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CASE FOR SUPPORT



ROCKY
MOUNTAIN
WEST

THE WESTERN WILDLIFE HERITAGE

Soaring mountain peaks, free flowing rivers, and roving wildlife draw people from all over the world to the Rocky Mountain West. For more than 80 years, the National Wildlife Federation has advocated for the protection of these rare treasures that exist in one of the most complex biological systems in the U.S.

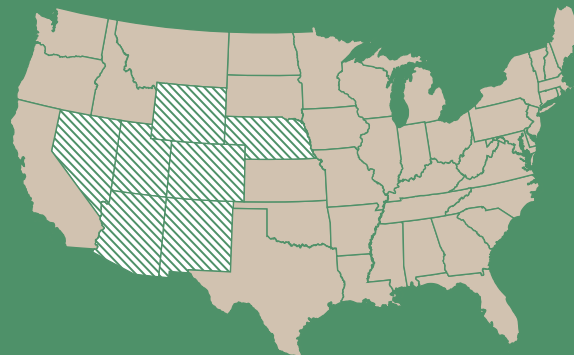
At NWF, we strive for the day when everyone - our children and their children - is guided by their natural bond to these stunning lands, and cares for the very wildlife who live side-by-side our cities and neighborhoods. That's our commitment today. And, that's our challenge ahead.



A DIVERSE CHORUS OF CONSERVATION VOICES

As America's oldest, largest, and most trusted wildlife conservation organization, the National Wildlife Federation has a respected track record of safeguarding our iconic species, and places. We represent sportsmen and women, urban gardeners, teachers, bird watchers, photographers and many more in our seven state region, including our affiliates in Arizona, Colorado, Nebraska, Nevada, New Mexico and Wyoming. No other conservation organization has the leadership and vision to earn the trust of millions of like-minded conservationists.

Our grassroots network has protected 56 million acres of sagebrush habitat, permanently conserved treasured places such as Brown's Canyon in Colorado, and engaged 7 million youngsters in green activities across the country. NWF has influenced dozens of legislative victories that protected wildlife and the environment, including the Endangered Species Act, the Clean Water and Clean Air Acts, the Farm Bill, and many more. Our conservation power has been proven.



AARON KINDLE



BIG ISSUES REQUIRE BIG SOLUTIONS



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The West's growing populations and sprawling cities multiply the pressures on wildlife, water and land – and our connectivity to it. Species like bison, bighorn sheep, bees and butterflies are in decline. In the dry and rugged West, degraded habitats are extremely difficult to restore. As our internationally renowned landscapes shrink and species large and small disappear, the allure of the Rockies' will be lost, along with our deep connection to wildlife and wild lands. How will our children learn to love and protect something that no longer exists?

NWF VISION 2020 PROTECT THE WESTERN WILDLIFE HERITAGE FOR OUR CHILDREN



The National Wildlife Federation's Vision 2020 is a strategic roadmap to build on our decades of strong partnerships that protect essential habitats and entire ecosystems. By mobilizing our powerful and passionate conservation allies, we will guarantee that the Rocky Mountain West remains one of our nation's largest intact wild places with diverse and plentiful wildlife – where our children will learn the value of their responsibility as future stewards of this land.

We will restore imperiled species, from bison on traditional tribal lands to pollinators in our growing urban and suburban communities. We will build collaborative conservation solutions to secure the future of iconic Western species such as bighorn sheep and sage grouse. We pledge that Western wildlife will flourish even in the face of increased development and shifting environmental conditions.

We will enhance the connection between people and nature in the Rockies and engage the urban, digital generation. Building on the frameworks of our flexible and proven school and community programs, the next generation of Westerners will have a greater sense of stewardship for their communities, their landscapes, and their environment.

And finally, we will be the loudest voice to pioneer the best plans and policies that would decelerate climate change and protect the West's precious water. This is our promise to America.



ALEXIS BONOGOFSKY

“NWF will assemble a diverse chorus of Americans to protect wildlife and our connection to the Rocky Mountain West.”

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ALEXIS BONOGOFKY

NWF'S 2020 VISION CAN BE SUCCESSFUL WITH YOUR HELP

\$8 MILLION

PROTECT CORE HABITATS AND CORRIDORS

- Assure room for wildlife to roam by protecting the highest-priority migration corridors through public, private and tribal partnerships.
- Block all government proposals to privatize public lands to guarantee that our children retain this American birthright.
- Strengthen wildlife protections in the face of growing energy development in five priority habitat areas around the West.
- Achieve permanent designations that protect three essential wildlife landscapes.

\$4 MILLION

RESTORE ICONIC WESTERN SPECIES, BIG AND SMALL

- Return wild bison to native habitats on tribal and public lands.
- Expand pollinator populations by restoring habitat throughout urban and suburban communities.
- Secure long-term conservation of three priority bighorn sheep herds in their core habitat of the Southern Rocky Mountains.
- Protect over 350 species and millions of acres of sagebrush sea through four successful sage grouse conservation plans in three states.

\$5 MILLION

INSPIRE A NEW GENERATION OF CONSERVATION STEWARDS

- Build cognitive, social and physical development and a visceral connection to nature for young children in the West by integrating nature into early childhood education.
- Restore the connection between Westerners and nature by empowering suburban and urban communities to create wildlife habitat where they live, work, study and play.
- Increase student achievement in Science, Technology, Engineering and Math (STEM) through nature-based education that reaches youth of all races and economic backgrounds.
- Improve the health, academic performance and traditional relationship with the land for thousands of tribal youth through partnerships with tribal nations.

\$2 MILLION

TACKLE LARGE-SCALE CLIMATE CHANGE AND WATER ISSUES

- Champion policies and practices that confront threats to wildlife from our changing climate, including reform of the federal coal and methane programs.
- Protect and improve water quality and quantity for wildlife through a watershed approach, including enacting the Clean Water Rule and improved in-stream flows.



NWF IN THE ROCKY MOUNTAINS COLLABORATES WITH PARTNERS IN SEVEN WESTERN STATES TO SUCCESSFULLY PROTECT WESTERN LANDSCAPES AND WILDLIFE.



The Rockies are one of the last grand vestiges that shaped our national heritage, and yet, the region faces unprecedented threats. But just as Westerners have done for generations, we will rise to these challenges and leave our children a place that restores hope and inspires the spirit. The National Wildlife Federation's vision addresses immediate threats and long-term opportunities. But it can only be successful with your help. Help us define what our western wildlife legacy will be, broaden the conservation movement to embrace all Americans and defend our precious inheritance as the Rocky Mountain West grows and changes. Together, let's preserve the West's wildlife heritage for generations to come.



FOR MORE INFORMATION, CONTACT:

Andrea Auguiste, NWF Regional Philanthropy Director - auguiste@nwf.org or 303-441-5169



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