep oceans, polar regions and space. From 1959 to 1962 he was the first commander of the Navy's Bathyscaph Trieste and was designated Navy deep submersible pilot #1 in 1959. In 1960 he and co-pilot Jacques Piccard dove Trieste into the deepest place in the World Ocean, a depth of nearly seven miles. Walsh's 40 years of work with deep ocean design, engineering and operations were recognized by his election to the US National Academy of Engineering in 2001. Among other awards he has received are the Explorers Club's Explorers Medal and their Lowell Thomas Award. In 2010 he was awarded National Geographic Society's highest award, the Hubbard Medal. He is an Honorary Life member of the Explorers Club and the Adventurers Club as well as serving as the Honorary President of the Explorers Club.</p>

Return Reference	Explanation
<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ 10,184,532 including grants of \$ 6,869,623)(Revenue \$ 214,262) The Committee for Research and Exploration (CRE) has awarded more than 9,600 grants since 1890, totaling more than \$139,000,000 The Committee supported extraordinary research in 2015, awarding 190 grants representing fieldwork in the disciplines of anthropology, archaeology, astronomy, biology, geography, geology, paleontology, and oceanography Archaeologist Tomas Barrientos received a grant to investigate an Early Classic Maya stela in Guatemala He collaborated on this with two other National Geographic grantees, Luke Auld Thomas and Marcello Canuto, on this recovery, which received considerable media attention Multi time grantee recipient Jan Salick was awarded a grant to study climate and environmental changes to indigenous lands plants on the New England Coast Salick's botanical studies have resulted in numerous scientific papers and media coverages The Expeditions Council (EC) is a grant program dedicated to funding the exploration of largely unrecorded or little known areas of Earth, as well as regions of the planet undergoing significant environmental or cultural change Since its inception in 1998, the Expeditions Council has awarded 579 grants totaling over \$21 million, and has funded projects that span the spectrum of exploration and adventure The Council awarded 35 grants in 2015 Among the Expeditions Council projects funded in 2015 was the work of photographer Joe Ris to document Yellow stone Elk Migrations for a National Geographic Magazine article and were also incorporated into an exhibit on Yellow stone, celebrating the United States National Park Service centennial Sarah Parcak was awarded a grant to investigate a Norse archaeological site in Newfoundland, which received much coverage in the news National Geographic Young Explorer grants (YEG) support the next generation of researchers, explorers and conservationists Young Explorer Grants provide individuals age 18 to 25 with some of their first experiences carrying out fieldwork and exploration In 2015, a total of 97 field projects grants were awarded spanning the globe Astrophysicist Munazza Alam explored the photometric and spectral properties of brown dwarfs with extreme near infrared colors using multi resolution near infrared spectra to disentangle their atmospheric and physical properties The fieldwork for her project took her to the Las Campanas observatory in Chile Cartographer Ross Donihue documented the Farrallon Islands, a critical location for research, management, and conservation located just 30 miles off the coast of San Francisco The short film and interactive map he created helps the public access this unique ecosystem Biologist Zach Fuller traveled to Kenya for his work documenting diseases in honeybees He hopes his research will help determine why certain populations of honeybees can resist diseases The Conservation Trust (CT) is a grant program that supports innovative solutions to issues of global concern The Conservation Trust encourages model projects that engage and inform their areas local population The Conservation Trust including the Linblad Expedition (LEX) Grants as a subset, has awarded 341 grants since its inception in 2001 totaling \$11,866,453 The Conservation Trust including (LEX) awarded 39 grants in 2015 These projects included Pelayo Salinas de Leon's conservation assessment of sharks in the Galapagos Marine Reserve, Salal al Kuntar's project to document and preserve the cultural heritage of the Yazidi holy shrine of Lalish in Iraqi Kurdistan, and Olivier Nsengimana's study of the endangered Grey Crowned Cranes in Rwanda The NGS/Waite Grants Program is an initiative of the National Geographic Society and the Waite Foundation that provides essential funding for cutting-edge exploratory field research in all disciplines around the world Funding is made possible for research that holds promise of new breakthroughs in the Natural and Cultural sciences A total of 431 projects have been funded from the program's inception in 2008 totaling \$5,332,204 with 56 of these approved in 2015 Projects with the NGS/Waite Grants Program during 2015 include Bronwen Konecky's expedition to the Okavango Delta to examine the effects of a changing climate on water resources NGS/Waite also funded work in the Yucatan Peninsula where Octavio del Rio's work at Cenote Aktun Ha is searching for evidence of the first Americans in the continent The program has also funded important biological work, specially the work of Joshua Stewart who is documenting the behavior and habitat use of the Oceanic Manta Rays in the Caribbean As well as Neil Rosser's work in the Amazonian forest where he is documenting the biodiversity in the heart of the Amazon Lastly, we have funded amazing work that changes our notions of history, as the work of Preston Sowell who has been able to rediscover an Inka temple in the Peruvian Andes These and many more important researchers have been funded by the NGS/Waite grants in 2015</p>

Return Reference	Explanation
Form 990, Part III, Line 4d Description of other program services	(Expenses \$ 7,680,321 including grants of \$ 0)(Revenue \$ 7,617,142) NG CREATIVE/IMAGE SALES Photographs and video shot principally by National Geographic photographers are made available to the general public, through the NG Creative/Image Sales division

Return Reference	Explanation
<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ 7,060,894 including grants of \$ 0)(Revenue \$ 8,226,136) National Geographic Maps (NG Maps) is a globally-renowned cartographic publisher and is responsible for illustrating the world through the art and science of mapmaking. The Maps Group supports the mission of the Society by creating the world's best wall maps, outdoor recreation maps, travel maps, atlases, and globes that inspire people to care about and explore the world. Printed maps are distributed not only to consumers but also to national parks, educational institutions, and government agencies. Twenty new titles were developed in 2015 including to name just a few - the New Zealand Reference Map, Adventure Cambodia, Blue Ridge Parkway Destination Map, and 13 Topographic Map Guides covering the entire Appalachian Trail. NG Maps also provided cartographic services to internal customers for maps which were included in books, atlases, magazines, the NG website, apps, and as premiums for magazine subscriptions. Map projects during 2015 helped organizations promote tourism, facilitated stewardship of historic and natural resources, and highlighted many locations around the world. Through the NG Maps digital storytelling platform called GeoStories, organizations incorporated dynamic maps, multimedia, and narrative which enabled their viewers' to tour places and topics. Projects that Maps worked on included sustainable tourism web projects for Greater Yellowstone, Crown of the Continent, Heart of the Continent, Eastern Sri Lanka, Sierra Nevada, Sedona Verde Valley, Tequila Jalisco, Mississippi River, and Delaware River.</p>

Return Reference	Explanation
Form 990, Part III, Line 4d Description of other program services	(Expenses \$ 5,024,076 including grants of \$ 0)(Revenue \$ 833,659) National Geographic Cinema Ventures Inspired by the science and exploration research and other activities at the Society, the Cinema Ventures group have produced and distributed dozens of nonfiction films for both commercial and institutional venues in 2-D, 3-D and digital formats Most of these projects have appeared in theaters or science centers throughout the U S and the world 2015 new film openings included LIVING IN THE AGE OF AIRPLANES Reminds us how profoundly this amazing invention has changed the way we do just about everything It also renews our appreciation for the airplane and stunningly conveys the wonder and grandeur of flying ASTEROID MISSION EXTREME Takes audiences on an epic journey to discover the possibilities that asteroids present for space travel Using stunning visuals and state-of-the-art computer graphics, the film presents the fascinating idea, based on real science, that asteroids could be used as stepping stones to other worlds, veritable "way stations" in space enabling us to cross the entire solar system ROBOTS 3D Is a fascinating and fun look at what makes us human, how far machines can really go to look and act like us, and how humanoid robots are already changing our world

Return Reference	Explanation
<p>Form 990, Part III, Line 4d Description of other program services</p>	<p>(Expenses \$ 4,695,315 including grants of \$ 0)(Revenue \$ 2,079,278) National Geographic Exhibitions National Geographic creates exhibitions that allow visitors to experience the mission of National Geographic in a unique and highly educational setting Each year, the museum presents exhibitions and programs that expand on National Geographic content and extend the life of the stories that we tell not only in Washington, but in Museums around the country and around the world The National Geographic Museum welcomed 160,000 visitors in 2015 including 20,000 students and school groups The Museum mounted 5 exhibitions in the NG Museum and hosted public programming and complement the museum exhibitions In addition, the museum toured many of its exhibitions to locations around the world The audience for the museum includes National Geographic members, local residents, national and international tourists, military personnel, congressional members and staffs, the diplomatic community, school groups and students from around the region and beyond Many of the exhibitions that originate at the National Geographic Museum are then offered to other museums around the U S and internationally so the audiences continue to grow for these projects even after they close in Washington Highlights from the 2015 year are listed below MONSTERFISH - In Search of the Last River Giants For over a decade, NG has funded the work of biologists working to study and preserve freshwater species Zeb Hogan, a professor at the University of Nevada Reno has been active in the study of large freshwater fish for his entire career and has received funding for his Megafishes project from NGS since 2006 The Museum mounted an exhibition of this work in March, 2015 A highly interactive and engaging experience, this exhibition studies the giant freshwater fish in 5 ecosystems around the world The exhibition closed in September and traveled to the Discovery Museum in Reno NV INDIANA JONES AND THE ADVENTURE OF ARCHAEOLOGY National Geographic helped organized and hosted an exhibition on the most famous archaeologist in the world, Indiana Jones The exhibition featured a combination of movie props and costumes and clips from the famous movies along with National Geographic produced content on what real archaeologists do in the field and in the lab The exhibition was very popular and was on view from May 15 - January 4 PHOTO ARK Joel Sartore has photographed for National Geographic for over 25 years and for the last decade, has focused his efforts on creating portraits of endangered species to raise awareness of the extinction crisis Photo Ark is a multi year project that will attempt to document all the species in captivity on earth, some 12,000, and create an unprecedented archive that will live on for generations to come This exhibition featured about 100 of these images and is the first of many exhibitions of this compelling work The exhibition ran from October 2015 - March 2016 PRISTINE SEAS The Pristine Seas project, led by NG Explorer in Residence Enric Sala is attempting to preserve the ocean's most pristine coral reefs by creating marine protected areas around the world This exhibition, in the M Street Gallery, highlights this multi year effort and featured maps, photographs, data and film footage from this extraordinary project and its expeditions The exhibition opened in November 2015 and followed the Photo Camp exhibition PHOTOCAMP A DECADE OF STORYTELLING Since 2003, National Geographic Photo Camp has partnered with organizations worldwide to inspire young people to explore their communities through a camera's lens The NG exhibition, "Photo Camp A Decade of Storytelling", featured the spectacular images captured by the students who participated in the 67 workshops held to date in 18 countries Since its inception, the program has reached an audience of more than 50 million worldwide through media coverage and exhibitions of student work The free exhibit included photos from September 2014 Photo Camp in South Sudan Supported by Internews, this exhibition was accompanied by a public program that featured 3 of the South Sudanese students as well as 2 of the photojournalists from this camp It opened at the December 18, 2014 and remained on view through October 2015 TRAVELING EXHIBITIONS National Geographic traveling exhibitions were hosted by venues around the world in 2015 There were many photo shows which included National Geographic at 125, 50 Greatest Photographs, The World in B&W, Polar Obsession, President's Photographer, Lions & Tigers & Bears, Ocean Soul, Colors of the World These exhibitions were held in various venues in 15 countries including Korea, Japan, Italy, Spain, Chile, and Russia In addition, National Geographic exhibition Birds of Paradise Amazing Avian evolution was on view at the Utah Natural History Museum in Salt Lake City Women of Vision National Geographic Photographers on Assignment was on view at the Photographic Center in Palm Beach Florida and the Orlando Museum of Art Spinosaurus Lost Giant of the Cretaceous was exhibited at the Natural History Museums in Milan and Berlin in 2015</p>

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Form 990, Part III, Line 4d Description of other program services	(Expenses \$ 4,451,342 including grants of \$ 0)(Revenue \$ 6,265,505) NATIONAL GEOGRAPHIC LITTLE KIDS magazine is published six times a year and distributed to individuals, schools, and public libraries The magazine's mission is to excite preschoolers about exploring their world Prepared primarily for children ages 3 to 6 years old, NATIONAL GEOGRAPHIC LITTLE KIDS offers an appealing mix of articles on wildlife, science, pets, nature, and geography, as well as skill-building educational games, mazes, and activities For its work in 2015, NG LITTLE KIDS won a Parents' Choice Gold Award for the ninth year in a row Examples of NG LITTLE KIDS activities in 2015 include publication of six collector's card sets about animals plus feature stories on animals such as giant pandas, lions, monarch butterflies, coyotes, and harp seals NGLK also introduces preschoolers to science and nature through stories about dinosaurs, flowers, and planets NGLK continued its PDF version of the print magazine on the Nook and Android devices 2015 Average Worldwide Circulation of NG LITTLE KIDS 374,000

Return Reference	Explanation
Form 990, Part III, Line 4d Description of other program services	(Expenses \$ 4,005,584 including grants of \$ 0)(Revenue \$ 3,392,769) National Geographic Live The Society provides speakers and other live event programming to audiences around the U S and internationally, through the National Geographic Live program of public events and by arranging for speakers to appear at museums, universities, corporations and other organizations through the National Geographic Speakers Bureau National Geographic Live also offers Student Matinees featuring National Geographic explorers in live presentations around North America As leaders in their fields, these explorers offer students fresh and exciting know ledge from the front lines of discovery And as passionate individuals focused on expanding the boundaries of know ledge, NG explorers offer pow erful role models for students Through National Geographic Live, National Geographic Live Student Matinees, and the National Geographic Speakers Bureau, the Society reached 248,321 individuals through 355 speaker events, student matinee events, performances, and film screenings that took place both at the Society's headquarters in Washington, D C and in 98 other locations across North America and internationally

Return Reference	Explanation
Form 990, Part III, Line 4d Description of other program services	(Expenses \$ 1,789,226 including grants of \$ 0)(Revenue \$ 115,819) HOME VIDEO The Society makes available for sale to members and others mission-related DVDs

Return Reference	Explanation
<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ 1,759,348 including grants of \$ 85,000)(Revenue \$ 1,120,186) The National Geographic Bee/Giant Traveling Maps The NATIONAL GEOGRAPHIC BEE is an academic competition for public schools, private schools, and home schools in the United States and its territories, as well as Department of Defense Dependent Schools (DoDDS) Students in grades four through eight compete to win \$90,000 in scholarships and other prizes In 2015, nearly 11,000 schools across the country held a National Geographic Bee, engaging 23 million students to learn about the world and how it works Up to 100 school winners per state go on to compete in the state competition, and the winning state champions travel to the Society headquarters in Washington, DC to compete in the finals National Geographic creates and distributes school Bee packets, including a question booklet, rules, participation certificates, and a champion medal Additionally, the Society administers state competitions in all fifty states plus the District of Columbia, creating and disseminating question booklets, procedures, and prizes The Bee culminates in two days of competition at Society headquarters in May, the last segment being a televised championship involving the ten finalists The GIANT TRAVELING MAPS program brings large (26' x 35') floor maps to schools across the US The maps unroll on a gymnasium floor to allow students (grades K-8) to explore a continent or an ocean using hands and feet-on activities, props and photographs In 2015, twenty total maps of Africa, Asia, Europe, North America, South America, and the Pacific Ocean were in circulation during the academic year, reaching an estimated 154,000 students</p>

Return Reference	Explanation
<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ 556,086 including grants of \$ 0)(Revenue \$ 390,458) National Geographic Games & Apps GAMES National Geographic's most popular game, Animal Jam, is an online virtual playground for children who love animals and the outdoors. This game provides a fun, exciting, and safe environment for kids to play online, while inspiring them to explore and protect the natural world outside their doors. Animal Jam is free from outside advertising and adheres to a strict privacy policy. Players are represented in the game with customizable animal avatars. The Society strives to ensure that players are constantly engaging in fun and enriching game play, while educating them about their role in conserving the planet. With players spanning the globe, the game introduces them to the fundamentals of socialization, teamwork, creativity, and global awareness. Animal Jam takes place in the world of Jamaa, where players can travel through various ecological environments such as prairie, rainforest and desert. Each environment features different National Geographic videos, interactive facts, and games. APPS The Society develops apps to further its mission to inspire people to care about the planet and to educate people about geography and related subjects. The National Geographic World Atlas app enables you to browse, search and zoom the world's best detailed maps of the globe. Unlike other atlas applications, the National Geographic World Atlas utilizes our highest resolution, "press-ready" images, providing you with the same rich detail, accuracy, and artistic beauty found in our award-winning wall maps and bound atlases. The app enables you to learn more about the world using the up-to-date, expertly researched Flags and Facts database, which contains concise geographic and socio-economic data. The National Geographic National Parks app lets you explore U.S. national parks easily as the app features global and interactive map views with filtering by activity and seasonality. The app also features the top must-sees and must-dos for each park with stunning photo galleries, and rare vintage images from the National Geographic Archive. Thousands of points of interest are tagged with GPS coordinates for easy planning and locating.</p>

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Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ including grants of \$) (EXPLORER PROGRAMS, continued) Melinda Zeder Melinda Zeder is a Senior Research Scientist and Curator of Old World Archaeology in the Department of Anthropology of the National Museum of Natural History, Smithsonian Institution Her research interests include the domestication of plants and animals and the origins of agriculture Her work has also focused on the social and environmental implications of early agriculture in the ancient Near East, and the development of specialized subsistence economies in early complex societies Zeder is a past President of the International Council for Archaeozoology and is a member of their Committee of Honor She is a Fellow of the American Association for the Advancement of Science and a former member of the National Geographic Society Committee for Research and Exploration In 1997 Zeder was awarded American Anthropological Association's Gordon Willey Award for outstanding publication in archaeology She was the 2001 recipient of the Fryxell Award in Interdisciplinary Research awarded by the Society of American Archaeology for lifetime achievement in zooarchaeology In 2008 she was elected to the American Academy of Arts and Sciences and to the National Academy of Sciences in 2012 EXPLORER-IN-RESIDENCE PROGRAM The National Geographic Society created the Explorers-in-Residence program to develop and enhance its long-standing relationships with some of the world's preeminent scientists and storytellers These explorers are dedicated to making notable advances in their respective fields and are highly regarded within scientific and exploration circles National Geographic explorers' groundbreaking discoveries fuel the kind of critical information, conservation initiatives, and compelling stories that are the hallmark of the National Geographic Society 2015 Explorers-in-Residence Robert Ballard, Ocean Explorer Robert Ballard is best known for his historic discovery of the Titanic, the Bismarck, and hydrothermal vents in the Galapagos Rift He has conducted scores of deep-sea expeditions using the latest in exploration technology He pioneered distance learning with the JASON Project, an award-winning educational program that has reached millions of students and teachers He has received prestigious awards from the Explorers Club and the National Geographic Society - the Explorers Medal and the Hubbard Medal, respectively - as well as the Lindbergh Award In 2003, President George W Bush presented him with the National Endowment for the Humanities Medal Ballard is scientist emeritus of the Woods Hole Oceanographic Institution, president of the Ocean Exploration Trust and director for the Center for Ocean Exploration at the University of Rhode Island Graduate School of Oceanography Lee Berger, Paleontologist Lee Berger is an award-winning researcher, author, speaker and paleontologist He is the recipient of the National Geographic Society's first Prize for Research and Exploration and is a Fellow of the Royal Society of South Africa, a Member of the Academy of Sciences of South Africa and a Fellow of the Explorers Club His explorations into human origins in Africa over the past two-and-a-half decades have resulted in many new and notable discoveries, including two remarkably well-preserved, two-million-year-old fossils, which belong to a new species of early human ancestor, Australopithecus sediba In 2013, the richest early hominin site found thus far on the continent of Africa led to the naming of yet another species, Homo naledi Among other positions, Berger serves on the advisory board of the Global Young Academy Berger is the Research Professor in Human Evolution and the Public Understanding of Science at the University of the Witwatersrand, Johannesburg, South Africa James Cameron, Filmmaker/Inventor James Cameron, explorer and filmmaker, made history on March 26, 2012, by completing the first-ever, single-pilot dive to the Challenger Deep, the deepest place on the planet The DEEPSEA CHALLENGER submersible, which was designed and engineered by Cameron and his team, achieved 35,787 feet (about 7 miles) during the first manned scientific exploration of the deepest point in the Pacific Ocean's Mariana Trench Cameron has written, produced, and directed a number of award-winning films that have blazed new trails in visual effects and set numerous box office records, including "Avatar" and "Titanic," the two highest-grossing films in history Two of Cameron's passions-filmmaking and diving-blended in his work on the movies "The Abyss" and "Titanic" The latter required him to make 12 dives to the wreck itself, 2.5 miles down in the North Atlantic Cameron has led eight marine expeditions, including a forensic study of the Bismarck wreck site and 3-D imaging of deep hydrothermal vent sites along the Mid-Atlantic Ridge, the East Pacific Rise, and the Sea of Cortez He has made more than 80 deep submersible dives, 51 of them in Russian Mir submersibles, to depths of up to 16,000 feet, including 33 to the Titanic The DEEPSEA CHALLENGE expedition was the result of a more-than-seven-year engineering effort by Cameron and his team The expedition was featured in the June 2013 edition of National Geographic magazine and in a 3-D feature film, released in 2014 Sylvia Earle, Oceanographer Sylvia Earle, National Geographic's Rosemary and Roger Enrico Chair for Ocean Exploration, is an oceanographer, founder of Mission Blue, SEAlliance and Deep Ocean Exploration and Research She is also the Council Chair of the Harte Research Institute for Gulf of Mexico Studies, former chief scientist of NOAA and a founding Ocean Elder Earle has been called "Her Deepness" by The New York Times and "Living Legend" by the Library of Congress and was Time magazine's first "Hero for the Planet" She has led over 100 expeditions and logged more than 7,000 hours underwater She has authored 200 publications and lectured in 80 countries A graduate of Florida State University with an M.S. and a Ph.D. from Duke University and 27 honorary doctorates, she serves on various boards and commissions Her more than 100 honors include the 2013 National Geographic Hubbard Medal, 2009 TED Prize, Netherlands Order of the Golden Ark and medals from the Explorers Club, the Royal Geographical Society, the Lindbergh Foundation and the Dominican Republic J Michael Fay, Conservationist Michael Fay has spent his life as a naturalist exploring places in the United States, Central America and Africa Since 1991, he has worked for the Wildlife Conservation Society After college, Fay headed to Tunisia and the savannas of the Central African Republic to conduct botanical studies, but was drawn into elephant conservation In 1984, he joined the Missouri Botanical Garden His first assignment, a floristic study of a mountain range on Sudan's western border, led to a Ph.D. on western lowland gorillas It was at this time that he first entered the forests of central Africa He worked to create the Dzanga-Sangha and Nouabale-Ndoki parks in the Central African Republic and Congo, which he later managed In 1999 and 2000, Fay walked the Megatransect, a 2,000-mile trek through central Africa This led to the Gabonese government creating a system of 13 national parks in Gabon, covering some 11,000 square miles In 2004, Fay completed the Megaflyover, an eight-month aerial survey of the African continent, creating 116,000 vertical images of human impact and associated ecosystems Since 2008, Fay has focused his research on mining development in British Columbia He returned to Gabon in 2010 and 2012 to implement a Gabon development strategy and a fisheries initiative Currently, as special advisor to Gabon President Ali Bongo Fay, Fay is completing work to establish a marine protected area network and fisheries management plans and enforcement in Gabon He also works with the National Parks Agency of Gabon to support management of the terrestrial park network</p>

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Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ including grants of \$) (EXPLORER PROGRAMS, continued) Dereck and Beverly Joubert, Filmmakers/Conservationists Dereck and Beverly Joubert are award-winning filmmakers who have been filming, researching and exploring in Africa for more than 30 years. Their mission is to save the wild places of Africa and to protect the creatures that depend on them. Recently, the Jouberts canoed 120 kilometers (75 miles) down the Selinda Spillway, researching and filming elephants for conservation. They are the founders of the Big Cats Initiative with National Geographic, the initiative has so far funded 73 grants in 25 countries for big cat conservation. The Jouberts have made 25 films for National Geographic, including "The Last Lions," which has reached more than 350 million people. They have received many accolades, including eight Emmys, a Lifetime Achievement Award, a Peabody Award, Panda Awards, a World Ecology Award and an induction into the American Academy of Achievement. They were given the Presidential Order of Meritorious Service by the President of Botswana. Beverly is also an acclaimed photographer, and Dereck is CEO of Great Plains Conservation, a company that returns vast tracts of land back to nature. They are active conservationists, their latest project, Rhinos Without Borders, is an initiative to move 100 rhinos from the highest poaching zones in South Africa to safe havens in Botswana to save them from the poaching crisis. Meave and Louise Leakey, Paleontologists Paleontologists and mother-daughter team Meave and Louise Leakey have made significant contributions to our understanding of human origins, continuing a family legacy of ancient fossil discoveries in East Africa. They run a field-based interdisciplinary research institute with stations to the east and west of Lake Turkana that facilitates field research, provides training and research opportunities, and brings employment and also development benefits to local communities. Their ongoing National Geographic-sponsored annual expeditions to this area continue to recover important hominid and faunal remains. Louise Leakey has recently led an initiative to digitize some of the important discoveries from the Turkana Basin. These digital models are showcased in the virtual paleontology laboratory, AfricanFossils.org. Enric Sala, Marine Ecologist Enric Sala is dedicated to restoring the health and productivity of the ocean. His more than 120 scientific publications are widely recognized and used for real-world conservation efforts such as the creation of marine reserves. Sala is currently working to help protect the last pristine marine ecosystems worldwide and to develop new business models for marine conservation. He founded and leads National Geographic's Pristine Seas, a project that combines exploration, research and media to inspire country leaders to protect the last wild places in the ocean. Working together with conservation organizations, the Pristine Seas project was key in inspiring the creation of six of the largest marine reserves on the planet in Chile, Gabon, Costa Rica, Kiribati, the Pitcairn Islands and U.S. Pacific waters. Sala has received numerous awards, including a 2013 Research Award from the Spanish Geographical Society, a 2013 Lowell Thomas Award from the Explorers Club and a 2013 Hero Award from the Environmental Media Association, and he was named a World Economic Forum Young Global Leader in 2008. He is a Fellow of the Royal Geographical Society. Spencer Wells, Geneticist Spencer Wells is a geneticist, anthropologist and author who has dedicated much of his career to studying humankind's family tree and furthering our knowledge of human migration. He leads the Genographic Project at National Geographic, which is collecting and analyzing hundreds of thousands of DNA samples from people around the world in order to decipher how our ancestors populated the planet. The project entered its next groundbreaking phase in 2012 with the launch of Geno 2.0. Wells received his Ph.D. from Harvard University and conducted postdoctoral work at Stanford University and University of Oxford, England. He has appeared in numerous documentary films and is the author of three books, "The Journey of Man," "Deep Ancestry" and "Pandora's Seed." He is the recipient of numerous scientific awards, grants and fellowships, including the 2007 Kistler Prize for accomplishment in the field of genetics, and is a Scholar-in-Residence at Georgetown University and a Frank H.T. Rhodes Visiting Professor at Cornell University.</p> <p>PHOTOGRAPHY FELLOWS PROGRAM National Geographic selects renowned photojournalists to serve as National Geographic photography fellows. Their work transcends the art of photography, taking them on journeys to the world's most remote locations, telling stories that need to be told, and often placing them in great danger. During their terms, these photographers support a variety of Society efforts, from ocean conservation to promoting exploration of parklands to teaching scientists and explorers visual storytelling skills. Their work follows a long tradition at National Geographic, one of going out into the world to explore and coming back to share the stories and discoveries with a larger audience.</p> <p>2015 Photography Fellows David Guttenfelder, Photographer David Guttenfelder is a photojournalist focusing on global geopolitics and conservation. Until recently, he spent his entire professional career working and living outside of his native United States. He began as a freelancer in East Africa after studying Swahili at the University of Dar es Salaam in Tanzania. Guttenfelder spent 20 years as a photojournalist for the Associated Press, during which he was based in Nairobi, Abidjan, New Delhi, Jerusalem, and Tokyo, covering news in more than 75 countries around the world. In 2011 his story "Afghanistan's Opium Wars" was published in National Geographic magazine. Five more have followed on topics spanning Japan's Fukushima nuclear refugees, the slaughter of migratory songbirds, the damming of the Mekong River, hidden North Korea, and the greater Yellowstone ecosystem. Guttenfelder is a seven-time World Press Photo Award winner. He is the 2013 ICP Infinity Prize winner for photojournalism and a winner of the Overseas Press Club of America John Faber, Olivier Rebbot, and Feature Photography awards. Pictures of the Year International and the NPPA have named him Photojournalist of the Year. He was short-listed for the National Magazine Award for public interest in 2014. He is a seven-time finalist for the Pulitzer Prize.</p> <p>Lynn Johnson, Photographer Lynn Johnson photographs the human condition. A regular contributor to National Geographic, Johnson is known for finding beauty and meaning in elusive, difficult subjects, including threatened languages, zoonotic disease, rape in the military ranks, and the centrality of water in village life. She collaborates with the people she portrays to honor their visions as well as her own. At National Geographic Photo Camps, she helps at-risk youth around the world find their creative voices. At Syracuse University's Newhouse School of Public Communications, she is helping to develop a program that challenges master's students in the multimedia, photography, and design department to push past their comfort levels in pursuit of their truth. She herself has committed to that hunt, frame by frame. Over the years Johnson has been awarded many World Press awards, Pictures of the Year awards, and the Robert F. Kennedy Journalism Award for highlighting social justice and human rights, among others. Her work has been shown at Visa Pour l'Image in Perpignan, France, included in Communication Arts annuals, and published in over a dozen books, including National Geographic's Women of Vision.</p> <p>Paul Nicklen, Photographer Paul Nicklen is a Canadian-born photographer and biologist with a specialty in polar ecosystems. He has been an assignment photographer for National Geographic magazine for 15 years. His work focuses on the fragile relationship between healthy ecosystems and marine wildlife. In addition to his collaboration with the National Geographic Society, his work has been featured in hundreds of publications around the world and he has given over 500 sold-out lectures in over 20 countries. Recently, Nicklen's work was exhibited at the world-renowned Annenberg Space for Photography in Los Angeles, and he was a featured speaker at the 2011 TED conference. His alma mater, the University of Victoria in British Columbia, presented him with a lifetime achievement award for his work in promoting marine conservation. He has received over 30 prestigious international awards, including the 2012 BBC Wildlife Photographer of the Year and five World Press Photo Awards, and he was the first ever recipient of the Natural Resources Defense Council's BioGems Visionary Award.</p>

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Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ including grants of \$) (EXPLORER PROGRAMS, continued) Cory Richards, Photographer A climber and visual storyteller, Cory Richards was named National Geographic Adventurer of the Year in 2012 His camera has taken him from the controlled and complex studio to the wild and remote corners of the world, from the unclimbed peaks of Antarctica to the Himalaya of Nepal and Pakistan-all in an attempt to capture not only the soul of adventure and exploration but also the beauty inherent in our modern society Richards is a passionate mountain climber on the North Face athletic team and has carved a niche as one of the world's leading adventure and expedition photographers His photography has appeared in National Geographic magazine, Outside, and the New York Times, and his film work has won awards at nearly every major adventure film festival, including the grand prize at the Banff Mountain Film Festival Brian Skerry, Photographer Brian Skerry is a photojournalist specializing in marine wildlife and underwater environments Since 1998 he has been a contributing photographer for National Geographic magazine, covering a wide range of subjects and stories An award-winning photographer, Skerry is praised worldwide for his aesthetic sense, as well as for his journalistic drive for relevance His uniquely creative images tell stories that not only celebrate the mystery and beauty of the sea but also help to bring attention to the large number of issues that endanger our ocean and its inhabitants His nearly year-round assignment schedule frequently brings him to extremely contrasting environments, from tropical coral reefs to polar ice While on assignment, he has lived on the bottom of the sea, spent months aboard fishing boats, and traveled in everything from snow mobiles to canoes to the Goodyear Blimp to get the picture He has spent more than 10,000 hours underwater over the past 30 years FELLOWS PROGRAM National Geographic Fellows provide expert consultation on active NG-supported projects that have clear goals and deliverables They lead novel, ambitious projects that promise to make an impact on the world Focusing on collaboration with cross-divisional stakeholders at NG, they deliver broad media impact during their term They represent and illustrate the diversity of disciplines that NG covers in its scientific and editorial efforts 2015 Fellows Dan Buettner, Author Dan Buettner is an internationally recognized researcher, explorer, and New York Times bestselling author His National Geographic article on longevity, "The Secrets of Living Longer," was the cover story of one of the magazine's top-selling issues ever and made him a finalist for a National Magazine Award Buettner's books, "The Blue Zones Lessons for Living Longer from the People Who've Lived the Longest" (2008), "Thrive Finding Happiness the Blue Zones Way" (2010) and "The Blue Zones Solution Eating and Living Like the World's Healthiest People" (2015), appeared on many bestseller lists Buettner founded Blue Zones, a company that puts the world's best practices in longevity and well-being to work in people's lives Its community well-being strategy focuses on optimizing the health environment instead of individual behavior change Buettner holds three world records in distance cycling and has won an Emmy Award for television production Bryan Christy, Investigative Journalist Bryan Christy is an investigative journalist and director of the Special Investigations Unit at National Geographic His work on wildlife trafficking has resulted in legal and administrative reforms around the world, including the prosecution of an international wildlife trafficking kingpin His October 2012 National Geographic magazine cover story "Blood Ivory Ivory Worship" has inspired global action, including police raids in Vatican City and the Philippines, ivory destruction ceremonies around the world, student-led petitions, marches and the Obama administration's launch of this country's first cabinet-level wildlife trafficking task force Christy is a National Geographic Fellow and in 2014, he was named National Geographic Explorer of the Year Sean Gerrity, Conservationist Sean Gerrity is president of American Prairie Reserve (APR), an organization he has led since its founding in 2002 APR's vision is to create the largest wildlife complex ever assembled in the continental United States, a vast grassland landscape spanning 5,000 square miles in northeastern Montana Featured in the National Geographic film "American Serengeti," APR is growing through a unique model that uses private land to leverage public land, resulting in a new national treasure that is both open to the public and privately funded Gerrity hopes to inspire others around the globe to use similarly creative 21st-century solutions for the world's conservation challenges Prior to joining APR, Gerrity co-founded Catalyst Consulting, a Santa Cruz, California-based firm, specializing in organizational alignment and strategy development and implementation for the business world Fredrik Hiebert, Archaeologist Fredrik Hiebert is an archaeologist and an explorer, investigating regions across the world where ancient cultures are quickly disappearing So far, he has excavated 4,000-year-old Silk Road cities from Arabia to Uzbekistan Hiebert has conducted underwater archaeology projects in highland Central Asia and in South America and has partnered with Robert Ballard in the Black Sea search for submerged settlements His work with National Geographic traveling exhibitions has allowed millions to learn about these regions These exhibitions include "Hidden Treasures of Afghanistan," "Peruvian Gold" and "Indiana Jones and the Adventure of Archaeology," which is currently on display at the National Geographic Museum Hiebert also works with U.S. Customs to stem the tide of stolen artifacts He was educated at the University of Michigan and Harvard University Among other honors, he received the Chairman's Award from the National Geographic Committee for Research and Exploration in 1998 Hiebert held the Robert H. Dyson Chair of Archaeology at the University of Pennsylvania before joining National Geographic in 2003 Zeb Hogan, Ecologist/Photographer Zeb Hogan is an assistant research professor at the University of Nevada-Reno and the United Nations Convention on Migratory Species' Scientific Councillor for Fish Hogan also hosts the National Geographic Television series "Monster Fish" His research focuses on migratory fish ecology, multispecies fisheries management, the status and conservation of giant freshwater fish, endangered species issues and conservation genetics Hogan leads the Megafishes Project, a multiyear effort to document the 20-some species of freshwater fish at least 6.5 feet (2 meters) in length or 220 pounds (100 kilograms) in weight In addition to his work on Mekong River fish species, Hogan has been involved with conservation projects on the Colorado River and, more recently, in Mongolia His work is featured in the new National Geographic exhibit "Monster Fish In search of the Last River Giants" Corey Jaskolski, Engineer and Inventor Corey Jaskolski grew up fascinated with imaging and how technology can help take it to new frontiers He has degrees in mathematics, physics, and electrical and computer engineering While attending the Massachusetts Institute of Technology, he was the DuPont Electrical Engineering and Computer Science Fellow as well as the Shell Ocean Engineering Fellow While at MIT, he descended to the wreck of the Titanic (12,500-feet deep) to support robotic filming operations He is currently working on technologies such as 3-D 360-degree video, media development for virtual reality (VR) and dome displays, ultra-high-resolution in-situ 3-D scanning of artifacts and immersive viewers to share this imagery Jaskolski recently founded a new tech startup, Red Pill 3D (www.redpill3D.com), to further the development and commercialization of these sorts of technologies When not working on new technologies, he spends his time backpacking, climbing 14ers (Colorado's highest mountains) and seeing the world with his family He is excited to use his technical capabilities to see the world in a unique light, help tell the stories that really matter and encourage people to care about our planet</p>

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Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ including grants of \$) (EXPLORER PROGRAMS, continued) Mattias Klum, Photographer/Filmmaker Mattias Klum has worked full-time as a freelance photographer and filmmaker since 1986. In an artistic way that is entirely his own, he has described and portrayed animals, plants and natural and cultural settings in the form of articles, books, films and exhibitions. Since 1997, he has published numerous articles and cover images for National Geographic magazine, and his work has appeared in many leading international publications. Klum is a Young Global Leader of the World Economic Forum, a member of the board of trustees at WWF Sweden, an IUCN Goodwill Ambassador, a Senior Fellow at Stockholm Resilience Centre and a Fellow at the Linnean Society of London. Recently, he received an honorary doctorate from Stockholm University. He has published 13 books to date. Thomas E. Lovejoy, Tropical and Conservation Biologist Thomas Lovejoy is a conservation biologist who coined the term "biological diversity." He holds B.S. and Ph.D. degrees in biology from Yale University. In 2010, he was elected professor in the department of environmental science and policy at George Mason University. Spanning the political spectrum, Lovejoy has served on science and environmental councils under the Reagan, Bush and Clinton administrations. In 1980, he produced the first projection of global extinctions for the Global 2000 Report to the President. Lovejoy also developed the now ubiquitous "debt-for-nature" swap programs and led the Minimum Critical Size of Ecosystems project. With two co-edited books (1992 and 2005), he is credited with founding the field of climate change biology. He and Lee Hannah are working on the second edition of "Climate Change and Biodiversity." He also founded the series "Nature," the popular long-term series on public television, and he serves as a Senior Fellow at the United Nations Foundation. In 2012, he received the Blue Planet Prize. He has worked on science and conservation in the Amazon since 1965. Sarah Parcak, Archaeologist Sarah Parcak is an associate professor of anthropology at the University of Alabama at Birmingham (UAB) and is the founding director of the UAB Laboratory for Global Observation. She pioneers the young field of satellite archaeology, using futuristic tools to unlock secrets from the past and transform how discoveries are made. She is the first Egyptologist to use multispectral and high-resolution satellite imagery analysis to identify previously unknown archaeological sites. Parcak has written "Satellite Remote Sensing for Archaeology" (Routledge 2009) and numerous peer-reviewed scientific articles. She has discovered more than 3,100 previously unknown archaeological settlements in Egypt, thousands of tombs and 17 possible pyramids. Her remote sensing work has been the focus of two BBC 1 specials on the use of satellite remote sensing in archaeology. She is a Fellow in the Society of Antiquaries, a 2014 TED Senior Fellow and co-director of the Survey and Excavation Projects in Egypt with her husband, Greg Mumford. Sandra Postel, Freshwater Conservationist Sandra Postel is director of the Global Water Policy Project and serves as lead expert for National Geographic's freshwater efforts. For more than 25 years, Postel has lectured, taught and written prolifically on the geography of water stress and its implications for agriculture, rivers, wetlands and regional peace and security. Postel is the author of several acclaimed books, including "Last Oasis," which appears in eight languages and was the basis for a PBS documentary. Her essay "Troubled Waters" was selected for "Best American Science and Nature Writing." She is a Pew Scholar and has been named one of the "Scientific American 50" for her contributions to water policy. Postel is co-creator of Change the Course, the freshwater restoration campaign undertaken by National Geographic and its partners and now being piloted in the Colorado River Basin. Change the Course has built a conservation pledge community of 165,000 people and restored 3 billion gallons to depleted ecosystems in the Colorado Basin. Paul Salopek, Writer Paul Salopek has lived and worked in the developing world for most of his life. For the past two decades he has been a foreign correspondent in Africa, the Middle East, Latin America and Central Asia, where he writes frequently about war. His work has won most of the major print journalism awards in the United States, including two Pulitzer Prizes, the George Polk Award, the National Press Club Award, the Overseas Press Club Award and the Daniel Pearl Award for Courage in Journalism, as well as fellowships at Harvard and Princeton universities. His articles have appeared in National Geographic, the Chicago Tribune, The Atlantic, Foreign Policy, The American Scholar and Conservation Magazine, among other publications. The Best American Travel Writing series has twice anthologized his stories. His current project, Out of Eden, is an exercise in slow journalism. Salopek is retracing on foot our ancestors' migration out of Africa and across the globe and engaging with the major stories of our time along the way. His 21,000-mile odyssey began in Ethiopia and will end seven years later at the tip of South America. Joel Sartore, Photographer and Conservationist Joel Sartore is a conservationist, National Geographic contributing photographer, author and speaker. In more than two decades on assignment for National Geographic magazine, he has focused on endangered species and environmental issues. Sartore is currently working on a multi-year personal effort to document life on Earth in studio portraits, called Photo Ark. He has photographed more than 5,000 species to date, with the eventual goal of documenting every species in captivity. Sartore serves on the board of Defenders of Wildlife, is a co-founder of the Grassland Foundation and is a founding member of the International League of Conservation Photographers. He has received multiple awards for his photography from the North American Nature Photography Association, the Veolia Wildlife Photographer of the Year competition, Pictures of the Year International competition and Communication Arts. EMERGING EXPLORERS PROGRAM National Geographic's Emerging Explorers Program identifies and recognizes the next generation of adventurers, scientists, and storytellers—uniquely gifted and inspiring individuals who are already making a difference early in their careers. Each year, NG bestows the title of Emerging Explorer on a new group of leaders from a variety of fields and invites them to establish a relationship with the Society. Emerging Explorers are frequently highlighted in NG media and are encouraged to develop strong connections with representatives across the Society. They are a source of new ideas, energy and inspiration for NG staff and members. 2015 Emerging Explorers Salam Al Kuntar, Archaeologist Salam Al Kuntar, a Syrian-born archaeologist, is one of the leading advocates for the protection of her war-torn homeland's historical sites and treasures. More than 90 percent of Syria's cultural sites are located in areas of fighting and civil unrest. Before leaving Damascus for the United States three years ago, Al Kuntar was co-director of excavations at the Chalcolithic/Bronze Age site of Hamoukar. She was also a member of the Syrian Directorate of Antiquities and Museums. Al Kuntar, who earned her Ph.D. from the University of Cambridge, England, is now a research scholar at the Institute for the Study of the Ancient World at New York University and a consulting scholar at the Penn Cultural Heritage Center in Philadelphia, where she works with a range of people and institutions to protect Syria's cultural heritage. In collaboration with the Smithsonian Institution and by working with a network of Syrian scholars in Europe and a dedicated group of heritage professionals inside Syria, she and her colleagues have been able to provide much needed emergency preservation work, conservation materials and training, in the hopes of salvaging damaged collections and sites during the conflict. She is also working with refugee populations that have taken refuge in a World Heritage site in Syria, trying to help them preserve the ruins.</p>

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Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ including grants of \$) (EXPLORER PROGRAMS, continued) Ela Al-Shamahi, Paleoanthropologist Paleoanthropologist and archaeologist Ela Al-Shamahi specializes in Neanderthals - and is also a stand-up comic Her Ph D research focuses on the rates of evolution of Neanderthals so as to better understand the reasons for their extinction She measures their evolutionary changes by studying variations in their teeth over tens of thousands of years Much of her work involves searching for fossils in caves in disputed, hostile or unstable regions such as Yemen, her father's country of origin, where she has to wear a burka, even while doing fieldwork She is currently trying to find Paleolithic caves in Yemen to test a theory that early humans may have migrated out of Africa via land bridges between East Africa and Yemen and to test whether Neanderthals went that far south Al-Shamahi uses comedy as a coping strategy for the darker side of her work and to communicate to people why science is important She has performed a stand-up routine on Neanderthals in London and at the Edinburgh Fringe Festival in Scotland She holds degrees from Imperial College London/Natural History Museum in London and University College London Jessica Cramp, Marine Conservationist Marine conservationist Jessica Cramp is a shark researcher and policy advocate who is passionate about stopping the overexploitation of sharks, and she is combining science with politics, outreach and a deep respect for Pacific cultures to do it While living in the Cook Islands, she managed locally based Pacific Islands Conservation Initiative (PICI), whose founder had a dream to create a shark sanctuary Together, they led the grassroots campaign that rallied overwhelming community and international support and resulted in the 772,204-square-mile Cook Islands Shark Sanctuary (the entire Exclusive Economic Zone of the Cook Islands), banning all commercial import, export, sale, trade, possession or transshipment of shark parts During the campaign, Cramp realized that there were gaps not only in scientific knowledge about sharks, their fisheries and ecosystems, but also in linking conservation policies to action Building on her experience, she is currently completing a Ph D through James Cook University in Australia on the effectiveness of large-scale marine reserves in reducing mortality of threatened sharks Through the creation of the research, outreach and advocacy organization Sharks Pacific, she and her team will work toward filling those gaps Cramp believes that by engaging communities and taking an interdisciplinary approach to conservation and sustainable use of sharks and their ecosystems, ending the overexploitation of threatened shark (and ray) species is possible in her lifetime Leslie Dewan, Nuclear Engineer Nuclear engineer Leslie Dewan is helping revolutionize the nuclear power industry She and an MIT colleague have designed a new type of nuclear reactor, a safer, more efficient alternative to the current light-water reactors in use today Called the "Waste-Annihilating Molten-Salt Reactor," Dewan's design is based on molten-salt reactors that were originally proposed in the 1950s as a way to power aircraft The main advantage of molten-salt reactors is that they use liquid rather than solid fuel, making them more efficient and safer The original molten-salt prototypes, however, were bulky, expensive and had a low power density Dewan has introduced new materials and a new shape that allowed her to increase power output by 30 times With the Waste-Annihilating Molten-Salt Reactor, 96 percent of the energy can be extracted, compared to only 3 or 4 percent with conventional reactors By extracting more of the energy, the radioactive life of the majority of the waste can be reduced to just a few hundred years, compared to conventional nuclear waste that is radioactive for hundreds of thousands of years An environmentalist at heart, Dewan says we need nuclear power if we are to have any hope of reducing fossil fuel emissions and preventing climate change She was named one of Time magazine's "30 People Under 30 Changing the World" in 2013 Caleb Harper, Urban Agriculturalist For urban agriculturalist Caleb Harper, the future of agriculture lies in urban farms, where plants will be grown in controlled environments close to consumers, allowing produce to be available cheaper and fresher Harper is the principal research scientist and director of the Open Agriculture (OpenAG) Initiative and MITCityFARM at the MIT Media Lab He leads a group of diverse engineers, architects, urban planners, economists and plant scientists in the exploration and development of high-performance urban agricultural systems Harper believes that if we create a perfect growing environment, there is the potential of speeding up growth and of producing plants that are two or three times more nutritious than what one can buy at a store, all while using fewer natural resources Fundamental to his work is not only the production of food, but also the production of food innovators For this, Harper and his team are creating open-source agricultural platforms, or food computers, and deploying them all over the world One of his platforms is designed for a high-intensity production environment, much like a plant data center, where everything will be monitored, the food will not need pesticides or chemicals and production will be predictable 365 days a year He is also creating shipping-container-sized farms for small-scale local producers, such as corporate or school cafeterias, growing their own food The smallest farm the group is working on fits on a table top and is designed as a hacker-friendly kit-of-parts meant to inspire a community of students, makers and at-home users to join in the next agricultural revolution Elaine Hsiao, Biologist Biologist Elaine Hsiao, research assistant professor at the California Institute of Technology, studies how the microbiome - the trillions of microbes and bacteria that live in and on our bodies, especially our gut - influences brain development and function, and behavior Research conducted in animal models has shown that microbes are involved in regulating social, communicative, emotional and anxiety-like behaviors, and alterations in the composition of the microbiome are implicated in a variety of neurological disorders, including multiple sclerosis, depression and autism Hsiao's group studies the molecular interactions underlying how gut microbes communicate with the nervous system The hope is that studying microbiome-nervous system interactions could reveal novel approaches for treating disorders such as depression or autism Microbe-based therapeutics may one day enable persistent and relatively non-invasive treatments for various disorders of the brain and body Onkuri Majumdar, Wildlife Conservationist Wildlife conservationist Onkuri Majumdar is committed to ending wildlife trafficking that is decimating species in her country, India, and the world Wildlife trafficking is one of the world's largest illegal trades, earning organized crime networks billions of dollars each year India is a rich source for most species exploited by the trade After drafting wildlife class action suits for the Supreme Court of India, training enforcement officials and conducting a tiger census, Majumdar expanded her work to Southeast Asia to better investigate global syndicates As part of specialized teams focused on dismantling these syndicates, she was deputized by Thai police to go undercover, helping to arrest traffickers in tigers and exotic species She provided analytic support in successful police operations against wildlife and human traffickers Today, Majumdar is the managing director of Freeland India, which facilitates hands-on action against traffickers, conducts anti-poaching and investigation training for enforcement officers, and runs a wildlife law help center for prosecutors and investigators</p>

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Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ including grants of \$) (EXPLORER PROGRAMS, continued) Innocent Mburanumwe, Conservation Ranger Following in his father's footsteps, conservation ranger Innocent Mburanumwe began working in Virunga National Park in the Democratic Republic of the Congo (DRC) 15 years ago. Virunga, Africa's oldest national park and a World Heritage site, is home to the world's last mountain gorillas. It is also Mburanumwe's home. His career has focused on the protection of Congo's mountain gorillas and commanding Virunga's gorilla protection rangers, some 140 of whom have been killed in the line of duty in the past decade. The sacrifice of Virunga's rangers has seen the gorilla population increase threefold in the past 20 years. Fulfilling his duties requires Mburanumwe to know every gorilla individually and to ensure that he and his fellow rangers monitor the animals every day. This enables Mburanumwe to detect the slightest change in the gorillas' behavior that could signify disease or other forms of stress, which is the key to the success of the protection of the last of the world's mountain gorillas. This conservation strategy has been maintained during periods of peace and armed conflict. Mburanumwe's work and that of the other rangers was featured in the film "Virunga," released last year.</p> <p>Manu Prakash, Biophysicist Biophysicist Manu Prakash designs inexpensive scientific instruments that can spread science, appreciation of the microcosmos and medical opportunity around the world. He heads the Prakash Lab at Stanford University, where his team has designed Foldscope, a fully functional optical microscope that is printed and folded from a single flat sheet of paper, similar to origami, and a music box that doubles as a microfluidic lab. A Foldscope - made from die-cut paper embedded with micro-optics - costs less than a dollar to make. One of the goals when the lab was established was to enable "frugal science" - making available low-cost scientific tools to scientists, health care workers, even children, in the global community. One of his visions for Foldscope is to get every child in the world to carry a microscope in their pocket so they can do things like test their own drinking water and watch their own cells. Last year, the first 50,000 units were built in the lab and shipped to 130 countries.</p> <p>Prakash, who earned a B.Tech. at the Indian Institute of Technology and a Ph.D. in applied physics at MIT, is an assistant professor at Stanford University. A nature lover, Prakash is currently a Pew scholar and studies biophysics of organisms.</p> <p>Steve Ramirez, Neuroscientist Neuroscientist Steve Ramirez studies memory. As a Ph.D. student at MIT's Brain and Cognitive Sciences Department, he is pursuing research into how memory works and how to "hijack memory and get it to do what we want it to do." The main focus of his work is finding brain cells that house a particular memory and then tricking those cells to turn on or off in response to pulses of light. Using mice as subjects, Ramirez and his team are also learning how to change the contents of memories, such as making a traumatic memory less fearful. This may lead to being able to erase unwanted memories or to create memories of things that never happened. Though seemingly the stuff of science fiction, this memory manipulation may one day be able to alleviate conditions such as depression, post-traumatic stress disorder, even Alzheimer's.</p> <p>Ramirez's fascination with how the brain works began as a teenager when his cousin went into labor, suffered a lack of oxygen and fell into a coma, from which she has never woken. This curiosity about how consciousness can be snuffed out by a damaged brain led to a career in neuroscience.</p> <p>David Moinina Sengeh, Biomedical Engineer Biomedical engineer David Moinina Sengeh is a doctoral student at MIT, using magnetic resonance imaging, soft tissue modeling and 3-D printing to develop an innovative prosthetic socket to make artificial limbs more comfortable and more functional for amputees. He grew up in Sierra Leone where he was first motivated to develop better designed and more comfortable prostheses, especially for children living with amputations. He eventually realized that many amputees around the world did not use their prostheses because their sockets were badly designed and generally uncomfortable. The system he is pioneering allows for the development of a custom socket in a repeatable and quantitative process for an amputee. The prostheses can be produced quickly and at low cost, making them accessible for amputees across the globe. Sengeh is also president of a global organization, GMin, which inspires and supports the next generation of innovators in Africa to think creatively to solve problems and tackle challenges facing their communities. Additionally, he is the owner of a clothing design company, Nyali Clothing, which employs over 10 designers in Sierra Leone. And, last but not least, he is an afrobeat rapper.</p> <p>Daniel Streicker, Infectious Disease Ecologist Infectious disease ecologist Daniel Streicker studies the transfer of disease between bat species and from bats to humans and domestic animals. Last year, he was awarded the Science & SciLifeLab Prize for Young Scientists for his work on the transmission of the vampire bat rabies virus in Peru. Many pathogens of humans and animals come from other animal species -- the recent Ebola outbreak in West Africa likely originated from bats, and HIV was originally a virus from non-human primates. And Streicker's research on cross-species disease transmission may help health care workers anticipate and prevent the next pandemic while also guiding control measures for diseases like rabies that recurrently jump from animals to people. He strives to integrate his fieldwork data into the decisions of health policymakers by maximizing the visibility of his work through websites and blog posts and working directly with governmental partners in Peru.</p> <p>Streicker is a Wellcome Trust/Royal Society Sir Henry Dale Research Fellow, jointly hosted by the Institute of Biodiversity Animal Health and Comparative Medicine at the University of Glasgow and the MRC-University of Glasgow Centre for Virus Research in Scotland. He is also an adjunct graduate faculty member of the Odum School of Ecology at the University of Georgia, where he earned his Ph.D.</p> <p>Skylar Tibbitts, Materials Architect Materials architect Skylar Tibbitts is pioneering 4-D printing - multimaterial 3-D printing with the added element of transformation. At the Self-Assembly Lab at MIT, where Tibbitts is director, he and a team of designers, scientists and engineers create innovative manufacturing, products and construction processes to investigate the possibility of creating objects that assemble themselves, that zip together like a strand of DNA or that have the ability for transformation embedded in them. They study how to program materials so they can change shape or property, build themselves or error correct. "The idea behind 4-D printing is that we try to add the element of time," Tibbitts says, "When we print things, they're not finished. Rather, that's the start of their life." The objects reconfigure, adapt to their environment and transform over time, like strands that transform into text, sheets that can be shipped flat and then transform into 3-D objects, or surfaces that can mold into a desired shape. Tibbitts' team works with sportswear, automotive, furniture and other industries and is currently collaborating with Airbus on morphable components to control airflow to jet engines.</p> <p>Topher White, Engineer & Physicist Using recycled cell phones, engineer, physicist and inventor Topher White has come up with an ingenious method of detecting illegal logging and poaching in remote rain forests. Deforestation is one of the main contributors to climate change and the extinction of endangered species. Interpol estimates 50 to 90 percent of rain forest logging is illegal. In 2012, White founded Rainforest Connection, which, according to the organization's website, works to "transform recycled cell phones into autonomous, solar-powered listening devices that can monitor and pinpoint chainsaw activity at great distance, providing the world's first audio-based logging detection system, pinpointing deforestation activity as it occurs and enabling real-time intervention." The organization has helped stop illegal logging and poaching operations in Sumatra and is expanding its activities to rain forest reserves in Africa and Brazil. White, who has a B.A. in physics from Kenyon College, is currently working in Brazil, helping the indigenous Tembe people in the northern Amazonian state of Para monitor their lands to prevent poaching and illegal logging and settlement.</p>

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Form 990, Part III, Line 4d Description of other program services	<p>(Expenses \$ including grants of \$) (Other Grant Initiatives/Programs, continued) BIG CATS INITIATIVE National Geographic's Big Cats Initiative (BCI) is a comprehensive, action-oriented program that supports on-the-ground big cat conservation projects and a global public awareness campaign, Cause an Uproar. This initiative supports the protection of lions, tigers, cheetahs, leopards, jaguars, snow leopards and other top felines who are quickly disappearing, all victims of habitat loss and degradation as well as conflict with humans. By the end of 2015, BCI awarded 85 grants covering 27 countries with a total of more than \$2.4 Million. The BCI grants program has made important strides in helping communities understand and protect big cats. The Cause an Uproar campaign raises awareness and funds for BCI. BCI continues to offer several ways for public engagement including free educator lesson plans, the "Build a Boma" peer to peer fundraising platform, text and online donations platforms and a Sister School program that connects schools in Africa with schools in the United States under the theme of big cats.</p> <p>PRISTINE SEAS PROJECT National Geographic's Pristine Seas project aims to protect the last wild places in the ocean. This includes not only preserving areas that are pristine or near pristine, but also helping to restore areas that may have suffered some human impacts but still harbor unique features such as large animals, healthy bottom communities, and outstanding biodiversity. The goals are to 1) help create large, no-take marine reserves with effective management over the long term and 2) help restore the health and resilience of unique ecosystems using a combination of solutions (e.g. marine reserves, fisheries management improvement, new ecotourism models), mostly in areas with some human population. We work to restore the health and resilience of unique ecosystems using a combination of exploration, scientific research, economic and policy analysis, and compelling media. We have completed 18 expeditions and, working with key partners, Pristine Seas has helped to inspire country leaders to create nine large reserves totaling over 3.1 million square kilometers.</p> <p>GENOGRAPHIC PROJECT The Genographic Project seeks to chart new knowledge about the migratory history of the human species and answer age-old questions surrounding the genetic diversity of humanity. In 2014 Genographic disbursed 7 scientific grants that enabled the study of DNA research samples using the Genographic genotyping platform. Members of the general public also participated in this real-time scientific research effort through a confidential kit that allowed them to send in their DNA to trace their own migratory history. By the end of 2015, over 720,000 members of the general public from over 130 countries had joined the Genographic Project by purchasing a kit. As a non-profit endeavor, a portion of the proceeds from the sales go directly to the Genographic Legacy Fund, which supports community-led efforts of indigenous peoples to revitalize their languages and cultures. Project results have led to the publication of over 50 scientific papers. The project's DNA results and analysis are stored in a database that is the largest collection of human anthropological genetic information ever assembled. The samples and data we collected during the project continue to serve as an invaluable 'genetic snapshot' of humanity, our stated goal at the launch of the project.</p> <p>GREAT ENERGY CHALLENGE Like food, air, and water, energy is essential to human existence. The hopes of billions for a better life depend on plentiful and accessible sources of energy. But with the world's population fast approaching seven billion, how do we meet the growing demand for energy in a responsible, equitable, and sustainable way? The Great Energy Challenge is an important National Geographic initiative designed to help all of us better understand the breadth and depth of our current energy situation. The Great Energy Challenge, a project undertaken in partnership with Shell, comprises an online portal, energy news reporting, and an energy-focused grant program. National Geographic has assembled some of the world's foremost research and scientists to act as advisors in support of the grant program. Led by Dr. Thomas Lovejoy, a National Geographic Fellow and renowned biologist, the team of advisors works together to identify and provide support for projects focused on innovative energy solutions. Since its inception in 2010, the Great Energy Challenge has awarded \$2.56 million in its support of 31 grants. The Great Energy Challenge awarded 8 grants in 2015, totaling \$591,150.</p> <p>OUT OF EDEN National Geographic Fellow, Paul Salopek, is on a seven-year walk, starting at humankind's birthplace in Ethiopia and ending at the southern tip of South America, where our forebears ran out of horizon. Along the way he is engaging with the major stories of our time - from climate change to technological innovation, from mass migration to cultural survival - by walking alongside the people who inhabit these headlines every day. Moving at the slow beat of his footsteps, Paul is also seeking the quieter, hidden stories of people who rarely make the news. Their tales highlight a central truth of our humanity in this globalized age. The most important narratives of our time, once monopolized by the developed world, now increasingly appear at the world's margins. National Geographic supports and chronicles his journey in the form of online blog, video and audio published on different web properties and social media platforms. At the end of 2015, Paul made his way to Aktau, Kazakhstan.</p> <p>CHANGE THE COURSE Building on a strong web-based platform that educates the public through our freshwater website and the popular Water Currents blog, National Geographic continued the Change the Course campaign along with partners Bonneville Environmental Foundation (BEF) and Participant Media. The campaign is designed to engage with the public, corporations, and on-the-ground conservation groups to return critical flows of fresh water to critically dewatered portions of the Colorado River Basin. Change the Course motivates members of the public to learn about their own freshwater footprint and make a free pledge to conserve water at changethecourse.us. The 165,000+ member pledge community is comprised of people from 50 states and more than a hundred countries. For every pledge, Change the Course restores a thousand gallons of water to the Colorado River Basin. Corporate sponsors, such as WhiteWave, Coca-Cola and Disney provide funding for the water restoration projects. Change the Course has funded projects in the Colorado River Delta in Mexico, providing sustaining "base flows" to key restoration sites in the Delta that aim to provide long term benefits to migrating birds, local flora and fauna, and community members in the region.</p> <p>National Geographic Freshwater Fellow and water expert, Sandra Postel, continued to engage with the public in a variety of lectures, keynotes and media interviews and continued to curate the Water Currents blog on the National Geographic website. SIU This year, National Geographic officially launched the Special Investigations Unit (SIU), to combat the wildlife trafficking crisis by actively investigating and reporting on wildlife crime. The unit is exploring the intensely challenging frontier of wildlife crime to expose the transnational crime syndicates and their kingpins, to analyze policy in ways that engender fresh solutions, and to empower communities around the world to take action. This work is done in a combination of storytelling, capacity building and engagement with general audiences to drive key influencers towards action.</p>

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<p>Form 990, Part III, Line 4d</p> <p>Description of other program services</p>	<p>(Expenses \$ including grants of \$) (Education Foundation/Programs, continued) BioBlitz BioBlitz, National Geographic's annual event during which we partner with the National Park Service (NPS) to document biodiversity in a national park, took place on May 15 and 16, 2015. The 2015 BioBlitz was held in Hawai'i Volcanoes National Park, on the Big Island of Hawai'i. Special field inventories were organized for school groups. Students spent at least 1.5 hours in the field, a 50 percent increase over last year. Pre-BioBlitz teacher training and classroom visits by park staff allowed students, teachers, and leaders to prepare for and make the most of the field time. The majority of students were from schools with high percentages of students on free and reduced price lunch programs. Highlights from the event include: 850 youth had an opportunity to directly participate in BioBlitz 2015. The iNaturalist app was used to collect data entered by scientists, students, and the participating public, over 1700 observations were entered, resulting in a count of over 350 unique species in the park. Over 150 event volunteers helped with on-site logistics. At least 200 more manned exhibitor booths, with most featuring hands-on science activities and traditional nature-inspired crafts. National Geographic had one of the largest booths at the festival. We highlighted the Great Nature Project, which kicked off its global snapshot initiative on May 15th, National Geographic's Engineering Exploration Challenge was promoted and students were able to start drafting their engineering ideas at a busy activity table, and an actual camera trap with a loop of camera trap image was a popular feature. Two National Geographic young explorer grantees doing work in Hawai'i, Chris A. Johns and Eric Leifer, participated in the event as scientists and photographers. 2014 National Geographic Emerging Explorer Maritza Morales Casanova attended the event to expand her base of knowledge and bring BioBlitz activities to her work in environmental education in Mexico. A team of scientists from the Korea National Arboretum also attended. Geography Awareness Week: The goal of Geography Awareness Week (GAW) is to raise awareness about the deficiency of geography instruction in American education and to excite people about geographic literacy. The annual public awareness program encourages citizens young and old to think and learn about the interconnected nature of our world. For our annual Geography Awareness Week we celebrated geography and "The Power of Maps" November 15-21, 2015. A week-long series of events were held at National Geographic Headquarters, including a successful OpenStreetMap "mappy hour" event. Educators around the world participated in GAW, and the website had more than 20,000 visits. Partners played a key role in spreading the word for GAW this year. GENIP (Geography Education National Implementation Project) helped to promote the event. ESRI participated with their annual GIS Day. The National Council for Geographic Education hosted a series of webinars and the Association of American Geographers (AAG) advertised to their members. Learning Framework: In 2015, National Geographic developed our Learning Framework. The Learning Framework lays out in a way that is relevant to all divisions of National Geographic what we believe people of all ages should learn from their experiences with the Society. We have created the Learning Framework as a foundation and set of supporting guidelines to inform our work. Internally, the Learning Framework provides a common language that defines learning along three dimensions: the attitudes, skills, and knowledge (ASK) of an explorer. It provides a way to ensure we are all working toward common learning goals and informs how we measure the impact of our products and resources. Externally, the Learning Framework communicates to our diverse audiences in a way that nurtures the trust they have in National Geographic and the joy they find from the stories we tell. The Learning Framework is based on research and perspectives from diverse fields of knowledge. It recognizes the distinct core principles and focus areas established at National Geographic as well as the values held by families, communities, and cultures. Where appropriate, the Framework aligns with national standards and complements diverse curriculum approaches. National Geographic programs strive to develop students who are: Curious and adventurous, Responsible for others and the natural world, and Empowered and persistent in the face of challenges. National Geographic programs strive to develop students who can: Observe the world around them, Communicate effectively through language and media, Collaborate and work effectively with others, and National Geographic programs strive to develop students who understand: * Our human story: Exploring where we have been, how we live today, and where we may find ourselves tomorrow. * Our living planet: Understanding the amazing, intricate, and interconnected systems of the changing planet we live on. * Critical species: Revealing, celebrating, and helping to protect the amazing and diverse creatures we share our world with. * New Frontiers: Searching every day for the "new" and the "next," using the latest technology and science to go places no one has ever been and find answers no one has ever found. Educator Certification: In 2015, National Geographic Education launched a pilot certification program to inform educators about the National Geographic Learning Framework and to facilitate communication among like-minded educators who want to bring the world to their students. The Nat Geo Educator Certification program was piloted in fall 2015. During the pilot, 50 teachers became fully certified, and 25 educators attended a Train-the-Trainers event enabling them to offer the Introductory Workshop in their own states and school districts. The first cohort of teachers to certify participated in a third-party evaluation by MN Associates, Inc. that affirmed the basic goals to the program, and is helping us continue to shape and grow the program going forward. The external evaluators reported that "Participants saw becoming a Nat Geo certified educator as joining an exclusive club or a community of highly regarded "thinkers and doers" with access to educational activities, tools, and resources that are enriching and exciting. They felt that by becoming Nat Geo certified educators they are associated with Nat Geo's brand, which is a boon to their careers, students, and communities. The association raises their professional stature among their peers and community, and affords them opportunities and resources they could share with their students, colleagues, and communities at large."</p>

Return Reference	Explanation
Form 990, Part VI, Line 4 Significant changes to organizational documents	<p>Summary of Revisions to National Geographic Society Bylaws On December 10, 2015, the Board of Trustees approved a revised and restated set of Bylaws Key items in the revision include the following</p> <ul style="list-style-type: none"> * Revision of the definition of "membership" to expand it beyond the limitation of the current bylaws (i.e., every Member gets the Magazine) * Clarifying that the members, other than the Trustee Members, are not "members" under the DC Non-Profit Act (the "Act"), as permitted by the Act * The quorum for all committees is reduced to one-third from a majority * Authorization of the Investment Committee that will include non-Trustee members * Temporary deletion of term limits for Trustees (Shorter term limits have already been reinstated in a new set of Bylaws, approved on June 7, 2016) * The office of Vice Chairman has been added back * The number of missed consecutive meetings for possible removal from the Board has been reduced from five to three

Return Reference	Explanation
Form 990, Part VI, Line 11b Review of form 990 by governing body	The Society's Form 990 was prepared by tax and financial staff at the Society, and was reviewed by senior management, including the CFO, Chief Legal Officer, and the President and CEO. It was also reviewed by the Society's outside tax advisors. A draft of this Form 990 was provided to the full Board of Trustees for comments and questions, and a conference call was held in which all Board members had an opportunity to participate in commenting and addressing any questions or issues about the draft 990. The Form 990, including any revisions resulting from the call, was then provided to each of the Trustees for any additional questions, comments or input before it was filed with the IRS.

Return Reference	Explanation
Form 990, Part VI, Line 12c Conflict of interest policy	<p>As a nonprofit organization, employer, and responsible citizen, the National Geographic Society performs a variety of important educational and business functions. The Society wishes to meet its obligations in all of these areas in a manner that earns the respect of its members, charitable donors, employees, and the general public. Two basic principles apply. The Society will conduct every aspect of its business in a fair, lawful, and ethical manner. The Society will maintain a climate that encourages all employees, officers, directors and trustees to be honest and fair in the conduct of their duties. The responsibility for ethical conduct rests with the trustees, directors, officers, and employees who act in its name. All individuals must comply with the law, both when acting on behalf of the Society and in their personal conduct. In areas not covered by laws or regulations, the Society expects its representatives to conduct themselves in an ethical and fair manner. Policies spelled out in this statement may also apply to members of your immediate family; their actions could involve a conflict, or the appearance of a conflict, in violation of your responsibilities under this policy. The following applies to all employees, officers, directors and trustees of the National Geographic Society relating to their activities on the Society's behalf.</p> <p>I Gifts and Gratuities</p> <p>1 Individuals may not solicit, directly or indirectly, any gift, favor, loan, entertainment, or other remuneration, or accept any excessive gift, favor, loan, entertainment, or other remuneration, from any person or organization that engages in business with, or is a competitor of, the Society (or any of its divisions), for himself, herself, or for any other person. ("Excessive" value is any item or group of items over \$50 in value. That means that any item or group of items that exceeds \$50 is considered of "substantial value" and should be refused.)</p> <p>2 Individuals shall neither give nor pay, directly or indirectly, to any person or organization that engages in business with the Society, any gift, favor, loan, or entertainment, except within reasonable limits adopted from time to time by the Society.</p> <p>3 All invitations to accept bribery or graft (kickbacks, etc.) or any proposal or suggestion of a similar nature must be reported immediately to the employee's division manager, who in turn must report the matter to the Human Resources Division. Reports should be made to the Secretary or President of the Society in the case of a director or trustee. Nondisclosure of even a rejected proposal of bribery or graft or suggestion of a similar nature shall be reason for severe disciplinary action.</p> <p>4 Employees involved in purchasing decisions must take extra care to avoid gifts or gratuities that may affect or may reasonably be construed to affect the purchase of equipment, supplies, and services.</p> <p>II Financial Interests, Including Investments</p> <p>1 Employees, officers, directors or trustees shall not have, directly or indirectly, an interest in any firm, business, or organization that engages in business with the Society, unless such interest is disclosed to and approved by the Society.</p> <p>2 Employees, officers, directors or trustees shall not have, directly or indirectly, any financial interest in any competitor of the Society.</p> <p>3 Employees, officers, directors or trustees may not act on behalf of the Society in connection with any transaction in which the employee, officer, director or trustee has a personal interest. Minor outside business interests (for example, stock ownership in publicly traded corporations) may be permitted. Any employee involved in purchasing decisions must take care that no member of his or her immediate family has, directly or indirectly, an interest in or is employed by a firm that engages in purchasing-related business with the Society, unless such interest is disclosed to and approved by the Society.</p> <p>III Additional Employment and Other Outside Activity</p> <p>All outside activity, such as employment (including self-employment) or professional, business or community activity, must be undertaken within the fundamental premise that the employee's primary responsibility is to the Society and that the activity will not interfere with his or her ability to discharge this responsibility. Each employee must ensure that any outside activity is compatible with the full and proper discharge of the responsibilities of his or her Society employment; will not be construed by the public as the official action of the Society; will not adversely affect the Society; will not draw upon any of the Society's resources without advance approval; will not create or give the appearance of a conflict of interest. If an activity does not interfere with the performance of one's duties or the employees' responsibility to the Society under this policy and is performed on the employee's own time, without the support services of the Society, then compensation, fees, and honoraria, may be retained by the employee. However, if an endeavor is carried on during normal working hours or with the use of Society resources, or is related to the employee's work at the Society, or otherwise implicates this policy, the employee and his or her division manager, with the concurrence of the Senior Vice President of Human Resources, must agree in advance on the appropriateness of the activity and an equitable arrangement concerning time, remuneration, etc. Contracts between the Society and employees or members of their immediate family may give rise to conflicts of interest or give the appearance of favoritism, and may be entered into only after review and appearance of favoritism, and may be entered into only after review and approval by the President, or designee. If any employee has, or is considering, an undertaking which might conflict or appear to conflict with Society's policy, the employee should bring this matter to the attention of appropriate Society management to ensure that no conflict will result.</p> <p>IV Personal Use of the Society's Facilities or Other Resources by Employees</p> <p>The Society's property and facilities are to be used to conduct the Society's business, in accordance with Society policies. An employee who desires to use the Society's staff or resources for a non-Society endeavor must obtain permission in advance from his or her division manager and arrangements must be made to adequately reimburse the Society.</p> <p>V Confidential Information</p> <p>Employees have a responsibility to comply with the Society's policy concerning confidential information and trade secrets. Among other duties employees have, the following should be observed:</p> <p>1 In the conduct of Society business, employees of the Society shall limit requests for and use of information to our business needs, limit use and discussion of information obtained on the job to normal business activities, and restrict access of records to those with proper authorization and legitimate business needs.</p> <p>2 No employee shall disclose confidential information (editorial, publishing, personnel, etc.) unless specifically authorized to do so.</p> <p>3 No employee shall disclose directly or indirectly to any new organization any sensitive information concerning the Society, its employees or its members. Failure to comply with these standards may lead to serious disciplinary action, up to and including dismissal.</p> <p>Procedures</p> <p>For the protection of the Society and its employees, it is essential that employees make prompt and full disclosure to the Society prior to becoming involved in any situation that may be, or may result in, a conflict of interest. All employees will be required to complete a Confidential Report Letter at the time of hire. A Report Letter shall also be submitted by any employee promptly after he or she becomes involved in any conflict of interest situation or potential conflict of interest that has not previously been reported. All information disclosed shall be treated on a confidential basis except to the extent disclosure is considered necessary by the Society in its discretion for the protection of the Society's interest. In accordance with the Society's Conflict of Interest Policy, officers, directors or trustees and all employees are obligated to disclose activities that give rise to conflicts of interest and to recuse themselves from any participation in decisions about matters as to which they have a conflict. Such disclosures are required not only on an annual questionnaire but also at the point in time a conflict arises, not merely on an annual basis. Disclosures should be made to appropriate Society management. A VP and Associate General Counsel is the Society's designated Ethics Officer and provides advice and consultation in these matters.</p>

Return Reference	Explanation
Form 990, Part VI, Line 15a Process to establish compensation of top management official	<p>The Board of Trustees of the National Geographic Society has delegated authority to the Compensation Committee to oversee the compensation and benefits of certain senior executives of the Society. The Committee, which is composed exclusively of independent members of the Board of Trustees, is responsible for overseeing an executive compensation program for the Society's senior executives. The Committee follows the procedures set forth in the IRS regulations under Section 4958 in making compensation decisions. In particular, the Committee engages an independent compensation consultant to prepare and present comparable market data with respect to the Society's cash compensation and benefits programs, and is also advised by outside counsel. The Committee reviews the performance of senior executives and evaluates their compensation and benefits in light of the comparable market data provided by the independent compensation consultant and other relevant factors. The Committee relies on such market data in awarding cash compensation and reviewing benefit programs for the Society's senior executives, and receives an opinion from the independent compensation consultant as to the reasonableness and comparability of the Society's executive compensation and benefits programs to that provided for similar services by similar organizations under similar circumstances. The Committee documents its decisions regarding executive compensation decisions in its minutes. The Chair of the Committee promptly reports all actions taken by the Committee to the full Board of Trustees.</p>

Return Reference	Explanation
Form 990, Part VI, Line 15b Process to establish compensation of other employees	The compensation Committee follow ed the process described above at meetings held in February and October of 2015, w ith respect to compensation decisions for the follow ing senior executives positions President and CEO, Chief Media Officer, Chief Operations Officer, Chief Legal Officer & Board Secretary, Chief Content Officer, Chief Science and Exploration Officer, Chief Education Officer, Chief Financial Officer, Chief Communications Officer, President, NG Studios, Chief Technology Officer, Executive VP, Global Partnerships, Chief Development Officer, Chief Talent and Diversity Officer, VP Audit and Advisory Services

Return Reference	Explanation
Form 990, Part VI, Line 19 Required documents available to the public	<p>The Society's conflict of interest policy is disclosed in the 990 on Schedule O, the corporate charter is available to the public through the District of Columbia Department of Consumer and Regulatory Affairs Corporations Division. The Society's other governing documents are available upon request. The financial statements of the tax-exempt parent, the National Geographic Society, are made available in this Form 990. The Society does not currently make its audited financial statements available to the public because they are issued on a consolidated basis, which include financial details of the activities of Society's taxable subsidiaries which are not disclosed for competitive reasons. The Society's Forms 990 and 990T are available upon request, as well as on-line at Guidestar.org</p>

Return Reference	Explanation
Form 990, Part VIII, Line 2f Other Program Service Revenue	Website advertising - Total Revenue 13133179, Related or Exempt Function Revenue 645050, Unrelated Business Revenue 12488129, Revenue Excluded from Tax Under Sections 512, 513, or 514 , other program revenue - Total Revenue 82479732, Related or Exempt Function Revenue 82479732, Unrelated Business Revenue , Revenue Excluded from Tax Under Sections 512, 513, or 514 ,

Return Reference	Explanation
Form 990, Part XI, Line 9 Other changes in net assets or fund balances	Grants Cancelled/Returned - -248455, Post-retirement Benefits-FAS 158 - 57372000,

Return Reference	Explanation
Other Society Accomplishments-- Library and Information Services	The National Geographic Library's Reading Room is open to the public by appointment Monday through Friday, 1 30-5pm, and our staff also respond to phone calls, letters, and emails The Library also participated in a regional inter-library loans program of the physical collections with 12 different libraries The Library hosted four different events for librarians, teachers, and the public These four events were for the Science Librarians of Washington D C , librarians from the Computers in Libraries Conference, which was co-hosted with Gale, an event with University of Maryland students in the spring, and lastly a Special Libraries Association, volunteer appreciation event

Return Reference	Explanation
Other Society Accomplishments- Sustainability Initiatives	<p>The National Geographic Society has undertaken a serious commitment to operate more sustainably on its campus and in its expectations of its suppliers. The Society has developed the following four strategic core values as part of its company-wide sustainability goals - To become a carbon neutral company - To send zero (0) waste to the landfill - To have an engaged and healthy workforce - To practice wise resource stewardship. Becoming a carbon neutral company. The Society performs an annual carbon assessment of all of the carbon emissions it is responsible for, including those emitted on its behalf by its suppliers. The goal is to quantify what is emitted, find ways to lower those that can be reduced, and to offset those that cannot. Since 2007, the Society has switched its source for electrical usage for its buildings and all leased space in the US to wind REC's (Renewable Energy Certificates) and offsets are purchased (Reforestation and methane capture from Landfills) to offset any natural gas used. Reforestation offsets are also purchased to help offset business travel. The Society's buildings have been retrofitted to achieve maximum energy efficiency and over the past ten years, electrical usage has been reduced by 17%, water usage by 36% and natural gas usage by 23%. As a result of these ongoing efforts, the Society's buildings have earned a LEED EB Gold certification since 2009. Energy reduction strategies are identified with our suppliers as well as renewable energy options or methane recovery offsets where needed. Sending zero (0) waste to landfill. The Society has a concerted recycling effort for all waste generated on-site which began about eleven years ago. This includes all recyclable paper, metals, glass, plastics and building waste materials. Five years ago the Society began composting all organic waste, including all non-recyclable paper items and all food waste from the cafeteria and the general buildings. Employees are also actively encouraged to segregate all waste as it is disposed of with the goal of having none end up in a landfill. The Society reached a landfill diversion rate of 63% for all building waste with the goal to reach 25%. Engaged and healthy employees. All employees are encouraged to become actively engaged in the varied sustainability initiatives. In addition, the Society has been designated a bike friendly workplace by encouraging biking to work through the provision of garaged bike racks, showers, as well as being an active participant in "bike to work" days including being an official stop for those wishing to stop for refreshments or a snack and offering employee discounts with local bike sharing services. Carpooling and the use of low-emission vehicles are supported through parking discounts and electric vehicle parking spots for charging. We also have negotiated employee discounts with local car shares. Two exercise fitness rooms are available to all staff members along with lockers. A local farm sells CSA shares and runs a weekly farm stand on our headquarters courtyard throughout the summer and early fall available to employees and the general public. Staff are encouraged to recycle their "difficult to recycle" waste (electronics, batteries) in designated collection areas. A "swap meet" is held three to four times a year in which employees can bring in items they no longer want and take home items donated by others, with the remaining items donated to local charities. All employees are encouraged to participate on one of the "Green" Committees that are designed to make the Society ever more sustainable in its operation. Practicing the wise use of Resources. Starting in 2013, Water Restoration Certificates are being purchased to offset water usage in our DC headquarters. All Society magazines and catalogs printed in the US are printed on 100% PEFC-certified paper. The Society is a member of the Sustainable Forestry Initiative's Forest Partners Program, which has the goal to help certify 10 million new acres of privately held forest land in the US by the end of 2017. Paper suppliers are required to document that they abide by all Clean Water and Air Act, and local environmental guidelines in the manufacture of our paper. All suppliers are required to abide by basic human rights principles in the way they deal with their employees. Suppliers who provide manufacturing services to the Society are expected to follow Cleaner Production principles as defined in the United Nations Environmental Program (UNEP) - including such measures as pollution prevention, source reduction, waste minimization, eco efficiency, awareness of and reduction in the use of hazardous materials, reuse of waste, and process modification. Only Green-E certified cleaning products and non VOC paints are used in the Society's complex. In addition, many of the building materials used are made from recycled material. The Society has also established butterfly gardens and bee hives on our headquarters grounds and rooftop for species support and educational purposes. In 2014 The National Geographic Green Team selected its first Green Impact Grants, \$31,052 was awarded to purchase re-usable exhibit walls for our museum, to cover Meatless Monday discounts, support volunteer opportunities, establish indoor hydroponic gardens, and recover K-cups for compost and waste-to-energy. The Green Team worked with HR and payroll to more than double the metro commuting subsidy and institute the Bicycle commuter subsidy. A rooftop herb garden was installed and staffed by Nat Geo employees to supply herbs, tomatoes, and hot peppers to the Cafeteria. New compost and recycling collection bins were installed throughout the campus and many desk-side trash bins were voluntarily given up by employees to increase recycling and composting across campus. We worked with our book printer and instituted a program to offset emissions from electricity and natural gas used in the production of National Geographic books. The Green Team also worked with the technology team to update our computer hibernation and automated shutdown program to save energy. Sustainability became a regular part of new employee orientation. Specific Achievements in 2015 - Created Sustainability Leadership Network (SLN) - Updated Sustainability Policy to Corporate Responsibility Policy, adopted by NGS - Updated HQ Energy Policy and Re-use, Recycling, Compost & Disposal Procedures - Reduced paper, ink and energy consumption across campus - Reduced on-campus Keurig use, expanding more sustainable coffee options - Increased Donation Brigade donations - reuse of Nat Geo products and equipment - Expanded coverage of 4-stream containers while decreasing single stream containers.</p>

SCHEDULE R
(Form 990)

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.

▶ Attach to Form 990.▶ Information about Schedule R (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2015

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization
NATIONAL GEOGRAPHIC SOCIETY

Employer identification number
53-0193519

Part I

Identification of Disregarded Entities

Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1) NG URL HOLDING LLC 1145 17TH ST NW WASHINGTON, DC 20036	HOLDING COMPANY	DC			NATIONAL GEOGRAPHIC SOCIETY

Part II

Identification of Related Tax-Exempt Organizations

Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No

Part III

Identification of Related Organizations Taxable as a Partnership

Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income(related, unrelated, excluded from tax under sections 512- 514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV

Identification of Related Organizations Taxable as a Corporation or Trust

Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of- year assets	(h) Percentage ownership	(i) Section 512 (b)(13) controlled entity?	
								Yes	No
(1) NGSP INC 1145 17TH ST NW WASHINGTON, DC 20036 16-1750687	CABLE TV, VIDEO CO	DC	NATIONAL GEOGRAPHIC SOCIETY	C Corporation	170,705,565	1,518,308,972	100 %	Yes	
(2) NGHB INC 1145 17TH ST NW WASHINGTON, DC 20036 94-2731426	HOLDING CO	DC	NGSP INC	C Corporation	23,221,879	87,988,799	100 %	Yes	

Part V Transactions With Related Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

a Receipt of **(i)** interest, **(ii)** annuities, **(iii)** royalties, or **(iv)** rent from a controlled entity

b Gift, grant, or capital contribution to related organization(s)

c Gift, grant, or capital contribution from related organization(s)

d Loans or loan guarantees to or for related organization(s)

e Loans or loan guarantees by related organization(s)

f Dividends from related organization(s)

g Sale of assets to related organization(s)

h Purchase of assets from related organization(s)

i Exchange of assets with related organization(s)

j Lease of facilities, equipment, or other assets to related organization(s)

k Lease of facilities, equipment, or other assets from related organization(s)

l Performance of services or membership or fundraising solicitations for related organization(s)
.

m Performance of services or membership or fundraising solicitations by related organization(s)

n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)

o Sharing of paid employees with related organization(s)

p Reimbursement paid to related organization(s) for expenses

q Reimbursement paid by related organization(s) for expenses

r Other transfer of cash or property to related organization(s)

s Other transfer of cash or property from related organization(s)

	Yes	No
1a	Yes	
1b		No
1c		No
1d	Yes	
1e		No
1f		No
1g	Yes	
1h	Yes	
1i		No
1j	Yes	
1k		No
1l	Yes	
1m	Yes	
1n		No
1o		No
1p	Yes	
1q	Yes	
1r		No
1s		No

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
See Additional Data Table			

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

Part VII **Supplemental Information**

Provide additional information for responses to questions on Schedule R (see instructions)

Return Reference	Explanation
Schedule R, Part V, Line 2 REIMBURSEMENTS PAID BY RELATED ORGANIZATIONS	Reimbursements from subsidiaries for payroll withholding and other direct third party expenses

Additional Data

Software ID: 15000238
Software Version: 2015v2.1
EIN: 53-0193519
Name: NATIONAL GEOGRAPHIC SOCIETY

Form 990, Schedule R, Part V - Transactions With Related Organizations

(a) Name of related organization		(b) Transaction type(a-s)	(c) Amount Involved	(d) Method of determining amount involved
(1)	NGSP INC	A	4,333,126	AUDITED FINANCIAL STATEMENTS
(1)	NGSP INC	D	-41,937,343	AUDITED FINANCIAL STATEMENTS
(2)	NGSP INC	G	26,069,703	AUDITED FINANCIAL STATEMENTS
(3)	NGSP INC	H	202,755	AUDITED FINANCIAL STATEMENTS
(4)	NGSP INC	L	5,477,074	AUDITED FINANCIAL STATEMENTS
(5)	NGSP INC	M	2,899,403	AUDITED FINANCIAL STATEMENTS
(6)	NGSP INC	P	418,618	FINANCIAL ACCOUNTING SYSTEM
(7)	NGSP INC	Q	114,374	FINANCIAL ACCOUNTING SYSTEM