



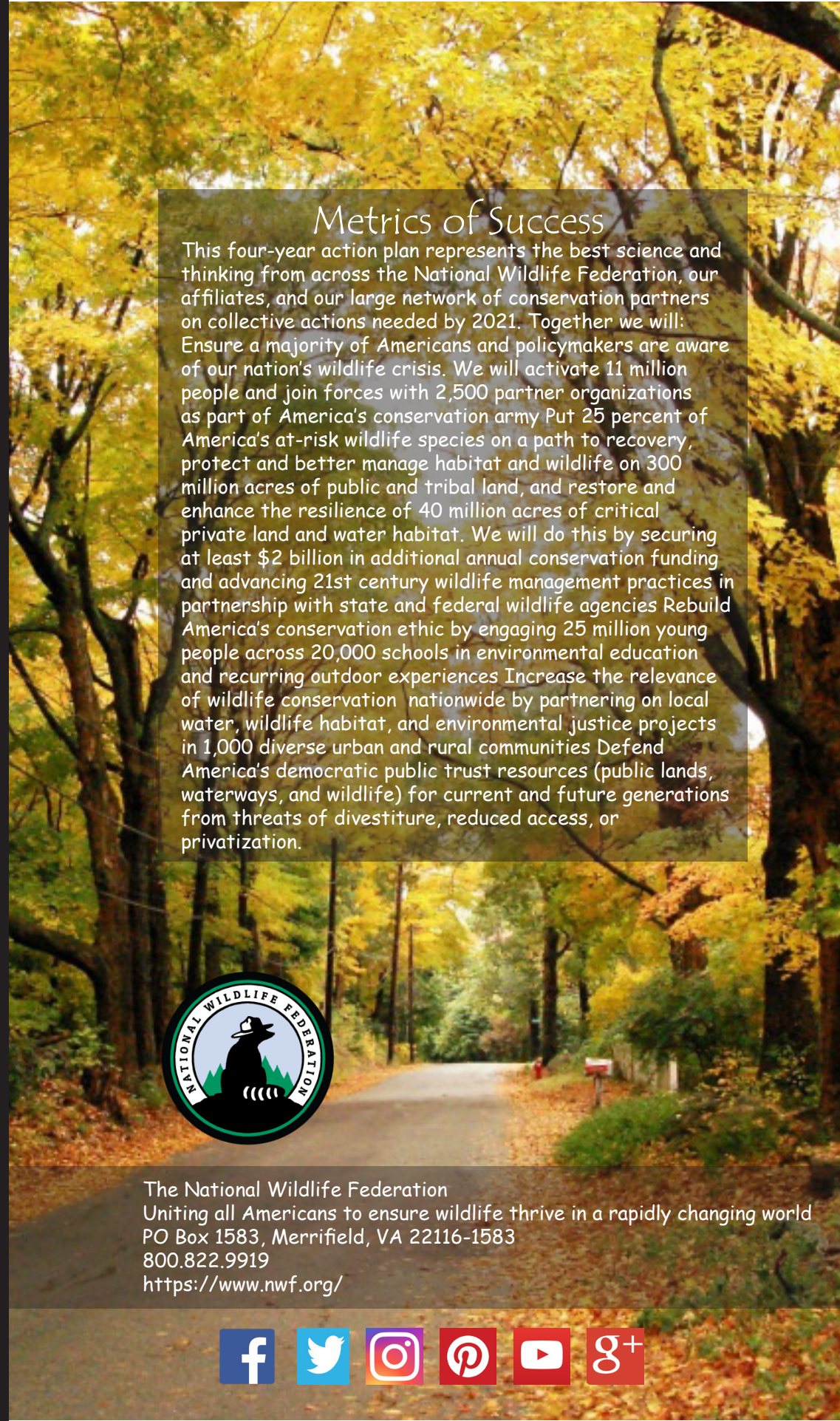
Red Wolf

## Common Agenda for Wildlife

This belief led us to form a new strategic plan for saving wildlife that are suffering declines across America, with the goal of increasing America's fish and wildlife populations and enhancing their capacity to thrive in a rapidly changing world. The plan sets in motion a Common Agenda for Wildlife built upon sound science, clear priorities, and scalable solutions. Our Common Agenda includes a commitment to: **Protect, Restore, and Connect Wildlife Habitat:** Active restoration and reconnection of fragmented and degraded habitat across protected lands, working lands, waterways, coasts, and communities **Transform Wildlife Conservation:** Advancing 21st century wildlife management, defending public trust resources, and confronting emerging stressors like climate change, invasive species, and wildlife diseases **Connect Americans with Wildlife:** Inspiring the next generation of conservationists and mobilizing a diverse conservation army to broaden the stewardship ethic, conservation action, public and private investments, and support for policy changes necessary to save thousands of at-risk species in our time.



Iberian Lynx

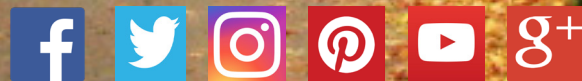


## Metrics of Success

This four-year action plan represents the best science and thinking from across the National Wildlife Federation, our affiliates, and our large network of conservation partners on collective actions needed by 2021. Together we will: Ensure a majority of Americans and policymakers are aware of our nation's wildlife crisis. We will activate 11 million people and join forces with 2,500 partner organizations as part of America's conservation army Put 25 percent of America's at-risk wildlife species on a path to recovery, protect and better manage habitat and wildlife on 300 million acres of public and tribal land, and restore and enhance the resilience of 40 million acres of critical private land and water habitat. We will do this by securing at least \$2 billion in additional annual conservation funding and advancing 21st century wildlife management practices in partnership with state and federal wildlife agencies Rebuild America's conservation ethic by engaging 25 million young people across 20,000 schools in environmental education and recurring outdoor experiences Increase the relevance of wildlife conservation nationwide by partnering on local water, wildlife habitat, and environmental justice projects in 1,000 diverse urban and rural communities Defend America's democratic public trust resources (public lands, waterways, and wildlife) for current and future generations from threats of divestiture, reduced access, or privatization.



The National Wildlife Federation  
Uniting all Americans to ensure wildlife thrive in a rapidly changing world  
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The National Wildlife Federation



## We Believe

America's experience with cherished landscapes and wildlife has helped define and shape our national character and identity for generations. Protecting these natural resources is a cause that has long united Americans from all walks of life and political stripes. To hunters, anglers, hikers, birders, wildlife watchers, boaters, climbers, campers, cyclists, gardeners, farmers, forest stewards, and other outdoor enthusiasts, this conservation ethic represents a sacred duty and obligation to protect and build upon our conservation heritage for the sake of wildlife, ourselves, our neighbors, and most of all for future generations.



## Grassroots Programs

The National Wildlife Federation's Garden for Wildlife™ program helps people restore habitat and wildlife populations to our cities, towns, and neighborhoods. Since 1973, the program has been educating and empowering people to turn their own small piece of the Earth—their yards and gardens—into thriving habitat for birds, butterflies, and other wildlife. In doing so, the Garden for Wildlife program helps wildlife and gives people a daily connection to the natural world.

## Protecting Endangered Species

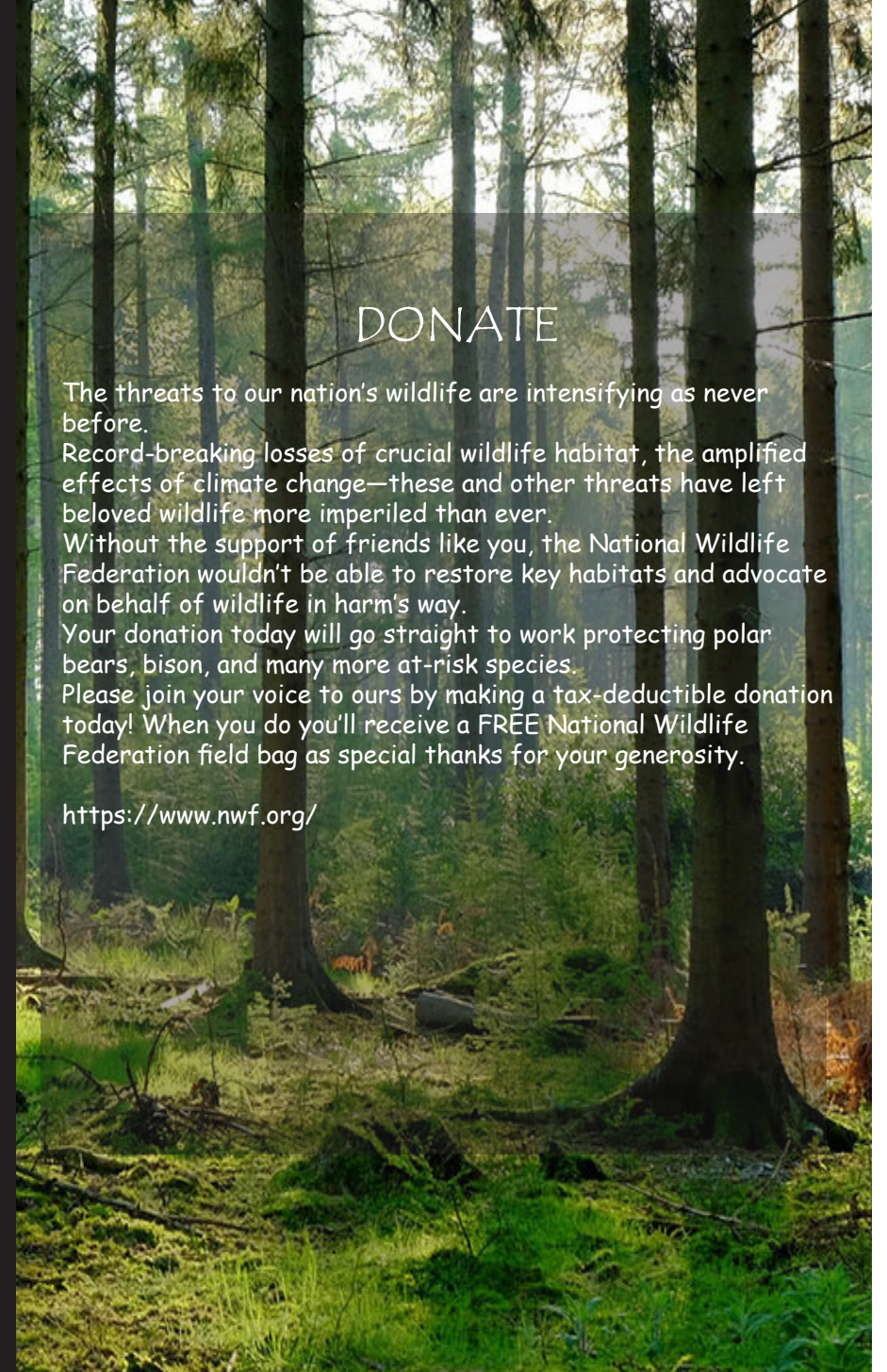
Scientists estimate that up to one-third of U.S. species are at increased risk of extinction, and more than 1,300 U.S. plants and animals already have been federally listed as threatened or endangered and protected under the Endangered Species Act. The National Wildlife Federation has long been focused on protecting the most vulnerable of our wild species. We are committed to defending, strengthening, funding, and ensuring effective implementation of the Endangered Species Act and other wildlife laws to maximum benefit of fish and wildlife populations.

## Recovering Wildlife Populations

The National Wildlife Federation protects and restores wildlife populations of both game and nongame species. Our work includes restoring bison to key public and tribal lands in the West, including the Charles M. Russell National Wildlife Refuge. We work with local ranchers and tribal members to make restorations successful in their communities, and protect and connect habitat for bison, bighorn sheep, grizzly bears, and other species through our Adopt a Wildlife Acre program. Unique campaigns and initiatives shine a spotlight on species we're actively working to protect. The National Wildlife Federation's Save LA Cougars campaign advocates for a critical wildlife corridor for southern California's mountain lions. Part of the National Wildlife Federation's Garden for Wildlife™ program, Butterfly Heroes brings awareness to the plight of declining monarch butterfly populations. The program connects gardeners, kids, and families alike in creating habitats to help monarchs and other pollinators.



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## DONATE

The threats to our nation's wildlife are intensifying as never before. Record-breaking losses of crucial wildlife habitat, the amplified effects of climate change—these and other threats have left beloved wildlife more imperiled than ever. Without the support of friends like you, the National Wildlife Federation wouldn't be able to restore key habitats and advocate on behalf of wildlife in harm's way. Your donation today will go straight to work protecting polar bears, bison, and many more at-risk species. Please join your voice to ours by making a tax-deductible donation today! When you do you'll receive a FREE National Wildlife Federation field bag as special thanks for your generosity.

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