“The conservation interests can get what they need if they will pull together.”

2011 Annual Report
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Message from the President And Chair

“The conservation interests can get what they need if they will pull together.”

Jay Norwood “Ding” Darling, founder of the National Wildlife Federation, chose this title for his infamous 1936 cartoon illustrating the need for a reinvigorated conservation movement to protect America’s vanishing wildlife. For 75 years, we have worked with great passion to emulate Darling’s conservation ethic and honor his vision of uniting our diverse nation to protect our wildlife resources.

As in nature, we have strength in numbers. Today, with over four million members and supporters, National Wildlife Federation remains dedicated to working closely with those who, like Darling’s followers, span the social and political spectrum, but are connected by a common commitment to conservation—from hunters and anglers to scientists and tribal communities, to families raising the next generation of wildlife ambassadors.

National Wildlife Federation’s ability to meet the needs of wildlife is inextricably linked to the amazing individuals, groups, organizations and corporations we call our supporters. Together, we form a pack, leveraging our influence to safeguard America’s wildlife and wild places.

This Annual Report honors our 75-year history and the countless diverse voices that made this milestone possible, and with hope, will inspire a new generation of conservationists to protect wildlife for their children’s future.

Larry Schweiger
President and CEO

Stephen K. Allinger
Chairman of the Board
GO60mpg
Campaign to End America’s Oil Dependence
September 2010
Working with GO60mpg partners such as the Union of Concerned Scientists, Natural Resources Defense Council (NRDC) and the Sierra Club, and closely with United Auto Workers (UAW), NWF played an important role in winning landmark new standards that will double the fuel economy of our cars, SUVs and pickups to 54.5 miles per gallon by 2025.

GO60mpg Campaign advocacy in 2011 set the stage for highly successful Environmental Protection Agency field hearings in early 2012 in Detroit, Philadelphia and San Francisco. NWF, with leadership from our Great Lakes Regional Center and our Pennsylvania affiliate PennFuture, motivated hunters and anglers, education, elected and community leaders to testify, and NWF members submitted tens of thousands of comments in support of the standards. NWF CEO Larry Schweiger testified alongside UAW President Bob King to open the hearings in Detroit:

“(These standards are) critical for wildlife, which faces both the global threat of climate change and the direct impacts of oil spills and pollution. Taken together with the light and heavy duty vehicle standards being implemented now, they cut more oil than we get from the Persian Gulf, Venezuela and Russia combined, and cut carbon pollution annually by more than 650 million metric tons—equivalent to 10% of total U.S. carbon pollution today. This is the single biggest step America has ever taken to cut carbon pollution and reduce our oil dependence.”
In December 2008, NWF was selected as the host organization for Eco-Schools USA for K-12 schools in the United States. The honor—and charge—fits seamlessly with our work to promote environmental education, connect people with nature and raise awareness about the threat to people and wildlife from climate change. Our Eco-Schools USA program grew by over 100% in 2011 with an increase to over 1,000 participating schools reaching 600,000 students in 45 states.
Joining the Eco-Schools team at the NASA Goddard Visitor Center were 18 teachers from Boston, Austin, Seattle, and Washington, DC, Dr. Jennifer Schwarz-Ballard from the Chicago Botanic Garden, and NASA’s Senior Education Specialist, Brian Campbell. NWF’s own Dr. Amanda Staudt, Senior Climate Scientist, and Jennifer Hammonds, Education Curriculum Specialist, developed the school curriculum for middle and high school science, environmental and technology educators.

The program integrates climate change science and applications within the Eco-Schools framework into classrooms using NASA resources to enhance the student-teacher learning experience to better understand the implications of climate change and how to address them.

The following July, NWF hosted the second CCC professional development institute event in Washington, DC. Educators were brought in from Fairbanks and Wasilla, Alaska, Atlanta, Georgia, tribal schools from the Southwest, as well as from our sister Eco-Schools programs in Puerto Rico and Ireland.

“Together with the teachers we trained last November and again this July, our goal is to reach diverse constituencies with not only important information on climate science and its impacts, but also with real, on-the-ground solutions through the Eco-Schools framework, empowering the next generation of environmental stewards.”

—Laura Hickey
Senior Director, Eco-Schools USA program, NWF
Hundreds of Volunteers Unite to Restore Coastal Alabama

January 2011
On a cold January morning, more than 500 volunteers from around the country gathered in Mobile, Alabama to help build a quarter-mile of oyster reef in Mobile Bay. An inlet of the Gulf of Mexico, and the fourth largest estuary in the U.S., Mobile Bay has long suffered erosion and land loss. This has severely reduced its capacity to support marine nurseries, which are necessary for maintaining healthy gulf fisheries.

In the wake of the Deepwater Horizon oil spill, restoring capacity to this estuarine ecosystem is important. Participants spent two days wading through mud, collecting garbage and assembling over 16,000 bags of oyster shells. The group represented the first fleet to support 100–1000: Restore Coastal Alabama, a project aiming to build 100 miles of oyster reef and reestablish 1,000 acres of marshland along the state’s coast in the next three to four years. The initiative was the idea of Mobile Baykeeper and the Alabama Coastal Foundation, two community-based organizations who were long on volunteers, but short on funding. NWF and our affiliate, Alabama Wildlife Federation, stepped in to help launch the first phase of the project, awarding a $50,000 and $10,000 donation respectively.

Volunteer Stephanie Hill-Alexander traveled five hours with over two dozen of her colleagues at Honda Manufacturing to support the effort. “I’m excited I’m going to leave an imprint on the world that will last way beyond my lifetime.”
Minority Landowners Work to Revive the Legendary Longleaf Pine

March 2011

Minority landowners gather beside a stand of young longleaf pines to learn about the economic and ecological importance of these trees that “built the South.”
Prior to European settlement in North America, longleaf pine forests covered much of the Coastal Plain, extending from Southwest Virginia to Florida and west to parts of Texas. Today, they are a mere remnant of their former majesty, with less than three percent of the original acreage remaining throughout the historic range.

In many parts of this region, African American and other socially disadvantaged landowners still control a significant portion of private forestland. Land ownership in minority communities is particularly important since it is often one of the few and most significant forms of real wealth. However, the benefits of forestland ownership are not typically fully shared by minority and limited-resource landowners.

To raise landowners’ awareness about the benefits of longleaf pine restoration and compatible short term income generation opportunities, NWF hosted a day-long workshop and field day in Jakin, GA. The meeting room was filled with over 120 landowners from Georgia, Alabama and Florida. Just as important, leaders from public agencies and regional minority groups were in attendance. Landowners were informed of opportunities, programs and services around longleaf pine restoration and connected with the resource providers. Participants were able to share what farming techniques have been working on the land, and learned management strategies that will maximize forest productivity. This event was supported by the generous support received from the Ford Foundation and Sapelo Foundation.

Healthy longleaf pine forest habitat is some of the most ecologically and biologically diverse in North America, and provides critical habitat for 29 threatened and endangered species, including the gopher tortoise.
Alaska Youth Lobby Congress to Protect the Bristol Bay

April 2011

A brown bear fishes for salmon in Alaska’s Katmai National Park, whose rivers and creeks drain into Bristol Bay; healthy salmon populations provide critical support to the Bristol Bay region’s ecological, cultural and economic prosperity.
Four members of NWF’s Alaska Youth for Environmental Action program (AYEA) flew from rural Alaska to Washington, DC, to deliver a youth resolution to support wild salmon. The teens delivered over 1,500 “I Support Wild Alaska Salmon!” signatures to Senators Lisa Murkowski and Mark Begich and Representative Don Young.

The youth delegates spoke passionately about the importance of Alaska’s wild salmon as a source of subsistence, identity and economic base for the state, and urged the state’s leaders to place their healthy, sustainable and economically-rich fisheries above non-renewable resource extraction.

Supported by NWF staff and our Alaska affiliate, Renewable Resources Coalition, Alaska teens created the campaign and have been leading the charge to urge our leaders to protect salmon from the proposed Pebble Mine in Bristol Bay, new coal mining projects and genetic engineering. The effort led to increased awareness of the benefits of, and threats to, wild Alaska salmon, and brought youth together to build a cross-cultural network of young leaders. The Bristol Bay region in Southwest Alaska covers a 40,000 square mile expanse of pristine wild country that stretches across tundra and wetlands, crisscrossed with rivers that flow into the Bristol Bay. Up to forty million sockeye salmon return to this watershed each year, making it the world’s largest run.

Youth delegate Chelsey Kasayule (far left) is from the small native village of Koliganek, located on the left bank of the Nushagak River, which feeds the Bay. “I got involved because I love salmon and I want to help protect Bristol Bay from the Pebble Mine.”
Bison Allowed to Roam Free Outside of Yellowstone
April 2011
A historic agreement was reached to establish the Gardiner Basin Bison Conservation Area, ending an era where bison were killed or quarantined simply for roaming across the Yellowstone National Park boundary in search of winter food. The agreement provides bison with access to 75,000 acres of National Forest and private lands, including critical low-elevation winter range. It signals an end to the harassment and slaughter of bison north of Yellowstone which was premised on the fear that bison could transmit the disease brucellosis to cattle.

This agreement would not have occurred without important groundwork laid by NWF. First, through our Wildlife Conflict Resolution project, and in partnership with Montana’s Department of Fish, Wildlife and Parks, we brokered an agreement with the Church Universal and Triumphant to end livestock grazing on the 6,000-acre Royal Teton Ranch, which lies immediately north of the park, along the bison’s Yellowstone River migration route. For years, presence of livestock on this private land has blocked bison access to winter forage on public lands further north.

Second, NWF negotiated an agreement with a rancher to retire livestock grazing on the Slip and Slide allotment, an important 7,200-acre segment of the Gardiner Basin. These were the only two significant livestock operations in the basin, so retiring them marked a huge step forward for wildlife conservation in the Northern Rockies.
NWF Launches its First Spanish-Language TV Series for Children

April 2011

“We’re thrilled that consistent with our goal of reaching out to diverse audiences at NWF, we can reach millions of families with one of our core brands.”

—Julie Blessyn
Vice President, Business Affairs, NWF
In timing with the celebration of Earth Day, television network Vme debuted Animalitos Salvajes Exploradores! Based on NWF’s multi-award-winning preschool magazine, Wild Animal Baby®, the standout show comes to life with an irresistible combination of lovable 3D-animated characters and stunning high-definition, live-action footage. Showing kids and their caregivers that every backyard or neighborhood is a fertile playground for exploration, Animalitos Salvajes Exploradores takes young viewers along on interactive adventures to teach them about creatures big and small, while fostering an enduring appreciation for the great outdoors.

Vme network is the fastest growing Hispanic television network in history, reaching 77 percent of U.S. Hispanic homes, or 10.2 million Hispanic TV households, and 69 million total U.S. TV households.

“Animalitos Salvajes Exploradores fosters early nature exploration and helps preschoolers understand the world around them. By bringing Wild Animal Baby Explorers to Vme, we are able to expose young viewers to the beauties of the natural world and foster a respect for nature that lasts them a lifetime”—Guillermo Sierra, Senior Vice President of Programming, Vme.
As if scripted, it was a moose who stole the spotlight. “Nearly a dozen cars were parked along a stretch of Vermont 100, their drivers snapping photos or using binoculars to eye a leggy moose grazing in a wetland a few yards from the busy highway. By happenstance, state officials and wildlife advocates had gathered just up the road to discuss their efforts—and a growing partnership—to address the problem illustrated by the moose: the identification, protection and safety of critical wildlife crossing spots along Vermont’s roads.” —The Burlington Free Press
NWF hosted a press conference in Vermont to discuss our Wildlife Corridors Initiative, a program that addresses the need for increased road permeability and habitat connectivity for wildlife. The event highlighted the importance of a key road-crossing located on Vermont’s Highway 100, which runs from Interstate 89 in Waterbury north to Stowe. Project partners, local community leaders, property owners and the public gathered to listen to representatives from the Vermont Department of Fish and Wildlife, Vermont Agency of Transportation, Vermont Natural Resources Council, Green Mountain National Forest and NWF’s Northeast Regional Center.

Every year, thousands of animals lose their lives in an attempt to cross roadways that fragment their habitat. In fact, more animals are killed by vehicles each year than by any other direct human cause. Piloting the Wildlife Corridors Initiative in Vermont, NWF has been working with conservation organizations, municipalities, state and federal agencies and citizens to study how roads affect wildlife populations and to find practical, cost-effective solutions that will benefit people and wildlife alike. As a result of these partnerships, we identified eleven critical “Priority Crossing Zones” along the spine of Vermont’s Green Mountain range, where wildlife movement patterns were tracked and monitored. Then, in consultation with resource professionals, transportation experts, and local citizens, several key strategies were developed to improve wildlife habitat connectivity and road safety—including road mitigation, roadside improvements and preserving lands adjacent to critical roadways.
Northern Cheyenne Tribe Goes Solar to Fight Climate Change
June 2011

“We are helping families on the Reservation spend less on energy, helping the environment and learning new skills that we can use for jobs in a rural area. The training was amazing. People had fun, they learned and we worked together as a cohesive unit. Aho!”

—Landon Means
In partnership with Lakota Solar Enterprises and the Northern Cheyenne Environmental Protection Department, NWF’s Tribal Lands Conservation Program hosted a renewable energy training on the Northern Cheyenne Reservation in Montana in the heart of the Powder River Basin—the largest coal-producing region in the nation.

The goal of the project is to reduce the greenhouse gas emissions of the Northern Cheyenne Tribe and reduce total energy use on the reservation while creating an opportunity to train tribal college students and community members in energy efficiency and building retrofitting skills.

During the two week training, tribe members learned how to build and install a solar air heater from scratch, which will cut electricity and propane costs by up to 65% in the winter months. With many homeowners on the reservation spending roughly $1,000 per month on energy use during the winter season, the training was vital for their economic well-being.

For participant Landon Means, the project provided the perfect balance of learning, creating and doing his part to help the environment and fight climate change.

The Powder River Basin stretches for more than 14 million acres from the peaks of Wyoming’s Bighorn Mountains to the Yellowstone River in eastern Montana. Species like the threatened greater sage-grouse rely on this premiere habitat for survival.
Maryland Board of Education Votes in Favor of Environmental Education

June 2011

“(Environmental education) is basic knowledge our children need in order to be successful in the 21st century global green economy. (This requirement) will allow our students to lead and to understand how everything in the world is connected.”

—Danielle Moodie-Mills
Senior Manager, Environmental Education Campaigns, NWF
The passage of the Environmental Literacy Graduation Requirement culminates several years of work, and is the first of its kind for the nation. In 2008, Governor Martin O’Malley appointed a special task force, the Maryland Partnership for Children in Nature, to explore how to provide youth with structured and unstructured opportunities for outdoor recreation and learning, and develop a state environmental literacy plan. The work of the Partnership was, and continues to be, supported by the Maryland No Child Left Inside Coalition, a group of 250 organizations and over 635,000 Maryland citizens representing education, environment, recreation, religion, youth, health and business interests across the state.

NWF is a member of the Maryland No Child Left Inside Coalition, which successfully advocated for this important legislation. In fact, NWF and its members were critical in helping to ensure the passage of this strong, effective environmental literacy graduation requirement by activating our members during the public comment period.

Efforts to implement effective environmental literacy programs in every county school system are now moving forward as a result of this groundbreaking vote.
7th Annual Great American Backyard Campout Unites Citizens from Across the Nation
June 2011

“For most of the families, this was their first camping experience. It was a joy to hear a parent explain to their three-year-old child that has only known an apartment in Park Slope, Brooklyn, that they were going to sleep in a tent. The kids literally just loved jumping into the tent for the first time.”

—Curtis Fisher
Northeast Regional Executive Director, NWF
More than 168,000 campers participated across the nation in NWF’s 7th Annual Great American Backyard Campout joined by Recreational Equipment, Inc. (REI) and Kampgrounds of America Inc. (KOA) as national sponsors. NWF and REI hosted over 40 shared camping events across the country, including events hosted by regional staff in Atlanta and New York City. The events encouraged parents and kids of all ages to trade screen time for green time by spending a night under the stars. And for many, it was their first time.

In the last two decades, childhood has moved indoors, with kids spending more than seven hours per day in front of electronic media and as little as four to seven minutes outside in unstructured play. Through NWF’s Be Out There movement, with events such as Great American Backyard Campout, NWF is leading the charge to reconnect American children with the natural world for their health, happiness and the future of wildlife.
The limited-edition charity tee, Critter Factor, was designed for the tiniest animal lovers to support NWF’s ongoing efforts to restore the Gulf ecosystem following the 2010 Deepwater Horizon oil spill in the Gulf of Mexico. 100 percent of the T-shirt’s proceeds benefited our Gulf Oil Spill Restoration Fund.

The BP incident will go down as one of the greatest environmental disasters in our nation’s history. Nearly 206 million gallons of oil were released along with huge quantities of hydrocarbon gases, providing a new setback to a Gulf ecosystem already struggling with years of wetlands degradation and the destructive power of Hurricanes Katrina and Rita. More than 6,500 birds, 1,100 endangered sea turtles and more than 100 marine mammals were found dead or captured alive in the disaster zone in the months that followed.

“We were looking for an organization that would stick with helping the critters in the Gulf long-term and not abandon the effort after the media furor died down.”

—Jenny Cooper
J.Crew Designer
Notable Gulf Oil Spill Restoration Highlights

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

- NWF provided independent assessment of the nature of the Gulf disaster and clean up response in over 7,000 documented news stories. Our media coverage resulted in tens of millions of individual readers, viewers and listeners, who received objective information about the impact on wildlife and nature, and the adequacy of BP/government response activities.

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

- On April 12, 2011, close to the one-year mark of the Deepwater Horizon blowout, NWF issued a groundbreaking report examining the health of the Gulf’s wildlife and wetlands. *The Long Road to Recovery: Wetlands and Wildlife One Year Into the Gulf Oil Disaster* was written by our Senior Scientist, Dr. Doug Inkley.
More than 130,000 messages were delivered by NWF supporters in 2011 to President Obama, the State Department and U.S. Congress, opposing the Keystone XL pipeline. This outreach combined with intensified media and congressional scrutiny were influential in halting approval of Imperial-Exxon from shipping “heavy haul” loads of tar sands equipment across Montana bound for the Canadian tar and oil sands.

Habitat fragmentation, toxic exposures and other implications of tar sands production have led to numerous wildlife fatalities, and threaten to overturn critical conservation successes like the recovery of the whooping crane. The proposed Keystone XL pipeline would disrupt a massive expanse of our natural landscape, cutting through six American heartland states, including Montana, South Dakota, Nebraska, Kansas, Oklahoma and Texas.

If approved, the Keystone XL pipeline will cross through a vast expanse of America’s heartland, including critical sandhill crane habitat.
In opposing the Imperial-Exxon proposal, NWF worked with other conservation activists throughout the Northern Rockies region. We collectively—and successfully—addressed the following challenges to the shipment of heavy haul:

**Action in Montana State Court** that resulted in an injunction being issued on July 19, 2011.

**Action in Idaho State Court** against the shipments that initially stopped the project until an Idaho administrative hearing officer examined whether the project complied with Idaho safety regulations.

**Action in federal court** against the shipments because of their impact on the wild and scenic corridor along the Lochsa River in North Central Idaho.

**Nez Perce and Salish-Kootenai Tribal opposition:** Both Tribes joined the Montana state case above, and the Nez Perce have worked effectively with the U.S. Forest Service on the wild and scenic corridor issue.

**Action to prevent the Port of Lewiston from expanding its facilities into Idaho's Clearwater River,** which would better accommodate the offloading of mega loads. Groups and citizens are submitting comments opposing the permit for expansion and are seeking a significant environmental review.
On July 1, 2011, 1,509 barrels of crude oil from a ruptured Exxon Silvertip pipeline spilled into the Yellowstone River, contaminating 70 miles of shoreline.

Since the disaster, NWF has been an independent witness and voice for wildlife—in the media, online and on Capitol Hill. Montana resident and NWF staffer, Alexis Bonogofsky, was invited to testify on July 14, 2011, before the House Transportation and Infrastructure Committee, Subcommittee on Railroads, Pipelines, and Hazardous Materials. She was unable to attend, however, due to hydrocarbon exposure she experienced as a result of the spill. NWF’s Senior Scientist, Doug Inkley, testified on her behalf.
“In one day, I went from a conservationist that advocates for people and wildlife, to an affected citizen dealing with an extremely personal, devastating environmental disaster in my backyard. Grass, cottonwood trees, bushes, cattails, you name it, had globs of oil stuck to them. The smell of the oil was overwhelming. It was everywhere. I saw a flock of Canadian geese try to fly off an island and couldn’t get enough lift to get into the air because of oil on their wings. After the water went down, I found dead frogs littered around the higher ground. On July 4, I went to the hospital with dizziness, nausea, a splitting headache and fatigue. I was suffering from acute hydrocarbon exposure. I wasn’t the only one. Dozens of people experienced similar symptoms. The long term effects of the oil on our health, the health of our livestock, our soil and our wetlands remains to be seen.”

—Alexis Bonogofsky
Senior Manager, Tribal Lands Conservation Program, NWF
Two-Year Effort Wins Community Wildlife Habitat™ Certification for Lake Norman

August 2011

Mayors John Woods of Davidson and Jeff Tarte of Cornelius accept the Community Wildlife Habitat certificates from Roxanne Paul, NWF’s Senior Coordinator of Community and Volunteer Outreach.
Lake Norman, North Carolina became the first-ever Community Wildlife Habitat™ to encompass all towns surrounding a lake. The certification project was led by the Lake Norman Wildlife Conservationists, a chapter of NWF’s affiliate, North Carolina Wildlife Federation. Nicknamed the “Inland Sea,” Lake Norman is a 34 mile-long lake that lies in four different counties in western North Carolina. With over 520 miles of shoreline and roughly one hundred islands, this watershed provides important habitat for a variety of wildlife. The towns surrounding the lake that participated in the project include Davidson, Mooresville, Huntersville, Troutman, Cornelius, Sherrills Ford, Terrell and Denver, with a total population of 118,000.

Efforts to get the Community Wildlife Habitat™ certification began in April of 2009 when citizens of the community began work that resulted in the certification of 330 individual back yards, 10 businesses, 11 school grounds, 10 parks and one church ground. The “Wild over LKN!” team held numerous educational events to inform lake residents about the importance of preserving habitat and worked to enhance the lake habitat by building osprey nesting platforms and turtle basking stands.

Since 1973, NWF has collaborated with individuals, schools and communities near and far through our Certified Wildlife Habitat™ program to create natural landscapes that are wildlife-friendly and ecologically sound.
The ability for wildlife to survive the challenges of the 21st century is becoming increasingly more difficult. Loss of habitat, climate change and the growing disconnect between people and nature aim to undo all the good that has come from the conservation movement. Through the work of NWF, our affiliates across the country and our countless collaborators, however, we are finding workable solutions to these challenges and will help ensure America’s wildlife legacy continues for future generations. We hope you were inspired by the progress we made together for wildlife, detailed on the preceding pages. 2011 was an important year for NWF. And while we can’t feature all of the successes of the year, the following were too important not to mention.

You can find more accomplishments at www.nwf.org

Additional Highlights

Reconnecting People with Nature

- **Helped lead** a legislative support effort that secured $100 million in new environmental and outdoor education funding.
- **Partnered with three feature films,** Dolphin Tale, Born to Be Wild and Happy Feet 2, all of which address wildlife conservation issues.
- **Reached millions with Be Out There,** stressing the importance of outdoor play, giving tools and tips to parents and research on the many benefits of spending time outdoors.
- **Launched a new geocaching program,** which has over 100 locations participating as trail hosts with over 4,300 cache finds logged to date.
Safeguarding America’s Wildlife and Wild Places

- Got the National Oceanic and Atmospheric Administration to include “climate smart conservation” principles in its coastal restoration funding priorities.
- Helped persuade the House of Representatives to enact legislation to reform the federal flood insurance program.
- Persuaded the Obama Administration to enact a ban against the import of four species of large constrictor snakes which have endangered wildlife.
- Defeated a host of proposals in Congress that would have weakened laws protecting endangered species, clean water and public lands.
- Reserved funding for priority conservation programs at a time when most non-discretionary federal programs saw funding cuts.

Finding Solutions to the Climate Crisis

- Protected the Clean Air Act’s authority to regulate carbon pollution and development of rules to limit this pollution.
- Generated public support of the Environmental Protection Agency’s proposed new mercury and air toxics limits for power plants.
- Helped end a wasteful tax credit for corn ethanol production—saving taxpayers approximately six billion dollars a year.
NWF’s 47 affiliates are autonomous, nonprofit organizations that take the lead in state and local conservation efforts and collaborate with NWF to conduct grassroots activities on national issues. This diverse network of partners elects key members of NWF’s leadership and sets NWF’s conservation policy priorities through an annual resolution process. From our ten Regional Centers, NWF launches and deploys on-the-ground projects that inspire, educate and mobilize Americans in communities from coast to coast. Both greatly enhance our ability to protect wildlife and natural resources.

West Virginia Rivers Coalition
In November of 2010, NWF welcomed the West Virginia Rivers Coalition (WVRC) as our Mountain State affiliate. The affiliation followed a year of successful collaboration, during which time WVRC served as the West Virginia lead in the Choose Clean Water Coalition, a network of groups fighting for restoration of waters in the Chesapeake Bay watershed. WVRC currently serves on the coalition’s steering committee, which also includes NWF and fellow affiliates Delaware Nature Society, PennFuture and Virginia Conservation Network.

Operating from the deeply held belief that everyone deserves clean water and a healthy environment, WVRC is a tireless advocate for implementation of the federal Clean Water Act and state policies to protect water resources.

Texas Conservation Alliance
Protecting water resources is also a priority of the Texas Conservation Alliance, the 2011 recipient of NWF’s Affiliate of the Year award. The 40-year-old nonprofit, which includes a network of 49 member organizations, has been urging federal authorities to designate the Neches River in East Texas as a National Wild and Scenic River, a move that would safeguard the important waterway from further damming.

“It’s remarkable to have a coalition that involves hunting and fishing organizations, Audubon groups, advocates for parks and refuges, outdoor recreation clubs, education organizations and land trusts,” says Larry Schweiger, NWF President and CEO. “Texas Conservation Alliance exemplifies the kind of leadership NWF encourages.”
Affiliates and Regional Offices

ALASKA

HAWAII

PUERTO RICO

VIRGIN ISLANDS

Conservation
Council
for Hawaii

Virgin Islands
Conservation
Society

Washington
Wildlife
Federation

Willow and
Sage Foundation

Eagle Ridge
Wildlife
Conservancy

Oregon Wildlife
Federation

Pacific Regional Center—Seattle

Vermont Natural
Resources Council

Northwestern
Regional Center

Environmental League
of Massachusetts

Puerto Rico

Conservation
Planning and
Wildlife
Association

Washington
League
Conservation
Federation

Wildlife
Federation

Federation

of Northwest
Wildlife

Federation

Federation

Nevada
Resources
Coalition

Renewable
Resources
Coalition

[Image -13x123 to 560x510]
Financial Overview

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

Funding

In fiscal year 2011, National Wildlife Federation revenues totaled $107 million, with 67 percent coming from supporters through memberships, publications and catalog. Of this, $43 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, corporations and government provided one hundred and seventy nine grants for National Wildlife Federation’s conservation and education programs totaling $23 million.


Supporting Services

General, administrative and fund-raising expenses, which support National Wildlife Federation’s conservation mission, totaled only 21 percent of total expenses for 2011.
Transformational Leadership Work

NWF recently received leadership development grants from the Packard Foundation, Quixote Foundation and Surdna Foundation to develop and deliver leadership development initiatives. Such support has been critical in creating innovative leadership development programs for NWF staff and young leaders.

NWF is committed to developing staff and volunteer leaders who act as movement-building leaders, effectively engaging a diversity of stakeholders in achieving the mission. NWF invests in developing and sustaining key leaders who effectively lead in times of great change through self awareness, collaboration, coaching, bridge-building across diverse cultures and strategic risk taking.

One key to NWF’s success in the next 75 years is to ensure there is strong leadership to continue to grow and strengthen the conservation movement in future years. We are building pathways for young professionals, ages 21-35, to be leaders within NWF, our state affiliates, and the broader conservation movement. Emerging leaders in this age group have the energy and new ideas that can both revolutionize the environmental/conservation movement of today and tomorrow. NWF’s Emerging Leaders Initiative engages, empowers and expands a national network of young professional leaders, ages 21-35, who want to live in a healthy world where they can breathe clean air, drink clean water and enjoy a diverse array of wildlife and natural areas.

Consolidated Statements of Activities
For the Year Ended August 31, 2011 ($in thousands)

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<tbody>
<tr>
<td><strong>CONSERVATION EDUCATION PROGRAMS</strong></td>
<td></td>
</tr>
<tr>
<td>Conservation advocacy programs</td>
<td>$33,918</td>
</tr>
<tr>
<td>Education outreach and publications</td>
<td>$23,338</td>
</tr>
<tr>
<td>Other nature education programs</td>
<td>$10,289</td>
</tr>
<tr>
<td>Membership education programs</td>
<td>$12,946</td>
</tr>
<tr>
<td><strong>Total program expense</strong></td>
<td><strong>$80,491</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>SUPPORT SERVICES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund raising</td>
<td>$12,247</td>
</tr>
<tr>
<td>General and administrative</td>
<td>$9,160</td>
</tr>
<tr>
<td><strong>Total support service expense</strong></td>
<td><strong>$21,407</strong></td>
</tr>
<tr>
<td><strong>Total expense</strong></td>
<td><strong>$101,898</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE IN NET ASSETS BEFORE GAINS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Other gains</td>
<td>$2,042</td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td><strong>$7,572</strong></td>
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</table>

<table>
<thead>
<tr>
<th>NET ASSETS, BEGINNING OF THE YEAR</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$40,641</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS, END OF YEAR</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$48,213</strong></td>
<td></td>
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</tbody>
</table>
Thanks to the unwavering commitment of our community of friends and supporters, NWF has generated much-needed attention to the plight of our wild heritage. Your investments have allowed us to keep the promise we made over 75 years ago to keep the wild alive, and will help us reach another 75-year milestone through committed conservation work.
How to Help

Outright Gifts
- Become a Green Leader and enjoy a paperless membership
- Give monthly through our Leaders Club program
- Join the J.N. “Ding” Darling Circle with a $1,000+ annual donation
- Honor a loved one with a memorial or tribute gift
- Make a one-time cash donation
- Contribute gifts of stock, bonds, or mutual funds

Life Income Gifts
- Set up a Charitable Gift Annuity
- Make a donation from your Charitable Remainder Trust

Estate Gifts
- Remember NWF in your will or trust
- Contribute a gift through your Individual Retirement Account

Workplace Giving
- The Combined Federal Campaign (CFC) is the nation’s largest workplace giving campaign, supported by federal employees and the U.S. military; to give to NWF through the CFC, please enter CFC code #10622 on your pledge card
- EarthShare manages workplace giving campaigns for environmental and conservation charities through automatic deductions; to find out if your employer has a workplace giving campaign that includes EarthShare, visit www.earthshare.org or call NWF at 1-800-822-9919

Matching Gifts
- Your employer may be one of thousands that match their employees’ donations to NWF by double, or even triple; visit our matching gifts information page at www.nwf.org/Matching to learn how to give

For more information on how you can help or to make a donation, please call us at 1-800-822-9919 or visit www.nwf.org/How-to-Help.
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