

solution makers

In Communities
from Coast to Coast



Inspiring Americans to Protect Wildlife for our Children's Future™

National Wildlife Federation inspires Americans to protect wildlife for our children's future.

As America's conservation organization, we educate and motivate more than four million members, partners, affiliates, and supporters to confront global warming, protect and restore wildlife habitat, and connect with nature.

National Wildlife Federation creates conservation solutions in communities from coast to coast.

Hunters and anglers, college and high school students, teachers and tribal leaders, business executives and bird watchers speak out to legislators and lobbyists, negotiate with community groups and corporations—informing, training, and advocating on behalf of wildlife and wild places.

They build wildlife habitats in their schools, businesses, and backyards. They present global warming trainings at PTA meetings, town hall sessions, and industry events. And most importantly, they inspire the people around them to get involved in protecting America's natural resources and to be part of the solution. Their efforts have multiplied our conservation efforts, enabling us to cast a wide net across the nation.

This year, with help and support from our SolutionMakers, we certified record numbers of wildlife habitats, protected hundreds of acres of public land, pushed through critical conservation legislation, informed thousands of Americans about the threat of global warming, and protected some of our most endangered wildlife.

We are proud to present this snapshot of National Wildlife Federation's 2007 achievements through the stories of a handful of these SolutionMakers—from the shores of the Great Lakes, across the Great Plains, down to the Gulf of Mexico, and all the way up to the top of Alaska's glaciers.



solution makers

IN COMMUNITIES FROM COAST TO COAST



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Larry Schweiger



Tom Gonzales

Global warming is the biggest threat to wildlife today.

This reality defines for us the work we do, each and every day.

At the same time a century of conservation achievements are in jeopardy because of global warming, we are witnessing our youth becoming more disengaged from the natural world than ever before. Recent studies tell us that kids are spending more than six hours a day inside in front of some kind of electronic screen. This "nature deficit" is not only harmful to their physical and mental well-being, it is also robbing the future of the next generation of conservation leaders. In 2007, we continued our efforts to promote a "green hour"—at least one hour of unstructured play for children—through a variety of educational efforts, including www.greenhour.org.

We are forging solutions with a big tent approach—building diverse coalitions that include and go beyond traditional allies. We are grateful for the opportunities to work with tribal leaders, the faith community, African-American and Hispanic communities, educators and corporations. Together, we are promoting achievable solutions to confront global warming and ensure our natural heritage is protected for future generations to enjoy.

We know our work must reach well beyond our own staff and affiliates and include people around the country who are inspired to join us and do what they can to be part of the solution.

Our 2007 Annual Report highlights stories from just a few of these SolutionMakers, a small sample of our four million members and supporters who considered the question:

Can you imagine a world without wildlife?

...and realized that they needed to take action to save the wildlife and wild places they love.

These individuals symbolize the commitment of our affiliates, members, and partners in every community across America who are dedicated to protecting wildlife for our children's future. I'm sure their stories will remind you of other people in your own community who are making a difference on behalf of wildlife and wild places.

Their stories remind us that none of us can do this work alone. The challenges before us demand that we work in partnership, reach out to others in our communities, and find the solutions—together.

Thank you for all you have done. We look forward to your continued commitment.

Larry Schweiger
President & CEO

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Jaime Berman Matyas

Seventy-two years ago, National Wildlife Federation was started by people who cared about conservation because they wanted to ensure that what they loved would be there for their kids and grandkids...their favorite fishing hole or hiking trail or mountain vista. Today, we continue to reflect the needs and values of Americans all across the country who know that love of place requires a sense of responsibility to protect it.

This year we moved full steam ahead in the implementation of our 15-year strategic plan.

This required an extensive organization-wide revamping of how we accounted for projects, people, and priorities. We created strategic teams that for the first time in the organization's history officially crossed departmental and state lines.

And it's working.

Staff and board members are all on the same page—connected like never before to work together to achieve programmatic goals associated with our three strategic drivers: confronting global warming, protecting wildlife and wildlife habitat, and reconnecting people with nature.

Our focus on the "how" as well as the "what" has helped us achieve greater efficiency and effectiveness. Measurable outcomes are tracked and evaluated. We've integrated work teams to deepen and broaden our reach and impact. We've been able to say "no" to opportunities that, while commendable, would have taken us off track.

All of this means we have invested the generous financial resources of our members and supporters wisely.

Your financial support will continue to be vital to our success. And your support in other ways is also critically important—whether it be building a wildlife habitat in your backyard, writing your Senators and Representatives, creating opportunities for children to enjoy the outdoors, or speaking out about the importance of confronting global warming.

We simply cannot achieve our goals without you.

Thank you for your continued support and involvement in our efforts to inspire Americans to protect wildlife for our children's future.

Jaime Berman Matyas
Executive Vice President & Chief Operating Officer



Living the mission.... "Cool It!"[®]

All of us at National Wildlife Federation are committed to reducing our carbon footprint. "Cool It" is National Wildlife Federation's staff committee that leads this charge.

Significant 2007 accomplishments include:

- Purchased carbon offsets to ensure that all National Wildlife Federation major meeting travel is carbon neutral.
- Launched organization-wide effort to "green-screen" hotels for all major meetings—only approving hotels which met specific environmental standards. This effort supports hotels taking such measures, while encouraging others to make these vital shifts.
- Implemented a new system to maximize efficient use of paper throughout our offices.
- Developed a plan to reduce National Wildlife Federation's Reston Headquarters emissions by an estimated 70 percent through greater efficiency and renewable geothermal heating.

In spring 2007, the International Panel on Climate Changes released a report stating that 20 to 30 percent of wildlife species around the world are at risk of extinction if increases in average global temperatures exceed 2.2° to 4.0° F above current levels. This could happen in the lifetime of a child born today if global warming pollution is not dramatically reduced.

Scientists have told us that we must reduce global warming pollution by 80 percent by 2050 to avoid the worst impacts of global warming. We can get there by reducing global warming pollution by at least 2 percent every year for the next 40 years.

There's no question.

Global warming is the single greatest threat to wildlife.

Reducing this threat is National Wildlife Federation's number one priority.

Scientists have set the goal, now National Wildlife Federation is setting the pace in developing and promoting the kind of personal and legislative solutions needed to reduce global warming pollution by at least 2% every year.

Meet Megan Waggoner, Dr. Daniel M. Asquino, and Captain Dan Kipnis—three National Wildlife Federation SolutionMakers in three very different parts of the country who have engaged with our programs to confront global warming head-on.



Confronting



Global Warming

Speaking Out and Stepping Up

ALASKA ■ MASSACHUSETTS ■ FLORIDA

Alaskan

“Being part of National Wildlife Federation gives us the muscle to do some great work, like our *Letter to Our Leaders* campaign, where we drafted a petition asking lawmakers to take action on environment issues such as global warming, environmentally sustainable policies, and investing in renewable energy.”

MEGAN WAGGONER is finishing up her senior year in high school. She plans to pursue environmental studies/international relations in college, and aspires to eventually work in environmental policy for an international organization.



Youth Environmental Action (AYEA)

I grew up on Kodiak Island and lived in Fort Yukon—and all over Alaska really. What’s not to love about Alaska? There’s so much openness in nature and freedom—freedom to go out in your backyard and go fishing and camping, snowboarding, and hiking. Sometimes at night, I even get to see the Aurora Borealis.

Hatcher’s Pass, where I live, is one of the most beautiful places in Alaska. It’s full of mountains and even has a glacier. But even though it’s beautiful, it’s also kind of a sad place, because we all know that the glacier is slowly receding.

Hearing about and seeing how much Alaska’s environment has changed over the years is what got me interested in environmental issues. I joined the Alaska Youth for Environmental Action (AYEA) when I was in eighth grade. That was the year that I really began to understand that the problem of global warming wasn’t just about polar bears being endangered. I learned that global warming doesn’t endanger just one species—it impacts the entire environment, all wildlife, because everything’s connected.

AYEA gave me the opportunity to do something, to take action and make a difference, instead of just being aware of global warming’s impacts and threats. AYEA was founded by National Wildlife Federation. Their Alaska Resource Center is always there on the ground providing us with the resources, staffing, guidance, and support to help us get the job done.

Through AYEA, I’ve been able to educate other students, adults, and even lawmakers about why global warming matters. I also get to teach people how they can be part of the solution by taking specific, easy steps like switching to compact florescent light bulbs and reusing canvas bags.

Being part of National Wildlife Federation gives us the muscle to do some great work, like our “Letter to Our Leaders” campaign, where we drafted a petition asking lawmakers to take action on environment issues such as global warming, environmentally sustainable policies, and investing in renewable energy. We got signatures from over 100 communities in Alaska, and over 5,000 signatures from youth in Alaska—which is a whole lot of work because as you know, Alaska is huge and pretty sparsely populated! We were recognized by the EPA and awarded with the President’s Environmental Youth Award for our Climate Stewards Project. I was even lucky enough to go to Washington, DC, to accept the award as the AYEA representative.

Remember when lots of people thought global warming was a myth, including politicians? People have started to acknowledge that they have to change. All this came from people, people becoming aware and active. It’s hard for politicians to ignore it now—if they do, they can’t or won’t get re-elected.

ABOUT AYEA

Alaska Youth for Environmental Action (AYEA) is a high school environmental education and leadership program of National Wildlife Federation—formed by six teenagers from Kodiak and Anchorage in 1998 because they wanted an organized, effective outlet for young Alaskans to become involved in the environment.

In 2007 AYEA teens (including Megan) flew to Washington, D.C., to accept a commendation from **The President’s Environmental Youth Awards** for outstanding achievement in environmental protection services.



**MEGAN WAGGONER
HATCHER’S PASS,
ALASKA**





DR. DANIEL M. ASQUINO
MOUNT WACHUSETT,
MASSACHUSETTS



CHILL OUT™ SUCCESSES

- National Campus Chill Out Competition results were seen live by 15,000 students, staff, and faculty at 424 locations.
- The winning projects went well beyond the minimum 30 percent reduction in carbon dioxide emissions scientists urge by 2030.
- Combined, these winning projects reduced carbon dioxide emissions equivalent to planting 6,900 acres of trees, removing 4,600 cars from the road, or driving 60 million fewer miles per year.
- With persistence, determination, and hope, together these students, faculty, and staff have implemented programs on their campuses that have removed 20,000 tons of carbon dioxide from the atmosphere and saved their campuses an estimated \$5 million annually.

Campus Chill Out

How did a little college accomplish such a big green initiative? Well, it was out of necessity, really. Here at Mount Wachusett Community College, we were faced with a number of critical energy issues on our campus, the main one being that we were spending double as much as other colleges per square foot because of the tremendous amount of electricity we were using. A college our size simply cannot waste resources of that magnitude. So, we began putting together an energy reduction strategy.

From the start we decided on biomass conversion. It was a risk, but at one-tenth the cost of electric, we couldn't ignore it. Plus, since our college features a forest and wood products institute, utilizing resources in a sustainable way is a key priority. We were poised to show biomass as a sustainable resource. This evolved into an effort so unique that even the EPA needed us to explain the technology of what we were implementing.

When we were notified about the chance to enter National Wildlife Federation's Campus Chill Out contest, we thought it was the perfect way for us to inspire other campuses by what we were doing, and to push ourselves to take our efforts even further. After being featured along with other Chill Out winners in 2007, we received a tremendous amount of interest from schools across the country. In fact, we've even had visits from colleges overseas to learn more about what we're doing. Being a Chill Out winner gave us the impetus to get another one-million-dollar grant to do more!

Through the Chill Out competition, National Wildlife Federation helped us create a culture of people who support what we're doing. It wasn't always easy when this wasn't the trendy thing to do. We went out on a limb with this, and now there's a lot of attention to global

warming and why the work we're doing to reduce our campus' footprint is so important. Media from all over the country and internationally have recognized our efforts as an achievement. It's a great feeling to be part of the solution.

ABOUT CHILL OUT

National Wildlife Federation's Campus Ecology Program has been an integral part of the campus greening movement since 1989. The nation's 4,100 colleges and universities educate more than 15 million students, making these schools important laboratories for creativity and innovation—keys to finding solutions to reduce global warming pollution. The Campus Ecology Program promotes climate leadership and sustainability among colleges and universities by providing resources and technical support, creating networking opportunities, and organizing education events.

Chill Out: Campus Solutions to Global Warming is a nationally broadcast awards program that recognizes campuses and campus leaders for their efforts to solve global warming through a wide range of energy efficiency, renewable energy, habitat restoration, and awareness projects.



“Through the Chill Out competition, National Wildlife Federation helped us create a culture of people who support what we’re doing. It wasn’t always easy when this wasn’t the trendy thing to do. We went out on a limb with this, and now there’s a lot of attention to global warming and why the work we’re doing to reduce our campus’ footprint is so important.”

DANIEL M. ASQUINO has been president of Mount Wachusett Community College since August 1987. He holds a Ph.D. and M.P.A. in Public Administration and Political Science and a B.A. in Economics and Political Science from the University of Massachusetts at Amherst and Southeastern Massachusetts.

LEARN MORE AT WWW.NWF.ORG/CAMPUSECOLOGY





“National Wildlife Federation’s Target Global Warming website and trainings offer all the information I need to spread the word to the other sportsmen out there. I’ve given presentations to hundreds of hunters and anglers in Florida and across the nation. . . They know a lot is at stake.”

Captain **DAN KIPNIS** is a Florida hunter/angler who has been a member of National Wildlife Federation and Miami’s Rod and Reel club for 25 years. He’s on the board of numerous conservation organizations and has most recently been named to South Florida’s Climate Change Task Force. He travels throughout the Southeast giving presentations about how our warming Earth affects sport fishing, to encourage catch and release fishing and more sustainable fishery management, and to encourage alternative means of supporting ailing fishing communities.



Saving What You Love

There is something really indescribable about being out on the bay and hoping a Snook is going to see your fly and catch it before it gets caught in the mangroves—it doesn't matter if the fish is six inches or 600 pounds, it's the same deal for me. It's all about the thrill of the challenge.

As a sportsman, I spend a whole lot of time outdoors—whether in the forest or on the water. So if something's changing, I'll be one of the first folks to see it. Kind of like how Native Americans appreciate their land: they notice the little stuff, like the bud on a tree, the deer print on a leaf—and understand how they are all connected.

When I'm out on the water, it's the same thing. Most people see a bunch of blue or green. I see currents, ripples, birds scoping the water for their next meal—I see patterns like how the water level was rising and the number of fish falling. A National Wildlife Federation presentation led me to that “aha” moment that helped me make the connection between these patterns and global warming.

I realized that if I want to keep doing what I love, I have to care about global warming. It's not something we can afford to just sit around and talk about. It's urgent.

I got on the board of the Florida Wildlife Federation and was asked to join a climate change conference headed up by Al Gore, and I was selected to take part in National Wildlife Federation's climate change educator training, developed to reach out to sportsmen.

It's vital that America's large population of sportsmen understand

how global warming will change our rivers, streams, and oceans so that they can fight for the places they love. National Wildlife Federation's Target Global Warming website and trainings offer all the information I need to spread the word to the other sportsmen out there. I've given presentations to hundreds of hunters and anglers in Florida and across the nation—and many of those folks have become presenters because of what they learned. They know a lot is at stake.

We have to make changes. We have to protect wildlife species and their habitat. If we don't maintain a healthy resource, whatever the habitat, we're not going to be able to do what we love.

Global warming is the single most important issue of our day. If we work to protect wildlife, that's a good thing for people too. We need to act now, before it's too late.

ABOUT HUNTER AND ANGLER OUTREACH

When it comes to observing wildlife and wild places, America's 40 million hunters and anglers have long had a front-row seat. According to a recent National Wildlife Federation poll of hunters and anglers, a majority are already seeing changes in their region and attribute those impacts to global warming.

In 2007, National Wildlife Federation launched a major grassroots campaign to mobilize hunters and anglers to confront global warming.



**CAPTAIN DAN
KIPNIS
FLORIDA**

SUCCESSES

- National Wildlife Federation developed an interactive presentation titled “Global Warming: The Forecast for Wildlife” that enables advocates to talk in their communities about the threat of global warming, solutions for reducing emissions, and ways to mitigate impacts of global warming on America's natural resources.
- Since June 2007, we have trained more than 375 hunters, anglers, and conservation leaders across the country who have since spread the word about global warming solutions to more than 4,000 people.
- National Wildlife Federation brought sportsmen and women from 12 states to the nation's capital to ask their members of Congress to take strong action on climate change. They urged Congress to support cap-and-trade legislation reducing carbon emissions by at least 2 percent a year, with dedicated funding to protect and restore natural resources.

LEARN MORE AT WWW.TARGETGLOBALWARMING.COM

National Wildlife Federation 2007 Actions



- Helped train more than 1,000 “Climate Messengers” as the education partner for Vice President Al Gore’s Climate Project—and evolved that model into presentations designed to reach specific audiences such as hunters and anglers, gardeners, and college students.
- Created and distributed *Wildlife and Weather* reports to meteorologists and other interested journalists across the country, to raise awareness of the weather’s impact on wildlife.
- Developed reports on increased global warming threats to wildlife and wildlife habitat, including *The Gardener’s Guide to Global Warming*, *Sea-Level Rise and the Coastal Habitats of the Pacific Northwest*, and *The Chesapeake Bay and Global Warming*.
- Partnered in the Paramount film *An Arctic Tale*, which cleverly educates children about global warming’s impacts on Arctic wildlife.
- Launched *ClimateClassroom.org* to educate children, teens, parents, and educators about global climate change in accurate, age-appropriate, and hopeful ways. Learn more at www.climateclassroom.org.
- Engaged college campuses through National Wildlife Federation Campus Ecology program’s *Chill Out: Campus Solutions to Global Warming* competition.
- Joined forces with major corporations committed to reducing their carbon footprint by becoming part of the U.S. Climate Partnership.
- Developed the *Good Neighbor* program, a pledge-driven program that encourages individuals to commit to taking the small steps needed in their homes to reduce their carbon footprint by at least 2 percent a year. Learn more at www.nwf.org/goodneighbor.
- Engaged and mobilized thousands of hunters and anglers around the country through comprehensive, localized global warming presentations, trainings, and the launch of www.targetglobalwarming.com, an interactive website with resources and information designed to connect to this large constituency.

Advancing Global Warming Legislation



- The Energy Bill was signed by the President in 2007. The bill makes a positive start at reducing global warming pollution by increasing vehicle fuel economy standards, expanding the use of renewable fuels and instituting a range of building and appliance efficiency standards. The bill also promotes plug-in hybrids, “green jobs,” and efforts to sequester carbon from coal.
- H.R. 2643 included a nonbinding Sense of the Congress resolution, sponsored by Representative Norm Dicks (D-WA), which endorsed mandatory limits on global warming pollution. This marked the first time that the House had gone on record as endorsing mandatory global warming pollution limits.
- H.R. 2082, the Intelligence Authorization bill, called for a National Intelligence Estimate on the security implications of climate change. The estimate would examine the political, social, economic, and agricultural consequences of global warming over the next three decades.
- The Global Poverty Act advanced in the House, and calls for the Administration to develop a poverty reduction strategy that includes sustainability goals to help poor communities around the world become more resilient and cope more effectively with the damaging impacts of climate change.
- In December 2007, Congress passed the House Amendments to Senate Amendment to H.R. 2764–State, Foreign Operations, and Related Programs Appropriations Act 2008—requiring the Department of State to convene an interagency committee, including the USAID and EPA, to evaluate specific needs of developing countries in adapting to climate change impacts.

National Wildlife Federation worked tirelessly to advance key pieces of legislation to help America move toward a clean energy future.



- An amendment to the Flood Insurance Reform and Modernization Act requires that maps used as part of the National Flood Insurance Program incorporate the best available climate science. Accurate floodplain maps will help ensure that citizens are aware of the flood risks in their community and help prevent the loss of human life, property, and important wildlife habitat as we face more intense and frequent storms due to global warming.



Protecting and Restoring



There are few things as important to a family's well-being as a safe haven they can call home. This is no less true for wildlife—they need vast spaces and the same natural resources that we do to survive. But all across America those spaces are being squeezed out, leaving wildlife with fewer places to call home.

National Wildlife Federation builds coalitions with our affiliates, sportsmen, Native American tribes, scientists, and state fish and wildlife officials to protect and restore wildlife habitat—with a critical focus on the species already being impacted by the effects of global warming.

We rally legislative support through National Wildlife Action campaign websites, including *Our Public Lands* (www.ourpubliclands.org) *Target Global Warming* (www.targetglobalwarming.org), and through engagement with groups like the Healing Our Waters-Great Lakes Coalition (www.healthylakes.org).

From America's Great Lakes, to Grand Teton, to the Georgia wetlands, National Wildlife Federation SolutionMakers Colin Soto, Joe Polasek, and Michael Banks are helping ensure that America's wildlife will have a place to call home for decades to come.

Habitat:

Home Sweet Home

COLORADO ■ ILLINOIS ■ TEXAS/ARKANSAS



COLIN SOTO
THE COLORADO RIVER,
COLORADO



SPOTLIGHT

THE TRIBAL LANDS CLIMATE CONFERENCE

In December 2006, the Cocopah Indian Tribe and National Wildlife Federation partnered to host the Tribal Lands Climate Conference—the first event of its kind—on the Cocopah Reservation in Somerton, Arizona.

This historic conference gathered more than 150 representatives from over 55 tribes from throughout the U.S. to develop an intertribal climate coalition for tribes to spread the word about climate impacts to Native people and advocate for action on climate change.



“We knew we had to preserve the river. . . . That’s when we teamed up with National Wildlife Federation. They were willing to give us the funding and expert advice we needed to do this. And then they really jumped aboard by starting an initiative to get this area nationally protected.”

Colorado River: Wildlife Habitat, Tribal Home

COLIN SOTO is a tribal elder in the Cocopah tribe. He's a retired schoolteacher and an advisor to the tribal EPA.

The Cocopah Indians are inextricably connected to the Colorado River; we thrive on it. Since I grew up along it, everything I learned in terms of being an Indian, about being Cocopah, is based on this body of water.

The part of the river that we're trying to rescue is where California meets Arizona and Arizona meets Mexico. That river basin is Cocopah land. Because of the lack of water, trees and vegetation are dying. So species have encroached that aren't native, like saltceder. As the river dries up, so does our tribal way of life, our tribal home. But it's not just our home. The river is home to lots of wetland birds, including the endangered willow flycatcher.

We knew we had to preserve the river. We had no choice in the matter. No river, no Cocopah. So in 2002, the tribe passed a resolution to preserve the river from Yuma (Arizona) to the Sea of Cortez (California). That's when we

teamed up with National Wildlife Federation. They were willing to give us the funding and expert advice we needed to do this. And then they really jumped aboard by starting an initiative to get this area nationally protected.

Through our partnership with National Wildlife Federation, we've been able to make some big steps and coordinate support and people, which is no small task because the riverbed has two sides, one in the U.S. and one in Mexico. Pulling people from both sides of the border takes almost a miracle in itself. Luckily, we have the Mexican equivalent of Cocopahs working with us on their side.

We're on the road to success. People are now aware of what's left of the river and we've done reforestation, and eradication of the saltceders, all the way to the Sea of Cortez.

When the river dies, we're no longer Cocopahs, I won't have a home, nowhere to hang my hat. The tribe is connected to this river—this is our blood, this is who we are, river people. Just think, if someone were to take away the Liberty Bell, the Constitution—if those were taken away, could you say you're American? That's how important this is to the Cocopah people.

But it's not just me and the other Cocopahs, it's everybody's river.

ABOUT THE TRIBAL LANDS PROGRAM

The 37 tribes and pueblos in the Colorado Plateau manage more than 28.3 million acres, nearly one-third of all land in the region. Many of these tribes are leading the charge in developing wind, solar, geothermal, and biomass energy projects as clean energy alternatives to fossil fuels.



National Wildlife Federation's Tribal Lands Conservation Program is working with tribal partners on a wide range of projects to catalyze these innovative economic and environmental solutions. These ongoing projects include:

- Tribal Energy Solutions to Climate Change Workshops
- Energy Efficiency and Weatherization
- Federal Climate Change and Energy Policy
- Intertribal Climate Change Workgroup
- Carbon Sequestration
- Tribal Sustainable Tourism



Great Lakes Coalition



JOE POLASEK teaches middle school in Downers Grove, Illinois. He grew up taking fishing trips with his dad on Lake Michigan.

“For years I have explored and been filled with wonder. You cannot stop Lake Michigan’s beauty or power; it’s a wonder to the senses.”



JOE POLASEK
DOWNERS GROVE,
ILLINOIS



A longtime Great Lakes resident and conservation supporter, Joe Polasek participated in, and was one of the featured winners of, the Healing Our Waters-Great Lakes Coalition story contest at www.healthylakes.org.

National Wildlife Federation's Great Lakes Resource Center is one of the founding members of this coalition of over 100 organizations working to restore health to these vital bodies of water. Here is Joe's winning story.

For years I have explored and for years I have been filled with wonder. You cannot stop Lake Michigan's beauty or power; it's a wonder to the senses.

I learned this at an early age traveling to the lake to smelt fish with my father. On the way there, I remember watching the cars, buildings, and people go by, while in my mind I created fantasies about each of them.

When we finally arrived at the harbor, I remember trying to get the best parking spot before everyone else arrived. I remember the weather and the way the wind would whip my face and turn my cheeks red. I remember the smell of fish, warming fires, and the taste of late-night meals. I remember hearing shouts of joy and excitement when the smelt were running.

I remember pulling my first smelt out of the frigid water and feeling it sliver through my fingers. I remember the camaraderie, discussions, and friendships formed during the smelt season.

Even though the smelt are gone, I will never forget them or the connection they helped me form with my father and nature. I will continue to explore Lake Michigan and hopefully someday show the Lake and all its splendor to a son or daughter of my own.

ABOUT THE HEALING OUR WATERS-GREAT LAKES COALITION

Holding 20 percent of the Earth's fresh surface water, the Great Lakes are of global importance, yet for over a century have suffered a wide range of abuse.

Led by National Wildlife Federation and the National Parks Conservation Association, the Healing Our Waters-Great Lakes Coalition is seeking the development of a sustainable restoration plan and the state and federal funds needed to implement that plan.

TO RESTORE THE HEALTH OF THE GREAT LAKES ECOSYSTEM, THE COALITION IS WORKING TO:

- Clean up sewage and toxic sediments
- Restore damaged habitat
- Protect high-quality habitat
- Control and prevent the introduction of invasive species

FOR MORE INFORMATION, VISIT WWW.HEALTHYLAKES.ORG



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TEXAS**

VICTORY FOR TEXAS LIVING WATERS™

A victory for rivers and bays in the Lone Star State is also a victory for National Wildlife Federation and its Texas Living Waters Project partners. The groups helped draft the landmark environmental flows bill that was passed in the final hours of the state's last legislative session, and their activists were instrumental in securing lawmaker support.

"This is a major step forward for the protection and restoration of water resources in Texas," says Susan Kaderka, National Wildlife Federation's regional executive director for the Gulf States. The new law establishes a process for determining how much flow is needed to keep waterways healthy and begins the work of ensuring that such flow is protected.

"The implications for wildlife are huge," says Jennifer Ellis, National Wildlife Federation outreach coordinator. "The fate of the nation's last wild flock of whooping cranes, for instance, is tied to how much freshwater reaches San Antonio Bay, the birds' winter habitat.

"Our next challenge is to make certain the true vision of this legislation is achieved," says Ellis. "That means Texans from all walks of life getting involved to ensure that the process for determining flows is effectively implemented."

On the Front

"National Wildlife Federation partnered with our organization, the Friends of the Neches River, and together, with other partners, we've basically taken on the world—going head-to-head with some of the best lobbyists and toughest lawyers in Texas."

I was born and raised in Jacksonville, Texas, and so was my wife. This is the most special place in Texas. We have a combination of a lot of things that make it special: a rural environment, good climate, and wildlife habitat. We spend most of our time outdoors.

But I wouldn't have categorized myself as a wildlife advocate until this Neches River thing happened. The state began talking about flooding this habitat—a river that humans enjoy but also a habitat for fish, otters, and bobcats—for a dam to send water into Dallas. That's when I stepped up and became an active conservationist.

The point is, the amount of water that they proposed to create for Dallas and the surrounding area was not enough to justify destroying this habitat—it was just not a practical solution. There were several other avenues that would not destroy the habitat. Protecting the river was the right thing to do.

National Wildlife Federation partnered with our organization, the Friends of the Neches River, and together, with other partners, we've basically taken on the world—going head-to-head with some of the best lobbyists and toughest lawyers in Texas.

Our partnership with National Wildlife Federation has been critical in helping us fight this fight. The Texas Conservation

TO LEARN MORE, VISIT WWW.TEXASWATERMATTERS.ORG



Line of Conservation



Alliance, a National Wildlife Federation affiliate, stepped in to help us develop our argument and secure funding.

Back in 2005 we started a petition for the establishment of a 25,000-acre refuge, and explained to residents that the reservoir would require 150,000 acres of private land. We started putting ads in newspapers, organized contributions, and covered all of east Texas, developing a base of support. We finally got 20,000 signatures, even though we only needed 5,000! I'm

confident the judge will rule in our favor.

Through our partnership with National Wildlife Federation we've literally sent out millions of emails, collected thousands of signatures, and spent hundreds of hours working to conserve the Neches River by getting it declared a national wildlife refuge—and we're almost there. We should know by summer 2008.

I've never been involved in politics but now I am in full swing—all I know is that I'm not going to stop fighting until we can protect this habitat.

Every time I step out onto the Neches, I know that I'm getting a whole lot more out of it than I'm putting into it. I know that all of our efforts are worth it.

MICHAEL BANKS is a dentist who lives in Jacksonville, Texas, with his wife, Rosemary. He is co-chairman of Friends of the Neches River, an organization that has worked with Texas Conservation Alliance and NWF to establish a wildlife refuge on the site of the proposed Fastrill Reservoir.

Ensuring protection for America's natural resources oftentimes takes years of persistence to achieve legislative victories on behalf of wildlife and wild places.

Here are some of the legislative and litigation activities National Wildlife Federation was involved with in 2007:



2007 Wins for Wildlife

- The bald eagle was removed from the endangered species list, but is still protected thanks to federal regulations promoted by National Wildlife Federation, which provide landowners and others with tough mandates to prevent harm to this national icon.
- A federal judge ruled that the Bush administration “plainly violated” the Endangered Species Act when it issued regulations that eliminated reviews of new pesticides by government agencies responsible for protecting rare plants and animals.
- The House and Senate passed the Water Resources Development Act (WRDA), which includes key reform measures that would help better protect and mitigate for the loss of wetlands and requires the Army Corps of Engineers to update its environmental practices. It also included major new authorizations to advance Coastal Louisiana, Everglades, and Great Lakes restoration.
- Congress approved and President Bush signed a ban on future drilling along Montana’s Rocky Mountain Front.
- A federal judge ruled a Bush administration policy requiring the inclusion of hatchery-bred salmon in the Endangered Species Act listing invalid—a vital win for wild salmon, because including the hatchery-bred salmon in the overall salmon count will skew the numbers, potentially reducing protections for wild salmon.
- Launched litigation to stop construction of three large residential developments that would destroy over 1,100 acres of wetlands and endangered wood stork habitat in the Cocohatchee Slough within the Western Everglades.

National Wildlife Federation, with our affiliates and partners, supported efforts that:

- Strengthened and broadened a coalition of hunter and angler organizations in support of the Clean Water Restoration Act, a bill to restore Clean Water Act jurisdiction to intermittently flowing streams and geographically isolated wetlands, lakes, and watersheds.



- Secured official nature reserve designation for Puerto Rico's Northeastern Ecological Corridor—one of the most important nesting grounds for the endangered leatherback sea turtle.
- Blocked the Bureau of Land Management from expediting a commercial-scale oil shale development program throughout the Intermountain West through an appropriations amendment. Most of America's oil shale is found in Colorado, Utah, and Wyoming, which are home to a wide variety of wildlife including mule deer, elk, mountain lions, black bears, and bald eagles.
- Stopped an appropriations amendment that offered taxpayer subsidies for commercial logging roads in Alaska's Tongass National Forest, our nation's most significant tract of old-growth forest providing abundant habitat for a diversity of fish and wildlife species.



Connecting People



with Nature

Take Part and Team Up

SOUTH CAROLINA ■ WASHINGTON STATE ■ WASHINGTON, DC

When adults and children explore and experience the wonder of nature, they quickly come to love, respect, and feel the pull to protect it. But with the rampant growth of urbanization and technology, this connection is quickly getting lost. And getting lost with it is the future of conservation. Where will the new leaders come from?

Children hold the planet's future in their hands, but unfortunately, fewer and fewer are experiencing the wonders of nature. In fact, a recent Kaiser Family Foundation study shows that today's kids spend more than six hours per day "plugged in"—staring at some kind of electronic screen.

This widespread replacement of green space with screen space, known as "nature deficit disorder," a term introduced by *Last Child in the Woods* author Richard Louv, has been linked to obesity, violence, and even lower intelligence in kids. Meanwhile, a growing wave of research indicates that children who spend unstructured time outdoors are mentally and physically healthier than their indoor counterparts.

Studies have shown that children who regularly spend time outside:

- Play more creatively
- Have lower stress levels
- Have more active imaginations
- Become fitter and leaner
- Develop stronger immune systems
- Experience fewer symptoms of Attention Deficit Disorder
- Have greater respect for themselves, for others, and for the environment

Meet SolutionMakers Dorothy Mosior, Dave Myers, and Jay Ferrari, three Americans who are finding their connection to the natural world.

“I can honestly say that one of the greatest moments for us as a community was when National Wildlife Federation came down and certified our island.”

DOROTHY MOSIOR is a retired nurse, amateur nature photographer, and avid conservationist. Her dedicated work with National Wildlife Federation led Callawassie Island to become the first certified community in the state.



The Ripple Effect: Backyard to Community Habitat

LEARN MORE ABOUT THE CERTIFIED WILDLIFE

Here on Callawassie Island, we have something very unique and beautiful. Since it's part maritime forest, we're blessed with lush foliage and an abundance of wildlife. There's nothing quite like it.

I'm very protective about the wildlife habitat on this island. And I'm not the only one. Protecting this natural space is a high priority for my friends and neighbors in this community. In fact, we even have our own Callawassie Island Ecology Committee, which I've been a member of for several years. I'm also a longtime National Wildlife Federation member and volunteer—and my backyard is a National Wildlife Federation Certified Wildlife Habitat™.

I guess that's where this story starts. A few years ago, during a Callawassie Island Ecology Committee meeting, I shared with other members that my backyard had qualified as a National Wildlife Federation Certified Wildlife Habitat. Everyone thought the program was a really fantastic idea. This led to a discussion about how all the members on the committee could get their backyards certified.

So, I invited the South Carolina Wildlife Federation to come give a presentation to tell everyone more about the program. During their presentation, we learned that we could actually get our entire community certified.

Our committee had always done highway clean-ups, beach clean-ups and other projects, so we knew that if we

pushed to get the community involved, we could achieve almost anything. We formed a special project team and applied to become a Certified Community Wildlife Habitat.

That's when I started beating the drum—something I guess I've never really stopped doing, even after our application was accepted.

Of course it took some time, but now, our Chamber of Commerce proudly displays a sign informing everyone that Callawassie Island is the first National Wildlife Federation Certified Community Habitat in South Carolina. We have 110—and counting—backyard habitats.

I can honestly say that one of the greatest moments for us as a community was when National Wildlife Federation came down and certified our island.

I look at my efforts like this: we live here, and the animals do too. If we don't do something to preserve their habitat, they'll disappear. It's just that simple.

DOROTHY MOSIOR
CALLAWASSIE ISLAND,
SOUTH CAROLINA



ABOUT THE CERTIFIED WILDLIFE HABITAT™ PROGRAM

Launched in 1973, National Wildlife Federation's Certified Wildlife Habitat Program teaches people to create healthy habitats for wildlife in their own backyards, schoolyards, businesses, and communities.

SUCCESSES:

- More than 90,000 homes listed as Certified Wildlife Habitats from coast to coast
- Last year, National Wildlife Federation certified 23 communities and received certification commitments from 28 communities
- National Wildlife Federation naturalist David Mizejewski was featured on the *Martha Stewart* show to certify her property in Connecticut—effectively promoting the Certified Wildlife Habitat Program to 3 million Americans.

SPOTLIGHT **SCHOOL-BASED HABITAT** **EDUCATION PROGRAMS**

This year we greatly propelled this effort through our partnership with the Council of Great City Schools. The Council is an association of 66 of the largest urban school systems in the U.S., with a total student population of 8 million. The majority of students in these schools are from racially and culturally diverse backgrounds, and many of the schools are under-resourced and looking for ways to enliven learning interest in their students and faculty.

In 2007, members of the Council of Great City Schools, Houston, Texas, and Broward County, Florida, worked with National Wildlife Federation on system-wide commitments to create Schoolyard Habitats® in all their elementary schools and some middle schools.



The Great American Backyard Campout[®]



“It was fun to watch these kids who live on base explore some of these areas that they normally would just walk past every day. It really opened their eyes.”

DAVE MYERS is the Outdoor Recreation Auto Skills Center Manager for the Whidbey Island Naval Air Station in Washington State. He grew up with a love for the outdoors and camping and loves that his job is to share that joy and wonder of nature with families on base.



A big part of my job as the Outdoor Recreation Center Manager at the Whidbey Island Naval Air Station is to keep my fingers on the pulse of the latest and coolest outdoor activities and then make them available for the sailors and their families. So every year I attend a major outdoor retailer convention in Salt Lake City.

During last year's convention, I attended a National Wildlife Federation presentation where they discussed the Great American Backyard Campout®. I instantly saw the potential for families here on the base. It seemed perfect—especially because a lot of families have one parent out at sea, so they're one-parent households. They need a safe environment where they can enjoy the outdoors.

So I got my staff together to plan our Great American Backyard Campout. I also contacted National Wildlife Federation. They stepped in to help us plan activities and connect with community groups. We also got the base's special events coordinator and youth development center involved. They invited an expert scientist and planned outdoor cooking classes and other activities focused on learning more about nature and the outdoors. Before we knew it, we ended up building something really huge and exciting.

On the day of the event we had tents available for families that needed them, along with volunteers to help them set up camp.

The scientist we had invited was both a forest and marine biologist, so he was able to take the kids on explorations around the beach, where he introduced the kids to kelp and told them about different kinds of shells—they even got to use spotting scopes to watch the herons and bald eagles land on a sandbar. Then he took them into the forest to learn about our native plants and their uses. They also got to do some GPS tracking.

It was fun to watch these kids who live on base explore some of these areas that they normally just walk past every day. It really opened their eyes. More than once I saw kids dragging over their parents to check out a particular view. Down by the marsh some young boys

found a grass snake, and that caused quite a stir. So the kids had a lot of fun, even the ones that didn't think they would.

Our Great American Backyard Campout drew a more-than-expected 104 people. We actually had 64 people around the campfire that night!

As an added bonus, I'm proud to say that since we have an award-winning recycling composting facility here on the base, everything we used was reusable or recyclable, and we used this opportunity to teach families more about why recycling is so important. Remarkably, in the end we had less than 20 gallons of trash, everything else was recycled or composted. That's a tiny footprint for 104 people!

Needless to say, we're definitely taking part in the Great American Backyard Campout again this June, with one big change: the families have asked that we make it the whole weekend, Friday through Sunday. If that's not a stamp of approval, I don't know what is!

ABOUT THE GREAT AMERICAN BACKYARD CAMPOUT®

Held each June (National Great Outdoors Month), National Wildlife Federation's Great American Backyard Campout is a national event that encourages friends and families in communities across the country to camp outside together and connect with the great outdoors. It provides an opportunity for everyone to relive—or experience for the first time—the magical feeling of spending a night sleeping under the stars and enjoying the sounds of nature.



**DAVE MYERS
WHIDBEY ISLAND
NAVAL AIR STATION,
WASHINGTON**



SUCCESSES

- Each year the number of campers has steadily grown, and in 2007 over 40,000 individuals participated.
- The City of Houston held its first organized Great American Backyard Campout event.
- National Wildlife Federation naturalist and spokesperson David Mizejewski participated in a Great American Backyard Campout feature on *Good Morning America*.



JAY, MEG, AND
AMELIA FERRARI
WASHINGTON, DC



■ Piloted in early March and continually developed through the end of 2007, greenhour.org had nearly 160,000 visitors.

Green Hour[®]: Getting Kids with Nature

"As parents . . . we are really raising the next generation of wildlife caretakers. If kids grow up and appreciate nature, they'll recognize the importance as adults and become active in its preservation."

My daughter, Amelia Jane, has always been incredibly curious about the natural world... she loves being outside. There's no doubt that she thinks it's way cooler than any television or computer.

Even though we live in the heart of Washington, DC, we still make a point of getting Amelia Jane outside for at least an hour a day. It can be challenging, but it just seemed like an important thing to do—like it was just part of good parenting not to keep your kid cooped up. We're big fans of active play and creativity, and we want Amelia to explore the world around her. So we've made this a priority.

But between work and graduate school, my wife, Meg, and I are pretty pressed for time. And honestly it can be tough to keep coming up with different activities, find kid-friendly events, or look for a nearby green space to run around.

Things have gotten easier though, because earlier this year we learned about National Wildlife Federation's Green Hour[®] online community.

The Green Hour site gives us resources for things to do and places to go. It helps us take part in a community of people who, like us, care about

getting their kids outside. You're using the value of technology where you can communicate with so many others to share experiences and ideas. It's another level of community inspiration. And once you're in that mindset, it's amazing how you start clicking with other parents around you.

Green Hour inspired us to take the concept from the virtual online world into the real world—into our neighborhood. We've worked with the other parents on our street to build a tighter community. Kind of like the old Neighborhood Watch program—but a lot more fun. We don't just make sure the kids are safe while they're outdoors, we also share ideas and organize play activities to ensure they get outdoors!

Look, we all know that kids who don't go outside are really missing out. Video games don't fuel the imagination. Outside there's the physicality of it, it's active—and there's the element of discovery and surprise.

As parents, Meg and I, and our neighbors, are really raising the next generation of wildlife caretakers. If kids grow up and appreciate nature, they'll recognize the importance as adults and

Outside

become active in its preservation. If the great outdoors becomes part of who you are, then you're going to cherish it. That happy, warm feeling you have as a kid ..., the smell of the fresh outdoors. You know the value of it, and you'll never forget it.

ABOUT GREEN HOUR®

National Wildlife Federation recommends that parents give their kids a "Green Hour" every day, a time for unstructured play and interaction with the natural world. This can take place in a garden, a backyard, the park down the street, or any place that provides safe and accessible green spaces where children can learn and play.

To give parents and caregivers the information, tools, and inspiration to spend more time with their kids outside, National Wildlife Federation created greenhour.org, a website rich in family-friendly content featuring a supportive online social network where families can learn, explore, and share their outdoor experiences and backyard adventures.



JAY FERRARI is a freelance writer who lives in Washington, DC. His wife, Meg, is studying family science at the University of Maryland.



National Wildlife Federation is committed to reconnecting people with nature. We are mobilizing and educating parents, educators, physicians, and lawmakers in communities from coast to coast to move forward state and federal policy solutions while continually offering a wide range of achievable personal solutions designed to foster lifelong conservation ethics.

■ **AWARD-WINNING CHILDREN'S PUBLICATIONS *RANGER RICK*[®], *YOUR BIG BACKYARD*[®], AND *WILD ANIMAL BABY*[®]**

Our award-winning children's magazines ignite and fuel children's connection with nature. The circulation of these powerful publications reaches nearly 2 million adults and three million children—uniquely positioning National Wildlife Federation as the only conservation organization with such a large and early dialogue with America's kids, parents, and educators.

■ ***Ranger Rick Educator's Guides*[™]**: Each edition of *Ranger Rick* is accompanied by a free online guide for educators to use in the classroom. Moreover, the *Ranger Rick's Nature-scope* curricula are widely used in schools across America and are listed as one of the most successful environmental education curricula available.

■ **GREEN HOUR**[®] National Wildlife Federation recommends that children spend at least one hour of unstructured play time outdoors per day. Our Green Hour website helps parents achieve that goal by offering a supportive virtual community where parents can learn, explore, and share their outdoor experiences and backyard adventures. Learn more at www.greenhour.org.

■ **GREAT AMERICAN BACKYARD CAMPOUT**[®] is a one-night event for families, youth, and individuals to camp out in their backyards or local parks and to discover the fun of being in the great outdoors. Campout encourages parents and children to spend a night outdoors and reconnect with nature. Learn more at www.backyardcampout.org.

■ **WILDLIFE WATCH**[™] offers activities for individuals, groups, and families to observe nature and share their observations. Through the Wildlife Watch website, participants can download a list of plants and animals to watch for in their region and then share the results of their experience and findings with others. In 2007, Wildlife Watch extended its reach through a partnership with Amtrak. Learn more at www.nwf.org/wildlifewatch.

■ **NATIONAL WILDLIFE WEEK**[™] this signature National Wildlife Federation event started in 1938 to create nationwide public awareness of the need for wildlife conservation. Occurring every April, it promotes youth volunteerism through affiliates' and National Wildlife Federation Resources Centers' events held around the country.

■ **CERTIFIED WILDLIFE HABITAT**[™] (includes Backyard Wildlife Habitat[®] and Certified Community and Schoolyard Habitats[®]) offers simple steps that help people create a wildlife habitat in their own backyard, their workplace, their schoolyard, and even their entire community. There are now tens of thousands of official National Wildlife Federation Certified Wildlife Habitat sites around the country. Learn more at www.nwf.org/certify.





Reversing Nature Deficit through State and Federal Advocacy

National Wildlife Federation recognizes that reducing nature deficit requires a massive societal-scale response that goes beyond the capabilities of a single organization—in fact, it requires federal and state policy changes. Our advocacy program encourages Congress, state legislatures, and governors to develop and adopt new policies that help people of all ages spend more time outdoors. These recommendations to legislatures and governors, known as No Child Left Inside proposals, go beyond outdoor recreation and nature study programs to include: day care, after school, home school, pediatric check-ups, and more.

No Child Left Inside amends the No Child Left Behind Act to include provisions that would enhance and support existing and new K-12 environmental education programs.

As part of the No Child Left Inside Coalition (which now tops 100 organizations across the country), National Wildlife Federation promotes the passage of this amendment through direct lobbying and grassroots outreach.

This year, through these advocacy efforts, No Child Left Inside language was included in No Child Left Behind, as well as in the Higher Education Sustainability Act.

Financial Overview

The organization's consolidated statement of activities includes the results of the operations of National Wildlife Federation and related organizations, including National Wildlife Federation Endowment, Inc., and National Wildlife Productions, Inc.



Funding

In fiscal year 2007, National Wildlife Federation revenues totaled \$89 million, with \$67 million coming from individuals through contributions, memberships, and publications.

Of that \$67 million, nearly \$44 million was in gifts from generous individual donors, including our members, Guardians of the Wild, Leaders Club, the J. N. "Ding" Darling Circle, and members of our bequest legacy program, the Rara Avis Society.

Foundations and corporations provided 125 grants for National Wildlife Federation's conservation and education programs totaling \$9 million. Major foundation grants were awarded by The William and Flora Hewlett Foundation, Joyce Foundation, Kendeda Fund, Charles Stewart Mott Foundation, Pew Charitable Trusts, National Fish and Wildlife Foundation, Rockefeller Brothers Fund, The Wege Foundation, and anonymous donors.

Revenues generated by National Wildlife Federation's publications and films totaled \$23 million. Investment income totaled \$9 million, and royalties and other income yielded the remaining \$4 million.

Programs

National Wildlife Federation's programs cover a wide range of education and conservation action activities to support its mission.

CONSERVATION ADVOCACY PROGRAMS

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

EDUCATION OUTREACH AND PUBLICATIONS

include expenses to develop and conduct classroom and outdoor nature education activities, publish our educational magazines, and produce nature multimedia programs.

OTHER NATURE EDUCATION PROGRAMS

represent expenses related to the communication of the Federation's mission to raise public awareness and concern for wildlife and conservation of natural resources.

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.

Supporting Services

General, administrative, and fund-raising expenses, which support National Wildlife Federation's conservation mission, totaled only 24 percent of total expenses for 2007.

Consolidated Statement of Activities

For the Year Ended August 31, 2007 (\$ in thousands)

FY 2007 Total

Revenue

Contributions from individuals	\$43,899
Contributions from foundations and corporations	8,611
Publications	22,678
Other	13,356
Total revenue	88,544

Expense

CONSERVATION EDUCATION PROGRAMS

Conservation advocacy programs	19,738
Education outreach and publications	26,374
Other nature education programs	2,149
Membership education programs	12,403
Total program expense	60,664

Support services

Fund-raising	13,194
General and administrative	5,551
Total support services expense	18,745
Total expense	79,409

Change in net assets before other losses

	9,135
Other losses	(4,613)

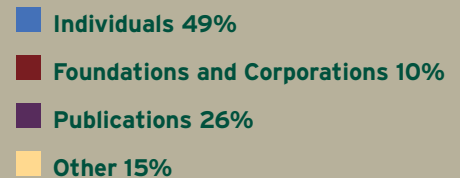
Change in net assets

	4,522
Net assets, beginning of year	62,657

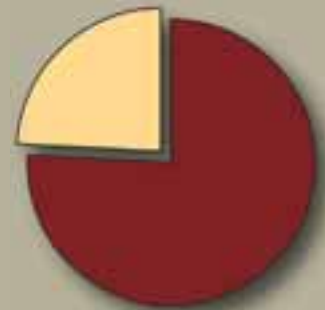
Net assets, end of year

\$67,179

2007 Revenue



2007 Expenses



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

Special Donors



JOSH WHETZEL

Born in Pittsburgh, PA, in 1921, Josh Whetzel has dedicated his entire life to conservation. In the 1970s, Josh, his wife, Farley Ann Walton Whetzel, and her late mother, Rachel Mellon Walton, donated 90 acres of land to the Western Pennsylvania Conservancy (WPC), forming Beechwood Farms Nature Reserve,

an environmental learning center. Beechwood is currently home to the Audubon Society of Western Pennsylvania and has expanded to 134 acres of beautiful wildlife habitat.

Josh has been an avid supporter of National Wildlife Federation since 1999 and made a significant investment in National Wildlife Federation's Global Warming Initiative in 2006. In 2007, at the age of 86, Josh stepped up his support to actively fund-raise on behalf of National Wildlife Federation.

National Wildlife Federation President Larry Schweiger and Josh Whetzel have a long professional relationship dating back to Larry's tenure in the Pennsylvania legislature and with the WPC. Josh served as president of the Buhl Science Center, which became the Carnegie Science Center with Josh's leadership. He later served on the board of directors of the Carnegie Science Center and was president of the WPC, and he is currently its Director Emeriti.

Josh has four children—Joshua, William, Rachel, and Thomas—and many grandchildren. He shows no signs of slowing down his tireless work on behalf of National Wildlife Federation, for which we are very grateful.



LISA ROBERTSON

Lisa lives in Jackson, Wyoming. Over the last 18 years, she has worked as a volunteer pilot for numerous wildlife conservation and research projects, including aerial telemetry for the U.S. Fish and Wildlife Service wolf reintroduction program. Working with these organizations on the ground in

combination with flying over wilderness areas and migration corridors such as the Bridger Teton National Forest led to an increased awareness of livestock and wildlife conflicts. She became involved with concerned stakeholders to discuss solutions to encourage retirement buyouts for willing ranchers who held grazing allotments on these public lands, thereby reducing such conflicts. Fund-raising to reach success soon followed.

"The public has overwhelmingly embraced these ideas. Everyone seems enthusiastic to partner in preserving wildlife habitat with a win-win solution."

Lisa helped chair one of National Wildlife Federation's most successful fund-raising campaigns, rallying hundreds of people to contribute \$450,000 in just three months for the retirement of a critical stretch of land in the Upper Gros Ventre watershed on the Bridger Teton National Forest—home to countless species of precious wildlife.

"It is exciting news that National Wildlife Federation is making grazing allotment retirements a priority and continues to make them happen," Lisa says. "When you view this wild land from the air along with understanding the conflicts on the ground, then to be able to discuss the alternatives and come up with a peaceful working solution for all involved, that's something we can all be proud of."





HOWARD RUBY

Howard is the founder and chairman of Oakwood Worldwide, the leading global temporary housing provider. He is also a top wildlife photographer whose powerful images of polar bears in the Arctic earned him the 2007 Conservation Photographer of the Year Award.

But Howard Ruby wasn't always an environmentalist.

"I had been on the other side of the issue for a long time," he said. "I'd ask myself, what are all these scientists talking about?"

A visit to the Arctic answered that question and changed his life. While capturing stunning images, he spoke with Eskimos, scientists, and other local people about the warming glaciers, and how this was affecting not only their way of life, but the life of the polar bears and other wildlife too.

"I saw the negative impact of global warming first hand. When I returned home, I realized that these photographs were not just a historical record of what I had experienced or just great nature shots. These images have a very important story to tell the world."

Howard teamed up with National Wildlife Federation's Climate Classroom program, designed to educate kids about global warming, by donating his powerful photographs of polar bears to make "Polar Cards," a deck of trading cards for kids to learn more about global warming and its impact on wildlife and wildlife habitat. He also helped create the curriculum for the series of five decks of trading cards, and enlisted his own company's associates to act as ambassadors and presenters in the classroom.

"It's real. We CAN do something, and we can teach our children. Corporations can help too," Howard says.



RICHARD WEILAND (1953 - 2006)

Ric Weiland was a man who truly loved nature and wildlife, and expressed this passion through his steadfast support of National Wildlife Federation. His thoughtful and generous philanthropic contributions to National Wildlife Federation helped us to achieve numerous

victories for wildlife. Ric had said that his greatest wish was "for all of us to think generously of the charities of our choice, as often as we can."

In his bequest, Ric finalized his commitment to conservation. His three-million-dollar endowment to National Wildlife Federation will continue to provide income for National Wildlife Federation's most important programs in the years to come—years that will provide a new and hopeful future for America's wildlife and their habitats.

Ric was one of the original five employees of the Microsoft Corporation, where he aided the design of the BASIC and COBOL computer programs. He was a generous, caring human being who through his works truly embodied National Wildlife Federation's core mission: inspiring all of us to protect wildlife for our children's future.



A Tribute to a Conservation Champion

"I loved this job because I was surrounded by people with like mind and spirit."

—Tom Dougherty



NATIONAL WILDLIFE FEDERATION SENIOR ADVISOR TO THE PRESIDENT, TOM J. DOUGHERTY

For over a quarter of a century, Tom Dougherty has been revered as one of the most dynamic and passionate conservationists in America. A Wyoming native, Tom spent much of that time actively involved with conservation issues in the West as president of the Wyoming Wildlife Federation and senior advisor to the president working out of National Wildlife Federation's Rocky Mountain Resource Center.

Tom is known throughout conservation circles for his steadfast leadership, drive, and ability to "get things done."

He has been pivotal in calling attention to the plight of the whooping crane and was at the forefront of bringing gray wolves back into Yellowstone—a population which has now grown to an estimated 1,400 wolves.

His greatest mark may well be that which he left on those lucky enough to have been advised, mentored, and led by him. As described by various National Wildlife Federation staff:

"He's responsible for my personal development as a conservationist."

"He personifies the soul of this organization."

"I deeply love Tom Dougherty. He has great courage. Clear direction. Tom has systematically watched over the organization. He's the keeper of the institution."

"He's got a startling talent and personality...The remarkable accomplishments are a testament to his personality."

None of us are naïve enough to believe he'll ever actually retire (the North Star is always guiding the way, however distant) but we sure miss seeing him around the office.

Thank you, Tom, for your dedication and commitment to National Wildlife Federation and for all of the battles you have fought and won for wildlife.





THE CONSERVATION FEDERATION OF MISSOURI

Founded by sportsmen in 1936, Conservation Federation of Missouri (CFM) has become the state's leading voice for conservation, engaging the entire Missouri conservation community as it seeks to protect Missouri's wildlife and wild places. Through its Conservation Leadership Corps program, CFM encourages high school students to become activists by offering them a unique opportunity to influence conservation policy and actions. Its *Stream Teams* work around the state rallying citizens to keep streams clean through litter pick-ups, water quality monitoring, bank stabilization, and greenway protection. Its *Share the Harvest* program, in which hunters donate their harvested deer to the needy, now delivers over 300,000 pounds of venison to food banks across the state. In addition, CFM is an avid member of the *Missouri Teaming with Wildlife Coalition*.

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