



## MISSION

Wisconsin Young Forest Partnership (WYFP) seeks to achieve landscape-scale conservation in Wisconsin for high priority species by collaborating with like-minded partners, promoting and creating young forest habitat through active forest management, and providing technical and financial assistance to private forestland owners.

## VISION

Sustainable wildlife populations through landscape-scale conservation.

## TAGLINE

Creating wildlife habitat together!

## BRAND PRINCIPLES

### Ambition

Young Forest is a critical component of a healthy forest landscape.

### Mandate

WYFP addresses the need for the continued availability of young forest habitat by using best management practices for species like the American Woodcock and Golden-winged Warbler.

### Promise

Advocate and promote management for young forest habitat on public and private forestlands.

### Values

- **COLLABORATION.** We promote cooperation and partnerships to effectively contribute to conservation efforts.
- **HEALTHY WILDLIFE POPULATIONS.** We strive to increase the quantity and quality of young forest to benefit populations of decreasing conservation priority species and foster important habitat for a wide array of other wildlife species.
- **LANDSCAPE CONNECTIVITY.** We foster sustainable habitat across the landscape in a manner that provides continued availability to wildlife.
- **ONE STOP SHOP.** We believe in simplifying resources for private landowners by providing a service to determine programs that fit individual needs and goals.
- **ACTIVE FOREST MANAGEMENT.** We provide technical and financial assistance through our partners to increase active forest management by private landowners.
- **SUPPORT LOCAL ECONOMIES.** We encourage management on forested lands that promotes the private consulting industry and a healthy timber industry.
- **IMPROVE OUTDOOR RECREATION.** We promote diverse forests which increases opportunities for residents and visitors to view and pursue wildlife in Wisconsin's Northwoods.