



GLOBAL + LOCAL

2024 WWF-US ANNUAL REPORT

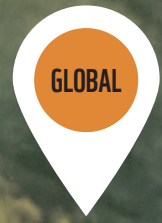


At WWF, we see the planet's people, wildlife, and natural systems as an integrated whole. Stressors and solutions exist at multiple levels—from planetary tipping points to meeting people's immediate needs.

By approaching our work with these perspectives held firmly in hand, we create linked and holistic solutions with the kind of staying power people, wildlife, and the planet require.



Josua Saqoro
carries freshly
harvested
sugarcane in
Viti Levu, Fiji.



**Funding the
Next Global Tiger
Recovery Plan**

A Visionary Commitment for Tigers

TIGERS ARE THE WORLD'S largest cats—apex predators that shape vast landscapes. They once roamed more than 30 countries, from the Black Sea to the Indonesian archipelago, but by 2010, the population had plummeted to as few as 3,200 in about 5% of their former range.

That same year, 13 of the world's tiger range countries launched one of the most ambitious single-species conservation efforts in history with the support of WWF and dozens of other partners. By 2023, the global wild tiger population had rebounded to roughly 5,600.

Successes like that depend on multiple approaches, and this year, WWF and other members of the Tiger Conservation Coalition committed to help tiger range countries realize a new, long-term vision for protecting tigers—and to deliver the innovative and sustainable funding mechanisms needed to achieve that goal.

In April 2024, the coalition joined the Royal Government of Bhutan, under the patronage of Her Majesty Queen Jetsun Pema Wangchuck, a WWF-US board member, in hosting the Sustainable Finance for Tiger Landscapes Conference. The meeting helped catalyze efforts to target \$1 billion in additional tiger landscape conservation funding over the next decade.

Opportunities include developing multiple, diverse funding streams, from the proven Project Finance for Permanence model—as exemplified by Bhutan for Life—to sustainability-linked bonds, customized “tiger bonds,” debt-for-nature swaps, and the creation of a Tiger Landscape Investment Fund. Together, these will unlock private sector investment, promote coexistence, protect biodiversity, and further sustainable development through nature-positive businesses like ecotourism.

**\$1
billion**

funding target for tiger
landscape conservation

Living with Tigers

BHUTAN'S CENTRAL TRONGSA district is a tiger stronghold. Thanks to visionary national leadership, the area's deep gorges and steep, forested slopes are largely protected by national parks and biological corridors. It is also a hot spot of conflict with agrarian and herder communities, whose free-roaming cattle are easy prey. More than 100 incidents of human-tiger conflict were recorded here in 2023–2024 alone.

A new project in central Trongsa aims to reduce those conflicts and protect rural livelihoods by insuring livestock owners against losses.

The project in Drakteng Gewog, a group of villages with around 1,000 households, is an expansion of the Gewog Tiger Conservation Tshogpa (GTCT) program successfully piloted in 2022 by the Department of Forests and Park Services' Bhutan Tiger Center (BTC) and WWF-Bhutan, as well as the Global Environment Facility, which provides support for the initiative through the UN Development Programme.

The approach is intentionally decentralized and represents a paradigm shift in the country's model for managing human-tiger conflict. In each project site, the BTC seeds an insurance fund with roughly US\$12,000. But it is the communities themselves who administer the interest-bearing fund, set annual premiums, respond to conflict reports, and compensate affected members.

GTCT also helps communities keep livestock out of harm's way. In Drakteng, preventative measures include putting electric fencing around a 100-acre community pasture so cattle can graze safely—with a goal of reducing local wildlife conflict by 50%.

More than 60 Drakteng households already participate, and WWF intends to offer similar support to communities in other areas.

27%

increase in Bhutan's tiger numbers as of 2023, for a total of 131



Drakteng, Bhutan





**Future-Proofing
Our Oceans**



Advanced Analyses Help Avert Ocean Conflict

WWF ENVISIONS A WORLD in which thriving, resilient oceans provide people worldwide with food, livelihoods, and prosperity. We take an integrated approach to ocean conservation, combining targeted place-based conservation work with global, markets-based solutions that encourage the sustainable use of ocean resources.

Today, we face an emerging threat at the nexus of ocean health, climate change, and peace and security. Illegal, unreported, and unregulated fishing is depleting fish stocks around the globe, and climate change is causing entire fish populations—central to food security and multiple economies—to shift migratory routes and ranges. In the Pacific, for example, ocean-traveling species such as tuna are projected to shift their movements away from established territories and toward or away from some countries' exclusive economic zones by 2050.

To confront this threat, WWF, the Environmental Defense Fund, Ode Partners, and others launched Oceans Futures in November 2023. The first-of-its-kind platform analyzes global climate and fisheries models, as well as variables such as nutrition and contested maritime borders, to pinpoint conflict flashpoints and regions where food insecurity is anticipated.

WWF is augmenting this decision-making tool by working with natural resource managers and others to prevent conflicts by raising awareness of the challenges impacting fisheries and coastal communities before those conflicts begin.

20x

increase in interstate
fisheries conflict
in the last 40 years

Coastal Communities Safeguard Local Livelihoods and Food Security

RURAL COMMUNITIES in Fiji and throughout Pacific island nations rely heavily on seafood for their subsistence and livelihoods, with fisheries providing 50% to 90% of animal protein. But a host of threats—including climate change and illegal, unreported, and unregulated fishing by commercial vessels offshore—threaten their fisheries and household food security, as well as the delicate balance of Fiji’s reef ecosystems.

In 2023, coastal communities in Macuata Province, which borders the Great Sea Reef, took the historic step of declaring three protected areas to ensure that the marine environment continues to provide for their needs and for the needs of future generations. WWF has for years supported communities along the Great Sea Reef in uniting traditional knowledge and contemporary conservation practices in the management of their natural resources.

In protecting Nukuvadra and Katawaqa islands, communities secured globally important nesting beaches for critically endangered hawksbill turtles and more than 160 acres of mangroves. The third protected area is located at the mouth of the Dreketi River in a customary Indigenous fishing zone known as a qoliqoli. This new 6,600-acre shark sanctuary will provide vital safeguards during the spawning season for apex reef species like hammerhead sharks and habitat engineers like pink whiprays.

33

community managed fishing grounds, called qoliqoli, are distributed across Fiji’s Great Sea Reef region



Macuata, Fiji





GLOBAL

**Solving
the Plastics
Problem**

An “All Hands” Approach to Plastic Pollution

THE PLASTICS CRISIS is a sobering reminder of our planetary interconnectedness. From a grocery bag found in the depths of the Mariana Trench to polyester polymers detected near the summit of Mount Everest, plastic trash threatens irreversible damage to environments, economies, and human health worldwide.

A new global plastics treaty endorsed by 175 nations in 2022 offers a once-in-a-generation opportunity to end this scourge. As negotiations reach fruition in late 2024, we are working closely with the State Department to drive an ambitious US position. Leveraging the support of the 200-plus member Business Coalition for a Global Plastic Treaty, we are advocating to ban the most harmful and avoidable high-risk products, address the entire lifespan of plastic, and include a strong financial mechanism to ensure the costs and benefits of this transition are equitably shared.

In parallel, we are engaging a broad host of companies to foster alignment around standardized corporate reporting and to help them move toward circularity—ensuring that plastics stay in the economy and out of nature. In December 2023, members of the WWF-led ReSource: Plastic consortium reported for the first time on their reuse efforts, highlighting the companies’ efforts to measure—and multiply—their impact. And in May 2024 we launched the *Blueprint for Credible Action on Plastic Pollution* to give companies of all sizes the insights and resources they need.

WWF’s supporters have also proved invaluable advocates. Private philanthropists, such as Diana Wold, built out science-based guidance and platforms for collaboration around plastic waste management. And over the last four years, more than a million WWF-US supporters have advocated for a strong, legally binding treaty.

9%

amount of plastic waste recycled each year in the US

WWF Advocates Make National Policy Local

DONNING BLAZERS over their panda t-shirts, 61 WWF activists from across the US converged on Capitol Hill in March to advocate for federal leadership on the plastics crisis. They urged lawmakers to pass recycling policies, increase funding for waste management, and adopt Extended Producer Responsibility (EPR) legislation to shift the onus for waste management from individuals and communities to producers. More than 10,000 activists have sent messages to their congress members with similar requests.

Their efforts reflect strong consumer and business support for improving the US approach to plastic pollution and were part of a successful WWF push this spring to elevate the issue with Congress, the Biden administration, and state governments.

Also in March, the Senate held its first-ever hearing on EPR, with WWF Vice President Erin Simon, a material scientist and former packaging engineer, providing expert testimony. A week later, the Senate passed two bipartisan bills to increase composting and improve access to recycling in underserved areas.

A concerted effort to engage with influential lawmakers, bill authors, and advocates made EPR a priority issue at the state level as well. Wins to date include a Minnesota law, signed in May 2024, that will require all packaging in the state to be reusable, recyclable, compostable, or collected by 2032. Five states now have EPR laws, with more in the works.

“Plastic pollution ... impacts people and planet, and if we’re not addressing plastic pollution, we’re missing the mark.”

Carissa Cabrera
WWF Panda Ambassador



Washington, DC





**Future-Proofing
Infrastructure**

Refining Transportation Globally

EVERY DAY, WWF works to incorporate conservation into the design of transportation infrastructure—the roads, ports, and railways that enable movement across our world. But poorly planned infrastructure fragments habitats, causes wildlife mortality, and increases greenhouse gas emissions. To protect biodiversity and confront the climate crisis, we must change course.

Under the Global Environment Facility's (GEF) new \$27 million Greening Transportation Infrastructure Development (GRID) Integrated Program, partners in Malaysia, Nepal, the Philippines, Suriname, and Ukraine will balance their transportation infrastructure needs with protecting or restoring nature and mitigating climate change. The GEF-supported, WWF-led program, in partnership with the Asian Development Bank and UN Environment Programme, will bring early, integrated planning and decision-making to the sustainable development of ports and roads.

This work builds on the US Agency for International Development's (USAID) Asia's Linear Infrastructure safeGuarding Nature (ALIGN) project, which was created in response to the rapid expansion of linear infrastructure in Asia. In FY24, ALIGN and its partners achieved several milestones: a new fencing policy in Mongolia that will prevent thousands of migrating mammals from being caught in barbed wire; curricula development at universities in India, Mongolia, and Nepal to foster a workforce that can integrate safeguards into infrastructure planning and development; and the inclusion of infrastructure guidance and recommendations to improve the effectiveness of a UN treaty on migratory species.

75%

amount of the world's
needed infrastructure
by 2050 that has yet
to be built

Green Guidelines for Colombia's Roads

IN COLOMBIA AS in many countries, roads are symbols of economic progress but also agents of environmental degradation. Poorly planned roads and their ill effects—namely unchecked agricultural expansion, illegal logging, and land grabbing—are the main drivers of deforestation in the country, including in protected areas and Indigenous territories.

In April, the Colombian ministry of transportation issued a groundbreaking resolution that requires all new transportation infrastructure to take biodiversity considerations into account.

The resolution grew out of the Green Road Infrastructure Guidelines, published in 2020 through an initiative launched in 2015 by the ministries of environment and transportation with the support of WWF, the Foundation for Conservation and Sustainable Development, and the Gordon and Betty Moore Foundation. The publication provides specific recommendations on topics such as incorporating safeguards for biodiversity and ecosystems early in the planning process, designing climate-resilient infrastructure and wildlife crossings, and including community participation in decision-making.

Colombia piloted the guidelines in designing a road rehabilitation project, completed in 2021, between the municipalities of El Retorno and Calamar in the Amazonian department of Guaviare. Capitalizing on community enthusiasm for new paved roads, project partners demystified the guidelines through training sessions in which participants earned diplomas that recognize they understand how much value is provided by intact ecosystems and local flora and fauna.

Besides transforming Colombia's approach to new construction, the resolution is anticipated to inform maintenance practices for existing roads and act as a safeguard against financial-sector backing of projects that do not meet sustainability criteria.

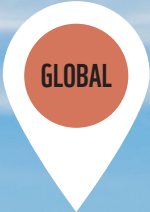
95%

amount of agricultural expansion, land grabbing, and illegal logging in Colombia located within three miles of a road



Colombia





**Accelerating
30x30**

Integrated Approaches to Sustainable Conservation

AS COUNTRIES MOBILIZE to conserve 30% of Earth's lands and waters by 2030, a goal known as 30x30, WWF is advocating for the inclusion of local and Indigenous priorities, supporting national conservation plans, and marshaling resources to secure the long-term conservation of nature.

At the Global Environment Facility (GEF) Assembly in August 2023 Chile, Ecuador, Mexico, Namibia, Nepal, and Zimbabwe unveiled progress on GEF-supported plans to deliver on their 30x30 commitments, all of which were developed with WWF's assistance. And with the GEF, IUCN World Commission on Protected Areas, and The Nature Conservancy, WWF released the first global guide to help countries implement inclusive, equitable, and effective conservation toward the 2030 goal.

Creative financial instruments like Project Finance for Permanence (PFP), which tie financial investment to conservation benchmarks, can draw out significant resources for large-scale, long-term conservation. For example, the governments of the US and Peru, joined by WWF and others, announced a debt-for-nature swap in September 2023 unlocking \$20 million to bolster Peru's Natural Legacy, the third in WWF's growing PFP portfolio. A GEF project supported improved management of almost 35 million acres of protected areas and helped secure another \$20 million in domestic funds for conservation.

Alongside longstanding US-funded conservation work at agencies like USAID, WWF supports a US Foundation for International Conservation, where every federal dollar invested would be matched by two more from the private sector.

\$100 million

potential funding for the US Foundation for International Conservation Act, which could leverage an additional \$200 million for international conservation

Native-Led Buffalo Restoration

BISON PLAY A VITAL ROLE in the health of the Great Plains and are fundamental to the well-being and prosperity of many Native communities. For three decades, the InterTribal Buffalo Council has worked tirelessly to foster cultural, spiritual, ecological, and economic revitalization within Native communities by introducing, reintroducing, or firming up funds for the care and management of bison on Tribal lands. WWF has been a proud ally in supporting the council's vision and efforts.

Now the Tribal Buffalo Lifeways Collaboration, a historic alliance among the InterTribal Buffalo Council, Native Americans in Philanthropy, The Nature Conservancy, and WWF with support from donors including the Joseph & Gene Swedish Family Foundation and others, is poised to return bison to Tribal lands at an unprecedented scale. The collaboration aims to increase funding and resources, and to work with the US Department of the Interior, Department of Agriculture, and other partners to build on the momentum created by Indigenous leaders.

The collaboration comes on the heels of increased Interior Department investments in bison and grassland restoration—both of which are part of the US government's America the Beautiful initiative, which has committed to protecting at least 30% of US lands and waters by 2030.

In addition, WWF has been backing the Indian Buffalo Management Act, which would establish a permanent Department of the Interior program to ensure consistent support for Tribal-led bison restoration efforts.

**“We don’t exist
without them,
and they don’t
exist without us.”**

Mariah Black Bird-Perry,
Oglala Lakota, on the
importance of restoring
buffalo to Native lands



**Great Plains,
USA**





FY24: Insights and highlights of WWF's progress toward a healthier and more sustainable planet

Protecting Rhinos After a shocking increase in rhino poaching in Namibia, WWF launched an emergency fundraising campaign in September 2023. Fueled by WWF members and donor Leonardo LoCascio, the campaign raised more than \$500,000 to protect rhinos in just a few weeks.

Local Leadership Building on the successful Arctic Biodiversity Initiative, WWF launched Arctic Community Wildlife Grants to help communities in northwest and Arctic Alaska design and fund self-directed marine and other conservation projects.

Sustainable Ranching With support from donors like the Arthur M. Blank Family Foundation, WWF's Sustainable Ranching Initiative has enrolled 1 million acres in a network that empowers ranchers to adopt grazing practices and management strategies that enhance carbon sequestration, improve water infiltration, and nurture biodiversity.

Science-Based Targets WWF led the development of the Forest, Land and Agriculture (FLAG) Guidance for the Science Based Targets initiative to drive private sector action on deforestation and regenerative agriculture. In FY24 alone, more than 50 leading food and agriculture businesses set climate targets based on FLAG criteria.

River Recovery WWF secured \$1.7 million from Starbucks and Reckitt to support the restoration of the Rio Grande basin, reaching habitats in Colorado, New Mexico, Texas, and Mexico. The project aims to restore river flows, benefit aquatic species, protect wetlands, and recharge underwater aquifers.

For the TREES WWF's ongoing advocacy efforts to curb deforestation, including more than 1,800 messages from WWF supporters to New York state legislators, helped secure passage of the Tropical Rainforest Economic & Environmental Sustainability (TREES) Act, which is designed to remove tropical deforestation from products bought by the state.

Rapid Transition WWF and the Boston Consulting Group released a first-of-its-kind report, *Building a Nature-Positive Energy Transformation*, which demonstrates the benefits of a rapid switch to renewable energy—including for jobs and health—and provides a framework to ensure the transition promotes the well-being of people, wildlife, and our planet.

Cold Comfort WWF promoted the development of cold storage and ice-making technology throughout the South-West Indian Ocean to boost fishers' profitability, minimize fishery loss and waste, and introduce climate-smart, low-carbon technology.

Landowner Legacies Following the 2021 launch of the WWF-supported Mobile Basin Heirs' Property Support Initiative in Mississippi—which helps historically underserved families protect land passed down informally through generations—the program expanded into Alabama in partnership with Center for Heirs' Property Preservation®, Mississippi Center for Justice, and Legal Services Alabama.

 Mangrove ecosystems protect against the climate crisis, store large amounts of carbon, and protect coastal communities from storms. But mangroves are also affected by increasing temperatures, changing rainfall patterns, and sea level rise—and scientists don't yet know exactly how. **In July 2023, WWF and Google.org launched ManglarIA.** The project will install sensors in two bioserves on Mexico's coasts, gathering data and using AI to analyze that data faster than ever before.





Advocates for Wildlife To celebrate the 50th anniversary of the Endangered Species Act, WWF—alongside American Bird Conservancy, Defenders of Wildlife, Endangered Species Coalition, and Sierra Club—flew 70 activists from 12 states to Washington, DC, where they discussed the powerful law with their congressional representatives.

ARPA Communities WWF, the Brazilian government, the Gordon and Betty Moore Foundation, Brazilian Biodiversity Fund, and the Global Environment Facility committed to developing long-term plans to ensure ecological, social, and financial sustainability in 60 sustainable-use conservation areas and support the creation and financial sustainability of new conservation areas in the Amazon.

Education for Nature 2024 marks the 30th anniversary of WWF’s Russell E. Train Education for Nature Program, which provides financial support to conservation leaders in Africa, Asia, and Latin America. More than 3,700 grant recipients have used the funds to pursue graduate studies, sharpen practical skills, and train local communities.

Funds for Fishers As part of the upcoming Resilient Bold Belize initiative, WWF, the Development Finance Corporation of Belize, the Belize Fisheries Department, and the Wildlife Conservation Society launched the Artisanal Fishing Loans pilot to provide fishers with tailored loans for sustainable fishing practices. In the first six months, nearly 300 loans were issued totaling over US\$900,000.

Wildlife Science WWF expanded its capacity to process environmental DNA (eDNA) in Bhutan, leading to a pilot study in Royal Manas National Park that identified more than 134 species—with 33 on the IUCN Red List—including red panda, golden mahseer, dhole, musk deer, and tigers.

Novel for Nature WWF launched the Nature-Based Solutions Origination Platform, an ambitious new model for financing high-quality, lasting nature-based solutions—including protection, improved management, and restoration—with a focus on five initial landscapes in Brazil, Madagascar, Mexico, Peru, and Viet Nam.

Safer Seafood Today, Thai shrimp is largely free from forced labor and mangrove degradation, as signaled by the country’s removal from the US government’s watch list. WWF cofounded the Seafood Task Force (STF) a decade ago to combat the problem, and the Gordon and Betty Moore Foundation has provided support to STF and WWF for most of that time.

Motivated Members Between Earth Hour and Earth Day 2024, some 92,000 individuals devoted more than 105,000 hours through WWF’s Give an Hour for Earth campaign, taking meaningful action to protect our planet through biking, planting, fundraising, signing petitions, and more.

Climate Collaboration During the UN Climate Change Conference in November 2023, WWF hosted more than 20 events—as part of the America Is All In Action Center—focused on US climate action with public and private sector leaders to collaborate on implementing the Inflation Reduction Act.

Congo Forest Partnership In FY24, WWF successfully entered the second phase of a five-year partnership with USAID to promote community-led conservation and sustainable development in Salonga National Park, which WWF comanages with the Institut Congolais pour la Conservation de la Nature in the Democratic Republic of the Congo.

In late 2023, the America Is All In (AIAI) coalition secured new funds, influential and visionary leadership, and new successes at every level. From telling the stories of community-led climate resilience projects in Washington state and a solar-powered fire station in Pennsylvania to a national tour highlighting the climate benefits in the Inflation Reduction Act, which WWF helped advocate for, **AIAI is helping empower state and local actors to lead the fight against climate change.**







Freshwater Resilience Recharge Pakistan—a collaboration among the government of Pakistan, Green Climate Fund, WWF, USAID, The Coca-Cola Foundation, local communities, and other nonprofit partners—has received \$78 million in funding to expand climate resilience and sustainable livelihood activities in Pakistan.

Filtering Out Forest Risks WWF's Forests Forward corporate engagement team launched the Wood Risk Tool, a one-stop shop providing information for companies, wood buyers, and regulators to assess, understand, and manage the risks associated with sourcing wood.

New Snow Leopard Numbers Bhutan's 2022-2023 Second National Snow Leopard Survey, supported by WWF and Bhutan for Life, tallied 134 snow leopards, marking a 39.5% population increase since 2016. The survey will allow us to develop better conservation strategies to protect the big cat.

American Waters WWF played a key role in the development of the US government's newly established America the Beautiful Freshwater Challenge, which aims to restore 8 million acres of wetlands and 100,000 miles of US rivers and streams by 2030.

Functioning Forests A new WWF-supported study published in *Nature* revealed that in Gabon and the Republic of Congo, Forest Stewardship Council® (FSC®)-certified forests—where rigorous management practices are implemented—have a higher number of large mammals compared to non-FSC-certified forests, underscoring the success of FSC-certified tropical forests in protecting wildlife.

Conservation Funding Both chambers of Congress advanced a bill to renew the Multinational Species Conservation Funds, which support critical conservation projects like the recent collaboration among WWF, USFWS, USAID, Paul G. Allen Family Foundation, and partnering governments to conduct a survey of the African savanna elephant population.


Sustainable Leather WWF joined the Textile Exchange and Leather Working Group in late 2023 in the Deforestation-Free Call to Action for Leather, an initiative that asks brands and retailers to commit to sourcing all their bovine leather from deforestation-free supply chains by 2030—or earlier.

Elephant Collaring India's Assam Forest Department fitted two elephants with GPS collars in India's Brahmaputra Landscape, bringing the total to four. WWF was the first organization to support this effort, which is crucial in providing data on key elephant corridors and human-elephant interactions.

Marine Culture In the rapidly changing Arctic, WWF is working with Indigenous communities to codesign a plan to implement protections in marine waters that will safeguard food security and cultural heritage, support tribal sovereignty, and protect vital habitat for Arctic species.

Emirates Declaration The WWF-supported Emirates Declaration on Sustainable Agriculture, Resilient Food Systems, and Climate Action created a framework for transformative food-based climate and nature action, calling on 134 countries to incorporate food systems into their national climate action plans.

Food Waste Warriors WWF's signature youth engagement program on food received a \$1.3 million US EPA Recycling Education and Outreach grant to work in Atlanta, Baltimore, Memphis, and Nashville over three years. WWF plans to expand the program nationwide.

 A new CARE-WWF Alliance program called Sowing Change launched in Kenya in February 2024. Designed to provide training, support, and financing to help women earn income while leading their communities in addressing climate-induced challenges, **the program will support women as they start nature-based enterprises, such as beekeeping, goat farming, and dairy cattle**, with an emphasis on exploring innovative ways to restore the landscape for future generations.

“We must be laser-focused on building a future where nature and people flourish, while being guided by our values as we practice conservation that is humane in the broadest sense.”

SO MUCH IS changing in the world around us: Conflicts between countries, division in communities, the fracturing of a common narrative. This is why WWF’s work has never been more urgent. We must be laser-focused on building a future where nature and people flourish, while being guided by our values as we practice conservation that is humane in the broadest sense.

To do this, we are committed to solving some of the most pressing challenges we face, including:

- How do we keep places like the Amazon intact while providing for the needs of humanity—not only within that vast ecosystem, but also across Brazil and the world?
- How do we structure large-scale conservation that endures through inevitable political changes?
- How do we work with multinational corporations in the context of wildly disparate regulatory and market environments to secure voluntary commitments to more sustainable business plans?
- And how do we operate in the midst of these thorny and complex realities while maintaining our integrity and our commitment to solutions that are durable and science-based?

In some ways, there could not be a more terrifying moment for our work. But in the ways that truly matter, it is also an exhilarating moment that relies on our creativity, our ability to listen, our innovation, and our strong tradition of partnership. We must succeed as a global organization that doesn’t just represent one population or one point of view, but that operates across 100 countries, with local staff leading the way in every place we work.

The excitement of this year’s Olympic games in Paris helped knit us together as a global community, celebrating not only extraordinary athletic achievement but also what is possible with discipline, focus, and the will to constantly improve. And it’s that sense of possibility through hard work that is the greatest gift of being part of WWF.

We are proud of all that WWF has accomplished with our partners over the past year in areas such as the Enduring Earth Partnership, nature-based solutions and science-based targets, driving toward a global plastics treaty, and guiding the sustainable production of food and the building of infrastructure to keep intact those landscapes and seascapes upon which we most depend. We encourage you to read the stories on these pages and hope you feel that same sense of pride. Thank you for the role that you have played in helping make manifest the conservation progress the world so desperately needs.



Carter Roberts
President & CEO
WWF-US



Yolanda Kakabadse
Co-chair
WWF-US Board of Directors



Sanjeev Mehra
Co-chair
WWF-US Board of Directors



Leadership

Executive Team

Carter Roberts
President & CEO

Loren Mayor
Chief Operating Officer

Nik Sekhran
Chief Conservation Officer

Jocelyn Starzak
Senior Vice President and General Counsel

Senior Management Team

Johan Bergenas
Senior Vice President
Oceans

Sheila Bonini
Senior Vice President
Private Sector Engagement

Kerry Cesareo
Senior Vice President
Forests

Jason Clay
Senior Vice President, Markets and
Executive Director, Markets Institute

Ginette Hemley
Senior Vice President
Wildlife Conservation

Renee Johnson
Senior Vice President
People & Culture

Terry Macko
Senior Vice President
Marketing and
Communications

Julie Miller
Executive Vice President
Philanthropic Partnerships
and Board Relations

Marcene Mitchell
Senior Vice President
Climate Change

Brent Nordstrom
Vice President
Conservation Program Management

Mike Pejic
Chief Financial Officer

Alejandro Pérez
Senior Vice President
Policy and US Government Affairs

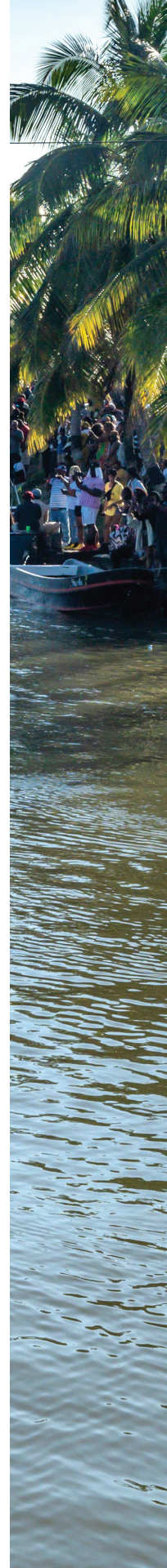
Rebecca Shaw
Chief Scientist and
Senior Vice President
Global Science

Roberto Troya
Senior Vice President
US Country Offices and
LAC Secretariat



In a celebration of culture, nature, food, and community pride, residents of Dangriga, a small city in Belize, reenact their ancestors' arrival on the country's southern coast.

As of June 30, 2024



Board of Directors

Co-chairs

Yolanda Kakabadse
Former President
WWF-International
Quito, Ecuador

Sanjeev Mehra

Cofounder and
Managing Partner
Periphas Capital, LP
New York, NY

President

Carter Roberts

President & CEO
World Wildlife Fund
Washington, DC

Vice Chair

Robert Litterman

Founding Partner
Kepos Capital
Hillsborough, CA

Treasurer

Elizabeth L. Littlefield

Former President, CEO
and Chairperson
US Development Finance
Corporation
Washington, DC

Secretary

Shelly Lazarus

Chairman Emeritus
Ogilvy
New York, NY

Virginia Busch

St. Louis, MO

Gerald M. Butts

Vice Chairman
Eurasia Group
Ottawa, ON

Ruth DeFries

Professor of Ecology and
Sustainable Development
Columbia University
New York, NY

Leonardo DiCaprio

Los Angeles, CA

Christopher B. Field

Director
Stanford Woods Institute
for the Environment
Stanford, CA

Matthew C. Harris

Founding Partner
Global Infrastructure
Partners
New York, NY

Urs Hölzle

Google Fellow
Google
New Zealand

Uzodinma Iweala

Chief Executive Officer
The Africa Center
New York, NY

Lawrence H. Linden

Founder and Trustee
Linden Trust for Conservation
New York, NY

Kathleen McLaughlin

Executive Vice President and
Chief Sustainability Officer
Walmart Inc.
Bentonville, AR

Luis Alberto Moreno

Managing Director
Allen & Co.
New York, NY

Iris Mwanza

Deputy Director,
Women in Leadership
Bill & Melinda Gates
Foundation
Seattle, WA

Amanda Paulson

Bobolink Foundation
Boulder, CO

Vincent S. Pérez Jr.

Former Philippine
Energy Secretary
Chairman, Alternergy
Manila, Philippines

Clara Lee Pratte

CEO
Strongbow Strategies
& Founding Member
Navajo Power
Flagstaff, AZ

Roger W. Sant

Chairman Emeritus
and Cofounder
The AES Corporation
Washington, DC

Carolina Schmidt Zaldivar

President of COP25,
Former Minister of
Environment of Chile
Santiago, Chile

Toddi A. Steelman

Vice President and
Vice Provost for Climate
and Sustainability
Duke University
Durham, NC

Lauren Tyler

New York, NY

Jeffrey Ubben

Founder & Managing Partner
Inclusive Capital Partners
San Francisco, CA

Her Majesty Queen Jetsun

Pema Wangchuck
The Kingdom of Bhutan

Chairs Emeriti

Neville Isdell

Former Chairman and
Chief Executive Officer
The Coca-Cola Company
Atlanta, GA

Pamela Matson

Goldman Professor
Emerita and Senior Fellow
at the Woods Institute,
Stanford Doerr School of
Sustainability
Stanford, CA

William K. Reilly

Healdsburg, CA

Directors Emeriti

Bruce Babbitt

Washington, DC

Edward P. Bass

Founding Trustee
Philecology Trust and
Philecology Foundation
Fort Worth, TX

Marshall Field

Chairman
The Field Corporation
Chicago, IL

Kathryn S. Fuller

Washington, DC

Adrienne Mars

Mars Foundation
Jackson, WY

Gordon Orians

Professor Emeritus, Biology
University of Washington
Seattle, WA

Virginia Sall

Cofounder and Director
Sall Family Foundation
Cary, NC

Anne P. Sidamon-Eristoff

Chairwoman Emerita
American Museum
of Natural History
New York, NY

As of June 30, 2024

National Council

Chair

Virginia Busch
St. Louis, MO

Vice Chairs

Gail Evans Eyler
Del Mar, CA

Victor Parker
Hillsborough, CA

Ashley Melisse Abess

Miami, FL

Vignesh Aier
New York, NY

Fabiola Arredondo
Greenwich, CT

Mary Barley
Islamorada, FL

Carey Benham
Atlanta, GA

Eric Berman
Woodinville, WA

Kiran Bhatraju
Washington, DC

Aurin Bhattacharjee
New York, NY

Robert O. Blake Jr.
Bethesda, MD

Laura Holson Boswerger
New Canaan, CT

Barbara Bowman
Santa Fe, NM

Antoinette Brewster
Charlottesville, VA

Amanda Brotman-Schetritt
New York, NY

Carmen Busquets
Key Biscayne, FL

Kevin Butt
Georgetown, KY

Julia Louisa Cardozo
Washington, DC

Lacy Caruthers
San Francisco, CA

Megan Reilly Cayten
New York, NY

Kirsten Chapman
Annapolis, MD

Richard Chow
San Francisco, CA

J.H. Cullum Clark
Dallas, TX

Leslie Coolidge
Barrington Hills, IL

Ashlan Gorse Cousteau

Los Angeles, CA

Philippe Cousteau
Los Angeles, CA

Tammy Crown
Portola Valley, CA

Melissa Shackleton Dann
Chevy Chase, MD

Brenda S. Davis
Bozeman, MT

Josie Davis
Chicago, IL

Jared Diamond
Bel Air, CA

Christopher J. Dodd
Washington, DC

Santiago Dunn
Guayaquil, Ecuador

Barbara Durham
Dallas, TX

Rebecca Eisen
Oakland, CA

Cynthia Ann Eisenberg
Bellingham, WA

Exequiel Ezcurra
Riverside, CA

Lara Fitch
Brooklyn, NY

John B. Ford
Saint Helena, CA

Abigail Field Gerry
New York, NY

Lloyd Gerry
New York, NY

Alice Gillaroo
Santa Ynez, CA

Hannelore Grantham
Boston, MA

Jeremy Grantham
Boston, MA

Michael Grealish
Cambridge, MA

Katherine Eckert Grunder
New York, NY

Rashmi Gupta
New York, NY

Jason Haggins
New York, NY

Susan Cook Hoganson
Oakland, CA

Lixin Huang
El Cerrito, CA

James Iker
Marshall, VA

Susan K. Ing
Honolulu, HI

Pamela Isdell
Atlanta, GA

Jeremy Jackson
Brooksville, ME

Ticora V. Jones
Washington, DC

Susan Jorgensen
Santa Ynez, CA

Donald Kanak
Bellevue, WA

Jamee Field Kane
Lake Forest, IL

Donald Karl
Los Angeles, CA

Karen Garver Karl
Los Angeles, CA

Charles J. Katz Jr.
Palo Alto, CA

Anne Keiser
Washington, DC

William Lake
Aquinnah, MA

Winnie Lam
Sunnyvale, CA

Frans Lanting
Santa Cruz, CA

Ted Lazarus
Brooklyn, NY

Wendy Lee
Redding, CT

Stephen J. Luczo
Paris, France

Kevin Malone
Fort Lauderdale, FL

Barbara Manocherian
New York, NY

Laurie McBride
Old Snowmass, CO

Thomas McInerney
Seattle, WA

Elisabeth Meeker
Chicago, IL

Nitzan Mekel-Bobrov
New York, NY

Jacqueline Morby
Key Largo, FL

Diane Moxness
Anchorage, AK

Naseem Munshi
Lafayette, CO

Jocelyn Nebenzahl
Glencoe, IL

Cheryl Olseth
Minneapolis, MN

Julie Packard
Monterey, CA

Perk Perkins
Sunderland, VT

Kyle Philipp
Atlanta, GA

Michael Philipp
Gloucester, MA

Trent Philipp
New York, NY

Julia Popowitz
Woodside, CA

Mayari Pritzker
Chicago, IL

Joseph Proto
Ponte Vedre Beach, FL

Smita Proto
Ponte Vedre Beach, FL

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

Richard H. Rosen
Frankfort, KY

Alex Roux
New York, NY

Emily T. Rowan
Chevy Chase, MD

Elizabeth Sall
Seattle, WA

English Grey Sall
Pittsboro, NC

John Sall
Cary, NC

Shari Sant
New Kingston, NY

Daniel Sarles
Denver, CO

Julie Scardina
Poway, CA

Gia Schneider
Alameda, CA

Alan Seelenfreund
San Francisco, CA

Aniket Shah
New York, NY

Shalini Sharp
Berkeley, CA

Susan Sherman
Glencoe, IL

Wenona T. Singel
East Lansing, MI

Brian Skerry
York, ME

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
Pinehurst, NC

Karen Wagoner
Pinehurst, NC

Judith Waterman
Palo Alto, CA

David Wilcove
Princeton, NJ

Julie Ann Wrigley
Ketchum, ID

Irene Wurtzel
Washington, DC

Rae Wynn-Grant
Santa Barbara, CA

Conner Youngblood
Nashville, TN

Sharon Youngblood
Dallas, TX

In Memoriam

Jeffrey Morby

As of June 30, 2024

Statement of Activities

In FY24, WWF made significant strides toward advancing our mission and creating a sustainable future where both people and nature thrive. Thanks to your continued generosity, we reached critical milestones in bolstering the resilience of our shared planet—an effort recognized by Charity Navigator with their highest 4-star rating.

Despite global economic challenges, including inflationary pressures, WWF maintained robust financial health and delivered meaningful programmatic results. We launched impactful initiatives across key areas including wildlife conservation, marine environmental education, and protecting our oceans and forests.

With commitments from both public and private donors, WWF secured more than \$400 million and deployed \$402 million in program spending this fiscal year. Conservation program and policy spending achieved a record \$249 million, a 4% increase over FY23.

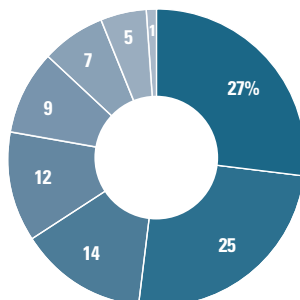
Key contribution areas included Wildlife (\$32 million), Forests (\$26 million), and Oceans (\$14 million). Additionally, WWF secured \$23 million from the Global Environment Facility for the Enduring Earth initiative, supporting Project Finance for Permanence efforts in Gabon and Namibia, and exploring a durable finance mechanism in the Eastern Tropical Pacific.

In addition, Recharge Pakistan, a collaborative effort by the Government of Pakistan, Green Climate Fund (GCF), The Coca-Cola Foundation, USAID, and WWF, will channel nearly \$78 million toward climate resilience and ecosystem-based flood water management. The project will directly benefit more than 680,000 people and drive climate resilience for more than 7 million in the Indus River Basin.

All told, WWF's net assets rose by 3%, from \$623 million to \$644 million—strengthening our ability to scale up conservation initiatives and address the urgent environmental challenges facing our planet.

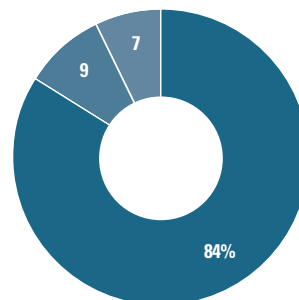
We are profoundly grateful. Your support enables us to deepen our impact and drive forward our mission for the health of both people and nature.

FY24 Operating Revenues



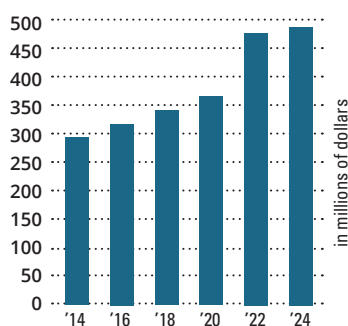
Individuals	\$129,759,992	27%
Contributed nonfinancial assets and other revenues	122,819,800	25%
Government grants	70,160,959	14%
Allocation of endowment earnings and quasi-endowment funds to operations	56,785,458	12%
Corporations	43,748,351	9%
Foundations	32,050,712	7%
WWF Network Revenues	24,525,719	5%
Other contributions	5,253,062	1%

FY24 Total Expenses



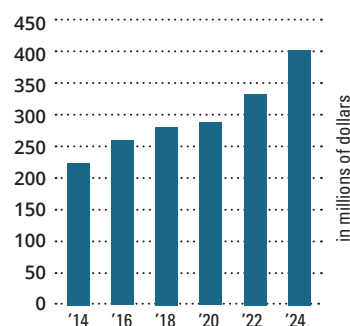
Program expenses	\$401,526,086	84%
Fundraising	43,232,076	9%
Finance and administration	32,117,578	7%

Operating Revenue Growth



2014	291,738,922
2016	317,310,771
2018	339,553,609
2020	364,188,652
2022	474,198,236
2024	485,104,053

Program Spending Growth



2014	224,462,191
2016	259,505,203
2018	281,578,112
2020	288,370,238
2022	332,898,558
2024	401,526,086

Current year operating revenues and expenses

Revenues	2024 Total	2023 Total
Contributions and pledges	\$210,812,117	\$216,777,707
Government grants and contracts	70,160,959	74,141,090
WWF Network revenues	24,525,719	20,482,997
Contributed nonfinancial assets and other revenues	122,819,800	113,013,535
Allocation of endowment earnings and quasi-endowment funds to operations	56,785,458	45,538,227
TOTAL REVENUES	485,104,053	469,953,556
Expenses		
Program expenses		
Conservation field and policy programs	249,147,960	239,754,333
Public education	152,378,126	145,029,906
Total program expenses	401,526,086	384,784,239
Supporting services expenses		
Finance and administration	32,117,578	25,878,621
Fundraising	43,232,076	43,881,198
Total supporting services expenses	75,349,654	69,759,819
TOTAL EXPENSES	476,875,740	454,544,058
Current year operating revenues over operating expenses	8,228,313	15,409,498

Nonoperating activities and pledges

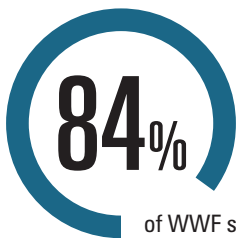
Nonoperating activities	2024 Total	2023 Total
Bequests, endowments and split income gifts	49,726,444	43,822,846
Income from long-term investments	32,182,704	35,952,862
Gain from foreign currency	357,040	181,838
Allocation of endowment earnings and quasi-endowment funds to operations	(56,785,458)	(45,538,227)
Loss from restricted pledges & contributions receivable	(12,379,627)	
TOTAL NONOPERATING ACTIVITIES	13,101,103	34,419,319
Increase in net assets	21,329,416	49,828,817
Net assets at beginning of year	623,078,983	573,250,166
Net assets at end of year	644,408,399	623,078,983

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 **800-960-0993** or **worldwildlife.org/waystogive**

Outright Gifts

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



Photo Credits | Cover: Josua Saqoro, Viti Levu, Fiji © WWF-Pacific/Tom Vierus | Page 2: Bengal tiger, Rajasthan, India © Sourabh Bharti/iStock.com | Page 6: A diver prepares to backroll into the water, Fiji © Tom Vierus/WWF-US | Page 10: Crested caracara amid plastic trash, US © Jeff R. Clow/Getty Images | Page 14: Fog rising amid mountains and road, Colombia © Ivan Camilo Cardenas/iStock.com | Page 18: Bison, Firehole River, Yellowstone National Park © Westend61/Getty Images | Page 22: Alejandro Lopez shrimp fishing in Laguna Chumbeño, Francisco Villa, Nayarit, Mexico © Jason Houston/WWF-US | Page 24: Wind turbines in a barley and wheat field, Washington © f11photo/iStock.com | Page 26: Rhoida Chonya works in field, Tanzania © Wideangle Media/WWF Switzerland | Page 30: Boats sporting Garifuna flags for Garifuna Settlement Day reenactment, Dangriga, Belize © WWF-US/Jaime Rojo



1250 24th Street, NW
Washington, DC 20037