



AN INVITATION TO PARTNER

WWF International Major Supporter Programme

INVEST IN NATURE WITH WWF

Thank you for your interest in WWF. The strong commitment and trust of philanthropists like you is what enables us to continue our work to protect our planet's natural environment, and build a future in which humans live in harmony with nature.

WWF has a long history of partnering with business leaders, foundations, major donors and other philanthropists to implement conservation action across the world. We believe in open and accountable partnerships where donors know how their money is invested and how it helps create conservation results.

There are many ways for our donors to get involved and create a lasting conservation impact, including:

SUPPORTING PRIORITY PROGRAMMES

In globally important places like the Coral Triangle, Arctic, Congo and Amazon, you can help protect some of the planet's most precious and fragile ecosystems and wildlife populations. Or you can also give to our forest, marine, freshwater or species programmes that are working on cross-cutting issues throughout the world.

INVESTING IN FOOTPRINT INITIATIVES

By supporting initiatives focused on renewable energy, sustainable fishing, climate change and market transformation, you can help us find practical solutions for reducing humanity's impact on the Earth.

PROVIDING CORE SUPPORT

Your donation can be given restriction-free, allowing WWF to deploy resources where they are needed most. Flexible funding is of huge value to WWF as it enables us to respond to new opportunities, urgent threats or crises.

MAKING A LEGACY GIFT

The future of WWF's work depends on the generosity of its donors, including those who are gracious enough to remember WWF in their will or estate plan. By leaving a Legacy gift to WWF, you have the opportunity to pass on your own values to the next generation and share the wonder of nature with all those who come after you.

CHAMPIONING OUR WORK

In addition to contributing financially to WWF's conservation efforts, you can leverage your gift by championing WWF's global work – or a specific priority programme – and inspiring others to give. Our programme champions are active environmentalists and philanthropists who reach out to their personal, business and philanthropic networks to increase awareness of WWF's work, share their experiences as a WWF philanthropic partner, and help raise additional funding for their programmes of interest. By championing our work and introducing WWF to other like-minded individuals in your network, you can make an even greater, lasting impact on our planet.

APPRECIATION FOR OUR MAJOR SUPPORTERS

When you make a gift to WWF exceeding US\$10,000 per year, you become part of a select group of donors who play a crucial role in advancing our conservation efforts. As an expression of our appreciation for your generosity – and to keep you informed and involved in our work – you will receive a set of benefits corresponding to your giving level.

We invite you to read on and explore the breadth of options and benefits of becoming a major supporter of WWF. Our philanthropy team is happy to answer questions and customize funding options to meet your specific interests.

Every donor has a significant part to play in the future of our planet. Please consider joining WWF as a philanthropic partner.



© WWF-Canon / Simon Rawles

WWF CONSERVATION PARTNERS

Annual giving of US\$10,000-US\$24,999

Our **Conservation Partners** are individuals, families or foundations whose **annual giving to WWF is at least US\$10,000 and less than US\$25,000**. We recognise the generous support of our Conservation Partners with the following:

Engagement with WWF

Direct access to our philanthropy team who can answer any questions you may have about our work, your gift or our giving programmes.

WWF publications

To keep you informed about our work, you will receive the WWF Annual Review summarizing the year's most compelling conservation stories, as well as WWF's annual financial overview. You will also receive WWF flagship publications including the Living Planet Report, as well as a newsletter for our major supporters with information on donor events and trips, profiles on our donor champions, and updates from the field.

Recognition in the WWF Annual Review

With your permission, you will be publicly acknowledged as one of our Conservation Partners.

Gift of appreciation

Every year, you will receive a beautiful, 12-month wall calendar full of inspiring nature photographs featuring the places and species WWF works to protect around the globe.



© Martin Harvey / WWF-Canon

WWF CONSERVATION CHAMPIONS

Annual giving of US\$25,000-US\$99,999

Our **Conservation Champions** are individuals, families or foundations whose **annual giving to WWF is at least US\$25,000 and less than US\$100,000**. We recognise the generous support of our Conservation Champions with the following:

Engagement with WWF

Direct access to our philanthropy team including personal visits from a relationship manager who will update you on achievements made with your support and answer any questions you may have about our work, your gift or our giving programmes.

Networking and events

Invitations to networking and special events organised by WWF, including conservation dinners, lectures and panel discussions.

Field trips

Invitations to field trips with other participants to visit international project sites led by WWF conservation experts.*

WWF publications

To keep you informed about our work, you will receive the WWF Annual Review summarizing the year's most compelling conservation stories, as well as WWF's annual financial overview. You will also receive WWF flagship publications including the Living Planet Report, as well as a newsletter for our major supporters with information on donor events and trips, profiles on our donor champions, and updates from the field.

Recognition in the WWF Annual Review

With your permission, you will be publicly acknowledged as one of our Conservation Champions.

Gift of appreciation

Every year, you will receive a beautiful, 12-month wall calendar full of inspiring nature photographs featuring the places and species WWF works to protect around the globe.

* Field trip participants pay all costs associated with the trip, including an additional small donation to the WWF project visited.



© naturepl.com / Eric Baccaga / WWF-Canon

Annual giving of at least US\$100,000-US\$499,999

Our **Conservation Leaders** are individuals, families or foundations whose **annual giving to WWF is at least US\$100,000 and less than US\$500,000**. We recognise the generous support of our Conservation Leaders with the following:

Engagement with WWF

Opportunity to meet with WWF's Director General or conservation programme leaders to receive annual progress reports and discuss any questions you may have about our work. Direct access to our philanthropy team including personal visits from a relationship manager.

Networking and events

Invitations to networking and special events organised by WWF, including conservation dinners, award ceremonies, lectures and panel discussions.

Personalised field trips

Tailor-made field trips to visit international project sites led by WWF conservation experts.*

Annual progress report

To keep you informed about your investment, you will receive a personalised annual progress report describing the achievements made thanks to your important contribution.

WWF publications

You will receive the WWF Annual Review summarizing the year's most compelling conservation stories, as well as WWF's annual financial overview. You will also receive WWF flagship publications including the Living Planet Report, as well as a newsletter for our major supporters with information on donor events and trips, profiles on our donor champions, and updates from the field.

Featured recognition in the WWF Annual Review

With your permission, you will be publicly acknowledged as one of our Conservation Leaders, including a description of the conservation work you are helping to make possible.

Gift of appreciation

You will receive a framed photograph, plaque or art piece in appreciation of your generous donation to WWF. Every year, you will also receive a beautiful, 12-month wall calendar full of inspiring nature photographs featuring the places and species WWF works to protect around the globe.

* Field trip participants pay all costs associated with the trip, including an additional small donation to the WWF project visited.



© Jürgen Freund / WWF-Canon

WWF HONORARY CIRCLE

Annual giving of at least US\$500,000

Our **Honorary Circle** includes individuals, families or foundations **whose annual giving to WWF is at least US\$500,000**. We recognise the generous support of our Honorary Circle with the following:

Highest level of engagement with WWF

Annual meeting of the Honorary Circle with WWF's Director General and/or our Board Chair or Vice-Chair to discuss critical conservation issues and high level strategies. Additional opportunities to meet with WWF's Director General or conservation programme leaders to receive annual progress reports and discuss any questions you may have about our work. Direct access to our philanthropy team including personal visits from a relationship manager.

Networking and events

Invitations to networking and special events organised by WWF, including conservation dinners, awards ceremonies, lectures and panel discussions.

Personalised field trips

Tailor-made field trips to visit international project sites led by WWF conservation experts.*

Annual progress report

To keep you informed about your investment, you will receive a personalised annual progress report describing the achievements made thanks to your important contribution.

WWF publications

You will receive the WWF Annual Review summarizing the year's most compelling conservation stories, as well as WWF's annual financial overview. You will also receive WWF flagship publications including the Living Planet Report, as well as a newsletter for our major supporters with information on donor events and trips, profiles on our donor champions, and updates from the field.

Featured recognition in the WWF Annual Review

With your permission, you will be publicly acknowledged as part of our Honorary Circle, including a short profile on the conservation work you are helping to make possible.

Gift of appreciation

You will receive a framed photograph, plaque or art piece in appreciation of your generous donation to WWF. Every year, you will also receive a beautiful, 12-month wall calendar full of inspiring nature photographs featuring the places and species WWF works to protect around the globe.

* Field trip participants pay all costs associated with the trip, including an additional small donation to the WWF project visited.

WWF in numbers

>5M

WWF has over 5 million supporters

>100

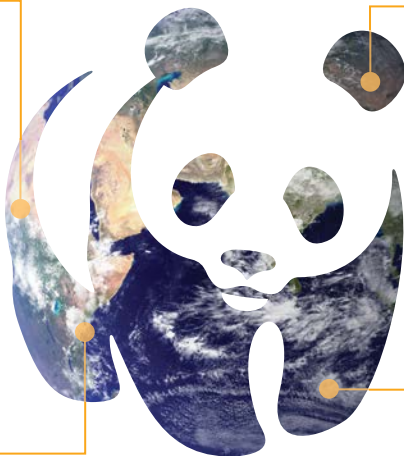
WWF works in more than 100 countries, on 6 continents

1961

WWF, a leading organization since 1961

>5,000

WWF has more than 5,000 staff worldwide



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org

© 1986 Panda Symbol WWF – World Wide Fund For Nature (formerly World Wildlife Fund)
© "WWF" is a WWF Registered Trademark. WWF, Avenue du Mont-Blanc, 1196 Gland, Switzerland
Tel. +41 22 364 9111 Fax +41 22 364 0332. For contact details and further information, please visit our international website at panda.org