



2023 WWF-US ANNUAL REPORT



GLOBAL + LOCAL



At WWF, we see the planet’s people, wildlife, and natural systems as an integrated whole. Stressors and solutions exist at multiple levels—from planetary tipping points to meeting people’s immediate needs.

By approaching our work with these perspectives held firmly in hand, we create linked and holistic solutions with the kind of staying power people, wildlife, and the planet require.



VanTrung Hiue catches shrimp amid natural floodwaters as part of a WWF project to support sustainable livelihoods along the fast-changing Mekong River.



**Improving
Fisheries**

A Global Approach to Improving Fisheries

THE REALITY FOR OUR OCEANS is stark: Seafood production supports the livelihoods of more than 600 million people, but 92% of assessed wild-caught fish stocks cannot handle the pressure that more fishing will bring.

That's why supporting fishers is a cornerstone of WWF's holistic approach to improving ocean health. WWF has helped fisheries big and small implement improvements and advocate for policies that ensure those changes endure.

In places like the Eastern Pacific, WWF is working with local communities to ensure small-scale fishers and Indigenous peoples have a role in the management of fish resources and conservation of biodiversity, while also taking care to ensure that large-scale industrial fishing practices don't erase those gains.

In April 2023, we announced a partnership with leading investment advisor and fund manager Finance Earth to introduce the Fisheries Improvement Fund. The aim is to unlock \$100 million in investments by 2030 to recover fisheries worldwide—taking solutions to a scale that can match the size of the challenge.

3.3 billion

estimated number of people
who rely on fish as a primary
source of protein

Alaska Natives Protect Salmon Streams

PERHAPS NO PLACE exemplifies Alaska's sustainable fisheries better than Bristol Bay, which supplies 44% of the world's sockeye salmon. For decades, however, a proposed mine in the bay's headwaters threatened miles of salmon streams and thousands of acres of wetlands, ponds, and lakes.

After years of regional and national efforts to block the mine, a decidedly local decision—driven by Native landowners and supported by a coalition led by The Conservation Fund and including WWF and other funders—could be a pivotal step toward stopping the mining project for good. The Indigenous-led Bristol Bay Victory Challenge raised \$20 million to purchase a conservation easement on 44,000 acres owned by an Alaska Native corporation. The easement, announced in December 2022, will permanently protect the land, safeguarding vital salmon rivers and bisecting the route of a proposed road from the mine site to a deepwater shipping port.

And in January 2023, the US Environmental Protection Agency took a major step toward further securing the bay, banning the disposal of mine waste in the proposed Pebble Mine area. Over the years, more than 650,000 WWF supporters have signed petitions aimed at stopping the mine and securing the lands and waters that support wildlife, the salmon fishery, and Alaska Native communities.

A decidedly local decision could be a pivotal step toward stopping the Pebble Mine project for good.



**Bristol Bay
USA**





**Fighting
Wildlife Crime**

International Alliances Disrupt Wildlife Crime

WILDLIFE CRIME REPRESENTS an urgent threat to rhinos, elephants, tigers, and many other vulnerable species; it also undermines wildlife economies that protect animals and benefit the communities with whom they coexist. WWF is committed to stopping poaching, disrupting illegal supply chains, and reducing consumer demand.

We equip rangers with essentials like thermal imaging cameras, deploy dogs to sniff out contraband in transit, and convene multinational tech companies to detect and block illegal trade online.

We cast a wide net, and we target hot spots like Southeast Asia—a key consumer and transit hub for elephant ivory as well as a top market for rhino horn. With funding from partners including the US State Department, USAID, and the US Fish and Wildlife Service, we are enhancing law enforcement and changing behaviors through corporate social responsibility initiatives and campaigns to reduce consumer demand. And in February 2023 we conducted a workshop with customs and port authority agents in Viet Nam to improve detection of wildlife trafficking. A month later, the Viet Nam customs authority seized seven tons of elephant ivory in a sea container smuggled from Angola.

15.6 million

number of online listings
for illegal wildlife products
removed since 2018

Namibian Conservancies Safeguard Rhinos

NAMIBIA IS HOME to the world's largest population of black rhinos, including a growing number that roam freely in the northwestern Kunene Region, where the country established one of its first communal conservancies more than 30 years ago with WWF's help.

Today there are 86 conservancies nationwide where communities exercise the right to manage wildlife and benefit from it through tourism and other sustainable ventures.

The model has been such a success that—thanks in part to community rhino rangers, education programs, and rebounding tourism revenues—no rhinos were poached in Namibian conservancies in 2022. In fact, an August 2022 report to which WWF contributed found rhino populations across Africa that are co-managed with local people are doing better than those managed by government agencies alone.

And in June 2023, WWF-Namibia secured long-term funding to establish a conservation corridor in Kunene between Skeleton Coast National Park and Etosha National Park, 100 miles inland. This sustained baseline of financing supports not only these iconic protected areas but also the proposed Ombonde People's Park, an initiative of the local OtjiHerero and Ovahimba communities whose communal lands include important habitat that bridges the two parks.

**No rhinos
were poached
in Namibian
conservancies
in 2022.**



**Kunene Region
Namibia**





**Protecting
Freshwater
Resources**

Future-Proofing River Systems Around the World

CONNECTED AND RESILIENT RIVERS are lifelines. They support plants and animals, recharge aquifers, and replenish sediment in fertile floodplains and deltas. But hydropower dams and other components of our built environment increasingly impede rivers and threaten freshwater species, which have declined by 83% since 1970.

With infrastructure expected to double by 2030 to provide food, energy, and other needs to a growing human population, WWF is advocating for holistic energy-system planning that moves beyond site-by-site considerations to better balance renewable energy development and the stewardship of freshwater resources.

In March 2023, WWF played a leading role at the United Nations Water Conference—the first global summit on water in almost 50 years. We stressed the scale of the freshwater crisis and built momentum to stop the construction of poorly designed or located dams, protect wildlife, and safeguard communities that rely on healthy rivers for their livelihoods.

We also helped announce the WWF-supported Freshwater Challenge. Championed by Colombia, the Democratic Republic of the Congo, Ecuador, Gabon, Mexico, and Zambia, the challenge aims to restore more than 186,000 miles of rivers and more than 860 million acres of wetlands—an area larger than India—by 2030.

1/3

fraction of world's food
production that is
dependent on rivers

Family Farmers Adapt to a Changing River

SOUTHEAST ASIA'S MEKONG RIVER is home to the world's largest freshwater fishery. But accelerating hydropower expansion is drastically altering the Mekong, threatening this vital food source and the livelihoods of tens of millions of people. To address this, WWF helped facilitate the April 2023 Mekong River Commission Summit and International Conference and supported the participation of delegates from rural Lao and Thai civil society, including women and Indigenous representatives. Through WWF's facilitation, these regional leaders connected directly to the CEO of the Mekong River Commission and representatives from the US government.

At the same time, we're helping households in the Mekong Delta adapt and thrive. For example, a WWF-Viet Nam initiative supported by The Coca-Cola Foundation is working with farmers in the buffer zone of Tram Chim National Park to pilot a flood-based livelihood model.

Volunteers repurposed rice paddy fields—which lie unused and underwater during the rainy season—into fishponds in 2022, readying them to host marketable, hatchery-raised fingerlings. Farmers fed the fish worms, shrimp, smaller fish, and snails harvested from the floodwaters, and in March 2023 the first of the high-value fish were sold at market, turning a small profit and helping test the waters for a new kind of sustainable aquaculture in the Mekong.

Volunteers repurposed rice paddy fields, readying them to host marketable fish.



**Mekong Delta
Viet Nam**





Financing
Conservation

International Alliance Supercharges Conservation

SINCE 2006, PROJECT FINANCE FOR PERMANENCE (PFP) initiatives have dramatically accelerated the pace and scale of conservation by tying long-term funding to measurable outcomes. PFPs have helped six nations, from Bhutan to Peru, effect real and lasting protections for biodiversity and livelihoods across almost 300 million acres. Now Enduring Earth—a collaboration among The Nature Conservancy, The Pew Charitable Trusts, WWF, and ZOMALAB—is committed to delivering 20 PFPs by 2030.

The world's largest initiative for tropical forest conservation is supported by the largest PFP developed to date, a precursor and proof point for Enduring Earth's ambitious goals—the Amazon Region Protected Areas program, or ARPA. Research shows that the protected areas supported by ARPA prevented about 650,000 acres of deforestation, the equivalent of preventing roughly 104 million tons of CO₂ emissions, or an amount equal to the total emissions of US domestic aviation in 2020.

And last March, WWF celebrated the Green Climate Fund board's approval of a \$43 million grant for Heritage Colombia, completing the financing needed for a 10-year PFP initiative that helps Colombia's government safeguard 79 million acres and achieve its goal of protecting 30% of its lands and waters by 2030. Heritage Colombia also brings the total area of the Amazon rainforest protected by PFPs to approximately 12%.

>1.4
billion

acres targeted for
protection by 2030
by WWF and partners
through the Enduring
Earth collaboration

Rural Landowners and Jaguars Find Common Ground

JAGUARS ONCE ROAMED from central Argentina to the southwestern United States, but today they inhabit only around half their original range. The Amazon is one of the big cats' last strongholds, and a February 2023 WWF-Brazil report identified 10 protected areas that are key to the species' survival.

WWF has championed the Amazon and its flagship big cat for years. We helped Brazil launch the Amazon Region Protected Areas (ARPA) program in 2002 and secured long-term funding for the program in 2014 through a Project Finance for Permanence initiative. Our work goes far beyond traditionally protected areas as well.

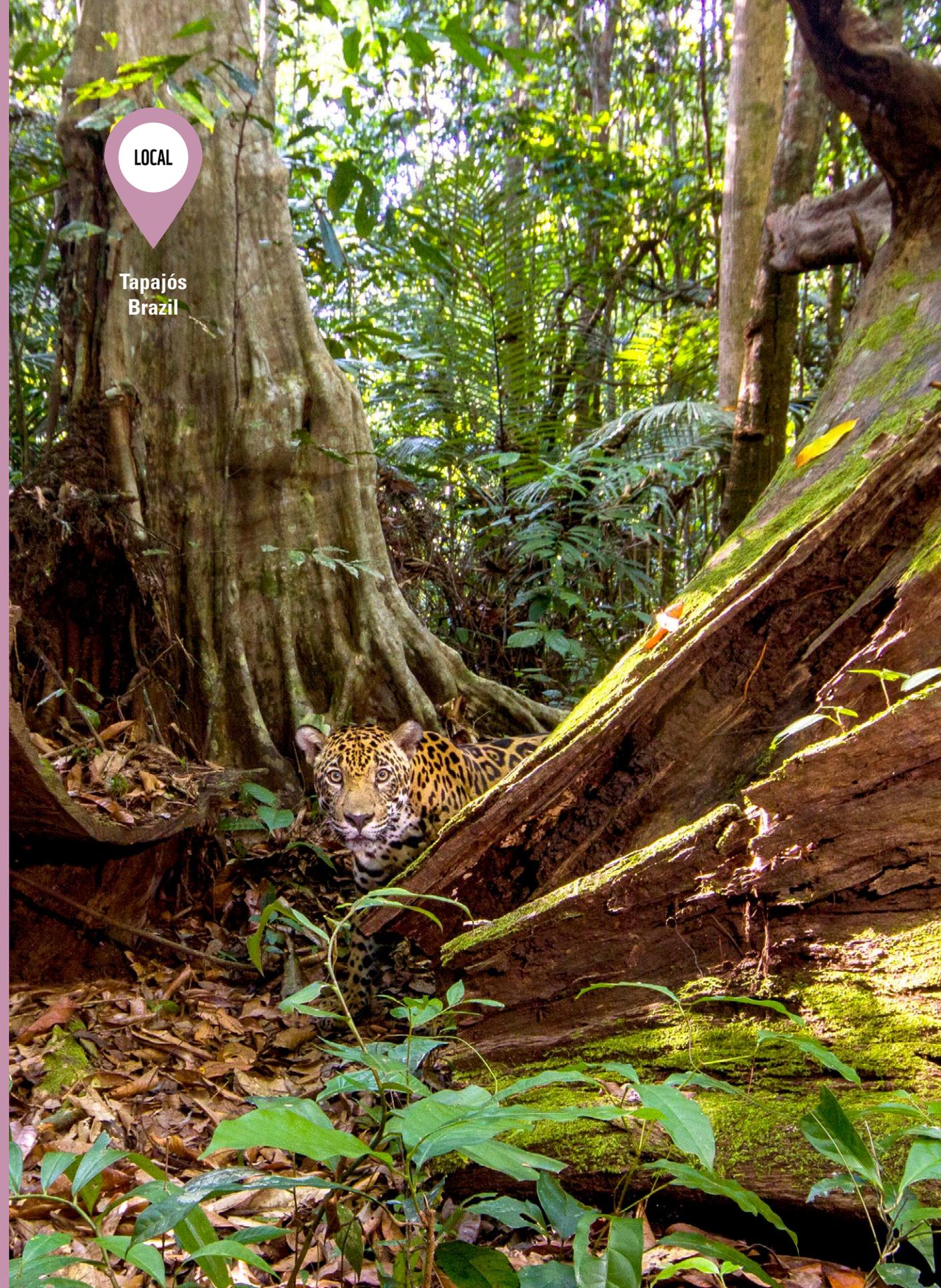
In the southern Amazon, where deforestation has circumscribed the cats' ability to pass safely between protected areas and has brought jaguars into increasing conflict with people, we work with government agencies, NGOs, sustainability-minded forestry companies, and Indigenous and local communities to conserve vital forests that provide for people's needs and leave jaguars room to roam.

To promote peaceful coexistence between people and the cats that remain, in 2022 WWF-Brazil and partner Pró-Carnívoros conducted field interviews, workshops, and trainings with rural landowners who contributed their knowledge on both conflicts and practical solutions—like herding cattle at night and electrifying fences—to minimize conflict between people and jaguars in a way that helps the Amazon ecosystem continue to thrive.

Herding cattle at night and electrifying fences helps to minimize conflict between people and jaguars.



Tapajós
Brazil





Expanding
Conservation
Beyond
Protected
Areas

Nations Agree to a New Framework for Conservation

IN LATE 2022, WWF'S FULLER SYMPOSIUM convened experts from WWF and partner organizations to raise awareness about the power of "other effective area-based conservation measures" or OECMs. The OECM framework aims to bring greater recognition of and support for sites beyond traditionally protected areas and national parks, including Indigenous lands and privately conserved areas that—regardless of their reason for existing—deliver on biodiversity goals. In June 2023, with support from Margaret A. Cargill Philanthropies and others, WWF cohosted a workshop on OECMs attended by nearly 50 participants from 14 Latin American and Caribbean countries representing Indigenous and nongovernmental organizations and government ministries and agencies.

And in December 2022, more than 190 countries approved a United Nations agreement to halt and reverse nature loss by 2030, including conserving 30% of Earth's lands and waters—with OECMs embedded in the plan. Often called 30x30, Target 3 of the Global Biodiversity Framework represents a shared global commitment that will galvanize action at an unprecedented scale.

As Target 3 moves into action, WWF and others are supporting countries, NGOs, Indigenous and local leaders, and more to ensure countries pursue conservation measures that embrace equitable, effective protected areas and OECMs. The goal is to drive greater support and funds to everything from highly biodiverse, Indigenous-held sacred sites to marine areas managed sustainably by local communities.

15.7%

amount of world's land
and freshwater currently
designated as protected

Indigenous Leaders Protect a Sacred Island

GUAFO ISLAND off Chile's Patagonian coast is home to the largest breeding colony of sooty shearwaters in the world, and the surrounding waters are an important feeding ground for migratory cetaceans, including blue, sei, and killer whales. As WWF explored options to protect it, we were connected to Wafo Wapi, a group of 10 Indigenous communities who had already petitioned the Chilean government for the right to protect the island and surrounding waters.

The Wafo Wapi alliance wanted to manage the area under a Chilean law—known as Espacio Costero Marino par Pueblos Originarios—that recognizes the traditional use of coastal and marine spaces by Chile's Indigenous peoples.

WWF offered to take on an advisory role, assisting with scientific and technical support to help Wafo Wapi officially petition in 2018 for the right to sustainably manage Guafo and a large swath of coastal waters. The results of the petition are expected soon.

In 2023, WWF built on this model to develop an inclusive consultation and implementation plan to determine how best to support other Patagonian coastal communities in sustainably managing their resources. We are identifying potential OECMs and finance mechanisms, such as community-managed conservation funds, and exploring partnerships with fishing associations to sustainably manage fisheries while ensuring gender equity in that industry.

The Indigenous Wafo Wapi alliance petitioned to sustainably manage Chile's Guafo Island.



Chiloé
Chile



FY23: Insights and highlights of WWF's progress toward a healthier and more sustainable planet

The WWF-endorsed **Inflation Reduction Act**, signed in August 2022, offers up \$370 billion in historic investments to help the United States meet its climate change commitments under the Paris Agreement—in areas as diverse as clean energy, climate-smart agriculture, and coastal resilience.

Nearly 690,000 WWF-US supporters backed WWF's advocacy for a **new federal law that will hasten an end to private ownership and breeding of big cats** and restrict their trade, helping to keep them out of the illegal wildlife market that also threatens them in the wild.

WWF-Pacific prioritized **expanding and improving management of conservation areas**—including community-led mangrove reserves, no-take marine zones, and protected areas for nesting sea turtles—with the aim of securing more than 900,000 acres of Fiji's Great Sea Reef region.

As part of our holistic approach to supporting the health and well-being of communities where we work, WWF **finalized plans to install a solar power plant at a hospital** in the Dzanga-Sangha Protected Areas complex, home to western lowland gorillas and forest elephants.

WWF assessed the **volume, timing, and quality of water required to sustain ecosystems and human livelihoods** in and along the Rio Grande/Rio Bravo River. Establishing these environmental-flow, or e-flow, requirements will enable tailored conservation strategies.

WWF developed *Red Flags for Conservation: Infrastructure Safeguards for Nature* with funding from USAID's Targeting Natural Resource Corruption project to **help stakeholders address weaknesses in planning, procuring, and implementing public infrastructure**—weaknesses that invite corruption and can have devastating effects on nature.

Five years of negotiations between WWF and Ecuador's National Chamber of Aquaculture led to the **world's first national-level, conversion-free farmed shrimp commitment**. As the world's largest exporter of farmed shrimp, Ecuador sent the message that the future of shrimp farming can be without habitat conversion.

WWF's **Arctic Biodiversity Initiative provides grants to advance community-led conservation projects**. In 2023 the initiative helped Arctic communities document elders' traditional knowledge, run a youth-elder cultural camp, use acoustic sensors to monitor beluga whales, and more.

The WWF-supported African Nature-Based Tourism Platform **mobilized more than \$2.3 million** to fund seven projects aimed at building the resilience of the nature-based tourism sector in eastern and southern Africa.

Wild Classroom surpassed 110,000 downloads of educational resources featuring freshwater dolphins, sea turtles, bison, and more. Designed for parents and educators, the materials help kids understand science, conservation, and nature.

A new **survey in India recorded at least 3,167 tigers in the wild**—619 more than in 2018 and more than double the 2006 estimate. One key to the increase: WWF's work to manage human-wildlife conflict.

The WWF-facilitated **Renewable Thermal Collaborative released *The Renewable Thermal Vision***, charting a path to decarbonizing industrial thermal energy use, which is the third-largest source of greenhouse gas emissions in the United States.

WWF and multiple partners supported the **first synchronized and coordinated aerial survey** to determine the number and distribution of African savanna elephants in the Kavango Zambezi Transfrontier Conservation Area. The survey estimated a relatively stable and healthy total population of 227,900.

Over the past year, **community-led patrol teams removed thousands of snares** from protected areas in Viet Nam. Largely driven by demand for wild meat, snaring threatens endangered species including civets and pangolins.

More than 250 schools are now **turning cafeterias into classrooms with WWF's Food Waste Warrior program**. K–12 students learn about the connection between food, wildlife, and habitat conservation and build a culture of respect for food, forging lifelong stewardship habits.

WWF supported 75 communities in northern and western Madagascar in **hand-planting 3,000 acres of mangroves** to provide nursery habitat for marine species, sustain local fisheries, and protect communities from storm surges and coastal erosion.

UNESCO designated the **Rufiji-Mafia-Kibiti-Kilwa (RUMAKI) Man and Biosphere Reserve**, encompassing a quarter of Tanzania's coral reefs and over half its mangroves. WWF supported the government of Tanzania in pursuing the designation.

WWF and the Ellen MacArthur Foundation launched the **Business Coalition for a Global Plastics Treaty** to support an ambitious, effective, and legally binding international agreement that accelerates the transition to a circular economy.

Native nations met with federal agency representatives at a WWF-organized roundtable to **identify funding support for projects to return bison to tribal lands**. A planned second forum with Native leaders will focus on private philanthropy in support of Native efforts to continue this work.

America Is All In—a WWF-facilitated coalition of businesses, institutions, tribes, and state and local governments—**published An "All-In" Pathway to 2030**, demonstrating how nonfederal actors can close the gap in meeting US climate commitments.

WWF and Northwestern University published **The Global Sand Crisis Seminars: Call to Action Report**, distilling key recommendations for builders, researchers, and policymakers to address the global demand for sand that is outstripping supply and degrading ecosystems.

Through the USAID-funded ALIGN Project, WWF and the Center for Large Landscape Conservation worked in India, Mongolia, and Nepal—and across Asia—to **strengthen safeguards that protect nature during the development of linear infrastructure** including roads and power lines.

WWF and the United Nations Global Maritime Crime Programme brought Skylight AI technology that uses satellite data to **help law enforcement detect and document suspicious behavior**—like a vessel loitering near a marine protected area.

As part of ongoing advocacy efforts, WWF released *2023 Farm Bill: An Opportunity for Food and Farm Security and Saving Our Grasslands*, **detailing recommendations and priorities for harnessing the Farm Bill** to transform our food systems and save our remaining prairies.

WWF is testing environmental DNA (eDNA) monitoring—which detects animal DNA in samples of soil, water, snow, and air—in Bhutan to **determine the distribution of tiger prey populations** and estimate how many tigers they can support.



“Our approach to conservation today is designed to have impact globally and also locally, on the ground, in the places that matter most.”

CONSERVATION IN 2023 was exciting, fast-moving, and immensely complex.

When WWF was founded in 1961, we were focused exclusively on protecting individual wildlife species in specific locations. But as our understanding of what successful conservation looked like evolved, so did our approach and intent: Over the years, we have learned that to have impact at the scale required to reverse the trends destroying nature, we need both global solutions *and* site-specific projects that improve life for people and wildlife.

Our world is increasingly interconnected and the conservation challenges that WWF works to address require interventions on many levels to make a real difference. Toward that end, we pursue cutting-edge global solutions such as our ambitious Enduring Earth collaboration that helps nations accelerate and amplify large-scale conservation projects; environmental DNA monitoring that detects animal DNA in samples of soil, water, snow, and air; and sustainable aquaculture solutions. As always, people are at the heart of our conservation ethos—partners and experts from every sector are indispensable to what we do. And the people who live in the communities where we work around the world, who understand it better than we ever could and who have nurtured and depended on these natural resources for generations, are the most important partners of all.

This is why our approach to conservation today is designed to have impact globally and also locally, on the ground, in the places that matter most.

In these pages we’ve described WWF’s work to improve the sustainability of the global fishing industry, as well as the work we’re doing with communities in Bristol Bay to protect their land, water, and salmon. We shared how we’re fighting to stop illegal wildlife trade on a global scale through technology, law enforcement, and understanding and changing consumer behavior, while also helping communal conservancies in Namibia protect rhinos on their lands and boost their economies through tourism. And we celebrated Heritage Colombia, an extraordinary partnership that will help the Colombian government secure the lasting conservation of 79 million acres and achieve its goal of protecting 30% of its lands and waters by 2030.

None of the achievements highlighted in this annual report would have happened without one other key group of people: our donors and supporters. You make everything we do possible, and we are profoundly grateful for your commitment to conservation and your dedication to WWF. We look forward to working together for many years to come to make a difference for people and nature around the world.

Carter Roberts
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WWF-US

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Co-chair
WWF-US Board of Directors

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As part of a joint project with WWF, a team from Reserva Ecológica de Guapiaçu traverses a section of Brazil's famously biodiverse but dangerously fragmented Atlantic Forest.

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Shari Sant
New Kingston, NY

Daniel Sarles
Denver, CO

Julie Scardina
Poway, CA

Gia Schneider
Alameda, CA

Alan Seelenfreund
San Francisco, CA

Aniket Shah
New York, NY

Susan Sherman
Glencoe, IL

Wenona T. Singel
East Lansing, MI

Brian Skerry
York, ME

**Abraham David
Sofaer**
Palo Alto, CA

Sue Scott Stanley
New York, NY

Louise Stephens
San Francisco, CA

Linda Stone
Boston, MA

Gregory Summe
Naples, FL

Sarah Timpson
New York, NY

C. Bowdoin Train
Chevy Chase, MD

Errol C. Train
Bedminster, NJ

Joel Treisman
Westport, CT

Jennifer Vogel
Houston, TX

Donald Wagoner
Pinehurst, NC

Karen Wagoner
Pinehurst, NC

Judith Waterman
Palo Alto, CA

David Wilcove
Princeton, NJ

Justin Winters
Venice, CA

Julie Ann Wrigley
Ketchum, ID

Irene Wurtzel
Washington, DC

Rae Wynn-Grant
Santa Barbara, CA

Conner Youngblood
Nashville, TN

Sharon Youngblood
Dallas, TX

Statement of Activities

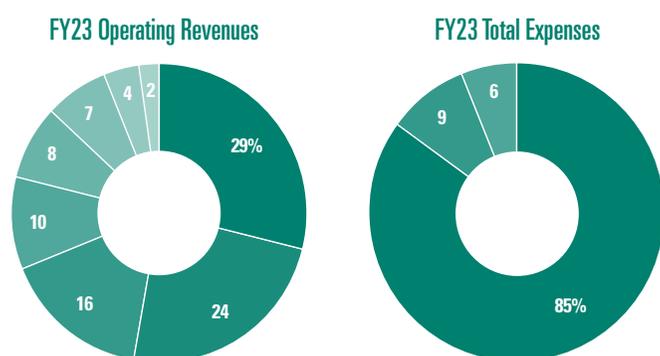
In FY23, WWF continued to build a better future for people and nature. Your support enabled us to deliver significant progress toward the protection and resilience of our shared planet—a fact Charity Navigator recognized with their highest possible 4-star rating. Thank you.

Despite a challenging economic climate and high inflation, WWF showed strong financial and programmatic results, including new projects focused on wildlife, marine protection, environmental education, and sustainable cities in Guatemala, Mexico, Namibia, and Peru. Spending on conservation programs overall increased by 16% over FY22.

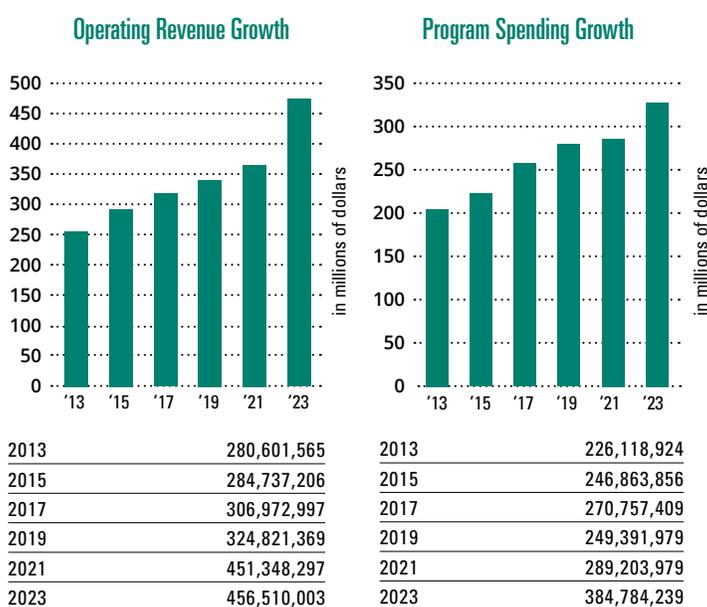
Of particular note: WWF secured \$43 million from the Green Climate Fund for Heritage Colombia, anchoring our commitment to the resilience of 79 million acres of Colombia's land and seascapes. We expanded forest protection projects in Australia, Brazil, and across the Amazon. And we fought to protect wildlife and biodiversity in Kenya, South America, Viet Nam, and around the globe.

All told, WWF's net assets increased by 9%, from \$573 million to \$623 million—a strong financial foundation that will allow us to increase our impact and deal with the pressing needs our planet faces.

As always, we remain incredibly grateful for your support as our efforts on behalf of people and the planet continue to grow.



FY23 Operating Revenues			FY23 Total Expenses		
Individuals	\$136,547,134	29%	Program expenses	\$384,784,239	85%
Contributed nonfinancial assets and other revenues	113,013,535	24%	Fundraising	43,881,198	9%
Government grants	74,141,090	16%	Finance and administration	25,878,621	6%
Transfer of Board-designated net assets and approved payout	45,538,227	10%			
Corporations	38,751,887	8%			
Foundations	34,439,801	7%			
WWF Network Revenues	20,482,997	4%			
Other contributions	7,038,885	2%			



Current year operating revenues and expenses

	2023 Total	2022 Total
Revenues		
Contributions and pledges	\$216,777,707	\$239,126,491
Government grants and contracts	74,141,090	68,367,753
WWF Network revenues	20,482,997	32,035,345
Contributed nonfinancial assets and other revenues	113,013,535	98,666,683
Allocation of quasi-endowment spending to operations	45,538,227	36,001,964
TOTAL REVENUES	469,953,556	474,198,236
Expenses		
Program expenses		
Conservation field and policy programs	239,754,333	200,245,209
Public education	145,029,906	132,653,349
Total program expenses	384,784,239	332,898,558
Supporting services expenses		
Finance and administration	25,878,621	22,919,569
Fundraising	43,881,198	50,198,716
Total supporting services expenses	69,759,819	73,118,285
TOTAL EXPENSES	454,544,058	406,016,843
Current year operating revenues over operating expenses	15,409,498	68,181,393

Non-operating activities and pledges

	2023 Total	2022 Total
Non-operating activities		
Bequests, endowments and split income gifts	45,284,259	14,319,509
Income from long-term investments	34,491,449	(47,667,455)
Gain (loss) from foreign currency	181,838	(5,974)
Allocation of quasi-endowment spending to operations	(45,538,227)	(36,001,964)
TOTAL NON-OPERATING ACTIVITIES	34,419,319	(69,355,884)
Increase (decrease) in net assets	49,828,817	(1,174,491)
Net assets at beginning of year	573,250,166	574,424,657
Net assets at end of year	623,078,983	573,250,166

Ways to Give

There are many ways to support WWF and protect the future of nature. To learn more or to make a donation, please contact us at **800-960-0993** or worldwildlife.org/waystogive

Outright Gifts

- Become a Partner in Conservation or a Leadership Partner
worldwildlife.org/partners
- Become a monthly supporter
worldwildlife.org/monthly
- Make a charitable gift of stocks, bonds, or mutual funds
worldwildlife.org/stock
- Give through your donor-advised fund
worldwildlife.org/DAF
- Make a qualified tax-free charitable distribution through your individual retirement account (IRA)
worldwildlife.org/IRA
- Make a gift of real estate
wwf.planmylegacy.org
- Make a symbolic animal adoption or donate via our Online Gift Center and select a WWF-themed thank-you gift
worldwildlife.org/gifts
- Honor a loved one with a tribute gift
worldwildlife.org/tributegift

Life Income Gifts

- Receive income payments for your lifetime by establishing a WWF Charitable Gift Annuity or your own Charitable Remainder Trust, and leave a legacy for the future of nature
wwf.planmylegacy.org

Estate Gifts

- Remember WWF in your will or living trust, or leave a portion of your life insurance or retirement plan assets to WWF
wwf.planmylegacy.org
- Our suggested bequest language:
“I give _____ (residue, percentage, or specific amount) to World Wildlife Fund, Inc., having its principal offices at 1250 24th Street NW, Washington, DC 20037, for its general purposes to save life on Earth.”
Tax ID: 52-1693387

Workplace Giving

Ask whether your workplace participates in these easy ways to give. Learn more at worldwildlife.org/workplacegiving

- Corporate Matching Gifts
worldwildlife.org/matchinggifts
- Employee Engagement
worldwildlife.org/togetheratwork
- EarthShare
visit earthshare.org or call **800-875-3863**
- Combined Federal Campaign for federal employees
cfcgiving.opm.gov; WWF’s designation number is 12072
- State government employees can look for WWF in their vetted Charity List

85%

of WWF spending is directed to worldwide conservation



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