

National Wildlife Federation

*Protecting Wildlife
and Wild Places*

2002 Annual Report



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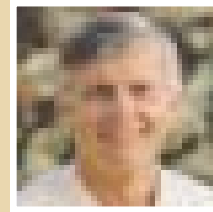
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Jay D. Hair, Ph.D.

President of NWF, 1981–1995

Last year, the conservation cause lost one of its most eloquent, tireless and powerful



voices for protecting wildlife and habitat.


Dr. Jay D. Hair led the National Wildlife Federation for fourteen years from 1981 to 1995. He guided NWF through tremendous growth in membership. He opened the door to dialogue with new partners and built new alliances which led to win-win solutions for people and wildlife. He transformed NWF into a powerful grassroots force in the fight to develop and enforce conservation policies at the local, national and international levels. He strengthened NWF's legal muscle, winning

major court rulings that protected wildlife and natural resources nationwide. He

launched NWF into the international arena to promote trade and finance policies that were less destructive to wildlife. And, as a former professor who understood the value of education in the struggle to win young minds to a cause, he helped inspire future generations of environmental leaders and conservation stewards.

Over the years, Jay laid the foundation for countless conservation victories and for many yet to come. Jay was an extraordinary leader and gifted advocate. We will miss him.

All members of the Federation's Board and Endowment Board contributed financially to support NWF's programs in fiscal year 2002.



The mission of the National Wildlife Federation is to educate, inspire and assist individuals and organizations of diverse cultures to conserve wildlife and other natural resources and to protect the Earth's environment in order to achieve a peaceful, equitable and sustainable future.

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Message from the Chair and President

Since before memory, the earth has been renewing itself every spring. We see it. We feel it. We live it. We need only step into the backyard or anywhere off the beaten path to witness the red of a cardinal flitting among the leaves, the white of a butterfly landing on



Bryan Pritchett

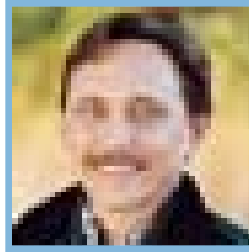
a flower petal perch, the big brown oak pushing out buds.

This is the stuff habitat is made of, and it is all around us. It is a daily reminder of how important a thriving natural world is to the survival of wild creatures. There is no more important principle: healthy habitat means healthy wildlife. It's as simple as that. From the creeks that meander across the countryside, to the remaining great forests that dot the landscape, to the gardens that beautify our backyards and communities, habitat is home—home to the wildlife that is our precious natural heritage.

At NWF, we build this principle into our conservation work every single day. That is why NWF is working harder than ever before on habitat-based projects and campaigns all over the U.S. and—because habitat knows no boundaries—in other countries as well.

We played a leading role in a nationwide campaign that rallied grassroots America to stop oil drilling in the Arctic National Wildlife Refuge, home to countless spectacular species. A great victory for all of us who prize wildlife and wild places! On rivers around the country, including the lower Mississippi Delta, we led local coalitions to stop destructive dams and dredging projects. In the Midwest, we expanded our Clean the Rain campaign to reduce mercury in rainfall, which pollutes water habitats. And we kicked off a new initiative in Mexico to help citizens protect the habitat that supports that country's extraordinary wildlife.

This has indeed been a remarkable year in our on-the-ground efforts to protect and restore significant wildlife habitats.



Mark Van Putten

But let us not forget another compelling principle that has guided NWF for 67 years: knowledge inspires action. As Rachel Carson eloquently stated, “The more clearly we can focus our attention on the wonders and realities of the

universe about us, the less taste we shall have for destruction.” Today, as forces steadily undercut an environmental legacy that has brought us cleaner air and water as well as stronger species protection, the value of education in transforming budding conservationists into dedicated wildlife advocates has never been higher.

So we proudly announce that in 2002 participation from families, schoolchildren, community leaders and citizens in NWF environmental education programs hit an all-time high. Our Backyard Wildlife Habitat® program grew by almost 3,500 backyards and community spaces, the most in one year in the program's 29-year history. One hundred more college campuses joined our Campus Ecology program, becoming sites where students learn how to live sustainably. And our new website, eNature.com, has become a powerful tool in educating the public about species and habitats.

In the pages ahead, you will read about many of our activities, challenges and triumphs in both the conservation and education arenas. And we could not have done any of it without you. To our affiliates, funders, supporters, members and partners, thank you for helping us make these successes possible. Because of you, we speak with one powerful voice for protecting wildlife and wild places. With your continued help, we will strive to generate lasting achievements through education and action that keep the wild alive.

A handwritten signature in blue ink that reads "Bryan Pritchett".

Bryan Pritchett
Chair, Board of Directors

A handwritten signature in blue ink that reads "Mark Van Putten".

Mark Van Putten
President and CEO

National Wildlife Federation

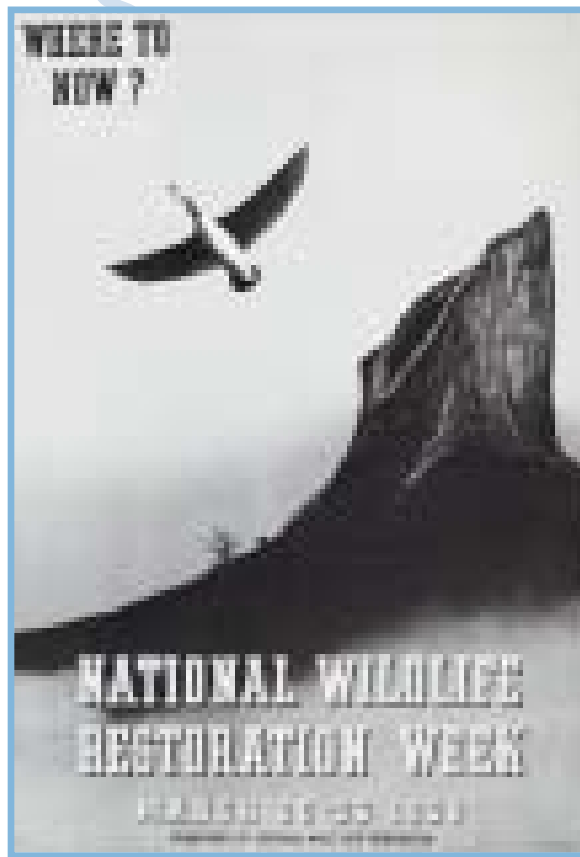
67 Years of Protecting Wildlife and Wild Places

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

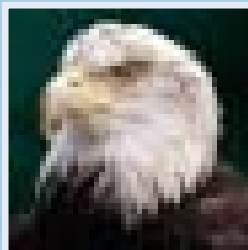
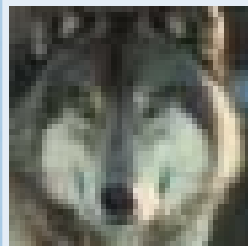
System. In 1934, Darling designed the first Federal Duck Stamp which, by law, waterfowl hunters must buy to affix to hunting licenses. Stamp revenues are used to purchase millions of acres of wetland habitat. In 1936, he persuaded President Franklin Roosevelt to convene the first North American Wildlife 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.

From Alaska to Texas, Michigan to Mexico, the Mississippi Delta to the Northern Forest...

NWF has broadened and deepened its reach across this majestic land to mobilize citizens, join with communities and work with lawmakers and government agencies—all to defend the world's legacy of special landscapes of federal, private and tribal lands.

This year marked tremendous progress in our efforts to conserve significant wildlife habitats that are home to countless spectacular species.





Alaska: Safeguarding One of Our Nation's Crown Jewels

This past year, NWF devoted considerable resources to protecting critically important Alaskan habitats, and we are proud to report that 2002 brought great progress, including a key victory for the Arctic National Wildlife Refuge. While we celebrate these achievements, we know they can be reversed unless we and our partners remain vigilant, and so Alaska will continue to be one of our foremost priorities.

Fighting to Save the Arctic National Wildlife Refuge

The nation marked a defining moment this year in the battle to protect wildlife and wild places in America. On April 18, 2002, the U.S. Senate voted down a proposal that would have opened the Arctic National Wildlife Refuge to oil drilling.

For NWF and its supporters, the weeks and months leading up to this first critical victory in the battle to save the Arctic were filled with public rallies, meetings on Capitol Hill, strategy sessions with partner groups, outreach to NWF members and advocacy training sessions.




The 1.5 million acres of the Refuge's coastal plain, which was proposed for oil exploration, is its most biologically productive and the heart of its wildlife activity. With so much at stake, few other times in NWF's history have proved so critical.

On Capitol Hill

In early February, NWF hosted a large group of concerned citizens, from 25 states and Mexico, on Capitol Hill to urge senators to oppose drilling in the Arctic Refuge. Native and non-native students from Alaska, part of NWF's Alaska Youth for Environmental Action

and students from Tygarts Valley High School in West Virginia presented their research findings on the issue directly to Senators Murkowski (AK) and Rockefeller (WV) as well as other influential decisionmakers.

On the eve of the Senate vote, NWF co-organized a rally on Capitol Hill where hundreds turned out. Senators Joseph Lieberman (CT), Debbie Stabenow (MI), Ron Wyden (OR) and the late Paul Wellstone (MN) joined NWF supporters to pledge a "no" vote to oil drilling. Religious, Native American and labor leaders also called on the Senate to reject the oil drilling proposal.

A scenic view of snow-capped mountains and a forested valley with a river. The mountains are rugged and covered in patches of snow, with a clear blue sky above. The valley below is filled with dense evergreen trees, and a river flows through it, reflecting the surrounding landscape.

“NWF’s leadership was critical in the fight to prevent oil drilling in the Arctic National Wildlife Refuge. I congratulate NWF for its hard work in mobilizing the grassroots and bipartisan support necessary to save one of the nation’s most precious wildlife habitats.”

Senator Lincoln Chafee
Rhode Island

“NWF made clear, with a powerful voice, that there are fast, cheap and clean ways to create jobs and meet our energy needs without sacrificing the wilderness values of the Arctic Refuge.”

Senator John Kerry
Massachusetts

New Science-Based Reports

NWF helped raise awareness on the Hill and throughout the media with two new reports. *The Arctic National Wildlife Refuge: Wildlife Values* provided new insights into the consequences of oil development. Its companion, *The Arctic National Wildlife Refuge: Issues Briefing*, examined the facts behind the impact of drilling in the Refuge.

Advocacy Training In Alaska

Recognizing that the voices of Alaskan tribal leaders must be heard, NWF organized advocacy training sessions for Gwich'in tribal members. The sessions were led by Gwich'in native and NWF board member Faith Gemmill along with NWF's Martha Levensaler and Ann Loyd. Their goal was to help the Gwich'in participate more effectively in the fight to protect the Refuge.

Slowing Development of Prince William Sound

Alaska's Prince William Sound is one of the richest marine and estuarine ecosystems in the world. The Sound's 4,400-mile coastline (longer than the coast of California) is a twisting labyrinth of glacier-walled fjords, bays, river deltas and estuaries where mountains cloaked in spruce and hemlock plunge to the sea.

But threats to this delicate landscape loom. Opened in June 2000, the Whittier road offers easy vehicle access to western Prince William Sound and is even now bringing a large influx of visitors to the area as well as new interest in developing the Sound's shores and tidelands.

A New Alliance

NWF is calling on state and federal land managers to create a Prince William Sound conservation management plan based on good science and public feedback. To jumpstart this process, we forged the Sound Alliance, a partnership of environmental and Native organizations. The coalition is working to protect Prince William Sound from overuse, unwise development and other harmful activities, and is also building public and political support for a comprehensive, permanent protection strategy.

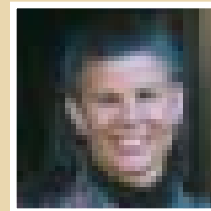


Days before the Senate vote, NWF helped organize a major grassroots rally on Capitol Hill to block oil drilling in the Arctic National Wildlife Refuge.

Jamie Rappaport Clark

NWF's Senior Vice President for Conservation Programs

Heading up NWF's conservation team of highly-qualified individuals, Jamie Rappaport



Clark brings to us a deep commitment to wildlife protection and a background rich in experience in science and wildlife advocacy. Jamie came to NWF in May 2001 after serving as Director of the U.S. Fish and Wildlife Service from 1997-2001, where she promoted the national wildlife refuge system and reformed the Endangered Species Act.

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This past year, Jamie put her talents to work as she spearheaded NWF's campaign to protect the Arctic National Wildlife

Refuge, energizing our staff, volunteers, affiliates and grassroots while aligning disparate political forces to build a united front to protect one of the nation's great treasures.

Jamie has always had a passion for the great outdoors. But today, Jamie's primary motivation is her 3-year-old son, Carson James Leopold—named for Rachel Carson and Aldo Leopold, two of the nation's greatest conservationists. Jamie is determined that Carson have the opportunity to enjoy clean air and water as well as abundant wildlife over his lifetime.



At Work in the Northern Forest

Encompassing some 26 million acres, the Northern Forest is today the largest unbroken forest in the eastern U.S., stretching from northern Maine across New Hampshire, Vermont and New York State. The Forest shelters more than 85 species of forest-loving birds and mammals, and the vast majority of its lands are privately held.

Well-Managed Forest Resources

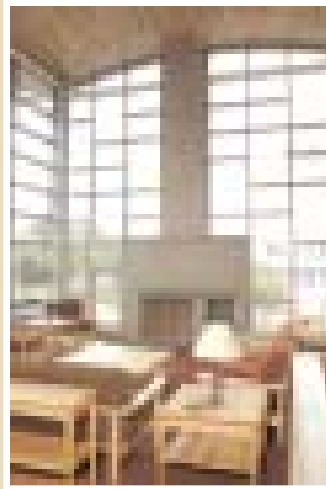
NWF continued its work to promote forest stewardship using such tools as forest certification and conservation easements. Several large landowners have obtained easements on their lands, encompassing over two million acres. Working with the international Forest Stewardship Council and the SmartWood program, NWF has helped certify over 200 landowners and 50 wood products businesses.

Trout Stream Restoration

NWF is helping restore trout habitat in sensitive headwater streams. Working with state and federal agencies, we have identified failing culverts and bridges on old logging sites, formed volunteer teams to stabilize these areas, and started to restore streams. Our activities include stabilizing banks, building feeding pools for trout and helping farmers create riparian setbacks.

Wildlife Recovery

Recovering endangered species such as loons, falcons, wolves and lynx in the Northern Forest is also a top priority. With volunteers from the New Hampshire Wildlife Federation, we conducted free lead sinker swaps to encourage anglers to switch from toxic lead sinkers to sinkers made of steel, tin or bismuth. Over the years, lead poisoning has become the number one cause of death of loons and other waterfowl, which accidentally swallow the lead fishing tackle. Thanks to the swap program, no loons were documented to have died from lead poisoning in Vermont last year.



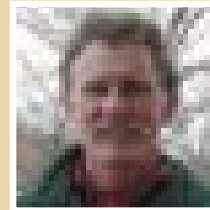
Through the Peregrine Falcon Recovery Project, we coordinated protection efforts of the world's fastest bird with NWF's affiliate, the Vermont Natural Resources Council, and state agencies. In 2001, we reported record numbers of falcons breeding in the Northern Forest since the recovery effort began.

Vermont's Middlebury College purchases wood for new buildings from local suppliers of sustainable wood products that have been certified with the help of NWF.

Eric Palola

NWF's Northeastern Natural Resource Center Director

The head of NWF's northeast conservation programs, Eric is an expert in resource eco-



Eric's credentials are long, including serving as a gubernatorial appointee to a state forestry

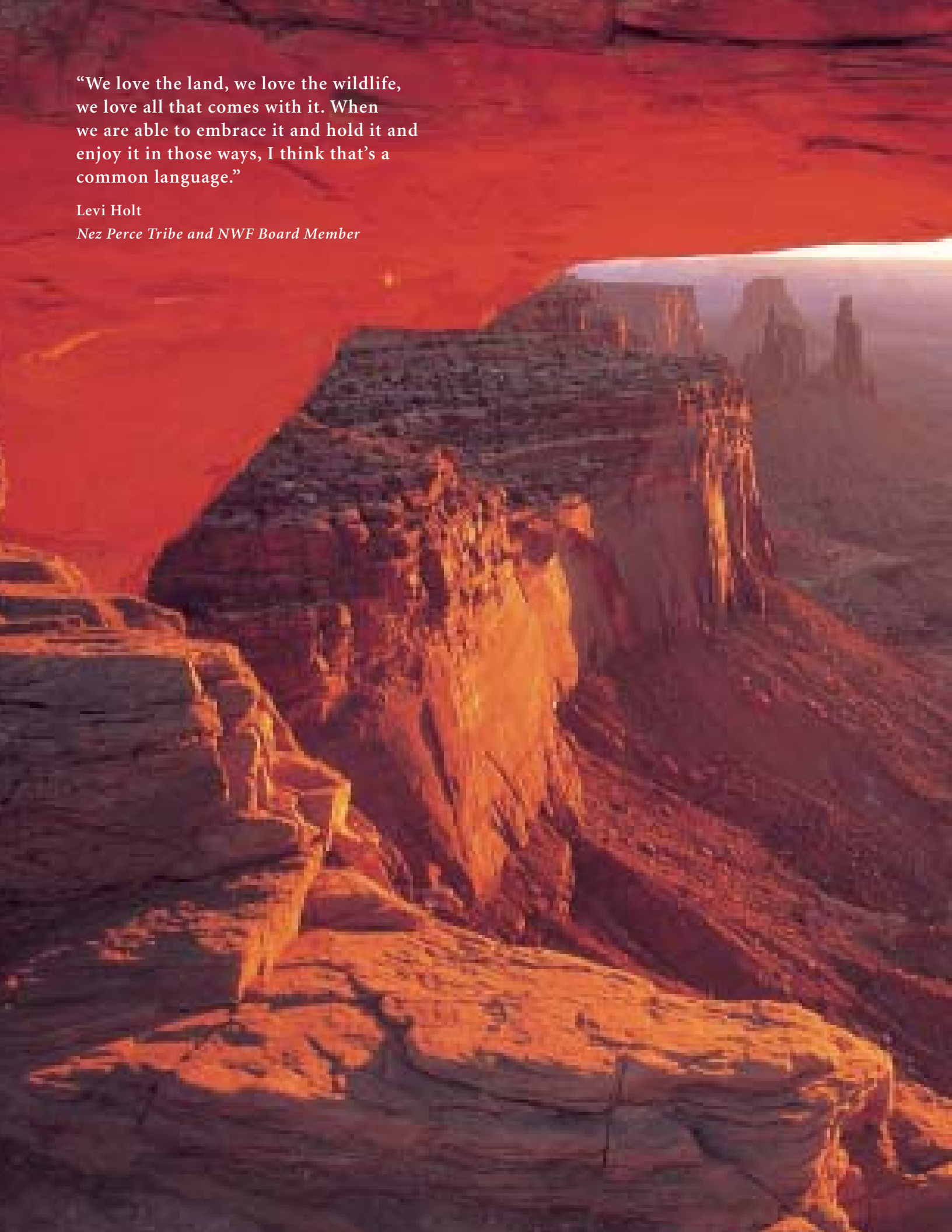
nomics and forest policy. Since his childhood, Eric has probably spent more time outdoors than inside. Backpacking in the Sierras, on the ski-circuit as a nationally-ranked ski racer, in Vermont's rural communities as a logger and working side-by-side with his dad running a maple syrup operation... Eric recharges in the great outdoors, fishing, skiing, hunting and gardening.

task force, as a board member of the National Network of Forest Practitioners and as former issues director of NWF's Vermont affiliate. But the accomplishments of which he is most proud are building NWF's northeast office with a highly professional and experienced staff and uniting sportsmen and environmental communities behind important wildlife management issues.

“We love the land, we love the wildlife,
we love all that comes with it. When
we are able to embrace it and hold it and
enjoy it in those ways, I think that’s a
common language.”

Levi Holt

Nez Perce Tribe and NWF Board Member



Saving Wildlife on Native Lands

Wildlife conservation on tribal lands has become a critical part of NWF's agenda. NWF's Tribal Lands Program has formed strong ties with nearly 100 tribes that want to protect and restore their natural resources. We were on the ground in many regions of the country. We worked side-by-side with the White Mountain Apache Tribe to restore wolves on the Fort Apache reservation in Arizona. We helped win funding for the black-footed ferret program

on the Cheyenne River Reservation in South Dakota. We engaged the Eastern Shoshone and Arapaho Tribes of the Wind River Reservation in Wyoming to help conserve buffalo and elk in Grand Teton National Park and the National Elk Refuge. We are reaching out to the Ute Tribes in Colorado on environmental education and to tribes in Montana, Wyoming and the Dakotas on environmental policy.

Protecting Aquatic Habitats from Destructive Flood Control Projects

- The \$181 million Yazoo Pumping Station in the lower Mississippi Delta
- The \$319 million Grand Prairie Irrigation Project on Arkansas' White River
- The \$135 million Dallas Floodway Extension Project on the Trinity River in Texas

All are examples of the U.S. Army Corps of Engineers' "old school" and harmful-to-wildlife way of managing our nation's wetlands and waterways. And all are funded with taxpayer dollars. NWF continued its campaign to pressure the Corps to adopt a new management approach, which—rather than paving, draining, dredging and blocking some of the world's richest ecosystems—protects these precious wildlife habitats.

In recent years, we have led grassroots efforts to halt numerous Corps projects, but high on our priority list last year was a Corps project on the Delaware River. The \$311 million Delaware River Deepening Project was named the second worst Corps project in the nation by *Troubled Waters*, a groundbreaking report produced in 2000 by NWF and Taxpayers for Common Sense. The project would deepen the Delaware River's shipping channel by 5 feet for 106 miles, producing over 90 million cubic yards of dredged material, much of which is contaminated with toxins. Currently, there is no plan to dispose of these

materials, and the dredging process itself threatens a number of aquatic species.

With a generous grant from the McKnight Foundation in Minnesota, NWF pushed for a thorough review of dozens of pending Corps projects that are environmentally and economically misguided and urged Congress to stop pork barrel funding of these projects.

We were on the ground in the Missouri River basin teaming up with eight state groups to push the Corps to restore natural flows in the river to bring back declining species while protecting hunting, fishing and outdoor recreation.

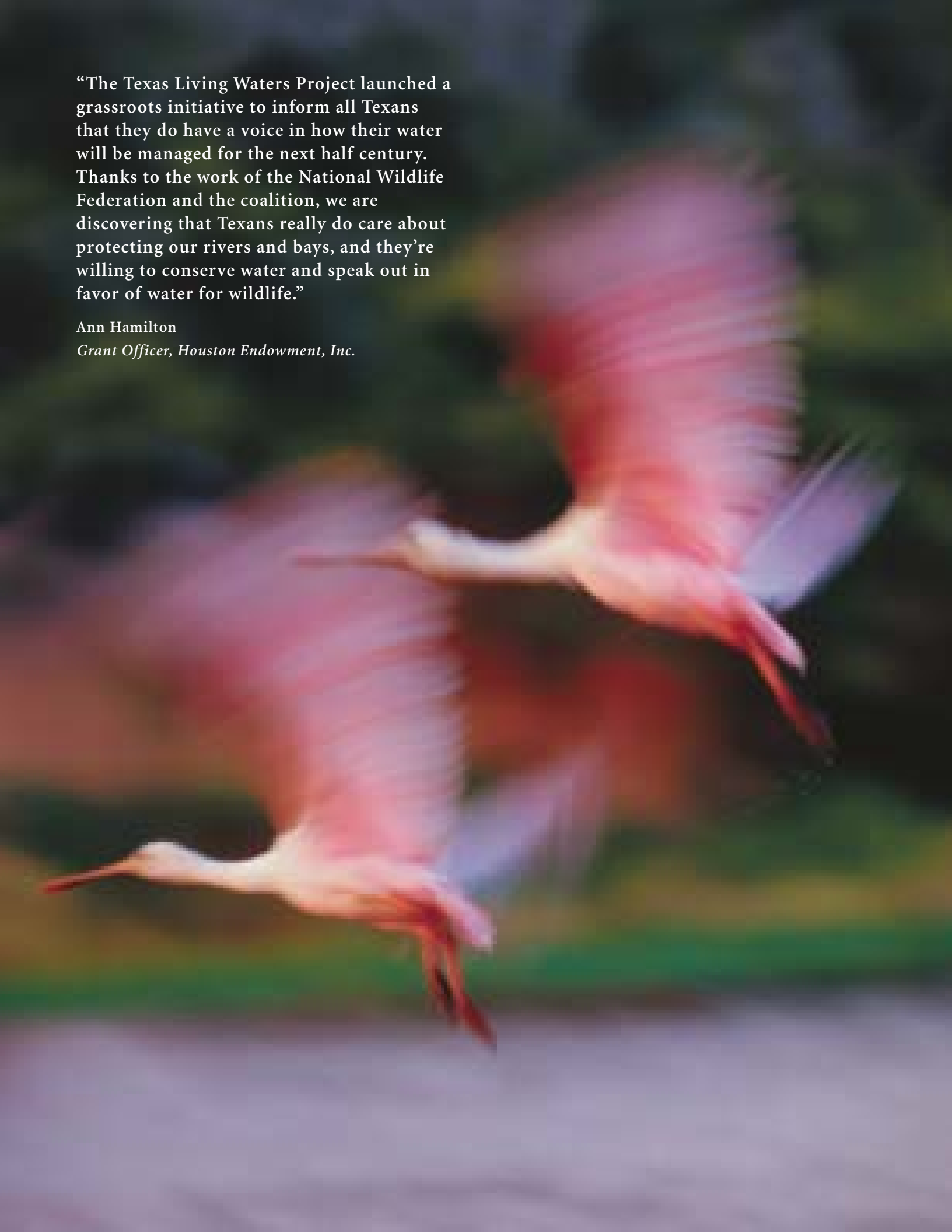
NWF helped organize a coalition of 50 U.S. and Canadian conservation organizations to urge a halt in Corps plans to deepen the Great Lakes-St. Lawrence Seaway—a plan that would destroy habitat in seven U.S. states and Canada.

And we celebrated a dramatic victory for people, wildlife and the environment in October 2002 when the U.S. House of Representatives took the 2002 Water Resources Development Act off the floor because it lacked adequate measures to reform the Corps. This step sent a clear signal that Americans want Congress to refocus the Corps on better water resource management.

“The Texas Living Waters Project launched a grassroots initiative to inform all Texans that they do have a voice in how their water will be managed for the next half century. Thanks to the work of the National Wildlife Federation and the coalition, we are discovering that Texans really do care about protecting our rivers and bays, and they’re willing to conserve water and speak out in favor of water for wildlife.”

Ann Hamilton

Grant Officer, Houston Endowment, Inc.

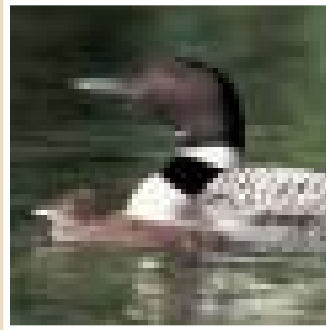


Cleaning the Rain

NWF is leading a coalition of 20 conservation groups working to ensure that state and federal agencies monitor toxins, particularly mercury, which are emitted into the air by power plant smokestacks and other sources falling back to earth in rainfall.

Mercury in the Midwest

Our primary effort last year focused on the state of Michigan where we joined our affiliate, the Michigan United Conservation Clubs, and the Michigan Environmental Council to lead a campaign to reduce



mercury emissions by 90% by 2010 and phase out mercury in the environment by 2020.

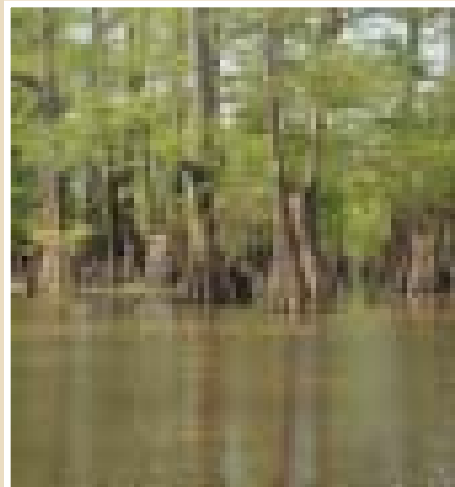
NWF mobilized a wide spectrum of Michigan organizations to endorse the phaseout. We also worked with research scientists at the Universities of Michigan, Minnesota and Wisconsin to produce *Rain Check*, a report that found that mercury

levels in the rain falling over some Midwest states are much higher than is considered safe.

Conserving Freshwater Resources in Texas

With the state population of Texas expected to double in the next 50 years, officials and resource managers face tremendous pressure to allocate limited water supplies. NWF is working with Environmental Defense, the Sierra Club, and our affiliate, the Texas Committee on Natural Resources, to push for water conservation instead of building new pipelines, dams and reservoirs that misuse taxpayer dollars and damage valuable wildlife habitat.

In the spring of 2002, we commissioned a statewide poll that showed most Texans strongly favor water conservation efforts over expensive “concrete and steel” approaches. Almost all Texas voters want their state water plan to protect rivers, bays and wildlife, according to the poll.



Grassroots Organizing

We are partnering with anglers and recreational businesses to urge citizens to get involved in decisions about water resource management. For example, we organized local residents in northeast Texas to fight construction of the proposed \$1.7 billion Marvin Nichols Dam and Reservoir on the Sulphur River. More than 300 landowners, timber cutters, farmers, ranchers, local officials, anglers and conservationists marched into a

regional water meeting in Mount Pleasant, Texas, bearing signs proclaiming, “Don’t Let Dallas Hog Our Water.” Local officials now have removed the dam and reservoir from their plan, and NWF continues our efforts to have the dam removed from the overall state plan.



Restoring Wolves to the Southern Rockies and Northern Forest

For more than two decades, NWF, along with its partners, has worked to restore wolves to suitable habitats, and we have seen spectacular success in certain areas. Six hundred wolves now thrive in the Northern Rockies, and 3,000 wolves live in Minnesota, Wisconsin and Michigan—a recovery rate that means these species can be taken off the Endangered Species List. We are now working with the U.S. Fish and Wildlife Service, state agencies and the public to craft state management plans that will safeguard the wolves once federal protections are removed.

Our next challenges lie in the Southern Rockies of Colorado and the Northern Forest of Vermont, New Hampshire and Maine. Wolves in these regions were exterminated decades ago, but suitable habitat and adequate prey exist to sustain thriving wolf populations. NWF is pushing hard to promote wolf recovery with state agencies and pressure the U.S. Fish and Wildlife Service to provide continued leadership in this effort. We are also working with a variety of organizations to educate the public about the needs of wolves in order to build support for protecting this remarkable animal.

Western Deer and Elk in Trouble

Chronic Wasting Disease—yes, it is as bad as it sounds. CWD is a brain disease fatal to deer and elk. It has been seen in areas of Colorado and Wyoming for 25 years. There is no known cure. Fortunately, in two and a half decades, no scientific evidence exists that the disease can be transmitted to or cause infection in humans or domestic livestock. But fear of CWD is driving some policymakers to make decisions which could lead to needless mass slaughter of wild deer and elk.

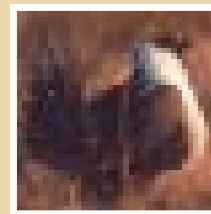
NWF is conducting extensive outreach efforts throughout the nation to get out the facts so that a scientifically-based response to CWD can be developed. We recently co-sponsored a symposium of leading experts on the disease. And we are also asking Congress to fund studies to help us better understand the origins and impact of the disease and develop a test for detecting CWD in live animals in the wild.

NWF affiliates are involved as well. The Montana Wildlife Federation is seeking prohibitions on shooting captive elk and deer and licensing new game ranches. Overcrowding in game ranches helps to spread CWD. The Colorado Wildlife Federation participated in their

Governor's Task Force on CWD and is raising funds for research. And the Wisconsin and Idaho Wildlife Federations sponsored conferences of their own to educate the public and policymakers.

Adopt-a-Lek

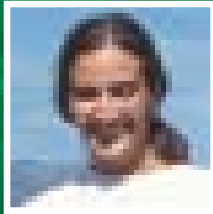
What is a lek, anyway? A lek is the breeding habitat of the sage grouse, a sage steppe



grasslands species that lives in parts of eleven western states, including California, Colorado and Idaho. Today, sage grouse populations have dropped dramatically because their habitat has

been badly fragmented and damaged. Last year, NWF launched the Adopt-a-Lek program to try to save the sage grouse. Trained volunteers go into the field to find and count grouse at their breeding sites. The data is used by states to develop recovery plans.

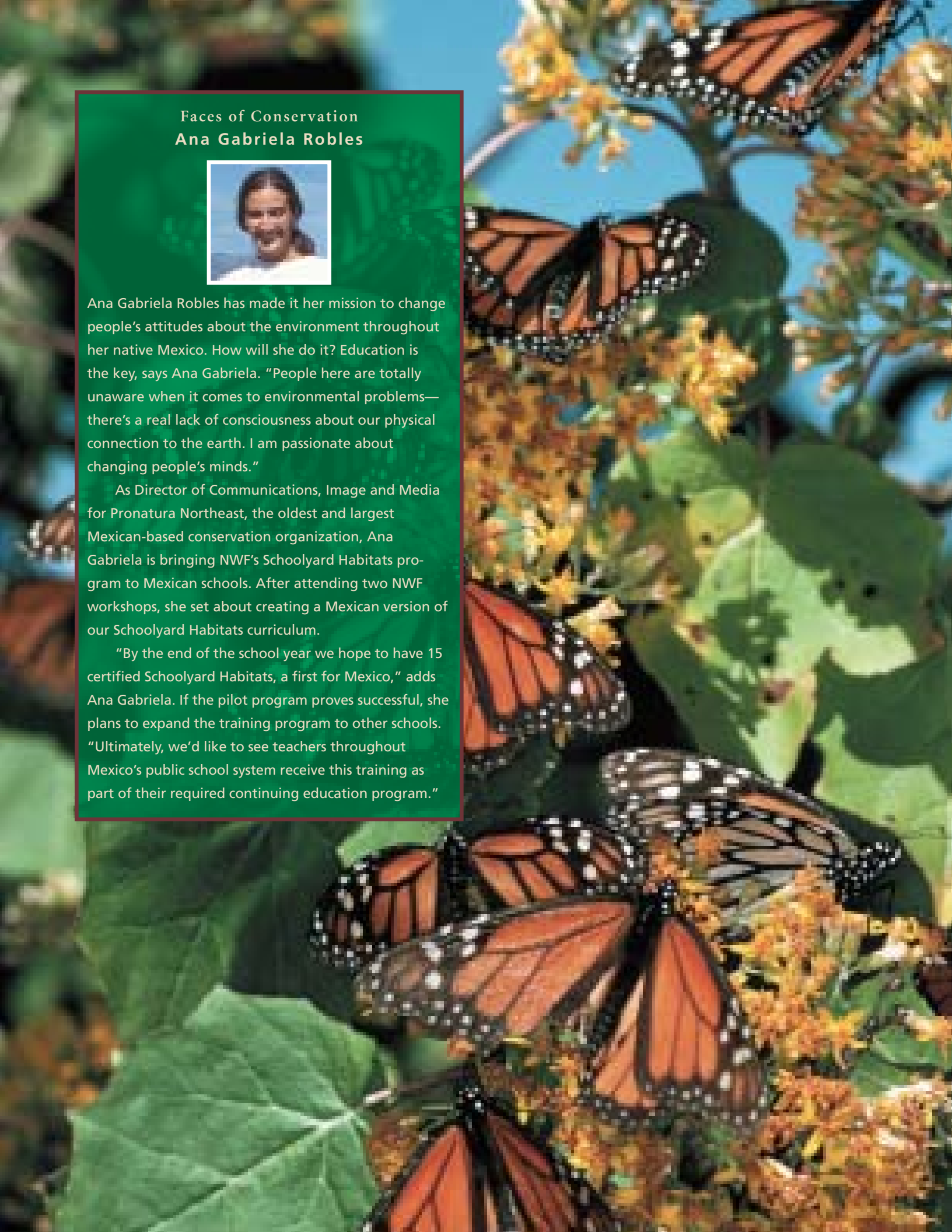
Faces of Conservation
Ana Gabriela Robles



Ana Gabriela Robles has made it her mission to change people's attitudes about the environment throughout her native Mexico. How will she do it? Education is the key, says Ana Gabriela. "People here are totally unaware when it comes to environmental problems—there's a real lack of consciousness about our physical connection to the earth. I am passionate about changing people's minds."

As Director of Communications, Image and Media for Pronatura Northeast, the oldest and largest Mexican-based conservation organization, Ana Gabriela is bringing NWF's Schoolyard Habitats program to Mexican schools. After attending two NWF workshops, she set about creating a Mexican version of our Schoolyard Habitats curriculum.

"By the end of the school year we hope to have 15 certified Schoolyard Habitats, a first for Mexico," adds Ana Gabriela. If the pilot program proves successful, she plans to expand the training program to other schools. "Ultimately, we'd like to see teachers throughout Mexico's public school system receive this training as part of their required continuing education program."



Broadening Our Reach Beyond U.S. Borders

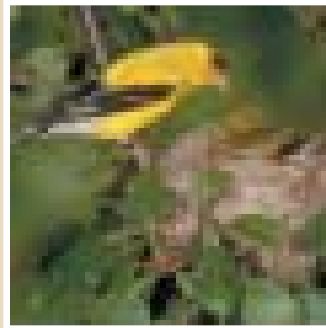
Last year proved our most fruitful yet on the international front as we tackled more issues beyond our national borders.

Climate Change: Building Awareness, Pushing for Action

We are only beginning to learn the full extent of how climate change will affect plant and animal life—from songbirds and waterfowl to coral formations and forests—not to mention human life. We worked to build understanding of the problem and its impact on wildlife and prompted U.S. participation in international actions that will slow global climate change.

Groundbreaking Research on Climate Change and Wildlife

Our new book, *Wildlife Responses to Climate Change*, provides groundbreaking research on how global warming will harm wildlife and jeopardize our quality of life. Few other bodies of research so clearly demonstrate the scientific link between climate change and the health of natural systems. Under the guidance of renowned climate experts



Stephen H. Schneider, Ph.D. of Stanford University, and Terry L. Root, Ph.D. of the University of Michigan, researchers examined a variety of species, shifts in their behavior and changing habitat ranges.

Migratory Birds

Partnering with the American Bird Conservancy, we produced *The Birdwatcher's*

Guide to Global Warming. This report, which received extensive publicity in newspapers around the country, provides never-before-gathered, regional information that shows how global warming will affect migratory birds—from Baltimore orioles in Maryland to American goldfinches in Iowa. Visitors to our website, www.nwf.org, can click on a particular state for information about local songbirds and their migratory routes.

Partnering with Mexico: *Alianza para la Vida Silvestre* (Partnership for Wildlife)

Mexico is home to more species of birds and mammals and three times more native species of plants than the United States. And many of these species are unique to this resource-rich country.

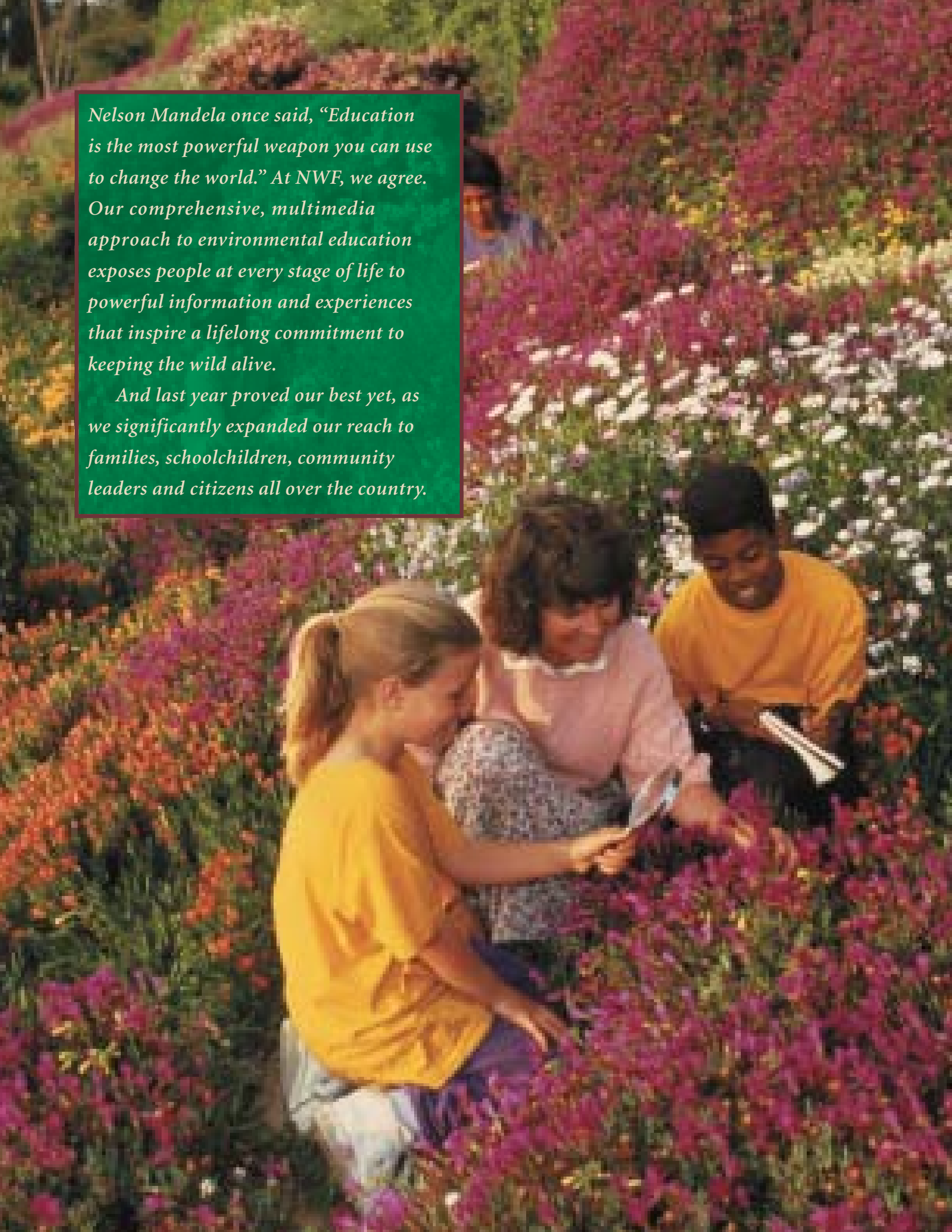
Through a grant from the Charles Stewart Mott Foundation in Michigan, NWF is now working on the ground with local groups to give Mexican citizens the tools and skills to take an active role in shaping their nation's environmental policy. For example, we are helping them to prepare environmental courses for newly-elected officials, to design campaigns and to organize leadership training programs for women. And we are collaborating on a Mexican version of our Schoolyard Habitats® teacher-training program.

Mexico is critical to the health of North American species and their habitats. Through this new project, we are committed to giving Mexican citizens access to our decades-long experience in creating grassroots champions for conservation.

NWF at the World Summit in Johannesburg

Last summer, NWF sent a delegation, led by NWF Board Chair Bryan Pritchett, to the World Summit on Sustainable Development in Johannesburg, South Africa. Karin Krchnak, manager of NWF's Population and Environment Program, co-chaired the Summit's Freshwater

Caucus. Our goal was to urge the Bush Administration and other government leaders to address the problems of spiraling population growth, pollution and uncontrolled development—all of which are leading to a global water crisis. And we are continuing with these efforts.

A group of people, including children and adults, are sitting on the ground in a vast field of purple flowers. They are gathered around a book, looking at it together. The scene is outdoors, and the flowers are in full bloom, creating a vibrant and colorful background. The people are dressed in casual clothing, and the overall atmosphere is one of learning and appreciation for nature.

Nelson Mandela once said, "Education is the most powerful weapon you can use to change the world." At NWF, we agree. Our comprehensive, multimedia approach to environmental education exposes people at every stage of life to powerful information and experiences that inspire a lifelong commitment to keeping the wild alive.

And last year proved our best yet, as we significantly expanded our reach to families, schoolchildren, community leaders and citizens all over the country.



Environmental Education

Cultivating a Lifetime of Environmental Stewardship— From Infancy to Adulthood

Making a Place for Wildlife in Our Homes and Neighborhoods

NWF has always been a big believer in the old adage “think globally, act locally.” That’s why, since 1973, NWF’s signature Backyard Wildlife Habitat™ program has shown people of all ages how to protect the world’s environment—starting in their own backyards—by providing food, water, shelter and a place to raise young wildlife.

The program encourages everyone—homeowner, teacher, community leader and nature enthusiast—to plan their landscapes with the needs of wildlife in mind and gives them the tools they need to make it happen.

Our Best Year Yet

Today, more than 32,000 wildlife habitat sites have been certified and registered with NWF’s National Registry of Backyard Wildlife Habitat sites. Last year alone, NWF certified nearly 3,500 backyards and community spaces across the country, the most in one year in the history of this program.

And the popularity of the program is moving beyond traditional “backyards” to include outdoor spaces at retirement and assisted-living communities, apartment buildings and abandoned lots. Last year, five new communities registered with NWF’s Community Wildlife Habitat program: Tukwila, WA; Arlington, VA; Chesterfield, MO; Grant Ranch, CO and Winter Haven, FL.

New Resources Make Gardening for Wildlife Easier

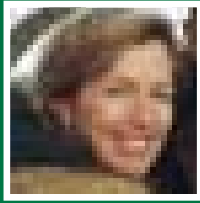
In 2002, with a generous grant from the Shell Oil Company Foundation, NWF introduced a new set of resource materials that make converting yards and public spaces into wildlife-friendly habitats even easier. *The Wildlife Habitat Planning Guide for Backyards and Beyond* provides landscape ideas, sample yard layouts and tips on topics like lawn reduction, composting and chemical-free pest control. Also, our newly revamped Backyard Wildlife Habitat website features regional and seasonal information, an interactive habitat planner, and searchable wildlife and native plant databases developed in partnership with the Lady Bird Johnson Wildflower Center in Austin, Texas.

NWF Partners with The Home Depot® to Offer Wildlife-Friendly Home Improvement Projects

We are proud to announce a new partnership with The Home Depot, the nation’s leading home improvement retailer, which extends our reach to millions more Americans to demonstrate that home improvement can also be habitat improvement.

In the fall of 2002, The Home Depot stores nationwide began offering products, information and expertise to help people transform backyards and other outdoor areas into

Faces of Conservation
Beatrice Busch von Gontard

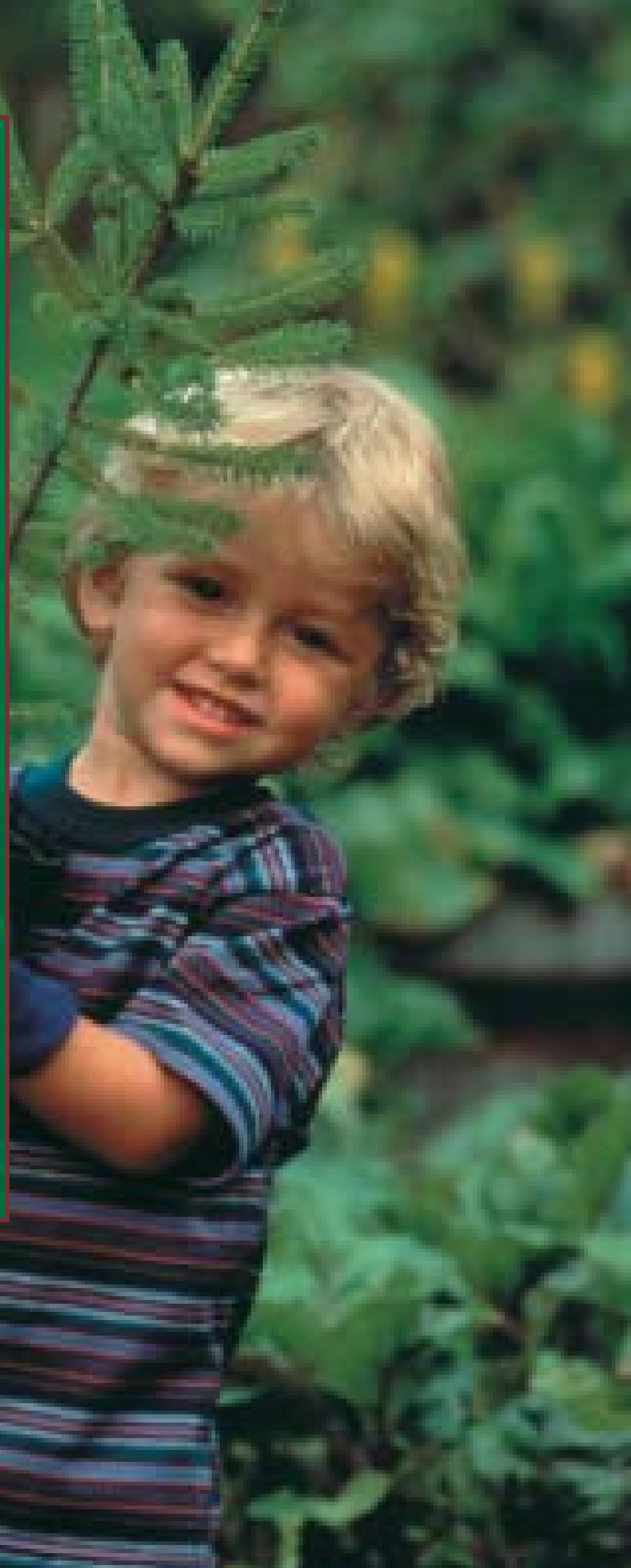


Growing up in Missouri surrounded by animals, Beatrice became deeply committed to a healthy environment at an early age. Her dedication to conserving wildlife and helping to restore valuable habitat is demonstrated by her volunteerism, her interest in environmental education and incorporating conservation goals into the lifestyle of her family.

Beatrice supports NWF because “it is a grassroots organization that involves people in their own backyards and communities. NWF highlights the little things that we all can do to make the world a better place.”

A member of NWF’s President’s Council and an NWF Habitat Steward, Beatrice is working closely with the faculty of a local elementary school to help teachers integrate environmental education and outdoor learning experiences into the curriculum. Beatrice also has provided generous support to NWF’s education programs.

Beatrice currently is working with her neighbors to protect a significant stretch of the north bank of the Shenandoah River. And she and her husband Adie are converting pasture and cropland to a Virginia tallgrass prairie that was historically found in this region. Four species of grassland birds, considered to be endangered or of special concern in Virginia, have begun to nest on her property. Beatrice’s commitment to conservation and a healthy environment serves as an inspiration for many.



wildlife habitats. The Home Depot also hosts clinics on wildlife landscaping, butterfly gardening, winter wildlife habitats and water gardening for wildlife.

“Our new relationship with the National Wildlife Federation is a win for customers, their communities and the environment we all share,” said Jerry Edwards, Executive Vice President of Merchandising for The Home Depot.

Creating a Living Classroom

A child often first discovers the wonders of nature in the schoolyard and there begins a lifelong journey as an environmental steward. Last year, thousands of youngsters participated in our Schoolyard Habitats® program, which teaches schoolchildren and educators how to build wildlife habitats in their own schoolyards, providing opportunities to learn about nature outside the traditional classroom setting.

Thanks to the generous support of the Wege Foundation in Michigan, the Schoolyard Habitats program continues its rapid growth nationwide. In fact, recently, the Orinda Union School District in California certified every school as a Schoolyard Habitats site and became the first-ever NWF certified public school district.

New Curriculum Expands Scope of Schoolyard Habitats Program

Last year, NWF established a partnership with the Junior Master Gardeners program, an international youth gardening network, to develop *Wildlife Gardener*, a curriculum designed to teach young people how to conserve and restore wildlife habitat in their communities.

NWF also recently launched a collection of educator resources based on NWF’s award-winning *Ranger Rick’s*® NatureScope® series. These new activity guides provide dozens of hands-on, interdisciplinary activities as well as information on endangered species, grasslands, rainforests and more.

Inspiring Stewardship Beyond the Schoolyard

Teenagers as Environmental Stewards

Today, more than 50 schools participate in Earth Tomorrow’s® nationwide network of high school students

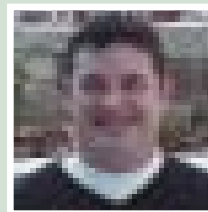
and educators who are tackling environmental problems through community action. The program offers high school students unique opportunities to develop community conservation projects, gain workplace experience, build leadership skills, network with other students and resource professionals and explore environmental careers—all to turn knowledge into action.

In 2002, NWF teen members ran a statewide recycling and waste reduction campaign in Alaska; created rooftop gardens in New York City and helped their local communities conduct conservation action projects in Michigan, Georgia, West Virginia and other communities nationwide.

Jim Stofan

NWF’s Senior Vice President for Education Programs

Jim Stofan was born to be an environmental educator. His uncle, world-renowned ornithologist, Dr. Luis Baptista, introduced Jim to science and the environment. The rest of his family is in education, including his parents who are both educators.



the use of the Web in education, designing the first online degree program in the field of public health.

After obtaining his undergraduate degree in behavioral biology and graduate degree in education, Jim worked at Sea World where he discovered how much he enjoyed talking to people about the science of the natural world. At the Johns Hopkins University School of Public Health, Jim was the Director of the Distance Education Division and pioneered

Here at NWF, Jim leads our conservation education efforts. No one has been more forward-thinking than Jim in using technology to promote environmental education. Jim and his team have created Wildlife University, the nation’s first distance learning program devoted exclusively to wildlife and habitat issues, and KidZone, our new online interactive children’s magazine. Jim is guiding NWF to be the nation’s leader in providing quality conservation education resources and programs to students of all ages.



This past summer, with the generous support of The Arthur M. Blank Family Foundation and the Georgia Power Foundation, Inc., NWF held the first Summer Institute in Atlanta, which brought students from four local high schools together for five days of field trips, skill-building in civics and the environmental sciences and exploration of environmental careers. The Institute culminated in the launch of Earth Tomorrow clubs in each student's school. Their shared mission is to enhance the health of their local Chattahoochee watershed with awareness campaigns for water quality legislation, native plants projects, stream cleanups and local habitat restorations.

Another example of Earth Tomorrow's impact is happening in downtown Detroit where the Earth Tomorrow club at Kettering High School transformed an abandoned junk-filled courtyard into an aquatic habitat. More than 600 students helped dig the large pond that supports frogs, dragonflies, native plants and over 20 different species of migratory birds. Nearby elementary school students now study aquatic life in the area. These Kettering students participate in ongoing projects with Earth Tomorrow club members from ten other Detroit schools in ongoing efforts to restore wetlands along the Detroit River.

Tomorrow's Environmental Leaders on Today's Campuses

Campus Ecology® is fast becoming the leading sustainability program for college and university campuses. Since 1989, more than 2,000 of the nation's 4,100 colleges and universities have participated. Last year more than 100 campuses enrolled.

This program turns college campuses into living models of ecological sustainability while training a new generation of environmental leaders. With the help of NWF's expert staff, students gain practical experience in the field designing and managing conservation projects like purchasing green power, developing solar aquatic demonstrations and restoring wetlands.



Teens participating in an NWF Access Nature wildlife observation hike.

Bringing Nature to Under-Served Youth

Hundreds of thousands of children have limited exposure to the wild due to a disability. Access Nature™ is the first inclusive nature curriculum designed to bring the natural world directly into the classrooms and after-school programs of all children, including those with disabilities.

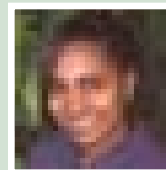
The winner of the 2002 Distinguished Achievement Award for Instructional Materials from the Association of

Educational Publishers, Access Nature reached more than 25,000 children nationwide in its first year. The comprehensive curriculum features hands-on, habitat-based activities, including adaptations for children with hearing, learning/cognitive, motor and visual disabilities that can be used in formal classrooms and non-formal programs.

Na'Taki Osborne

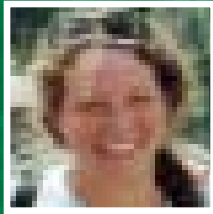
NWF's National Leadership Development Coordinator

The fight to guarantee every American access to clean air, water and safe living conditions is what inspires and motivates Na'Taki Osborne, one of NWF's most effective community organizers. Working closely with the West Atlanta Watershed Alliance, Na'Taki has helped organize efforts to create green space and instigate cleanups along waterways and also mobilize neighborhoods to protect their environmen-



tal interests. Na'Taki first got involved with NWF as a college student where she was the NWF Campus Ecology Field Organizer for the Southeast. In fall 2002, Na'Taki joined a small, distinguished group, including First Lady Laura Bush, to receive *Redbook* magazine's "Mothers & Shakers" award—which recognizes women who have "dedicated their lives to helping others achieve the American dream."

Faces of Conservation M'Lis Bartlett



As executive director for the Friends of the High School for Environmental Studies, located in New York City, M'Lis Bartlett is providing opportunities for students to learn about environmental problems while helping to solve them.

This year, M'Lis is working with students and faculty to turn the school's rooftop garden into a certified Schoolyard Habitats site. They have just received solar panels, a donation from British Petroleum, to build a heated pond. M'Lis is also designing professional training programs for the school's teaching staff to encourage them to use the habitat and other environmental information in non-science coursework.

An Ohio native, M'Lis moved to New York City to pursue a career in fine arts. But then she discovered her true calling. "I've always been an environmentalist," says M'Lis who began reading NWF's *Ranger Rick* magazine when she was five. "My father was very supportive of my interests in nature and pushed me to do things like canoeing and mountain climbing that I didn't always think I could do. But I did, and as a result, I gained a sense of confidence that has really fueled my activism."

M'Lis strives to instill that same sense of confidence in her high schoolers. She places 130 student interns each year in environmental organizations around the city where they put in more than 15,000 hours of community service. "It's really thrilling to see students out there building a bridge or cleaning up a beach because not only are they learning about the environment, they're also learning about their own capacity to make a difference in the world."



Multimedia Educational Materials Reach Millions of People Around the World

eNature.com—The Premier Source of Nature Information on the Web

eNature.com was named the best educational website of 2002 by the International Academy of Digital Arts and Sciences, and we could not be more proud. eNature.com, which complements *www.nwf.org*, offers the most extensive species information on the Internet and delivers unparalleled nature discovery tools to the more than 60 million Americans actively participating in wildlife watching. Last year alone, more than six million people turned to eNature.com for resources and advice—everything from field guides and backyard habitat planning tools to discussion rooms on plant life and gardening.

New Partnerships

eNature.com has paved the way for NWF to forge new partnerships to expand our reach. For example, last year

- eNature.com joined with the Lady Bird Johnson Wildflower Center to launch the most comprehensive guide to native plants on the Web. The Native Plant Guide includes photographs and detailed descriptions of more than 1,000 flowers, shrubs, trees and grasses indigenous to the lower 48 states.

- eNature.com also teamed up with *Yahooligans!*®, Yahoo's® Web guide for kids, to provide *Ranger Rick* field guides and other NWF content for its new animal site.

NWF's Publications—Something for Everyone

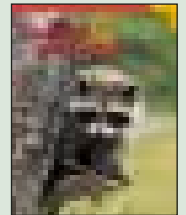
NWF's award-winning magazines and companion websites continue to set the standard for quality content, and each month draw millions of children, teens and adults into learning adventures and outdoor activities that are just right for their ages, interests and abilities.

Wild Animal Baby™, a board-book format magazine that introduces toddlers



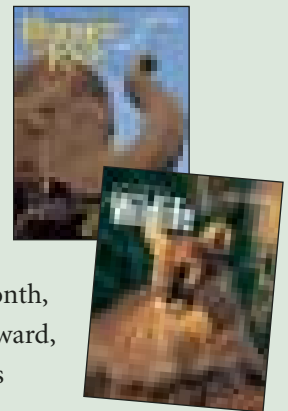
to nature and wildlife, now reaches 165,000 families per month. The magazine's companion website attracted over 70,000 visits in 2002.

Your Big Backyard® brings children ages 3-6 closer to nature in a creative and entertaining way, encouraging them to care for the



earth's resources. Last year, the Association of Educational Publishers awarded its Best Series for Children award to *Your Big Backyard's* "Nature in My Neighborhood" column. Monthly circulation has grown to 570,000.

Ranger Rick magazine and its brand new companion *Go Wild!* website leads kids ages 7-12 to wild discoveries and mind-stretching fun. The publication, which reaches over 545,000 young readers each month, has won the Parent's Choice Gold Award, a Child's Media Award from Parent's Guide and many others.

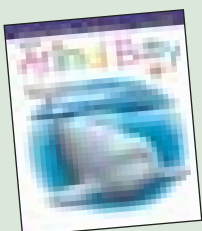


Award-winning *National Wildlife*® magazine uses riveting text and captivating images to provide the latest discoveries affecting wildlife and their habitats.

Bringing Our Message to TV and Films

Over the past eight years, NWF has produced more than 100 hours of original films and programs that introduce millions of viewers worldwide to the story of wildlife and wild places through the power of television and the giant screen. Our films have featured whales, bears, wolves and other endangered species and habitats.

Last year, NWF released its newest feature film, *India: Kingdom of the Tiger*, which showcases one of the world's most intriguing animals, the Bengal tiger. The film premiered to audiences worldwide in October 2002.



Saving one species or habitat benefits countless others. NWF runs on-the-ground projects in many geographical areas across North America to protect special wildlife and wild places to keep the wild alive.

National Wildlife Federation affiliates are autonomous, grass-roots organizations, primarily concerned with conserving natural resources. Affiliate representatives establish NWF conservation policy and elect NWF officers. They also bring diversity, advocacy skills and a shared passion for safeguarding wildlife and wild places, greatly enhancing NWF's ability to achieve common conservation goals.

- NWF Affiliate
- NWF Natural Resource Center or Project Office



...on and Its Affiliate Partners



Financial Overview

The organization's consolidated statement of activities includes the results of the operations of the National Wildlife Federation (NWF) and related organizations, including National Wildlife Federation Endowment, Inc.; National Wildlife Productions, Inc.; National Wildlife Action, Inc. and eNature.com.

Funding

In 2002, National Wildlife Federation revenues totaled \$115 million, with 93 percent coming from supporters through memberships, publications and sales of nature education materials.

Over \$38 million in donations, grants and bequests came from generous individual supporters including members, Guardians of the Wild, Leaders Club, Heralds of Nature members and donors and members of our estate planning program, Rara Avis Society.

Foundations and corporations provided support for National Wildlife Federation's conservation and education programs totaling \$4 million. Major foundation grants were awarded by The Brown Foundation, Inc., The Ford Foundation, The David and Lucile Packard Foundation, the Charles Stewart Mott Foundation, the Beldon Fund, The Garfield Foundation and The Wyss Foundation. NWF also received an award from the Shell Oil Company Foundation. Leading corporate cause marketing partners in conservation included The Home Depot, Busch Gardens/Sea World/Discovery Cove, MBNA America Bank, N.A., Nickelodeon, Newbridge Communications, Inc. and Custom Direct, Inc.

Revenues generated by National Wildlife Federation's publications and films totaled \$20 million, and sales of

nature education materials produced \$50 million. Royalties and other income yielded the remaining \$4 million, offset by realized investment losses totaling \$1 million for a net of \$3 million in other revenue.

Programs

National Wildlife Federation's programs cover a wide range of education and conservation action activities to support its mission. The **membership education programs** maintain an active, engaged and informed membership, providing supporters with the information and inspiration to make a difference in their own backyards, their communities and in national fora.

Conservation advocacy programs include expenses to conduct scientific and legislative research, to educate public constituencies on issues relating to conservation and environmental legislation and to take legal action against environmental polluters and violators.

Education outreach, publications and films include expenses to develop and conduct classroom and outdoor nature education activities, publish our educational magazines and produce nature films.

Other nature education materials represent expenses to create and market nature education merchandise to raise public awareness and concern for wildlife and natural resources.

Supporting Services

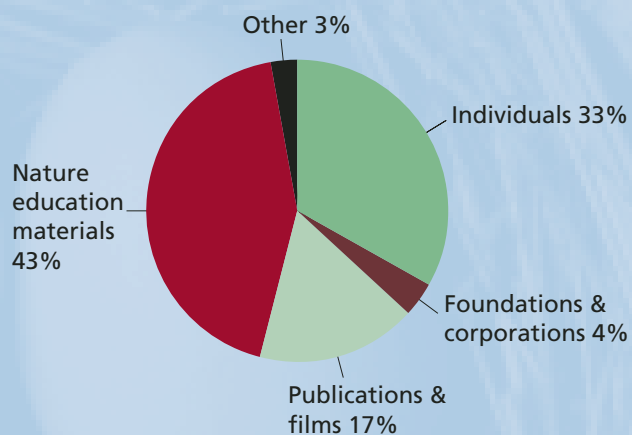
General, administrative and fund-raising expenses, which support National Wildlife Federation's conservation mission, totaled approximately 13 percent of total expenses for 2002.

Consolidated Statement of Activities

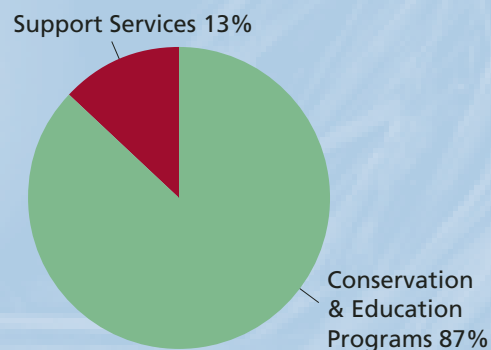
For the Year Ended August 31, 2002 (\$ in thousands)

	FY 2002 Total
Revenue	
Contributions from individuals	\$38,261
Contributions from foundations and corporations	4,279
Publications and films	19,777
Nature education materials	49,841
Other	3,275
Total revenue	115,433
Expense	
<i>Conservation & Education Programs</i>	
Conservation advocacy programs	12,748
Education outreach, publications and films	27,217
Other nature education programs	53,586
Membership education programs	13,017
Total program expense	106,568
<i>Support Services</i>	
Fund raising	8,381
General and administrative	6,943
Total support services expense	15,324
Total expense	121,892
Change in Net Assets Before Net Losses	(6,459)
Other gains and losses	(9,914)
Net gains on sale of investment property	499
Change in Net Assets	(15,874)
Net assets, beginning of year	92,590
Net Assets, End of Year	\$76,716

2002 Revenue




2002 Expenses



Copies of National Wildlife Federation's complete audited financial statements are available upon request.

How to Help

Heralds of Nature®

The *Heralds of Nature* society  **HERALDS of NATURE**
A Society of National Wildlife Federation® recognizes special supporters of the National Wildlife Federation who donate \$1,000 and above annually. These concerned conservationists provide vital support to help us respond effectively to wildlife emergencies—from saving endangered species, including the Florida panther, to protecting critical wildlife habitat such as the Arctic National Wildlife Refuge.

Heralds of Nature members enjoy exclusive benefits including *Inside Reports* from NWF's president on our latest successes and challenges, invitations to NWF's annual President's Reception and other special events.

Guardians of the Wild®

Guardians of the Wild is a prestigious group of NWF supporters who value America's tradition of conservation and are ready to make the personal commitment to support NWF's conservation-through-education mission. These members constitute a critical force in protecting our natural world for generations to come.



With a gift of \$100, \$250 or \$500, you can become a Guardian of the Wild. In return you will receive a variety of special benefits and a *Wildlife Report* newsletter, reserved especially for these dedicated members.

NWF Leaders Club®

If working toward a sustainable balance between humans and our natural world is important to you, one of the most effective ways you can help is by becoming a member of the NWF Leaders Club. Leaders Club members commit to supporting NWF's efforts with modest monthly contributions. And Leaders Club members receive regular update packages that provide an "insider's perspective" on vital wildlife conservation issues.



Memorial and Tribute Programs

Memorial and tribute contributions are special gifts providing an opportunity to let family and friends know that they are being remembered. You may wish to consider this type of gift to express sympathy, or to celebrate a birthday, graduation, anniversary, holiday or other special occasion.

Matching Gifts Program

The Matching Gifts Program is an easy way to double your contribution to NWF. Please ask your employer for a matching gift form. Then just fill in your portion, send it to us and we'll do the rest. Please keep in mind that many employers will also match gifts even if you are now retired.

Workplace Giving

As a founding member of Earth Share, a federation of more than 40 conservation organizations, NWF participates in many annual giving campaigns hosted by companies, state agencies and municipal governments, including the Combined Federal Campaign. Each year, many individuals support NWF's programs through payroll deduction at their workplace (choose #911 for NWF). Find out if your employer hosts a workplace giving campaign and if it includes Earth Share. For more information about workplace giving, please call us at the number listed below.



Earth Share

Wills and Estate Planning

You can make a gift as part of your estate plan and make the world a safer, healthier place for future generations. We can help you prepare to meet with your attorney on how to carry out your personal objectives for your estate. Please refer to page 56 for more information.

Gifts That Provide Income

If you are age 60 or older, your gift can provide you with secure, lifelong income. You also may receive other benefits, such as tax savings, and a great sense of satisfaction. Call the number below for more information.

For more information on any of the giving options listed here, please call 1.800.332.4949 or visit our website at www.nwf.org.

Supporting NWF Through a Bequest or Planned Gift

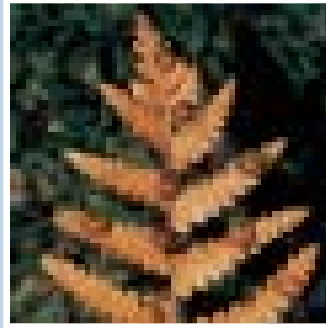
In 1989, friends of National Wildlife Federation formed a society for people who care about making a place for wildlife in our modern world and protecting our wildlife heritage for future generations.

The Rara Avis (Latin for “Rare Bird”) Society honors people who have established a planned gift to benefit the National Wildlife Federation. More than 2,400 people have joined. If you prefer, your name will be held in complete confidence.

You can be a member simply by letting us know you have included the National Wildlife Federation in your will or trust. Some friends designate NWF as the beneficiary of a life insurance policy or retirement plan and others establish a lifetime income gift to benefit themselves or a loved one and wildlife.

We urge you to consult your attorney in preparing your will and hope that the following language will be helpful in providing a bequest to NWF:

Photo by NWF supporter Tom Pawllesh©



“I give, devise, and bequeath to the National Wildlife Federation, a nonprofit corporation organized and existing under the laws of the District of Columbia, and with current business address of 11100 Wildlife Center Drive, Reston, Virginia 20190, _____ (specific dollar amount, property or percentage) to be used for its general purposes for wildlife conservation and education.”

For further information, without obligation, about making a bequest or planned gift to NWF, please contact us at:

Office of Planned Giving
National Wildlife Federation
11100 Wildlife Center Drive, Reston, Virginia 20190
1.800.332.4949 or FAX: 703.438.6045
E-mail: raraavis@nwf.org
or visit our website at www.nwf.org

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The President's Council was formed to help fulfill the mission and advance the conservation work of the National Wildlife Federation. The Council is a select group of NWF supporters who are also leaders in such fields as business, law, science, media and philanthropy. Its members share a passion for saving and restoring wildlife and wild places, as well as an affinity for NWF's brand of com-

Photo by NWF supporter Jack Mills©



mon-sense conservation. Functions of the Council include developing a strong network of advocates and supporters to help NWF secure the resources needed to achieve its conservation goals, acting as advisors to the president of NWF on conservation and other issues, and serving as ambassadors for conservation in their own communities and circles of friends and associates.

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