

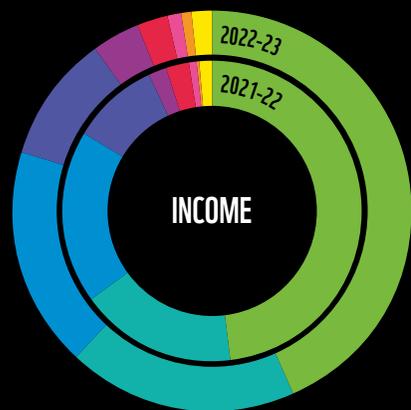
WWF-UK ANNUAL REPORT SUMMARY 2022-23



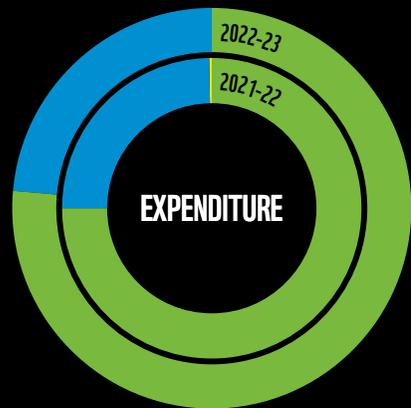
**BRINGING
OUR WORLD
BACK TO LIFE**

RAISING SUPPORT

Here's a quick summary of our income and expenditure for the year ending 30 June 2023, along with equivalent figures for the previous year. You'll find more details in our Annual Report and Financial Statements, at wwf.org.uk/annualreport



INCOME	2022-23	2021-22
MEMBERSHIP AND DONATIONS	£40.9M	£43.9M
LEGACIES	£17.4M	£15.3M
CORPORATE DONATIONS AND INCOME	£16.7M	£16.9M
CHARITABLE TRUSTS	£9.7M	£8.6M
AID AGENCIES AND GOVERNMENT GRANTS	£3.8M	£1.8M
WWF NETWORK AND OTHER CHARITIES	£2.3M	£2.4M
INVESTMENT INCOME	£1.1M	£0.7M
LOTTERY PROMOTIONS	£0.7M	£0.3M
OTHER	£1.4M	£1.1M
TOTAL	£94.0M	£91.0M



EXPENDITURE	2022-23	2021-22
CHARITABLE ACTIVITIES	£78.5M	£69.1M
COST OF RAISING FUNDS	£23.9M	£22.8M
OTHER	£0.0M	£0.2M
TOTAL	£102.4M	£92.1M

WWF's Great Wild Walk, Epping Forest
© Chris Ratcliffe / WWF-UK



OUR SUCCESSES

2022

© DOFSC / WWF-Nepal



CELEBRATING A LEAP IN WILD TIGER NUMBERS

Nepal's wild tiger population has almost tripled since 2009. According to the results of a national survey we supported, numbers of these iconic big cats in Nepal have risen from estimates of 121 to 355. This heartening increase is thanks to strong support and action by local communities living near tigers, and many years of commitment and effort from the government, WWF and others. An assessment indicated global wild tiger numbers have also risen, from as few as 3,200 in 2009 to around 4,500. However, these gains are fragile and tigers remain the world's most threatened big cat species.

PUTTING CLIMATE AND NATURE AT THE HEART OF AGRICULTURE

We launched and led a successful campaign to help put the climate and nature emergencies at the core of the new Agriculture (Wales) Bill. Through a survey of rural Wales, an open letter signed by more than 50 organisations, a petition and more, WWF Cymru's Land of Our Future/Gwlad Ein Dyfodol campaign advocated for agroecology to be central to the bill – putting farmers, food producers and citizens at the heart of solutions. The final wording of the 2023 bill included WWF text recognising agriculture's importance in meeting the UN's new Global Biodiversity Framework targets.



© David Bebbler / WWF-UK

© Involve / Jemima Stubbs



CONVENING THE PEOPLE'S ASSEMBLY FOR NATURE

Together with the National Trust and the RSPB, we convened the UK's first national People's Assembly for Nature. We brought together more than 100 people from all walks of life who deliberated over thousands of ideas submitted by the public to help protect the natural world. The independent assembly members found common ground and developed a pioneering People's Plan for Nature, which sets out the most important actions the UK's governments, businesses, charities, farmers and communities must take to protect and restore nature and change how we value the environment. Their recommendations have strengthened our call for politicians and business leaders to act.

HIGHLIGHTING A STARK OUTLOOK FOR NATURE

We published our *Living Planet Report*, which highlighted a stark outlook for nature, with findings that average global wildlife population sizes have plummeted by a shocking 69% since 1970. By analysing trends in global biodiversity, our landmark report reveals a staggering rate of decline in the health of our planet. It provides a severe warning that the world's rich biodiversity is in crisis, putting every species at risk – including us. We used the report to support our call on leaders at the UN Convention on Biological Diversity summit (COP15) to take decisive action and deliver science-based solutions to help reverse nature loss by 2030.



© Paul Robinson

JULY

AUGUST

SEPTEMBER

OCTOBER

4,500

A GLOBAL ASSESSMENT INDICATED WILD TIGER NUMBERS HAVE RISEN FROM AS FEW AS 3,200 IN 2009 TO AROUND 4,500

RAISING FUNDS FOR TOMORROW'S TIGERS

For the finale of our Tomorrow's Tigers art project, we held a selling exhibition of specially commissioned tiger-themed art rugs designed by 12 renowned artists including Peter Doig and Ai Weiwei. The project was devised and curated by Artwise Curators in partnership with WWF, Sotheby's and Christopher Farr, and was inspired by ancient Tibetan prayer mats. Since 2019 the project has raised more than £1 million. All profits from the sale of the rugs are supporting vital conservation projects, helping us to secure a viable future for wild tigers.



© Thierry Bal

NOVEMBER



© Shutterstock / Rich Carey / WWF-Sweden

AGREEING A LANDMARK DEAL FOR NATURE

Some 196 governments agreed a landmark deal to halt and reverse the loss of nature by the end of the decade. The agreement was reached at the UN Convention on Biological Diversity COP15 summit in Montreal. Our science and advocacy played a fundamental role in achieving the final outcome, which saw nations commit to a global deal for nature and people – the Global Biodiversity Framework – which is similar in ambition to the UN Paris climate agreement. It addresses the drivers of nature loss, and aims to conserve at least 30% of all land, sea and fresh water in ways that uphold the rights of Indigenous peoples.

DECEMBER

2023

SEARCHING FOR WALRUSES FROM SPACE

We launched the second phase of our Walrus from Space citizen science project at the Arctic Basecamp event during the World Economic Forum in Davos. More than 28,000 people from at least 68 countries have engaged with us so far in the search for Atlantic walrus in satellite imagery of the Arctic coastline. Scientists from WWF and the British Antarctic Survey also went on an Arctic expedition in July to validate the accuracy of the methodology. The project's findings will help us understand trends in walrus population numbers to inform conservation as their Arctic habitat rapidly changes.



© Emmanuel Rondeau / WWF-UK

JANUARY



© David Bebbler / WWF-UK

WELCOMING OUR NEW YOUTH AMBASSADORS

For the first time, we invited young people to an open recruitment to become WWF-UK Youth Ambassadors, and were delighted to welcome 12 volunteers, aged 13-17. They come from every nation across the UK, and from diverse backgrounds. For the next three years, they'll be working alongside WWF staff to create impactful projects, campaigns and events to inspire other young people. In addition, they'll be working with us to review our organisational strategy, identify new partnerships and help ensure every young person can play their part and use their voice in helping bring our world back to life.

FEBRUARY

>10 MILLION

WILD ISLES, CO-PRODUCED BY US AND THE RSPB, ATTRACTED MORE THAN 10 MILLION VIEWERS PER EPISODE

© Andrew Parkinson / WWF-UK



CELEBRATING OUR WILD ISLES

We celebrated the launch of *Wild Isles*, a landmark BBC One series presented by our ambassador Sir David Attenborough, made by Silverback Films and co-produced by us and the RSPB. The series, which attracted more than 10 million viewers per episode, used scientific evidence from us and the RSPB to explore and celebrate the UK's grasslands, woodlands, fresh water and seas. It offered a message of hope as well as highlighting the crisis facing our nature. Our accompanying Save Our Wild Isles campaign, with the National Trust and the RSPB, encouraged everyone to play a part in protecting and restoring our precious isles.

REIMAGINING UK LANDSCAPES OF THE FUTURE

We created an innovative exhibition in the run-up to Earth Day, showcasing AI-generated paintings in the style of classic British painters, imagining how they would have documented the future of our nation's landscapes if they were here to witness them. Our activation appeared on the Piccadilly Lights digital ad space in London. A real-world gallery exhibition also ran for four days, complemented by a two-month online exhibition. They highlighted the plight of nature in our wild isles, and strengthened the public's awareness of WWF's work in the UK to help bring our world back to life.



© WWF-UK

MARCH

APRIL



© Henrik Bringsoe

RECORDING NEW SPECIES IN THE GREATER MEKONG

An incredible 380 new species have been newly recorded in the Greater Mekong region in south-east Asia, one of the globe's biodiversity hotspots. The extraordinary findings include a colour-changing lizard, a thick-thumbed bat, a poisonous snake named after a Chinese goddess, an orchid that looks like one of the Muppets, and a tree frog with skin that resembles thick moss. A new WWF report documents the work of hundreds of scientists from universities, conservation organisations and research institutes around the world who made the remarkable findings in Cambodia, Laos, Myanmar, Thailand and Vietnam over a period of two years.

SEEDING HOPE IN THE FORTH

As part of Restoration Forth, WWF Scotland and our partners and volunteers from the local community planted 25,000 seeds to restore seagrass meadows in the Firth of Forth. New shoots were already growing and being used as a nursery ground by flatfish just three months later. Seagrass is an unsung hero of our oceans: it has huge potential to help tackle climate change and to improve water quality and enhance biodiversity. Our restoration project is also returning native oysters to this area. By next year, the project will have restored four hectares of seagrass and 30,000 native oysters.



© Maverick Photo Agency

MAY

JUNE



“
I WAS PROUD TO SEE OUR SCIENCE AND ADVOCACY HELPING CONVINCE NEGOTIATORS FROM ACROSS THE WORLD THAT THE URGENT MISSION TO REVERSE NATURE LOSS IS STILL ACHIEVABLE

A MESSAGE FROM OUR CHIEF EXECUTIVE

Our precious planet has given us countless warning signs this year that it is in grave danger of irreversibly passing dangerous thresholds. We have used every ounce of our influence and scientific know-how to keep the existential threats from climate change and nature’s decline on the agenda. We can report important successes as a result.

As part of WWF’s delegation in Canada at the UN Kunming-Montreal Biodiversity Conference, I was proud to see our science and advocacy helping convince negotiators that the urgent mission to reverse nature loss is still achievable.

We also witnessed the impact of our conservation work with encouraging

news for iconic species and places across the world, including wild tigers in India and Nepal, and Yangtze finless porpoises in China.

A highlight this year was our involvement in the landmark BBC series *Wild Isles*. The series, co-produced by us and the RSPB, enabled us to inspire huge audiences about the incredible nature on our doorstep in the UK, and the need to protect and restore it.

We appreciate the generosity of all our wonderful supporters and partners ever more as we find ourselves in such economically challenging times. Thank you. Your amazing support inspires everything we do.

Tanya Steele

“
WE ARE ENSURING WE FIND THE MOST EFFECTIVE WAYS TO SPEND OUR SUPPORTERS’ DONATIONS TO URGENTLY PROTECT AND RESTORE OUR NATURAL WORLD FOR PEOPLE AND WILDLIFE



A MESSAGE FROM OUR CHAIR

Reflecting on the last year, it has been marked by environmental, political and economic turmoil. But it is heartening to report many successes.

Vital landmark international agreements were reached, including the UN’s Global Biodiversity Framework and Treaty of the High Seas, both with strong scientific input and advocacy from WWF-UK and across the WWF network.

In the UK, we shone a spotlight on nature and the threats it faces through the *Wild Isles* TV series and an accompanying campaign. We were proud to work with the BBC, and delighted to join forces with the RSPB and the National Trust to achieve more than any of us could have done alone.

It has been encouraging to see progress through our work bringing together many big food retailers under our Retailers’ Commitment For Nature, and our success in pressing for changes in the Financial Services and Markets Bill to include climate and nature as key considerations.

I thank my colleagues at WWF. They have such ability and desire to rise to the many and increasing threats our fragile world faces. With their commitment, WWF remains well-placed to do everything possible in our urgent mission to bring our world back to life.

Dave Lewis

You can read the full messages from our chief executive and chair in our Annual Report and Financial Statements.

OUR FOCUS

**WE'RE WORKING
URGENTLY
TO BRING
OUR WORLD
BACK TO LIFE**

© Joseph Gray / WWF-UK

Our precious world needs our help like never before.

Nature is in freefall. WWF's *Living Planet Report* shows global wildlife population sizes have declined by 69% on average since 1970. This tragic loss shows no signs of slowing.

We're seeing the effects on our own doorstep: the UK is in the bottom 10% of countries globally when it comes to the abundance of nature.

People and nature across the world are also experiencing the devastating impacts of climate change, which will increase substantially with every fraction of a degree of additional warming. Humankind's impact on the climate is causing more frequent extreme weather events: in 2022, 28 countries including the UK experienced their hottest year on record.

But there are solutions and there is hope. We're working tirelessly with communities, governments, scientists, supporters and business leaders to stop the destruction of nature, secure a safer climate and bring our world back to life.

We're using scientific research, harnessing our global reach and influence, and – with the vital backing of our many supporters – working to make sure the natural world's vital signs are recovering by 2030. We'll do this in harmony with people and with an unflinching respect for human rights.

We can only bring back nature if we fix the food system and halt climate change. That is why we focus on:

- **averting dangerous climate change**
- **creating a sustainable food system**
- **restoring threatened habitats and species.**

We can bring endangered wildlife back from the brink of extinction. We can press the UK governments to deliver the promises they've made for the climate. And we can convince politicians and businesses to take action to reform the way we produce and consume food and reverse the loss of nature. We can do all this thanks to the incredible generosity and passion of our supporters.

Until 2024, we're focusing on the goals outlined on the next pages to set us on the right track.

OUR ACHIEVEMENTS AND PERFORMANCE

You'll find some examples of our progress towards our main goals on the following pages. Our full annual report includes much more detail: [wwf.org.uk/annualreport](https://www.wwf.org.uk/annualreport)



GOAL EXPENDITURE

Here's how much we invested in our goals during the past year, and the equivalent for the previous year.

We're pushing UK governments and businesses for the strongest ambition and measures to decarbonise, to help tackle the climate emergency.

AVERTING DANGEROUS CLIMATE CHANGE	2022-23	£6.3M
	2021-22	£6.4M

We're fighting to reform our food system, to halt nature loss and ensure the UK leads a global transformation to sustainable production and consumption of food.

CREATING A SUSTAINABLE FOOD SYSTEM	2022-23	£5.6M
	2021-22	£6.6M

We're working to halt the loss of habitats and restore natural life-support systems for people and species in some of the world's most special places.

RESTORING THREATENED HABITATS AND SPECIES	2022-23	£38.2M
	2021-22	£27.3M

We're urging as many people as possible to support our critical work and creating more opportunities for our supporters to be involved in what we do; inspiring them to act with us and have an impact on our mission.

GROWING SUPPORT	2022-23	£18.3M
	2021-22	£18.8M

AVERTING DANGEROUS CLIMATE CHANGE



© PA Images / Alamy Stock Photo

Limiting global warming to 1.5°C, adapting to climate impacts, and nourishing all people within planetary boundaries will be impossible unless the world urgently and profoundly transforms the way we produce and consume food. We're calling on governments to place sustainable and healthy food systems at the core of ambitious climate action.

This was a key demand we pressed for at the UN climate summit in November 2022 (COP27), which was hearteningly described as the first 'food systems COP'. We worked closely with colleagues across the WWF network and were instrumental in influencing formal negotiations on agriculture and food, which led to a major win – a new four-year action plan on agriculture and food security that takes into consideration many WWF asks. This will enable us to keep advocating for food systems to be better anchored in global climate action.

In the UK, we're pressing for a transition to net zero in the farming sector, which is responsible for 11% of domestic emissions.

Food and farming were key themes of the independent People's Assembly for Nature we convened with the National Trust and the RSPB. And Save Our Wild Isles, our campaign also with the National Trust and the RSPB, called on UK leaders to halt the destruction of nature and take urgent action for its recovery. The campaign provided a platform for the People's Assembly for

Nature and farmers alike to win support for a transformation in our food system. Together, we encouraged the public to call on their MPs to back the People's Plan and provide more support for nature-friendly farming.

This formed a clear public demonstration of support for the type of farming we're championing, which enabled us to make a strong case to the government for change.

Another priority during the year was to help urgently shift financial flows in the UK so they support a low-carbon, nature-positive economy. We focused on influencing the recommendations of the UK government's Transition Plan Taskforce, to help shape government guidance for companies and financial institutions on the transition plans they need to produce to show what they're doing to tackle climate change.

We were successful in pressing for nature as well as the climate to be incorporated in the guidance for companies. We also laid out how transition plan guidance could go further in addressing climate and nature holistically. As a result, we were asked to chair the taskforce's Nature Working Group, which has given us greater scope to shape its ambition.

We also successfully pressed for changes in legislation for financial regulators, so the law now recognises climate and nature are relevant considerations in regulating the financial sector.

CREATING A SUSTAINABLE FOOD SYSTEM



Regenerative farmer Angus Walton receives a lick from an Aberdeen Angus cow at Peelham Farm, Berwickshire, Scotland. One of the principles of regenerative agriculture is for farmers to integrate livestock on their land – the cattle spend all their time outside in the paddocks. They never go inside. They eat pasture on a rotational cycle, which in turn encourages new plant growth, which stimulates the plants to pump more carbon into the soil.

© David Bebbler / WWF-UK

The UK's food and agriculture sectors account for more than a fifth of our domestic emissions and offer huge potential to reverse nature loss. We're pressing for robust and credible plans for businesses and financial institutions in these sectors to transition to a future that is net zero and supports the recovery of nature.

We've made good progress this year. For instance, we and Tesco were co-chairs of the UK government's Transition Plan Food Sector Taskforce, which developed more detailed guidance on the food sector transition plans that will be required of companies.

We're also working with UK food retailers to help ensure they play their pivotal role in reducing the impacts the global food system has on nature and the climate.

We published *What's in Store for the Planet*, a first report on retailers' yearly progress towards our 'WWF Basket' ambition to halve the environmental impact of UK shopping baskets by 2030. The report is based on data we received from nine UK food retailers, which represent 80% of the UK market share, and includes some clear benchmarks for future progress and next step recommendations for UK retailers and the government.

We also built on our Land of Plenty work, through which we aim to help support farmers to take up more nature and climate-friendly ways of farming.

In October, we led the response to threats from Liz Truss's government to abandon the Environmental Land Management schemes. This was a critical intervention from WWF as the schemes are the main way farmers will be paid in England to deliver benefits for climate and nature.

We mobilised more than 50 businesses, banks, farmers and NGOs to help show why the schemes should be boosted, not binned. And we won! The government announced more support, not less, for the schemes. We also pushed for strong climate and nature components in both the Wales and Scotland Agriculture Bills.

If we're to meet our climate and nature targets, we need to encourage a shift to healthy, affordable and sustainable diets. This year we ramped up our work on Eat4Change – a campaign through which we've offered tips and encouraged people to take up challenges to cut down on food waste, grow their own food, or reduce their meat and dairy consumption.

As a result of a wealth of actions, including food challenges on social media and on WWF's MyFootprint app, we encouraged 1.1 million people to make a shift towards more sustainable diets. We also achieved a substantial increase in public awareness, with 11.2 million people becoming informed about the connections between food, nature and climate – and the importance of fixing the food system.

RESTORING THREATENED HABITATS AND SPECIES

AMAZON

If we lose the Amazon, we lose the fight against climate change. So, it's an absolute priority to help protect this vital region and support its people.

This year we produced a scientific briefing which showed how close the Amazon is to irreversible tipping points. It helped us make a powerful case at the UN climate summit, COP27, for immediate action. We also funded advocacy and campaigns by our colleagues in Brazil to counter damaging proposed legislation. A breakthrough was Brazil's re-establishment of the National Environment Council, which is critical for ensuring nature is considered in national policies and budgets.

UK

In the UK, we want to see a transformation in the way land, rivers and seas are used – to ensure they'll help meet net-zero targets and nature recovery. This year we developed a 'wholescape' approach so we can test how best to achieve this. We've consulted to ensure the concept aligns with the thinking of other UK-based organisations.

We scaled up our seagrass restoration programme, with new projects in north Wales, Hampshire and the Firth of Forth. We also restored or protected more than 84 hectares of wildflower habitat across key food-producing sites in Norfolk, Leicestershire and the Wye and Usk region.

KENYA AND TANZANIA

In southern Kenya and northern Tanzania, we continued our large-scale programme to maintain a healthy, connected landscape to help wildlife and people coexist and thrive.

We supported the Narok County government in Kenya to develop and ratify a land-use plan that provides a blueprint for the local government to guide responsible and sustainable development across 18,000 sq km. And, thanks to UK Aid Match from the UK government, we funded work to construct 20 more enclosures and 179 living walls to keep livestock safe from predators, along with more than 700 solar flashing 'lion lights' to deter predators.

TIGERS

The results of national surveys we supported in Nepal and India were announced during the year. Nepal's wild tiger population has almost tripled since 2009 – from estimates of 121 to 355. In India, the population has risen by more than 600 since 2018, to 3,682. These successes are thanks to strong support and action by communities living near tigers, and years of commitment from the governments, from us and from other organisations.

The gains are fragile though, and the 2022 lunar year of the tiger inspired welcome renewed commitment: we were central to a vision, developed with others, to secure a viable future for the tiger.

GROWING SUPPORT



Sir David Attenborough on location in a wildflower meadow for the *Wild Isles* TV series © Alex Board / Silverback Films

With the continued generosity of our supporters during a very challenging economic climate, this year our income increased to £94 million.

A key element of our work to engage with wider audiences was *Wild Isles*, a landmark UK nature series presented by WWF ambassador Sir David Attenborough. It was made by Silverback Films and co-produced by us and the RSPB, and was the most-watched factual TV series on the BBC in the last five years.

We commissioned a complementary documentary – *Saving Our Wild Isles* – which shared stories of remarkable people in the UK who are working to bring nature back to life. We also produced films showing how businesses can put nature at the heart of their decision-making to become part of the solution. This resulted in more than 200 screenings to key businesses.

Together with the RSPB and the National Trust, we launched Save Our Wild Isles, a campaign to inspire public action for nature and create pressure on business leaders and politicians to act. Together, we engaged more than three million people, which has resulted in 120,000 actions so far. The campaign included a parliamentary event where we were able to secure cross-party support for nature action.

The campaign was bolstered by the launch of the People’s Plan for Nature – the result of the UK’s first ever national People’s Assembly for Nature.

Thousands inputted into the plan, together with 103 assembly members from all walks of life who found common ground on the actions needed to save nature. Some 40,000 people backed the plan; more than 20,000 wrote to their MPs calling on them to support the recommendations.

Our corporate partnerships help us extend the reach, scale and impact of our work. Our partnership with Aviva supported our success in influencing the UK government and the finance sector on net-zero transition plans. And Aviva made £1 million available to support community groups and people from all backgrounds and abilities to connect with nature.

With Sky, we ran a campaign to raise awareness of the vital role UK nature plays in the fight against climate change. Our Climate Solutions partnership with HSBC and the World Resources Institute continued to help support the transition to a net-zero global economy that protects and restores nature. Our partnership with Tesco continued to drive action to halve the environmental footprint of the average UK shopping basket. And our global partnership with Reckitt continued to support freshwater ecosystems in India and Brazil.

We launched major partnerships with John Lewis Partnership, Vodafone and a collaboration with NatWest. We renewed our relationship with Scottish Power to champion low-carbon energy solutions.



WWF-Malaysia field biologists Imran Hamri (left) and Afif Wafiy (right) install a camera trap to monitor tigers in Royal Belum State Park, Malaysia
© Emmanuel Rondeau / WWF-US

OUR PEOPLE

Our people remain critically important to our mission – and the development of an inclusive, safe, empowering environment is key, so colleagues can engage and innovate to deliver maximum impact for our world.

This year we launched a new Diversity, Equity and Inclusion strategy, as well as menopause and workplace adjustment policies. We also set up a new Disability Network and continued to refresh and update our working environment and practices, in full consultation with our staff representative body, our Forum Council.

Our new hybrid working model brings flexibility for colleagues and strengthens our proposition as a capable organisation that can attract and retain diverse and highly skilled staff.

The health and wellbeing of all our colleagues remains a priority. We offered a year-round wellbeing programme, and we have a comprehensive employee assistance programme and a network of mental health first aiders.

OUR SUPPORTERS

Our sincere thanks to the huge numbers of supporters who have given so generously. You've helped fund our work on the ground, power our campaigns and elevate our mission. Your support provides the lifeblood of WWF.

WWF AMBASSADORS

WWF ambassadors are distinguished and influential people who are committed to our mission. We greatly appreciate their efforts in support of our work.

Patrick Aryee, Sir David Attenborough, Sir Ian Cheshire, Jeremy Darroch, Will Day, Prof Jonathan Drori, John Elkington, Princess Esméralda of Belgium, Alastair Fothergill, Anna Friel, Ellie Goulding, Nicola Howson, Sir Richard Kleinwort, Megan McCubbin, Conor McDonnell, Sir Andy Murray, Guilda Navidi-Walker, Poppy Okotcha, Stephen Poliakoff, Lord David Puttnam, Simon Reeve, Iwan Rheon, Miranda Richardson, Keith Scholey, Guy Singh-Watson, Cel Spellman, Lord Adair Turner, Maisie Williams

HIGH-PROFILE SUPPORTERS

We are very lucky to receive strong support from a number of high-profile celebrities and influencers who work with us to create a future where people and wildlife thrive together. We greatly appreciate their participation in our work, which helps to amplify our voice and reach even more people across the world.

Alice Aedy, Alistair Aiken, Clare Aiken, Emma Allsup, Amazing Arabella, Amber Anderson, Jade Anouka, Steve Backshall, Ben Barnes, Liz Bonnin, Alfie Bowen, Julia Bradbury, Sam Branson, Gillian Burke, Todd Cantwell, Loyle Carner, Andy Cato, Jim Chapman, Lily Cole, Fearne Cotton, Lizzie Daly, Giles Deacon, Kelly Eastwood, Gizzi Erskine, Flock Together, Jayda G, David Garrido, Jack Harries, Geri Horner, Holly Humberstone, Amy Jackson, Georgia May Jagger, Dafne Keen, Georgie Lamb, Raff Law, Daisy Lowe, Stella McCartney, Kristian Menza, Tait Miller, Ella Mills, William Moseley, Dan O'Neill, Chris Packham, Isabella Pappas, Sophie Pavelle, Tristan Phipps, Dougie Poynter, Gwilym Pugh, Toby Regbo, Harry Skeggs, Hannah Stitfall, Mark Strong, Gemma Styles, Connor Swindells, KT Tunstall, Amy Turner, Zanna van Dijk, Keira Walsh, Ellen White, Naomi Wilkinson, Rose Williams, Kedar Williams-Stirling, Levison Wood and many more

BUSINESSES THAT SUPPORT US

Our many partnerships with the business world help us to deliver high impact and innovative solutions to some of the world's biggest problems and promote sustainable business policy and practice. Thank you to our partners, including:

AB InBev, Aviva, Carlsberg Marston's Brewing Company, Heineken UK (Old Mout), HSBC, Jones Lang Lasalle (JLL), John Lewis Partnership, Liz Earle, Marks & Spencer, MBNA, Mondj, Nestlé, Next, Nomad Foods, Procter & Gamble (Ariel and Aussie Haircare), Reckitt (including Air Wick and Finish), Revolut, Royal Bank of Canada, Scottish Power, Sky, Sodexo, Starling Bank, Tesco (including F&F), Vodafone

We'd also like to thank the following companies for generously supporting our work this year:

Amazon Smile, Animal Friends Pet Insurance, Apple Inc, AXA UK, Bank of England, Bunzl, Coinstar, Discovery Channel, Freshfields Bruckhaus Deringer, Focus Multimedia, GoodLoop, Google, Hakluyt, Hogan Lovells, Ninety One, Pets at Home, PwC, Refinitiv, Spotify

For information about getting your business involved, please email business@wwf.org.uk

HIGH-IMPACT GIFTS AND 2030 CIRCLE MEMBERS

We are incredibly grateful to those who have gifted significant funds to help us restore our natural world. We offer sincere thanks to all, including our 2030 Circle members and those who wish to remain anonymous.

Roy and Mandy Alderslade, The John Armitage Charitable Trust, Mr Jonathan Boyes, Brampton Charitable Trust, Children's Investment Fund Foundation (CIFF), Clean Cooling Collaborative, Mr Patrick Degorce, European Climate Foundation, The Evolution Education Trust, Dr Sarah Greaves and Mr Nick Harrison, The Haworth Booth Charitable Trust, The Ingram Trust, The Jones Family Charitable Trust, The Ernest Kleinwort Charitable Trust, The Herd Lawson and Muriel Lawson Charitable Trust, Moondance Foundation, The Net Trust, funds raised by players of People's Postcode Lottery and awarded by Postcode Planet Trust, Ms Anne Reece, Restore Our Planet, The Roden Family, Samworth Foundation, Sequoia Climate Foundation, Shears Foundation, The Peter Smith Charitable Trust for Nature, Swire 2765, The Swire Charitable Trust, Hugh Symons Charitable Trust, The Michael Uren Foundation, Mr Roy Williams, WWF with support from the Bezos Earth Fund

To support our 2030 Circle initiative visit [wwf.org.uk/2030Circle](https://www.wwf.org.uk/2030Circle)

LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills throughout 2022-23 and to friends and relatives who made donations in memory of loved ones. A gift in your will is one of the most powerful ways you can fulfil your duty to the natural world, and we are so grateful to each and every supporter who has remembered us in this way. Gifts in wills help us make a huge difference, leading the way for future generations – and supporting our efforts to ensure they will inherit a thriving planet.

If you would like to speak to us about leaving a gift in your will, please call our legacy supporter team on **01483 412153** or email stewardship@wwf.org.uk

BRINGING OUR WORLD BACK TO LIFE

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