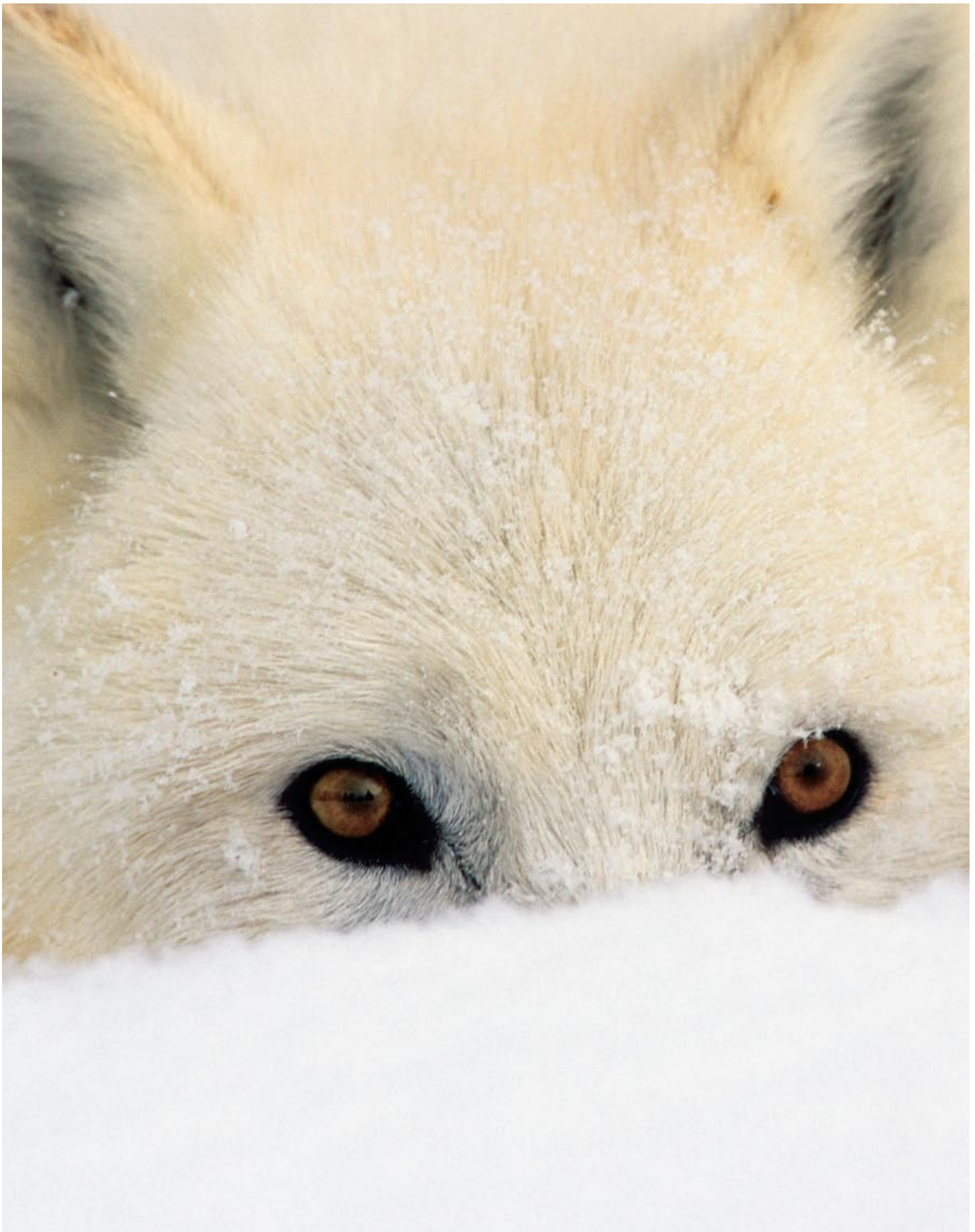




Inspiring  
Americans to  
Protect  
Wildlife for  
Our Children's  
Future

*Changing the Forecast for Wildlife*  
National Wildlife Federation 2008 Annual Report



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The gray wolf on our cover, which in this picture looks quite like an arctic fox, once roamed the United States from coast to coast and across Canada. In the lower 48 states, shooting, trapping and poisoning reduced the wolf population to a tiny remnant by the mid-20th century. Thanks to the Endangered Species Act and a successful reintroduction program in which NWF played a major role, the gray wolf is thriving once again in portions of the Great Lakes and Northern Rockies regions. The new Administration recently removed ESA protections for wolves in the Great Lakes and a large portion of the Northern Rockies. NWF agrees that these recovery efforts are success stories, but believe Northern Rockies wolves still need ESA protection because of bad wolf management policy in Wyoming. We continue to urge the Administration to re-consider that decision.

*Please Remember NWF in Your Will*

# Message from the President and Chair

Looking back on the year, we are pleased to see the strides we have made toward our mission of protecting wildlife for our children's future. We encourage you to read on about these and other National Wildlife Federation accomplishments that your support made possible.

As you peruse our Annual Report, you will notice several differences from our reports of previous years. First, we are introducing a new, paper-reduced format. This change is one of the many we have made to reduce our carbon footprint and we hope other organizations will follow our lead. The images on the front and back covers are suitable for framing, and we hope when you are finished with the report you will continue to enjoy them. Finally, we are including a DVD that brings to life the voices and beautiful places our staff, partners and supporters are working to protect.



To truly change the forecast for wildlife, we must shore up our strength and resolve for the continued struggle against the biggest threat to wildlife and wild places: global warming. And to ensure that wildlife conservation remains a priority, we must focus on nurturing the next generation of conservationists.

As America's conservation organization, our success depends on the involvement and commitment of Americans from all walks of life working with us to find solutions to the ever-increasing threats to wildlife. Reaching out to diverse communities and partners throughout the country, from kitchen tables, to town hall meetings, to churches and schools, state houses and Congress—National Wildlife Federation is making a difference.

For almost three quarters of a century, National Wildlife Federation has fought to keep free roaming wildlife and healthy habitats part of our lives and our country's character. Through our grassroots-building efforts, our award-winning publications, our successful programs and our lobbying strength, we will continue tirelessly to rally Americans to our mission. Together, we will change the forecast for wildlife.

Thank you for your continued support.

Larry Schweiger  
*President and CEO*

Tom Gonzales  
*Chair, Board of Directors*

## Changing the Forecast for Wildlife

As America's conservation organization, we will lead the way to protect wildlife for our children's future. To do this, we will: **Confront Global Warming • Restore Wildlife and Habitats • Connect People with Nature**

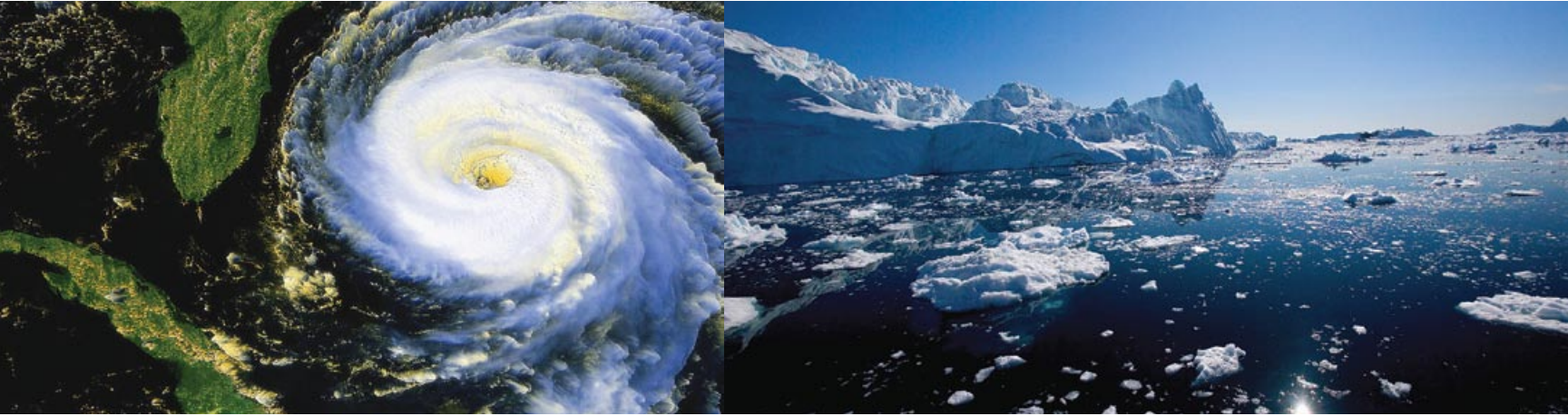
In support of this strategy, we have launched *Changing the Forecast for Wildlife*, an ambitious effort that seeks \$35 million in philanthropic funding to support a multi-faceted conservation campaign. This report covers support and accomplishments during 2008 toward that effort.



Larry Schweiger  
Tom Gonzales



# Confronting Global Warming



In the lifetime of the child born today, 20–30% of the world's plant and animal species will be on the brink of extinction because of global warming, if we fail to act. As America's conservation organization, National Wildlife Federation has led the way in bringing attention to the impacts of global warming on our natural world.

- Helped pass the Energy Independence and Security Act, taking a first step in fixing our failed energy policy by raising fuel economy standards for cars and SUVs, and investing billions of dollars in clean and renewable energy sources.
- Were instrumental in bringing the most comprehensive global warming legislation to a vote in the U.S. Senate. Although we were unable to overcome the stalling tactics of our opposition in 2008, the effort achieved a new milestone by winning the support of a majority of Senators, paving the way for the new Congress and the new president to move climate legislation across the finish line.
- Worked with members of Congress to ensure that climate legislation includes an unprecedented level of dedicated funding to protect and restore America's natural resources in the face of climate change. NWF worked with more than 600 preeminent scientists—led by Thomas Lovejoy and E.O. Wilson—to write and sign a letter to Congress advocating for inclusion of natural resources funding in climate legislation.
- Working with the Western Climate Initiative, helped secure a commitment from seven states to reduce greenhouse gas emissions by 15 percent by the year 2020. The program adopted by these states identifies protecting natural resources as a key area that states should fund in implementing the program.
- In partnership with our affiliate the Florida Wildlife Federation, gained the support of Governor Charlie Crist (R) to initiate a statewide commitment to reduce global warming pollution.
- Partnered with the National Tribal Environmental Council and National Congress of American Indians to gain their support of global warming legislation in Congress. The NTEC and NCAI represent over 500 sovereign tribes and by resolution support natural resource funding in climate legislation.
- Launched a new K-12 educational Website called Climate Classroom ([www.climateclassroom.org](http://www.climateclassroom.org)) which features NWF's curriculum based on the film





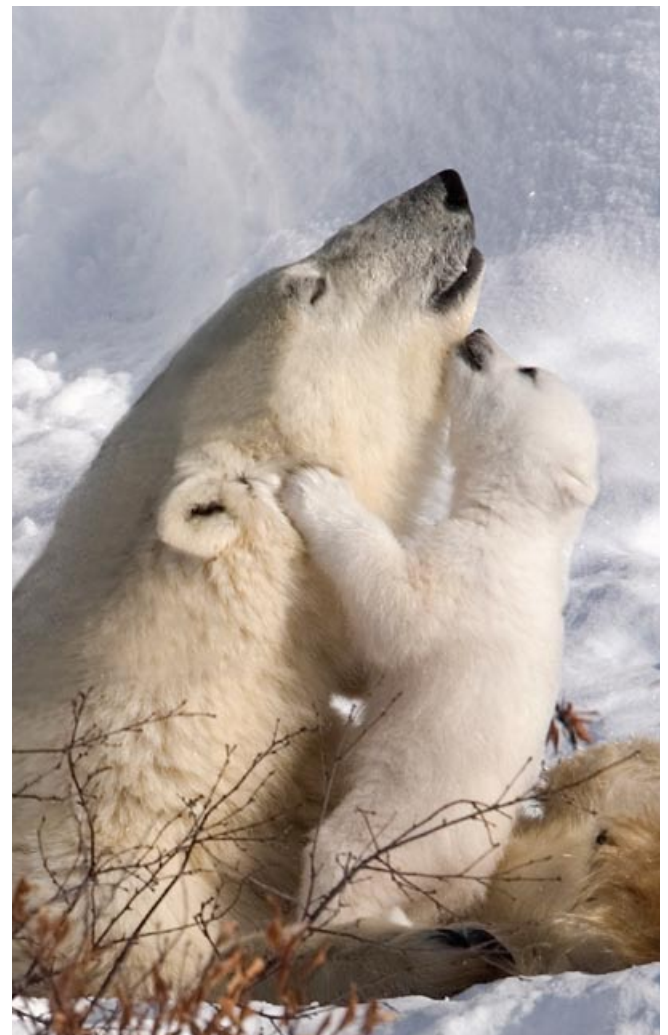
“Since the beginning of the year, we have been learning about Global Warming and how it will affect us. It is kind of scary to think of what could happen if we don’t do something about this problem. At our school, we are working on getting the information about Global Warming to other students and our community. *...I think we can make a difference.*”

—Peje Smith, 8th Grade teacher, Pulaski Middle School

*Changing the Forecast for Wildlife*

**An Inconvenient Truth.** The site received the award for best non-profit website in America from the national Web Marketing Association.

- Secured the inclusion of a new, wildlife-friendly biofuels program in the Farm Bill to develop more wildlife-friendly biofuels energy programs beyond corn-based ethanol.
- Working in collaboration with affiliate Florida Wildlife Federation, NWF secured a resolution on protecting wildlife from global warming from the Florida Fish and Wildlife Conservation Commission, serving as a model for other states to help open up important new avenues for conservation.
- Secured a ruling from the National Marine Fisheries Service requiring FEMA to work with local governments in the Pacific Northwest to enact new land use regulations that take into account the combined impacts of global warming and floodplain development on threatened Chinook salmon and orcas.
- Mobilized hunters and anglers across America to advocate for climate action, training more than 650 sportsmen leaders about global warming who in turn spread the word to thousands more. This effort earned NWF the Natural Resources Council of America award for best grassroots project for 2007. NWF also organized a letter to Congress from over 700 hunting and fishing clubs.





# Protecting and Restoring Wildlife and Habitat



All across America, wild spaces are being squeezed out, leaving wildlife with fewer spaces to call home. National Wildlife Federation builds coalitions with our affiliates, sportsmen, Native American tribes, scientists and state wildlife officials to protect and restore wildlife habitat—with a critical focus on species already being impacted by the effects of global warming.

- Successfully advocated for the passage of the Great Lakes Compact, which established precedent-setting new laws for water protection, putting water conservation and ecosystem protection first in eight states and two Canadian provinces.
- Successfully advocated for the country's first ever set of science-based state rules designed to minimize adverse impacts to wildlife from oil and gas drilling.
- Won a landmark Endangered Species Act ruling from the federal court of appeals in Miami prohibiting federally-subsidized development in the habitats of the Florida Key deer and seven other endangered species with far-reaching implications.
- Won a federal court ruling forcing the Army Corps of Engineers to reconsider a massive irrigation project in the Arkansas habitat of the critically endangered ivory billed woodpecker.
- Developed a successful partnership with timber companies, state agencies and others to protect the Beaverhead-Deerlodge Wilderness area in Montana.
- With New Mexico Wildlife Federation, successfully fought for and achieved federal legislation that permanently withdrew mineral leasing in Valle Vidal.
- Used litigation to stop the U.S. Dept. of Agriculture's rash decision to open 26 million acres of Conservation Reserve Program land to emergency haying and grazing, protecting years of work to restore critical habitat for nesting birds.
- Through our allotment retirement program, we have now closed more than 500,000 acres of public land to grazing in the Greater Yellowstone Ecosystem in order to restore and protect prime wildlife habitat.
- Helped craft the Endangered Species Recovery Act legislation and ensure its inclusion in the 2008 Farm Bill. Now, farmers, ranchers, and others can deduct from taxable income the cost of measures to implement species recovery plans on their property.
- Secured, after decades of struggle by NWF, our affiliates, and colleague organizations, an EPA formal veto on the Clean Water Act permit for the Yazoo Pumps project in Mississippi. This would have been an extremely destructive project—draining 200,000 acres of critically important wetlands.





“By working together, we’ve created a vision for the Beaverhead-Deerlodge that keeps people working on the forest even while protecting and enhancing some of the best fish and wildlife habitat in the country.”

—Tom France, Executive Director, Northern Rockies Regional Center

*Changing the Forecast for Wildlife*

- Launched Catalog Choice, an online partnership which has so far encouraged more than 1,036,000 people to sign up in order to stop the mailing of 160 million unwanted paper catalogs.
- Launched a successful partnership effort to restore the wetlands of Coastal Louisiana to include a hands-on restoration program, along with advocacy and policy agendas to ensure protection of Coastal Louisiana for people and wildlife.
- Formed a new training partnership with River Network to help train 100 state, local and regional watershed organizations nationwide on how to address the effects of global warming on water supplies, flooding and watershed conditions.
- Led efforts in the Western Governor’s Association to develop a vision for wildlife habitats and corridors protection in the West.
- Launched a campaign to secure reforms to the 1872 Mining Law to protect our public lands from industries taking advantage of outdated laws.
- Demonstrated to minority landowners in the South the economic, ecological and environmental value of the longleaf pine ecosystem where timber production, game management, and biodiversity conservation are not only compatible but mutually beneficial.





# Connecting People with Nature



We only save what we love, and love what we know. But with the rampant growth of urbanization and technology, our connection with nature is getting lost. National Wildlife Federation is working in communities, with families, and in classrooms across America to help reconnect people with nature.

- Successfully advocated for the No Child Left Inside Act of 2008, passed through the House of Representatives. The bill was written to provide \$100 million a year to better prepare teachers for using hands-on environmental education to engage students in the wonders of the natural world. Our success in the House in 2008 sets the stage for final enactment in the new Congress.
- Created new partnerships with the Cities of Houston, Chicago and Broward County Florida for the adoption of certified schoolyard habitats and other outdoor learning landscapes at the school-district wide level.
- Piloted a Green Hour after school program in partnership with HOPE Worldwide, as a complement to our Web site, [www.greenhour.org](http://www.greenhour.org), that provides parents with tools to empower them to help their children get outside for at least an hour of play each day.
- Teens from our Alaska Youth for Environmental Action program received a commendation from the President's Environmental Youth Awards for outstanding achievement.
- Received the Parent's Choice Foundation Gold Medal award for **Ranger Rick**, and the Silver Medal for **Your Big Backyard**. **Ranger Rick** was also a finalist for the Association for Educational Publishers Golden Lamp award and NWF's Green Hour website was also nominated for the Golden Lamp—the highest U.S. honor in educational publishing.
- Reached more than a million students and thousands of schools by forging active partnerships with campus leaders and organizations dedicated to advancing solutions to global warming. We helped sign up more than 340,000 students to the PowerVote pledge drive calling for clean energy action leading up to the elections. We also reached 1,800 schools and one million students through **Focus the Nation**, a national teach-in event on global warming.
- Supported 20,000 U.S. homeowners who successfully created certified backyard habitats during the year.







“We just moved into our neighborhood and are shocked that we are one of the few families that spend any significant amount of time outside. Where is everyone? After reading the statistics [on [www.GreenHour.org](http://www.GreenHour.org)], now we know—but we also know where we’ll be—outside.”

—Gretchen Eldridge, a Massachusetts mother of three

- Supported 350 schools across the nation with the creation of certified schoolyard habitats during the year.
- Helped to pass the Higher Education Sustainability Act which will provide \$50 million in annual funding to institutions of learning to educate students on new ways to address climate change.
- Formed college sustainability networks among 75 universities and community colleges, with an emphasis on schools that serve large numbers of minority students.
- Hosted the **“Making it Real”** Expo with a diverse group of partners to demonstrate green technologies, greening of business and green work force training programs.
- Published a definitive report card showing how U.S. higher education is effective at instituting climate-saving solutions on campuses, but is largely ineffective at providing environmental education to students.



# Financial Overview

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

## Funding

In fiscal year 2008, National Wildlife Federation revenues totaled \$88 million, with 80 percent coming from supporters through memberships subscriptions and publications.

Nearly \$48 million in donations, grants and bequests came from generous individual donors including our members, Leaders Club, the J. N. "Ding" Darling Circle (\$1000 and over donors), and members of our bequest legacy program, the Rara Avis Society.

Foundations and corporations provided one hundred and forty seven grants for National Wildlife Federation's conservation and education programs totaling \$16 million. Major foundation grants were awarded by Energy Foundation, The William and Flora Hewlett Foundation, Houston Endowment, Joyce Foundation, Kendeda Fund, McKnight Foundation, Meadows Foundation, Charles Stewart Mott Foundation, Walton Family Foundation, The Wege Foundation, and anonymous donors.

## Programs

Conservation advocacy programs include expenses to conduct scientific, policy, and legislative research, to educate and engage public constituencies on issues relating to wildlife conservation policy and legislation.

Education outreach and publications include expenses to develop and conduct classroom and outdoor nature education activities, publish our educational magazines, and produce nature multimedia programs.

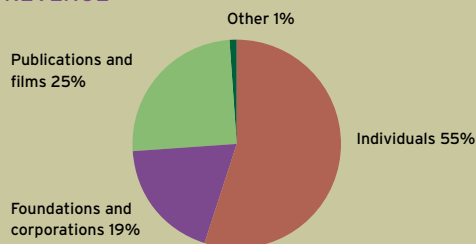
Other nature education programs represent expenses related to the communication of the Federation's mission to raise public awareness and concern for wildlife and conservation of natural resources.

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.

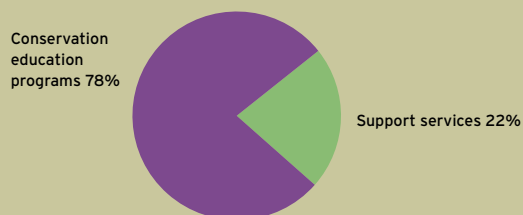
## Supporting Services

General, administrative, and fundraising expenses, which support National Wildlife Federation's conservation mission, totaled only 22 percent of total expenses for 2008.

## 2008 REVENUE



## 2008 EXPENSE



## CONSOLIDATED STATEMENT OF ACTIVITIES

For the Year Ended August 31, 2008 (\$ in thousands)	FY 2008 Total
<b>REVENUE</b>	
Contributions from individuals	\$ 48,129
Contributions from foundations and corporations	16,436
Publications	22,248
Other	1,289
<b>Total revenue</b>	<b>88,102</b>
<b>EXPENSE</b>	
<b>Conservation education programs</b>	
Conservation advocacy programs	25,526
Education outreach and publications	28,170
Other nature education programs	2,819
Membership education programs	13,814
<b>Total program expense</b>	<b>70,329</b>
<b>Support services</b>	
Fund raising	13,028
General and administrative	6,779
<b>Total support services expense</b>	<b>19,807</b>
<b>Total expense</b>	<b>90,136</b>
<b>CHANGE IN NET ASSETS BEFORE OTHER LOSSES</b>	<b>(2,034)</b>
Other losses	(4,858)
<b>CHANGE IN NET ASSETS</b>	<b>(6,892)</b>
Net assets, beginning of year	67,179
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 60,287</b>



# NWF's Regional Offices and Affiliates

**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 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.



# How to Help Change the Forecast for Wildlife

**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.

**LEADERS CLUB™** members work toward a common-sense balance between people and our natural world by supporting National Wildlife Federation's efforts with modest monthly contributions. Members receive monthly newsletters that provide an "insider's perspective" on vital wildlife conservation issues.

**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](http://www.earthshare.org)

**WILLS AND ESTATE PLANNING:** By naming National Wildlife Federation as a beneficiary of your estate plans through a will, trust, retirement plan, or insurance policy, you leave a conservation legacy by making the world a healthier place for future generations. We can help you prepare to meet with your attorney and carry out your personal objectives for your estate.

**GIFTS THAT PROVIDE INCOME:** A charitable gift annuity or charitable remainder trust can provide secure, lifelong income as well as potential tax savings, plus the satisfaction of providing long-term support of National Wildlife Federation.

For more information on any of these programs, please call 1-800-332-4949 or go to [www.nwf.org](http://www.nwf.org)

*Please Remember NWF in Your Will*





# Donors and Partners

National Wildlife Federation gratefully acknowledges gifts received from the following donors during the 2008 fiscal year (September 1, 2007—August 31, 2008.) Donors are listed according to the cumulative total given during the period. We regret any inadvertent omissions or errors, and ask that you bring these to the attention of the Development Department by calling 1-800-332-4949.



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Walton Family Foundation, Inc.

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## Olga and Gina Melin



Native Floridian Olga Melin has a long history of successfully supporting and promoting cultural, environmental, and educational organizations that are close to her heart. She is respected by her peers for her leadership in Miami-Dade and Palm Beach counties, and her part-time residence area of Sun Valley, Idaho. Olga is a member of the Board of Trustees at Barry University, VP of The Chopin Foundation of the U.S., board member the Guild of Florida Grand Opera and a founding member of the Miami Salon Group and Funding Arts Network. Matching her love of the arts with her passion for fishing, Olga has served on the International Women's Fishing Association (IWFA) board and holds the International Game Fish Association record for a Horse-Eyed-Jack.

Olga recalls a milestone from her life, going on her first family fishing trip at ten years old. "We'd go out in Bahamian flat boats, catching fish that our Captain would fry in his galley for the very best lunch." Able to go deep into Florida Bay, Olga remembers the peacefulness of the Everglades and the beauty and abundance of fish, birds and wildlife including American Alligators and Crocodiles.

Olga shared her passion for fishing with her daughter, Gina. They fondly recall Gina's 11th birthday party where a friend was so excited to catch her first fish she fell overboard. Since then, Gina has won fishing competitions and was a member of University of Miami's Varsity Crew Team winning both the State and National Championship. Today, she manages her own real estate brokerage firm and competitively sails Snipes. Gina's current interests also include environmentally sound nutrition practices. "My mother was a dietician and I was indoctrinated in proper eating and cooking." Gina promotes consumption of organic, locally grown produce and is working on a patent for a food storage and transport device that would reduce its packaging carbon footprint. Gina summarizes her efforts, "That's how my mother raised me. We were always thinking about how to live a life that's more in harmony with nature." Agrees Olga, "I really encourage people to enjoy nature, its peace and structure."

Olga and Gina are National Wildlife Federation supporters and activists and are members of the President's Advisory Council. They have attended the Wolves, Bears and Geysers Expedition to Yellowstone Park and hosted well-attended global warming presentations at the Miami Rod and Reel Club and Northern Trust Bank.

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## Madelin Wexler



When asked what spawned her compassion for wildlife and its habitat, Miami Beach native Madelin Wexler immediately credits her father's influence. "Even when I was ten I remember my father talking about how terrible the Corps of Engineers were to come and drain the Everglades," she recalls. "So when he passed, I set up a fund in his name." The Allen Martin Everglades Fund, established in 2000, continues to support National Wildlife Federation programs today.

Ms. Wexler has also personally contributed to NWF for just shy of two decades. Her interests include the Everglades, Florida Panthers and tropical birds and she is keenly aware of the overriding importance of NWF's work against global warming. To ensure the continued viability of these programs, Ms. Wexler became a member of the Rara Avis Society, including NWF in her will.

With encouragement, Ms. Wexler shares the highlights of her life. "In the 1940's, people thought women shouldn't have anything to do with journalism," she states. Undeterred, she obtained her journalism degree from Northwestern and climbed to editor-in-chief of an international business journal, "Hotels." Now a retired octogenarian, Ms. Wexler is not one to indulge herself in idle time. While she works to restore wetlands and a spring-fed stream on her NWF-certified Backyard Habitat property in Cape Cod, she also attends school. Though her accomplishments and generosity are inspirational, Ms. Wexler humbly concludes, "I feel like I should be doing a lot more."

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## Garrett Family Foundation



Charitable giving is a family tradition in the Garrett household. Megan and Noah Garrett, now both young adults, began donating to National Wildlife Federation when they were 6 and 8 years old. Christie Garrett, their mother, attributes the selection to their affinity for *Ranger Rick* magazine and to the influence of their grandmother, Eva Mae Casner. Christie explains that Mrs. Casner established the Casner Family Foundation in 1994 to teach her children and grandchildren how much fun it was to do something in a charitable way. "Megan and Noah sat in on meetings with the Board when they were 14 and 16," says Christie. "They would research the Internet, studying non-profit organizations to make their recommendations for each year's Casner Family Foundation beneficiary." In 2007, Christie and her husband Ben established the Garrett Family Foundation to carry on Mrs. Casner's mission. Through this experience, the family has become keenly aware of the need for continued support of environmental organizations.

That support, combined with the family's participation in an NWF expedition to Alaska five years ago, inspired the Garrett Family Foundation to generously support National Wildlife Federation's programs. And recognizing the impact *Ranger Rick* had in beginning their environmental awareness, the family frequently gifts subscriptions to the magazine to new neighbors and annually gifts copies of *Ranger Rick* to their local arboretum. Christie reports that her mother is pleased with the family's choices.

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*We are thankful to the following individuals who during the 2008 fiscal year have let us know that National Wildlife Federation is included in their estate plans.*

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Robert L. Anderson  
Sally Arkin  
Lois Barker  
Cathy Bartels and Alex Estrada  
Dianne R. Benner  
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190 new members wish to remain anonymous.

### Estates™

*National Wildlife Federation has received more than \$152 million in gifts through wills, trusts, and other planned gifts since 1989. Gifts have been received from the estates of the following individuals this fiscal year:*

Emma M. Allen  
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The National Wildlife Federation is launching **Be Out There™**—an initiative to keep families connected to the outdoors to raise healthier kids and inspire a life-long appreciation of wildlife and nature.

Visit [www.BeOutThere.org](http://www.BeOutThere.org) to join the movement.

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

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For the first time,  
we are including  
a DVD in your  
Annual Report.  
We hope this will  
help bring to life for  
you the people who  
make conservation  
happen—supporters,  
partners, Board  
members, staff.  
Please take a look.

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