

# A Force for Nature

## our vision

### Wildlife

#### celebrating diversity

We are GUARDIANS of the persecuted and endangered. From mountain lions to tiger beetles, and from flycatchers to mist forest flies—we create a voice for voiceless species. We work to create an ecological safety net in response to the extinction crisis, and we vigorously challenge wildlife management paradigms that fail to show compassion and a willingness to coexist with native carnivores. We fight fiercely to protect imperiled plants and animals against those in industry or Congress who are indifferent to their plight.

### Wild Rivers

#### living rivers

The cornerstone of the WILDEARTH GUARDIANS vision for conserving and restoring living rivers in the arid West is ensuring these rivers have a right to their own water. We seek to untie the Gordian knot that is western water policy with a clear strategy that includes legal prods and economic incentives to ensure that rivers, like the Rio Grande, are endowed with a secure, permanent flow.

Our hands-on restoration work of small streams heals and connects, always reminding us and our members of the power of simple acts.

### Wild Places

#### enduring wildness

The dramatic rise of the Mogollon Rim in the Gila, the massive snow-covered peaks of the Southern Rockies, the endless sea of sage in the Sagebrush Sea—these are the places and landscapes that make the American West great. Threats to them abound. Roads, drill rigs, cattle, coal and simply too many people are taking their toll. Our campaigns are innovative and strategically defend these last, best wild places to guarantee that iconic landscapes are protected for all life—from wolves and sage grouse to urbanites and rural dwellers—all of whom need these wild, ecologically resilient landscapes for survival.



### Climate & Energy

#### shifting power

The key to clean energy is exposing the true cost of coal and other fossil fuels. The climate crisis is exacting an expensive toll on our economy and environment that can only be overcome by a shift in energy choices to conservation, efficiency, and renewable energy. Our job is to shine the spotlight on these costs and illuminate the path forward. To this end, we hit the fossil fuel industry where they have to respond—their bottom line. Our targeted litigation increases uncertainty, exposes costs, and erodes their social license. At all levels, we're shifting power away from fossil fuels and toward a brighter future for all.

## MISSION

We seek to protect and restore the wildlands, wildlife and wild rivers of the American West.

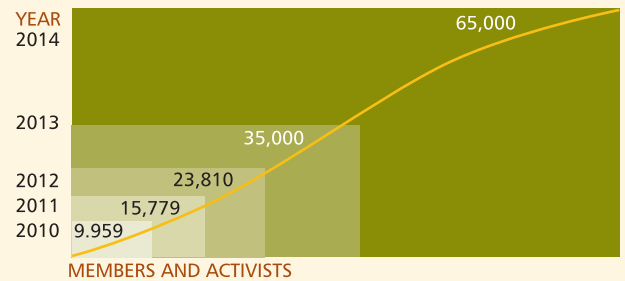
## our values

# Protecting a Wild Future

## Engagement

WILDEARTH GUARDIANS is changing society by building a movement of inspired, engaged and committed citizens. Since 2010 our membership has grown significantly on nearly every single social platform, with our membership and e-activist base increasing from 5,000 to nearly 25,000. One small victory at a time we're attracting more adherents to our vision and marshaling their voices to push and hold our politicians and agency decision makers accountable.

## increased membership



## growing resources



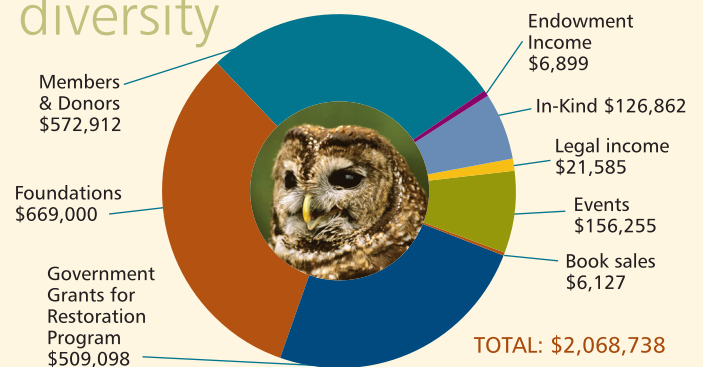
## Growth

Environmental problems are growing in scale, not diminishing. We recognize that in order to implement lasting environmental solutions we need to be able to operate on a larger scale, whether regionally or even nationally. Thus we are growing our staff and building depth in key programs and campaigns. To accomplish this we need more financial resources. We have already attracted new resources that enable us to tackle tough problems. We will continue to do so.

## Diversity

In the same way that biological diversity is essential to the stability of ecosystems, financial diversity is vital to WILDEARTH GUARDIANS' health. We pride ourselves on creating and sustaining a diverse network of supporters, large and small, which provide nearly half of our program support. As we have grown, and as we will grow, we will maintain our commitment to build our membership, donor base and foundation support for a diversified base of support.

## financial diversity



## transparency

## Accountability

Lean, efficient and transparent—it all adds up to an organization that is accountable to our donors and the public for our public interest mission. For six consecutive years WILDEARTH GUARDIANS has not only been given the highest ranking for non-profit management by Charity Navigator, but we've also consistently allocated nearly 85% of all donor contributions to program work. In other words your dollar goes to the ecological bottom line. A track record like that doesn't guarantee success but it sure lays a tremendous foundation for it.



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