

For Our Children's Future

Message from the President and Board Chair

Most of us who are passionate about conservation can readily recall the moment when we first discovered the magical, transformative power of nature. The first time we examined a snowflake, were soothed by a stream or turned over a rock to discover a mysterious new world. But our children, who spend little time exploring the woods, splashing through creeks or watching clouds, suffer from a disconnect with nature. If children miss these experiences, where will our future conservation stewards come from?

In an age when wildlife faces unprecedented threats of loss of habitat and harm from global warming, perhaps our most significant challenge is simply that our children are losing touch with nature. Today, most children likely...

- can identify several hundred corporate logos but cannot identify the tree in their front yard.
- can navigate the Web with ease but have never hiked through the woods.
- can name more American Idol finalists than they can name American birds.

Yet there is hope for the future of wildlife. With your help, the National Wildlife Federation will restore America's connection with nature.

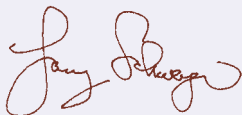
Thanks to those of you who contributed money, time or other support to the National Wildlife Federation—we were able to claim several victories for wildlife over the past year.

You no doubt heard about the rediscovery of the magnificent ivory-billed woodpecker in the Cache River wildlands in Arkansas. What you may not have heard, however, is that this critical bottomland wildlife habitat would have been ruined long ago through river dredging "improvements," but for the dogged work of NWF and our state affiliate, the Arkansas Wildlife Federation.

As Americans, we understand our obligation to provide wildlife with a home. We know that we have a responsibility to protect imperiled wildlife from extinction. We believe that our children deserve the opportunity to be inspired by nature's bounty.

That's why we're dedicated to reconnecting people with nature—providing hope for the future of wildlife; to protecting and restoring wildlife—our abiding drive since our founding in 1936; and to confronting global warming—the greatest ecological threat in human history.

In this annual report we share with you some of our achievements from 2004. We explore new ways that NWF will work with you over the next year to meet our upcoming challenges. We hope you share our pride in the successes you will read about here. *Now, we ask for your help going forward—in whatever way you are best able—to empower the National Wildlife Federation to protect wildlife for our children's future.*



Larry Schweiger
President & CEO



Rebecca L. Scheibelhut
Chair, Board of Director, 2003–2005

