



## Goal: Connecting People with Nature

*Inspiring and Empowering*

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

As America's leading conservation organization, the National Wildlife Federation is committed to volunteer and education programs that connect people to nature and wildlife. While we are already reaching more than 11 million people, our larger work is cut out for us.

In recent years, we see a disturbing new pattern in young people. Where children once went out to play after school, today's young people stay indoors. They are wired to email and the Internet, are watching TV and playing electronic games. Their parents may support this because they fear their children could come to harm if outside unsupervised. The result is best described by researcher and journalist Richard Louv in his new book *Last Child in the Woods* as "nature deficit disorder." Research shows that young people who are separated from contact with nature, outdoor play and wildlife will care less about conservation. Importantly, they are less likely to be physically healthy, and as creative and mentally well-adjusted.




### NWF connecting people to nature—direct impact:

*Criteria:*

- a) people are *choosing* to connect with NWF and wildlife, and/or
- b) the level of contact is more regular than incidental.

Educational readers:	2,000,000
Educational subscribers:	1,350,000
Membership:	800,000
Affiliate members:	350,000
<i>National Wildlife</i> magazine online:	400,000
Web-based readers and visitors:	6,300,000
Backyard Habitat caretakers:	100,000
Habitat training participants:	10,000
Schoolyard Habitats learners:	250,000
Campus Ecology learners:	20,000

**NWF's Direct "Connecting People" Reach 11,580,000**



"I always knew native plants were a better option for wildlife, but didn't feel confident that I could plant a native garden that looked good. The SmartYards program has transformed my yard into a beautiful oasis for local birds and butterflies and is much easier and less expensive to maintain." says one participant.

She has added her yard to the 150 area yards that are now "smarter" because of our SmartYards landscaping packages. NWF joined our affiliate, Delaware Nature Society, to offer these packages. Designed in partnership with the Christina Basin Clean Water Partnership through a grant from the Environmental Protection Agency, SmartYards uses Delaware native plant species to create sustainable habitat for wildlife, eliminate the need for chemical fertilizers and pesticides and conserve water.

## Connecting with Our Members and Supporters

NWF and our affiliates represent more than one million members—more than any other U.S. conservation organization. We keep them up-to-date on important developments in wildlife-related policy, science and education. Some of our key tools include: *National Wildlife*® magazine and *National Wildlife*® online. In 2004, we:

- ...made a special effort to reach out to our members and supporters for a *personal pledge to protect wildlife* and endangered species. Thousands responded with personal pledges and commitments.
- ...involved members in *National Wildlife Week*, a nationwide, week-long observance of the value of wildlife conservation through our NWF affiliates, our membership, our young readers and educators to encourage learning about and involvement in wildlife conservation activities.
- ...provided regular action alerts through *EnviroAction* newsletter to some 200,000 members and supporters encouraging them to weigh in on important public policy issues that affect the future of wildlife, habitats and environmental quality.

## Connecting People—One Patch at a Time

NWF's unique *Backyard Wildlife Habitat Program*™, doubled its participation in 2004. The program is making a real impact on wildlife habitat conservation by allowing participants to practice their conservation values at home. Our new online registration tool and book, *Attracting Birds, Butterflies and other Backyard Wildlife*, by NWF's David Mizejewski helped us to expand the reach of this program to 40,000 certified habitats in 2004.

Additional accomplishments in the habitat arena include:

- In 2004, our *nationwide volunteer network* grew by 900 dedicated individuals to 1,500. In all, NWF's dedicated volunteers contributed more than 200,000 hours of hard work

When asked, Jennifer Gochenaur says her greatest personal success working with the Delaware Nature Society has been learning how to build effective partnerships—a skill she put to use developing the group's signature SmartYards program, a localized version of NWF's Backyard Wildlife Habitat Program.

"There is a real need here in Delaware to educate residents about where their water comes from—to learn their watershed address and understand how their own gardening choices impact this limited resource."

Designed in partnership with the Christina Basin Clean Water Partnership through a grant from the Environmental Protection Agency, SmartYards offers unique sustainable landscaping packages to residents, free of charge, which utilize Delaware-native plant species.

"So far, we've helped transform 150 yards here in Delaware," adds Jennifer. "It's really encouraging to watch people get excited about the monarch caterpillars they see in their backyards."



**Jennifer Gochenaur**

*Associate Director,  
Delaware Nature Society*



valued at some \$400,000 to protect and restore wildlife habitats. These same volunteers conducted educational workshops, briefing and outreach to another 10,000 prospective volunteers.

- NWF's Citizen Naturalist program engages volunteers to monitor environmental and habitat conditions. Some of the species we are currently monitoring include sage grouse and eagles. Frogwatch, a co-venture with the U.S. Geological Survey, engages thousands of volunteers in evaluating the health and status of frogs and toads. Amphibian health is a significant indicator of the health of our world.

## Connecting with Children

As future stewards of our Earth, NWF is dedicated to providing quality tools that help caregivers instill conservation values in our children.

**Children's formative years**—*Ranger Rick*®, *Your Big Backyard*® and *Wild Animal Baby*® have 1.3 million subscribers and some 2 million readers. These magazines span age ranges from 2 to 12 and reach young people with inspiring pictures and informative features during the most formative times of their lives. We reach out to company sponsors for help and offer educational guides such as our popular *Ranger Rick Educator's Guide*.

**Publications' awards**—In 2004 *Ranger Rick* received the prestigious distinguished achievement award for children's features from the Association of Educational Publishers. *Your Big Backyard* and *Wild Animal Baby* are also perennial finalists and winners in the AEP awards and others.

**Greener publishing**—NWF works to make its magazines models of environmentally-smart publishing. In 2004 we went to more electronic methods of subscription recruitment through a new *Subscriber Connection* e-newsletter that now has 90,000 readers. We make sure our magazines meet the tough standards for "green" paper certification by the Forest Stewardship Council.

## Connecting to Wildlife through the Internet

More than six million people per year visit NWF online. Our NWF website, [www.nwf.org](http://www.nwf.org)®, contains thousands of carefully researched and designed pages with critical wildlife information, news, events calendars, interactive features, online training courses including the virtual Wildlife University™ and opportunities to learn about and get involved with NWF and wildlife conservation online and in person.

eNature.com® is our award-winning gateway to personal access to nature through field guides, maps, park and refuge guides, a wealth of information and exciting web features.

## Connecting Students and Educators to Nature

NWF's signature approach to education is direct. We support hands-on experiential learning and providing educators and students with direct access to wildlife habitats as being among the highest quality "learning labs" available to advance academic careers. Our specialty is encouraging habitat-based learning on the school site itself and, for students with a lack of physical access to habitats, we provide lab-like learning experiences over the Internet.



## Reaching out to Native American Tribes

“By creating outdoor classrooms, we can pass on to the next generation an appreciation for our native environment and the cycles of life, as we learn about the cultural and medicinal qualities of all living things in our region,” notes Carol Baker Olguin, Principal of the Southern Ute Indian Academy.

Educators from the Southern Ute and Ute Mountain Ute Native American tribes in Colorado have brought the Schoolyard Habitats program to two schools, the Southern Ute Indian Academy and the Ute Mountain Child Development Centers. Participation has been overwhelming. Teachers, administrators, students, volunteers and parents have worked together to build a living sanctuary of plants and wildlife native to the Four Corners region.



**Our Schoolyard Habitats® program** might be more aptly named “habitats for high-quality learning.” In 2004 NWF certified many schoolyard habitats and we now reach 2,000 of America’s schools. Our schoolyard habitats support the science education and nature learning needs of some 250,000 young people. Activities are supported by NWF’s educators guide and our award-winning Access Nature® curriculum designed to help students with accessibility limitations learn more about habitats and wildlife.

**Our online habitat program**—we call it “Happening Habitats” and it is considered by the Association of Educational Publishers to be among the top web-based learning programs in the nation. It engages students of all ages in lessons and activities that help make them more aware of the science and conservation of wildlife.

**NWF’s Wildlife University™** provides learners of all ages with the opportunity to take simple, free or low-cost courses to learn about threatened wildlife species, how to create wildlife habitats, and more. A unique NWF partnership with the College for Humanities permits us to offer higher education and continuing education credit to online learning participants.

## Connecting with Tomorrow’s Leaders

NWF has a long-standing commitment to building the next generation of conservation leaders in America and to have that leadership reflect the full diversity of backgrounds and cultures of the nation.

**The NWF Campus Ecology®** program has two main goals. First, it aims at making college campuses, including their physical plants, layouts and business operations, as environmentally smart as possible. There are more than 4,000 colleges and universities in the nation and they have a huge direct impact on the environment; many are bigger than several of America’s largest cities. The average campus also embodies unusually powerful opportunities to educate students on environmental principles just before they go into the professional work world.

**Earth Tomorrow®** is a high school-based youth program working in Anchorage, Atlanta, Detroit, Houston and Seattle. Twenty high schools and more than 15 Native American communities participate. It combines support for after-school clubs with teacher trainings, field trips, a week long residential summer institute for students, support for student-led action projects and career mentoring. Many Earth Tomorrow students take the lead on community action projects, including the creation of Schoolyard Habitat sites, ongoing restoration of wetlands in urban centers, lead testing and drinking water awareness campaigns, waste reduction and school clean-up days.

## Connecting through the Media

NWF connects with tens of millions of Americans each year through the media. Here are a few highlights for 2004:

**Hunters and Anglers Poll**—NWF commissioned a nonpartisan national survey of hunters and anglers. The survey found that sportsmen and sportswomen in the U.S. have strong views on the need for more government support of wildlife protection. Our publicity about this poll helped shape the issues discussed during the 2004 elections.



*Schoolyard Habitats program at Southern Ute Indian Academy*



## NWF's Creative Team—Connecting People to Nature

NWF's marketing and education teams collaborate on creative ways to reach the public. Here are some successes in 2004.

**Animal Planet**—We reached an agreement to create a 30-episode television series called *Backyard Habitat*. Hosted by NWF's David Mizejewski and TV personality Molly Pesce, each episode presents fun and simple ways to attract wildlife to your yard. Together, NWF and Animal Planet will teach millions of viewers the importance of creating places for wildlife. The series premieres on Animal Planet on August 15, 2005 and airs weekdays at 11:30am ET/PT.



**Wild Animal Baby DVD series**—We formed a partnership with Sunwoo Entertainment, animators of such hits as *Rugrats*, *Clifford Puppy Days* and *The Wild Thornberry's*, to create a high quality animated series based on NWF's award-winning children's publication *Wild Animal Baby*. The first DVD releases in Fall 2005.

**Yahooligans**—NWF's and Yahoo.com teamed up to offer field guides and other information for children available through Yahoo's popular kid's page which reaches many thousands of young people each month.

**Adopt a Wildlife Acre**—NWF's Wildlife Acre initiative helps alleviate conflicts between ranchers, who graze livestock on public lands, and local wildlife predators, such as grizzly bears, by purchasing livestock grazing rights and dedicating them to wildlife.

**Book Adventure/NWF partnership**—makes NWF children's publications part of a free reading motivation program for children in grades K-8 who get to create their own book lists from over 6,000 recommended titles.

**Quilt for global warming**—NWF reached out to its members online to help send a message about the importance of protecting wildlife and habitats from global warming through the sponsorship of squares in a virtual quilt for wildlife.

**The Wildlife Society Study on Global Warming Impact**—Working with NWF staff, the Wildlife Society, the nation's prestigious association of wildlife biologists, adopted a policy calling for the reduction of greenhouse gas pollution among the measures needed to confront global climate change. The group's action followed a formal scientific review it issued in 2004, led by NWF's Dr. Douglas B. Inkley, documenting the already known and anticipated adverse effects of climate change on wildlife. Nationwide publicity about the report helped the American public better understand the reality of global warming.

**Mercury Report**—In 2004, NWF released a widely-reported study on the levels of mercury we found in rain. We tailored the report to areas where mercury levels are particularly high. In the Great Lakes region, for example, rain can have mercury levels up to 31 times higher than the mercury levels the U.S. EPA considers safe. This jeopardizes the health of both people and wildlife. The *average* levels observed were eight times the EPA standard. The pollution in rain comes from mercury air pollution from coal-fired power plants and other industries.

