



GARDEN FOR WILDLIFE

We have a wildlife crisis. We've lost 90% of our monarch butterflies. We've lost songbirds. One in four native bee species are threatened to be extinct. And we at the National Wildlife Federation really needed to be innovative and figure out how to scale our impact in a way that we could address this crisis. And that's really when we turn to Accenture to figure out how to take a 50 year old gardening program and innovate it in a way that would really create a massive impact for the work that we wanted to do. Yeah. And in order to do that, we, we focus on the innovation. We collaborated with each other.

We came down to our studios and brought the National Wildlife Federation team with the Accenture team to really think about different solutions to address this crisis. We know the impact it could have, especially on sustainability and the climate and we know we had a role to play. So with that, we came up with a number of solutions and then picked one using Salesforce as well as like our creative aspects and marketing. We launched a business in 90 days and with that we've achieved a tremendous amount of impact. Dawn, you want to share a little bit more about that.



So we, you know not only did we actually change the culture of this nonprofit, you know by really having the agility and the innovation and the entrepreneurial spirit that you would find in order to launch this to launch this new business. But we also created a completely different solution that they've never thought of before and really are using the power of the market to drive the impact at the scale that we really wanted to make, and so far we are making a tremendous amount of impact. We've sold over 20,000 collections. That equals about 750,000 square feet of new habitat that has been created. And that's all individuals, people who have balconies and who are planting with their, you know, with their planter boxes or people with backyards where they're turning their backyards into these wonderful new habitats.

They're really support the wildlife that we need to we we need to help save. So, we encourage you all to go plant with purpose and make a difference. Go to garden for wildlife.com and buy your collection. You can make a difference and help save our climate.