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NATIONAL FISH AND WILDLIFE FOUNDATION 2010 Annual Report





The National Fish and Wildlife Foundation works to protect and restore our nation's natural heritage, an incomparable array of plants, animals and habitats.

As one of the largest conservation funders in the United States, we've earned a reputation for effective, results-oriented approaches that involve both the public and private sectors. We neither advocate nor litigate. Instead, we focus on funding the best projects, using the best science.

Every day, we support hundreds of actions that are helping to solve the country's most challenging conservation problems. In doing so, we remain true to the mission given to us by Congress 26 years ago: to connect government, businesses and non-profits to build a better future for our world.



IN THE PAST 26 YEARS:

11,034
PROJECTS FUNDED

\$1.8 BILLION
INVESTED IN CONSERVATION

3,800+
AWARD RECIPIENTS

**INVESTMENTS
WITH
IMPACT**

2010 was an extraordinary year

for the National Fish and Wildlife Foundation.

In the wake of the Deepwater Horizon oil spill, NFWF responded with immediate action to help threatened sea turtles, shore birds and waterfowl. Our efforts catalyzed the creation of more than 500,000 acres of habitat for birds and the rescue of more than 25,000 endangered sea turtle eggs — projects that demonstrated the Foundation’s ability to bring partners together to achieve positive outcomes.

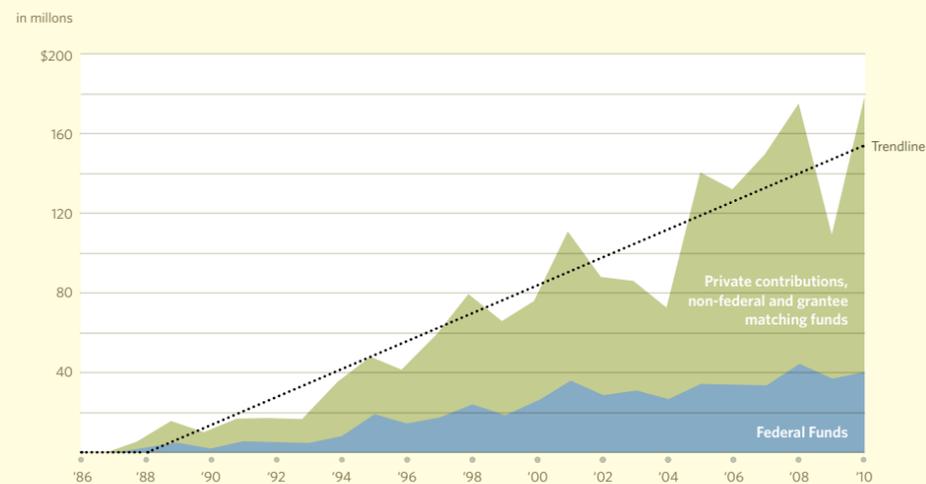
And that’s just one region.

NFWF’s work goes on in communities across the country. In New York City, we joined with local residents and corporate volunteers to install the city’s largest municipal green roof. In the Pacific Northwest, we restored cool, clean streams for spawning salmon, and in California, we worked with solar energy developers to help protect desert wildlife. From Maine to Florida and in more than two dozen countries abroad, we used the best science to ensure the survival of imperiled species and their habitats.

In the wake of the Deepwater Horizon oil spill, NFWF responded with immediate action to help threatened sea turtles, shore birds and waterfowl.

GROWING THE RESOURCES FOR CONSERVATION

The National Fish and Wildlife Foundation leverages its federal contributions significantly. In 2010, with \$40 million in federal funds added to \$139 million in private contributions and grantee matching funds, the Foundation’s total conservation investments topped \$179 million.



NFWF's On-The-Ground Impact, 1986-2010

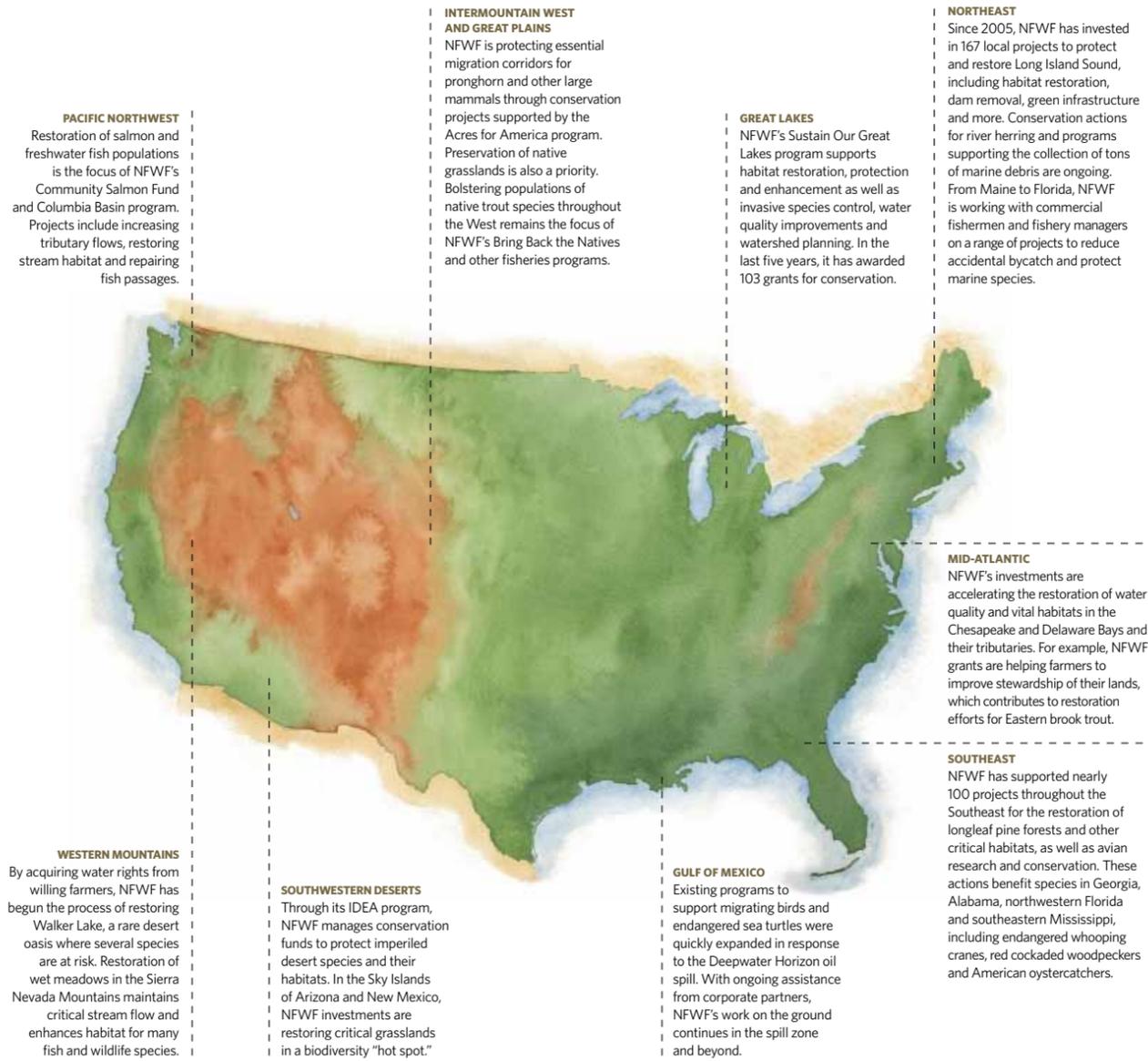
Through our relationships with government agencies as well as private entities, the Foundation last year funded a total of 417 projects. We leveraged \$40 million in federal funds with \$139 million in private contributions and grantee matching funds for a total investment of \$179 million. Increasing the value of our contributions — typically by a margin of three to one — is one of the keys to our effectiveness.

The stories on the following pages illustrate the breadth of the Foundation’s work and underscore our commitment to finding the best environmental solutions for our planet. With the support of our partners and friends, we’re making investments with impact — projects that will benefit wildlife and their habitats for generations to come.

Carl R. Kuehner, III

CHAIRMAN, BOARD OF DIRECTORS, NATIONAL FISH AND WILDLIFE FOUNDATION

**ADDRESSING
CONSERVATION
CHALLENGES**



ALASKA AND HAWAII
Conservation of species such as polar bears and salmon, as well as their habitats, is made possible through 20 projects funded by NFWF's Alaska Fish and Wildlife Fund. In Hawaii, NFWF conservation programs are supporting the recovery of highly endangered birds.

OVERSEAS
Internationally, NFWF's programs range from coral reef conservation in the Caribbean and South Pacific to rhinoceros relocation in Africa and the Save the Tiger Fund in Asia.

Coral reefs, mountain meadows, estuaries, grasslands, high desert and coastal lakeplain—these varied geographies provide refuge for thousands of species, all uniquely adapted to their habitats. Man-made changes to the ecosystem, including the increased fragmentation of open land, pose threats to the health of fish, plants and wildlife.

IN 2010:

417

GRANTS AWARDED

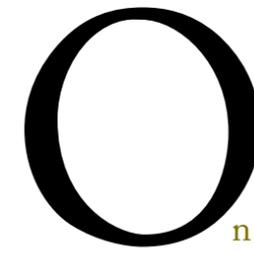
\$179 MILLION

INVESTED FOR CONSERVATION

Finding solutions to these complex questions is the heart of NFWF's work. In 2010, our 417 grants addressed some of the country's biggest conservation challenges through smart, science-based projects. The eight stories that follow illustrate our role in the top environmental story of the year—the oil spill in the Gulf—as well as our ongoing actions to support wildlife and habitat across our lands and seas.



URGENT ACTION
TO SAVE
GULF WILDLIFE



On April 20, 2010, an environmental disaster erupted in the Gulf of Mexico, with devastating implications for North America's richest marine ecosystem. The explosion on the Deepwater Horizon rig, which eventually released an estimated five million barrels of crude oil into Gulf waters, occurred only weeks before the sea turtle nesting season, and just prior to the seasonal migrations of more than one billion birds.

Drawing on more than two decades of experience in the Gulf, the Foundation immediately engaged its long-standing network of conservation partners operating in the region. NFWF convened its own experts, representatives from federal and state agencies and leading biologists, assembling a portfolio of projects to protect imperiled wildlife. The strategy targeted species most at risk—sea turtles, shore birds, water birds and migratory waterfowl—and stressed immediate action to reduce losses.

As the damaged well continued to leak and discussions on how to address the catastrophe continued, BP announced a plan to donate net revenues from oil recovered from the site to help protect wildlife populations. It chose NFWF to administer the fund. The Foundation quickly launched the priority projects it had identified, using an initial commitment of \$10 million from BP and an additional \$2.25 million from corporate partner Walmart.

Sea turtles in the Gulf, already endangered, were an early focus. Projects that addressed ongoing threats to their populations, including nest disturbances by predators, beach erosion and light pollution, were quickly accelerated by the Sea Turtle Conservancy, a NFWF partner since 2001. The Conservancy also allocated funds to help supply and expand 12 permitted turtle rehabilitation services across Florida—funding that effectively doubled the capacity for treating sick or injured sea turtles statewide.

“Absolutely everything we did was new and not possible before,” said David Godfrey, the conservancy’s executive director. “We needed to improve survivorship and reduce turtle mortality on Florida beaches, where 90 percent of all sea turtle nesting [in the U.S.] takes place. And our actions will have a multiplier effect. This year’s hatchlings are going to grow up, come back to nest and gradually grow the population.”

On the shores of Alabama and northwestern Florida, federal and state officials confronted an unprecedented challenge: sea turtle hatchlings emerging from newly-laid eggs faced certain danger from oil contamination in the Gulf. Federal officials contacted NFWF, who called on corporate partner FedEx for in-kind assistance in shipping the eggs to the Atlantic coast of Florida. Over the



278

SEA TURTLE NESTS
EXCAVATED AND RELOCATED
FROM SPILL ZONE

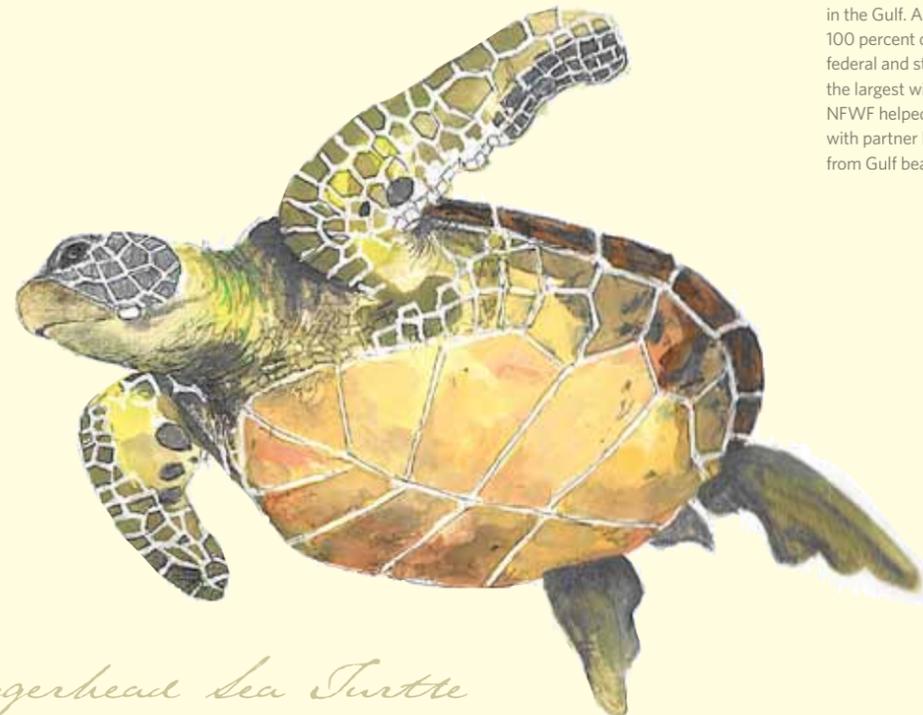
25,000

SEA TURTLE EGGS
TRANSPORTED FROM THE GULF
COAST TO CAPE CANAVERAL

800-900

SEA TURTLES ESTIMATED TO
BE SAVED ANNUALLY BY NFWF
GULF RESPONSE PROJECTS

Sea turtles about to emerge from their eggs faced certain peril from the oil spill in the Gulf. Anticipating the loss of 100 percent of this year's hatchlings, federal and state officials organized one of the largest wildlife relocations in history. NFWF helped coordinate the transfer with partner FedEx, who shipped the eggs from Gulf beaches to the Atlantic coast.



Loggerhead Sea Turtle

CARETTA CARETTA

next five weeks, FedEx's Custom Critical service safely delivered more than 25,000 turtle eggs (the contents of 278 nests) to Cape Canaveral, where they were incubated and successfully released. Elsewhere along the Gulf and Atlantic coasts, NFWF invested in projects to prevent the accidental capture of sea turtles by commercial fisheries—the leading cause of death for turtles, and one preventable through improvements to fishing gear.

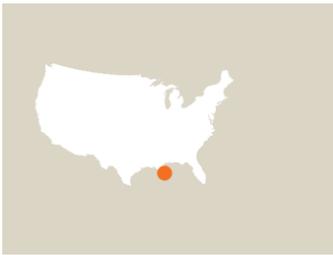
As the crisis moved into its third month, NFWF and its partners began an initiative to establish alternative habitats for birds migrating towards the spill zone. Their aim was to provide 100,000 acres—a goal that was surpassed five-fold, with projects that extended across eight states.

By the end of August, the Department of Agriculture's Natural Resources Conservation Service (NRCS), the U.S. Fish and Wildlife Service, state agencies and private organizations like Ducks Unlimited and Mississippi Wildlife were enrolling Gulf-area farmers and landowners in programs that used cropland or restored degraded wetlands to provide habitat and food sources for migrating birds. National Audubon Society, The Nature Conservancy, Louisiana Wildlife and Fisheries Foundation, Texas R.I.C.E., Alabama Wildlife Federation and others joined the effort.

Farmer Glenray Trahan, who raises rice and cattle in southwestern Louisiana, flooded close to 2,000 acres with spectacular results. "We were in the middle of a drought down here and the marshes were dry. We knocked the stubble down and started flooding on the 25th of August, and we had more blue-winged teal than I had seen [in 65 years]," he recalls. "And when the big duck season started, we had more pintails and green-winged teals than I'd ever seen. We couldn't have done it without the funds we got from [NFWF grantee] Ducks Unlimited and NRCS," he adds.

Investments by Walmart filled a crucial gap by establishing wetland habitat areas on federal and state wildlife refuges—public lands that provide the highest value for bird life around the Gulf. All told, through November 2010, the first phase of projects established nearly 200,000 acres of alternative habitat for birds and served as the catalyst for federal agencies to enhance and flood additional lands, creating a total of more than 500,000 acres.

NFWF's Gulf response continues. At the end of 2010, the Foundation began a second phase of funding that will invest an additional \$10 million for projects to bolster wildlife and habitat most affected by the spill. The benefits for Gulf species will endure long after initial damage from the largest oil spill in U.S. history has passed.



1 BILLION

BIRDS MIGRATING
ANNUALLY THROUGH
THE GULF REGION

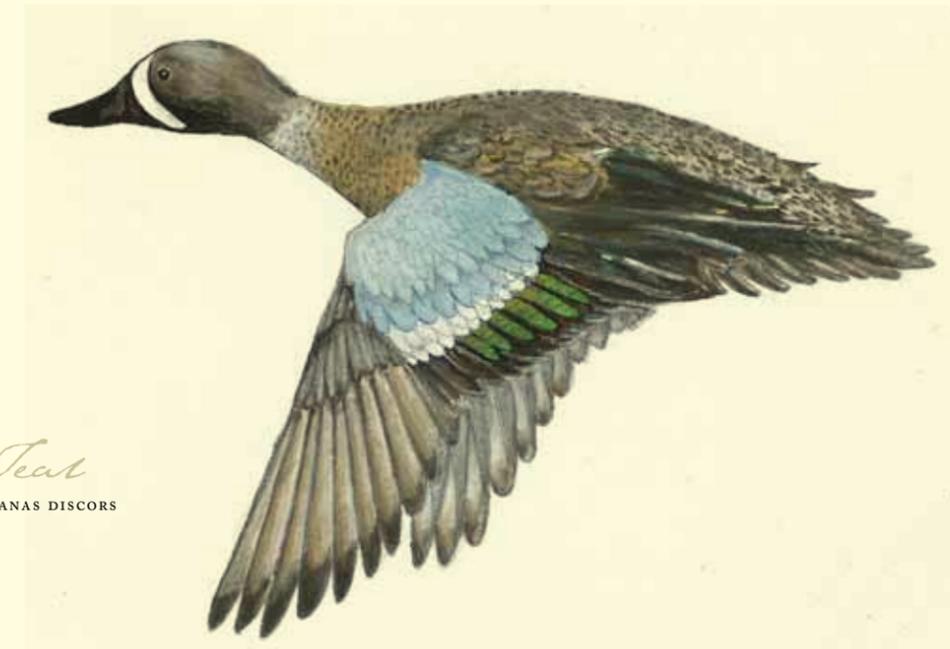
30+

SPECIES OF BIRDS
POTENTIALLY THREATENED
BY THE OIL SPILL

500,000+

ACRES OF ADDITIONAL
BIRD HABITAT CREATED BY
NFWF AND PARTNERS

The creation of more than half a million acres of wetlands in the Gulf region provided critical feeding and habitat areas for migratory waterfowl, shorebirds and water birds affected by the oil spill, including dowitchers (above). Efforts extended across eight states and into the Mississippi flyway. Drought conditions in the region intensified the need for alternative bird habitat.



Blue Winged Teal

ANAS DISCORS



**RESTORING
WATER TO
A DYING LAKE**

I

n 2009, in the small town of Hawthorne, Nevada, the Walker Lake Working Group cancelled its annual Loon Festival. The event once brought hundreds of visitors to the shores of this 50-square-mile lake, 85 miles southeast of Reno, but the ongoing loss of fresh water flows to the lake has caused its elevation to drop nearly 150 feet during the past century.

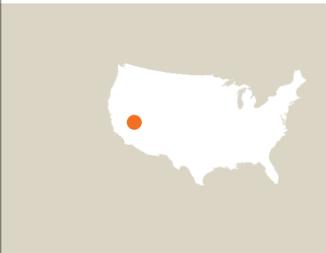
Without abundant fresh water, fish like the native Lahontan cutthroat trout and tui chub have declined or been lost; without the fish, fewer migratory waterfowl visit each spring. And without loons, grebes, cormorants and white pelicans, an event that brought hundreds of tourists to this rare high-desert oasis has been suspended.

Since 2002, efforts have been underway to restore Walker Lake in a way that balances the needs of its wildlife and the needs of the local agricultural community. The Walker Basin Restoration Program was established to purchase water from willing sellers, helping the lake to recover and improving the health of the Walker River, its watershed, and upstream agricultural communities.

Salinity in Walker Lake has increased dramatically as a result of declining water levels, which together with dams and upstream water diversions have had significant adverse impacts on both lake and river ecology. Lahontan cutthroat trout, named for the prehistoric lake that once covered much of northern Nevada, once routinely weighed 30 pounds or more; now, they're a federally listed threatened species. The tui chub, a smaller fish that provides an essential food source for both the trout and waterfowl, is also under stress. Water acquisition efforts, aided by a few wet years, could help reverse the trend.

Since assuming leadership of the Walker Basin Restoration Program in January 2010, NFWF has closed on five voluntary purchase and sale agreements with individual landowners in the Basin. The surface and ground water rights represent approximately 10 percent of what is likely to be needed to restore Walker Lake to ecological health over time. Several of these agreements also include the acquisition of lands that provide important habitat for plants and wildlife. In the coming months, a grant agreement with the Walker River Irrigation District for a demonstration water leasing program is also expected to be finalized.

NFWF also supports research on ways to improve water quality and the ecology of the Walker Basin watershed while sustaining a strong local economy. Those studies are being conducted under a grant agreement with the University of Nevada-Reno and the Desert Research Institute, whose early work in the Basin provided an important foundation for current efforts.



50

SQUARE MILES OF
CURRENT SURFACE AREA
IN WALKER LAKE

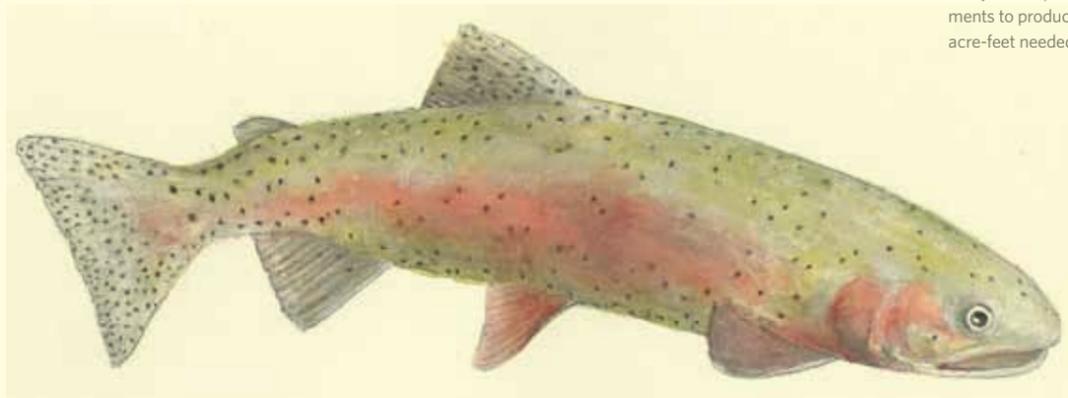
150

TOTAL FEET DECLINE IN
SURFACE ELEVATION IN THE
LAST CENTURY

10%

OF THE ACRE-FEET NEEDED TO
RESTORE WALKER LAKE SECURED
BY AGREEMENTS IN 2010

Reduced freshwater flow to Walker Lake has wiped out its population of Lahontan cutthroat trout, now a federally listed threatened species. NFWF is addressing the lake's decline through the Walker Basin Restoration Program, which in its first year of operation concluded agreements to produce 10 percent of the total acre-feet needed.



Lahontan Cutthroat Trout

ONCORHYNCHUS CLARKI HENSHAWI



**REDUCING
POLLUTION AT
ITS SOURCE**

Amish farmers in rural Lancaster County, well-known for their traditional way of life, face contemporary environmental challenges. Their region of south central Pennsylvania is one of three “hot spots” in the Chesapeake Bay watershed where polluted runoff from farms drains into local streams and helps create dead zones in the Bay.

For 23 years, Lancaster Farmland Trust has worked with Amish families to permanently protect their lands. The Trust, a NFWF grantee since 2008, has helped to preserve more than 360 farms and a unique way of life. “Younger farmers want to find out how to increase production, improve the health of their dairy cattle and protect the health of their families,” explains executive director Karen Martynick. “Our long-term goal is to assist farmers with Best Management Practices—to bring everybody into compliance for clean streams, waterways and the Chesapeake Bay.”

Restoring the Chesapeake requires reducing pollution in tributaries throughout the watershed. In 2010, the Trust received NFWF funding for a project to help Amish families in the Mill Creek watershed install fencing along streambanks on their properties and build livestock crossings. Both are proven measures that keep cattle and manure out of local creeks, but can be too expensive for farmers to adopt. “The reason they’re not doing it is because they don’t have the money. Farmers want to be good stewards, but the margins are so slim they don’t have the financial resources to make improvements,” Martynick explains.

Utilizing its unique relationship with farm owners, the Amish community and the Millcreek Preservation Association, Lancaster Farmland Trust is organizing the installation of nearly five miles of streambank fencing and 10 livestock crossings on seven local farms. “With NFWF’s help, we can offer assistance to Amish farmers who won’t work with government programs,” says Martynick. “Mill Creek has lots of preserved farms that have stream frontage. And as we make people aware of the benefits of installing fencing, we’re improving the water quality.”

Corporate partner Altria, which helped to fund four NFWF projects in the mid-Atlantic in 2010, provided support for the streambank fencing undertaking, as well as other urban, forest and wetland conservation efforts throughout the Chesapeake region.

“When we looked at the challenge of protecting and also being good stewards of Lancaster farmlands, we knew we had a responsibility to work with the Amish,” says Martynick. “We applied for the NFWF grant with one goal: to help improve conservation on their lands.” But improved water quality will benefit local trout populations as well, and contribute to the larger effort to bring the Chesapeake Bay back to life.



208,448

ACRES OF CHESAPEAKE FARMLAND WHERE BEST MANAGEMENT PRACTICES ARE IMPLEMENTED

6.3 MILLION

POUNDS OF NITROGEN POLLUTION REMOVED FROM AGRICULTURAL RUNOFF ENTERING THE CHESAPEAKE BAY ANNUALLY

10%

PROGRESS TOWARD AGRICULTURAL NITROGEN REDUCTION GOAL ACHIEVED THROUGH CHESAPEAKE BAY STEWARDSHIP FUND GRANTS

Waterways from six states, including Pennsylvania, empty into the Chesapeake Bay. They carry polluted runoff from urban, suburban and rural areas. Pollution creates dead zones in the Bay, which lack the oxygen that fish and blue crabs need to survive.

Blue Crab

CALLINECTES SAPIDUS





IMPROVING
URBAN WATER
QUALITY

Randall's Island is a thin

slice of land in New York City's East River. It's best known as the home of the busy RFK Bridge (formerly the Triborough), which links Manhattan, the Bronx and Queens. It's also the address of a well-used complex of recreational ball fields and the Five Borough Administrative Building, a municipal garage that's become a model for urban conservation with the help of a NFWF grant.

In a pilot project, New York City Parks installed a 7,500-square-foot green roof on the Five Borough building this year. The living system of native plants effectively reduces water pollution by keeping more than a quarter million gallons of stormwater annually out of the East River and western Long Island Sound, absorbing rainfall that would otherwise pour directly into storm drains. Between storms, the vegetation helps to insulate the building and lessens the heat effect created by traditional asphalt surfaces. It's another step towards improved water quality in Long Island Sound, an area in which NFWF has made significant conservation investments over the past five years.

Key to the Randall's Island project was the involvement of the Green Apple Corps, a city-funded program that immerses young people in ecological restoration, urban forestry and environmental education work. The Corps has trained nearly 200 graduates who have gone on to share their commitment to stewardship and environmental responsibility. Additional hands-on help was contributed by NFWF corporate partner FedEx, which brought its employees to the site to prepare and assemble plant materials during its nationwide community service day in April 2010.

Green Apple Corps director Brian Aucoin put the project on the fast track, assembling a design and plant supplies just months after the NFWF award was announced. "Our grant from NFWF covered all the materials, and we were able to utilize our in-house tech services—that really helped," he recalls. "With our engineers' help, we used hoists to get the raw materials to the roof top and installed the whole system in two days."

The Randall's Island project was awarded a grant from NFWF's Long Island Sound Futures Fund, a partnership with the EPA and other federal and state agencies. The success of the pilot at the Five Borough building has encouraged New York City Parks to apply for funding for green roofs at other recreation centers, and three additional projects are now underway.



70-90%

AMOUNT OF RAINFALL
RETAINED BY THE
FIVE BOROUGH GREEN ROOF

16

SYSTEMS OF PLANT MATERIALS
AND SUBSTRATES USED IN THE
FIVE BOROUGH GREEN ROOF

85%

AMOUNT OF CADMIUM, COPPER
AND LEAD REMOVED FROM
RAINWATER BY GREEN ROOFS

Urban havens like the Five Borough Building green roof on Randall's Island attract unexpected varieties of wildlife. A pair of red-tailed hawks often visits the rooftop, which improves the building's energy efficiency and reduces polluted stormwater runoff to the East River.



Red-tailed Hawk

BUTEO JAMAICENSIS



MAXIMIZING
LOCAL
EFFORTS

Not long ago, Sweetwater Creek in Belfair, Washington, was anything but. Overrun with weeds, the once-healthy stream had become a dumping ground. Salmon that spawned in the currents were blocked by debris and other man-made barriers. With a grant from NFWF's Community Salmon Fund, the Hood Canal Salmon Enhancement Group mobilized local residents to undertake a major restoration.

Today, the trash is gone, the creek has been returned to its natural contours, and thickets of invasive knotweed have been cleared. Before the project, there were fewer than 50 salmon in the area; now, as many as 1,000 are counted each year.

The Community Salmon Fund (CSF), which marked its tenth anniversary in 2010, has created a mosaic of such community efforts across Washington State. Each of its 361 grant awards has supported the recovery of the Pacific Northwest's most iconic species through smaller-scale projects involving civic organizations, tribes, farmers, foresters and other partners. With annual appropriations from the U.S. Fish and Wildlife Service and funding from program partners including the Salmon Recovery Funding Board, King County, Pierce County, and the King Conservation District, CSF has expanded from work in a single county in 2001 to become a regional conservation force. It now supports programs in 27 designated salmon recovery areas located in 17 watersheds.

Each award is community-driven. CSF seeks proposals from regional organizations for projects that will effectively restore salmon habitat consistent with local recovery plans, and makes investments based on input from local technical experts. Participation in on-the-ground actions gives everyone a stake—even the youngest citizens.

One such contingent is a group of students from Belfair Elementary, who help raise fall chum in an aquarium and release them into the creek in spring. "They're really excited. They get out there and see all these little tiny alevin (immature salmon) and realize how many can be in a small space," says Mendy Harlow, a salmon habitat biologist with the Hood Canal Salmon Enhancement Group and parent of a Belfair student. "We have an environmental studies club, too, that takes pupils on expeditions to the creek to plant the streambanks." She adds that the restoration also inspired the local Kiwanis Kids Club to undertake a Sweetwater Trail extension along the creek.

"It's exciting to see this restoration project moving forward, and to have Sweetwater Creek returned to good health," says Fred Barrett, president of the Pacific Northwest Salmon Center Board of Directors. "The natural beauty of this area is something we all must be good stewards of—for the wildlife, for ourselves and for future generations."



17

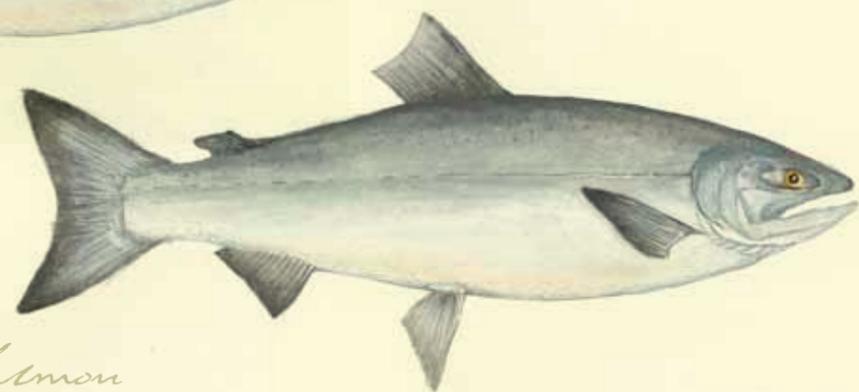
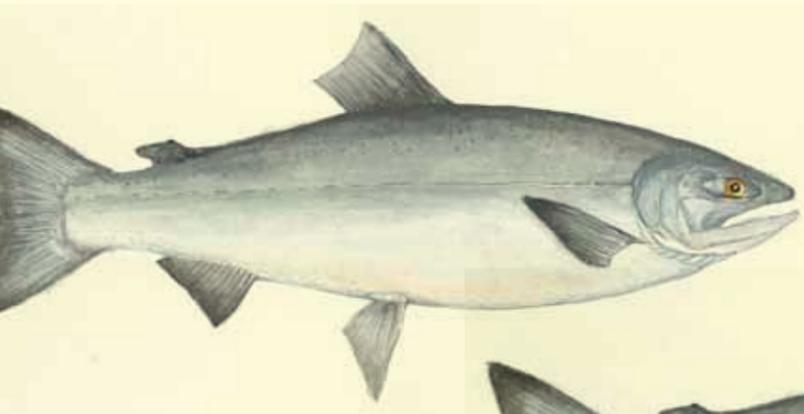
PACIFIC NORTHWEST SALMON
POPULATIONS LISTED AS
ENDANGERED OR THREATENED
SINCE 1991

361

PROJECTS SUPPORTED
BY NFWF'S COMMUNITY
SALMON FUND

2.5 MILLION

WILD SALMON RELEASED
BY THE HOOD CANAL SALMON
ENHANCEMENT GROUP



Chum Salmon

ONCORHYNCHUS KETA

Stocks of Pacific Northwest salmon have experienced dramatic declines in recent decades, but many communities have implemented projects to help them rebound. NFWF is one of the major funders of salmon recovery projects in the region.



**SUPPORTING
NATIVE
SPECIES**

“**I**nvasive species are one of the greatest threats to conservation worldwide,” says Ann Maine, president of Lake County Forest Preserve District. Her organization, in partnership with seven others in Wisconsin and Illinois, is fighting to bring the local ecosystem back into balance with support from the Sustain Our Great Lakes program.

The coalition is working to protect a variety of lakeplain habitats — wetlands, sand prairies, savannas, sedge meadows and rare coastal communities called panne— along an 18-mile stretch of Lake Michigan coastal plain. Non-native plants have all but wiped out indigenous ones in some of this area, diminishing nesting and food sources for native wildlife.

“These 4,000-plus acres of publicly protected lands are home to 500 plant and 300 animal species. They’re also a stop-over point for 160 kinds of migratory birds, and a breeding area for many others,” explains Debbie Maurer, ecologist for the Lake County Forest Preserve District. “What’s happened over time is that extensive development, drainage ditches and culverts have degraded the habitat,” allowing invasives to take over. Many lakeplain plants, including native orchids, sedges and grasses, are already threatened or endangered. As these species disappear, local wildlife that rely on native plants and habitat (such as sandhill cranes, American bitterns and Blanding’s turtles) begin to lose ground, too.

Labor-intensive actions to clear out invasives are now underway from Kenosha, Wisconsin to Waukegan, Illinois. After clearing, seeds of native plants, carefully gathered by project volunteers, are sown in the exposed soil to replace invasive species that have choked the ground.

The lakeplain project is one of more than a hundred conservation efforts taking place across the region through Sustain Our Great Lakes, a bi-national, public-private program administered by NFWF and funded by partners ArcelorMittal, the U.S. Environmental Protection Agency, the U.S. Fish and Wildlife Service, the USDA Forest Service and the National Oceanic and Atmospheric Administration. As the program’s lead corporate partner, ArcelorMittal has contributed crucial financial support, staff time and other resources. “The Great Lakes are a critical community and economic resource, and ArcelorMittal is committed to the sustainability of these waters and their surrounding areas,” said Bill Steers, president of ArcelorMittal USA Foundation. “With Sustain Our Great Lakes, we appreciate the spirit of collaboration that underlies the program’s design. The cooperation among all of the partners is key to maximizing our on-the-ground impact.”

Maine agrees that the public-private collaboration in Sustain Our Great Lakes sets it apart. “The breadth and commitment of the partners make this project unique,” she says. “It’s a great example of the federal government, private business, and local conservation organizations cooperating to protect unique natural resources.”



524

MILES OF FISH HABITAT RESTORED

1,605

ACRES OF COASTAL HABITAT RESTORED

160

MIGRATORY BIRD SPECIES THAT USE THE COASTAL LAKE PLAIN AS HABITAT

Controlled burning is one of several methods used to remove invasive plants from the Great Lakes coastal plain. After the blaze, seeds of native plants are sown in the cleared ground. Pitcher’s thistle, native to the region, blooms and sets seeds only once during its lifetime, but attracts 30 species of insects to its blossom.



Pitcher Thistle

CIRSIUM PITCHERI



MITIGATING ENVIRONMENTAL IMPACT

California's investment in clean energy, fueled by support from the federal government, soared in 2010. The California Energy Commission approved applications for nine solar facilities which will generate more than 4,100 megawatts—enough to power more than three million single family homes for a year.

The Colorado and Mojave deserts in the state's southeastern region have been targeted as prime locations for these large-scale installations. Protecting the deserts' fragile ecology has been identified as a top priority by state and federal agencies, and is mandated by both state and federal law. Accordingly, companies building renewable energy projects in the Mojave and Colorado deserts are required as part of the permitting process to minimize and mitigate their impacts on local species and habitats. The Renewable Energy Action Team (REAT), composed of representatives from the U.S. Bureau of Land Management, the U.S. Fish and Wildlife Service, the California Department of Fish and Game, and the California Energy Commission, enlisted NFWF's assistance in May 2010 to help permittees comply with these requirements.

Through the REAT agreement with NFWF, companies have the option to deposit mitigation funds in an account administered by NFWF's Impact Directed Environmental Accounts (IDEA) program. The IDEA program, which has existed at NFWF for more than 20 years, is designed to receive, manage, and disburse conservation funds arising from legal and regulatory proceedings—court orders, settlements of legal cases, and regulatory permits like those issued by the REAT—and ensure they are applied effectively.

Solar installations in the Colorado and Mojave deserts could pose risks to as many as 20 wildlife species, and the desert tortoise is of particular concern. The tortoise is already classified as threatened, and its recovery is further challenged by a rising number of ravens. Tortoise hatchlings present a ready food source for the birds, which have followed humans into the arid environment.

"Ravens are very intelligent and adaptable, and they use development to move across the desert, where they didn't live before," says Vicki Campbell, Endangered Species Act Specialist for the California Office of the Bureau of Land Management. "They'll perch on power lines or trees, find a tortoise population, and have a pretty big impact. The renewable energy projects present an opportunity for the ravens to increase, and we need to deal with this so it doesn't decimate the tortoises."

In the coming years, the REAT expects to work with IDEA to identify raven concentrations, focus on necessary mitigation actions, and oversee land acquisitions that will create core tortoise habitat in areas away from disturbances. "With the REAT agreement, we're making sure that we can tie the mitigation funds to actual projects that are identified up front," Campbell explains. "NFWF's staff problem-solves with us. They figure out how to make it work on the ground."



33%

AMOUNT OF ELECTRICITY TO BE SUPPLIED BY RENEWABLE ENERGY IN CALIFORNIA BY 2020

20

WILDLIFE SPECIES POTENTIALLY AFFECTED BY RENEWABLE ENERGY DEVELOPMENT

90%

DECLINE IN THE NUMBER OF DESERT TORTOISES SINCE THE 1950S

Desert Tortoise

GOPHERUS AGASSIZII



Large-scale solar installations like this one in Europe are being permitted for development in the California desert. NFWF's IDEA program will administer funds from developers of renewable energy projects to mitigate impacts to threatened wildlife, such as desert tortoises.



**SOLUTIONS
FOR SUSTAINABLE
FISHERIES**

F

ish, sometimes called “the

last wild food,” are being harvested in record numbers. Across the world’s oceans, stocks are plummeting, prompting calls for immediate action to promote sustainable fisheries.

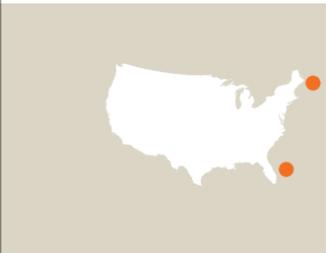
In the U.S., the crisis has underscored the need for cooperation among the commercial fishing industry, fisheries managers, scientists and government, and NFWF has responded by bringing partners together to find solutions. In the last decade, the Foundation has sponsored a variety of projects in the U.S. to help protect marine wildlife while preserving fishermen’s economic well-being.

In 2009, Florida fishermen faced major losses when state officials shut down their operations because traditional longlines — miles-long lengths of wire with hundreds of hooks — were accidentally catching and drowning endangered sea turtles. Grants from NFWF helped the local economy rebound by covering half the cost of exchanging longlines for new “vertical” gear that prevented turtle bycatch. “It was a godsend at the time,” says Glen Brooks of Cortez, Florida. “Everybody really appreciated it because it gave us the option to explore new fishing methods without going bankrupt.”

In the Gulf of Maine, recent steep declines in river herring (also known as alewives) raised concerns that the fish, a vital link in the food chain, were disappearing. To determine where populations were being affected, NFWF supported investigations and built the capacity of partners — NOAA, the states of Maine and Massachusetts, the Gulf of Maine Research Institute (GMRI), Environmental Defense Fund, the Sustainable Fisheries Coalition and the Atlantic States Marine Fisheries Commission (ASMFC) — to find ways to reduce the accidental take of alewives by commercial fishermen.

“One of the major issues facing alewife harvesters is that the ASMFC is requiring each state to prove they are sustainable,” explains Jason Stockwell, a research scientist at the GMRI. His work, funded by NFWF, tracks how bycatch mortality affects specific alewife populations. That data will allow fishery administrators to make informed decisions, notes Michael Brown, Marine Resource Scientist for the state of Maine. “Thanks to the grant from NFWF, we’ve been able to survey our in-river fisheries for the first time since the 1940s, which is giving us the information we need to ensure these fisheries are sustainably managed,” says Brown. Maintaining sustainable catch levels will help keep fishermen in business.

Making sure that fishermen keep their livelihoods while ensuring a healthy ecosystem is a keystone of NFWF’s marine conservation efforts. In 2010, NFWF launched the Fisheries Innovation Fund, which seeks well-designed plans for stewardship and economic sustainability in fisheries. The Fund, supported by NOAA, the Walton Family Foundation and the Gordon and Betty Moore Foundation, is designed to foster innovation and support participation of fishermen and fishing communities in the design and implementation of catch-share fisheries and other management strategies, with the goal of rebuilding dwindling stocks.



1.4 MILLION

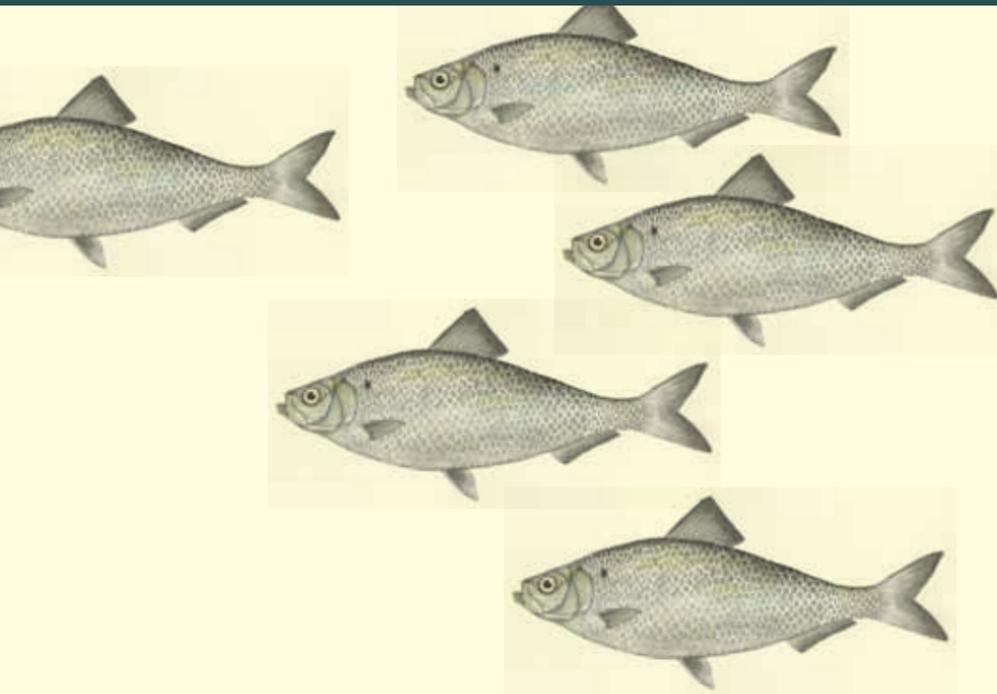
ALEWIVES ESTIMATED TO BE LOST EACH YEAR TO BYCATCH

800,000

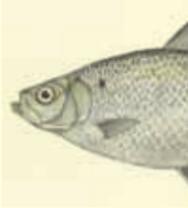
ALEWIVES EXPECTED TO RETURN TO SPAWNING GROUNDS EACH YEAR AS A RESULT OF NFWF-FUNDED PROGRAMS

\$289 MILLION

ANNUAL VALUE OF THE AMERICAN LOBSTER AND ATLANTIC HERRING FISHERIES THAT COULD BE LIMITED BY THE DECLINE IN ALEWIVES



In addition to being a key food source for species including striped bass, bluefish, seals, ospreys, and bald eagles, alewives are used by lobstermen in the Northeast to bait their traps. If the current decline in alewives is not reversed, it could have an economic impact on the lobster industry. Through its fisheries programs, NFWF is helping find sustainable approaches that protect ecosystems as well as fishermen’s livelihoods.



Alewives

ALOSA PSEUDOHARENGUS



As directed by our Congressional charter, the National Fish and Wildlife Foundation works closely with U.S. government agencies to maximize conservation results. These partners advanced our shared efforts in 2010.



U.S. FISH AND WILDLIFE SERVICE

When Congress established the National Fish and Wildlife Foundation in 1984, the Fish and Wildlife Service (FWS) became the Foundation's first federal partner. Today, FWS continues to work with NFWF to forge new initiatives that bring conservation organizations, governments, businesses and individuals together to generate new resources for conservation. From 1986 to 2010, the Foundation leveraged \$175 million in FWS-appropriated funds to support more than 4,170 grants to 1,800 conservation partners, resulting in more than \$682 million in projects that benefit conservation in all 50 states, the U.S. territories and around the globe.

In FY2010, the Foundation leveraged \$8 million in FWS funds into approximately \$34 million for on-the-ground conservation. FWS funds support targeted conservation efforts focusing on at-risk species, habitat enhancement and community-based stewardship. The partnership seeks to increase populations of targeted species through the restoration of landscape-level habitats. Areas of focus include shortgrass prairie, sagebrush steppe, longleaf pine, early successional forest, estuary and Pacific salmon ecosystems.



NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

The National Oceanic and Atmospheric Administration (NOAA) and the Foundation have a longstanding partnership to sustain, restore and enhance marine and coastal habitats, as well as to increase populations of imperiled marine species. Working closely with the agency, the Foundation has leveraged more than \$59 million in NOAA funding to produce more than \$172 million for on-the-ground and in-the-water conservation.

In FY2010, the Foundation awarded \$3.2 million in NOAA funds to projects focused on coral reefs, sea turtles, marine debris removal, marine protected areas and California coastal conservation. While some of these projects did not require matching funds, the Foundation's partners leveraged the NOAA funds with an additional \$2.8 million for marine conservation. In addition, a new partnership was launched in FY2010 which will focus on the development of sustainable fisheries by working proactively with the local fishing community.



U.S. ENVIRONMENTAL PROTECTION AGENCY

The Foundation's partnership with the U.S. Environmental Protection Agency (EPA) supports innovative, large-scale nutrient and sediment reduction efforts, as well as community-based watershed restoration. Since 1998, Foundation grant programs sponsored by the agency have awarded approximately 1,300 grants, leveraging \$61 million in EPA funds into more than \$185 million for restoration projects to benefit our nation's water quality. For FY2010, the Foundation leveraged \$16.5 million in EPA funds into more than \$45 million through the Chesapeake Bay Stewardship Fund, the Sustain Our Great Lakes program (in partnership with FWS), the Long Island Sound Futures Fund and the Five-Star Restoration program.



BUREAU OF RECLAMATION

NFWF worked with the U.S. Bureau of Reclamation throughout FY2010 on the initial phase of the Walker Basin Restoration Program, a watershed-scale initiative to restore and maintain Nevada's Walker Lake, an at-risk, natural desert terminal lake. The Foundation focused on increasing water flows into Walker Lake primarily through the acquisition of water rights from willing sellers, with concurrent development of grant programs in the areas of water leasing, water conservation, land stewardship, decision support and associated research. The Foundation is also working with the University of Nevada-Reno, the Walker River Irrigation District, the Walker River Paiute Tribe, state agencies, local governments, farmers and ranchers, and others in the community to implement the program.



BONNEVILLE POWER ADMINISTRATION

In partnership with the Bonneville Power Administration, the Foundation supports an innovative, grassroots, incentive-based initiative to improve river and stream flows for imperiled fish. The Columbia Basin Water Transaction Program is the first regional effort in the U.S. to enhance flows in tributaries compromised by legal water diversions. Agency, tribal and nonprofit partners in Oregon, Washington, Idaho and Montana worked to secure flows through 131 transactions in FY2010. These flows restored more than 96,600 acre-feet instream to boost high-priority, fish-bearing habitat for communities across the region. This is the most flow secured in-stream to date.



USDA FOREST SERVICE

For more than 20 years, the Foundation and the U.S. Department of Agriculture Forest Service (FS) have worked together to conserve forested lands through stewardship and watershed restoration programs. Through this relationship, the Foundation has grown \$33 million in FS-appropriated funds into more than \$158 million to benefit forest species and ecosystems. In FY2010, the Foundation awarded \$2.8 million in FS-appropriated funds, which were leveraged



BUREAU OF LAND MANAGEMENT

The Foundation and the Department of the Interior Bureau of Land Management (BLM) have partnered for 19 years to support conservation efforts on or benefiting the nation's critical federal rangeland ecosystems. During that time, the Foundation has leveraged \$39 million in BLM-appropriated funds into more than \$156 million to support habitat restoration and species recovery activities. In FY2010, the Foundation leveraged \$2.7 million in BLM funds into more than \$11 million for conservation projects focused on native fish habitat restoration, migratory corridors, lesser prairie-chicken recovery and the conservation of key desert habitats. In FY2010, the Foundation, BLM and other agency stakeholders entered into an agreement to support conservation activities designed to mitigate renewable energy projects taking place in Southern California.



USDA NATURAL RESOURCES CONSERVATION SERVICE

The Foundation has a long-standing relationship with the U.S. Department of Agriculture Natural Resources Conservation Service (NRCS). In FY2010, it entered into new partnerships with NRCS focused on developing a water transaction framework for Northern California and on restoring coral reefs through upstream land management in Puerto Rico. At the close of the fiscal year, the Foundation and NRCS agreed to enter into a joint program to increase on-the-ground technical assistance capacity to promote conservation on private lands. This program will support innovative public-private partnerships and assist declining wildlife populations in priority ecosystems.

IN 2010, THE FOUNDATION ALSO WORKED WITH THE FOLLOWING AGENCIES:

- Army Corps of Engineers
- Department of Justice
- Marine Mammal Commission
- National Park Service
- U.S. Coast Guard
- USDA Animal Plant Health Inspection Service



Philanthropic support from corporations enables the Foundation to build on its federal and private contributions, increasing the resources available for conservation. We salute these firms for their generous commitment.



ALTRIA
Through its partnership with NFWF, Altria is helping to protect and restore the Great Lakes and the Chesapeake and Delaware Bays. Altria supports improved water quality by investing in effective conservation and restoration practices, and by accelerating implementation of the most innovative, sustainable, and cost-effective strategies.



BANK OF AMERICA
Bank of America offers a National Fish and Wildlife Foundation affinity credit card. Every purchase made with the card helps NFWF carry out its mission of sustaining, restoring and enhancing the nation's fish, wildlife, plants and habitats.



BASS PRO SHOPS
Bass Pro Shops and the Johnny Morris Foundation support the More Fish Campaign, which promotes fish habitat protection, enhancement, and restoration projects nationally. It focuses on engaging agencies, anglers, and other conservation groups at Table Rock Lake and the White River watershed in Arkansas and Missouri.



BED BATH & BEYOND
At Bed Bath & Beyond stores nationwide, \$1 from the sale of each reusable shopping bag is donated to NFWF to support marine and coastal programs across the country. Proceeds support the restoration of water quality in the Chesapeake Bay and Puget Sound and the protection of sea turtles and seabirds from harmful marine debris.



ARCELORMITTAL
The Sustain Our Great Lakes program, sponsored by ArcelorMittal, supports collaborative approaches to restoration of wetlands and other critical fish and wildlife habitat. In addition to restoring streams, wetlands, shoreline and upland habitat in the Great Lakes region, it has trained and educated more than 6,500 students, teachers, volunteers, and residents.



BP
In 2010, BP joined with NFWF to establish the Recovered Oil Fund for Wildlife, a program to support species imperiled by the oil spill in the Gulf of Mexico. The fund was made possible with proceeds from BP's share of net revenue from oil recovered from the Deepwater Horizon site. BP Alaska has provided support for vital research on Beaufort Sea polar bears. BP has also helped to establish the Alaska Sea Duck Fund to monitor imperiled sea duck populations, with an emphasis on eiders.



CHEVRON
Chevron Alaska's partnership with NFWF supports ongoing photo-identification of the Cook Inlet beluga whales, which helps to identify individual whales and obtain accurate population estimates. This data helps NOAA and other partners develop recovery plans for this endangered species.



CONOCOPHILLIPS
ConocoPhillips and NFWF have worked together for more than 17 years. The ConocoPhillips SPIRIT of Conservation Migratory Bird Program, launched in 2005, conserves threatened birds and their habitats around the world. It has provided funding for 39 projects in 10 states and five countries, protecting or enhancing more than 84,000 acres of priority bird habitat. ConocoPhillips in Alaska has partnered with NFWF since 2003 to support polar bear research and Cook Inlet beluga whale conservation projects.



COVANTA
Covanta Energy, NFWF, NOAA and Schnitzer Steel Industries, Inc. provide a no-cost way for fishermen to dispose of old, derelict or unusable fishing gear through the Fishing for Energy program. The program works with state and local agencies, community and industry groups and local ports to collect and recycle gear. Remaining waste is converted into clean, renewable electricity for local communities. More than 500 tons of marine debris have been collected to date.



EXXONMOBIL
Since 1995, ExxonMobil has invested in the Save the Tiger Fund's vision for tiger conservation. The Fund (www.savethetigerfund.org) represents one of the largest corporate commitments ever to save an endangered species. It supports protection and restoration of tiger habitats, tiger conservation education programs, efforts to curtail poaching and illegal trade of tiger parts, and mediation of human-tiger conflicts.



FEDEX
Through EarthSmart Outreach, FedEx works with NFWF in 12 U.S. cities to fund urban conservation projects. With FedEx team member engagement, the projects restore watersheds, improve air quality, encourage environmental stewardship, and foster community environmental education. During 2010, FedEx also assisted NFWF in the transfer of 25,000 endangered sea turtle eggs after the Deepwater Horizon oil spill.



PG&E CORPORATION
Since 1999, PG&E has partnered with NFWF on the Nature Restoration Trust: Empowering Communities program, which supports habitat restoration within PG&E's service districts in California. PG&E and NFWF empower local communities to care for native habitats and species and engage youth in hands-on restoration.



SHELL OIL COMPANY
The Shell Marine Habitat Program funds conservation projects that benefit marine and coastal habitats and species in the Gulf of Mexico, Long Island Sound and Alaska. The program has led the remarkable recovery of the endangered Kemp's ridley sea turtle along the Texas coast. Shell also helped NFWF establish the Shell Polar Bear Fund.



SOUTHERN COMPANY
Southern Company's Power of Flight Bird Conservation Fund protects birds through habitat and species restoration and environmental education. Its Longleaf Legacy Program helps to restore and conserve the longleaf pine ecosystem and sequester atmospheric carbon dioxide. Southern Company also partners with NFWF and EPA in the Five Star Restoration Grant Program, which supports community-based wetland, riparian, and coastal habitat restoration.



SYNGENTA
NFWF and Syngenta's Operation Pollinator™ brings together university researchers, government agencies, and nongovernmental organizations to help growers in California, Florida and Michigan establish on-farm bee habitats by planting low-cost, nectar-rich seed mixtures.



WALMART
Walmart and NFWF created Acres for America in 2005 to conserve vital open lands for future generations. With a commitment to permanently conserve at least one acre of priority wildlife habitat for every acre developed for the company's facilities, the partnership has already far surpassed Walmart's initial goal; 19 projects covering 629,000 acres have been funded in 15 states. In 2010, Walmart allocated funds from the Acres program to support NFWF projects for wildlife affected by the oil spill in the Gulf of Mexico.

To learn more about NFWF corporate partnerships, contact Joe Bond, Director of Corporate Relations, at 202-595-2452 or joe.bond@nfwf.org.



We are particularly grateful for the gifts of our private donors,
who provide essential support for our work on behalf of wildlife and their habitats.

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CONDENSED STATEMENT OF FINANCIAL POSITION

(in millions of dollars, as of September 30, 2010)

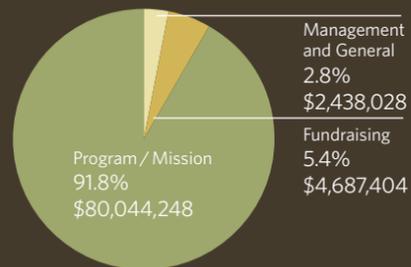
	2010	2009
Assets		
Cash and Investments	\$ 245.4	\$ 109.9
Other Assets	108.6	106.3
Total Assets	354.0	216.2
Liabilities and Net Assets		
Liabilities	273.3	161.0
Net Assets		
Unrestricted	31.6	27.6
Restricted	49.2	27.6
Total Liabilities and Net Assets	\$354.0	\$216.2

CONDENSED STATEMENT OF ACTIVITIES

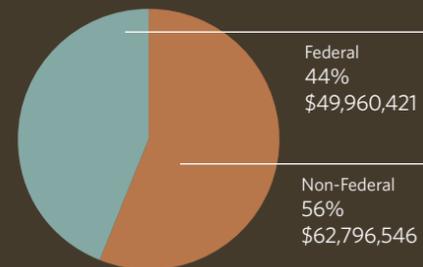
(in millions of dollars, for the fiscal year ended September 30, 2010)

Revenues and Support	Unrestricted	Temporarily Restricted	Total
Revenues and Contributions	80.0	32.7	112.8
Assets Released from Restriction	11.1	-11.1	0.0
Total Revenues	91.2	21.6	112.8
Total Expenses	87.2	0.0	87.2
Change in Net Assets	4.0	21.6	25.6
Net Assets, beginning of year	27.6	27.6	55.2
Net Assets, end of year	31.6	49.2	80.8

USE OF FUNDS



TOTAL REVENUE



FUNDS AWARDED BY THE FOUNDATION*

	2010	1984-2010
Federal Funds Awarded	\$ 40,387,799	\$ 529,973,849
Philanthropic Funds Awarded	\$ 20,563,725	\$ 211,839,362
Matching Funds Pledged by Grantees	\$ 118,221,791	\$ 1,073,455,932
Total Funds Invested	\$ 179,173,315	\$ 1,815,269,143

*In FY 2010, the Foundation also contractually obligated \$16.7 million to 147 additional conservation projects through its Impact-Directed Environmental Accounts (IDEA).

Jeff Trandahl
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