



Nature Needs Half™

A vision for our planet



Stewards of the Nature Needs Half™ vision
www.wild.org ■ www.natureneedshalf.org

WILD's work to expand and implement the vision of Nature Needs Half™

EXPAND: Working with partners world-wide, our goal is for individuals, organizations, governments and others to adopt the vision of Nature Needs Half™. As a global call-to-action, Nature Needs Half™ can be applied to many programs and projects in diverse contexts, all around the world.

IMPLEMENT: WILD is involved in several on-the-ground projects, demonstrating Nature Needs Half™ in action:

■ *WILD North America*

Boulder County (Colorado, USA), where WILD's headquarter office is located, is over half protected. Working with local organizations, we are highlighting Boulder's legacy of protecting nature and working to ensure that this legacy is handed down for generations to come.

Canada recognizes the importance of protecting at least half and has been working towards this goal for over 10 years. WILD is now involved in advancing this agenda, with key partners in government and conservation.

WILD's role as a facilitator of the **North American Wilderness Agreement**, signed at WILD9 (the 9th World Wilderness Congress, Mexico 2009), encourages and enhances practical collaboration between Mexico, Canada and US land management agencies. It is a continental-scale vision for wilderness. Trans-boundary cooperation is critical in realizing the vision of Nature Needs Half™, because an interconnected landscape is only possible with collaboration across borders.

■ *WILD Africa*

The large landscapes and vast migration pathways that support Africa's wildlife are perhaps best illustrated by the iconic elephant.

Our **Mali Elephant Project** works with local communities to ensure that the unique desert elephants of Mali (West Africa) are able to follow their traditional migration pathway, through the arid Sahel, to seasonal food and water sources.

In the Tracks of Giants, a new project of The Wilderness Network, will follow traditional elephant routes through southern Africa – from Angola to Swaziland – raising awareness of the need to connect the national parks and protected areas in the region. Both of these projects use the example of the elephant to show the importance of connected wild landscapes, an integral part of the vision of Nature Needs Half™.

■ *WILD Worldwide*

The World Wilderness Congress, WILD's flagship program, launched Nature Needs Half™ when it convened in November 2009 (Merida, Mexico). From this exciting launch, we've immersed ourselves in global outreach to spread the vision. We've influenced global protected area targets set by the IUCN (International Union for the Conservation of Nature), established partnerships with other conservation organizations and started a world-wide 'buzz'. As planning begins for WILD10, the next World Wilderness Congress, Nature Needs Half™ is a key organizing theme.



A Global Vision

Nature Needs Half™ – a global call to action to protect and inter-connect at least half of the planet, land and water, to support all life on earth.
www.natureneedshalf.org

La moitié pour la nature – un appel à l'action pour protéger au moins la moitié de la planète, terre et mer, de façon interconnectée afin de supporter l'ensemble de la vie sur terre.
www.lamoitiepourlanature.org

La mitad para la naturaleza – un llamado a la acción para proteger y conectar al menos la mitad de la superficie terrestre y marina del planeta y mantener así la diversidad de vida en la Tierra.
www.lamitadparalanaturaleza.org



Loss of natural habitat and ecosystem services; increased species extinction; rapid warming of the planet. These visible and measurable 'symptoms' are telling us something. Science is also telling us something. **We need to take action and protect more of our planet to support all of the plants, animals and people on earth.**

It is time to fearlessly embrace a global goal of protecting at least half of the planet's lands and waters, region by region, in interconnected protected areas. We have a duty to speak frankly about the implications of the clear scientific evidence and visible 'symptoms' of a planet in danger.

Failure to do so would be the ultimate disservice to people and planet alike. There is a compelling need for a new vision for how much of the planet can and should be protected. Simply put, **Nature Needs Half™**, and it is time to say so.

Images © Morgan Heim, Colorado Nature Needs Half project; © Harvey Locke; © Boyd Norton; and © Carlton Ward Jr., The Mali Elephant Project, who generously donated their use for this brochure.



Nature Needs Half™ is a global vision achieved through local action. You can be a part of the vision by working in your own neighborhood, state or country to protect wild-nature. Contributing your ideas, vision and work to the larger Nature Needs Half™ movement will help others world-wide to see our progress toward the goal and learn from your experiences. Perhaps your ideas can inspire action across the globe! Here are just a few ideas of how you can contribute to Nature Needs Half™:

- Get involved with local initiatives to protect or restore nature, wildlife habitats, forests, streams, etc.
- Tell your story or a story of a place you know. Contribute a case study to the Nature Needs Half™ website.
- Use your talents to further the vision of Nature Needs Half™ – whether that is photography, writing, music, community organizing, etc. The sky is the limit!
- Support The WILD Foundation’s work to expand and apply this vision by making a monetary contribution online at www.wild.org, via post (717 Poplar Ave, Boulder, CO) or via phone (303.442.8811).



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Hub of the global wilderness conservation movement & steward of the Nature Needs Half™ vision

2009-2010 ANNUAL REPORT

Financials (FY 12/2009)

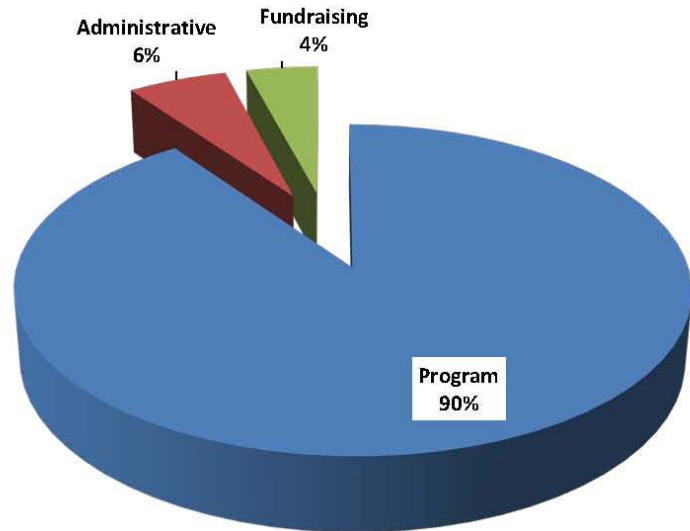
Revenue

Primary \$4,111,036
Other \$136,071
Total Revenue \$4,247,107

Expenses

Program \$3,312,160
Administrative \$210,592
Fundraising \$150,966
Total Functional Expenses \$3,673,718
Payments to Affiliates \$0
Change in Net Assets \$575,799
Net Assets \$1,910,049

Breakdown of Functional Expense



As the hub of the global wilderness conservation movement, WILD is the only international organization dedicated entirely and explicitly to wilderness protection around the world.

Our vision – **Nature Needs Half™** - is to protect and interconnect at least half of the planet's land and water because wilderness areas provide essential social, spiritual, biological and economic benefits. We envision a planet with ample clean water, fresh air and natural resources to support all life and believe that intact wilderness areas are an essential core element of a healthy modern human society.

How we work: WILD works in a unique, collaborative way. We create positive change for our planet through effective conservation action, convening power and targeted communications. We are committed to an inter-generational working model, where established and emerging leaders work together.

Where we work: Our work is historically focused in sub-Saharan Africa and now also spans North America, Europe, Latin America and Asia. Though our focus is wild-nature, we know that effective change cannot occur without people. Therefore, we also work in the "mind & heart" through publishing, the arts, wilderness law and policy and more.

World Wilderness Congress (WWC): The WWC is the world's longest running public environmental forum. Convening every four years, this ongoing conservation project produces practical results by drawing on all areas of WILD's work and facilitating the efforts of many hundreds of collaborating organizations, experts, agencies and communities from around the world.

SUPPORT WILD – "HALF" MATCH

This year, we have a very special year-end matching gift! Every donation made before 31 January 2011 will be matched dollar for dollar up to \$25,000. Support WILD's programs and our work to expand and apply the Nature Needs Half™ vision by making a contribution online, via post or by calling our offices. **Give HALF and make a WHOLE lot of impact!**