

PAWS FOR EARTH IN NUMBERS



>300,000 PEOPLE

give us a regular gift. It's the highest figure we've achieved to date. It helps us plan our work effectively. Thank you



16,500 SQ KM

Area of protected zones we've helped WWF to establish along the Yangtze. It's resulted in population numbers of many threatened species improving here

2013

Our years of lobbying were pivotal in convincing the EU to agree on a new law to tackle illegal logging. It'll keep illegal wood products out of the European market from 2013

750,000

UK students took part in WWF's Earth Hour – and with the help of our fund raising, this global event which called on world leaders to take action to tackle climate change was a huge success yet again

PAWS FOR EARTH • FUND RAISING GUIDEBOOK

FUND RAISING GUIDEBOOK



	<p>Why we are here To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p>wwf.org.uk</p>
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YOUR PAWS FOR EARTH FUND RAISING KIT

WELCOME TO YOUR PAWS FOR EARTH FUND RAISING KIT

Thank you so much for helping to raise money for Paws For Earth. Your support can make a huge difference in our mission and is incredibly important. The funds we raise through public events help buy essential equipment we need to continue our work, such as camera traps or protective gear for fieldworkers. They support vital projects to tackle threats of habitat loss, poaching, deforestation and the effects of climate change, that wild animals face every day.

Because of people who care, like you, we can carry on our work to protect wild animals and their habitats all over the world, as well as securing a sustainable future.

Your support means a lot. Thank you.



WHAT YOUR MONEY CAN DO

People have been taking too much from the natural world, recently, and something must be done. If we carry on as we have been, the natural resources we rely on will run out and be lost forever, which will cause the extinction of countless species around the world.

Our mission is to protect the wild, and connect people and nature together, so we can thrive as one and stop this happening.

Preparing for the Future

Our natural world is under greater pressure than it has ever been. We need to act now to pin point and solve the key environmental challenges:

- Safeguarding our natural world
- Tackling climate change
- Changing the way we live

With a heart devoted to nature, scientific know-how and belief in a better future, we can overcome these challenges with the help of our loyal supporters.

Nothing Wasted

Most of our income comes from our dedicated supports like you, who raise funds with your own time. The fact that 80% of it goes directly into funding our projects, is a fact we are very proud of.



WILDLIFE

Animal species are part of our rich tapestry of life, yet they are becoming extinct at up to 1000 times the natural rate or more. Habitat destruction, land conversion for agriculture and development, poaching, climate change, pollution and the spread of invasive species are only some of the threats responsible for today's crisis.

THANKS TO OUR SUPPORTERS WE CAN:

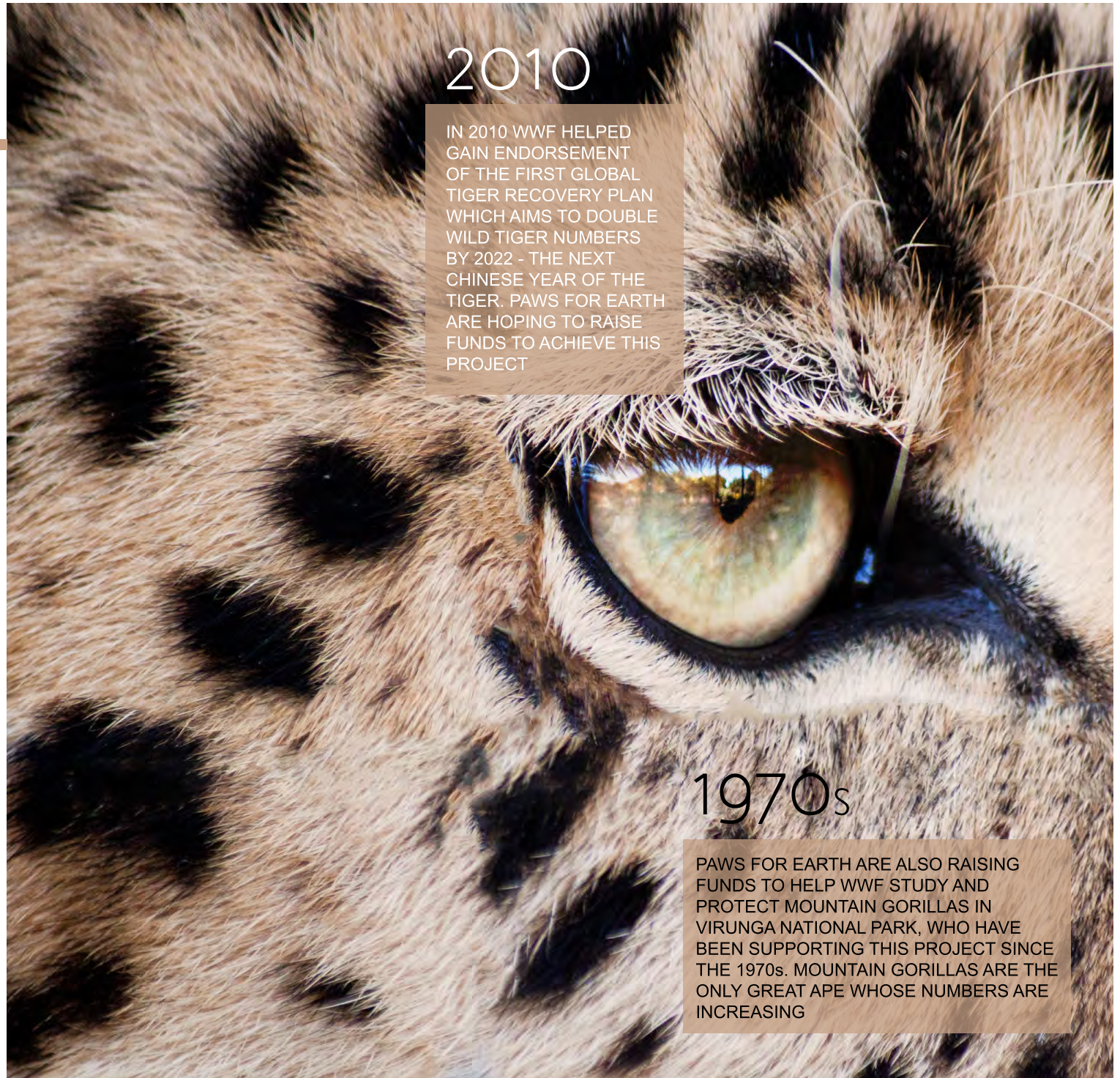
- Help protect and restore natural habitats
- Work with governments and communities to create and manage protected areas
- Fight against poaching and illegal trade of animals
- Work with local people to reduce human/wildlife conflict

2010

IN 2010 WWF HELPED GAIN ENDORSEMENT OF THE FIRST GLOBAL TIGER RECOVERY PLAN WHICH AIMS TO DOUBLE WILD TIGER NUMBERS BY 2022 - THE NEXT CHINESE YEAR OF THE TIGER. PAWS FOR EARTH ARE HOPING TO RAISE FUNDS TO ACHIEVE THIS PROJECT

1970s

PAWS FOR EARTH ARE ALSO RAISING FUNDS TO HELP WWF STUDY AND PROTECT MOUNTAIN GORILLAS IN VIRUNGA NATIONAL PARK, WHO HAVE BEEN SUPPORTING THIS PROJECT SINCE THE 1970s. MOUNTAIN GORILLAS ARE THE ONLY GREAT APE WHOSE NUMBERS ARE INCREASING





FRESHWATER

Without water we couldn't survive, it is what keeps our planet going. But our global freshwater ecosystems - the rivers, aquifers and wetlands from which we obtain much of our water are in rapid decline because of over-use, pollution and the effects of climate change.

THANKS TO OUR SUPPORTERS WE CAN:

- Safeguard some of the world's most vulnerable river basins
- Restore important wildlife habitats
- Help local communities and farmers switch to sustainable irrigation methods
- Influence governments and businesses to improve water efficiency, and create legislation for better management of water resources

50

WWF are working in partnership with HSBC to reconnect a network of 50 lakes back to the Yangtze River to increase flood retention capacity

1,920

IN 1971 WWF HELPED TO ESTABLISH THE RAMSAR CONVENTION, THE WORLD'S FIRST INTERNATIONAL AGREEMENT TO PROTECT WETLANDS. OVER 1,920 WETLAND SITES ARE NOW PROTECTED

MARINE

The world's oceans are teeming with life. They're home to amazing species such as whales, dolphins and turtles, and provide food for billions of people. But our seas are being over-fished and polluted - and little more than 1% is currently protected.

10YRS

After 10 years of tough campaigning by WWF and our partners, the UK Marine and Coastal Access Act 2009 and the Marine (Scotland) Act 2010 were made law. This means vital protection for UK seas and coastline

47,000HA

WWF helped Colombia's Malaga Bay become a 47,000 hectare national park. This is an important breeding ground for humpback whales

1996

IN 1996 WWF CO-FOUNDED THE MARINE STEWARDSHIP COUNCIL (MSC) TO CERTIFY PRODUCTS COMING FROM WELL-MANAGED, SUSTAINABLE FISHERIES

THANKS TO OUR SUPPORTERS WE CAN:

- Work with governments and the fishing industry to improve marine management
- Introduce sustainable fishing methods, such as circular hooks that reduce the accidental capture of marine turtles
- Help create Marine Protected Areas to protect vulnerable habitats and species





PEOPLE

Our work to protect threatened species and habitats would not be possible without the support and commitment of local people. We work with some of the world's poorest communities, helping them find ways to earn a decent living while sustaining the precious natural resources around them.

FORESTS

Forests are amazing. They contain over half the world's terrestrial animals and plant species, provide essential raw materials, and help regulate our climate, safeguard water cycles and prevent soil erosion. But deforestation is putting their future in the balance.



2013

WWF's Amazon Region Protected Area (ARPA) initiative was launched in 2003 with the aim of protecting 60 million hectares of the Brazilian Amazon by 2013

THANKS TO OUR SUPPORTERS WE CAN:

- Work with governments to tackle the causes of deforestation, such as new roads, cattle farming and the expansion of soy and oil palm plantations
- Protect forest corridors to reconnect wildlife habitats
- Help local people find ways to make a living that don't require deforestation
- Ensure that forests are managed effectively, and that use of timber and other forest product is sustainable

141
MILLION

WWF CO-FOUNDED THE FOREST STEWARDSHIP COUNCIL (FSC), TO ENSURE SUSTAINABLE USE OF FORESTS. AROUND 141 MILLION HECTARES ARE NOW FSC CERTIFIED

THANKS TO OUR SUPPORTERS WE CAN:

- Help local farmers manage their land and freshwater sustainably to reduce deforestation and improve water efficiency
- Support projects that offer people alternative livelihoods, such as ecotourism and sustainable forest management
- Introduce effective yet harmless animal deterrents to reduce human-wildlife conflict
- Get local people actively involved in protecting the wildlife around them, such as monitoring turtle nesting beaches



550

In Colombia we now help 550 rural families manage their lands sustainably

250,000

WWF'S COMMUNITY CONSERVANCY PROGRAMME IN NAMIBIA NOW INVOLVES OVER 250,000 PEOPLE AND COVERS 12 MILLION HECTARES OF LAND



FOOTPRINT

There's only one planet earth. But our research shows that if everyone in the world lived as we do in the UK, it would take three planets to support us. We need to change our over-consuming lifestyles and reduce our ecological footprint, before it's too late.



20%

With WWF's support, farmers around the Rio Conchos, Mexico are using new methods that are already showing a 20% improvement in irrigation efficiency

2009

IN 2009, AFTER MONTHS OF CAMPAIGNING BY WWF AND THEIR PARTNERS, PLANS FOR A NEW COAL FIRED POWER STATION IN KENT WERE PUT ON HOLD

THANKS TO OUR SUPPORTERS WE CAN:

- Make changes in our own lives to live more sustainably
- Campaign worldwide to raise awareness of the need for change
- Influence governments and businesses to improve management of natural resources
- Work with school to teach youngsters about sustainable living



CLIMATE CHANGE

Our planet is warming, and the increase in global temperature is affecting weather patterns and water supplies, seasonal growth of plants, and the lives of people and wildlife. The impacts are already being felt all over the world. The good news is, there's still a lot we can do about it. If we act now.

2008

The UK Climate Change Act became law in November 2008; the first piece of legislation to set binding targets on CO2 emissions

THANKS TO OUR SUPPORTERS WE CAN:

- Campaign worldwide for a reduction in carbon emissions
- Encourage businesses to reduce their carbon footprint
- Monitor and assess the effects on habitats and species
- Help vulnerable people adapt to change and help protect the places they live in

1 Billion

AROUND 1 BILLION PEOPLE TAKE PART IN EARTH HOUR, OUR WORLDWIDE CAMPAIGN TO RAISE AWARENESS ON THE NEED TO TAKE ACTION ON CLIMATE CHANGE

WHO TO ASK FOR SPONSORSHIP

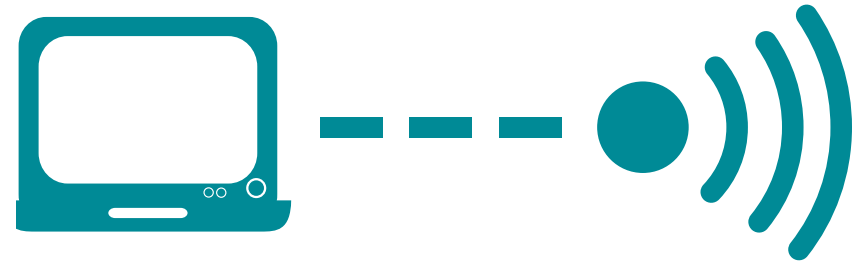
Your sponsorship target may feel daunting, but the earlier you start, the easier it will be!

The best way to kick-start your sponsorship is to make a list of everyone you can approach for support. For example your family, friends, colleagues and local community groups. Why not ask them to look for support from their contacts too? Just make sure your approach is personal and informative as this will encourage them to give more generously. Finally, it's also a good idea to collect your sponsorship money before the event, rather than afterwards, if possible.

Top tip: An effortless way to increase your sponsorship is to ask your employer to support you by matching pound for pound what you raise!



Top tip: Make sure the first sponsorship pledge is a high one as it sets a good example for others to follow!



Go online!

Set up your own personal online sponsorship form with JustGiving. The online system really is straightforward to use and will save you time and energy.

Here's how:

Visit justgiving.com/WWF, choose the event you're participating in and follow the simple instructions to build your page. Personalise your page with photos of yourself and tell everyone why you're raising money for WWF.

All your sponsorship money is transferred directly to WWF. JustGiving will also claim tax back from the Inland Revenue for every donation made by your sponsor if they are UK tax payers, increasing the value of donations to us by 25% at no extra cost to them. This Gift Aid is a valuable extra on top of your sponsorship target! For more ideas on using JustGiving, visit wwf.org.uk/events

Email the link to all your family, friends, and colleagues. Use social media such as Facebook to help spread the word too. They can donate securely, quickly and easily from anywhere and at any time. Your friends can also leave messages of support and encouragement when they sponsor you!



EVERYONE SPONSORED?

Stuck on what to do for fund raising ideas? Here are some quick and easy tips to give you a start.

- Hold a talent show at work and sell tickets.
- Get some musical friends together and throw a big band night.
- Host a games night with friends paying to play.



- Hold a dress-down day at work and charge for the privilege.
- Organise an animal fashion show and sell tickets to the big event.

Quick and easy

Get sponsored to dress as an animal for the day.

- Hold a lunchtime buffet at work where everyone brings a dish and pays to sample the feast.
- Have a animal bake off, charge for entry and then sell the delicious delights.
- Host an animal dinner party where everyone pays to come along.



- Hold a car boot or bring-and-buy sale and raise cash by unloading all your unwanted clutter.
- Organise a people-auction where people sell their services as a chef, cleaner or gardener.
- Hold a fun run event and raise money as well as getting fit.

Quick and easy

Do it the digital way and sell your unwanted stuff on eBay.



- Ask friends to donate £10 or more instead of buying you a birthday gift.
- Hold a pub quiz and charge £8 per team entry or £2 per person.



- Organise a treasure hunt and ask everyone joining in to donate £1 for every item they find.

- Ask your friends to sacrifice a couple of luxury items from their weekly shop and donate the money to you for our conservation work.
- Organise a lunchtime game of football and ask the players to pay £5 each to take part.

- Hold a 'guess the animal' competition where everyone pays £1 to bring in a photo of themselves dressed as an animal and colleagues then guess who's who! Give the winner a prize, such as a box of chocolates.



- Encourage colleagues to bring in a homemade lunch for a week and donate what they would normally spend on lunch.

- Set a rule that if someone's mobile phone rings during a meeting or presentation they have to donate £5.

- Ask your gym if you can use one piece of equipment for a day and get friends and family exercising in return for a donation.

- Host lunchtime classes in something you're good at such as photography, art or computing and charge everyone a tuition fee to attend.



THE ENDANGERED ANIMALS WE HELP

Endangered animals are those species that are in danger of going extinct. Their reproductive rates are lower than their mortality rates over long periods of time, so their numbers are diminishing. The reasons for this are varied, but lately, very often involves a loss of habitat as people encroach on their living areas.

When a species is listed as endangered or threatened, it is not a death sentence. Many animals, like the bald eagle and the American alligator, were on the brink of extinction and are now recovering. Many species, however, will not recover, and could be lost forever.

This is why we are doing the work we are doing, to make sure species have the best chance of survival, protecting them from man-made threats.

Your donations can help us to achieve this goal. Here are some of the endangered species we help.



Amur Leopard

People usually think of leopards in the savannas of Africa but in the Russian Far East, a rare subspecies has adapted to life in the temperate forests that make up the northernmost part of the species' range. Similar to other leopards, the Amur leopard can run at speeds of up to 37 miles per hour. This incredible animal has been reported to leap more than 19 feet horizontally and up to 10 feet vertically.

The Amur leopard is solitary. Nimble-footed and strong, it carries and hides unfinished kills so that they are not taken by other predators. It has been reported that some males stay with females after mating, and may even help with rearing the young. Several males sometimes follow and fight over a female. They live for 10-15 years, and in captivity up to 20 years. The Amur leopard is also known as the Far East leopard, the Manchurian leopard or the Korean leopard.

POPULATION

Around 30 individuals

SCIENTIFIC NAME

Panthera pardus orientalis

PLACES

Amur-Heilong

WHY THEY MATTER

The Amur leopard is important ecologically, economically and culturally. Conservation of its habitat benefits other species, including Amur tigers and prey species like deer. With the right conservation efforts, we can bring them back and ensure long-term conservation of the region.

HABITATS

Forests, Mountains, Temperate, Broadleaf, and Mixed Forests

WEIGHT

70 - 105 pounds

FAST FACTS

Type:

Mammal

Diet:

Carnivore

Size:

Head and body, 4.25 to 6.25 ft (1.3 to 1.9 m); tail, 3.5 to 4.5 ft (1.1 to 1.4 m)

Size relative to a 6-ft (2-m) man:



CRITICALLY ENDANGERED



HAWKSBILL TURTLE

Hawksbills are named for their narrow, pointed beak. They also have a distinctive pattern of overlapping scales on their shells that form a serrated-look on the edges. These colored and patterned shells make them highly-valuable and commonly sold as "tortoiseshell" in markets.

Hawksbills are found mainly throughout the world's tropical oceans, predominantly in coral reefs. They feed mainly on sponges by using their narrow pointed beaks to extract them from crevices on the reef, but also eat sea anemones and jellyfish. Marine turtles are the living representatives of a group of reptiles that has existed on Earth and travelled our seas for the last 100 million years. They are a fundamental link in marine ecosystems and help maintain the health of coral reefs and sea grass beds.

HABITATS

Oceans

WEIGHT

90-150
pounds

PLACES

Mesoamerican Reef,
Coastal East Africa,
Coral Triangle

POPULATION

4,848

SCIENTIFIC NAME

*Eretmochelys
imbricata*

WHY THEY MATTER

Hawksbills help maintain the health of coral reefs. As they remove prey such as sponges from the reef's surface, they provide better access for reef fish to feed. They also have cultural significance and tourism value. For example, for local residents in the Coral Triangle, the flow of visitors who come to admire turtles is a vital source of income.

FAST FACTS

Type:

Reptile

Diet:

Carnivore

Average life span in the wild:

30 to 50 years (est.)

Size:

24 to 45 in (62.5 to
114 cm)

Size relative to a
6-ft (2-m) man:



CRITICALLY
ENDANGERED



BLACK RHINO

European hunters are responsible for the early decline of black rhino populations. It was not uncommon for five or six rhinos to be killed in a day for food or simply for amusement. European settlers that arrived in Africa in the early 20th century to colonize and establish farms and plantations continued this senseless slaughter. Most people regarded rhinos as vermin and exterminated them at all costs.

“DOOMED.” That was the front page headline of the UK newspaper, the Daily Mirror, in 1961, accompanied by a full-page photo of two African rhinos. The article said that rhinos were “doomed to disappear from the face of the earth due to man’s folly, greed, neglect” and encouraged readers to support a new conservation organization: WWF. We’ve been fighting to protect African rhinos ever since. Recent success in black rhino conservation is heartening, but a lot of work remains to bring the population up to even a fraction of what it once was – and ensure that it stays there.

POPULATION

4,848

WHY THEY MATTER

Rhinos are one of the oldest groups of mammals, virtually living fossils. They play an important role in their habitats and in countries like Namibia, rhinos are an important source of income from ecotourism. The protection of black rhinos creates large blocks of land for conservation purposes. This benefits many other species, including elephants.

PLACES

Namibia, Coastal
East Africa

HABITATS

Tropical and Subtropical
Grasslands, Savannas,
Deserts and Xeric
Shrublands

WEIGHT

1,760 -3,080
pounds

SCIENTIFIC NAME

Diceros bicornis

FAST FACTS

Type:

Mammal

Diet:

Herbivore

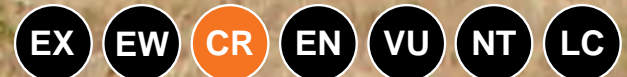
Size:

Height at shoulder,
4.5 to 6 feet
(1.4 to 1.8 m)

Size relative to a
6-ft (2-m) man:



**CRITICALLY
ENDANGERED**



MOUNTAIN GORILLA

As their name implies, mountain gorillas live in forests high in the mountains, at elevations of 8,000 to 13,000 feet. They have thicker fur, and more of it, compared to other great apes. The fur helps them to survive in a habitat where temperatures often drop below freezing. But as humans have moved more and more into the gorillas' territory, the gorillas have been pushed farther up into the mountains for longer periods, forcing them to endure dangerous and sometimes deadly conditions.

What might have been a bleak outlook for the subspecies just a couple of decades ago has brightened in recent years due to conservation efforts. Despite ongoing civil conflict, poaching and an encroaching human population, both populations of mountain gorillas have increased in numbers.

WHY THEY MATTER

Despite years of civil unrest in the region where mountain gorillas live, conservation efforts have found success. The gorilla population increased from 620 animals in 1989 to around 786 today.



HABITATS
Forests, Mountains





WEIGHT
up to
440 lbs

POPULATION
880

SCIENTIFIC NAME
Gorilla beringei beringei

PLACES
Congo Basin

FAST FACTS

Type: Mammal		Size relative to a 6-ft (2-m) man: 
Diet: Omnivore		
Average life span in the wild: 35 years		
Size: Standing height, 4 to 6 ft (1.2 to 1.8 m)		

CRITICALLY ENDANGERED



SUMATRAN TIGER

Sumatran tigers are the smallest surviving tiger subspecies and are distinguished by heavy black stripes on their orange coats. They are protected by law in Indonesia, with tough provisions for jail time and steep fines. But despite increased efforts in tiger conservation—including law enforcement and antipoaching capacity—a substantial market remains in Sumatra and the rest of Asia for tiger parts and products. Sumatran tigers are losing their habitat and prey fast, and poaching shows no sign of decline.

Today, the last of Indonesia's tigers - now less than 400 - are holding on for survival in the remaining patches of forests on the island of Sumatra. Accelerating deforestation and rampant poaching mean this noble creature could end up like its extinct Javan and Balinese relatives.

WHY THEY MATTER

The island of Sumatra is the only place where tigers, rhinos, orangutans and elephants live together and the presence of Sumatran tiger is an important indicator of biodiversity in a forest. Protecting tigers and their habitat means many other species benefit - including humans.

SCIENTIFIC NAME

Panthera tigris sumatrae

POPULATION

less than 400

PLACES

Borneo and Sumatra

HABITATS

Tropical Broadleaf Evergreen, Forest, Peat Swamps, and Freshwater Swamp Forests

WEIGHT

165 - 308 pounds

FAST FACTS

Type:

Mammal

Diet:

Carnivore

Average life span in the wild:

8 to 10 years

Size:

Head and body, 5 to 6 ft (1.5 to 1.8 m); tail, 2 to 3 ft (0.6 to 0.9 m)

Size relative to a 6-ft (2-m) man:



CRITICALLY ENDANGERED



ASIAN ELEPHANT

Elephants are an important cultural icon in Asia. According to Indian mythology, the gods (deva) and the demons (asura) churned the oceans in a search for the elixir of life so that they would become immortal. As they did so, nine jewels surfaced, one of which was the elephant. In Hinduism, the powerful deity honored before all sacred rituals is the elephant-headed Lord Ganesha, who is also called the Remover of Obstacles.

SCIENTIFIC NAME

Elephas maximus indicus

Asian elephants are extremely sociable, forming groups of six to seven related females that are led by the oldest female, the matriarch. Like African elephants, these groups occasionally join others to form herds, although these associations are relatively transient.

More than two thirds of an elephant's day may be spent feeding on grasses, but large amounts of tree bark, roots, leaves and small stems are also eaten. Cultivated crops such as bananas, rice and sugarcane are favorite foods. Elephants are always close to a source of fresh water because they need to drink at least once a day.

WEIGHT

around 11,000 pounds

POPULATION

20,000 - 25,000

HABITATS

Forests

PLACES

Eastern Himalayas,
Greater Mekong

WHY THEY MATTER

A future for Asian elephants ensures a future for other species and wild spaces.

FAST FACTS

Type:

Mammal

Diet:

Herbivore

Average life span in the wild:

Up to 60 years

Size:

Height at the shoulder,
6.6 to 9.8 ft (2 to 3 m)

Size relative to a
6-ft (2-m) man:



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GIANT PANDA

This peaceful creature with a distinctive black and white coat is adored by the world and considered a national treasure in China. The bear also has a special significance for WWF. The panda has been WWF's logo since our founding in 1961.

The rarest member of the bear family, pandas live mainly in bamboo forests high in the mountains of western China, where they subsist almost entirely on bamboo. They must eat from 26 to 84 pounds of it every day, a formidable task for which they use their enlarged wrist bones that function as opposable thumbs.

Newborn pandas are about the size of a stick of butter - about 1/900th the size of its mother - but can grow to up to 330 pounds as adults. These bears are excellent tree-climbers despite their bulk.

PLACES

Yangtze

POPULATION

1,600 in the wild
(2004)

SCIENTIFIC NAME

Ailuropoda melanoleuca

HABITATS

Mountains, Forests, Temperate Broadleaf and Mixed Forests of Southwest China

WEIGHT

220 to 330 pounds

WHY THEY MATTER

Pandas play a crucial role in the bamboo forests where they roam by spreading seeds and facilitating growth of vegetation. In the Yangtze Basin where pandas live, the forests are home to a stunning array of wildlife such as dwarf blue sheep, multi-colored pheasants and other endangered species, including the golden monkey, takin and crested ibis. The panda's habitat is at the geographic and economic heart of China, home to millions of people. By making this area more sustainable, we are also helping to increase the quality of life of local populations. Pandas bring huge economic benefits to local communities through ecotourism.

FAST FACTS

Type:

Mammal

Diet:

Omnivore

Average life span in the wild:

20 years

Size:

4 to 5 ft (1.2 to 1.5 m)

Size relative to a 6-ft (2-m) man:



CRITICALLY ENDANGERED

