



Species Adoptions with Rewards

World Wildlife Fund's popular species adoption program is now available for integration into your existing customer loyalty program.

Add WWF's leading engagement program to your rewards platform...

Program at a glance:

- **100,000 + adoptions made per year via existing WWF program**
- **100+ species available for adoption**
- **Easy fulfillment integration**

WWF at a glance:

- **The leading global conservation brand**
- **More than 1.2 million members in US, 5 million worldwide**

Overview

Each year more than 100,000 WWF members participate in our popular symbolic species adoption program, that delivers a plush animal of your choice, adoption certificate, photo and reusable bag to your doorstep for a \$50 contribution to WWF's global conservation efforts.

The Concept

Now, we're opening up the very best of our online catalog to select corporate partners for use in their rewards points programs at the \$50 equivalent points level.

How it Works

1. Integrate 1, 3, 5 or more of WWF's most popular \$50 species adoption offerings into the merchandise category of your rewards website.
2. Customers redeem points for their choice of symbolic species adoption.
3. A \$50 charitable contribution is delivered to WWF and the order is processed via WWF's fulfillment center, or via your own system.



Species Available

WWF is offering a select assortment of our most popular species, or you can choose from over 100 additional options:

Top-Ranked Species:

- | | | | |
|--------------------|---------------------|-------------------|---------------------|
| 1. Tiger | 2. Polar Bear | 3. Panda | 4. Three-toed Sloth |
| 5. Emperor Penguin | 6. African Elephant | 7. Pygmy Elephant | 8. Gray Wolf |



WWF Tiger Adoption Kit

Largest of all cats, the tiger is one of the most threatened species on Earth. These beautiful cats are threatened by growing human populations, loss of habitat, illegal hunting (of both tigers and their prey species) and expanded trade in tiger parts used as traditional medicines.

Your symbolic adoption includes:

- 12" Plush Tiger
- Symbolic Adoption Certificate
- Species Information Card
- Tiger Photo
- Reusable Gift Bag

Total Cost

5,000 Points

100%

Select Quantity

1

Add to Cart

Fulfillment

WWF regularly processes merchandise fulfillment via our existing adoption program. We retain the flexibility to process your orders via our fulfillment services or work with you to integrate species sections with your own fulfillment partner.

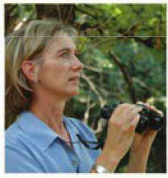
The Benefits

- Leverage use of WWF's well respected panda logo to promote species adoptions within your loyalty program
- Engage loyalty program members with a product-based redemption that supports a major non-profit organization
- No cost to participate
- Select our top species or choose from WWF's selection of more than 100 unique species

Getting Involved

- Adding WWF species adoptions to your program is easy. To learn more, contact Collin Lawson, Manager of Corporate Partner Marketing at Collin.Lawson@wwfus.org or 202-495-4642.
- Below is a selection of additional species available from our Gift Catalog for integration into your rewards platform at the \$50 equivalent points level.

Giant Pandas



Ginette Hemley
Senior Vice President,
Conservation Strategy
and Science

My travels with WWF have taken me around the globe to many spectacular places teeming with life. Through the years, there are truly unforgettable moments that will remain with me forever.

While in the field on my first trip to China's Sichuan province – “panda country” – we got word about a panda on the outskirts of the reserve. It is extremely rare to see a panda in the wild so we detoured down a small dirt road and raced across the ravine to a tiny farm where the sighting was reported. The young panda was about two years old and recently on his own. He sat peacefully under a tree, eating a pear.

It was an awe-inspiring moment but a stark reminder too. As human populations grow and natural habitats shrink, people and animals increasingly compete for living space and food. We work to implement programs so that people can live alongside wildlife while developing sustainable livelihoods.

There are only about 1,600 pandas remaining – I feel incredibly privileged to have seen one in the wild.



Giant Panda **EN**

Pandas' broad flat molars and an enlarged wrist bone are ideally suited to holding, crushing and eating bamboo, their main food source.

Single Adoption

Adoption Donation Levels

\$100 | \$50 | \$25

Family Adoption

Adoption Donation Level

\$250



FREE
FSC-CERTIFIED WOOD
BUCKET WITH
ADOPTION

Most Popular Bucket

Can't make up your mind? How about choosing this “most popular” option with a tiger, a giant panda and a polar bear all in one bucket? Each animal is vulnerable or endangered and needs our protection now.

Adoption Donation Level

\$50

The Arctic



Margaret Williams
Managing Director of
WWF's Arctic Program

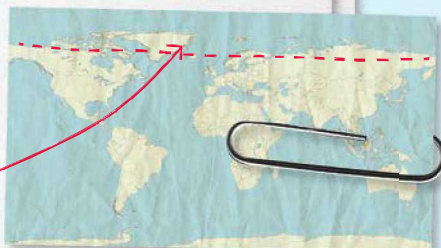
When I tell people I work in the Arctic, I am often asked why I'd want to live in such a cold, dark and remote place.

The Arctic is remote. But it is also rich, colorful, vibrant – and teeming with life. It's one of the last places on Earth where it's possible to be surrounded by wildlife.

I find inspiration in the Arctic's people too – especially its indigenous people, living here and creating a respectful balance between nature and human needs for thousands of years.

This is why I work here with WWF. We have a huge opportunity for conservation for both the wildlife and people living in and beyond the Arctic.

Arctic Circle

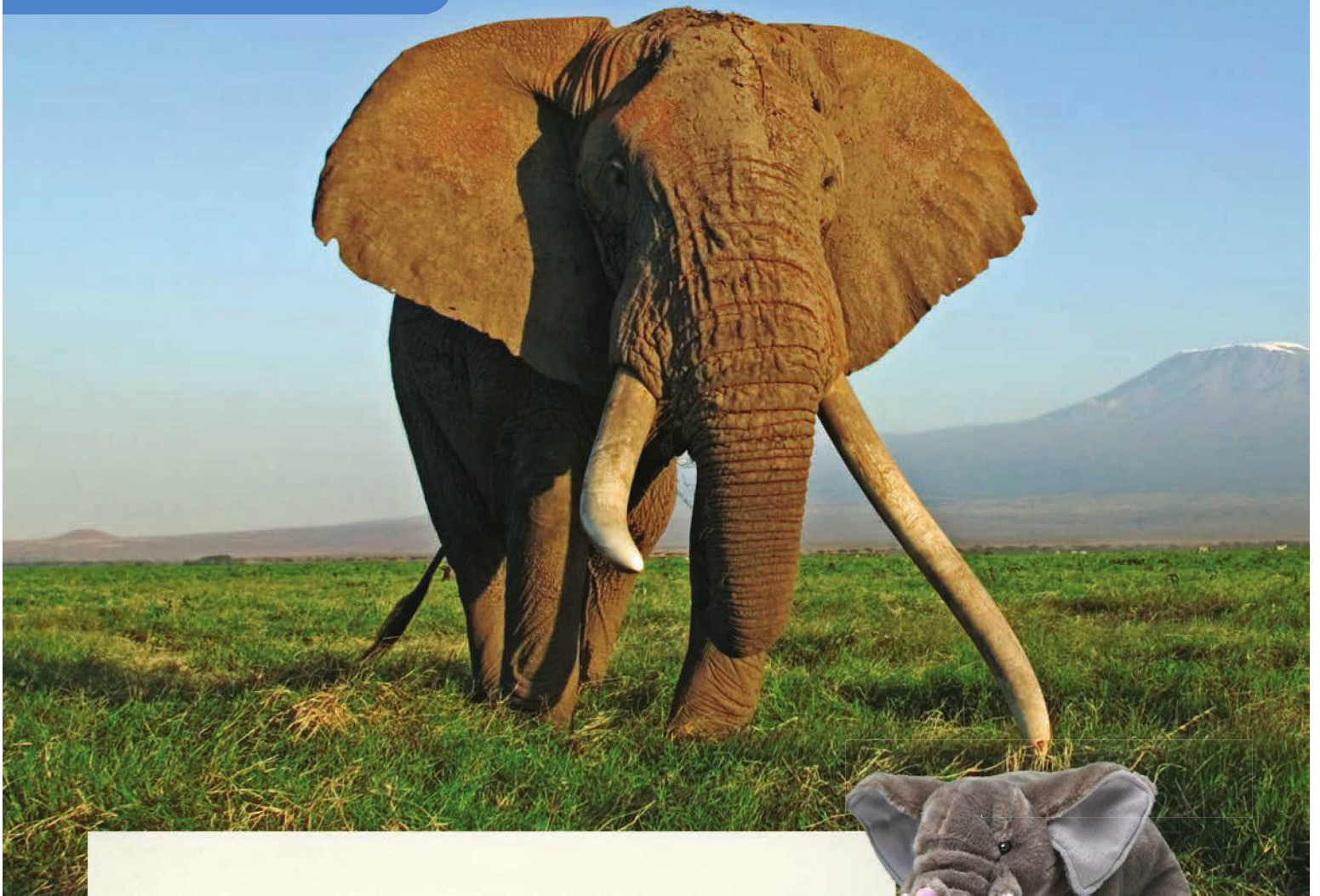


Polar Bear

The polar bear's Latin name, *Ursus maritimus*, means "sea bear," appropriate for a species that spends much of its life on sea ice.

Adoption Donation Levels
\$100 | \$50 | \$25

Coastal East Africa



Coastal East Africa is a land of rich cultural traditions deeply connected to its natural resources, including some of the Earth's most threatened species. The region has the highest concentration of endemic wildlife in Africa.

But human activity and climate change have dramatically altered this once-pristine paradise.

WWF works to protect the species and habitats throughout the region, which encompasses some of the world's poorest countries. We are also working to improve the livelihoods of local people by empowering communities to manage their own natural resources.



African Elephant



The matriarch leads the others to water and food, decides when to sleep and when to move, and responds first to threats.

Adoption Donation Levels

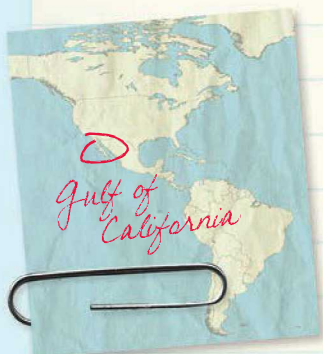
\$100 | \$50 | \$25

Gulf of California



The Gulf of California stretches more than 900 miles and is an important reproduction, feeding and breeding area for at least 6,000 species or subspecies of marine life. The region is home to one-third of the world's marine mammals, including one of the most endangered cetaceans, the vaquita. It also supports the aquaculture and tourism industries as well as the livelihoods of artisanal and indigenous fishing communities.

But overfishing, tourism and coastal development pose serious threats to the biodiversity found in this region. WWF is working with both government and local communities to promote sustainable fishing and tourism and to preserve wildlife habitat.



Great White Shark

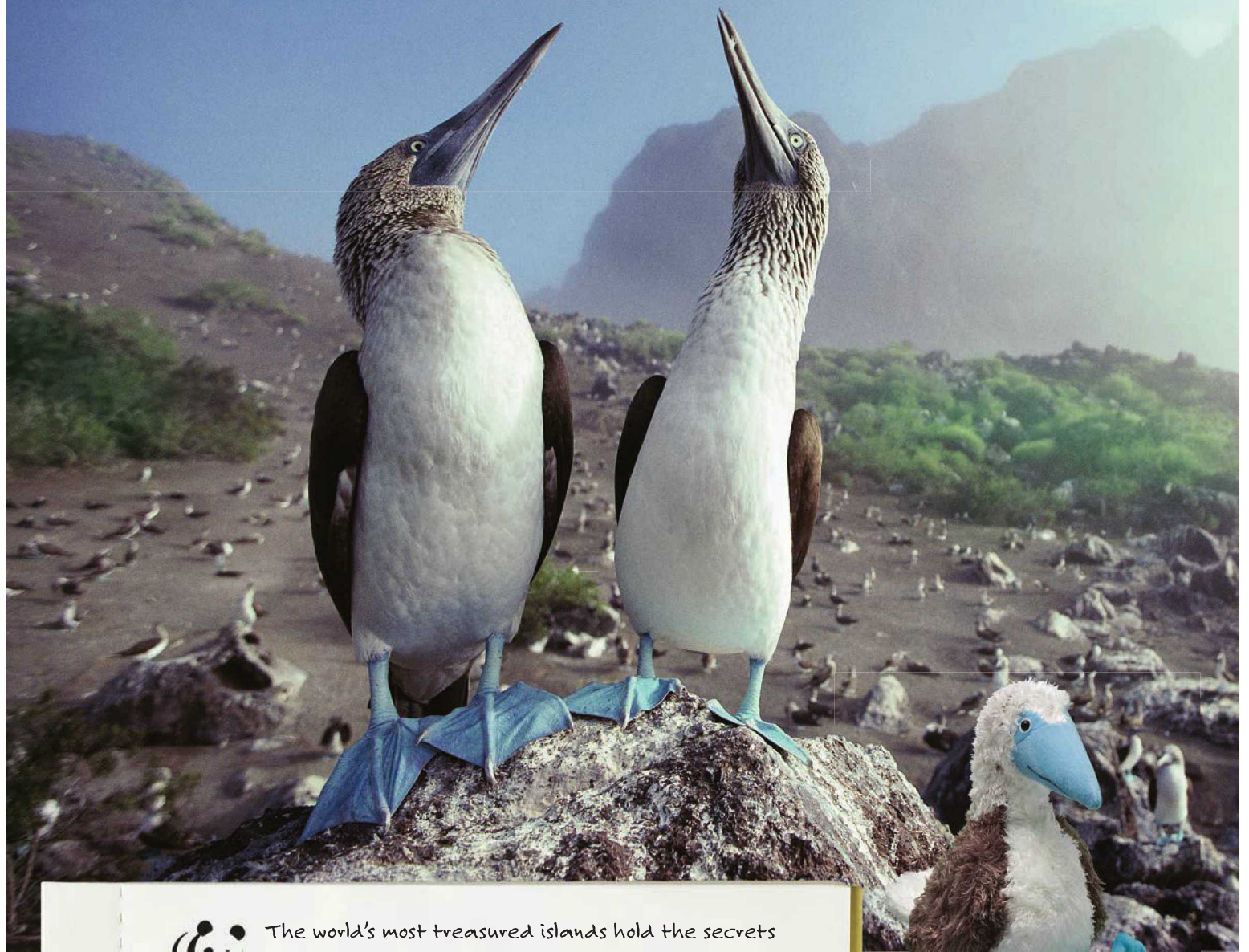
VU

Sharks have highly developed senses and can detect prey from the electrical field created by a beating heart or gill movement.

Adoption Donation Levels

\$100 | \$50 | \$25

The Galápagos



The world's most treasured islands hold the secrets of unique species and evolutionary processes. Vast volumes of scientific data lie as yet uncovered in this living laboratory.

Isolated from outside influence for centuries, forms of life found nowhere else on Earth evolved here, adapting to their harsh surroundings.

But today, these endemic species face serious threats from pollution, illegal fishing, nonnative species and human population growth. Working with our partners, WWF is committed to maintaining a healthy marine environment that supports abundant and diverse native species as well as local communities.



The Galápagos

Blue-footed Booby

Male and female blue-footed boobies are adapted to catch different prey; smaller males make shallow dives close to shore, and heavier females make deeper dives offshore.

Adoption Donation Levels

LEGS **100 | \$50 | \$25**

Eastern Himalayas



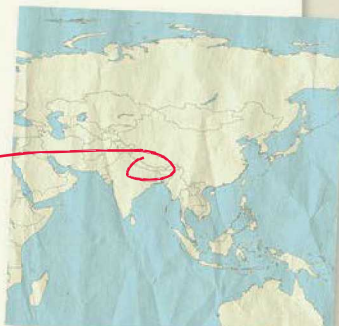
The breathtaking splendor of the peaks and valleys of the Eastern Himalayas harbors a rich cultural mosaic living closely with nature.

Home to exotic species such as snow leopards, red pandas and one-horned rhinos, the area also harbors isolated communities that have been depending on nature for their traditions and livelihoods for generations.

But unsustainable agricultural expansion and uncontrolled grazing, illegal wildlife trade of endangered species, and climate change are resulting in devastating changes throughout the region.

WWF is fighting poaching and wildlife trafficking while working with governments and local communities to protect and promote sustainable livelihoods that can help them adapt to the changing climate.

Eastern Himalayas



Snow Leopard Family EN

Snow leopard litters are born in a rocky shelter lined with the mother's fur for warmth. Cubs start to follow their mother at three months old and are dependent on her for at least the first year.

Adoption Donation Level

\$250

