



**THEIR FUTURE
DEPENDS ON US ALL.**

**PROTECT THEM WITH
A GIFT IN YOUR WILL.**



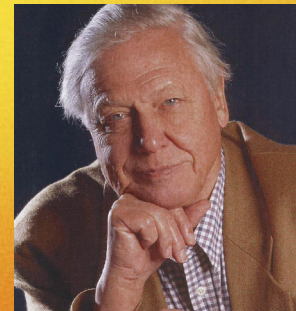
OUR WILDLIFE FACES NEW THREATS EACH DAY. BUT TOGETHER WE CAN SECURE ITS FUTURE.

To all of us who care about the natural world, it's clear – the wildlife we love is at risk.

Over the course of the 20th century, human activity has had an unprecedented impact on our fragile planet. Climate change is now one of the greatest threats to the future of so many species – including our own.

But a melting Arctic and diminishing rainforests don't have to be our legacy. The sun is rising on a new day – there are solutions. WWF is working with communities, businesses and governments to help people live more sustainably, and to protect the natural world we all depend on. Conservation is working, with the numbers of some of the most iconic species, from the tiger to the giant panda, rising again.

By pledging a gift in your Will, you will enable us to commit to the long-term projects that are needed to continue this vital work.



“The job of WWF is more important than it has ever been. They are one of the great hopes for the world.”

Sir David Attenborough, WWF ambassador

HELP PROTECT THE WILDLIFE THAT MATTERS MOST TO YOU FOR GENERATIONS TO COME. **REMEMBER WWF IN YOUR WILL.**

Many of us have a personal passion for wildlife. What does the future hold for precious species and their habitats?

THEIR SURVIVAL IS IN OUR HANDS.

Remember WWF in your Will and you could support long-term programmes to create reserves where nature can thrive once more. Once protected, a tropical forest can regain as much as 80% of its biodiversity in as little as 50 years, but sometimes nature needs even more of a helping hand. In China, for example, WWF is part of a bold project to move critically endangered Yangtze finless porpoises to a new lake where they are starting a new population.

The future of this species looks much brighter. With your help, this vital work – and many more exciting initiatives – can continue for generations to come.



Orang-utan numbers have halved in the last 60 years.

WWF is working to protect the orang-utan's forest habitats from unsustainable palm oil production.



BY 2020, WE'LL HAVE LOST TWO-THIRDS OF WILDLIFE POPULATIONS...

TIGERS

Protecting the tiger and its habitat – isolated forests and grasslands in 13 countries across Asia – go hand-in-hand.

People are behind all the principal threats to the tiger – habitat destruction and poaching. But we are showing that we can also be behind this endangered animal's survival. There are around 3,900 tigers living in the wild and due to successful conservation work their numbers are now increasing. Our goal is now to double wild tigers to over 6,000 by 2022.



© ADAM OSWELL/WWF

There are more tigers living in captivity in the US than are left in the wild.

With a gift in your Will, you can help wild tiger numbers continue to increase.

MOUNTAIN GORILLAS

Mountain gorillas live in the forests of Central Africa, but people are increasingly encroaching on their habitat.

A quarter of mountain gorillas live in Virunga National Park, in the Democratic Republic of Congo. It's a habitat that is rich in natural resources, and WWF recently saw off an attempt to explore for oil and gas there. Thanks to vital work like this, the number of mountain gorillas is rising, but securing the future of this critically endangered animal and its habitat is a long-term commitment.



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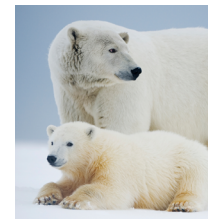
Around 880 mountain gorillas remain in the wild.

You can help secure the future of the mountain gorilla and its habitat.

POLAR BEARS

The next decades are critical for the future of the polar bear and its habitat – the Arctic.

The Arctic is warming about twice as fast as the global average because of climate change. The sea ice that polar bears depend on is melting. WWF is working internationally to secure agreements to protect this precious habitat and tackle climate change. And with our support, local communities across the Arctic are learning to live alongside polar bears they are seeing more regularly as they search for food.



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The number of polar bears in the wild is predicted to decline by 30% by 2050.

Help secure a future for polar bears with a gift in your Will.

MARINE TURTLES

Female marine turtles go back to the beach where they hatched to lay their eggs, but often find it radically changed.

After over 100 million years on the planet, marine turtles are under threat. Coastal development is leaving them with ever fewer safe, nesting areas. WWF is working with local communities to patrol the beaches where they nest. Rising sea levels mean the turtles need to be guided towards higher ground and they also need to be protected from people who steal their eggs, considered a delicacy.



© JÜRGEN FREUND/WWF

Six out of the seven species of marine turtle are threatened with extinction.

A gift in your Will can help protect the marine turtle's ocean habitat.

ONCE YOU'VE TAKEN CARE OF THOSE CLOSE TO YOU – WILL YOU TAKE CARE OF THE REST OF THE WORLD TOO?

It's only natural – whether you're making or changing your Will, your first thought will be to provide for your loved ones. But once you've made arrangements for them, there's the chance to remember your personal passions and support vital work to protect the natural world in your Will.

A GIFT THAT'S RIGHT FOR YOU

You can remember the WWF in whatever way suits you best. You may decide to leave a percentage of your estate after your loved ones have been provided for, a specific amount of money or even items of value.

MAKE A LASTING DIFFERENCE

Whatever gift you decide to make, you can be sure that your generosity will be enormously appreciated, and every legacy makes a difference. It could support a local project to protect a rare species or support global work to protect precious places like the Arctic.



During the last three generations, the number of wild African lions has fallen by 40%.

WWF is carrying out a full genetic analysis of Mara lions in Kenya to help maintain a healthy breeding population.



OUR PROMISES TO YOU

YOUR FAMILY AND LOVED ONES COME FIRST

Your family and loved ones come first but we hope that, once you have provided for them, you will also remember WWF.

WE WON'T PRESSURE YOU

It's a personal matter and your decision to make in your own time. We're here to help if you need us.

WE RESPECT YOUR PRIVACY

We'd love to know if you've decided to remember WWF in your Will. But we will keep any details you share with us confidential. And of course, this form is not legally binding.

WE WILL USE YOUR GIFT WITH THE GREATEST OF CARE

We know you want your gift to make a difference and with WWF it will.

WE'VE BEEN PROTECTING OUR PLANET FOR GENERATIONS

In 1961, sixteen of the world's leading conservationists called for action – the expertise to protect the environment existed, but the funds didn't. WWF was established soon after.

Over fifty years later, much has changed, but now more than ever action is urgently needed to manage the impact of human activity on the planet and ensure people live sustainably.

“WWF has been the leader in changing the world's attitude to the planet.”

Sir David Attenborough, WWF ambassador



1961

H.R.H. Prince Philip, the Duke of Edinburgh becomes president of the British National Appeal, the first national organisation in the World Wildlife Fund family.

Successful fundraising appeals enable WWF to support 356 projects from anti-poaching measures to wildlife surveys.

1970



WWF steps up its work with governments to tackle widespread environmental threats.

1973

Scientists studying tigers in the Chitwan Sanctuary, Nepal, successfully use radio tracking devices for the first time.

1980



After 20 years, WWF has helped protect areas on five continents, covering 1% of the Earth's surface.

1986



With WWF's support, the Mexican government creates an ecological reserve where 100 million monarch butterflies converge each winter.

1990

WWF develops a strategy to focus on wildlife, forests, oceans and freshwater conservation, tackling climate change and reducing the use of toxic chemicals.

1996



WWF works with Malaysia and the Philippines to establish the world's first trans-border marine protected area for marine turtles.

2000

WWF focuses on twin goals of conserving biodiversity and reducing people's ecological footprint.



2006

WWF defeats a proposal for the world's largest oil palm plantation, which threatens to destroy the last remaining intact forests of Borneo.

2010

WWF helps to organise a summit marking the Chinese Year of the Tiger. The goal of doubling numbers by 2022 is adopted.

2016

WWF sees the results of decades of work with the Chinese government when the giant panda moves from endangered to vulnerable.



2020

We face losing two-thirds of wildlife populations by 2020. Help build a safer future for our natural world.

A close-up photograph of three giant pandas climbing a tree trunk. The pandas are positioned vertically, with one at the top, one in the middle, and one at the bottom. They are all looking towards the right side of the frame. The background is a soft-focus green, suggesting a forest environment.

**HOW WE PROTECT
WILDLIFE AND PRECIOUS
HABITATS IS SOMETHING
PERSONAL TO US ALL.**

**PLEASE PLEDGE A GIFT
TO WWF IN YOUR WILL.**

If safeguarding the future of some of the planet's most iconic species is personal to you, please remember WWF in your Will.

Your legacy will help us work to ensure people and nature live together harmoniously – and both thrive.



For a future where people and nature thrive | wwf.org.uk

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