

WWF-UK ANNUAL REPORT SUMMARY 2018-19



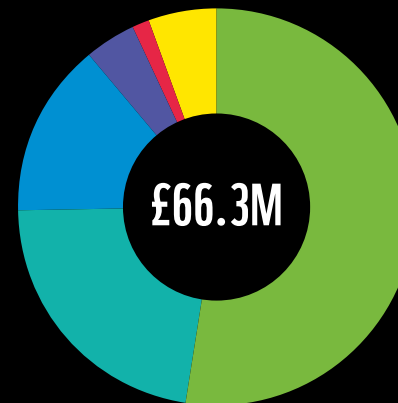
FOR
YOUR
WORLD



RAISING SUPPORT

Here's a quick summary of our income and expenditure for the year ending 30 June 2019. You'll find more details in our Annual Report and Financial Statements, at wwf.org.uk/annualreport

INCOME



MEMBERSHIP AND DONATIONS £34.9M

LEGACIES £14.8M

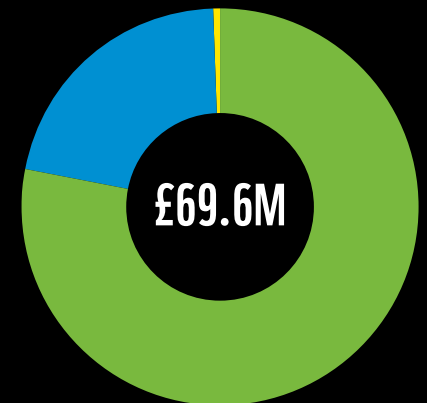
CORPORATE DONATIONS AND SPONSORSHIPS £9.4M

CHARITABLE TRUSTS £2.6M

LOTTERY PROMOTIONS £1.1M

OTHER £3.5M

EXPENDITURE



CHARITABLE ACTIVITIES £54.5M

COST OF RAISING FUNDS £14.9M

OTHER £0.2M

In June we created an iconic British phone box which we decorated with native plants. It attracted hundreds of people from across the UK to record messages telling our leaders why they must tackle the nature and climate emergency. It was a popular feature at The Time Is Now – the biggest ever environmental lobby of Parliament.

OUR CALENDAR OF SUCCESSES

AUGUST 2018

RESTORING FORESTS IN TANZANIA

Through our Trillion Trees partnership, we supported the Tanzanian government's vital commitment to restore 5.2 million hectares of forest landscapes. This will boost chances of meeting an ambitious goal to restore 100 million hectares of degraded and deforested land in Africa by 2030, while helping to improve livelihoods, maintain habitats and boost agricultural productivity.

© GAUDENSIA KALABAU / WWF-TANZANIA



OCTOBER

LAUNCHING OUR LIVING PLANET REPORT

We launched our latest Living Planet Report – the bedrock of our science on the state of the natural world. The large volume of media coverage around the report featured our bolder messaging that we are the first generation to know we are destroying the world, and the last that can do anything about it. It's helped us enter the public consciousness at a scale the environmental movement hasn't managed before.

© GLOBAL WARMING IMAGES / WWF



SEPTEMBER

RECOVERING TIGER POPULATIONS IN NEPAL

Wild tiger numbers in Nepal have almost doubled in the last decade, according to the national survey we supported. Tiger population estimates in the country rose from 121 in 2009 to 235, meaning Nepal could become the first country to double its wild tiger population since the ambitious goal was set to double global numbers of wild tigers by 2022, thanks in part to our long history of conservation work here. The news raises hope for the recovery of these endangered big cats.

© EMMANUEL RONDEAU / WWF-US



© NATUREPL.COM / ANDY ROUSE / WWF

NOVEMBER

CELEBRATING MOUNTAIN GORILLA RECLASSIFICATION

Thanks to long-term conservation efforts by us and sustained effort from government, civil society and the private sector, and following the earlier announcement that numbers of wild mountain gorillas had increased to more than 1,000, this iconic subspecies was moved from 'critically endangered' to 'endangered' on the IUCN Red List of Threatened Species.

DECEMBER

STRENGTHENING UK ENVIRONMENTAL POLICY

Tens of thousands of WWF supporters were among 176,746 responders to a consultation on the UK government's draft Environment Bill – the first such Westminster bill for 20 years. Respondents called for strong laws in support of measures we've been campaigning to see in the bill, including commitments to reverse the loss of UK nature.

© ANDREW PARKINSON / WWF-UK



FEBRUARY

REACHING OUT TO NEW AUDIENCES

Four months after we launched our Fight for Your World campaign, our Instagram channel grew by an additional 100,000 followers. The results demonstrate that we're successfully engaging with new audiences to share environmental problems and solutions – and the reasons to Fight For Your World.

© WWF-UK



JANUARY 2019

BUILDING MOMENTUM FOR A NEW DEAL FOR NATURE AND PEOPLE

Our ambassador Sir David Attenborough joined HRH the Duke of Cambridge for our high-profile event at the World Economic Forum in Davos to discuss the world's most pressing environmental challenges. This helped us land our message to business and political leaders about the urgent need to restore nature.

© WORLD ECONOMIC FORUM / SIKARIN FON THANACHAIY

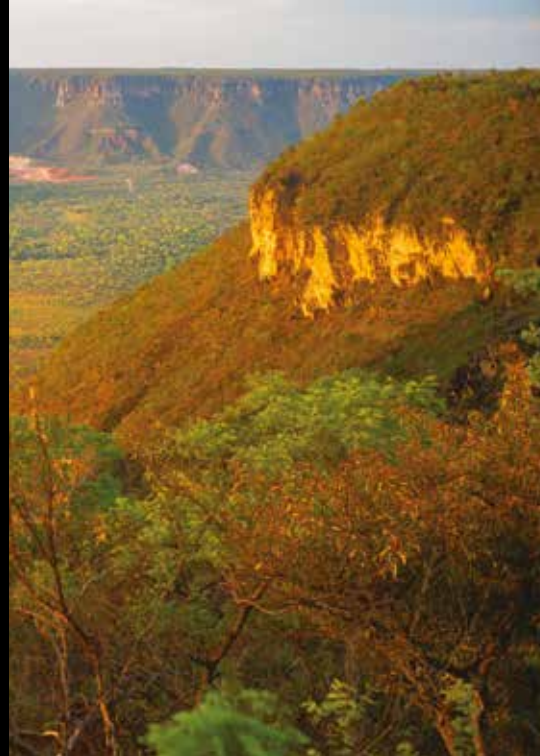


MARCH

DEFENDING PROTECTED AREAS IN BRAZIL

WWF successfully challenged an attempt by the Brazilian presidency to reduce the size of three protected areas in Brazil: two in the Cerrado and one in the Atlantic Forest. Thanks to our advocacy, the measure was rejected by a majority in the Brazilian congress, helping to protect valuable habitats for vulnerable species such as jaguars, giant anteaters and hyacinth macaws.

© DAVID BEBBER / WWF-UK



APRIL

CELEBRATING OUR FANTASTIC SUPPORTERS

Team Panda runner Kate Carter set a new world record at the London Marathon for the fastest marathon by a woman in a full body costume. Kate completed the marathon in 3 hours and 48 minutes. Our huge thanks to all of Team Panda, who collectively raised more than £34,000 during the year to support our work around the world.

© FRUZHINA KOZMA / WWF-UK



JUNE

MAKING YOUR VOICES HEARD

We were a leading member in the coalition of more than 100 organisations who organised the biggest mass lobby for nature and climate ever seen in the UK. Some 4,800 WWF supporters signed up to join the lobby in Westminster. Around 12,000 people descended on Westminster to meet 381 MPs and tell them #TheTimeIsNow for action to tackle the climate and nature crisis.

© CHRIS RATCLIFFE / WWF-UK



MAY

SECURING GREATER PROTECTION FOR OUR SEAS

Thanks in part to years of WWF marine policy and advocacy work, the UK government designated 41 new marine conservation zones covering 12,000 sq km of marine habitat. Nearly 30% of UK seas are now officially protected, which helps to safeguard areas for dolphins, whales and countless other marine species.

© NATUREPL.COM / ALEX MUSTARD / WWF



© GREG ARMFIELD / WWF-UK

JUNE

CONNECTING YOUNG PEOPLE WITH NATURE

As part of our work around the Our Planet series, we collaborated on an exciting app to engage young people with the challenges facing our natural world. The app – Seek by iNaturalist – uses the latest image recognition technology so users can instantly identify plants and wildlife. They can take part in challenges to find certain species. And they're contributing to citizen science when they share what they find.

OUR FOCUS

We are the first generation to know we are destroying the world, and the last that can do anything about it. We need to help nature recover so it can provide people with the fresh air, clean water, food, fuel and fibre we need. This is no longer a matter of choice, it's a matter of survival.

Right now, human consumption, particularly through the food and agriculture system, is causing the planet to be destroyed at an alarming rate: we are losing an area of forest the size of London every week and our Living Planet Report shows vertebrate wildlife populations have declined, on average, by 60% since 1970.

At WWF, we're determined to make it socially, politically and economically unacceptable to sit back and watch the destruction of the natural world. The solution requires reforming the food system, reducing greenhouse gas emissions and providing space for nature to recover.

We need everyone to act now to ensure by 2030 we achieve zero extinction of species, cut the loss of natural habitats

to net zero, and halve the footprint of production and consumption. And we need greenhouse gas emissions cut to net zero by 2050 at the latest.

We're focusing on system change and on tackling the underlying root causes driving nature's decline in three key areas:

- preventing climate change and protecting polar regions;
- creating a sustainable food system;
- ensuring we don't lose iconic species and habitats.

Our vision is that by 2030 we'll have halted the loss of nature, and the natural world's vital signs are improving.

“



TANYA STEELE
CHIEF EXECUTIVE

Saving our planet requires us to tackle the biggest threats together, as the systems that underpin life on Earth are interlinked. It's daunting, but I'm proud of the steps WWF is taking to fight for our world. And, as always, I have been bowled over by the support we receive. We really couldn't do it without you.



SIR ANDREW CAHN KCMG
CHAIR OF THE BOARD
OF TRUSTEES

The public and the media have grasped the enormity of the problem we face in protecting nature from climate chaos and human depredation. Businesses and politicians at last are taking notice. But there is a long way to go. Humanity is capable of enabling the natural world to recover. All of us, particularly working through WWF, can and must make this happen.

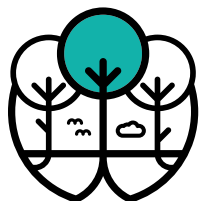
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We're focusing on five goals, outlined below, to help us achieve our 2030 vision. You'll find examples of our progress on the following pages.



GOAL 1 FIGHT FOR YOUR WORLD

To achieve the scale of change needed, we're harnessing people power, promoting behaviour change, and influencing political and economic systems to stop nature's decline.



GOAL 2 GROWING SUPPORT

We're substantially growing support for our work by making WWF as widely-known as possible – and by creating more opportunities for our supporters to be involved in what we do and have an impact on our mission.



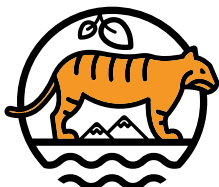
GOAL 3 FOOD FOR THE FUTURE

We're fighting to ensure the UK leads a global transformation to sustainable food systems, so it's easier to choose affordable and healthy food that won't cost the Earth.



GOAL 4 CLIMATE CHANGE AND THE POLAR REGIONS

We're pressing for the strongest climate and conservation action – ramping up ambition and action from the UK to tackle the climate emergency and to safeguard the vital polar regions.



GOAL 5 THRIVING HABITATS AND SPECIES

We're working to halt the loss of habitats and rebuild natural life-support systems for people and species in some of the world's most special places, proving nature can be restored.

GOAL EXPENDITURE

Here's how much we invested in each of our five main goals during the past year, and the equivalent amount we spent the previous year.

GOAL 1: FIGHT FOR YOUR WORLD

2018-19 ■ £10.3M

2017-18 ■ £8.6M

GOAL 2: GROWING SUPPORT

2018-19 ■ £11.4M

2017-18 ■ £9.1M

GOAL 3: FOOD FOR THE FUTURE

2018-19 ■ £3.1M

2017-18 ■ £1.4M

GOAL 4: CLIMATE CHANGE AND THE POLAR REGIONS

2018-19 ■ £1.4M

2017-18 ■ £1.4M

GOAL 5: THRIVING HABITATS AND SPECIES

2018-19 ■ £21.7M

2017-18 ■ £19.7M



GOAL 1**FIGHT FOR YOUR WORLD**

One element of this wide-ranging goal is the vital need to build a movement calling to restore nature. To this end, we inspired and enabled the public to **#FightForYourWorld** through major campaigns this year. One, calling for government action to tackle the climate crisis, was backed by more than 100,000 of our supporters. Another, our UK nature campaign, saw thousands email their elected representatives, calling for leadership on protecting UK nature after Brexit. The two campaigns came together in June for a mass lobby in Westminster – *The Time Is Now*. This pressure helped secure the UK government's commitment to deliver net-zero carbon emissions by 2050.

In our full report you can read more about our efforts to achieve exemplary environmental legislation in the UK, and our urgent call for a global New Deal for Nature and People.

>100,000

**MORE THAN 100,000 OF OUR
SUPPORTERS BACKED OUR CALL FOR
ACTION TO TACKLE THE CLIMATE CRISIS**

+23%

**OUR SUPPORTER NUMBERS
HAVE GROWN BY 23% THIS YEAR**

GOAL 2**GROWING SUPPORT**

This year we've put those who join WWF more firmly at the heart of what we do, and supporter numbers have grown by 23%. We also hit our income target – and we've measured a rise in awareness of our iconic brand, and trust in us.

These positive trends were kick-started when we launched our message calling on everyone to join the Fight For Your World. A key element was a powerful advert (see wwf.org.uk/foryourworld) about the impact of everyday choices and how we can be part of the solution.

In our full annual report you can read more about how we're getting insights from supporters, working on innovations that get us where people are (such as phones and smart speakers), and how our corporate partners are helping us amplify our message in ways we can't do alone.

GOAL 3**FOOD FOR THE FUTURE**

The way we produce food is the biggest cause of wildlife loss globally and one of the main causes of forest loss. We're determined to turn things around.

As part of our work aimed at halving the impact of the average UK shopping basket, one of the most ambitious things we've achieved this year is working with Tesco to articulate how to measure and track such environmental impact. Together, we're developing a world-leading methodology.

In our full report you can also find out how we've helped boost people's awareness of the links between food choices and impacts on nature; how we've been at the forefront of finding ways the UK could green its international supply chains, including ending deforestation; and how we're developing 'living landscape' projects across the world to demonstrate ways to transform farming.

-50%

WE LAUNCHED A PARTNERSHIP WITH TESCO TO HALVE THE ENVIRONMENTAL IMPACT OF THE AVERAGE UK SHOPPING BASKET

750,000

AN ESTIMATED 750,000 PEOPLE SIGNED A PETITION CALLING ON THE UK GOVERNMENT TO DECLARE A CLIMATE EMERGENCY

GOAL 4**CLIMATE CHANGE AND THE POLAR REGIONS**

This year we successfully pressed the UK government to commit to cut greenhouse gas emissions to net zero by 2050, thanks in part to our robust evidence, and record levels of public concern inspired by us and many other groups. An estimated 750,000 people signed a petition calling on the UK government to declare a climate emergency. And work by our team in Edinburgh helped Scotland secure a net-zero by 2045 commitment from the Scottish government.

You can read more in our full report about this and our work to improve the prospects of wildlife and people in the polar regions. This includes balancing the needs of conservation and fishing in waters vital for Antarctic krill, and our study of 400 international businesses active in the Arctic, which will help us in our work to ensure any development in the Arctic is sustainable.

GOAL 5 THRIVING HABITATS AND SPECIES

Putting a stop to the global illegal wildlife trade is a priority for us. This year the UK government called on our expertise to help shape its Ivory Bill. In December, the bill became law and created a near-total ban on dealing in items containing elephant ivory within the UK. This put the UK in a strong position to advocate for similar tough action from other nations when the UK government hosted an international conference on tackling illegal wildlife trade. We worked closely with the UK government to shape the conference and we championed our policy priorities at the event.

You can read more in our full report about this – as well as progress in our ambitious efforts to establish vast living landscapes in Africa, Latin America and Asia to better protect wildlife habitat and to support local livelihoods.

>120,000

MORE THAN 120,000 PEOPLE SIGNED
OUR PETITION CALLING ON GLOBAL
LEADERS TO TACKLE ILLEGAL
WILDLIFE TRADE

OUR PLANET

The awe-inspiring *Our Planet* series has given us an unprecedented opportunity to reach millions – in households, businesses and governments – with the message that we need to fight to restore nature.

© STEVE BENJAMIN / SILVERBACK FILMS / NETFLIX

The content of the series, created in collaboration with Netflix and Silverback Films, has supported our efforts to raise awareness of threats to the natural world, including the climate crisis, and to press for action to tackle them. It's on track to be Netflix's most successful original documentary series, with more than 33 million subscribers viewing worldwide in April (the month the series launched) alone.

Beyond the series itself, by November the website ourplanet.com had attracted more than 1.7 million visits, with more than 415,000 clicking through to WWF websites to find campaigning and behaviour change actions. And we've made 200 films of new content related to the series, along with clips from the series, available on social media and the website.

We also produced a 40-minute film based on the series – *Our Planet: Our Business*. We've already held screenings with more than 100 businesses and organisations across the world, many of whom have not engaged with WWF before.

OUR SUPPORTERS

All WWF's achievements are a direct result of the backing you give us – whether it's your generous donations, your petition signing, your high-profile support, or so much more. We really couldn't do it without you.

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.

Sir David Attenborough, The Rt Rev and Rt Hon Lord Chartres, Sir Ian Cheshire, Jeremy Darroch, Will Day, Bernard Donoghue, Prof Jonathan Drori, John Elkington, Alastair Fothergill, Diana Fox Carney, Anna Friel, Jack Harries, Nicola Howson, Sir Richard Kleinwort, Conor McDonnell, Guilda Navidi-Walker, Stephen Poliakoff, Lord David Puttnam, Simon Reeve, Miranda Richardson, Prof Callum Roberts, Lord Stuart Rose, Keith Scholey, Lord Adair Turner

BUSINESSES THAT SUPPORT US

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

AB InBev, Coca-Cola Foundation and Coca-Cola European Partners, Heineken UK (Old Mout), HSBC, Hull City AFC, M&S, MBNA, Mondì, Next, Procter & Gamble (Ariel), Sky, Sodexo, Sony, Tesco, Thai Union (John West) and Unilever (Knorr)

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

Allen & Overy, Amazon Europe, Bunzl, Coinstar, Investec, PwC, Refinitiv and Royal Bank of Scotland

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

THE GENEROUS FINANCIAL AND NON-FINANCIAL SUPPORT WE GAIN PROVIDES THE LIFEBLOOD OF WWF. WE STRIVE TO PUT ALL THOSE WHO JOIN US AT THE HEART OF WHAT WE DO.

HIGH-PROFILE SUPPORTERS

We gain strong support from people who use their high profile and online influence to promote us. We greatly appreciate their participation, which allows us to reach even more people across the world.

Alice Aedy, Margaret Atwood, Steve Backshall, Brooklyn Beckham, David Beckham, Raymond Blanc, Liz Bonnin, Julia Bradbury, Kate Bradbury, Kirstie Brittain, Asa Butterfield, Adam Buxton, Jim Chapman, Lily Cole, Fearne Cotton, Sharron Davies, Kelly Eastwood, Hugh Fearnley-Whittingstall, Jack Fincham, Jess Glynne, Ellie Goulding, Matt Haig, Finn Harries, Niall Horan, Konnie Huq, Georgia May Jagger, Jamie Jewitt, Tom Kerridge, Mollie King, Labrinth, Kevin McCloud, Alistair McGowan, James McVey, Ella Mills, James Morton, Sir Andy Murray, Fran Newman-Young, Chris Packham, Tim Peake, Nelson Piquet Jr, Dougie Poynter, Aaron Ramsey, Iwan Rheon, Rachel Riley, Nadia Sparkes, Ceallach Spellman, Camilla Thurlow, Stephanie Tudgey, KT Tunstall, Joe Wicks, Shane Williams

GLOBAL GAME-CHANGERS

Our Global Game-Changers donate significant funds towards our work to protect and restore our world. We offer sincere thanks to all those who generously supported us this year, including those who wish to remain anonymous:

The AG Leventis Foundation, The Arora Family, Richard Barrett, Donations made by family in loving memory of Robert and Peggy Blackburn, ClimateWorks Foundation, Ernest Kleinwort Charitable Trust, Dr Sarah Greaves and Dr Nick Harrison, The Herd Lawson and Muriel Lawson Charitable Trust, The Himsworth Family, Hugh Symons Charitable Trust, IQ EQ (Jersey) Limited as trustee of the Net Trust, Carol Kemm, Sri Prakash Lohia, The Moondance Foundation, People's Postcode Lottery, Quadrature Climate Foundation, Anne Reece, Restore Our Planet, Size of Wales, The Turney Charitable (Animal Welfare) Trust, The Utermann Charitable Trust, Mary Wang, Woodford Heating & Energy Ltd

*To find out more about becoming a Global Game-Changer please call **01483 412424** or email philanthropy@wwf.org.uk*

LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills throughout 2018-19 and to friends and relatives who made donations in memory of loved ones. Every legacy is of great value to our work – we could not achieve nearly so much without such amazing support.

Legacies account for nearly a quarter of WWF-UK's total income, which is truly inspiring. We are so very grateful that these supporters considered our work worthy of such generous recognition.

*If you would like to speak to us about leaving a gift in your will, please call our legacy supporter manager on **01483 412459** or email maria@wwf.org.uk*

TOGETHER WE CAN ADOPT A BETTER FUTURE

Watch our new film at
wwf.org.uk/adoptabetterfuture



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

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WWF®

WWF-UK ANNUAL REPORT SUMMARY 2018-19

WWF.ORG.UK

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