



2010

**IN CRISIS,
WE CAME
TOGETHER
IN STRENGTH**

NATIONAL WILDLIFE FEDERATION

2010 ANNUAL REPORT



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MJ Montgomery

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MESSAGE FROM THE PRESIDENT AND CHAIR



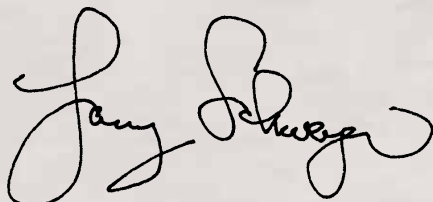
The past year has been a challenging one, but it has also shown how strong we are when we work together. The oil spill in the Gulf of Mexico dominated the news for five months, and from the very beginning National Wildlife Federation was there to fight for wildlife, estuaries and wetlands taking the brunt of the crisis.

Indeed, NWF was on the front lines responding to this unfolding tragedy since the spill began. In this Annual Report, you'll learn about

our work to reshape and rebuild the delicate coastal ecosystems and wildlife habitats of the Gulf. You will also discover how people across the country joined with us in this effort – from school kids to businesses to rock musicians. Together, we made a difference.

We have continued all our other important work for wildlife, of course, from fighting the invasive Asian carp in the Great Lakes, to creating a Critical Pathways program in the northeast, to deepening our education and children's outdoor programs with Eco-Schools USA and Be Out There.

It is your personal commitment to protecting wildlife for our children's future that makes National Wildlife Federation's vital conservation work possible. Thank you for joining with us as we look toward celebrating our 75th year.

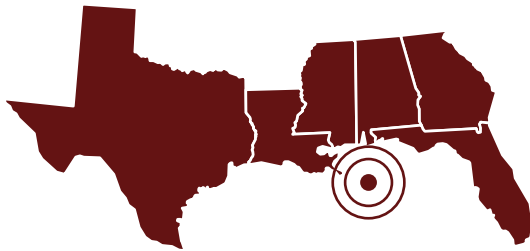


Larry Schweiger
President and CEO



Craig Thompson
Board of Directors

A HISTORIC RESPONSE: THE GULF OIL SPILL DISASTER



On April 20th, 2010, BP's Deepwater Horizon drilling platform exploded offshore, killing 11 workers, and pumping over 170 million gallons of crude oil into the Gulf of Mexico for 87 straight days – making it America's largest environmental catastrophe in history.

This crisis called critical attention to the hard fact that oil and gas exploration activities do not come without costs. And in this case, the costs were severe. Recognizing the disaster's unprecedented impact on wildlife, wetlands, water quality, fisheries, and Gulf communities, NWF quickly swung into action, putting into effect a comprehensive response plan. A central base of operations was quickly set up in Venice, Louisiana. NWF then mobilized all institutional elements across the organization to help implement this response strategy.

The Gulf region is home to some of the largest and most important wetland ecosystems in North America, which provide essential habitat for waterfowl, migratory songbirds, fresh and saltwater fish, and a host of endangered or threatened species like the Kemp's ridley sea turtles. Once the oil came ashore, NWF launched a volunteer surveillance effort to help spot and report oil-damaged wildlife and habitat. Once the well was capped, we turned our efforts to enhancing and restoring habitat needed by affected species like migratory songbirds and waterfowl. Understanding that a disaster of this magnitude will involve years of recovery, NWF is now calling on Congress to dedicate penalties BP and others will owe to Gulf-wide restoration and to strengthen regulation of the industry to ensure that such a disaster will not happen again.

The recovery and restoration needs of the Gulf will go on for decades and NWF will be there for the duration. The following are some examples of what we have accomplished thus far. (continued on page 6)



Kris Krug



Kathleen M. Finnerty

THE PIPELINE SPILL IN MICHIGAN



In late July a pipeline operated by tar sands giant, Enbridge Energy Partners, burst and spilled nearly one million gallons of crude oil into Talmadge Creek and the Kalamazoo River - a major tributary of Lake Michigan. Because of delays in reporting the spill,

a lack of organization and transparency, and underdeveloped response plans from the involved agencies, this toxic tarry oil traveled 30 miles through our waterways. It saturated sensitive shorelines, suffocated wetlands, devastated wildlife, and forced residents to evacuate their business and homes.

NWF's Great Lakes office in Ann Arbor had a team of staff on location, within 48 hours of the pipeline rupture, working to ensure that Enbridge is held 100% accountable for the damage they have caused. We are one of the only watchdog groups to ensure that Enbridge - along with the Federal, State and County agencies - are doing what they need to do to protect our natural resources, wildlife and the communities that depend on them. Our office has attended public meetings, participated in all press calls, personally visited with many impacted residences, testified before Congress on our accounts and recommendations and started working with several Great Lakes states to improve pipeline response plans and regulation standards.

Moving forward, our Great Lakes office is continuing its efforts to hold polluters accountable and make sure that protections and safeguards are in place to prevent another disaster from harming our communities, wildlife and our natural resources.



- » For over 180 days, NWF staged over **60 boat tours of the Gulf impact zone** from our Venice, La base, bringing waves of scientists, news reporters, wildlife professionals, community and conservation leaders, and national, state, and local elected officials to impact zone to experience first-hand the nature of the disaster, effectiveness of the spill response, and environmental and public health issues at play.

Key Result – many scientific professionals, decision makers, and journalists gained first-hand critical understanding of the Gulf disaster situations, what it means, where it is happening, how it is evolving, how it affects wildlife, food chains, and natural systems, how effective response activities are, etc. Much of this gained knowledge was conveyed by these experts directly (or through NWF) to the public.

- » NWF provided **critical funding to the Sea Turtle Conservancy** in Florida to enhance its capabilities to relocate sea turtle eggs and adult sea turtles away from the impact zone.

Key Result – overall sea turtle recovery was enhanced particularly for future turtle generations.

- » NWF provided **independent assessment of the nature of the gulf disaster** and clean up response in over 7000 documented news stories.

Key Result – tens of millions of individual readers, viewers, and listeners of the 7,000 news stories got objective information about the nature of the disaster impact on wildlife and nature, and adequacy of BP/government response activities.

- » NWF **trained over 300 volunteers in 25 teams to help with wildlife distress surveillance** throughout the Gulf region during the first phase of the uncapped spill. Volunteers filed more than 5000 reports on wildlife sightings, oil slick impacts, and problems they encountered with BP's distressed wildlife help line.

Key Result – Volunteers expanded the Government wildlife surveillance capabilities during the early phase of the spill, and identified early breakdowns in BP's Wildlife Rescue Hotline that were corrected.

- » NWF President and CEO, Larry Schweiger, **testified on May 19th at one of the first congressional hearings on the Gulf disaster**, (the House Transportation and Infrastructure Committee) where he called for government commitment to Gulf restoration, expanded wildlife protection efforts and a national transition to clean energy.



David Rencher



Kris Krug

Key Result – NWF provided Congressional members first hand objective information about the scope of Gulf impact and response needs during the early phase of the disaster.

- » On July 28th NWF released (in partnership with National Audubon Society and the Environmental Defense Fund) the report **Common Ground a blueprint plan for Gulf Coast restoration**. NWF then hosted a congressional staff briefing on the report, and engaged Congressional members to address Gulf Coast restoration and funding in oil spill reform legislation.

Key Result – the paper and the briefing was instrumental in the House of Representatives approving a provision in HR 3534 that would have dedicated \$1.2 billion in BP Clean Water Act penalties to Gulf Restoration

- » Over 53,000 citizens (NWF members and non-members) and 21 companies, **donated funds to NWF Gulf Disaster response efforts**. Additionally over 200 fundraising events like concerts and walkathons were staged by supporters to benefit our efforts (see details on one enterprising young child's lemonade stand on the follow page as an example.)

Key Result – The public reaction to the Gulf disaster was deep and wide and people wanted to help in whatever way they could. The donations helped NWF accomplish many of the actions outlined here, as well as give us capacity to continue working on the long-term problems that will last many years to come.

- » NWF invested in **Mobile Bay oyster reef restoration project** that provides critical un-oiled nursery habitat for numerous finfish and shellfish stocks, while more affected areas are cleaned.

Key Result – This project helps the recovery of wildlife populations impacted by oil pollution and serves as an investment in expanding long-term wildlife habitat in the Gulf.

- » NWF launched an aggressive **campaign for reform of oil and gas leasing practices** in the wake of the spill – including Capitol Hill briefings featuring prominent scientists, numerous editorials and tens of thousands of phone calls and emails supporting comprehensive oil spill legislation.

Key Result – The House passed the Consolidated Land, Energy and Aquatic Resources Act on July 30th, which has a number of important provisions that will prevent future spills, increase oil company liability, improved safety and environmental regulatory standards.



Kris Krug



NWF blogs



DVIDSHUB / Flickr.com



Small steps make a big difference

Amber Grunow is not your typical 12 year-old girl. Described by her mother, Alaine Grunow, as always having a passion for wildlife, this budding naturalist and actress went above and beyond in her efforts to aid in National Wildlife Federation's Gulf Coast rescue efforts. After viewing devastating images of oiled pelicans and turtles, she decided it was time to take action. Amber shared, "It made me sad when I saw all the animals that were hurt from the oil spill and I wanted to help them. It wasn't fair that the animals had to suffer because of the oil spill." Amber's ambitious fund and awareness-raising efforts in her community of Middletown, Delaware took many forms, but ultimately culminated in a successful "Walk for Wildlife" event in July of 2010.

Amber began her journey to support the Gulf Coast by going door to door, encouraging neighbors to purchase Dawn dishwashing soap, with \$1 from every bottle sold being donated to recovery efforts. When Dawn reached its \$500,000 cap on donations, however, Amber turned her focus in another direction. Her original plan of "Pedals for Pelicans," a bicycling event raising money for the Gulf, dictated a need for city permits. Thus, after four weeks of planning, "Walk for Wildlife" was born.

Hosted on a Sunday morning in July, more than 60 people turned out for the event, where every dollar raised was donated to the National Wildlife Federation. Amber sought help from local politicians and arranged support from local businesses such as Walmart, Middletown Fire Company, Copper Penny Sportswear, Scoops ice cream, and Fast Signs. Among the supporters that joined the walk were Delaware State Representative Quinn Johnson, State Senator Bethany Hall-Long and New Castle County Councilman Bill Powers. Amber also organized for shirts to be sold to the participants, with proceeds going directly to the cause. In the end, Amber raised over \$2,000 for the disastrous Gulf of Mexico oil spill, with some donations coming from as far as Texas and Arizona. She was recognized by the Appoquinimink Board of Education and United States Congressman Mike Castle.

Members of the Middletown community hope that Amber's hard work will serve as an inspiration to other young people, and encourage them to also become active volunteers. As for Amber, the event turned out better than she could have hoped for, and emphasized that age does not limit the impact you can have within your community, and for a meaningful cause. A truly inspirational young girl, Amber summed up her efforts, "It doesn't matter how old you are or what size you are, we can all make a difference."



Eric T Engstrom

REDUCING GLOBAL WARMING POLLUTION AND BUILDING A NEW ENERGY FUTURE

NWF played a vital role during the past year helping Americans understand the impact of climate change in their communities and homes by focusing attention on the regional effects of climate change and by telling the story of how global warming threatens various sectors of society. To accomplish this goal, we released one major report on global warming or energy every month, and thousands of radio, print, and TV stories carried our findings to millions of individuals. Impacted communities, including African Americans, sportsmen, Native Americans, veterans, students, and evangelical Christians, joined NWF in a movement calling on Washington to take action on climate change, break the country's oil and coal dependence, and rebuild our economy on a strong foundation of clean renewable energy.

During the year, NWF became the go-to organization for enabling the work of local and regional groups and individuals advocating for a clean energy future. At the national level, NWF organized 15 fly-ins, bringing over 325

community leaders to meet with over 370 policymakers in Washington, DC, while mobilizing over 190,000 supporters to write letters to the editor, submit op-eds, and participate in community forums to raise awareness at the local level. Although Congress failed to pass legislation to reduce global warming pollution, our efforts helped to secure a new and stronger foundation of concerned citizens who are working to protect wildlife and confront climate change. This base of support helped NWF launch a new front in the fight against global warming pollution when we began organizing to fight new dirty fossil fuels, such as tar sands. Americans are responding by saying "no" to a new tar sands pipeline from Canada. As a direct result of the programs and projects described below, many more Americans who care about wildlife, children, and nature are speaking up and taking action in increasingly effective ways.

Through our work to promote climate change awareness and communicate the need for clean energy in the future, NWF accomplished the following:

- » NWF produced **Growing a Green Energy Future**, a primer and vision for sustainable biomass energy. This report was used to engage farmers and foresters in workshops and consensus-building forums to help them better understand the principles of sustainability that will improve both the climate and the wildlife benefits of biomass energy.
- » NWF President Larry Schweiger **wrote a book entitled Last Chance: Preserving Life on Earth** to explain the complicated science behind global warming and describe how a clean energy economy can provide the solutions needed to avert the worst consequences of global warming. This book also offers a practical plan of action for American to help reduce the problem.
- » We created a robust **series of reports that focus on climate change** and extreme weather events, renewable energy opportunities, dirty fuels, wastewater infrastructure, invasive species, and health threats from fossil fuel pollution.

Our efforts helped
to secure a new and
stronger foundation
of concerned citizens
who are working to
protect wildlife.

- » We **published Generation E: Students Leading for a Sustainable Clean Energy Future**, which highlights 35 ways that students are creating a sustainable future at U.S. colleges and universities by cutting carbon emissions, saving resources, and equipping the coming generation for a green energy economy.
- » We **co-hosted a green expo** in Seattle that featured clean energy technologies and associated workforce training programs based on the growing need for clean energy and environmental protection.

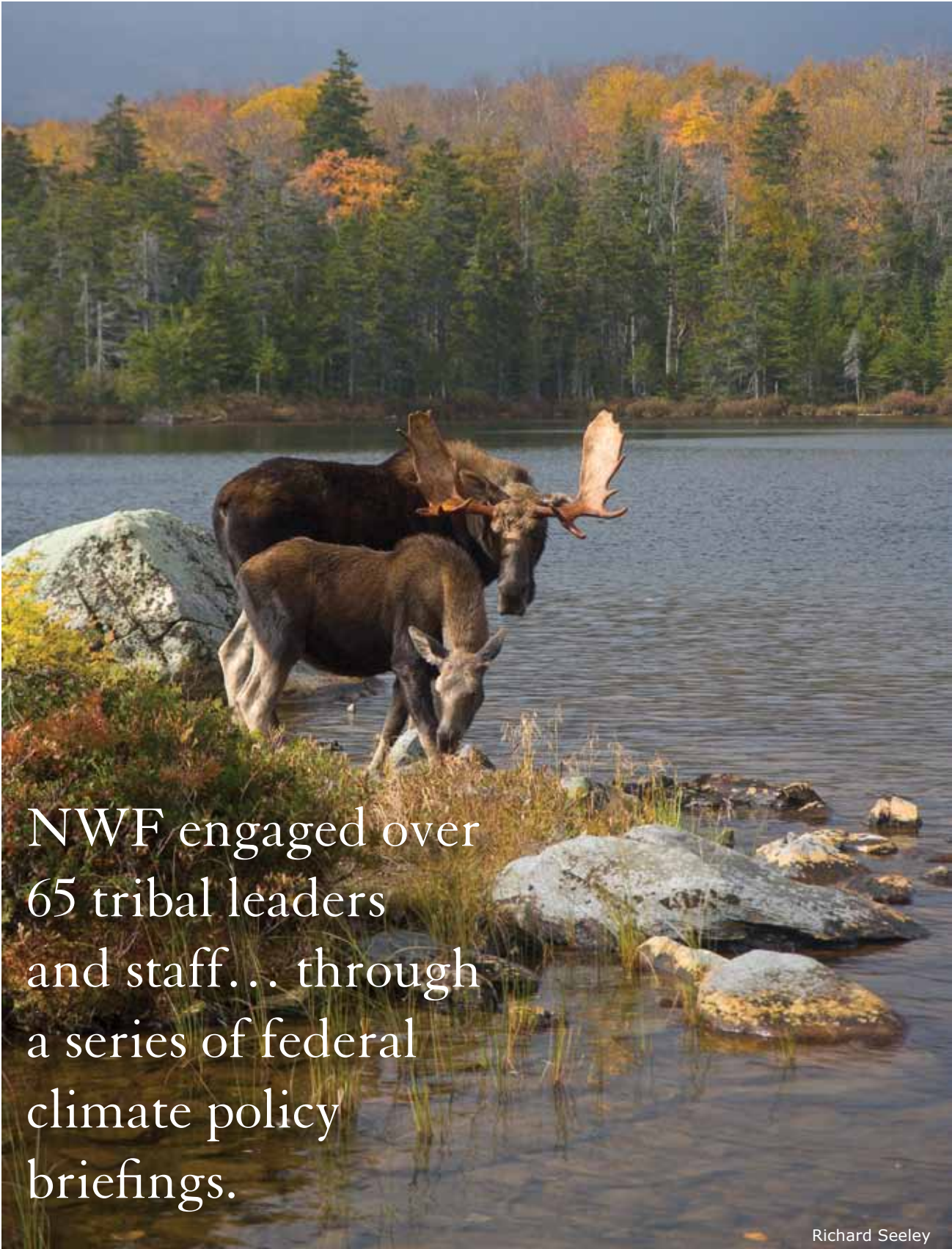
Through our work to raise climate change awareness among a diverse spectrum of constituents, NWF accomplished the following:

- » NWF managed a series of ‘fly-in’ gatherings in Washington, DC that allowed leaders from a variety of diverse constituencies to **learn about climate change, meet with federal decision-makers, and develop shared principles on climate policy**. The groups represented at these events included, college campuses, sportsmen and women, tribes, faith communities, underserved communities, and land trusts.
- » NWF **held a regional “fair climate” summit** in New Mexico in June 2010 to bring together Hispanic and tribal leaders to learn about opportunities for investing in local clean energy projects. The event provided a forum for over 60 diverse leaders from throughout the region to identify needs and strategies for advancing equitable solutions to climate change and for ensuring that a newly trained green workforce is met with an equal number of new job opportunities.
- » NWF engaged over 65 tribal leaders and staff from the Montana/Wyoming Tribal Leaders Council and the Great Plains Tribal Chairman’s Association through a series of **federal climate policy briefings**. The briefings centered on conveying what is at stake for tribes in the federal climate debate and how to become effective advocates for the issues of greatest concern.
- » To engage hunters and anglers in our climate education efforts, NWF **organized a series of “telephone town hall meetings.”** The largest meeting attracted 13,000 callers and featured opening remarks from former Senator John Warner, Ted Roosevelt IV, and other influential leaders on the impacts global warming has on wildlife and the need for climate legislation.
- » We **partnered with the Hip Hop Caucus** on a national bus tour that visited Historically Black Colleges and Universities in over a dozen cities that brought community leaders and youth advocates together to demand action on climate issues.

- » In collaboration with the Energy Action Coalition, NWF **hosted a series of regional Powershift conferences** to build support among U.S. campus leaders for the Senate climate legislation and for positive action in Copenhagen.
- » NWF partnered with national tribal groups to **hold a press conference highlighting climate change as a key issue facing Indian tribes and Alaska natives** as a compliment to the Obama Administration’s White House Tribal Nations Conference.

Through our work to secure stronger policies to mitigate green house gas pollution both domestically and internationally, NWF accomplished the following:

- » NWF helped prevent the passage of a Senate resolution to strip the authority of the **Environmental Protection Agency (EPA) to regulate carbon emissions through the Clean Air Act**. This victory will allow the EPA to reduce the pollution that harms public health and threatens the environment while holding the largest polluters accountable for their actions.
- » We collaborated with 25 organizations to issue a letter to Secretary of State Hillary Clinton calling for the **suspension of a proposed tar sands pipeline** known as Keystone XL. The letter denounced the process because the full scope of the pipeline’s environmental and social impacts, including greenhouse gas emissions, has not been properly considered. From this letter, NWF has gone on to launch a nationwide program to stop dirty fuels, especially environmentally destructive tar sand crude oil.
- » A delegation of NWF staff experts played an active role in the United Nations Framework Convention on Climate Change’s 15th Conference of the Parties held in Copenhagen, Denmark. NWF represented the views of our members and supporters and advocated for international solutions to the climate change crisis. Our efforts helped **secure a new international and domestic commitment to protect tropical forests**.
- » We released the **fourth annual garden furniture scorecard**, a consumer’s guide on products made from well-managed tropical forests. This work is particularly important to NWF’s Forests for Wildlife program since the ongoing deforestation of tropical forests contributes an estimated one-fourth of global greenhouse gas emissions and sacrifices their critical role in carbon sequestration.
- » NWF played a key role in **securing a new leather traceability requirement** for the international Leather Working Group’s latest environmental standard for Brazilian tanneries and educated major clothing brands and leather producers about the connection between livestock and tropical deforestation.



NWF engaged over 65 tribal leaders and staff... through a series of federal climate policy briefings.

Richard Seeley



Musicians on a Mission

After 25 years of creating works of art out of stained glass, Yvonne de Villiers chose a new path to follow, designing soulful guitars, uniquely fashioned to fit each individual artist. Yvonne's inspiration

for the line - designed with playing comfort in mind - came from her mother, Hilda Williers, an electric bass player for more than 40 years. Following the company's success, Yvonne created the charity Musicians on a Mission, with the vision of using the power of musicians and their creativity "in coming together to reclaim their rightful heritage to a sane and healthy planet."

Luna Guitars' first major opportunity to fulfill its commitment to promoting a healthier planet came on April 20, 2010 when BP's Deep Water Horizon drilling platform exploded offshore and pumped millions of gallons of oil into the Gulf. Because Luna Guitars is based out of

Florida, the oil spill was significantly disturbing to de Villiers, a native Floridian. Partnering with National Wildlife Federation (NWF), Luna Guitars generously donated two acoustic guitars alongside Dean Guitars, who donated an additional two. The four instruments were signed at the Moondance Jam benefit concert last July by artists Johnny Lang, Don Felder, Sammy Hagar, and Collective Soul. After the guitars were auctioned off on EBay, Luna Guitars donated 100% of the proceeds to NWF's Gulf Oil Spill Restoration Fund.

Yvonne realizes that the cleanup is a long-term effort that will call for ongoing support, and continues to work on creative guitar and ukulele designs, which she hopes to also donate to restoration efforts. One of her most recent ideas stems from her wish, "If only oil rigs could be washed away and magically replaced by wind turbines and solar collectors!" Pictures of the ukulele which represents this idea and other Gulf restoration guitars can be found at lunaguitars.com.



Roberto Alberto Isotti Cambone

SAFEGUARDING WILDLIFE AND PEOPLE IN A WARMING WORLD

2010 was a year of important progress for NWF in its efforts to safeguard nature for people and wildlife. All across the country, NWF worked with partners to launch or advance major conservation initiatives. In some places, this meant removing movement barriers for grizzly bears, wolves, and other terrestrial wildlife species, while in other places, we helped safeguard and restore threatened marine, coastal, and freshwater aquatic species and habitats. In addition, we paid special attention to protecting the people and wildlife of the Gulf of Mexico as the nation grappled with the worst oil spill in its history. NWF also focused on helping agencies and land trusts deal with the impacts of climate change on natural resources.

NWF remained dedicated to its core mission: ensuring that America's threatened wildlife and wildlife habitats are conserved for future generations.

Whether working on place-based campaigns, or advocating for strengthened conservation policies and funding at the national level, NWF remained dedicated to its core mission: ensuring that America's threatened wildlife and wildlife habitats are conserved for future generations.

Through our work to conserve critical habitat and safeguard wildlife from climate change impacts, NWF accomplished the following:

- » NWF mobilized members and partners across the country to encourage President Obama to include strong measures for **protecting and restoring wildlife and wildlife habitats in his soon-to-be-released America's Great Outdoors Initiative**. Specifically, NWF mobilized supporters to participate in a series of listening sessions focused on conservation and reconnecting Americans with the outdoors and issued a new report entitled *America's Great Outdoors: A Vision for Conserving the Nation's Wildlife in the 21st Century*.
- » NWF successfully supported the House Natural Resources Committee's provisions to **improve the process of developing renewable energy on public lands** in order to provide better environmental safeguards. We also helped ensure the passage of important wildlife sustainability standards for federal land managers.
- » We also partnered with Alaska-focused conservation organizations in a successful advocacy effort that resulted in the Administration **temporarily suspending five exploratory oil and gas leases in critical habitat** for polar bears in the Arctic Outer Continental Shelf.
- » Partnering with Vermont Natural Resources Council, U.S. Forest Service, Vermont Agency Transportation and Vermont Department of Fish & Wildlife, NWF **helped produce a revealing report entitled Enhancing Road Permeability for Wildlife in Vermont**. This report focuses on how roads affect habitat and animal behavior and what can be done to create safer road crossings within core wildlife habitat.

- » NWF collaborated with America's Longleaf and the Longleaf Alliance to create a report entitled Standing Tall: How Restoring the Longleaf Pine Can Help Prepare the Southeast for Global Warming. The report provides **a road map for addressing the expected impact global warming will have on southern forests.**
- » Through our Wildlife Conflict Resolution program, NWF **successfully retired over 60,000 acres of livestock grazing allotments in the Yellowstone ecosystem.** By removing these cattle, NWF helped ensure that the area will be available for grizzly bears, wolves, and a host of other wildlife.
- » We launched a new Renewable Energy and Wildlife Program to identify and advocate for policy that drives the successful installation of distributed and utility-scale wind and solar energy generation through smart, collaborative planning and processes to guide wildlife-friendly development and permitting decisions. This initiative will promote **habitat-friendly renewable energy development** by improving the coordination of national and regional efforts to better clarify the current Administration's vision of a "smart-from-the-start" approach to renewable energy development.

Through our work to preserve and restore critical river, lake, and coastal habitat, NWF accomplished the following:

- » In conjunction with other conservation groups, NWF helped **pass eight major environmental cleanup and restoration bills** through the Senate Environment and Public Works Committee that specifically target Great Waters around the country, including the Great Lakes, Puget Sound, San Francisco Bay, Gulf of Mexico, Columbia River, and Chesapeake Bay. The Committee also passed a wastewater financing bill and a reauthorization of the national estuary program.
- » NWF highlighted the need for action to **stop Asian carp from entering the Great Lakes.** Through our education and advocacy on this invasive species, NWF helped obtain federal funding for fish barriers and helped promote a permanent separation of the Great Lakes from the Mississippi River basin.
- » NWF led the efforts to organize the sixth Annual Great Lakes Restoration Conference hosted by the Healing Our Waters-Great Lakes Coalition. The conference attracted 300 people throughout the Great Lakes region with NWF and partners charting a course for implementing the **Great Lakes Restoration Initiative**, maintaining progress on Great Lakes restoration in the changing climate, and taking action on the threat of Asian Carp and other invasive species.
- » In partnership with the National Oceanic Atmospheric Administration (NOAA), NWF **launched the Climate-Smart Restoration project to reduce the impacts of global warming on the Great Lakes and Chesapeake Bay regions.** With this partnership, NWF is helping conservation organizations and local governments involved with NOAA's coastal habitat restoration programs make their projects more effective in conserving fish, wildlife, and other natural resources by integrating climate change science in their work. NWF is also sharing the lessons it has learned with other habitat conservation groups around the country.
- » Through the Healing Our Waters-Great Lakes Coalition, NWF **won \$475 million in federal funding** to support natural resource agencies' implementation of the Great Lakes Restoration Initiative—the on-the-ground initiative based on the Great Lakes Regional Collaboration Strategy.
- » NWF **mobilized support in Mississippi to stop the costly Yazoo Pumps Project**, which threatened wetland resources in the state's Delta region. We worked closely with our state affiliate, Mississippi Wildlife Federation, and other allies to gather testimonials and rally support for the Environmental Protection Agency's (EPA) veto of the destructive project, which would have drained over 200,000 acres of wetlands.
- » NWF held the **first annual Choose Clean Water conference in Washington, DC**, bringing together 250 people to develop strategies for restoring the waters of the Mid-Atlantic region and the Chesapeake Bay. Due in part to advocacy from NWF and coalition partners, EPA Administrator Lisa Jackson used the conference as an opportunity to announce new regulations and increased funding to states in the Chesapeake region.
- » NWF **protected over 200 acres of threatened wetlands** that serve as essential habitat for the endangered wood stork in south Florida. Working in partnership with its state affiliate, Florida Wildlife Federation, and other conservation groups, NWF attorneys won a favorable litigation settlement concerning the proposed developments near Corkscrew Swamp Sanctuary.

NWF successfully retired over 60,000 acres of livestock grazing allotments in the Yellowstone ecosystem.



Robert Rashkow



Living out a sustainable life

An avid equestrian with lifelong interests including endurance and competitive trail riding, Ellen Carroll has surrounded herself with animals from an early age. Ellen proudly raised her two sons

Hunter and Clarke Nordhauser on her Kentmere farm located in Boyce, Virginia. Together they have bred, raised, and showed their registered Welsh ponies and Cobs. While breeding Welsh in Virginia, Ellen was nominated president of the Virginia Welsh Pony and Cob Association (VWPCA). It was under her leadership and vision that the first VWPCA 'A' rated double gold WPCSA (Welsh Pony and Cob Society of America) Spring Fling Welsh Pony and Cob Show was conceived. This show continues to be one of the finest on the East Coast.

Ellen founded, owned, and operated The Interior Merchandising Group (IMG) for over 29 years. As an industry leader in the interior design and merchandising field, IMG has designed award winning model homes for a wide array of national home builders. She continues to exercise her commitment to conservation in her personal business. Current renovations taking place at Kentmere are being managed by the architectural firm Carter Burton.

This firm has taken on the "2030 Challenge" to make a difference in global warming and climate change by reimagining the way we build our homes and businesses.

Today, Ellen is a committed student of Parelli Natural Horsemanship. She implements the program with her impressive herd of 12 horses and ponies, which includes Quarter Horses, Mustangs, Welsh cobs, and several crossbreeds. Life at Kentmere can often resemble a menagerie, with various dogs, cats, reptiles, as well as the occasional wild rescue being observed alongside her equestrian herd. With a passion for art, many of Ellen's oil paintings of animals and landscapes hang throughout her homes.

Ellen's lifelong love and respect for all creatures has created a strong commitment to saving the natural habitats crucial for their survival. She has proven this commitment through her tireless support of NWF as a member of its President's Advisory Council, and a Co-Chair of the Leadership Committee for the 75th Anniversary Gala and 2010-2011 National Conservation Achievement Awards. Her volunteer leadership has proven both effective and inspirational to those around her and proven her as an invaluable resource in NWF's efforts to protect and conserve our environment.



CONNECTING PEOPLE WITH NATURE

We had many successes in 2010 in our ongoing fight to keep children and adults connected to nature in an increasingly indoor-focused world. The year started with the shocking news that American children are now averaging almost eight hours per day watching television and playing video games. This leaves almost no time for unstructured play in natural settings, which helps children bond with nature, wildlife, and the outdoors.

On the more positive side, we saw some real advances made in greening K-12 schools and higher education campuses, and we saw a growing amount of leadership among government leaders who are recognizing that losing touch with nature and outdoor time will have a huge health and educational cost for the nation. In 2010, we also saw more movement toward a greener U.S. economy and were able to address the need for more science and green technology expertise and training. Importantly, NWF continued to develop and expand its home, school, and community habitat protection efforts, which provided volunteer opportunities for tens of thousands of people to protect and support wildlife, often in their own backyards.

Finally, the Gulf oil disaster of 2010 presented NWF with a particular challenge regarding children: namely, we needed to develop lesson plans and guidelines to help parents and educators discuss the events in the Gulf with young people.

Through our work to increase children's time outdoors and educate American youth about nature and wildlife, we completed the following:

- » We helped the White House expand its **new Let's Move Campaign aimed at reducing childhood obesity** to include a much-needed Let's Move Outdoors element to keep children active in nature.
- » In cooperation with the YMCA, REI, Sierra Club, Izaak Walton League of America, The Outdoor Foundation, National Recreation and Parks Association, and the Children & Nature Network, NWF **helped launch the Outdoors Alliance for Kids (OAK)**, a national partnership to connect children, youth, and families with nature, especially through federal, state, and local policy solutions.

- » As part of our annual meeting, NWF held a national forum and **web-cast to outline the state and federal actions needed to connect children with nature and the outdoors**. Over 1,000 leaders representing conservation partner organizations; NWF state affiliates; and many health, recreation, and education groups participated in this event.
- » NWF was a leader in a successful effort to pass new state legislation in Colorado that provides direct learning **opportunities for children to study environmental science** through direct experience with outdoor education programs.

We saw some real advances made in greening K-12 schools

- » Our state-based efforts also included support for the Governor of Missouri to issue a new executive order directing state agencies to start new programs and **improve the coordination of outdoor education and recreation for children and their families**. NWF also helped Texas embark on a similar effort to develop its own plan for getting kids outdoors.
- » In a team effort with colleague organizations, NWF helped secure official public proclamations from all 50 U.S. governors **declaring June to be Great Outdoors Month**.

- » In the federal legislative arena, we pushed for the successful House of Representatives **passage of legislation to expand the watershed, environmental, and outdoor education programs of the National Oceanic and Atmospheric Administration.** In addition, we successfully advocated for increased funding for the National Environmental Education Act, which supports the Environmental Protection Agency's nationwide outdoors, nature, and environmental education efforts.
- » We also played a valuable role in the House of Representatives **passage of the Public Lands Service Corps Act,** which is designed to provide employment for under-resourced youth at national parks, refuges, and forests.
- » NWF advocacy work and collaboration with other organizations **increased federal support for environmental and outdoor education programs** from \$47 million in 2009 to \$80 million in 2010.
- » In terms of research and communications, NWF **issued a new report entitled Whole Child: Developing Mind, Body, and Spirit through Outdoor Play,** which reveals how America's addiction to time indoors affects our physical and mental health. Reviewed by an independent panel of medical experts, Whole Child explores how regular, unstructured outdoor play can boost children's mental, physical, and spiritual health.
- » NWF **conducted its longest running education program, National Wildlife Week,** by providing thousands of families and educators with customized outdoor activities and materials that encourage wildlife appreciation and spending time outdoors.

Through our work to reach children, parents, and educators directly, we undertook the following:

- » We **launched an exciting new Eco-Schools USA school-greening program** that now involves 400 schools in 40 states, reaching over 175,000 students and 5,000 educators. The program has lessened the schools' environmental footprint; reduced facility expenses; and improved students' behavior, morale, attitude, and academic scores/interest, particularly in science.
- » We also **expanded the NWF Certified Wildlife Habitat program** by certifying over 240 new schools. We now reach 3,600 U.S. schools and one million students with a robust hands-on nature education program located directly on the school grounds.
- » In 2010, NWF **certified 15,000 new backyard and community wildlife habitats,** bringing the total number to 136,000 and putting us on track to reach the 150,000 mark by 2011— our 75th anniversary year!



Danny Brown

- » We formed an exciting new program merger with the education organization ERTNXT to further develop and expand the Trees for the 21st Century planting and education program. The Trees for the 21st Century program **resulted in approximately 10,000 trees being planted during the year** and the development of terrific new alliances with our state affiliates
- » For our focused work with young people, we held the **2010 Civics & Conservation Summit in Juneau, Alaska,** which attracted high school students from around the state to learn about the legislative process, to demonstrate the power of youth voices, and to take action for a more sustainable Alaska. We also held the eighth annual Summer Institute in Atlanta, Georgia, to train urban high school teens to become certified climate ambassadors and leaders in local action projects.
- » NWF **formed an alliance between Big Brothers Big Sisters and our new Trees for the 21st Century program** to cultivate mentor relationships with at-risk youth in urban areas. Youth and their mentors participate in tree-planting and other hands-on, science-based activities to help young people learn about the importance of trees and how to take care of the future.
- » NWF's beloved Ranger Rick Magazine, a program that has inspired tens of millions of children to become more conservation-minded in their adult years, was **honored with the national Association of Educational Publisher's (AEP) award for the best U.S.**

children's periodical in the K-5 category. The magazine was also a top four finalist for the esteemed AEP Gold Lamp award as the best educational periodical in America for any age group.

- » We conducted the **Great American Backyard Campout for the sixth year**, which involved approximately 50,000 campers from across the United States in a major outdoor event to celebrate June as Great Outdoors Month and to highlight the need for and opportunities available to spend more time outdoors with families and children.
- » We also **piloted a promising new outdoor program for families with three regional Hike and Seek events** in Chicago, Seattle, and Washington, DC, with 600 participants as a way of encouraging families and friends to enjoy the outdoors together through nature hikes and scavenger hunts held at local parks.

In our work to support education for a greener and cleaner economy, the following activities were completed:

- » We joined forces with the national human development organization, Jobs for the Future, to launch a new **Greenforce job-training initiative to create job-training programs at some 100 community colleges** in six employment-challenged regions in the United States, including the Texas border country with Latino-serving institutions, Detroit area schools struggling to help the faltering auto industry find new green pathways, and the southern Appalachians.
- » NWF successfully **advocated for \$20 million in new climate change education funding for NASA** and the National Science Foundation aimed at improving science education institutions' ability to educate the public and professionals on the effects of and solutions to global warming.
- » We selected five colleges and universities from across the United States as award recipients of NWF's annual Chill Out! campus innovations competition, which **promotes sustainability and honors U.S. schools that are developing creative approaches to reducing campuses' carbon footprint.** We received an award nomination for the Chill Out! video and webcast from The Imagen Foundation for "Best National Informational Programming" for the positive portrayal of Latinos and Latino culture in the entertainment industry.
- » NWF advocated for increased federal support for environmental education and worked with the Obama Administration in its proposals to redesign the No Child Left Behind Act to ensure that the President's budget included a new **"Complete Education" program with funding for environmental literacy.**

- » We also formed a **new partnership and teacher training program with NASA** designed to bring the educational capacity of its earth-monitoring satellites into U.S. classrooms with real-time data to monitor climate change.

- » We **expanded the Climate Classroom educational website** into a more robust educational platform for younger children who needed carefully tailored and age-appropriate lesson plans to learning about climate science.

Through our ongoing volunteer-development efforts, NWF performed the following:

- » We **trained and/or supported 3,000 NWF wildlife habitat volunteer "stewards"** who directly reached over 500,000 homeowners and gardeners in 45 states with educational lectures and hands-on support for the creation of school, home, and community wildlife gardens.
- » In a special series of volunteer-training efforts, we **educated 11,000 garden club leaders and gardeners in 20 states** on the fundamentals of the NWF Gardeners' Guide to Global Warming report and how to put them into practice.



Karen M Deaver



Protecting our natural resources

Joyce and Brian Olson find inspiration to protect our environment surrounding them in their home of Grand Junction in Western Colorado. Joyce can trace her interest in conservation back to her young adult years, when she joined local hiking and climbing clubs in the American Northwest. Today, she continues her passion for the outdoors through her involvement in a number of hiking and climbing organizations, as well as showing her support for many regional conservation groups. The Olson's generous support of National Wildlife Federation through a Charitable Gift Annuity ensures the continued success of NWF's many important conservation programs for years to come.

The Olsons find that they are most heavily influenced by issues that can be witnessed closest to home. Their greatest concern is perhaps the responsible management of the region's energy resources. Joyce shared, "I am drawn to the need to monitor and regulate extractive resources such as oil, gas, coal and shale, as well as other minerals in an environmentally prudent way." The couple is struck by the unsustainable nature of our current energy practices. "We need to realize that these resources are a finite

commodity. As I age, when I read in the newspaper that a new site is being drilled for gas, estimated at a whopping 10-year supply, I'm stunned and wonder why bother. Ten years is a nanosecond!"

Living in Colorado, the couple is able to enjoy the beauty and power of the region's majestic waterways. As a result, they are focused on the protection and conservation of the area's water resources. Joyce details, "Here, west of the 100th meridian, we are acutely aware of the value of water. We have one major river, The Colorado, that serves the needs of seven downriver states in this arid west. Polluting these waters with runoff from industry, farm, ranch and urban waste is ongoing and unacceptable. This situation we must continue to address and improve."

Like many NWF supporters, the Olsons find that the best way to protect our environment is through involving themselves in local and regional causes, as well as lending financial support to effective and influential non-profit organizations. Through the cooperation of local and national conservation groups with both local and state government and regulatory agencies, meaningful progress can be made on important wildlife issues. This progress is exactly what Brian and Joyce Olson remain committed to fighting for, because as Joyce put it when asked what role wildlife plays in her everyday life, "It keeps me going."



Barbara J Fleming

FINANCIAL OVERVIEW

The organization's consolidated statement of activities includes the results of the operations of the National Wildlife Federation (NWF) and related organization National Wildlife Federation Endowment, Inc.

Funding

In fiscal year 2010, National Wildlife Federation revenues totaled \$100 million, with 70 percent coming from supporters through memberships and publications.

Nearly \$46 million in donations and bequests came 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 Legacy Society.

Foundations and corporations provided one hundred and eighty one grants for National Wildlife Federation's conservation and education programs totaling \$16 million. Major foundation grants were awarded by Bank of America Charitable Foundation, Charles Stewart Mott Foundation, David and Lucile Packard Foundation, Doris Duke Charitable Foundation, Energy Foundation, Erb Family Foundation, Joyce Foundation, The Kendeda Fund, The Kresge Foundation, The McKnight Foundation, Gordon and Betty Moore Foundation, Motorola Foundation, National Aeronautics and Space Administration, Walton Family Foundation, and anonymous donors.

Revenues generated by National Wildlife Federation's publications and films totaled \$20 million. Nature Education Materials' revenue totaled \$9 million. Gain on investment income totaled \$3 million and royalties and other income yielded \$5 million.

Programs

National Wildlife Federation's mission is to Inspire Americans to Protect Wildlife for our Children's Future. NWF focuses on and excels in three distinct program areas – 1) getting children and families more connected with nature by getting them outdoors, 2) safeguarding wildlife and habitat and 3) finding solutions to global climate change. NWF's dedication to these three program areas helps to ensure that America's wildlife legacy continues for future generations.

Conservation advocacy programs expand NWF's work on safeguarding wildlife and habitat, finding solutions to climate change, and engaging the public on issues relating to wildlife conservation policy and legislation. Safeguarding wildlife means protecting and defending wildlife and the wild places that wildlife needs to survive and restoring the health of our natural habitats and ecosystems. Through work with our affiliates and partners, NWF has secured and closed, through our allotment retirement program, more than 500,000 acres of public land to grazing in the Greater Yellowstone Ecosystem, which will restore and protect prime wildlife habitat. Through our national policy action in this area, NWF secured an EPA formal veto on the Clean Water Act permit for the Yazoo Pumps project in Mississippi, which would have drained 200,000 acres of critically important wetlands, and successfully fought for and achieved federal legislation that permanently withdrew mineral leasing in Valle Vidal. Because global warming seriously threatens the survival of our most cherished wildlife species and their habitats and jeopardizes the health and livelihoods of many people and communities, finding solutions to climate change is one of our most important areas of focus. NWF's work in this area includes promoting a shift from dirty to clean sources of energy.

Education outreach and publications reconnects children and adults with nature through such programs as Be Out There, Certified Wildlife Habitats, and Eco Schools USA, and through National Wildlife, Ranger Rick, Your Big Backyard, Wild Animal Baby, and Just for Fun publications. Each year the Federation reaches one million school children and two million young readers through its educational programs.

Be Out There program encourages Americans to get outside and enjoy the natural environment and provides a number of useful tools and activities for families that make it easy to get outside. This includes Hike & Seek, Wildlife Watch and Nature Find. Hike & Seek, one of our signature events brought 520 explorers outside to experience nature in an educational atmosphere.

NWF's Habitats' program has produced three successful ways for our four million members and supporters across the country to help wildlife on their own terms and in their own time – Certified Wildlife Habitat, Schoolyard Habitat and Community Habitat. With over 138,000 certified habitats, 3,600 Schoolyard Habitats and 48 certified Community Habitats, over one million Americans are participating to make a difference for wildlife.

Eco-Schools is an international program aimed at fostering a greater sense of environmental stewardship in school age students. NWF was chosen as the sole American environmental organization to introduce and implement this program in the US. Since its launch in 2009 NWF has signed up 407 schools representing 175,000 students and 6,200 educators.

For 44 years Ranger Rick magazine has been introducing kids to the wonders of nature. In 2010, Ranger Rick continued its standard of excellence in education by winning Periodical of the Year for Children (Grades K-5). Together with our two other award winning children's magazines, they reach one million homes per month and over two million young readers.

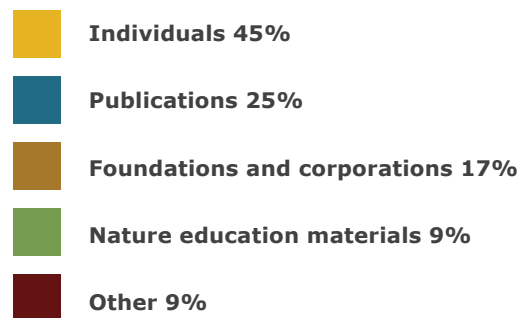
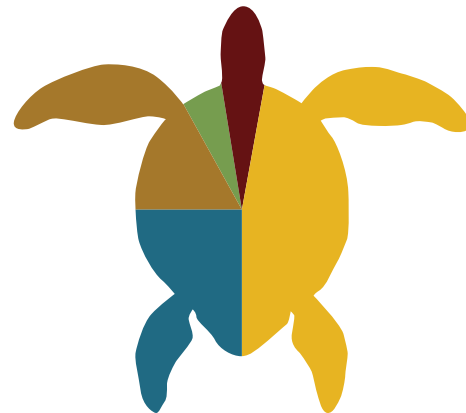
Membership education programs maintain an active, engaged and informed membership providing supporters with the information and inspiration to make a difference in their own backyards, their communities, and across the country. NWF reaches millions of supporters on a monthly basis to communicate the most pressing needs facing the environment today – from people becoming more disconnected from nature to loss of habitat and the threat of global warming. Through such publications as National Wildlife magazine, the NWF website, and other sources of information, NWF is educating our membership base on how NWF is working to protect wildlife and habitat. Every month, through National Wildlife magazine over 650,000 people can read about our CEO's insight and advice, the latest environmental news and success stories from NWF and around the nation.

Other nature education programs communicate NWF's mission to raise public awareness around our three main objectives - getting kids back outside, safeguarding wildlife and habitat and finding solutions to climate change. With our cards and wildlife centered items, NWF has more ways to engage our 4 million members and supporters while also getting our message to new audiences who have an interest in protecting wildlife.

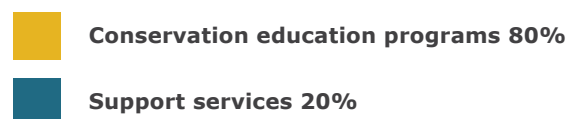
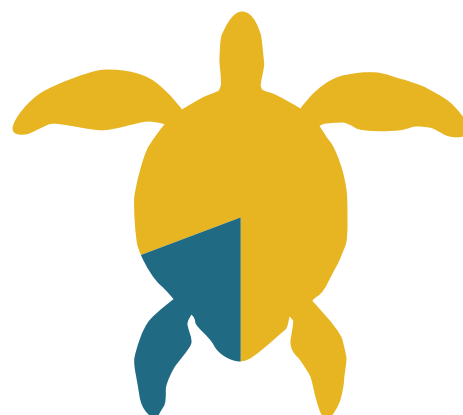
Supporting Services

General, administrative, and fund-raising expenses, which support National Wildlife Federation's conservation mission, totaled only 20 percent of total expenses for 2010.

2010 Revenue



2010 Expense



CONSOLIDATED STATEMENT OF ACTIVITIES

For the Year Ended August 31, 2010 (\$ in thousands)

Revenue

	FY 2010 Total
Contributions from individuals	\$45,011
Contributions from foundations and corporations	17,259
Publications	19,868
Nature education materials	8,590
Other	8,806
Total revenue	\$99,534

Expense

Conservation education programs	
Conservation advocacy programs	\$29,127
Education outreach and publications	25,334
Other nature education programs	9,430
Membership education programs	13,666
Total program expense	\$77,557
Support services	
Fund raising	11,738
General and administrative	7,651
Total support services expense	19,389
Total expense	\$96,946
Change in net assets before other losses	2,588
Other losses	(1,106)
Change in net assets	1,482
Net assets, beginning of year	39,159
Net assets, end of year	\$40,641

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

Board of Directors

(As of Sept. 1, 2010)

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(As of Sept. 1, 2010)

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Past President

National Wildlife
Federation
Mark van Putten

President's Advisory Council

The President's Advisory Council was formed to help fulfill the mission and advance the conservation work of National Wildlife Federation.

(As of Sept. 1, 2010)

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Wexler**

Chicago, IL

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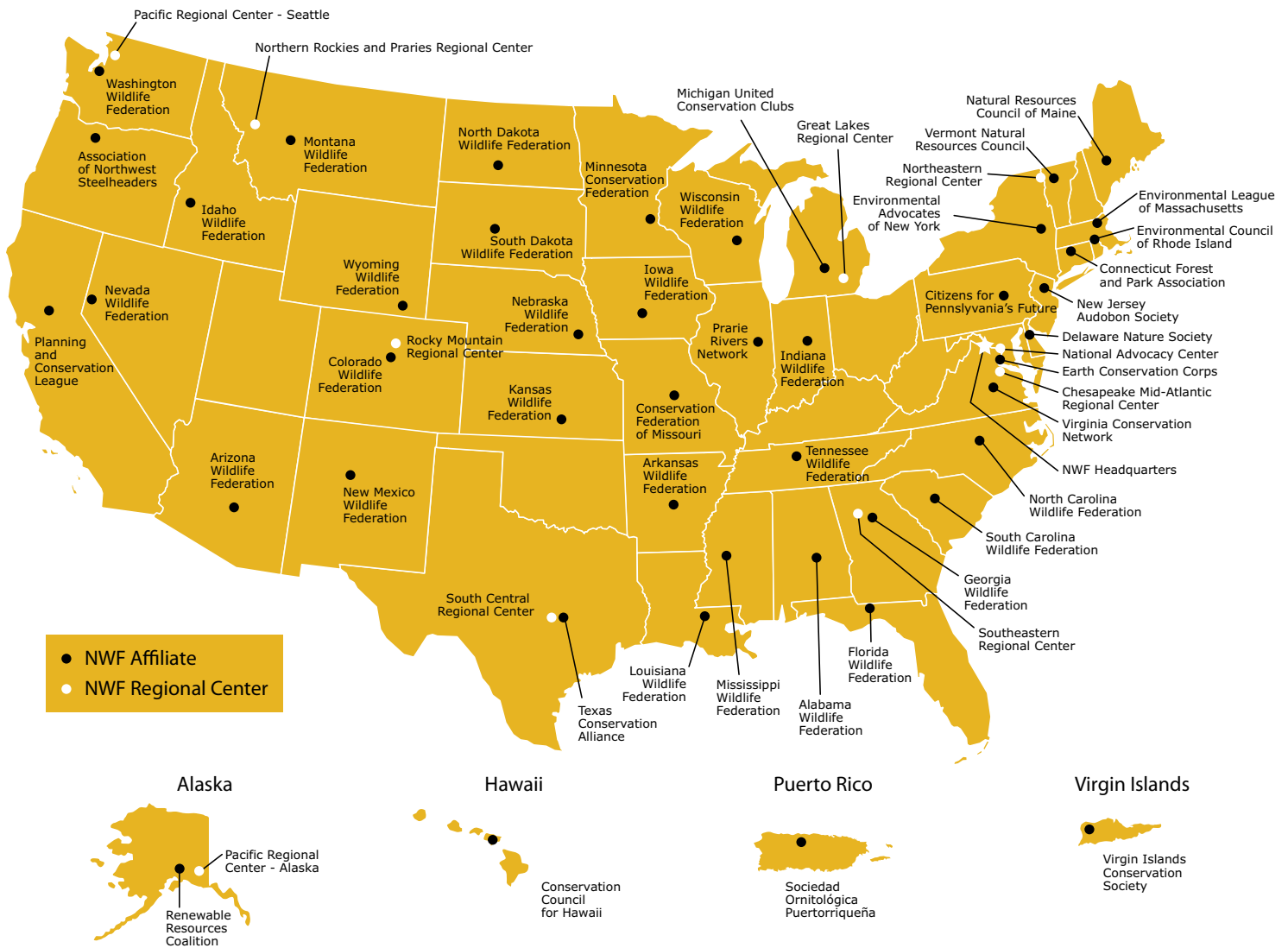
- American Beauties
- American Girl
- Animal Planet
- Bank of America
- Busch Entertainment Corporation
- Custom Direct
- Creative Homeowner
- Ebsco
- Fisher-Price
- Green Mountain Coffee
- Johnson & Johnson
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- Leapfrog
- MeadWestvaco
- Organic Bouquet
- Oreck
- Pervino Wine
- Subaru
- Sterling Publishing
- TN Marketing, LLC
- The Scotts Miracle-Gro Company

National Wildlife Federation's Regional Centers

From our ten Regional Centers, National Wildlife Federation launches and deploys on-the-ground projects that inspire, educate, and mobilize Americans in communities from coast to coast. They also enable us to better build and participate in partnerships and coalitions with local conservation groups to join forces in protecting wildlife and wild places across North America.

National Wildlife Federation's Affiliates

National Wildlife Federation's 47 affiliates are autonomous, grassroots organizations, conserving America's natural resources and protecting America's wildlife heritage. This collaboration between affiliates is the core of how National Wildlife Federation was formed, and represents a unique value that gives us a reach unlike any other conservation organization in the country. Affiliates establish National Wildlife Federation conservation policy and elect the majority of NWF Board of Directors. They bring diversity and advocacy skills and greatly enhance our ability to achieve common conservation goals.



As of September 1, 2010

HOW TO GIVE

J.N. "Ding" Darling Circle™ is a prestigious group of National Wildlife Federation supporters who donate \$1,000 and above annually to support National Wildlife Federation's mission. Members enjoy exclusive benefits, including receipt of the thrice-annually published newsletter, *The Wildlife Insider*, personal communications with National Wildlife Federation staff, and invitations to special events and trips.

Memorial and Tribute Programs: provide an opportunity to remember family and friends' special occasions in a unique way. You may wish to consider this type of gift to National Wildlife Federation to express sympathy or to celebrate a birthday, graduation, or other special occasion.

Matching Gift Programs: are an easy way to double your contribution to National Wildlife Federation. Please ask your employer for a matching gift form. Then just fill in your portion and send it to us, and we'll do the rest. Please keep in mind that many employers will also match gifts even if you are now retired.

Workplace Giving: National Wildlife Federation thanks the hundreds of people who support our work each year through payroll contributions in workplace giving campaigns. National Wildlife Federation is a member of Earth Share, a nationwide federation of the nation's most respected environmental and conservation charities. To find out more about how you and your workplace can support National Wildlife Federation through an Earth Share campaign, please call National Wildlife Federation at 1-800-332-4949 or visit Earth Share's web site at www.earthshare.org

Wills and other estate plans: When you name National Wildlife Federation as a beneficiary of your estate through a will, trust, retirement plan, or insurance policy, you leave a conservation legacy that will make the world a healthier place for future generations. Ask us for assistance as you prepare to meet with your attorney.

Gifts that help you achieve your other financial goals: If you have a goal to increase income, generate income from underperforming stock or cds, care for a family member, sell a business, pass assets to family members, or sell a property – ask us how a gift to NWF can help you achieve your goals in a tax-savvy way.

For more information on any of these program, please call 1-800-332-4949.





Daniel Ewert



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RESTON, VIRGINIA 20190

1-800-332-4949
WWW.NWF.ORG



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efforts, at www.nwf.org