



Impact Report 2019

DAVE SCHAFFER

SAVING WILDLIFE ON THE BRINK



Together, We Make a Difference

Wildlife and people are facing unprecedented challenges.

We're focused on what's most important: saving the one-third of America's wildlife species at risk of extinction and in urgent need of conservation; mobilizing action to ensure our planet doesn't reach the point-of-no-return on climate change; and connecting our children and future generations with nature.

Confronting these daunting, but interrelated, challenges also offer us important opportunities to work together to recover imperiled wildlife, make communities more resilient and restore our vital connections to nature.

Thanks to your support, the National Wildlife Federation and our 52 affiliates have achieved incredible victories for wildlife — and our way of life — over the past year, showing how conservation issues create common ground.

When we save wildlife, we save ourselves. Please join me in celebrating our shared victories as we redouble our efforts to unite all Americans to ensure wildlife thrive in our rapidly changing world.



A stylized, handwritten signature in white ink.

Collin O'Mara
President and CEO,
National Wildlife Federation



Supporting Climate Action and Resilience

From coastal wetlands to bottomland hardwood forests, nature plays a leading role in sequestering carbon and shielding communities from the effects of severe climate-fueled fires, floods, hurricanes and storms. By investing in both natural solutions and cleaner sources of energy, the National Wildlife Federation believes we can act on climate change to stave off the worst impacts, while supporting healthy wildlife and biodiversity for future generations—making people and wildlife more resilient.

Resilient Habitat, Abundant Wildlife

As the costs of natural disasters rise due to climate change and other factors, pre-disaster spending to mitigate such crises is critical. The National Wildlife Federation strongly pushed for the **Disaster Recovery and Reform Act** that passed in 2018 and advocated for pre-disaster spending on **hazard mitigation**. As a result, FEMA (Federal Emergency Management Agency) is now authorized to set aside the equivalent of 6% of all disaster spending on pre-disaster mitigation efforts around the country.

To enhance the resilience of **New England's largest saltmarsh**, the Great Marsh in Massachusetts, the National Wildlife Federation received a \$1.2 million grant from the National Fish and Wildlife Foundation to demonstrate how marsh restoration efforts can restore wildlife habitat and protect coastal communities from sea-level rise, flooding and storms. We are also working with the Maryland Department of Natural Resources and the Town of Oxford, Maryland to demonstrate how **shoreline stabilization** promotes climate resilience — benefiting both people and wildlife.

In Peru, the National Wildlife Federation and its local partner, Sociedad Peruana de Ecodesarrollo, helped launch a collaboration involving the Peruvian palm oil Producers' Association (JUNPALMA), the country's government (especially the Ministry of Agriculture and Irrigation), and civil society to commit to **sustainable practices and deforestation-free palm oil production** — a monumental win for wildlife.

The National Wildlife Federation works around the country to ensure climate solutions not only address the climate crisis, but also unite workers and frontline communities. The National Wildlife Federation and the BlueGreen Alliance, a partnership of labor unions and environmental groups, released the historic **Solidarity for Climate Action**. This unity blueprint calls for aggressive climate action to reduce green-house gas emissions, promotes investments in climate-smart infrastructure and employs strategies to help frontline communities affected by climate impact transition to a cleaner future.





Advancing Wildlife Conservation

AMERICA'S WILDLIFE ARE IN CRISIS.

With one-third of all U.S. wildlife species at-risk or vulnerable to extinction, habitat loss, climate change, invasive species and emerging diseases have all taken a toll on our nation's wildlife. By working with both Democrats and Republicans, the National Wildlife Federation and its state and territorial affiliates have made it possible to advance critical legislation for wildlife conservation. We helped pass three bipartisan bills that restore our public lands, water and working lands. We also introduced a bold new vision for recovering America's wildlife that is gaining bipartisan support in Congress — critical to enact if we are serious about saving thousands of at-risk species.

Mountain lion habitats are increasingly threatened by urban development.

The Recovering America's Wildlife Act would provide **\$1.4 BILLION** in dedicated annual funding to state and tribal fish and wildlife agencies.



Wildlife professionals introduce rehabilitated sea turtles to the wild.

In the United States, more than:

12,000+ species need proactive conservation efforts

1,600+ species are already listed as threatened or endangered

Bipartisan Victories in Congress

The National Wildlife Federation championed the bipartisan **John D. Dingell, Jr. Conservation, Management and Recreation Act**, which secured historic policy wins for wildlife conservation, public lands and outdoor recreation, and helped build support for its overwhelming passage. This law also guarantees the permanent reauthorization of the Land and Water Conservation Fund ensuring it will endure for generations to come. The bill was named in honor of former Congressman John Dingell, a Michigan Democrat who was a lifelong outdoorsman and sponsored many of the nation's landmark conservation bills during his 59 years in Congress.

The Act also:

- Includes more than **100** individual provisions that benefit every state
- Designates more than **1.3 million acres** of Wilderness
- Protects **400 miles** of river
- Creates **four** new national monuments
- Bans mining on **30,000 acres** of public lands

Every five years, Congress passes the **Farm Bill**, which sets national agriculture, nutrition, conservation and forestry policy. We worked to ensure that Farm Bill programs support good wildlife outcomes and rallied support for the legislation, which passed with a strong bipartisan majority. This new law benefits not only America's hardworking farmers and ranchers, but also helps address America's wildlife crisis by improving key conservation programs and increasing investments in wildlife habitat on working lands.

Wildlife declines are widespread and pervasive — and in many cases dramatically so. Working with members of Congress, we helped introduce the **Recovering America's Wildlife Act**, which will invest in collaborative, on-the-ground solutions that match the magnitude of the wildlife crisis. The bipartisan act would provide \$1.4 billion in dedicated annual funding to state and tribal fish and wildlife agencies. This funding would go toward the conservation, habitat restoration and the monitoring of at-risk species.

Making Conservation More Equitable



Given the wide range of challenges facing wildlife and people alike — and especially Americans living in rural and historically underserved communities — the National Wildlife Federation believes our work and partnerships must ensure that conservation addresses long-standing inequities and injustices. We will only achieve our mission and be better collaborators if our work, staff and partnerships more fully reflect the diversity and needs of our country.

Forging Authentic Partnerships

Our valued partner, **HECHO (Hispanics Enjoying Camping, Hunting, and the Outdoors)** provides a platform for Hispanics and Latinos to protect our public lands and waters and elevate our nation’s multicultural heritage and connection to nature. This important partnership, which highlights the stories, experiences and contributions of Hispanic and Latino Americans, is essential for building a more inclusive and equitable conservation movement that engages all communities in protecting the natural world for future generations.

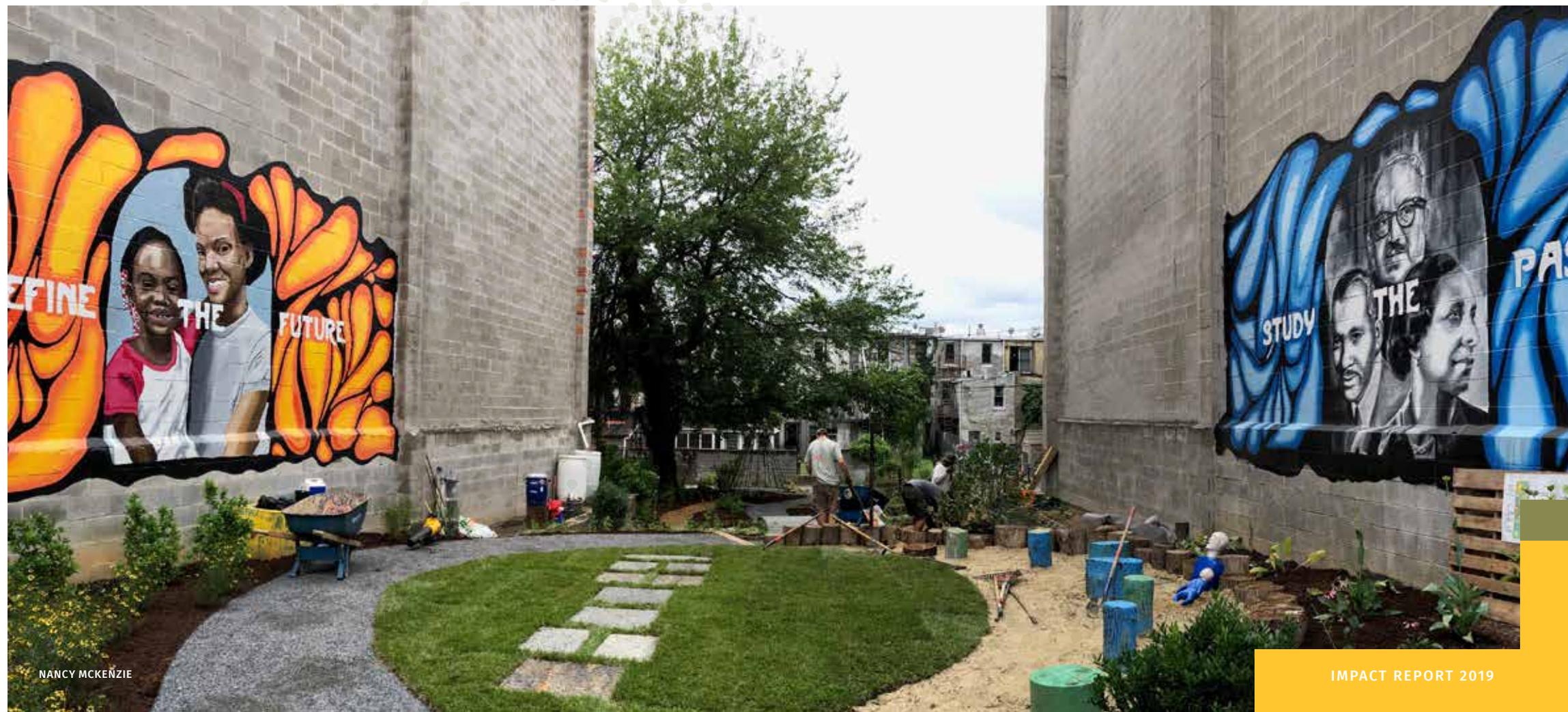
With 85 percent of Americans living in cities, towns and urban counties, we have a unique opportunity and important responsibility to protect our natural world and connect people with wildlife in their communities. In collaboration with the Druid Heights Community Development Corporation in Baltimore, we supported community efforts to transform a vacant lot plagued by illegal dumping into **an inviting green space for people and wildlife**. Through our work together, and with support from the Chesapeake Bay Trust and the University of Maryland midtown campus, the site now includes a place for kids to play and families to gather, a pollinator garden and rain garden.

We are proud to partner with **Artemis**, a National Wildlife Federation initiative focused on building a dynamic, impassioned sportswomen community to advocate for conservation. Although women make up more than 25% of anglers, about 20% of hunters, and are the fastest growing segment of the sporting community (a 90% increase in the last 15 years), they seldom have leadership roles in sporting conservation. Artemis is changing this by engaging, organizing and teaching sportswomen to be a distinct and powerful community of advocates for fish, wildlife and public lands.

HECHO has worked with the National Wildlife Federation on efforts to keep the nation’s public lands open to all Americans.



Our **Sacred Grounds** initiative builds on Garden for Wildlife™ projects at houses of worship. Nearly 1,000 places of worship across the United States now have certified habitats that support community health, pollinators and local biodiversity. To expand and deepen our programming, Sacred Grounds works with houses of worship to not only build new green spaces but also create community-based programming and inspire congregants to plant native plants at home.





Safeguarding Wildlife and Our Way of Life



Americans' experiences with cherished landscapes and wildlife define and shape our national character, identity and heritage. The National Wildlife Federation works to strengthen protections for public lands and to ensure wildlife can migrate across changing landscapes, which is critical to their survival. We share a sacred duty and obligation to protect our outdoor heritage for wildlife and future generations.

The Greater Sage-Grouse, native to the western United States, is a near threatened species.

21 bills

defeated for the seizure of federal public lands

Our Lands, Our Future

To fight **the sale of our public land**, the National Wildlife Federation and its state and territorial affiliates mobilized sportsmen and other outdoor enthusiasts to fight state legislative efforts to seize public lands. Together we helped defeat 21 bills in six states aimed at seizing federal public lands. The fight also takes place in Washington, D.C. — where we worked to defeat proposals and policies that would hand public lands over to private businesses, remove environmental protections, or allow unfettered energy development.

In a major win for public lands and native species, the National Wildlife Federation worked with veterans, sportsmen and women to defeat proposals that would have undermined the **conservation of the iconic greater sage grouse**. The National Defense Authorization Act provisions would have precluded sage grouse from being listed under the Endangered Species Act for an entire decade and consequently would have put its habitat and other species across the western United States at risk. Preventing this language from hitching a ride on the National Defense Authorization Act was a hard-fought victory and example of how the National Wildlife Federation unites diverse allies to protect wildlife.



With our guidance, communities in the seven-county area along the U.S.-Mexico border known as the Lower Rio Grande Valley, are working together on **Destino Mondarca**, a region-wide monarch butterfly conservation plan to create a habitat corridor, east to west along the Texas-Mexico border. Loss of milkweed — which monarch caterpillars depend on — nectar plants and the use of pesticides and

herbicides has contributed to a dramatic decline in monarch numbers across the eastern United States. The Lower Rio Grande Valley region is an important resting area for monarchs as they make their journey south to Mexico and an important stopping point on return. The habitat created through this initiative will also help migratory bird species.



We share a sacred duty and obligation to protect our outdoor heritage for wildlife and future generations.

Fostering Future Conservationists



Connecting our children and future generations with wildlife and the outdoors is fundamental to protecting our environment. Research shows that children who spend regular, positive time in nature develop a deeper, lifelong affection for the natural world and have more empathy for wildlife. Working with families, schools and youth organizations, the National Wildlife Federation is dedicated to a combination of conservation education mixed with regular outdoor time. Future conservationists not only need to feel a love of nature, but they must also have the knowledge and skills to protect it.

Making Nature Second Nature

The National Wildlife Federation's approach to organized education enlists thousands of schools across the United States to participate in effective **environmental education**. Our school programs foster hands-on learning on a range of topics including energy and climate; plastics and solid waste; sustainable food and biodiversity; and habitat. The lessons and curricula we use align with state and national academic standards and encourage applied technical and scientific learning, so students work directly on problem solving.

There are many ways we help children become more connected to nature. The National Wildlife Federation's approach encourages kids to have positive, recurring experiences in nature through a variety of programs for children and families.



Through all its programming, the National Wildlife Federation enriches kids with innovative education and vital nature experiences designed to build the **next generation of conservationists**. We are not satisfied to reach hundreds or even thousands of young people. In 2019, we reached 15 million and are on track for our goal of preparing more than 25 million future conservationists by the end of 2021.

15 million
conservationists
in 2019

25+ million
future conservationists
by the end of 2021



Our Educational Programming:

- Added 1,500 schools to our **green school programs** bringing the total to 14,000 participating schools
- Provided **educational support to 6 million students**, taught by 170,000 professional educators
- Engaged **4 million college and university students in recycling** activity and education
- **Climate Classroom** served as the exclusive educational partner to the **Emmy Award-winning educational series**, *Years of Living Dangerously* and the feature length documentary, *An Inconvenient Sequel*
- Included a dynamic **educational partnership** with the feature film, *Dora and the Lost City of Gold*

Our Nature Experience Programs:

- Offered outdoor classroom programming at **12,500 Schoolyard Habitats** and **Eco School® gardens**
- Resulted in **ECHO (Early Childhood Health Outdoors)** nature play areas being planned or developed at 200 early childhood locations
- Continued partnerships with **500 major local park agencies** reaching **3 million children** with outdoor programs
- Included **Ranger Rick Magazines** reaching over **2.5 million readers** with photos and stories about wildlife
- Resulted in the **Great American Campout** reaching **1.2 million campers** including nearly half a million kids





Uniting and Empowering Americans for Wildlife

The National Wildlife Federation and its state and territorial affiliates are making it possible for every person to make a difference for wildlife, clean drinking water, and our cherished landscapes. By uniting and empowering Americans to create and connect wildlife habitat in cities, towns and rural communities, the National Wildlife Federation benefits wildlife, people and future generations.

Every Person Makes a Difference

Today, nearly 90% of monarch butterflies have vanished in the eastern United States and an astonishing 99% in the western United States. To reverse this, along with other key species declines, nearly 5 million people now **Garden for Wildlife™** through National Wildlife Federation-led programs. These include the **Mayors' Monarch Pledge** aimed at cities, counties and towns in the monarch migration flyway; co-founding the **Million Pollinator Garden Challenge**; and growing our signature Certified Wildlife Habitat®, Community Wildlife Habitat® and Trees for Wildlife™ programs. These successful programs provide hands-on opportunities for Americans to help pollinators, birds and backyard mammals.

Each year 8 million tons of plastic waste pour into the world's oceans, waterways, wetlands and lakes. The National Wildlife Federation confronted this challenge head-on with the nationwide **RecycleMania** campus initiative, an eight-week competition among several hundred colleges and universities. This resulted in 5 million students and faculty recycling 70 million pounds of waste and avoiding the use of 300 million plastic bottles and containers. The Federation and its partners also support recycling at more than 5,000 K-12 schools through the Eco Schools USA program.

The loss of forests in the United States and around the world has dire implications for wildlife, climate change and water security. Consumers play a leading role in supporting sustainable forest and timber management, which is why the National Wildlife Federation partnered with the Sustainable Furnishings Council to release the **Wood Furniture Scorecard** — a comprehensive assessment and rating of wood sourcing policies of nearly 90 furniture retailers across North America. The scorecard equips consumers with information on how companies source virgin wood and their uses of recycled and reclaimed wood.

35,000
Trees for Wildlife™ planted

235,000
certified sites involving close to a million wildlife gardeners

700
cities and counties are participating

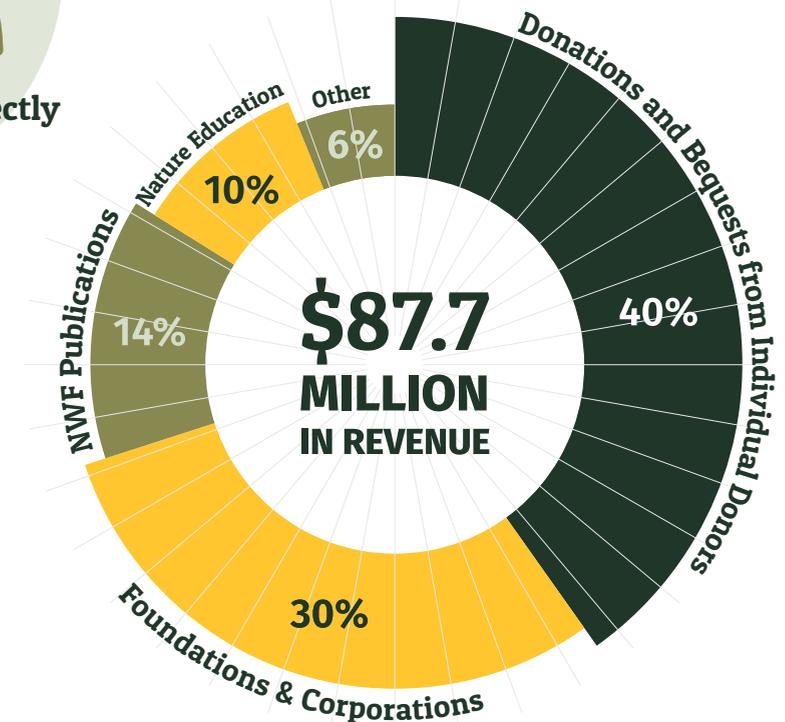
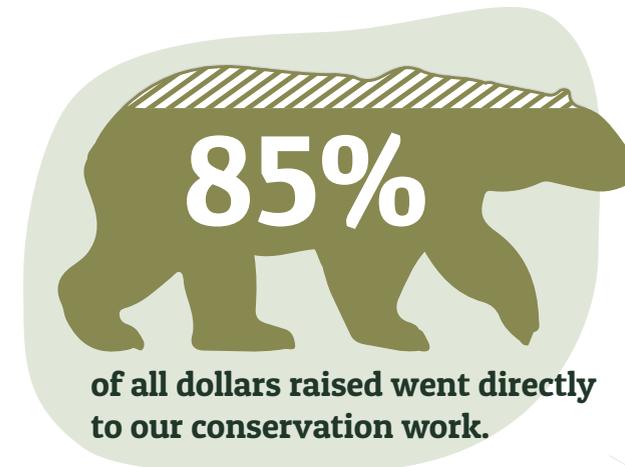
1,040,000+
pollinator gardens registered



LYDIA WILLIAMS

2019 Financials

Thank you, your support has been vital to our achievements this year. We have so much more to do to ensure wildlife thrive in this rapidly changing world and your continued support is needed now more than ever.



Audited statements of activity for the fiscal year ending August 31, 2019 were not available at the time of production.

The National Wildlife Federation is an officially Accredited Charity with the Better Business Bureau® a Platinum Level organization according to GuideStar® designated as "Top-Rated" by CharityWatch, and certified by the Mobile Giving Foundation. The National Wildlife Federation is also proud of its 3-star rating by Charity Navigator.



Continuing to Make a Difference

Working every day, on the ground, across the country to help protect our nation's precious wildlife.



Returning Salmon to the Northwest

The ongoing crisis for wild salmon and orca and the expanding regional energy options in the Northwest create an opportunity for the political leadership of the region to come together and reach a new solution. National Wildlife Federation is working to create a solution that saves salmon, rebuilds orca populations and builds the broad coalition needed to achieve success.



NATIONAL PARK SERVICE

Saving L.A. Cougars

National Wildlife Federation and partners are building the largest wildlife crossing in the world for all wildlife to safely cross above 10 lanes of freeway. The #SaveLACougars crossing is becoming a reality thanks to your support.



LEIGH WYMAN

Your Support Makes it Possible

Restoring Beavers in Montana

In Montana, the National Wildlife Federation has been working with partners to restore beaver habitat and support beaver expansion as a way of improving riparian corridors and making our watersheds more resilient.



EDWARD EPISCOPO



JACOB BYK

Bison Re-Introduction: Wind River Reservation

Bison are essential to the health of the prairie ecosystem and Native Americans' way of life. Through the Tribal Partnerships Program, we work to transfer genetically pure bison to protected tribal lands.



Confronting Line 5 Pipeline in Michigan

We are active in working to decommission Enbridge Energy's underwater pipeline to protect not only the Great Lakes but Michigan's economy and drinking water.



Protecting the Delaware River Watersheds

National Wildlife Federation brought together Governors from the Delaware River Watershed states including Governor John Carney, Governor Phil Murphy and Governor Tom Wolf to make a shared commitment to protect the watershed.



LARRY PARIS

Mississippi River Delta Coalition

We led the Mississippi River Delta Coalition outreach team to bring grass-roots activists to Baton Rouge to interact with legislators. This led to the unanimous passage of the Annual Plan for Coastal Restoration and Protection and for \$55 million in state surplus to go to the Coastal Trust Fund.

Sustainable New York City Schools

We implemented a nationally significant whole-school sustainability model in the largest U.S. school district. We placed four full-time "Sustainability Coaches" in four Greenpoint, Brooklyn schools and as a result diverted over 555,000 pounds of waste from landfill and installed 11,500 square feet of new green space in public parks and playgrounds.



Responsible Atlantic Offshore Wind Project

We relentlessly advocated alongside affiliate partners to secure offshore wind commitments by states along the Atlantic Coast reaching a total of 20,000 Megawatts (MW) — enough to power 10 million homes.



JACK NEVITT

Everglades Win in Congress

We helped secure the first step for historic funding to restore America's Everglades. The House passed a bill that invests \$200 million for Everglades restoration and we are working to ensure the Senate passes a similar Everglades bill.



Saving Wildlife Saves Ourselves

**“We need all Americans to act now.
We can still save the awe-inspiring diversity of America’s
wildlife if we work together and act swiftly. There’s no
time to waste.”**

Collin O’Mara
President and CEO,
National Wildlife Federation



To learn more on how you can donate
to the National Wildlife Federation,
please visit:

[NWF.org/DonateNow](https://www.nwf.org/DonateNow)

Or call 1-800-822-9919