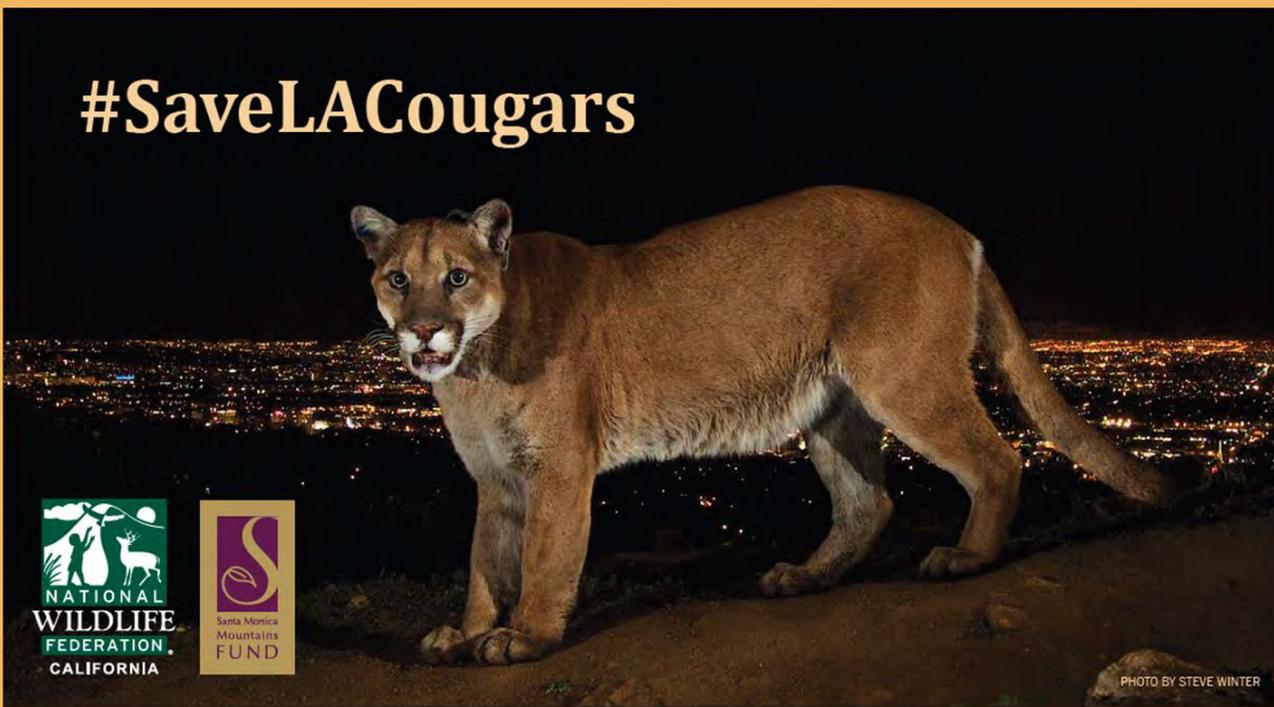


Fundraising Summary for Liberty Canyon Wildlife Crossing Initiative

#SaveLACougars



NATIONAL WILDLIFE FEDERATION CALIFORNIA

Santa Monica Mountains FUND

PHOTO BY STEVE WINTER

National Wildlife Federation and Santa Monica Mountains Fund have joined together to protect Southern California's mountain lions, and to advocate for the critical habitat linkages they require to ensure a healthy future for people, mountain lions and other wildlife in this highly urbanized landscape.

Beth Pratt-Bergstrom, National Wildlife Federation

What are the objectives of the initiative?

- Advocate for and fund the wildlife crossing over the 101 Freeway at Liberty Canyon
- Fund vital wildlife research that is needed to protect and ensure a healthy future for mountain lions in Los Angeles to the Santa Monica Mountains and beyond.
- Support the technical needs of the wildlife researchers, including collars, GPS units, wildlife trail cams and more.
- Inform and educate the public about the challenges facing wildlife in our urban areas, and how we can help them.
- Develop curriculum and other educational materials for California schools.

Who supports the idea of a crossing?

Assemblymember Richard Bloom
Bay Foundation
California State Parks
Californians for Population Stabilization
Caltrans
California State University, Channel Islands
Citizens For Los Angeles Wildlife (CLAW)
City of Agoura Hills
City of Calabasas
City of Malibu
City of Thousand Oaks
Coalition To Save Chesebro Meadow Wildlife Corridor
Conejo Open Space Conservation Agency
Conejo Recreation and Park District
Congresswoman Julia Brownley
Felidae Conservation Fund
Friends of Griffith Park
G2 Gallery
Kids CLAW (Citizens for Los Angeles Wildlife)
Las Virgenes Homeowners Federation-Santa Monica Mountains
Liberty Canyon Homeowners Association
Mia Lehrer + Associates
Mountains Recreation and Conservation Authority
National Wildlife Federation

Natural Resources Defense Council
Nature Conservancy
Representative Henry A. Waxman
Senator Ted W. Lieu
Supervisor Zev Yaroslavsky, Third District
Old Agoura Homeowners Association
Peace 4 Animals
Poison Free Malibu
Resource Conservation District of the Santa Monica Mountains
San Fernando Valley Audubon Society
Santa Monica Mountains Conservancy
Santa Monica Mountains Fund
Santa Monica Mountains National Recreation Area
Santa Monica Trails Council
Santa Susana Mountain Park Association
Save Open Space
Senator Fran Pavley
Sierra Club-Los Padres Chapter
Southern California Wildlife
The Animal Ministry, Center for Spiritual Living Simi
Ventura County Supervisor Linda Parks
Ventura Country Board of Supervisors
Western Alliance for Nature
Woodlake Elementary Community Charter School

And many more.....





Photos: Leigh Wyman

 CBS THIS MORNING

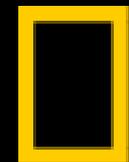
theguardian

THE WALL STREET JOURNAL.

BBC
WORLD
SERVICE

Los Angeles Times

n p r

 NATIONAL
GEOGRAPHIC

THE NEW YORKER

Smithsonian



Lonely Cougars Look for Love In Southern California

* * *

But Big Cats Often Can't Cross Freeway,
So Some Want Overpass; the Hollywood Lion

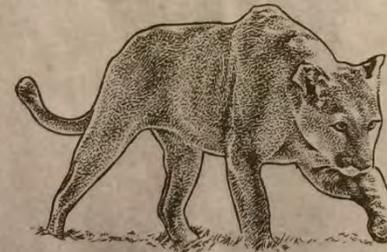
BY SHEILA V KUMAR

It was a not-untypical romantic scenario for Los Angeles: A lonely night, an ardent cougar out on the prowl for a mate, but stymied by—what else—traffic. In the way of a potential love match was the 101, the always-packed freeway that separates the San Fernando Valley from the Santa Monica Mountains.

And this particular cougar—the four-legged kind—had no car. Undeterred, the mountain lion—known as P12 to scientists tracking his movements—took a risky path across streets beneath the freeway. As a result, P12's offspring now populate the Santa Monica range—a victory not just for P12, the only

cougar known to have made it past the freeway and into the mountains, but also for animal preservationists. They worry that obstacles like L.A.'s freeways are causing the region's mountain lions to become too intimate with close relatives.

But help may be on the way. State officials and interest groups are looking for funding to give the cougars their own freeway overpass—which would be the first of its kind in California, and



P12

one of the biggest animal-friendly bypasses ever constructed. The \$10 million structure would safely funnel the mountain lions from one side of the 101 to the other, where they could mix and mingle

Please turn to page A10

JOHNIE WALKER BLUE LABEL Blended Scotch Whisky

 MARKETPLACE®



 CBS
THIS
MORNING

CALIFORNIA'S CATWALK

STATE UNVEILS PLAN TO BUILD OVERPASS FOR WILDLIFE



What is the need?

Initiative Goal: \$55 million

Preliminary Targets: \$10 million by 2017
Balance by early 2019

Fundraising Progress: \$1 million grant from SCC
\$100,000+ in private donations



How is the funding being raised?

Our fundraising includes a variety of sources, with a *primary focus on philanthropic dollars.*

Through #SaveLACougars, the National Wildlife Federation (NWF) and our partner Santa Monica Mountains Fund are committed to partnering with philanthropists, foundations, corporations and public entities to secure the funds needed to complete this project.

As one of the oldest and largest conservation groups, the NWF has 6 million supporters across the country and a successful track record of large scale conservation work, such as multi-million dollar projects in the Great Lakes or the Gulf Coast.

Will this project take away funding in other public segments?

Where we are looking at public dollars, we are focusing on funds already earmarked for conservation—the campaign is not seeking to divert transportation or other taxpayer funds from things such as schools, hospitals, bridges or road repairs.



Photo NPS



MEET THE REAL COUGARS OF LOS ANGELES



P13



P18



P19



P22



P28



P30



P32



P33



P38



P41



P43



P44

Don't let the cougars of Los Angeles and the Santa Monica Mountains disappear.
Help build the wildlife crossing at Liberty Canyon.

WWW.SAVELACOUGARS.ORG

The #SaveLACougars campaign is a partnership of the National Wildlife Federation and the Santa Monica Mountains Fund

photos courtesy the National Park Service from the Santa Monica Mountains Mountain Lion Study

**P18 didn't make it
across the road.**

Can you spare
\$10
so other
mountain lions
survive?

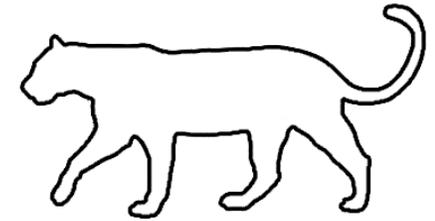
**TEXT "LION"
to 25383**



#SaveLACougars



A one-time donation of \$10.00 will be added to your mobile phone bill or deducted from your prepaid balance. Dealer must be 18+ and all donations must be authorized by the account holder (e.g. parent). By texting YES, the user agrees to the terms and conditions. All charges are billed and payment to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the NATIONAL WILDLIFE FEDERATION by the Mobile Giving Foundation and subject to the terms found at www.text4help.org. Message & Data Rates May Apply. You can unsubscribe at any time by texting STOP to short code 25383, text LION to 25383 for help.



#SAVELACOUGARS



Photo Johanna Turner/Cougarmagic



Ecoduct Borkeld in the Netherlands. Photo by Amusing Planet



Banff National Park, Canada. Photo by Joel Sartore



Photo Leigh Wyman

THANK YOU!

**Beth Pratt–Bergstrom
National Wildlife Federation**

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