



Protecting Wildlife for Our Children's Future

Our vision inspires us:

The mission of the National Wildlife Federation is to inspire Americans to protect wildlife for our children's future.

Our concern over escalating environmental threats drives us:

Americans are losing their connection to nature as they spend more time indoors in front of computers and televisions. Large-scale habitats, such as wetlands systems and river valleys, are disappearing or becoming polluted. Global warming is transforming the natural world, destroying habitat and moving many species closer to extinction.

For nearly 70 years, the National Wildlife Federation (NWF) has practiced common-sense conservation. We focus on three goals:

- **Confront Global Warming:** We work to change the forecast for wildlife by advancing solutions to global warming.
- **Protect and Restore Wildlife:** We protect and restore the habitats vital to sustaining diverse wildlife.
- **Connect People with Nature:** We inspire, empower and connect people to our natural world.

To achieve these goals, NWF relies on its nationwide network—a federation of grass-roots activists and wildlife enthusiasts dedicated to protecting wildlife and wild places. We have built a national coalition of members, financial supporters, affiliates and business partners who carry our message to cities and rural communities, homes and town halls, Congress and state legislatures, elementary schools and universities, courts and international venues.

Our nine regional offices and 47 affiliates around the country give us the political power and local leverage to win lasting victories for wildlife and promote conservation as an American value to inspire a new generation of conservationists. The National Wildlife Federation relies on Americans from all walks of life, of all political and religious beliefs, of all ages to advance our mission: protecting wildlife for our children's future.