

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

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



Environmental Education

Cultivating a Lifetime of Environmental Stewardship— From Infancy to Adulthood

Making a Place for Wildlife in Our Homes and Neighborhoods

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

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

Our Best Year Yet

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

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

New Resources Make Gardening for Wildlife Easier

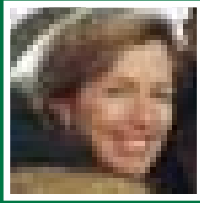
In 2002, with a generous grant from the Shell Oil Company Foundation, NWF introduced a new set of resource materials that make converting yards and public spaces into wildlife-friendly habitats even easier. *The Wildlife Habitat Planning Guide for Backyards and Beyond* provides landscape ideas, sample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

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

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

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

Faces of Conservation
Beatrice Busch von Gontard



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

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

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

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



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

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

Creating a Living Classroom

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

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

New Curriculum Expands Scope of Schoolyard Habitats Program

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

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

Inspiring Stewardship Beyond the Schoolyard

Teenagers as Environmental Stewards

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

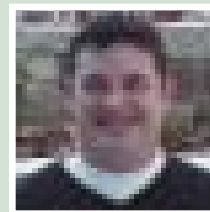
and educators who are tackling environmental problems through community action. The program offers high school students unique opportunities to develop community conservation projects, gain workplace experience, build leadership skills, network with other students and resource professionals and explore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

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

Jim Stofan

NWF’s Senior Vice President for Education Programs

Jim Stofan was born to be an environmental educator. His uncle, world-renowned



ornithologist, Dr. Luis Baptista, introduced Jim to science and the environment. The rest of his family is in education, including his parents who are both educators.

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

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

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



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

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

Tomorrow's Environmental Leaders on Today's Campuses

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

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



Teens participating in an NWF Access Nature wildlife observation hike.

Bringing Nature to Under-Served Youth

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

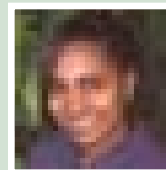
The winner of the 2002 Distinguished Achievement Award for Instructional Materials from the Association of

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

Na'Taki Osborne

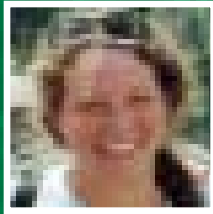
NWF's National Leadership Development Coordinator

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



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

Faces of Conservation
M'Lis Bartlett



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

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

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

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



Multimedia Educational Materials Reach Millions of People Around the World

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

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

New Partnerships

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

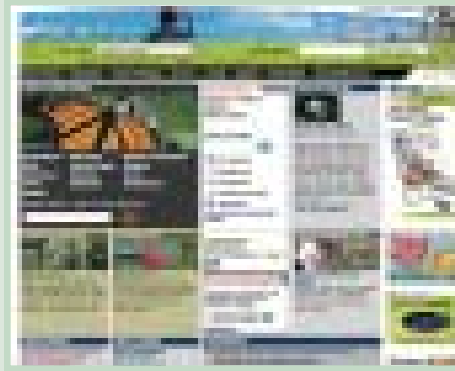
- eNature.com joined with the Lady Bird Johnson Wildflower Center to launch the most comprehensive guide to native plants on the Web. The Native Plant Guide includes photographs and detailed descriptions of more than 1,000 flowers, shrubs, trees and grasses indigenous to the lower 48 states.

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

NWF's Publications—Something for Everyone

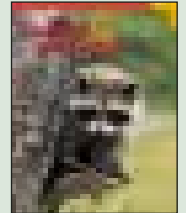
NWF's award-winning magazines and companion websites continue to set the standard for quality content, and each month draw millions of children, teens and adults into learning adventures and outdoor activities that are just right for their ages, interests and abilities.

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



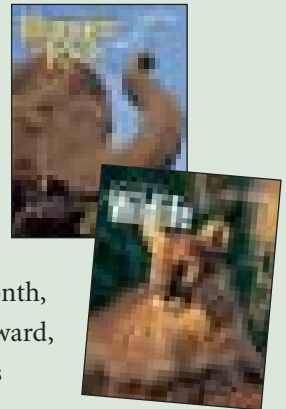
to nature and wildlife, now reaches 165,000 families per month. The magazine's companion website attracted over 70,000 visits in 2002.

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



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

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



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

Bringing Our Message to TV and Films

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

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

