

CONSERVATION DESERVES MORE THAN 2%*



PHOTO TAKEN BY MIKE ROBERTS ©



EARTH FRIENDS CONSERVATION FUND

CONSERVATION'S™
COMMUNITY FOUNDATION

SUPPORT OUR CHALLENGE TO BENEFIT



*CONSERVATION ONLY RECEIVES 2% OF ALL CHARITABLE GIVING.
MOST PEOPLE BELIEVE IT DESERVES MORE. SOURCE: GIVING USA.



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CONSERVATION DESERVES MORE THAN 2%

Conservation and the environment receives just 2% of charitable giving in America. Put simply, conservation is not as well supported as it must be to ensure our future quality of life.

Preventative action to maintain the health of our air, waters, lands and forests costs a fraction of what we will sacrifice if we neglect our responsibilities.

Conservation has one of the highest returns on investment of charitable work. It preserves our ability to sustain our population while protecting the majesty of our world.

By supporting recipients of the Earth Friends Challenge, you are smartly leveraging your investment. The Earth Friends Challenge recognizes groups known for their efficiency and success in accomplishing their mission. Hawai'i Wildlife Fund's work is essential to our lives and to future generations.

**THERE IS NO TIME TO LOSE. PLEASE INVEST
IN THE HAWAII WILDLIFE FUND TODAY!**

