



WWF-US 2018  
ANNUAL REPORT







## Impatient for Change

Technology and innovation have long been a part of WWF's work.

In 1973, WWF granted \$38,000 to the Smithsonian Institution to study the tiger population of Nepal's Chitwan National Park, allowing scientists to successfully use radio tracking devices for the first time. This represented cutting-edge technology when it happened and was celebrated as such. Today, we use camera traps to record tiger—and elephant, and rhino, and more—movements, and the data collected informs nationwide tiger censuses in Nepal, Bhutan, and elsewhere. The early innovation used in Chitwan led to the systems that today allow us to move closer to our goal of doubling the number of wild tigers by 2022.

In a 1984 *New York Times* editorial, WWF vice president Dr. Thomas E. Lovejoy set forth the concept of “debt-for-nature swaps”—trading debt reduction in developing countries for their protection of the environment. It was an innovative idea that quickly caught on and persists today. More than \$2.6 billion in debt has been restructured through debt-for-nature swaps, resulting in upwards of \$1.2 billion in conservation funding globally.

Google is one of our key tech partners. Several years ago, we received \$5 million through their Global Impact Award program. Through this grant, Google sought to encourage us to adopt a more fast-moving, prototyping,

entrepreneurial approach to solving a vexing problem at hand—in this case, wildlife crime. This sparked trial and error and experimentation, and freed us from the stress of finding the perfect solution within a tight window of time lest we lose much-needed support. It also encouraged the spread of the same mindset in our work. We used the grant to fund the Wildlife Crime Technology Project, a platform to create and test innovative technologies aimed at changing the course of the global fight against wildlife crime.

While an initial focus was on piloting the use and integration of several technologies (including drones) in Namibia, it became clear following the project's initial phase that we needed to adapt our approach. We pivoted from a top-down, technology-driven approach to a bottom-up, problem-driven approach that led to the serial testing, evolution, and adaptation of different solutions to the poaching crisis.

At WWF, we now plan, iterate, and catalyze change just like breathing air, and always in collaboration with our partners on the ground.

And since so much of what we do involves working with communities around the world—from the Amazon to the Irrawaddy Delta—to secure or develop the tools they need to save landscapes and species and improve livelihoods, we build our technological innovations in collaboration with end users—from the field to the lab, from the ground up.



President & CEO  
Carter Roberts



“Any technology we consider for use on the ground must be durable enough, simple enough, effective enough, and repairable enough to make a real-world difference.”



Perhaps the most important lesson we've learned over the decades of incorporating technology into our work is not to fall in love with technology for technology's sake. Flashy is interesting but not always sustainable. Any technology we consider for use on the ground must be durable enough, simple enough, effective enough, and repairable enough to make a real-world difference. After all, a farmer in a remote village in Madagascar isn't likely to be able to fund, or find, exotic technological components to make a rapidly needed fix.

That's true even today, in a world Tom Friedman described over a decade ago as "flat" because rapid advances in technology and communication were connecting people in a whole new way. Today, the world is only getting flatter, and this increasing connectedness has its challenges and its advantages. One of the advantages is that people have greater access to tools that can improve their economic potential. In Friedman's own words, "When the world is flat, you can innovate" from anywhere. But among the many challenges, these technologies can make it easier for others to exploit and deplete the planet's finite supply of natural resources; for example, by selling elephant ivory and tiger parts online and thereby driving demand and further threatening already-fragile species populations.

There are so many forces in the world using technology and innovation toward other ends—for profit, illegal and otherwise; for power; for market share. It's time that we were just as fast and skilled and competent in deploying those same tools to keep intact the planet and the resources upon which we all depend.

As conservationists, we are getting better at putting challenges on the table with the many technology partners that we have and engaging their talented teams in conceiving and deploying technology and innovation to match the scale of change in the world around us. To outrun and outsmart the poachers. To help inform and adapt the supply chains of the world's largest companies. To work with governments at every level to monitor their countries' precious biodiversity and to link outcomes and investments to protect their natural resources.

A flat world means that in just eight weeks we can collect 270,000 signatures in support of the Endangered Species Act. A flat world means that through the power of the global WWF Network, we can let more than 5 million supporters around the world know that we are still all in on climate action—and we need them to join us. A flat world means we can test blockchain, machine learning, social media, and monitoring technologies that are desperately needed to save species, fisheries, forests, coral reefs, and more.

And a flat world means our best practitioners are more directly connected to the world's best problem solvers, so we can put our minds together, in real time, to develop and deploy innovative solutions to the most pressing problems facing nature and people today.

We must embrace the spectacular possibilities for linking humanity in support of nature that a flat world affords. After all, that is what WWF was born to do: to inspire, compel, and galvanize technical skills, monetary resources, and political influence across the world to save those places we hold most dear.

At WWF, we are impatient for change to secure this planet that is our home. We won't rest until it happens. And we are profoundly grateful for our partners and supporters helping to make it so.



Carter Roberts  
President & CEO

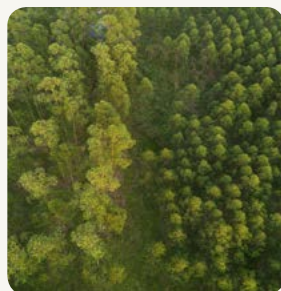
# FY18 Highlights

2017



## Supporters dig deep to stop elephant poaching

**July** | Responding to an elephant poaching crisis in Myanmar, WWF trained 45 field rangers in law enforcement and intelligence gathering, and purchased patrol vehicles, uniforms, and equipment. This quick action was made possible thanks to thousands of supporters who, in less than four weeks, donated \$263,211 to an emergency campaign.



## WWF and Apple help protect China's forests

**July** | Thanks to a project led by WWF and Apple, the Forest Stewardship Council certified 320,982 acres of forestland in China as responsibly managed. That was combined with another 436,499 acres of forestland under improved forest management as a result of this project, laying the groundwork for better, more widespread stewardship of China's forests.



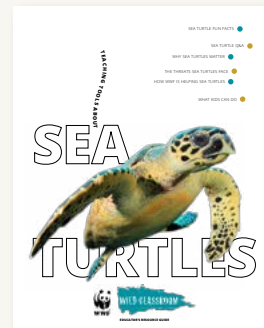
## Infrared tech detects elusive species

**August** | In partnership with forward-looking infrared technology company FLIR, WWF is piloting infrared cameras as a tool to detect the elusive, nocturnal black-footed ferret, one of North America's most endangered terrestrial species. The FLIR partnership is testing similar efforts in multiple sites across Africa as well.



## Cambodia plans to reintroduce tigers

**August** | Cambodia's prime minister endorsed a plan to reintroduce wild tigers to northeastern Cambodia. The endorsement signals the government's commitment to work with WWF to protect tiger habitat, increase enforcement against poaching and illegal logging, restore prey species, and work with local communities.



## WWF launches Wild Classroom

**October** | WWF launched Wild Classroom, a free, online toolkit for teachers. Aligned with national education standards, its resources help students develop an understanding of the natural world and reflect on how their actions can shape its future.



## Report raises alarm about grassland birds

**October** | WWF's 2017 *Plowprint Report* provided a consistent way to track year-to-year conversion of grassland to cropland across the Mississippi River basin and Great Plains. The report also warned that six Great Plains songbird populations had declined by as much as 94% since the 1960s due to grassland loss from plow-up and row crop agriculture.





## WE ARE STILL IN

### Two new protected areas created in Colombia

**November** | The Colombian government, with WWF-Colombia's help, created two new coastal conservation areas. Together, they protect more than 1.24 million acres of beaches, mangroves, coral, and deepwater ecosystems, as well as the coastal wetlands that connect ecosystems in Colombia and Ecuador.

### "We Are Still In" climate coalition gains steam

**November** | Five months after launching "We Are Still In," WWF and partners brought over 100 leaders to the UN Climate Talks in Germany to affirm that the US remains a trusted international partner in reducing emissions. With over 3,500 signatories, We Are Still In represents 47% of the US population and is the new face of America's climate movement.



### Tagging river dolphins across the Amazon

**December** | For the first time, WWF and research partners successfully tagged Amazonian river dolphins in Brazil, Colombia, and Bolivia with satellite tracking technology. The small transmitters will boost conservation efforts in the Amazon by providing scientists with new insights into dolphin movements, behavior, and threats.



### Domestic ivory markets in China close

**December** | On December 31, 2017, China officially closed its domestic ivory markets, banning the domestic sale and processing of ivory. China has been the largest ivory market in the world, so this ban is a vital step in reducing demand for the product, which in turn should decrease poaching and take pressure off elephant populations.



### Hong Kong ivory ban is now law

**January** | After years of advocacy by WWF—and just one month after the China ivory ban—Hong Kong's Legislative Council committed to completely banning domestic ivory sales by 2021, and to increasing the maximum penalty for wildlife crime to 10 years in prison.



### A climate-smart solution for the shy albatross

**February** | Six months into a climate science-driven project to increase albatross breeding success on an island off the coast of Tasmania, WWF announced a 20% higher rate of breeding success for birds using artificial nests rather than natural nests. The artificial nests keep eggs and chicks safe during harsh weather events exacerbated by climate change.



### Protecting international conservation funding

**March** | As the culmination of yearlong advocacy efforts, and just 10 days after 80 WWF supporters and activists participated in WWF's annual congressional Lobby Day, the US Congress passed an omnibus spending bill protecting funding for global conservation programs and rejecting proposed cuts.



### Trailblazing declaration protects the Pantanal

**March** | With WWF's support, ministers from Bolivia, Brazil, and Paraguay signed a trinational declaration to protect the Pantanal, the world's largest tropical wetland. The agreement ensures sustainable social and economic development and reaffirms the human rights of the indigenous and traditional populations within the region.



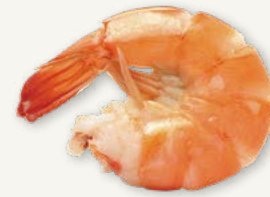
### New effort to collar elephants in Tanzania

**April** | The Tanzanian government, in collaboration with WWF, began a project to collar 60 elephants in the Selous Game Reserve, one of Africa's last great wildernesses. By monitoring their movements, the rangers can better protect the elephants from poachers and prevent human-elephant conflict.



### Walmart emission reductions effort grows

**April** | One year after the start of Walmart's Project Gigaton, which WWF helped design and implement, more than 600 suppliers with operations in more than 30 countries have committed to reduce or avoid carbon emissions by one gigaton in the production and distribution of products.



### New rules in force to stop illegal seafood

**April** | Thanks in part to WWF advocacy, the US government started enforcing new rules aimed at stopping illegal seafood from entering the US market. NOAA's Seafood Import Monitoring Program requires US importers to provide harvest and landing data and maintain chain of custody records. The program will expand to shrimp—the largest US seafood import—in 2019.



### Raising awareness of China's ivory ban

**May** | WildAid, WWF, and TRAFFIC kicked off a public service campaign in 15 Chinese cities to increase awareness of China's new ivory trade ban. The targeted cities either had active ivory markets before the ban went into effect or were near important border crossings with countries that still allow ivory sales.





### Tire companies commit to using sustainable rubber

**May** | Tire companies Michelin, Bridgestone, Pirelli, and Goodyear made commitments to source only sustainable natural rubber, furthering WWF's goal of getting the world's top automakers and tire companies to make similar public commitments. This will help stop one of the largest emerging threats to mainland Southeast Asian forests: unsustainable natural rubber production.



### Mountain gorilla numbers surpass 1,000

**May** | With the release of a survey conducted in the Virunga Mountains, the global population estimate for wild mountain gorillas increased to more than 1,000. This makes the mountain gorilla the only great ape in the wild with an increasing population. Through a number of efforts, WWF works to protect the forests the gorillas call home.



### Colombia protects free-flowing Bitá River

**June** | Colombia's Bitá River is home to pink river dolphins, freshwater turtles, diverse fisheries, and several small communities that depend on its waters. The president of Colombia declared the entire free-flowing Bitá as a wetland of international importance under the Ramsar Convention, making it one of the few rivers that are protected from source to sea under this treaty.



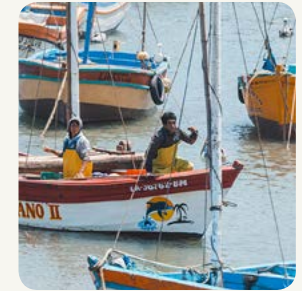
### Nepal secures funding for climate change efforts

**June** | With support from WWF, the government of Nepal secured \$45 million in climate funding from the World Bank for the Terai Arc Landscape—home to tigers, rhinos, and thousands of people—contingent upon demonstration of reduced deforestation and improved forest management that supports local communities.



### New protections for the Belize Barrier Reef

**June** | The World Heritage Committee removed the Belize Barrier Reef from UNESCO's List of World Heritage in Danger. WWF worked with the Belize government to help put in place several pieces of legislation and regulations to protect the World Heritage Site, culminating in the recently adopted moratorium on oil exploration in Belize's waters.



### Strengthening sustainable fisheries in Peru

**June** | A new rule that allows artisanal fisheries to receive legal permits was approved by Peru in May. Permits were issued to two such cooperatives in Paita in June. These represent 20% of the mahi and squid artisanal fleets in Peru. This will help reduce illegal, unreported, and unregulated fishing and ensure the sustainability of two of the main fisheries in Peru.







## ACCELERATING IMPLEMENTATION OF THE PARIS AGREEMENT

WWF is committed to delivering on the promise of the Paris Agreement to slow climate change. To do that, we've helped unite a host of unlikely partners to drive climate action. Through the Science-Based Targets Initiative, WWF is helping more than 488 companies—and counting—set ambitious carbon-cutting goals. Through the Renewable Energy Buyers Alliance, we're helping hundreds of businesses buy more renewable energy and fight for cleaner electricity grids. And through coalitions like We Are Still In, we're uniting politically powerful voices—business, universities, and local government—to uphold the Paris Agreement.

We're also tackling land stewardship. Land use generates 24% of greenhouse gas pollution and drives forest loss, habitat destruction, and waste. Improving land use patterns could produce up to 30% of the climate solutions needed by 2030. So as part of the 2018 Global Climate Action Summit coalition, WWF is calling on companies, states, and local leaders to cut waste, reduce excess consumption, improve the efficiency of food systems, and work together toward more sustainable production in landscapes around the world.



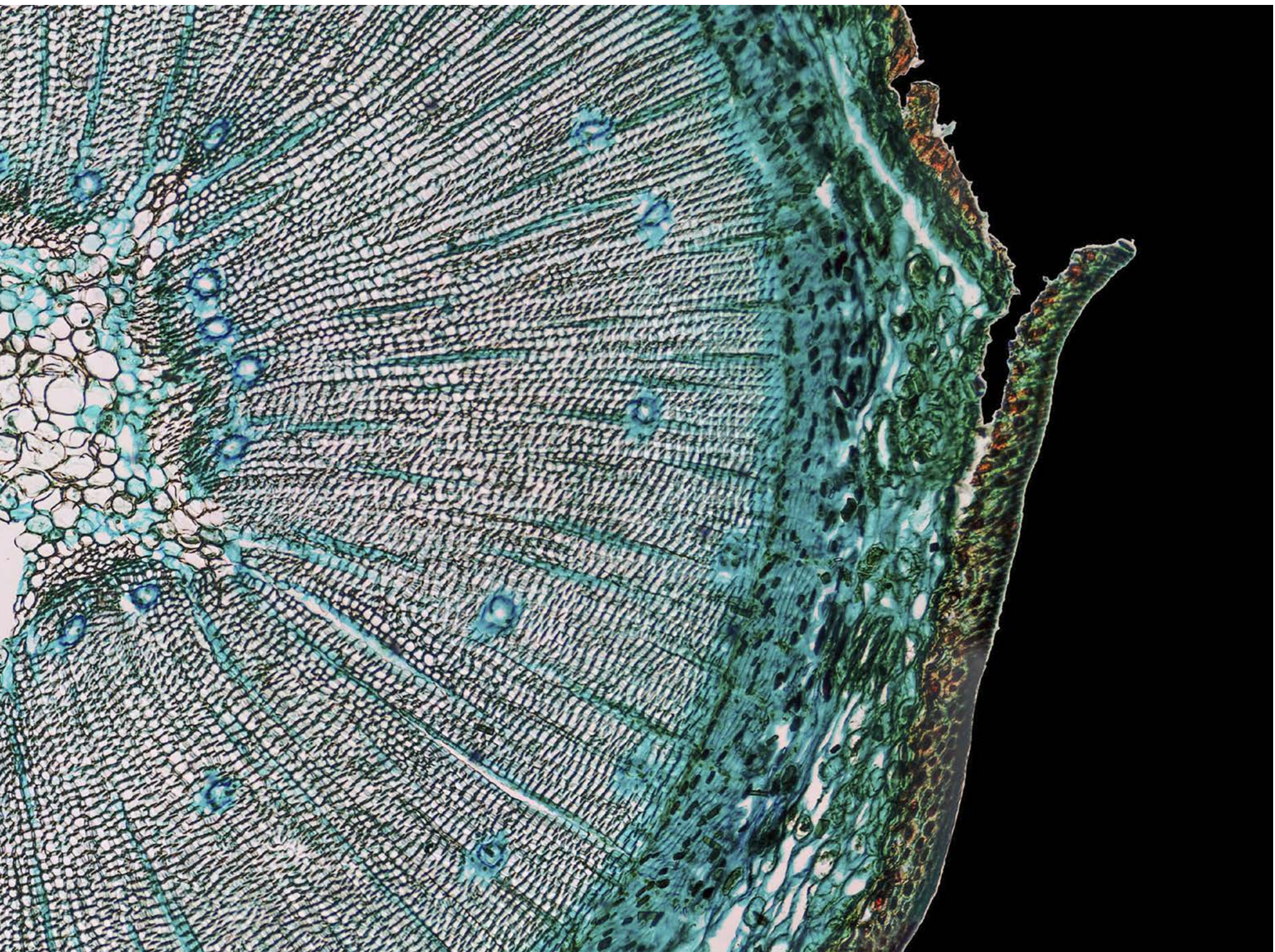
A detailed microscopic image of wood tissue, showing a complex network of cells and fibers. The image is stained in shades of blue and green, highlighting the intricate cellular structure and growth patterns. The wood grain is clearly visible, with distinct growth rings and cellular details. The overall appearance is that of a highly organized biological structure.

## FORENSICS FOR FORESTS

Many wood species look identical to the naked eye, especially in the case of finished wood products. Unfortunately, this means that certain wood products entering the US—one of the world's biggest wood importers—are illegal, and that a few enter the country under false species claims. But with forensic wood anatomy, a powerful magnifying lens allows scientists to spot distinguishing details at the cellular level. At the US Forest Service Forest Products Lab, scientists use magnification to compare the anatomical structure of wood samples with species in reference libraries to determine the accuracy of species claims.

In 2017, WWF provided the lab with 183 specimens from 73 wood products sold online in the US. The scientists are now using wood anatomy testing to verify the accuracy of species labeling. The project—CSI for Trees—aims to enlighten companies about the mislabeling of wood products and help them avoid bringing illegal wood products into the US.













## SECURING WATER FOR FUTURE GENERATIONS: SCIENCE, PLANNING, AND A WATER CONSERVATION APP

While most countries deal with water crises when they arise, on June 5th Mexico took the long view by establishing 300 new water reserves. This system—which WWF played an instrumental role in developing—sets aside 55% of the country's surface water, ensuring water supplies for 45 million people over the next 50 years and positively impacting several river basins. This includes the Usumacinta, one of Mexico's last free-flowing rivers, which snakes through almost 600 miles of southern Mexico, supporting an array of plant and animal species, including jaguars. Now, 95% of the river's volume is allocated to nature.

To demonstrate the value of all rivers, WWF also developed an augmented reality app. Released in March 2018, the WWF Free Rivers app uses a virtual landscape and interactive storytelling to show users how people, wildlife, and landscapes depend on healthy, free-flowing rivers. The app has been downloaded over a half million times.





## TWO TECHNOLOGIES BOOST SEAFOOD TRADE TRANSPARENCY

The fishing industry supports hundreds of millions of jobs worldwide, and billions of people get their protein from the sea. But one-third of fisheries worldwide have been pushed beyond their limits, and the black-market fish trade—worth more than \$36 billion every year—is further straining those precious resources. To turn the crisis around, WWF has been collaborating on the development of technologies that increase transparency in the fishing industry.

An online tool named “Detect IT: Fish” uses big data to spot discrepancies in reported import and export data, which could be indicators of illegal activity. Launched in November 2017 by WWF and TRAFFIC, and powered by HPE Vertica, Detect IT: Fish helps authorities more efficiently deploy their limited resources for investigations.

In the Pacific, WWF is working with industry partners to pilot the application of blockchain technology to trace tuna from origin to sale. Blockchain’s virtually tamper-proof digital records provide the market with information that can engender greater trust in a product’s origin.













## A TOOLKIT TRANSFORMS HOTEL KITCHENS

Over the past two years, WWF and the American Hotel and Lodging Association, with support from The Rockefeller Foundation, launched a series of food waste reduction pilot projects in hotels across the country. Participating properties learned how to sort and measure food waste, how to compost or donate it, and—most important—how to prevent it in the first place.

In just 12 weeks, participating hotels saw food waste reductions of at least 10%. The pilot projects, along with additional qualitative research and prototyping experiments, informed the development of a toolkit of food waste prevention strategies for the hospitality industry, and a corresponding online platform—Hotel | Kitchen ([hotelkitchen.org](http://hotelkitchen.org))—that went live in November 2017.

The pilot projects are being adopted on a broader scale through a regional industry process in Baltimore and Portland, Oregon, and have been shared with partners in the Asia Pacific region. We're also working to share the resources with our partners in the Caribbean and Brazil.



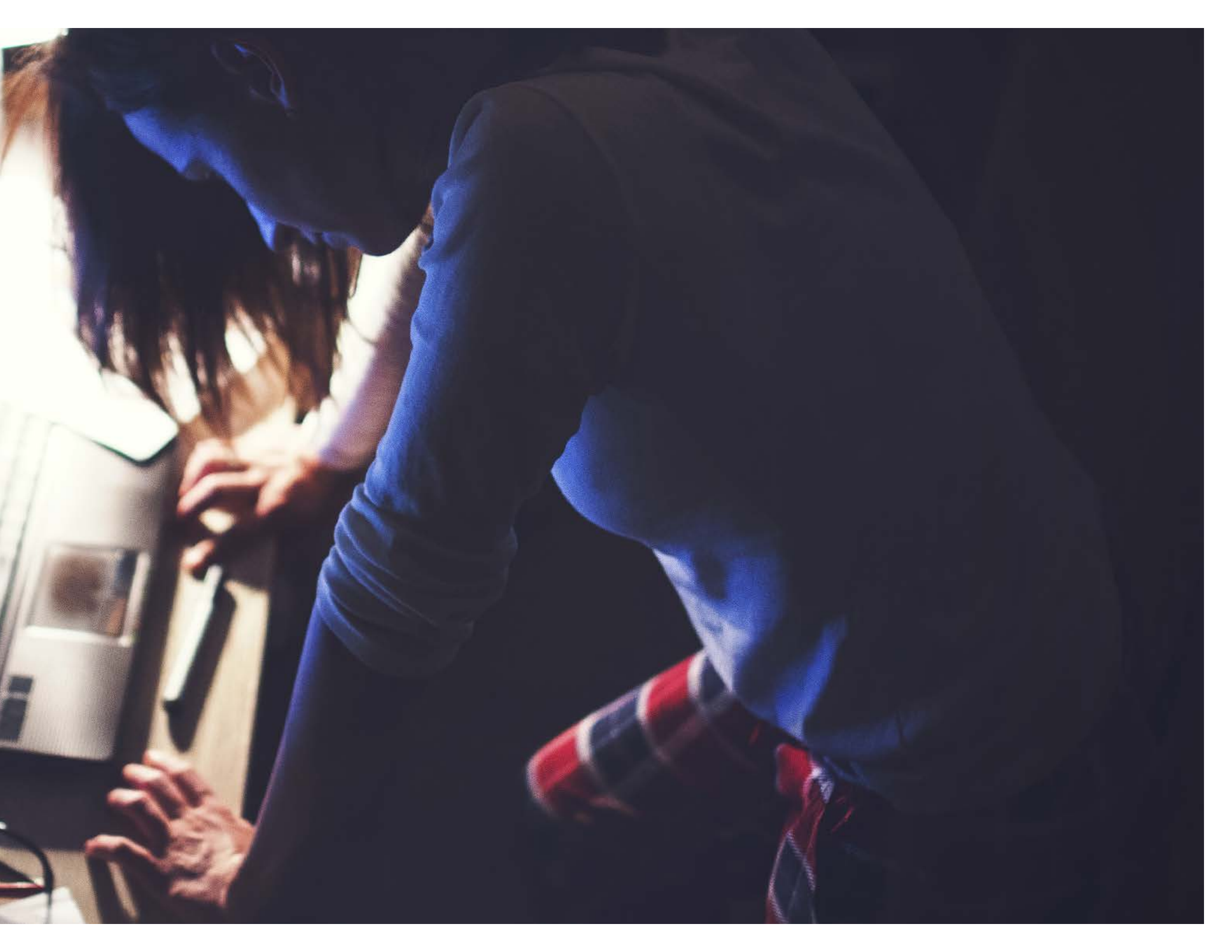
A person wearing glasses is working at a desk in a dimly lit room. They are looking at a laptop screen which displays a blue-toned image. A tablet is also visible on the desk, showing a similar blue-toned image. The person's hands are near the laptop keyboard. The overall atmosphere is focused and professional.

## **BIG TECH COMPANIES UNITE TO STOP ONLINE WILDLIFE CRIME**

Wildlife trafficking is increasingly happening online. Just ask one of two dozen cyber spotters scouring the internet for illegal wildlife products. The cyber spotters—a team of volunteer “Panda Ambassadors” who received training from WWF—now routinely find and flag suspicious ads and products online.

WWF’s online trafficking team and a host of online companies have pulled thousands of illicit ads in the past year. And in March 2018, the world’s top e-commerce, social media, and technology companies announced the creation of the Global Coalition to End Wildlife Trafficking Online. The coalition’s 21 members—which include Google, Facebook, Microsoft, eBay, and Alibaba—have partnered with coalition founders WWF, TRAFFIC, and the International Fund for Animal Welfare to ban illegal wildlife products online, build companies’ ability to enforce those bans, and share their expertise. Together with WWF, coalition members are tackling digital wildlife trafficking at an industry-wide level and helping us reach our vision to cut it by 80% by 2020.











# Technology Lives in Conservation

Technology, like conservation, is a living discipline. And technological breakthroughs give us tools to employ in our quest to ensure a world where people and nature flourish.

Of course, all the technology in the world can't replace conservation in its purest form: person to person, community driven, boots on the ground. Technology is an enhancer and a multiplier, but it will never substitute for a human touch. Luckily, that's WWF's specialty. But we're always seeking new approaches that push conservation forward, and technology is a powerful partner in that process.

In Kenya's Maasai Mara National Reserve, rangers patrolling for poachers had been limited to what could be seen in daylight with the naked eye. Now they can search for poachers 24 hours a day, from up to a mile away, thanks to heat-sensing cameras that alert them to vehicles and people attempting to enter or exit the park. These cameras, provided through WWF's partnership with FLIR, a leading designer of thermal imaging infrared cameras, have been a game-changer. A successful tool for apprehending poachers, they have also become a deterrent because they are something poachers haven't faced before.

Technology is particularly important to our understanding of the oceans. Off Costa Rica's Cocos Island, an underwater receiving device allows us to track endangered silky and hammerhead sharks to determine whether their migratory routes need protection. Even 10 years ago, this type of monitoring would have been unimaginable.

WWF has long been recognized for our corporate-sector partnerships, and the application of technology to our work has only strengthened those relationships. We work with companies like Google, Apple, and Microsoft because we believe that the private sector is a highly underutilized partner in meeting challenges like deforestation, climate change, and species loss.

As the technology we all consume daily changes rapidly, one thing we know is that our lives will remain intertwined with it. From buying clothes to ordering dinner, we rely on technology nearly every waking hour. But so do criminals—those who traffic in illegally obtained wildlife products like tiger parts or pangolin scales. They are obtaining and selling their ill-gotten goods online, on platforms we all use regularly.

Which is why WWF has partnered with more than 20 technology companies to create the Global Coalition to End Wildlife Trafficking Online, an industry-wide approach to driving an 80% reduction in online wildlife trafficking by 2020. The magnificent creatures being presented for sale didn't have the luxury of hiding online to avoid capture, and neither should the criminals who are hawking their parts.

We believe technology can help turn awareness into action. We believe it can turn communities into stewards. And we believe technology can help save nature.

  
Neville Isdell

  
Carter Roberts



WWF Board Chairman Neville Isdell (left) with President & CEO Carter Roberts



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Woodside, CA

**Singer Rankin**

Santa Fe, NM

**James Redford**

Fairfax, CA

**Elizabeth Reilly**

San Francisco, CA

**Alison Richard**

Middle Haddam, CT

**Marie Ridder**

McLean, VA

**Rick Ridgeway**

Ojai, CA

**Emily T. Rowan**

Chevy Chase, MD

**Elizabeth Sall**

Seattle, WA

**English Grey Sall**

Raleigh, NC

**Virginia Sall**

Cary, NC

**Vicki Sant**

Washington, DC

**Daniel Sarles**

Boston, MA

**Julie Scardina**

Poway, CA

**Gia Schneider**

Alameda, CA

**Alan Seelenfreund**

San Francisco, CA

**Susan Sherman**

Glencoe, IL

**Brian Skerry**

York, ME

**Scott Smith**

Sonoma, CA

**Sue Scott Stanley**

New York, NY

**Linda Stone**

Bellevue, WA

**Judy Sturgis**

Gardnerville, NV

**Gregory Summe**

Waltham, MA

**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

**IN MEMORIAM**

Hugh A. McAllister Jr.









# WWF Leadership

**Carter Roberts**  
President & CEO

**Marcia Marsh**  
Chief Operating Officer

**Margaret Ackerley**  
Senior Vice President  
and General Counsel

**Nik Sekhran**  
Chief Conservation  
Officer

**Brad Ack**  
Senior Vice President  
Oceans

**Michael Bauer**  
Chief Financial Officer

**Valerie Blain-Smith**  
Vice President  
Human Resources

**Sheila Bonini**  
Senior Vice President  
Private Sector  
Engagement

**Kerry Cesareo**  
Vice President  
Forests

**Jason Clay**  
Senior Vice President  
Markets and Food

**Paul Hardy**  
Chief of Staff

**Ginette Hemley**  
Senior Vice President  
Wildlife Conservation

**Melissa Ho**  
Vice President  
Freshwater

**Lou Leonard**  
Senior Vice President  
Climate and Energy

**Terry Macko**  
Senior Vice President  
Marketing and  
Communications

**David McCauley**  
Senior Vice President  
Policy and  
Government Affairs

**Julie Miller**  
Senior Vice President  
Development and  
Board Relations

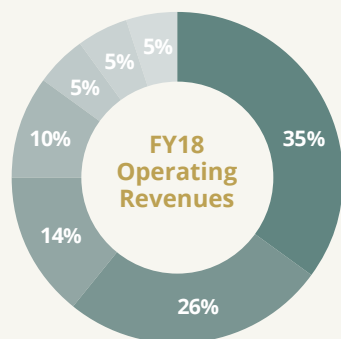
**Rebecca Shaw**  
Chief Scientist and  
Senior Vice President

*As of June 30, 2018*

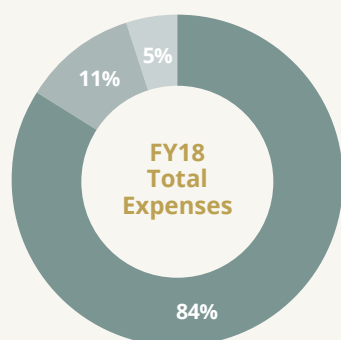


# FY18 Financial Statements

## Current year operating revenues and expenses



Individuals	\$117,956,070	35%
In-kind and other	85,947,028	26%
Government grants	46,811,542	14%
Foundations	33,449,150	10%
Network	18,904,606	5%
Corporations	16,114,333	5%
Other non-operating contributions	16,384,506	5%



Program expenses	\$281,578,112	84%
Finance and administration	17,607,286	5%
Fundraising	36,999,476	11%

Revenues	2018 TOTAL	2017 TOTAL
Contributions utilized <sup>1</sup>	\$183,904,059	\$168,300,178
Government grants and contracts	46,811,542	57,929,779
WWF Network revenues	18,904,606	15,971,694
In-kind and other revenues	85,947,028	78,367,752
<b>Total unrestricted revenues, gains, and other support</b>	<b>335,567,235</b>	<b>320,569,403</b>

### Expenses

#### Program expenses:

Conservation field and policy programs	180,352,323	177,356,681
Public education	101,225,789	93,400,728

<b>Total program expenses</b>	<b>281,578,112</b>	<b>270,757,409</b>
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#### Supporting services expenses:

Finance and administration	17,607,286	15,040,749
Fundraising	36,999,476	34,474,646

<b>Total supporting services expenses</b>	<b>54,606,762</b>	<b>49,515,395</b>
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<b>TOTAL EXPENSES</b>	<b>336,184,874</b>	<b>320,272,804</b>
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<b>Current year operating revenues over operating expenses</b>	<b>(617,639)</b>	<b>296,599</b>
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FY18 was an exciting year for conservation, from the launch of the Global Coalition to End Wildlife Trafficking Online to Mexico's creation of 300 water reserves to protect its freshwater for future generations. WWF delivered strong results in our environmental work around the world—and none of that progress would have happened without the continued support of our donors. Your commitment to WWF inspires us to push even harder. Thank you for making these conservation milestones possible, this year and every year.

**Michael Bauer**  
Chief Financial Officer



## Non-operating activities and pledges

### Non-operating activities

	2018 TOTAL	2017 TOTAL
Bequests and endowments	\$23,565,969	\$17,958,266
Income from long-term investments	16,308,805	32,414,298
Unrealized gain (loss) on financing transactions <sup>2</sup>	3,574,086	5,393,968
Gain (loss) from foreign currency	(493,568)	(110,282)
Non-operating funds utilized	(31,420,797)	(30,744,617)

### Pledges and contributions designated for future years

Pledges and contributions	55,326,680	40,011,689
Prior years' revenues used in current year	(51,340,306)	(53,608,095)

### TOTAL NON-OPERATING ACTIVITIES AND PLEDGES

15,520,869 11,315,227

### Increase (decrease) in net assets

14,903,230 11,611,826

### Net assets at beginning of year

348,168,752 336,556,926

### Net assets at end of year

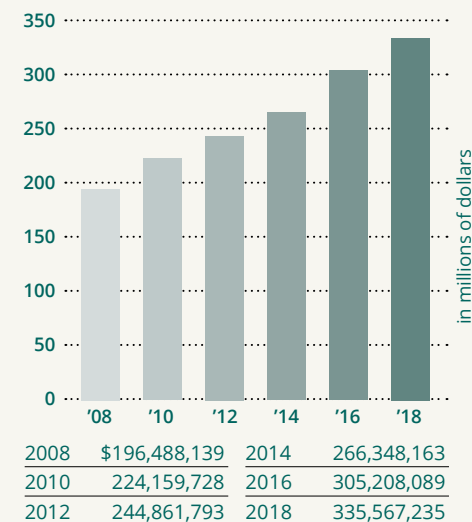
363,071,982 348,168,752

<sup>1</sup> Contributions utilized in 2018 includes current year contributions of \$101,142,956, prior years' contributions of \$51,340,306, and non-operating income of \$31,420,797.

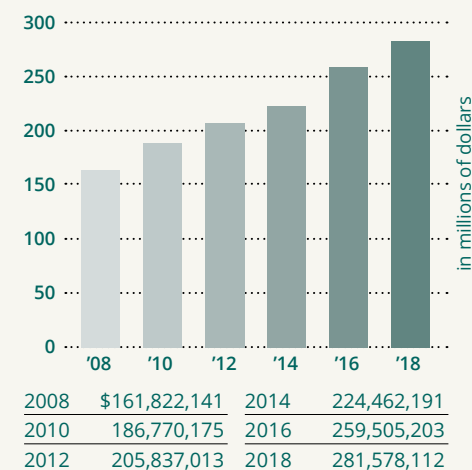
<sup>2</sup> In 2001, WWF issued bonds to finance the purchase of the building housing its offices. Subsequently, it entered into various financial transactions to fix the interest rate on all variable rate bonds. These transactions result in either an unrealized gain or loss year to year as market interest rates vary above or below the fixed rate obtained in the transactions.

WWF's FY18 financial performance remained steady, with total revenue and support at \$335.6 million. WWF's programmatic spending represented 84% of total expenses, fundraising made up 11%, and finance and administration accounted for a modest 5%. Total net assets increased over FY17 to \$363.3 million.

### Operating Revenue Growth



### Program Spending Growth





**84%** WWF spending directed to worldwide conservation

## 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/donate](http://worldwildlife.org/donate).

### Outright gifts

- Become a Partner in Conservation or a Leadership Partner
- Become a monthly supporter
- Make a one-time cash gift
- Make a charitable gift of stocks, bonds, or mutual funds
- Make a qualified charitable distribution through your individual retirement account (IRA)
- Make a gift of real estate
- Give a gift membership
- Make a symbolic animal adoption or donate via our Online Gift Center and select a WWF-themed thank-you gift
- Honor a loved one with a tribute gift

### 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

### Estate gifts

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

### Workplace giving

Ask if your workplace participates in these easy ways to give. Learn more at [worldwildlife.org/workplacegiving](http://worldwildlife.org/workplacegiving).

- Corporate Matching Gifts—[worldwildlife.org/matchinggifts](http://worldwildlife.org/matchinggifts)
- Employee Engagement—[worldwildlife.org/togetheratwork](http://worldwildlife.org/togetheratwork)
- EarthShare—visit [earthshare.org](http://earthshare.org) or call 800-875-3863
- Combined Federal Campaign for federal employees—[cfcgiving.opm.gov](http://cfcgiving.opm.gov); WWF's designation number is 12072




FY 2018



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Bhutan's Bengal tigers are hard to find. The endangered cats—estimated to number just over 100—inhabit the country's mountainous forests, where they leave the occasional paw print or scratch mark but are rarely seen. In March 2017, WWF engaged French photojournalist Emmanuel Rondeau to document their presence.

With the help of a ranger and two foresters, Rondeau hiked more than 11,000 feet into the tigers' territory and planted camera traps in spots the cats seemed likely to visit. After three months marked by torrential downpours, snow, and lots of mud, he descended with high-resolution camera trap images of a tiger stalking through one of the wildlife corridors linking Bhutan's various protected areas.

Despite the importance of these corridors to tigers and other wildlife, there is no dedicated group of rangers to protect them. But thanks to an effort called "Bhutan for Life," that will soon change. The new, WWF-supported initiative aims to permanently finance the protection of the country's rich natural resources—including Bhutan's Bengals.



**World Wildlife Fund**

1250 24th Street, NW | Washington, DC 20037

[worldwildlife.org](http://worldwildlife.org)

