

A man with a goatee and dark hair, wearing traditional clothing including a white shirt, a dark patterned shawl, and a necklace of dark wooden beads, stands in a lush green valley. He is looking off to the side with a thoughtful expression. The background shows rolling green hills under a cloudy sky.

**NATURE  
PROTECTS  
NOURISHES  
STRENGTHENS  
INSPIRES  
EMPOWERS  
QUENCHES  
MATTERS**

2012 Annual Report

**Cover:** Dr. Samuel M. 'Ohukani'ōhi'a Gon III is a senior scientist and cultural advisor to The Nature Conservancy's Hawai'i Program.

**CONTENTS**

- 1 A Message from the President**
- 2 The Year in Conservation**
- 9 Nature Matters: Introduction**
- 11 Nature Protects**
- 17 Nature Nourishes**
- 25 Nature Strengthens**
- 31 Nature Inspires**
- 37 Nature Empowers**
- 43 Nature Quenches**
- 50 Financial Summary**
- 52 Board of Directors**

**THE MISSION** of The Nature Conservancy is to conserve the lands and waters on which all life depends.

A taro lo'i patch being harvested by volunteers. He'eia Wetland, O'ahu, Hawai'i.



## A NEW CHAPTER

Dear Nature Conservancy Supporter,

Thank you very much for your commitment to The Nature Conservancy this past year. I am very proud of what we accomplished together in 2012. We ensured the long-term protection of some of the world's most valuable lands and waters. We influenced important conservation policies, legislation and government investments that will strengthen the natural systems that underpin our prosperity and well-being. And we broadened support for conservation, developing new partnerships with the science community, business sector and general public around the world.

Just as significant, everyone at the Conservancy—staff, volunteer leaders and partners—came together to agree on an ambitious but achievable plan for how we pursue our conservation mission in a rapidly changing world. Together we have committed to work at a whole new scale. You'll see this new framework reflected in "The Year in Conservation" achievements that follow, which highlight the broad solutions that will define our work. First, we protect and restore important natural areas. Second, we equip people, governments and businesses with the tools to make better, smarter, more cost-effective decisions about the way they treat and use nature. Finally, we will grow the constituency for conservation, demonstrating that nature is not a special interest, but matters to everyone with whom we share this planet.

By 2050, the planet will need to support an estimated 9 billion people. That's nearly three times the global population at the time of the Conservancy's founding in 1951. Looking ahead, soaring demand for food, space, energy and water, coupled with the impacts of climate change, will strain our planet's resources like never before.

Yet we remain hopeful. Through our unique combination of science, partnerships, innovation, business skills, bold thinking and focus on tangible, lasting results, we can achieve our goals. We can marshal the resources, we have the experience and skill, and we have you—our supporters—who have made us the organization we are today. Together, we can save the lands and waters on which all life depends.

*Mark R. Tercek*

Mark R. Tercek  
President and Chief Executive Officer

The Conservancy's Gala Davaa (left) with Otgonbaatar Tsog, a Mongolian herder.



# THE YEAR IN CONSERVATION

## Protecting and Restoring Nature

### **CONSERVING THE CROWN OF THE CONTINENT**

The Conservancy's Montana Chapter and Canada Program worked in partnership with the Nature Conservancy of Canada to halt the threat of mining in the pristine lands that border the North Fork of the Flathead River. The partnership enabled the two countries to add another 389,000 protected acres to the magnificent Crown of the Continent.

**NEW CHILEAN NATIONAL PARK** The Conservancy donated 24,000 acres of native forest of its Valdivian Coastal Reserve in southern Chile for the creation of the Alerce Coastal National Park, which protects 61,000 acres of some of the world's last temperate rainforests, including alerce trees thousands of years old.

**PROTECTED PANTHER PATHWAY** The Conservancy orchestrated a complicated land transaction in Florida, raised \$2 million toward the purchase and brought federal and state partners together to acquire 1,278 acres critical to the future of the endangered Florida panther.

**MISSOURI PRAIRIE RESTORATIONS** American bison set foot on Dunn Ranch Prairie for the first time since the 1840s, and plans are in place to restore Topeka shiner to prairie streams. At Wah'Kon-Tah Prairie, the American burying beetle became the first federally endangered species to be reintroduced in Missouri, and 62 prairie chickens were released to reestablish the critically endangered bird.

**FEDERAL FOREST PROGRAM** The Conservancy led the charge for full support of the Collaborative Forest Landscape Restoration Program, one of the few Forest Service programs to receive increased investment in the fiscal 2012 budget. Part of it was due to a comprehensive report we produced late last year.

**MONGOLIAN GRASSLAND RESERVES** Mongolia's parliament announced more than 3,700,000 acres of new national protected lands. Nearly a quarter of these are grassland reserves identified as ecologically important in a scientific assessment conducted by the Conservancy.

**WHOOPING CRANE PROPERTIES** Habitat for rare whooping cranes was protected when the Conservancy worked with partners and private landowners to protect three critical properties on the Texas Gulf Coast where the iconic birds spend their winters.

**LARGEST AUSTRALIAN PROTECTED AREA** The Conservancy worked with Indigenous Traditional Owners, the Central Land Council and the national government to support the declaration of the largest protected area on Australian land. The Southern Tanami Indigenous Protected Area, located in the Northern Territory, spans an astounding 25 million acres.

**MOOSEHEAD LAKE FOREST EASEMENT** A partnership among the Conservancy, Plum Creek and the Forest Society of Maine secured a 363,000-acre easement—the second largest in U.S. history—in Maine's Moosehead Lake region, filling a missing piece that connects more than 2 million acres from the St. John River headwaters to Mount Katahdin.

**GREAT LAKES RESTORATIONS** Three states are working together with farmers to restore the western Lake Erie basin to reduce runoff into critical aquatic systems. And a Conservancy-led project demonstrating sustainable forestry in Michigan's Two Hearted River watershed is helping to reboot the forest's natural diversity while providing much-needed income to the local economy.

Sheep shearing at a ranch in the Patagonian Steppe eco-region of Argentina's Chubut Province.



# THE YEAR IN CONSERVATION

## Using Nature Sustainably

**TNC AND DOW JOIN FORCES** The Nature Conservancy, the Dow Chemical Company and The Dow Chemical Company Foundation launched a breakthrough collaboration to demonstrate that valuing nature can be a corporate priority that supports a company's global business strategy. Over the course of five years, the organizations are working together to develop tools and demonstrate models for valuing nature in business decisions. Pilot projects in Texas and Brazil are under way, and valuable analysis and results are already beginning to emerge.

**CHINA-U.S. PARTNERSHIP** Secretary of State Hillary Clinton oversaw the signing of a new EcoPartnership agreement between the Conservancy's Great Rivers Partnership and China's Yangtze River Basin Fisheries Resource Management Commission. The agreement seeks to improve the health and management of both countries' rivers, including the Yangtze and Mississippi.

**ENERGY DEVELOPMENT IMPACT** The Conservancy is measuring the energy development footprint in eight key energy states in the Central Appalachians. The assessment will identify potential cumulative impacts of natural gas, wind and coal development, and provide context for engaging public and private partners in forest and freshwater resource protection.

**ASIAN FORESTRY REFORM** The Conservancy-led Responsible Asia Forestry and Trade (RAFT) program has been held up as a model for globally traded commodities. Through the program, nearly 1.3 million hectares of tropical rainforest in Southeast Asia have been certified as sustainably managed by the Forest Stewardship Council, with 2 million hectares more on the way.

**NEW FINANCE MECHANISM** An innovative new financial product, the Conservation Note, was launched to provide environmentally conscious individuals, foundations and corporations with an opportunity to support our mission through high-impact investments in the Conservancy. The Note is a fixed income product that helps channel capital to conservation-critical lands and waters, providing increased capacity to finance high-priority conservation projects around the world.

**MAINE DAM REMOVAL** The Conservancy was a critical partner in the demolition of the Penobscot River's Great Works Dam in Maine, the first dam removed in the Penobscot River Restoration Project. The project is aimed at reviving native fish populations and cultural traditions, as well as creating economic and recreational opportunities, while maintaining existing hydropower production in the state's largest watershed.

**PATAGONIA 15 MILLION ACRES CAMPAIGN** The Conservancy, world-renowned outdoor gear company Patagonia Inc. and Argentine ranch consultant Ovis XXI launched a pioneering sustainable grazing initiative. Producers will maintain and restore their natural grasslands using sustainable grazing models developed by the Conservancy and Ovis XXI, creating a positive impact on 15 million acres of Patagonian grasslands in next five years.

**CALIFORNIA SOLAR ENERGY** The departments of Interior and Energy released a revised plan for solar energy development and infrastructure in southwestern deserts that incorporates the Conservancy's science and analysis. Smart renewable energy siting in the Mojave Desert—ground zero for solar energy—will help shape the future of energy development across the southwestern United States.

**INDONESIAN DEBT-FOR-NATURE SWAP** Through the Tropical Forest Conservation Act, the Conservancy and WWF reached agreement with the U.S. and Indonesian governments to redirect a portion of Indonesia's foreign debt to forest conservation, resulting in investment of \$28.5 million for tropical forest conservation in three districts of Indonesian Borneo.

**HADZA HOMELAND** The Conservancy assisted the nomadic Hadza people in legally documenting and protecting more than 50,000 acres of their wilderness homeland in Tanzania and perpetuating their sustainable way of life. This precedent-setting designation was the first time land rights were transferred to indigenous people in Tanzania and represents years of hard work by the Hadza and our partners the Ujamaa Community Resources Trust and the Dorobo Fund.

LEAF interns clean and record trash in Cape May, New Jersey.



# THE YEAR IN CONSERVATION

## Expanding Support for Nature

**MACY'S CAUSE MARKETING** The Nature Conservancy was the cause marketing partner of Macy's national campaign *Brasil: A Magical Journey*, which ran from April 22 to July 15, 2012. The Conservancy was featured in a national advertising campaign and on signage in more than 650 stores across the United States. The promotion raised more than \$3 million for conservation of the Amazon rainforest.

**CHINA GLOBAL CONSERVATION FUND** Conservancy leaders in China have established a fund to promote investment in global conservation by China's private sector. The first supported project is the establishment of a predator-proof sanctuary for Africa's rarest antelope species, the hirola, in Kenya's far north in cooperation with Northern Rangelands Trust and the Ishaqbini Hirola Community Conservancy.

**URBAN YOUTH PROGRAM EXPANSION** The Conservancy's Leaders in Environmental Action for the Future (LEAF) works with environmental high schools to combine classroom lessons with real-world conservation work experience for urban youth at Conservancy projects. In 2012, LEAF expanded from the New York tri-state area to also serve students in Georgia, Massachusetts, Illinois, California and Washington.

**PICNIC FOR THE PLANET** An estimated 30,000 people in nearly 60 countries on all seven continents joined the Conservancy in celebrating Earth Day through Picnic for the Planet. From eating ice cream in Antarctica to watching chefs compete in Connecticut, supporters made the connection between the nature we love and the food she provides.

**TNC SCIENTIST REPORTER** Conservancy lead scientist M. Sanjayan was named a science and environmental contributor for CBS News. Sanjayan's insights on issues ranging from the threats of ocean pollution to the promise of sustainable ranching will now reach an estimated audience of 6 million viewers per broadcast.

**LATIN AMERICA CONSERVATION COUNCIL** The Conservancy brought together an unprecedented group of Latin American and other business and political leaders to help solve Latin America's biggest conservation challenges. Co-chairs of the new Latin American Conservation Council are Brazil's Alain Belda, managing director, Warburg Pincus LLC, and Henry M. Paulson Jr., 74th secretary of the U.S. Treasury.

**NATURE WORKS EVERYWHERE** The Conservancy worked with Discovery Education to launch a dynamic online education program exploring the role nature plays in our everyday lives. Nature Works Everywhere enriches classroom instruction with free interactive lesson plans, global video tours, meet-the-scientist vignettes and conservation games to excite students about nature and conservation.

**USE YOUR OUTSIDE VOICE** The Conservancy launched Use Your Outside Voice, an advocacy campaign and website that urges citizens to support federal and local conservation policies by calling their elected officials, signing action pledges and sharing stories about why they care about nature. The site has generated more than 10,000 pledges, 1,000 stories and more than 100,000 page views online to date.

**SPEAKING FOR THE TREES** In celebration of the movie *Dr. Seuss' The Lorax*, whose title character "speaks for the trees," Universal Pictures helped the Conservancy plant 150,000 trees in Brazil's endangered Atlantic Forest, and the Dr. Seuss estate followed with an additional 10,000 trees. Through a Facebook promotion, Universal also encouraged fans to post photos online and support the Conservancy's Plant a Billion Trees campaign.

**NONPROFIT OF THE YEAR** The Direct Marketing Association named The Nature Conservancy the 2012 Nonprofit Organization of the Year for its groundbreaking and forward-thinking fundraising, diversifying its reach to new audiences and its global expansion of supporter programs around the world. Nonprofit Tech 2.0 also named the Conservancy one of the top 10 nonprofits that excel at using social media.



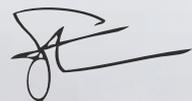
People have always been crucial to our conservation mission. Even if unspoken, we have always known that we, ourselves, are the ultimate beneficiaries of nature's bounty and her continued health. Today, as more of the world's growing population migrates to urban centers and nature seems more distant, it is necessary to call attention to the many ways people—all people—depend on nature for our physical and spiritual well-being.

Many of us love nature for its own sake, and that is reason enough to safeguard the habitat of a blind cave salamander. But there are practical reasons for protecting nature, too. Safeguarding the habitat of the blind cave salamander also protects the underground aquifer that provides people's drinking water. Protecting orangutans and the tropical forest they inhabit can also lower greenhouse gas emissions and help keep the atmosphere and sea levels stable.

In the following pages, we demonstrate how **nature matters** to a range of people whose lives have been touched by work of the Conservancy and our partners. Nature feeds us, quenches our thirst, supports our health, creates clean air and provides the energy that powers our economy and the inspiration that feeds our souls. It's not selfish to conserve nature for people; it's simply a recognition that nature is part of us and we are part of it.

Your support of conservation and The Nature Conservancy is an investment in your own well-being and the nature that will matter to generations that follow.

*Teresa Beck*  
Teresa Beck  
Co-Chair, Board of Directors

  
Steve A. Denning  
Co-Chair, Board of Directors

**NATURE**

**PROTECTS**

**NOURISHES**

**STRENGTHENS**

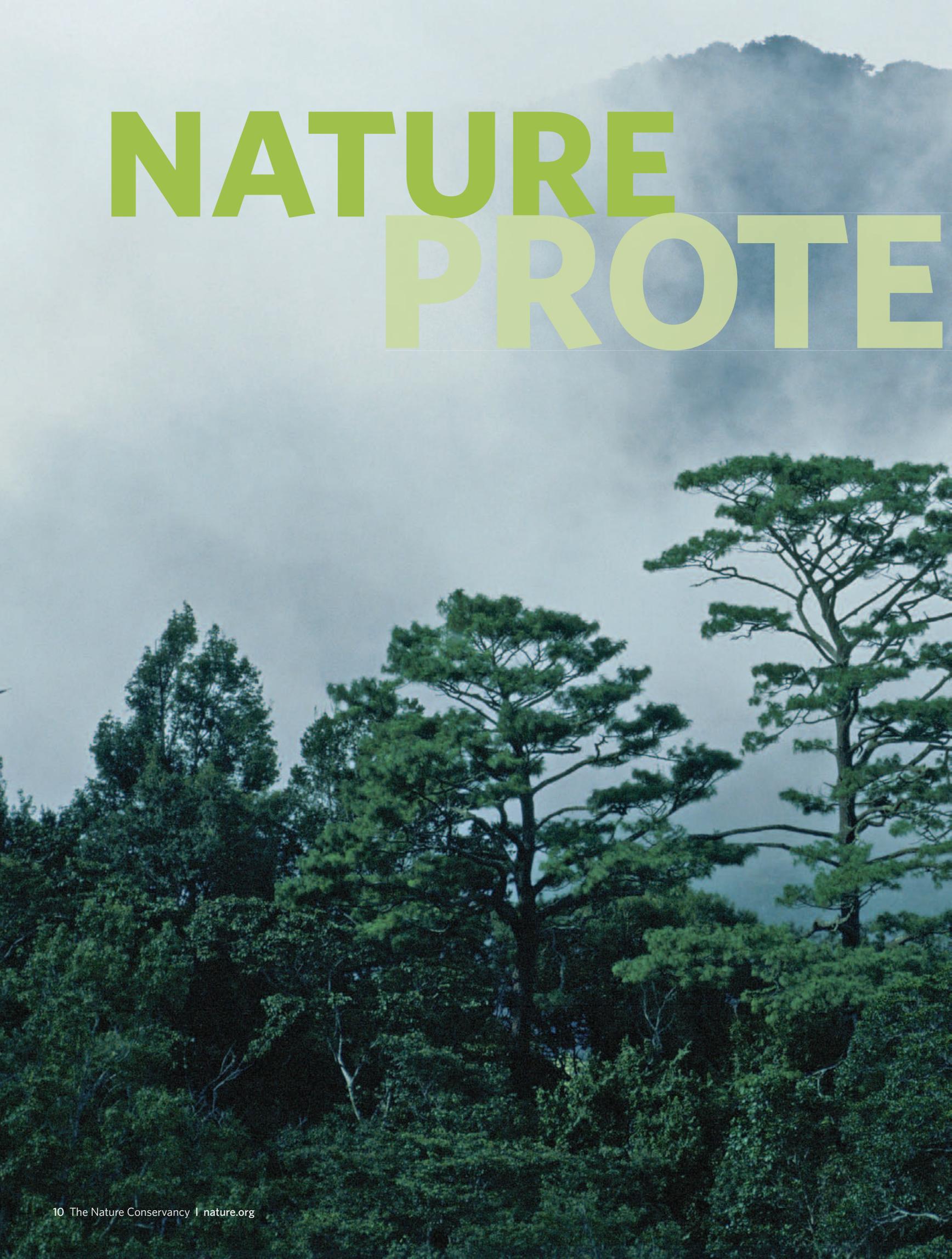
**INSPIRES**

**EMPOWERS**

**QUENCHES**

**MATTERS**

# NATURE PROTE



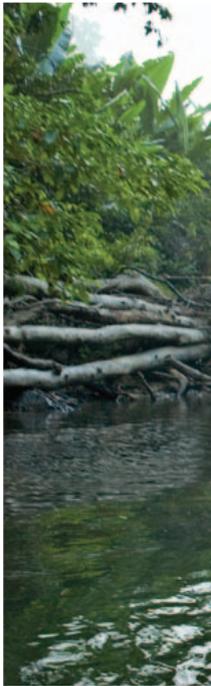
# CTS



The air we breathe is shared with every other living thing on the planet. And we animals have a symbiotic relationship with the plant world. By keeping forests and woodlands abundant, diverse and healthy, we promote their ability to continue giving us oxygen, cleaning the air and retaining carbon that otherwise heats up our atmosphere. And when managed sustainably, these vast forests also provide food, recreation, building materials and jobs.

Cloud forest in the Sierra Madre mountains, Reserva de la Biosfera La Sepultura, Chiapas, Mexico.

Bazilio Carloto with his wife, Cirede, and children Daniel, Nathalia and Wanessa.



**Bazilio Carloto**  
Paragominas, Brazil

“When I arrived in Paragominas, we used to see a lot of deforestation and smoke. People didn’t care about the environment 14 or 15 years ago. Before, the mindset was extraction, extraction and extraction, no matter what. Now, people know they can’t deforest. The Conservancy had a strong influence on this. The Conservancy cares about both the environment *and* farmers.

The part of the forest that we call legal reserve has to generate income, and there are many ways of doing it. When the forest is enriched, it receives species that produce fruits, medicines and wood. It doesn’t affect the environment and it gives the producer another source of income.

*São Tomé* is the saint who has to see to believe, isn’t he? This pilot project is a little like *São Tomé*: You have to show your neighbor for him to believe and do the same. These properties will be an example, so that other farmers see that it works—that it’s good for them and for the environment.”

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Bazilio Carloto and his family live in the municipality of Paragominas, which became the first municipality in Brazil to be removed from the government’s “black list” of deforesters in 2009. Today Carloto’s property is part of a pilot project promoted by the Conservancy and supported by Fundo Vale and USAID to evaluate the best practices for vegetation enrichment in Paragominas, helping farmers and ranchers do more with the same amount of cleared land.

NATURE PROTECTS **OUR RESOURCES**



**Guan Lim**  
Berau, Indonesia

“The forest is our supermarket, our bank. We enter it every day and depend on it for all our daily activities—for hunting, herbs, traditional medicines and clean water.”

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Logging and mining are depleting Indonesia’s forests and increasing greenhouse gas emissions. But Indonesia is developing a nationwide program to lower carbon emissions while also improving the livelihoods of local communities. The Conservancy’s work in Berau will serve as a test case for how developing countries can both protect the forests they need to live and—in return—economically benefit from their conservation efforts.



**Ann Harvey**  
Union Island, St. Vincent and the Grenadines

“The school opened for the first time on Sept. 6, 2004, the day before Hurricane Ivan passed through. Monday was a beautiful day—the teachers were excited, the children were excited. Then we heard a hurricane was on its way. It was a terrible day for us.

We didn’t know what to do. The school is close to the water’s edge. We weren’t sure if we would be flooded or what would happen to the wooden building. We packed up as much as we could, but we knew we weren’t safe.

During the storm, I stood up in a corner of my porch to watch the school. All around us, roofs were flying off. I kept looking at this patch of mangrove just behind the school and saw that it was taking the brunt of the wind. Nothing happened to the roof of the school. From that day I fell in love with the mangroves because I knew it protected our school, and I became a champion of the mangroves.”

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Ann Harvey is a preschool teacher on Union Island. She is a participant in At the Water’s Edge, a project spearheaded by the Conservancy with local partners in Grenada and St. Vincent and the Grenadines. The project aims to bring government and communities together to look to nature for solutions to climate change.

## John Daly

Northern Territory, Australia

“Fire is an important part of Aboriginal life. What we’re teaching the next generation here is a collaboration between Western science and Aboriginal traditions; that hybrid of two worlds is good for Australia, and it could be good for the world overall. This is the way of the future for our people.”

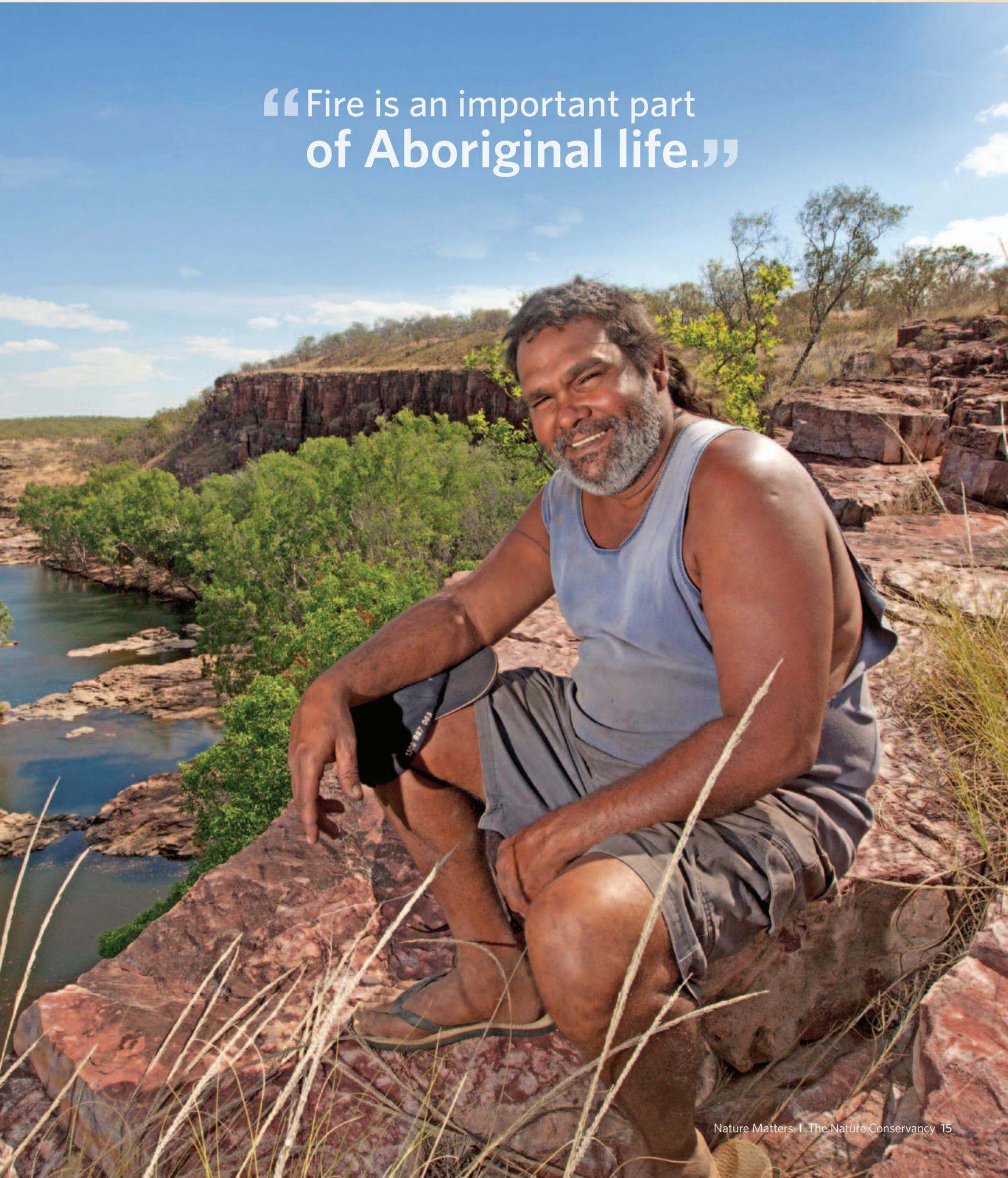


\* Source information p. 52

Former head of the Northern Land Council in Australia’s Northern Territory, John Daly worked as a ranger and mentor for Aboriginal youth at Fish River Station, a 700-square-mile ranch the Conservancy and partners acquired for return to Aboriginal ownership. Returning large parts of outback Australia to traditional fire management not only helps prevent rampant wildfires but also significantly reduces carbon and other greenhouse gases released into the atmosphere. These carbon offsets also afford Aboriginal communities the opportunity to earn income from the land beyond mining activity.



“Fire is an important part  
of Aboriginal life.”



# NATURE NOURI



# SHES



Bread, meat, milk and wine do not come from supermarkets, not originally. The food that sustains us is the product of nature—of sun and rain and pollinating insects; of grasslands converted to wheat fields and ranches; of forests turned into orchards and healthy marine ecosystems. Nature shares her bounty, but there are limits.



Chilean Abalone fishery at Huape Fishing association in Palo Muerto Locality, Chile.



NATURE NOURISHES **OUR DREAMS**



**Marisa Muñoz**  
Huape, Chile

“We were housekeepers and beachcombers. Those were our jobs. Our dream was always to have a place where we could sell products from our small farms and from our husbands’ fishing. A group of us women made a proposal, got a grant and built this restaurant and shop. The *Pesca Sur* restaurant has changed our lives because we are now entrepreneurs—something we had not even dreamed of. We are now women who manage a business.”

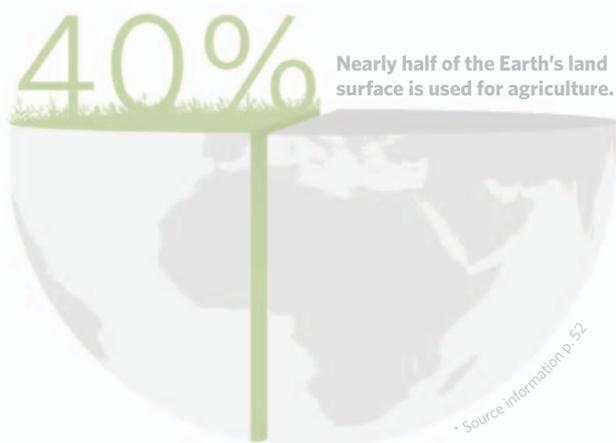
In 2003, the Conservancy, with support from WWF and Conservation International, purchased 147,500 acres of biologically rich temperate rainforest on Chile’s southern coast from a bankrupt forestry company. Now the Valdivian Coastal Reserve is a hub for the surrounding communities to rebuild a sustainable local economy. The Conservancy is helping restore streamside native forests to improve water quality for a growing artisanal mussels and Chilean abalone industry, and is supporting development of such micro-businesses as organic honey and ecotourism services, as well as efforts like Marisa Muñoz’s *Pesca Sur* sustainable seafood restaurant.

Clockwise from top left: Honey produced by Huape community; Mussel extraction by Chaihuin fishermen; Marisa Muñoz in her local restaurant; Fish market near the reserve, Valdivia Coastal Reserve, Chile.

**Sandy Hedrick**  
Santa Paula, California

“Ventura County, and particularly the Santa Clara River Valley area, is blessed with some of the deepest topsoils in the world and a very mild climate where we can grow most anything. It’s one of the finest agricultural areas anywhere in the world.

I remember when I was a child watching huge pastures just getting swept away because there were no roots or trees to hold it in place. Now we have a nice wide buffer zone of riparian forest and well-vegetated floodplain that is much less subject to erosion if we have a major storm. I think all along the Santa Clara River farmers are getting the benefit of these riparian buffers.”



Sandy Hedrick owns and operates Hedrick Farms, where he grows oranges, lemons, tangerines and avocados. Climate change and sea level rise threaten many communities, including farmers, and through projects like Coastal Resilience Ventura, the Conservancy will help decision-makers implement on-the-ground conservation methods to preserve agricultural land and provide nonstructural flood protection through floodplain easements.



A man with grey hair, wearing a colorful plaid short-sleeved shirt and blue jeans, stands in a rustic barn. He has his hands on his hips and is looking towards the camera. Behind him is a large stack of old, worn tires. The barn has a wooden structure with corrugated metal siding and a wooden ladder leaning against the wall. The lighting is warm and focused on the man.

“ I remember when I was a child  
**watching huge pastures  
just getting swept away.** ”

## NATURE NOURISHES **VILLAGES**



A school of giant sweetlips off West Papua, Indonesia.

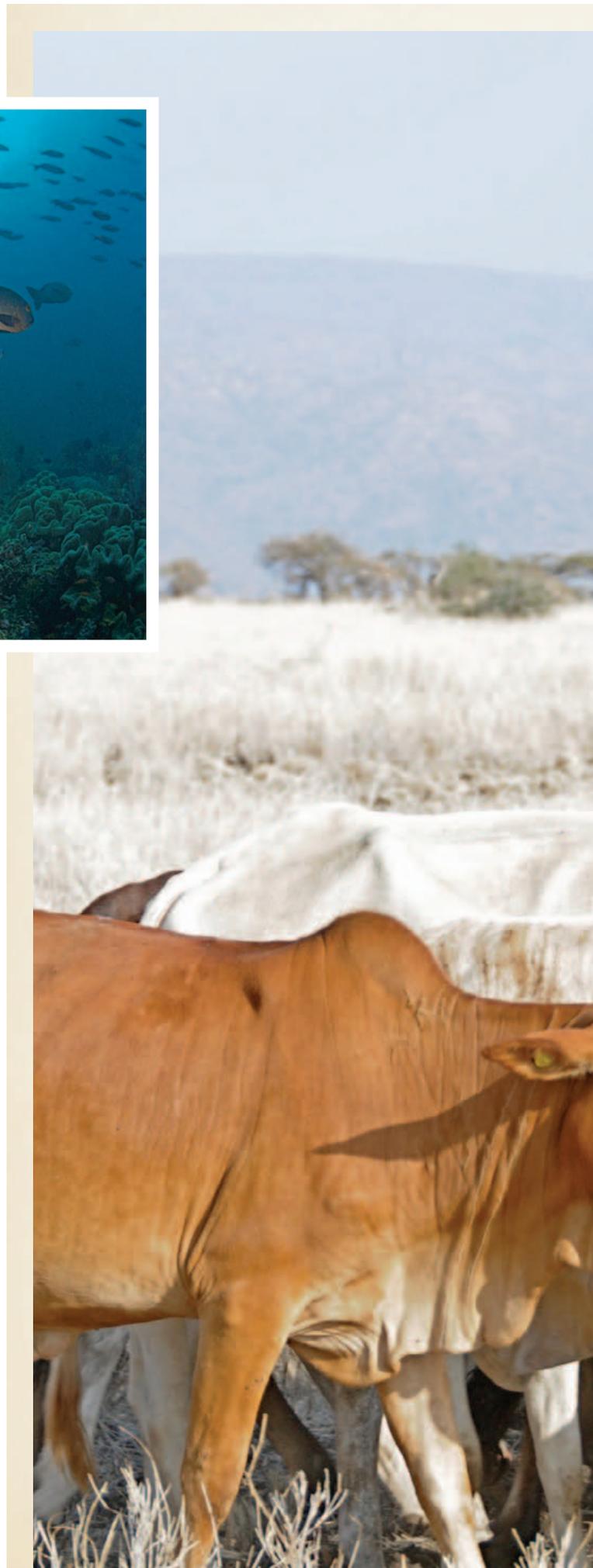
### **Dr. Powesiu Lawes** Manus Island, Papua New Guinea

“When I realized I had Diabetes Type 2, I knew immediately it was related to the life I was living in the city. So I decided to go back to my roots. But when I returned, things had changed; fishes were decreasing in size and could no longer support the growing number of people in the village. Something had to be done to save our fishes from extinction.

The idea of biodiversity conservation and sustainable resource management applied by the Conservancy recognizes all aspects of our life. It respects the different types and uses of our land and sea. It reinforces our cultural identities, deals with sustainable use of our resources and respect for the environment, and gives prominence to our traditions, especially the harvesting methods, the spears and traditional nets.”

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Powesiu Lawes is a retired medical doctor. His village, Loniu, is within the boundaries of the Coral Triangle Support Partnership, where the Conservancy works with partners to facilitate community support for local management practices. Dr. Lawes brought this initiative to Loniu in 2010 with the belief that traditional fishing methods always ensure that there are enough fish for another day. Two years later, Dr. Lawes reports that fish have increased, and that communities are witnessing the benefits of sustainable resource management.





**Thomas Rotisi Leletur**  
Ngutuk Ongiron Group Ranch, Kenya

“There have been big changes since the start of the West Gate Conservancy. We have learned how to live together at peace with our neighbors. And we have learned how to take better care of the rangelands and our environment. What the Conservancy has done for me is huge. I see that it is removing poverty in the community. It is removing blindness through education, and most of all, it has removed cowardice in me.”

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The Nature Conservancy, Northern Rangelands Trust, Lewa Wildlife Conservancy, OI Pejeta Conservancy and local communities are working together on Livestock to Markets, an innovative program to purchase cattle from pastoralist communities, transport them to quarantine areas with an abundance of grass to fatten them and sell them in Nairobi, where they fetch a higher price for their improved size, health and quality. In exchange for higher income, participating communities implement management practices that improve the quality of the range for their cattle and for wildlife. Sustainably managed cattle grazing actually improves wildlife habitat since cows will eat tall grass and expose the younger shoots, which wildlife prefer. In the past year, the program provided income for 451 households and benefited more than 3,000 people.

Cattle from pastoralist communities being quarantined at Lewa Wildlife Conservancy in Northern Kenya.

# NATURE STRENGTH

Lower Grinnell Lake, Glacier  
National Park, Montana.

# HENS



A healthy natural world and healthy people go hand in hand. When we keep our landscapes intact, our water clean and air unpolluted, we are the direct beneficiaries—from our personal health and well-being to our livelihoods and pocketbooks. And when we restore damaged places, we can repair our own health and that of wildlife.



## NATURE STRENGTHENS **OUR LIVELIHOODS**



**Keith Bergeron**  
Grand Isle, Louisiana

"I've been fishing Grand Isle for 25 years. The fishing here is extraordinary. But I see land disappear every year. Any change at all affects the community. This is a fishing village—if the fishing were to slow down it's going to affect the tourism. Fishing is our main source of revenue.

The Conservancy is doing a lot of research to find ways to restore the wetlands ... and research about erosion. Coastal erosion affects everybody. So I think they are doing a lot to help us out.

As for the future, I'm hoping they can sustain it enough to keep the fishing industry going, not just for me but for people long after I'm gone. My grandson is 2 and he just caught his first trout on the pier. To see him catch a fish is unbelievable. I just wish more people could experience Grand Isle and what it's all about."

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Keith Bergeron is the owner of Pair-A-Dice Fishing Tours on Grand Isle, La., where the Conservancy has a long-standing community-based conservation program that includes an oyster reef restoration project that has produced ecological and economic benefits, such as creating fisheries habitat and local jobs.



**Jielang Musa**  
Sichuan Province, China

"Most of my income is from farming, but I also raise chickens and pigs, and depending on the season, I am able to sell medicines or mushrooms from the forest. When there's tree-planting work, I'll also do that. This work earns a significant amount of income. We're paid on a daily basis for planting trees, about 200 RMB a day. I use this money to help my kids go to school and also for household necessities. Replanting these forests is also important for future generations."

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Jielang Musa, a farmer, is one of many locals who now work part time for the Carbon for Parks project, a partnership between the Conservancy, Novartis, the Chinese government and Liangshan communities that aims to restore nearly 4,200 hectares of forests. The project will have measurable benefits for the climate, for the giant panda and for local people like Musa.



**Susan Kabiwa-Nturama**  
Nkonkwa, Tanzania

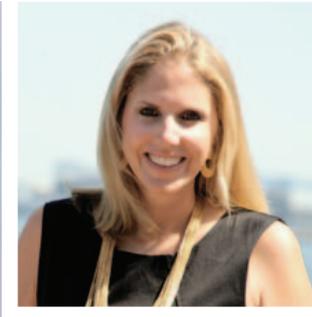
“I was the seventh of nine children. Life with my parents was hard, so I didn’t go to school very long. My husband and I have six children, and it would be good not to have more babies. Here, there are too many people and too few natural resources. I want my children to have a better life. I want my daughters to have an education. Education can change a life.”

Susan Kabiwa-Nturama lives on the shores of Lake Tanganyika in western Tanzania, where The Nature Conservancy and partners Pathfinder International and Frankfurt Zoological Society are uniting conservation with initiatives to strengthen local governance, improve access to social services and create sustainable livelihoods. The *Tuungane* project is expressly designed to bring together reproductive-health and conservation interventions for integrated solutions that address the pressures on people and nature.

“Coral reefs saved my life.”

Limestone islands surround a sheltered lagoon, Wayag, Raja Ampat, Papua, Indonesia.





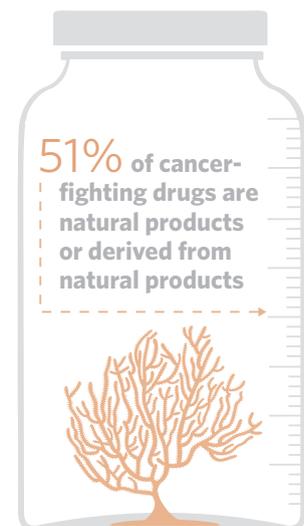
**Arden O'Connor**  
Boston, Massachusetts

Arden O'Connor was diagnosed with acute myelogenous leukemia at the age of 26. As part of her treatment, O'Connor took ARA-C, a drug derived from a type of sea sponge in the Caribbean.

"My first round of chemo, that was the hardest. I was very, very sick. I was never questioning anything about the meds or where they came from; I just had to assume this was the best we've got.

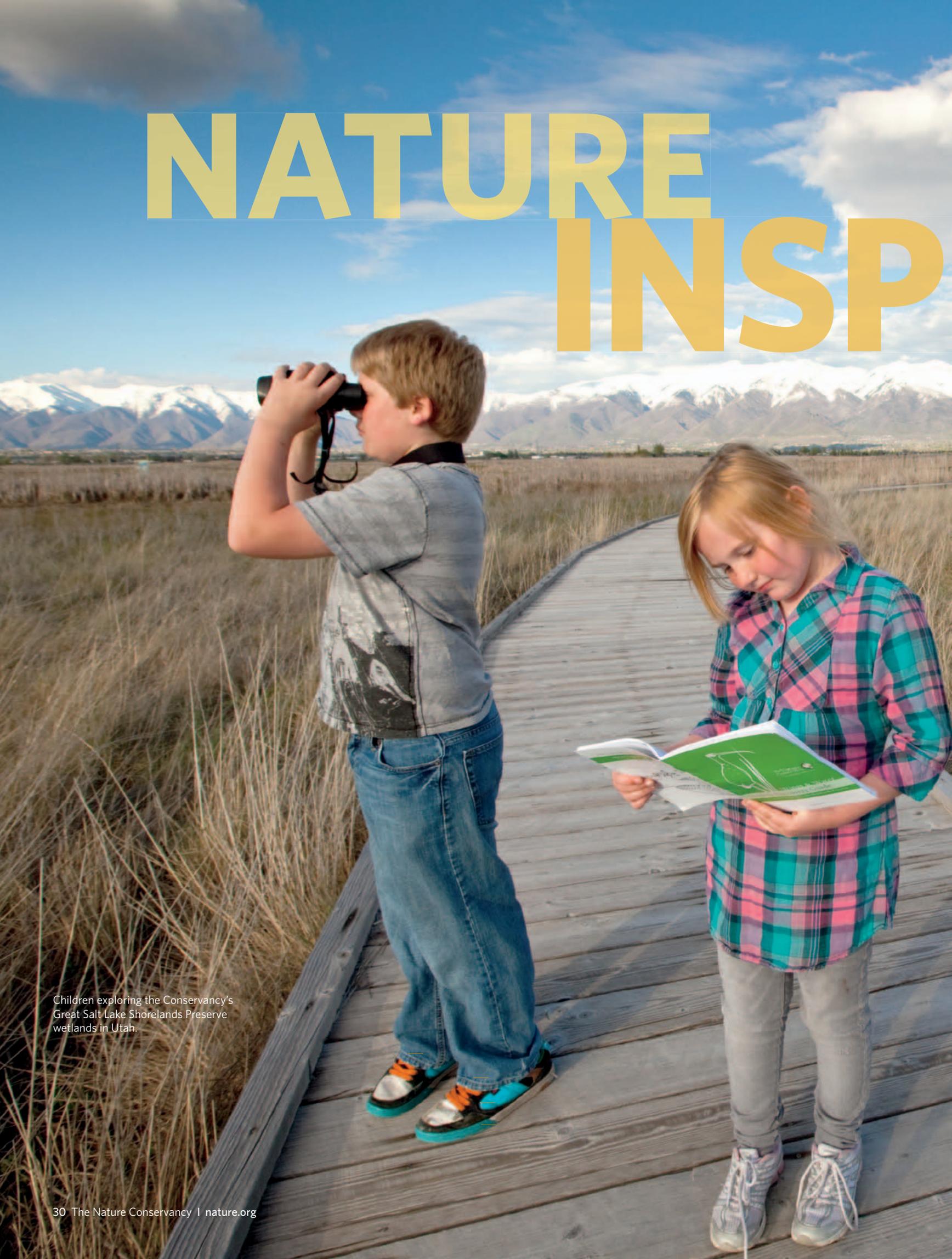
I've been an advanced certification scuba diver for the past few years. I've grown up going to the Caribbean, and I've spent a good amount of time around coral reefs. It's ironic that I had no knowledge that these things that are so beautiful that I felt privileged enough to experience firsthand as a scuba diver were contributing to my health today.

Knowing that coral reefs can help people in this way, it does reframe the way I think about the environment and how we should be preserving our oceans."



\* Source information p. 52

# NATURE INSP



Children exploring the Conservancy's Great Salt Lake Shorelands Preserve wetlands in Utah.

# IRES



Nature provides many tangible benefits, but it's often the more emotional, spiritual and ethereal qualities that inspire people to support conservation. For many, nature is a lifeline connecting us to our ancestors and community traditions. How do we put a price tag on a Grand Canyon sunset or living off the same land as a great-grandparent?





**Gov. Walter Dasheno**

Santa Clara Pueblo, New Mexico

“The Pajarito Plateau is one of our ancestral homes. The canyon and mountain range mean so much to us as a matter of our culture, our identity, our history and who we are as people.

As Native people, we believe that everything has a purpose. We use the boughs of the trees for our dances, we use the aspen tree to make drums, and we use the ponderosa pine to put onto roofs. We use the animals that we hunt: the hides to make clothing, the feathers and antlers to dance with and small animals for toys and dolls for children.

We have to make sure that the degradation of lands does not continue. We tell our young men and women: If you hold on to your language and your land and your culture, you will be here forever. It’s so important for us to tell our children so that they continue to uphold the values that were given to us by our forefathers.”

---

Walter Dasheno is the governor of the Santa Clara Pueblo, which lost most of its forest during the devastating 2011 Las Conchas fire and now has serious flooding after summer rains. The Conservancy has contributed to the tribe’s recovery by providing a grant to pay for the engineering study needed to plan for the design and placement of debris catchment structures in the tributaries to the main Santa Clara Creek. These structures will slow the flow of sediment that, along with the floodwaters, is a serious threat to the Pueblo’s residents.



**Karen Buehrle**

Menomonee Falls, Wisconsin

“I am drawn to nature today because of the happy memories I have of being outdoors with family when I was growing up. Dan and I want to pass that on to our children—Cassidy, Christian and Sasha—in hopes that it will inspire them to be good stewards of the earth. We’re raising them to love nature and take care of it. And we hope they will share their love of nature with others and continue what we have started.”

---

Karen and Dan Buehrle are part of the Conservancy’s Legacy Club, a group of supporters who have made a life-income gift with the Conservancy or named the Conservancy as a beneficiary in their estate plans.



**Andrei Kushnir**  
Bethesda, Maryland

“There’s no other job that is so wonderful. There’s no other job that lets you be out in the open air, listening, feeling, sensing everything around you. It’s a nonaggressive way of connecting with nature. You become part of the scenery. When you’re done, the only thing that has changed is on the inside of you. You feel like you’ve been hunting and you got a trophy.”

---

Andrei Kushnir is a Washington, D.C., area artist who often paints landscapes along the Potomac River, the primary source of drinking water for more than 4 million people in the Washington, D.C., region. The Nature Conservancy has been working in the Potomac watershed for more than 50 years.

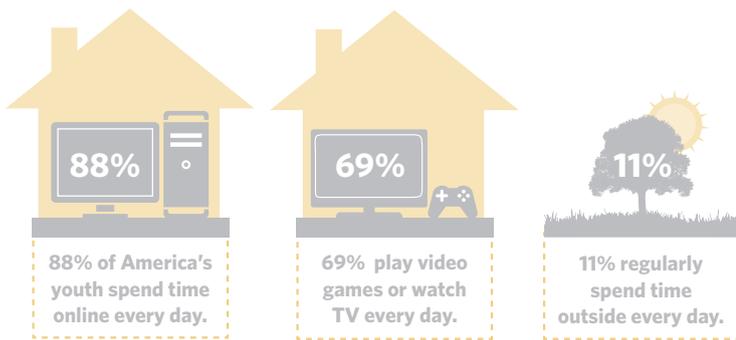
**Joshua Carrera**  
Brooklyn, New York

“When I first started LEAF I was 17. Everything I had known to that point was within the four walls of my city block. With LEAF, I finally got exposed to that place that I thought was so far away—nature. And that’s when that myth of nature being an unknown place was completely shattered.

I think the biggest thing that LEAF did for me was create that nature connection. I had to see the tree in the wilderness to be able to see the tree in the city. Now I see nature all around me.

It’s important for young people to have a connection to nature because our environmental problems aren’t going away anytime soon. And if that conservation ethic isn’t instilled in the next generation, then things are not going to get better. If you want to see a future, you have to invest in young people, because those are the next people to take care of our planet.”

American youth are spending less time outdoors. ←



\* Source information p. 52

Joshua Carrera participated in the Conservancy’s Leaders in Environmental Action for the Future [LEAF] program in 2007. Since then, he’s graduated with a bachelor’s degree from the University of Vermont’s Rubenstein School of Environment and Natural Resources and is currently pursuing a master’s degree at Colorado State University’s Warner College of Natural Resources.





## Margaret Lou-Vike

Isabel Province, Solomon Islands

“Mainly, our lives are from Barora Faa. We live on Barora Faa and depend on its resources. We use fish, swamp taros; we plant cassavas and potatoes, coconuts, betel nuts, sago palms. My whole life I was brought up on Barora Faa’s environment.

If Barora Faa is logged ... there could be lots of damage. Elsewhere, corals have died. Swamp taros have died. Some of the very beautiful islands have been destroyed. It’s a very great concern.

Women are very important on conservation here because we follow the matrilineal system. I have to fight ... for the next generations, for a sustainable use of the resources that will help them have a good future. Nature is the foundation for my leadership. Nature teaches you to be a good leader. It teaches you to be humble; it teaches you to be patient.”

---

Margaret Lou-Vike lives in the village of Kia in Solomon Islands’ Isabel Province. She is the mother of five and a key member of the Mothers Union, a group of Kia women who have worked with the Conservancy to raise their conservation awareness. They recently successfully protested logging operations in the traditionally owned Barora Faa forest.

# NATURE EMPO

Solar oven being  
used in Tilori, Haiti.

# WERS



Whether cooking our food, heating our homes or powering up the computers that run so many aspects of modern society, energy derived from natural resources is crucial to our lives and cultures. But the extraction of natural resources and siting of facilities can disrupt wildlife habitat and people's livelihoods. Science can guide us to avoid such disruptions if industry, communities, governments and nonprofits can come to the table in advance to develop workable solutions.



**Freddie Botur**  
Cottonwood Ranches, Wyoming

“We know what it is to sacrifice our lands in Wyoming for production, but we also know what it is to preserve them for values that are rooted in our culture. We want to balance these things. These agricultural places that are a part of our food production in the United States also serve this other function—they also have this ecosystem function and service for our country and for our communities. Part of Development by Design is to identify areas in our state where we have high wildlife values and low energy potential. It’s a significant privilege to be able to manage and operate a large landscape like this. What I believe I’m doing in the long-term will be recognized as a significant effort for our heritage—I hope my sons get to benefit from that.”

---

Grounded in the Conservancy’s scientific expertise, Development by Design provides a holistic view of how future development could affect our natural systems and offers solutions for ensuring their health over the long-term for the people and wildlife that depend on them. Freddie Botur manages his family’s Cottonwood Ranches, which secured mitigation-funded conservation easements based on a Conservancy assessment of the property’s value as wildlife habitat. Such protection offsets disturbance by energy development elsewhere, and encourages future development to be sited in areas with low wildlife values.



**Andrew Liveris**  
Midland, Michigan

“Why should industry be interested in protecting nature? Because the planet has finite resources, and right now they are out of balance. Everything that people count on to make their lives healthier, safer, happier and more productive comes from nature to begin with: water, food, energy materials and medicine. But these are also the economic engines of society and they are coming under the pressure of the demands of a growing society. One with the right to a decent standard of living and an appetite for even better. For those who understand the two imperatives of ecological conservation and economic growth, it may appear that we have to make a choice—either/or. But that is an old way of thinking.”

---

Andrew Liveris is the president and CEO of the Dow Chemical Company. In January 2011, the Conservancy, Dow Chemical Company and its foundation launched a breakthrough collaboration—one that will help Dow and the business community recognize, value and incorporate nature into global business goals, decisions and strategies.



**Zhao Yimin**  
Shanghai, China

“With such intense hydropower development on the Yangtze, our nature reserve will be the only remaining habitat upstream of Three Gorges [dam] for hundreds of fish species. The Nature Conservancy is helping us find conservation solutions to the many threats facing our nature reserve, including a brilliant plan for upstream dams to mimic seasonal water flows that fish in our reserve need to survive.”

---

Zhao Yimin is the office director for the Yangtze River Basin Fisheries Resource Management Commission. Amid an unprecedented boom in hydropower development in the Yangtze basin, the Conservancy is working to implement a plan for the placement and operation of dams that will allow for the river's most important ecological areas to remain as functional fish habitat while maximizing electricity production.

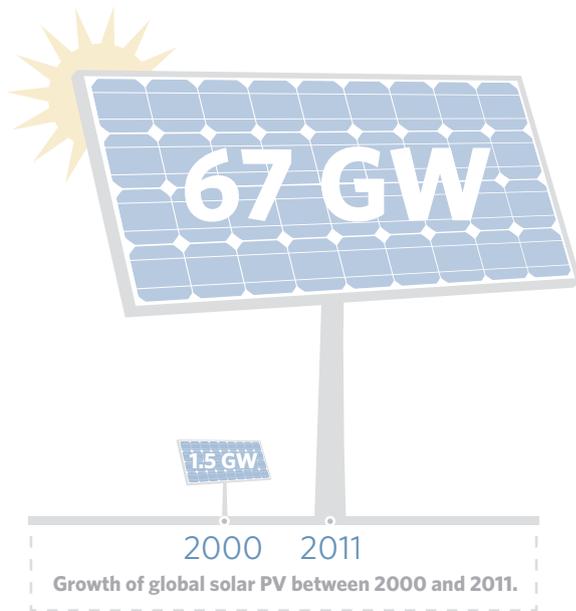
## Idamane Supreme

Tilori, Haiti

"Before we had these ovens, we used to go to the forest and cut trees and get wood to cook, or we'd buy it. But now that we have the oven, whenever it's sunny we can use the solar oven, and we use less wood with the energy-efficient oven. Fifty Haitian goud [currency] of wood used to last us one week, and now it can last us three weeks.

Before, when I used wood for cooking, I would have red eyes and burning and headaches from the fumes; sometimes I couldn't sleep at night. Now with the solar ovens I feel better—no headaches and no red eyes.

There are about 30 families using the oven, but there are about 250 more families who want to have one. What I would like to see for this project is to spread it to many more families so that we can use less wood to protect the environment and help us save more money."



\* Source information p. 52

Idamane Supreme lives with her husband and three kids in Tilori, a village on the Haiti-Dominican Republic border. Supreme is one of 30 women in the Tilori area who received a combined system of a solar oven and energy-efficient stove as part of Conservancy-sponsored project. These ovens, along with new fruit-bearing trees, save trees from being cut in the Sabana Clara Forest and provide many economic and health benefits to people in the community



Clockwise from top-left: Haiti-Dominican Republic border; Idamane prepares a meal in her solar oven; streets of Tilori; Idamane in her kitchen.



# NATURE QUENCH



# HES



Water is life. That's an adage we hear from the savannas of Kenya to the desert cities of the American Southwest. Of all the planet's water, freshwater represents just 2.5 percent. And these lakes and rivers are also important for agriculture, energy generation and the transportation of goods and services. At current rates of growth and consumption, water scarcity will affect more than 4 billion people by the year 2050. But innovative solutions for how we use—and reuse—our limited freshwater supplies can continue to serve people's and nature's needs.

Waterfalls at Iguaçú National Park, Brazil.

WATER **SHAPES LANDSCAPES**





## Dr. Samuel M. 'Ohukani'ōhi'a Gon III

O'ahu, Hawai'i

"Hawaiians call the high mountains *wao akua*, the realm of the gods. What ties the forests of the *wao akua* to our lives is water.

The forests are amazingly rich, interconnected and complex. They pull water from passing clouds and condense it, and trickle it slowly into our aquifers so that we are supplied with good, clean, reliable drinking water. Everything on the islands owes its life to those very sacred processes that occur high up in the mountains.

My *kuleana*, my responsibility, is to care for the health of our native ecosystems in this island chain. We all have a responsibility to care for the places that sustain us."



Clockwise from top left: Paul Rappun tends to his taro patch, which relies on clean water that comes down from the mountains; Dr. Gon refills a traditional water canteen; View of the He'eia watershed from ridge to reef.

---

Dr. Samuel M. 'Ohukani'ōhi'a Gon III is a senior scientist and cultural advisor to The Nature Conservancy's Hawai'i Program. Over the years, he has fostered deep and longstanding relationships with Indigenous peoples of Hawai'i and Polynesia. He is also traditionally trained in Hawaiian chant. The Conservancy is working ridge to reef with partners in the He'eia watershed on O'ahu to improve forest health, restore wetlands, remove invasive algae and prevent sediment and pollutants from flowing into coral reefs.



**Bill Cofer**  
Sabinal, Texas

"My great-great-grandfather bought the ranch in 1889, and it's remained in the family through the generations. My brother brought selling easements to the family as an option in the late '90s. We were going through another drought and under the thumb of a lot of debt. When he brought it to the table, everyone threw up their hands. But we kept talking about it and found out that it wasn't a big devil with horns.

San Antonio has been expanding in all directions; I can't think of one parcel that neighbors us that hasn't been sold in the last 10 years and divided up. We could see that even though we were 80 miles away, this land was very important to the health of the whole region.

It's very rewarding to be helping to protect drinking water for millions of people. Maybe down the road, someone will look at it and think, 'Well those guys were pretty smart.'"

---

Bill Cofer runs the 14,000-acre Annandale Ranch with his cousin Bruce McQuown. Between 1999 and 2007, the family sold easements on 11,600 acres of the property, which lies in the recharge zone of the Edwards Aquifer. These easements will help safeguard the water in the aquifer, which provides drinking water to more than 2 million people around San Antonio.

## WATER **REQUIRES OUR VIGILANCE**

## WATER **CHANGES MINDS**



### **Paulo Henrique Pereira** Extrema, Brazil

“It feels great to see the seedlings we’ve planted growing into mature trees that will keep the air and water clean, but for me, the real success of the Water Producer Project lies elsewhere. We’re changing these landowners’ minds, shaping their ways of thinking about their lands and waters and surroundings. We’re changing the way they think about conservation and the economic value of services that nature provides. It takes time to change mentalities, but we’re changing them. And to me, that’s this project’s greatest success.”

As the secretary of environment for the Extrema municipality, Paulo Henrique Pereira runs the Conservancy-supported Water Producer Project. The program is helping protect the drinking water for roughly 9 million people around São Paulo by collecting fees from water users to pay farmers and ranchers to protect or restore riparian forests on their lands upstream.

### **Denise O’Connor** Bedford, New York

“Our community organized to oppose proposals for commercial development of two properties, both with wetlands and one which sits within the Mianus River Critical Environmental Area. The proximity to headwaters of the Mianus River has the community very concerned, particularly since our drinking water comes from wells. Moreover, the Mianus provides drinking water for more than 130,000 people. I never considered myself an environmentalist; to me the term connoted a granola-eating tree-hugger. But the issues are important to my family and my community, as we rely on the water source. This incident has completely changed my view about nature and conservation.”

Denise O’Connor and her husband, Steven, live within the Mianus River watershed in Westchester County, New York. The watershed also contains the Mianus River Gorge Preserve, the Conservancy’s first land protection effort. In 1955, the Conservancy provided scientific expertise and innovative finance to enable a similar group of concerned citizens to acquire an initial 60 acres of old-growth hemlock forest. O’Connor and her neighbors’ action is a reminder that citizen vigilance remains crucial to keeping nature healthy. O’Connor’s evolution is also a reminder of the need to make conservation relevant and accessible to a much broader segment of society.



“ Nature is my path to both my family’s happiness and my livelihood.”



## Preston Jimmerson

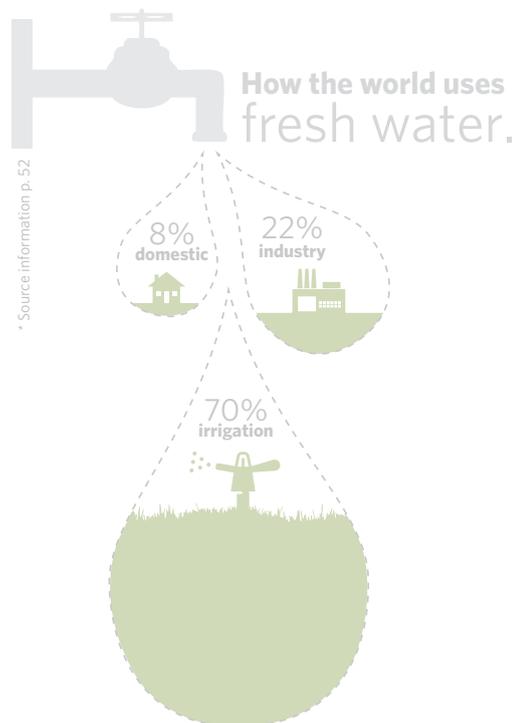
Camilla, Georgia

Preston Jimmerson grows peanuts and cotton on his farm in southwest Georgia. He is one of the farmers in the Flint River Basin who is working with the Conservancy and other important partners to implement innovative water conservation practices on their farms.

“The new irrigation technology given to farmers through The Nature Conservancy and the USDA’s Natural Resources Conservation Service has allowed us to be much more efficient. With the number of people in the world growing exponentially, it’s going to be critical for farming to be as efficient as possible.

With the new technology, there’s no more trying to decide if I need to irrigate today or if I can wait until tomorrow. It’s given me the confidence to know that I’m doing the exact right thing at the exact right time.

There’s always the farming perspective of bigger yields and monetary gain by saving water, but for me there’s an emotional benefit of being involved in something that my children will have to deal with in the future. If I can get involved now and lead them in a positive direction, then at the end of the day, that’s the biggest gain.”



# Financial Overview

Financially, FY12 continued the trend of positive financial results following the global financial recession in FY09. While total support and revenue was well below FY11 due to flat global investment markets and diminished capital project activity; dues and contributions grew 14 percent, and government funding was on par with FY11. Programmatic efficiency remained strong at 76 percent, but off from FY11 primarily as a result of decreased conservation land and easement purchases.

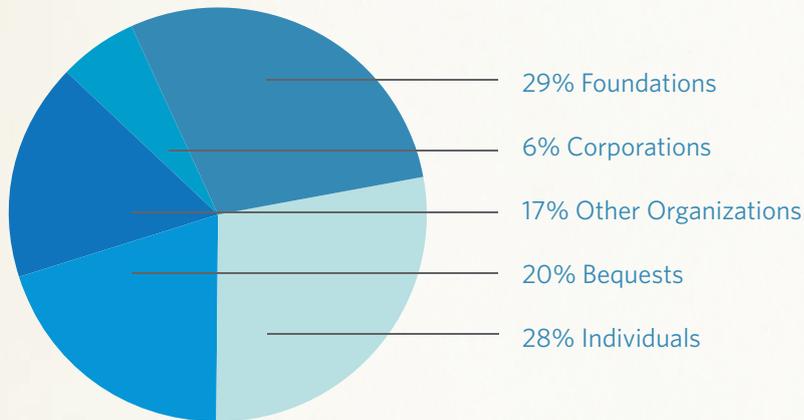
Operationally, the Conservancy grew 6 percent and achieved an Operating Fund surplus. Fundraising to support operating activities topped \$200 million for the first time in Conservancy history, and met revenue budget expectations for the third year in a row. Of particular note, fundraising for international and global strategy programs increased 47 percent on the strength of increased fundraising outside the United States.

The financial results depicted on page 51 are derived from the Conservancy's audited June 30, 2012, consolidated financial statements, which contain an unqualified audit opinion. The Conservancy's complete, audited financial statements can be obtained online at [nature.org/annualreport](http://nature.org/annualreport) or by calling (800) 628-6860.

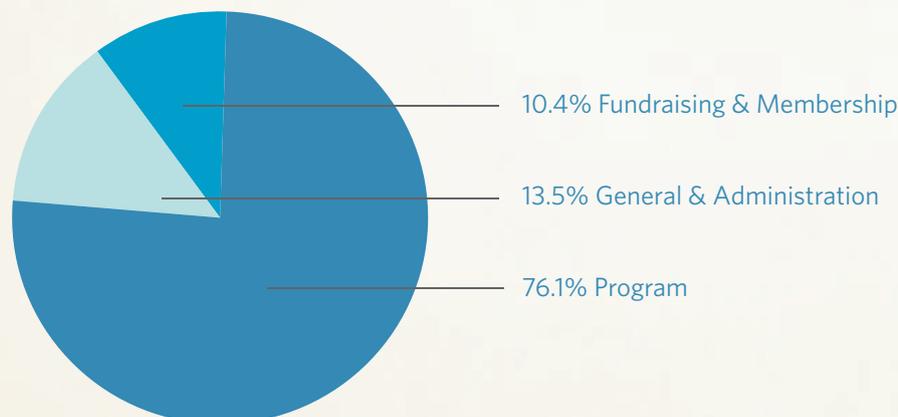


**Stephen C. Howell**  
Chief Financial and Administrative Officer

**Dues & Contributions by Donor Type**



**Total Programmatic Efficiency**



# Financial Summary

	For the fiscal years ending on June 30, 2012 and 2011 (in thousands)	2012	2011
<b>Support &amp; Revenue</b>	Dues and contributions	521,865	457,729
	Government grants	158,004	160,375
	Investment income	(37,072)	246,042
	Other income	27,392	53,644
	Land sales and gifts	200,945	254,575
	<b>Total Support &amp; Revenue</b>	<b>871,134</b>	<b>1,172,365</b>
<b>Expenses &amp; Purchases of Conservation Land &amp; Easements</b>	Conservation activities and actions	468,835	401,514
	Purchases of conservation land and easements	152,738	323,057
	<b>Total Conservation Program Expenses &amp; Purchases of Conservation Land &amp; Easements</b>	<b>621,573</b>	<b>724,571</b>
	General and administrative	110,674	103,660
	Fundraising	63,690	57,921
	Membership	21,319	17,213
	<b>Total Administration &amp; Fundraising</b>	<b>195,683</b>	<b>178,794</b>
	<b>Total Expenses &amp; Purchases of Conservation Land &amp; Easements</b>	<b>817,256</b>	<b>903,365</b>
	<b>Net Result: Support &amp; Revenue Over Expenses &amp; Purchases of Conservation Land &amp; Easements (note 1)</b>	<b>53,878</b>	<b>269,000</b>
<b>Fundraising Summary</b>	Fundraising expenses as a percentage of total expenses and purchases of conservation land and easements	7.8%	6.4%
<b>Asset, Liability &amp; Net Asset Summary</b>	Conservation land	1,923,426	1,927,139
	Conservation easements	1,789,779	1,705,288
	Investments held for conservation projects	628,666	614,869
	Endowment investments	950,230	1,003,565
	Planned giving investments	272,493	281,974
	Property and equipment (net of depreciation)	105,541	106,492
	Other assets (note 2)	351,780	389,687
	<b>Total Assets</b>	<b>6,021,915</b>	<b>6,029,014</b>
	Accounts payable and accrued liabilities	120,587	94,005
	Notes payable	389,040	411,298
	Other liabilities (note 3)	275,748	327,718
	<b>Total net assets</b>	<b>5,236,540</b>	<b>5,195,993</b>
	<b>Total Liabilities &amp; Net Assets</b>	<b>6,021,915</b>	<b>6,029,014</b>

(1) Not intended to represent increase in net assets.

(2) Primarily includes cash, pledges of future gifts, collateral received under securities lending agreement, notes receivable, and deposits on land and other assets.

(3) Primarily includes deferred revenue, payable under securities lending agreement, planned giving liability, and other liabilities.

Note: The figures that appear in the financial summary shown are derived from the 2012 & 2011 consolidated financial statements that have been audited and have received an unqualified opinion. The complete, audited 2012 & 2011 financial statements for The Nature Conservancy can be seen at [nature.org/annualreport](http://nature.org/annualreport), or can be ordered from The Nature Conservancy at (800) 628-6860.

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Page 14: Lewis, Simon L., Gabriela Lopez-Gonzalez, Bonaventure Sonké, Kofi Affum-Baffoe, and Timothy Baker. "Increasing carbon storage in intact African tropical forests." *Nature* 457:1003-1006 19 Feb. (2009). Page 20: United Nations Food and Agricultural Organization, Statistics Analysis Service, Compendium of Agricultural-Environmental Indicators 1989-91 to 2000 (Rome, Nov. 2003), p. 11. Page 29: Newman, David J. and Gordon M. Cragg. "Natural Products as Sources of New Drugs over the Last 25 Years." *J. Nat. Prod.*, 2007, 70 (3), pp 461-477. Page 34: Fairbank, Maslin, Maullin, Metz & Associates and Public Opinion Strategies. "Connecting America's Youth to Nature" Poll, July 28 to Aug. 4, 2011. 602 interviews with American youth ages 13 to 18. Page 40: International Energy Agency (Web). Page 49: UN Water (Web).

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