

An aerial photograph capturing a massive herd of wildebeest in the middle of a migration. The herd is spread across a wide, muddy river, with some animals wading and others standing on the banks. The surrounding landscape is a mix of dry, rocky terrain and patches of green grass. The scene is bathed in bright sunlight, creating sharp shadows.

YOUR INVITATION TO JOIN THE  
**2030 CIRCLE**



FOR  
YOUR  
WORLD

**RESPECT  
RESTORE  
RENEW**



# A NEW FUTURE – WILL YOU JOIN US?

“THE RECOVERY OF NATURE COULD BE AT THE HEART OF HUMANITY’S MISSION IN THE 21ST CENTURY...BECAUSE AFTER ALL, WE ARE PART OF NATURE.”



- Sir David Attenborough

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Fast forward to 2030. Will this be the last decade where rhinos roam the African bush and polar bears stalk across Arctic ice? Will we face a future where stumps and charred embers are all that remain of our once-grand forests and oceans are a wilderness of plastic and dead coral skeletons instead of thriving reefs and beautiful marine life?

The answer depends on us. No matter what we do, or don’t do, 2030 will mark a turning point in the history of the natural world. We truly are the first

generation to understand the impact of our planet’s destruction and the last who can save it.

Will you help to create a different 2030? One where the natural world is respected. Where people are working together to restore what we’ve lost. Where we can start the journey to renewal.

Welcome to the 2030 Circle. This is your opportunity to stand shoulder to shoulder with conservationists in the bush and biologists in the field. To be part of a brave and bold group who

are determined to act now, at this crucial point for our planet.

## WILL YOU JOIN THE 2030 CIRCLE, AND MAKE THIS THE DECADE THAT WE SAVED THE FUTURE OF THE NATURAL WORLD?

## IT’S A BOLD AIM. HERE’S HOW YOU CAN HELP US GET THERE:

### RESPECT

the natural world as it is today, and support indigenous communities who can ensure its survival.

### RESTORE

the habitats and ecosystems that have been lost due to human intervention.

### RENEW

our world by embracing new ideas and technologies that help people and nature thrive.

### THE 2030 CIRCLE

A group of supporters united around a single goal: halt the loss of the natural world by 2030, and start building a future where people and nature thrive together on our one planet.



CREATE A WORLD WHERE NATURE IS SEEN  
AS A PRECIOUS RESOURCE TO BE NURTURED  
AND PROTECTED, INSTEAD OF EXPLOITED

## YOUR 2030 CIRCLE MEMBERSHIP

The 2030 Circle is a new way to pledge your support and be part of a key moment in the history of the natural world. Our members are unified and determined to reach our ambitious goal of halting nature's decline by 2030.

We're asking for an annual philanthropic pledge of £5,000 or greater to join the 2030 Circle as part of our collective goal of raising £10 million by 2030.

Through the 2030 Circle, you'll support programmes that promote respect for our natural world and the indigenous communities who seek to save it. You'll tackle the illegal wildlife trade, protect iconic species like elephants and rhinos, and ensure that respect for them becomes ingrained in policy.

**By 2030, you could help us reach this ambitious aim: that no new species are threatened by illegal trade or overexploitation, and those previously threatened are stable or recovering.**

A pledge to join the 2030 Circle is more than a pledge to WWF. It is a pledge to our one planet, to our children and grandchildren, and to all the beautiful and diverse creatures who share this fragile world. We hope you'll be a part of it.

# RESPECT

*Kogi children walk along a small stream in the Tayrona National Park of Colombia. Indigenous communities live in and around many protected areas, and are trusted stewards of the land.*





TAKE ACTION TO RESTORE WHAT HAS BEEN LOST -  
PROTECT TREES, REHABILITATE SPECIES, BRING BACK  
THE WONDERFUL AND VITAL NATURE WE DEPEND ON

# RESTORE

*An orangutan released  
into the wild from the  
Frankfurt Zoological Society  
Orangutan Project near the  
Bukit Tigapuluh National  
Park in Sumatra, Indonesia.*

## YOUR UNIQUE RELATIONSHIP WITH WWF

As a 2030 Circle member, you'll enjoy a tailored journey with us designed to bring you closer to the work you're funding.

We'll invite you to engage with our science experts through two exclusive events annually where you can meet others like you, and you'll continue to learn about our shared endeavour through personalised content, updates from the field and hard copies of flagship WWF publications.

If you feel it's appropriate for you, we'd love to recognise your gift through public acknowledgement in our annual review. This is also a great way to help attract new members and build momentum for the giving club.

And of course we want to get to know you better, so you'll have a personal contact at WWF. They'll answer any questions and can discuss how we can continue our shared passion for renewing the natural world beyond 2030.

**Through the 2030 Circle, you'll support our Trillion Trees programme, with ambitious targets to re-grow, save and better protect one trillion trees.** You'll help re-establish the right trees in the right places to conserve biodiversity, sustain ecosystems, capture enough carbon to tackle climate change, and lift people out of poverty and food insecurity.



BE PART OF A KEY TURNING POINT IN THE HISTORY  
OF THE NATURAL WORLD: THE DECADE WE  
STARTED TO RENEW OUR ONE PLANET

## YOUR FIGHT FOR YOUR WORLD

We hope you are inspired to partner with us in this bold, audacious and above all, necessary goal. Together, we can make this the decade that turned the tide. Let this be the generation that our children and grandchildren look back on with gratitude.

Let them say that when our planet needed us, we did not back down. This is your fight, and ours. Please get in touch today, and find out how you can make your mark as part of the 2030 Circle.

“The natural world is our most powerful and valuable ally. We must realise that securing the future of our planet is the challenge of our generation. The 2030 Circle will help us on the road to that future and I’m hugely proud to be a part of it. I hope you will join me.”

- ALASTAIR FOTHERGILL, 2030 CIRCLE  
CHAIR AND FOUNDER OF SILVERBACK FILMS



**Your 2030 Circle membership will fund the renewal of the African plains.** You’ll help us work with communities and governments to protect priority areas. You’ll enable key species to roam and flourish. By 2030, you could help us reach our aim of securing key wildlife corridors across Southern Kenya and Northern Tanzania, which lead to increasing numbers of black rhino, lion, wild dog and elephant.

# RENEW

*An African elephant herd  
feeding in the Amboseli  
National Park in Kenya.*



# YOUR JOURNEY STARTS NOW

2020

WWF's 2030 Circle is created to drive conservation goals for the decade ahead.

2022

Elephant ivory trade will be closed in China and neighbouring countries.

2025

Populations of elephants, rhinos, lions and wild dogs are stable or increased, contributing to improved livelihoods of local communities.

2027

Trillion Trees activity has catalysed a movement that is now protecting globally significant forest landscapes, including over 20 million hectares in Colombia.

2030

Collectively, we have raised £10 million towards halting the global decline of nature through respecting our species and the communities who protect them, restoring our forests and renewing our landscapes.

**THESE ARE NOT SIMPLY AIMS –  
THEY ARE A COMMITMENT TO  
OUR SHARED MISSION OF HALTING  
NATURE'S DECLINE AND STARTING  
THE PROCESS OF RENEWAL.**

*Polar bear in  
Churchill, Canada*



Become part of the 2030 Circle and join likeminded supporters united around a single goal: halt the loss of the natural world by 2030, and start building a future where people and nature thrive together on our one planet.

RESPECT RESTORE RENEW

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