WWF-UK ANNUAL REPORT

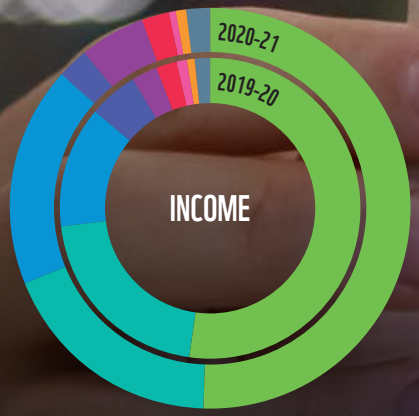
SUMMARY 2020-21



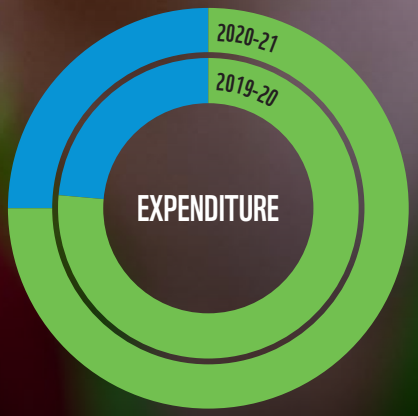
WWF FOR YOUR WORLD

RAISING SUPPORT

Here's a quick summary of our income and expenditure for the year ending 30 June 2021, 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	2020-21	2019-20
MEMBERSHIP AND DONATIONS	£42.8M	£42.2M
LEGACIES	£15.4M	£17.0M
CORPORATE DONATIONS AND INCOME	£14.9M	£10.4M
LOTTERY PROMOTIONS	£2.1M	£4.3M
CHARITABLE TRUSTS	£4.5M	£2.2M
WWF NETWORK AND OTHER CHARITIES	£1.8M	£1.9M
INVESTMENT INCOME	£0.6M	£0.8M
AID AGENCIES AND GOVERNMENT GRANTS	£0.7M	£0.8M
OTHER	£1.5M	£1.2M
TOTAL	£84.3M	£80.8M



EXPENDITURE	2020-21	2019-20
CHARITABLE ACTIVITIES	£62.0M	£59.8M
COST OF RAISING FUNDS	£20.6M	£18.4M
TOTAL	£82.6M	£78.2M

© CHRIS J RATCLIFFE/ WWF-UK

OUR SUCCESSES



© ANDRE DIB / WWF-BRAZIL

TACKLING THE DRIVERS OF DEFORESTATION

As deforestation in the Amazon continued to break records, we campaigned to stop products sold in the UK from fuelling the destruction. With the help of our supporters, we kept pressure on the UK government to add ambitious measures to its landmark Environment Bill. The government has committed to introduce laws that mean certain high-risk products imported to the UK can no longer be linked to illegal deforestation. We're continuing to push for stronger laws to ensure precious forests around the world are protected from all destruction, not just destruction classed as 'illegal' in the producer country.

PROTECTING SCOTLAND'S PRECIOUS PEATLANDS

The future for Scotland's peatland habitats is looking up thanks to WWF Scotland, in partnership with RSPB Scotland and the Scottish Wildlife Trust. In August, we published our joint Nature Recovery Plan for Scotland, setting out 11 transformative actions as part of a green recovery from the pandemic – including restoring and protecting the country's degraded peatlands. The Scottish government has since agreed to ban burning on peatlands and to take a longer-term approach to managing these vital carbon sinks – including phasing out the extraction and sale of peat for horticulture, and dedicating funds for their protection.



© CHRIS STRICKLAND / ISTOCK

JULY

AUGUST

2020



© JONATHAN CARAMANUS / GREEN RENAISSANCE / WWF-UK

SECURING SUPPORT FOR NATURE'S RECOVERY

Our flagship *Living Planet Report 2020* revealed population sizes of mammals, birds, fish, amphibians and reptiles have fallen on average by 68% since 1970. In the report, we outlined the urgent action needed to put nature on the path to recovery within the next decade. A week later, at an event we organised jointly during the UN General Assembly, more than 70 countries endorsed a Leaders' Pledge for Nature promising to reverse nature loss by 2030 and to promote a green and just recovery from the pandemic.

LAUNCHING A LIFE ON OUR PLANET

Our landmark film co-produced with Silverback Films, *David Attenborough: A Life On Our Planet*, launched on Netflix. The film inspired many to hold digital screenings and kickstart conversations in their communities around how to redress humanity's broken relationship with nature. We invited 500 passionate and influential young people from around the world to reflect on the film's messages at our virtual Changemakers' Convention. The event also included skills training workshops, panel discussions and online networking events – providing opportunities for young people to share ideas around how to shape the future of our planet.



© JOE FEREDAY / SILVERBACK FILMS

SEPTEMBER

OCTOBER

853 KENYA'S BLACK RHINO NUMBERS INCREASED TO 853 - UP FROM 350 IN THE 1980S



© JUOZAS CERNIUS / WWF-UK

SUPPORTING WILDLIFE GUARDIANS IN EAST AFRICA

We launched our Land for Life UK Aid Match appeal, raising £4.76 million – including £2 million from the UK government – to support vital community efforts to help people and wildlife coexist and thrive in southern Kenya and northern Tanzania. The project aims to improve the wellbeing of more than 27,000 people while protecting wildlife such as elephants and lions. Through working closely with Maasai communities and other partners, the money raised will support sustainable farming practices and the development of nature-friendly business enterprises, and it will fund solutions to reduce human-wildlife conflict.

A YEAR WITHOUT POACHING IN KENYA

Not a single rhino was killed by poachers in Kenya during 2020 – for the first time in over 20 years. This success is a tribute to the work we've been doing with Kenya Wildlife Service and other partners to safeguard rhino populations – by helping supply vital equipment, including GPS systems, vehicles and cameras, and providing rangers and support teams on patrol with boots, rations and mosquito nets. In more good news – numbers of black rhinos in Kenya increased to 853 in 2020, having bounced back from as few as 350 in the mid-1980s.



© OLA JENNERSTEN / WWF-SWEDEN

NOVEMBER

DECEMBER

2021



© MICHEL GUNTHER / WWF

HOPE FOR THE YANGTZE

The Chinese government announced a historic law to boost the health of the world's third-longest river, following years of work by WWF. The new Yangtze River Conservation Law takes a systematic approach to addressing many of the challenges facing the Yangtze. It includes a number of recommendations from our 2020 *Living Yangtze Report*, from restoring wetlands and reconnecting rivers and lakes, to managing sand mining and protecting flagship species – including the Yangtze finless porpoise.

THE WILD IS CALLING

We launched our new podcast series, *Call of the Wild*, giving listeners an opportunity to dig deeper into the issues affecting our planet and how they can make a difference. In the series, actor and WWF ambassador Cel Spellman speaks to a diverse range of guests, including Sir David Attenborough, Poppy Okotcha, Steve Backshall and David Lindo, on a range of topics such as climate change, single-use plastics and fast fashion. So far, the episodes have been listened to and downloaded almost 40,000 times.



© JANE STOCKDALE / WWF-UK

JANUARY

FEBRUARY

X3 NEW RESEARCH REVEALED AMUR LEOPARDS HAVE TRIPLED THEIR RANGE SINCE THE BEGINNING OF THE CENTURY



© JULIE JOHN PHOTOGRAPHY / WWF CYMRU

INSPIRING STREET ART FOR EARTH HOUR

A record-breaking 192 countries and territories marked the start of a vital decade for climate action by celebrating WWF's annual Earth Hour events on 27 March. In Wales, three buildings in Rhyl, Treorchy and Cardigan were transformed thanks to a poetry and street-art project with Literature Wales. We worked with local children to write poems about their hopes for a brighter future, and these were turned into beautiful murals by artist Bryce Davies of Peaceful Progress.

BRINGING BACK THE BIG CATS

Russia's Land of the Leopard National Park turned nine in April. This vast protected area was created to safeguard the core habitat of Amur leopards after years of campaigning by us and others. Since then, we've focused on helping protect the forests from illegal logging and fires and supporting work to protect the big cats and their prey from poaching. Our efforts are working – new research this year revealed that Amur leopards have tripled their range since the beginning of the century. Numbers of Amur tigers in the park have also tripled since its creation.



© LAND OF THE LEOPARD NATIONAL PARK

>250,000 MORE THAN 250,000 PEOPLE TOOK PART IN OUR CAMPAIGN WITH SKY OCEAN RESCUE TO PROMOTE OCEAN RECOVERY



© SCOTT GARFITT / PINPEP / SHUTTERSTOCK

CALLING FOR OCEAN RECOVERY

More than 250,000 people took part in our Ocean Hero campaign with Sky Ocean Rescue, which aimed to drive ocean recovery over the next decade. In May, we were outside Parliament highlighting how Ocean Heroes are taking action to support ocean recovery, including signing our petition and writing to their MP. The UK government has since announced a pilot scheme banning fishing and other damaging activities within five 'highly protected marine protected areas'. It's a much needed first step, but we still need further urgent action to help UK seas fully recover.

PUTTING UK NATURE AT THE HEART OF CLIMATE ACTION

We launched our flagship nature restoration project, Wild Ingleborough, in partnership with Natural England, Yorkshire Wildlife Trust, University of Leeds, United Bank of Carbon and the Woodland Trust. We're working with local landowners, farmers and communities to restore and reconnect 1,150 hectares of wildlife-friendly habitats, including broadleaf woodland, upland heaths and wildflower grasslands – supporting a greater diversity of birds, mammals and invertebrates. By restoring carbon-capturing peatlands and expanding native woodland, Ingleborough will provide a living example of how restoring nature at home can help tackle the climate emergency.



© JOSEPH GRAY / WWF-UK

MARCH APRIL MAY JUNE

As the pandemic touched every corner of the globe, there was a risk the climate and nature crisis might recede in its importance in people's lives. The reality could not have been more different: more than 500,000 new supporters joined the fight for our world this year. I thank each and every one of you.

We achieved many landmark moments together, such as the launch of Sir David Attenborough's film, *A Life On Our Planet*; commitments won from the UK government on nature restoration and sustainable agriculture; and our record-breaking appeal to support community efforts in Kenya and Tanzania to help people and wildlife thrive together.

TANYA STEELE
CHIEF EXECUTIVE

"We have seen an outpouring of support, of commitment. People are more galvanised than ever to protect and restore our planet – our one shared home."

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

"We're striving to make the impact we need in the time we have. Please join us as we tackle the most pressing challenges of our times."

The world has faced the pressures of the global pandemic and the accelerating impacts of our warming planet, underlining an urgent need for everyone to step up in the fight for our world. And that's exactly the challenge my colleagues at WWF have risen to.

My sincere thanks to our fantastic supporters who have helped us deliver against our mission – and our many partners and stakeholders whose expertise and input are vital in helping us to achieve this.

I believe WWF is now in the best possible shape to spearhead truly transformational changes and protect the world we all rely on for our survival.

DAVE LEWIS
CHAIR

OUR FOCUS

RIGHT NOW, OUR PLANET IS UNDER THREAT LIKE NEVER BEFORE



© ANDREW MERRY / GETTY / WWF

Nature is in freefall: we're destroying our forests, polluting our rivers and oceans, and causing devastating changes to the climate. WWF's latest *Living Planet Report* shows average population sizes of vertebrate wildlife have declined by 68% since 1970. We're also seeing the effects on our own doorstep: more than half of UK species have declined since 1970.

BUT THERE IS HOPE

At WWF we know the solutions already exist to turn things around for future generations – if we urgently scale-up our efforts.

Shockingly, the way we produce and consume food drives 60% of global nature loss. The natural world is also increasingly threatened by climate change. The science says we must address the climate crisis, fix the food system and restore nature at the same time. So we must limit global warming to 1.5°C, transform the way we produce and consume food, and provide space for nature to recover.

WWF is uniquely well-placed to help turn things around. We've been protecting nature's wonders for more than 60 years. Our strategy focuses on tackling these threats in three key ways:

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

We need everyone – the public, businesses and governments in the UK and overseas – to act. With our partners and amazing supporters we can help restore forests, rivers and oceans; we can bring endangered wildlife back from the brink of extinction. And we can wake up politicians and businesses to the reality of climate change and the loss of nature.

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

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

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***

GOAL EXPENDITURE

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

CREATING A SUSTAINABLE FOOD SYSTEM

2020-21 **£9.0M**

2019-20 **£7.2M**

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.

AVERTING DANGEROUS CLIMATE CHANGE

2020-21 **£5.4M**

2019-20 **£3.8M**

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

RESTORING THREATENED HABITATS AND SPECIES

2020-21 **£21.7M**

2019-20 **£27.5M**

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.

GROWING SUPPORT

2020-21 **£19.3M**

2019-20 **£14.0M**

We're 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; inspiring them to act with us and have an impact on our mission.

© JASON HOUSTON / WWF-US



© WWF-MALAYSIA / ELVIN JOSEPH

CREATING A SUSTAINABLE FOOD SYSTEM

The UK food system accounts for more than a fifth of our domestic emissions and over 30% of our global climate impact. At a global level the food and agriculture system drives 60% of nature loss.

We continued to address the urgent challenge of transforming the food system. We advocated for core environmental standards in trade – which would protect the transition to sustainable agriculture in the UK and prevent us offshoring our environmental footprint.

We continued to advocate for mandatory due diligence on commodities that pose risks to forests and other ecosystems.

We inspired almost 23,000 of our supporters to sign a petition led by LINK and RSPB calling on the UK government to include a State of Nature target in its Environment Bill. And we encouraged almost 13,000 of our supporters to call on their MPs to ensure the bill drives UK supply chains to become deforestation and conversion free by 2023.

AVERTING DANGEROUS CLIMATE CHANGE

In the year leading up to the UN climate summit in Glasgow (known as COP26) we took every opportunity to press the UK governments to demonstrate strong ambition.

Among our highlights were delivering the Leaders' Pledge for Nature (see page five) and our *Feeling the Heat* report, which highlighted many species that will struggle to survive if the planet heats up by more than 1.5°C.

We mobilised a coalition pushing for the UK government to commit to creating a Paris-aligned finance sector.

We also helped to shift the Treasury's thinking around economic and fiscal reform by inputting to the Dasgupta Review on the Economics of Biodiversity – a global analysis of the implications of nature loss to economies and human wellbeing.

We and British Antarctic Survey also led the development of a citizen science project called Walrus From Space, to help better understand the effect the changing Arctic is having on Arctic species.



© SHUTTERSTOCK / ISAK55 / WWF



© ANDRE DIB / WWF-BRAZIL

RESTORING THREATENED HABITATS AND SPECIES

It's a priority for WWF to influence trade and environmental policy decisions that affect the Amazon, and to stand in support of indigenous peoples and local communities. We and the WWF network raised emergency funding and worked with 70 indigenous groups in Brazil, delivering more than 7,000 pieces of equipment to combat fires and detect deforestation.

In our full annual report you can read about our progress in our large scale landscape and seascape programmes, including additional areas we've helped to give better protection through community management in Tanzania's miombo woodlands, which provide important habitat for wildlife including elephants and lions.

And you can read more about our work with communities who live alongside wildlife in Colombia, India, Kenya, Nepal, Rwanda, Tanzania and Uganda. Through this work we've helped achieve positive outcomes for wildlife as well, including no rhinos being poached in Kenya for the first time in more than 20 years.

GROWING SUPPORT

Despite the continuing challenges we all face, last year more people than ever chose to support our work. Notably our Christmas appeal raised a record £4.76 million to support our work to help people and wildlife coexist in Kenya and Tanzania.

We launched TikTok WWF and My Footprint, an app that sets users challenges to reduce their environmental footprint; and our '100 Miles in March' Facebook challenge achieved the best response we've ever had to a single challenge event.

We established the Climate Solutions Partnership – a five-year collaboration with HSBC and the World Resources Institute. And we announced a partnership with Reckitt that will support us to protect freshwater ecosystems and help restore native wildflower habitats across the world.

We also launched our landmark film, *David Attenborough: A Life On Our Planet*, which we co-produced with Silverback Films. It's had the biggest reach of any WWF project in recent years.



© LAUREN SIMMONDS / WWF-UK

OUR PEOPLE

We strive to be an inclusive and effective organisation that celebrates and respects diversity among the people, partners and communities with whom we work. Our success is down to the energy, commitment and skills of our colleagues and partners. The way in which we attract, recruit, develop, reward and recognise individuals is key to the delivery of our strategy.

Our Programme for Positive Change was created in response to Black Lives Matter 2020 and supports our zero tolerance of racism and all workplace discrimination. The programme addresses all aspects of diversity and inclusion and focuses on appreciating difference and challenging inequity. Our goal is that we can all be authentic in our workplace and to learn, contribute and challenge safely. Our focus is on equity in career progression and reward, with a determination to address the gender pay gap and to report and take action to close the ethnicity pay gap.

We are transforming our working models, systems and environment so we can bring greater structure to our work for higher, earlier impact. We are investing in our people and culture through leadership and management development programmes that will embed our global core values – courage, integrity, respect and collaboration – into all that we do.

The pandemic has brought us new challenges and opportunities. We have made health, wellbeing and employee engagement our top priorities. As we move into our hybrid working phase it is critical for us to balance the benefits of remote and home working with those of working collaboratively and productively in our workplace communities.

OUR VALUES

COURAGE

INTEGRITY

RESPECT

COLLABORATION



© ANDY ISAACSON / WWF-US

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.

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, Princess Esméralda of Belgium, Alastair Fothergill, Anna Friel, Jack Harries, Nicola Howson, Sir Richard Kleinwort, Conor McDonnell, Guilda Navidi-Walker, Poppy Okotcha, Stephen Poliakoff, Lord David Puttnam, Simon Reeve, Miranda Richardson, Prof Callum Roberts, Lord Stuart Rose, Keith Scholey, Ceallach Spellman, Lord Adair Turner

HIGH-PROFILE SUPPORTERS

We gain strong support from people who use their high profile and online influence to work with us to create a future where people and wildlife thrive together. We greatly appreciate their participation, which allows us to amplify our voice and reach even more people across the world.

Alastair Aiken, Jade Anouka, Amazing Arabella, Steve Backshall, Brooklyn Beckham, David Beckham, Sai Bennett, Flora Beverley, Liz Bonnin, Alfie Bowen, Julia Bradbury, Kate Bradbury, Thomas Brady, Kirstie Brittain, Gillian Burke, Olivia Burt, Asa Butterfield, Todd Cantwell, Jim Chapman, Lily Cole, Danielle Copperman, Sharron Davies, Talia Dean, Dame Judi Dench, Kelly Eastwood, Hugh Fearnley-Whittingstall, Lucy Evans, Flock Together, Portia Freeman, Jess Glynne, Ellie Goulding, Matt Haig, Sir Lewis Hamilton, Ian Harper, Finn Harries, Kelly Hoppen, Niall Horan, Geri Horner, Konnie Huq, Georgia May Jagger, Sara Johansen, David Lindo, Dua Lipa, Charlie Mackesy, Dara McAnulty, James McVey, Kristian Menza, Tait Miller, William Moseley, Sir Andy Murray, Arizona Muse, Tokio Myers, Jamie Oliver, Wilson Oryema, Chris Packham, Isabella Pappas, Sophie Pavelle, Tristan Phipps, Nelson Piquet Jr, Dougie Poynter, Gwilym Pugh, Aaron Ramsey, Iwan Rheon, Rachel Riley, Manal Rostom, Clare Siobhán, Harry Skeggs, Niomi Smart, Matt Staniek, James Stewart, Hannah Stitfall, Sophie Tea, Kae Tempest, Louis Theroux, Camilla Thurlow, Stephanie Tudgey, KT Tunstall, Zanna Van Dijk, Joe Wicks, Maisie Williams, Rose Williams, Shane Williams, Kedar Williams-Sterling, Levison Wood, Benjamin Zephaniah

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:

Aviva, AB InBev, Carlsberg Marston's Brewing Company, Coca-Cola Foundation and Coca-Cola European Partners, Cushelle, Heineken UK (Old Mout), HSBC, M&S, MBNA, Mondi, Next, Nomad Foods, Procter & Gamble (Aussie Haircare), Reckitt (including Botanica by Air Wick), Revolut, ScottishPower, Selfridges, Sky, Sodexo, Starling, Tesco (including F&F), TikTok, Unilever (Knorr)

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

Amazon Smile, Animal Friends Pet Insurance, AXA UK, Bunzl, Coinstar, Focus Multimedia, GoodLoop, Google, Ninety One, Pets at Home, PwC, Refinitiv, The Discovery Channel

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 protect and 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, Mr Michael Armstrong, Aura Trust, The Aurum Charitable Trust, Brampton Charitable Trust, Keith Daley, Jonathan Drori CBE, Evenlode Investment Management, Evolution Education Trust, David and Eleanor Holloway, The Ingram Trust, Jamma International, Kestrelman Trust, Ernest Kleinwort Charitable Trust, The A.G. Leventis Foundation, The Magic Trust, Moondance Foundation, The Net Trust, The National Lottery Community Fund, The Pickwell Foundation, players of People's Postcode Lottery, Quadrature Climate Foundation, Anne Reece, Restore Our Planet, The Roden Family, Sue Rolstone, Samworth Foundation, The Shears Foundation, The Peter Smith Charitable Trust for Nature, The Swire Charitable Trust, The Hugh Symons Charitable Trust, Tibra Capital Foundation Europe, The Turney (Animal Welfare) Trust, UBS Optimus Foundation, UK Online Giving Foundation, The Utermann Charitable Trust, Damian Wilson

To support our 2030 Circle initiative visit ***wwf.org.uk/2030Circle***

LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills throughout 2020-21 and to friends and relatives who made donations in memory of loved ones. Every legacy is of great value to our work. 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. Your legacy will protect our planet for generations to come.

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***








FOR YOUR WORLD








#OneSharedHome

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

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