



PARTNERS  
IN CONSERVATION

# The Power of Partnership



# WWF PARTNERS IN CONSERVATION

Supported by the generosity and passion of our donors, World Wildlife Fund has led innovative science-based conservation solutions to protect nature and people around the world for more than 50 years. Throughout our history, we have restored wild places and celebrated the resurgence of species once facing extinction. *We believe deeply in the power of people everywhere to transform the world for the better.*

**We invite you to join a special group of conservation champions called Partners in Conservation by making an annual gift of \$1,000 or more.**

As our Partner, you share a closer relationship with WWF and deliver a greater impact in protecting threatened wildlife, exceptional places, and diverse communities worldwide.

Cover Photo: © naturepi.com / Andy Rouse; Opposite Page: © Flip Nicklin / Minden Pictures



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# WHO **WE ARE**

Over five decades, WWF's scientists, experts and others passionate about the environment have achieved extraordinary victories together. With the support of Partners in Conservation, we have rescued species from extinction, created national parks, pushed forward critical legislation and led innovation in science. Today, we are the world's largest conservation network.

WWF is about much more than saving wild animals. The protection of iconic wildlife like polar bears and tigers is at the heart of our mission, but it is a piece of a much richer story. Our work truly encompasses the world. We conserve forests, grasslands, mountains, rivers and oceans in partnership with local people, enabling both nature and communities to flourish. At the same time, we use our unparalleled global reach, expertise and influence to drive solutions to complex global issues like business sourcing practices, food production and climate change.

We have achieved truly inspiring results, but given the magnitude of the challenges before us, we must do more. Through the generosity and passion of our Partners in Conservation, we are answering an urgent, imperative call to redouble our efforts—both for the future of wildlife and ourselves.

Photo: © Paul Nicklen / National Geographic Stock / WWF-Canada



*“WWF is a gold standard for wildlife conservation, and it has the size to take on global challenges.”*

— Dr. Nancy Baker, El Granada, CA

# WHAT **WE DO**

WWF offers distinctive, unmatched strengths that have fueled our evolution over 50 years as the world's most powerful conservation network. As a Partner in Conservation, you make this possible.

**We are local *and* global.** WWF works in 100 countries. Our expansive presence allows us to implement visionary, large-scale initiatives to protect species and eco-regions across national borders.

**We innovate.** As a science-based organization, WWF is serious about nurturing innovative ideas to revolutionize conservation. We seek out nontraditional approaches within our organization and collaborate with partners to amplify our results.

**We leverage.** As the world's preeminent global conservation network, WWF has an exceptional ability to convene important social, political and corporate leaders to generate lasting solutions and accomplish change on a scale that no organization could achieve alone.

Photo © Michael Meiford / National Geographic Creative



*“WWF exhibits integrity  
and I am proud of my  
commitment as a Partner  
in Conservation.”*

— Roger Ostdahl, Harrisburg, PA

# WWF **AT WORK**

As a Partner in Conservation, your annual gift supports WWF's diverse programs to protect nature and benefit people. Some examples of our work include:

**Fighting wildlife crime.** WWF has galvanized world leaders, celebrities and citizens in a major effort to end wildlife crime. Unprecedented resources, technology and collaboration are now going to stop the killing of elephants, rhinos, tigers and other wildlife for illegal trade.

**Landmark protection for the Amazon.**

Together with the Brazilian government, WWF launched an innovative financing mechanism to permanently protect 150 million acres of Amazonian rainforest—an area three times the size of all the US national parks combined.

**Restoring America's prairie.**

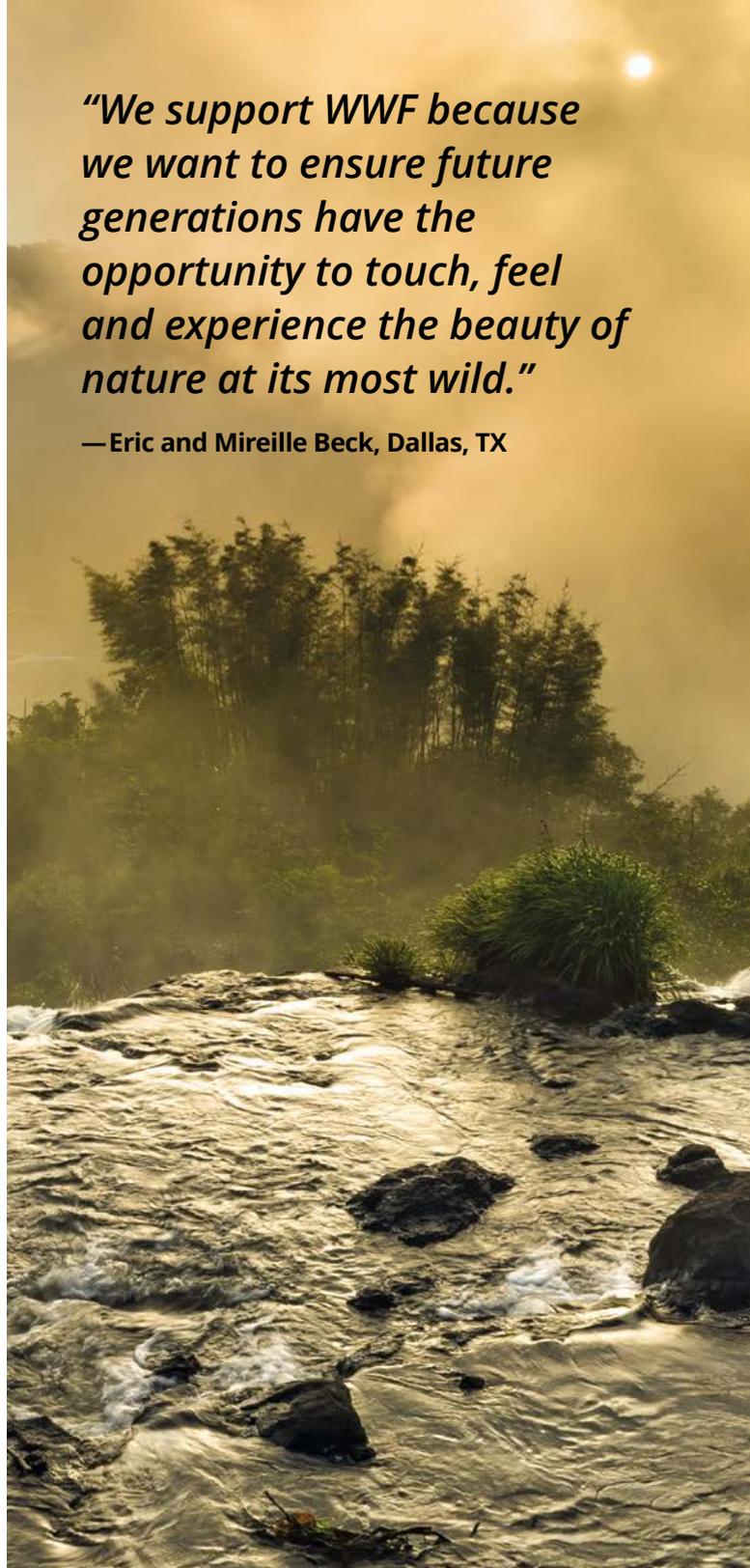
WWF partners with Native American tribes and ranchers to restore bison and other native species and support communities in the Northern Great Plains, an iconic American landscape spanning more than 180 million acres of grasslands.

**Transforming business practices.**

WWF leads visionary work with major corporations to create more sustainable business practices and reduce environmental impact, generating positive changes that touch producers and consumers around the globe.

***“We support WWF because we want to ensure future generations have the opportunity to touch, feel and experience the beauty of nature at its most wild.”***

**—Eric and Mireille Beck, Dallas, TX**



# THE PRIVILEGES OF PARTNERSHIP

## ACCESS

**Staff Contact at WWF** Direct access by phone and email to your personal WWF liaison.

### **Invitations to Webinars, Calls and Events**

Meet and talk directly with WWF experts and President and CEO Carter Roberts.

**Partners Toolkit** Provides resources that help you advance the work of World Wildlife Fund and be an ambassador for our amazing planet.

## IMPACT

**WWF Calendar** A beautiful wall calendar full of photographs of the wildlife and places we are working together to save.

**WWF Annual Report** Our recap of the year's most compelling stories and financial overview.

**World Wildlife Magazine and App** Provides a look at the ongoing innovative work made possible by your generous support.

## COMMUNITY

### **Invitations to Regional Partner Events**

Interact with WWF conservation experts and scientists.

**Partners Symposium** Join your fellow Partners in Conservation at WWF's Washington, D.C., headquarters for an exclusive event.

### **Recognition in the Annual Report**

Acknowledgment of your generous support as a Partner.

**The Partner** Your insider e-newsletter with updates from the field and news from headquarters.

*"Since becoming a Partner in Conservation, I better understand how WWF will achieve its goals and feel more connected than I ever had before."*

—Carolyn Nogy, San Ramon, CA



**THE STORY OF OUR FUTURE IS  
BEING WRITTEN RIGHT NOW.  
YOU CAN MAKE A UNIQUE  
CONTRIBUTION TO THAT STORY.**

Join us as a Partner in Conservation by contributing an annual gift of \$1,000 or more. Together, we can ensure that the solutions you are helping to build *today* make a real difference for the world that our children will inherit *tomorrow*.



**PARTNERS  
IN CONSERVATION**

Contact our Partners in Conservation team today: **1-888-993-1100**  
**partners@wwfus.org**  
**worldwildlife.org/partners**