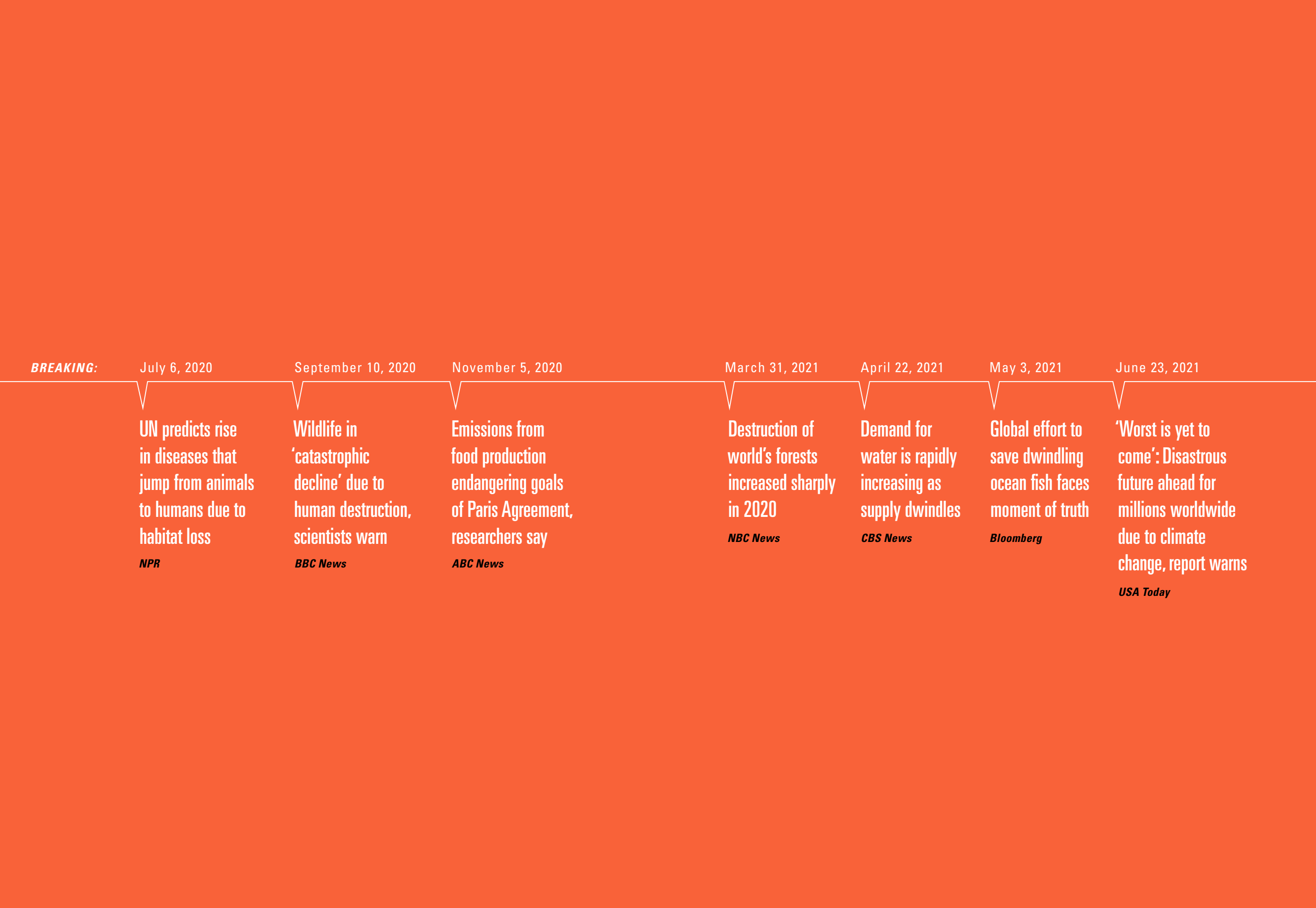


2021 WWF-US Annual Report





We read it scrolling across our news feeds every day. Our relationship with nature is breaking down. We're in crisis, and there's no longer any way to hide or ignore it.

What the news tickers never tell us, though, is the most crucial part—how we can examine that broken relationship in order to change, heal, and rebuild a better world. ➔

Some accuse environmentalists of being too negative—publishing jeremiads full of doom and gloom and opposing economic and social progress for people. But as the pages of this annual report show, nothing could be further from the truth.

We argue that conservationists are among the most hopeful people on Earth.

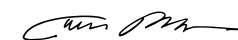
Because we see very clearly the consequences of nature loss and the disruption of our climate on people and all the species with whom we share the planet, we are driven to devise and implement positive solutions that will allow us all to thrive. Every day, alongside local communities, governments, corporations, and all our other invaluable partners, we are doing the work necessary to heal humanity's broken relationship with nature.

It's complicated work, to be sure, but the connection to the future of humanity could not be more clear. We've long known that zoonotic diseases like COVID-19 spill over from wild animals to people, particularly when forests are fragmented and high-risk species are traded for human consumption. Climate change is delivering an onslaught of increasingly severe weather events, from droughts to flooding, catastrophic fires, erosion, deadly heat, and more. We are struggling to produce food on degraded landscapes that were once productive ecosystems. We are destroying the nature we need to survive. The question is: What are we going to do about it?

For much of the world, the first instinct is to pour money into addressing the symptoms while putting insufficient funds (and thought) into addressing the root causes of the problems. For WWF, our approach is to double down not only on halting the destruction of nature but also on *restoring* nature where we can, and helping to repair our relationship with the planet that sustains our life as we know it.

In the pages ahead you'll read more about the loss of nature, the consequences for humanity, and, most important, solutions to reverse the damage and help nature heal. The contents of this annual report reflect the intrinsic importance of people-centric conservation, of innovation, of courage, and of determination.

We have it in our power to bring humanity and nature back into alignment, for the benefit of both. We're grateful for your support and your partnership in all of this work, and we welcome your further engagement. Our families are desperate for us to succeed in this endeavor. Working together on behalf of the nature that unites us all, we feel certain that we will.



Carter Roberts
President & CEO
WWF-US



Dr. Pamela Matson
Cochair
Board of Directors



Neville Isdell
Cochair
Board of Directors

BREAKING:

July 6, 2020 **NPR**

Zoonotic
Spillover

**“UN predicts rise
in diseases that
jump from animals
to humans due to
habitat loss”**



Waking the world up to zoonotic threats

For decades, WWF has been working to stop the illegal and unsustainable consumption and trade of wildlife and to halt global deforestation—two root causes of the zoonoses (diseases that originate in animals) that can lead to pandemics. So when COVID-19 hit and the world demanded answers for how to avoid future pandemics, WWF responded quickly. Speaking to consumers and governments around the world, we mobilized partners and the public, called for immediate actions like closing high-disease-risk wildlife markets in Asia, and integrated zoonotic disease prevention into our global efforts to stop deforestation and wildlife crime. But would the people who consume wildlife listen? To find out, we conducted an extensive, five-country survey with the market research firm GlobeScan and found this advocacy was indeed having an impact. Nearly 30% of people surveyed across China, Myanmar, Thailand, Viet Nam, and the US now say they have stopped consuming or are consuming less wildlife as a result of COVID-19; 88% support or strongly support increased efforts to preserve forests and end deforestation in their countries or overseas specifically to prevent future pandemics. The study also showed that changes in government policy were a strong predictor of consumer behavior change, reinforcing how vitally important it is to continue our efforts to influence governments to eliminate deforestation from supply chains and more effectively regulate wildlife trade.



Because forests are a first line of defense against zoonotic disease, WWF expanded our Forests and Health initiative to the Thirty Hills landscape in central Sumatra. One of the last blocks of lowland rain forest in the area, Thirty Hills sits within a region that has one of the highest known numbers of viruses with zoonotic potential and is under severe threat of deforestation—increasing the chances for spillover of novel infectious diseases and the spread of vector-borne zoonoses. WWF already collaborates closely with local and Indigenous communities in Thirty Hills to protect wildlife while also helping generate income and foster local livelihoods. **With funding from Johnson & Johnson, WWF will now support additional community health services and also monitor the natural disease-regulating qualities of intact forests to help prevent future outbreaks of zoonotic disease.**

Thanks in part to WWF's advocacy efforts, the US government's FY21 funding bill contained significant increases for programs supporting international wildlife conservation, global efforts addressing plastic pollution, and new work toward preventing the spillover and spread of wildlife-borne diseases to people. The legislation also included WWF-supported language that directs federal agencies to bolster conservation areas in developing countries that have lost tourism revenues due to COVID-19.

In coordination with WWF-International's "For Nature For Us" project to advocate for the prevention of pandemics, WWF-US launched a public-facing campaign focusing on actions that can help mitigate the risk of zoonotic disease. We released an open letter to the UN and national governments signed by nearly 400 prominent public health and conservation leaders in 63 countries, urging the closure of risky wildlife markets and increased support for changing wildlife-consumer behavior. WWF established new partnerships with public health and academic experts to push for increased efforts to prevent pandemics at the source, rather than *after* spillover. We worked with decision-makers in Asia on closing high-disease-risk wildlife markets and increasing enforcement efforts. And our US supporters called on Congress for significant increases in funding for global conservation programs in FY22, including conservation as a key part of the pandemic response, recovery, and prevention legislation. As of June 2021, 80,000 actions had been taken, with hundreds of thousands of messages delivered to congressional offices.



→ A holistic approach to stopping pandemics

To build off the research in WWF's science brief *Beyond Boundaries*, WWF led a systems-driven approach to launch a new strategy called "Stop Spillover at the Source." This plan informs which leverage points are most influential for WWF and our partners as we work to prevent future pandemics. Stop Spillover at the Source was developed collaboratively, drawing on expertise from around the world to help better understand the complex systems that drive the risk for disease spillover from animals to humans.

BREAKING:

September 10, 2020 **BBC News**

Wildlife in
Decline

**“Wildlife in
'catastrophic
decline' due to
human destruction,
scientists warn”**



Increasing tiger populations and protections

WWF was founded on the vision of protecting wildlife. Sixty years later, we continue our efforts to safeguard wild species, their habitats, the communities who share their space, and the rangers who protect them. That work isn't easy—but the stories from this year show that it can yield success. Take, for instance, our tiger conservation efforts. This year, we celebrated several wins for tigers. We saw a tripling of tiger numbers—from 10 to 30—in Russia's Land of the Leopard National Park. And to ensure the roughly 5,000 captive tigers in the US aren't also contributing to the illegal wildlife trade, WWF supported the Big Cat Public Safety Act, which was passed by the House at the end of 2020 and has been recently introduced into the Senate. WWF will continue to advocate for its passage and for strong US leadership in tiger conservation.





➔ **Demand for elephant ivory in China has dropped to its lowest level since China banned ivory trade there in 2017**

WWF's fourth annual GlobeScan survey found that Chinese consumers' intention to purchase ivory in the future is now less than half of pre-ban levels (down from 43% to just 18% intending to buy).

In October 2020, the Rosebud Economic Development Corporation, with support from WWF and Rosebud Tribal Land Enterprise, completed the inaugural transfer and release of 100 plains bison from National Park Service land to the Wolakota Buffalo Range on the land of the Sicangu Oyate, also known as the Rosebud Indian Reservation, in South Dakota. The animals will make up the first of as many as 1,500 bison to be welcomed home to Rosebud's 27,680-acre bison area; at capacity, they will become North America's largest Native American owned and managed bison herd.

WWF has partnered with eight international organizations to create the Universal Ranger Support Alliance (URSA), a group committed to advancing the professionalization of rangers globally. In July, URSA launched a global action plan to improve ranger working conditions and welfare, while at the same time building trusting relationships with communities and ensuring the responsible conduct of rangers. URSA's initial focus is on formalizing shared codes of conduct, providing enhanced community-centric training, and fostering a more inclusive and equitable workforce.

The Coalition to End Wildlife Trafficking Online, which aims to stop the sale of illegal wildlife parts and live exotic pets on the internet, has grown to include 44 companies globally—including powerhouse social media platforms TikTok and Douyin—creating a sphere of influence that spans more than 11 billion accounts. Since 2018, the coalition has blocked or removed more than 11.6 million posts and listings for prohibited endangered live animals like cheetah cubs and products such as elephant ivory. Additionally, Facebook partnered with WWF to launch a pop-up alert to inform billions of users about the threat of illegal wildlife trade in eight different languages.

BREAKING:

November 5, 2020 **ABC News**

Unsustainable
Food
Systems

**“Emissions from
food production
endangering goals
of Paris Agreement,
researchers say”**



Developing a plan to cut US food waste in half

Food that is produced but not eaten poses a major environmental threat. In the US, up to 40% of the food we produce is unsold or uneaten, and that waste results in more greenhouse gas emissions than are emitted by the entire US airline industry. WWF's Food Waste team wanted a solution. We convened a coalition of food waste experts, businesses, NGOs, and local leaders from around the country. Together, we unveiled a visionary new Food Waste Action Plan to help the US address its food waste problem. In Congress, the plan led to Representative Brownley (D-CA), Senator Booker (D-NJ), and others introducing the Zero Food Waste Act, which would give state governments, Native nations, and local community leaders much-needed resources to scale up infrastructure for food waste prevention, measurement, and recycling—and put the nation on a path to reducing food loss and waste 50% by 2030.



In May 2021, WWF became an anchor investor in Oceanium, a United Kingdom-based seaweed processing business. Oceanium will use the funds to expand their innovative biorefining method to create new seaweed products for use in plant-based foods and sustainable packaging material as an alternative to plastic. They will also work to grow the market for the sustainable seaweed farming industry. **Beyond the environmental benefits of seaweed products, cultivating seaweed creates jobs, and the plant absorbs excess nitrogen and carbon, which could help slow ocean acidification if adopted at a global scale.**

In a cross-network effort with data-driven think tank Global Canopy, and in alignment with the principles and guidance of the Accountability Framework Initiative, WWF released a first-of-its-kind “Soy Traders Scorecard.” **This tool measures the commitments, actions, and progress made by 22 of the world’s biggest soy traders to address critical environmental and social issues** occurring in their supply chains such as deforestation, other habitat conversion, and labor and human rights issues.

➔ **Restoring grasslands and helping grassland communities thrive**

WWF joined the Walmart Foundation, Cargill, and McDonald’s to launch the RSVP Initiative, a million-acre grazing project to help restore grasslands, support communities, and address climate change. The initiative will scale up sustainable cattle grazing and help ranchers across Montana, Nebraska, and South Dakota preserve grasslands, improve soil health, and support biodiversity. The effort also aims to improve the ability of both ranchers and the landscape to adapt to climate change.



BREAKING:

March 31, 2021 *The Guardian*

Disappearing
Forests

**“Destruction of
world’s forests
increased
sharply in 2020”**



Engaging big players to protect forests

Forests are under threat. In 2020, the tropics lost more than 30 million acres of tree cover, and an emergency of this magnitude needs an all-hands-on-deck approach. So this year, WWF’s Forest team set some large-scale collaborative efforts in motion. We launched Forests Forward, a new program that engages and advises major companies on how to use nature-based solutions and responsible sourcing to meet sustainability goals while protecting forests and the rights of forest communities. To date, five companies have signed on as Forests Forward participants in the United States: HP Inc.; International Paper Company; Kimberly-Clark; Lowe’s Companies, Inc.; and Williams-Sonoma, Inc. WWF also put countless hours toward exponentially expanding our successful Project Finance for Permanence model through collaboration with some of the biggest players in conservation and philanthropy. This nascent effort is poised to channel funding to protect forests and other conservation areas at a truly global scale.



An aerial photograph showing a vast tropical forest. A large, irregularly shaped area in the center of the image has been cleared, revealing a brown, charred landscape with many dead, standing tree trunks. This cleared area is surrounded by dense, green forest. The top of the image shows a more continuous green canopy, while the bottom half is dominated by the cleared area and the forest immediately surrounding it.

→ Identifying where forests are at risk and how to protect them

In January, WWF released the report *Deforestation Fronts*, which identified 24 forests in the tropics and subtropics that have a significant concentration of deforestation hot spots as well as large areas of remaining forest under threat. The report describes what drives deforestation across the world and proposes an agenda for action that includes public and private sector guidance, as well as a road map for the role Indigenous and local communities can play in halting deforestation and forest degradation. The findings were covered in over 700 media outlets globally, with an estimated reach of 1.3 billion.

The Eaglemere Foundation and Margaret A. Cargill Philanthropies are supporting WWF's efforts to strengthen Indigenous peoples' livelihoods and leadership to safeguard the world's most threatened forests. In Peru, the Eaglemere gift of \$180,000 allows WWF to work with four Indigenous commercial enterprises to integrate value chains as well as distribute and market their handicrafts. In Papua, Indonesia, Margaret A. Cargill Philanthropies' funding of \$1.14 million will build on a decade of work to safeguard Papua's forests by promoting and integrating diversified, sustainable livelihoods to scale community-based conservation across the province.

The WWF-led Targeting Natural Resource Corruption project, funded by USAID, received \$13.5 million in awards. A \$4 million award will support WWF and partners in Ecuador to assess and respond to the corruption that enables deforestation; wildlife trafficking; and illegal, unreported, and unregulated fishing. In Madagascar, a \$3.25 million award will help WWF and partners reduce opportunities for corruption and strengthen national and regional law enforcement to safeguard wildlife and forests. A \$6.5 million award will build the capacity of civil society in the Greater Mekong region to identify and respond to corruption risks.

BREAKING:

April 22, 2021 **CBS News**

A Worsening
Water Crisis

“Demand for
water is rapidly
increasing as
supply dwindles”



Designing a plan for water security and renewable energy in Nepal

Our freshwater rivers and streams sustain an incredible array of communities, economies, and wildlife. In fact, more than half of all fish species live in freshwater habitats. We depend on these resources for drinkable water, crop irrigation, fish stocks, flood buffers, health, hygiene, and sanitation. But we are stretching our freshwater systems to their limits. By 2025, two-thirds of the world population could be under water stress conditions—unless we can change course. In an effort to chart a path for sustainable water and energy management, WWF-US and WWF-Nepal, with funding from USAID, embarked on the Paani project—an in-depth, five-year assessment of the Karnali, Mahakali, and Rapti river basins in Nepal. The project resulted in several landmark analyses that provide the government and people of Nepal an important new framework for how the country can secure healthy rivers, mitigate climate change, and build a functional renewable energy future—all while preserving Nepal’s exceptional natural heritage and providing a model for how future decisions might be made.



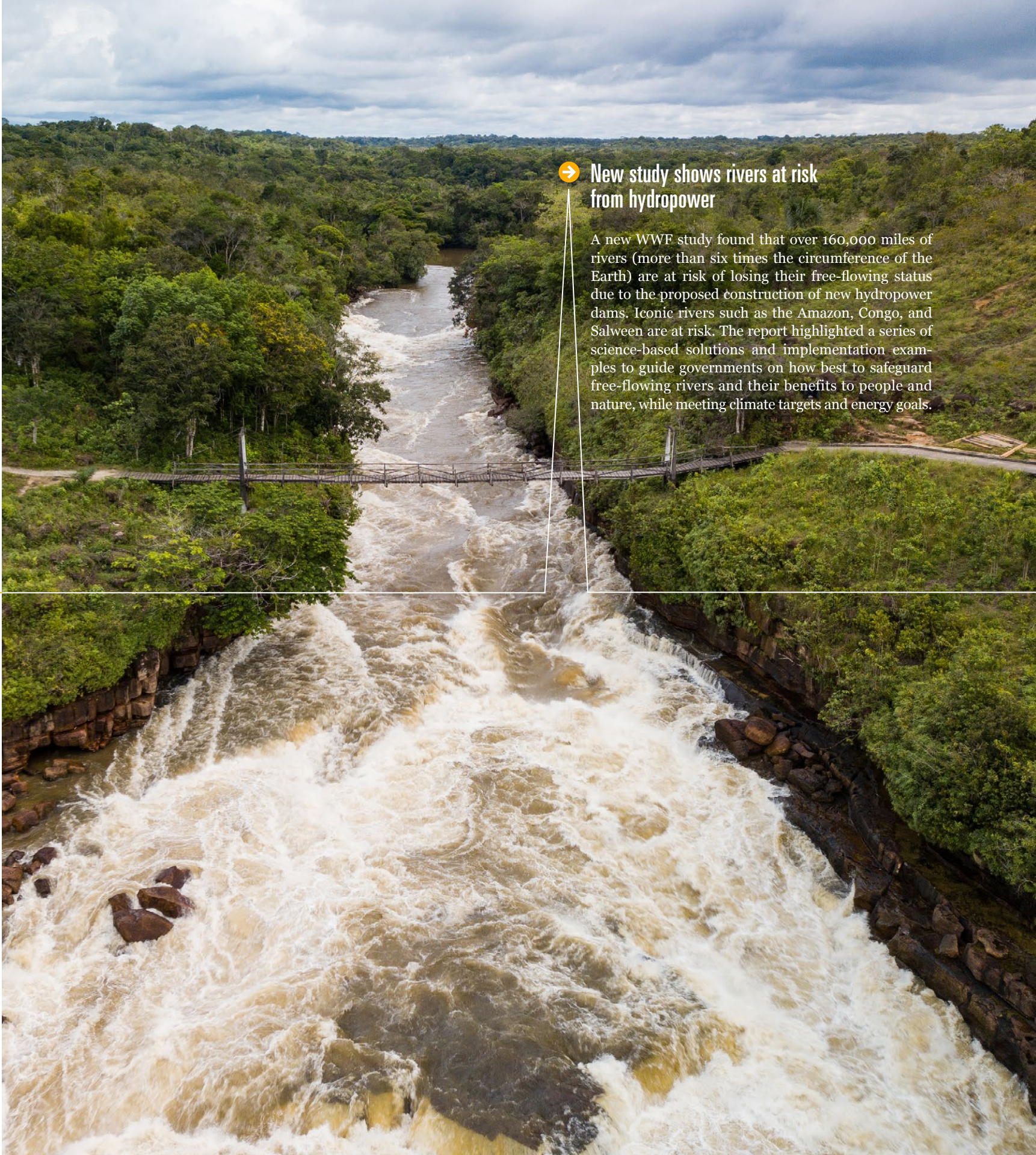
Water is crucial to most business operations, and the private sector has an important role to play beyond managing environmental performance: helping to build resilience to climate change and water stresses in the communities and basins where they operate. **With support from The Coca-Cola Company, WWF developed the *Rising to Resilience* reports, which offer practical guidance for businesses to become water stewards and to incorporate a resilience lens into their sustainability planning.**

With the support of the Arthur Vining Davis Foundations, WWF is developing a **science-based “Resilient Basin Report Card” for the Upper Rio Grande that assesses the challenges facing the health of the basin and recommends climate-smart responses to address them.** The report card will promote and support implementation of actions that improve the health of the river, increase understanding that it is a shared resource, and advocate for the collaboration necessary to create a functional hydrological system that can sustain the region’s cultures, economies, and native plant and animal communities.

WWF has recently joined The Uncommon Dialogue coalition and signed on to an agreement to work to increase the clean energy generated from existing US dams while reducing environmental harms. **WWF also supported the introduction of the 21st Century Dams Act in the US Senate, which supports the rehabilitation, retrofitting, or removal of more than 90,000 dams in the US.** Removal of as many as 1,000 dams deemed no longer necessary would open up 10,000 miles of free-flowing rivers, provide meaningful climate resilience and habitat connectivity for native river fish and other species, help more segments of rivers meet water quality standards, and provide economically valuable recreational opportunities such as boating and fishing.

➔ **New study shows rivers at risk from hydropower**

A new WWF study found that over 160,000 miles of rivers (more than six times the circumference of the Earth) are at risk of losing their free-flowing status due to the proposed construction of new hydropower dams. Iconic rivers such as the Amazon, Congo, and Salween are at risk. The report highlighted a series of science-based solutions and implementation examples to guide governments on how best to safeguard free-flowing rivers and their benefits to people and nature, while meeting climate targets and energy goals.



BREAKING:

May 3, 2021 **Bloomberg**

Oceans
at Risk

“Global effort to
save dwindling
ocean fish faces
moment of truth”



Keeping a dangerous mine at bay

Oceans regulate the climate, produce half the oxygen we breathe, and nourish the world with their fish stocks. Yet the health and population of many of those fish stocks and other marine species are declining due to illegal fishing, pollution, and other harmful human activity—in the case of Bristol Bay’s salmon, that activity is a mine. In the face of such threats, this year’s victory in Alaska’s Bristol Bay was especially heartening. For decades, WWF had fought alongside a host of local and national partners to protect the bay’s communities and prolific salmon fisheries from the toxic threat of an open pit mine being built at the headwaters far upstream. This year, that effort—fueled in part by direct outreach from more than 635,000 WWF supporters—paid off when the US Army Corps of Engineers denied a crucial permit to build Pebble Mine. But our work isn’t done. The denial can be appealed, so WWF plans to keep pressure on the current administration to lock in long-term protection for the bay and all it provides to local communities and the world.





→ Supporting Belize's mangrove-forward climate plans

Mangroves protect vulnerable coastlines from extreme weather, serve as vital nurseries for countless fish and other marine species, filter water through their complex root systems, absorb carbon from the atmosphere, and buffer coastal communities from storms. In Belize, WWF worked with the government and other partners to secure commitments for protecting and restoring these coastal ecosystems using the contribution process outlined in the Paris Agreement. The commitments recognize the mangrove's contribution to the country's climate mitigation and adaptation goals, and they include doubling Belize's area of mangroves under protection—almost 30,000 additional acres—and restoring almost 10,000 acres of mangroves by 2030.

WWF supported the government of Indonesia's development of a 10-year vision and road map for marine protected areas (MPAs) to achieve national protection targets by 2030.

This work was informed by a WWF-produced scientific report detailing the current status, challenges, and opportunities for MPAs in the country and providing clear objectives for MPA development with defined roles for NGOs.

In January, Sysco Corporation announced an expanded commitment to improve the sustainability of its seafood procurement practices in collaboration with WWF. **New seafood sustainability goals include a commitment to work with suppliers of Sysco Portico brand farmed shrimp products to ensure the supply chains are traceable to each farm's geographic location while addressing issues of deforestation and conversion of natural ecosystems such as mangroves.** Sysco is the first WWF partner worldwide and the largest food distributor in the world to make a commitment to conversion-free and traceable farmed shrimp.

Japanese lawmakers banned the import of illegal, unreported, and unregulated (IUU) seafood after collaborative discussions with WWF and other NGOs, who provided input on IUU issues and US approaches to preventing illegal imports into the market. The new law will require records on catches and transfers to be gathered and submitted to the government in order to establish traceability. This now brings Japanese law in line with the European Union and the United States.

BREAKING:

June 23, 2021 **USA Today**

The Climate
Crisis

**“‘Worst is yet to come’:
Disastrous future ahead
for millions worldwide
due to climate change,
report warns”**



Accelerating climate solutions with the Bezos Earth Fund

The climate crisis is the challenge of our time. Carbon emissions continue to rise and the Earth is warming at an alarming rate, with devastating impacts affecting every person and natural system on the planet. If humans continue to degrade nature, the impacts we're already experiencing—floods, drought, wildfires, and resource shortages—will continue to increase. But WWF knows that with innovative thinking, ambitious investment, and the right partners, we can jump-start the use of nature itself to reduce carbon emissions and limit global temperature rise. Nature-based approaches aim to both protect nature and harness its power to mitigate climate change for a more resilient future. Bezos Earth Fund's \$100 million investment will supercharge WWF's efforts to implement and measure the impact of interventions across three areas: restoring mangroves, our carbon-storing, coastline protectors; developing seaweed as an alternative for animal feed, proteins, and packaging materials; and protecting habitat in partnership with both Indigenous and local communities and governments to secure the lasting protection of nature. Investing in these three critical areas allows us to further protect and restore ecosystems that store carbon, while also building local community resilience to the reality of climate-accelerated weather events. The design and expansion of nature-based solutions is an innovation whose time has come.



On Earth Day, the Biden administration hosted a digital summit of world leaders from many of the countries responsible for emitting the most greenhouse gases, and WWF was there. WWF president and CEO Carter Roberts led a panel discussion on corporate climate leadership, and senior vice president of climate change Marcene Mitchell moderated an event focused on an “all of society” approach to addressing the climate crisis.

As the recipient of the 2030 Climate Challenge Award, a competition hosted by Lever for Change, the Renewable Thermal Collaborative was awarded \$10 million to slash industrial thermal greenhouse gas emissions, which are now the third-largest source of greenhouse gas emissions in the United States. The collaborative, which WWF cofounded with the Center for Climate and Energy Solutions and David Gardner and Associates, brings together the combined power and influence of major businesses to help break market, policy, and technological barriers preventing the growth of renewable thermal energy.

America Is All In, the coalition that evolved out of We Are Still In following the election of President Biden, is now the most expansive coalition of leaders ever assembled in support of bold climate action in the United States. Over 5,000 leaders are now committed to take climate action; to ensure this action is just, equitable, and in line with science; and to recommit and deepen US leadership on climate domestically and internationally.

➔ US government commits to major climate action

WWF’s steadfast climate advocacy contributed to major progress with the Biden administration. In a show of support for the United Nations Framework Convention on Climate Change, the Biden administration announced an ambitious new target to reduce US emissions by 50%–52% by 2030.

We have it in our power to bring humanity and nature back into alignment. The challenges are great, but by working together—rural communities, corporate leaders, governments, consumers, and donors, all supported by WWF staff and volunteers—we have a real chance to make a difference. Because working together on behalf of nature unites us all. And that is a powerful thing.

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Laurie McBride
Old Snowmass, CO

Thomas McInerney
Seattle, WA

Elisabeth Meeker
Chicago, IL

Nitzan Mekel-Bobrov
New York, NY

Jacqueline Morby
Key Largo, FL

Jeffrey Morby
Key Largo, FL

Diane Moxness
Anchorage, AK

Jocelyn Nebenzahl
Glencoe, IL

Cheryl Olseth
Minneapolis, MN

Gilman Ordway
Wilson, WY

Julie Packard
Monterey, CA

Perk Perkins
Sunderland, VT

Kyle Philipp
Atlanta, GA

Michael Philipp
Dorset, VT

Trent Philipp
New York, NY

Shari Sant Plummer
New Kingston, NY

Julia Popowitz
Woodside, CA

Mayari Pritzker
Chicago, IL

Joseph Proto
New York, NY

Smita Proto
New York, NY

Singer Rankin
Santa Fe, NM

Elizabeth Reilly
Healdsburg, CA

Alison Richard
Middle Haddam, CT

Marie Ridder
McLean, VA

Rick Ridgeway
Ojai, CA

**Margaret Nebenzahl
Rose**
Santa Fe, NM

Emily T. Rowan
Chevy Chase, MD

Elizabeth Sall
Seattle, WA

English Grey Sall
Pittsboro, NC

Virginia Sall
Cary, NC

Daniel Sarles
Boston, MA

Julie Scardina
Poway, CA

Gia Schneider
Alameda, CA

Alan Seelenfreund
San Francisco, CA

Aniket Shah
New York, NY

Susan Sherman
Glencoe, IL

Brian Skerry
York, ME

Scott Smith
Sonoma, CA

**Abraham David
Sofaer**
Palo Alto, CA

Sue Scott Stanley
New York, NY

Louise Stephens
San Francisco, CA

Linda Stone
Boston, MA

Gregory Summe
Naples, FL

Sarah Timpson
New York, NY

C. Bowdoin Train
Chevy Chase, MD

Errol C. Train
Bedminster, NJ

Joel Treisman
Westport, CT

Jennifer Vogel
Houston, TX

Donald Wagoner
New York, NY

Karen Wagoner
New York, NY

Judith Waterman
Hillsborough, CA

Robert H. Waterman Jr.
Hillsborough, CA

David Wilcove
Princeton, NJ

Justin Winters
Venice, CA

Julie Ann Wrigley
Ketchum, ID

Irene Wurtzel
Washington, DC

As of June 30, 2021

As of June 30, 2021

➔ Statement of Activities

For the year ended June 30, 2021, with comparative totals for 2020

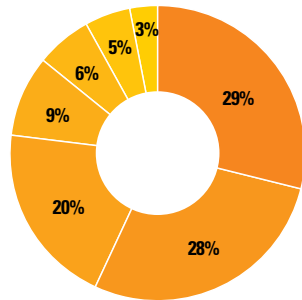
In FY21, WWF continued to pursue our mission with passion and purpose—and we do this with your support, today and every day.

Despite the ongoing COVID-19 pandemic, WWF adapted quickly to deliver against our conservation goals, increasing spending on conservation programs by 4% and driving innovative solutions to address pervasive threats to the natural resources that sustain us all. The organization raised \$377 million from private and public donors in FY21, a 37% increase over FY20. This growth represents giving at every level, from symbolic adoptions to multimillion dollar pledges, and we are incredibly grateful.

With this report, we are changing the presentation of our financials to mirror WWF's audited financial statements. All contributions, including cash and pledges received for future years, are reflected as current year revenue (in past years, we've shown pledge revenue as it was delivered, rather than in one lump sum). The FY21 contributions revenue reflects \$100 million in new climate-focused funding from the Bezos Earth Fund, which creates the appearance of a large surplus of revenue over expense. This 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.

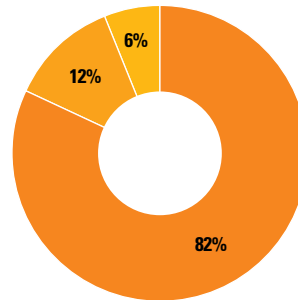
If you have specific questions, you may reach us at worldwildlife.org/contact.

FY21 Operating Revenues



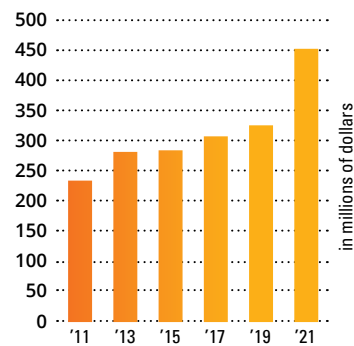
Foundations	\$131,614,720	29%
Individuals	125,152,641	28%
In-kind and other	89,083,261	20%
Government grants	42,145,756	9%
Network	25,044,246	6%
Other non-operating contributions	22,314,351	5%
Corporations	15,993,321	3%

FY21 Total Expenses



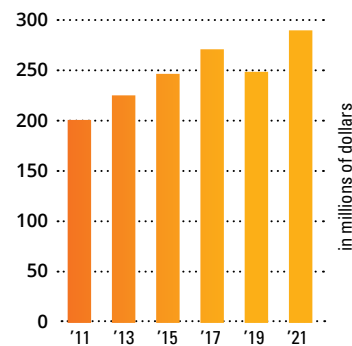
Program expenses	\$289,203,979	82%
Fundraising	42,408,785	12%
Finance and administration	22,988,316	6%

Operating Revenue Growth



2011	\$233,682,130
2013	280,601,565
2015	284,737,206
2017	306,972,997
2019	324,821,369
2021	451,348,293

Program Spending Growth



2011	\$202,214,423
2013	226,118,924
2015	246,863,856
2017	270,757,409
2019	249,391,979
2021	289,203,979

* In 2001, WWF issued bonds to finance the purchase of the building housing its offices. Subsequently it entered into various financial transactions to fix the interest rate on all variable rate bonds. These transactions result in either an unrealized gain or loss year to year as market interest rates vary above or below the fixed rate obtained in the transactions.

Current year operating revenues and expenses

Revenues	2021 Total	2020 Total
Contributions and pledges	\$280,410,473	\$161,842,511
Government grants and contracts	42,145,756	45,035,639
WWF Network revenues	25,044,246	24,691,892
In-kind and other revenues	78,132,311	95,460,155
Non-operating funds utilized	25,615,507	37,158,456
TOTAL REVENUES	451,348,293	364,188,653
Expenses		
Program expenses		
Conservation field and policy programs	180,592,986	172,947,786
Public education	108,610,993	115,422,452
Total program expenses	289,203,979	288,370,238
Supporting services expenses		
Finance and administration	22,988,316	20,075,616
Fund-raising	42,408,785	40,381,048
Total supporting services expenses	65,397,101	60,456,664
TOTAL EXPENSES	354,601,080	348,826,902
Current year operating revenues over operating expenses	96,747,213	15,361,751

Non-operating activities and pledges

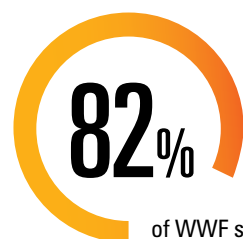
Non-operating activities	2021 Total	2020 Total
Bequests and endowments	\$41,393,641	\$35,784,365
Income from long-term investments	72,488,723	(622,070)
Unrealized gain (loss) on financing transactions*	3,144,082	(2,206,226)
Gain (loss) from foreign currency	241,234	(170,768)
Non-operating funds utilized	(25,615,507)	(37,158,456)
TOTAL NON-OPERATING ACTIVITIES	91,652,173	(4,373,155)
Increase (decrease) in net assets	188,399,386	10,988,596
Net assets at beginning of year	386,025,271	375,036,675
Net assets at end of year	574,424,657	386,025,271

➔ 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



of WWF spending is directed to worldwide conservation

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



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