



We Envision Statement

We, the National Wildlife Federation and its state and territorial affiliates, having unanimously adopted our Federation’s We Believe statement in 2015, hereby find, envision, and commit to a strategic vision of increasing America’s fish and wildlife populations and enhancing their capacity to thrive in a rapidly changing world.

We Find:

Over the past fifty years, as much as half of the world’s wildlife has disappeared, while in the United States one-third of our native species are at elevated risk of extinction. Thousands of our species, including birds, pollinators, fish, amphibians, reptiles and small mammals, have suffered significant population losses since 1970.

The North American Model of Wildlife Conservation combined with forward-thinking environmental protections and public education have achieved many critical successes in the enhancement of our natural resources and the recovery of species such as whitetail deer, elk, wild turkey, bighorn sheep, waterfowl, certain wading birds, gray wolves, black bears, brook trout, and shad. Yet thousands of wildlife species, particularly those that are neither hunted nor fished, continue to decline. Our past successes demonstrate that we have the ability to reverse these trends and increase wildlife populations when we apply dedicated resources, scientific-management, and our national will.

Wildlife conservation in the future will need to meaningfully include America’s growing and increasingly diverse population, have a greater connection to widespread public values, build a strong and lasting conservation ethic, account for emerging economic and technological trends and development patterns, take into consideration shifting food and fiber production trends, improve habitat conditions and connectivity, address existing and emerging forms of pollution, and tackle the challenge of climate change. From a natural science standpoint, we will need to better protect and link core wildlife habitats, improve water-based systems, and enhance the habitat value of working lands and within communities. From a social science standpoint we will need to more effectively address human dimensions of conservation including helping children and adults to develop a lasting connection to nature, increasing conservation and wildlife literacy, and supporting a stronger commitment to conservation values.

We Envision:

- A nation where, within a generation, wildlife populations are thriving, not declining;
- A nationwide public that supports the ethical and conservation-minded ownership, treatment and/or management of private, public and tribal lands; habitat areas and natural resources;
- Conservation that acknowledges the rapid changes underway and uses proactive and future-oriented approaches to manage and conserve land, water, habitats, and wildlife;
- Effective, innovative and powerful measures to combat emerging threats, such as climate change, wildlife diseases, invasive species, privatization of public natural resources, deforestation, new forms of pollution, and child nature deficit disorder;
- Conservation that helps people and communities thrive in addition to wildlife, and
- The creation of a diverse and highly effective conservation army of 75 million Americans committed to achieving this vision.

We Commit:

To achieve this vision by:

- Focusing the passion, expertise and resources of our organizations;
- Forming conservation partnerships at an unprecedented scale; and
- Beginning immediately to engage partners from across the nation.