



2020 Impact Report



TOGETHER FOR TOMORROW: EMBRACING NATURE AND EQUITY

When we save wildlife, we save ourselves.

More than ever, our deep connections to nature bind us together.

This is why it's critical we respond to the accelerating wildlife crisis that affects us all, from restoring imperiled pollinators that sustain the foods we eat to heeding early warnings (canary in the coal mine) about the air we breathe, water we drink and our public health.

The COVID-19 pandemic has laid bare the close link between our health and wildlife—and highlighted the need for wildlife protections that prevent zoonotic diseases from wreaking havoc in the future.

In the midst of the global health and climate crises, we're helping families and caregivers provide meaningful educational opportunities and safe outdoor experiences for children, including free *Ranger Rick*® digital content, Eco-Schools curricula and Garden for Wildlife™ resources.

And faced with the disproportionate impacts of the pandemic on Black, Brown and Indigenous communities—exacerbated by ongoing environmental injustices—we have redoubled our efforts to dismantle systemic racism. We are still early in this journey, but we are taking steps to continue evolving into a truly inclusive and anti-racist conservation organization.

Thanks to your investment, the National Wildlife Federation and our 52 affiliates have achieved incredible bipartisan victories for wildlife and people—including passage of the historic Great American Outdoors Act—and laying the foundation for a green economic recovery that employs millions of youth in restoration and resilience jobs through a 21st century Civilian Conservation Corps.



A white, handwritten signature of Collin O'Mara, written in a cursive style, positioned below the portrait.

Please join me in celebrating our shared victories as we continue our mission to unite all Americans to ensure wildlife thrive in our rapidly changing world. We're all in this together, and we'll be with you every step of the way.

Collin O'Mara
President and CEO
National Wildlife Federation



Growing Tomorrow's Conservation Leaders

Inspiring our children and grandchildren to witness the wonders of wildlife and the outdoors is critical to ensuring the conservation movement endures for generations to come. Research shows that children who spend regular, positive time in nature develop a deeper, lifelong affection for the natural world and more empathy for wildlife. To nurture this connection to nature both at home and in communities, the National Wildlife Federation works with families, schools and youth groups to support conservation education in K-12 classrooms and beyond and promotes safe outdoor play through the Early Childhood Health Outdoors (ECHO™) program.

Garden for Wildlife

Across America, people are purposefully planting for wildlife, making a conservation difference at home and advancing the wildlife gardening movement amidst the COVID-19 pandemic. The National Wildlife Federation's Garden for Wildlife™ program is more popular than ever, with a record number of people establishing Certified Wildlife Habitat®—including the 250,000th registration at the national headquarters of The Links Inc. and the establishment of more than 8,000 acres of open space through a partnership with Taylor Morrison, the country's fifth-largest homebuilding company.

Sacred Grounds

The National Wildlife Federation's Sacred Grounds™ program recognizes congregations, houses of worship and faith communities that create native plant gardens, actively link faith practices with caring for the environment and disseminate these practices. To earn Sacred Grounds certification as part of Garden for Wildlife, houses of worship conduct outreach within their congregations and into surrounding commu-



nities through workshops, garden tours, native plant sales and other education. These collaborations help build healthy habitats and communities.

Engaging Communities

By engaging large institutions, cities and universities, the National Wildlife Federation is leveraging its conservation muscle far beyond backyards. More than 500 cities across North America have signed the Mayors' Monarch Pledge to create native habitat in public parks, city landscaping, roadsides and open spaces. In Texas alone, more than 100 mayors have stepped up, reflecting critical commitments in a key region for monarch butterfly survival. In addition, throughout nearly 300 campuses in 43 states, millions of students participated in the 2020 Campus Race to Zero Waste (formerly RecycleMania) competition, helping to recycle, donate and compost more than 48.6 million pounds of waste.

PHOTO CREDITS

(COVER) TOP ROW CENTER: LORALEE ALCANTARA • TOP ROW RIGHT: JOE ENDY • SECOND ROW CENTER: JACOB BYK • SECOND ROW RIGHT: BRIAN LENSCH • THIRD ROW CENTER: AMY GERBER • BOTTOM ROW LEFT: DANIELLE FARRELL • (THIS PAGE) BOTTOM: ©HOWARD COUNTY LIBRARY, GEOFFREY BAKER

Embracing Equity and Environmental Justice

Across our nation, the health and wealth of Black, Indigenous and other people of color are being impacted by fossil fuel pollution—which is also driving the climate crisis.

Most of these polluting facilities are disproportionately located in communities of color, in lower-income communities and on Indigenous lands. The 2.4 million miles of pipeline crisscrossing our nation travel through Indigenous and farm country, ending up on the Gulf Coast, where vulnerable Americans often have to bear the burdens of toxic exposures.



Listening to Frontline Communities

The COVID-19 crisis has only exacerbated the health and environmental challenges facing frontline communities and communities of color. To elevate and empower the voices of those most at risk, the National Wildlife Federation held a series of environmental justice roundtable conversations with 119 frontline community leaders, elected officials and other key experts. Through these discussions, the Federation heard from on-the-ground advocates and provided a forum for real conversations about the solutions people need and how to get there. The roundtable discussions culminated in a national town hall event in September that delved into the solutions Black, Indigenous and other people of color need now more than ever.

Most of these polluting [fossil fuel] facilities are disproportionately located in communities of color, in lower income communities and on Indigenous lands.





PHOTO CREDITS: JACOB BYK (TOP AND BOTTOM)



350

bison restored to tribal lands

119

community leaders participated in environmental justice roundtables

Tribal Partnerships

To help restore wild buffalo, which were nearly exterminated a century ago, the National Wildlife Federation's Tribal Partnerships program has been working in close partnership with tribal governments for two decades to bring buffalo home to tribal lands. This effort has restored more than 350 bison to those lands in recent years, ensuring tribal connections to bison for generations to come. Bringing bison back revitalizes landscapes, habitat and wildlife diversity while reestablishing Native Americans' cultural and historic connections to buffalo. To help realize a vision of restoring tens of thousands of bison on millions of acres of tribal lands, the National Wildlife Federation will continue pushing for legislation such as the bipartisan Indian Buffalo Management Act.

Detroit Leadership Program

To support the next generation, the National Wildlife Federation is helping urban youth forge relationships with nature. Through the Great Lakes Regional Center's Detroit Leadership and Environmental Education Program, the Federation bridges the divide between urban communities and conservation via outdoor environmental curricula to help high school students connect with nature, build a more sustainable community and prepare for future success. By engaging students and their families in outdoor activities and community-based sustainability projects—and connecting youth to job and skills development opportunities—the Federation simultaneously helps foster more-resilient ecological and human communities and supports the next generation of leaders.

Confronting the Climate Crisis

The global climate crisis is the defining challenge facing wildlife and people alike. From severe fires, floods and storms to disease and drought, the impacts of the changing climate are becoming more apparent with each passing day. The National Wildlife Federation has led the way in developing commonsense, collaborative solutions that can save lives, protect and restore crucial habitat, put Americans back to work and ensure that no community is left behind. Winning bipartisan support for these solutions has been possible through diverse coalitions to drive federal legislative change.

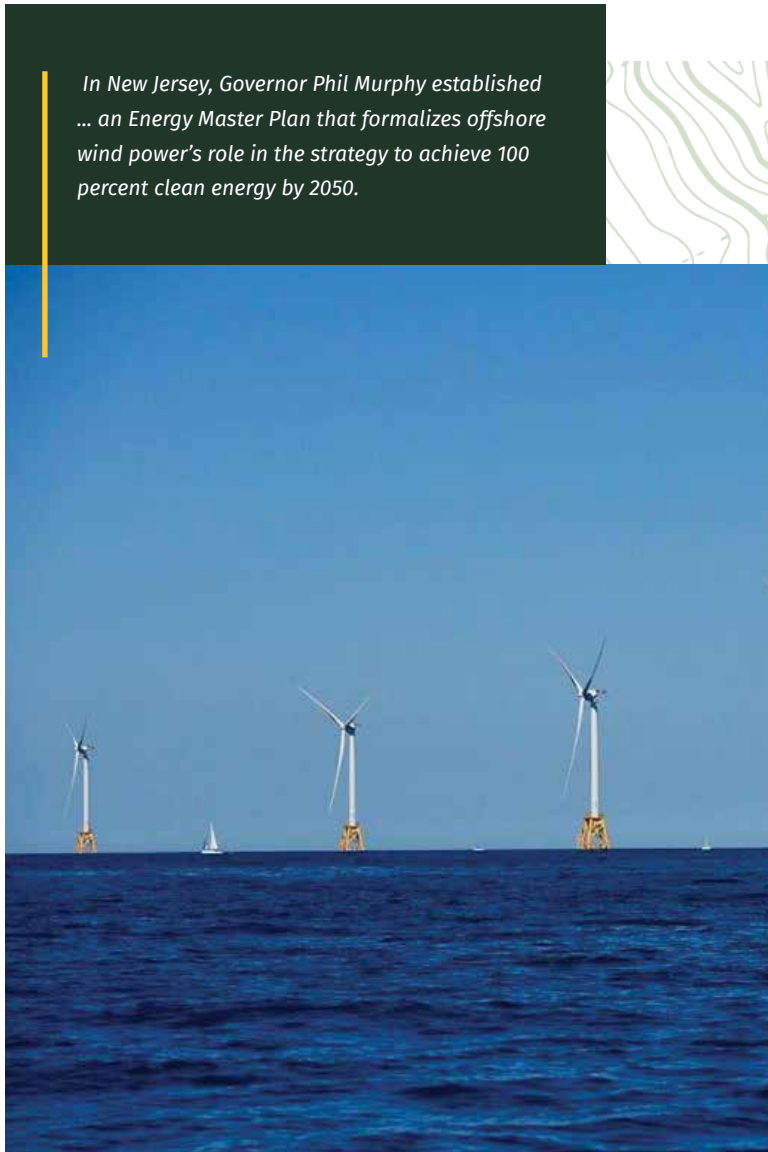
Natural Climate Solutions

The National Wildlife Federation has elevated natural climate solutions—harnessing the features and benefits of ecosystems such as grasslands, forests and wetlands—that can put Americans back to work during the COVID-19 crisis and make communities more resilient to future disasters. Through its federal policy platform, the Federation has championed nature-based strategies—such as establishing living shorelines, investing in ecologically appropriate reforestation and forest resilience and planting cover crops on working lands—that enhance the health of soils and ecosystems. These approaches can, in turn, capture carbon, improve wildlife habitat, reduce climate risks to communities and create economic opportunity. The National Wildlife Federation also has brought together diverse coalitions to champion solutions such as ecosystem restoration and land reclamation—including on the sites of abandoned mines—to accelerate a national economic recovery while making a sizable down payment on protecting communities from climate-fueled extreme weather and moving the United States closer to a net-zero emissions future.

Clean Energy

The Federation has also made progress advancing clean energy deployment, including clean vehicle and energy priorities in bipartisan Senate transportation legislation and House infrastructure legislation. In collaboration with clean energy industry groups to successfully advance expanded tax credits in the House, the Federation is also building support with labor partners for added worker standards. To make clean energy expansion equitable, investment in lower-wealth communities and areas of coal industry decline is a priority.

In New Jersey, Governor Phil Murphy established ... an Energy Master Plan that formalizes offshore wind power's role in the strategy to achieve 100 percent clean energy by 2050.



Offshore Wind

Winds of progress continue to blow favorably on offshore renewable energy as states raise the bar for responsible development. Atlantic coastal states are well positioned to help restart America's economy with clean, local energy solutions that support well-paying jobs, healthy communities and abundant wildlife. In New York, home of the nation's largest offshore wind policy commitment, the National Wildlife Federation and Environmental Advocates of New York helped secure standards for offshore wind projects that invest in wildlife and communities. In New Jersey, Governor Phil Murphy established, at the urging of the Federation and New Jersey Audubon, an Energy Master Plan that formalizes offshore wind power's role in the strategy to achieve 100 percent clean energy by 2050. As states continue to step up, the Federation and its affiliates will advocate for stringent wildlife protections every step of the way while safeguarding communities, creating jobs and supporting sustainable economic growth.

Fighting Deforestation

The National Wildlife Federation's International Wildlife Conservation program helped strengthen and expand traceability and deforestation monitoring systems in Colombia and Brazil to save tropical forest habitat. In Brazil, the Federation secured formal agreements from the largest meat and leather processing companies to implement Visipec—an innovative new traceability tool developed by the Federation and partners—to help companies avoid buying from ranchers who intentionally set fires in the Amazon or are engaged in illegal or unsustainable practices. And drawing upon lessons learned from work in Brazil, the Federation helped design and launch innovative agreements between the Colombian government, the private sector and civil society to eliminate tropical deforestation and wildlife habitat loss associated with national beef and dairy supply chains.



PHOTO CREDITS
FAR LEFT: DEEPWATER WIND
BOTTOM: LARRY REIS





Great blue heron habitat is increasingly threatened by marsh destruction.



Protecting and Restoring America's Great Outdoors

From corner parks to wilderness, public lands are essential for people and wildlife alike. That's why the National Wildlife Federation works to keep public lands in public hands.

Historic Victory

Even at a time when Washington seems defined by partisan divides, public lands and conservation issues proved fertile common ground for historic progress. The National Wildlife Federation and its affiliates were essential in helping to pass the historic and bipartisan Great American Outdoors Act, which will protect and restore the nation's public lands, support the creation of outdoor spaces and enhance essential wildlife habitat in every state and territory.

The Great American Outdoors Act—the most significant conservation investment in decades—will create jobs, expand outdoor recreation opportunities and accelerate America's economic recovery from COVID-19. The act will permanently and fully fund the Land and Water Conservation Fund—which has funded parks, trails, waterfront access and much more for more than half a century—and address overdue maintenance projects at national parks, forests, wildlife refuges and other public lands.

\$900M

per year in perpetuity for the Land and Water Conservation Fund

\$9.5B

over five years for our parks and public lands



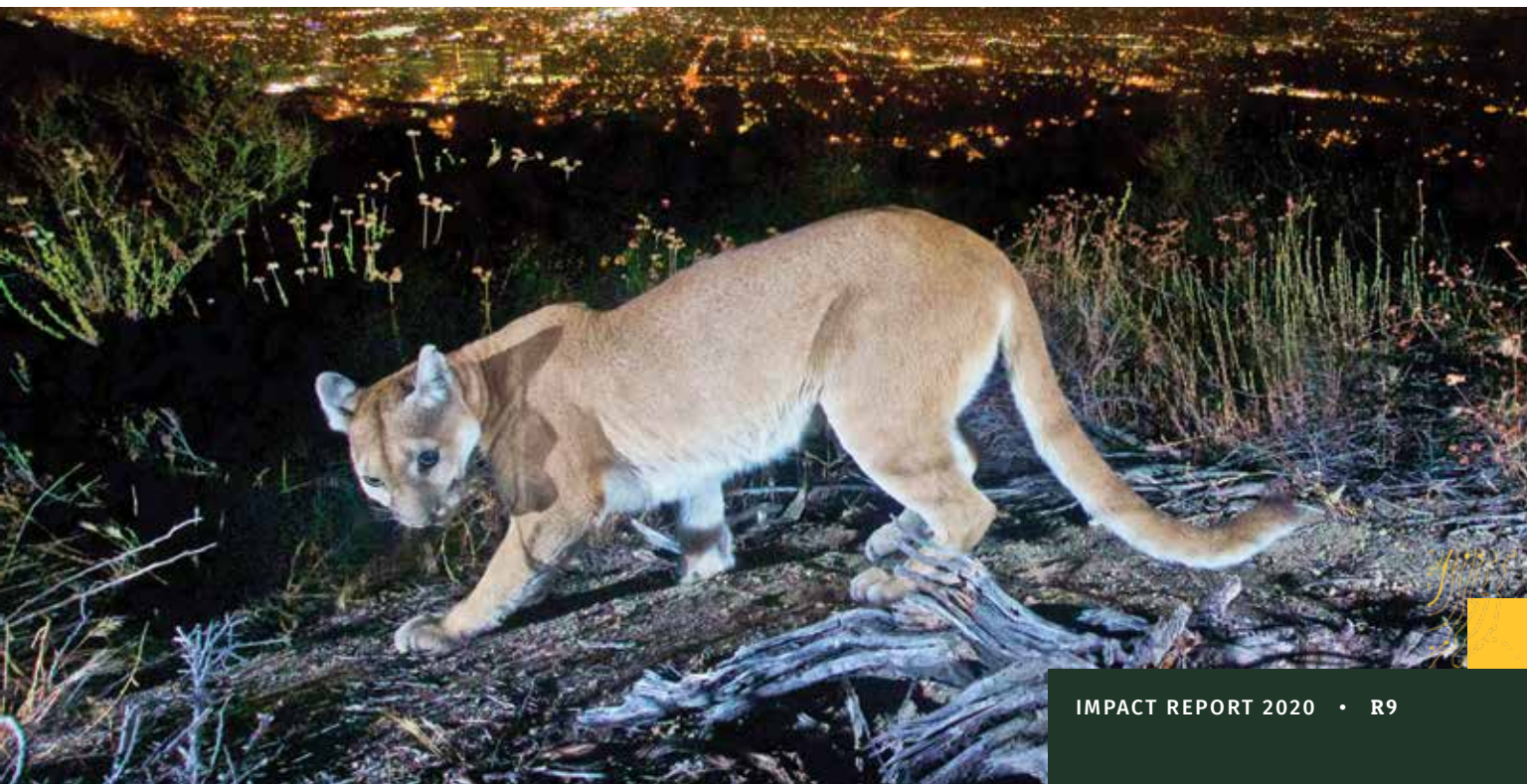
Wildlife Crossings

Wildlife need movement corridors to roam in search of food, water, shelter and mates. From red knots that fly the length of the globe twice a year to greater sage-grouse and pronghorn, the National Wildlife Federation is thinking big to give wildlife needed space. We have been a critical partner in promoting creation of the largest wildlife crossing in the world—the Liberty Canyon wildlife crossing in California—which will create safe passage for wildlife (such as isolated mountain lions) near the 101 Freeway. And on Capitol Hill, the Federation led efforts to include \$300 million in an infrastructure investment proposal moving through Congress to improve wildlife crossings, reduce the number of wildlife-vehicle collisions and enhance habitat connectivity.

Recovering Wildlife

America's wildlife are in crisis, with more than one-third of all wildlife species in the United States at heightened risk of extinction and in urgent need of immediate conservation attention. This is why the National Wildlife Federation has been a leader in promoting the landmark Recovering America's Wildlife Act, which now has more than 180 bipartisan cosponsors on Capitol Hill. The bill would invest in the recovery and restoration of thousands of wildlife species through proactive, collaborative, on-the-ground conservation efforts led by state wildlife agencies and tribes. It would be a game changer for species on the brink of extinction and those essential to the nation's wildlife heritage. In July 2020, the bill broke new ground when it passed the U.S. House of Representatives as part of the Moving Forward Act.

PHOTO CREDIT: KAREN MORGANSTERN





Securing Clean Water for People and Wildlife

Water is absolutely essential to sustaining people and wildlife. The National Wildlife Federation is leading national conversations around clean water—from the headwaters to the coasts—through its regional centers and coalitions. This approach has helped the Federation become one of the leading voices in the fight to ensure people and wildlife have access to clean water.

Great Lakes

To restore and protect the Great Lakes, the National Wildlife Federation leads the Healing Our Waters Coalition, working for a sustainable Great Lakes restoration plan and the federal funding to implement it. The Great Lakes Restoration Initiative has restored more than 167,000 acres of coastal, upland, island and wetland habitat. The Federation's Great Lakes Regional Center also focuses on protecting the world's largest source of freshwater from invasive species, oil spills and farm-runoff pollution.

The Gulf Coast and Mississippi River

A decade after the devastating 2010 oil spill in the Gulf of Mexico, the National Wildlife Federation published a report—*10 Species, 10 Years Later: A Look at Gulf Restoration after the Deepwater Horizon Disaster*—highlighting the legacy of the catastrophic spill and regional wildlife and ecosystem recovery. Although species such as the endangered Kemp's ridley sea turtle, coastal bottlenose dolphins, corals and Bryde's whales have made important progress, the Federation is continuing to work through its South Central Regional Center and programs such as the Mississippi River Delta coalition to leverage disaster-recovery funds to improve the Gulf's health and resilience.

Chesapeake Bay and the Delaware River

Through its leadership of the Choose Clean Water Coalition—more than 250 organizations working to restore the Chesapeake Bay—the National Wildlife Federation helps elevate and empower diverse voices in support of this essential body of water. The Chesapeake Bay and the Delaware River watersheds provide clean drinking water to more than 30 million people as well as habitat for hundreds of wildlife species. Working with nature to bolster living shorelines by applying natural coastal resilience techniques such as wetland restoration provides multiple benefits, including healthier fish habitat, reduced farm-runoff pollution and shorelines protected from increasingly strong storms.

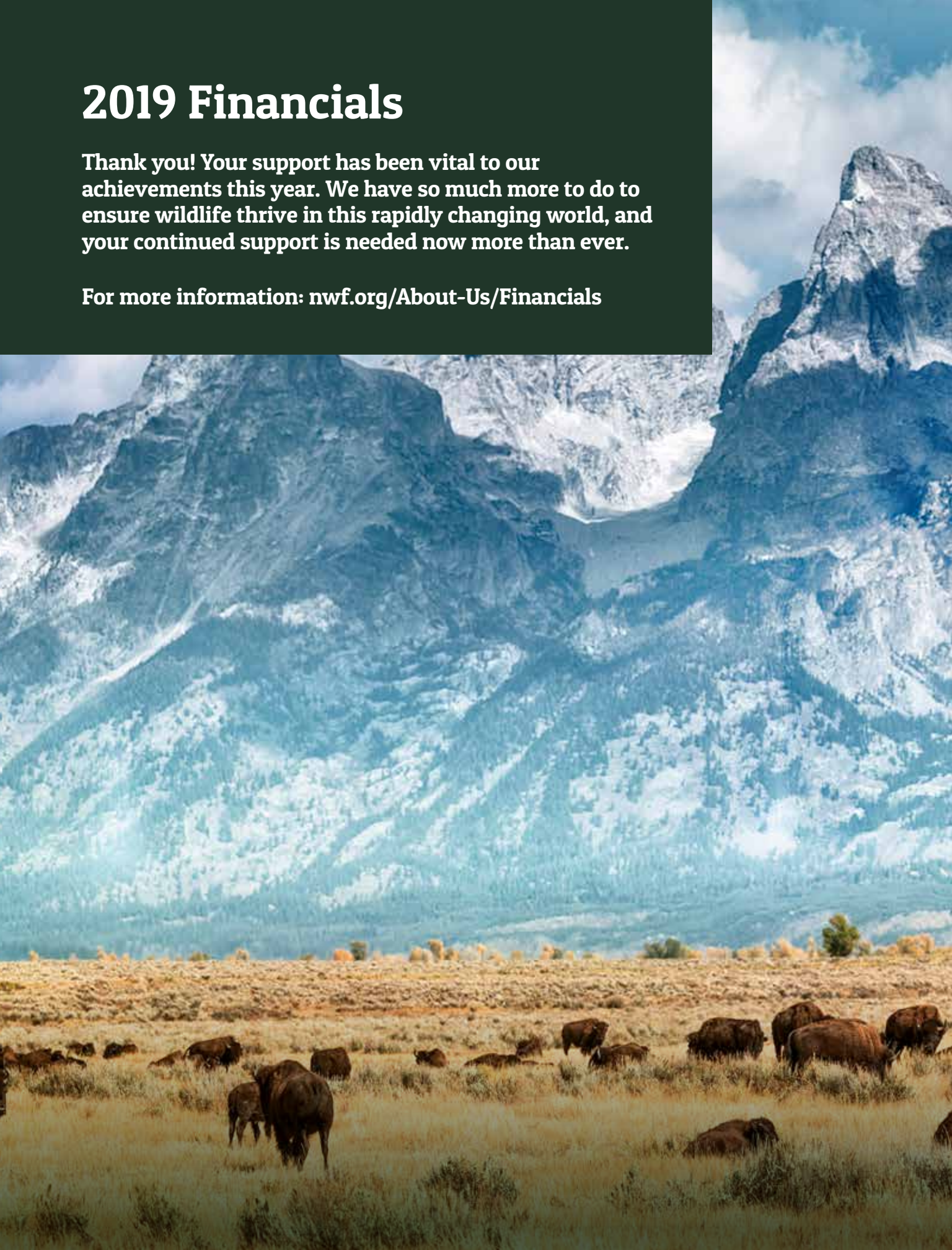
PHOTO CREDIT
KATHERINE PLESSNER

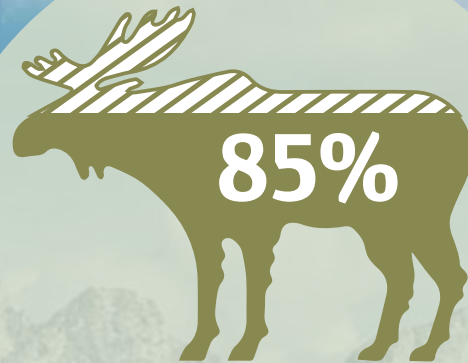


2019 Financials

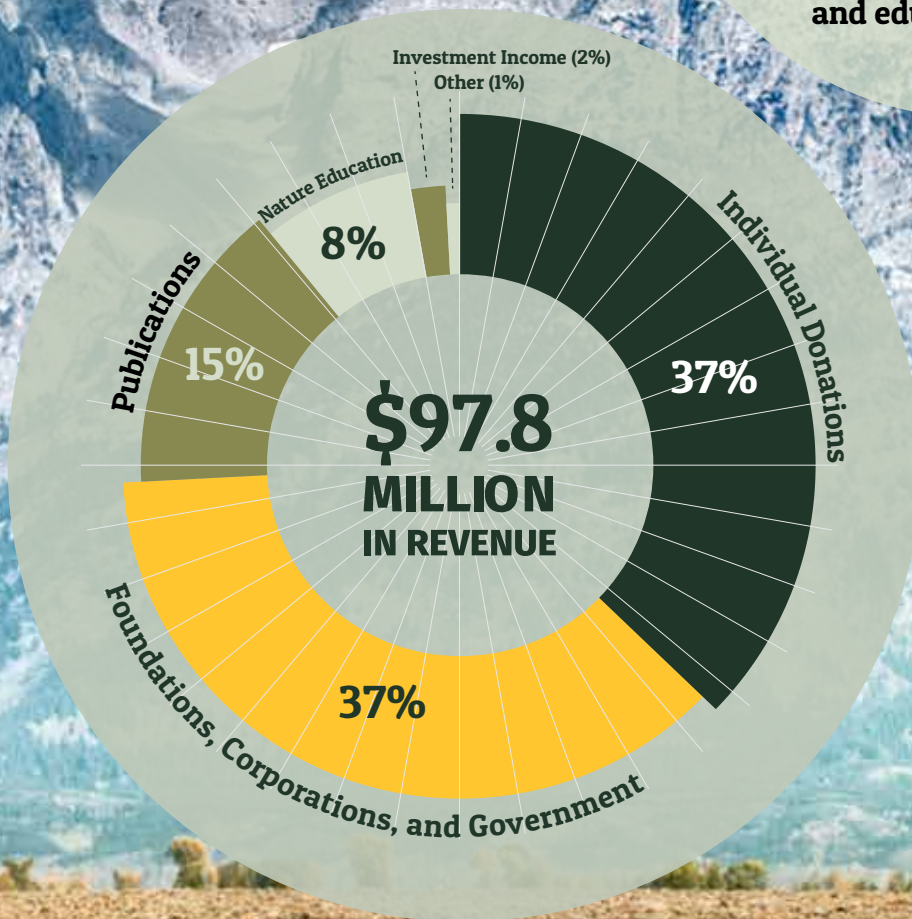
Thank you! Your support has been vital to our achievements this year. We have so much more to do to ensure wildlife thrive in this rapidly changing world, and your continued support is needed now more than ever.

For more information: [nwf.org/About-Us/Financials](https://www.nwf.org/About-Us/Financials)





of total expenses was used for conservation and education programs



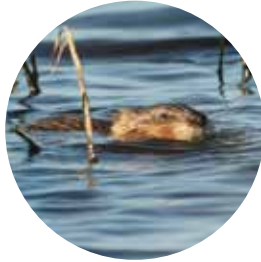
Audited statements of activity for the fiscal year ending August 31, 2020, were not available at the time of production. These figures represent audited financials for the fiscal year ending August 31, 2019.

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.



Saving What We Share

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

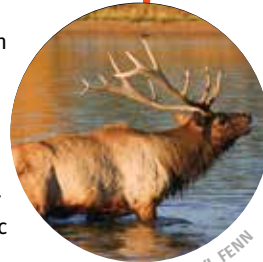


Montana/Northern Rockies

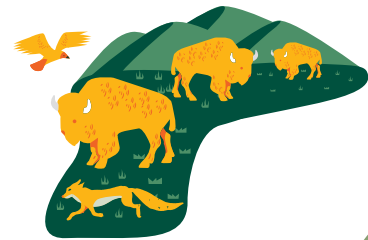
The National Wildlife Federation is **protecting and restoring the West's water** by bringing beavers back (nature's original wetlands engineers), implementing science-based approaches in riparian corridors that provide critical habitat and ensuring watershed restoration and drinking water sources in collaboration with the Healthy Headwaters Alliance.

Western Colorado/Grand Junction

The National Wildlife Federation and its western affiliates led a **yearlong and successful effort to highlight how unfit William Perry Pendley was to lead the Bureau of Land Management, which stewards more than 245 million acres of public lands.** That pressure campaign forced the White House to withdraw its nomination for Pendley, who has championed the sale of public lands, pushed for energy development in sensitive wildlife habitat and recreation lands and leveled racist and troubling anti-Black and anti-Indigenous sentiments.



CHERYL FENN



Southwest

To protect and restore critical riparian areas—among the most productive and valuable habitats for western wildlife—the National Wildlife Federation has launched a **Southwestern riparian corridors initiative, starting with work in the upper Rio Grande watershed of northern New Mexico and southern Colorado.**



MARY KATHERINE SULLIVAN

Your Support Makes it Possible





Great Plains/Iowa and Illinois

The National Wildlife Federation, its Illinois affiliate, Prairie Rivers Network, and other partners released a **critical report chronicling how the herbicide dicamba poses serious threats to native plants and the wildlife that depend upon them.** The report reviews the state of the science on the potential far-reaching impacts of dicamba use—and includes the experiences of farmers dealing with dicamba’s dangerous drift.



Atlanta

The National Wildlife Federation’s **Earth Tomorrow® program works to inspire the next generation of conservation champions by partnering with high schools in and around Atlanta to introduce students to environmental issues.** The program, which focuses on students from communities impacted by environmental injustices, has expanded into Detroit and Niagara Falls schools.



Carolinas/ Atlantic Coast

Nature-based approaches are effective and economical at protecting people and property in the face of hurricanes and other disasters, according to *The Protective Value of Nature*, the latest in a series of reports from the National Wildlife Federation and partners.



Gulf Coast

As climate-driven stressors and rising sea levels threaten people and wildlife alike, states have a vital role in promoting pragmatic, nature-based solutions. A National Wildlife Federation report, *Softening Our Shorelines: Policy and Practice for Living Shorelines Along the Gulf and Atlantic Coasts*, **highlights opportunities to promote resilience in coastal communities and support wildlife.**



STEPHEN COESTER



Saving Wildlife Saves Ourselves

To help ensure wildlife thrive in a rapidly changing world, please visit

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