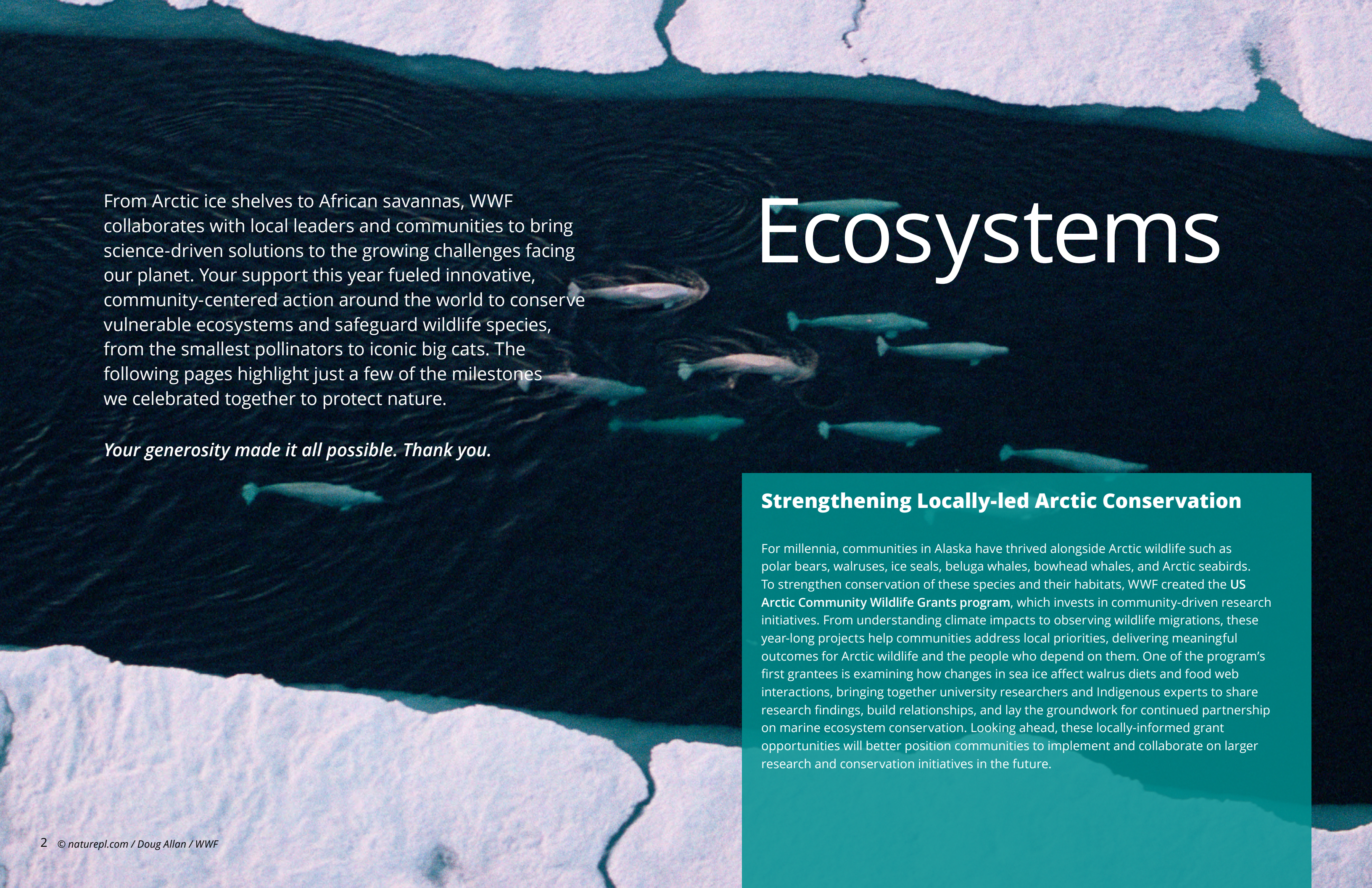




A Look Back 2025



From Arctic ice shelves to African savannas, WWF collaborates with local leaders and communities to bring science-driven solutions to the growing challenges facing our planet. Your support this year fueled innovative, community-centered action around the world to conserve vulnerable ecosystems and safeguard wildlife species, from the smallest pollinators to iconic big cats. The following pages highlight just a few of the milestones we celebrated together to protect nature.

Your generosity made it all possible. Thank you.

Ecosystems

Strengthening Locally-led Arctic Conservation

For millennia, communities in Alaska have thrived alongside Arctic wildlife such as polar bears, walrus, ice seals, beluga whales, bowhead whales, and Arctic seabirds. To strengthen conservation of these species and their habitats, WWF created the **US Arctic Community Wildlife Grants program**, which invests in community-driven research initiatives. From understanding climate impacts to observing wildlife migrations, these year-long projects help communities address local priorities, delivering meaningful outcomes for Arctic wildlife and the people who depend on them. One of the program's first grantees is examining how changes in sea ice affect walrus diets and food web interactions, bringing together university researchers and Indigenous experts to share research findings, build relationships, and lay the groundwork for continued partnership on marine ecosystem conservation. Looking ahead, these locally-informed grant opportunities will better position communities to implement and collaborate on larger research and conservation initiatives in the future.

Celebrating a Decade of Recovery

The **Thirty Hills** landscape in central Sumatra is one of only two reintroduction sites in the world for critically endangered Sumatran orangutans. This year, WWF and partners are celebrating 10 years of safeguarding the core of that habitat through an innovative conservation concession known as the Thirty Hills Forest Company, or Alam Bukit Tigapuluh. In the concession's first decade of operation, our partners at the Frankfurt Zoological Society released upwards of 200 orangutans into this nearly 100,000-acre forest. This thriving, breeding population has now welcomed 24 infants, each vital to the future of the species. WWF is ensuring the long-term protection and restoration of their habitat. From 2017 to 2024, the Thirty Hills Forest Company's local team planted more than 80,000 seedlings across 1,600 acres to restore degraded and deforested areas. This work also provides an alternative to timber-based livelihoods for community members. With 10 years of game changing conservation still going strong, Thirty Hills is an invaluable model for what is possible.



**80,000
SEEDLINGS**

planted across

1,600

**ACRES to restore degraded
and deforested areas**



Partnering with

116 RANCHES

Encompassing nearly

1.3 MILLION
ACRES

Over

10,000 ACRES OF
GRASSLAND RESTORED

© Conservation Media / WWF-US

Partnering with Ranchers to Restore Biodiversity

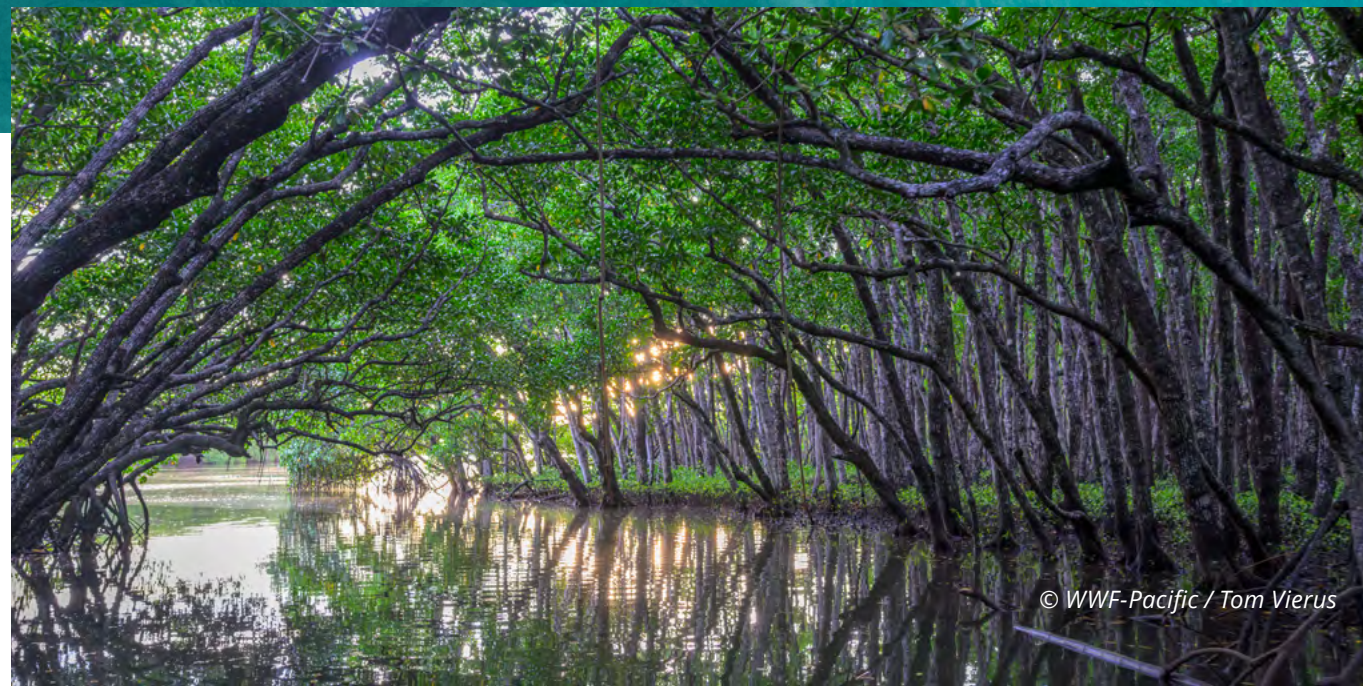
Home to expansive grasslands and vibrant river systems, the Great Plains provide habitat for at-risk species like black-footed ferrets and keystone species like plains bison, as well as a diverse array of songbirds, wildflowers, and pollinators. But each year, nearly 2 million acres of this vibrant ecosystem is lost to agriculture. WWF's **Ranch Systems and Viability Planning (RSVP)** network is protecting more than 1 million acres of this ecosystem from conversion by working with ranchers to manage grassland sustainably in ways that support biodiversity, sequester carbon, and protect water sources. Participating ranchers commit to not convert grasslands for at least 10 years and to work with WWF to implement rotational grazing—a technique that benefits wildlife, especially grassland bird species, and helps boost climate resilience. Now in its fifth year, the program partners with 116 ranches encompassing nearly 1.3 million acres. Over the last year, WWF and partners also restored more than 10,000 acres of degraded grassland, reviving critical habitat for prairie species. Together, these efforts are strengthening drought resilience, improving soil health, and helping ensure that the Great Plains' rich biodiversity continues to thrive for future generations.

Water

Conserving Mangroves in a Changing Climate

Mangroves—complex forest ecosystems adapted to freshwater and salt-water—are essential to the health of our planet. These unique forests store large amounts of carbon, provide habitat for species from sharks to tigers, and protect coastal communities against erosion and storms. With support from Google.org, WWF and partners launched **ManglarIA** (“AI for Mangroves” in Spanish) to better understand how climate change is affecting mangrove ecosystems. Over the past year, project partners set up a network of weather stations, camera traps, and sensors that measure water temperature and salinity across two coastal biosphere reserves in Mexico. WWF will utilize artificial intelligence to analyze the large datasets we collect from these sensors to help scientists better understand how changes in temperature, rainfall, sea level rise, and tropical storms impact mangrove health. By adapting mangrove conservation strategies to the changing climate, WWF and partners can ensure these essential forests continue to benefit people and wildlife far into the future.

© WWF-Pacific / Tom Vierus



© WWF-Pacific / Tom Vierus



© WWF-Pacific / Tom Vierus

Safeguarding Sea Turtles in Indonesia

In Indonesia, WWF is working with local communities and partners to protect one of Earth’s most biodiverse seascapes from unsustainable resource use, coastal development, and climate change. Indonesia is part of the Coral Triangle, a marine region that hosts approximately 75% of all coral species, including some of the world’s most climate-resilient reefs. This unique region also supports the livelihoods of millions through fishing, tourism, and coastal protection services. In collaboration with the National Oceanic and Atmospheric Administration, WWF launched a leatherback sea turtle conservation program to reduce poaching and build conservation support among youth and faith communities in Indonesia. This year, the program achieved a remarkable milestone: 0% poaching on nesting beaches in Buru Island, down from 63% in 2017. It also helped reduce the take of swimming leatherbacks in the Kei Islands from 104 to just four. Several former poachers now serve as conservation advocates, trained as data collectors and nest monitors. WWF is exploring opportunities to scale this successful model to other regions in the Coral Triangle and beyond.

0%
POACHING ON
NESTING BEACHES
IN BURU ISLAND,
DOWN FROM
63%
IN 2017

Wildlife

Advancing Jaguar Conservation Across the Americas

Jaguars are vital to the health of ecosystems across the Americas. As top predators and an umbrella species, they help maintain balance in landscapes stretching from the United States and Mexico to Argentina. However, their future is increasingly at risk. Jaguars have already lost half their historical range. The 170,000 jaguars that remain are confined to isolated pockets of habitat, making it harder for them to find prey, breed, and avoid conflict with people. WWF works in jaguar priority areas to secure their habitat, build connectivity, and promote coexistence. In 2024-2025, WWF launched a robust monitoring program in Mexico's Calakmul Biosphere Reserve—a critical stronghold for the species in the Maya Forest—by deploying 60 camera trap stations in the reserve's core zones. In the Peruvian Amazon, we partnered with nine ranching families who adopted jaguar-friendly practices such as electric fencing, rotational grazing, and predator monitoring. These efforts reduce the costs of living alongside jaguars, while also preventing deforestation and connecting landscapes across 1,850 acres. Meanwhile, in Brazil, WWF helped form a Human-Jaguar Coexistence Working Group, bringing together 12 institutions active in the region to strengthen collaboration and shared solutions.



Protecting Rhinos from Poachers in Namibia

Namibia is home to the largest population of critically endangered black rhinos left on the planet, but the country's black and white rhino populations face escalating threats from poaching, habitat loss, and the growing impacts of climate change. To protect rhinos and increase breeding rates, WWF supports Namibia's Black Rhino Custodian Program, which oversees the relocation of breeding groups to secure, well-managed habitats on communal and private land. Over the past decade, the program sustained a seven percent annual growth rate in black rhino numbers under custodianship, totaling 943 in 2024. To build on this success, Namibia's Ministry of Environment, Forestry and Tourism secured an additional 32 million acres of suitable habitat, with the potential to support up to 500 more black rhinos. Black rhinos require large areas to thrive, so expanding rhino range also protects a wide array of other species, including elephants—amplifying conservation impact across entire ecosystems.

60 CAMERA TRAP STATIONS deployed in Mexico

1,850 ACRES protected and connected in Peru

12 INSTITUTIONS united in Brazil



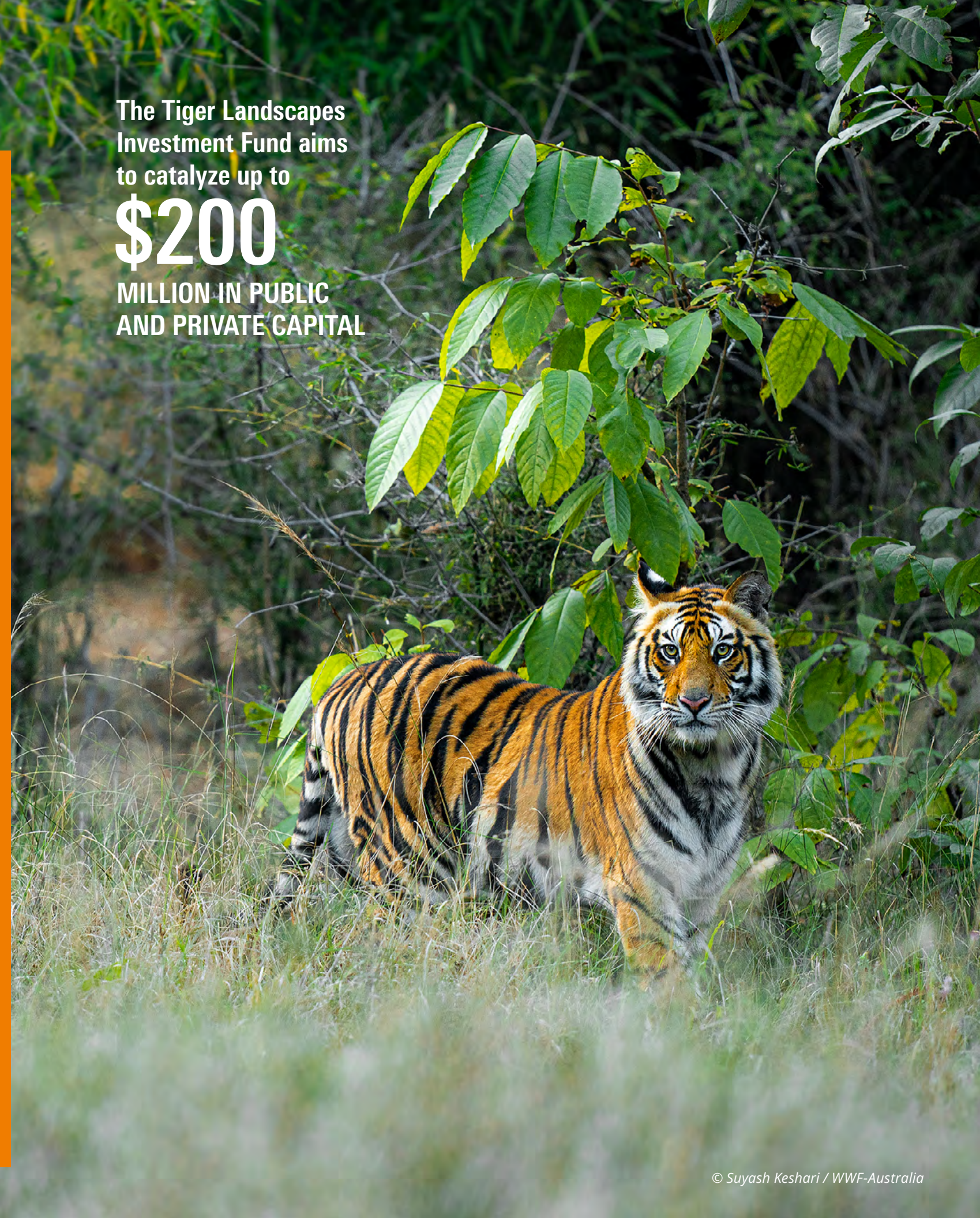
Financing a Future for Tigers

Tigers inhabit some of Asia's most ecologically rich and culturally significant regions—from India's Sundarbans mangrove swamps to the forests of the Himalayas. WWF works alongside governments and communities to protect these magnificent cats from habitat loss, climate change, and human-wildlife conflict. In June 2025, WWF and our partners at the Tiger Conservation Coalition launched the Tiger Landscapes Investment Fund—an innovative, holistic **financing mechanism** that will help secure the future of tigers by protecting the ecosystems on which they—and countless people and wildlife—depend. Conceived during our Sustainable Financing for Tiger Landscapes Conference in April 2024, this fund aims to catalyze up to \$200 million in public and private capital to incubate and finance enterprises and initiatives that benefit both nature and people across tiger range countries. By prioritizing financial sustainability, tiger conservation, and sustainable livelihoods, this new mechanism will reduce threats to tiger landscapes while ensuring communities benefit from conservation.



© Martin Harvey / WWF

The Tiger Landscapes
Investment Fund aims
to catalyze up to
\$200
MILLION IN PUBLIC
AND PRIVATE CAPITAL



© Suyash Keshari / WWF-Australia

Thank You

Nature needs us now more than ever. Your support of WWF this year helped keep vital ecosystems intact, safeguard threatened species, and build a more resilient future for all who share our planet. From the Coral Triangle to America's Great Plains, we are creating a sustainable, healthy future for people and nature.



© 2025 WWF. All rights reserved by World Wildlife Fund, Inc.
WWF® and ©1986 Panda Symbol are owned by WWF. All rights reserved.

© McDonald Mirabile / WWF-US