



2019 WWF-US ANNUAL REPORT





Despite the ever-present threats to our natural world, people are fighting with undiminished passion to protect their homes, their families, their communities, and their future. WWF stands by their side.

HARMFUL HYDROPOWER

SILILO AGNESS MUSUTU

the CONVENER



Despite the ever-present threats to our natural world, people are fighting with undiminished passion to protect their homes, their families, their communities, and their future. WWF stands by their side.



SILILO AGNESS MUSUTU

the CONVENER

WHEN SILILO AGNESS MUSUTU, WWF-Zambia's freshwater program coordinator, heard about plans to build a hydropower dam on the free-flowing Luangwa River, she knew she had to stop it somehow. This poorly conceived power project would flood whole communities, cause drought in others, devastate the river basin's wild animal and fish populations, and irrevocably damage the wildlife tourism industry. She was certain if Zambians were aware, they wouldn't want the dam. But she knew one voice wouldn't be enough—she had to pull in the right people to amplify the issue. So Musutu, with help from the WWF-Zambia team, connected with leaders of multiple chiefdoms in the Luangwa basin, who talked with their communities. She brought scientists together with government agencies to discuss the impacts. She got Luangwa residents, tour guides, and revered Zambian activists to speak out for the river in national PSAs. And she worked together with WWF-US and WWF-Netherlands to get almost 200,000 signatures on a petition to protect the Luangwa. Her collaborative strategy was a huge success: In June, the Zambian government announced they were halting plans to build the dam.

FIRST-EVER GLOBAL ASSESSMENT OF FREE-FLOWING RIVERS

ONLY

1/3

of the world's longest rivers are still flowing unimpeded, according to *Mapping the World's Free Flowing Rivers*, the first-ever global assessment of river connectivity. This extensive research collaboration led by WWF and McGill University will help inspire smarter infrastructure choices to protect global freshwater.



CONSERVATION FUNDING THREATS

ILLEGAL FISHING

RAMPANT DEFORESTATION

CLIMATE CHANGE

DECLINING TIGER POPULATIONS

CONSERVATION FUNDING THREATS

CHRISTOPHER PHAM

the ACTIVIST

CONSERVATION FUNDING THREATS

ILLEGAL FISHING

RAMPANT DEFORESTATION

CLIMATE CHANGE

DECLINING TIGER POPULATIONS



CHRISTOPHER PHAM

the ACTIVIST



YOU'D THINK SOMEONE with a full-time job as an apparel designer and a side job teaching indoor cycling might feel they were too busy to commit to anything else—but not so for Christopher Pham. Galvanized by his desire to address the growing environmental crisis and alarmed about budget cuts proposed by the current administration, Pham decided he wanted to do something about it. He became a WWF Panda Ambassador, and this March he traveled from his home in Oregon to Washington, DC, to participate in WWF's Lobby Day on Capitol Hill. There, he joined a group of 100 activists from 22 states advocating to retain funding for global conservation. As a resident of the Pacific Northwest, Pham met with senators and representatives from both Oregon and Washington. He says speaking out and being listened to by the leaders of our country was a powerful experience—and it had powerful results. Congress not only rejected the proposed budget cuts, but even increased funding to protect tropical forests and other globally important ecosystems.

CONSERVATION
ACTIVISTS SPEAK UP
ABOUT FARM BILL

58
MILLION

acres of grassland in the Great Plains have been lost to agriculture since 2009. So this year 200,000 people in WWF's activist network successfully petitioned Congress to ensure the Farm Bill passed with critical policies that would incentivize ranchers and farmers to protect native grasslands.

ILLEGAL FISHING

RAMPANT DEFORESTATION

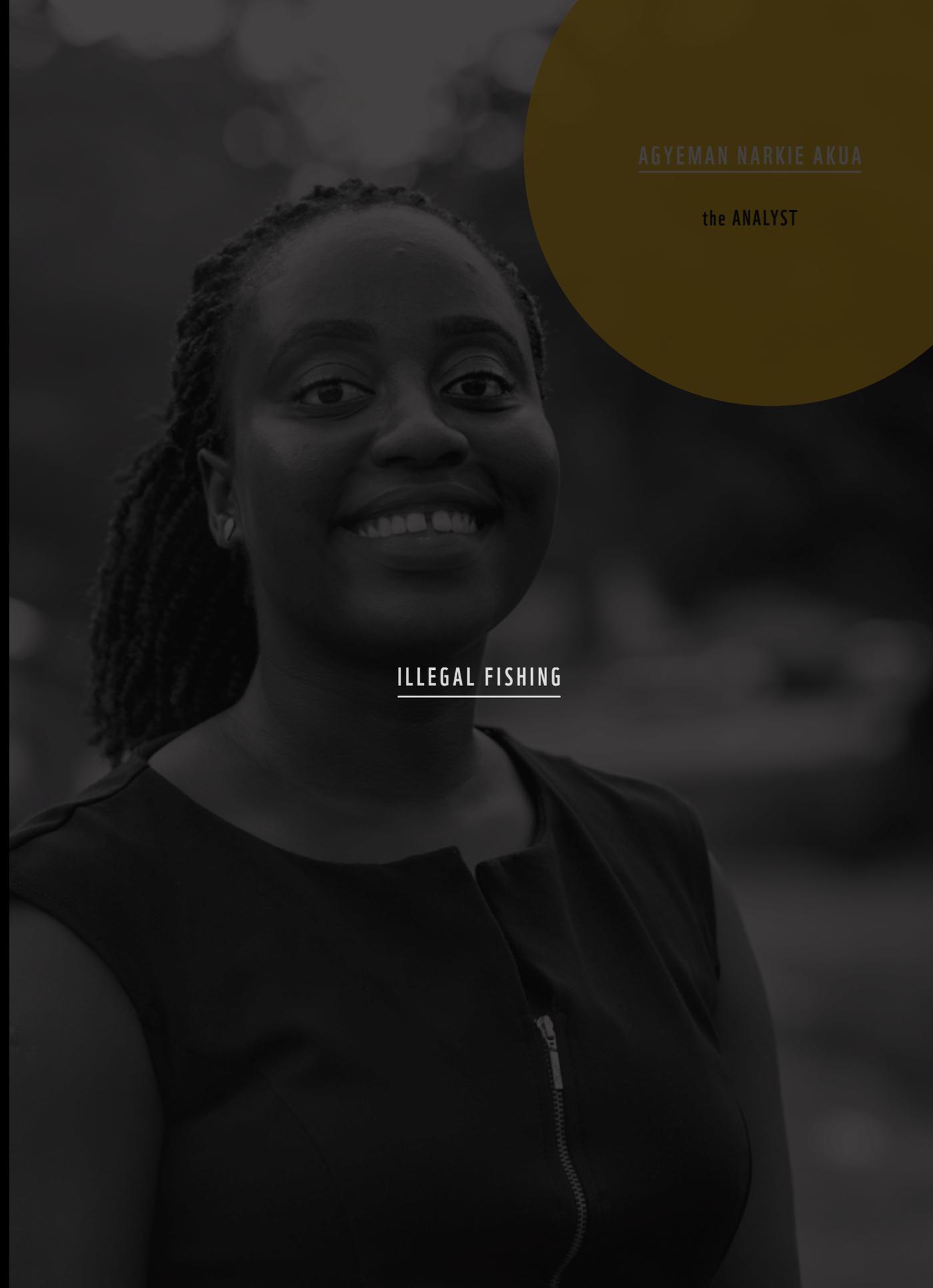
CLIMATE CHANGE

DECLINING TIGER POPULATIONS

AGYEMAN NARKIE AKUA

the ANALYST

ILLEGAL FISHING



ILLEGAL FISHING

RAMPANT DEFORESTATION

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AGYEMAN NARKIE AKUA

the ANALYST





BIOLOGIST AGYEMAN NARKIE AKUA says that in Ghana's fishing industry, it's far more common to see women at the ports selling fish than it is to see a woman data analyst surveilling a fishing fleet. But that didn't discourage her from becoming one of her country's first women "land-based observers" with the Common Oceans ABNJ Tuna Project. Working from a command center on the ground, Akua and her team electronically monitored and collected data on the fishing activities of all Ghana's purse-seine tuna vessels. They then ran exacting data analysis, providing scientists and Ghana's government with the clearest picture yet of what is happening with the nation's tuna fleet. Akua points out that this work can help provide traceability for Ghana's tuna, curb illegal fishing, and keep tuna populations viable. And just as important, she says the job put her in a position to educate and inspire other women, showing that this kind of work is possible for them.

ADVANCING CONSERVATION ON THE HIGH SEAS

95%

of the ocean's volume is found in Areas Beyond National Jurisdiction (ABNJ), where illegal, unreported, and unregulated fishing frequently occurs. That's why this year WWF supported multiple projects to encourage sustainable fishing and increase monitoring and data collection.

RAMPANT DEFORESTATION

CLIMATE CHANGE

DECLINING TIGER POPULATIONS

RAMPANT DEFORESTATION

HEY MER

the TEACHER

RAMPANT DEFORESTATION

CLIMATE CHANGE

DECLINING TIGER POPULATIONS



HEY MER

the TEACHER

IN A VILLAGE TUCKED DEEP in the Dawna Tenasserim forests of Myanmar, Hey Mer, a rubber farmer, made a choice. She wouldn't follow the example of so many who had been destroying her country's fragile forests to create rubber farms. Instead, she decided to take a WWF-led workshop on sustainable rubber farming and production. She learned how to plant in ways that would conserve the forest and allow her to create the kind of sustainably grown rubber that's typically in high demand with international buyers. She applied what she'd learned, and soon word spread about the high-quality product she was producing. Neighboring villagers began visiting, asking her to teach them how to do what she was doing. Today, Hey Mer has become known as a leader in her village, nurturing enthusiasm for sustainable farming and dispersing seeds of knowledge she hopes will help her entire region reap better income for all while protecting their precious forests for their children.

NEW SUSTAINABLE RUBBER PLATFORM CREATED

39

founding members from the rubber industry, NGOs, and academia came together to create the world's first Global Platform for Sustainable Natural Rubber. The end goal: transform the global rubber industry through standards for sustainable rubber that protect forests, biodiversity, and human rights, while improving the livelihoods of small-scale farmers.



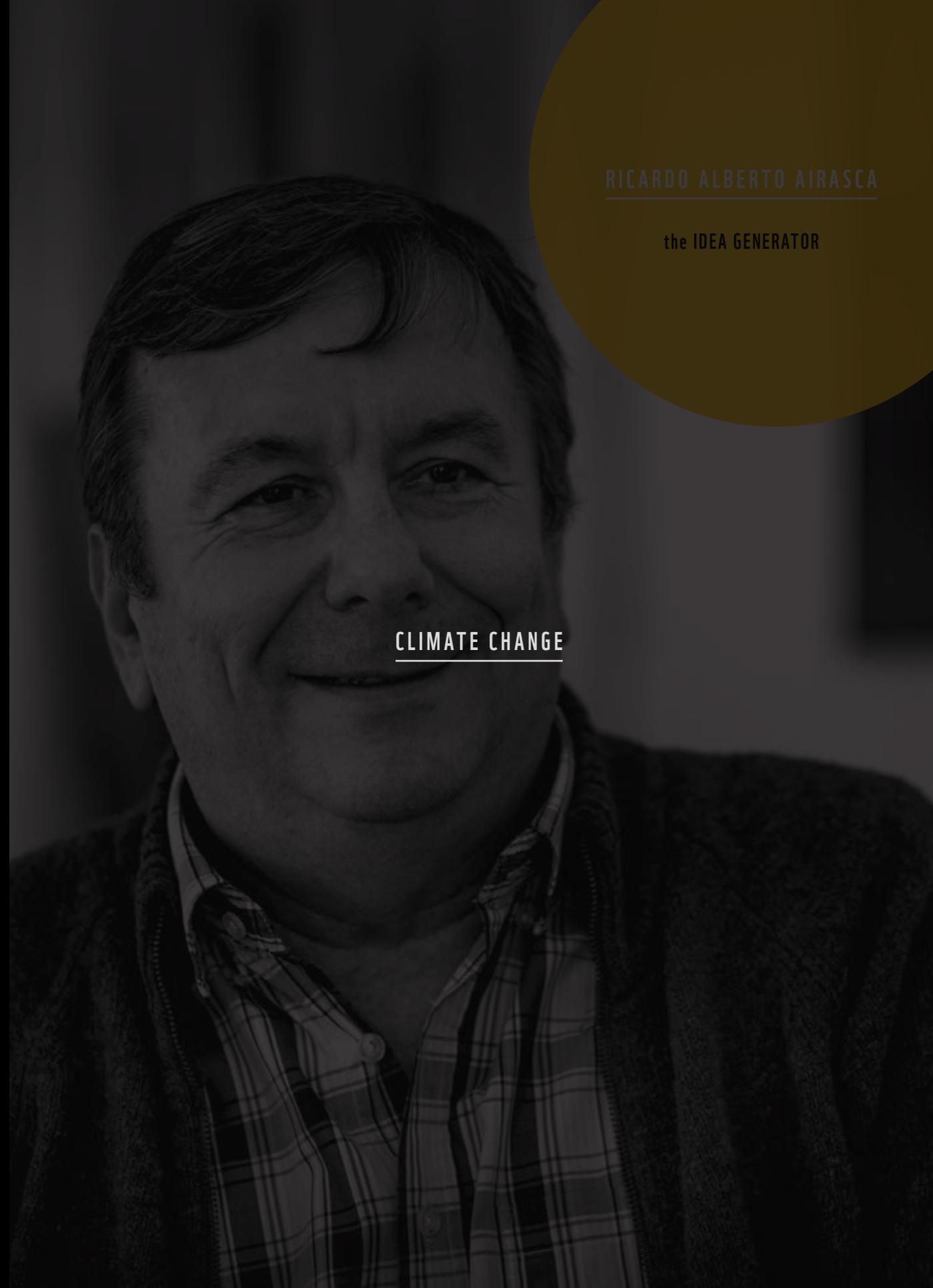
CLIMATE CHANGE

DECLINING TIGER POPULATIONS

RICARDO ALBERTO AIRASCA

the IDEA GENERATOR

CLIMATE CHANGE



CLIMATE CHANGE

DECLINING TIGER POPULATIONS

RICARDO ALBERTO AIRASCA

the IDEA GENERATOR





IT WAS AN EMOTIONAL MOMENT for Ricardo Alberto Airasca when he flipped the switch at an official opening ceremony bringing renewable energy to his hometown of Armstrong. In the late 1970s, he'd left his birthplace in Argentina's Santa Fe province to pursue an electrical engineering degree, and then worked far away in Patagonia on wind and solar energy research. But when Armstrong asked Airasca if he'd manage their public services cooperative, he was eager to return home. He brought with him the spark of an idea: making Armstrong a renewable energy town. But, Airasca says, he believes in teamwork, not personal projects—so he and the cooperative took the idea to the community, which enthusiastically embraced it. Working with experts from local universities and supported by funding from the province—an Alliances for Climate Action member—the cooperative has built, and is helping install, solar panels on area rooftops. This provides renewable power for the area, as well as new jobs that will give young people like Airasca's son Gustavo opportunities to stay in the community.

NEW GLOBAL INITIATIVE LAUNCHED TO ACCELERATE CLIMATE ACTION

3

countries—Argentina, Japan, and Mexico—joined the USA to launch Alliances for Climate Action, with more nations slotted to join in 2020. Each country's ACA consists of leaders from business, regional government, higher education, and civil society, working together to strengthen climate action at the national level.

DECLINING TIGER POPULATIONS

DECLINING TIGER POPULATIONS

CHHABI MAGAR

the CITIZEN SCIENTIST



CHHABI MAGAR

the CITIZEN SCIENTIST



CHHABI MAGAR WALKS THROUGH western Nepal's Gauri Mahila Community Forest, reminiscing about a time only 10 years ago when this area was treeless, and the only place he'd see tigers was on rupee notes. But now, thanks to community reforestation projects, the forest is abundant—and thanks to the work Magar is doing, his dreams of seeing real wild tigers are coming true. For the past two years, Magar has been serving as a local citizen scientist, setting up and maintaining camera traps in the forest close to where he lives in order to monitor tigers' movements. By capturing these images of the big cats in their natural habitat, scientists can get a much clearer sense of how tiger populations in the forest are faring, providing valuable insight into how to best protect them. Happily, the results of Magar's camera trap data are contributing to some very uplifting news. Eleven years ago, only 18 tigers were counted in this region. Today, there are 87.

NEPAL NEARLY
DOUBLES ITS
TIGER COUNT

235

tigers were counted in Nepal last year, up from 121 ten years ago, making Nepal one of the first tiger range nations to near the Tx2 goal of doubling their number of wild tigers by 2022.

THE ULTIMATE GOAL
OF CONSERVATION

IS IMPROVED LIVES
FOR ALL

SAFEGUARDING CONSERVATION

AS WAS EVIDENT in the stories you just read, the most important inhabitants of any forest, grassland, river basin, or seascape are its people. And the passion, commitment, and resiliency of the people WWF works with are astonishing.

We know that communities depend on nature for many aspects of their lives—as a foundation for their culture, their food, their water, their efforts to create new forms of sustainable economic development, and more. And we know that conservation is sustainable only if it benefits local communities, and if they play an active role in the design, execution, and evaluation of programs, along with owning accountability when problems arise.

Our work takes us to some of the world's most breathtaking places. It also takes us to places where human communities are at risk, where the forests and rivers and animals that people depend upon are at risk, and where the rule of law is weak. But no matter where we operate, our goal is to work constructively with Indigenous peoples and other local communities.

Safeguards are used to identify, avoid, and mitigate any negative social and environmental impacts within our work, and they play a vital role in helping realize this goal. They guide how we engage local communities to identify ways that our work can help improve and protect their lives, rights, and livelihoods while achieving conservation benefits for all.

WWF policies emphasize the importance of advancing human rights in all our efforts, especially those that could endanger the rights of Indigenous and other local populations, such as the creation of reserves and antipoaching efforts. We know from decades of experience that lasting conservation and community development go hand in hand. Simply put, without protection of human rights, local communities cannot thrive; and without local support, conservation efforts cannot succeed.

But safeguards are not just a risk-management tool; we also see them as a way to ensure more sustainable conservation by fully engaging communities. Done right, they should help deliver better sustainable development, better conservation outcomes, and better lives for the communities with whom we work.

WWF's vision is a world where people and nature thrive together. We respect, deeply, the role that Indigenous and local peoples have always held as primary stewards of their natural resources. We believe the ultimate goal of conservation is improved lives for all. And we will never stop working to make it so.



DR. PAMELA MATSON
Chair



CARTER ROBERTS
President & CEO

DISCOVER EVEN
MORE OF THE
ACHIEVEMENTS
WWF AND OUR MANY
PARTNERS HAVE
ACCOMPLISHED
TOGETHER OVER THE
PAST YEAR.

Want to learn more?
Visit worldwildlife.org

JULY 2018 Colombia's "ancestral home of the jaguar," Serranía de Chiribiquete National Park, expands to 10.6 million acres, becoming the world's largest national park protecting a tropical rain forest.

AUGUST 2018 The Bahamas' spiny lobster fishery becomes the only Marine Stewardship Council-certified fishery in the Caribbean.

AUGUST 2018 The New Caledonian government declares that its five near-pristine coral reefs will be afforded the strongest categories of protection possible.

SEPTEMBER 2018 At the Global Climate Action Summit, WWF helps secure hundreds of new commitments from businesses including Walmart and Unilever to significantly improve sustainable practices on the ground.

SEPTEMBER 2018 About 70 food companies and 40 large financial institutions commit to eliminating habitat loss in Latin America's largest grassland wilderness—the Cerrado savanna—by promising not to invest in or purchase from any company attempting agricultural expansion there.

OCTOBER 2018 The Travel Ivory Free campaign begins, convincing 2 million Chinese consumers to commit to #TravelIvoryFree and protect elephants from wildlife crime.

NOVEMBER 2018 The Global Dialogue on Seafood Traceability launches 12 projects with 20 major seafood companies to run trials on universal standards for tracking seafood "from bait to plate" to reduce illegal activity.

DECEMBER 2018 After WWF's concerted advocacy in Congress, crucial conservation bills are passed and renewed, including the DELTA Act and the Tropical Forest Conservation Act.

DECEMBER 2018 A summit is held for users of the revolutionary web app MERMAID (Marine Ecological Research and Monitoring Aid), which helps scientists record and share valuable coral reef data.

JANUARY 2019 USAID awards \$35 million to the Targeting Natural Resource Corruption project, designed to minimize criminal practices that undermine global development and biodiversity.

JANUARY 2019 FLIR pledges more than \$3 million in thermal imaging technology and engineering assistance with the goal of eliminating rhino poaching in Kenya by 2021.

MARCH 2019 The Renewable Energy Buyers Alliance (REBA) transitions to an independent business trade association, ready to engage thousands of buyers and reach their goal of bringing 60 gigawatts of clean energy online by 2025.

MARCH 2019 188 countries and territories participate in Earth Hour 2019, challenging world leaders to take urgent action for the environment.

APRIL 2019 Improved management for more than 1 million acres of China's forests is achieved in collaboration with Apple.

APRIL 2019 New data reveals that Amur leopard populations are stable and growing in Russia. Since 2017, the adult leopard count rose from 86 to 91 and the cub count from 21 to 22.

APRIL 2019 New grants are awarded to further integrate transboundary freshwater resource management into WWF's long-standing wildlife, climate, and community conservation work in the Kavango Zambezi Transfrontier Conservation Area (KAZA).

MAY 2019 A new \$140 million commitment is announced in Peru to expand and effectively manage almost 42 million acres of Amazon protected areas.

MAY 2019 The landmark report *Connected and Flowing*, launched by WWF with support from The Nature Conservancy, explores the potential for displacing large-scale hydropower with other renewable energy sources.

MAY 2019 Amid findings that up to 1 million species risk extinction, more than 130 governments approve the first report of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, which calls for radical societal change to protect Earth's ecosystems.

MAY 2019 Major cattle producers and food and retail companies adopt the newly released *U.S. Beef Industry Sustainability Framework*, a first-of-its-kind step to reduce the environmental impact of beef production.

MAY 2019 The *No Food Left Behind* series, which examines how to reduce food loss and waste on farms, completes publication of its two-part study.

MAY 2019 The first-ever science-based guide for how to design and manage Marine Protected Areas to safeguard sharks and rays is published.

JUNE 2019 WWF Free Rivers, an augmented reality app teaching the importance of river basins, ends the fiscal year with a total of 1.3 million downloads, with many more anticipated over the next year.

JUNE 2019 In just over a year since its start, the Coalition to End Wildlife Trafficking Online has become the leading wildlife crime and tech industry partnership, with 34 of the world's top tech companies working together to stop wildlife trafficking online.

JUNE 2019 Not a single rhino is poached for over two years in the communal conservancies in Namibia's Kunene region.

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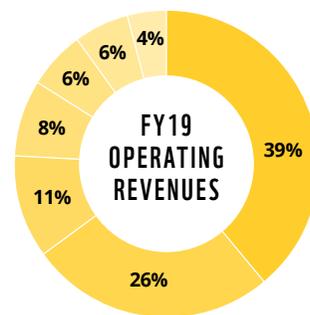
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FY19 FINANCIAL STATEMENTS

CURRENT YEAR OPERATING REVENUES AND EXPENSES

Revenues	2019 Total	2018 Total
Contributions utilized ¹	\$172,862,796	\$183,904,059
Government grants and contracts	34,458,758	46,811,542
WWF Network revenues	19,737,560	18,904,606
In-kind and other revenues	81,233,536	85,947,028
Total unrestricted revenues, gains, and other support	308,292,650	335,567,235
Expenses		
Program expenses		
Conservation field and policy programs	148,193,066	180,352,323
Public education	101,198,913	101,225,789
Total program expenses	249,391,979	281,578,112
Supporting services expenses		
Finance and administration	18,354,360	17,607,286
Fundraising	40,654,138	36,999,476
Total supporting services expenses	59,008,498	54,606,762
TOTAL EXPENSES	308,400,477	336,184,874
Current year operating revenues over operating expenses	(107,827)	(617,639)



Individuals	\$119,748,715	39%
In-kind and other	81,233,537	26%
Government grants	34,458,758	11%
Foundations	23,545,798	8%
Network	19,737,560	6%
Other non-operating contributions	16,731,861	6%
Corporations	12,836,421	4%



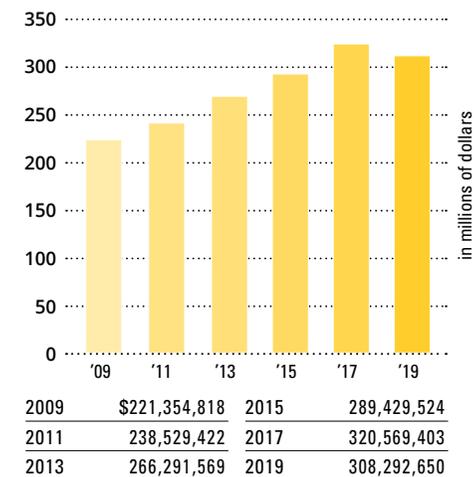
Program expenses	\$249,391,979	81%
Finance and administration	18,354,360	6%
Fundraising	40,654,138	13%

In 2019, WWF adopted the new accounting guidance issued by the Financial Accounting Standards Board (FASB) regarding revenue and expenses. While WWF's level of activity (both revenue and expense) remained in line with FY18, the financial statements show a decline in programmatic activity primarily due to the adoption of the new FASB standards. Under the new standards, some of the programmatic expenses that would have been recognized in the current year have been deferred to future years. WWF's programmatic spending represented 81% of total expenses, fundraising made up 13%, and finance and administration accounted for 6%. Total net assets increased over FY18 to \$375.0 million.

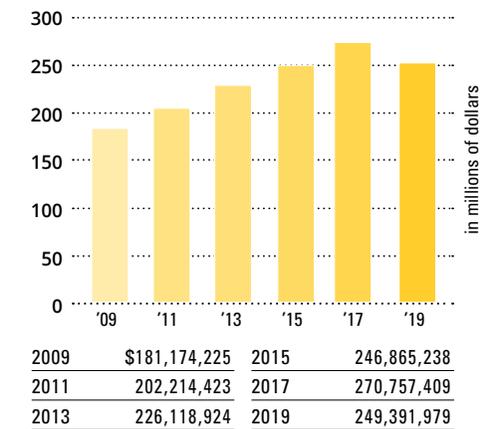
NON-OPERATING ACTIVITIES AND PLEDGES

Non-operating activities	2019 Total	2018 Total
Bequests and endowments	\$21,594,600	\$23,565,969
Income from long-term investments	9,298,064	16,308,805
Unrealized gain (loss) on financing transactions ²	(1,749,081)	3,574,086
Gain (loss) from foreign currency	64,391	(493,568)
Non-operating funds utilized	(33,664,172)	(31,420,797)
Pledges and contributions designated for future years		
Pledges and contributions	56,459,289	55,326,680
Prior years' revenues used in current year	(39,930,570)	(51,340,306)
TOTAL NON-OPERATING ACTIVITIES AND PLEDGES	12,072,521	15,520,869
Increase (decrease) in net assets	11,964,694	14,903,230
Net assets at beginning of year	363,071,982	348,168,752
Net assets at end of year	375,036,676	363,071,982

OPERATING REVENUE GROWTH



PROGRAM SPENDING GROWTH



¹ Contributions utilized in 2019 include current year contributions of \$99,268,054, prior years' contributions of \$39,930,570, and non-operating income of \$33,664,172.

² 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.

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/waystogive.

81%

of WWF spending is directed to worldwide conservation

OUTRIGHT GIFTS

- Become a Partner in Conservation or a Leadership Partner
- Become a monthly supporter
- 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 of 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. Our suggested bequest language: "I give _____ (residue, percentage, or specific amount) to World Wildlife Fund, Inc., having its principal offices at 1250 24th Street NW, Washington, DC 20037, for its general purposes to save life on Earth."

WORKPLACE GIVING

Ask if your workplace participates in these easy ways to give. Learn more at worldwildlife.org/workplacegiving.

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



FY 2019

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