

Mission: to conserve nature and reduce the most pressing threats to the diversity of life on Earth

Vision: to build a future in which people live in harmony with nature



WWF GLOBAL

5 million supporters

5,900 employees

100 countries WWF works in

1,300+ on-the-ground projects

WWF-US

1.1 million members

18 priority places

The story of conservation

WWF has long staked our reputation on innovation. The science we practice is on the cutting edge, our employees are among the most sought-after in their fields, our partnerships are outside-the-box creative and consistently break new ground for public-private interaction. We are proud of this well-deserved reputation, which we have worked so hard to earn and which advances our mission so well.

This type of innovative conservation is in our DNA, set forth in our founders' intentions more than 50 years ago: to create an institution that harnesses the imagination and resources of the world to save species and habitats before they are gone forever. Of course capturing the imagination of one person, or 1 billion people, is no small task. But people of all ages and differences can be united through the timeless power of storytelling. That's why when WWF was born as an institution in 1961, we were born to tell stories. And because we are storytellers, we are better conservationists.

Telling stories about the natural world we love and our part in protecting it forms the nexus of what we do, from place-based conservation to species restoration to helping shape public policy. I can think of no skill more important to our work.

Storytelling can also carry with it a responsibility beyond helping to accomplish conservation goals. When we share tales of the places we have been and all that we have seen, we are the voice for those who cannot speak for themselves—because, as the African proverb goes, “Until lions have their historians, tales of the hunt shall always glorify the hunter.”

Of course, convincing people our work is worthy of support becomes magnitudes easier if we can get them into the field—to the Amazon or the Northern Great Plains or Namibia—so they can see nature, not only for themselves but also through the eyes of local communities, and understand the connection between those places and their future. They will return home with stories of their own to share, adding their voices to the chorus of support not just for WWF but for conservation writ large. The more difficult, and arguably more important, task is to make these places come alive for people who may never see them.

Conservation and storytelling have long gone hand in hand.

Consider the national park. It's a concept we conservationists take for granted, but less than 150 years ago national parks didn't even exist. Today there are more than 6,500 national parks



President and CEO Carter Roberts
Washington, DC

in more than 120 countries around the world. And it all started with storytelling.

In 1871, painter Thomas Moran joined Dr. Ferdinand Hayden, director of the U.S. Geological Survey, and Jay Cooke, director of the Northern Pacific Railroad, on an expedition into the then-unknown Yellowstone region. During their 40-day trek, Moran made dozens of sketches of the wonders he saw. He turned his sketches into a series of watercolors, and his paintings made the rounds in Congress. Seen together, they told the story. The images “convinced everyone who saw them that the regions where such wonders existed should be preserved to the people forever,” according to Hiram Chittenden, captain of the Corps of Engineers.

Just seven months after Moran’s work on the Hayden expedition ended—an astonishingly short period of time by today’s standards—the United States Congress passed the Yellowstone Act of 1872. The legislation called for setting aside “as a public park or pleasuring-ground for the benefit and enjoyment of the people” the glorious landscape we now know as Yellowstone National Park. In less than a year, the world’s first national park had become a reality.

Native American traditions of storytelling run deep. I love the legend of the bison and the Oglala Sioux. It comes from the Northern Great Plains, where WWF is working with ranchers and indigenous groups to keep the grassland intact and restore the mighty

bison to its historic range. According to the legend, it was the American bison that coaxed humanity out of the ground and into the sunshine with the promise that people would be fed and clothed with bison flesh and fur. And in large part, that’s precisely what happened with the communities in the American West—they hunted the bison for food, clothes and shelter.

But for the stories we share to be most effective, they must not just bring to life the wonder and glory of nature. They must also establish unequivocally the degree to which humans depend on nature for our economic, cultural and social well-being—and indeed, for our very lives. To quote WWF National Council member and Monterey Bay Aquarium Executive Director Julie Packard, “...protection of our life-support system is the single most important thing we can do to assure a future for the human species. All else pales in comparison.”

My favorite way to tell—or hear—a story is on the edge of a great landscape: huddled around a glowing fire under a sky full of stars in the Northern Great Plains; or rocking on the prow of a skiff under the lee of a volcano in the coral reefs of the Pacific; or in rocking chairs on a porch, taking in the immensity of the sea. Stories help us sort through the vastness of the world and make sense of our place in it; stories inspire us to tackle great problems and persuade others to help solve them through ingenuity and perseverance.

And just as conservation is a living discipline, so is storytelling. With Facebook, Twitter, Instagram, Tumblr, Pinterest, Reddit, Vine, Vimeo and countless other media, we have an array of vehicles available to help interpret the sea of issues and information that swirls around us constantly. And then, when we’re ready, we can use any or all of them to share messages, photos, texts, videos—forms of storytelling, all—far and wide to make a difference where we think it will matter most.

I hope you’ll enjoy this report and the stories it tells about some of WWF’s proudest moments of the past year, as well as the challenges that lie before us. No matter the medium, we need to double down on using every storytelling tool at our disposal to engage the American public in understanding their relation to nature. And then we must inspire everyone to join us in inventing and deploying solutions that secure the future of the natural world, and our own.



Carter Roberts
President and CEO





Matching the scale of the challenges we face

Within the pages of this annual report you will find remarkable stories of conservation success made possible by your support.

On page 11 you can read about the big difference that small biogas stoves are making for lives and landscapes in Nepal. On page 19, learn more about how we helped move the needle on renewable energy in Cleveland, Cincinnati and Chicago. And on page 21, find out about the prime minister of Thailand's pledge to shut down her country's ivory market, an extraordinary action that WWF helped bring to fruition as part of our ongoing campaign against wildlife crime. These wins are significant, and should be celebrated.

But the inescapable fact remains that we are not yet as successful as we ought to be at bending the trajectories of deforestation or species loss, or of the loss of marine fisheries on which billions of people depend. Put simply: We need to raise our game to devise solutions at the scale of the challenges we face, so that as the conservation landscape shifts around us, we are prepared to shift with it.

This means that going forward, WWF must enhance our effectiveness on the largest of scales.

To answer this call, we've taken an inventory of what we do and how we do it. We've identified that we are at our best when we have unequivocal goals,

clear plans, empowered leaders and the flexible resources necessary to drive relentless progress and innovation.

We don't deny that we face seemingly implacable challenges in our work. In fact, we've both been asked how we can greet the morning and come to work every day when the problems we seek to solve are so enormous.

Our conviction is that if we can find what the Rockefeller Foundation describes as "areas of dynamism" in the midst of the world's "wicked problems," we can maximize the potential of these areas by identifying the newest and most promising possibilities within them and then taking those to scale. That is the heart of WWF's new vision. We seek to relentlessly drive innovation on a scale that will truly, finally move the trajectory of conservation in the direction it must go—from restoring degraded lands to relieve pressure on native forests, to finding new ways to knit together business sectors such as salmon or beef, to making sustainability a pre-competitive issue.

This report bears witness to the good work we've done in the past, and we are proud of our track record. But we know these achievements are far from enough to get the job done, and this is what inspires us to do more, to change our organization and to take on bigger challenges in the year ahead.

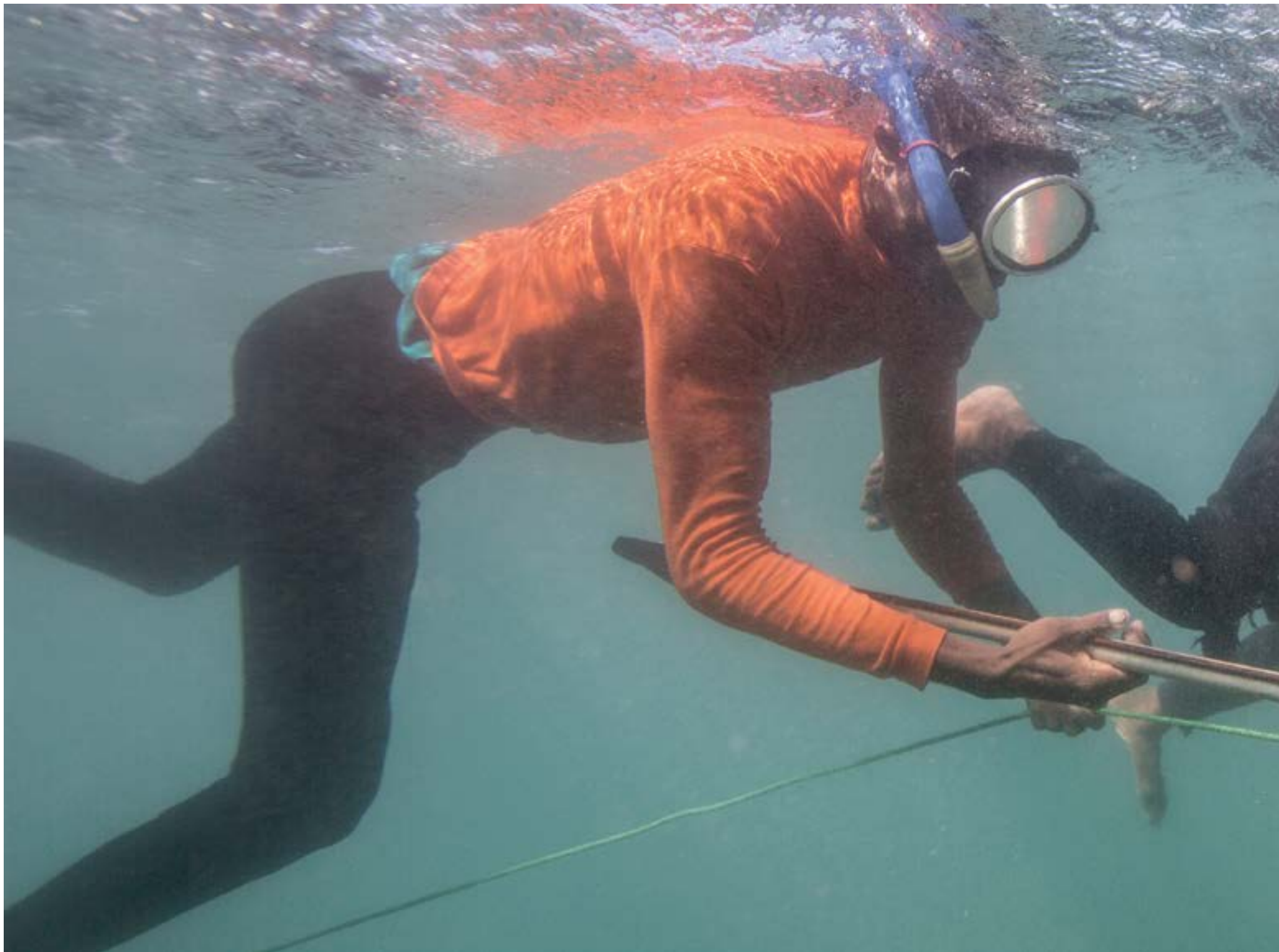


Neville Isdell and Carter Roberts
Grand Teton National Park, Wyoming

So to those who ask "Isn't your work discouraging?" our answer is an unequivocal no. We embrace the challenges inherent in conservation with our eyes wide open, and we believe that WWF—and everything we do, and all that we aspire to achieve—embodies the very definition of hope.

Neville Isdell
Chairman, WWF-US

Carter Roberts
President and CEO, WWF-US





A new kind of protected area



NOVEMBER 15, 2012

Primeiras and Segundas, Mozambique

Off the north coast of Mozambique, brightly colored buoys mark no-take fishing zones in the Primeiras and Segundas seascape. During a recent fish survey, WWF project manager

John Guernier noted that biodiversity inside the sanctuaries is increasing and compliance with no-take regulation is high. With a grin, a local fisherman replied, "The only ones not complying are the dolphins."

Unseen in the area for more than a decade, a pod of 14 bottlenose dolphins has returned to feed in the local Moma Estuary. The availability of fish for them to eat is evidence of the results being achieved in Mozambique's first "Area of Environmental Protection." Established in 2012, the coastal marine reserve covers over 4,020 square miles, including sandy islands, coastal mangroves, estuaries, dry forests and farmland.

Some of the poorest fishing communities in Africa live within this biologically rich area. Since 2008, WWF and CARE have collaborated to develop marine sanctuaries and conservation farming, working with coastal households that rely on the area's natural resources for survival. Today the Primeiras and Segundas initiative is beginning to realize community-based natural resource management on a scale never before achieved there.

Technology fights wildlife crime



DECEMBER 4, 2012
Global

While on a work trip to South Africa, Crawford Allan, senior director of TRAFFIC/WWF, met an exhausted ranger patrol returning from a postmortem. The dead were four

rhinos, poached for their horns in Pilanesberg National Park.

“One of the rough-and-ready field guys was in tears over the slaughter,” says Allan. “He cried out in frustration, ‘We are scared for our wildlife and our own safety. We need eyes in the sky to turn the tables on the poachers. We need all the technology and resources we can get—because this is a war, and the poachers are winning.’”

WWF is responding. Thanks to a \$5 million Global Impact Award from Google, we are leveraging innovative technology to protect endangered species like elephants, rhinos and tigers in Asia and Africa. Remote aerial survey systems, wildlife tracking tools and software-guided law enforcement capability will increase the detection and deterrence of poaching in vulnerable sites.


“Using technology to fight conservation crime is a game-changer for wildlife and wild places,” says Allan. Jacquelline Fuller, director of Google.org, agrees: “We’ve seen that wildlife poachers have an asymmetric advantage. WWF’s work to use technological breakthroughs will help to even the odds.”







A clean blue flame in Nepal



JUNE 5, 2013
Madhuban, Nepal

In a small village in midwestern Nepal, Thagiya Tharu smiles as she ignites her biogas cookstove. She and her husband, Mohan, were among the first in their community

to embrace biogas as an alternative to firewood, saving themselves countless hours of wood collecting, eliminating health-impairing wood smoke from the house, and conserving their beloved forests.

Thagiya and Mohan are two of the many beneficiaries of WWF's Gold Standard Biogas VER Project in Nepal's Terai Arc Landscape, which is home to 7 million people as well as tigers, rhinos and elephants. During the first phase of the project, which launched in June, WWF-Nepal helped install 7,500 biogas plants, which mix animal dung and water in a digester to produce methane—a gas that burns with a bright blue flame.

By 2020, WWF-Nepal and Nepal's Alternative Energy Promotion Centre plan to extend access to biogas plants to as many as 20,000 more households across the Terai Arc. The vision of so many more transformative blue flames flickering is a fitting one for a country where WWF has been working since the 1960s.

Sustainable beef for all



MAY 22, 2013
Billings, Montana

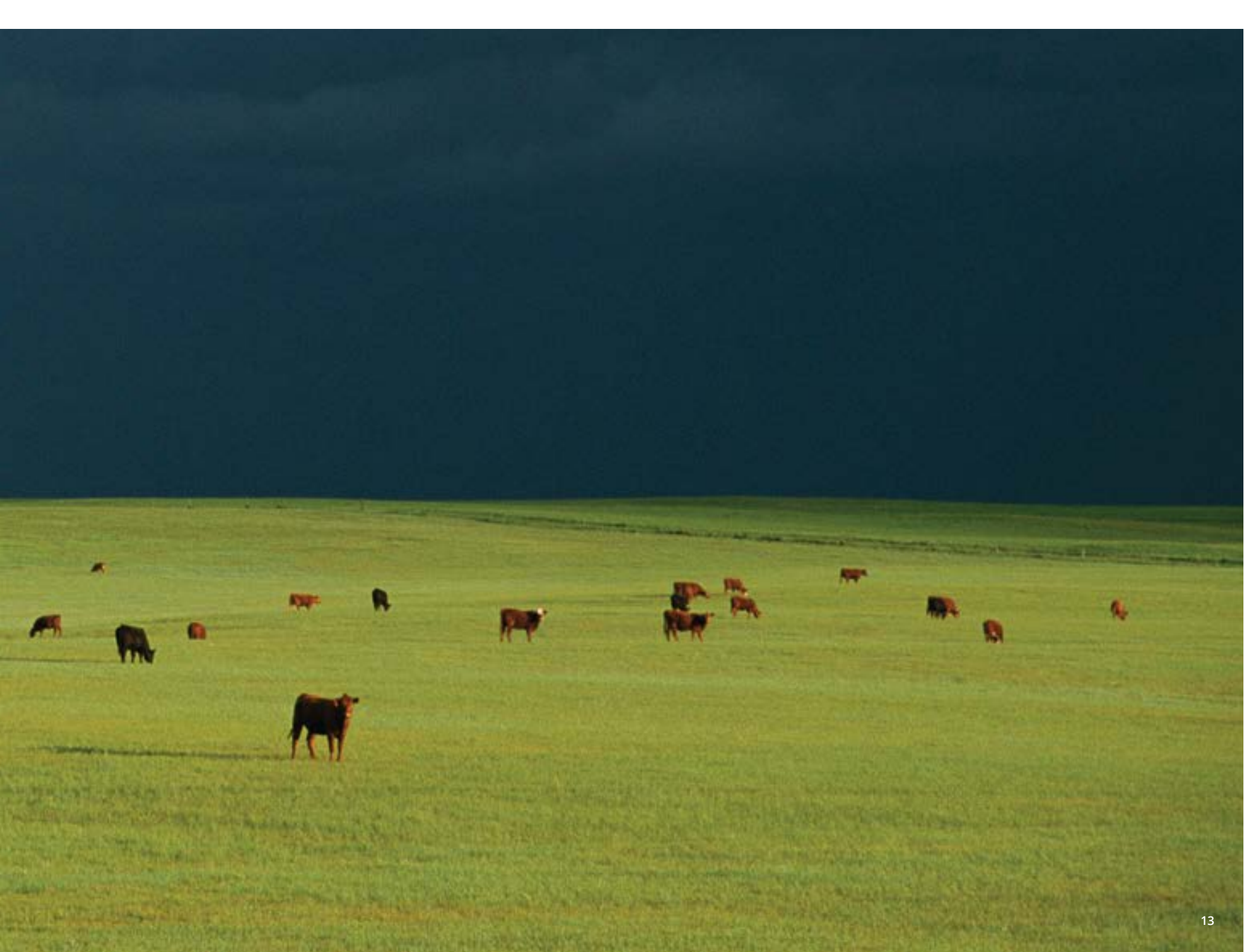
At the Matador Ranch, pitchfork fondue was on the menu as diverse players from across the beef supply chain—including packers and processors, producers, food retailers,

food service providers and nongovernmental organizations—listened to colleagues describe collaboration and sustainability as a way of ranching life. WWF and the National Cattlemen's Beef Association cohosted the first Regional Beef Sustainability Workshop, where some 45 participants went on field tours and listened to presentations highlighting on-the-ground sustainability efforts, multi-stakeholder initiatives and collaborative innovation.

For the first time, market forces are coming together to define sustainable beef and the role each sector plays in continuous improvement toward that goal. At the Global Roundtable for Sustainable Beef, for example, representatives from Argentina, Australia, Brazil, Canada, the European Union and the US met to establish principles and criteria. And a new US Beef Stewardship Collaboration is working with the world's largest producer groups to set industry targets for sustainability.

WWF's Sustainable Ranching Initiative is at the forefront of these efforts to bring ranchers and other stakeholders together to forge sustainable management practices while upholding the traditions of cattle ranching for future generations.









Protecting ocean abundance



APRIL 23, 2013
Brussels, Belgium

At the European Seafood Expo, Bumble Bee Foods launched Wild Selections®— a new line of seafood products certified by the Marine Stewardship Council (MSC). At the

same time, Bumble Bee committed to donate 13 cents for each can sold, for a total of at least \$1 million over 5 years, to help WWF protect marine life and expand sustainable fishing practices globally.

The introduction of such a major MSC-certified product line “demonstrates Bumble Bee’s deep commitment to sustainable seafood,” says Bill Fox, vice president and managing director of fisheries at WWF. “The MSC logo lets customers feel confident that their seafood was sustainably caught, and is part of WWF’s efforts to conserve marine life and secure sustainable fisheries.”

Mike Kraft, vice president of corporate social responsibility for Bumble Bee, agrees: “Our goal is to drive change in the marketplace by generating consumer demand for sustainable seafood. Ultimately, we hope to create a virtuous cycle for good—where the more we sell, the more we can fund WWF programs to improve fisheries, thereby creating more sustainable seafood and benefiting our oceans.”

A good year for Zambia



MAY 15, 2013
Lusaka, Zambia

On a sweeping tour of southern Africa, WWF President and CEO Carter Roberts witnessed firsthand the deep devotion of Neville Isdell to this continent. Roberts says this

about the WWF Board chairman: "Africa runs deep in his veins."

As the two conservation leaders traveled across Zambia, Namibia and Botswana to learn about an ambitious transboundary program to conserve Africa's elephants, they discussed plans to protect the unique landscapes and wildlife that surrounded Isdell and his wife, Pamela, during the 40-plus years they lived in Zambia.

More of those plans will be realized thanks to a generous \$2 million gift from the Isdells to WWF. Part of the funding will support conservation and tourism initiatives in the 109 million-acre Kavango Zambezi Transfrontier Conservation Area (KAZA), home to nearly half of Africa's remaining elephants along with marvels such as carmine bee-eaters, Zambia, where both Isdells grew up and where they were married, will see the greatest impact of the gift, which will empower communities to engage in wildlife-based activities that improve local economies. "This gift reflects our determination to help people and wildlife live in harmony for the benefit of all of Zambia," says Isdell.










Cities step up on climate change



JULY 2013
Chicago, Illinois

For the first time, half the world's population lives in cities—urban centers that are generating over 70% of the world's CO₂ emissions.

To minimize their impact, many forward-thinking cities are now switching to renewable energy. Among them: Chicago, Cleveland and Cincinnati.

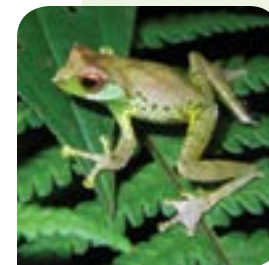
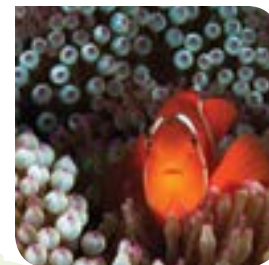
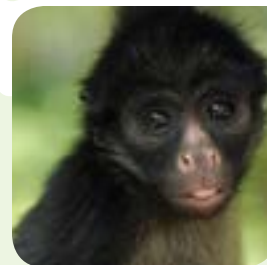
In the past few years, all three cities have made pacesetting changes to the way they secure electricity for their citizens. Cleveland and Cincinnati now offer 100% renewable electricity packages for many residents and small businesses via procurement of renewable energy credits. Chicago has negotiated an energy portfolio that excludes coal-generated electricity and doubles the city's use of wind power.

All three cities achieved their milestones by aggregating the purchasing power of residents, resulting in money savings as well as greener energy sources. All three have undertaken efforts to improve the efficiency of city buildings as well.

These successes demonstrate that renewable energy is affordable, reliable and here now. Today's urban environments hold one of the keys to the transition to renewable energy that is necessary for a future in which life on Earth can flourish.

Fiscal 2013 Driving change to protect nature

2012



JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

250 MILLION Indonesian consumers

Sustainable palm oil goes on sale

Indonesia is the world's leading producer and second-largest consumer of palm oil. Now, all Indonesians can buy ECOplanet cooking oil, certified by the Roundtable on Sustainable Palm Oil (RSPO). WWF and partners—Aarhus United UK Ltd., Migros, Malaysian Palm Oil Association and Unilever—formed RSPO to ensure that palm oil can be produced without harming people or the planet.

55 DOLPHINS in the wild

Petition launched to save Maui's dolphins

Only about 55 Maui's dolphins remain in New Zealand's shallow coastal waters—the only place they live. In August, WWF launched an advocacy campaign urging the country's prime minister to protect the small dolphins from extinction by prohibiting dangerous fishing gear, establishing a protected ocean corridor, and safeguarding against sand mining and oil and gas exploration.

\$8-10 BILLION in wildlife trafficking

UN recognizes threat to "rule of law"

On the floor of the UN General Assembly, global leaders raised the specter of poaching and illegal wildlife trade as a threat to governance on par with corruption and drug running. Since the beginning of our Stop Wildlife Crime campaign, WWF has moved the international community to a clearer recognition of skyrocketing wildlife killings and toward commitments to stop the trend.

1.5 MILLION acres of rain forest

Peru creates three new protected areas

Peru's Amazon territory of Loreto harbors one of the world's richest biological and cultural treasure troves. WWF helped safeguard those assets in the Huimeki Communal Reserve, Airo Pai Communal Reserve, and Güeppi-Sekime National Park. Bordering Ecuador and Colombia, the tri-national conservation corridor covers an area roughly the size of Delaware and is the result of transboundary cooperation among governments and indigenous people.

25 YEARS of protection in the Coral Triangle

Celebrating a marine wonderland in the Philippines

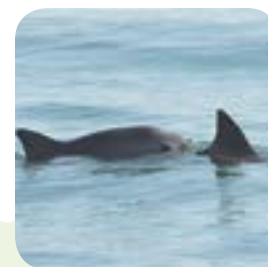
In 1988, due to the harmful impacts of unregulated fishing and dive tourism, Tubbataha Reef became a marine protected area. A 10- to 12-hour boat ride from the nearest city, the park covers more than 38,400 acres. WWF has been working with partners and the communities that surround Tubbataha to protect its resources for almost 20 years. Today, a healthy reef system supports sharks, dolphins and a multitude of reef fish.

1,710 species discovered in the Mekong in 15 years

Spreading the word about incredible biodiversity in Asia

WWF released *Extra Terrestrial*, a report documenting the identification or description of 82 plants, 13 fish, 21 reptiles, 5 amphibians and 5 mammals—including a tube-nosed bat, a walking catfish and a singing tree frog. Sadly, stressors like deforestation, hydropower development and poaching push the urgency of WWF's efforts to fight wildlife trafficking and expand green development in the region.

2013



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

1 MILLION+ downloads

Award-winning WWF Together app brings people closer to WWF

iPad users can now experience the world's most amazing and endangered animals—at their fingertips. WWF's free, interactive app has connected a vast new audience to our work, bringing them the stories of elephants, whales, rhinos and other fascinating species. WWF Together also won the prestigious Apple Design Award for excellence in design, technology and innovation.

17 MILLION acres of wetlands

World's largest Ramsar site declared in Bolivia

Vital to the health of the Amazon, the Llanos de Moxos wetlands are treasured for their natural diversity: 131 mammal species, 568 bird, 102 reptile, 62 amphibian, 625 fish, plus over 1,000 plant species. Working closely with government agencies, WWF carried out the studies needed to qualify this ecoregion as a Wetland of International Importance under the Ramsar Convention.

1.6 MILLION supporters speak out

Thai prime minister pledges to end domestic ivory trade

Thailand is the world's largest unregulated ivory market, but a major change is under way. In response to a petition led by WWF, Prime Minister Yingluck Shinawatra vowed to take legislative action to ban Thailand's ivory trade. Announced at CITES, the decision represents a major win in WWF's efforts to stop wildlife crime.

\$67 MILLION cost in stolen fish

New Mozambique law protects local fishermen

More than 600,000 people in Mozambique depend on fishing to survive. In response to illegal fishing in its waters, the country passed a rights-based management fisheries act to benefit local fishermen and ensure sustainable management of ocean resources into the future. Through technical support and guidance, WWF has worked with the government of Mozambique over several years to protect the fragile coastal ecosystem.

38,000 voices for the vaquita

Mexico protects world's smallest porpoise

More than 38,000 people from 127 countries showed their support for the vaquita porpoise by signing an online petition. WWF launched the advocacy campaign at the beginning of the year to stop the fisheries bycatch of this critically endangered species. In June, the Mexican government announced a ban on the use of gillnets for shrimp fishing in the vaquita's upper Gulf of California habitat.

\$780 BILLION saved by 2020

Climate change action is good business

A groundbreaking assessment by WWF and CDP (a carbon measuring group) demonstrates that if US businesses reduce their carbon emissions by an average of 3% annually, they can uncover billions in hidden profits. *The 3% Solution: Driving Profits Through Carbon Reduction* provides solid evidence that cutting emissions delivers major financial gains—while also helping the world avoid runaway climate change.

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As of September 2013



Financial overview

The challenges of conservation work around the world require WWF to seek innovative ways to accomplish our goals. This openness to new ideas and fresh thinking extends to all we do at WWF—including the financial strategies that keep the funding we need for our programs strong and on an upward trend. Having adequate resources ready at hand allows us to quickly address complex conservation issues and pivot efficiently toward those major conservation efforts that can have the greatest impact.

WWF's FY13 financial performance continued the trend of positive results we have seen in recent years. At \$266.3 million, the total revenues and support represent an increase of 9% over FY12. Operating revenues and Contributions grew by 2%, while Government, WWF Network and In-kind revenues achieved total growth of 16%. Corporations and other Non-Governmental Organizations (NGOs) rounded out the additional source of increased revenue through multiyear gifts representing growth of 335% and 240%, respectively.

Our operating budget grew 9%, with programmatic spending again representing 85% of total expenses. Fundraising activities made up just 10% of total expenditures, with 4% going toward philanthropic fundraising efforts and 6% going toward our membership program. Management and

administration costs accounted for the modest final 5% of total expenses.

These results, along with non-operating activity, contributed to total net assets of \$318.8 million, a \$47.1 million increase over FY12 levels.

As both the challenges of conservation and the resources needed to address them grow, WWF's mission remains constant: to conserve nature and reduce the most pressing threats to the diversity of life on Earth. We are always moving forward, looking for new and better ways to accomplish the important work ahead. We are gratified by the support we receive, and thank you for joining us.



Michael Bauer
Chief Financial Officer

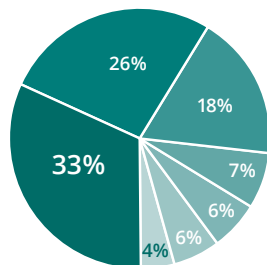


Michael Bauer, Chief Financial Officer
Tiger's Nest, Bhutan

Financial statements

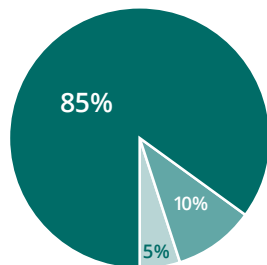
For the year ended June 30, 2013, with comparative totals for 2012

FY 2013 Operating Revenue



\$86,850,447	Individual Contributions
\$69,971,451	In-kind and Other Revenue
\$48,219,397	Government Grants and Contracts
\$19,788,457	Foundation Contributions
\$16,210,347	WWF Network Revenue
\$15,950,563	Other/Non-operating Contributions
\$9,300,907	Corporate Contributions

FY 2013 Total Expenses



\$226,118,924	Program Expenses
\$27,664,528	Fundraising
\$12,352,154	Finance and Administration

Current Year Operating Revenue and Expenses

REVENUE:	2013 TOTAL	2012 TOTAL
Contributions utilized ¹	\$131,890,374	\$129,189,675
Government grants and contracts	48,219,397	41,213,760
WWF network revenue	16,210,347	14,526,636
In-kind and other revenue	69,971,451	59,931,721
TOTAL UNRESTRICTED REVENUE, GAINS, AND OTHER SUPPORT	266,291,569	244,861,792
EXPENSES:		
Program expenses:		
Conservation field and policy programs	144,381,532	140,843,178
Public education	81,737,392	64,993,835
TOTAL PROGRAM EXPENSES	226,118,924	205,837,013
Supporting services expenses:		
Finance and administration	12,352,154	11,839,825
Fundraising	27,664,528	27,211,291
TOTAL SUPPORTING SERVICES EXPENSES	40,016,682	39,051,116
TOTAL EXPENSES	\$266,135,606	\$244,888,129
Current year operating revenue over operating expenses	155,963	(26,337)

Non-operating Activities and Pledges

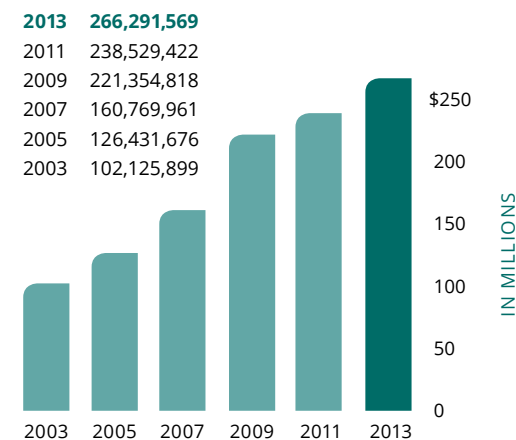
NON-OPERATING ACTIVITIES:	2013 TOTAL	2012 TOTAL
Bequests and endowments	29,210,289	29,059,187
Income from long-term investments	19,424,721	(60,152)
Unrealized gain (loss) on financing transactions ²	5,872,746	(8,700,685)
Gain (loss) from foreign currency	(119,648)	(425,536)
Non-operating funds utilized	(21,730,166)	(26,120,062)
PLEDGES AND CONTRIBUTIONS DESIGNATED FOR FUTURE YEARS:		
Pledges and contributions	45,085,678	35,924,505
Prior years' revenue used in current year	(30,775,682)	(25,949,767)
TOTAL NON-OPERATING ACTIVITIES AND PLEDGES	46,967,938	3,727,491
Increase in net assets	47,123,901	3,701,154
Net assets at beginning of year	271,694,580	267,993,426
Net assets at end of year	\$318,818,481	\$271,694,580

¹ Contributions utilized in 2013 include current year contributions of \$79,384,526, prior years contributions of \$30,775,682, and non-operating income of \$21,730,166.

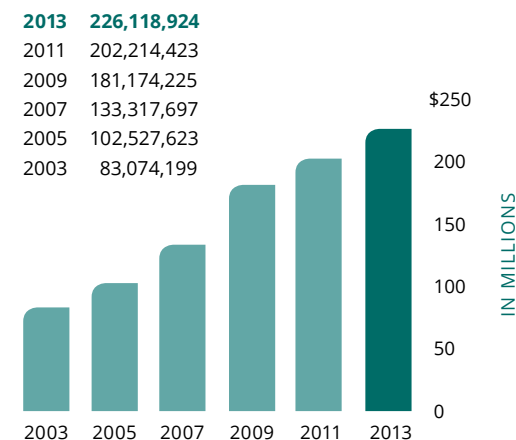
² In FY 2001, WWF issued bonds to finance the purchase of the building housing its offices. Subsequently it entered into various financial transactions to fix the interest rate on all variable rate bonds. These transactions result in either an unrealized gain or loss year to year as market interest rates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

WWF's complete, audited financial statements and Form 990 can be obtained online at <https://worldwildlife.org/financials>, or by writing to the Chief Financial Officer, World Wildlife Fund, 1250 24th Street, NW, Washington, DC 20037-1193.

Operating Revenue Growth



Program Spending Growth





Leadership

EXECUTIVE TEAM

Carter Roberts
President and CEO

Steven Chapman
Chief Conservation Officer

Marcia Marsh
Chief Operating Officer

Margaret Ackerley
Senior Vice President
and General Counsel

Jason Clay
Senior Vice President
Market Transformation

Tom Dillon
Senior Vice President
Field Programs

Ginette Hemley
Senior Vice President
Conservation Strategy
and Science

Jon Hoekstra
Vice President
Conservation Science
and Chief Scientist

Terry Macko
Senior Vice President
Communications and
Marketing

Julie Miller
Senior Vice President
Development

David Reed
Senior Vice President
Policy

LEGAL COUNSEL

David Flickinger
Deputy General Counsel

CONSERVATION STRATEGY AND SCIENCE

Bruce Cabarle
Network Initiative Leader
Forest Carbon

Keya Chatterjee
Senior Director
Renewable Energy Campaign
and Outreach

Felipe Chirinos
Senior Director
Program Operations

Eric Dinerstein
Vice President
Conservation Science
and Lead Scientist

Sybille Klenzendorf
Managing Director
Species Conservation
and TRAFFIC North America

Lou Leonard
Vice President
Climate Change

Colby Loucks
Senior Director
Conservation Science

Shaun Martin
Senior Director
Conservation Leadership

Judy Oglethorpe
Chief of Party
Eastern Himalayas

Eric Swanson
Senior Director
Conservation Finance

Kris Vega
Vice President
Program Operations

Jan Vertefeuille
Senior Director
Campaigns

Lee Zahnow
Senior Director
Strategic Agreements

DEVELOPMENT

Grant Gilbert
Senior Director
Central Region

Amy Golden
Vice President
Strategic Services

Rebecca Lake
Senior Director
Foundation Relations

Kay Malone
Senior Director
Gift Planning

Jim Sano
Vice President
Travel and Tourism
Conservation

Tim Sharpe
Senior Director
Strategic Philanthropy

Charlie Sheerin
Senior Director
Strategic Philanthropy

Christine Singer
Vice President
Individual Giving

FIELD PROGRAMS

Allard Blom
Managing Director
Congo Basin

Richard Carroll
Vice President
Africa Programs

Martha Kauffman
Managing Director
Northern Great Plains

Craig Kirkpatrick
Managing Director
Borneo and Sumatra

Michele Kuruc
Vice President
Marine Conservation

Jon Miceler
Managing Director
Mainland Asia/Eastern
Himalayas

Kate Newman
Managing Director
Public Sector Initiatives

Jeffrey Parrish
Senior Director
Conservation Resources

Matthew Perl
Vice President
Field Program Management
and Integration

Cathy Plume
Managing Director
Coral Triangle

Jenny Springer
Senior Director
People and Conservation

Lauren Spurrier
Managing Director
Marine and Fisheries

Meg Symington
Managing Director
Amazon

Roberto Troya
Vice President and
Regional Director
Latin America/Caribbean

Chris Weaver
Managing Director
Namibia

Margaret Williams
Managing Director
Arctic/Bering Sea

GOVERNMENT RELATIONS

Bill Eichbaum
Vice President
Marine and Arctic Policy

Todd Shelton
Vice President
U.S. Government Relations

MARKET TRANSFORMATION

Suzanne Apple
Vice President
Business and Industry

Kerry Cesareo
Managing Director
Forests

Mark Eckstein
Managing Director
International Finance

Bill Fox
Vice President
Fisheries

Timothy Killeen
Senior Director
Carbon and Commodities

Karen Luz
Senior Director
Land Planning and Natural
Resource Management

David McLaughlin
Vice President
Agriculture

Dina Sperling
Senior Director
Market Transformation

Jose Villalon
Vice President
Aquaculture

MARKETING AND COMMUNICATIONS

Antoinette Dack
Senior Director
Membership and Direct
Response Marketing

Steve Ertel
Senior Director
Media and External Relations

David Glass
Senior Director
Online Marketing

Jill Schwartz
Senior Director
Program Communications

John Schwass
Senior Director
Strategic and Financial Analysis

Kerry Green Zobor
Vice President
Institutional Communications

OPERATIONS

Michael Bauer
Chief Financial Officer

Elaine Bowman
Vice President
Human Resources

Seema Kumar
Senior Director
Financial Operations

Anne Topp
Chief Information Officer

POLICY

Pablo Gutman
Senior Director
Environmental Economics

David McCauley
Vice President
Multilateral Affairs

Demonstrate your commitment

Many ways to give

A strong commitment to conservation is what helps us preserve the diversity and abundance of life on Earth. When you make a gift to WWF, you join a select group of contributors who play a crucial role in advancing our efforts. There are many ways to give. To learn more or to make a donation, please contact us at 888-993-1100 or worldwildlife.org/donate.

Outright gifts

- Become a Partner in Conservation
- Become a monthly supporter
- Make a onetime cash gift
- Make a charitable gift of stocks, bonds, mutual funds
- Give a gift membership
- “Adopt” an animal online
- Honor a loved one with a tribute gift

Life income gifts

- Give through a WWF Charitable Gift Annuity
- Make a gift through your own Charitable Remainder Trust
- Provide for annual or more frequent payments to you or your loved one while creating an ultimate legacy gift for WWF's vital work

Estate gifts

- Remember WWF in your will or trust
- Donate all or part of the remainder of your retirement plan or life insurance

Workplace giving

Ask if your workplace participates in these easy ways to give:

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

85%

WWF spending directed to worldwide conservation



FY 2013



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