

# Connecting TO KEEP FLORIDA WILD

## Who We Are

We are a 501(c)3 conservation advocacy organization. Our mission is to champion the public and partner support needed to permanently **connect, protect, and restore the Florida Wildlife Corridor** - a statewide network of lands and waters. Collaborative efforts to ensure the long-term survival of the Corridor will benefit wildlife, watersheds and people for generations to come.

## Strategy

The organization will focus advocacy on the protection of critical land and water linkages most at risk within the Corridor. We have an aggressive goal of **accelerating the pace of conservation by 10% each year to protect an additional 300,000 acres in the Corridor by the end of 2020.**

## Key Facts

We combine conservation science with compelling imagery and rich storytelling to heighten the visibility of the Florida Wildlife Corridor and inspire its protection. We trekked 2,000 miles across the state to demonstrate our fleeting opportunity to protect the Corridor, sharing the journey with the public through documentaries, books, other media, trail mixers and outdoor events.

## Our Values

- Foster **collaboration** with partners and decision makers.
- Create opportunities for **public engagement**.
- Utilize **advocacy** to increase funding for land and water conservation.
- Rely on a **science-based approach** to conservation that prioritizes habitat connectivity.
- Maintain **working lands** to preserve rural economies and food security.
- Encourage residents and visitors to **get outside** and experience real Florida.

## Why It Matters

A corridor is a natural, contiguous swath of lands or waters. These connected wild areas ensure the long-term survival of many wildlife species, including the Florida Black Bear, Florida Panther and manatee. Significant portions of the Corridor are at risk of fragmentation by roads or development, threatening the ability of wildlife to travel and breed. Protecting the Corridor also supports the health of freshwater resources and as well as Florida's rural way of life.



### EXPEDITION ROUTES

- 2012 Route
- - - 2015 Route

**Learn More and Support our Work at:**  
[FloridaWildlifeCorridor.org](http://FloridaWildlifeCorridor.org) and  
through Social Media  
**#KeepFLWild**

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CORRIDOR**

