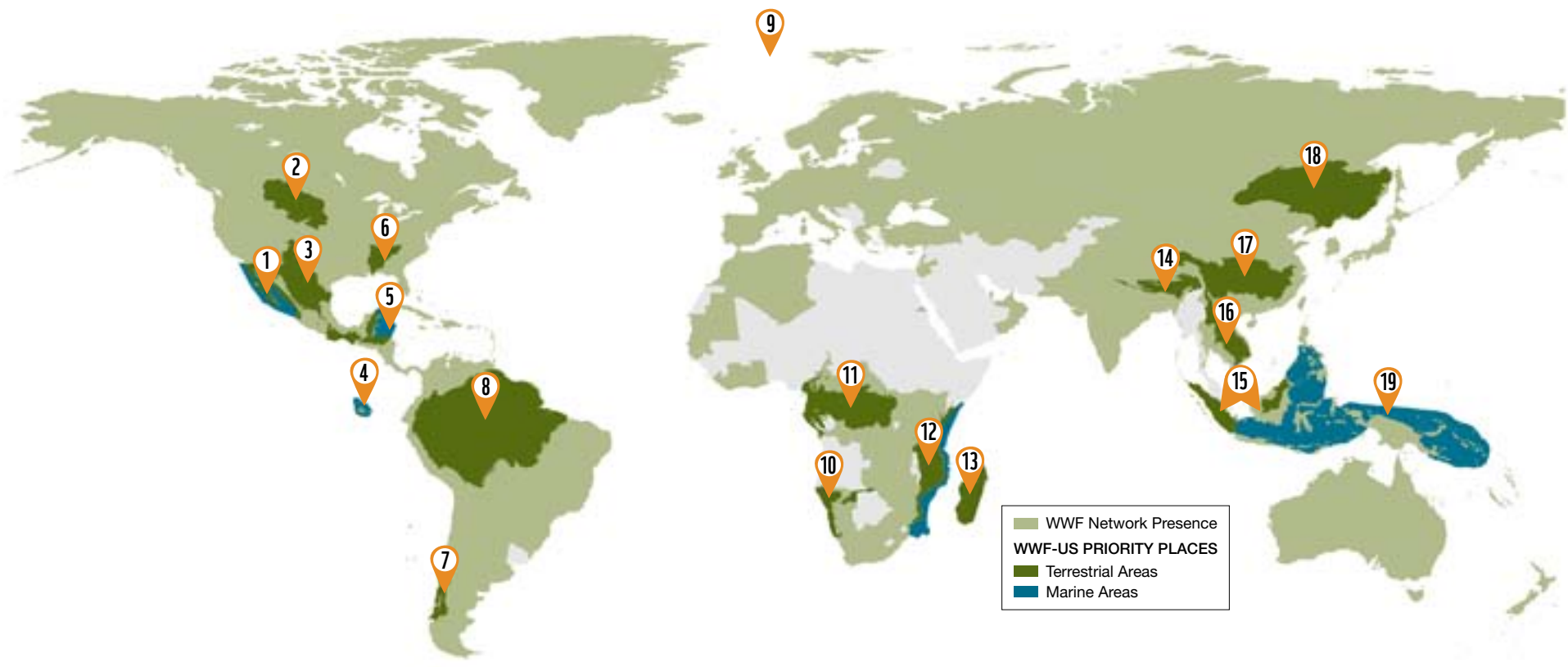


Annual Report 2010



WWF: Our Global Impact



More than 5,400 employees work through a network of over 90 offices in over 40 countries around the world. On-the-ground conservation projects are active in more than 100 countries.

PRIORITY PLACES

1. Gulf of California
2. Northern Great Plains
3. Chihuahuan Desert
4. Galápagos
5. Mesoamerican Reef
6. U.S. Southeast Rivers and Streams
7. Southern Chile
8. Amazon
9. Arctic
10. Namibia
11. Congo Basin
12. Coastal East Africa
13. Madagascar
14. Eastern Himalayas
15. Borneo and Sumatra
16. Mekong
17. Yangtze
18. Amur-Heilong
19. Coral Triangle

Saving Ourselves

Nearly 50 years ago, an impressive group of high-minded individuals gathered in Europe to reflect on the vast imbalance between the wealth of available knowledge, science and conservation plans, and the relative paucity of resources available to deliver against those intentions. This group of scientists, royals and philanthropists issued The Morges Manifesto, a detailed analysis of the critical state of the world’s wildlife and a clarion call for the creation of an international organization to raise the funds necessary to save wildlife from extinction. It stated:



Carter Roberts, WWF president & CEO, at the Punakha Dzong monastery in Punakha, Bhutan, during a Year of the Tiger expedition.

All over the world today vast numbers of fine and harmless wild creatures are losing their lives, or their homes, in an orgy of thoughtless and needless destruction. In the name of advancing civilization they are being shot or trapped out of existence on land taken to be exploited, or drowned by new dams, poisoned by toxic chemicals, killed by poachers for game, or butchered in the course of political upheaval ... But although the eleventh hour has struck, it is not too late to think again. Skilful [sic] and devoted men and admirable organisations are struggling to Save the World's Wild Life. They have the ability and the will to do it but they tragically lack the support and resources.

Just four months after this alarm sounded, WWF was registered as a charity in Switzerland and the international fundraising to deliver against urgent conservation needs officially began. WWF-US was created later the same year, on December 1, 1961, in Washington, D.C.

Species drove WWF’s creation, and accordingly the organization grew by mounting campaigns to save them. Along the way we’ve learned that even though species animate everything we do, true success will come only if we grapple with the vast array of forces and pressures destroying species and their habitats. These two themes — species and habitat conservation, and threat reduction — serve as bookends for our work.

WWF’s mission directs us to work toward a future where “human needs are met in harmony with nature.” But truthfully, the rationale for our work lies in our own self-interest. Protecting nature benefits us because of all that nature provides to enhance our lives — from stabilizing our climate to producing timber for our homes to providing seafood for the millions of people who depend on it as a key source of protein. So while some would characterize the current state of the planet as a war of man versus nature, the solution will ultimately be found in achieving the mutually reinforcing balance articulated in our mission.

While our love for the planet's spectacular places and species animates everything we do, the reality is that we need nature more than nature needs us.

Two prominent efforts in our work highlight this balance particularly well this year: tiger conservation and market transformation.

Species decline unquestionably persists as a central conservation concern — a reality that informs our current campaign to save wild tigers. While WWF has mounted many coordinated species efforts over the years, this is our most ambitious global campaign ever focused on a single species. We've set the bar high: Double the wild tiger population by 2022. We're engaged in an extraordinarily high-profile communications and fundraising effort to support antipoaching efforts on the ground, protect tiger habitat, and build the public and political will necessary to implement game-changing national strategies to save wild tigers.

We're working to tip global markets toward sustainability precisely to reduce pressure on the habitats of tigers and many other magnificent creatures. As often as not, species suffer because of the inexorable force of global commodity production and its impact upon their habitat. We know we have little hope of saving these species unless we combine our ongoing work in creating parks, building the capacity of communities, and strengthening governance and regulation with novel initiatives to change the trajectory of commodities like palm oil, sugar, soy and beef.

This past year we advanced this cause by working to influence the purchasing patterns of the companies, consumers and banks most able to move 15 globally significant commodities toward sustainability. And we created solutions that will endure by devising lasting financial mechanisms to support them, whether through reduced costs, more stable supply chains, innovative trust funds, payments for ecosystem services, or agreements that compensate countries for keeping forests intact to reduce CO₂ emissions. All of these matter.

The failure of the U.S. Senate and the UN to achieve hoped-for agreements on climate change underscores the imperative to achieve traction where we can. So we are pursuing innovative work with countries like Indonesia, Brazil, China and Namibia, and also significantly expanding our work with progressive companies that are looking 50 years out and creating business models that will endure and also reduce their impact on the planet.

We've created powerful tools the private sector can use — not only to track its own footprint but also to take action to minimize it. For us, that includes a long history of creating certification programs such as the MSC (Marine Stewardship Council) and FSC (Forest Stewardship Council).

We've also helped create roundtables to develop community production standards for major commodities like cotton, soy and palm oil, and have forged transformational partnerships with companies like The Coca-Cola Company and Mars to push the envelope of best practices — and then pivot from those relationships to engage their customers and suppliers. The bottom line is we must mobilize all these tools to conserve those places fundamental to our future.

Fifteen years ago, paleontologist Stephen Jay Gould told a group of us we should stop talking about “saving the Earth.” He stretched out his arms and said if the history of our planet stretched from one fingertip to the other, then the time humanity has walked the Earth has been nothing more than the shaving off the tip of a fingernail. He went on to make the point that the Earth will ultimately survive whatever damage we inflict on it — but in the process will surely turn into something less hospitable to us and all we care about.

Gould passed away several years later, but his words still ring true. We know our best arguments for conservation define the benefits that nature brings to people. When we save tigers, their forest habitats and related tourism income help sustain surrounding communities. When we create forest

reserves, trees continue to sequester carbon and maintain local rainfall. Reducing water use in the production of sugar enables watersheds to persist, and eliminating dynamite fishing in coral reefs preserves natural fish factories, the main source of protein for millions of people.

At WWF, we make these arguments every day through our work on REDD, marine protected areas, valuing ecosystem services, and incorporating environmental attributes in the markets for global commodities. All these approaches embody the notion that saving nature yields enormous benefits for humanity.

And while our love for the planet's spectacular places and species animates everything we do, the reality is that we need nature more than nature needs us. We depend on it for our livelihoods, our health, our homes. So when we talk about saving forests, tigers and oceans, we're really talking about saving ourselves.

Read on for a look at five days in the life of WWF over the past year.



January 12, 2010

IN THE CORAL TRIANGLE Diving in the pristine waters of Raja Ampat brings us face to face with some of the most stunning sights in the world — fish in every color of the rainbow, dazzling gardens of hard and soft corals — surrounded by vertical islands covered in primary forests. The journey to reach this place took nearly 24 hours, and it was worth every minute to see nature in such a pure state.

But there is trouble in these waters. After our dive, we talk frankly with local leaders. They ask us for help in taming the environmental footprint of the U.S. and China, and in responding to climate change, which is making oceans more acidic and sounding the death knell for corals worldwide. But whatever you do, they implore, don't give up on traditional conservation like protected areas and mangrove restoration — because the healthiest reefs are the ones that will ultimately survive.



January 29, 2010

TIGER COUNTRIES COMMIT The future for tigers looks brighter today, as we watch leaders from all 13 countries that still have wild tigers sign the Hua Hin Declaration. They pledge to work jointly over the next 10 years to double the number of tigers in the wild — essentially adopting WWF's Year of the Tiger campaign goal of doubling the wild tiger population by 2022, the next Year of the Tiger.

We are working with them to achieve this goal, which requires shutting down poaching networks, setting aside habitat, and changing the trajectory of global commodities to conserve high-conservation-value forests that are home to tigers, elephants and other magnificent creatures. We've also joined forces with actor and environmentalist (and now WWF Board member) Leonardo DiCaprio to build public and political support to reach these goals through our Save Tigers Now initiative. (Learn more at SaveTigersNow.org)



March 18, 2010

FIGHTING FOR TUNA The triennial meeting of CITES (the Convention on International Trade in Endangered Species), the world's most broadly supported wildlife trade agreement, fails to ban international trade of the spectacular Atlantic bluefin tuna. Undaunted, WWF continues to mount campaigns and engage industry to save all tuna from overexploitation due to unsustainable trade and an increasingly ravenous global appetite for the fish.

We've joined global leaders in science and in the tuna industry to create the International Seafood Sustainability Foundation — whose membership represents 60 percent of the global tuna catch that is processed into cans — to support groundbreaking conservation efforts to track tuna catch and enforce sustainable practices. We also work with local communities to incorporate sustainability into their fishing practices.

August 25, 2010

TESTIFYING FOR THE ARCTIC The only conservation organization with a presence in all eight Arctic countries, WWF has a commitment to this place that runs deep. Today we testify before the National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling and deliver the message that if we are to avoid another tragedy like the Gulf spill — particularly in an area as pristine and biologically rich as the Arctic — we must reconsider our approach to ocean conservation.

The centerpiece of a new national oceans policy provides the answer through marine spatial planning: mapping the value of the ocean so we can make smart choices regarding go- and no-go zones for extraction, and rethink fisheries areas, shipping lanes, and drilling in order to conserve this vital resource upon which we all depend.



October 19, 2010

CELEBRATING THE AMAZON At tonight's WWF Annual Dinner, we join the Brazilian environment minister, the Colombian and Brazilian ambassadors, and other key partners to celebrate the success of our flagship Amazon conservation initiative — ARPA, the Amazon Region Protected Areas program. Through ARPA, more than 79 million forest acres have been protected.

And while establishing protected areas is a key tenet of sound conservation, protected areas alone won't get the job done — especially in places like the Amazon, where market forces such as agriculture and development are threatening landscapes, species and livelihoods. WWF's Markets program is addressing the impacts of these global forces by cultivating relationships with key companies whose production practices can tip global commodities markets toward sustainability. Together we aim to push the envelope of best practices and establish sustainability as a pre-competitive issue.





Transformational Conservation

At WWF-US, we believe the size of the solution must match the size of the problem. So because our task is big — to save a planet, a world of life — we work big. We belong to a network of 30 WWF national organizations; we work in 100 countries; we partner with the biggest names in education, science and business; we identify the most urgent conservation challenges and go after them. And the results of our efforts must be no less than transformational.



From a canopy tower more than 150 feet in the air, Larry Linden (left), Carter Roberts and Roger Sant survey the tropical forest in Alta Floresta, in the state of Mato Grosso, Brazil.

In the Amazon, the first phase of our Amazon Region Protected Areas program has helped preserve nearly 80 million forest acres — an area approaching the size of California. In the Coral Triangle, we’re engaged in an unprecedented five-year, \$40 million collaboration with The Nature Conservancy, Conservation International, USAID, the Global Environment Facility and others to help local governments develop more sustainable management of one of the world’s great coral reef systems. And in Namibia, we’ve supported a new approach to protecting wildlife and habitat — communal conservancies — and have seen animal populations double. These are results that will endure.

WWF’s conservation ethos holds that to succeed, we must also consider the impact of humanity’s growing footprint on the planet. So we aspire to transform global markets — such as soy and beef — that are eating away at the world’s glorious places through unsustainable practices and a voracious demand for natural resources. We do this by partnering with some of the world’s largest companies — like Mars, The

Coca-Cola Company and Procter & Gamble — to change how they source and use resources like water and sugar to help tip markets toward sustainability.

But perhaps the most urgent need for transformation comes from our rapidly and undeniably changing climate. Over the past year we joined colleagues in the WWF Network to fashion a global approach to reducing carbon pollution through an international treaty structure. While this effort fell short, we continue to pursue the ultimate goal of holding global warming to no more than 2 degrees centigrade, to protect humanity while also safeguarding the places and species we hold dear.

WWF remains devoted to achieving transformational results, as the current state and trajectory of our planet demand. To do anything less would be a clear abdication of our responsibilities as citizens of the world.

Roger W. Sant, Co-Chairman
Lawrence H. Linden, Co-Chairman
Carter Roberts, President & CEO

Board of Directors

CO-CHAIRMEN

Lawrence H. Linden

Founder and Trustee
Linden Trust for Conservation
New York, N.Y.

Roger W. Sant

Co-Founder and
Chairman Emeritus
The AES Corporation
Washington, D.C.

PRESIDENT

Carter Roberts

President & CEO
World Wildlife Fund
Washington, D.C.

TREASURER

Brenda S. Davis

Bozeman, Mont.

SECRETARY

Virginia Sall

Cary, N.C.

MEMBERS

Fabiola Arredondo

Managing Partner
Siempre Holdings
New York, N.Y.

Peter Crane

Carl W. Knobloch Jr. Dean
School of Forestry &
Environmental Studies
Yale University
New Haven, Conn.

Pamela Daley

Senior Vice President
Corporate Business Development
General Electric
Fairfield, Conn.

Pamela Ebsworth

Founder
Friends of Bhutan’s Culture
Bellevue, Wash.

Mohamed T. El-Ashry

Senior Fellow
UN Foundation
Washington, D.C.

Exequiel Ezcurra

Director
University of California Institute
for Mexico & the United States
Riverside, Calif.

Marshall Field

President
Old Mountain Company
Chicago, Ill.

John Ford

Vice President, Philanthropy
ClimateWorks Foundation
San Francisco, Calif.

Charles Holliday

Chairman of the Board
Bank of America Corporation
New York, N.Y.

Urs Hölzle

Senior Vice President,
Operations
Google
Mountain View, Calif.

Neville Isdell

Former Chair & CEO
The Coca-Cola Company, Inc.
Atlanta, Ga.

Robert Litterman

Partner, Kepos Capital
New York, N.Y.

Thomas Lovejoy, Ph.D.

Biodiversity Chair
Heinz Center
Washington, D.C.

Lydia Marshall

Founder and Former Chair
and CEO
Versura, Inc.
Washington, D.C.

Perk Perkins

CEO
The Orvis Company, Inc.
Manchester, Vt.

Cristián Samper, Ph.D.

Director
National Museum of
Natural History
Smithsonian Institution
Washington, D.C.

Julie Ann Wrigley

President
Wrigley Investments, LLC
Ketchum, Idaho

FOUNDER CHAIRMAN EMERITUS

Russell E. Train

World Wildlife Fund
Washington, D.C.

CHAIRMAN EMERITUS

William K. Reilly

Founding Partner
Aqua International Partners
San Francisco, Calif.

DIRECTORS EMERITI

Bruce Babbitt

President
Raintree Ventures
Washington, D.C.

Edward P. Bass

Chairman
Fine Line, Inc.
Fort Worth, Texas

Kathryn S. Fuller

Washington, D.C.

Hunter Lewis

Cofounder and Senior
Managing Director
Cambridge Associates
Charlottesville, Va.

Adrienne Mars

Mars Foundation
McLean, Va.

Gordon Orians, Ph.D.

Professor Emeritus, Biology
University of Washington
Seattle, Wash.

Anne Sidamon-Eristoff

Chairman Emeritus
American Museum of
Natural History
New York, N.Y.

September 2010

CHAIRMAN

Perk Perkins

Sunderland, Vt.

MEMBERS

Leonard L. Abess Jr.

Miami, Fla.

Nancy Abraham

New York, N.Y.

Susan Atherton

San Francisco, Calif.

Mary L. Barley

Islamorada, Fla.

Eric Berman

Woodinville, Wash.

Erik Blachford

San Francisco, Calif.

Barbara Bowman

Santa Fe, N.M.

Antoinette Brewster

Charlottesville, Va.

Amanda Brotman-Schettritt

New York, N.Y.

Virginia Busch

St. Louis, Mo.

Bobbie Ceiley

Newport Beach, Calif.

Richard H. Chow

San Francisco, Calif.

James H. Clark Jr.

Dallas, Texas

Leslie A. Coolidge

Barrington Hills, Ill.

Tammy Crown

Portola Valley, Calif.

Melissa Shackleton Dann

Chevy Chase, Md.

Jared Diamond

Los Angeles, Calif.

Gordon E. Dyal

London, UK

Katherine Eckert

New York, N.Y.

Cynthia A. Eisenberg

Lafayette, Calif.

Joseph H. Ellis

West Cornwall, Conn.

Robert S. Evans

Stamford, Conn.

Jamee Field

Chicago, Ill.

Marvy Finger

Houston, Texas

Lynn A. Foster

New York, N.Y.

Hannelore Grantham

Boston, Mass.

Jeremy Grantham

Boston, Mass.

Stephanie Field Harris

Chicago, Ill.

Vincent J. Hemmer

Glencoe, Ill.

C. Wolcott Henry

Washington, D.C.

Lixin Huang

San Francisco, Calif.

Jeremy Jackson

Washington, D.C.

S. Curtis Johnson III

Sturtevant, Wis.

Donald P. Kanak

Hong Kong

Charles J. Katz Jr.

Palo Alto, Calif.

Anne B. Keiser

Washington, D.C.

Robert King

New York, N.Y.

Nancy Kittle

Wilmette, Ill.

William T. Lake

Washington, D.C.

Frans Lanting

Santa Cruz, Calif.

Shelly Lazarus

New York, N.Y.

Wendy D. Lee

Redding, Conn.

Kevin A. Malone

Fort Lauderdale, Fla.

Frank E. Mars

McLean, Va.

Pamela Matson

Stanford, Calif.

Hugh A. McAllister Jr.

Houston, Texas

Laurie P. McBride

Old Snowmass, Colo.

Willard Wright McDowell III

Ketchum, Idaho

Thomas McInerney

Santa Monica, Calif.

Jeffrey L. Morby

Pittsburgh, Pa.

Kenneth Nebenzahl

Glencoe, Ill.

Gilman Ordway

Wilson, Wyo.

Julie Packard

Monterey, Calif.

Victor Parker

San Mateo, Calif.

Anne Pattee

Woodside, Calif.

Michael Philipp

Amelia Island, Fla.

Shari Sant Plummer

Malibu, Calif.

Singer Rankin

Sante Fe, N.M.

Elizabeth B. Reilly

San Francisco, Calif.

Alison Richard

Cambridge, UK

Marie Ridder

McLean, Va.

Gerald E. Rupp

New York, N.Y.

Elizabeth Sall

San Francisco, Calif.

Victoria P. Sant

Washington, D.C.

Julie Scardina

San Diego, Calif.

David Schwarz

Washington, D.C.

Alan Seelenfreund

San Francisco, Calif.

Roque Sevilla

Quito, Ecuador

Susan Sherman

Glencoe, Ill.

Helen Short

Ponte Vedra Beach, Fla.

Craig H. Smith

Seattle, Wash.

Scott Smith

Sonoma, Calif.

Sue Scott Stanley

New York, N.Y.

Linda Stone

Bellevue, Wash.

Judy Sturgis

Gardnerville, Nev.

Curtis Tamkin

Los Angeles, Calif.

John Terborgh

Durham, N.C.

Aileen B. Train

Washington, D.C.

Joel Treisman

Westport, Conn.

Thomas Tusher

Ross, Calif.

Donald Wagoner

New York, N.Y.

Karen Wagoner

New York, N.Y.

Samuel Walton

Flagstaff, Ariz.

Tillie Klearman Walton

Flagstaff, Ariz.

Judith A. Waterman

Hillsborough, Calif.

Robert H. Waterman Jr.

Hillsborough, Calif.

Loren Wengerd

Seattle, Wash.

David S. Wilcove

Princeton, N.J.

Edward O. Wilson

Cambridge, Mass.

Irene Wurtzel

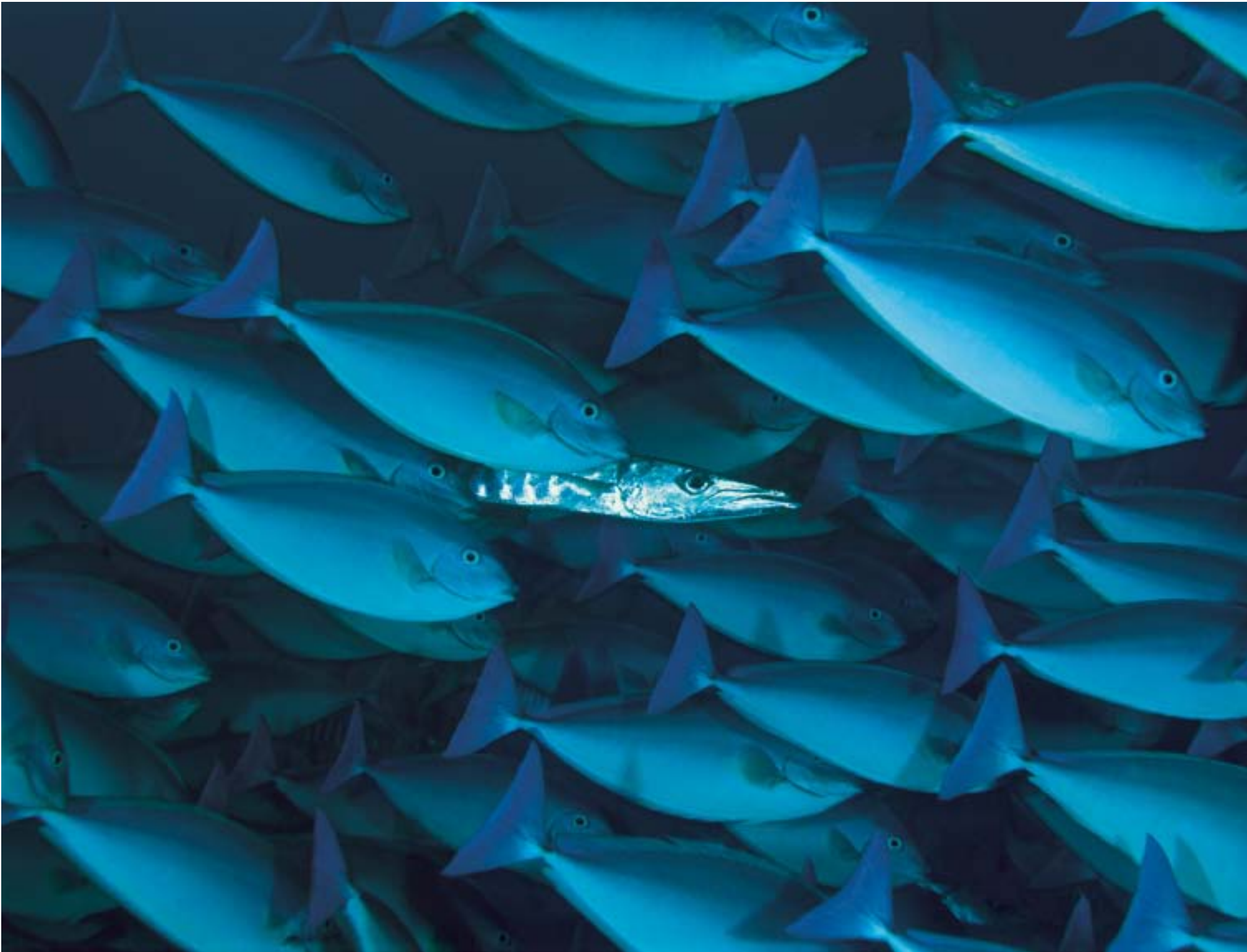
Washington, D.C.

IN MEMORIAM

Robert C. Fisk

National Council
1988-1994
1995-2001
2002-2010

September 2010



WWF Funding and Financial Overview

In the face of prolonged worldwide economic instability, WWF has delivered on ambitious programmatic goals in FY10. Once again, investment in conservation program accomplishments is the largest of any fiscal year in our history.



Michael Bauer, WWF chief financial officer, at Tarangire National Park, Tanzania, en route to a project site.

While fundraising has stabilized somewhat and we see many positive indicators going forward, the economic future remains uncertain. Adapting to these economic cycles has provided a renewed sense of urgency to achieve our programmatic results in balance with constrained resources.

Operating revenue totaled \$224.2 million, a 1.3% increase over FY09. This represents increases from all income sources, with the exception of foundations, and reflects decreased use of payouts from reserves. Hidden within this modest revenue growth is the story of ever-increasing support from our many valued contributors and our growing membership base. We received \$85.5 million from our members and donors, with membership contributions accounting for \$46.4 million — the highest ever.

Government awards for our work in the Coral Triangle, Coastal East Africa, the Amazon and other areas totaled \$40.4 million, also a new high. Support from corporations of \$10.5 million was strong, while foundation revenue of \$17.3 million continued to reflect a general contraction in

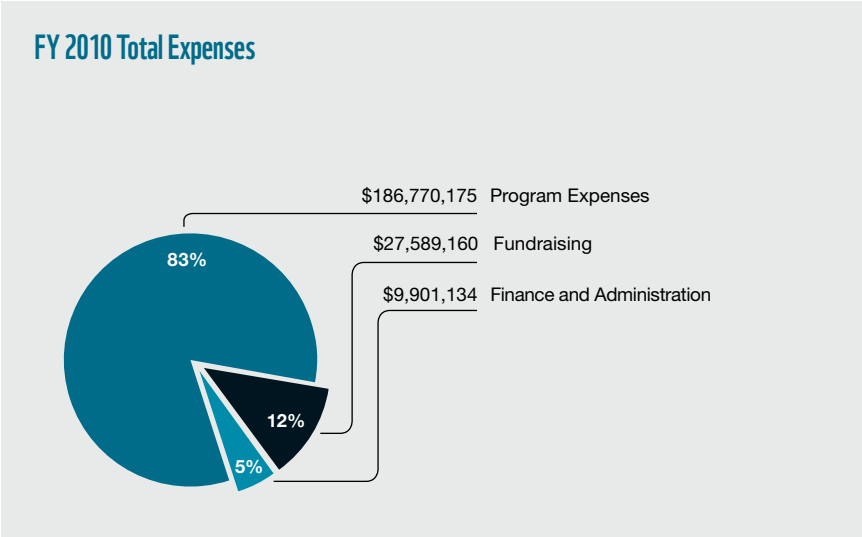
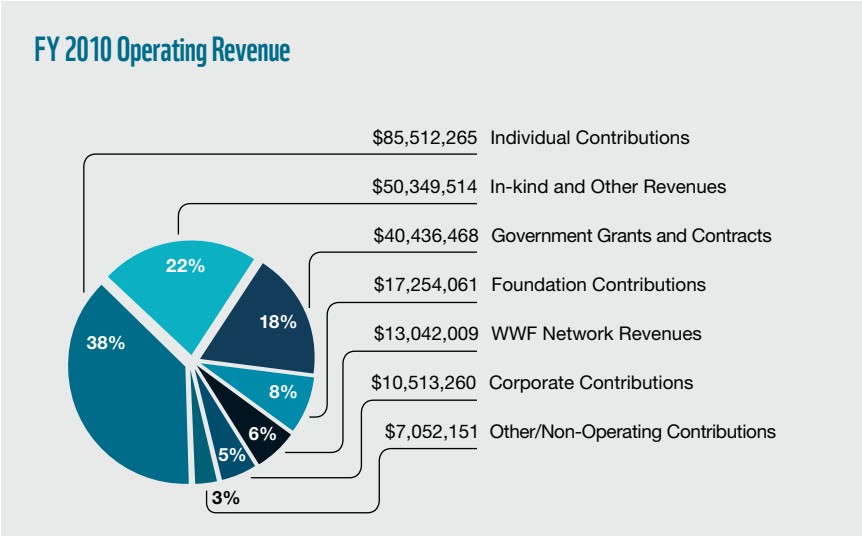
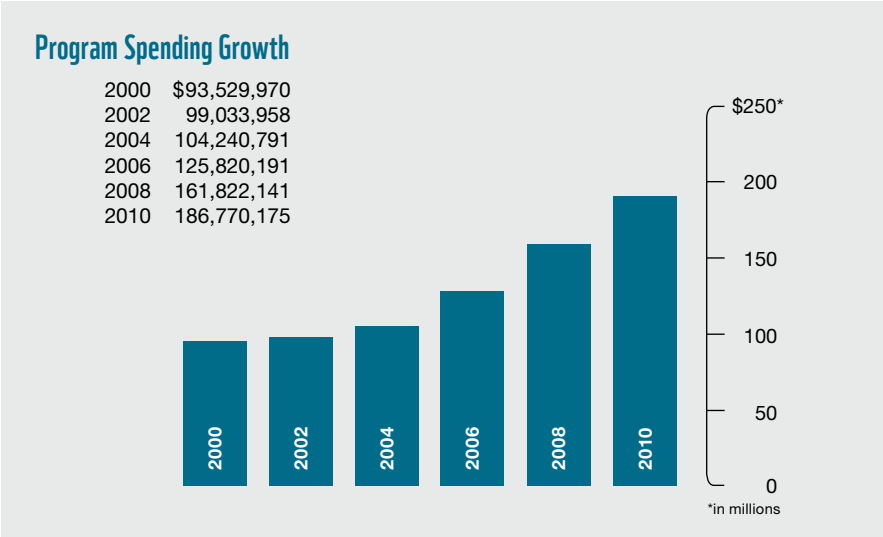
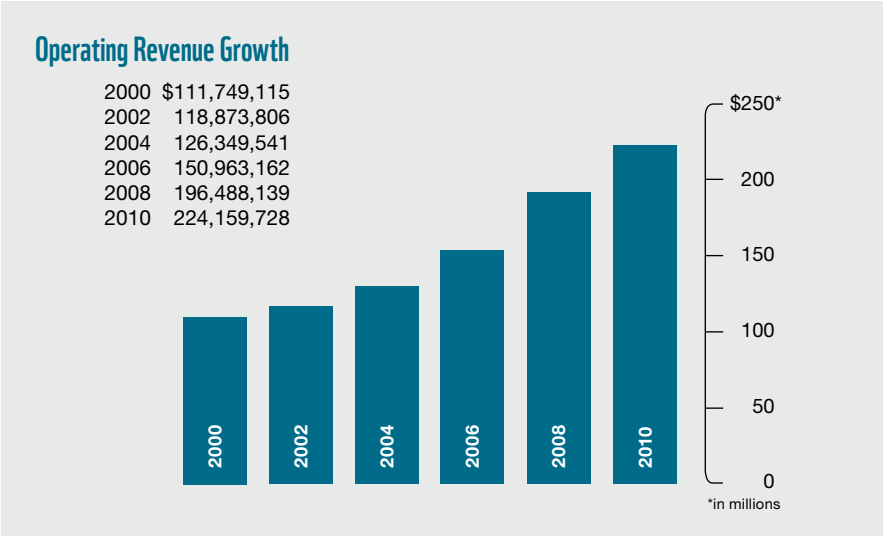
multiyear foundation commitments. We received \$13.0 million from WWF Network organizations and \$57.4 million in other revenues, including in-kind contributions of media and equipment.

As we seek out new ways to move conservation forward, we also work to maximize operational efficiencies while maintaining healthy governance and controls. The austerity measures we put in place last fiscal year, along with continued advances in overall operational efficiency, have resulted in an improved spending ratio: 83% of total expenses in FY10 were directed to worldwide conservation.

Alongside our many other efforts to protect species, ecosystems and people, WWF’s Year of the Tiger initiative has gained substantial international, social and government support toward our goal of doubling the number of wild tigers by 2022 — the next Year of the Tiger. Your continued commitment to, and support of, our work provides us with the flexibility necessary to achieve our goals and respond to new challenges.

Michael Bauer, Chief Financial Officer

Operating Trends and Ratios



Statement of Activities

For the year ended June 30, 2010, with comparative totals for 2009

CURRENT YEAR OPERATING REVENUES AND EXPENSES

| Revenues: | 2010 Total | 2009 Total |
|-------------------------------------|---------------|---------------|
| Contributions utilized ¹ | \$120,331,737 | \$131,158,231 |
| Government grants and contracts | 40,436,468 | 33,283,073 |
| WWF network revenues | 13,042,009 | 12,403,384 |
| In-kind and other revenues | 50,349,514 | 44,510,130 |

| | | |
|---|-------------|-------------|
| Total unrestricted revenues, gains, and other support | 224,159,728 | 221,354,818 |
|---|-------------|-------------|

Expenses:

Program expenses:

| | | |
|--|-------------|-------------|
| Conservation field and policy programs | 129,238,725 | 130,382,293 |
| Public education | 57,531,450 | 50,791,932 |
| Total program expenses | 186,770,175 | 181,174,225 |

Supporting services expenses:

| | | |
|----------------------------|------------|------------|
| Finance and administration | 9,901,134 | 12,924,091 |
| Fundraising | 27,589,160 | 27,164,990 |

| | | |
|------------------------------------|------------|------------|
| Total supporting services expenses | 37,490,294 | 40,089,081 |
|------------------------------------|------------|------------|

| | | |
|----------------|-------------|-------------|
| Total expenses | 224,260,469 | 221,263,306 |
|----------------|-------------|-------------|

| | | |
|---|-----------|--------|
| Current year operating revenues over operating expenses | (100,741) | 91,512 |
|---|-----------|--------|

NON-OPERATING ACTIVITIES AND PLEDGES

| Non-operating activities: | 2010 Total | 2009 Total |
|---|--------------|--------------|
| Bequests and endowments | 19,735,943 | 16,367,854 |
| Income from long-term investments | 24,713,075 | (37,207,038) |
| Unrealized gain (loss) on financing transactions ² | (5,336,524) | (4,503,647) |
| Non-operating funds utilized | (21,810,275) | (32,990,817) |

Pledges and contributions designated for future years:

| | | |
|--|--------------|--------------|
| Pledges and contributions | 24,199,007 | 23,194,768 |
| Prior years' revenues used in current year | (30,619,137) | (33,727,721) |

| | | |
|--|------------|--------------|
| Total non-operating activities and pledges | 10,882,089 | (68,866,601) |
|--|------------|--------------|

| | | |
|---------------------------------|---------------|---------------|
| Increase in net assets | 10,781,348 | (68,775,089) |
| Net assets at beginning of year | 227,351,912 | 296,127,001 |
| Net assets at end of year | \$238,133,260 | \$227,351,912 |

¹ Contributions utilized in 2010 includes current year contributions of \$67,902,325, prior years' contributions of \$30,619,137, and non-operating income of \$21,810,275.

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.

WWF's complete audited financial statement may be obtained by writing to the Chief Financial Officer, World Wildlife Fund, 1250 24th St., NW, Washington, DC 20037-1193.



Executive Team

Carter Roberts
President & CEO

Margaret L. Ackerley
Senior Vice President
and General Counsel

Jason Clay, Ph.D.
Senior Vice President
Markets

Thomas C. Dillon
Senior Vice President
Field Programs

Rebecca Girvin-Argon
Senior Vice President
Development

Ginette Hemley
Senior Vice President
Conservation Strategy
& Science

Marcia W. Marsh
Chief Operating Officer

David Reed, Ph.D.
Senior Vice President
Policy

Taylor Ricketts, Ph.D.
Managing Director
Conservation Science

Chris Van Dyke
Senior Vice President
Strategic Communications

Photo Credits

Cover: Bengal tiger, Ranthambore National Park, India – © Thomas D. Mangelsen/Images of Nature Stock
Page 1: Carter Roberts, Punakha, Bhutan – © WWF/Tom Dillon
Page 3: Leaf cutter ant – © Tim Flach/Getty Images, Inc.
Pages 4-5: Night fishing, Philippines – © Jürgen Freund/WWF-Canon
Pages 6-7: Bengal tiger, India – © Sandesh Kador
Pages 8-9: Caged northern bluefin tuna, Mediterranean Sea – © Brian J. Skerry/National Geographic Stock/WWF
Pages 10-11: Walrus colony, Alaska – © Jeff Foott/Getty Images, Inc.
Pages 12-13: Giant river otter, Brazil – © Staffan Widstrand
Page 14: Amazon river dolphin, Brazil – © Kevin Schafer
Page 15: Larry Linden, Carter Roberts and Roger Sant, Mato Grosso, Brazil – © WWF/Chris Van Dyke

Page 18: Barracuda among surgeonfish, Indonesia – © David Doubilet
Page 19: Michael Bauer – © WWF/Jack Gilmore
Page 22: American bison, WWF-supported conservation herd, Montana, U.S. – © Dennis Lingohr/APF
Page 23: Fencing and native grasses, Montana, U.S. – © WWF/Colby Loucks
Inside back cover: WWF Tiger Protection Unit rangers, Sumatra, Indonesia – © WWF/Barney Long

Cover image and photos on 6, 12, 14 and 18 were sourced through the International League of Conservation Photographers (ILCP).

© 2010 WWF. All rights reserved by World Wildlife Fund, Inc. 12-10/11,000



Demonstrate Your Commitment

Thank you for your belief in WWF and our work. Your 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. To learn more or to make a donation, please contact us at 888-993-1100 or worldwildlife.org/donate.

83%
of WWF's spending is directed to
worldwide conservation activities



Many Ways to Give

Outright Gifts

- 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 — matchinggifts.com/wwf
 - EarthShare — visit earthshare.org or call 800-875-3863
 - Combined Federal Campaign, for federal employees — go online: earthshare.org/cfc; WWF's designation number is 12072



Experience WWF at Work

WWF Tiger Protection Unit rangers Nur Syamsu and Mul Liadi return from patrolling in Bukit Rimbang Baling Wildlife Sanctuary in Riau Province, Sumatra, Indonesia. Learn more about our work and explore a gallery of images showcasing WWF's worldwide conservation efforts at worldwildlife.org/annualreport.



We seek to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth, we seek to practice conservation that is humane in the broadest sense. We seek to instill in people everywhere a discriminating, yet unabashed, reverence for nature and to balance that reverence with a profound belief in human possibilities. From the smallest community to the largest multinational organization, we seek to inspire others who can advance the cause of conservation.

We seek to be the voice for those creatures who have no voice. We speak for their future. We seek to apply the wealth of our talents, knowledge, and passion to making the world wealthier in life, in spirit, and in living wonder of nature.