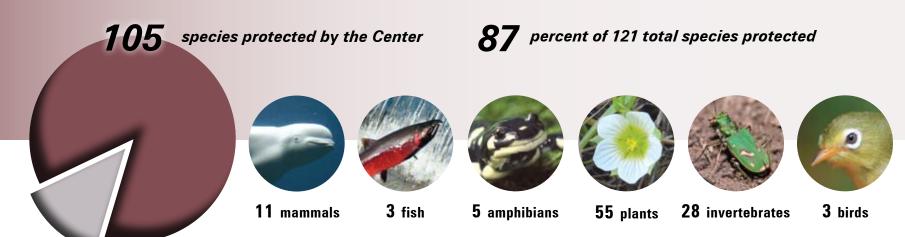
# 2010 .....

**ANNUAL REPORT** 



# **ENDANGERED SPECIES ACT PROTECTIONS 2001-PRESENT**



The Center for Biological Diversity works through science, law and creative media to secure a future for all species, great or small, hovering on the brink of extinction.

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# LETTER FROM THE DIRECTOR

**It's been a year of devastating wildlife crises:** the massive oil spill in the Gulf of Mexico, bats dying by the millions from a fast-moving disease, species in the Arctic and beyond struggling against the ravages of a rapidly warming climate. All this has happened against a backdrop of energy disasters, including the specter of a nuclear meltdown in Japan and another deadly explosion at a coal mine in West Virginia.

These are difficult times, and yet the U.S. Congress seems more determined than ever to shore up its support for the fossil-fuel industry, ignore the species extinction crisis and stop vital curbs on greenhouse gas emissions. To fight back, the Center — supported by more than 300,000 members and activists — has expanded the scope and ambition of what we do, allowing us to go toe-to-toe with those who would trade away the future of life on Earth for short-term profits and political expedience.

From our origins in direct action to defend western species and habitat, we've evolved to bring down greater Goliaths — battling giant corporations and bully governments, saving iconic species in the melting Arctic, facing off with the NRA to stop lead from poisoning tens of millions of animals across the country every year, and calling out BP and the government for the negligence that led to the Gulf tragedy.



We're leading the fight to save bats from white-nose syndrome; taking on the crucial issue of overpopulation, where many fear to tread; protecting and creating a viable future for bluefin tuna, sage grouse, wolverines and hundreds of other species; and using groundbreaking legal strategies to tackle the monolithic problem of climate change.

We don't always win. But we always fight as hard as we can. And because of you, our members and supporters, the truth is — we win a lot.

Thank you for your idealism, and thank you for never giving up. •

Kierán Suckling Executive Director

# **BAT EMERGENCY**

**One-fifth of all living mammal species are bats** — animals that are too often vilified as bloodsuckers rather than treasured as the evolutionary marvels they are: the only mammals that can truly fly, with hands that developed into wings over tens of millions of years.

A deadly bat fungus known as white-nose syndrome is sweeping westward with alarming speed from its epicenter in the Northeast. At press time, the disease-causing fungus had spread to 19 states and four Canadian provinces, killing more than a million of the night fliers. Never before has North America seen a wildlife epidemic like this. The runaway threat of white-nose stands to eliminate whole species of bats and rob us of a crucial component of the biodiversity complex that supports life on this continent. The bats affected by white-nose — insect eaters, which make up three-quarters of the world's bats — are profoundly important to human health and agriculture, eating vast quantities of insects and keeping the pests at bay; a recent scientific report calculated that loss of North America's bats could lead to agricultural losses of between \$3.7 billion and \$53 billion.

Shockingly, in the face of this unprecedented crisis — which has had a 100-percent mortality rate in some bat caves — precious few advocates have stepped forward to call for decisive action to save bats. In 2010, the Center took the lead in demanding increased government funds to fight the disease and in requesting cave closures across the country to stop the spread of the pathogen.

We filed multiple petitions and emergency requests to protect bats as endangered — including the eastern small-footed, northern long-eared and little brown bats. We mapped the progress of the fungus and wrote to state wildlife agency directors in each of the lower 48 states calling for action. We asked the Senate to increase federal funding. Caves were closed across five western states last summer — Colorado, Kansas, Nebraska and most of Wyoming and South Dakota — following another Center petition, but much of the West remains unprepared for this crisis. We won't let up until all possible steps are taken to defend North American bats. •

WAR ON WOLVES

When we lose wolves, we lose the wilderness. Without predators like wolves or bears living in our plains, forests and mountains, those places become tame; the complex food web and the balance of nature collapse, diminishing wilderness to little more than a glossy postcard.

Despite the vital importance of predators, however, American wolves are now back in politicians' crosshairs. Endangered Species Act safeguards brought wolves a desperately needed reprieve from decades of extermination campaigns, but federal and state efforts to kill wolves re-escalated sharply in 2010 and early 2011. The Center is fighting to bring back these once-abundant creatures not only in a few refuges but in wider swaths of terrain across the country where their howls once echoed through the night. Last summer, we filed an ambitious petition with the U.S. Fish and Wildlife Service to develop a national wolf recovery plan to establish populations in suitable habitat in the Pacific Northwest, southern Rockies, Colorado Plateau, California and New England.

Our intensive campaign to gain separate protection for Mexican gray wolves — whose tiny population numbered just 50 in a year-end count — took a step forward when the federal government agreed that southwestern wolves should qualify as a distinct population. In 2010, we also stopped the killing of Oregon wolves, and with a lawsuit pushed a judge to reinstate Endangered Species Act protections for northern Rockies gray wolves, ruling that the federal government had illegally subdivided that population. In early 2011, Congress delisted wolves anyway with a rider on a budget bill — a move we challenged in court. •

Even as the past year saw relentless politically motivated attacks on Endangered Species Act protections for wolves, the Center launched a groundbreaking effort to recover gray wolves nationwide.



vulnerable to whitenose syndrome. The Center is working on several fronts to slow the disease's spread and protect the bat species at greatest

risk of extinction.

Insect-eating,

hibernating bats like

this cave myotis are

## A DEFENDER ALL THEIR OWN

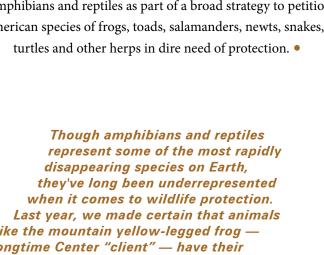
**Because amphibian and reptile populations are crashing around the world** — one-third of amphibians and one-fifth of all reptiles are now threatened with extinction — the Center last fall hired the United States' first full-time attorney dedicated to the conservation of herpetofauna (known to aficionados as "herps").

In her first few months on the job, Collette Adkins Giese leapt into the fray with a petition and lawsuit notice to save the Jollyville Plateau salamander, threatened by plans for a water-treatment plant in its Texas home. She pushed for the designation of a critical habitat preserve for the largest amphibian in North America, the Ozark hellbender, which was finally

proposed for protection under the Endangered Species Act in September seven years after we petitioned to move it off the "candidate" waiting list onto the roster of endangered species. Giese is pressing the government to ban transport of animals infected with the disease caused by chytrid fungus — which threatens sharp declines in amphibian populations around the world — and called on our members to take action in support of the ban. Early in 2011, she stepped up to call for increased habitat acreage for the California tiger salamander.

In 2011, the Center is filing petitions to secure Endangered Species Act protection for both the eastern diamondback rattlesnake and a distinct population of boreal toads. In the coming year, our herpetofauna campaign will also develop a comprehensive database cataloging the status of all U.S. amphibians and reptiles as part of a broad strategy to petition for all American species of frogs, toads, salamanders, newts, snakes, lizards, turtles and other herps in dire need of protection.

Though amphibians and reptiles disappearing species on Earth, they've long been underrepresented when it comes to wildlife protection. Last year, we made certain that animals like the mountain yellow-legged frog a longtime Center "client" — have their very own champion, when we hired the nation's first full-time attorney dedicated to conserving herpetofauna.





# member spotlight Andy Sabin

At 9 years old, Andy Sabin collected frogs, **tadpoles and snakes** — a vital connection to nature for a boy growing up in Brooklyn. These days, at the South Fork Natural History Museum and Nature Center he founded on Long Island two decades ago, Andy's commitment to environmental education lives on — especially when it comes to the herpetofauna he loved as a child. Too often, he says, animals like salamanders, snakes and frogs are feared, maligned, misunderstood or simply overlooked, making it a challenge to find a champion for some of the fastest disappearing species on Earth. Andy decided the Center, with its "efficient, sharp and successful work," was the group for the job, so he donated the money to help hire an attorney devoted to defending herps — before it's too late. "You guys get it: Time is of the essence," he says of the Center. "Conservation isn't forgiving. Once the red-legged frog, tiger salamander or rattlesnake are gone, they're gone for good." •

## FRESHWATER ECOSYSTEMS IN PERIL

North America has the richest diversity of freshwater mollusks in the world, and the Southeast's rivers and streams are the epicenter of that diversity — a globally important treasury of snails, mussels, clams and crayfish that support a massive network of other species. Among these communities are wonders found nowhere else — fish called darters that talk to each other using underwater knocks, groans and purrs; salamander mussels that are the only mussels on Earth to use salamanders as hosts for their larvae.

But due to dams, sprawl, pollution, logging and a host of other threats, extinction is looming throughout the waterways of the Southeast — for more than 28 percent of the region's fishes, more than 48 percent of its crayfishes and more than 70 percent of its mussels. Only an ambitious and sweeping effort to protect the Southeast's river species can save their ecosystem from unraveling.

So the Center filed a 1,145-page scientific petition in early 2010 to list 404 species of southeastern fish, mollusks, plants, reptiles, mammals, amphibians, insects and birds under the Endangered Species Act. The petition has called attention to the severity and scale of the biodiversity crisis in the Southeast's rivers and streams and will eventually bring new protections to hundreds of species.

In fall, we filed suit to speed protections for three comically named but seriously endangered southeastern mollusks — the Georgia pigtoe, interrupted rocksnail and rough hornsnail — for which we won

final safeguards two months later. •

The rough hornsnail — which survives only in two populations in a single Alabama river system — is one of dozens of spectactular species of mollusks that make their homes in the Southeast's rivers and streams. The Center's work last year gained Endangered Species Act protection for the hornsnail and two other mollusks, and we petitioned to protect more than 400 other southeastern freshwater species under the Act.

# AN UNSETTLING SEA CHANGE

#### The unique life forms that are coral were once believed to be plants but are now **known to be animals** — mostly hermaphrodites — with a twofold survival strategy, getting their energy from



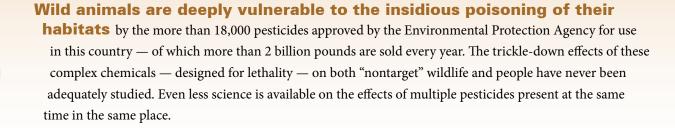
both the photosynthetic algae living inside them and the passing fish they snare. But corals are dying around the globe due to increasingly acidic seawater caused by climate change. It turns out that the glamorous reef communities corals form — the oceans' densest oases of biodiversity — are tragically also among the Earth's most vulnerable species. Scientists predict that half the world's corals may vanish in the next two decades.

Warming waters cause coral to bleach as the algae inside them die. Adding insult to injury, as increasing carbon makes ocean waters more acidic, shell-forming organisms like corals lose their ability to build shells.

The Center won staghorn (above) and years ago — and now we're looking to do the 80 other coral species threatened by global

The Center began our precedent-setting campaign for corals by securing the first-ever Endangered Species Act protections for coral species threatened by global warming — elkhorn and staghorn corals — five years ago. We expanded the campaign last year by filing a petition to protect 83 more species of these stunning and urgently threatened marine organisms under the Act — species like mountainous star coral, ivory tree coral and blue rice coral. In February 2010, the National Marine Fisheries Service finally declared it was launching a full scientific review to determine whether 82 of those corals require protection — but almost a year later the agency was still dragging its heels, so we filed notice of our intent to sue.

# A TALE OF TWO TOXICS: PESTICIDES AND LEAD



From the smallest animals in the food chain to the largest, from bees to polar bears, these powerful chemicals can have nightmarish effects such as turning males into females and shrinking or sterilizing reproductive organs — intersex salmon and chemically castrated frogs have both been documented.

In 2010, the Center's Pesticides Reduction campaign produced highly tangible results. In the culmination of a 2007 Center lawsuit, a federal court signed an injunction imposing restrictions on the use of 75 pesticides in the Bay Area, granting the EPA five years to evaluate those chemicals' potentially harmful effects on 11 Bay Area endangered species. And after a series of suits from the Center over the highly toxic pesticide endosulfan — which for decades has threatened rare wildlife species and been linked to severe human health problems — the EPA finally banned the chemical.

And we continue to ramp up our pesticides work: In December, we filed a notice of intent to sue federal agencies for failing to help protect the California red-legged frog from 64

Our fight to save the California condor and other wildlife from poisoning via the lead in hunting ammunition and fishing tackle went national last year, as we petitioned the EPA for a nationwide ban. We also launched a national campaign to compel the EPA to examine the impacts of hundreds of pesticides on more than 200 endangered and threatened species. pesticides the EPA had deemed likely to harm the frog. In the New Year, along with the Pesticide Action Network, we filed the most comprehensive legal action ever brought under the Endangered Species Act to protect wildlife from pesticides, suing the EPA for its failure to investigate the impacts of hundreds of pesticides known to threaten 214 endangered and threatened species.

Our fight to get the lead out of hunting ammunition and fishing tackle — lead that poisons an estimated 10 million to 20 million condors, golden eagles and other animals every year — went national in 2010. The Center filed a landmark petition with the EPA asking for a nationwide ban on toxic lead in hunting ammunition and fishing tackle. After the agency denied our petition, abandoning its own authority to regulate this dangerous toxin in ammo and tackle, we sued. More than 120 groups, representing birders, hunters, scientists, American Indians and public employees, have now joined our campaign. •



# Jim & Peggy Alexander

Jim and Peggy Alexander remember the Center's first sweeping victory: the legal battle that protected habitat for the Mexican spotted owl, shutting down logging in the Southwest in the process. "We were thrilled and heartened that one organization was making a difference against what seemed like insurmountable odds," Peggy says. After years of donating to support our campaigns, the Arizona couple decided they wanted that support — and the Center's work — to continue to thrive beyond their lifetimes. So they joined our Legacy Society by putting the Center in their will — and, Peggy says, they hope their grandchildren will someday become donors, too. For now, the Alexanders are working on leaving another legacy for the Earth: They'll soon complete a permaculture design course and hope to teach young people about working with nature and eating locally grown, pesticide-free foods. Of our pesticides campaign, Peggy says, "The Center does a critical job illuminating the downstream effects of where these poisons end up and what they're doing to our environment." •

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## DISASTER IN THE GULF

The Gulf of Mexico, where a quarter of America's wetlands drain into the Atlantic Ocean, shelters vast numbers of birds, marine mammals and other wildlife — as well as fish, crab and shrimp fisheries crucial to the Gulf states' culture and economy. But it has also seen its great natural wealth impoverished by decades of abuse as a sacrifice zone to oil and gas drilling. Still, the Gulf had seen nothing till April 2010.

When BP's now-infamous *Deepwater Horizon* drilling rig exploded in the Gulf of Mexico — killing 11 people and letting loose a massive gush of oil that killed thousands of birds and hundreds of sea turtles and marine mammals in the worst environmental accident in U.S. history — the Center sprang into action. At the clear forefront of the public response to the spill, we held both government and corporations accountable for the weak rules, shoddy management and callous attitude that led to the lethal blowout; we pushed hard for both broad-based reform of offshore drilling policy and strong practical action to limit the spill's devastating effects on the Gulf's precious wildlife.



Our rapid-response, in-depth research into the offshore-oil permitting process — specifically, the corrupt Minerals Management Service's use of waivers to approve hundreds of drilling projects without environmental review — spawned multiple front-page stories in national newspapers and brought attention to the spill's causes on television screens across the country. (It's no coincidence that the Service was abolished a few months later.) Our \$19 billion suit against BP and Transocean is the largest-ever citizen action under the Clean Water Act. Our citizen petition and lawsuit in July stopped the horrific practice of burning sea turtles alive in "controlled burns" of oil slicks during the cleanup.

We filed a raft of other suits to protect sea turtles, whales and other marine mammals. We petitioned for Endangered Species Act protection for Atlantic bluefin tuna, spawning in the Gulf when the spill occurred; within days of our

In 2010 the Center filed nine lawsuits aimed at holding BP and the government accountable for damage to the Gulf of Mexico's fragile ecosystem and reforming offshore drilling policy to prevent future harm to wildlife, like the Kemp's ridley sea turtle and brown pelican.

petition, the National Marine Fisheries Service agreed to review the tuna's status. Our high-profile work raising awareness about the dangers of offshore drilling in the Gulf and beyond played a major role in slowing Interior Secretary Ken Salazar's planned nationwide expansion of offshore operations.

To ensure that a catastrophe on the scale of Deepwater Horizon never happens again, we're working to ban the use of environmental waivers in the oil-drilling approval process, force compliance with laws that protect wildlife from oil spills, and require fully funded response plans that match the magnitude of a worst-case-scenario spill.





# member spotlight Charlotte Masarik

Charlotte Masarik credits the Center as a pioneer for taking the government to court to protect wildlife and wild places, but the longtime activist is no slouch at taking pioneering stands, herself. An Alaska resident for 35 years and one of the original champions of the Arctic National Wildlife Refuge, Charlotte continues to stir things up in her current community, Laguna Beach, Calif. — where she has helped establish marine wildlife preserves and fought new oil-drilling leases along the state's coast. As one who took part in the cleanup of Prince William Sound after the Exxon Valdez oil spill, she was surprised and skeptical when the damage from last year's Gulf disaster seemed downplayed by the government and media. Not one to accept "business as usual," Charlotte — a monthly sustaining member of the Center — is drawn to our hard-hitting, tell-it-like-it-is style. "No one wants to stand up and fight anymore," she says, "but time is moving too fast not to." •

# SAVING SPECIES FROM CLIMATE CHANGE



**Global warming is pushing whole groups of animals and plants to the edge of extinction,** with scientists predicting that one-third of the planet's species will be committed to extinction by midcentury if greenhouse gas emissions stay on their current path. The effects of our rapidly transforming climate on animals and plants all over the world are highly complex and varied, but it's clear that powerful action needs to be taken soon, on multiple fronts, if unprecedented cascades of extinctions are to be stopped.

The Center has been on the front lines to force protection of species showing acute, early vulnerability to global warming. Five years ago, we won the first-ever Endangered Species Act listing for species threatened by climate change (elkhorn and staghorn corals). Our work to protect species affected by warming has targeted animals as diverse as Arctic polar bears, Antarctic penguins, California pikas and Hawaiian birds.

This year, our petition and lawsuit to save 12 of the world's 19 penguin species from climate change — penguins whose main food, krill, has declined by as much as 80 percent in recent decades due to warming — yielded Endangered Species Act protections for six species: the Humboldt, yellow-eyed, white-flippered, Fiordland crested, erect-crested and African penguins. In early 2011, another penguin, the southern rockhopper of Australia and New Zealand, was added to the list.

Because high-elevation species are in urgent peril from climate change, being forced on an uphill path to nowhere as their habitat transforms, we also filed a petition in 2010 to protect four mountaintop species: Hawaii's 'i'iwi, Bicknell's thrush, the white-tailed ptarmigan and the San Bernardino flying squirrel.

Needless to say, since saving species from climate-induced extinction will require broad-based changes as well as case-specific interventions, the Center's interlocking programs to save species from warming don't stop at the Endangered Species Act. Some of our most cutting-edge work relies on innovative legislative and policy advocacy and the rigorous deployment of a wide range of applicable U.S. laws to combat global warming.

This year alone, our award-winning lawyers filed petitions to regulate emissions from U.S. locomotives, set national limits on emissions for all U.S. coal mines, put limits on black carbon pollution or soot, correct the government's calculations about contributions made to greenhouse gas emissions by biomass and — last but certainly not least — reduce atmospheric carbon pollution to 350 parts per million or fewer. We advocated for the 350 standard at international climate talks from Mexico to China; we also sued the EPA for its failure to address emissions from ships, aircraft and nonroad engines and separately for its failure to limit dangerous fine-particle pollution. •

As rapid climate change transforms the habitat and food supply of species around the globe, the Center is leading the charge to protect those most urgently in peril. Among the past year's victories, we won Endangered Species Act protection for seven species of penguin, including the southern rockhopper.

# PRESERVING HOMES, PROTECTING HABITAT

**Establishment of legally protected "critical** habitat" areas is an essential part of the Center's endangered species work. Once those areas are designated, federal agencies are not allowed to fund or approve any action that destroys or hurts them — making critical habitat one of the strongest speciesrecovery tools in the world.

More than 166 million acres of critical habitat were protected this year as a result of actions led by the Center, along with more than 173 river miles. The region set aside for polar bears — 120 million acres, or a whopping 187,000 square miles in the fragile Arctic — was the largestever designation of critical habitat. In fact, it constitutes the largest wildlife preserve in American history, larger than the entire national park system and also larger than the state of California.

But the area proposed for California red-legged frogs — 1.6 million acres — is no small drop in the bucket, either. Nor were the 45 million acres proposed for ancient leatherback sea turtles off the coasts of California, Oregon and Washington. Habitat for the stunning Hine's emerald dragonfly was doubled to 26,500 acres, and 25,000 acres were protected on Kaua'i for 47 Hawaiian species. California's Santa Ana sucker got 9,300 acres, while snails, mussels and a fish called the vermilion darter were granted 173 vital stream miles in the Southeast.

The 187,000-square-mile preserve set aside for the polar bear — thanks to the Center's work — is the largest-ever designation of critical habitat in Endangered Species Act history. Its area exceeds the size of the entire National Park system and every U.S. state except Texas and Alaska.



Yellowstone National Park 3.472 mi<sup>2</sup>



Tongass National Forest 26,562 mi<sup>2</sup>



**New York State** 54,556 mi<sup>2</sup>



Inventoried Roadless Areas 93,750 mi<sup>2</sup>

We also successfully defended 8.6 million acres for the Mexican spotted owl against an industry attempt to overturn the designation, and won a crucial victory protecting 500,000 acres in Oregon from livestock grazing that would have hurt steelhead trout. Our yearslong fight to protect nearly 1 million acres of Southern California roadless areas from ORVs, road building and other development resulted in a multiparty settlement agreement giving safeguards to California condors, arroyo toads and a host of other species in need. •



National Park System 131,875 mi<sup>2</sup>

# help for the north's great white bear

#### The Center took a slew of actions to save the Arctic's majestic, suffering polar bears in 2010.

Besides bringing about the 120-million-acre critical habitat designation, we persevered in our years-long legal and public-pressure fight to have the bears uplisted from threatened to endangered, leading a coalition of more than 150 biologists and climate scientists, as well as more than 140 public-interest groups, that called on the feds to follow the best available science in deciding the level of protection polar bears should get under the Endangered Species Act.

> When the campaign met with stubborn stonewalling from the

> > Obama government — which in December first refused

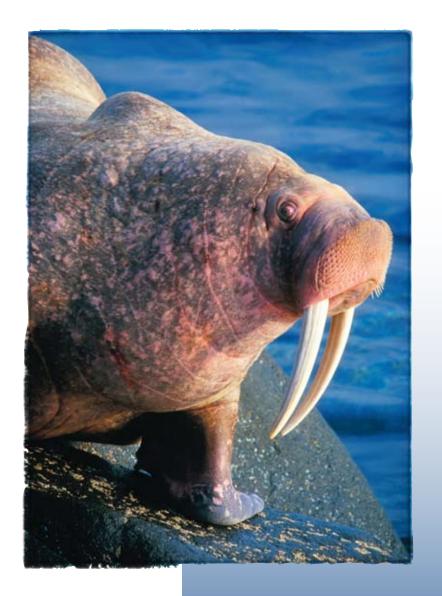
to upgrade the polar bear's status, then greenlighted oil-drilling in the Chukchi Sea — we notified Interior Secretary Salazar of our intent to sue the Interior Department for its failure to protect polar bear critical habitat from harmful oil and gas development, demanding that federal agencies immediately take measures to study and address the

impacts of drilling there. •





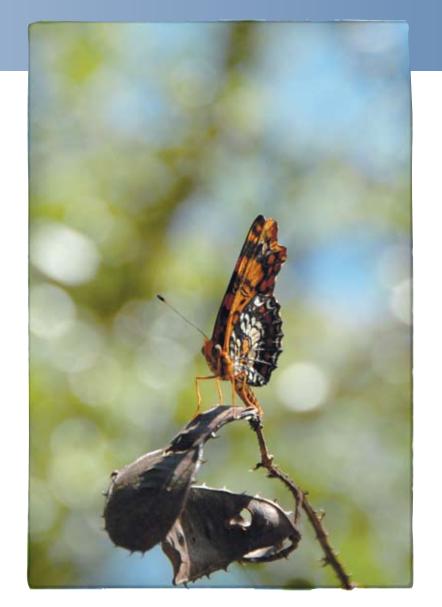
# **MOVING 1,000 SPECIES TOWARD PROTECTION**



Eight years ago, the Center launched a campaign to protect 1,000 of the most imperiled, least-protected plants and animals in the nation. It was a bold, ambitious effort that few thought could be pulled off. This year we brought more than 800 species nearly to the finish line, including 225 languishing on the U.S. Fish and Wildlife Service's "candidate" list; 404 species living in the polluted, dammed, diverted and developed rivers of the Southeast; a dozen species threatened by global warming; and hundreds more spiraling toward extinction due to habitat destruction.

In 2004 we joined forces with world-renowned primatologist Dr. Jane Goodall and two-time Pulitzer Prize winner Dr. E.O. Wilson of Harvard University to file a 1,000-page scientific petition outlining the threats to and steps needed to protect 225 plants and animals that had been waiting without protection — many for decades — on the candidate list. They included the Oregon spotted frog, a stunning Utah plant called the Aquarius paintbrush and the Sonoyta mud turtle of Arizona's borderlands. These are species that federal scientists have determined are endangered but bureaucrats are refusing to protect. We later filed suit in Washington, D.C., to enforce the petitions and move the species onto the protected "endangered" list.

The Center is pushing to extend a recent endangered species settlement to include other key imperiled species — like the Pacific walrus, one of the more than 250 animals and plants on the government's "candidate" waiting list.



Our 2010 actions to protect 1,000 of the nation's most endangered plants and animals included lawsuits for species ranging from the iconic plains bison to the striped newt and Puerto Rican harlequin butterfly.

In 2010 we filed another 1,000-page scientific petition, this time to protect 404 fish, mussels, plants and insects barely clinging to life on the forgotten rivers of the Southeast. Those species included the Florida sandhill crane, bluehead shiner and Black Warrior waterdog salamander. Until now, the Southeast's meandering, oftentimes flooding streams and rivers have received limited attention from conservationists. Our work to protect species there will put this treasure trove of biological diversity front and center on the national agenda.

In March 2010, we scored a major victory with the protection of 48 Hawaiian species. That's the largest number of species added to the endangered list in a single year since 1998.

And in May 2011, a legal settlement based primarily on the Center's petitions and lawsuits brought a promise by Fish and Wildlife to finally make a protection decision on 251 candidate species and process petitions to protect another 600 declining plants and animals. The agreement, however, excludes many important species, has major enforceability problems and sets unacceptable limits on future protection of other species, so the Center is taking action to fix these problems. •

## SAVING THE SUN-EATERS

Plants make life on Earth possible, since without them we'd have no air or food to sustain us. Yet when it comes to endangered species, plants are often forgotten in favor of organisms with faces. It's easier for people to express their emotional attachment to animals than to acknowledge the depth of our debt to the quiet, leafy denizens of the sun-eating world.

But in many cases — and in the face of global warming, more than ever before — rare plant species need our help with particular urgency. Because unlike organisms that can walk, swim or fly, individual plants can't move around. And as climate change wreaks havoc on the places where they live, plants won't have a chance to simply flee for greener pastures. This makes the protection of their habitat — along with the large-scale reduction of greenhouse gas emissions, of course — crucial to their continued existence.



In 2010, the Center's work to protect plants' homes resulted in the designation of more than 17,000 acres of critical habitat preserves. In July, 10,000 acres were protected for two plants in Oregon, the large-flowered woolly meadowfoam and Cook's lomatium. In October, California's spreading navarretia was granted a final habitat area of 6,720 acres, and in November the San Diego ambrosia garnered about 800 acres.

In the future, protection of large swaths of landscape to allow plants to survive under climate change will be vital, and to that end the Center is working to secure as much protected territory as possible. •

Plants "eat" the sun,
harnessing its energy to
make life on Earth possible,
and they absorb planetwarming carbon dioxide
— but they're unable to
flee that warming as some
animals do. The Center
is working to ensure the
habitat that remains for
endangered plants has the
fullest protection possible.

# RALLYING FOR CHANGE

The Center's new boycott of bluefin tuna, which is being overfished to the brink of extinction to feed high-end sushi customers, has attracted positive attention both from sushi aficionados and world-renowned chefs. Since 1970, these majestic ocean predators have declined in the Atlantic by more than 80 percent; the sushi market keeps prices for tuna high, with a single fish selling for nearly \$400,000 in early 2011. We launched the Bluefin Brigade in November to reduce consumer demand for bluefin by getting restaurants to stop serving the fish and diners to stop eating the embattled species. Our pledge to avoid bluefin quickly garnered more than 23,000 sign-ons in more than 100 countries and is still gaining momentum: A growing list

of restaurants, from New York and London to Las Vegas and San Francisco, has joined us.

Beyond bluefin, our online activist network has been increasingly visible in rallying for change. More than a million actions were taken by Center supporters this year: 150,000 people signed a petition to stop sea turtles from being burned alive in the Gulf — a campaign that brought immediate results — while about 72,000 urged the Obama administration to ban new offshore oil drilling after the Gulf disaster and 51,000 called for action to protect North American bats from deadly white-nose syndrome. •



More than 1 million actions were taken by the Center's online activist network in 2010 to protect endangered species, wildlands, and clean air and water. In one of our most high-profile campaigns, more than 23,000 people in more than 100 countries — as well as a growing list of restaurants — joined our "Bluefin Brigade" by pledging to stop eating and serving overfished bluefin tuna.

 $m{s}$ 

## TURNING THE SPOTLIGHT ON SPECIES

The Center garners more free, earned media per budgetary dollar than any other conservation group in the United States, with regular coverage in *The New York Times*, *Wall Street Journal* and *Washington Post* and appearances on outlets from the BBC and CBS to Al Jazeera and Democracy Now. We do this not only by constantly taking newsworthy actions — and churning out reams of press releases, op-eds and interviews to prove it — but also by reaching out through nonprint media to new, ever-wider audiences to bring home the profound emotional weight of the ongoing sixth mass extinction and global warming crises.

Our heartwrenching "Save the Polar Bear" public service ad, which ran on televisions around the country in both English and Spanish, was seen by more than 90 million people. It was also named one of the year's best when TV Access gave us its Top 10 Award for highlighting polar bears' plight. The spot rated in the top 10 percent of all PSAs and said, simply and powerfully: "The Arctic is melting. Polar bears are drowning. Stop global warming." Meanwhile, Center mascot Frostpaw, the curiously articulate, scene-stealing polar bear, made a number of charismatic appeals for rapid action on global warming

Frostpaw's exhortation to President Barack Obama to stop Shell Oil from drilling in the Arctic was apparently heeded last summer.

in venues as far-flung as the international climate talks in Cancún.

And just in time for the holiday season in December, the Center brought the plight of the world's vanishing species to the heart of New York City's Times Square. Nearly 25 million people saw our public service ad that appeared on CBS's Super LED Screen, a 520-square-foot television screen on one of the city's busiest blocks. The ad — which ran once an hour for 18 hours a day until the ball dropped on New Year's Eve — showed a checkerboard of iconic species being crossed out at an accelerating pace to highlight the urgency of the extinction crisis and encourage viewers to take action. •

Dollar for dollar, the Center leads the way among U.S. conservation groups in getting environmental news out to the media and shaping the way endangered-species stories are told. At right, our seasoned media spokesbear Frostpaw captivates the press at international climate talks in Cancún.



## THE CRISIS OF US: TOO MANY PEOPLE

The current biodiversity crisis differs from the Earth's five previous mass dieoffs in that it's being driven not by an unstoppable natural event like an asteroid but by the activities of a single species. Where humans multiply, extinction follows: Historically, we've carried with us a wave of exterminations whenever we expanded to a new part of the globe.

The fact is that, as human numbers approach the 7 billion mark in 2011, the planet cannot continue to sustain both an exponentially growing human population and the healthy abundance of other species we need to keep our world livable. The cause-effect link between human proliferation and the rapid elimination of vast numbers of other species cannot be denied; but for decades, until the Center stepped into the discussion, the environmental community has retreated from what it perceives to be the touchy politics of the overpopulation problem.

With our attention-grabbing, innovative campaign to raise awareness of the link between the human population explosion and the extinction crisis, the Center is bringing a new generation of population activists to the fore. Our Endangered Species Condoms — featuring frogs, fish and other endangered species along with catchy slogans highlighting the connection between condom use and stopping extinctions — were a runaway hit after they launched on Valentine's Day 2010, surprising even us with their popularity. Legions of volunteers gave away 350,000 of these free condoms over the course of the year, including some 50,000 just in time for New Year's Eve.

Our new, monthly overpopulation newsletter, *Pop X*, was also launched this year, its first installment sent out by email in November. *Pop X* already has a circulation of more than 25,000. •



Our Endangered
Species Condoms were
a key part of our bold,
innovative campaign
linking overpopulation
and the extinction
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## 2010 STATEMENT of ACTIVITIES

For Year Ended 12/31/10. Totals include restricted and unrestricted support, Audited financial statements are available on request.

## support and revenue

grants and donations	
foundation grants	\$ 1,876,800
membership and donations	5,389,003
total public support	7,265,803
revenue	
legal returns	685,981
contracts	7 354

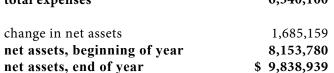
total support and revenue	8,025,259
total revenue	759,456
investment income	14,104
miscellaneous	52,017
contracts	7,354
legal returns	685,981
revenue	

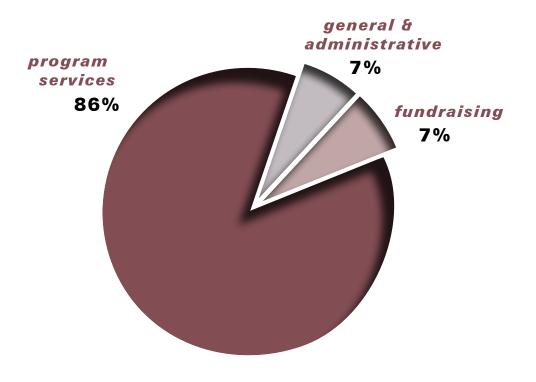
#### expenses

program services

otal program services	5,480,302 (86%)
ırban wildlands	528,052
oceans	735,379
nternational	171,880
oublic lands	1,586,664
limate	1,118,601
endangered species	1,339,726

supporting services	
general and administrative	414,437 (7%)
fundraising	445,361 (7%)
total support services	859,798
total expenses	6,340,100
•	





In 2010, the Center's supporters contributed more than \$8 million to our critical campaigns to protect imperiled wildlife and habitat. And last year, we used your generous support more efficiently than ever. True to our "biggest bang for the buck" reputation, we bucked nonprofit fundraising trends with our cutting-edge decision to drop resource-intensive, carbon-generating mass mail appeals as a membership recruitment tool. The leap of faith paid off: In 2010, we raised \$1 million more from individuals than the preceding year — an increase of 44 percent — while lowering our overhead. The keys to our success? A rapidly growing, action-driven network of online supporters, who lend new force to our already large, loyal membership base, and the ability of our own dynamic, hardworking staff of 63 to achieve sweeping victories. It's no wonder that Charity Navigator has awarded us their four-star rating five years in a row.

