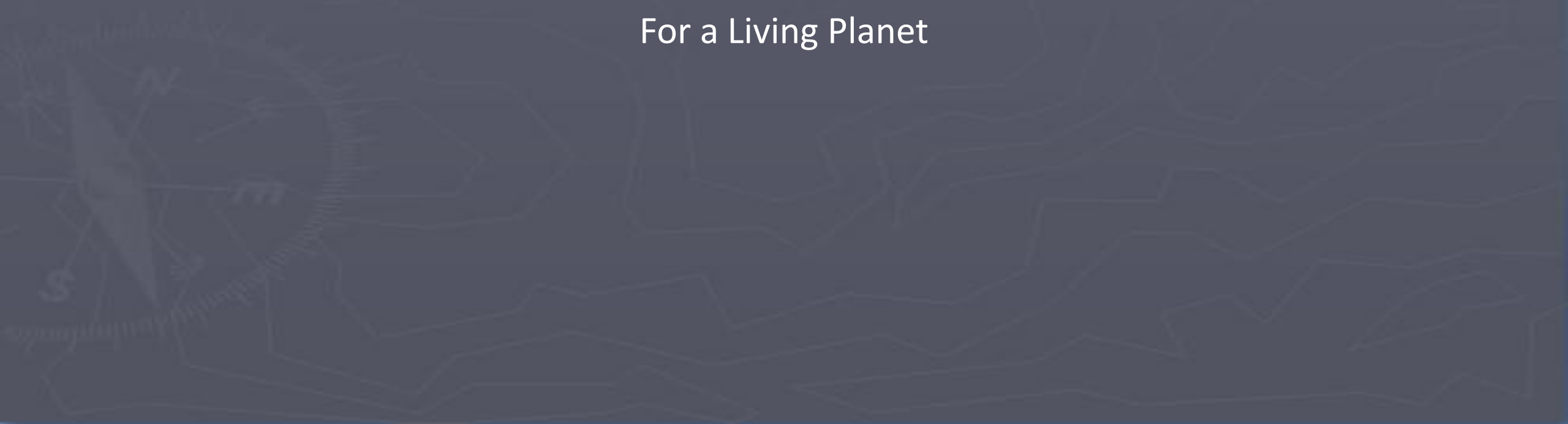


# The World Wide Fund For Nature (WWF)

For a Living Planet



# Organization Profile

- Year Founded: 1961
- Organization Headquarters: Gland, Switzerland
- Revenue for year 2016: \$289,429,524
- Currently Active in:
  - North America, Meso-America, Andean South America, East Asia, Southeast Asia, Central Africa, East Africa, Arctic,



# Mission Statement

- To stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by: conserving the world's biological diversity. ensuring that the use of renewable natural resources is sustainable.



# WWF Operations at a Local Level

- WWF works with scientists around the world to collect data and identify local problems to assess larger concerns
  - Ex. Polar Bear research
- Educates about sustainability, conservation and potential impacts
  - Ex. Fort Peck Indian Reservation summit on Buffalo conservation





# WWF Operations at a Global Level

- Contributes research and support to global actions
  - Ex. Paris Climate Talks
  - Ex. United Nation's Sustainable Development Goals
- Establishes programs to promote sustainable practices
  - Ex. Commodity Certification Program
- Works with multinational corporations to promote global conservation
  - Ex. IKEA commits to sustainable cotton



# Ways to contribute to the WWF

- Become a member
- Contribute a gift
- Fundraise
- Symbolically adopt an animal
- Sign up a corporation for a matching gift
- Follow and stay informed
- Become a Panda Ambassador
- Contact representatives

