

National Wildlife Federation

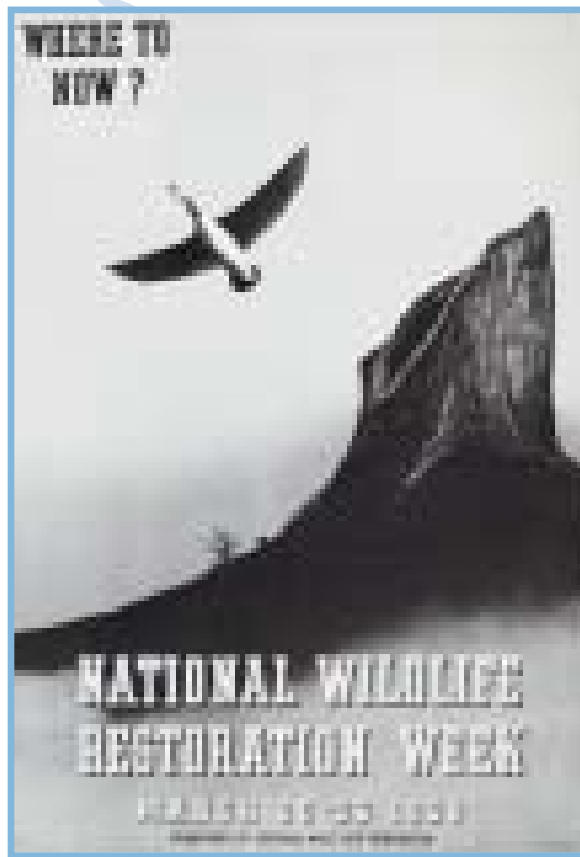
67 Years of Protecting Wildlife and Wild Places

For more than six decades, the National Wildlife Federation has promoted common-sense, grass-roots-based, collaborative conservation to protect wildlife and wild places. We are a nationwide federation of grassroots activists and wildlife enthusiasts committed to using education and action to boost public concern, promote wildlife-friendly laws and policies, champion conservation projects and foster a deeper understanding of the natural world.

Our extensive array of conservation and education programs puts NWF at the forefront of efforts to keep the wild alive.

Conservation Programs: Safeguarding Wildlife and Wild Places

NWF forges grassroots coalitions to create a powerful, united front to safeguard the nation's threatened wildlife heritage. From restoring the Everglades to building public support for the Clean Water Act, and from saving the endangered Florida panther to restoring wolves to their natural habitat,



This poster announced NWF's first annual National Wildlife Week, which today reaches over 450,000 people each year. The program encourages kids and adults across the country to learn about and experience nature.

NWF combines experience, knowledge, training, commitment and political savvy to save wildlife and wild places for future generations.

Education Programs: Bringing Environmental Education into Homes, Schools and Communities

As the nation's leader in environmental education, NWF delivers a wide range of dynamic programs directly into homes, schools and communities across the nation to help young people, families and nature enthusiasts move from awareness to action in protecting and restoring the natural world.

With 47 state and territorial affiliates, 9 field offices, a DC-based office and a cadre of dedicated volunteers, our work is both national and field-based,

making NWF the most "local" national conservation group in the country. Every day we are in touch with hundreds of thousands of people engaging, mobilizing and promoting environmental stewardship.

How It All Started

What does a Pulitzer-Prize winning political cartoonist have in common with the National Wildlife Federation? The man who won the prize in 1924 and 1943 inspired what is today the nation's largest grassroots conservation organization.



Jay Norwood "Ding" Darling was a committed conservationist. While serving as the Director of the U.S. Biological Survey (the forerunner of the U.S. Fish and Wildlife Service) in the mid-1930s, Darling vastly increased the acreage of the National Wildlife Refuge

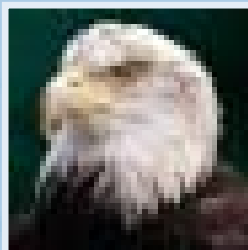
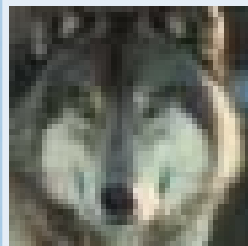
System. In 1934, Darling designed the first Federal Duck Stamp which, by law, waterfowl hunters must buy to affix to hunting licenses. Stamp revenues are used to purchase millions of acres of wetland habitat. In 1936, he persuaded President Franklin Roosevelt to convene the first North American Wildlife Conference. Soon after, local groups banded together to advocate for conservation of wildlife and habitats.

With Darling as president, this coalition (later named the National Wildlife Federation) helped secure federal funds to purchase wildlife habitat and fund research, its first major victory.

Victories for America's Wildlife

Collaborating with grassroots coalitions, Federation affiliates, communities, and federal and state agencies, NWF has won many victories in our fight to keep the wild alive. For example, we

- Led the fight to secure Endangered Species Act protections for the wolf and helped reintroduce the wolf in the West.
- Played a lead role in bringing back the bald eagle from the brink of extinction.
- Saved more than half-a-million migratory waterfowl from potential disaster in the "prairie pothole" region of South Dakota.
- Won a federal court decision forcing the U.S. Army Corps of Engineers to extend protection to 45 million square miles of wetlands across the country.
- Helped secure approval of a \$7.8 billion, 30-year restoration plan for the Everglades to reestablish natural water flows and restore biodiversity.



A Legacy of Excellence in Environmental Education

For more than 60 years, NWF has been dedicated to instilling in people a lifelong appreciation of the natural world and a lasting commitment to stewardship. Our accomplishments are many, and our track record is unsurpassed through our

- Multi-faceted and age-specific education programs, like our inclusive curriculum, Access Nature™, which offers more than 60 hours of hands-on, habitat-based activities that can be enjoyed by all, including students with disabilities.
- Backyard Wildlife Habitat™ and Schoolyard Habitats® programs that provide tools and guidance to children, homeowners, business people and community leaders to turn backyards, schoolyards and community spaces into havens for wildlife.
- *Ranger Rick*® magazine, the nation's first children's wildlife and nature magazine which, since 1967, has exposed millions of young minds to the mysteries of the wild.
- Award-winning educational resources, including eNature.com, the Web's premier nature discovery site, and original films and television specials.