

WWF-US 2017 ANNUAL REPORT





## GREAT EXPECTATIONS

I recently read the 10-year conservation strategy plan from WWF's program office in Mexico and was blown away.

I was reminded of the power of local voices, the central importance of place, and the fact that one of WWF's most valuable assets is the authenticity of our local programs around the world. For my Mexican colleagues, the center of gravity in their work is the role of nature in helping people lift their families out of poverty.

Although just 3% of Mexico's population lives below the strictly defined international poverty line—earning less than \$1.90 per day, according to the World Bank—42% live with at least some degree of poverty, and lack access to adequate water, food, shelter, and education. The Mexican agrarian practice of designating *ejidos*—swaths of communal land, within which citizens individually farm specific parcels—was conceived as a response to the peasant landlessness that contributed to the outbreak of the Mexican Revolution. But a combination of factors, including small parcel size, corruption, and low yield, means that most *ejidatarios* cannot make a living that sustains their family.

I usually write about the global issues we face, but reading WWF-Mexico's strategy document inspired me to think more deeply about the role of nature in the American experience, and to consider the part the United States plays in solving the greatest environmental problems of

our day. In both cases, the role of our country and the fate of the world are inextricably bound up with each other.

### Diversity of Nature

From Native communities, to farmers and fishers, to cowboys and early industrialists, our histories have emerged from the lands and waters that surround us. Nature is embedded, indelibly, in the lives of Americans.

Native American cultures rest on a reverence for nature that is the stuff of legend, immortalized in the totem poles of the Pacific Northwest, the creation stories of the Oglala Sioux, and a speech delivered by Chief Seattle of the Squamish tribe in 1854: *"Every part of this country is sacred to my people."* The sweeping landscapes painted by Bierstadt and Moran; the iconic Yosemite Valley images of Ansel Adams; and the words of John Muir, Henry David Thoreau, Rachel Carson, and Aldo Leopold all convey the majesty of nature and its power to change our lives.

The United States established the world's first national park and some of the world's strongest environmental legislation to support clean water, clean air, and endangered species. Yellowstone and Yosemite, the volcanos of Hawaii, and the pulsing currents of the Hudson are our versions of Europe's cathedrals. They reveal truths about our history as a country and what we choose to value, and they are the places and sounds that connect us all to something greater than ourselves.



President & Chief Executive Officer  
Carter Roberts

## I know our country will continue playing a leadership role in the protection of the global environment—helping other countries secure their natural resources has enormous relevance in the US.

### Diversity of People

Drawn by a sense of possibility, people from all over the world have come to the United States for more than two centuries to learn, seek jobs, and re-create their lives.

Our famous melting-pot society brings its own tensions—but also contributes to a stew of innovation that has made a measurable difference in the world.

- **Education.** The US is home to more colleges and universities than any country except India. The first college in the world chartered to grant degrees to women—Wesleyan College in Macon, Georgia—was founded in 1836. International students account for more than 5% of higher-education enrollment.
- **Commerce.** Our economy remains among the strongest in the world. Of the 500 largest companies in the world, 46% are based in the US.
- **Innovation.** US inventors account for more than half of the worldwide patents generated in the last 40 years. Of the 50 innovations that “have done the most to shape the nature of modern life,” according to *The Atlantic* magazine, 34% are American in origin. They include electricity, the internet, the telegraph, anesthesia, and the combine harvester.

But as many are quick to point out, the outsized American imprint on the world is not all positive. The US uses one-third of the world’s paper and a quarter of the world’s oil, although we represent less than 5% of the global population. By the measure of WWF’s *Living Planet Report* we consume, per capita, 10 times the global average. The dissemination of our culture of consumerism does not bode well for the planet. And as we are increasingly aware, extraordinary economic growth has been accompanied by growing income inequality, contributing to disruptions in our political system at home.

And so, our work rests on navigating these two facets of our national footprint: Bringing our best talents to the world, and setting a stronger example in driving sustainable living in the United States.

Our current president stunned the world last June by signaling his intention to withdraw from the Paris Agreement. Our response was to lean hard into the diversity of our country. We got busy working with others to make sure the world knows that America’s tradition of problem-solving remains very much intact. We know our country is much more than the actions of any single individual, even when that individual occupies the White House.

We listened closely to our partners and supporters, who voiced their ongoing commitment to the Paris Agreement. And we responded by working with Mayor Bloomberg, Ceres, Climate Nexus, and others to give them a platform to make their voices heard: We Are Still In, an impressive and powerful coalition declaring its continued support of climate action to deliver on the Paris Agreement.

Members of the We Are Still In coalition include

- 2,500 governors, mayors, businesses, universities, Native American tribes, and faith communities—representing 130 million Americans and a combined \$6.2 trillion in GDP (1/3 of the US economy)
- 1,780+ businesses and investors, including 35 Fortune 500 companies, representing 4.8 million US employees and \$2.3 trillion in total annual revenue

The We Are Still In coalition represents what WWF does best: respond to global challenges and drive practical solutions to the same; build and catalyze partnerships that create momentum; and help tip the world toward sustainability.

You see that approach in our work on the largest tropical forest conservation program in history, ARPA for Life. We helped create and finance parks—128 million



Bringing our best talents to the world: A FLIR camera system adapted by WWF's Wildlife Crime Technology Project has increased the success of anti-poaching patrols in Kenya's Mara Conservancy.

acres in the Brazilian Amazon—and are now defending some of those parks against attempts to open them up to agriculture and mining.

Consider the collaboration between the US and Canada to protect large swaths of the Arctic from oil and gas drilling, or our engagement with the US and China on ending the ivory trade, which established a spirit of cooperation between the two countries that carried over to their support for the landmark Paris Agreement on climate change. Think about our approach in Project Gigaton, a partnership with the

world's largest company, Walmart, and hundreds of its suppliers to remove one gigaton of greenhouse gases from the company's supply chain by 2020.

No matter which way the political winds blow, I know our country will continue playing a leadership role in the protection of the global environment—because we know that helping other countries secure their natural resources has enormous relevance in the US. And we know that we must work harder to set a sustainable example here at home.

All of this requires us to imagine inventions, policies, businesses, and lifestyles that are not just good for the bottom line, but also good for the planet—the only one we have; our home. Today, more than ever, the world expects no less.

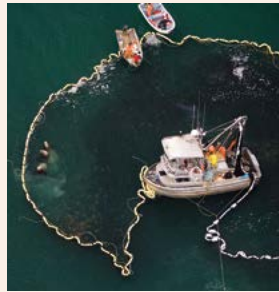
**Carter Roberts**  
President & CEO

## 2016 HIGHLIGHTS



### Enforcing land rights for Congo women

**July 26** | In June 2016, WWF helped organize a national workshop in the Democratic Republic of the Congo to address the need to enforce a variety of women's land rights. The next month, the DRC's minister of the environment issued an official note urging the government to enforce women's right to play decision-making roles at all levels of community forestry concessions.



### New technology tackles illegal fishing

**August 3** | Detect IT: Fish, a web-based tool that detects illegal trade of fisheries products by identifying discrepancies between countries' reported trade data, was a winner of the Hewlett Packard Enterprise Living Progress Challenge. A collaboration between WWF and TRAFFIC, the tool automatically collects and analyzes data, doing in seconds what used to take weeks or months.



### Game teaches resource management

**August 25** | WWF rolled out *Get the Grade*, a role-playing game that allows players to experience the complexities and opportunities of working together on a "report card" of river-basin health. The game, which has been translated into six languages, is helping WWF freshwater teams engage stakeholders in basins around the world.



### Midwest Row Crop Collaborative launches

**August 31** | A coalition of food, agriculture, and conservation organizations, including WWF, launched an effort to help farmers in Illinois, Iowa, and Nebraska adopt sustainable and efficient practices. The objective of the coalition is to reduce nutrient pollution 20% by 2025 and 45% by 2035, while encouraging practices that improve soil health.



### IUCN announces a victory for giant pandas

**September 4** | The IUCN—the International Union for Conservation of Nature—downgraded the status of giant pandas from "endangered" to "vulnerable" on the global list of species at risk of extinction. Since 2006, the giant panda population has grown nearly 17%. Still, there are only 1,864 in the wild, and WWF is working to address ongoing threats to their habitat.



### Ocean conservation innovation accelerates

**September 16** | WWF and tech innovator Conservation X Labs launched Oceans X Labs (OXL), the world's first incubator and accelerator designed to develop scalable innovations for ocean conservation. OXL is supporting participants in the Blue Economy Challenge, a competition led by the Australian government and other partners to encourage innovation in sustainable aquaculture.



### WWF releases analysis of grasslands loss

**September 20** | WWF released the first edition of the *Plowprint Report*, a publication that will track annual grassland conversion to cropland across the Great Plains. WWF is dedicated to achieving no net loss of grasslands and has focused its efforts on conserving the Northern Great Plains, a 180 million-acre region that remains largely intact.



### UN's civil aviation body caps emissions

**October 10** | Following active engagement from WWF, the United Nations' civil aviation body agreed to cap carbon pollution from international aviation, and at least 65 countries have signed on. Aviation represents the fastest-growing source of greenhouse gas emissions driving climate change, and this agreement will address more than three-fourths of expected emissions growth between 2021 and 2035.



### Nations agree to protect Antarctic sea

**October 28** | Twenty-four countries and the European Union agreed to protect nearly a million square miles of Antarctica's Ross Sea for 35 years, establishing 70% of it as a fully protected marine reserve and the rest as research zones. The agreement is the world's largest ocean protection plan in history.



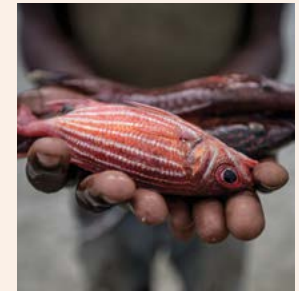
### New tech catches poachers in Kenya

**November 21** | In its first nine months of use, WWF's new antipoaching technology made possible the arrest of more than 100 poachers in Kenya's Maasai Mara National Reserve, and two more in an undisclosed national park. The thermal imaging infrared cameras (made by FLIR) and human detection software allow rangers to spot illegal activity around the clock.



### Scientists discover 163 new Mekong species

**December 19** | WWF released a report documenting the collective work of hundreds of scientists who discovered three mammals, nine amphibians, 11 fish, 14 reptiles, and 126 plants in the Mekong River region of Cambodia, Laos, Myanmar, Thailand, and Vietnam. WWF has recorded 2,409 new species in the region since 1997.



### CARE-WWF Alliance sees success in Mozambique

**December 31** | Since 2010, the CARE-WWF Alliance has established farmer field schools in Primeiras e Segundas, Mozambique. By the end of 2016, what farmers had learned about climate-resilient agriculture techniques had helped them double staple crop yields. In addition, Alliance support of community-managed no-fishing zones had led to 70% of fishermen reporting improved catches.

## 2017 HIGHLIGHTS



### Russia protects Amur tiger habitat

**January 10** | The Russian Federal Forestry Agency cancelled new amendments to timber cutting regulations that would have put 80% of old-growth Korean pine forests at risk. WWF-Russia and Greenpeace urged the Russian government to protect these forests, which are essential habitat for Amur tigers.



### WWF collaborates on Global Mangrove Alliance

**February 3** | WWF joined with Conservation International, the International Union for Conservation of Nature, and The Nature Conservancy to form the Global Mangrove Alliance, with the goal of increasing the global area of mangrove habitat by 20% by 2030. The alliance focuses on biodiversity, climate adaptation and mitigation, food security, and human well-being.



### McDonald's commits to better beef

**February 27** | McDonald's committed to source only deforestation-free beef by 2020 in at-risk regions, including the Amazon and other valuable ecosystems across Latin America—a goal WWF helped set. While deforestation has slowed across parts of the Amazon, it remains the world's biggest deforestation front, largely driven by beef production.



### Supporters raise \$250,000 for bison

**Early March** | WWF supporters raised more than \$250,000 to extend bison habitat in Badlands National Park from 57,640 acres to 80,193 acres. The expansion will allow the park to achieve and sustain a herd of more than 1,000 bison. WWF's objective is to sustain five herds of this size in the Northern Great Plains by 2025.



### Activists converge on Capitol Hill

**March 14** | Nearly 80 WWF activists from across the country met with their representatives on Capitol Hill in more than 60 face-to-face meetings. They discussed topics including international conservation funding and renewable energy—and asked both Republicans and Democrats to make the environment a priority in the coming years.



### River dolphin numbers rise in Pakistan

**April 13** | WWF-Pakistan completed the fourth census of the Indus River dolphin as part of a project funded by the International Whaling Commission and the Marine Conservation Action Fund. Initial figures indicate that there are now at least 1,800–1,900 animals in the three most populated sections of the river—almost a 100% increase since the first comprehensive count back in 2001.





### Walmart launches Project Gigaton

**April 19** | WWF helped design and launch Walmart's Project Gigaton, an initiative which aims to catalyze greenhouse gas emissions reductions in global supply chains by creating momentum around energy, agriculture, waste, packaging, deforestation, and product use. If successful, Walmart and its suppliers will prevent one gigaton (1 billion tons) of emissions by 2030.



### People's Climate Mobilization

**April 29** | More than 1,000 WWF activists—as well as WWF Board and National Council members—joined 200,000 marchers in the Washington, DC, People's Climate March. WWF Panda Ambassadors and staff held sister marches across the country. WWF also encouraged advocates to call elected officials, write letters to the editor, and sign petitions prioritizing climate action.



### GM commits to rubber sustainability policy

**May 15** | General Motors became the first automaker to commit to developing a policy to use tires made from sustainable natural rubber. Unsustainable production of natural rubber is rapidly becoming the leading cause of deforestation in mainland Southeast Asia; 75% of natural rubber goes into making tires for planes, buses, cars, and trucks.



### More responsible paper products reach US shelves

**June 12** | WWF teamed up with consumer product company Kimberly-Clark for a three-year Forest Stewardship Council (FSC) awareness campaign. Kimberly-Clark will display the WWF logo alongside the FSC logo on FSC-certified paper products—including paper towels and facial tissues—and will donate \$4 million to WWF's work to conserve forests.



### WWF book links water and foreign security

**June 27** | WWF released *Water, Security and U.S. Foreign Policy*, a new book exploring how water scarcity affects US national security and prosperity, and how the US can respond effectively. US interests are under rising pressure as a result of the economic and social impacts brought on by water scarcity, extreme weather events, and ecological changes in key geographies around the world.



### Mexico bans gillnets to help the vaquita

**June 30** | The government of Mexico implemented a permanent ban on gillnets in vaquita habitat—and committed to helping local communities resume legal, sustainable fishing activities. Fewer than 30 of the critically endangered porpoises remain, a decline attributed primarily to bycatch. A recent WWF-coordinated vaquita campaign rallied more than 200,000 WWF supporters worldwide.





### PEACE AGREEMENT IN COLOMBIA TIED TO CONSERVATION

On June 23, 2016, when Colombia's government signed a ceasefire with the Revolutionary Armed Forces of Colombia, the streets of Bogotá churned with celebrations. Five months later, after a roller coaster of negotiations, a final accord was approved on November 24. The country's 52-year-long civil war was over.

During the conflict, many of Colombia's natural resources were degraded or destroyed due to overexploitation and poor governance. Creating protections to restore those areas and prevent further degradation of the nation's rich biodiversity and natural capital is essential.

The Colombian government is working with WWF and other conservation groups to achieve those protections. Through Heritage Colombia, WWF supports a fund to increase the size of the country's protected areas and ensure their proper management—for the benefit of all Colombians.



A photograph of a vast Arctic landscape covered in snow and ice. The foreground is filled with numerous small, irregular ice floes. In the background, a body of water stretches to the horizon under a soft, hazy sky with a mix of light blue and pinkish-orange tones, suggesting a sunset or sunrise. The overall scene is serene and cold.

## US BANS OIL AND GAS DRILLING IN THE ARCTIC

The Inupiat village of Point Hope in northwest Alaska belongs to a region that has been threatened by the prospect of offshore oil and gas drilling. That prospect ground to a halt on December 20, 2016, when then president Barack Obama announced a permanent ban on oil and gas drilling throughout nearly 180,000 square miles of the Arctic Ocean.

WWF and 225,000 of its supporters fought for that protective measure. Oil and gas drilling is extremely unsafe in such a remote location and could cause massive damage to the region's indigenous communities, wildlife, and ecosystems. Given those realities, WWF will continue working to keep the ban intact to protect this extremely valuable landscape for future generations.

# MARRAKESH

# COP22

## PARIS AGREEMENT ENTERS INTO FORCE

Salaheddine Mezouar, Morocco's minister for foreign affairs and cooperation, applauds during the 22nd session of the Conference of the Parties (COP22) to the UN Framework Convention on Climate Change in Marrakesh, Morocco. On November 4, 2016, days before Mezouar began presiding over COP22, the Paris Agreement went into effect, bearing the signatures of nearly 200 countries.

The launch of the agreement—which aims to keep global warming well below 2°C—marked the start of the steep task of translating the agreement's goals into realities. That task grew even steeper on June 1, 2017, when President Donald Trump announced his intention to withdraw the US from the agreement. But other countries around the world have embraced the challenge. In the US and internationally, WWF is embracing it alongside them, collaborating with governments, businesses, and individual citizens to keep climate momentum going in the right direction.

# MARRAKESH







## FIGHTING FOOD WASTE IN THE UNITED STATES

A tossed lunch at a high school in Los Angeles becomes part of a startling statistic: Roughly 40% of food in the US ends up spoiled or thrown away every year. To help address this, WWF worked with the Environmental Research and Education Foundation and the School Nutrition Foundation to launch food waste audit programs in secondary schools. These audits aim to help students grasp the connections between their lunch and the natural world—and help them learn how to reduce their own food waste.

And in April, WWF, the American Hotel & Lodging Association, and The Rockefeller Foundation partnered to launch pilot projects for curtailing food waste in the hotel industry. The projects included food-waste monitoring and creating menus designed to reduce waste. Beyond helping participating hotels, findings will inform a toolkit being designed for the hotel industry.





DRINK MILK FOR A CHANGE

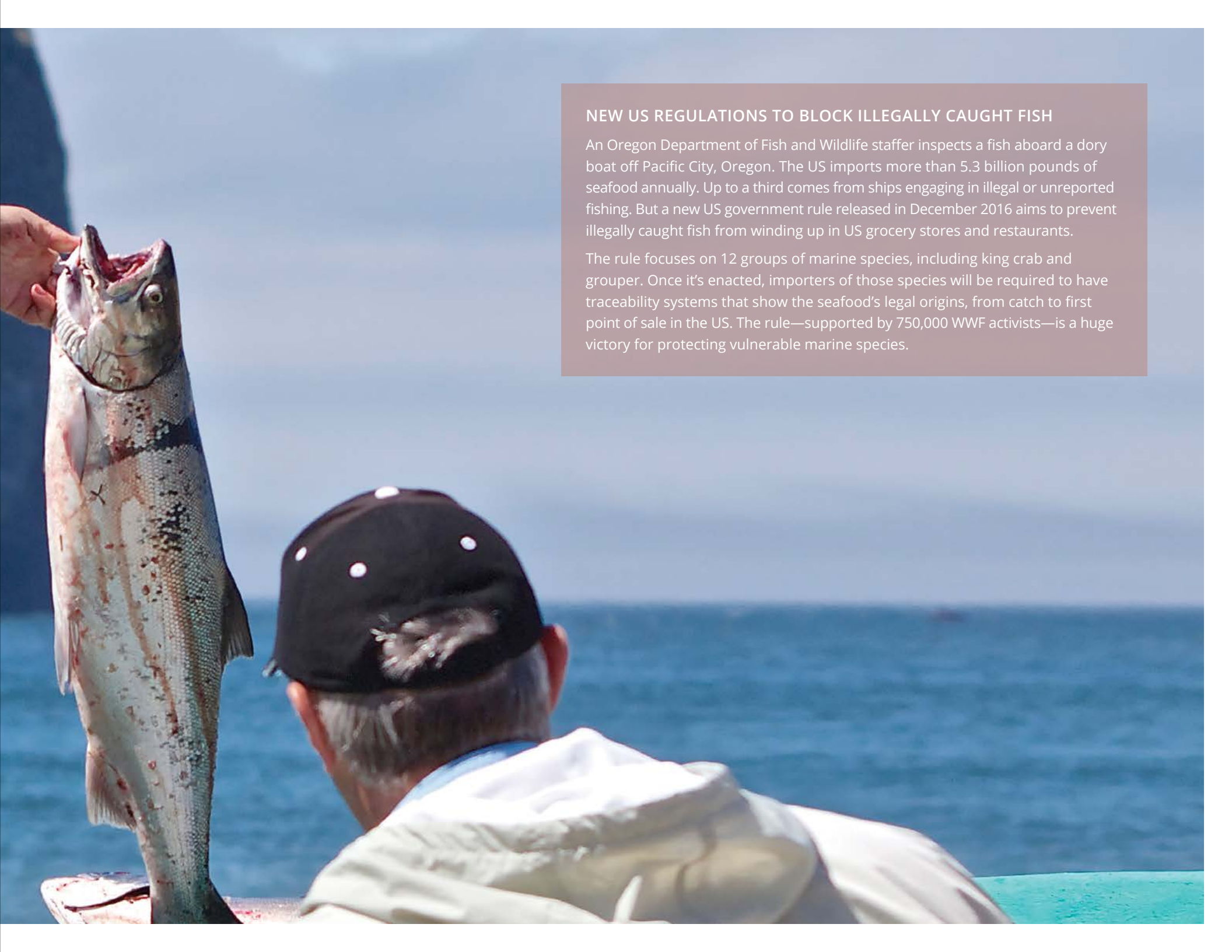
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## NEW US REGULATIONS TO BLOCK ILLEGALLY CAUGHT FISH

An Oregon Department of Fish and Wildlife staffer inspects a fish aboard a dory boat off Pacific City, Oregon. The US imports more than 5.3 billion pounds of seafood annually. Up to a third comes from ships engaging in illegal or unreported fishing. But a new US government rule released in December 2016 aims to prevent illegally caught fish from winding up in US grocery stores and restaurants.

The rule focuses on 12 groups of marine species, including king crab and grouper. Once it's enacted, importers of those species will be required to have traceability systems that show the seafood's legal origins, from catch to first point of sale in the US. The rule—supported by 750,000 WWF activists—is a huge victory for protecting vulnerable marine species.





## TWO COUNTRIES PUSH TO SHUT DOWN ILLEGAL IVORY MARKET

A police official keeps watch over ivory confiscated from smugglers in China in March 2016. In September of that same year, the International Union for Conservation of Nature reported a severe drop in Africa's elephant population over the past decade, largely from poaching.

But new commitments from the US and China offer reason for hope. In July 2016, the US banned most trade of elephant ivory. China followed suit in December, announcing plans to close its domestic ivory trade by the end of 2017.

WWF, meanwhile, has developed innovative technologies to protect wildlife from poaching—including a thermal infrared camera (made by the company FLIR) that detects body heat from afar, even at night. Since the camera's introduction in Kenya in spring 2016, it has helped rangers catch over 100 poachers in the Maasai Mara National Reserve.



## CONNECTING GLOBAL WATER CRISES TO US NATIONAL SECURITY

Fourteen-year-old Achwaq lugs water through an internally displaced persons settlement in Yemen in May 2017. Years of unsustainable farming practices and droughts have drained the country's scant water reserves. In 2015, tensions over that water erupted into civil war.

Yemen is among a growing number of countries facing water crises, which can weaken economies and social stability, drive mass migration, and fuel the growth of terrorist groups.

According to *Water, Security and U.S. Foreign Policy*—a new book whose creation was led by WWF senior policy advisor David Reed—those outcomes make water scarcity a threat to US prosperity and security. The book explores 17 water-related crises around the world and offers US policy-makers guidelines for addressing such crises. This effort supports WWF's commitment to encouraging comprehensive, climate-smart management of freshwater resources.



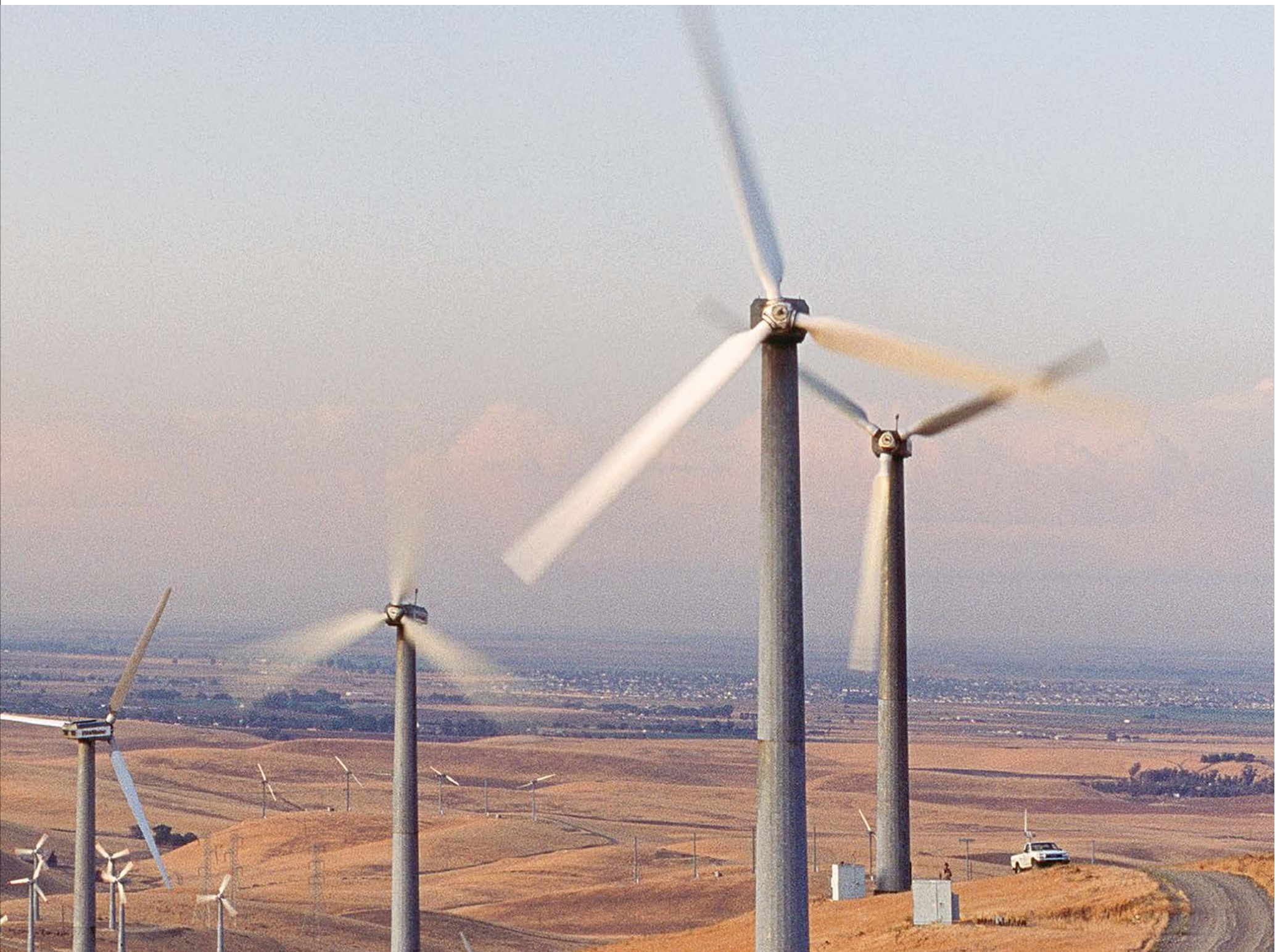
A photograph of a wind turbine with a worker in a red suit standing on the nacelle. The background shows a vast landscape with many other wind turbines under a sunset sky.

## WHITE HOUSE REJECTS PARIS AGREEMENT; US LEADERS LEAN IN

Days after President Trump announced in June 2017 his intention to pull the US from the Paris Agreement, more than 1,200 US leaders published an open letter titled “We Are Still In.” The signatories—which included governors, businesses, tribes, and universities—declared their support for the Paris Agreement and their commitment to lowering US carbon emissions. By September, more than 2,300 leaders had signed on.

That coalition, which we helped coordinate, reflects WWF’s broad engagement with climate leaders far beyond Capitol Hill. States and cities are taking leadership roles. Seventy companies now support a shared framework, which WWF helped create, that makes it easier for large businesses to buy renewable energy. And in April, Walmart launched Project Gigaton, a plan to remove a gigaton of emissions from its supply chain by 2030 with help from WWF and other partners.







## THE WINDS OF CHANGE

We are living in a time of significant change. Governments are changing, climates are changing, the way we carry out many of our daily responsibilities—how we work, communicate, travel—is changing.

What isn't changing is WWF's commitment to sustainable conservation at the scope and scale necessary to make a difference for the places and species we cherish.

In fact, we believe that all of the change the world currently faces presents us with opportunities that we are uniquely qualified to leverage. There is heightened awareness of many of our issues, and our global presence, unique among conservation organizations, means we are on the ground where the need is greatest.

We remain steadfastly committed to the goals of the Paris Agreement, despite the US government's withdrawal from the same. So do the American people: 69% of registered voters support the landmark climate deal. Working with like-minded partners, we launched We Are Still In, a coalition of more than 2,300 mayors, business leaders, and university presidents committed to making sure America honors its pledges under the Paris Agreement. The momentum clearly exists to execute on America's commitments, even without official government support. In the wake of the US announcement, there is also increased global momentum in support of the Paris Agreement, with countless heads of state coming forward to reaffirm their intention to take climate action.

Technology is changing our everyday lives—but it is also changing the way conservation is practiced. For the first time, infrared cameras and human-recognition software can be used to identify poachers from afar and alert park rangers to their presence. Drones can help vaccinate endangered black-footed ferrets against a deadly disease by dropping peanut butter-flavored bait around their burrows. And using remote-controlled camera traps and other technologies means we can more accurately estimate the populations of endangered creatures such as tigers.

The tech revolution has another tremendous benefit. It can help mitigate some of the damage humanity has done to the planet without any thought for the commons. Historically, we've treated the commons—shared, nonrenewable natural resources such as clean water and air—as free goods. Of course, we now know that isn't the case; each of our actions has a corresponding impact on the environment.

We've also made alignments internally to help us deliver results in the midst of rapid change. And so while the winds of change are strong, we face into them confidently, in pursuit of our mission to create a future in which humanity and nature thrive.



Neville Isdell



Carter Roberts



WWF Board Chairman Neville Isdell (right)  
with President & CEO Carter Roberts

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**Anne Keiser**  
Washington, DC

**Robert King**  
New York, NY

**William Lake**  
Washington, DC

**Frans Lanting**  
Santa Cruz, CA

**Nicholas Lapham**  
Washington, DC

**Ted Lazarus**  
Brooklyn, NY

**Wendy Lee**  
Redding, CT

**Robert Litterman**  
New York, NY

**Thomas Lovejoy**  
McLean, VA

**Kevin Malone**  
Fort Lauderdale, FL

**Hugh A. McAllister Jr.**  
Houston, TX

**Laurie McBride**  
Old Snowmass, CO

**Willard Wright McDowell II**  
Ketchum, ID

**Thomas McNerney**  
Seattle, WA

**Elisabeth Meeker**  
Chicago, IL

**Nitzan Mekele-Bobrov**  
Malibu, CA

**Jacqueline Morby**  
Key Largo, FL

**Jeffrey Morby**  
Key Largo, FL

**Diane Moxness**  
Anchorage, AK

**Jocelyn Nebenzahl**  
Palo Alto, CA

**Kenneth Nebenzahl**  
Glencoe, IL

**Cheryl Olseth**  
Minneapolis, MN

**Gilman Ordway**  
Wilson, WY

**Julie Packard**  
Monterey, CA

**Erika Pearsall**  
Teton Village, WY

**Vincent Perez**  
Makati City, Philippines

**Perk Perkins**  
Sunderland, VT

**Kyle Philipp**  
Atlanta, GA

**Trent Philipp**  
New York, NY

**Shari Sant Plummer**  
Malibu, CA

**Julia Popowitz**  
Woodside, CA

**Singer Rankin**  
Santa Fe, NM

**James Redford**  
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**Alison Richard**  
Middle Haddam, CT

**Marie Ridder**  
McLean, VA

**Rick Ridgeway**  
Ojai, CA

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Chevy Chase, MD

**Elizabeth Sall**  
Seattle, WA

**English Grey Sall**  
Glencoe, NC

**Virginia Sall**  
Cary, NC

**Vicki Sant**  
Washington, DC

**Daniel Sarles**  
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**Julie Scardina**  
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**Gia Schneider**  
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**Alan Seelenfreund**  
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**Brian Skerry**  
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Chevy Chase, MD

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Houston, TX

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**Karen Wagoner**  
New York, NY

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Jackson, WY

**David Wilcove**  
Princeton, NJ

**Edward O. Wilson**  
Cambridge, MA

**Justin Winters**  
Venice, CA

**Julie Ann Wrigley**  
Ketchum, ID

**Irene Wurtzel**  
Washington, DC

## IN MEMORIAM

**Aileen Train**  
National Council  
2001–2017

*As of September 2017*



# WWF LEADERSHIP

**Carter Roberts**  
President & CEO

**Marcia Marsh**  
Chief Operating Officer

**Margaret Ackerley**  
Senior Vice President  
and General Counsel

**Brad Ack**  
Senior Vice President  
Oceans

**Michael Bauer**  
Chief Financial Officer

**Valerie Blain-Smith**  
Vice President  
Human Resources

**Sheila Bonini**  
Senior Vice President  
Private Sector Engagement

**Kerry Cesareo**  
Vice President  
Forests

**Jason Clay**  
Senior Vice President  
Markets and Food

**Paul Hardy**  
Chief of Staff

**Ginette Hemley**  
Senior Vice President  
Wildlife Conservation

**Karin Krchnak**  
Senior Director  
Freshwater

**Lou Leonard**  
Senior Vice President  
Climate and Energy

**Terry Macko**  
Senior Vice President  
Marketing and  
Communications

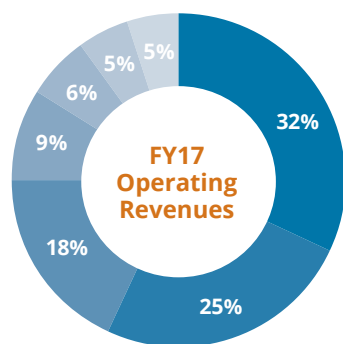
**David McCauley**  
Senior Vice President  
Policy and  
Government Affairs

**Julie Miller**  
Senior Vice President  
Development and  
Board Relations

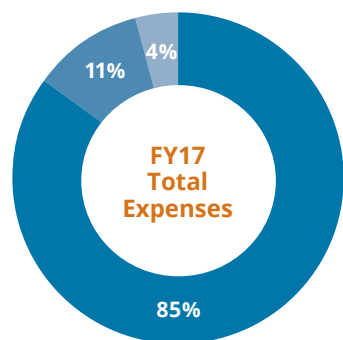
**Rebecca Shaw**  
Chief Scientist and  
Senior Vice President

*As of June 30, 2017*

# FY17 FINANCIAL STATEMENTS



Individuals	\$103,903,967	32%
In-kind and other	78,367,752	25%
Government grants	57,929,779	18%
Foundations	28,608,812	9%
Corporations	20,594,775	6%
Network	15,971,694	5%
Other non-operating contributions	15,192,624	5%



Programs	\$270,757,409	85%
Fundraising	35,115,104	11%
Finance and administration	14,400,291	4%

## Current year operating revenues and expenses

Revenues	2017 TOTAL	2016 TOTAL
Contributions utilized <sup>1</sup>	\$ 168,300,178	\$ 161,063,488
Government grants and contracts	57,929,779	46,365,374
WWF Network revenues	15,971,694	17,934,104
In-kind and other revenues	78,367,752	79,845,123
<b>Total unrestricted revenues, gains, and other support</b>	<b>320,569,403</b>	<b>305,208,089</b>
<b>Expenses</b>		
<b>Program expenses:</b>		
Conservation field and policy programs	177,356,681	165,607,069
Public education	93,400,728	93,898,134
<b>Total program expenses</b>	<b>270,757,409</b>	<b>259,505,203</b>
<b>Supporting services expenses:</b>		
Finance and administration	14,400,291	12,950,274
Fundraising	35,115,104	32,750,779
<b>Total supporting services expenses</b>	<b>49,515,395</b>	<b>45,701,053</b>
<b>TOTAL EXPENSES</b>	<b>320,272,804</b>	<b>305,206,256</b>
<b>Current year operating revenues over operating expenses</b>	<b>296,599</b>	<b>1,833</b>

FY17 was an incredible year for conservation, from the November enactment of the Paris Agreement to the June launch of We Are Still In—a WWF-supported coalition of US business, education, and local government leaders committed to supporting the Paris Agreement through their work. WWF achieved strong results in our conservation work around the world, and none of it would have happened without the continued support of our donors. Your dedication to WWF inspires us to push even harder. Thank you for making these conservation milestones possible—this year and every year.

**Michael Bauer**  
Chief Financial Officer



## Non-operating activities and pledges

### Non-operating activities

	2017 TOTAL	2016 TOTAL
Bequests and endowments	\$ 17,958,266	\$ 33,502,448
Income from long-term investments	32,414,298	(6,671,991)
Unrealized gain (loss) on financing transactions <sup>2</sup>	5,393,968	(3,332,877)
Gain (loss) from foreign currency	(110,282)	90,607
Non-operating funds utilized	(30,744,617)	(36,169,349)

### Pledges and contributions designated for future years

Pledges and contributions	40,011,689	56,993,261
Prior years' revenues used in current year	(53,608,095)	(44,890,579)

### TOTAL NON-OPERATING ACTIVITIES AND PLEDGES

**11,315,227**      **(478,480)**

### Increase (decrease) in net assets

**11,611,826**      **(476,647)**

### Net assets at beginning of year

**336,556,926**      **337,033,573**

### Net assets at end of year

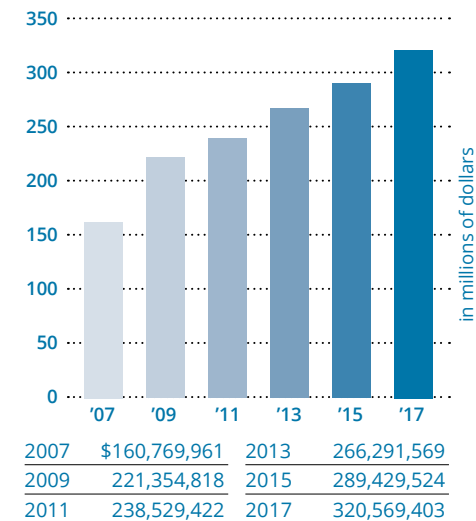
**348,168,752**      **336,556,926**

<sup>1</sup> Contributions utilized in 2017 include current year contributions of \$83,947,466, prior years' contributions of \$53,608,095, and non-operating income of \$30,744,617.

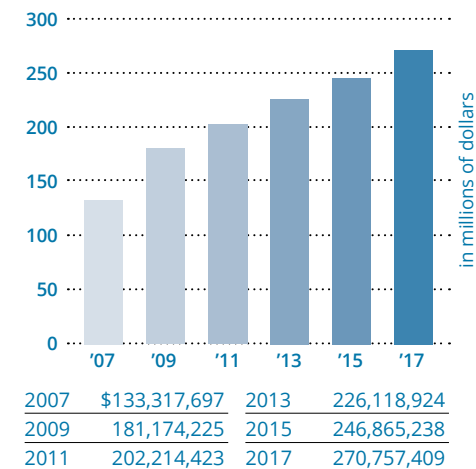
<sup>2</sup> In 2001, WWF issued bonds to finance the purchase of the building housing its offices. Subsequently it entered into various financial transactions to fix the interest rate on all variable rate bonds. These transactions result in either an unrealized gain or loss year to year as market interest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

WWF's FY17 financial performance remained steady, with total revenue and support at \$320.6 million. WWF's programmatic spending represented 85% of total expenses, fundraising made up 11%, and finance and administration accounted for a modest 4%. Total net assets increased over FY16 to \$348.2 million.

### Operating Revenue Growth



### Program Spending Growth





**85%** WWF spending directed to worldwide conservation

## 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 888-993-1100 or [worldwildlife.org/donate](http://worldwildlife.org/donate).



### OUTRIGHT GIFTS

- Become a Partner in Conservation or a Leadership Partner
- Become a monthly supporter
- Make a one-time cash gift
- Make a charitable gift of stocks, bonds, or mutual funds
- Give a gift membership
- Make a symbolic animal adoption or donate via our Online Gift Center and select a WWF-themed thank you gift
- Honor a loved one with a tribute gift

### LIFE INCOME GIFTS

- Give through a WWF Charitable Gift Annuity or your own Charitable Remainder Trust
- Receive income payments for your lifetime and leave a legacy for the future of nature

### ESTATE GIFTS

- Remember WWF in your will or living trust
- Beneficiary designations: leave a portion of your life insurance or retirement plan assets to WWF

### WORKPLACE GIVING

Ask if your workplace participates in these easy ways to give. Learn more at [worldwildlife.org/workplacegiving](http://worldwildlife.org/workplacegiving).

- Corporate Matching Gifts—[worldwildlife.org/matchinggifts](http://worldwildlife.org/matchinggifts)
- Employee Engagement—[worldwildlife.org/togetheratwork](http://worldwildlife.org/togetheratwork)
- EarthShare—visit [earthshare.org](http://earthshare.org) or call 800-875-3863
- Combined Federal Campaign for federal employees—[earthshare.org/cfc.html](http://earthshare.org/cfc.html); WWF's designation number is 12072

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After darting her with a powerful anesthetic, a team of WWF staff and wildlife experts fit the 20-year-old female elephant with a GPS collar, and nicknamed her “Kiambi.”

Kiambi is one of several elephants recently collared in the Maasai Mara National Reserve—the first collaring project of its kind there.

The collars will tell scientists where the elephants are moving with their herds over the landscape. That data will, in turn, help chart elephant habitat, prevent poaching and human-wildlife conflict, and improve landscape-level conservation efforts.

This work isn’t exclusive to the Mara. Farther south, the Kavango-Zambezi Transfrontier Conservation Area (KAZA) shelters roughly half of Africa’s total elephant populations. Human activities have disrupted the animals’ migration corridors through KAZA. Elephant collaring is one of the ways WWF is working to better understand elephants’ movements and protect their habitat.



**World Wildlife Fund**  
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[worldwildlife.org](http://worldwildlife.org)

