

# Artists For Conservation Foundation

*Eva Stanley, AFC Signature Member, 2007*

## Our Story

- **Artists for Conservation** (AFC - originally "Worldwide Nature Artists Group") was founded in 1997, when the Internet revolution was in its infancy and the World Wide Web had existed for only four years.
- Founder, Jeff Whiting - a prominent Canadian artist, author, biologist, and professional software engineer - is the visionary behind this organization. Jeff grew AFC from a solely volunteer-based grassroots initiative and one of the first online member-driven networks, to what it is today: the world's leading non-profit artist group supporting the environment.
- AFC's membership spans five continents and nearly 30 countries, and comprises 500 of the world's most gifted nature artists and dedicated conservationists.
- AFC brings together an unparalleled pool of artistic talent focused on nature, to help conservation organizations and their partners communicate the important issues facing us and our natural world today.

## Our Vision

*To* lead a global artistic movement that inspires individuals and organizations to preserve and sustain our natural heritage by uniting the talent and passion of the world's most gifted nature artists.

## Mission & Vision

*At* AFC, our mission is to support wildlife and habitat conservation, biodiversity, sustainability, and environmental education through art that celebrates our natural heritage.

*Through* international art exhibits, collaborative art-science expeditions, publications and cutting-edge online initiatives, we engage, inspire and inform the public, and empower passionate professional artists as effective ambassadors for the environment.

*We* dedicate our resources to nurturing our world-class community of artists, and leveraging this unique pool of talent to support our mission through a variety of programs and initiatives, including:

- Engaging and educating individuals and organizations through artistic expression to convey the importance and urgency of sustaining our natural heritage
- Supporting art-science field research expeditions to study endangered species and threatened habitats
- Producing art exhibitions and publications in support of conservation
- Facilitating member art sales to raise funds for conservation
- Maintaining the world's largest gallery of nature inspired art
- Recognizing artists and other individuals and organizations for their commitments and actions in support of conservation

*AFC Cont.*

## President's Message

We live during an extraordinary period in history. Most who read this may well see over one-third of Earth's species vanish, along with dozens of human cultural lines and languages. The challenge of climate change, loss of biodiversity, desertification, overpopulation, and deforestation - each on its own - stands to adversely affect us all.

Together, these challenges represent symptoms of a global pattern of impact by humans on the web of life that supports us.

Many artists today are active participants in an important movement, channeling artistic talent toward addressing the challenge of achieving a sustainable future. At the forefront of this movement is AFC.

Our vision today is more important than ever: To lead a global artistic movement that inspires individuals and organizations to preserve and sustain our natural heritage by uniting the talent and passion of the world's most gifted nature artists.

You can become part of this movement by joining our dialogue, purchasing art in support of conservation, providing us with feedback, volunteering, donating, sponsoring, advertising, and most importantly, helping us spread the word. Feel free to also send me a personal note to [jwhiting@artistsforconservation.org](mailto:jwhiting@artistsforconservation.org).

With your generosity and support, we can continue our movement and our programs to create lasting pillars of support for the environment we depend on.

The AFC team looks forward to hearing from you!

A handwritten signature in black ink, appearing to read 'Jeff Whiting', with a large, stylized flourish at the end.

Jeff Whiting, H.B.Sc., SAA, AFC  
President & Founder  
Artists For Conservation