



WHY WWF?

Because...

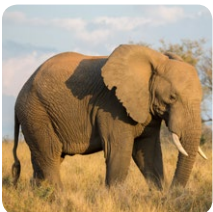
Our mission is to conserve nature and reduce the threats to Earth's biodiversity.

We work with our supporters to change what's happening to wildlife, forests, oceans, freshwater, food, and climate.

We have nearly 60 years of experience and a global reach.

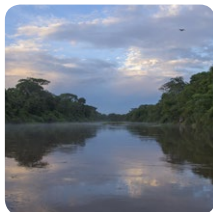
We believe that, together, we can build a future in which people live in harmony with nature.

Learn how you can get involved at worldwildlife.org.



WILDLIFE

Protect the world's most iconic species



FRESHWATER

Secure water for people and nature



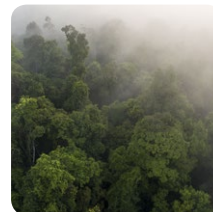
FOOD

Double net food availability, freeze its footprint



CLIMATE

Create a climate-resilient world powered by renewable energy



FORESTS

Conserve the world's most important forests



OCEANS

Safeguard healthy oceans and marine livelihoods