



# CORPORATE PARTNERSHIPS REPORT

Overview of WWF-US Corporate Partnerships, Fiscal Year 2022



A scenic view of a coastline with mountains and a sailboat on the water. The image shows a deep blue sea in the foreground with a white sailboat. In the background, there are green, rocky mountains under a blue sky with some clouds. The water is clear, and the mountains are lush with vegetation.

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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# NATURE AT THE BRINK

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[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5 °C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.

# TAKING BOLD COLLECTIVE ACTION

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**The time to act is now.** We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

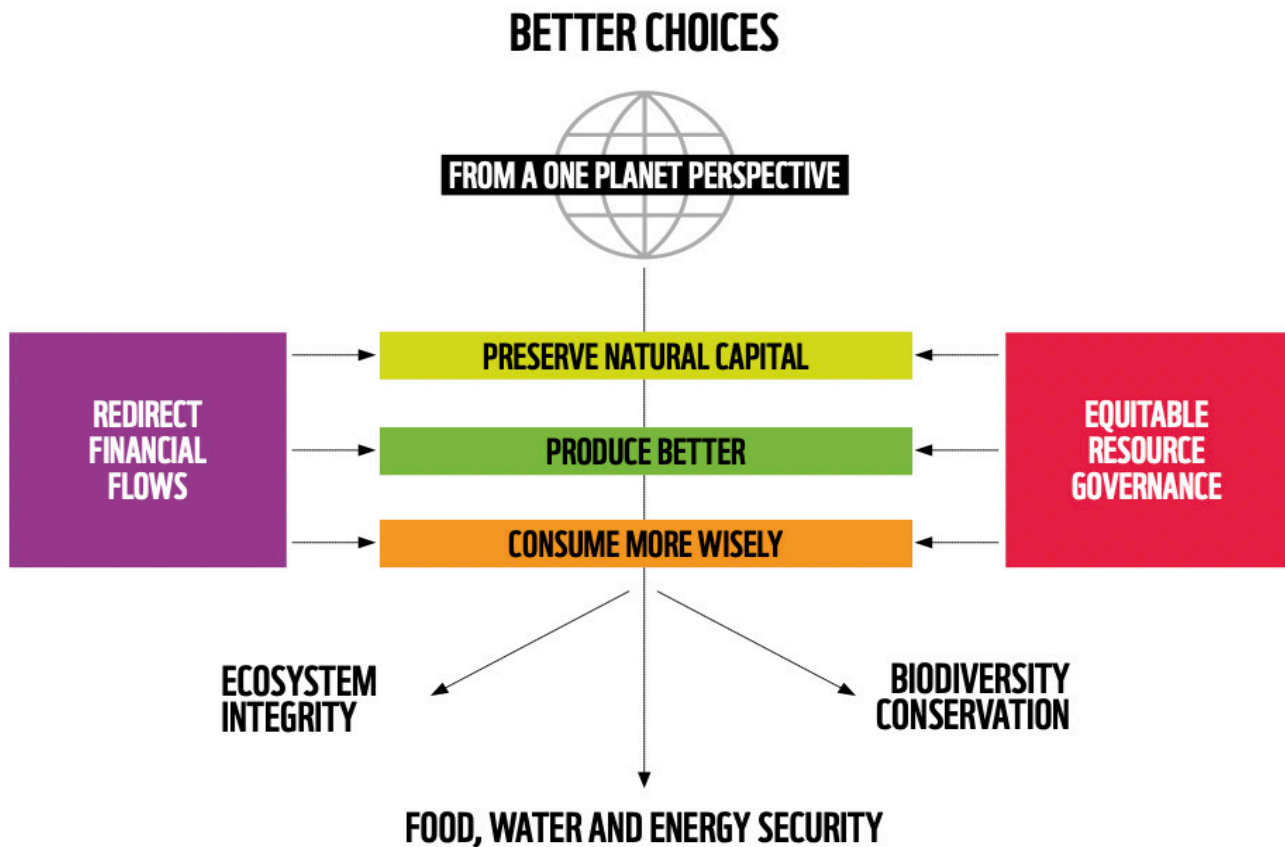
WWF continues to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers, and researchers.

There has never been a stronger sense of urgency for action. At WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

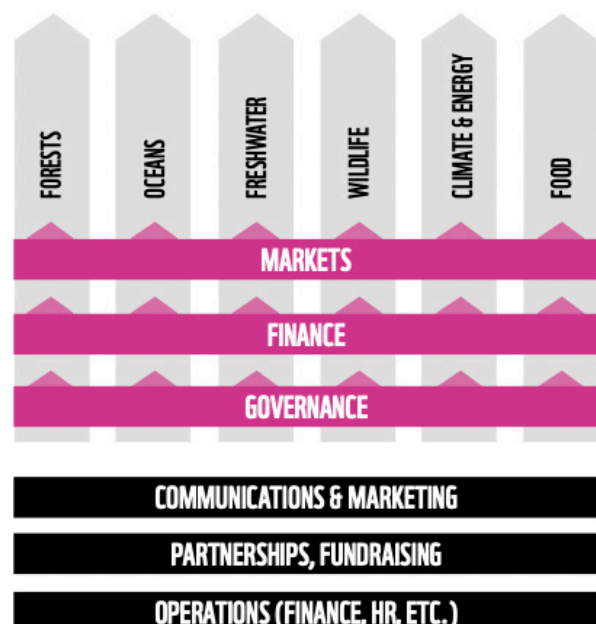


# WWF'S GLOBAL VISION FOR CHANGE



## HOW WE MAKE IT HAPPEN

**6 GLOBAL GOALS,  
3 CROSS-CUTTING DRIVERS,  
DELIVERED BY POWERFUL  
COMMUNITIES OF PRACTICE  
AND PARTNERS**



# OUR WORK WITH BUSINESS

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WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2022 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The private sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

More specifically, our work with the private sector aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch away from fossil fuels to 100 percent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), The [Consumer Goods Forum](#) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Business for Nature](#), [No Deep Sea Mining](#), [Coalition to End Wildlife Trafficking Online](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that the WWF-US office has with individual companies.

# WWF'S CORPORATE PARTNERSHIPS

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Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish four types of partnerships with companies:

## 1. DRIVING SUSTAINABLE BUSINESS PRACTICES

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

## 2. COMMUNICATIONS AND AWARENESS RAISING

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

## 3. PHILANTHROPIC PARTNERSHIPS

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

## 4. EMPLOYEE ENGAGEMENT

The fourth approach is focused on raising awareness of key environmental issues and raising funds for WWF's conservation priorities with corporate employees. WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

# TRANSPARENCY AND ACCOUNTABILITY

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Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

## THIS REPORT

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The aim of this report is to give an overview of the partnerships that WWF-US has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

This WWF office is responsible for the contractual agreements with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY22, income from corporate partnerships represented 8% of this WWF office's total income.



PARTNERSHIPS WITH AN ANNUAL BUDGET OF

MORE THAN \$250,000 IN FY22

The following list comprises of corporate partnerships that WWF-US had in FY22 with a budget greater than \$250,000. Details of each partnership can be found below.

AMERICAN  
BEVERAGE  
ASSOCIATION  
(ABA)

Type of Partnership	Sustainable Business
Conservation Focus of Partnership	Oceans, Plastics
Budget Range (in USD)	\$1,000,000-\$3,000,000

WWF and ABA are working together toward the common goal of building a sustainable materials system and preventing plastic waste in nature. Areas of work include reducing the use of new plastic, improving collection and recycling of PET plastic, transparently measuring plastic use, and developing joint collection policy principles. ABA is an Implementation Partner of WWF’s ReSource: Plastic activation hub.

AMAZONSMILE  
FOUNDATION

Type of Partnership	Consumer Engagement
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$500,000-\$1,000,000

WWF is a featured charity on the AmazonSmile platform. For shoppers who designate WWF as their charity, 0.5% of each purchase made is donated back to WWF.

APPLE, INC.

Type of Partnership	Philanthropy, Consumer Engagement
Conservation Focus of Partnership	Climate, Communities, General Support
Budget Range (in USD)	\$500,000-\$1,000,000

In addition to general support from an Apple Pay Earth Day campaign, using the Climate Crowd approach, we are co-creating and implementing solutions with communities that respond to their expressed needs for climate-resilient, diversified livelihoods, which are nature-based or nature-friendly, and create viable sources of income in the long term.

## BANK OF AMERICA

Type of Partnership	<b>Consumer Engagement</b>
Conservation Focus of Partnership	<b>General Support</b>
Budget Range (in USD)	<b>\$500,000-\$1,000,000</b>

Since 2009, Bank of America® has offered a WWF BankAmericard Cash Rewards™ Visa® credit card and checking account to support WWF's global conservation efforts. WWF receives a minimum of \$3 for each qualifying credit card account that is opened and activated. WWF also receives 0.08% of all net retail purchases made with this card and \$3 for each annual renewal of the card. WWF will receive a \$10 contribution from Bank of America for each new qualifying WWF checking account and \$2 for each annual renewal.

## DOMTAR CORPORATION

Type of Partnership	<b>Consumer Engagement, Sustainable Business</b>
Conservation Focus of Partnership	<b>Forests</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

Domtar supported WWF with an annual contribution from the sale of its FSC-certified EarthChoice® products.

## GOOGLE

Type of Partnership	<b>Consumer Engagement, Employee Engagement, Philanthropy, Sustainable Business</b>
Conservation Focus of Partnership	<b>Forests, General Support, Wildlife</b>
Budget Range (in USD)	<b>\$1,000,000-\$3,000,000</b>

Google supports WWF through employee engagement efforts, including their annual Google Giving Week. Google is also a leading member of the Coalition to End Wildlife Trafficking Online to reduce wildlife trafficking online, joining more than 20 other leading tech companies. Most recently, Google.org has funded WWF's 'Eyes on Recovery', a large-scale collaborative camera sensor project that will measure the impact of the 2019-20 Australian bushfires on wildlife and help inform responses to future fires using innovative AI technology.

**HP INC.**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Climate, Forests</b>
Budget Range (in USD)	<b>\$10,000,000-\$15,000,000</b>

HP and WWF are working together to advance forest restoration in the Atlantic Forest in Brazil as well as accelerating improved forest management in China – the world’s largest producer and consumer of paper products. Additionally, HP is supporting WWF in strengthening science-based targets for forests and developing a tool to estimate the ecological benefits of improved forest management so that other companies can better estimate the climate, water, and other nature-related co-benefits of their actions. This project builds on HP’s progress in Forest Stewardship Council-certified paper sourcing as a participant in WWF’s Forests Forward. HP is also a member of WWF’s Climate Business Network program.

**JOHNSON & JOHNSON**

Type of Partnership	<b>Philanthropy</b>
Conservation Focus of Partnership	<b>Forests, Wildlife</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

WWF and J&J have an extensive background working together on projects that promote human health through WASH (Water, Sanitation and Hygiene), address responsible climate action through Climate Savers, and promote responsible forest management practices through responsible sourcing and support for the Forest Stewardship Council. In our most recent project, we are putting the One Health paradigm into practice by designing and testing an integrated approach in the Sabah, Malaysia landscape while seeking to extend the learnings more globally. By identifying the ecological tipping point for the forests in this region, and better understanding the costs to human health (and governments) if we surpass this tipping point, we have an opportunity to develop the next generation of corporate commitments and government policy around land use. Johnson & Johnson has also provided funding for the project [Thirty Hills](#), helping conserve and protect the last block of intact forest still standing in Central Sumatra.

**KIMBERLY-CLARK CORPORATION**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Climate, Forests, Plastics</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

Kimberly-Clark is a participant in WWF’s Forests Forward program and supports WWF’s efforts to protect forests and other critical ecosystems. WWF also works with Kimberly-Clark to set a pathway and implement science-based targets as part of their climate mitigation efforts. Kimberly-Clark also works with WWF on plastic, waste, and material sustainability through WWF’s Bioplastic Feedstock Alliance (BFA) and is a member of WWF’s ReSource: Plastic activation hub.



MARRIOTT  
INTERNATIONAL,  
INC.

Type of Partnership	Consumer Engagement, Sustainable Business
Conservation Focus of Partnership	General Support, Sustainable Seafood
Budget Range (in USD)	\$250,000-\$500,000

Marriott International is supporting WWF’s conservation work through the Marriott Bonvoy® travel program that provides its members the opportunity to redeem their Marriott Bonvoy points for a donation to WWF. Marriott International also supports WWF’s Sustainable Seafood program by supporting the transition of select fisheries to more environmentally sustainable, responsible operations through the use of Fishery Improvement Projects.

MARS,  
INCORPORATED

Type of Partnership	Sustainable Business
Conservation Focus of Partnership	Oceans, Sustainable Seafood
Budget Range (in USD)	\$250,000-\$500,000

Mars Petcare and World Wildlife Fund are working together to drive further positive change across the seafood industry. As the first global pet food company to make a public commitment toward sourcing more sustainable fish in 2010, Mars will work together with WWF through 2025 to improve the environmental and social impacts of the company’s seafood supply chains and the seafood sector more broadly across four major workstreams: Wild-caught seafood, including the financial support of Fishery Improvement Projects (FIPs); farmed seafood; addressing Illegal, Unreported, and Unregulated (IUU) fishing; and ensuring better traceability.

MCDONALD’S  
CORPORATION

Type of Partnership	Philanthropy, Sustainable Business
Conservation Focus of Partnership	Climate, Food, Forests, Plastics
Budget Range (in USD)	\$500,000-\$1,000,000

WWF and McDonald’s are working together to advance sustainability in the company’s business operations and supply chain. The goal of the collaboration is to reduce the impacts that commodities like beef, paper, and palm oil have on places and species that WWF strives to protect. McDonald’s is a participant in WWF’s Bioplastic Feedstock Alliance, WWF’s ReSource: Plastics initiative, and the Global Roundtable for Sustainable Beef. WWF also provides strategic advising for McDonald’s climate and forest commitments. McDonald’s also helps fund the Ranch Systems and Viability Planning (RSVP) network. RSVP supports ranchers through technical assistance; scholarships for continuing education; ongoing soil, vegetation, and bird monitoring; an innovative cost-share program; and other tools to make ranches ecologically and financially healthy for future generations.

**NIKE, INC.**

Type of Partnership	<b>Philanthropy, Transformational</b>
Conservation Focus of Partnership	<b>Freshwater</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

Nike, Inc., is working with WWF to support the implementation of integrated watershed management strategies in three regions across the Indus River Basin in Pakistan. These strategies are aimed at improving water quantity and quality in the watershed, as well as educating and supporting farmers with water-efficient agricultural best practices.

**PVH  
CORPORATION**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Freshwater</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

PVH Corp. (including Tommy Hilfiger) is working with WWF to understand water risk, and on water stewardship in communities critical to both organizations' efforts and priorities. Through collective action work in Turkey, India, Vietnam, and China, WWF and PVH Corp. address shared water challenges and improve the health of critical watersheds.

**RALPH LAUREN  
CORPORATION**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Freshwater</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

Ralph Lauren Corporation and WWF are working together to support water stewardship efforts and basin-level programs that support Ralph Lauren's commitment to reducing water consumption across its value chain and safeguarding and preserving water resources in the communities where it operates.

**RECKITT**

Type of Partnership	<b>Consumer Engagement, Philanthropy</b>
Conservation Focus of Partnership	<b>Northern Great Plains</b>
Budget Range (in USD)	<b>\$1,000,000-\$3,000,000</b>

Through the partnership, Air Wick Scented Oils is funding the reseeded of one billion square feet (about 23,000 acres) of native wildflower and grassland habitat in the Northern Great Plains through 2023. This joint effort is helping restore, protect, and raise awareness of the Northern Great Plains, one of only four remaining intact temperate grasslands in the world, and puts a spotlight on the importance of biologically rich ecosystems. In support of this work, WWF and Air Wick Scented Oils launched the One Square Foot campaign to communicate the importance of healthy ecosystems and inspire the public to take part in improving local and national biodiversity by planting their own one square foot of native wildflowers.

WWF and Reckitt will also help restore and protect 2100 kilometers of freshwater within two of the world's most important ecosystems in the Amazon and the Ganges. The programs aim to improve the quality of freshwater resources to allow people and nature to thrive.

**ROYAL  
CARIBBEAN  
GROUP**

Type of Partnership	<b>Consumer Engagement, Philanthropy, Sustainable Business</b>
Conservation Focus of Partnership	<b>Climate, Food, Freshwater, Oceans, Plastics</b>
Budget Range (in USD)	<b>\$5,000,000-\$10,000,000</b>

WWF and Royal Caribbean are working together to ensure the long-term health of the oceans. The company is addressing the environmental footprint of its operations by reducing greenhouse gas emissions, responsibly sourcing key commodities, including seafood, and promoting more sustainable tour operators and destinations. The company is supporting WWF's ocean conservation priorities and working with WWF to raise awareness of the oceans among their five million passengers globally.

**STARBUCKS  
CORPORATION**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Climate, Food, Forests, Freshwater, Plastics</b>
Budget Range (in USD)	<b>\$500,000-\$1,000,000</b>

WWF is working with Starbucks, the world's largest coffee company, to drive sustainable change across its global supply chain and more than 32,000 coffeehouses worldwide. Currently, Starbucks and WWF are collaborating on water stewardship, helping the company achieve their water goal by prioritizing action in high-risk water basins while supporting watershed health, ecosystem resilience, and water equity. At the retail level, WWF has also provided guidance on the development and implementation of the company's Global Greener Stores Framework, an effort to make their 32,000+ retail locations more sustainable. Additionally, over the last year, WWF has worked with Starbucks to engage partners on their sustainability journey through a review and update of the company's Greener Apron sustainability course.



THE COCA-COLA  
COMPANY

Type of Partnership	Philanthropy, Sustainable Business
Conservation Focus of Partnership	Climate, Food, Freshwater, Plastics
Budget Range (in USD)	\$1,000,000-\$3,000,000

For over a decade, WWF and The Coca-Cola Company have partnered to improve the health of freshwater basins and the environmental performance across Coca-Cola’s supply chain, emissions, and packaging. Together, we help create a more climate-resilient and water-secure future for business, communities, and nature. Additionally, the Coca-Cola Foundation supports WWF projects worldwide.

THE GAP INC.

Type of Partnership	Consumer Engagement, Sustainable Business
Conservation Focus of Partnership	Freshwater, General Support
Budget Range (in USD)	\$250,000-\$500,000

Gap Inc. and WWF are working together to support water stewardship efforts and develop a water reduction strategy as part of their ambitious contextual water targets. In 2021, WWF also became Banana Republic’s charity partner as part of their Do Good loyalty rewards program, which enables customers across all of Gap Inc.’s brands to donate their rewards points to WWF. Banana Republic chose WWF as its designated charity partner to help build a better world for people and the planet.

THE PROCTER  
& GAMBLE  
COMPANY

Type of Partnership	Consumer Engagement, Sustainable Business
Conservation Focus of Partnership	Climate, Forests, General Support, Plastics
Budget Range (in USD)	\$250,000-\$500,000

WWF has a longstanding and wide-ranging partnership with P&G, advancing sustainability in the company’s business operations and demonstrating leadership across industry. Current workstreams include Sustainable Materials, Forest products, and Climate and Energy. P&G is also an active member in several key initiatives, including the Bioplastic Feedstock Alliance (BFA), and is a founding member of WWF’s ReSource: Plastic activation hub. P&G’s support and leadership was critical in the establishment of initiatives such as the Renewable Thermal Collaborative (RTC), which is working to stimulate the market for and adoption of low-carbon thermal energy solutions. With this foundation in place, we’ve also worked together to go beyond sustainability workstreams, including engaging consumers at home, such as researching opportunities to increase cold-water wash rates in the laundry room, and investing in landscapes, such as forest restoration planning in Brazil’s Atlantic Forest.

## THE TAPESTRY FOUNDATION

Type of Partnership	<b>Philanthropy</b>
Conservation Focus of Partnership	<b>Food</b>
Budget Range (in USD)	<b>\$500,000-\$1,000,000</b>

The Tapestry Foundation is supporting WWF in developing and implementing a deforestation and conversion-free system for leather in Brazil by engaging with rancher and leather value chain stakeholders in deforestation-risk geographies.

## U.S. PLASTICS PACT LLC

Type of Partnership	<b>Consumer Engagement, Sustainable Business</b>
Conservation Focus of Partnership	<b>Plastics</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

The U.S. Plastics Pact is a collaborative, solutions-driven consortium co-led by the World Wildlife Fund, launched as part of the Ellen MacArthur Foundation's global Plastics Pact Network to unify diverse public-private stakeholders across the plastics value chain to rethink the way we design, use, and reuse plastics, to create a path forward to realize a circular economy for plastic in the United States.

## UPS FOUNDATION

Type of Partnership	<b>Philanthropy, Sustainable Business</b>
Conservation Focus of Partnership	<b>Education for Nature (Science), Forests</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

The UPS Foundation supports WWF's forestry conservation efforts. The foundation's support is directed toward building local capacity for tropical forest reforestation and reforestation in Asia, Africa, and Latin America through Education for Nature Reforestation Grants to nongovernmental organizations and community groups as part of the foundation's commitment to plant 50 million trees by 2030.

## VERIZON

Type of Partnership	<b>Consumer Engagement</b>
Conservation Focus of Partnership	<b>General Support</b>
Budget Range (in USD)	<b>\$250,000-\$500,000</b>

Verizon and WWF launched a fundraising campaign that ran from June 1 through July 31. During that time, Verizon customers had the opportunity to support WWF through the Verizon Up rewards platform by redeeming a unique code. Verizon donated \$5 to WWF for each redemption and directed customers to WWF's website so they could learn more about the organization and our programs. Through this activation, WWF was able to highlight the organization's new brand campaign ("Love It or Lose It"), while highlighting our existing conservation efforts around the world.

WALMART

Type of Partnership	Philanthropy, Sustainable Business
Conservation Focus of Partnership	Climate, Food, Forests, Plastics, Sustainable Seafood
Budget Range (in USD)	\$1,000,000-\$3,000,000

Walmart and WWF collaborate on Walmart’s Project Gigaton to catalyze action to prevent a gigaton of emissions across the company’s global supply chain by 2030. This work has expanded beyond the original focus on carbon emissions to include land and seascape conservation, sustainable management, and restoration. In addition to Project Gigaton, WWF works with Walmart to strengthen its sustainable sourcing policies and science-based targets and help suppliers advance their sustainability journeys. With WWF’s guidance, Walmart is showing leadership on plastics and food waste through business coalitions and policy advocacy. Additionally, the Walmart Foundation supports WWF in three place-based projects on sustainable salmon farming in Chile, organic cotton in India, and a regenerative ranching project to promote grassland management in the Northern Great Plains.

WARNER BROS.  
DISCOVERY

Type of Partnership	Philanthropy
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$250,000-\$500,000

Warner Bros. Discovery (formerly Discovery Inc.) helps WWF protect tigers in some of the world’s most critical tiger habitats through their philanthropic support and efforts to engage consumers to raise funds and awareness for tiger conservation. Warner Bros. Discovery has helped conserve nearly 7 million acres of tiger habitat, including the Transboundary Manas Conservation Area in India and Bhutan, Bikin/Sikhote-Alin National Parks in Russia, and the Sundarbans Landscape in India.

WELLINGTON  
MANAGEMENT  
COMPANY LLP

Type of Partnership	Philanthropy
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$250,000-\$500,000

Wellington Management Company supported WWF’s overall conservation mission through philanthropic support.



## PARTNERSHIPS WITH AN ANNUAL BUDGET

### BETWEEN \$25,000 AND \$250,000 IN FY22

The following list comprises of corporate partnerships that WWF-US had in FY22 with a budget between \$25,000 and \$250,000. Details of each partnership can be found below.

#### AHOLD DELHAIZE USA, INC.

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Food</b>
Budget Range (in USD)	<b>\$51,000-\$100,000</b>

#### AIRBNB, INC.

Type of Partnership	<b>Philanthropy, Sustainable Business</b>
Conservation Focus of Partnership	<b>Climate, Tourism</b>
Budget Range (in USD)	<b>\$51,000-\$100,000</b>

#### AMCOR PLC

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Plastics</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

#### AMERICAN BATH GROUP, LLC

Type of Partnership	<b>Consumer Engagement</b>
Conservation Focus of Partnership	<b>General Support</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

#### AUGEO

Type of Partnership	<b>Consumer Engagement</b>
Conservation Focus of Partnership	<b>General Support</b>
Budget Range (in USD)	<b>\$51,000-\$100,000</b>

**AXIS SPECIALTY  
U.S. SERVICES,  
INC.**

Type of Partnership	Employee Engagement
Conservation Focus of Partnership	Climate
Budget Range (in USD)	\$25,000-\$50,000

**BERRY GLOBAL,  
INC.**

Type of Partnership	Sustainable Business, Transformative
Conservation Focus of Partnership	Plastics
Budget Range (in USD)	\$25,000-\$50,000

**BLACKROCK,  
INC.**

Type of Partnership	Consumer Engagement
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$100,000-\$250,000

**BUMBLE BEE  
FOODS, LLC**

Type of Partnership	Consumer Engagement, Sustainable Business
Conservation Focus of Partnership	Food, General Support, Oceans
Budget Range (in USD)	\$100,000-\$250,000

**CALENDAR CLUB**

Type of Partnership	Consumer Engagement
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$51,000-\$100,000

**CARGILL  
INCORPORATED**

Type of Partnership	Sustainable Business
Conservation Focus of Partnership	Climate, Food, Forests, Oceans
Budget Range (in USD)	\$25,000-\$50,000

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**CHARLIE  
BANANA | WINC  
DESIGN LTD.**

Type of Partnership	Philanthropy
Conservation Focus of Partnership	Wildlife
Budget Range (in USD)	\$25,000-\$50,000

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**COSTCO  
WHOLESALE  
CORPORATION**

Type of Partnership	Sustainable Business
Conservation Focus of Partnership	Food, Northern Great Plains, Oceans
Budget Range (in USD)	\$100,000-\$250,000

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**CREATIVE  
GENIUS, LLC**

Type of Partnership	Consumer Engagement
Conservation Focus of Partnership	Wildlife
Budget Range (in USD)	\$51,000-\$100,000

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**CREDIT SUISSE  
(USA) INC.**

Type of Partnership	Employee Engagement
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$25,000-\$50,000

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**CVS HEALTH**

Type of Partnership	Sustainable Business
Conservation Focus of Partnership	Plastics
Budget Range (in USD)	\$100,000-\$250,000

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**DELL**

Type of Partnership	Consumer Engagement, Sustainable Business
Conservation Focus of Partnership	Climate
Budget Range (in USD)	\$51,000-\$100,000



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## DISCOVER FINANCIAL SERVICES

Type of Partnership	Consumer Engagement
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$51,000-\$100,000

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## EAGLECOM, INC.

Type of Partnership	Philanthropy
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$25,000-\$100,000

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## FACEBOOK, INC.

Type of Partnership	Philanthropy
Conservation Focus of Partnership	Wildlife
Budget Range (in USD)	\$25,000-\$100,000

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## FERRARA CANDY COMPANY

Type of Partnership	Consumer Engagement
Conservation Focus of Partnership	Wildlife
Budget Range (in USD)	\$25,000-\$100,000

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## FOUR SEASONS HOTELS LIMITED

Type of Partnership	Sustainable Business
Conservation Focus of Partnership	Food
Budget Range (in USD)	\$51,000-\$100,000

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## GENERAL MILLS FOUNDATION

Type of Partnership	Philanthropy, Transformative
Conservation Focus of Partnership	Climate, Food
Budget Range (in USD)	\$100,000-\$250,000

**GSN GAMES, INC.**

Type of Partnership	Consumer Engagement
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$25,000-\$100,000

**HILTON  
WORLDWIDE,  
INC.**

Type of Partnership	Employee Engagement, Sustainable Business
Conservation Focus of Partnership	Food, Freshwater, Oceans
Budget Range (in USD)	\$100,000-\$250,000

**KEURIG DR  
PEPPER INC.**

Type of Partnership	Sustainable Business
Conservation Focus of Partnership	Climate, Plastics
Budget Range (in USD)	\$100,000-\$250,000

**LOWE'S  
COMPANIES,  
INC.**

Type of Partnership	Philanthropy, Sustainable Business
Conservation Focus of Partnership	Climate, Forests
Budget Range (in USD)	\$25,000-\$50,000

**LYFT, INC.**

Type of Partnership	Consumer Engagement
Conservation Focus of Partnership	General Support
Budget Range (in USD)	\$100,000-\$250,000

**MCCORMICK &  
COMPANY**

Type of Partnership	Sustainable Business
Conservation Focus of Partnership	Markets, Food
Budget Range (in USD)	\$100,000-\$250,000

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**MORGAN  
STANLEY  
SERVICES  
GROUP INC.**

Type of Partnership	<b>Philanthropy</b>
Conservation Focus of Partnership	<b>WWF Impact</b>
Budget Range (in USD)	<b>\$100,000-\$250,000</b>

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**NESTLÉ S.A.**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Plastics</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

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**NEWS  
CORPORATION**

Type of Partnership	<b>Philanthropy</b>
Conservation Focus of Partnership	<b>General Support</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

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**OUTERWALL  
INC.**

Type of Partnership	<b>Consumer Engagement</b>
Conservation Focus of Partnership	<b>General Support</b>
Budget Range (in USD)	<b>\$51,000-\$100,000</b>

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**PEPSICO, INC.**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Plastics</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

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**PINTEREST**

Type of Partnership	<b>Employee Engagement</b>
Conservation Focus of Partnership	<b>General Support</b>
Budget Range (in USD)	<b>\$51,000-\$100,000</b>

**RED LOBSTER  
HOSPITALITY  
LLC**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Oceans</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

**SEA DELIGHT,  
LLC**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Oceans</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

**SYLVAMO  
NORTH  
AMERICA, LLC**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Forests</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

**TARGET  
CORPORATION**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Climate</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>

**THE NATURAL  
STEP CANADA**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Plastics</b>
Budget Range (in USD)	<b>\$100,000-\$250,000</b>

**TOM'S OF MAINE**

Type of Partnership	<b>Consumer Engagement</b>
Conservation Focus of Partnership	<b>Wildlife</b>
Budget Range (in USD)	<b>\$51,000-\$100,000</b>

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**TOYOTA MOTOR  
CORPORATION**

Type of Partnership	<b>Philanthropy</b>
Conservation Focus of Partnership	<b>Food</b>
Budget Range (in USD)	<b>\$100,000-\$250,000</b>

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**TRANE  
TECHNOLOGIES**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Climate</b>
Budget Range (in USD)	<b>\$51,000-\$100,000</b>

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**UNITED WAY**

Type of Partnership	<b>Employee Engagement</b>
Conservation Focus of Partnership	<b>General Support</b>
Budget Range (in USD)	<b>\$51,000-\$100,000</b>

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**VELUX**

Type of Partnership	<b>Consumer Engagement</b>
Conservation Focus of Partnership	<b>Forest, Biodiversity, Local Communities</b>
Budget Range (in USD)	<b>\$100,000-\$250,000</b>

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**WILLIAMS-  
SONOMA INC.**

Type of Partnership	<b>Sustainable Business</b>
Conservation Focus of Partnership	<b>Forests</b>
Budget Range (in USD)	<b>\$100,000-\$250,000</b>

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**YOSTAR GAMES**

Type of Partnership	<b>Consumer Engagement</b>
Conservation Focus of Partnership	<b>Wildlife</b>
Budget Range (in USD)	<b>\$25,000-\$50,000</b>



## **PARTNERSHIPS WITH AN ANNUAL BUDGET OF \$25,000 OR LESS IN FY22**

The following list comprises of corporate partnerships that WWF-US had in FY22 with a budget of \$25,000 or less.

---

**AFFCO TRADING INC.**

**ALLY FINANCIAL**

**ALVARIA, INC.**

**AMERICAN AIRLINES PAC**

**AMERICA’S CHARITIES**

**AMGEN FOUNDATION**

**ARCH CAPITAL GROUP**

**ARISTA INDUSTRIES, INC.**

**B&D INDUSTRIES**

**BATTELLE**

**BEAVER STREET  
FISHERIES INC.**

**BECTON DICKINSON AND  
COMPANY**

**BIG Y FOODS INC.**

**BONFIRE FUNDS INC.**

**BOTTOMLINE TECHNOLOGIES,  
INC.**

**BRISTOL MYERS SQUIBB**

**CHICKEN OF THE SEA**

**CNB BANK & TRUST**

**COMMUNITY HEALTH CHARITIES**

**COMMUNITY SHARES OF  
COLORADO**

**CONFREMAR USA LLC**

**CYBERGRANTS SPV, LLC**

**D&E IMPORT, LLC**

**DARIK ENTERPRISES, INC.**

**DELOITTE TOUCHE TOHMATSU  
LIMITED**

**EL PASO ZOOLOGICAL SOCIETY**

**EXELON CORPORATION**

**FRONTSTREAM GLOBAL FUND**

**G2.COM, INC.**

**GE APPLIANCES EMPLOYEE  
GIVING CAMPAIGN**

**GEOX S.P.A**

**GIVHERO, INC.**

**GLOBAL CHARITABLE FUND**

**GLOBALGIVING FOUNDATION**

**GRAHAM HOLDINGS COMPANY**

**HASBRO, INC.**

**HILO FISH COMPANY**

**HONEYWELL INTERNATIONAL**

**HUMBLE BUNDLE, INC.**

**HYATT HOTELS FOUNDATION**

**IBM CORPORATION**

**INCREDIBLE FISH INC.**

**INLAND SEAFOOD**

**JPMORGAN CHASE & CO.**

**JUSTGIVE - GREAT NONPROFITS**

**KAISER PERMANENTE**

**KOHLER CO.**

**KWIK TRIP INC.**

**LAWRENCE LIVERMORE  
NATIONAL LABORATORY**

**LEIDOS CHARITY CUSTODIAL  
ACCOUNT**

**LICENSE PLATES OF TEXAS, LLC**

**LOCKBOX ANONYMOUS**

**LOKAI HOLDINGS, LLC**

**LOOP & TIE**

**LOS ALAMOS NATIONAL  
LABORATORY**

**LPL FINANCIAL**

**MERCHANT SERVICES**

**MICROSOFT CORPORATION**

**MIGHTYCAUSE**

**NATIONAL FUEL GAS SUPPLY  
CORPORATION**

**NATIONWIDE INSURANCE  
FOUNDATION**

**NBCUNIVERSAL MEDIA, LLC**

**NETFLIX, INC.**

**NETUNO USA, INC.**

**NORPAC FISHERIES EXPORT**

**NORTHROP GRUMMAN  
CORPORATION**

**PANORAMA GLOBAL FUND**

**PARSONS CORPORATION**

**PESCANOVA USA**

**PFIZER INC.**

**PITNEY BOWES**

**PLAYTIKA LTD.**

**PLEDGELING**

**PROGRESSIVE**

**PSEG FOUNDATION**

**PSEG POWER OF GIVING  
CAMPAIGN**

**SEATTLE FISH COMPANY**

**SHELL**

**SKYWORKS SOLUTIONS, INC.**

**SODEXO, INC.**

**SONY PICTURES  
ENTERTAINMENT**

**TANGLED BANK STUDIOS, LLC**

**TEQUESTA BAY FOODS, INC.**

**THE FISHIN' COMPANY**

**THE WILLIAM PENN FOUNDATION**

**THEORY11.COM LLC**

**THOMSON REUTERS**

**TYSON FOODS, INC.**

**V&A ENTERPRISES LTD.**


**VANES**

**WEPAY**

**WESTERN UNITED FISH CO.**

**YAHOO! INC.**



A man in a blue long-sleeved shirt with a WWF logo on the sleeve is standing in a lush green forest, looking up and touching a tree trunk. The background is filled with dense foliage and tall trees.

**OUR MISSION IS TO STOP  
DEGRADATION OF THE  
PLANET'S NATURAL  
ENVIRONMENT AND TO  
BUILD A FUTURE IN WHICH  
HUMANS LIVE IN HARMONY  
WITH NATURE.**

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