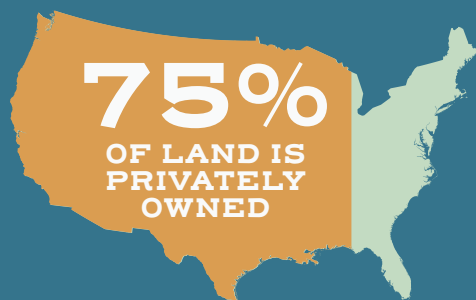




USING WILDLIFE HABITAT CREDITS TO CREATE  
SUSTAINABLE, PERPETUAL,  
**CONSERVATION**

## QUICK FACTS

IN THE CONTIGUOUS  
UNITED STATES:



85% of that land is productive  
working land including farms,  
ranches, and forests



EVERY HOUR,  
**175 ACRES**

of farm and ranchland  
are irrevocably lost to  
urban growth

To date, habitat credit programs  
have generated over

**260,000**

ACRES OF NEW AND  
IMPROVED PRIME  
HABITAT LAND.

Supporting the health  
and survival of

**57+**

RARE AND ENDANGERED  
WILDLIFE SPECIES



The Wildlife Foundation connects conservation-minded individuals and organizations with opportunities to create immediate and permanent positive impacts on critical regional ecosystems by supporting the creation of newly protected, permanently improved habitats on privately owned lands. Each project of protected lands will be known as a "Wildlife Habitat Bank," with each improved acre being represented by a "Wildlife Habitat Credit."

Our method is simple, yet revolutionary—the Wildlife Foundation buys and retires Wildlife Habitat Credits from a Wildlife Habitat Bank, resulting in permanent legal protections placed on privately-owned lands that are then forever-protected and stewarded to provide critical habitat for endangered, threatened and sensitive species throughout the West.

**100%**  
OF THIS WORK  
IS FUNDED >>>>

through support from generous, conservation-minded individuals and organizations who are driven by a desire to save a species, improve a particular region, or offset environmental impacts generated elsewhere.

## OUR PROCESS

### STEP 1



Through an alliance with strategic partners, such as TerraWest Conservancy and Global Habitat Alliance, private land that has high value for wildlife habitat is identified. We then cultivate a partnership with a willing landowner, or seek to purchase land when available, to use that land to create a Wildlife Habitat Bank.

### STEP 2



Our strategic partners conduct ecological evaluations, legal protections, financial protections and landscape improvements to develop the Wildlife Habitat Credits, all of which is verified by independent third parties. This process includes developing a perpetual management plan to maintain the improved land.

### STEP 3



The Wildlife Foundation takes the Wildlife Habit Credits to the market and invites philanthropically minded individuals, organizations, and foundations to consider making gifts that will retire a specific number of Wildlife Habitat Credits from a particular Wildlife Habitat Bank/property of their choosing.

### STEP 4



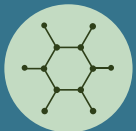
The Wildlife Habitat Credits are retired permanently, the landowner is compensated, and the long-term management plan is implemented. The donations to purchase the Wildlife Habitat Credits fund, in part, a permanent operational endowment to ensure funding of the management plan in perpetuity.

## WHAT'S IN A WILDLIFE HABITAT CREDIT?



### ECOLOGICAL CONSERVATION

Sensitive wildlife species and their habitat are conserved in perpetuity



### CARBON SEQUESTRATION

Soil organic carbon data is gathered and monitored to quantify natural carbon capture uplift over time



### HISTORICAL CONSERVATION

Historical landmarks or trails are identified, restored, and preserved



### CULTURAL CONSERVATION

Cultural landmarks and artifacts are conserved



### PUBLIC ACCESS

Wildlife viewing areas for perpetual public benefit, with additional limited hunting, fishing and/or recreational access for Wildlife Foundation members.



### PERPETUAL DURABILITY

Long-term management plans and assurances are implemented



# BENEFITS >>>



## CONSERVATION OF CRITICAL HABITATS:

Wildlife Habitat Credits are a market-based tool that encourages landowners to conserve and restore critical habitats on their land. By donating to a foundation that purchases and retires Wildlife Habitat Credits, donors can help conserve these critical habitats and the species that depend on them.

## MITIGATION OF ENVIRONMENTAL IMPACT:

Businesses and individuals can use Wildlife Habitat Credits to voluntarily offset the negative environmental impacts of their activities, such as the development of infrastructure projects. Donating to the Wildlife Foundation for purchase and retirement Wildlife Habitat Credits can help offset these impacts.

## COST-EFFECTIVE CONSERVATION:

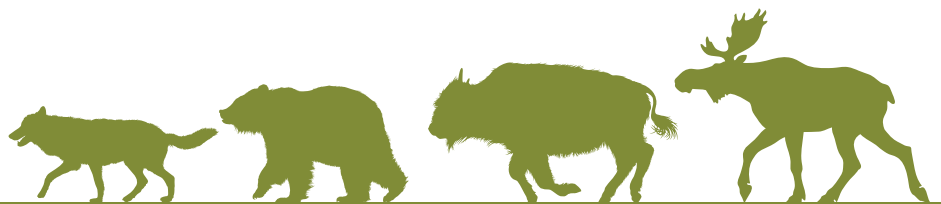
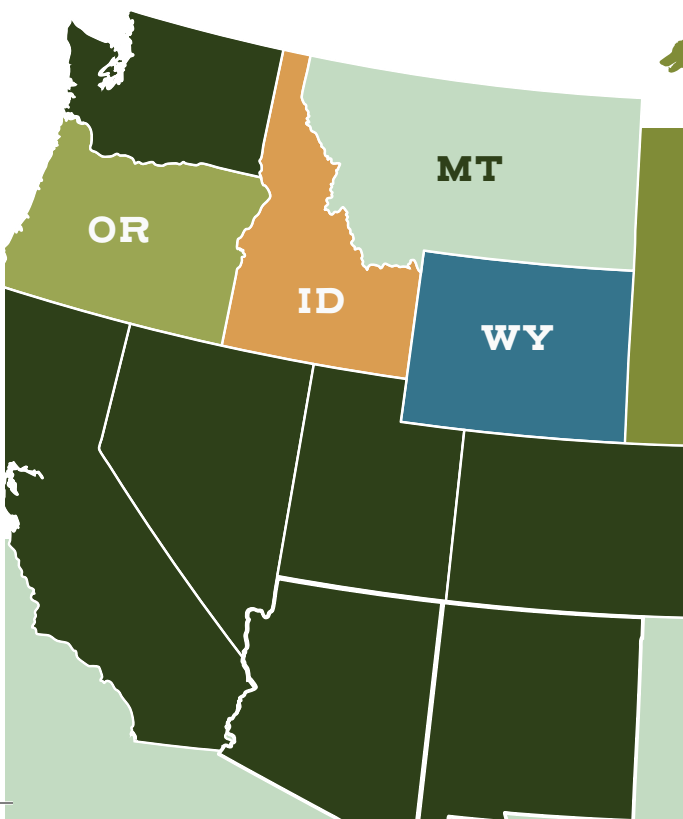
Purchasing and retiring Wildlife Habitat Credits can be a cost-effective way to conserve critical habitats. In situations where a landowner participates to create Wildlife Habitat Credits, donors are supporting landowners and project specialists who are willing to implement conservation measures on private land, which can be more cost effective than the donors and/or conservation groups needing to purchase and manage the land themselves.

## PROMOTING MARKET-BASED CONSERVATION:

Supporting the purchase and retirement of Wildlife Habitat Credits can promote the development of a market-based approach to conservation, which can help incentivize landowners to conserve critical habitats and provide a sustainable source of funding for conservation efforts.

THE PROGRAM  
HAS ALREADY  
BEGUN  
EFFORTS ON

50,000 ACRES  
OF SENSITIVE  
WILDLIFE HABITAT



With current projects in Wyoming, Idaho, Oregon, and Montana, along with an eye to expand across the region, **the impact of our work is already visible.**

- > Grizzlies and wolves have returned to remote areas in Wyoming
- > Elk and Mule Deer migration corridors and seasonal ranges have been shielded from intrusive commercial development
- > Dozens of species of both flora and fauna are flourishing in high-elevation habitats that are now permanently protected and improved.

**WE INVITE  
YOU TO >>>  
JOIN US >>>**

by supporting our efforts to purchase and retire Wildlife Habitat Credits. By doing so, you will help permanently protect and preserve critical habitat and ensure the health and survival of endangered, threatened and sensitive species.