

WWF-UK ANNUAL REPORT SUMMARY 2024-25



**BRINGING
OUR WORLD
BACK TO LIFE**



ABOUT US

We're WWF, the leading global environmental charity.

Our vision is to bring our world back to life.

By 2030, we want to see nature's destruction halted and its recovery under way.

We're tackling the causes of nature loss and climate change, so future generations inherit a world where people and nature are thriving and our climate is stable.

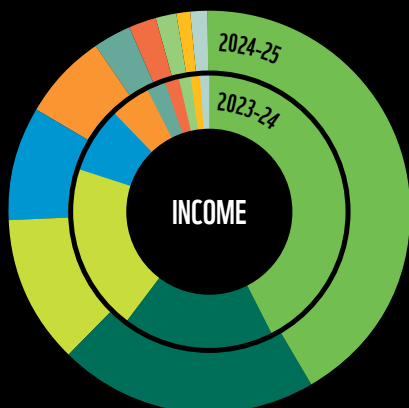
It's a huge challenge, but your support can make the difference.

Join us

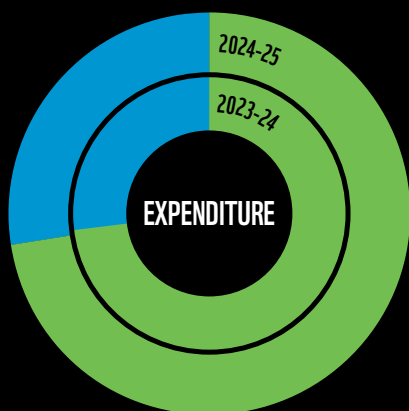
[wwf.org.uk](https://www.wwf.org.uk)

RAISING SUPPORT

Here's a quick summary of our income and expenditure for the year ending 30 June 2025, along with equivalent figures for the previous year. You'll find more details in our Annual Report and Financial Statements, at www.wwf.org.uk/annualreport



INCOME	2024-25	2023-24
MEMBERSHIP AND DONATIONS	£37.4M	£39.5M
LEGACIES	£18.6M	£16.4M
CORPORATE DONATIONS AND INCOME	£10.6M	£18.2M
CHARITABLE TRUSTS	£8.3M	£7.2M
AID AGENCIES AND GOVERNMENT GRANTS	£6.2M	£4.3M
GIFTS IN KIND	£2.6M	£1.4M
WWF NETWORK AND OTHER CHARITIES	£2.1M	£2.2M
INVESTMENT INCOME	£1.5M	£1.5M
LOTTERY PROMOTIONS	£1.0M	£0.9M
OTHER	£1.0M	£0.9M
TOTAL	£89.3M	£92.5M



EXPENDITURE	2024-25	2023-24*
CHARITABLE ACTIVITIES	£69.8M	£69.9M
COST OF RAISING FUNDS	£26.2M	£25.5M
TOTAL	£96.0M	£95.4M

*RESTATED

HIGHLIGHTS FROM 2024-25

INSPIRING CONNECTION WITH NATURE

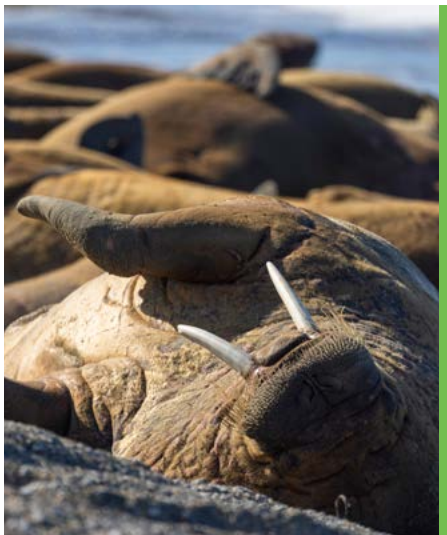
We launched Prescription for Nature, a campaign encouraging everyone to connect with nature and help restore it. Through it, we've already inspired more than 168,000 people to walk, run or swim in nature, use our school and business resources, or share their 'daily dose of nature' experiences. Our advert, featuring This Morning's Dr Sara Kayat, has reached 20 million people with the message that being outside for just 20 minutes a day can boost our wellbeing.



© Andrew Parkinson

PARTNERING TO PROTECT PEOPLE AND NATURE

We celebrated 15 years of support from players of People's Postcode Lottery, who have raised more than £30 million for us. They've helped fund successes including boosting black rhino numbers in Kenya, our Walrus from Space project, and lion counts in Kenya and Tanzania. We also joined forces with the British Red Cross to start restoring 900 hectares of mangroves and freshwater habitats in Kenya's Lamu County. This is supported by £1 million raised by players of People's Postcode Lottery.



© Emmanuel Rondeau / WWF-UK

10,000 WE RETURNED A FURTHER 10,000 EUROPEAN FLAT OYSTERS TO THE FIRTH OF FORTH AND PLANTED 64,000 MORE SEAGRASS SEEDS

RECOVERING SEAGRASS IN WALES

Together with partners in Seagrass Network Cymru, we launched the Seagrass Action Plan – the UK's first nationwide strategic, long-term plan for seagrass recovery. Up to 92% of the UK's seagrass meadows have been lost, but restoring them captures carbon, reduces coastal erosion and flooding and provides a habitat for countless marine species. The Welsh government has backed the plan, committing £100,000 in extra funding to help seagrass habitats recover at sites from Holyhead to Pembrokeshire.



© Lewis Jefferies / WWF-UK



© naturepl.com / Doug Allan / WWF

PUTTING ARCTIC WHALES ON THE MAP

We've created the first-ever map of migration superhighways to help keep whales safe. 'Blue corridors' connect the entire ocean, across national waters and into the high seas. But sea ice loss is resulting in more human activity in these remote waters, putting whales at risk of being struck by ships or disturbed by underwater noise. Our large-scale map highlights where important migration routes overlap with shipping lanes. This will help Arctic countries protect the vital routes.



FLOURISHING FORTH

Restoration Forth has continued to make waves, winning the Coasts and Waters category of the Nature of Scotland Awards. This year, through the project, we returned a further 10,000 European flat oysters to the Firth of Forth. We planted 64,000 more seagrass seeds, meaning we've now planted 210,000 seeds to restore seagrass meadows here. Oysters and seagrass both help to clean the water and stabilise the seabed. We're working with local communities and organisations to help this important area flourish for the future.

TAGGING TURTLES IN FIJI

We fitted critically endangered hawksbill turtles with satellite tags for the first time, at sites on three islands off the northern coast of Fiji. We worked with a network of community turtle guardians who combine traditional knowledge of turtles with the training and skills needed to monitor their status and health. The new satellite tags will give us vital data to build a picture of the turtles' migration routes and feeding areas so we can better protect them, their food and their habitats.



73% OUR LATEST LIVING PLANET REPORT REVEALED AVERAGE POPULATION SIZES OF MONITORED WILDLIFE HAVE PLUMMETED BY 73% SINCE 1970

© Living Image / WWF



RETURNING TIGERS TO CENTRAL ASIA

The return of tigers to the wild in central Asia came a step closer when two captive Amur tigers were moved to Ile-Balkhash Nature Reserve in Kazakhstan. Tigers have been extinct in Kazakhstan for more than 70 years, but WWF is supporting a project to bring them back. Working with local communities and others, WWF has helped to reintroduce prey and restore forests. If the pair breed successfully, their offspring should be released into the wild. The goal is about 50 wild tigers here by 2035.

TAKING THE PLANET'S PULSE

We published our latest Living Planet Report, which revealed the average size of monitored wildlife populations has plummeted by 73% since 1970. Our flagship publication warns that the world is dangerously close to irreversible tipping points such as the decline of the Amazon rainforest and melting polar ice sheets. But we can still put the world on a path to reverse nature loss by 2030. The evidence strengthened our call at UN summits on biodiversity and climate for leaders to implement commitments with much greater urgency.



© naturepl.com / Anup Shah / WWF

LEARNING FROM A NEW GENERATION

We're committed to supporting young people to use their vital voices for our world. This year we recruited two under-25s, Agno Kachappilly Shaiju and Aarushi Verma, to our Impact Committee – a diverse team of volunteers who help us shape and evaluate our science, public engagement and communication programmes. Agno and Aarushi have great experience in conservation and sustainability. They'll engage with young people across the UK and help us reflect their views.



© David Bebbler / WWF-UK

MONITORING KRILL FROM SPACE

We launched Krill from Space, a groundbreaking project, with the University of Strathclyde and British Antarctic Survey. Krill are central to the Antarctic food chain, and transfer vast quantities of carbon to the seabed. But as temperatures rise, their populations are shrinking and shifting. Krill from Space uses satellite data, and compares light patterns, to monitor changes and improve understanding about krill numbers and distribution. This information could help us advocate for more sustainable krill fisheries.



© naturepl.com / Ingo Arndt / WWF

742 A NEW WWF REPORT DOCUMENTS 742 NEWLY RECORDED SPECIES FOUND IN THE CONGO BASIN IN THE 10 YEARS TO 2023

RECORDING NEW SPECIES IN THE CONGO BASIN

An incredible 742 species have been newly recorded in the Congo Basin – a nature hotspot that absorbs more carbon than the Amazon. Among the findings are a slender-snouted crocodile, clawed frogs and a monkey known locally as the ‘lesula’. A new WWF report documents the findings made in the 10 years to 2023. It highlights the region’s remarkable biodiversity and the urgent need to safeguard it. We’re supporting efforts to identify and protect the most important areas.



© Terese Hart



© Guy Busher

CYCLING FOR A THRIVING FUTURE

One of our fabulous fundraisers got on his bike to raise more than £2,000 for us. Guy Busher cycled 1,000 miles in memory of his late wife Elly. He was inspired to raise money for WWF to help protect the natural world. “I would like to leave a world my grandchildren can thrive in,” he said. Together, our wonderful team of runners, trekkers and cyclists raised more than £890,000 for us during the past 12 months. We are enormously grateful to every one of them. To join the race to save our world, visit

www.wwf.org.uk/events



**NOW MORE THAN EVER, THE WORLD
NEEDS WWF - IT IS AN ESSENTIAL
ORGANISATION TACKLING THE
BIGGEST CHALLENGES OF OUR TIME**



Chairman's Challenge,
near Cape Wrath.
© James Roddie / WWF-UK

A MESSAGE FROM OUR CHAIR

I am by nature an optimist, and there were many things this last year that gave me reason for hope. But there were also familiar frustrations for those of us whose hearts are set on nature's recovery and a safer climate.

When I became chair of WWF-UK in 2020, the prospect of just a decade to put the world on course to meet 2030 climate and nature commitments was an urgent one indeed. Now more than half that decade has passed, and many governments and businesses still show precious few signs of setting us on track.

In the face of many pressures working against our agenda, it truly inspires me that WWF has made groundbreaking progress, as you'll read in these pages.

As ever, this is down to the incredible efforts of WWF colleagues in the UK and across the network, together with our committed partners.

In my sixth and final year as chair, I share my deepest thanks to all colleagues, partners and supporters. Their continued determination is making a positive difference for our planet.

The strength of the WWF brand, and the warmth people feel towards it, give me great hope for the future.

Now more than ever, the world needs WWF – it is an essential organisation tackling the biggest challenges of our time at a pivotal moment.

Dave Lewis



“
**WE’VE USED EVERY
OUNCE OF OUR
RESOLVE TO STAND
UP FOR NATURE -
24 HOURS A DAY,
SEVEN DAYS A WEEK**

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

© Jack Taylor / WWF-UK

A MESSAGE FROM OUR CHIEF EXECUTIVE

It's been a tough year. One where we've relied more than ever on the unwavering support of our amazing members, adopters, partners and many others. Your commitment provides the lifeblood for our successes and keeps our vital voice for nature strong. I can't thank you enough.

Thanks to your support I'm pleased to report we're on track to meet our ambitious targets to protect and restore many wild species and places. You've helped boost our impact too – not least the 168,000 people who took action through our Prescription for Nature campaign, helping us demonstrate people's strong feeling of connection with nature and desire to help restore it.

Our next generation provided me with great inspiration throughout the year – particularly when I spent time with our youth ambassadors. Hearing directly from them was a timely reminder we must act with ever greater urgency to bring our world back to life.

That's exactly what we'll do. From restoring seagrass and oyster populations in the Firth of Forth, to counting krill from space, to calling on world leaders to put nature and the climate at the heart of their decisions. We'll use your unwavering support to ensure the world we leave to future generations is a proud legacy of your energy, commitment and generosity.

Tanya Steele

OUR FOCUS 2024-27

We're working on five key outcomes to keep us on track for our 2030 vision to end the loss of nature and start its recovery. We're working through our global network, together with governments, businesses, local communities and others.

Our investment in each outcome:

1 STOP DEFORESTATION

2024-25
£10.7M

2023-24
£11.2M*

We're protecting forests so they support a thriving natural world and stable climate.

2 DELIVER A SUSTAINABLE FUTURE IN THE UK

2024-25
£9.0M

2023-24
£13.1M*

We're ensuring nature, climate and people are at the heart of high-level decision-making.

3 BRING NATURE BACK FROM THE BRINK

2024-25
£25.2M

2023-24
£23.5M*

We're supporting conservation programmes that protect threatened wildlife and wild places.

4 INSPIRE PUBLIC ACTION FOR NATURE

2024-25
£2.9M

We're mobilising public support that compels governments and businesses to act.

5 GROW SUPPORT

2024-25
£11.9M

2023-24
£13.5M*

We're increasing our supporter base, building partnerships and growing our fundraising income to drive our mission.

*RESTATED

OUR ACHIEVEMENTS AND PERFORMANCE

The following pages summarise our achievements and performance this year towards the five outcomes. Read more at: [wwf.org.uk/annualreport](https://www.wwf.org.uk/annualreport)





1 STOP DEFORESTATION

Food production is the single biggest cause of deforestation. By 2027, we'll have helped slow deforestation and demonstrated solutions that can contribute to halting it by 2030.

This year we published the latest edition of our flagship Living Planet Report, which revealed the average size of monitored wildlife populations has plummeted by an alarming 73% since 1970. It warned that the world is dangerously close to irreversible tipping points such as the decline of the Amazon rainforest.

The report's science and messages strengthened our call for world leaders to implement their nature and climate commitments with much greater urgency.

Industrial agriculture is the primary driver of deforestation globally, and food systems are responsible for 30% of global greenhouse gas emissions. To help address these problems, we produced recommendations on how a food systems approach to tackling climate change can support stronger international climate action. We used them to support our advocacy at the UN COP29 climate summit.

Our advocacy efforts before COP30 also paid off when the hosts, Brazil, confirmed forests and food systems would be key themes at the summit.

We launched an influential publication outlining the drivers of deforestation along with potential solutions. This helped us engage with governments, development banks and civil society on this issue. We pressed financial institutions and businesses to boost nature-positive finance and responsible supply chains.

We're determined to reduce the flow of private finance supporting activities that drive deforestation. To support this, we launched our Environmental Crimes Financial Toolkit, a digital platform to help financial institutions better detect environmental crimes in their operations. It helps in assessing risks and strengthening screening across 14 high-risk commodities and 66 high-risk countries. More than 30,000 users have accessed it.

We championed climate finance for Amazonian Indigenous peoples, to help them continue protecting their land, which is essential in fighting climate change. A report we produced with Indigenous organisations in Latin America has guided our engagement with donors and aid agencies.

Also, in response to a rise in fire outbreaks in Brazil, we funded training and 1,500 items of equipment for 10 new fire brigades. And we supported strategies to prevent fires and tackle them more effectively. Most of the fires were human-caused, raising concerns that fire is being used intentionally to destroy primary forest.

Our work to help protect the Amazon from deforestation included support for a project to make cattle ranching more sustainable in Madre de Dios, Peru. The project focuses on regenerating the land while reducing deforestation and illegal activities. Early results showed improved soil conservation and no deforestation.

2 DELIVER A SUSTAINABLE FUTURE IN THE UK

By 2027, we'll have ensured the UK's largest businesses are delivering robust plans that support nature and the climate, and new legislation will compel our governments to keep their environmental promises.

Many of the most effective ways to cut emissions towards net zero rely on nature. We're determined to ensure businesses and financial institutions set out detailed plans to shift to a low-carbon economy – and that their plans support the recovery of UK nature.

We worked with banks, insurers and others on a report outlining policies needed to make it mandatory for UK financial institutions and large companies to produce transition plans. Our proposals helped shape consultations the government announced.

Working with Aviva, we also produced a report calling on the UK government to develop nature-positive transition pathways. These would help businesses identify opportunities and manage net zero transition risks.

A government watchdog cited our report when recommending the idea. And 28 UK businesses, organisations and trade associations signed our statement in support of the pathways.

To support a rapid and cost-effective shift to a net zero carbon economy in the UK, we're advocating for our Net Zero Test. It's a tool for the UK government to assess whether its tax and spending plans align with net zero targets. Doing so will help supercharge the green economy and avoid polluting schemes.

This year, we produced a guide that explains how to implement the Net

Zero Test and our Net Zero Investment Plan, which will pinpoint gaps in the investment needed to shift the whole economy to net zero. As a result of our advocacy, the government hired staff to examine how to introduce a Net Zero Investment Plan.

We also pressed the UK government to introduce a Living Planet Act. This would require policymakers to jointly consider how we use our limited land and sea to produce food, restore nature and mitigate against climate impacts. Seeing these as a combined 'triple challenge' will highlight opportunities to benefit all three.

We're running pilot projects to provide vital evidence of the benefits. Our 'wholescape' projects in Norfolk, Pembrokeshire and the First of Forth link rivers, landscapes and seascapes. They achieved good progress this year. (See 'Our highlights' on pages 4-9.)

Also in Scotland, we influenced new legislation to amend Scotland's Climate Change Act, and our report with Royal Bank of Scotland on financing the transition to regenerative agriculture helped us strengthen the case for a stronger policy framework.

In Wales, WWF Cymru influenced the government to introduce both a Nature Bill and a National Seagrass Action Plan. We also successfully pressed the Welsh government not to water down its agricultural pollution regulations.

A close-up, high-contrast photograph of an elephant's head, focusing on its eye and the deeply wrinkled texture of its skin. The elephant's eye is a striking orange-brown color, looking directly at the viewer. The skin is dark and heavily textured with deep, vertical and horizontal wrinkles. The lighting is dramatic, highlighting the ridges and valleys of the skin.

3 BRING NATURE BACK FROM THE BRINK

By 2027, we'll have ensured priority habitats and species are protected through conservation work that's increasingly led by and benefiting Indigenous peoples and local communities.

We built on our proud history of helping to protect and restore priority habitats and species populations. Here's a flavour of our many successes this year.

In Kenya, our support for black rhino conservation contributed to a 5.5% annual increase in their numbers, to 1,059 – in the face of pressures including poaching.

In India, the government announced the findings of the first survey of the entire 8,500km range of river dolphins, which we supported. It estimated there are 6,327 river dolphins. The information will help ensure the most suitable conservation measures.

Nepal estimated it is home to a relatively stable population of 397 snow leopards, following its first nationwide survey of these big cats. We supported the survey.

We mapped jaguar 'corridors' between protected areas and Indigenous lands in more than 2,000 areas across Latin America. The findings will guide our conservation efforts.

With support from the Trillion Trees Reforest Fund, we planted 40 hectares of seedlings to help restore degraded areas of Kenya's Kaptagat forest. Local farmers can grow crops among the seedlings – and the seedling survival rates are an impressive 93%.

In southern Kenya and northern Tanzania, we worked with the Centre for Large Landscape Conservation to

map 24 critical wildlife corridors relied on by elephants, lions and African wild dogs. Our map will guide policy to help protect and connect wildlife.

In the Ruvuma transboundary landscape, in Tanzania and Mozambique, our human-wildlife conflict project has seen a decline in incidents. No elephants or lions have been killed in retaliation in the villages central to our project.

We supported WWF-India to conduct camera trap surveys and gather essential data on wildlife movements in Satpuda-Pench corridor. The information will help reduce human-wildlife conflict. Surveys revealed tigers, leopards, sloth bears and Indian wolves.

As official advisers to the UK government delegation on bodies responsible for managing the Antarctic and Southern Ocean, we advocated for the designation of Southern Ocean marine protected areas. We pressed for improved Antarctic krill fishery management. And we called for emperor penguins to become a 'specially protected species'.

We also launched Krill from Space – a project to help protect creatures central to the Antarctic food chain. We hope to identify surface krill swarms from 20 years of satellite imagery. This could help us understand changes in their abundance and distribution in a rapidly warming ocean.

4 INSPIRE PUBLIC ACTION FOR NATURE

By 2027, our campaigns and programmes will encourage the UK public to care more about nature loss and climate change and take action to help achieve positive change.



Joe Wicks at the TCS
Mini London Marathon.
© LondonMarathonEvents

This year we launched Prescription for Nature, a campaign to inspire everyone to get a daily dose of nature. We know nature has an incredible power to boost our wellbeing, yet a third of Brits spend time in nature just once a week or less. We want to change that, so we generated a host of activities anyone can do to connect with nature and take action to help restore it. This Morning's Dr Sara Kayat fronted our ITV1 advert, reaching 20 million people with the message that being outside for just 20 minutes a day can make a huge difference to our wellbeing.

Since then, more than 15,000 people from across the UK have joined us at events in nature, taking on challenges such as our Big Winter Wander, Great Wild Walks and Brave the Chill. We teamed up with Good Gym, Parkrun and the London Mini Marathon to help more people get outside. Stars including Joe Wicks, Ellie Goulding, Sir Andy Murray, Kedar Williams-Stirling and Geri Horner helped us spread the campaign even further.

We also know that the more people feel connected to nature, the more likely they are to take action to protect it. So we're working hard to break down barriers to everyone across the UK accessing and connecting with nature. We created 'daily dose of nature' packs and live lessons for schools, supported community events, launched nature and wellbeing grants in Wales, and created resources for businesses.

In all, more than 168,000 people have taken an action in support of the campaign so far, exceeding our target. It has also attracted more than 84,000 new supporters to WWF. Polling of supporters showed people who saw our campaign felt more connected to nature and more inspired to act. And a YouGov survey of the public showed a 9% increase in people reporting a sense of connection to nature, between September 2024 (62%) and April 2025 (71%).*

We have lots more planned for the campaign this year. You can join us: get started by requesting our free pack at

www.wwf.org.uk/prescription-for-nature

* YouGov plc, 2,131 adults (September 2024), 2,110 adults (April 2025)

5 GROW SUPPORT

By 2027, we'll have boosted our income and increased the number of people who support us. This will strengthen our ability to achieve our 2030 mission.

This was a very challenging year, economically. And, for many, nature and the climate slipped down the priority list. Yet, more than 303,000 new people chose to support us. We are truly grateful to them and to the high proportion of supporters who chose to stay with us. Your loyalty is more important than ever to our work.

We were less successful in raising as much funding as we'd hoped, reaching £89.3 million – 3% lower than last year. Nonetheless, we attracted some incredible support.

We celebrated the 15th anniversary of support from players of People's Postcode Lottery, who this year contributed another crucial £3 million. People holding or taking part in events for us this year raised nearly £2 million. And our Christmas campaign to 'give a gift that lasts' inspired almost 44,000 new people to take out an adoption or membership – similar to last year.

The amount generously gifted to us through legacies rose by £2 million, to more than a fifth of our income. This support allows us to make a huge difference for future generations.

We launched a five-year, multi-million pound partnership with GSK to conserve and restore freshwater resources across two severely water-stressed regions in India and Pakistan.

We renewed our partnership with Reckitt for three years. It will support river basin work in India and Brazil

and water stewardship in South Africa and Pakistan, along with sustainable palm oil sourcing in Indonesia. This year, 170 smallholder farmers accessed an app we developed to help them trace palm oil throughout the supply chain. And we trained 3,000 farmers in sustainable agriculture.

Our AB InBev partnership helped to regenerate over 5,000 hectares of land managed by farmers in Zambia. With Sky we launched a report that generated substantial interest in saltmarsh conservation. And with Vodafone and colleagues in Kenya, we trialled an AI camera system to help manage human-wildlife conflict in the Mara Conservancy.

Our award-winning partnership with Aviva concluded as planned. Together, we worked with nature to tackle the climate crisis, and connected tens of thousands to nature across the UK through volunteering and educational events.

Our partnership with the John Lewis Partnership and the Waitrose Foundation continued to support our wholescape work in Norfolk, as well as projects in South Africa and India.

We also completed the five-year Climate Solutions Partnership with HSBC and World Resources Institute. This year it delivered ambitious clean energy solutions across Asia and supported the shift to sustainable palm oil. We renewed our partnership with HSBC.

OUR PEOPLE

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

Having employees who are truly engaged in our mission is an absolute priority for us. We run a regular engagement survey among all staff. This year we increased our engagement score by 5%, which puts us 6% above the benchmark for non-profit organisations in the UK.

We've continued to increase the number of learning and development opportunities we offer all colleagues. These include apprenticeships – from data engineering to transformational leadership – and courses that build our employees' resilience, leadership and influencing skills. Such development has increased colleagues' chances of making the most of career progression and secondment opportunities within WWF.

We've enabled our leaders to nurture the talented people at WWF through regular and consistent evaluations. The better our leaders know their team members, the better they can support wellbeing and professional development. We've also ensured we put our people, their capabilities and their capacity at the heart of all our planning decisions.

We've also continued to build on the success of our diversity, equity and inclusion (DE&I) strategy. Our reciprocal mentoring programme has provided different perspectives to conversations at a senior level. We've trained managers in making 'reasonable adjustments' to reduce disadvantages in the workplace. And we received Disability Confident Employer accreditation level two.



Using GPS equipment for a carbon and nature project in Vietnam. © WWF-US / Justin Mott



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, Nicky Cox, Sir Jeremy Darroch, Will Day, Prof Jonathan Drori OBE, John Elkington, Princess Esméralda of Belgium, Alastair Fothergill OBE, Anna Friel, Ellie Goulding, Sir Richard Kleinwort, Megan McCubbin, Conor McDonnell, Sir Andy Murray, 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



I LOVE THAT WE GET TO SUPPORT INNOVATIONS IN CONSERVATION - FROM CAMERA TRAPS TO MECHANISED SEAGRASS SEED CUTTERS IN THE UK - AND FOLLOW THE STORY OF THEIR IMPACT OVER THE YEARS

Jules, 2030 Circle member since 2021

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, Apex Foundation, Blueberry Hill CIO, Mr Jonathan Boyes, Mr Fred Carrick, Children's Investment Fund Foundation (CIFF), Mr Leighton Chumbley, Clean Cooling Collaborative, Mr Patrick Degorce, William and Anna de Winton, European Climate Foundation, Ingram Trust, Ms Carol Kemm, Ernest Kleinwort Charitable Trust, The Magic Trust, The MCS Charitable Foundation, Moondance Foundation, The National Lottery Community Fund, The National Lottery Heritage Fund, funds raised by players of [People's Postcode Lottery](#) and awarded by Postcode Planet Trust, Prime PLC, Ms Anne Reece, Reviva Softworks, Sequoia Climate Fund, The Shears Foundation, The Peter Smith Charitable Trust for Nature, Swire 2765, The Hugh Symons Charitable Trust, The Michael Uren Foundation, Garfield Weston Foundation, Mr Roy Williams

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

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 Britvic, Coinstar, GSK, Heineken UK, HSBC, John Lewis Partnership, Jones Lang Lasalle (JLL), KPMG International, Liz Earle, Marks and Spencer, MBNA, NatWest, Nestlé, Next, Procter & Gamble, Reckitt, Revolut, ScottishPower, Sky, Sodexo, Tesco, Vodafone

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

Ascot Underwriting Holdings Limited, Cheeky Panda, Cinven, Freshfields, Life TCG, Liforme, Mondi, Octopus Energy, Pacific Life Re

For information about getting your business involved, please email business@wwf.org.uk

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.

Daze Aghaji, Alistair Aiken, Clare Aiken, Amazing Arabella, Amber Anderson, Kalpana Arias, Elliot Arthur-Worsop, Steve Backshall, Fehinti Balogun, Meg Bellamy, Sam Bentley, Liz Bonnin, Alfie Bowen, Julia Bradbury, Sam Branson, Gabriella Brooks, Gillian Burke, Andy Cato, Jim Chapman, Jacob Collier, Inka Cresswell, Lizzie Daly, Harris Dickinson, Kelly Eastwood, Gizzi Erskine, Arthur Frederick, Portia Freeman, Anais Gallagher, David Garrido, Guy Garvey, Hot Wax, Issey Gladston, Tom Glynn-Carney, Goat Girl, Thorrun Govind, Geri Halliwell-Horner, Finn Harries, Tayshan Hayden-Smith, Lou Hayter, Billy Heaney, Sam Heughan, Holly Humberstone, Amy Jackson, Georgia May Jagger, Dr Sara Kayat, Dafne Keen, Fran Kirby, George Lamb, Edd Lees, James Levelle, Daisy Lowe, Stella McCartney, Declan McKenna, The Maccabees, Tiphaine Marie, Kristian Menza, Dr Scott Miller, Tait Miller, Fay Milton, William Moseley, Haroon Mota, Dan O'Neill, David Oakes, Ollie Olanipekun, Isabella Pappas, Arthur Parkinson, Sophie Pavelle, Katy J Pearson, Nadeem Perera, Dougie Poynter, Gwilym Pugh, PVA, Anjali Raman-Middleton, Toby Regbo, Katrina Ridley, Alexei Rojas Fedorushchenko, Harry Skeggs, Slowdive, Hannah Stitfall, Connor Swindells, Zanna van Dijk, Joe Wicks, Rose Williams, Levison Wood

LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills throughout 2024-25 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



Front cover © Luo Xiaoyun, Back cover © Paul Rogers / WWF-UK
Design by Made Noise / Edited by Guy Jowett



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

© 1986 panda symbol and © "WWF" Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725)