

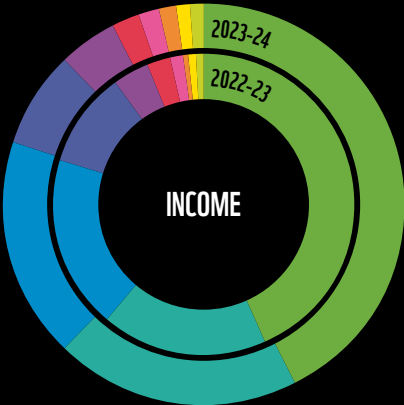
# WWF-UK ANNUAL REPORT SUMMARY 2023-24



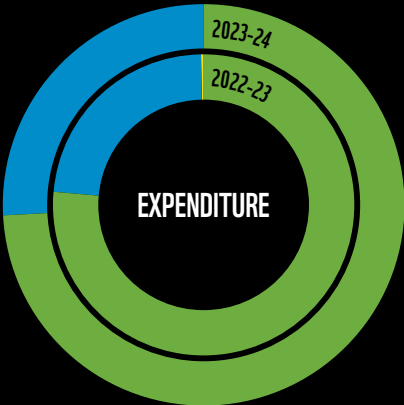
**BRINGING  
OUR WORLD  
BACK TO LIFE**

# RAISING SUPPORT

Here's a quick summary of our income and expenditure for the year ending 30 June 2024, 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	2023-24	2022-23
MEMBERSHIP AND DONATIONS	£39.5M	£40.9M
CORPORATE DONATIONS AND INCOME	£18.2M	£16.7M
LEGACIES	£16.4M	£17.4M
CHARITABLE TRUSTS	£7.2M	£9.7M
AID AGENCIES AND GOVERNMENT GRANTS	£4.3M	£3.8M
WWF NETWORK AND OTHER CHARITIES	£2.2M	£2.3M
INVESTMENT INCOME	£1.5M	£1.2M
GIFTS IN KIND	£1.4M	£0.6M
LOTTERY PROMOTIONS	£0.9M	£0.7M
OTHER	£0.9M	£0.7M
<b>TOTAL</b>	<b>£92.5M</b>	<b>£94.0M</b>



EXPENDITURE	2023-24	2022-23
CHARITABLE ACTIVITIES	£70.8M	£78.4M
COST OF RAISING FUNDS	£24.6M	£23.9M
OTHER	£0.0M	£0.1M
<b>TOTAL</b>	<b>£95.4M</b>	<b>£102.4M</b>





WWF's Great Wild Walk,  
Sherwood Pines.  
© Paul Rogers / WWF-UK

# HIGHLIGHTS FROM 2023

**JULY**



## CREATING A COMMUNITY FUND FOR NATURE

With the RSPB and Aviva we established the Save Our Wild Isles Community Fund. Community groups raised £2.6 million across 248 projects in areas where there is the greatest need. The projects are helping communities restore nature, tackle food poverty and poor mental health, and improve access to green spaces. The fund won 'nature-based project of the year' at the UK Green Business Awards.

## RESTORING A RURAL HAVEN

Our work with Yorkshire Wildlife Trust to restore Wild Ingleborough has planted 31,591 native trees and created 75 hectares of woodland in the past year. The landscape-scale project is powered by the knowledge and support of local people. During the year, volunteers gave more than 4,000 hours to grow saplings and plant 2,900 trees. This is helping to restore Ingleborough and it's creating a natural haven for wildlife and people.



**AUGUST**

© Andrew Parkinson / WWF-UK

## RETURNING OYSTERS AND SEAGRASS

Our Restoration Forth project helped return native oysters and seagrass meadows to the Firth of Forth in Scotland, thanks to local community support. The project trained more than 500 volunteers in surveying, harvesting and planting seagrass seeds. It's the first time in 100 years European flat oysters have been in the Firth of Forth. They will improve water quality and help prevent coastal erosion.



SEPTEMBER

© Callum Bennetts / Maverick Photo Agency / WWF-UK

OCTOBER



© Justin Sutcliffe / WWF-UK

## SHINING A SPOTLIGHT ON FORESTS

Our State of the Planet Address was a compelling reminder of the plight of our world's forests. It coincided with the launch of our Forest Pathways Report – a first global blueprint to save our forests. The address was given to a large audience of influential people invited to help us save important forest regions. Juan Manuel Santos, former president of Colombia and Nobel Peace Laureate, gave the keynote speech.



# 68,000

WE HELPED ESTABLISH A 68,000-HECTARE NATIONAL PARK IN COLOMBIA TO PROTECT SOME OF THE WORLD'S RICHEST BIODIVERSITY

## NOVEMBER



## CELEBRATING NATURE THROUGH YOUNG VOICES

With the RSPB and the National Trust, we released a groundbreaking, youth-led film celebrating nature – Our Beautiful Wild. More than 200 young people from across the UK, many from deprived communities, were supported to make the film, developing skills in storytelling and filmmaking through our Young Voices in Nature project. The film is helping inspire other young people to share their voice for nature.

© World Pencil

## BOOSTING BIODIVERSITY IN COLOMBIA

We helped establish a new national park in Colombia to protect some of the world's richest biodiversity. The Serranía de Manacacías National Park will provide a critical safe haven for wildlife in a region under pressure from expanding industrial agriculture and mining. At 68,000 hectares – about the size of Exmoor – the park covers habitats including tropical savannahs, forests, wetlands, rivers and lagoons.

## DECEMBER



Cesar David Martinez / WWF-Colombia

# HIGHLIGHTS FROM 2024

## SURVEYING SNOW LEOPARDS IN INDIA

We supported India's first national scientific survey of snow leopards. Based on the data, the population was estimated at 718. The survey lasted nearly five years and involved multiple partners. Survey teams walked 13,450km of trails to record signs of the cats. They placed camera traps in 1,971 locations, and 241 different snow leopards were identified. The findings are essential for planning effective conservation strategies.



**JANUARY**

© naturepl.com / Francois Savigny / WWF

## FEBRUARY

## BRINGING BLACK RHINOS BACK FROM THE BRINK

Kenya's black rhino population has more than doubled, from fewer than 400 in the 1980s to more than 1,000 today. We've supported the conservation of this critically endangered species in Kenya since the early 1960s. More recently, with the support of players of People's Postcode Lottery, we helped to develop Kenya's Black Rhino Action Plan for 2022-26. The increase shows the huge success of ongoing conservation efforts.



© naturepl.com / Denis-Huot / WWF

# X2

**KENYA'S BLACK RHINO POPULATION HAS MORE THAN DOUBLED - FROM FEWER THAN 400 IN THE 1980S TO MORE THAN 1,000 TODAY**

## MARCH



## TRAINING CITIZEN SCIENTISTS FOR WETLAND CONSERVATION

We've supported communities in Tanzania to lead the conservation of a vital ecosystem in the Mara. The Mara wetlands contain globally important biodiversity and are home to Africa's largest inland fishery, but overfishing threatens food security and livelihoods. With partners, we've helped train 39 locals to detect early signs of river pollution. We've also trained 327 women to promote sustainable fishing practices, to improve food security.

© Emanuel Moshi

## SAFEGUARDING THE FUTURE OF WILD TIGERS

We worked with many governments and partners to agree to raise US\$1 billion over the next decade to safeguard the future of wild tigers. This funding is needed to expand tigers' range and enhance existing habitats, while benefiting communities. WWF's Tigers Alive Initiative and our tiger landscape programmes have helped increase wild tiger numbers from as few as 3,200 in 2010 to an estimated 5,574.



## APRIL

© Andy Rouse / naturepl.com / WWF



## PROMOTING WELLBEING THROUGH NATURE

We were the winners of ITV's inaugural Head First award, an initiative that aims to shine a spotlight on mental wellbeing. Our Prescription for Nature campaign will encourage everyone to get their daily dose of nature. Our Prescription for Nature campaign will encourage everyone to get their daily dose of nature. The initiative includes £1 million in advertising airtime to help promote the benefits of connecting with nature. It combines ITV's reach into Britain's homes with WWF's scientific expertise.



MAY

 **A Prescription For Nature**

WHEN WE RESTORE NATURE,  
NATURE RESTORES US.



WWF

© David Bebbier

JUNE



© Simon Nichols

## GOING THE EXTRA MILE FOR WWF

After joining our inaugural Great Wild Walk, volunteer Simon returned to Epping Forest this year to help marshal more than 500 walkers. Participants at the event raised £30,000 for us. Simon was keen to continue his support and took on our Lake District 10 Peaks Challenge. Together, our wonderful runners, trekkers and cyclists have raised more than £500,000 for us during the past 12 months.



**IS IN THE BEST  
POSSIBLE SHAPE TO  
ACHIEVE THE IMPACT  
WE NEED IN OUR  
URGENT, RENEWED  
MISSION TO BRING OUR  
WORLD BACK TO LIFE**

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



© Justin Sutcliffe / WWF-UK

## **A MESSAGE FROM OUR CHAIR**

Looking back at the year in review, it is heartening to see the strength and depth of WWF-UK's achievements. All the more so since they were accomplished in the face of backward steps from political and business leaders on their net-zero and nature-positive commitments.

WWF and our partners remain determined to press forward. We made the case for businesses to consider their impact on nature in their transition plans, through our work on the government's taskforce.

We also continued to achieve impressive results, working with partners, through the Save Our Wild Isles campaign. Notably, with the RSPB and £1 million in match

funding from our partner Aviva, the campaign's Community Fund supported 20,000 people and almost 250 grassroots community projects to take action for nature.

You can read more in these pages about our achievements. But in truth, there is a very great deal more to be done, and rapidly diminishing time.

To meet this urgent need for change, we've developed a new strategy, which is outlined on pages 24 to 29. Through it, and with the dedication and ability of every member of staff, WWF is in the best possible shape to achieve the impact we need in our urgent, renewed mission to bring our world back to life.

**Dave Lewis**

“

**THE INDOMITABLE SPIRIT I SEE EVERY DAY - FROM VOLUNTEERS, PARTNERS, SUPPORTERS AND STAFF - GIVES ME HOPE THAT WHILE HUMANITY MAY CAUSE THE PROBLEMS, WE CAN ALSO BE THE SOLUTION**



© Greg Macvean Photography

## **A MESSAGE FROM OUR CHIEF EXECUTIVE**

This year there have been alarming signs that our precious planet remains under grave pressure. Coral reefs experienced the worst planet-wide mass bleaching on record. Wildfires blazed across many parts of the world. In response, our supporters acted with speed and generosity to help.

This is the indomitable spirit I see every day – from volunteers, partners, supporters and staff. It gives me hope that while humanity may cause the problems, we can also be the solution.

Protecting forests was central to our campaigning this year. We launched a blueprint on protecting and restoring the world's forests. We successfully called for the UK government to

announce new legislation to protect forests. And in Colombia our support resulted in a new national park being announced to protect some of the world's richest biodiversity.

Our global reach and relationships with local partners, communities and Indigenous peoples gives us a unique ability to protect species and restore critical landscapes. We achieved many successes including the announcement that Kenya's black rhino population has more than doubled since the 1980s.

Speaking up for nature and wanting urgent change is what unites our supporters and partners. I am so grateful to every one of you.

**Tanya Steele**



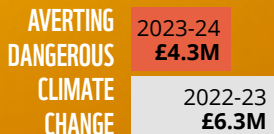
# OUR ACHIEVEMENTS AND PERFORMANCE

On the following pages, you'll find some examples of our progress this year towards the main goals of our 2018-24 strategy. Our full annual report includes much more detail: [wwf.org.uk/annualreport](https://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.



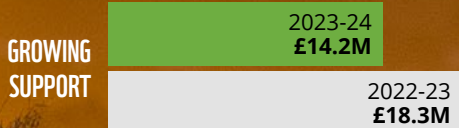
We're pushing UK governments and businesses for the strongest ambition and measures to decarbonise, to help tackle the climate emergency.



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.



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.



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.

# AVERTING DANGEROUS CLIMATE CHANGE



In June 2024, we supported the Restore Nature Now march, where more than 60,000 people gathered in London to call on the UK government to take action for nature.  
© Paul Rogers / WWF-UK



Finance and the flow of funding in the UK continues to support businesses and industries that produce a lot of carbon emissions. We urgently need this to switch. UK companies need to produce transition plans to show how they will align with a net-zero future.

As chair of the Transition Plan Taskforce's nature working group, this year we influenced these transition plans. Thanks to our efforts, the guidance now requires firms to include solutions in their plans that work with nature to address climate change. We worked with industry, academia and the financial regulator to develop proposals on how to implement transition plans, so they lead to real world decarbonisation. We also started mapping the steps regulators can take to prevent the build-up of climate and nature risks.

This year, political consensus on the need for rapid action on climate change threatened to fracture. We advocated for the UK government to adopt a net zero investment plan to leverage investment in climate solutions, alongside a net zero test on government spending. We developed a coalition of businesses and financial institutions to push for these asks. This resulted in Labour commitments to introduce a net zero and nature test on public spending.

Together with ScottishPower, we demonstrated how low-carbon technologies reduce energy bills and carbon emissions. This contributed

to wins including a 50% increase in the grant for heat pumps.

In Scotland, we updated our report on lowering energy bills and cutting carbon. The Scottish government's resulting consultation reflected many of our asks. In Wales, our Land of Plenty Cymru report was chosen as key evidence by the Wales Net Zero 2035 Challenge Group, whose forthcoming report will be crucial for shaping the Welsh government's net zero plan.

Food systems are responsible for 27% of global emissions and are highly vulnerable to climate impacts. We want food systems to be higher up the international climate agenda.

We led a successful collective effort, with other NGOs and civil society allies, to include a proposal about food systems for the first time in the agreement adopted at a major UN climate summit – COP28 in Dubai. We and other civil society partners supported the establishment of the Alliance of Champions for Food Systems Transformation, a new coalition of governments committed to transforming food systems.

We engaged with governments and civil society allies to influence negotiations on agriculture and food security. Governments eventually agreed on a roadmap to strengthen climate action on agriculture and food security several months later at the climate negotiations in Bonn.

# CREATING A SUSTAINABLE FOOD SYSTEM



Retailers are the bridge between food producers and consumers. They're essential in making the food system more sustainable. We continued our work to support and challenge food retailers to reduce their impacts. We were instrumental in securing informal guidance from the Competition and Markets Authority that gives the grocery sector a benchmark from which to develop collaboration proposals that enable real progress towards net zero.

We welcomed Aldi as a signatory to WWF's Retailers' Commitment for Nature. Aldi has pledged (alongside Co-op, Lidl, Marks and Spencer, Sainsbury's, Tesco and Waitrose) to take action for nature and work with us to halve the environmental impact of UK shopping baskets by 2030.

We published our second What's in Store for the Planet report, based on data received from 10 UK food retailers, which together represent more than 90% of the UK market share. Retailers showed greater transparency in their operations by supplying more data this year. The report also shows that during the year they made some progress on palm oil supply chains and scope 1 and 2 greenhouse gas emissions (those a company produces either directly or from the generation of the energy it uses).

The way we use (and waste) nitrogen is a key driver of pollution of land and

rivers in the UK. It has consequences for human health too. Tackling this issue is a priority for WWF.

This year, we created a balance sheet for nitrogen use in the UK, tracking flows of nitrogen across the economy, including agriculture. It identifies the biggest pollution sources to help prioritise action. We've presented it to more than 300 farming, business and government stakeholders. This will help us persuade the new UK government to introduce into law a comprehensive package of measures to halve nitrogen waste by 2030.

We continued to challenge the UK government on its lack of emission reduction strategies for agriculture. We launched a report on extreme weather and its impact on farming viability in Wales. This concluded the solution is to support farmers to mitigate and adapt to climate change. The Welsh government has since expanded support to farmers and launched a landscape-scale climate adaptation fund.

Campaigning by WWF Scotland and coalition partners ensured the Agriculture and Rural Communities Bill was strengthened to provide a framework for nature-friendly and lower-emissions farming. Also in Scotland, we published our Vision for Agriculture to inspire the decision-makers responsible for implementing the new legislation to rebalance funding towards regenerative farming and land use.



# RESTORING THREATENED HABITATS AND SPECIES

Triggered Amazon forest fire for planting soybeans © Andre Dib / WWF-Brazil



Right now, the Amazon faces a tipping point. Continued deforestation is predicted ultimately to result in the loss of the world's largest tropical rainforest. We are providing critical support to our partners in the region and leveraging corporate and government influence from the UK.

This year we helped develop the Amazon Push – a strategy to end deforestation by 2030, phase out illegal gold mining, and increase the proportion of the Amazon that's either a protected area or Indigenous lands from around 50% to 80%.

Our flagship State of the Planet Address raised attention to the plight of the Amazon, with a keynote speech from Colombia's former president Juan Manuel Santos.

We also focused on critical supply chains like soy, by linking work in consumer countries such as China to producer countries in the Amazon. Through this we aim to avoid further deforestation and prevent conversion of vital land.

The rapid expansion of soy, palm oil and cattle is driving more than 90% of the world's tropical deforestation. This year we supported colleagues and partners in China who, together with the food supply chain department in China's Federation of Logistics and Purchasing (CFLP), achieved a breakthrough with the announcement of a new Forest-Friendly Initiative in China.

For the initiative's pilot phase, five major Chinese food supply, supermarket and e-commerce companies committed to start transforming their palm oil, soy and beef supply chains, with technical support from WWF and the CFLP. The companies have started to map risks relevant to deforestation in their supply chains. Their actions will help us encourage other companies to eliminate products from deforested and converted land.

In southern Kenya and northern Tanzania, we support effective conservation of corridors that wildlife use to move between formal protected areas. It's an important area for elephants, lions and African wild dogs. Outside protected areas, they share the landscape with local communities.

We're working with communities to help reduce the threat of wildlife causing human injury or death, or damaging crops, to improve coexistence between people and wildlife. The improvements are significantly reducing retaliatory attacks on wildlife, a key driver of lion and elephant loss.

Over the past year, we funded and helped to construct predator-proof livestock enclosures, and supplied lion deterrent lights. It's benefited 4,787 people and protected more than 67,000 domestic animals. We also supported a school and a medical clinic to have solar-powered elephant deterrent fences fitted.

# GROWING SUPPORT



WWF's Great Wild Walk,  
Sherwood Pines.  
© Paul Rogers / WWF-UK



We're incredibly grateful to our generous supporters who helped us raise £91.5 million this year. This was buoyed by £3.85 million thanks to crucial long-standing support from players of People's Postcode Lottery. We've seen an increase in support for our community events, including our Great Wild Walks and our virtual 100 Miles in March challenge, which raised over £100,000.

Our work to maintain the prominence of our brand had a focus on forests. We supported the launch of WWF's global Forest Pathways Report, which details the state of the world's forests and what governments must do to protect them. This achieved more than 1,200 pieces of media coverage globally. Our supporting brand activity included a forest den at London Waterloo station, which invited commuters to experience the calm of a Borneo rainforest.

We encouraged more than 10,000 supporters to write to their MPs calling for new UK legislation to protect forests and ensure businesses can no longer sell products that come from illegally deforested land. This was followed by the then environment secretary announcing the 'due diligence' legislation at the UN climate summit in December.

We continued our Save Our Wild Isles campaign. With the RSPB we supported 20,000 people to engage with UK nature in 248 grassroots

community projects through the campaign's Community Fund. This raised more than £2.6 million – with £1 million in match funding donated by our corporate partner Aviva.

Other work with corporate partners included launching, with NatWest, a roadmap to help ensure farmers in England who transition to regenerative agriculture are rewarded for producing nutritious food, tackling climate change and restoring nature.

Our partnership with Vodafone is exploring opportunities to use technology to support conservation, including trialling an AI model to help address conflict between people and wildlife in Kenya.

Reckitt supported us to assess eight rivers for a gharial conservation plan in India – and to resume work to test 'pingers' to keep river dolphins away from fishing nets in Brazil. In the UK, we exceeded by 20% our three-year target to restore 20 million square feet of wildflower habitat, with more than 10.8 million square feet delivered this year.

And with HSBC, we developed a toolkit to help financial institutions monitor the risks related to deforestation and land conversion in commodity supply chains.

Our new partnerships included an international partnership with Lidl, which we'll support in achieving its global sustainability commitments.

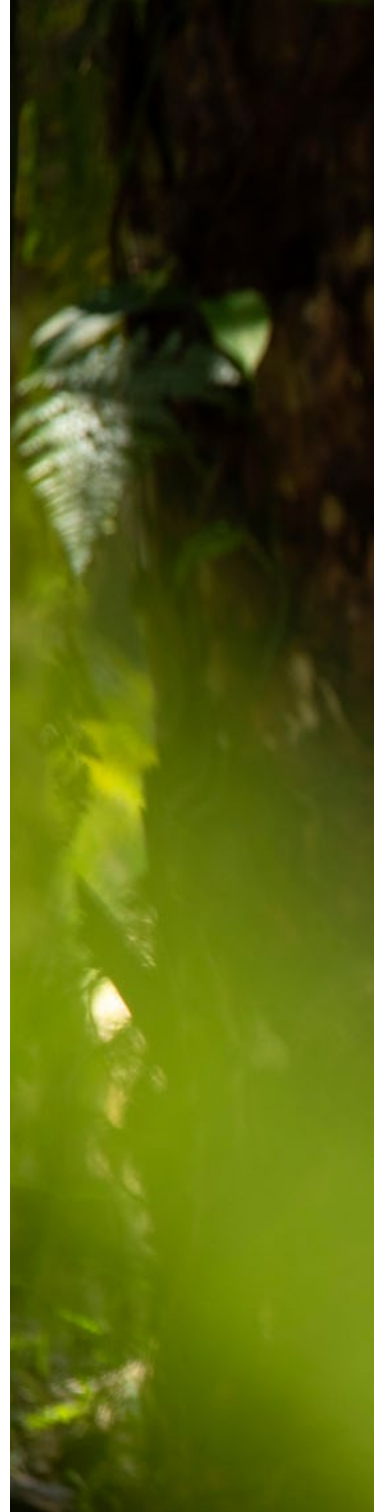
# OUR PEOPLE

Our vision is to create an inclusive, safe and empowering environment so our culture and our people can thrive, individually and collectively, to help bring our world back to life.

This year we celebrated the first year of our Diversity, Equity and Inclusion (DE&I) strategy. Highlights included a highly successful reciprocal mentoring programme, and achieving Race Equality Matters Trailblazer bronze accreditation. We have also introduced innovative ways of learning, to provide a dedicated space for conversations on various DE&I topics through 'Diversi-Teas' and diversity challenges. This has allowed us to foster a more inclusive workplace culture.

One key initiative to support the health and wellbeing of our colleagues has been the revision of our leave policies, from holiday entitlement to parental arrangements, in line with best practice. We also brought in a new employee assistance programme to support our colleagues.

We see strong leadership as key to the successful delivery of our mission, so we're investing in this area. Following the previous year's development of our new Leadership Standards, which align with our values, we have spent this year ensuring all those in leadership roles are guided by the behaviours and actions covered by the standards.





Using tracking equipment to locate Bornean elephants in a plantation in Malaysia.  
© Aaron Gekoski / WWF-US



# OUR STRATEGY 2024-27



Green sea turtle, Fiji © Tom Vierus / WWF-Pacific

**TOGETHER, WE CAN BRING  
OUR WORLD **BACK TO LIFE**  
PLEASE JOIN US!**



Nature is in crisis. Our latest Living Planet Report shows average population sizes of wildlife have plummeted by 73% since 1970. Tropical forests, grasslands, free-flowing rivers and sea ice have suffered alarming declines, putting grave pressure on the precious species that live there.

The world is also falling woefully short against critical targets set in the Global Biodiversity Framework and the Paris Climate Agreement. There is an increasing danger that the world will warm by more than 1.5°C.

In short, our vision of halting and reversing the loss of nature by 2030 is in jeopardy.

In response, we've developed a new strategy to help put the world back on track. Through it, we'll draw on our greatest strengths – our trusted science, iconic brand, global network, and the generosity and influence of our supporters – to meet the many challenges.

Over the next three years, we'll pursue strategic outcomes that will keep us on track for our 2030 vision:

**STOP DEFORESTATION**  
**DELIVER A SUSTAINABLE**  
**FUTURE IN THE UK**  
**BRING NATURE BACK**  
**FROM THE BRINK**  
**INSPIRE PUBLIC ACTION**  
**FOR NATURE**

Our new strategy also shows how we'll improve the effectiveness of WWF as an organisation, attract and retain the best people to work for us, grow our fundraising income and maintain support for WWF.

**Find out more about our outcomes on the following pages.**





## STOP DEFORESTATION

The world's forests sustain 80% of land-based animals, insects and plants. They influence rainfall, water and soil quality – and are vital for flood prevention and regulating the climate. Hundreds of millions of people rely on forests for their home or making a living.

But globally, an area of forest the size of a football pitch is destroyed every two seconds. Most deforestation is to enable food production – particularly meat, soy and palm oil.

To address these challenges, in the next three years we'll focus on reducing deforestation in tropical forests, working with Indigenous peoples and local communities. We'll concentrate particularly on the Amazon region, as well as rainforests in Borneo, Papua New Guinea and Western Congo.

We'll also press the governments of Brazil, China and the UK to move to sustainable food systems and supply chains.





© Ben Andrew

## DELIVER A SUSTAINABLE FUTURE IN THE UK

The natural world is in crisis, and our 2030 goal to halt nature's destruction is in serious jeopardy. Progress is far too slow towards a net-zero economy that helps nature recover and shares the substantial benefits of the transition while supporting those who'll lose out from it.

The lack of ambition is global, but what we do in the UK makes a real difference. How the UK's

major financial institutions and big businesses operate and what they choose to invest in has a significant impact on nature.

In the next three years we'll press key businesses, financial institutions and the UK governments to raise their ambition and set a global example. This will include campaigning for a UK Living Planet Act that benefits people, climate and nature.



© Sascha Fonseca / WWF-UK

## BRING NATURE BACK FROM THE BRINK

We must preserve the nature we have and put it on the path to recovery. To build on our proud history of conservation successes, over the next three years we'll continue to fund and support our partners in the WWF network to protect precious species and habitats in critical landscapes, rivers and oceans – including in east Africa, the Himalayas and central India. We'll also influence the UK government and international stakeholders to adopt our priorities for the polar regions.

We'll support key WWF offices to enhance their capability. This will also strengthen the policy and advocacy capacity of the WWF network. And we'll partner with those offices to enable them to achieve impact at scale by unlocking finance for nature-based solutions, as well as ensuring money flows to Indigenous peoples and local communities.



## INSPIRE PUBLIC ACTION FOR NATURE

Through their concern and actions, people in the UK can play a fundamental role in helping to reverse nature loss and tackle climate change. We're determined to rekindle the nation's connection with nature, to inspire people to take action to protect and restore it.

In the next three years, we aim to increase the number of people taking action for nature and the climate. Their engagement, allied to our powerful and trusted brand, will

help us convince governments and businesses of the need for change.

To this end, we'll deliver a long-term initiative that shows how actions anyone can take to restore nature also benefit their own physical and mental wellbeing.

We'll also engage people more widely in support of our mission and build transformational partnerships with businesses that will help us maximise our impact and achieve change.



# 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, Sir Ian Cheshire, Sir Jeremy Darroch, Will Day, Prof Jonathan Drori OBE, John Elkington, Princess Esméralda of Belgium, Alastair Fothergill OBE, Anna Friel, Ellie Goulding, Nicola Howson, Sir Richard Kleinwort, Megan McCubbin, Conor McDonnell, Sir Andy Murray, Poppy Okotcha, Stephen Poliakoff OBE, Lord David Puttnam CBE, Simon Reeve, Iwan Rheon, Miranda Richardson, Keith Scholey, Lucy Siegle, Guy Singh-Watson, Cel Spellman, Lord Adair Turner, Maisie Williams, Kedar Williams-Stirling

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## HIGH-PROFILE SUPPORTERS

We are hugely grateful to collaborate with high-profile celebrities and influencers who work with us to create a future where people and wildlife thrive together.

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Daze Aghaji, Alistair Aiken, Clare Aiken, Amazing Arabella, Amber Anderson, Kalpana Arias, Elliot Arthur-Worsop, Steve Backshall, Fehinti Balogun, Caity Baser, Meg Bellamy, Sam Bentley, Blossoms, Liz Bonnin, Alfie Bowen, Julia Bradbury, Sam Branson, Gillian Burke, Todd Cantwell, Loyce Carner, Andy Cato, Jim Chapman, Fearné Cotton, Inka Cresswell, Lizzie Daly, Kelly Eastwood, Gizzi Erskine, Rhiane Fatinikun MBE, Portia Freeman, Jayda G, David Garrido, Issey Gladston, Tom Glynn-Carney, Geri Halliwell-Horner, Tayshan Hayden-Smith, Sam Heughan, Holly Humberstone, Amy Jackson, Georgia May Jagger, Dr Sara Kayat, Dafne Keen, Fran Kirby, George Lamb, Raff Law, Edd Lees, James Levelle, Daisy Lowe, Stella McCartney, Declan McKenna, Douglas McMaster, Kristian Menza, Dr Scott Miller, Tait Miller, Fay Milton, William Moseley, Haroon Mota, Dan O'Neill, David Oakes, Ollie Olanipekun, Chris Packham, Isabella Pappas, Arthur Parkinson, Sophie Pavelle, Nadeem Perera, Dougie Poynter, Gwilym Pugh, PVA, Anjali Raman-Middleton, Toby Regbo, Alexei Rojas Fedorushchenko, Sigrid, Harry Skeggs, Dr Brett Staniland, Hannah Stitfall, Gemma Styles, Connor Swindells, Danielle Tomlinson, Amy Turner, Zanna van Dijk, Keira Walsh, Ellen White, Joe Wicks, Naomi Wilkinson, Rose Williams, The Wombats, Levison Wood

.....

## 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, Bank of England, Carlsberg Marston's Brewing Company, Coinstar, Heineken UK (Old Mout), HSBC, John Lewis Partnership, Jones Lang Lasalle (JLL), KPMG International, Liz Earle, Marks and Spencer, MBNA, NatWest, Next, Procter & Gamble (Aussie Haircare), Reckitt (including Air Wick and Finish), Revolut, ScottishPower, Sky, Sodexo, Tesco (including F&F), Vodafone

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

Baker McKenzie, Boston Consulting Group, Canada Life, Cheeky Panda, CVC Capital Partners, DLA Piper, FIBCA, Fieldfisher, Freshfields Bruckhaus Deringer, Google, GSK, ICAEW, Michelmores, National Heritage, Omaze, Pacific Life Re, Sony, Squire Patton Boggs, Travers Smith

For information about getting your business involved, please email [business@wwf.org.uk](mailto: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.

Mr Jonathan Boyes, Mr Fred Carrick, Children's Investment Fund Foundation (CIFF), Clean Cooling Collaborative, Mr Patrick Degorce, Professor Jonathan Drori, European Climate Foundation, The Evolution Education Trust, The Ingram Trust, Mr Andrew Kartashov and Mrs Alina Kartashova, Mrs Carol Kemm, The Ernest Kleinwort Charitable Trust, The Herd Lawson and Muriel Lawson Charitable Trust, The Magic Trust, Moondance Foundation, The National Lottery Community Fund, The National Lottery Heritage Fund, The Net Trust, funds raised by players of [People's Postcode Lottery](#) and awarded by Postcode Planet Trust, Ms Anne Reece, Samworth Foundation, Sequoia Climate Foundation, The Hugh Symons Charitable Trust, The Michael Uren Foundation

To support our 2030 Circle initiative visit [wwf.org.uk/2030Circle](http://wwf.org.uk/2030Circle)

## LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills throughout 2023-24 and to friends and relatives who made donations in memory of loved ones. 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. Gifts in wills help us make a huge difference, leading the way for future generations – and supporting our efforts to ensure they will inherit a thriving planet.

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](mailto:stewardship@wwf.org.uk)



May cause  
feelings of  
joy.

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