

# BRAVE THE CHILL



FOR  
YOUR  
WORLD



## WE NEED YOU TO BRAVE THE CHILL

Climate change poses the biggest threat to the future of our planet and has put our polar regions in meltdown. The earth's north and south extremities are crucial for regulating our planet's climate and are particularly vulnerable to the impacts of global warming, which has global consequences.

The Arctic is warming almost three times faster than the global average, hugely affecting the people and wildlife who rely on this landscape. It's home to around four million people, including indigenous communities, and there's an amazing amount of wildlife too, all uniquely adapted to life in this icy landscape.

Polar bears and walrus call this freezing landscape their home. But their environment is changing, because of global warming. There is less sea ice during the summer months, and with global warming, that ice is shrinking fast.

When you Brave the Chill, you'll be supporting WWF's work in the polar regions and around the world. Together, we can protect our one shared home.

## HOW YOUR DONATIONS HELP

Every pound you raise matters in the fight for our world. Here are some examples of how your donations could be used:

£20 could help support vital research on the impact of climate change on Arctic species in Canada, Norway or Russia.

£60 could pay for a winter field uniform (jacket and trousers) for rangers helping to protect Amur leopards.

£150 could pay for a geolocator tracking device to track penguins during winter.

£280 could pay for a pair of camera traps to monitor snow leopards.

£350 could pay for a GPS enabled camera for polar bear patrols in the US and Canada.

# THE WIDER EFFECTS OF CLIMATE CHANGE

We know that climate change has made our polar regions and the species which live there particularly vulnerable, but there is other wildlife also feeling the wider effects of global warming.

We've highlighted below how snow leopards, puffins and turtles are being affected by climate change.

## SNOW LEOPARDS

Snow leopards are top predators in their environment, and their prey includes mountain sheep and goats. Without the snow leopard, the ecological balance would be disrupted. Warming in the Himalayas has already occurred at three times the global average. This is prime snow leopard habitat and continued warming will cause their range to shrink, as the treeline moves higher up the mountains. This will not only fragment and isolate snow leopard populations, but it will severely affect their prey too.



## ATLANTIC PUFFINS

These beautiful birds can be seen in various locations around the UK each summer. They migrate here to breed.

But as climate change causes changes to the start and end of seasons, migrating animals can find that they arrive at breeding grounds at the wrong time – before food is available, for example. And the prey that seabirds rely on to feed their chicks is moving as seas warm, as well as being overfished.

All of these are adding up and causing the numbers of puffins to fall sharply.

## TURTLES

For generations, marine turtles have returned to the same beaches every year to lay their eggs. But with sea levels rising and storms made worse by climate change, they could be returning home to find their nesting sites washed away.

To save turtles, we're moving eggs laid too close to the water and planting precious mangrove forests, which act as a barrier to rising waters. Great for turtles, and the people who live on the coast.

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