

20.058 Citizen support and direct-support organizations.

(1) By August 1 of each year, a citizen support organization or direct-support organization created or authorized pursuant to law or executive order and created, approved, or administered by an agency, shall submit the following information to the appropriate agency:

- (a) The name, mailing address, telephone number, and website address of the organization.**

Wildlife Foundation of Florida, Inc.
P.O. Box 11010
Tallahassee, FL 32302
850-922-1066
www.wildlifeflorida.org

- (b) The statutory authority or executive order pursuant to which the organization was created.**

Florida Statute 379.223

- (c) A brief description of the mission of, and results obtained by, the organization.**

The Wildlife Foundation of Florida, Inc. was formed on September 29, 1994, as a nonprofit organization to provide assistance, funding and promotional support to contribute to the health and well-being of Florida's fish and wildlife resources and their habitats. We are the citizen-support organization of the Florida Fish and Wildlife Conservation Commission.

Our mission is to partner with the Florida Fish and Wildlife Conservation Commission to ensure the conservation and enhancement of Florida's fish and wildlife resources so they survive and thrive for current and future generations of Florida residents and visitors.

Celebrating our 20th year of service, the Foundation raises funds and builds support for the Florida Fish and Wildlife Conservation Commission and other organizations engaged in science-based nature conservation, management, education, and research activities. For example, the Foundation:

- Builds effective partnerships with communities, businesses, organizations, and people throughout the State.
- Finances programs to preserve and restore the unique, diverse plants, animals, and natural communities of Florida.
- Creates opportunities for residents and visitors to use, enjoy, and learn about the State's fish and wildlife resources

Brief overview of results obtained:

1. Manage four license plate programs that support the priority programs of FWC and its conservation partners by currently providing over \$600,000 per year in grants for Florida’s priority conservation needs.
2. Raised \$2M for support of the Florida Youth Conservation Centers Network, supporting FWC’s efforts to reconnect Florida’s youth to the outdoors and conservation.
3. Launched annual conservation fund-raising event, modeled on Georgia’s best in class event. In its third year, the event hopes to raise \$150,000 for conservation and Foundation programs.
4. Provide ongoing support and assistance to FWC for marketing efforts designed to enhance the sale of hunting and fishing licenses.
Assist FWC, as requested, in raising funds for programs and events.

(d) A brief description of the plans of the organization for the next 3 fiscal years.

Operational Plan for FY ‘15 – ‘17

Objectives:	Measurement	Target	Initiative
Leverage Foundation brand to build Conservation Partnerships	-Growth in Corporate Giving -General Funds Growth	\$200,000 in FY ‘15- ‘17	Grow the Conservation Partner Program
Implement a new Customer Management System (CMS) to grow giving	New donor gifts and/or increases in giving	\$25,000 in FY ‘15	Effectively utilize existing database to enhance donor and corporate giving
Launch FYCCN regional fund-raising pilot in Palm Beach t	-Generate ROI in 18 months on investment -Positive benefits to FYCCN in FY ‘15	\$150,000 in new funds	Implement the regional fund-raising strategy in Palm Beach as a pilot for capital giving campaigns.
Increase the quality and net return from the Annual BlueGreen Event	-\$50,000 Net return -Growth in paid participation = 400	\$50,000 net from FY ‘15 event, after cost and overhead	Secure professional event planner to run event.
Grow banking strategies	Growth in profitable accounts Net increase in general funds	Increase profitable accounts by 10% in FY ‘15 Net general funds increase of \$30,000	-Identify and target possible high value mitigation clients -Communicate our capabilities to appropriate FWC staff and provide them

			information on our services -Seek profitable fund management strategies from non-profits and other conservation funds
Leverage grant writing for operational needs	Net returns from grant writing efforts.	\$30,000 net in FY '15 \$100,000 by the end FY '16	Grant writer to target foundations that support the concept of "fund-raising capacity building" to generate unrestricted funds that can be used to develop a statewide fund-raising campaign.
Generate new endowment funds for project support	# of new endowments	1 major corporate endowment in FY '15	Close Acme Endowment in FY '15
Identify the "sweet spot" for overhead charges by account.			-Evaluate existing accounts and provide an analysis of findings and recommendation -Develop criteria that help evaluate whether a funding source should be pursued or accepted.
Create flexible funding sources for FWC conservation priorities			Develop donor menu of programs for broad conservation investment.
Raise funds to support fishing, hunting, boating and wildlife-viewing opportunities.			Work with FWC to develop priority funding-raising objectives.
Ensure FWC emergency needs reserve funds are available.	Adequate funding throughout the year for emergency needs of FWC	-\$150K in emergency funds CWT funds -\$100K PFS emergency funds	Maintain emergency funding in CWT and PFS accounts.
Raise funds to address invasive lionfish	\$10,000	\$10,000	Fund efforts to address exotic and invasive species.
Provide ongoing funding to FWC to	Growth in corporate and donor funds for	\$100K in contributions to	Continue to link sponsors

support priority conservation programs	FWC conservation efforts	FWC in FY 15	to FWC priority efforts
Communicate Foundation's role and efforts to FWC staff	Employee awareness of Foundation and Mission	50% Increase in awareness and understanding from baseline survey in FY '15	-Conduct baseline survey -Leverage existing FWC internal communication vehicles -Quarterly communications to FWC strategic leadership team
Communicate Foundation's role and efforts to Commission	Commissioner understanding of Foundation's role and efforts, as assessed by Nick and Board	Greatly improved commissioner understanding and support	-Create and deliver an annual report to the Commission -Informal briefs in Commissioner briefing books
Enhance Board understanding of Foundation's strategy and operations	Board Member understanding	All Board Members comfortable with their understanding	-Simplify and improve reporting of Foundation's financial, marketing, and operational efforts. -Link standard Board reports to Balanced Scorecard
Improve financial reporting to the Board, donors, and managed account customers	-Reduction in management hours required for reporting financials -Improvement in reporting quality and information	-50% reduction in management hours necessary for reporting -Quality and clarity of financial reports	-Purchase and install new financial management package
Enhance the website	-Increased hits -Recognition of site, positive reviews	-300% increase visits -200% increase in visit time	-Website redesign -Content enhancement
Build the brand	-Market awareness of Foundation and Mission	-200% increase in recognition by marketplace	-Produce initial recognition baseline measure report -Re-measure in 18 months
Annual marketing and outreach budget/plan	Alignment of marketing efforts to Foundation priorities	- 50% of marketing efforts tied to priorities -Placement of new media in media channels	-Draft outreach budget and plan, create evaluation formula to measure ROI

Board members as agents for awareness	<ul style="list-style-type: none"> - Increase Board member engagement in outreach - Introductions -Support 	<ul style="list-style-type: none"> -200% increase -2 leads per quarter per board member 	<ul style="list-style-type: none"> -Create Board member Buzz Agent program, secure 50% participation 2 times a year
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(e) A copy of the organization’s code of ethics.

Attached.

(f) A copy of the organization’s most recent federal Internal Revenue Service Return of Organization Exempt from Income Tax form (Form 990)

Attached.