

National Wildlife Federation has a deep commitment to educating people about wildlife, their habitats and the overpowering threat of global warming to our future.

Since our beginning in 1936, National Wildlife Federation has believed that educating people about conservation is the best way to get them to practice it. We believe that connecting people to nature—giving them the knowledge, tools and the assistance they need to save places they know and love—is the key to conservation. Our efforts start with teaching and inspiring children, progress by giving concerned citizens the tools to help shape conservation destiny, and culminate in relying on the essential guidance of sound science and professional management to solve difficult problems. By combining knowledge together with partnerships with caring, committed people, National Wildlife Federation builds an invincible conservation force.

Reversing Nature Deficit

In 2006, National Wildlife Federation devoted an edition of its award-winning magazine, *National Wildlife*, to the nature and child connection. The edition featured author Richard Louv, who coined the term “nature deficit disorder” in his book, “Last Child in the Woods.” Louv avows that the average U.S. child spends six and a half hours per day indoors watching television, playing video games or online, with as much as 50% of outdoor time reduced over the past 10 years.

As Louv and others have made the American public aware of the negative effects of spending too much time indoors, National Wildlife Federation developed programs to address the problem. National Wildlife Federation Green Hour™ utilizes web resources and user-friendly online activities to inform parents, educators and caregivers that children need to have daily time playing outdoors in natural settings. Green Hour™ also publishes important research findings and supports revolutionary policy changes that foster increased daily outdoor play and learning for children.

National Wildlife Federation Outdoors™ takes the nature-child connection a step further. Based upon recent research findings that children who have deeper involvement with the outdoors (such as camping, fishing, hunting, tracking, hiking) are much more likely to develop a lifelong conservation ethic, National Wildlife Federation partnered with the Association of Fish and Wildlife Agencies, other park and natural resource managers and non-profit organizations to expand outdoor education and outreach across America.

Perhaps in part because of the increased awareness of the importance of connecting children with nature, the participation in National Wildlife Federation’s Great American Backyard Campout™ was phenomenal. We had 40,000 registered campsites at over 4,000 locations, and estimate over 70,000 people participated in this second occurrence of this annual event.

Inspiring Action Against Global Warming

National Wildlife Federation researched global warming literacy in the U.S. and found that while most Americans are generally concerned about climate change, they know relatively little about its causes or consequences. In 2006, National Wildlife Federation implemented



Research has proven nature to be a potent therapy for depression, obesity and Attention Deficit Disorder.



programs and media campaigns to provide public education as a first step toward inspiring public action against global warming.

Campus Climate Challenge was a collaborative initiative administered by the Energy Action Coalition. More than 30 youth and campus organizations were formed to promote climate leadership on campuses in the U.S. and abroad. National Wildlife Federation was instrumental both in developing the group's long-term strategic plan and in bringing aboard key donors who, in the past year, collectively covered more than half of the 3-year budget total.

National Wildlife Federation also took a lead role in designing and developing the intensive Leadership Presenters' Training for Global Warming. The first wave of what will be over one thousand U.S. community, business, faith and communications leaders were trained to give former Vice President Al Gore's well known and effective global warming presentation (www.theclimateproject.org). Climate Ambassadors was also piloted last year to prepare volunteers to help backyard wildlife habitat owners and community leaders learn about the effects of global warming on wildlife and habitats.

Preparations were made last year to reach the general public through a collaborative effort with Animal Planet on a new television series called "Springwatch." Through six one-hour shows, Springwatch takes a scientific look at the approach of Spring 2007 as a learning opportunity for wildlife and climate change. National Wildlife Federation's Dave Mizejewski will be a correspondent on the series focused specifically on how creating backyard habitats can benefit wildlife. Due to the show's educational value, the National Science Foundation made a significant grant to support the integrity and content of its science protocols and educational impact.

Promoting Habitat Restoration

The Backyard Wildlife Habitat™ program grew exponentially last year, encouraged by trained volunteers, media coverage and public action. 16,000 "backyard wildlife habitats" were certified by National Wildlife Federation, representing nearly a 30% increase and surpassing our goal of 70,000 for our 70th anniversary year. The 74,000 backyards protect more than 100,000 acres of private land.



David Orr

David Orr is a grandfather of three, a writer and a teacher who has made his lifetime pursuit to educate and inspire others to "live well on this lovely planet without destroying it." Perhaps best known for his pioneering work on environmental literacy in higher education, Orr contends that "all education is environmental education" and that "it is an educator's responsibility to teach the young that they are part of the natural world."

Remembering his own school-days, Orr says his best subject was recess and his worst, "all the rest." That being said, his achievements are perhaps even more noteworthy. Author of five books: *Design on the Edge: The Making of a High Performance Building* (MIT Press, 2006); *The Last Refuge: Patriotism, Politics, and the Environment* (Island Press, 2004); *The Nature of Design* (Oxford, 2002); *Earth in Mind* (Island, 1994/2004); and *Ecological Literacy* (SUNY, 1992), Orr is a James Marsh Professor at large at the University of Vermont. He is also the Paul Sears Distinguished Professor of Environmental Studies and Politics and Chair of the Environmental Studies Program at Oberlin College, where he spearheaded the effort to design and build the Environmental Studies Center.

Orr has received many awards, including the Bioneers Award, a National Wildlife Federation Conservation Achievement Award and the Lyndhurst Prize awarded by the Lyndhurst Foundation "to recognize the education, cultural, and charitable activities of particular individuals of exceptional talent, character, and moral vision."

Lecturing at hundreds of colleges and universities in the U.S. and elsewhere, Orr says that he is "passionately concerned about what we leave behind" for our kids. He recently worked with an anonymous donor to secure a very generous gift to support National Wildlife Federation's Campus Climate Challenge.



Leading the Backyard Habitat charge, National Wildlife Federation's 2,300 volunteer Habitat Stewards and Ambassadors™ averaged nearly 100 hours helping people in their locales to create backyard and schoolyard habitats. For a second year, Discovery's Animal Planet and National Wildlife Federation collaborated on "Backyard Habitat," a daily series illustrating how to create backyard wildlife habitats. Filming began last year for some evening prime time specials.

Forty communities have either achieved National Wildlife Federation *Community Habitat* certification or have registered for consideration. In addition, school systems in Grand Rapids Michigan, Houston and Washington, DC, made significant commitments to National Wildlife Federation's Schoolyard Habitats® program in 2006.

Connecting ALL People

National Wildlife Federation takes every opportunity to educate and engage people of all ages and from all walks of life in our conservation efforts. Last year, we reached 32.2 million people through our educational programming via television, online resources and written publications. We engaged 140,000 volunteers; 2,500 habitat stewards trained 100,000 habitat owners to create backyard, schoolyard and community habitats, 27,000 youth volunteers participated in National Wildlife Week habitat restoration and 10,000 people volunteered their time as legislative activists.

In a fast-moving response, National Wildlife Federation worked with *First Book* and *Reading is Fundamental* to provide reading materials for over 50,000 children in Hurricane Katrina and Rita evacuation shelters. Included in the materials were Ranger Rick® and Your Big Backyard®, which proved to be a significant morale and educational boost for many of these children and their parents.

Our youth and leadership development programs are also focused on involving young people from all social and cultural backgrounds and stress conservation awareness and skill development. At the high school level, Earth Tomorrow® engaged three hundred participants, about half also taking part in week-long summer conservation leadership programs.

Concurrently, 10% of Alaska's high school students signed an anti-global warming petition circulated by National Wildlife Federation-sponsored Alaska Youth for Environmental Action (AYEA). A delegation of six AYEAs members ceremoniously delivered the petition to Capitol Hill in June as the final act of the drive. The petition was presented to Alaska Senator Lisa Murkowski and other lawmakers on Capitol Hill. AYEAs efforts have the potential to make a tangible difference—both by impacting the course of events at the national level and by informing the way thousands of young Alaskans will think about the issue in the years to come.

U.S. college and university campuses enrolled in National Wildlife Federation Campus Ecology™ Leadership Development program, set a new record in 2006. Two-hundred twenty



Wildlife Day with the U.S. Postal Service

Last June, Washington DC hosted the world's largest stamp show with 100,000 in attendance. In addition to National Wildlife Federation workshops and appearances by Ranger Rick, the Day featured the release of the 2006-2007 Migratory Duck Stamp, and:

- *Nature of America: Southern Florida Wetlands*—the eighth in an educational series designed to promote appreciation of major plant and animal communities in the United States.
- *Wonders of America: Land of Superlatives*—40 stamps in the series, including: Largest Reptile: American Alligator; Tallest Cactus: Saguaro; Largest Estuary: Chesapeake

Hoot

National Wildlife Federation, Walden Media, and New Line

Cinema teamed up to connect kids and families with wildlife and nature through the engaging film Hoot, based on the Newbery Honor-winning book by Carl Hiaasen. The funny, fast-paced movie told the story of three Florida middle school students' fight to save a group of endangered burrowing owls nesting on the property where a new Pancake House was to be built. Says Carey Stanton, National Wildlife Federation's Senior Director of Education and Integrated Marketing, "Hoot allowed us to highlight to a broader audience what individuals can do to protect wildlife."

The film's release was timed around National Wildlife Week, and produced: 900,000 National Wildlife Federation and Scholastic Educators' Guides; National Wildlife Federation Public service announcement for use in theatres and as part of the DVD release; and 500,000 DVDs which included added short features to educate kids and adults on Backyard Habitats and endangered species rescue.



campuses participated, improving environmental performance of on-campus buildings and services and offering students opportunities to be involved. The National Wildlife Federation Campus Fellows program, which historically has produced a significant number of environmental and conservation leaders, also flourished last year.

Another resounding success for the year was the addition of National Wildlife Youth Action to our annual flagship National Wildlife Week™. Just under 30,000 young people were involved, helping restore habitats, completing refuse removal in natural areas and engaging in a variety of outdoor projects. More than 100,000 hours of labor were contributed—the equivalent of 50 full time workers and \$1,850,000.

2006 Educational Awards

One out of every six U.S. children see National Wildlife Federation children's publications, making them the most widely read and highest impact publications series of any conservation organization in the world. Last year research revealed a significant connection between National Wildlife Federation's children's magazines, *Ranger Rick* and *Your Big Backyard*, and the development of reading skills and literacy in children from diverse cultural backgrounds.

- *Ranger Rick* received the Association of Education Publishers award for the best visual story among American Educational publications.
- *Ranger Rick Teacher's Guide*, which now reaches over 20,000 teachers, received the Association of Education Publishers award for best educational guide in the U.S.
- *Ranger Rick* website received the Association of Education Publishers award for best children's education site.
- *NWF: Kids & Families* website received the Parent's Choice Foundation Award.
- *Wild Animal Baby*® DVD series received a distinguished I-Parenting Media award.
- "Backyard Habitat" was honored with two prestigious Telly awards—cable television's answer to the Emmy's. The awards were in the nature conservation category for daytime programming.



Carey Stanton

Senior Director of Education and Integrated Marketing

As Carey Stanton tells her story, she is one of the few people whose childhood ambitions came true. "I grew up wanting to work for National Wildlife Federation..." she begins. "*Ranger Rick* played a part." Years later, several serendipitous events led her to National Wildlife Federation, where she has been for the last 9 years. There was the time in college that she attended a National Wildlife Federation Annual Meeting in Memphis and accidentally sat with the Michigan attendees.

"After working for National Wildlife Federation's Michigan affiliate for 4 years, I was contracted by National Wildlife Federation to start Earth Tomorrow® in Detroit," explains Stanton, whose love is helping people discover nature. "It has become commonplace for children to grow up in cities and suburbs knowing little about the natural world surrounding them. It is inspiring for me to see teens who do and who engage others in making their local environment better," Stanton says. Earth Tomorrow® is a National Wildlife Federation leadership development program that connects urban youth with nature.

Stanton spent much of last year with the educational outreach and promotion of the movie, *Hoot*. The movie's message could be Stanton's own, "No matter how old you are, where you live or what your background, you can do something to protect wildlife."