

GROWING SUPPORT



We're urging as many people as possible to support our critical work and 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.

2021-22 TARGET

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're incredibly grateful that despite an increasingly challenging environment, we have continued to inspire high levels of financial support. Our overall income increased by over £6 million to more than £91 million this year.

However, despite increased levels of income and more than 246,000 new people supporting us, our total two-year active supporter base reduced slightly to just under 1.6 million as we improved the quality of our supporter data and engagement through deeper supporter experiences. Christmas was by far the best period for fundraising over the year with 62,000 new people supporting us through our adoption and membership products.

Our philanthropic support had another good year, raising more than £10 million for the first time. We strengthened donor engagement, notably through key flagship events across the year – the highlight being our fantastic State of the Planet Address where business leaders, stakeholders, celebrities, philanthropists and influencers came together to support our We Won't Forget Campaign, to hold world leaders to account in the run-up to the Glasgow Climate Summit. Our supporters helped us to reach every MP in the country through the campaign.

Innovation was a strong theme throughout the year. We launched a new online hub which delivers regular additional content for our members. Other new products included Brave the Chill (a challenge that featured on *The One Show*), Cub Club (for very young supporters), and the Cape Wrath Chairman's Challenge (an epic trek in Scotland for philanthropists, ambassadors and celebrities).

Another highlight was our Art for Your World project, which invited leading contemporary artists and the wider art community to unite for climate action ahead of COP26. The campaign raised a record £1 million through a Sotheby's auction of artwork donated by Tracey Emin, Jadé Fadojutimi, Anish Kapoor and others.

2021-22 TARGET

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.

Climate change was the main focus of our autumn engagement campaign, in the run-up to COP26 in Glasgow. Our main goals were to increase the national conversation about climate and to galvanise support to hold decision-makers to account on their promises for climate and nature, demanding greater action from political and business leaders at COP26.

Through our campaign we engaged with every MP in the country – and inspired more than 36,000 of our supporters to send them emails. Our campaign communications reached millions and our spokespeople featured in more than 300 broadcast interviews during COP26 alone. We also had a strong presence at the climate marches during COP26, and nearly 600 donations were made to our new Climate Crisis Fund as a direct result of the campaign. We continued our climate theme, with great success, during our major fundraising period over Christmas.



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In spring we encouraged supporters to take action to help ‘bring nature back’. We ran our first brand radio campaign using the vocal talents of actress Jade Anouka, which drove 165 million impressions over a three-month period. Through our paid brand content and Earth Hour we promoted our My Footprint app as a way for people to reduce their environmental impact. This led to more than 16,000 new downloads of the app.

More than 60 landmarks across the UK took part in Earth Hour. Nearly 28,000 people joined the Facebook group, and a further 78 million were reached through the channels of supporting influencers and ambassadors, including Maisie Williams, Ellie Goulding and Iwan Rheon. We supported 22 community activities in Wales, working with some of the most multicultural communities in the country. The campaign resulted in our biggest increase in brand association with Earth Hour to date, and 84% of supporters surveyed said they were inspired to do more to protect our planet.

Despite a challenging year with other major world issues overtaking the environment in people’s concerns, our brand content enabled us to measurably increase awareness of WWF and our tracker survey results show the likelihood of people supporting WWF in the future remains stable.

2021-22 TARGET

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.

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

As well as continuing to deliver and develop our existing strategic partnerships, in July we launched an ambitious three-year, £5 million partnership with Aviva to scale up action on climate change in both the UK and Canada. This new partnership gives us the reach and influence to change the way financial services function in a sustainable economy; this year it strengthened our call on the UK government to ensure it delivers on its commitment to develop a net-zero finance centre. Aviva has also supported our community projects – including Wild Ingleborough, East Anglia and River Soar, and Firth of Forth – that focus on building climate-resilient communities and ecosystems.

This year we built on our existing partnership with Reckitt, launching a campaign with its Finish brand, called the Journey of Water. Fronted by WWF ambassador Simon Reeve, the campaign has focused on educating the UK public on where water comes from, asking everyone to use less water in their homes so there’s more left for UK wildlife. So far, we’ve reached eight million people with our message, and we aim to bring more new supporters on board through the campaign.

We also continued to build our partnerships with HSBC and Tesco. The Retailers’ Commitment to Nature, launched at COP26, was driven by the Tesco partnership. It has been a major milestone in our work on transforming the global food system. With HSBC, our work included innovating nature-positive solutions across a number of landscapes.

This year our 10-year partnership with Sky won Business Charity Media Partnership of the year for the Ocean Hero campaign, which inspired millions to help protect and restore our oceans and tackle climate change.

OUR 2022-23 PRIORITIES INCLUDE

We’ll raise our visibility and relevance among our supporters and the public, notably through a landmark BBC series, *Wild Isles*, as well as launching integrated engagement moments to showcase our organisation as a leading voice on nature and climate change.

We’ll aim to raise more than £97 million in income to support our work and create more opportunities for people to take action, to increase our active supporter base to 1.8 million.

We’ll develop our existing strategic partnerships and launch a major new one, focusing on our work in the UK, as well as other mid-size partnerships.