

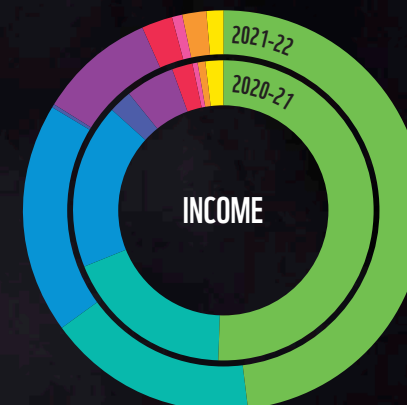
WWF-UK ANNUAL REPORT

SUMMARY 2021-22

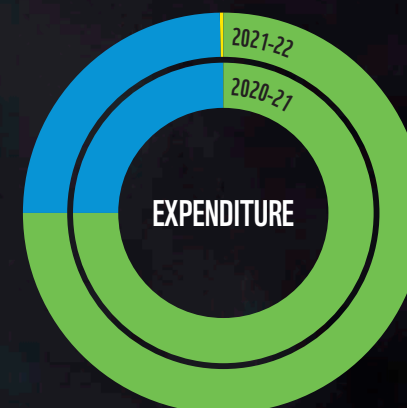


RAISING SUPPORT

Here's a quick summary of our income and expenditure for the year ending 30 June 2022, 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](https://www.wwf.org.uk/annualreport)



INCOME	2021-22	2020-21
MEMBERSHIP AND DONATIONS	£43.9M	£42.8M
LEGACIES	£15.3M	£15.4M
CORPORATE DONATIONS AND INCOME	£16.9M	£14.9M
LOTTERY PROMOTIONS	£0.3M	£2.1M
CHARITABLE TRUSTS	£8.6M	£4.5M
WWF NETWORK AND OTHER CHARITIES	£2.4M	£1.8M
INVESTMENT INCOME	£0.7M	£0.6M
AID AGENCIES AND GOVERNMENT GRANTS	£1.8M	£0.7M
OTHER	£1.1M	£1.5M
TOTAL	£91.0M	£84.3M



EXPENDITURE	2021-22	2020-21
CHARITABLE ACTIVITIES	£69.1M	£62.0M
COST OF RAISING FUNDS	£22.8M	£20.6M
OTHER	£0.2M	£0.0M
TOTAL	£92.1M	£82.6M

Cover image: Txai Suruí, an Indigenous activist and member of WWF-Brazil's board. We supported Txai to attend the UN climate summit in Glasgow.

This page: WWF Youth Ambassador Arielle takes part in the Global Day of Action for Climate Justice march through Glasgow during COP26 in November 2021.

OUR SUCCESSES

© SHUTTERSTOCK / COULANGES / WWF-SWEDEN



KEEPING AMAZON RIVER DOLPHINS FROM HARM

With all six river dolphin species threatened with extinction globally, we trialled an innovative project to prevent dolphins being accidentally caught in fishing nets in the Amazon. Attaching electronic 'pingers' to the nets helped deter dolphins from approaching too close, protecting the animals from potentially fatal entanglements – and benefiting local fishers. The project in Caballococha lake in Peru uses similar technology to a pilot we ran in Indonesia's Mahakam river, which saw impressive results.

UNLOCKING THE POWER OF SEAWEED

Our work to find innovative ways to tackle climate change while restoring nature and benefiting people included support for Câr-y-Môr, a regenerative seaweed farm in Pembrokeshire. We helped increase acceptance of the farm by working alongside the community, raising awareness about regenerative ocean farming, and supporting the running of the farm. Our support helped the farm secure a £300,000 grant from the Welsh government. Growing seaweed produces feed for animals, food for people, and helps regenerate the ocean by improving water quality, removing carbon, and supporting marine life by mimicking wild kelp forests.



© MATT HORWOOD / WWF-UK

JULY

AUGUST

2021

© BRITA FERGUSON / WWF SCOTLAND



SHARING GREENER VISIONS IN SCOTLAND

In the run-up to the UN climate summit in Glasgow (COP26), WWF Scotland asked the public to share their visions for a greener, fairer country. From the 200 creative responses that were submitted, 48 artworks and texts were selected to feature in the Great Scottish Canvas virtual exhibition, supported by players of People's Postcode Lottery. We teamed up with National Galleries of Scotland to create the project, which featured contributions from prominent Scottish voices. We published a book to accompany the exhibition, copies of which were presented to international delegates during COP26.

LAUNCHING WALRUS FROM SPACE

Alongside British Antarctic Survey, we called on the public to become citizen scientists by searching for walrus in thousands of satellite images taken from space. With the aim of spotting changes to the populations over a period of five years, more than half a million images have been reviewed multiple times by our 11,000 'walrus detectives'. The information gathered will help us to better understand the effect the changing Arctic is having on walrus populations – and, by extension, other Arctic species.



© EMMANUEL RONDEAU / WWF-UK

SEPTEMBER

OCTOBER

938 KENYA'S BLACK RHINO NUMBERS INCREASED TO 938 - A RISE OF 85 SINCE THE PREVIOUS YEAR

STEPPING UP TO TACKLE DEFORESTATION

Wales demonstrated that a small country can be a climate leader, with the government announcing its determination to stop the import of products linked to deforestation overseas. WWF Cymru published a report – *Wales and Global Responsibility* – examining how commodity consumption is driving habitat loss and social exploitation. At the launch, we were joined by Kerexu Yxapyry from the organisation of Brazil's Guarani Indigenous people, who gave an emotive talk on the impact soy production is having on her community. As a result, the Welsh minister for climate change committed to taking action to minimise the effect of overseas imports.



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INCREASING RHINO NUMBERS IN KENYA

Kenya's black rhino population is on the up. According to figures released in December 2021, there were 938 black rhinos in the country – an increase of 85 since the previous year. This amazing rise is testament to our vital conservation work in collaboration with Kenya Wildlife Service and local partners – from funding rhino monitoring to improving ranger accommodation. We've also supported the development of a new Kenya Black Rhino Action Plan, which will set targets for their numbers by 2027, as well as for reductions in poaching, and maintaining suitable rhino habitat.

NOVEMBER

DECEMBER

2022

DISCOVERING NEW SPECIES IN THE GREATER MEKONG

Scientists announced they had recorded an extraordinary 224 new species in 2020 in the Greater Mekong region – a vital biodiversity hotspot. They include the Popa langur, a primate previously unknown to science, as well as a crescent moon spadefoot frog and an iridescent snake. These remarkable findings, painstakingly identified and recorded by hundreds of scientists from universities, conservation organisations and research institutes around the world, are compiled in a WWF report. Our collective conservation efforts with governments, scientists, NGOs and local communities can help ensure species like these continue to persist.



© WWF-MYANMAR



© JOSEPH GRAY / WWF-UK

PUBLISHING LAND OF PLENTY

We published *Land of Plenty* – a report highlighting the untapped potential of farming to help tackle the climate crisis. It sets out an ambitious pathway to support a green transition across the agriculture and land use sector – from changing the ways we farm to changing our diets. And it urges UK governments to get behind farmers who are shifting towards nature-friendly approaches to reducing emissions. We used the report to call on ministers to bring forward detailed plans to slash greenhouse gas emissions from farming by more than 35% by 2030, while restoring nature.

JANUARY

FEBRUARY



CALL OF THE WILD RETURNS

We launched a second series of our podcast, *Call of the Wild*, hosted by actor and WWF ambassador Cel Spellman. Wildlife experts and familiar faces featured in this series include broadcaster Fearne Cotton, filmmaker Richard Curtis, and WWF ambassadors including wildlife TV presenter Patrick Aryee and singer-songwriter Ellie Goulding. The podcast offers listeners an insight into how each of us can make a difference for our world. It was nominated at the Webby Awards – the leading international awards for excellence on the internet.

MARCH

RESTORING HABITAT FOR KOALAS

Following the incredible public response to our wildfire emergency appeals, funding we provided to Australia has this year enabled community organisations to restore more than 350 hectares of koala habitat and plant 40,620 trees. Also, with our partner Climate Friendly, our Koala Friendly Carbon pilot project has successfully validated a new business model to channel significant investment into restoring koala habitat through Australia's carbon farming industry. This offers potential to help to restore thousands of hectares of koala habitat.



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APRIL

>65,000 THROUGH THE WILD INGLEBOROUGH PROJECT,
MORE THAN 65,000 TREES HAVE BEEN PLANTED
AND 200 HECTARES OF LAND RESTORED



© JOSEPH GRAY / WWF-UK

ENGAGING COMMUNITY WITH WILD INGLEBOROUGH

Wild Ingleborough is a landscape-scale restoration project in the Yorkshire Dales we're working on with Yorkshire Wildlife Trust. In the lead-up to the project's first anniversary, we worked with the various partners to engage the local community through workshops, volunteering opportunities, oral history podcasts, an art festival, a short film, and a fund to support groups who face barriers to accessing the countryside to visit Ingleborough. The project continued to demonstrate how UK nature can help fight climate change by capturing carbon, with more than 65,000 native trees planted and 200 hectares of land restored.

MAY

CHALLENGING EVENTS RAISE VITAL FUNDS

Father-daughter team Edward and Georgia cycled from London to Brighton to support our work. "We've chosen to support WWF for all the amazing work you do to sustain and enhance life on our precious planet," they said. They completed the 54-mile ride in under five hours and raised an incredible £1,240 for us. Throughout the year, nearly 25,000 of our amazing supporters ran, walked, squatted and cycled to raise funds for us. Between them, they raised more than £1.5 million to support our vital work.



© WWF-UK

JUNE

The many pressures humanity continues to place on our planet are putting nature under threat like never before. We're destroying our forests, polluting our rivers and oceans and causing devastating changes to the climate.

At the COP26 climate summit in Glasgow, the outcome kept a narrow window open to limit warming to 1.5°C. It was good to see formal recognition of the crucial role nature must play in achieving that target – I'm proud of the role WWF played in making that happen.

We'll continue to look for and promote innovative approaches to the biggest environmental threats to our amazing world. And we'll continue to press politicians and business leaders to be more ambitious and to deliver on the commitments they have made.

I am enormously thankful to the huge numbers of supporters who have given so much to our work this year. All our successes are thanks to you. With your continued support, we can and must do everything possible to bring our world back to life.

TANYA STEELE CHIEF EXECUTIVE



FOR ME, THE MOST POWERFUL VOICES AT COP26 WERE FROM THOSE DIRECTLY FEELING THE IMPACT OF THE CLIMATE CRISIS



During the UN climate summit, world leaders could have been left in no doubt about the strength of feeling that they must tackle the grave threats facing our world. It ended with some promising progress. But honestly, not enough.

We'll only be able to restore threatened habitats and species if we do all we can to limit climate change and halt the destruction of nature by the food system. And it is only by restoring nature that we'll be able to achieve a net zero future. These are the very problems our strategy sets out to tackle.

WWF is well-placed and ever more determined to do everything possible to bring our world back to life. As you'll read in these pages, we have achieved a great deal in the past 12 months, not least the breakthroughs during the UN climate summit.

As inflation bites and food and fuel poverty become more widespread, it is all the more humbling to see so many people giving us their generous backing. We rely on this for all our successes. I thank each and every one of you who have supported us.

DAVE LEWIS CHAIR



THERE ARE PLENTY OF REASONS FOR HOPE. BUT WE NEED TO DO MORE AND AT GREATER PACE. FOR THIS, WE NEED ALL THE SUPPORT WE CAN GET

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



An underwater photograph showing several seals swimming among large, green kelp fronds. The scene is brightly lit from above, creating a blue and green color palette. The seals are in various positions, some swimming towards the camera and others away. The kelp has large, flat blades and thick, bulbous stalks.

OUR FOCUS

WE'RE WORKING TO BRING OUR WORLD BACK TO LIFE

Right now, our precious world needs our help like never before.

Nature is in freefall – from our iconic species to fragile coral reefs and the biodiversity that makes up the fabric of life on Earth. This tragic loss shows no signs of slowing. WWF's *Living Planet Report* shows average population sizes of wildlife have declined by 69% since 1970 and our most precious landscapes are dangerously close to irreversible tipping points.

But there is hope. We know that, with immediate action and by working together, we can stop the catastrophic loss of nature and bring our world back to life.

Shockingly, the way we produce and consume food drives 60% of global nature loss. People and nature across the world are also experiencing the devastating impacts of climate change.

To ensure we hand future generations a stable, safe and thriving planet, the science says we must address the climate crisis, transform the way we produce and consume food, and restore our rivers, seas and forests for the wildlife that live in them.

That's why our strategy focuses on:

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

Working globally with communities, companies, governments and scientists, we can bring endangered wildlife back from the brink of extinction. We can press the UK governments to deliver the promises they've made for the climate. And we can convince politicians and businesses to take action to reform the way we produce and consume food and reverse the loss of nature.

We can do all this thanks to our incredible supporters. Everything we do relies on their incredible generosity and their passion to act with us.

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: www.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.

AVERTING DANGEROUS CLIMATE CHANGE

2021-22
£6.4M

2020-21
£5.4M

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

CREATING A SUSTAINABLE FOOD SYSTEM

2021-22
£6.6M

2020-21
£7.3M

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.

RESTORING THREATENED HABITATS AND SPECIES

2021-22
£27.3M

2020-21
£23.4M

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

2021-22
£18.8M

2020-21
£19.3M

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.

Prior year expenditure on charitable activities has been restated to reflect the reallocation of some costs.

AVERTING DANGEROUS CLIMATE CHANGE

The outcome of the UN climate summit in Glasgow, COP26, was disappointing. But the resulting Glasgow Climate Pact represents significant progress – especially its recognition of the importance of protecting, conserving and restoring nature. Negotiators from the UK stated that WWF-UK played a key role in securing positive outcomes on nature in the Pact. Three of our proposals covering oceans and nature appeared in the final Pact wording.

We also saw a huge breakthrough at the summit when Rishi Sunak, as chancellor, committed to creating the world's first net-zero finance centre in the UK. It was a big win for us, following almost two years of action across civil society, industry, regulators and government. Our findings strengthened the case for regulation.

We've also developed a 'net-zero test' to assess if UK government tax and spending packages will help achieve climate targets. This year, applying the test to the March 2021 Budget showed it contained just £145 million of spending on climate positive policies – and over £40 billion on policies that will

increase emissions. But after we applied the test to the Autumn Budget and Comprehensive Spending Review (CSR) – and following the CSR consultation – the government committed to investing £116 billion in green priorities, in line with our recommendation.

We also capitalised on our international WWF network to ensure key countries signed up to the Glasgow Leaders' Declaration on Forests – a significant achievement that paves the way for greater action on ending deforestation. WWF was also instrumental in establishing the Forest, Agriculture and Commodity Trade Dialogue.

Encouraging a transition to net zero in the farming sector is also crucial for the climate. This year we mapped a nature-positive pathway to decarbonise UK agriculture and land use. Our pathway outlines how to cut emissions from UK agriculture by at least 35% by 2030, while supporting farmers to shift to regenerative approaches and restore carbon-rich habitats. We also brought together the chief executives of five major retailers to press the government to deliver an ambitious agricultural policy.



CREATING A SUSTAINABLE FOOD SYSTEM

At WWF, we're working with the food industry to radically reduce the devastating impact the food and agriculture system has on nature loss and carbon emissions.

During the Glasgow climate summit, COP26, we launched the WWF Basket and the Retailers' Commitment to Nature. Through these initiatives, five major retailers – the Co-op, Marks & Spencer, Sainsbury's, Tesco and Waitrose – pledged to take action for nature and work together towards an ambitious target of halving the environmental impact of UK shopping baskets by 2030. This target was developed as a part of our partnership with Tesco.

Each retailer committed to cut its emissions in line with science-based targets that would keep us on track to limit warming to 1.5°C. They will submit data to WWF each year, so we can monitor progress.

Also at COP26 we advocated for action that saw more than 140 countries sign up to the Glasgow Declaration on Forests. The countries committed to halting and reversing forest loss and land degradation by 2030.

And we focused our efforts on finding ways to remove deforestation from UK supply chains, notably through our *Designing Due Diligence* report, which examined how to ensure the UK Environment Act regulations are as robust as possible.

COP26 was also a critical opportunity to influence global leaders to protect and restore precious forests threatened by supply chains of commodities that are driving deforestation, such as soy, palm, cattle and cocoa – and, in doing so, help create a sustainable food system.

A key initiative, the FACT Dialogue, brought together 30 consumer and producer countries for the first time to commit collectively to a roadmap to accelerate the transition to sustainable commodity supply chains. The countries represent more than 75% of global trade in those key agricultural commodities.

We took every opportunity to positively influence the FACT roadmap and mobilised the WWF network to input into the process and outcomes of the Dialogue. We successfully pressed for key governments including Brazil, Germany and Italy to endorse the initiative.



RESTORING THREATENED HABITATS AND SPECIES

If we lose the Amazon, we lose the fight against climate change, so it's a priority region for WWF. In Colombia, a major success for us this year was the launch of a hugely ambitious initiative – Heritage Colombia – an innovative funding mechanism of US\$245 million to expand and improve the nation's protected area system over the next 10 years. We provided WWF-Colombia with the funding to play a pivotal role in its establishment. And in Brazil we've increased our support for monitoring Indigenous community lands to detect illegal activity and capture evidence. In Rondônia state we've supported a local NGO to build a system enabling the monitoring of invasions across 6.4 million hectares.

In Africa, together with partners and local communities, we started work on a four-year project focusing on vast community lands across more than 8,000 sq km of grassland savannahs, forests and freshwater systems in southern Kenya and northern Tanzania. We've worked with local communities to ensure they are involved in designing and leading the work. We've trained community scouts, human-wildlife conflict officers, and livestock guardians.

In the UK, we aim to demonstrate how to transform the use of land and sea to ensure nature can recover, help reach net zero, and produce sustainable food – with the participation of local communities. One project is our successful seagrass programme, which we've developed substantially this year – identifying priority sites for seagrass restoration and engaging community members and others. On land, we've continued to work with the Rivers Trust and The Wildlife Trusts to reduce the impact of agriculture in Norfolk, the Soar, the Wye and Usk, and the Humber. Together, we're supporting a shift to practices that help restore nature and mitigate climate change.

We've also continued to focus on critical landscapes, seascapes and river basins across the globe to deliver climate-resilient nature conservation and restoration, while upholding rights and improving the wellbeing of local communities. You can read more about how our progress on this work has benefited orangutans in the forests of Borneo, tigers in India, and sustainable mangrove management in Myanmar – and much more besides – at www.wwf.org.uk/annualreport.





GROWING

SUPPORT

Despite an increasingly challenging environment, our overall income increased by over £6 million to more than £91 million.

Our philanthropic support raised more than £10 million for the first time. We strengthened donor engagement, notably through our State of the Planet Address where business leaders, celebrities, philanthropists and others came together.

Another highlight was our Art for Your World project, which invited leading contemporary artists and the art community to unite for climate action.

The campaign raised £1 million through a Sotheby's auction of artwork donated by Tracey Emin, Jadé Fadojutimi, Anish Kapoor and others.

Climate change was the main focus of our autumn engagement campaign, in the run-up to the Glasgow climate summit. 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. Our supporters helped us reach every MP in the country, and our campaign communications reached millions.

In spring we ran our first brand radio campaign, using the vocal talents of actress Jade Anouka, encouraging people to help 'bring nature back'. And 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.

Our corporate partners help us extend the reach, scale and impact of our work. This year we launched an ambitious three-year, £5 million partnership with Aviva giving us the reach and influence to change the way financial services function in a sustainable economy.

And through our existing partnership with Reckitt, we launched a campaign with its Finish brand, fronted by WWF ambassador Simon Reeve, asking the UK public to use less water so there's more left for UK wildlife. So far, we've reached eight million people with our message.

We continued to build our other partnerships. For example, the Retailers' Commitment to Nature – a milestone in our work to transform the global food system – was driven by the Tesco partnership. With HSBC, our work included innovating nature-positive solutions across a number of landscapes.



We're working with the Puerto Rastrojo Foundation and the Indigenous community of La Chorrera in the heart of the Colombian Amazon. Here, Chela Elena Umir – from the community of La Chorrera – helps assess her forest's ecosystem services.

OUR PEOPLE

Enabling our staff to thrive, individually and collectively – and taking every opportunity to ensure our culture supports an inclusive, safe and empowering environment – are key priorities for us. Progress in this area is helping our people to feel even more engaged with our mission as they work to bring our world back to life.

We're focusing on strengthening WWF-UK's position as an inclusive and capable organisation by attracting, developing and retaining diverse and talented staff, while improving our organisational effectiveness and ensuring we get all the basics right, delivering relevant, simple solutions.

Covid-19 continued to have a long-lasting impact on the physical and mental health, wellbeing and work-life balance of our employees. During the year, we ensured that health, wellbeing and employee engagement remained our top priorities, by listening to our colleagues and responding with supportive programmes. We ran workshops on resilience and supported colleagues coping with challenges relating to health and absence.

We increased visibility among staff of our commitment to another priority for us: diversity, equity and inclusion (DE&I). We have offered opportunities to support our DE&I work, with a new virtual collaboration space and further DE&I training programmes. We also took effective actions to reduce both our gender and ethnicity pay gaps: we've more than halved our mean gender pay gap since 2017 (from 18.2% to 8%), and we've achieved a downward trend in our ethnicity pay gap over the past two years.

Following the pandemic lockdowns, as organisations globally adjusted their working practices, we have gained valuable insights and developed the best solutions for the future of work at WWF-UK.

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.

Patrick Aryee, Sir David Attenborough, The Rt Rev and Rt Hon Lord Chartres, Sir Ian Cheshire, Jeremy Darroch, Will Day, Prof Jonathan Drori, John Elkington, Princess Esméralda of Belgium, Alastair Fothergill, Anna Friel, Ellie Goulding, Jack Harries, Nicola Howson, Sir Richard Kleinwort, Conor McDonnell, Sir Andy Murray, Guilda Navidi-Walker, Poppy Okotcha, Stephen Poliakoff, Lord David Puttnam, Simon Reeve, Iwan Rheon, Miranda Richardson, Prof Callum Roberts, Lord Stuart Rose, Keith Scholey, Guy Singh-Watson, Cel Spellman, Lord Adair Turner, Maisie Williams

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.

Jade Anouka, Amazing Arabella, Steve Backshall, Sai Bennett, Flora Beverley, Birdy, Liz Bonnin, Alfie Bowen, Julia Bradbury, Thomas Brady, Gillian Burke, Asa Butterfield, Todd Cantwell, Andy Cato, Jim Chapman, Lily Cole, Danielle Copperman, Fearne Cotton, Richard Curtis, Lizzie Daly, Sharron Davies, Talia Dean, Kelly Eastwood, Gizzi Erskine, Lucy Evans, Flock Together, Portia Freeman, Jayda G, Matt Haig, Sir Lewis Hamilton, Ian Harper, Finn Harries, Geri Horner, Amy Jackson, Georgia May Jagger, Sara Johansen, George Lamb, Lucy Lapwing, David Lindo, Kevin McCloud, Tait Miller, William Moseley, Arizona Muse, Jamie Oliver, Wilson Oryema, Chris Packham, Isabella Pappas, Sophie Pavele, Tristan Phipps, Dougie Poynter, Gwilym Pugh, Aaron Ramsey, Tanya Reynolds, Geetie Singh-Watson, Clare Siobhán, Harry Skeggs, Matt Staniek, Hannah Stitfall, Sophie Tea, KT Tunstall, Zanna Van Dijk, Joe Wicks, Rose Williams, Shane Williams, Kedar Williams-Sterling, Levison Wood, Benjamin Zephaniah and more

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:

AB InBev, Aviva, Carlsberg Marston's Brewing Company, Heineken UK (Old Mout), HSBC, Jones Lang Lasalle (JLL), Liz Earle, Marks & Spencer, MBNA, Mondy, Next, Nomad Foods, Procter & Gamble (Ariel and Aussie Haircare), Reckitt (including Botanica by Air Wick and Finish), Revolut, Scottish Power, Sky, Sodexo, Starling Bank, Tesco (including F&F), TikTok

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

Amazon Smile, Animal Friends Pet Insurance, Apple Inc, AXA UK, Bank of England, Bunzl, Coinstar, Discovery Channel, Focus Multimedia, GoodLoop, Google, Ninety One, Pets at Home, PwC, Refinitiv, Spotify

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 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, Jolyon and Sam Barker, The Pauline Bishop Charitable Trust, Brampton Charitable Trust, Mr Peter Burke, Mr Fred Carrick, Mrs SL Chambers Charitable Trust, Children's Investment Fund Foundation, Keith Daley, Mr Patrick Degorce, Evolution Education Trust, Dr Sarah Greaves and Mr Nick Harrison, The Herd Lawson and Muriel Lawson Charitable Trust, Magic Trust and Jake and Hélène Marie Shafran, MCS Charitable Foundation, Moondance Foundation, Simon Morrish, The National Lottery Community Fund, Pebble Trust Grant, funds raised by players of People's Postcode Lottery and awarded by Postcode Planet Trust, Quadrature Climate Foundation, Restore Our Planet, Ron of Romsey, The Samworth Foundation, The Shears Foundation, The Peter Smith Charitable Trust for Nature, The Swire Charitable Trust, The Hugh Symons Charitable Trust, The Turney (Animal Welfare) Trust, UBS Optimus Foundation UK, World Resources Institute

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

LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills throughout 2021-22 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 help to 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

BRINGING OUR WORLD BACK TO LIFE

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