

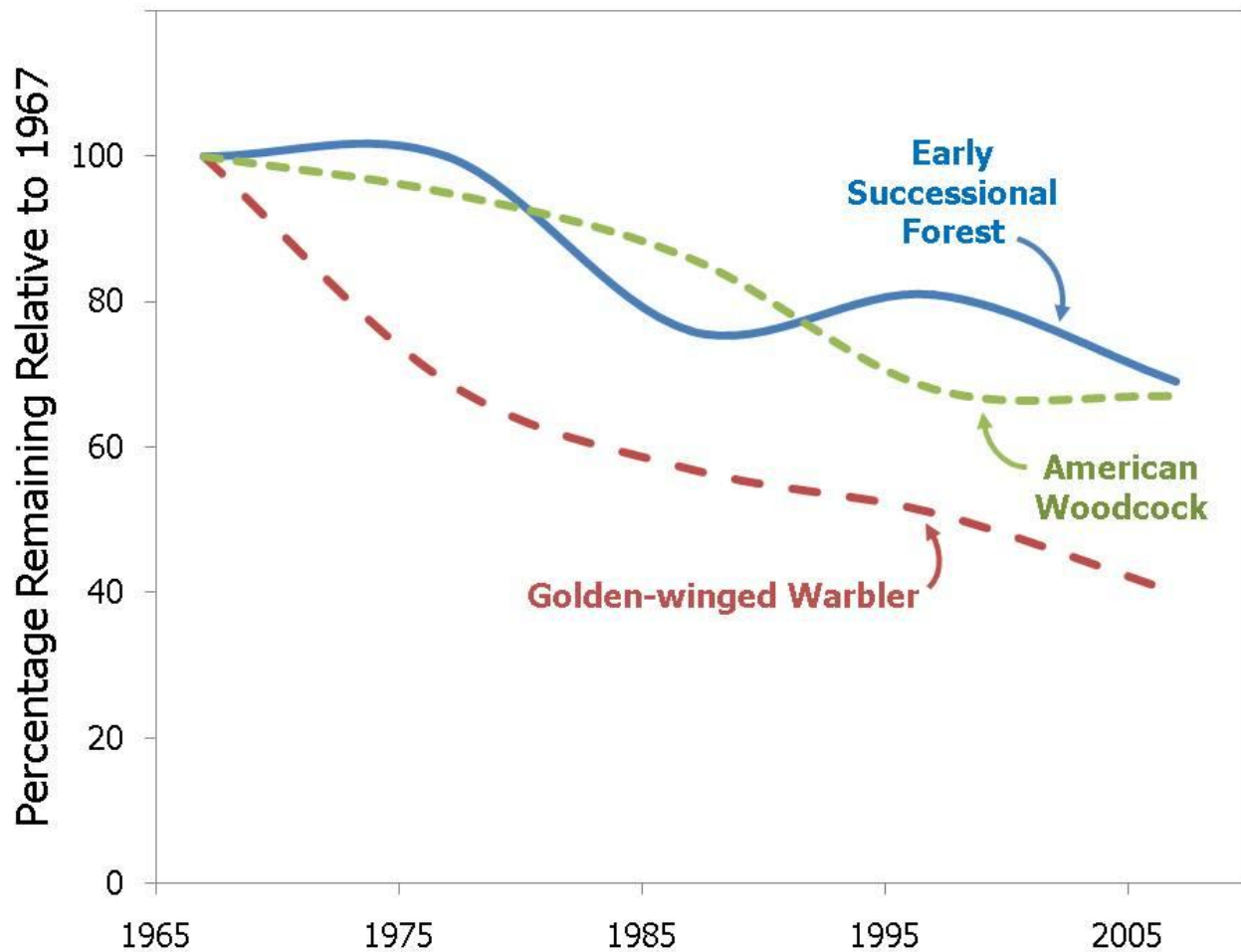


A View from the Dashboard



Investor's

~~One Funder's~~ View of our Initial Progress

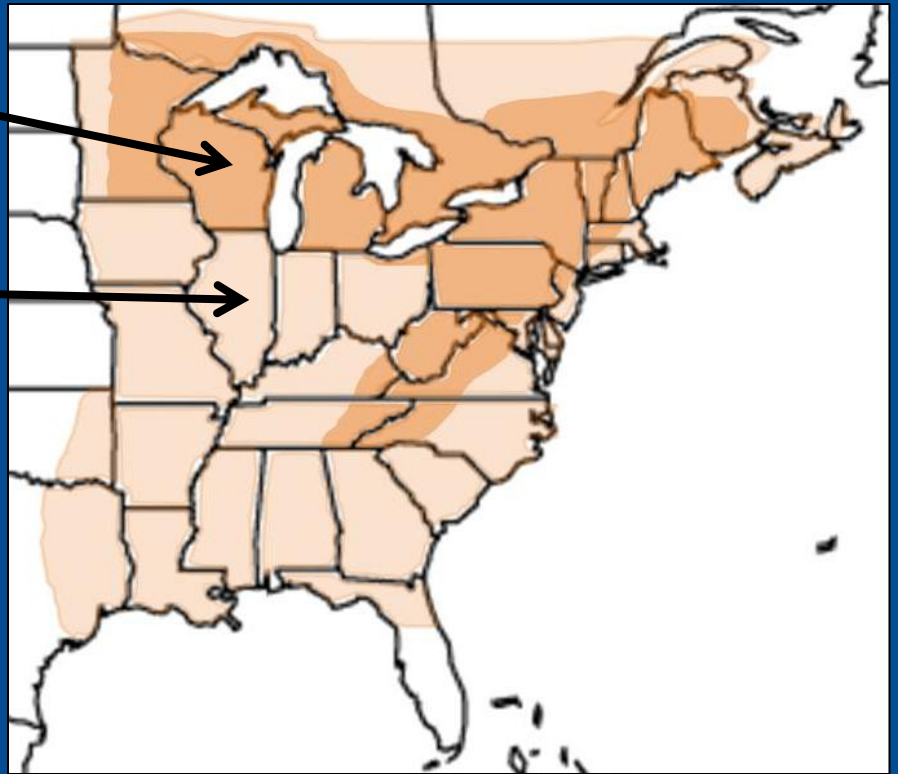


Keystone Initiatives



Highest priority areas

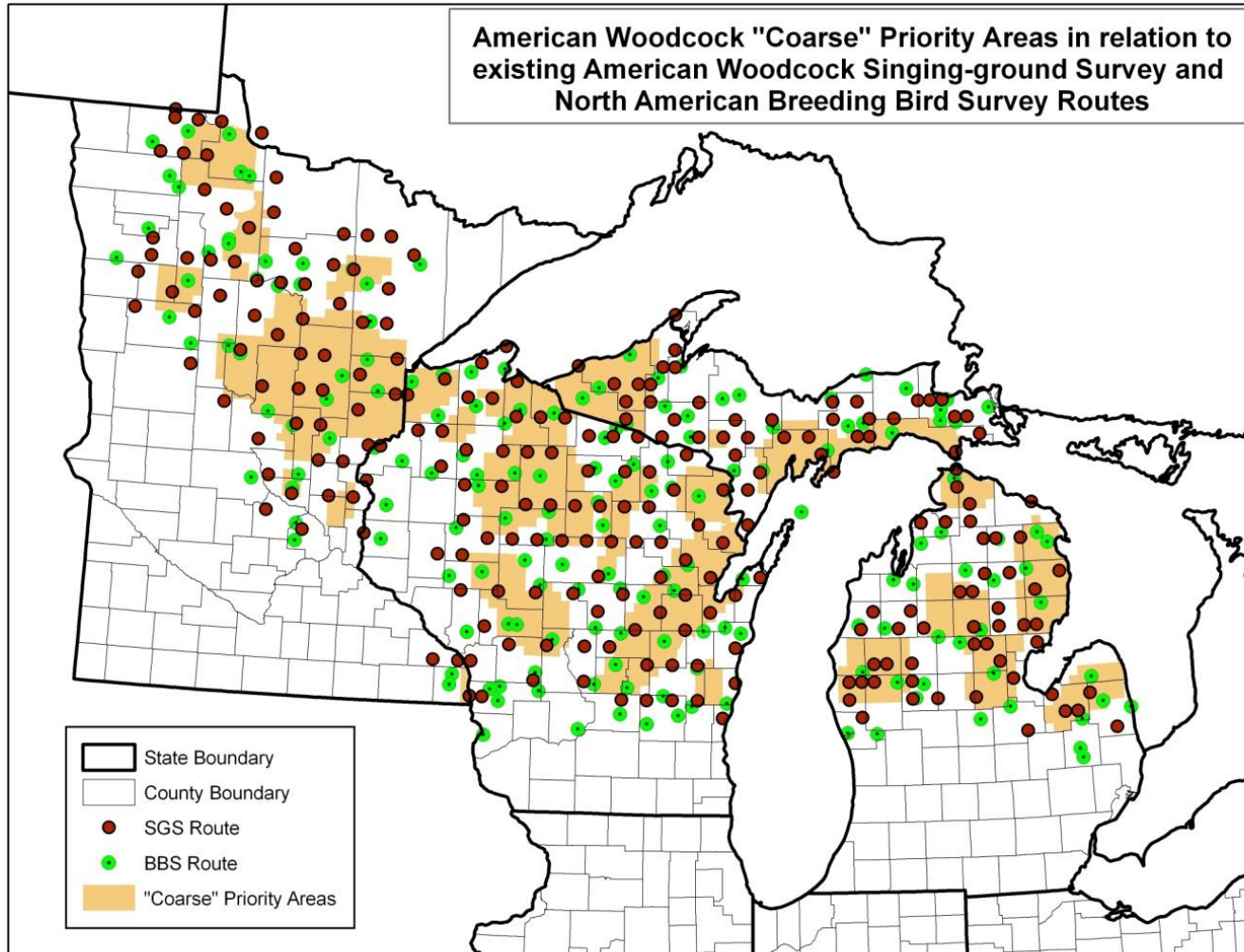
Secondary areas

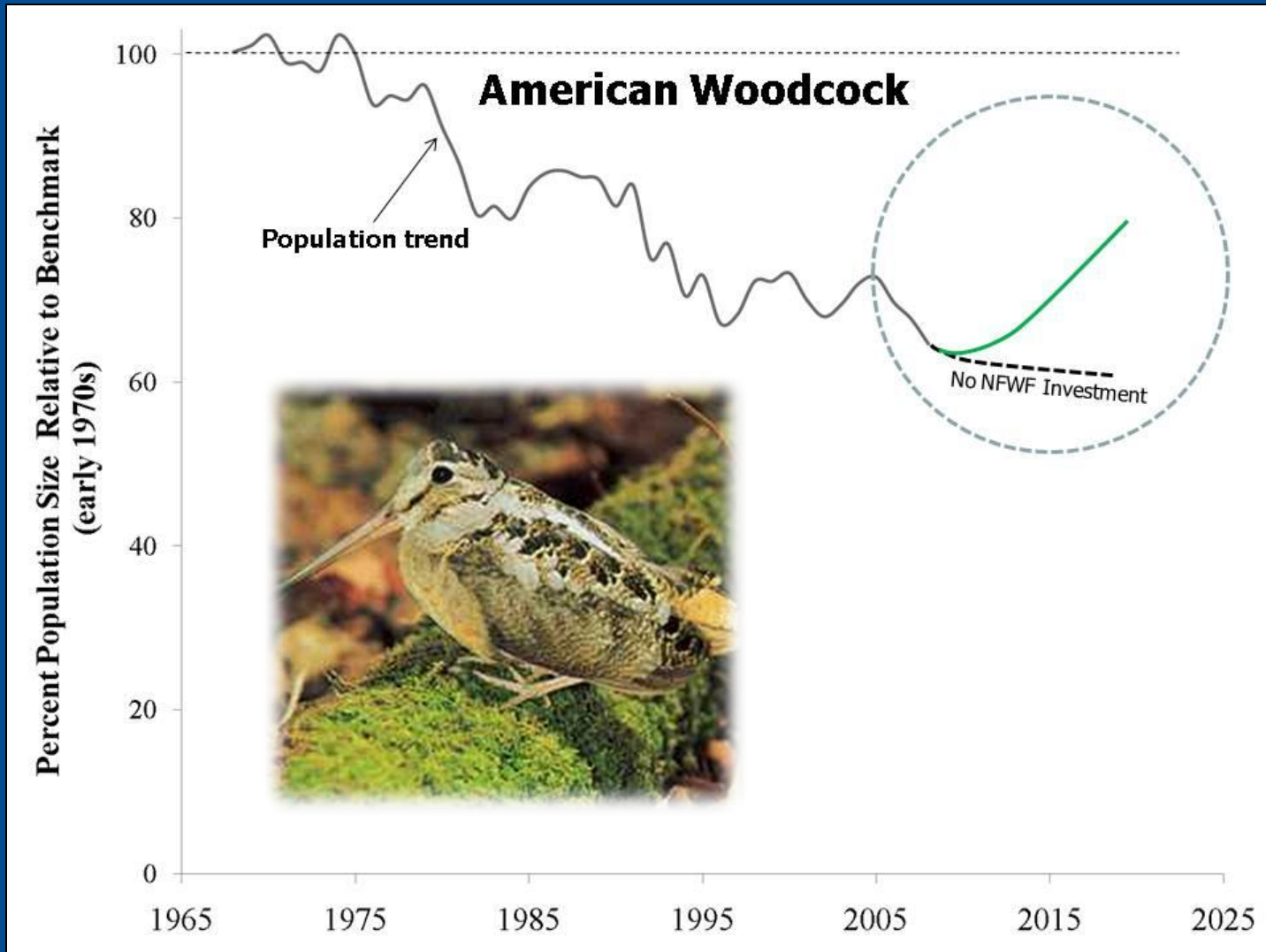


Keystone Initiatives



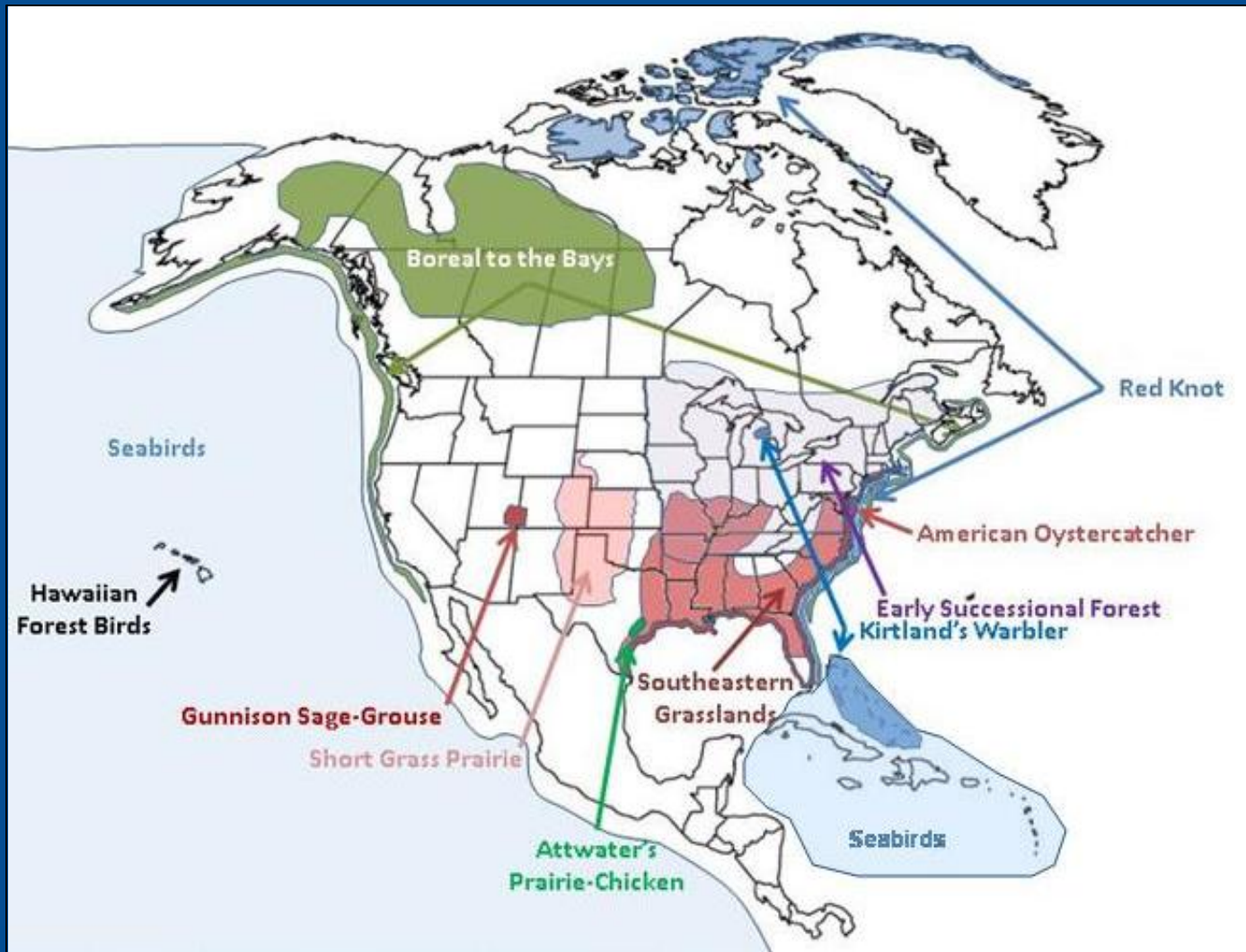
American Woodcock "Coarse" Priority Areas in relation to existing American Woodcock Singing-ground Survey and North American Breeding Bird Survey Routes





Keystone Initiatives





Keystone Initiatives



AMOY Keystone Chronology

- Summer 2007: Board approved NFWF Strategic Plan.
- Fall 2007: Board approves American Oystercatcher as one of 12 prospective keystone initiatives worth pursuing.
- Spring 2008: Board approves AMOY as Developmental Keystone Initiative.
- Summer 2008: Board approves business plan with AMOY designated as Keystone Initiative.
- Fall 2008: First 5 project grants approved -- New Jersey, Massachusetts, Virginia, North Carolina and Florida.
- Fall 2009: Second cohort of two proposals submitted and approved – Massachusetts and South Carolina.





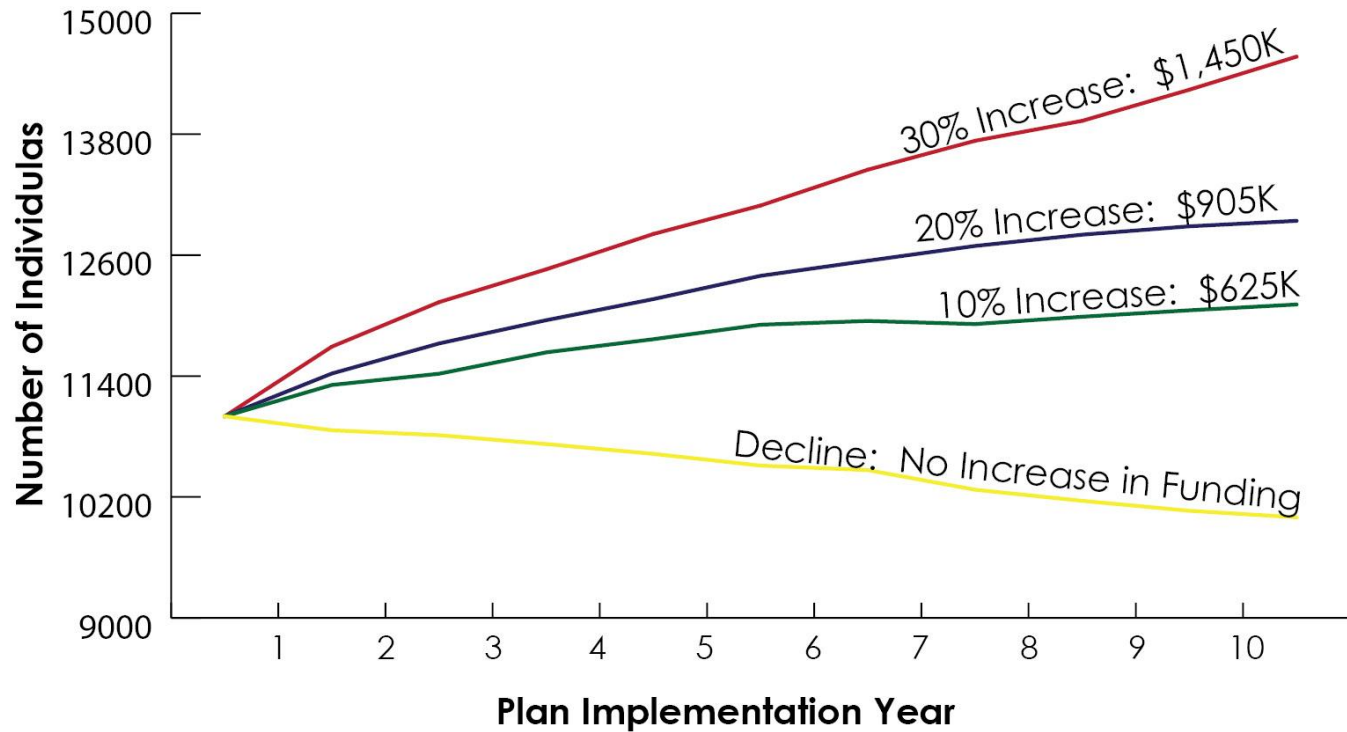
**Business Plan for the Conservation of the
American Oystercatcher**

A 10-Year Plan to Secure a Coastal Keystone Species

American Oystercatcher Working Group
National Fish and Wildlife Foundation
October 26, 2008



Projected American Oystercatcher Population Size

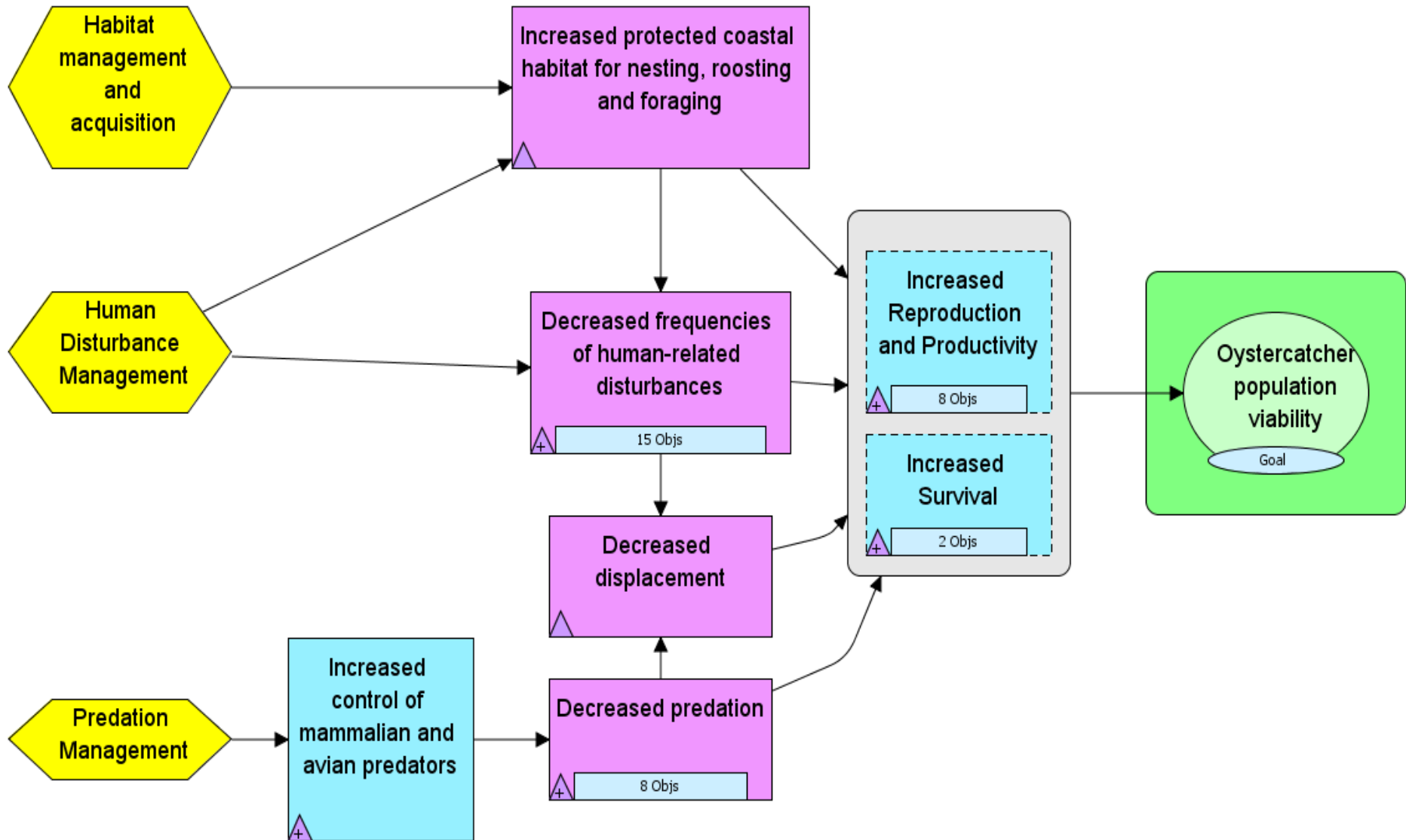


Partners ~ \$950,000/year

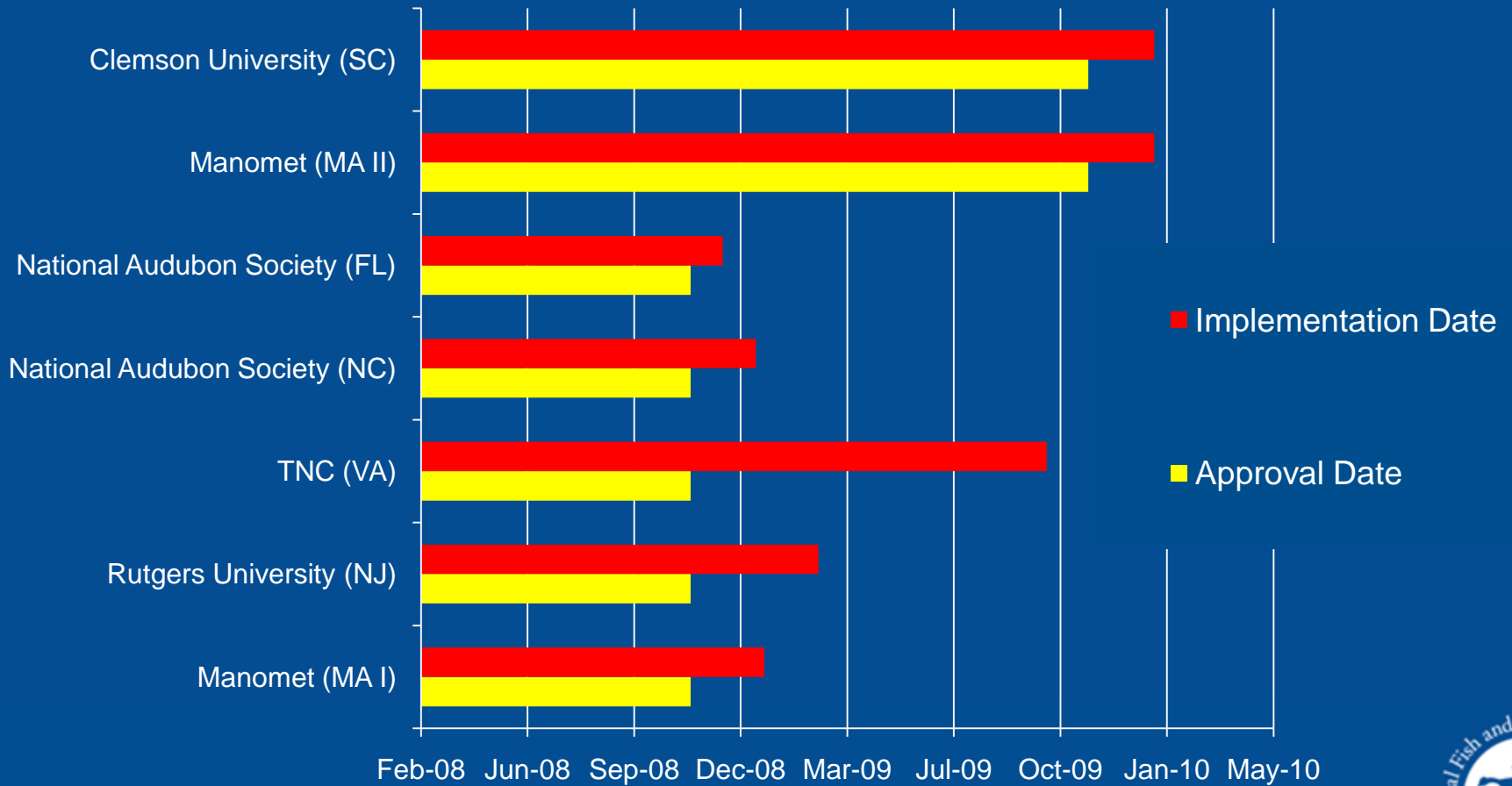
NFWF ~ \$500,000/year

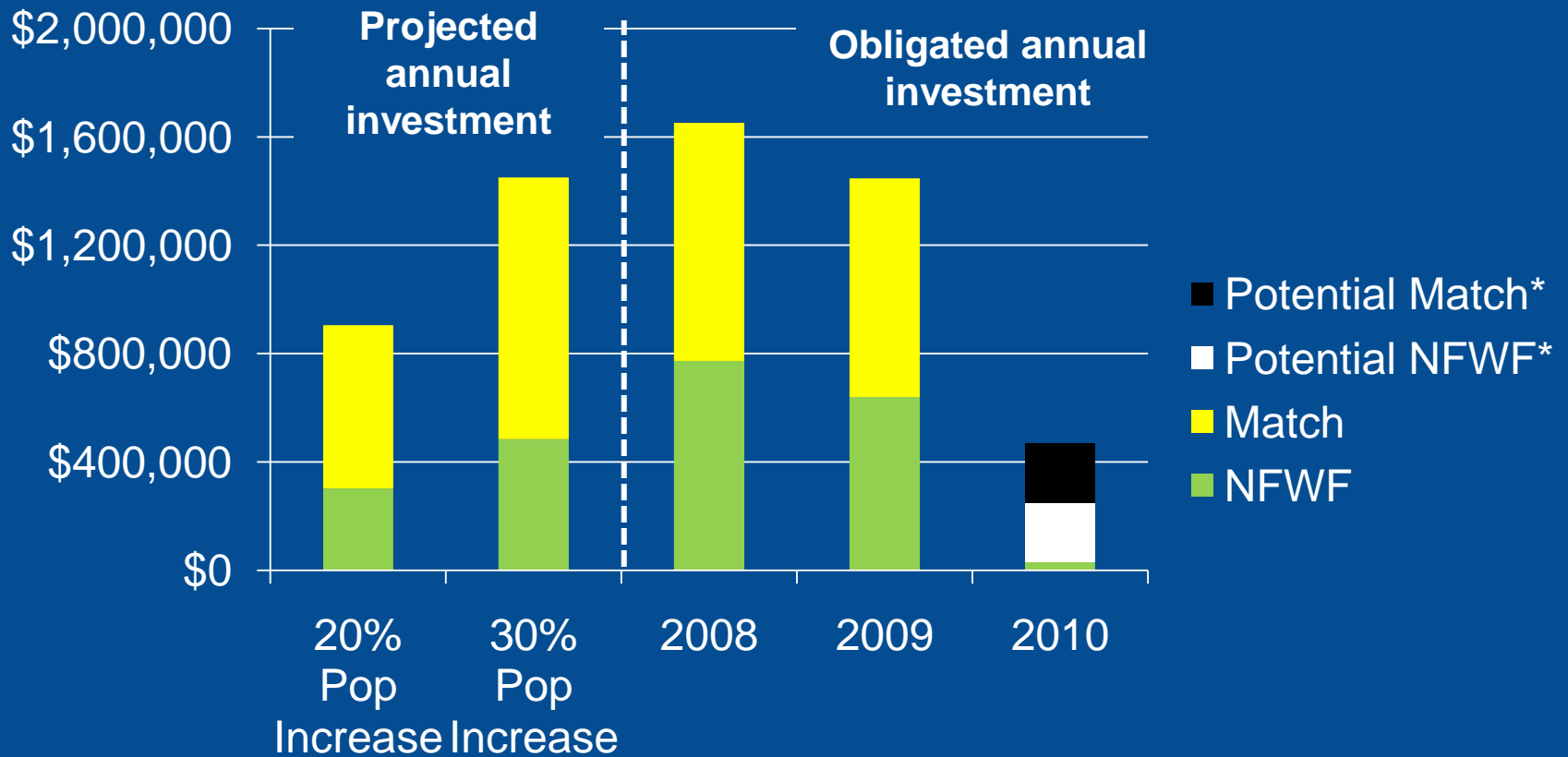


AMOY Strategy of Change



Project Progress to Date





• Match rate has been 1.2:1 rather than business plan target of ~2:1.



Assessment Criteria I: Conservation Outcomes

Criteria	Poor	Fair	Good	Excellent
<p>I. Level of progress on achievement of conservation outcomes as outlined in business plan</p>			X	
<p>Considerations:</p> <ul style="list-style-type: none"> • Progress on implementing key initiative strategies. • Progress on key intermediate outcomes (e.g., threat reductions). • Progress on initiative population goal. 	<p>Comments:</p> <ul style="list-style-type: none"> • Predator and disturbance management projects are underway at six of seven Tier I sites in states along species' population range. • At least 600 pairs were managed for disturbance and predation (30% of East Coast nesting population). • Some projects are just beginning to develop methods for identifying how much of gains in productivity success are due to either reductions in predation or disturbance. • Standardized metrics across project sites is a priority. 			

Assessment Criteria II: Funding

Criteria	Poor	Fair	Good	Excellent
<p>II. Level of progress on generating funds required to implement initiative as outlined in business plan</p>		<p>X</p>		
<p>Considerations:</p> <ul style="list-style-type: none"> • To what extent has NFWF implemented a funding strategy for the initiative? • Progress in generating initiative funding. • Partner commitments to additional fundraising. 	<ul style="list-style-type: none"> • Grantee matches for approved projects are low (1.2:1) versus business plan goal of 2:1, but consistent to awarded grants in other keystone initiatives. • No formal fundraising strategy has been initiated. • Most of the fundraising efforts have been project-specific and targeted at local management efforts. • NFWF has raised additional 23% total funding through charter programs and IDEA accounts. 			

Assessment Criteria III: NFWF Effect

Criteria	Poor	Fair	Good	Excellent
III. Impact of NFWF involvement in initiative (“NFWF effect”)			X	
Considerations: <ul style="list-style-type: none"> • NFWF value in catalyzing funds or interest from other organizations. • Value of NFWF’s participation in the initiative in the next few years to maintain progress. 	Comments: <ul style="list-style-type: none"> • NFWF funds are generating interest and support from partners. • Partnership shifting from monitoring and research to management and monitoring. • Partnership needs to standardize metrics for measuring progress. 			

Assessment Criteria IV: Partner Commitment

Criteria	Poor	Fair	Good	Excellent
IV. Level of partner commitment to implementation of initiative strategies and achievement of outcomes			X	
Considerations: <ul style="list-style-type: none"> • Are the appropriate partners participating? • How committed are the partners/grantees to full implementation of the initiative? 	Comments: <ul style="list-style-type: none"> • In a short period of time, significant shift among partners from local monitoring and research to implementing strategies for increasing egg and chick production and for impacting survival rates and foraging opportunities. • Some partners have expressed reservations about feasibility of achieving 30% population increase within 10 years, but fully support plan's general approach. • Projects are underway in all Tier 1 states identified in the Business Plan. 			

Assessment Criteria V: Long-Term Sustainability

Criteria	Poor	Fair	Good	Excellent
V. Long-term sustainability of initiative progress		X		
<p>Considerations:</p> <ul style="list-style-type: none"> • Extent to which mechanism exists for long-term funding to maintain or improve on initiative outcomes over the long-term. • Level of partner capacity/commitment to continue strategies after NFWF exits. 	<p>Comments:</p> <ul style="list-style-type: none"> • Commitment varies by partners due to variations in fundraising capacities. Many grantees are dependent on short-term NFWF grant awards. • Perhaps due to lack of full maturity of initiative, partners have not yet begun developing long-term fundraising strategy in preparation for NFWF exit. • Long-term sustainability requires institutionalization of coastal conservation in state and federal agencies 			

Summary

Criteria	Poor	Fair	Good	Excellent
I. Level of progress on conservation outcomes			X	
II. Level of progress on generating funds		X		
III. Impact of NFWF participation			X	
IV. Level of partner commitment			X	
V. Long-term sustainability of progress		X		

Staff Conclusions:	Below Expectations	Meets Expectations	Exceeds Expectations
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- Population has possibly stabilized but may not have yet reached rate of increase necessary to meet target population increase.
- Grantees have not yet reached targeted 2:1 match, but NFWF has supplemented keystone with funds from non-keystone accounts.
- Partnership shifting towards active adaptive management.
- Long-term sustainability requires “institutionalization” of (a) coastal shorebird conservation in state & federal agencies and (b) formal regional fundraising strategy.

Challenges

Attaching benefits to management strategies...

Or, what are we getting for our money?

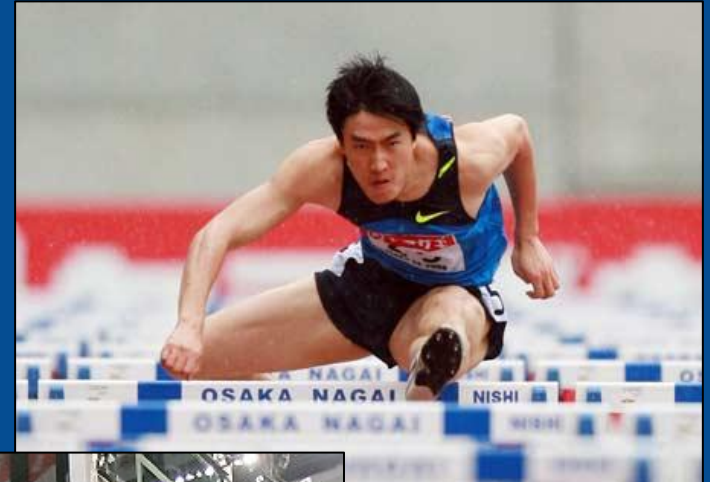


Nutrition Facts		Cereal with 1/2 Cup Vitamins A&D Fat Free Milk	
Serving Size 3/4 Cup (30g/1.1oz)		About 7	
Servings Per Container			
Amount Per Serving	Cereal	Cereal with 1/2 Cup Vitamins A&D Fat Free Milk	
Calories	120	160	
Calories from Fat	20	20	
		% Daily Value**	
Total Fat 2g*	3%	3%	3%
Saturated Fat 2g	10%	10%	10%
Trans Fat 0g			
Cholesterol 0mg	0%	0%	0%
Sodium 170mg	7%	10%	10%
Potassium 75mg	2%	8%	8%
Total Carbohydrate 24g	8%	10%	10%
Dietary Fiber less than 1g	5%	5%	5%
Sugars 8g			
Other Carbohydrate 14g			
Protein 2g	3%	13%	13%
Vitamin A	15%	20%	20%
Vitamin C	35%	35%	35%
Calcium	0%	15%	15%
Iron	45%	45%	45%
Vitamin D	10%	25%	25%
Thiamin	35%	40%	40%
Riboflavin	35%	45%	45%
Niacin	35%	35%	35%
Vitamin B6	35%	35%	35%
Folic Acid	35%	35%	35%
Vitamin B12	35%	45%	45%
* Amount in cereal. One half cup of fat free milk contributes an additional 40 calories, 65mg sodium, 6g total carbohydrates (6g sugars) and 4g protein.			
** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.			
	Calories	2,000	2,500
Total Fat	Less than 60g	80g	80g
Saturated Fat	Less than 20g	25g	25g
Cholesterol	Less than 300mg	300mg	300mg
Sodium	Less than 2,400mg	2,400mg	2,400mg
Potassium	3,500mg	3,500mg	3,500mg
Total Carbohydrate	300g	375g	375g
Dietary Fiber	5g	5g	5g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4			
Ingredients: Rice, whole grain wheat, sugar, chocolatey chunks (sugar, partially hydrogenated palm kernel oil, cocoa processed with alkali, cocoa soy lecithin, artificial flavor, milk), high fructose corn syrup, salt, malt extract, natural and artificial flavor, ascorbic acid (vitamin C), reduced iron, niacinamide, pyridoxine hydrochloride (vitamin B6), riboflavin (vitamin B2), thiamin hydrochloride (vitamin B1), vitamin A palmitate, BHT (preservative), folic acid, vitamin B12, vitamin D, 1 Less than 0.5g trans fat per serving.			
CONTAINS WHEAT, MILK AND SOY INGREDIENTS.			



Challenges

Communication



Challenges

Address
sustainability

