

Americans enjoy a rich and proud wildlife heritage. For centuries, our land has supported great animal migrations that usher in the seasons: ducks heading south in the fall, elk moving down off the mountains at the approach of winter, cranes flocking across spring skies, salmon struggling upstream during summer to renew their circle of life.

While Americans have seen some important gains in conservation over the past century, the natural world is becoming increasingly out of balance. Wildlife is caught in a “perfect storm” of weakened natural systems, human-caused climatic disruptions and growing public apathy.

Consider:

- As human population increases and land development and resource consumption accelerates, large-scale habitat systems such as rivers, coastal wetlands, avian flyways, forests, prairies and rangelands are divided up, dried up, cut down, or polluted.
- Unless we take immediate action to curtail global warming and help wildlife habitats survive a rapidly changing climate, the rate of extinction and habitat loss will spike more sharply than ever before in human history.
- Many Americans, particularly children, no longer relate to the natural world in the same personal way as in the past, fostering public apathy that is undercutting the nation’s commitment to resolving major environmental threats.

National Wildlife Federation’s vision is to restore the balance of nature and protect wildlife for our children’s future. To accomplish this vision, National Wildlife Federation will focus on bringing Americans together to revive habitat, confront global warming and reconnect people with nature. We will help create a national conservation movement.

