



Year in Review

2005

Event's success a cause for celebration

A sold-out crowd of over 700 attendees came to the Foundation's *Celebrating the Great Outdoors* event on September 29th, in New York City. The event, co-hosted by ESPN Outdoors, attracted the support of New York's financial community and the Foundation's leading corporate partners. Secretary of Interior Gale Norton joined the Foundation in honoring Bruce Willis with the Chairman's Award. The event attracted more than \$2 million to support the Foundation's mission.



From upper left: John Berry, U.S. Secretary of Interior Gale Norton, ESPN Outdoors' V.P. & General Manager Christine Godleski, Jeff Trandahl, and Max Chapman. Below: Bruce Willis; with Southern Co. checks, Max Chapman, Southern Co.'s VP External Affairs Dwight Evans, Secretary Norton, Bruce Willis, Christine Godleski, and John Berry.

Over \$1 Billion Invested in Conservation

Since it was established in 1984, the Foundation has invested \$1 billion for the conservation of fish, wildlife and plants, and the habitats on which they depend. The Foundation has awarded over 7,000 grants to more than 2,600 organizations in the United States and abroad and has leveraged – with its partners – more than \$350 million in federal funds for on-the-ground conservation action.

To reach this milestone, the Foundation has matched private funding from corporations and foundations with public funding from more than 20 state and federal agencies and funds raised by grantee organizations.

Grants are made within four conservation themes: working landscapes; critical species; stewardship; and evaluation and innovation.



Making a difference

This *Year in Review* highlights some of the significant conservation investments made by the Foundation during 2005. In total, more than 900 grants were funded with over \$35 million in federal funds and \$18 million in philanthropic dollars. Grantees provided additional matching funds of \$97 million, bringing the total award impact to \$150 million.

The role of individual gifts

The key to the Foundation's reach is the strong support of individuals. Individual gifts and family foundation grants provide more than 40 percent of the Foundation's annual operating support. With these gifts, conservation-minded individuals fuel the Foundation's work to conserve healthy and abundant populations of fish, wildlife and plants.

A remarkable investment

Ninety-two cents of every dollar contributed to the Foundation produces tangible results for conservation. Management and administration expenses total an estimated 5 cents, with 3 cents supporting fundraising. Now that's efficient!

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Jeff Trandahl joins as Executive Director

Jeff Trandahl, former Clerk of the U.S. House of Representatives, joined the Foundation as executive director in mid-November.

“We expect that Jeff will raise our vision and voice in support of wildlife conservation. As an outdoorsman, he understands the importance of passing on to future generations healthier habitats and thriving wildlife populations,” said Max C. Chapman, Jr., chairman of the Foundation.

“Growing up in South Dakota, the great outdoors and conservation have always been an important part of my life,” said Trandahl. “Serving as the Executive Director of the National Fish and Wildlife Foundation is an opportunity of a lifetime. I have long been an admirer of the Foundation’s success in forging partnerships among public agencies, corporations and nonprofits and delivering results.”

Trandahl joins the Foundation following 23 years of public service to the nation. Since 1998 he has served as the Clerk of the U.S. House of Representatives. As such, he was the second highest constitutional official in the House of Representatives and served as the chief legislative official. He led a staff of 300 and oversaw an operating budget of more than \$20 million.

Trandahl was raised in Spearfish, South Dakota, the son of a U.S. Fish and Wildlife Service biologist.

Puerto Rican parrot campaign takes off



Photo: U.S. Fish and Wildlife Service

A national symbol of Puerto Rico, the once abundant *Amazona vittata* or iquaca parrot is now one of the most endangered birds in the world. When Europeans arrived in the Caribbean 500 years ago, more than one million Puerto Rican Parrots graced the island’s wilderness. In 1967, the Puerto Rican Parrot was listed as an endangered species when only 24 individuals remained in the wild. The dramatic reduction of the parrot population was primarily due to deforestation for agriculture, which eliminated extensive areas of mature forest.

In 1973, when only 13 birds were known to exist, a captive propagation program was initiated through the cooperative efforts of the U.S. Fish and Wildlife Service and the Puerto Rico Department of Natural and Environmental Resources. In 2002, the last population survey documented 21-24 parrots living in the wild and 144 birds living in captive breeding facilities.

The Foundation, in partnership with the U.S. Fish and Wildlife Service, U.S.D.A. Forest Service, the Puerto Rico Department of Natural Resource and Environment, and select conservation nonprofits, launched a campaign to fund a state-of-the-art aviary to house the captive breeding program and advance efforts to reestablish wild populations of Puerto Rican parrots.

Thanks to leaders in the Puerto Rican business community, the campaign has nearly met its goal to raise \$700,000 in philanthropic funds which will match a commitment of \$1.7 million in federal funds. The aviary will be located in the Caribbean National Forest and will connect to a visitors center where the public will have a view into the revitalization of this unique species.

Save the Tiger Fund unleashes CATT



photo: J. Mills

Tiger being raised for its fur on tiger farm in China's Heilongjiang Province.

In September, the Foundation’s Save the Tiger Fund launched the Campaign Against Tiger Trafficking (CATT) to address the fact that wild tigers are disappearing across Asia at an alarming rate while trade in tiger parts appears to be increasing. The three-year initiative was announced by Judy Mills, director of CATT, in conjunction with the announcement of a U.S. State Department

initiative called the Coalition Against Wildlife Trafficking. The announcements were made during the Jackson Hole Wildlife Film Festival.

Save the Tiger Fund is a partnership with ExxonMobil Foundation and the Critical Ecosystem Partnership Fund. It has worked for a decade internationally with public agencies, private organizations, and local communities on tiger conservation by addressing the mutual welfare of tigers and their human neighbors. The hard-earned progress of the past ten years is now being reversed by poaching and illegal trafficking of tiger parts across international borders.

“Poachers and smugglers are well financed and coordinated. An organized response is needed to stop this organized crime,” said Judy Mills. “The CATT campaign marks the first global partnership initiative focused exclusively on ending trade in tigers.”

Acres For America

In April, Wal-Mart pledged \$35 million over 10 years to the Foundation to offset its past, present and future U.S. development footprint. Wal-Mart's *Acres for America* program is the single largest corporate partnership in the history of the Foundation and is the first corporate commitment to offset total developed land use for conservation. The program will conserve more than one acre of priority wildlife habitat for every acre occupied by Wal-Mart's facilities. Matching challenge grants will leverage an additional \$70 million or more in conservation land value. With the grants announced at the launch of the program, the acreage conserved for wildlife habitat is already double Wal-Mart's projected building footprint - with over 300,000 acres permanently protected.

Five signature projects were selected this year for grants totaling \$8.8 million and matched with \$12.6 million. The first round included:

- Catahoula National Wildlife Refuge, Louisiana, 6,098 acres;
- Sherfield Cave, Arkansas, 1,226 acres;
- North Rim of the Grand Canyon, Arizona, 1,259 acres;
- Back to Home Waters/Squaw Creek, Oregon, 1,120 acres;
- Downeast Lakes Forestry Partnership, Maine, 312,000 acres.

Each signature project is located near additional conserved habitat and is the missing piece to preserving a landscape-scale conservation area. These projects impact 2 million acres of conserved lands.

*Top right:
Downeast
Maine, aerial.*



Photo: N.E. Forestry Foundation

*Below:
Snowy egret,
Catahoula
National
Wildlife Refuge,
LA.*



Photo: Oscar Thompson



Photo: Ethan Inlander, The Nature Conservancy

Sherfield Cave, AK



Photo: Deschutes Basin Land Trust

Deschutes River, OR



Photo: Michael Collins

North Rim of the Grand Canyon, AR

Budweiser conservation scholarships awarded

Anheuser-Busch and the Foundation announced last May the winners of the fifth annual Budweiser Conservation Scholarship Program.

The Foundation awarded 11 scholarships nationwide based on merit, students' academic achievements and their ability and commitment to developing innovative solutions designed to address real and pressing issues affecting fish, wildlife and plant conservation. Each scholarship winner will receive up to \$10,000 to help finance their field research, tuition and other related expenses.

Project examples include: gaining knowledge about the restoration of lands infested by the invasive tamarisk plant in Arizona, Colorado and New Mexico; predicting the effects of energy development and facilitating a scientifically-based management policy for sage grouse in Montana; and assessing the influence of fish on aquatic invertebrates in western Minnesota wetlands as part of a large-scale project funded by the Minnesota Department of Natural Resources.

Anheuser-Busch in partnership with the Foundation began the scholarship program for students 21 years of age and older as a way to support higher education programs that address challenges facing fish, wildlife and their habitats. The Bureau of Land Management is providing partial funding for this year's program.

Restoration fund supports national tallgrass prairie

The Midewin National Tallgrass Prairie, one of the largest remaining examples of tallgrass prairie habitats lies only 35 miles from downtown Chicago.



Photo: U.S.D.A. Forest Service, William Glass

Big bluestem, a typical grass in a rare prairie.

Managed by the U.S.D.A. Forest Service, Midewin is the first national tallgrass prairie in the country. It is home to 108 species of breeding birds, unique aquatic species such as fresh water mussels, more than 300 native plant species and 16 state endangered or threatened species, including upland sandpiper and loggerhead shrike.

Once covering more than 200 million acres, the tallgrass prairie constituted the nation's largest and most diverse ecosystem. Today, less than one percent remains. To help conserve and restore this rare habitat, the Foundation, in partnership with the Forest Service, established the Midewin National Tallgrass Prairie Restoration Fund. The Fund – created in 2004 with a \$500,000 mitigation agreement between CenterPoint Properties, the U.S. Army Corps of Engineers and the Forest Service – will be used to meet three primary objectives at Midewin:

- To conserve, restore and enhance the native populations and habitats of fish, wildlife and plants;
- To provide opportunities for scientific, environmental and land-use education and research;
- To provide recreational opportunities compatible with the above purposes.

The Foundation invested an estimated \$10 million in restoring the nation's waterways and natural areas with mitigation funds in 2005.

Coral reef projects have global reach

Since 2000, the Foundation and the National Oceanic and Atmospheric Administration have responded to the alarming decline in both the quantity and productive quality of the world's coral reef ecosystems by supporting community-based projects through the Coral Reef Conservation Fund.



Photo: Bahtera Nusantara Foundation

Local fishermen transplant coral in Indonesia.

Results of the successful partnership include:

- 141 coral reef projects funded;
- \$4.7 million in Foundation funds (federal and non-federal) dedicated to coral reef conservation;
- The Foundation, through partnerships and grantee funds, has brought a total of more than \$12 million for coral reef conservation to four U.S. states, and seven U.S. territories and freely associated states, affecting a total of 28 countries.

Success stories:

- **Conservation training and education** – The Coral Reef Alliance created a Web-based clearinghouse of information and tools available to coral reef managers in the United States and internationally. Since 2003, the project has provided more than 1,000 downloaded copies and 20,000 printed copies of the coral-safe guidelines to more than 35 marine protected areas. The project also has provided direct training, technical assistance and follow-up consultations to 11 marine protected areas.
- **Mesoamerican Reef System** – The Amigos de Sian Ka'an recently completed the integrated diagnosis of the Mesoamerican Reef System in Mexico by assessing and mapping reef composition, diversity and conservation status. The organization produced a technical report of the results of the assessment, including management recommendations and maps of the coral reef studies, and will share the results with the public.
- **Sustainable fishing** – The Bahtera Nusantara Foundation trained Indonesian fishermen on sustainable methods for collecting reef fish. Results included the restoration of coral reef habitat along Les Beach; the creation of a model for sustainable ornamental fishing; improved community livelihoods through eco-trading and other alternative income strategies; the replacement of cyanide fishing in Bali with barrier-net fishing; establishment of a community-based monitoring program; development of partnerships between private and local government organizations and more.

Ways to Give to the Foundation

- **Gifts by Check:** Please make your check out to the National Fish and Wildlife Foundation.
- **Online Gifts:** Visit the Foundation's website at www.nfwf.org/give to make a gift by credit card.
- **Gifts of Stock:** Please contact Jennifer Lewin, Assistant Director of Development, at 202-857-5159 for assistance in making a gift of stock.
- **Matching Gifts:** If your company matches gifts, you can double your contribution to the Foundation.
- **Combined Federal Campaign:** Federal employees can designate the National Fish and Wildlife Foundation, #0892 in the CFC, for workplace giving.
- **Bequests:** You can create a legacy for conservation by designating the Foundation in your will, IRA, life insurance or other estate plans.

The National Fish and Wildlife Foundation is recognized by the IRS as a 501(c)(3) charitable organization. For more information on making a gift, call Liz Madison, Director of Development at 202-857-5677.