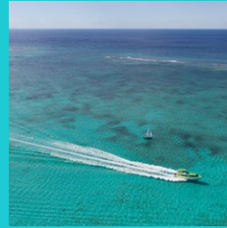




2022 WWF-US ANNUAL REPORT



A fire burns in Brazil.



This year, the planet continued to strain against some of the largest, most unprecedented threats it has ever faced. At WWF, we knew we had to offer an equally unprecedented response.

So this year we went big,
aligning every action—small
or large—against a massive
shared goal: ensuring people
and the planet thrive.



Understanding the forces that affect nature, wildlife, and people is central to WWF's work. Here, Arjun Kamdar, a WWF elephant biologist, searches for signals to record the movement of a radio-collared elephant in Assam, India.

CarolAnn Hester points to salmon in her smokehouse in Naknek, Alaska. WWF's support of local communities and other partners helps protect resilient ecosystems and livelihoods in Alaska's Bristol Bay.



The stories you'll read on the following pages represent the building blocks we are assembling to secure a more sustainable future for us all.

Assembled a powerhouse coalition to accelerate conservation

Enduring Earth takes flight

The window of opportunity is rapidly closing to limit planetary warming and save many species that are being pushed toward extinction. In response, governments around the world have committed to securing vast swaths of natural areas—places that conserve biodiversity, support people’s cultures and livelihoods, and offer nature-based solutions to climate change—aiming to protect 30% of lands, oceans, and waters by 2030. To achieve such an ambitious goal will require a massive, rapid, and coordinated response—yet many countries do not have the means or conditions to move at the necessary speed or scale.

Enter Enduring Earth, an unprecedented collaboration of environmental and philanthropic changemakers: The Nature Conservancy, The Pew Charitable Trusts, WWF, and ZOMALAB, the family office of Ben and Lucy Ana Walton. Introduced in September 2021 and using a proven assessment, planning, and finance approach called Project Finance for Permanence (PFP), Enduring Earth will leverage its combined reach and expertise to develop 20 PFPs by 2030 that support community development while accelerating ocean, land, and freshwater conservation to help address the climate and biodiversity crises.

Expanding on successful PFPs in Bhutan, Brazil, and Peru, WWF marked significant progress with Enduring Earth’s support during FY22, exploring, initiating, or launching PFPs in Belize, Colombia, and Namibia.



\$450 M

Funding commitments secured in the first year of the Enduring Earth collaboration, to develop and support new and current PFPs



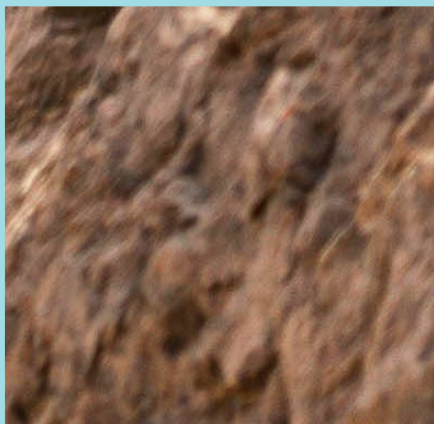
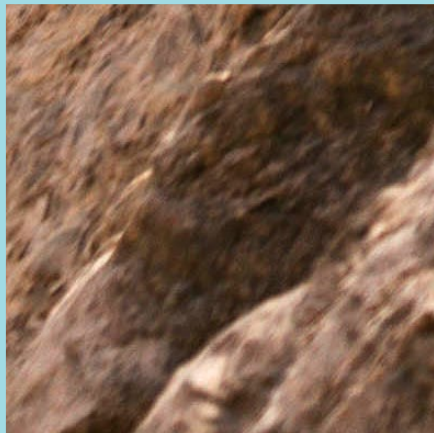
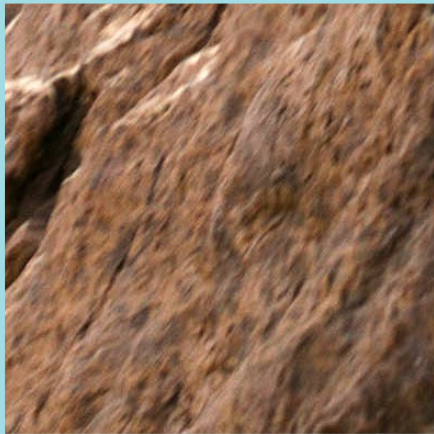
This year Colombia celebrated the launch of the Heritage Colombia PFP. Thanks to incredible public and private financial support, the Government of Colombia and its partners are now on track to permanently protect 79 million acres of iconic natural areas, including 30% of the country's marine areas, by 2030.



Nepal has nearly tripled its population of wild tigers—to 355—according to a survey released in July. Researchers used camera traps to count the elusive cats, identifying individuals by their unique stripes and employing a robust statistical model to estimate abundance and population density. Nepal's success is attributed to expanded protected areas, heightened security measures, and the crucial and enthusiastic support of local communities.



Doubled down on bringing tigers back



Year of the Tiger marks a new high point for the big cats

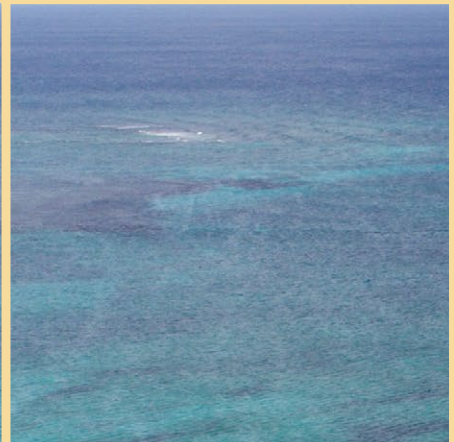
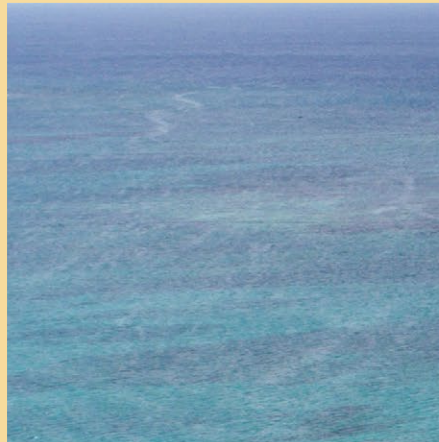
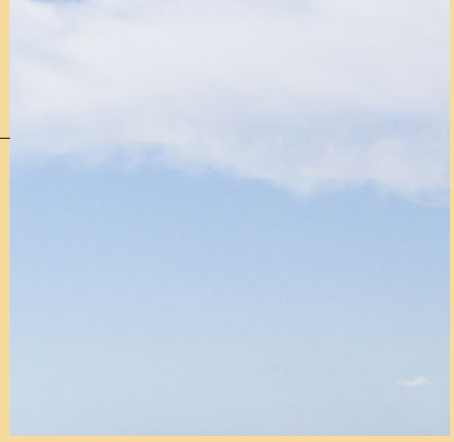
In 2010, when the population of wild tigers had fallen to an estimated 3,200 individuals, Asia's 13 tiger range countries pledged to double that number by 2022, galvanizing one of the most ambitious conservation efforts in history.

By 2016, the population estimate had risen to approximately 3,900. Today there are approximately 4,500 wild tigers—shy of the target but proof that the conservation work is paying off. Numbers are up in Bhutan, China, India (the global stronghold for tiger conservation), Russia, and Nepal.

From the beginning, and with the support of many committed donors, WWF and our partners worked to help steer resources to places with long-term potential for tiger survival. As range countries set their sights on the next year of the tiger in 2034, WWF-US will continue to back strategies to protect the cats and their landscapes, including ensuring benefits to local communities and addressing human-tiger conflict; advocating for increased investment and political support at home and abroad; ensuring tiger protection efforts are aligned with broader conservation priorities; and identifying opportunities to recover and expand the cats' range.

40%

Increase in estimated population of wild tigers, from 3,200 in 2010 to about 4,500 in 2022, according to the IUCN



Developed **an ambitious plan** for nature-positive seascapes

Oceans strategy makes waves

The benefits that healthy oceans bring to both planet and people are far from guaranteed. Human activity is putting unprecedented pressure on ocean health, at the risk of compromising everything that inspires and supports life in and around the oceans.


To address this, our new oceans strategy integrates three areas of effort: our place-based conservation work as applied toward nature-positive seascapes; our global-scale oceans work in markets, finance, and conflict resolution; and our peacebuilding and advocacy work concerning the marine resources impacted by climate change.

Progress toward these goals is already underway via new initiatives,

agreements, and partnerships that marked important milestones in the past year. We partnered with the UN Office on Drugs and Crime to test knowledge sharing in Ecuador in order to better identify vessels performing unsustainable fishing. We added and strengthened six partnerships to create more sustainable seafood products, including with major US-based grocery chain Kroger as they launched more comprehensive sourcing commitments for both farmed and wild seafood. And we've continued to work with local communities on mangrove management plans and sustainable small-scale enterprises in Mexico, Madagascar, Colombia, and Fiji.

100 million

Number of people WWF's ocean strategy hopes to support by securing reliable food sources and sustainable livelihoods by 2030

An aerial photograph of a tropical ocean. The water is a vibrant turquoise color, revealing the seabed and coral reefs. A white speedboat with a green canopy is moving from the bottom right towards the center, leaving a white wake. Further out, a small white sailboat is visible. The horizon is a clear blue line under a sky with scattered white clouds.

In November, the **Government of Belize, WWF, and The Nature Conservancy** signed a **memorandum of understanding** to secure protection of the country's marine and coastal ecosystems through a finance mechanism known as Project Finance for Permanence (PFP). This will be the world's first fully coastal and marine PFP. It builds on work to inventory the carbon stored in these ecosystems and to include mangroves in plans to meet the country's climate commitments.



As part of a massive coalition, WWF advocated for passage of the US Inflation Reduction Act, unlocking unprecedented federal investment in climate solutions. The bill gets at one of the root causes of climate change—carbon emissions from burning fossil fuels—and recognizes the vital role of nature in responding to the crisis. WWF supporters sent more than 25,000 messages to elected officials in support of WWF's government affairs work on the bill.



Empowered even bolder climate action for the future

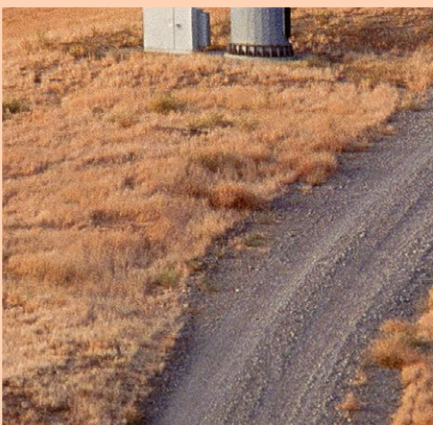
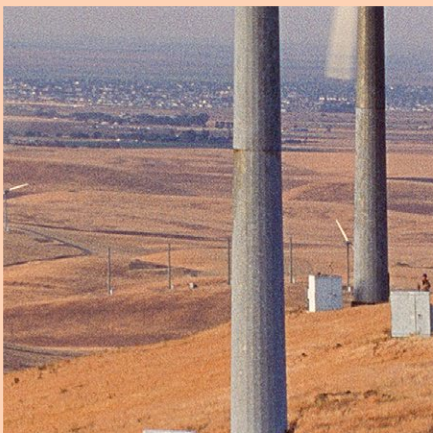
Climate strategy helps leaders forge science-driven solutions

The deepening climate crisis requires decisive and immediate action to realize a climate-resilient and zero-carbon world—one powered by renewable energy.

This year, WWF accelerated that transition by leveraging our unique expertise in science-driven decision-making with our decades of experience serving as a trusted advisor to policy-makers and business leaders in countries around the world.

In November 2021, we released a blueprint for implementing high-impact, high-quality, nature-based solutions for climate mitigation. The following May, eight major environmental and Indigenous peoples' organizations, including WWF, released the *Tropical Forest Credit Integrity Guide* to help companies make smarter decisions when purchasing tropical forest carbon credits. That same month, WWF and partners also launched a pilot version of the Carbon Credit Quality Initiative, a tool that provides independent scoring of carbon credit offerings aimed at ensuring the integrity and quality of carbon markets. And in September 2021, we launched the Climate Business Network to help some of WWF's most significant corporate partners meet their science-based emissions reduction targets—and to inspire and equip them to drive even more ambitious corporate action.

Together, these efforts enhance WWF's long-standing climate mitigation and adaptation efforts and supercharge our ability to face down one of the defining crises of our time.



5000

Approximate number of leaders representing businesses, governments, and institutions working to advance climate action through the WWF-coordinated America Is All In coalition



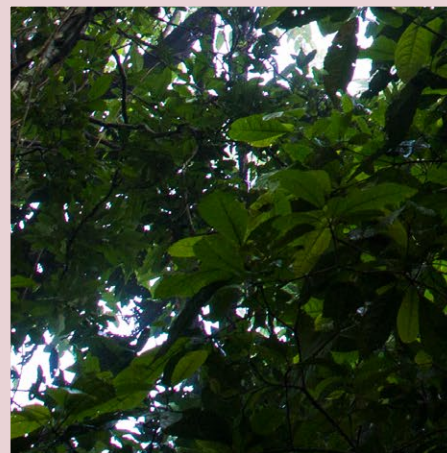
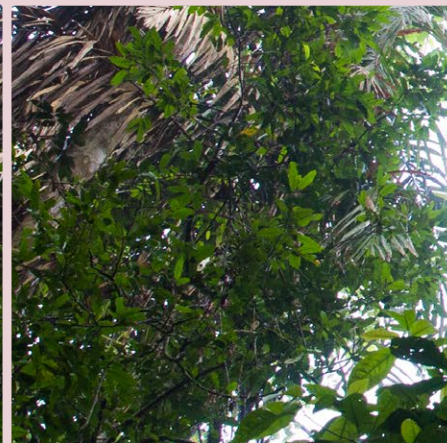
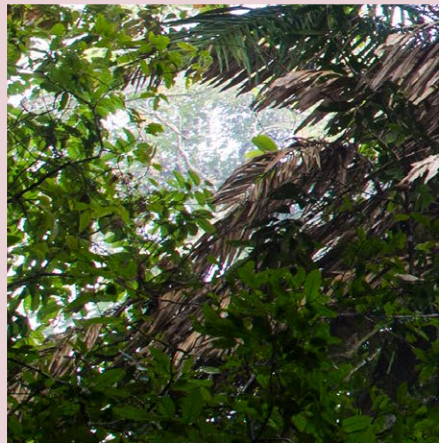
Zeroed in for bigger impact on forests

Forest research and conservation efforts reach for the sky

Forests are central to the diversity of nature and to human well-being. In fact, a March WWF report, *The Vitality of Forests*, explores the scientific evidence demonstrating the critical role that forests play in public health. Their protection, management, and restoration support disease regulation, nutrition, and more, all benefits that will become increasingly important as we face the health impacts of climate change.


But nearly half of the world's forests are threatened by deforestation and degradation. Countering these twin pressures at the necessary scale compels us to both focus and expand our work, to pull the levers of change by influencing funding and policies and by harnessing markets in service of forest conservation.

To that end, WWF in 2021 launched Forests Forward to engage, educate, and mobilize businesses to deliver on their sustainability goals and realize meaningful, lasting change. It's a one-stop shop for companies looking to implement best practices around nature-based solutions; design and implement responsible supply chain strategies; and improve forest management. In FY22, Forests Forward grew to include seven companies, most recently welcoming consumer goods corporation Procter & Gamble and paper producer Sylvamo.



12%

Amount of the Amazon rain forest now under permanent protection thanks to collaborative conservation financing efforts in Colombia, Brazil, and Peru



In October 2021, **Forests Forward** participant **HP Inc.** committed **\$80 million** to address the **impacts on forests** of paper used in HP printers. By June 2022, HP and WWF had identified three critical landscapes (Australia, Brazil, and Peru) in which to expand their joint work over the coming years. The partnership will impact nearly 1 million acres of forest landscapes and sets the bar for corporate responsibility for even the indirect environmental impacts of their business.



Expanded our impact across geographies and at different scales

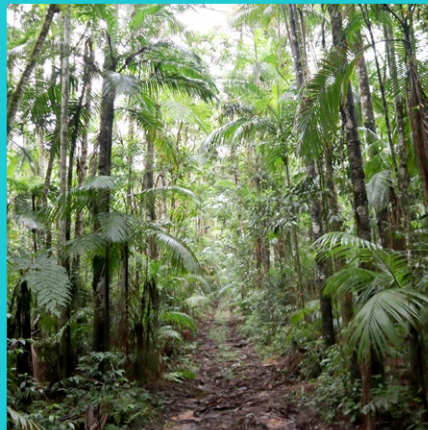


Established a model of effective transboundary water management

The Cuando River, which spans parts of Angola, Botswana, Namibia, and Zambia, is a lifeline for the wildlife and people of the Kavango-Zambezi Transfrontier Conservation Area. Much of the river's basin is protected for conservation and ecotourism, but development, especially in the headwaters, threatens its health. In 2018, WWF partnered with regional decision-makers to summarize the state of the basin's health, and this year the group issued a basin report card with a C- grade, which translates to a moderately healthy basin in need of further research and investment. The interagency report card process is significant: In a region where basin health indicators are scarce, WWF provided critical guidance in assessing the indicators that were available, meaning that the lack of perfect data won't delay vital action.

Spearheaded science-based targets for corporate action

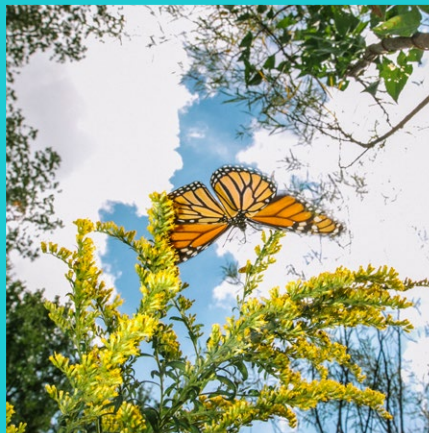
As a founding partner of the Science Based Targets initiative (SBTi), WWF has led the way in helping global businesses set emissions reductions goals that are based on leading climate science. To date, more than 1,200 companies have committed to SBTi's Net-Zero Standard; many sent executives to the 2021 UN climate change conference to call on governments to join them in bold climate action. Concurrently, members of the Science Based Targets Network (SBTN) are helping companies set goals for integrated action on climate and nature. WWF and HP are pioneering science-based targets for forests and land. We're co-leading SBTN's freshwater work to develop corporate target-setting guidance. And in June, WWF and Conservation International announced co-leadership of a new effort to set targets for seafood supply chains.





Advanced a global plastics treaty

Since the mid-20th century, humanity has produced 9.1 billion tons of plastic, and much of it has ended up in nature. We're on track to more than triple global plastic production by 2050, with potentially catastrophic implications. Acting fast to stem this tide requires an international framework that can reduce virgin plastic production, decouple plastic production from fossil fuels, and keep indispensable plastics in our economy and out of nature. A poll released by WWF in February demonstrated overwhelming public demand for a global treaty to address this crisis, and in March the UN Environment Assembly committed to establishing a legally binding international agreement by 2024. WWF played an instrumental role in this historic resolution by directly engaging the US State Department and rallying support from more than 100 business leaders, as well as from WWF activists in the US, who sent nearly 800,000 messages calling for the treaty.



Provided a glimmer of hope for endangered migratory monarchs

The news in July 2022 that migratory monarch butterflies had been classified as Endangered by the IUCN Red List came despite decades of concerted efforts to protect the butterfly's habitats throughout its significant North American range. The eastern monarch migration is a wonder of nature nearly 3,000 miles long, from the northern US and southern Canada to the mountains of central Mexico. There, in the Monarch Butterfly Biosphere Reserve—which is managed by local communities with the support of the Mexican government, other local partners, and WWF—monarch butterflies overwinter in enormous colonies. For the past 29 years, researchers have conducted annual field surveys of the butterfly's winter colonies, estimating the population by mapping the forest area they cover. It's in those forests of oyamel firs that researchers have found reason for optimism about the monarch's chances: After years of falling numbers, the 2021–22 winter season saw 35% more butterflies than the year before.



Delivered vital resources for school-aged kids

WWF's Wild Classroom was launched in 2017 with the goal of providing free educational resources to help students explore and understand the natural world and our place in it. Aimed at educators and parents, this growing library of age-appropriate content is aligned with US national education standards and features lesson plans that spotlight iconic species and habitats as a window to exploring larger conservation issues such as climate change, deforestation, and food waste. Interactive virtual events, where WWF experts share their experiences and answer students' questions, supplement the curriculum. Named one of 2021's Best Digital Learning Tools by the American Association of School Librarians, Wild Classroom has inspired thousands of teachers, parents, and—most important—kids.



Fostered partnership to promote sustainable infrastructure

WWF works to ensure a future where natural infrastructure is conserved and built infrastructure meets societal needs while maintaining resilient ecosystem services and biodiversity and minimizing greenhouse gas emissions. In October 2021, WWF-US entered a strategic partnership with the International Federation of Consulting Engineers—the engineering industry's largest member association—to combine the strengths of the conservation and engineering communities to generate sustainable infrastructure solutions. WWF and the Center for Large Landscape Conservation are collaborating on the Linear Infrastructure Safeguards in Asia project, funded by the US Agency for International Development. The project aims to increase implementation of effective natural resource safeguards for linear infrastructure, such as roads and power lines, that protect people and nature from harm in India, Mongolia, and Nepal.



Celebrated a bison milestone

In 2020, a herd of 100 plains bison was released onto the newly established Wolakota Buffalo Range on the Rosebud Indian Reservation in South Dakota. The plan was to grow the herd over time to help restore native grasslands and improve food security. Two years on, our wildest expectations have been exceeded.

Owing in part to bison donations from Wind Cave National Park and others, and in part to spring births of hundreds of calves, the herd count has already surpassed 1,000—the number needed to preserve genetic diversity. Wolakota is now on track to become North America’s largest Native owned and managed bison herd. This result was made possible thanks to the dedication of the Sičanǵu Corporation and the support of partners including WWF, the Department of the Interior, Conata Ranches, and American Prairie, along with many generous donors.



Launched an investing platform to fund sustainable innovations

Knowing that business as usual isn’t keeping pace with the twin crises of biodiversity loss and climate change, WWF set out to accelerate solutions. Our new investing platform, WWF Impact, aims to augment traditional philanthropic models by directing more funding to sustainability innovators—conservation-minded companies that can quickly generate positive impacts for people and nature. Building on the organization’s unique institutional knowledge, WWF Impact finds and funds companies focused on regenerative agriculture, food circularity, sustainable forestry, aquaculture advancements, and natural capital solutions. The platform steers capital to early-stage investments that hold promise of exponential impact and teams up with financial managers to fund more established enterprises that can take proven sustainability innovations to scale. Incorporated in August 2021, WWF Impact aims to build impact investing into a powerful financial tool for catalyzing transformational change.



Delivered meaningful results for people, wildlife, and the planet

Advocacy In 2021, WWF's more than 470 Panda Ambassadors—volunteers representing 49 US states, Puerto Rico, and DC—spent an average of 15 hours each on activities designed to advance WWF's goals.

River Resources *Rivers of Food*, a new WWF study, shows that a third of all food production is dependent on rivers and explains how we should transform the way rivers are managed to sustainably feed 10 billion people by 2050.

Protecting Rhinos Zero rhinos were poached in Kenya in 2020, owing in part to the use of thermal imaging infrared cameras. Now maker Teledyne FLIR has donated 100 more cameras to WWF, continuing a partnership that launched in 2016.

Climate Action President Biden's Earth Day executive order, supported by WWF, directs the federal government to mobilize toward halting deforestation globally, advancing nature-based solutions, and developing a system to account for nature's economic value.

Plains Partners Ranchers teamed up with WWF, with the support of Walmart Foundation, McDonald's, and Cargill, to begin improving 1 million acres in the Northern Great Plains, focusing on wildlife habitats, underground carbon storage, and clean water access.

People & Wildlife Human-wildlife conflict is one of the main threats to the survival of iconic species, according to *A Future for All*, a new WWF report that provides solutions for people and wildlife.

Indigenous Leadership Laying the groundwork for future collaboration, WWF supported two Indigenous-led conservation projects that focus on the food security, livelihoods, and cultural identities of Indigenous people in the Alaskan Arctic.

Nature-based Solutions To confront the interconnected crises of climate change and biodiversity loss, WWF is establishing a Nature-based Solutions Origination Platform designed to scale, align, and mobilize public and private investments in high-quality nature-based solutions.

Oceans Alliance WWF and cruise line Royal Caribbean Group renewed their sustainability-focused partnership. The pair will work to reduce carbon emissions, increase sustainable sourcing, and reduce plastic use on board.

Renewable Energy The Renewable Thermal Collaborative, founded by WWF and partners, won a \$10 million grant, increased membership by over 30%, and continued to advance industrial decarbonization in the US and beyond.

Sustainable Leather WWF is partnering with the Tapestry Foundation through a \$3 million grant to develop an innovative system to enhance traceability of the leather value chain in Brazil. The aim is to create a standard for deforestation-free leather and help reforest damaged landscapes.

Wildlife Trafficking A new initiative led by Viet Nam, WWF, and USAID will reduce consumption and combat trafficking of wildlife in and through the country, helping to protect species including rhinos, elephants, pangolins, primates, and big cats.

Plastic Products Plastic producers in Colorado will soon be responsible for the collection and recycling of their products as part of a 2022 initiative championed by WWF with the aim of replicating it nationwide.

Food Waste Industry giants Walmart and Sodexo signed on to the WWF-supported Pacific Coast Food Waste Commitment—joining over half of the regional retail grocery market in pledging to cut food waste in half by 2030.

Systems Thinking WWF published *The Craft of Systems Change: Practical Tools for a Complex World*, a free online book to help people design holistic and inclusive solutions for a green and fair future.

Healthy Watersheds Climate and water resilience are key components of a renewed partnership between The Coca-Cola Company and WWF that aims to improve watershed health by establishing local-to-local partnerships across 50 WWF offices and all of the company's operating units.

Clean Energy WWF's *Brighter Future* report demonstrates that by investing in the right renewables in the right places, we don't have to sacrifice free-flowing rivers to hydropower dams in the name of clean energy.

Restoring Grasslands Formerly plowed native wildflowers and grasslands are rebounding in the Northern Great Plains thanks to the partnership between Air Wick and WWF to reseed approximately 23,000 acres of the region.

Climate Science WWF global climate and energy lead scientist Stephanie Roe served as a lead author on the UN Intergovernmental Panel on Climate Change's report on climate mitigation, focusing on agriculture, forestry, and other land uses.

Mangroves WWF signed an agreement to collaborate on protecting mangroves, sustainable fisheries, and jaguars with the state of Nayarit, home to Mexico's second-largest population of the endangered cats, which are a focus of coordinated conservation efforts across their range.

Illegal Fishing Following advocacy by WWF and partners, the White House issued a national security memorandum directing federal efforts to combat illegal fishing and labor abuses in the global seafood industry.

Conservation Funding After a decade of advocacy by WWF and partners, Congress permanently reauthorized sale of the US Postal Service's iconic tiger stamp, which will continue to add to the \$7 million it has already raised for global wildlife conservation until all remaining stamps are sold.

“Given how dependent humanity is on nature for survival—from the rains that water a farmer’s fields to the trees that absorb carbon and filter the air we breathe—nature should be a bigger part of the global conversation. The good news is that increasingly it is.”



CLIMATE CHANGE AND NATURE LOSS are two sides of the same coin, and we know we can't solve one without addressing the other. Unfortunately, over the years solutions to these two enormous challenges have been pursued in isolation from each other, despite their undeniable connection.

The destruction of forests, prairies, mangroves, and other ecosystems by human activity has devastated wildlife, landscapes, and economies around the world and released massive amounts of greenhouse gases into the atmosphere, exacerbating climate change. Rising temperatures and extreme weather caused by climate change are in turn destabilizing biodiversity and degrading ecosystems and the services we receive from them—and round and round it goes.

The climate crisis and nature loss are not just bad for the environment—they also wreak havoc on the livelihoods, health, and food security of communities everywhere. But restoring nature strengthens biodiversity, and healthier ecosystems can help solve climate change and improve lives.

Public awareness of climate change has never been higher, which is a positive thing. But given how dependent humanity is on nature for survival—from the rains that water a farmer's fields to the trees that absorb carbon and filter the air we breathe—nature should be a bigger part of the global conversation. The good news is that increasingly it is.

A 2021 UN report by 50 of the world's leading climate and biodiversity experts underscored that the global crises of climate change and nature loss must be fought simultaneously. Recommendations for action included a particular focus on nature-based solutions, such as expanding nature reserves and other protected areas; preventing loss of forests and other natural ecosystems; and shifting to sustainable agricultural approaches.

And while the state of the planet can sometimes seem overwhelming, we see inspiring action. President Biden signed the Inflation Reduction Act into law, and it includes \$430 billion for addressing carbon emissions—the largest investment in US history. The president of Colombia recently announced that his country has protected and conserved more than 30% of its oceans and seas, eight years ahead of the global goal to protect 30% of the planet's land and water by 2030.

Protecting nature has been at the heart of WWF's work since our founding in 1961. Today, that dedication continues as we work with local communities, businesses, and governments on projects such as investing in seaweed as a climate mitigation tool and implementing strategies to double the world's wild tiger population. We're committed to protecting the nature that sustains humanity, and we're grateful for your partnership in this vital work.

Carter Roberts
President & CEO
WWF-US

Dr. Pamela Matson
Cochair
Board of Directors

Yolanda Kakabadse
Cochair
Board of Directors





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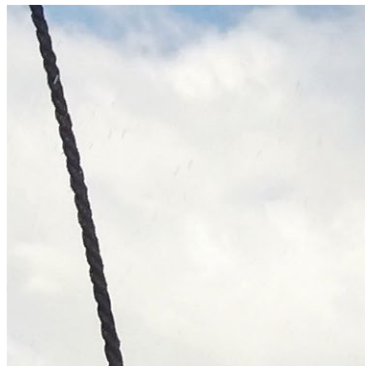
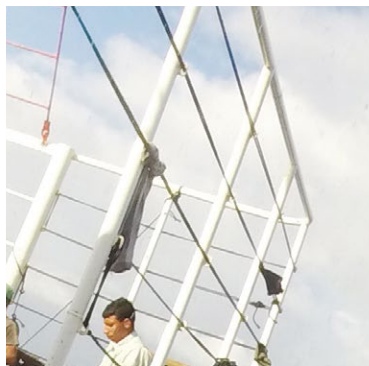
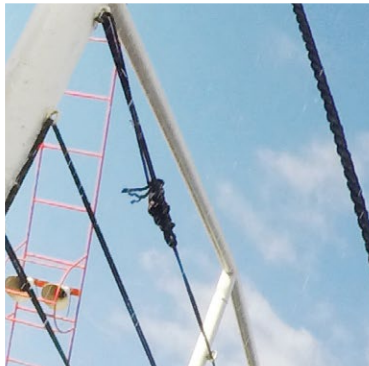
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Rae Wynn-Grant
Santa Barbara, CA

Conner Youngblood
Nashville, TN

In Memoriam

Dr. Thomas E. Lovejoy
Robert H. Waterman Jr.



Statement of Activities

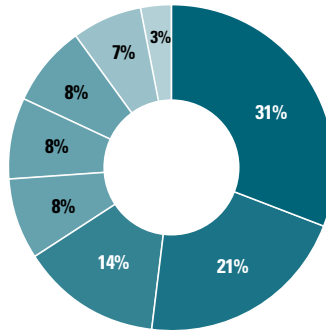
In FY22, WWF continued to build a better future for people and nature. All of our work is enabled by your support—at every level, every day.

As our approaches, strategies, and efforts evolved to meet the many conservation crises we face, WWF delivered significant progress toward the protection and resilience of nature. This year, in fact, spending on conservation programs increased by 11%. In FY22, the organization raised \$433 million with commitments from both private and public donors, a 15% increase over FY21. We are incredibly grateful for your support as our efforts on behalf of people and planet continue to grow.

The contributions reported here mirror WWF's audited financial statements. All bookable contributions, including cash and pledges received for future years, are reflected in the revenue shown. FY22 contributions revenue includes the bookable portion (\$14 million) of our extraordinary partnership with HP, \$16 million for the Heritage Colombia Projects for Permanence, and a \$10 million gift for our Renewable Thermal Collaborative. When we receive these exceptional multiyear gifts, including the \$100 million grant from the Bezos Earth Fund in FY21 for climate-focused funding, it may create the appearance of a large surplus of revenue over expenses in a given year. These contributions will be spent down over several years, which may result in the appearance of a deficit of operating revenue over operating expense in subsequent years.

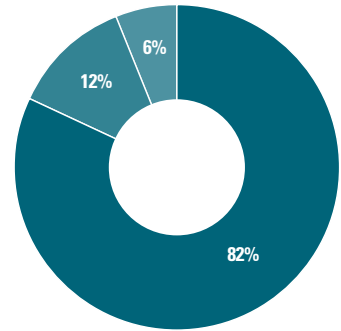
If you have specific questions, you may reach us at worldwildlife.org/contact.

FY22 Total Operating Revenue & Other Income



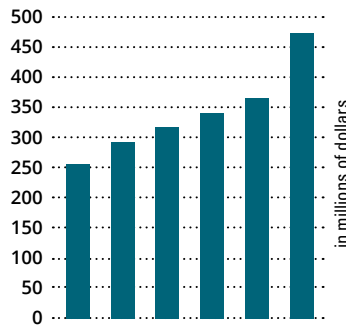
Individuals	\$145,160,407	31%
Corporations	40,083,224	8%
Foundations	38,633,888	8%
Other contributions	15,248,972	3%
Government grants	68,367,753	14%
Network	32,035,345	7%
Contributed nonfinancial assets and other revenue	98,666,683	21%
Transfer of Board-designated net assets and approved payout	36,001,964	8%

FY22 Total Expenses



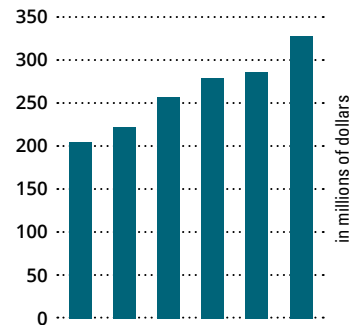
Program expenses	\$332,898,558	82%
Fundraising	50,198,716	12%
Finance and administration	22,919,569	6%

Operating Revenue Growth



2012	254,836,530
2014	291,738,922
2016	317,310,771
2018	339,553,609
2020	364,188,652
2022	474,198,236

Program Spending Growth



2012	205,837,013
2014	224,462,191
2016	259,505,203
2018	281,578,112
2020	288,370,238
2022	332,898,558

Current year operating revenues and expenses

Revenues	2022 Total	2021 Total
Contributions and pledges	239,126,491	\$280,410,473
Government grants and contracts	68,367,753	42,145,756
WWF Network revenues	32,035,345	25,044,246
In-kind and other revenues	98,666,683	78,132,311
Transfer of Board-designated net assets and approved payouts	36,001,964	25,615,507
TOTAL REVENUES	474,198,236	451,348,293
Expenses		
Program expenses		
Conservation field and policy programs	200,245,209	180,592,986
Public education	132,653,349	108,610,993
Total program expenses	332,898,558	289,203,979
Supporting services expenses		
Finance and administration	22,919,569	22,988,316
Fundraising	50,198,716	42,408,785
Total supporting services expenses	73,118,285	65,397,101
TOTAL EXPENSES	406,016,843	354,601,080
Current year operating revenues over operating expenses	68,181,393	96,747,213

Non-operating activities and pledges

Non-operating activities	2022 Total	2021 Total
Bequests, endowments, and split income gifts	14,319,509	41,393,641
Income from long-term investments	(47,667,455)	72,488,723
Unrealized gain (loss) on financing transactions*	0	3,144,082
Gain (loss) from foreign currency	(5,974)	241,234
Transfer of Board-designated net assets and approved payouts	(36,001,964)	(25,615,507)
TOTAL NON-OPERATING ACTIVITIES	(69,355,884)	91,652,173
Increase (decrease) in net assets	(1,174,491)	188,399,386
Net assets at beginning of year	574,424,657	386,025,271
Net assets at end of year	573,250,166	574,424,657



Ways to Give

There are many ways to support WWF and protect the future of nature. To learn more or to make a donation, please contact us at **888-993-1100** or **worldwildlife.org/waystogive**.

Outright Gifts

- Become a Partner in Conservation or a Leadership Partner
worldwildlife.org/partners
- Become a monthly supporter
worldwildlife.org/monthly
- Make a charitable gift of stocks, bonds, or mutual funds
worldwildlife.org/stock
- Give through your donor-advised fund
worldwildlife.org/DAF
- Make a qualified tax-free charitable distribution through your individual retirement account (IRA)
worldwildlife.org/IRA
- Make a gift of real estate
wwf.planmylegacy.org
- Give a gift of membership
worldwildlife.org/giftmembership
- Make a symbolic animal adoption or donate via our Online Gift Center and select a WWF-themed thank-you gift
worldwildlife.org/gifts
- Honor a loved one with a tribute gift
worldwildlife.org/tributegift

Life Income Gifts

- Receive income payments for your lifetime by establishing a WWF Charitable Gift Annuity or your own Charitable Remainder Trust, and leave a legacy for the future of nature
wwf.planmylegacy.org

Estate Gifts

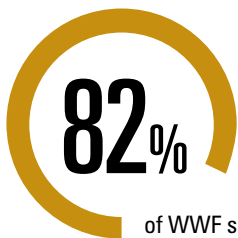
- Remember WWF in your will or living trust, or leave a portion of your life insurance or retirement plan assets to WWF
wwf.planmylegacy.org

Our suggested bequest language:
 “I give _____ (residue, percentage, or specific amount) to World Wildlife Fund, Inc., having its principal offices at 1250 24th Street NW, Washington, DC 20037, for its general purposes to save life on Earth.”
 Tax ID: 52-1693387

Workplace Giving

Ask whether your workplace participates in these easy ways to give. Learn more at **worldwildlife.org/workplacegiving**.

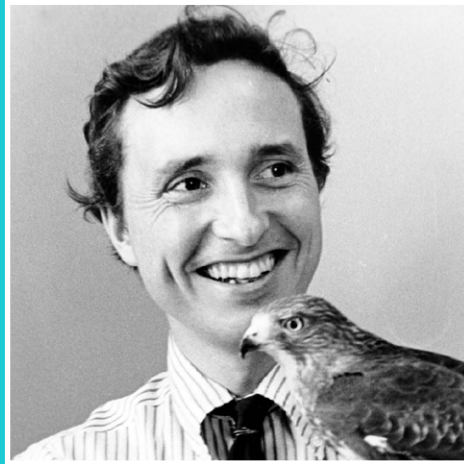
- Corporate Matching Gifts
worldwildlife.org/matchinggifts
- Employee Engagement
worldwildlife.org/togetheratwork
- EarthShare
Visit earthshare.org or call 800-875-3863
- Combined Federal Campaign for federal employees
cfcgiving.opm.gov
WWF's designation number is 12072
- State government employees can look for WWF in their vetted Charity List



of WWF spending is directed to worldwide conservation



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Dr. Thomas E. Lovejoy

August 22, 1941–December 25, 2021

“As much as Tom will always mean to WWF, and to me personally, he means even more to the field of conservation. He lives on in the thousands of students and scientists he mentored, and in all their good work. He lives on in the study of the creatures and the forests and rivers and oceans of the world, and in all the land, water, and wildlife that has been protected through the innovative ideas that he spawned.”

– Carter Roberts