

# NATURE

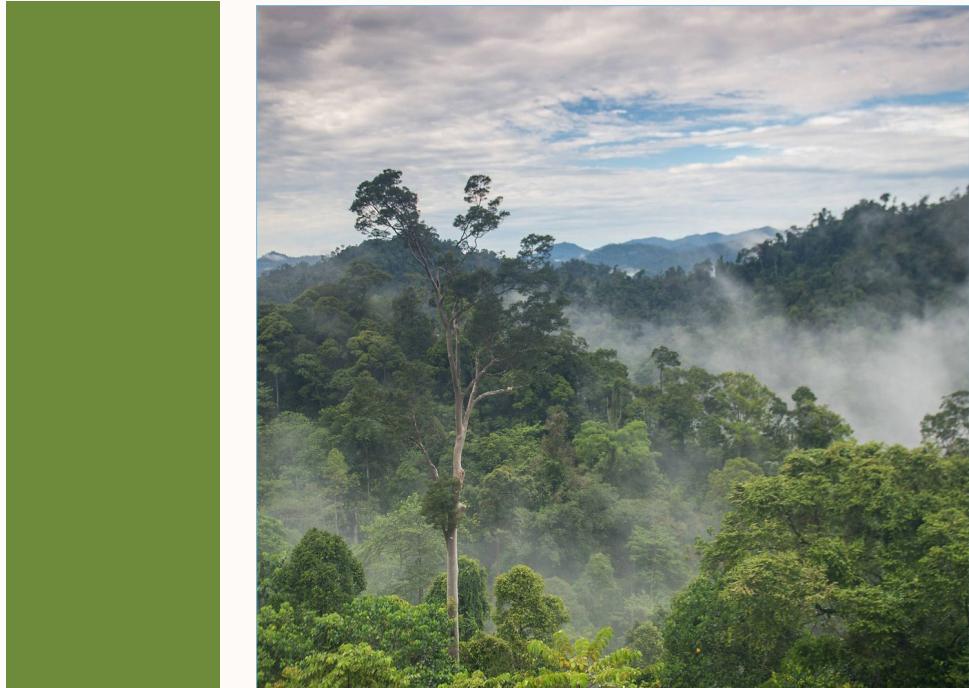
CONSERVANCY



# Who We Are



The Nature Conservancy



The Nature Conservancy

**“The Nature Conservancy is tackling some of the toughest problems facing people and nature today.”**

Founded in the U.S. through grassroots action in 1951, The Nature Conservancy has grown to become one of the most effective and wide-reaching environmental organizations in the world. Thanks to more than a million members and the dedicated efforts of our diverse staff and over 400 scientists, we impact conservation in 72 countries and territories: 38 by direct conservation impact and 34 through partners.

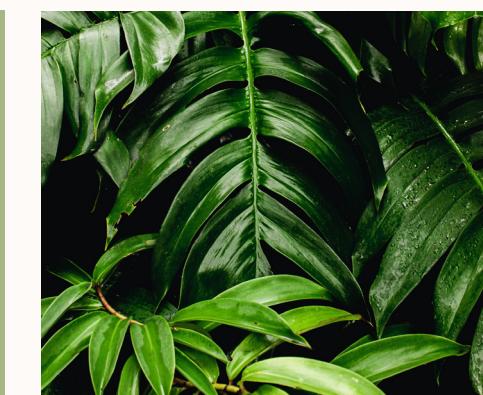
Science, the foundation of our work, is solving conservation's biggest challenges in the world today. As a leading global charity, we hold ourselves accountable to our members, the public and all creatures that have a stake in the preservation of the world's natural resources.



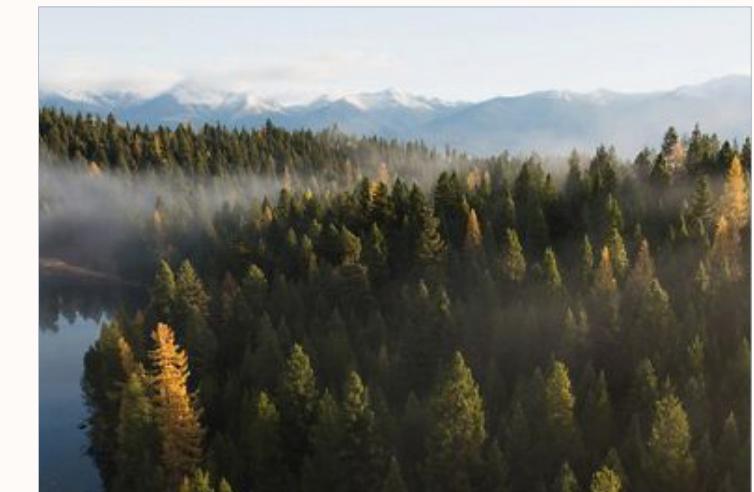
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**Working to Create a World Where People and Nature Can Thrive**

Our mission is to conserve the lands and waters on which all life depends. It demands that we do everything in our power to create a world where people and nature can thrive. Join the cause and become a member of The Nature Conservancy today. In addition to helping us protect the natural world, you'll receive great benefits like our award-winning magazine. We use a practical, nonpartisan approach to show policymakers across the political spectrum how nature can provide effective solutions to major challenges like climate change. Science matters, especially at this critical turning point for nature. Our



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The Nature Conservancy

work is grounded in science. We're supporting innovation, leadership, and communication for conservation success.. The Nature Conservancy is one of the most effective and efficient environmental organizations in the world. We've protected 119 million acres of land.

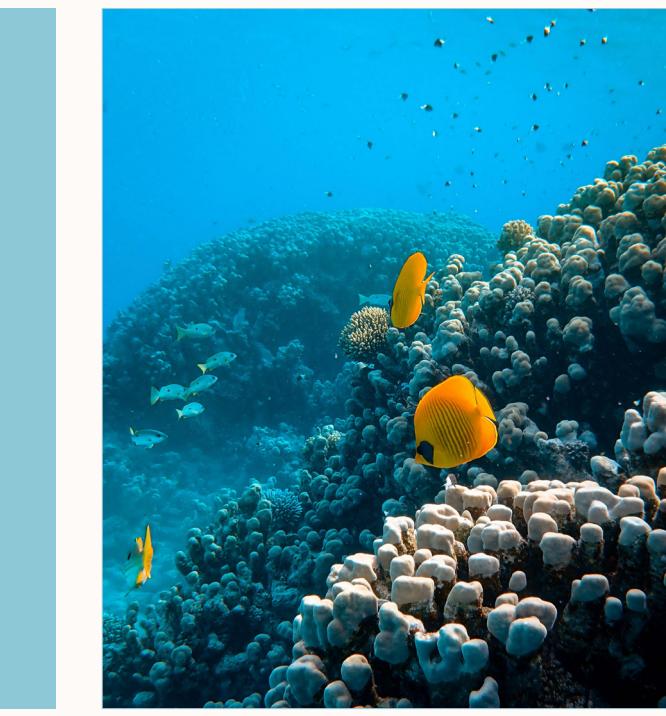


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# ■ Protect Land and Water

## A Plan to Drastically Scale-Up Ocean Conservation

We won't survive without clean water and land. We also need healthy, diverse oceans for fishing, working & playing. We have helped protect more than 103 million acres (41.6 million hectares) of land, conserve thousands of river miles & develop more than 100 marine projects. Working with governments, corporations, local partners & you, we can protect more nature between today & 2025 than we have in our history.



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**“Globally, only 5% of the natural lands at high risk of development are protected.”**

By delivering Blue Bonds for Ocean Conservation in as many as 20 countries over the next five years, TNC will help ensure the new protection of up to 1.5 million square miles (4 million km<sup>2</sup>) of the world's most biodiversity-critical ocean habitats – a 15 percent increase in the amount of protected ocean that currently exists.

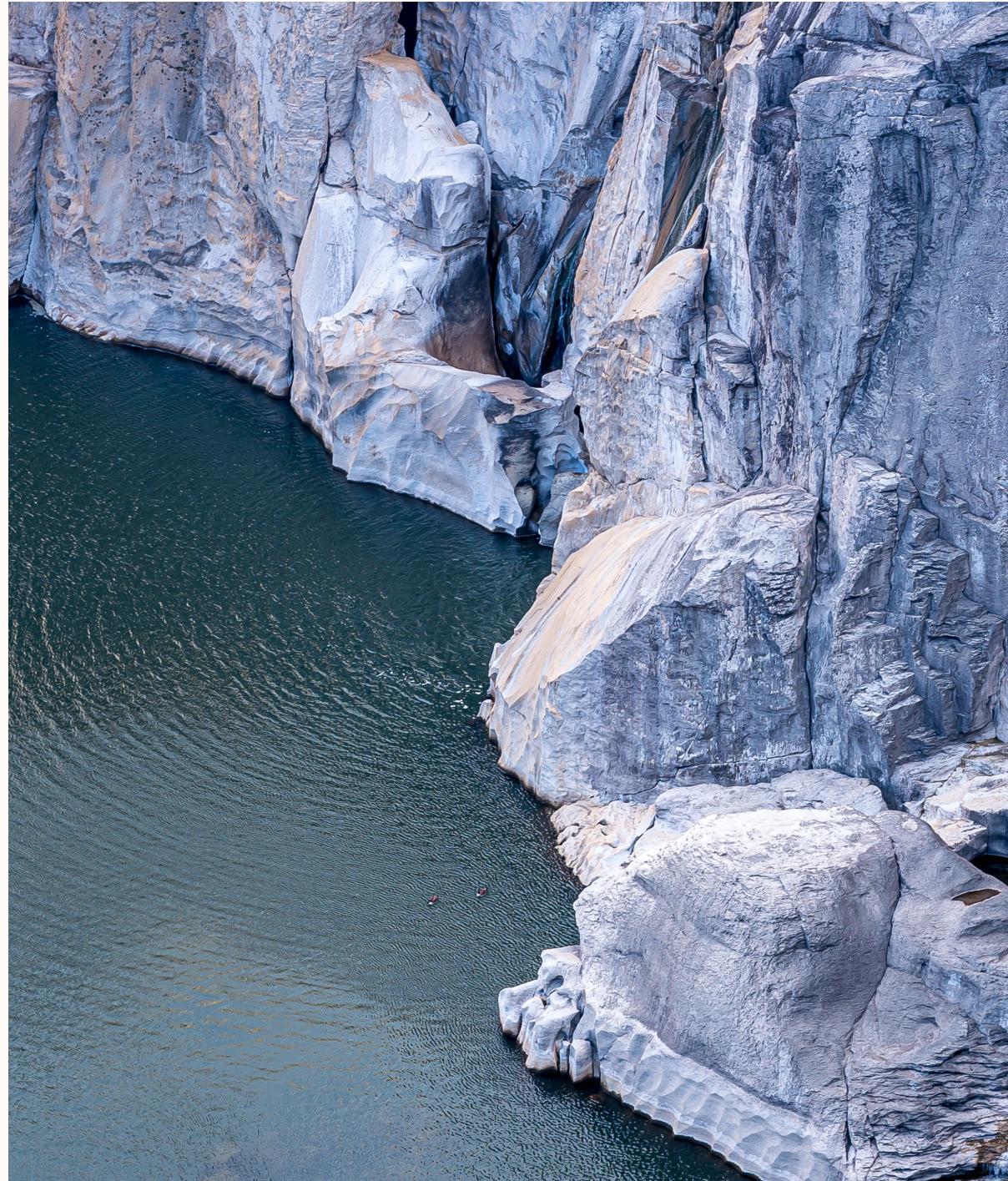
# Tackle Climate Change

## Now Is the Time to Act

Nearly half the world's population—some 3.5 billion people—lives near coasts. Nature makes communities more resilient to the impacts of climate change, reefs, dunes and marshes break waves, absorb storm surges and blunt winds, greatly reducing risk to people and businesses. Healthy coral reefs can reduce the wave energy that would normally hit coastlines by 97 percent - and they protect more than 200 million people from storms globally. It is estimated that 95% of all commercially important fish species depend on coastal habitats at one stage in their life cycle.



The Nature Conservancy



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The Nature Conservancy

**“Climate change isn’t a distant threat—it is happening now.”**

As climate change exacerbates the effects of storms, flooding and erosion, the lives and livelihoods of hundreds of millions of people will be at even greater risk. The impacts of climate change include more extreme weather and natural disasters, chronic droughts & economic instability. We're focusing on innovative science.

# ■ Plan Food Sustainability



Wallpaper Cave

## Food Demand is Expected to Increase as the World's Population Continues to Grow

Food demand is expected to increase by more than 50% in just the next 30 years as the world's population continues to grow—it's a challenge that can be met. Land and water stewardship can restore health to our food systems. Food is sustainable when it benefits the environment and maintains soil fertility. We're fostering innovations in technology, collaborating with communities to use resources more efficiently and promoting policies that enable sustainability.

**“Together, we can secure healthy food and clean water for all people without sacrificing the environment.”**

Farmers produce the crops that help to feed, fuel and clothe a growing world, while caring for the lands and waters on which their livelihoods depend. Farmers are among our greatest conservation allies. As the global population continues to grow, farmers will be under

increasing pressure to produce even more crops without sacrificing the environment. The solution is right under our feet – the soil. By adopting conservation practices, farmers can build rich, fertile soils that will grow robust crops while protecting water sources, storing carbon, and reducing greenhouse gas emissions. From New Mexico to Nairobi, TNC develops water funds that invest in strategies to secure better water quality and improve the health and well-being of communities.

