



GLOBAL + LOCAL

2025 WWF-US ANNUAL REPORT



**Nature provides everything that makes our lives possible.
And this year, perhaps more than ever, nature needs us now.**

The achievements you will read about in this year's annual report share a very specific DNA. They showcase how we rally the best science, partnerships, and strategy—paired with a deep passion for nature and wildlife and the people who share this planet—to make the biggest possible impact in some of the most important places in the world.



Lidia Kivinge,
CARE-WWF
Alliance
community
microfinance
program member,
in Tanzania.



GLOBAL

**Building
Resilience**

Protecting the Guardians of Our Coastlines

AT FIRST SIGHT, mangroves appear as a kaleidoscope of glossy emerald canopies and knotted brown trunks—but their vital importance extends beyond beauty. These natural bulwarks guard the edge of land and sea, shielding coastlines and communities from extreme weather, sheltering marine life, and supporting local livelihoods—all while storing up to four times more carbon than tropical forests.

WWF's five-year Mangroves for Community and Climate project was designed to protect, conserve, and restore 7% of these powerhouse ecosystems. Launched in 2020 and supported by the Bezos Earth Fund, the effort leverages collaboration and innovative finance solutions to strengthen community resilience and support sustainable livelihoods for more than 300,000 people annually. In Fiji, more than 54,000 acres—nearly half the archipelago's mangroves—have now been conserved. More broadly, WWF and partners have restored or protected more than 2.4 million acres of mangroves, exceeding the project's total goals.

Today, WWF and partners are deploying cutting-edge tools and technologies. Throughout 2025, we tested the Climate-Smart Mangrove Tool, which assesses climate vulnerability and guides management practices tailored to each mangrove ecosystem—an effort that met great success with two community councils on the Colombian coast. In Mexico, as part of the ManglarIA project—supported by Google.org—WWF is harnessing new technologies and artificial intelligence to enable large-scale data collection and analysis of mangrove health. These innovations will streamline insights to strengthen mangrove monitoring and protection for the long-term benefit of coastlines and communities.

2.4
million

acres of mangroves
protected or restored

Advancing Mangrove Conservation Efforts

MANGROVES ARE AS intricately woven into Mexican culture as the ecosystem's gnarled roots—serving as sources of regional identity, ancestral tradition, and environmental heritage. For thousands of years, they've sustained traditional livelihoods—like fishing, honey production, and artisanry—while also playing a vital role in carbon sequestration.

Mexico ranks fourth globally in mangrove coverage with more than 2 million acres, approximately 76% of which are protected. However, these ecosystems face ongoing threats from development, aquaculture, and climate change. In January 2025, the country's government joined 35 national and state governments in endorsing the Mangrove Breakthrough initiative, a global effort that aims to mobilize \$4 billion to conserve and restore more than 37 million acres of mangroves worldwide by 2030. To help identify critical targets for climate mitigation strategies in the country, WWF released a study that utilized drones and satellite data to map high-carbon mangrove hotspots in Nayarit's Marismas Nacionales Bioreserve—the Pacific coast's largest standing mangrove forest.

Efforts also extended to local communities. In Yucatán, WWF strengthened beekeeping practices closely tied to mangrove conservation. Local beekeepers, like Enrique “Kiki” Santana, harvest honey from bees that obtain nectar and pollen in mangrove forests. In 2025, WWF supported beekeeper trainings, helped the community legalize a cooperative, expanded market access for apiary products, and produced a honey recipe book to promote increased use.

Together, these initiatives boost community resilience and economic opportunity while reinforcing the cultural and ecological importance of mangroves, ensuring their protection for generations to come.

“This support is a testament to the ongoing movement in the country in support of mangroves, from the communities that are guardians of these ecosystems to the highest levels of federal, state, and local government.”

Jorge Rickards
Former Director General
of WWF Mexico,
January 29, 2025



**Coastal
Mexico**





GLOBAL

**Science and
Infrastructure**

Mapping the Path Toward Integrated Conservation

EFFECTIVE WILDLIFE CONSERVATION demands an approach that leverages every available resource and expertise. In all our species work, WWF brings together conservationists, scientists, policy leaders, engineers, and community members to drive scientific innovation and develop practical and sustainable solutions for systemic conservation issues. Today, WWF is applying that multipronged approach across Asia to protect Himalayan wildlife, including iconic species such as elephants and snow leopards.

Wildlife naturally shed genetic material called eDNA, which can be extracted from water, soil, and air to reveal the areas where they live. After a successful pilot in Bhutan uncovered a remarkable amount of undocumented biodiversity, WWF-Bhutan took part in the inauguration of an eDNA lab in April 2025 to conduct a cost-effective in-country analysis. This new lab will help Bhutan complete its first national biodiversity assessment using eDNA, making it one of the first countries to present an inclusive biodiversity baseline at the next Convention on Biological Diversity COP. This work is especially timely as the country undergoes rapid growth.

To further equip the country for a sustainable future, WWF is also helping the region incorporate thoughtfully designed infrastructure into its long-range planning. It has to. Poorly planned roads, dams, and other forms of infrastructure can fragment habitats and unravel ecosystems. Across the region, WWF and partners in the 12-country Global Snow Leopard and Ecosystem Protection Program formed a working group to address infrastructure threats to the iconic snow leopard. In June 2025, the alliance published landmark guidance for policymakers, engineers, and conservationists. WWF also hosted Bhutan's first training on how to design infrastructure that better accommodates elephant movement that year.

By facilitating planning practices that acknowledge how wildlife actually moves, WWF is helping advance infrastructure design that allows nature and people to thrive.

“eDNA is a game-changer for how we protect and understand our planet’s most vulnerable wildlife.”

Arnaud Lyet
Lead Specialist, Wildlife
Conservation, WWF

Supporting Snow Leopards in Bhutan

WHAT BHUTAN LACKS in size it makes up for in elevation and biodiversity. Its towering Himalayan peaks are home to a range of resilient wildlife adapted to harsh conditions and rugged terrain—chief among them, the snow leopard. Protecting this elusive species requires scientists, conservationists, local community members, WWF, and others to work closely together.

In spring 2024, Arnaud Lyet, WWF's lead wildlife conservation specialist, and a team of scientists trekked up 14,000 feet into Bhutan's Jigme Dorji National Park to collect water samples from the Paa Chhu River, searching for traces of snow leopard DNA. Samples like these can now be analyzed at Bhutan's newly established eDNA lab, where Nepali master's and PhD students are generating crucial biodiversity data that is revolutionizing the country's ability to support wildlife while simultaneously training the next generation of scientists.

Combined with regional population estimates—including India's first-ever study and a new assessment confirming 397 of the elusive cats in Nepal—these insights are advancing snow leopard conservation at both national and community levels. In Bhutan's Nubri region, for example, WWF is supporting the Edge Species Protection Project to help local herders coexist with snow leopards.

As science reveals more about the snow leopard's movements and populations, efforts on the ground are ensuring that people and wildlife can share the landscape in harmony.

4,000–
6,500

estimated snow leopard
population across their
12-country range

A snow leopard cub is the central focus, sitting on a rocky, light-brown ledge. The cub has a thick, spotted coat with dark rosettes and a white underbelly. It is looking directly at the camera with bright, yellowish eyes. To the right of the cub is a large, textured rock face. In the background, to the left, are snow-capped mountain peaks under a blue sky with some clouds. The foreground consists of a rocky, gravelly surface with small green ferns and purple flowers.

LOCAL

The Himalayas



GLOBAL

**Mobilizing Finance
for Nature**

Driving Durable Conservation Action

NATURE AND ITS inhabitants are intrinsically linked. And through the Project Finance for Permanence (PFP) approach, governments, funders, WWF, and other partners equip local authorities and communities with the reliable resources needed to adequately conserve and steward nature.

Holistic and long-lasting, PFP initiatives secure transformative policies and permanent funding in a single agreement, ensuring systems of conservation areas are properly managed and sustainably financed to deliver continued benefits for people and nature.

To accelerate and scale the impact of PFP initiatives, The Nature Conservancy, The Pew Charitable Trusts, WWF, and ZOMALAB launched Enduring Earth in 2021 to conserve nearly 1.5 billion acres of land, ocean, and freshwater areas by 2030. As of 2025, we've added nearly 500 million acres to the total area protected by PFPs—with recent advancements priming expansive opportunities.

Among them: In October 2024, the Government of Bolivia, WWF, and partners formalized an agreement to develop a PFP for the country by 2026. And in April 2025, WWF, the Amazon Sustainable Landscapes Program, the Inter-American Development Bank, and the World Bank convened more than 100 participants representing 10 countries across Latin America and the Caribbean to advance sustainable finance efforts.

As the Enduring Earth pipeline presents additional potential for strengthened conservation through PFP initiatives, WWF will approach these opportunities in alignment with our strategic plan and priority places, including the Amazon. Here, Bolivia's developing PFP and Brazil's ARPA Comunidades boast rich opportunity for the Amazon to empower communities to steward this globally significant ecosystem.

~500
million

acres added to the total area protected by PFP initiatives between 2021 and 2025

Enhancing Livelihoods for Future Generations

THE TAPAJÓS RIVER flows deep through the Brazilian Amazon, quietly sustaining forest life and the vibrant culture rippling through the communities that call its basin home. Yet, much like a river's mix of calm and turbulent waters, the biologically rich river basin is home to some of the Amazon's highest accumulated deforestation rates.

To preserve the Amazon, the Brazilian government, the Brazilian Biodiversity Fund, WWF, and other partners established the Amazon Region Protected Areas (ARPA) program in 2002—reducing deforestation by approximately 650,000 acres between 2008 and 2020 alone. On June 4, 2025, the Brazilian government advanced this effort by issuing a decree to expand ARPA's impact, formalizing activities that will empower communities across multiple ARPA landscapes.

The ARPA Comunidades PFP initiative will help forest-dependent communities earn income, contribute to the economy, and increase the value of standing forests by providing alternatives to deforestation—all while passing their cultural knowledge to, and providing livelihoods for, future generations. ARPA Comunidades will enhance the livelihoods of more than 130,000 people living in the Brazilian Amazon, including women like Rosangela Castro Tapajós.

Castro Tapajós coleads the Tucumarte collective, whose 42 members create products like baskets, bags, and bracelets woven from tucumã palm leaves using a technique passed down through generations. By utilizing the village's native trees and continually planting new ones, Castro Tapajós is simultaneously providing income for her family while protecting the forest she calls home—just one example of the impact possible through initiatives like these.

“It’s a source of income, and it’s also beautiful artisanal work. That’s why we make sure to teach it to our children, our grandchildren, the next generations. It’s something that can’t come to an end.”

Rosangela Castro Tapajós
Artisan, forest entrepreneur

LOCAL

The Brazilian Amazon





GLOBAL

**Reinventing
Corporate
Engagement**

Harnessing Business Leadership to Benefit Forests

EARTH'S TROPICAL FORESTS are vanishing at an alarming rate—the equivalent of 18 soccer fields per minute. This sobering reality underscores the urgent need for collective action to keep standing forests intact. With more than half of the world's forests managed fully or partially for private-sector production, corporate responsibility and leadership must play a central role.

WWF's Forests Forward program partners with companies to leverage the power of forests to achieve their sustainability, social impact, and business goals. The program recently achieved a milestone success: Partners are now positively impacting 10 million acres of forest around the world. This accomplishment stems from collective efforts spanning nine sectors through the program's 26 leading companies—10 of which are US-based, including longtime partner HP Inc.

These companies' influence extends beyond the lands their products come from. Together, they represent a significant share of global production for key forest products, and their actions have the potential to shift entire industries. Through the program, several participating companies are also advancing WWF's Nature-Based Solutions Origination Platform (NbS-OP), which has already conserved more than 285,000 acres globally. This innovative platform guides corporate investments toward solutions that benefit forests, climate, and communities alike and that are informed by larger initiatives like the Science Based Targets Network, which provides clear guidance for companies that want to align their business with global nature goals.

Working hand in hand, Forests Forward and the NbS-OP demonstrate what's possible through a cross-sector, unified approach to sustaining healthy forests—at a time when their future truly depends on it.

~10
million

acres of forests
conserved through
Forests Forward in
just four years

Stewarding Forests in Viet Nam

VIET NAM'S LUSH, biodiverse, and mist-shrouded Central Annamites stretch for more than 12.8 million acres and form one of the largest contiguous forests in continental Southeast Asia. The region's green slopes and valleys shelter more than 500 bird and 134 mammal species—many only found here.

Yet this ecosystem faces growing threats from alarming rates of deforestation, illegal logging, and agricultural expansion, which is why WWF aims to conserve these forests and protect their threatened wildlife. With US government funding in 2025, our efforts produced Viet Nam's most comprehensive biodiversity monitoring initiative ever undertaken, revealing globally significant biodiversity and reinforcing the urgency of protecting the region. Through Forests Forward, we are also working to improve Asian elephant habitat and human elephant coexistence management in the area.

More than 50 of Viet Nam's Indigenous communities also call this landscape home—their cultural heritage deeply intertwined with the land they depend on. Accordingly, WWF's efforts promote sustainable livelihoods that benefit both nature and people. One such local is Blup Phu, who hiked nearby hills as a child, snaring animals and selling their meat. But as he grew, so did his appreciation for forests. Now he spends his days as a WWF-supported forest guard traversing those same sacred spaces—not to take from them, but to protect them. Phu's work doesn't just conserve forests; it supports his family and preserves a vital lifeline that helps his entire community thrive. His story exemplifies the success possible in transforming economic opportunities for forests' most essential stewards.

50+

number of Indigenous communities that call the Central Annamites home

A man with dark hair, smiling, is holding a small turtle with both hands. He is wearing a green button-down shirt. On the left chest of the shirt is a white rectangular patch with a green logo of a turtle and the text 'ATP' and 'asian turtle program'. The background is a dense forest with green foliage and tree trunks. In the top left corner, there is an orange location pin icon with the word 'LOCAL' inside a white circle, and the text 'Viet Nam' below it.

LOCAL

Viet Nam

An aerial photograph showing a steep, sandy cliff face on the left side of the frame. The cliff is light brown and shows signs of erosion with some small, dark, irregular holes or indentations. Sparse green vegetation is scattered across the top of the cliff. At the base of the cliff, there is a thin layer of dark, possibly rocky or shell-covered material. Below the cliff, the water is a vibrant green color with visible ripples and small waves. The overall scene suggests a coastal or estuarine environment.

GLOBAL

**Expanding
and Protecting
Conservation
Areas**

Conserving Species Beyond Borders

AS WILDLIFE ROAM, unaware of lines drawn on a map, their journeys often take them across national borders. Because their habitats and movements span jurisdictions, conservation efforts must do the same.

In the heart of southern Africa lies the Kavango Zambezi Transfrontier Conservation Area (KAZA)—the world’s largest transboundary conservation area. Through deep collaboration at the national and regional levels, WWF is helping guide conservation across this vast landscape through research that tracks wildlife movements—from elephants and zebras to apex predators like lions—to inform smarter, landscape-scale conservation.

In fall 2024, WWF and partners published a study documenting one of the longest carnivore movements ever recorded: a male spotted hyena who traveled more than 4,000 miles across largely unprotected areas of Namibia in nine months, a journey that underscores the critical need to conserve landscape connectivity across KAZA and beyond. These insights build on a previous eight-year collaborative research and policy effort as well as the *KAZA Policy Brief on Elephant Movements and Connectivity*, which were funded in part by the US government and generous support from donors like Allen Family Philanthropies.

Conservation across borders also includes shared waters. WWF, the Zambezi Watercourse Commission, and the KAZA Secretariat published *The Strategic Environment Assessment of the Cuando River Basin* in late 2024, providing guidance for sustainable development planning across one of Africa’s most ecologically important river systems.

Together, these efforts are enabling WWF and our partners to pinpoint critical wildlife corridors, minimize human-wildlife conflict, and strengthen long-term resilience for species across shared landscapes.

106

million acres spanning
five African countries

Strengthening Human-Elephant Coexistence

FOR MILLENNIA, HUMANS AND WILDLIFE have shared our natural world, often navigating a tense dance of coexistence. Elephants are one of the most intelligent species on Earth. Their size, strength, appetites, and impact can create outsized problems when they interact with human communities. One of the most effective approaches to elephant conservation is to provide resources and support to these communities as they chart their own futures in a shared landscape.

Across KAZA, WWF is helping reduce human-elephant conflict, including by using a vast dataset of elephant movements to identify and secure small-scale wildlife corridors in key areas across the landscape and deploying GPS collars, connected to long-range wireless networks, to send alerts when elephants approach villages. We're also implementing clustered farms to minimize damage to crops from elephant raids.

In Botswana—where the world's largest population of elephants competes with people for land, water, and food—WWF worked with local partner Ecoexist to secure critical elephant movement corridors and to create economic opportunities for coexisting communities. These diversified livelihoods range from farming in areas that don't overlap with wildlife corridors, farming millet to brew “elephant-friendly” beer, and weaving elephant-themed baskets for tourists and WWF members alike. More than 1,700 of these artisanal pieces have been sold by WWF, serving as symbols of beauty, resilience, and life among elephants for buyers around the world.

350

elephants collared
for tracking to improve
cohabitation



LOCAL

Botswana



GLOBAL

Elevating
Nature



Addressing Food Loss and Waste

HUMANS WASTE AN ESTIMATED 40% of all food produced; this accounts for roughly 10% of global greenhouse gas emissions and is serving as a leading threat to our environment. To reduce global food waste, WWF is helping increase agricultural productivity and efficiency. This transformation must start at the source: We lose close to 1.3 billion tons of food each year right on our farms, during and after harvest—enough to feed the world’s undernourished population more than four times over.

But we can’t manage the food loss problem until we measure it, and most growers lack data on their postharvest losses. To help fill this data gap in our supply chains, WWF developed and launched the Global Farm Loss Tool last year. The tool—which was tested by members of the Consumer Goods Forum’s Food Waste Coalition of Action and funded in part by the Sally Mead Hands Foundation—makes it simple to measure on-farm loss, identify food loss hotspots, and, ultimately, develop new opportunities to prevent these losses and sell more of the products they grow.

While WWF’s work to holistically address food loss may begin at the source, its efforts continue down the entire supply chain—from food manufacturers to retailers all the way to the minds and mouths of consumers. And what better place to start than by teaching our youngest consumers about this global issue and how they can help? WWF’s Food Waste Warriors program provides K–12 schools with grants, toolkits, and lesson plans that inform, engage, and inspire students to take action to tackle food waste. The program is already transforming classrooms, cafeterias, and mindsets in more than 600 schools nationwide.

14.5%

reduction in food waste
at participating schools

Connecting Kids to Conservation at School

“I WAS SEEING SO much food thrown away every day,” recalls Melissa Miskovsky, a fifth-grade teacher at Citrus Elementary School in Orlando, Florida. “When I saw this opportunity, I thought, ‘Here’s a great way to fix this problem.’” Miskovsky is talking about WWF’s Food Waste Warriors (FWW) program, which is aimed at reducing food waste and insecurity in US schools—collectively, one of the largest food-serving institutions in the country. With support from VoLo Foundation and others, the program provides age-appropriate educational resources to help faculty and students assess their school’s food waste, understand its environmental impacts, and create solutions to address it.

Across the US, school cafeterias waste more than 1 billion pounds of food every year—a startling statistic, particularly when paired with the fact that one in every five children in the country don’t have enough food to eat. In Florida, FWW audits revealed that roughly 60% of waste could be shared with students in need and the remaining waste could be sustainably utilized through composting.

As the eighth-largest school district in the country, Orange County Public Schools (OCPS) showcases the possible impact of FWW: Alongside a district-funded project to recover and keep food out of landfills, OCPS has diverted more than 263,000 pounds of uneaten food so it could be turned into compost. One of the partner schools, Citrus Elementary, has already converted more than 16,000 pounds since joining FWW in August 2024.

Florida represents just one piece of the program’s success across 31 participating states. Yet, to accomplish long-term impact, more must be done. And the more than 100,000 schools across the nation represent an abundant opportunity.

“All schools should do this because it has a big impact on living things, the world, and our Earth. We only have one Earth, so we have to do everything to help it as much as possible, so it doesn’t go rotten and bad.”

Aurora Guerrero
Fifth grader at Citrus
Elementary School



United States





FY25 Insights: Progress Toward a More Sustainable Planet

Tigers in Thailand Thailand released a new national wild tiger population estimate of 179–223 individuals, making it the first country in Southeast Asia to increase wild tiger numbers, thanks to decades of conservation efforts with WWF, partners, and local communities.

Kelping Hand To facilitate knowledge exchange about seaweed farming best practices, WWF brought 29 participants—from Indigenous experts and farmers to policymakers—to meet and learn from peers in Maine, New Zealand, and South Korea.

Building Resilience Together, the Green Climate Fund, the Coca-Cola Foundation, and WWF, in partnership with the Government of Pakistan, launched its largest investment in nature-based solutions for climate adaptation—Recharge Pakistan. The project will tackle flooding and build climate resilience in the country's most vulnerable communities.

Expanding Education WWF's Wild Classroom program reached more than 2 million educators and students this fiscal year, with programs including the 2024 *Living Planet Report* teaching guide, a virtual Great Plains field trip, and an interactive conservation cootie catcher.

Coffee Conservation Starbucks and WWF have protected and restored nearly 467 acres across two critical coffee-growing landscapes in Colombia and Guatemala through community-led conservation and agroforestry, improving water quality and climate resilience while demonstrating the power of partnerships to drive scalable, nature-based solutions.

Gorilla Gains In May 2025, the International Gorilla Conservation Programme—led by WWF and partners—began a new census of endangered mountain gorillas in Uganda's Bwindi-Sarambwe landscape, gathering vital data on population size, health and group dynamics, and illegal hunting activities.

Making a Splash Arctic Watch—a collaborative initiative to build a sea traffic management system that will make marine shipping safer for vessels, coastal communities, and wildlife—is off to a strong start in Alaska's Bering Strait as ships begin to enroll in the program.

Progress Against Pandemics After years of negotiations and thanks in part to advocacy by WWF, the World Health Organization adopted the Pandemic Agreement, which has provisions to address nature-based drivers of disease such as deforestation, habitat loss, and wildlife consumption.

Rhino Rangers Nepal's fight against rhino poaching has achieved nine zero-poaching periods since 2011, recently marking 565 days without a case. The country's newly rolled out Ranger Code of Conduct reinforces this success and guides rangers in ethical and effective field practices.

 In October 2025, WWF's Sustainable Ranching Initiative—a grasslands conservation partnership with ranchers throughout the Northern Great Plains—reached a milestone: **improving management and protection of 1.3 million acres in one of the world's last remaining grassland habitats.** The achievement stemmed from the Ranch Systems and Viability Planning (RSVP) network—a program that has helped 121 private ranchers improve sustainable management of their land and restore 45,000 acres of native prairie and 500 acres of wetlands across Montana, South Dakota, Nebraska, and Wyoming.





Return of the Herd WWF helped Thunder Valley Community Development Corporation, a Lakota-led nonprofit, secure the lease on 39,904 acres of grasslands on the Pine Ridge Reservation, which is preparing for a highly anticipated bison release in late 2026.

What Nature Provides In January 2025, WWF scientists Nathan Bennett, Becky Chaplin-Kramer, and Robin Naidoo published a study called *Wildlife's Contributions to People* that establishes a scientific foundation for documenting the essential services wildlife provides for human life.

Critical Minerals WWF published a report examining the impact of mineral mining—needed to support the renewable energy transition—in key biodiversity areas while offering policymakers and industry leaders practical solutions to navigate protecting nature while building a clean-energy future.

Bridging the Gap Following a 2023 survey that found conservation efforts for red pandas focused primarily on protected areas and not where research showed many actually live, WWF Bhutan launched a project in 2024 to focus on priority panda habitats in vulnerable zones.

Strawberry Savings Using WWF's Global Farm Loss Tool, yogurt company Chobani determined that a 1.2- million-pound purchase of "imperfect" strawberries—produce that otherwise would have gone to waste—created a new market that will allow farmers to adopt environmentally friendly harvesting models.

Recycling Progress In May 2025, Maryland and Washington enacted "extended producer responsibility" policies, shifting the financial burden of plastic waste and recycling from consumers to producers. More than 500 WWF supporters in Washington advocated for the state's Recycling Reform Act.

Shark Sanctuary In Fiji, WWF leveraged Warner Bros. Discovery funding to support the Qoliqoli Cokovata Management Committee in managing a 66,718-acre community shark sanctuary, protecting IUCN-listed species like hammerhead sharks and bottlenose wedge fish, both critically endangered.

Tree Trade Nearly two decades ago, the US adopted the world's first national ban on the trade of illegally sourced wood. As of 2025, thanks in part to WWF's continued advocacy, around 70% of all US wood imports must have documentation that helps investigators fight the illegal trade.

Saving Black-Footed Ferrets After an outbreak of sylvatic plague threatened the largest population of wild black-footed ferrets and their prairie dog prey, WWF and partners sprang into action, protecting 15,556 acres of prairie dogs and the black-footed ferret population from disease.

Tech for Wildlife WWF deployed a first-of-its-kind X-ray autodetection system in airports throughout Southern Africa, leveraging artificial intelligence to revolutionize wildlife trafficking detection.

Group Dynamics Following the deaths of three resident silverbacks in Dzanga-Sangha's western lowland gorilla-viewing program in the Central African Republic, park staff—supported in part through funding from the Sacharuna Foundation—quickly habituated a new group, ensuring continued ecotourism opportunities for surrounding communities.

Over the past year, WWF helped communities across the Southwest Indian Ocean ensure holistic, long-lasting, and locally led conservation of their marine resources. **In Madagascar, fishing associations are using communal savings to fund local patrols, report violations, and steward their shared coast.** In Mozambique, utilizing training and resources from WWF, various community resource management groups banded together to create a coordination network and establish community-run mangrove nurseries.





Supporting US Wildlife To protect the Endangered Species Act, WWF participated in a Capitol Hill fly-in, which brought 43 constituents from 17 states to discuss the law with their congressional representatives.

A New Home Last September, two tigers—Bodhana and Kuma—moved into Kazakhstan’s Ile-Balkhash Nature Reserve, initiating a WWF-supported project to restore the country’s wild tiger population, which has been absent for over 70 years.

Partners in Finance At the 2024 United Nations Biodiversity Conference, WWF, along with five global environmental organizations, launched the Debt for Nature Coalition, a groundbreaking collaboration to unlock pathways to garner climate and nature funding for low-income countries.

Turtles Return Thanks to the WWF/NOAA leatherback sea turtle conservation program, zero eggs have been poached on the nesting beaches of Buru Island in Indonesia in two years—a 63% improvement from 2017, when the program began.

Rethinking Food In September 2024, WWF launched Codex Planetarius, a concept designed to boost the sustainability of global food production. The proposal outlines baseline environmental performance standards and regulatory guidelines for globally traded food that minimize negative environmental impacts.

Forest and Agriculture Advances Capturing a critical moment in corporate climate leadership, WWF released the First 100+ FLAG Targets report, which highlights how over 140 companies, spanning various geographies and sectors, are setting and delivering on targets to reduce their forestry, agriculture, and other land-use emissions.

Connecting Nature Investors Inspired by the Heritage Colombia Project Finance for Permanence initiative, WWF launched the data-driven HECO Invest platform to connect impact investors with projects that conserve nature, strengthen communities, and promote a regenerative and inclusive economy.

Arctic Community Wildlife Grants WWF’s US Arctic program launched a grants initiative in October 2024 to support Alaska Native-led stewardship and conservation research, awarding three grants—for walrus, shorebird, and salmon projects—to date.

Infrastructure Innovations At the 2024 United Nations Convention on Biological Diversity COP, WWF successfully advocated for recognition of infrastructure as a critical sector in the Kunming-Montreal Global Biodiversity Framework. Nearly 170 countries must now prioritize making infrastructure more sustainable.

Saving Seafood In 2025, the Global Environment Facility approved \$8 million through UNEP GEF Agency to promote electronic catch documentation and traceability systems in Chile, Ecuador, and Peru, where WWF is working with local groups to improve sustainability and traceability for at least 220,000 tons of seafood.

Bountiful Congo Basin A new WWF report highlights that 742 new species of wildlife have been identified in the Congo Basin in the past decade, illustrating the remarkable biodiversity and urgent conservation needs of one of the world’s most vital ecosystems.



In FY25, to protect and restore the Rio Grande River, WWF conducted environmental flow assessments and co-led local water management working groups. We also supported restoration projects to secure community water access and revive beaver, cutthroat trout, and silvery minnow populations. In New Mexico, WWF surveyed farmers to better understand agricultural water use and promote water-resilient farming practices. Collectively, these projects will restore 160 acres of riparian habitats and wetlands and 65 miles of the river while supporting biodiversity across the basin.



“WWF has worked for more than 60 years across continents and cultures, through times of crisis and opportunity, to protect the natural world upon which all life depends. And we believe that today, that mission is more urgent than ever.”

NOTED AMERICAN NOVELIST, cultural critic, and farmer Wendell Berry wrote, “No settled family or community has ever called its home place an ‘environment.’ ... The real names of the environment are the names of rivers and river valleys; creeks, ridges, and mountains; ... lakes, woodlands ... creatures, and people.”

As Berry rightfully noted, the abstract-sounding notion of “the environment” means less to people than what they know intimately and consider their own—their local rivers and streams and mountains, their plants and animals. Their nature.

Especially in this hectic, overconnected moment in which we live, we know that time in nature is highly valued and more essential than ever.

WWF recently conducted a survey that found over 92% of Americans believe being outdoors is important. People also see nature as essential to health, well-being, and enjoyment. Beyond a personal connection, 73% see nature as a defining part of American life and identity—and this connection transcends age, gender, region, and politics.

Something we know for sure at WWF is that nature not only surrounds us—it sustains us. Close your eyes and touch the closest item within your reach. Is it a blanket, an apple, a pen? Nature had a hand in all of it.

We also know people are worried about nature. Our survey revealed that 84% of Americans are concerned about threats to nature and believe those threats should be treated with the same urgency as social or economic issues.

We couldn’t agree more. That is why WWF has worked for more than 60 years across continents and cultures, through times of crisis and opportunity, to protect the natural world upon which all life depends. And we believe that today, that mission is more urgent than ever.

WWF-US is part of a network of more than 100 WWF organizations around the world, and together we are aligning our efforts through a global roadmap that sets our collective sights on reversing nature loss and building a more resilient world. We are each bringing our unique strengths—for WWF-US, this means mobilizing finance for conservation, expanding and defending conservation areas, and more—to help solve some of the most pressing problems of our time, and to take care of nature, just as nature has always taken care of us.

In the pages of this report, you’ll find stories and pictures that bring to life some of the most meaningful achievements from our work over the past year. We hope you’re inspired—to get outside more, to cherish your patch of nature, and to do what you can to protect this planet we all call home. We know we couldn’t do our work without your support, and we are endlessly grateful for your dedication to conservation, and to WWF. Thank you.



Carter Roberts
President & CEO
WWF-US



Yolanda Kakabadse
Co-chair
WWF-US Board of Directors



Sanjeev Mehra
Co-chair
WWF-US Board of Directors



Leadership

Executive Team

Carter Roberts
President & CEO

Nik Sekhran
Chief Conservation Officer

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Terry Macko
Senior Vice President
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LAC Secretariat

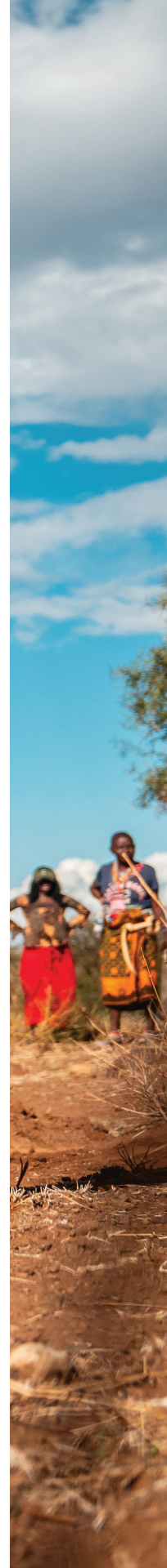
Julie Miller
Executive Vice President
Philanthropic Partnerships
and Board Relations

Jamie Williams
Senior Vice President
Durable Conservation
and Finance



Members of Kenya's Maasai Lemong'o women's group spread seeds over an earth bund, a nature-based solution that retains water and nutrients, reduces soil erosion, and prevents degradation of the land.

As of June 30, 2025



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As of June 30, 2025

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Conner Youngblood
Nashville, TN

Sharon Youngblood
Dallas, TX

In Memoriam

Pamela Isdell

As of June 30, 2025

Statement of Activities

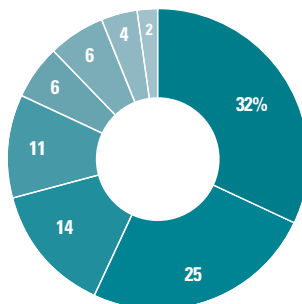
In FY25, WWF made significant strides toward building a sustainable future where people and nature thrive. With your support, we achieved key milestones that strengthen the resilience of our shared planet. Our efforts were recognized with Charity Navigator's highest rating—four stars—which reflects our commitment to impact, transparency, and accountability.

Despite a challenging funding environment, WWF maintained strong financial health and continued to deliver meaningful programmatic outcomes. This year, we secured exceptional support, including major commitments from the Global Environment Facility, which provided large investments in, among others, initiatives in the Peruvian Amazon and to safeguard wildlife corridors in Mexico; a transformative gift for the Great Plains; and robust unrestricted contributions from multiple individual donors.

Over the fiscal year, WWF invested \$395 million in program spending, including a record \$258 million dedicated to conservation programs and policy, a 3% increase over FY24. Overall, net assets rose to \$645 million, strengthening our capacity to scale conservation initiatives and confront the planet's urgent environmental challenges.

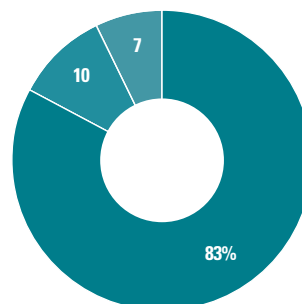
We are deeply grateful for your partnership. Your continued support enables us to expand our impact and advance our mission to secure a healthy future for both people and nature.

FY25 Operating Revenues



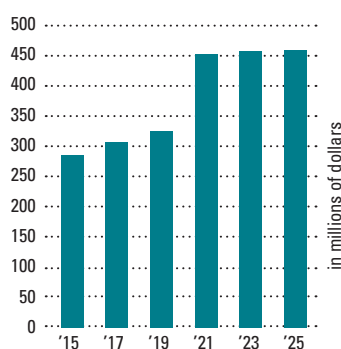
Individuals	\$144,371,652	32%
Contributed nonfinancial assets and other revenues	113,183,877	25%
Government grants	65,524,536	14%
Allocation of endowment earnings and quasi-endowment funds to operations	52,416,647	11%
Corporations	26,746,959	6%
Foundations	26,441,340	6%
WWF Network revenues	20,804,991	4%
Other contributions	7,612,974	2%

FY25 Total Expenses



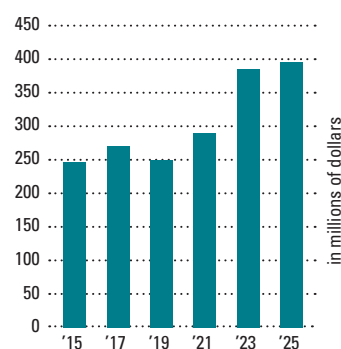
Program expenses	\$394,595,868	83%
Fundraising	45,130,200	10%
Finance and administration	33,130,518	7%

Operating Revenue Growth



2015	284,737,206
2017	306,972,997
2019	324,821,369
2021	451,348,297
2023	456,510,003
2025	457,102,976

Program Spending Growth



2015	246,863,856
2017	270,757,409
2019	249,391,979
2021	289,203,979
2023	384,784,239
2025	394,595,868

Current Year Operating Revenues and Expenses

Revenues	2025 Total	2024 Total
Contributions and pledges	\$205,172,925	\$210,812,117
Government grants and contracts	65,524,536	70,160,959
WWF Network revenues	20,804,991	24,525,719
Contributed nonfinancial assets and other revenues	113,183,877	122,819,800
Allocation of endowment earnings and quasi-endowment funds to operations	52,416,647	56,785,458
TOTAL REVENUES	457,102,976	485,104,053
Expenses		
Program expenses		
Conservation field and policy programs	257,590,158	249,147,960
Public education	137,005,710	152,378,126
Total program expenses	394,595,868	401,526,086
Supporting services expenses		
Finance and administration	33,130,518	32,117,578
Fundraising	45,130,200	43,232,076
Total supporting services expenses	78,260,718	75,349,654
TOTAL EXPENSES	472,856,586	476,875,740
Current year operating revenues over operating expenses	(15,753,610)	8,228,313

Nonoperating Activities

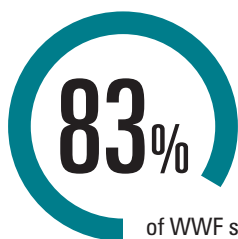
Nonoperating activities	2025 Total	2024 Total
Bequests, endowments, and split income gifts	49,486,025	49,726,444
Income from long-term investments	38,021,479	32,182,704
Gain from foreign currency	3,405,279	357,040
Allocation of endowment earnings and quasi-endowment funds to operations	(52,416,646)	(56,785,458)
Loss from restricted pledges and contributions receivable	(21,824,754)	(12,379,627)
TOTAL NONOPERATING ACTIVITIES	16,671,381	13,101,103
Increase in net assets	917,771	21,329,416
Net assets at beginning of year	644,408,399	623,078,983
Net assets at end of year	645,326,170	644,408,399

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 **800-960-0993** or **worldwildlife.org/waystogive**

Outright Gifts

- Become a Partner in Conservation or a Leadership Partner
[wwf.help/partners](https://www.worldwildlife.org/help/partners)
- Become a monthly supporter
[wwf.help/monthly](https://www.worldwildlife.org/help/monthly)
- Make a charitable gift of stocks, bonds, or mutual funds
[wwf.help/stock](https://www.worldwildlife.org/help/stock)
- Give through your donor-advised fund
[wwf.help/DAF](https://www.worldwildlife.org/help/DAF)
- Make a qualified tax-free charitable distribution through your individual retirement account (IRA)
[wwf.help/IRA](https://www.worldwildlife.org/help/IRA)
- Make a gift of real estate
[wwf.planmylegacy.org](https://www.worldwildlife.org/help/planmylegacy.org)
- Make a symbolic animal adoption or donate via our Online Gift Center and select a WWF-themed thank-you gift
[wwf.help/gifts](https://www.worldwildlife.org/help/gifts)
- Honor a loved one with a tribute gift
[wwf.help/tributegift](https://www.worldwildlife.org/help/tributegift)



of WWF spending is directed to worldwide conservation

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
[wwf.planmylegacy.org](https://www.worldwildlife.org/help/planmylegacy.org)

Estate Gifts

- Remember WWF in your will or living trust, or leave a portion of your life insurance or retirement plan assets to WWF
[wwf.planmylegacy.org](https://www.worldwildlife.org/help/planmylegacy.org)
- 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."
Tax ID: 52-1693387

Workplace Giving

Workplace giving is a cost-efficient way to support WWF's mission. Payroll deductions made throughout the year can have a significant positive impact. Ask whether 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/sustainabilitycenter
- EarthShare
visit earthshare.org or call 800-875-3863
- Combined Federal Campaign for federal employees
cfcgiving.opm.gov/offerings;
WWF's designation number is 12072
- State government employees can look for WWF in their vetted Charity List



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