



WWF International  
Rue Mauverney 28  
1196 Gland, Switzerland

Contact: Carol Monoyios  
Executive Director, Fundraising  
Email: cmonoyios@wwfint.org

Tel: +41 22 364 9227  
Fax: +41 22 364 0332  
www.panda.org



**YOUR COMMITMENT INSPIRES US  
YOUR SUPPORT EMPOWERS US**

## A SPECIAL HOLIDAY APPEAL TO OUR MAJOR SUPPORTERS

**Dear Partner,**

As 2017 comes to a close, I would like to express my heartfelt appreciation for your generous past support of WWF. **You, and all of our committed partners and supporters, play a vital role in our work**—from rebuilding wildlife populations, to launching emergency conservation campaigns, to establishing new protected areas—and so much more.

The past year saw **some encouraging results in our race to reverse the loss of nature and protect vulnerable species, landscapes and communities**. Some highlights include:

- WWF is working with the Republic of Kazakhstan to **bring wild tigers back**—70 years after going extinct there.
- Our campaign to protect the Belize Barrier Reef resulted in a **permanent moratorium on oil drilling in the reef**.
- The historic ivory ban enacted by the Chinese government in 2016 has led to **a steady decline in the price of ivory and a crackdown on illegal ivory markets**.
- WWF helped construct an 8-kilometre pipeline in a Massai community in Kenya, **supplying more than 3,000 people and their livestock with clean water**.
- After the disappointing withdrawal by the U.S. government from the Paris Agreement, **thousands of industry leaders, mayors and governors pledged to honour Paris climate commitments** and implement climate action.

These achievements—along with the commitment of environmental philanthropists like you—give us hope for the future. **But our planet still continues to face enormous threats and destructive trends:**

- Some **populations of endangered species continue to decline**, including the vaquita porpoise—the world's most endangered marine mammal—with a remaining population of only 30 individuals.
- The world's rate of **carbon emissions is rising again** after staying steady for three years.<sup>1</sup>
- We've lost **1.3 million km<sup>2</sup> of forests since 1990**—an area larger than South Africa.<sup>2</sup>
- An **enormous amount of plastic is being dumped in our oceans** with estimates of 46,000 pieces per square mile.<sup>3</sup>
- Clean, fresh water is essential for a healthy human life, but **1.1 billion people lack access to water**.<sup>4</sup>
- Today, 7.3 billion **people consume 1.6 times what the earth's natural resources can supply**. By 2050, the world's population will reach 9 billion and the demand for food will double.<sup>5</sup>

As the pressures on our planet mount, we are in urgent need of funds to continue our work to restore the balance between people and nature. **This holiday season, we are asking our major supporters to consider making a significant gift to support our global conservation efforts**. Your gift would offer WWF immediate resources to be directed to the most urgent needs and current opportunities around the world.

Please use the enclosed pledge form to make a major gift to WWF today. Together we can change the trajectory of the threats to nature, and help ensure nature's ability to provide—for the sake of every living thing.

My warmest holiday wishes,

Carol Monoyios  
Executive Director, Fundraising

<sup>1</sup> Global Carbon Budget Report; <sup>2</sup> World Bank development indicators; <sup>3</sup> United Nations Environment Programme; <sup>4</sup> World Health Organisation; <sup>5</sup> WWF Living Planet Report.

# 2017 Holiday Appeal

## Major Supporter Pledge Form

WWF's work is focused around six ambitious goals with people at the centre—wildlife, oceans, freshwater, forests, food and climate & energy. Working together with over 5 million supporters, WWF's partners, projects and experts are making a difference in creating a healthy future for our planet. **Will you join us as a partner in conservation?**

### Our Global Goals for Oceans, Wildlife, Forests, Freshwater, Food and Climate & Energy

Protect & restore 30% lands & seas	Eliminate IWT <sup>1</sup> & reduce over-exploitation	Double sustainable fisheries	Halt de-forestation at key fronts	Keep most important rivers flowing	Halve the impacts of food system	Reduce GHG <sup>2</sup> emissions by 40%
------------------------------------	---	------------------------------	-----------------------------------	------------------------------------	----------------------------------	--

### Pledge Information

-   I would like to commit **US\$1,000** for WWF's global efforts to protect our planet.
-   I would like to commit **US\$5,000** for WWF's global efforts to protect our planet.
-   I would like to commit **US\$10,000** for WWF's global efforts to protect our planet.
-   I would like to commit **US\$15,000** for WWF's global efforts to protect our planet.
-   I would like to commit **US\$20,000** for WWF's global efforts to protect our planet.
-   I would like to commit ..... (please specify) for WWF's global efforts to protect our planet.

### Donor Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email Address: \_\_\_\_\_

### Payment Method

- Cheque       Bank Transfer       Other (please specify)

### Acknowledgement Information

Please indicate what name to use: \_\_\_\_\_

I (we) wish to have our gift remain anonymous

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please make cheques or bank transfers payable to:**  
WWF International, Rue Mauverney 28, 1196 Gland, Switzerland

**Bank accounts:**  
UBS Lausanne, Case Postale 3991, 1002 Lausanne  
Swift code: UBSW CH ZH 80A – Clearing 243  
IBAN N° CH83 0024 3243 4921 65FBH (in **USD**)  
CH66 0024 3243 4921 6501R (in **CHF**)

WWF International is a registered non-profit under Swiss Law Registre du Commerce N° L996/00/700. We use 15% of designated funding for indirect cost supporting our program including a.o. audits, monitoring and evaluation and general office support. Please ask for our general donor and gift policies.

*Please return this form to:*  
*Monika Kull at WWF International,*  
*Rue Mauverney 28, 1196 Gland, Switzerland,*  
*or by e-mail at [mkull@wwfint.org](mailto:mkull@wwfint.org),*  
*or fax +41 22 364 0332. Thank you!*

<sup>1</sup> IWT: Illegal Wildlife Trade; <sup>2</sup> GHG: Greenhouse Gas