



Submitted by: Kristen Lamb, kristen@thecenterforwildlife.org

Company/Organization: Center for Wildlife

Type of organization: Nonprofit

Number of Employees: 15

Category: Environment

Challenge or Opportunity: We noticed that our community may not understand the scope of our work, and view wildlife and nature as something separate from their own health and well being. For example, we would hear things like "that's nice that you take care of loons," instead of seeing loons as barometers for our drinking water, fishing, and other elements humans rely on.

Approach or Solution: We updated our mission, vision, and core activities to help make the connection between wildlife, environmental and human health more obvious. We updated messaging and trained staff, interns, and volunteers to speak in terms of systemic change. And we've shifted social media and environmental education programs to carry the same messaging.

Impact: We've broadened our donor base to include those more focused on environmental efforts vs. solely wildlife. We've seen people appreciate each species for their role in not only ecosystem health but also human health and economy. We've also received invitations to speak and collaborate more as people better understand the depth of our work.