



WORLD WILDLIFE FUND: CONSERVATION IN FOCUS



At WWF we recognize that the actions we take in the next few decades are critical to the future of wildlife and people on Earth. Given the dramatic impacts of our growing human footprint on species, forests, oceans, freshwater systems, and the climate, the stakes are high. We must work faster than ever before.

Staying true to our mission and greatest strengths, WWF laid out a new path to take our work to the next level. With our world-renowned science-based expertise, unparalleled global presence, and unique ability to engage people at all levels—from village chiefs to heads of state—we have the power to transform conservation. We remain devoted to protecting species and wild places and supporting communities around the world. Now, we are redoubling our efforts, using our distinctive strengths to achieve bigger, farther-reaching results with greater speed. WWF has set out to achieve six global goals, employing a more dynamic business model that drives innovation across our programs. The goals are:

Wildlife: Ensure populations of the most ecologically, economically, and culturally important species are restored and thriving in the wild.

Forests: Safeguard and restore forests to stabilize climate, secure watersheds and conserve high biodiversity regions.

Freshwater: Secure water for people and nature.

Food: Double food availability without increasing land use and other inputs and, in the process, protect biodiversity and ecosystems from agricultural sprawl.

Marine: Achieve sustainable fisheries to meet the needs of people and nature, and protect vulnerable marine habitats and species.

Climate: Create a zero carbon future.

Ultimately, WWF's ability to achieve these critical goals lies in our incredible network of supporters—individuals all over the US and around the world who care deeply about protecting nature and who recognize its indispensability. We are enormously grateful to those who share our conservation mission and offer their generosity to protect life on Earth. Thank you for your commitment to this important work.