

National
Wildlife
Federation

*Protecting Wildlife
for Our
Children's Future*

2005 Annual Report



*The mission of the
National Wildlife
Federation is to
inspire Americans
to protect wildlife
for our
children's future.*

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All members of the Federation's Board and Endowment Board, during fiscal year 2005, contributed financially to support NWF's programs.

On the Covers:
The Arctic polar bears on the cover are an increasingly well known symbol of the effects of global warming; they are drowning at a high rate as warmer waters widen the distance between ice floes. By 2060, there may be no polar ice remaining at all. The back cover shows a northern pintail duck, also adversely affected (see page 9).
Front cover photo: © Theo Allofs
Back cover photo: © Wayne Lynch



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Message from the President and Board Chair

For millions of Americans, global warming is no longer just a policy debate. It is now part of a national conversation that reaches far beyond the environmental community and the politicians we've been talking to for years. Business people, charity groups, health-care providers, homeowners, students, insurance companies, home builders, farmers, oil producers ... every segment of society across the country is now becoming aware that global warming is real and human activity is to blame.

No natural event brought the threat of global warming into sharper relief than hurricanes Katrina and Rita. As destructive as they were to lives and property in the Gulf Coast, they are a wake-up call for this country. Unless we take action to slow the effects of global warming, more of the same is ahead. Our challenge at NWF this past year was to marshal our resources to make sure that wake-up call was answered.

In 2005, we helped two forward-thinking U.S. senators bring global warming legislation to the floor, stimulating full-scale debate on the issue. We rallied grassroots support behind a call in the Senate for mandatory reductions in greenhouse gases, which we are proud to say passed over White House objections. NWF successfully expanded the global warming discussion to recognize the unique threat climate change is already posing to wildlife. We produced several groundbreaking reports that demonstrate the link between global warming and deteriorating wildlife habitat.

We were also on-the-ground in communities across the country saving species in trouble and connecting people to nature. This was the year we celebrated the removal of the Yellowstone grizzly bear from the endangered species list after a 20-year effort to boost their numbers. We greatly advanced our work in connecting people to nature by engaging youth of diverse cultural and racial backgrounds, producing award-winning publications, and creating a new Discovery Channel series called "Backyard Habitat."

You will read about both our successes and our struggles in the pages ahead. **But it is your contributions and support that make possible every step we take on behalf of wildlife and wild places.** We thank you. And we look forward to working with you in 2006. Together, we can help America answer nature's wake-up call.



Larry Schweiger



Jerome Ringo

Larry Schweiger
President & CEO

Jerome Ringo
Chair, Board of Directors





Protecting Wildlife for Our Children's Future

Our vision inspires us:

The mission of the National Wildlife Federation is to inspire Americans to protect wildlife for our children's future.

Our concern over escalating environmental threats drives us:

Americans are losing their connection to nature as they spend more time indoors in front of computers and televisions. Large-scale habitats, such as wetlands systems and river valleys, are disappearing or becoming polluted. Global warming is transforming the natural world, destroying habitat and moving many species closer to extinction.

For nearly 70 years, the National Wildlife Federation (NWF) has practiced common-sense conservation. We focus on three goals:

- **Confront Global Warming:** We work to change the forecast for wildlife by advancing solutions to global warming.
- **Protect and Restore Wildlife:** We protect and restore the habitats vital to sustaining diverse wildlife.
- **Connect People with Nature:** We inspire, empower and connect people to our natural world.

To achieve these goals, NWF relies on its nationwide network—a federation of grass-roots activists and wildlife enthusiasts dedicated to protecting wildlife and wild places. We have built a national coalition of members, financial supporters, affiliates and business partners who carry our message to cities and rural communities, homes and town halls, Congress and state legislatures, elementary schools and universities, courts and international venues.

Our nine regional offices and 47 affiliates around the country give us the political power and local leverage to win lasting victories for wildlife and promote conservation as an American value to inspire a new generation of conservationists. The National Wildlife Federation relies on Americans from all walks of life, of all political and religious beliefs, of all ages to advance our mission: protecting wildlife for our children's future.





Confronting Global Warming

The National Wildlife Federation will change the forecast for wildlife by advancing solutions to global warming.

Global warming—have we ever faced an ecological threat of such enormity and with such devastating implications? A recent study concluded that unless greenhouse gases are cut dramatically, as many as a third of the wildlife species in some areas will be extinct or near extinction in a mere 45 years.

How can we at NWF make a difference? By bringing to bear our 70 years of experience in educating those who formulate policy and mobilizing those who influence policymakers. It is a slow process for a problem of this magnitude—one that demands a commitment of resources over time. And we're prepared for the fight.

Building Momentum

The key to our success will be creating the political environment to foster bipartisan support for action on global warming.

This year, we walked the halls of Congress to build momentum for policies that reflect scientific evidence showing that global warming dramatically destabilizes the natural world. We worked with federal land managers to develop ways to help wildlife adapt to conditions caused by global warming. We rallied grassroots activists to push state and national policymakers to take steps to reduce harmful emissions. We built bridges with hunters and anglers, inspiring them to speak out on this issue. And we teamed up with our state affiliates and partners to provide scientific information and public outreach tools that support on-the-ground conservation efforts.

Cutting Greenhouse Pollution

NWF fought side by side with Senators John McCain (R-AZ) and Joseph Lieberman (D-CT) to advance the Climate Stewardship and Innovation Act. This bill would boost investments in energy-efficient technologies, set the first-ever limits on U.S. greenhouse gas pollution, create a flexible emissions trading program to reduce costs to industry, and provide critical funding for fish and wildlife conservation programs. NWF and our allies generated grassroots support for the bill all over the country.

Although the legislation narrowly failed to pass in the Senate, it was a critical first step in stimulating debate and forcing a vote on cutting greenhouse emissions—a real breakthrough and one that shows that Congress has finally recognized the time has come to confront this issue.

A recent study concluded that unless greenhouse gases are cut dramatically, as many as a third of the wildlife species in some areas will be extinct or near extinction in a mere 45 years.



Senate Takes a Stand on Global Warming

In a major rebuke of the White House, the Republican-led Senate passed a resolution that called for mandatory reductions in greenhouse gas emissions. The resolution declared that it was the “sense of the Senate” that greenhouse gases are accumulating, there is scientific consensus that human activity is the cause, and mandatory steps will be required to stop the trend.

While non-binding, this act is yet another sign that members of Congress want action on global warming and they want it now. The tide has turned and NWF will continue to seek opportunities to push for anti-global warming policies.

Amassing Scientific Evidence

NWF is committed to expanding the body of sound science behind the threat of global warming. In 2005, we produced several groundbreaking reports that present the most up-to-date research on the damage now being inflicted on certain species by shifts in the planet’s climate.

Global Warming and Waterfowl

From the Great Plains to the Gulf Coast, the waterfowl of North America are in trouble. More frequent droughts, thawing permafrost, and flooded coastal wetlands—all brought on by global warming—are damaging nesting areas, food sources, and wintering habitats, according to *The Waterfowler’s Guide to Global Warming*. Written by NWF’s Global Warming Specialist Patty Glick and released this past June, the report is a joint project of 27 of our affiliated organizations and 10 other groups. In it, Americans learn what they can do to change the forecast for waterfowl. In 2006, we’ll be taking the *Waterfowler’s Guide* on the road to educate sportsmen about the impacts of global warming on wetlands.

Patty Glick

NWF Global Warming Specialist



“I have seen more progress in the last few years,” says Patty Glick about her work on global warming. “The science has become more clear and people are starting to think ‘this is a real thing and let’s start figuring out what to do about it.’”

Patty works in NWF’s Western Natural Resource Center in Seattle, where she collaborates with scientists and helps people understand the impacts of global warming on wildlife. She grows more excited every day about the number of people who are getting involved in the issue at the grassroots level.

On a recent trip to Canada, Patty filmed a video on the effects of global warming on polar bears, which she’ll use at schools and public presentations. She also works with the sportsmen community, which widely praised her report, *The Waterfowler’s Guide to Global Warming*. This coming year, she’ll focus on helping hunters and anglers take steps to make a difference.

2006 will be “a big turning point in terms of starting to see real action on global warming.” This is the time when we can either “make or break what the future will be for our kids.”

White House Conference on Cooperative Conservation

NWF participated in the White House Conference on Cooperative Conservation held in St. Louis at the end of August, with Larry Schweiger serving on the closing conference panel and raising the issue of global warming. NWF honored new EPA Administrator Stephen Johnson during a high-level reception held at the Busch family ancestral home, Grant’s Farm.

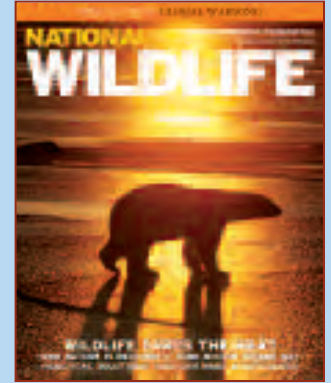


From left: Carolyn Schweiger, Stephen Johnson, Larry Schweiger, Beatrice Busch von Gontard, Adalbert von Gontard



NWF Wins a Publication Award

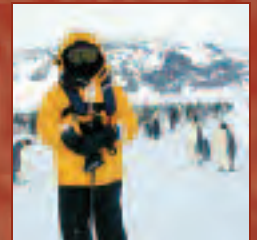
Our special global warming issue of *National Wildlife*® magazine (April/May) won this year's Publication Award from the National Resources Council of America. The entire magazine is devoted to a presentation of the most conclusive evidence to date of the effects of global warming on wildlife and people. The evidence is based on a visit with the Iñupiaq hunters in northern Alaska to study the out-of-sync breeding habits of bears, birds, and fish. Included is an interview with Senator John McCain about his efforts to champion the Climate Stewardship Act. We packed the issue with examples of how pioneering individuals and companies are beginning to switch to renewable energy, use green building methods and choose cleaner vehicles. Over 4 million NWF members and magazine subscribers received this edition of the magazine, which is also available on our web site.



Fish Out of Water in the Northwest

By 2040, as much as 20% of the Columbia and Snake River basins and watersheds may be too warm for fish to survive, according to our recent report, *Fish Out of Water: A Guide to Global Warming and Pacific Northwest Rivers*. Global warming will change the timing and amount of snowmelt, lower stream flows and increase river temperatures, harming the already-stressed populations of cold-water salmon and steelhead. It also lists the 10 rivers in the region most at risk from global warming. But it's not too late. We present ways to forestall this situation, including shifting to non-hydro renewable energy, restoring the most degraded rivers, and setting specific limits on the nation's global warming pollution. The report received high praise from anglers and water managers throughout Oregon, Washington, and Idaho.

Kathleen Kemper



One day, her grandmother put a copy of *Ranger Rick*® magazine into her hands and from then on, Kathleen Kemper was hooked on wildlife and nature. Kathleen's parents had taught her a love of the environment that she carries with her today. She sees the very same love and passion in the staff at NWF. "They are all so dedicated. Their hearts are in it and that gives me hope that there are people out there who are making a difference."

Kathleen has served on the President's Advisory Council and hosted events for the Western Natural Resource Center in Seattle. She is happy that NWF has taken on global warming. "We need concrete steps that businesses and individuals can take to do their part in fixing this problem," she says. "NWF has an important role to play in pushing for real action and getting the word out to the public on the urgency of this issue."

Kathleen recently took a one-month trip to Antarctica to see the emperor penguins. She and her husband, Gary Smith, love to travel all over the world to see exotic creatures in their habitat. "Wildlife has as much right to be on earth as we do. We have a duty to respect and protect them."





Protecting and Restoring Wildlife

The National Wildlife Federation is committed to protecting and restoring habitats vital to sustaining diverse wildlife.

While we continue to press for wildlife-friendly policies and actions on many fronts, we have much to celebrate this year. Gray wolves, Yellowstone grizzly bears, Pacific salmon—to name a few species—are all better off because NWF and our partners succeeded in rallying citizens, joining with communities and working with lawmakers to protect these iconic creatures and safeguard their habitat.

Gray Wolves Get Another Chance

The howl of the gray wolf may soon be heard again in the Northern Forest, thanks to a big win in a federal district court in Vermont. The ruling, on a lawsuit filed in 2003 by NWF and our partners, declared that the Bush Administration violated the Endangered Species Act when it reduced protection for gray wolves across the 48 states two years ago. Wolves—once nearly eliminated—are now beginning to thrive in the Northern Rockies and Great Lakes regions. Citing success in these two areas, the federal government tried to end protections for wolves in the Northeast where suitable habitat exists but the animals have not had a chance to repopulate in viable numbers.

Federal law requires recovery of the species across a “significant portion” of its historic range, but the gray wolf occupies only 3% of its original habitat. The federal government thought it could get away with declaring total victory based on a partial win.

NWF continues to team up with our partner organizations to bring wolves back to other regions of the country. With tools such as our acclaimed *Wolf Tracks* curriculum and Wolf Awareness Week, we are building ever-greater support for this predator’s recovery.

Grizzly Bears Recover in Yellowstone

Once numbering in the thousands, the number of grizzly bears throughout the West dropped to a mere 250 in 1975. Today, after two decades of hard work on the part of NWF and other national and local groups, there are more than 600 bears in the Greater Yellowstone area, greatly exceeding the recovery goals. This recovery effort is nothing short of a stunning success story. So, this year, we celebrate the removal of the bears from the endangered species list.

However, that doesn’t mean Yellowstone grizzlies will have no protection. This past year, NWF worked with the U.S. Fish and Wildlife Service to develop a package of safeguards that will be implemented once the bears are delisted and will actually expand habitat from 6 million to more than 12 million acres. We also worked with the governors of Montana, Wyoming and Idaho to produce state management plans for grizzly bear populations.

The grizzly bear population in the Yellowstone National Park region “is now healthy enough to be taken off the list of threatened species under the Endangered Species Act,” says Tom France, director of the NWF Northern Rockies Natural Resource Center.



Grizzly bears outside the Greater Yellowstone area remain endangered. NWF will continue to collaborate with our partners to save the habitat that supports the bears while building local and national support to strengthen and expand protection for these majestic animals.

Fighting to Save the Last Frontier . . . and Winning

The Arctic Wildlife Refuge only holds enough oil to fuel the U.S. economy for six months to two years at best. Even the U.S. Department of Energy thinks that Arctic drilling would reduce gas prices by just one cent per gallon—and only in 20 years after drilling begins.

At stake is a 19-million acre sanctuary that provides habitat for 180 species of birds from four continents. It is home to the largest population of land-denning polar bears in America, and its coastal plain—the precise target for drilling—is the primary calving ground for the Porcupine caribou herd, which is central to the survival and cultural identity of the Alaskan Gwich'in Nation.

Yet, Congress continues to make this spectacular, unspoiled sanctuary a political football. The latest episode unfolded in December 2005. A proposal to allow drilling in the Arctic National Wildlife Refuge was included in the Senate budget bill. When this approach was defeated, the drilling provision was cynically attached to the Defense Appropriations bill. NWF and our allies moved swiftly to speak out against these tactics. Ultimately, we were successful in defeating the measure and protecting this pristine sanctuary. We will continue to work at the grassroots level and with members of Congress to achieve a permanent protected status to keep this extraordinary ecosystem intact for all time.

Protecting Tribal Lands

The Cocopah Tribe and NWF are collaborating to preserve the cultural and biological resources of riparian habitat along the Lower Colorado River near Yuma, Arizona. The Lower Colorado is a key component of the Pacific Flyway, providing habitat for migrating birds, including endangered and threatened species such as the yellow-billed cuckoo, Southwestern willow flycatcher, and Bell's vireo. It sustains considerable stands of native cottonwood, willow and mesquite along with invasive saltcedar.

The restoration and protection of tribal and adjacent public land will complete a link among national wildlife and wilderness areas along the Lower Colorado, treating the river as a complete ecosystem rather than as fragmented areas. NWF and the Cocopah have engaged representatives from non-profits, local organizations, and government agencies from the U.S. and Mexico to collaborate on river protection. The project unites NWF's strategic drivers by confronting global warming, protecting and restoring wildlife, and connecting people with nature.

The significance of the Lower Colorado is unambiguous for Tribal Elder Colin Soto. "We think of the river as a gift to us. When you take the river, the trees and the woods away, I have no identity. If the river stops flowing, we will no longer exist."

New Fund Will Protect Wyoming Wildlife

In March 2005, NWF celebrated a long-awaited victory when Wyoming Governor David Freudenthal signed into law a bill that creates a Wildlife Trust Fund. The Fund will conserve Wyoming wildlife habitat through a permanent trust account of up to \$200 million.



Protecting the Arctic for future generations.



Partnering with our state affiliate, the Wyoming Wildlife Federation, NWF fought for over a decade to bolster safeguards for the state's Red Desert—a refuge for the golden eagle, sage grouse, pygmy rabbit, pronghorn antelope, and thousands of desert elk. But funding always fell short.

Together with the Wyoming Wildlife Federation, NWF mobilized a diverse coalition of Wyoming citizens who pushed the state legislature to approve the bill that created the Trust Fund—needed now more than ever in the face of proposals to increase oil and gas drilling in this region. A portion of state revenues will be allocated to the Trust Fund to protect critical natural areas and migratory corridors.

Protecting Mexico's Wilderness

Political boundaries are invisible to wildlife. Case in point: about one third of the bird species that breed in the U.S. and Canada depend on winter habitat in Mexico or farther south.

The health of Mexico's wilderness is critically important to many of the wildlife species of the entire continent. That's why, over the past four years, we have trained over 1,300 teachers across Mexico, to use the Spanish language version of our Schoolyard Habitats Program®. We estimate that over 650 habitats have been created in Mexico since the program began, providing valuable refuge for Mexican wildlife and a powerful tool for educating the next generation of conservationists. We have empowered three groups of Mexican education experts to offer this training in different parts of the country, and requests for them to train others are coming in from as far away as Brazil and Uruguay.

Meanwhile, NWF continues to protect wild places in many developing countries where our migratory birds spend over half their lives. We recently won Congressional passage of legislation that protects freshwater ecosystems, which are essential for migratory birds, by providing water and sanitation services to countries most in need.

Defending America's Wetlands

There is no more potent example of how important healthy wetlands are to our well-being than in the Gulf Coast states following hurricanes Katrina and Rita. They buffer population centers from flood waters, filter pollutants, and protect against storm surges—to name just a few critical natural functions they serve. And of course they provide some of the richest habitat there is for many species of plants and animals.

The US Army Corps of Engineers continues to launch wetland-destructive projects all over the country. We had a busy year as we worked to stop or slow some of these initiatives, particularly in Georgia.

NWF and our affiliate, the Georgia Wildlife Federation, put pressure on the some of the most damaging development projects proposed by the Corps. We filed a lawsuit to

David Conrad

NWF Senior Water Resources Specialist



David Conrad recalls the morning he took his 5-year old daughter to a restoration project near the Anacostia River. She planted a tree to control erosion, and at that young age, this was "one of the most important things she had done," David remembers fondly.

Since joining NWF 16 years ago, David has worked to modernize our nation's approach to managing water resources. He is raising awareness about the importance of flood plains and wetlands—especially in the wake of this year's devastating hurricanes. And he is leading our campaign to reform the wasteful practices of the U.S. Army Corps of Engineers.

An avid hiker, backpacker, and traveler, David had a deep appreciation of nature from an early age. "I didn't like waste," he says, and that led him to dedicate his life to conservation. "I can't imagine a more spiritually rewarding activity than to spend my life at this kind of work."

When asked about the one simple thing people can do, David says, "Find the time to get involved in a restoration project near your home." Projects sponsored by local nature centers and NWF affiliates "give us all a chance to make an up front and personal contribution to the health of our waters and our planet."



stop a mine proposed by Martin Marietta, and notified the Corps of our intent to sue over a large residential development to be located in the isolated wetlands of east Georgia. We also threatened litigation against a titanium mining operation near the Okefenokee National Wildlife Refuge in Georgia which forced the mining company to return to the drawing board.

Just two years ago, NWF and our partners stopped the Bush Administration from gutting the Clean Water Act entirely. However, millions of acres of wetlands, streams, and other waters are still at risk, including coastal Louisiana and the Everglades region in Florida, habitat for the highly endangered Florida panther. With the help of our members, affiliates, and coalition partners, NWF will continue to press for full enforcement of the Clean Water Act.

Texas Living Waters

No single issue is more significant for the future of wildlife in Texas than the management of water resources. The state's population is projected to double by mid-century, increasing pressures on limited sources of fresh water. And plans are afoot for new water projects that would harm wildlife habitat—from reservoirs that would flood rare bottomland hardwood forests to a pipeline that threatens the winter home of the endangered whooping crane. That's why NWF is working with its partners to reform state water policy. We are working to educate decision-makers and the public on threats to the state's rivers, lakes, aquifers and estuaries, and we are making great progress. A groundbreaking legislative proposal that would protect river flows and safeguard coastal bays has won support from key state leaders, and measures to reduce demand through water conservation have already become law. NWF will continue its work to ensure that the waters of Texas continue to sustain wildlife for our children and grandchildren.

A Boost for Wildlife in the Northern Rockies

For years, conflicts between wildlife and livestock have been the subject of heated debate in the American West where millions of acres of public land are used for grazing cattle and sheep.

As the nation's leading advocate for grizzly bears and wolves, NWF spearheaded a program to resolve battles over the most controversial grazing allotments. The program offers a unique and viable solution: retire specific allotments by paying ranchers to secure new grazing lands away from predators.

After three years of discussions, our Northern Rockies office struck a deal to close the Iron Mountain and Ash Mountain grazing allotments. This 74,000-acre area lies just north

Florida Wildlife Federation



This year, NWF is celebrating the selection of Florida Wildlife Federation (FWF) as its "Affiliate of the Year." The partnership has given each organization the expertise and staff-power to make things happen on the local, state and national levels.

NWF recently joined FWF to protect the imperiled Key deer and improve management of Lake Okeechobee which is home to the snail kite, an endangered species of bird. For many years, NWF also contributed to work in the Everglades. In turn, this affiliate has supported NWF's work on mercury pollution by co-sponsoring our Southeastern Angler Summit in Tallahassee and has become an active participant in the Corps of Engineers Reform Network. FWF has even worked with us to stop oil drilling in the Arctic by lobbying the Florida delegation.

"The partnership gives us extra leverage in Florida to fight the many threats that we face here," says Manley Fuller, FWF president since 1987. "We have great relationships with the NWF staff, and we each bring something to the table—from lobbying capabilities to local knowledge. There's a nexus between our work and theirs so it makes sense for us to collaborate. Together, we make a difference."



of Yellowstone National Park near some of the healthiest grizzly bear and wolf populations in the nation. All told, NWF has retired 21 grazing allotments, representing almost 300,000 acres, since the program began. Our efforts have greatly expanded the amount of conflict-free habitat for grizzlies, wolves, and bighorn sheep. And the retirements have been strongly supported by individual ranchers—a “win-win” solution for people and wildlife.

Keeping the Great Lakes Great

With approximately 20% of the world’s surface freshwater, the health of the Great Lakes is a matter of national and international security. So, when 60 of the region’s leading scientists in an NWF-sponsored report declared last fall that the Great Lakes are experiencing “ecological breakdown” and may be irreversibly impaired, it wasn’t just reported in *The New York Times*, but also in newspapers in China, India, and Australia.

Fortunately, help is on the way. Prompted by the scientists’ report and an NWF-led coalition, federal, state, tribal and local governments joined with 1,500 citizens of the region to produce a first-ever comprehensive Great Lakes Restoration Plan. NWF and the “Healing Our Waters™-Great Lakes” Coalition shaped almost every aspect of the \$20 billion plan, which addresses major problems such as habitat loss, invasive species, toxic pollution, and sewage runoff.

The Great Lakes Restoration Plan, released in December, has now been transmitted by the various governments to Congress and the White House for action. NWF and the Healing Our Waters Coalition have launched a national campaign to win state and federal implementation of the plan. In September, NWF teamed up with our 85 coalition partners to inaugurate the First Annual Great Lakes Restoration Conference, uniting 240 people who care about the Great Lakes, including Michigan Governor Jennifer Granholm, Senator George Voinovich (R-OH), Congressman Vern Ehlers (R-MI), and the CEO of Fortune 500 furniture-maker Steelcase Corporation. The consensus of the conference was reflected in the Great Lakes Restoration Plan published three months later: restoring the Great Lakes is essential for the region and the nation, and the longer we wait, the more expensive the job will be.

A Big Win for Salmon

The number of young salmon migrating down the Northwest’s Snake and Columbia rivers to the ocean was up 64% this year. Why? Because NWF and our partners won our biggest legal victory in years on behalf of salmon.

This past May, a U.S. District Court in Portland, OR, ruled in NWF’s favor when it declared the federal government’s salmon management plan unlawful because the plan would do nothing to protect endangered salmon populations. This plan did not even pass the laugh test: It was based on the nonsensical legal argument that hydroelectric dams are part of the natural environment—an argument that, had it been accepted, would have masked the fact that dams kill up to 90% of fish every year by blocking their migration path.

The court also granted NWF’s request to force dam managers to spill more water over four Snake River dams and one Columbia River dam to increase river flows. Young salmon were able to avoid the dams’ deadly turbines and find a faster route downstream, easing their journey to the ocean where they mature.

NWF will continue to push for a viable long-term plan to recover salmon populations in the Pacific Northwest.





Connecting People with Nature

The National Wildlife Federation will inspire, empower and connect people to take action to conserve and restore wildlife and the natural world.

As America is becoming vastly richer in its cultural and racial diversity, we will need to draw more kinds of people into the conservation movement. One-in-four U.S. residents are from non-Caucasian backgrounds and a wide range of cultures, but, in the next decade, this ratio will increase to one-in-three. Forty years from now, a full majority of U.S. residents will be from diverse cultures and racial backgrounds.

NWF is committed to reversing nature deficit in our children, engaging residents from all backgrounds and making conservation tangible and achievable for all Americans. In 2005, we involved millions of members, friends and viewers in our efforts to connect people to nature. Here are some highlights.

Addressing 'Nature Deficit' in the Next Generation

Keeping people connected to nature over a lifetime will be ever more challenging because children spend minimal time playing outdoors. In 2005, NWF began researching and developing a new NWF Green Hour™ outreach and education program (for launch in 2006) designed to inform parents and caregivers of the risks of too much indoor time and to encourage young people to spend an average of one hour per day playing creatively outdoors in green, natural spaces. In addition, NWF's Green Hour Forum Web-log reports on recent findings, and the latest on research and trends in conservation's battle with nature deficit. www.nwf.org/greenhour/

To highlight available close-to-home outdoor fun, we conducted the NWF Great American Backyard Campout on August 29, involving over 32,000 people at some 3,300 separate locations across America in a major overnight family camping event. The second annual campout, coming in the summer of 2006, will be bigger and better, encouraging more people than ever to spend time outdoors connecting with nature. www.backyardcampout.org

Creating Earlier Foundations for Wildlife and Conservation Literacy

NWF is committed to reaching children at the youngest possible age when their interest in animals and wildlife is at its highest. We support and nurture that interest through a range of online activities, school programs and our highly popular children's magazines—*Wild Animal Baby*®, *Your Big Backyard*®, and *Ranger Rick*®. Unlike television, which psychologists label as a passive and mind-numbing medium, magazine reading is dynamic and interactive. NWF's publications engage nearly 2.5 million young readers every month. In 2005:

- NWF's *Your Big Backyard* magazine (for ages 3–7) took the top honor Golden Lamp Award at the annual competition of the Association of Education Publishers (AEP) and was named best educational periodical in the nation. *Ranger Rick* has had this prestigious honor twice in past years and did not compete in 2005.

The majority of U.S. children are beginning to suffer from 'nature deficit disorder' as they now spend an average of 6 hours and 20 minutes per day on the computer and watching television.

Campus Ecology in Action

For more than a decade, National Wildlife Federation's Campus Ecology Program has been helping transform the nation's college and university campuses into living models of an ecologically sustainable society, and training a new generation of environmental leaders. Here (top), students from Manhattanville College spend the day cleaning up a campus stream and wetlands. And (below) Middlebury College students strapped "Save Winter Carnival" and "Slush Sucks" signs to their backs and rode their bikes from campus to the college's Snow Bowl, raising awareness of the connection between global warming and potential threats to Vermont's ski industry. NWF's support and recognition of wonderful projects like these are generously supported, in part, by the Keneda Sustainability Fund of the Tides Foundation and member campuses.



- Our preschool focus with *Wild Animal Baby* was given a boost when it too won a 2005 AEP award for best visual story for children as well as the development of a new DVD video of an animated feature series with our partner Sun Woo Entertainment.
- NWF's **Access Nature**® program is designed to increase accessibility for special needs children to nature education. The Program's interactive **Happenin' Habitats** on-line learning program won the AEP award for best science education website. Moreover, the Happenin' Habitats Program was featured on the popular *Zoom* PBS series in 2005, providing exposure to millions of viewers. www.happeninhabitats.pwnet.org/index.php
- NWF supported **Katrina Relief** by distributing nearly 50,000 children's magazines to young people in shelters in the hurricane stricken region.
- NWF teamed up with store-brand peanut butter producer Carriage House on a special promotion focused on nature education. One million jars of store-brand peanut butter featured a special sticker offering a three-month subscription to *Ranger Rick* or *Your Big Backyard* kids' magazines. Nearly 3,000 of these offers were redeemed by kids and families who now spend time learning about wildlife and nature through NWF publications.

Gerry Bishop

Editorial Director, Ranger Rick, Your Big Backyard, and Wild Animal Baby



Gerry Bishop says that what he enjoys most about working as editorial director of NWF's children's magazines is "being able to share my own love of nature and outdoor discovery with a million or more kids each month."

An avid kayaker and nature photographer, Gerry thinks that today's children need to spend more time outdoors to discover the "joy and grounding that nature provides." If they don't experience and learn to appreciate nature "they won't really care."

Gerry's career with NWF began more than 30 years ago in San Francisco when he was asked to write and photograph a story about John Muir. The following year, he was hired as an associate editor of *Ranger Rick*. Today, Gerry manages all three children's magazines, sometimes contributing his own photography.

Supporting Wildlife Education in Schools and On Campus

NWF is committed to making wildlife conservation tangible and scientifically relevant to children and young adults through schoolyard habitat programs, their associated curricula and through its popular Campus Ecology Program.

The **Schoolyard Habitat Program**® reached over 2,300 certified sites in 2005 and supports learning and nature connection in some 2 million students annually. This year more than 300 educators were trained on implementation of the program which is designed to create on-site, outdoor learning labs on or near school grounds. Over 3,000 students participated in the actual creation of the new schoolyard habitats in 2005. www.nwf.org/backyardwildlifehabitat/programoverview.cfm

An important study by Texas State University at San Marcos found that students who participated in the Schoolyard Habitat Program had significantly higher scores in Texas standardized statewide mathematics tests. The most significant score increases were among under-resourced African American and Latino students.

A number of entire school systems in Texas, Michigan (including Grand Rapids) and other states have adopted schoolyard habitats as a system-wide strategy. The NWF **Campus Ecology Program**® surpassed 220 campuses during the year, including many major state universities, and was honored with its first-ever state system-wide registration when all 29 Massachusetts state universities and colleges enrolled in the program. www.nwf.org/campusecology/index.cfm





Creating a More Diverse and Equitable Conservation Future

NWF's support for engaging young people from diverse cultural and racial backgrounds is evident in many of its programs but particularly through its youth development and school-based programs. The NWF Earth Tomorrow® high school youth development program engaged over 600 students in schools in Atlanta, Detroit, Houston and Seattle. More than 120 of them participated in the intensive NWF residential summer institute designed to provide them with leadership development skills, hands-on conservation experience and the opportunity for peer-level discussions with adult role models working professionally in conservation.

The Earth Tomorrow-related NWF Alaska Youth for Environmental Action (AYEA) started in Anchorage and extends to some dozens of tribal communities across the state. With about 100 youth participating in 2005, the focus was on developing greater knowledge of how wildlife and habitats in America's most frigid state could be affected by global warming. This year's students created their own web log. www.ayea.blogspot.com

In the Rocky Mountain region, NWF focuses on Native American connections and trained 100 tribal educators in Schoolyard Habitats reaching over 3,000 students. Southern Ute Indian Academy in Ignacio, Colorado, was certified as NWF's 2,338th Schoolyard Habitat. What makes this certification special? The school is the first tribal school in the nation to be so recognized. Ten more tribal schools have now initiated schoolyard habitat projects.

Increasing Personal Actions for Habitat Restoration

NWF has a long-standing commitment to making habitat creation and/or restoration human in scale. NWF's signature program on this subject is its Backyard Wildlife Habitat Program™ with its supporting corps of Habitat Stewards volunteers.

In 2005, property owners added 11,000 new backyards to our list of NWF-certified habitats. This brought the overall number of certifications to 56,000 and brought the number of backyard habitat acres to over 100,000. www.nwf.org/backyardwildlifehabitat/

NWF's corps of volunteers, our Habitat Stewards Network, expanded to 2,000 people and provided 300,000 hours (equivalent to 150 fulltime workers) of hands-on assistance and training support for NWF's Backyard and Schoolyard Habitat programs. www.nwf.org/volunteer/habitatsteward.cfm

NWF's book *Attracting Birds, Butterflies and Other Backyard Wildlife* by NWF's David Mizejewski won the prestigious Benjamin Franklin Award through the Independent

Mary Dalheim

Editor, Your Big Backyard and Wild Animal Baby



Mary Dalheim has always been interested in children, science, and journalism. She used to be a nursery school teacher and also taught kids in the 5th and 7th grades. She often integrated science and nature topics into her lessons, finding that "kids were awestruck" and really enjoyed the process of discovery. "It was the easiest way to get kids excited about learning," she says.

Many ideas and activities in *Your Big Backyard* and *Wild Animal Baby* come directly from kids. NWF receives several hundred letters each month from children asking questions about nature, which are the basis of the staff's brainstorming on intriguing and educational topics. "I have never been around such a great group of creative people," she adds.

"It is a privilege for our staff to be among the first to introduce nature to children." The magazines help instill a lifelong love of nature. "If you start at the beginning with kids, they will always have that foundation of love and respect for the environment."

Frogwatch USA

A volunteer based monitoring program, Frogwatch USA began in 1999 and is now a partnership between NWF and the United States Geological Survey (USGS). Volunteers across the country record information about breeding populations of frogs and toads at wetland sites. The program has been instrumental in collecting desperately needed data on amphibians and raising citizen awareness about species and habitat declines.



Publisher's Association's 2005 book-of-the-year competition in the category of gardening and agriculture.

This year NWF entered in a partnership with Discovery Communication's cable network Animal Planet to produce a daily TV show called *Backyard Habitat*. Produced by Rivr Media, makers of the acclaimed *Trading Spaces*, the show receives millions of viewers per month and encourages people to certify their own backyard through NWF's wildlife habitat certification program. For more information about the show, please visit www.animalplanet.com/backyardhabitat

Outdoor Skills and Volunteer Habitat Science

NWF encourages people of all walks of life to engage in simple science-based observations of wildlife and environmental impacts on them. For example, NWF has enjoyed a partnership with the U.S. Geological Survey in the operation of a citizen science program called **Frogwatch USA**. Recognizing how much the overall health of frog and toad communities can tell wildlife experts about the health of natural systems and their vulnerabilities, NWF rebuilt the program online to make it more accessible to volunteers who wish to help with this growing national program.

www.nwf.org/frogwatchUSA/

In addition, we held "bio-blitz" events that are 24-hour citizen-science, biological inventories of all the living organisms within a certain radius. The stellar event this year was a look within a 20-mile radius of the Colorado State Capital Building. This event involved over 30 organizational partners in the Denver metropolitan area and involved 1,000 volunteers in an assessment of over 15,000 acres.

Global Warming Education and Student Action

NWF education and outreach efforts are made even more challenging by the need to educate people about the impact of climate change on wildlife. In a major addition to and refocusing of NWF's popular Campus Ecology Program, a prestigious council of advisors—including researchers, educators, and business and government leaders—assisted NWF with an examination of how to focus future campus efforts on a Campus Climate Challenge. This challenge will target a 30% reduction in campus greenhouse gas emissions over the next fifteen years. As part of its effort to strengthen research and understanding of the need for



The Stephensons certified their yard on Animal Planet's *Backyard Habitat* TV show.

Diana Blank



Diana Blank credits National Wildlife Federation for helping to introduce her family to the natural world. Fifteen years ago, she took her three children to an NWF Family Summit. That experience demonstrated to her the value of spending time and exploring together the wonders we are working to protect.

"It's so important to reach young people to develop in them an environmental ethic," she says. Diana is one of NWF's biggest supporters of our Earth Tomorrow program, a nationwide network of high school students and educators who tackle environmental problems through community action. Diana has also recently supported projects bringing protection to Okefenokee and Arctic National Wildlife Refuges.

She believes that finding ways to get teachers and students out to view wildlife will help them learn first-hand why protecting these special places is so important. "Our world is becoming a busier, noisier place and nature offers the peace and tranquility that we need in our lives. Kids today are so immersed in technology; nature provides the balance that is critical to their mental and physical wellbeing, that's why I'm an environmentalist."



improved education on climate change on campuses, NWF launched a new Campus Climate Campaign web log. www.campusclimatecampaign.blogspot.com/

We also developed a joint project with the WeatherBug desktop application for a wildlife-based version of the popular desk-top application that is carried by 20 million web users a year. NWF also has a new online **Global Warming Quiz** designed to help people assess their own household and professional impact of greenhouse gas emissions. Check out: www.GlobalWarmingQuiz.com.

Partnership with Anheuser-Busch Adventure Parks

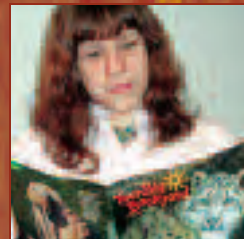
Visitors of the Anheuser-Busch Adventure Parks can now learn how to support wildlife by providing habitat right in their own backyards.

The Anheuser-Busch Adventure Parks—which include Busch Gardens, SeaWorld and Discovery Cove—are strong supporters of NWF’s Backyard Wildlife Habitat (BWH) program. Each park has committed to featuring a demonstration site that teaches visitors about the BWH program and how to enjoy and protect wildlife at home. In 2005, Busch Gardens Tampa Bay and SeaWorld Orlando were certified as official BWH sites and opened to the public. The sites show visitors a variety of ways to provide the four elements vital to wildlife survival—food, water, shelter and places to raise young—in their own backyards.

“Dedicating space to these backyard wildlife habitats aligns perfectly with the long-standing conservation commitment of my family and this company,” says Virginia Busch, president of the SeaWorld & Busch Gardens Conservation Fund. “For more than 100 years, protecting natural resources for future generations has remained a core mission throughout our operations—every day and at every facility. These habitats are just one way we hope to inspire a similar conservation ethic among the millions of park guests who visit us each year.”

The SeaWorld & Busch Gardens Conservation Fund also supports Frogwatch USA, NWF’s frog and toad monitoring program that trains volunteers to monitor amphibian populations across the nation. The fund’s support has enabled NWF to significantly increase the number of volunteers and streamline the volunteer training process.

April Astor



April Astor, a wildlife enthusiast and a senior at American University in Washington, DC, is an emerging leader in the conservation movement.

In January 2006, April attended Women for Sustainable Development (WSD): Building Future Leaders, a three-day conference run by NWF’s Population & Environment Program. At the conference, April took part in leadership building initiatives learning about the connections among population growth, wildlife and international development. After the conference, each participant is asked to develop an action plan for a campus or community outreach event.

“I now feel that I am part of a network of young women that will soon have a positive impact on the environment both locally and internationally. Participating in WSD has prepared me to begin making changes and thinking about these weighty topics in constructive ways. After my experience last weekend, I can’t wait to start on my own event and reach out to others on these issues!”

Majoring in print journalism and minoring in biology, April found that NWF is a great fit with her goals as she prepares herself for a career in wildlife writing. In addition to participating in the conference, during the first semester of her senior year, April interned with NWF’s magazine *Your Big Backyard*. She is currently researching the effects of population growth and development practices in Central and South America and their relationship to migratory birds that you find in your backyard.

NWF's Regional Offices and Affiliates

NWF's Natural Resource Centers

From our Natural Resource Centers, NWF runs on-the-ground projects to protect wildlife and wild places and educates citizens about conservation issues across North America.

NWF's Affiliates

NWF's affiliates are autonomous, grassroots organizations, concerned with conserving natural resources. Affiliates establish NWF conservation policy and elect NWF officers. They bring diversity, advocacy skills and a passion for safeguarding wildlife and wild places, greatly enhancing NWF's ability to achieve common conservation goals.

- NWF Affiliate
- NWF Natural Resource Center



Financial Overview



Photo by Helen Anderson

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, LLC.

Funding

In fiscal 2005, National Wildlife Federation revenues totaled \$122 million, with 84 percent coming from supporters through memberships, publications and sales of nature education materials.

Nearly \$38 million in donations, grants and bequests came from generous individual supporters including members, Guardians of the Wild, Leaders Club, Heralds of Nature, Regents of Nature 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 \$5 million. Major foundation grants were awarded by The McKnight Foundation, Charles Stewart Mott Foundation, The Wege Foundation, The William and Flora Hewlett Foundation, The Home Depot Foundation, and The David and Lucile Packard Foundation.

Revenues generated by National Wildlife Federation's publications and films totaled \$21 million, and sales of nature education materials produced \$45 million. Realized investment gains totaled \$8 million and royalties and other income yielded the remaining \$6 million.

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 across the country.

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

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 only 14 percent of total expenses for 2005.

Consolidated Statement Of Activities

For the Year Ended August 31, 2005 (\$ in thousands)

Revenue

	<i>FY 2005 Total</i>
Contributions from individuals	\$ 37,835
Contributions from foundations and corporations	4,639
Publications and films	20,554
Nature education materials	44,908
Other	14,427
Total revenue	122,363

Expense

Conservation education programs

Conservation advocacy programs	16,643
Education outreach, publications and films	24,738
Other nature education programs	48,607
Membership education programs	13,677
Total program expense	103,665

Support services

Fund raising	8,462
General and administrative	7,823
Total support services expense	16,285
Total expense	119,950

Change in net assets before other losses

	2,413
Other losses	(3,783)

Change In Net Assets

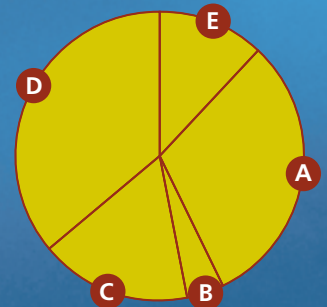
	(1,370)
Net assets, beginning of year	65,251

Net assets, end of year

	\$ 63,881
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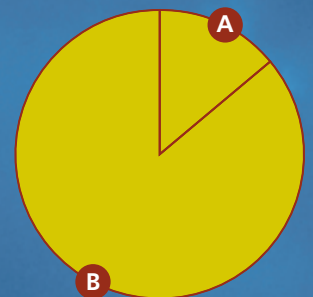
Copies of National Wildlife Federation's complete audited financial statements are available upon request.

2005 Revenue



- A Individuals—31%
- B Foundations and corporations—4%
- C Publications and films—17%
- D Nature education materials—36%
- E Other—12%

2005 Expense



- A Support services—14%
- B Conservation education programs—86%

How to Support Wildlife and Wild Places



Photo by Frank Weston www.frankweston.com

J. N. “Ding” Darling Circle The J. N. “Ding” Darling Circle (formerly Heralds of Nature) is a prestigious group of NWF supporters who donate \$1,000 and above annually. Members enjoy exclusive benefits including a quarterly *News & Notices* newsletter highlighting recent successes and challenges, personal contact with NWF staff, and invitations to special events.

Guardians of the Wild® Guardians of the Wild members are special supporters of NWF who value America’s wildlife and are ready to make a personal commitment to support NWF’s conservation-through-education mission. 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, including a *Wildlife Report* newsletter.

Leaders Club If working toward a common sense balance between people and our natural world is important to you, you can help by becoming a member of the NWF Leaders Club. Leaders Club members commit to supporting NWF’s efforts with modest monthly contributions. Members receive monthly newsletters 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, NWF participates in many annual workplace giving campaigns, including the Combined Federal Campaign. Each year, many individuals support NWF’s programs through payroll deduction at their workplaces (choose #911 for NWF). For more information about workplace giving, please contact NWF at the toll-free number listed on this page or Earth Share at its website, www.earthshare.org.



Earth Share

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.

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 and carry out your personal objectives for your estate. Please refer to page 48 for more information.

Gifts That Provide Income If you are age 60 or older, your gift can provide you with secure, lifelong income as well as potential tax savings, and satisfaction with providing long-term support of NWF.

Donor and Partners

The National Wildlife Federation gratefully acknowledges gifts received from the following donors during the 2005 fiscal year (September 1, 2004–August 31, 2005.) Donors are listed according to the cumulative total given during this period, and have given at least one gift at the \$500 level or higher. We regret any inadvertent omissions or errors, and ask that you bring these to the attention of the Development Department by calling 1-800-332-4949.

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Leslie Shad



Leslie discovered her love of the outdoors when she was quite young. "When I was little, we took a lot of camping trips," she says. Her international travels only added to her appreciation of nature, giving her the chance to explore the wonders of the Galapagos Islands and the Amazon. So when she had the opportunity, she decided she would give to an environmental organization.

"A friend at the Environmental Protection Agency recommended the National Wildlife Federation for its leadership," says Leslie. Since then, Leslie has been one of our strongest supporters. She is also a member of our President's Advisory Council.

"NWF is really good at creating a single political voice" for the large variety of environmental issues that "affect all kinds of people," adds Leslie. She also supports NWF's efforts to "take big steps on water quality."

Leslie stresses the need for "a global political commitment" to protecting the environment. She believes that such a commitment begins with experiencing the outdoors. When people spend more time outside—be it in their own gardens or a national park, "it raises the environment as a priority. It makes you aware."

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Abigail S. Jones
Elizabeth Kuen
Mrs. Wanda Kuhle
Arleen Latta
Carroll Lee
Elsie Levine
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Dr. Jennifer Loggie
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Loren C. Macey
Richard Macindoe
Kerry R. Marchant
Mrs. Stanley Maw
Stephen McKee
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Mrs. Virginia Thorson

Ms. Isabelle I. Trick
Doron Valero
Loren Wideman
Wesley Young
Susan E. Zarutskie, MD

Rara Avis Society

3,874 members have joined the Rara Avis Society since it's founding in 1989. The following individuals joined in the past fiscal year.

Gerard D. "Jerry" Abdo
Karen H. Agnew
Ricardo Angelo Allen
Arthur L. Anger
Lorraine B. Batchelor
Ms. Sandra Battaglini
Howard A. and Dorothy G.
Berger
Robert Lee Blickenstaff
Dr. Heidi M. Brush
Charles and Marion Burger
Mr. and Mrs. Richard Cassidy
Stan Cherim
Frankie D. Clark
Kelly Downing
Kathleen Duncan
Al Farmes
Julie Farnsworth
Mary J. Fehrenbach
Thomas D. Foster
Sue Fuss
Ron and Nancy Garret
Vickey Goree
William F. Gunnels III
Ms. Regena Ferguson/Harris
Elinor Meredith Henry
Holly James
Diane M. Kerly
David J. Kozmiuk
Gail Kromer
Jim Laird
Eleanora Lanzo
Laura Ann Manko
James R. Mann
Tara J. Manno
Elsie R. Mannweiler
Cleo C. Manspile
Kelly McClanahan
G. M. McCullough "Skip"
Robert and Harriett McMillin
Marian Meyer
Marilyn Michelson

Kristina Miller
Midge Monat
Sandra J. Orton
Ruben J. Palli
Mark and Cheryl Piper
Myrna Barbara Pototsky
Ms. Anne E. Randolph
Lisa Porter Ravenscraft
Susan Dunn Reinhart
Shirley RoJas Nieves
Edward Rubacha
Ken and Deby Seaman
Margaret Seneshen
Caroline A. Sevier
Dan L. Smith
Marjorie A. Steeholm
Jeffrey P. and Patricia A. Stein
Abigail P. van Alstyne
Dee L. Van Leeuwen
Shawwna Varner
Mr. and Mrs. A. J. Vicevich
Brian and Joan Wake
Marianne Walker
Linda and Gordon F. Wicksten
Elizabeth N. Wilds
Betty J. York
180 new members wish to remain anonymous

Estates

NWF has received more than \$115 million in gifts through wills, trusts and other planned gifts since 1989. Gifts have been received from the estates or trusts of the following individuals this fiscal year:

Vera Abrahamson
Rose Greer Akers
Harry A. Alburger
Caroline C. Alleman
Pauline E. Allen
Dorothy W. Almen
Earl P. & Olive S. Andrews
Joseph E. Astarita
Kathleen B. Bailey
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Leslie S. Beale
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Edith C. Becker
Margaret W. Beere
Marian M. Benedict

Alan R. Berger
 Alvin J. Berlin
 William W. Bernheim
 Elizabeth Peters Binney
 Victor R. Binns
 Mary Lou Bischmann in
 memory of Grace
 Bischmann Hausmann
 Betty R. Bisson
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 Francesca Carey
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 Dorothy B. Dunsmore
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 Viola M. Dyer
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 Edith J. Ellis
 Frances Elznic
 Adelle M. Engel
 Aleen S. Eubank
 Marie Eversole
 Beth L. Farmery
 Doris A. Felton
 Thelma F. Fernandez
 Frances R. Field
 Woodrow J. Fishbaugh
 Isabelle A. Foulke
 Eleanor Frey
 Doris E. Fuller
 Marie M. Furst
 Lena M. Gagnon
 Hazel V. Gaudioso
 Elaine Gibson
 James C. Graham
 Bert A. Gray
 Mary E. Greene
 Luvia T. Gregg
 Margaret A. Grimmer
 Jessie W. Groff
 Oliver S. Grotelueschen
 Katherine J. Gustafsson
 Mildred G. Hageman
 Virginia L. Hagenmeyer
 Margery M. Hague
 Genevina Hall
 Marion K. Hardwicke
 Dorothea E. Hardy
 Pamela Hartmann
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 Anthony Helstern
 Albert Hendershot
 Mary C. Hess
 Irma G. Hoehne
 Mary V. Hollidge
 Paul S. Hollis
 Marne L.-S. Hornblower
 Edna W. Horsley
 Lynn Hoss

Rusty Gowland



Rusty Gowland enjoys fly-fishing and windsurfing, and he has considered himself a naturalist since he was in fourth grade. "I really like to get in the water and be a part of that ecosystem," says Rusty. It was his love of the water that compelled him to join the Wolfpack, an all-volunteer team of business and community leaders supported by NWF's Great Lakes Natural Resource Center.

An advisor to the chemicals and plastics industries for 22 years, Rusty is using his business expertise to help NWF protect the Great Lakes from sulfide mining. He conducted a cost-benefit analysis revealing that mining would bring few economic benefits to the state's residents. What's worse, Michigan citizens will be left with contaminated groundwater and fishing grounds polluted by sulfuric acid. Rusty took the time to meet with local citizens, mayors, economic development committees, and chambers of commerce to share his research and help them understand the issue.

"I gravitate towards water issues that affect me in a local and personal way," he says. His efforts, and those of fellow volunteers and activists, have "forced the state to level with the people" about sulfide mining's detrimental impacts on water, wildlife, and people.

Mildred I. Hottat
 Ruth W. Housek
 Noel J.E. Howell
 Harriet P. Hughes
 Ellen K. Hunnikin
 John W. Hyatt
 William J. Iddings
 Mary Jane Irwin
 Sharon Kay Jankovich
 Ruby E. Jonas
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Robert G. Lange
 Caryl Lou Langford
 Meryl M. Lee
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 memory of Ruth Taub
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BP Foundation, Inc.
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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 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 3,800 people have joined.

You can be a member simply by letting us know that 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. If you prefer, your name will be held in complete confidence.

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:

“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

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National Wildlife Federation

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