

# GROWING SUPPORT



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.

## 2020-21 TARGET

We'll aim to raise more than £70 million in income to support our work, and to increase the number of people who support us to 1.5 million.

We're incredibly grateful that despite the continuing challenges we all face, more people than ever have chosen to support our work to protect our one shared world. Thanks to your generosity, we exceeded our income target by 20%. And more than 500,000 of you became new supporters of us this year, increasing our two-year active supporter base total to more than 1.7 million.

A notable achievement was our Christmas appeal – Land for Life – through which we raised a record £4.76 million, including a gift of £2 million from the government's UK Aid Match. This will support vital community efforts in Kenya and Tanzania, to help people and wildlife coexist there. The appeal was supported by artist and writer Charlie Mackesy, who donated a drawing of an elephant which we featured on T-shirts that contributed to our best ever retail performance.

As part of our work to engage and inspire support, we launched a suite of digital activities. These included TikTok WWF – our most engaging digital channel for young people, which has had 35,000 average monthly views – and My Footprint, an app that sets users challenges and provides tips on ways to reduce your environmental footprint.

While fundraising opportunities via major sporting and other events were very limited due to the pandemic, we had fantastic responses to new online events we piloted. For instance, more than 8,500 people took part in our '100 Miles in March' Facebook challenge, raising an incredible £360,000 – the best response we've had from a single challenge event.

Our community programmes and our seagrass and landscape restoration projects in the UK benefited from exceptional support from some of the leading foundations including the Garfield Weston Foundation, Quadrature Climate Fund and the National Lottery Climate Action Fund.

We were also delighted to welcome *Game of Thrones* actor Maisie Williams as WWF's first global ambassador for climate and nature. In a [film](#) for us, Maisie highlighted the importance of the Glasgow climate summit and encouraged everyone to Fight for Your World.

## 2020-21 TARGET

We'll be more visible and relevant to our supporters and the public, launching a mass engagement campaign to showcase our brand as a leading voice on nature and climate change.

This spring we ran a campaign to engage people with many different elements of our work. More than 160,000 people became new supporters during the three months of the campaign.

We launched it with a hard-hitting TV ad that formed a rallying cry for the campaign: it promoted our brand with the message that the fight for your world is no longer about saving one panda or one forest – it's an act of survival. The campaign provided people with many opportunities to get involved – including using our My Footprint app. We inspired around 24,000 new users to download the app and complete challenges to help protect the planet – with a clear spike in downloads when our TV ad was first aired. The campaign also tied in with our new partnership with Botanica by Air Wick (see below).

With Sky, we encouraged more than 250,000 people to become Ocean Heroes, making donations to our work. Some 4,000 of them wrote to their MP about the threats our oceans face; this led to greater discussion in Parliament about ocean recovery.

We developed new products including the Great Nature Picnic and a Climate Crisis Fund. We launched the latter alongside our *Feeling the Heat* report into the effects climate change is having on many species of plants and animals. The report gained over 600 pieces of media coverage on the day it was published.



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We wrapped up the campaign with the launch of a flagship habitat restoration and regenerative farming project in Yorkshire – Wild Ingleborough. It's a partnership with several other organisations, along with local farmers and communities.

The campaign period saw ratings for our brand being 'topical and relevant' climb slightly, to 40%. Propensity to support us remained steady at 29%.

### 2020-21 TARGET

We'll launch at least two new major strategic partnerships that deliver significant impact for our mission alongside a number of other mid-size new partnerships.

Our corporate partners help us extend the reach, scale and impact of our work. We need both to challenge and work with global businesses to achieve an equitable, nature-positive and carbon-neutral world.

As well as continuing to deliver and develop our existing strategic partnerships, in May we established the Climate Solutions Partnership – a five-year, global philanthropic collaboration between HSBC, the World Resources Institute and WWF. The finance sector is vital in helping to scale up innovative, impactful solutions to tackle climate change.

Through the partnership we'll support projects that use nature-based solutions across the world to protect and restore nature, tackle the climate emergency and enhance

wellbeing. We'll identify pioneers of new low-carbon business solutions and support their growth. We'll deliver programmes to support the transition from fossil fuels to renewables across Asia's energy sector. And we'll work together to unlock barriers to finance for companies so they can support a 1.5°C future and our planet's recovery by helping to build a greener, fairer economy.

And in March we announced an ambitious global partnership with multinational consumer goods company Reckitt. For the next three years Reckitt will support us to protect freshwater ecosystems and help restore native wildflower habitats across the world. Conservation work funded by this new partnership has already started in two major rivers – the Ganges (India) and Tapajós (Brazil).

We also launched a collaboration with Reckitt brand 'Botanica by Air Wick' to restore wildflower habitats in several countries. Funding will help us restore 20 million square feet of wildflower habitat in the UK, working with landowners and partners at three local Rivers Trusts.

We launched a number of other corporate partnerships during the year including with Aviva, Carlsberg, Cushelle, Nomad Foods and TikTok. Our new three-year relationship with sustainability leaders in the finance sector, Aviva, will help to convince the industry to contribute to a low-carbon future. And Carlsberg is supporting our work to restore seagrass in UK waters.

### 2020-21 TARGET

We'll make the most of the opportunities with the release of our film with Sir David Attenborough.

In September we launched our landmark film, *David Attenborough: A Life On Our Planet*, which we co-produced with Silverback Films. The film is Sir David's first-hand account of how he's experienced humanity's impact on the natural world. In it, he shares a message of hope for the future and solutions that will help us urgently heal our broken relationship with nature.

The film has been hugely successful and influential – it has almost certainly had the biggest reach of any WWF project in recent years. It had the widest ever UK cinema release for a documentary, showing in more than 540 cinemas in the UK and Ireland. There were also hundreds of community screening events, and at least six million people watched it on Netflix in the first month alone.

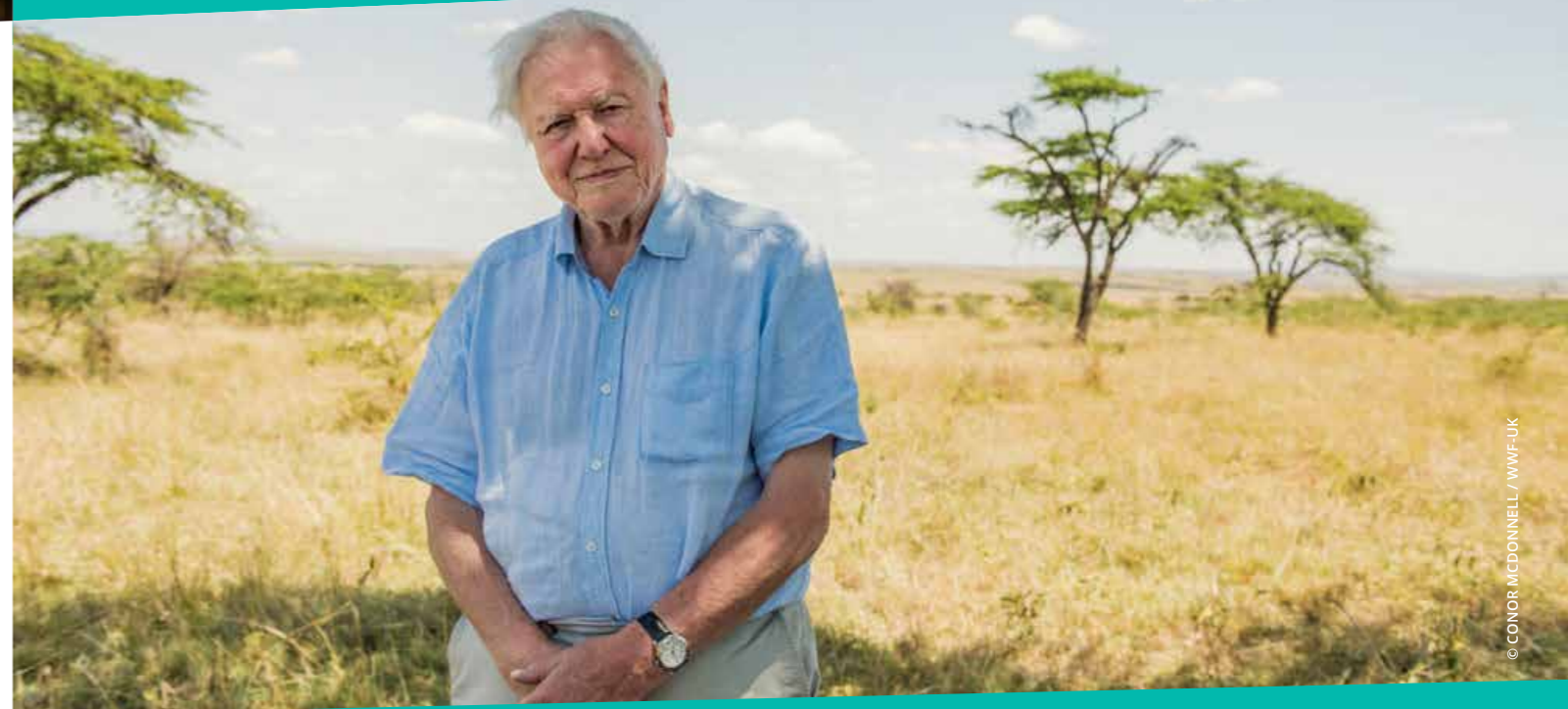
Perhaps the biggest buzz was created when the WWF team launched Sir David on social media for the first time, to help promote the film. The Instagram account set a Guinness World Record for the fastest time to reach a million followers (4 hours 44 minutes). There were 110 million views of the film content added to the account.

There were more than 4,800 pieces of media coverage about the film. Audiences who were previously less engaged in our messages saw it as a wake-up call to act with urgency to save and rewild the planet and save ourselves. The *Sun* newspaper created its new Green Team initiative in response to the noise and attention around the film. And the governor of the Bank of England Andrew Bailey referred to the film as a powerful reminder of the need for sustained action.

We also hosted a two-day virtual Changemakers' Conference which connected 500 people aged 16-30, inspiring them to drive sustainable change. And we delivered more than 100 lessons in our live learning for primary and secondary schools around *A Life on Our Planet*, reaching more than 4,500 students.

In the month after the film was released, more people took out WWF memberships than in any other month in more than 10 years.

*David Attenborough: A Life On Our Planet* is streaming now on Netflix.



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### OUR 2021-22 PRIORITIES WILL INCLUDE

We'll aim to raise more than £88 million in income to support our work, and to increase the number of people who support us to 1.8 million.

We'll be more visible and relevant to our supporters and the public, launching two integrated engagement campaigns across the year to showcase our brand as a leading voice on nature and climate change.

We'll build and deliver on our existing strategic partnerships. And we'll launch at least one new major strategic partnership to drive significant impact for our mission, alongside other mid-size partnerships.