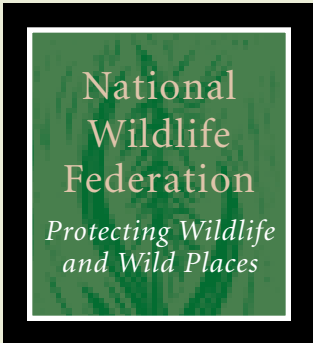


68 Years of Protecting



For nearly seventy years, National Wildlife Federation has been committed to building a broad constituency to protect these and so many other magnificent but threatened wild creatures. How have we done it? As a nationwide federation of wildlife enthusiasts and grassroots activists, we use a combination of education, public outreach and direct action to boost public concern, promote wildlife-friendly laws and policies, champion conservation projects and foster a deeper understanding of the natural world.

Conservation Advocacy ~ Since 1936, NWF has forged effective coalitions with local and national partners. With nine regional offices and 47 state and territorial affiliates around the country, NWF has the unique capability to work:

- In the field: with activists and community leaders saving local habitats and providing educational tools to foster a deeper understanding of the natural world;
- In the courts: establishing legal protections for wildlife and wild places; and
 - On the policy level: securing laws and policies in Congress, state legislatures, government agencies and international venues that conserve wildlife and their habitats.

As we approach the end of seven decades, our broad base of members and supporters gives us unparalleled political power to make an impact, while we continue to mark numerous milestones and win many lasting victories.

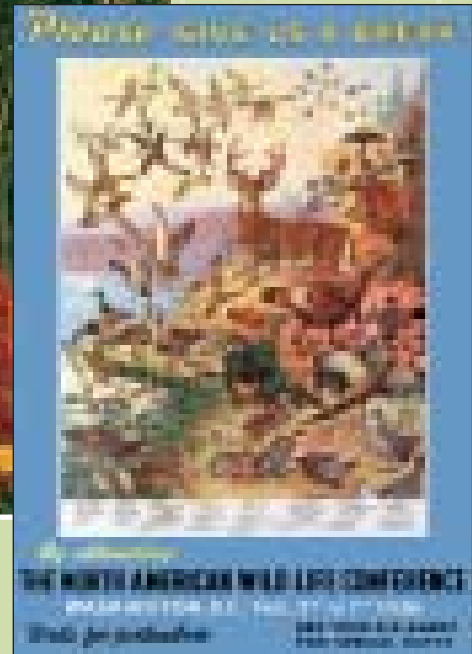
- In 1978, NWF won a lawsuit to halt construction of Wyoming's Grayrocks Dam, which would have degraded prime habitat of the endangered whooping crane along the Platte River. The suit established a \$7.5 million trust fund to protect that critical habitat.
- NWF was a key player in securing passage of the Alaska National Interest Lands Conservation Act in 1980, which expanded the national refuge and parks systems and other conservation lands in Alaska by 100 million acres.
- In 1989, NWF produced a landmark report revealing the dangers to both people and wildlife from eating contaminated fish from the Great Lakes. This report led to additional federal and regional protection of the lakes.
- After over 20 years of on-the-ground activity, legal action and legislative efforts, NWF helped save the bald eagle from extinction. In 1995, the eagle was downlisted from endangered to threatened. Today there are over 5,800 nesting pairs of bald eagles in the lower 48 states, up from 450 in the mid-1960s.



Photo by NWF supporter Diane E. Chénault©

Photo by NWF supporter Dale Bohlke©

Wildlife and Wild Places



This poster announces the first meeting of what is now known as the National Wildlife Federation.

Conservation Education ~

At NWF, we believe that education is the key to conserving habitats, restoring wildlife and preventing extinction. Our hands-on approach puts children and adults directly in touch with nature and is the most powerful method of encouraging stewardship in all ages. From children's magazines to classroom projects, from films to the Internet, we connect people of all ages to the natural world across a full spectrum of learning experiences. And today, our ability to reach and engage new audiences is demonstrated through a variety of significant accomplishments.

- We started publishing the nation's first children's nature magazine, *Ranger Rick*®, in 1967. Since then, *Ranger Rick* has reached over 18 million children.
- Our Backyard Wildlife Habitat program marked its 30th anniversary this year. In three decades, over 36,000 backyards, community areas and other spaces have been certified as wildlife habitats, and the program continues to grow.
- In 1996, we created the Schoolyard Habitats program to help children discover the wonders of nature right on their own school grounds. Today, almost 2,000 schoolyards have been certified, serving as dynamic outdoor classrooms.
- Our Access Nature™ curriculum, created in 2001 in partnership with Easter Seals, is the first nature curriculum designed to create opportunities for youth and teens with disabilities so they may experience nature alongside their peers.
- Since 2001, our eNature.com website has provided the most comprehensive wildlife habitat information on the Internet. The site currently reaches close to five million people each year.