

MONGABAYORG CORPORATION

GuideStar Nonprofit Profile Charting Impact Report * Last Updated on 11.17.2013

This report represents MONGABAYORG CORPORATION's responses to Charting Impact, a joint project of **BBB Wise Giving Alliance**, **GuideStar USA Inc**, and **Independent Sector**. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.



MONGABAYORG CORPORATION

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Mission:

Mongabay.org's mission is to raise awareness about social and environmental issues relating to tropical forests and other ecosystems, to wildlife, and to the important role that natural ecosystems play in maintaining critical services, including stabilizing the global climate system. To achieve this, Mongabay.org creates educational materials in several languages and provide opportunities for science journalists to report on environmental issues through well-established on-line platforms. Major activities will include the following:

- Serving as a clearinghouse for new scientific information about ecosystems by summarizing and disseminating results of research.
- Offering opportunities for science journalists and science journalism students to report on environmental issues.
- Translating and publishing information about environmental issues in Latin American Spanish, Indonesian, and other languages.
- Creating education materials to improve awareness about the environment and...



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1. What are we aiming to accomplish?

Mongabay.org's mission is to raise awareness about social and environmental issues relating to tropical forests and other ecosystems, to wildlife, and to the important role that natural ecosystems play in maintaining critical services, including stabilizing the global climate system. Mongabay aims to create educational materials and report on environmental issues.

2. What are our strategies for making this happen?

Mongabay.org's relies on public outreach via online media, including social media and web sites. In Indonesia, Mongabay.org runs workshops and public events to build capacity and raise awareness.

3. What are our organization's capabilities for doing this?

Mongabay.org produces news articles and reporting on environmental issues. Mongabay-Indonesia has strong coverage in Indonesia, while Mongabay's journalism program and special reporting initiatives target a global audience.

4. How will we know if we're making progress?

Indicators of success include readership of our web sites (measured through metrics like unique visitors and pageviews), reach via social media, and participation on events and workshops. Success is also measured by pick up of our stories and information by third party media.

5. What have and haven't we accomplished so far?

Since its founding in 2012, Mongabay-Indonesia has emerged as one of Indonesia's most popular environmental news sites. The Mongabay SRI program will launch eight \$20,000 reporting opportunities for environmental journalists over the next year. The Mongabay news site continues to reach more than 500,000 visitors per month, while materials produced under the education program are accessed by more than 200,000 people per month.