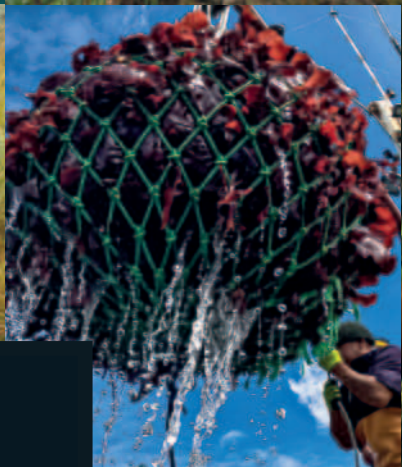
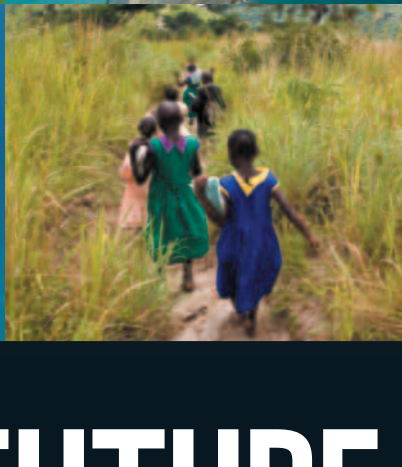
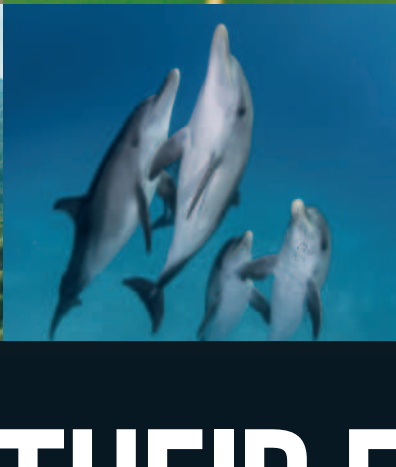


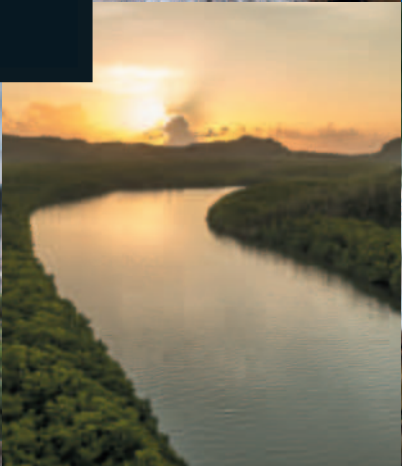
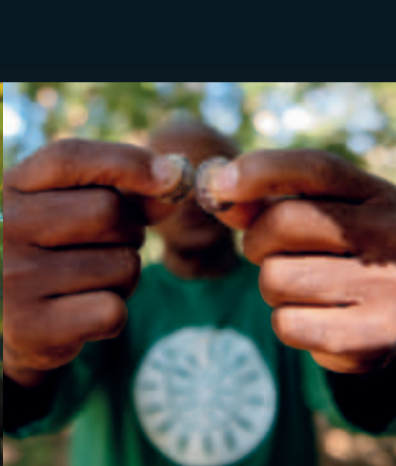


YOU CAN PROTECT THE FUTURE OF NATURE

A SIMPLE GUIDE TO LEAVING
A GIFT IN YOUR WILL



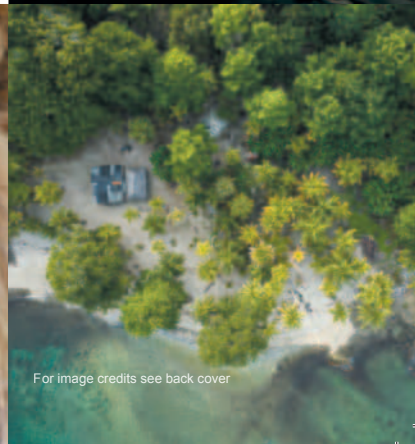
THEIR FUTURE.
OUR PLANET
YOUR LEGACY.





In our lifetimes, the threats facing our world have increased like never before. Rampant wildfires. Mass flooding. Extreme temperatures. So many precious and interconnected ecosystems are at risk. But together we have the power to protect our world for future generations. Including a gift in your Will to WWF has never been so vital.

Together with our partners and supporters we are champions for coral reefs, rainforests, ice caps and free-flowing rivers. We stand for vulnerable communities already affected by nature loss and for endangered species that cannot speak for themselves.



Since WWF was founded in 1961, we have worked collaboratively in more than 100 countries to develop and implement solutions for a safe and thriving planet. Any gift, no matter the size, will be used to empower every project, every initiative and every action WWF takes to make a lasting impact for generations to come.

With the help of our dedicated supporters, WWF has contributed to recent conservation success stories, including:

- The establishment and management of Marine Protected Areas in 10 Mediterranean countries.
- The increase in wild tiger populations globally, from as few as 3,200 in 2010 to 5,574 in 2023.
- The development of 230 community wildlife conservancies in Kenya covering 16% of the country, enabling Indigenous groups, such as the Maasai in Kenya, to lead conservation efforts on their ancestral lands.

LEAVING YOUR MARK ON THE WORLD

By leaving a gift in your Will to WWF, you will play a critical role in ensuring our mission to protect the places, nature and people you love continues.

- The establishment of the Heritage Colombia Project Finance for Permanence initiative, securing lasting conservation of 32 million hectares – almost the size of Germany – in the Colombian Amazon.



REMEMBERING WWF IN YOUR WILL

Every gift will help secure a thriving planet for future generations. Including WWF International in your Will is the perfect way to support our long-term global efforts and create your lasting legacy for nature.

STEP 1: SPEAK TO A FINANCIAL OR LEGAL ADVISOR

The requirements for a Will vary widely from one country to another. We recommend that you consult a professional, such as a lawyer or financial advisor, to make sure that your Will says what you want it to say and complies with the law. They will also be able to advise you on the potential tax benefits of leaving a gift to WWF International in your Will.

STEP 2: DECIDE ON YOUR GIFT

You can specify any amount or percentage of your estate that you feel comfortable gifting to WWF International. Depending on your personal circumstances, your gift may include:

- A percentage of your estate;
- Shares and other investments;
- A sum of money;
- A specific item (such as artwork or jewellery);
- Life insurance.



STEP 3: INCLUDE WWF INTERNATIONAL IN YOUR WILL

We recommend that you include your first and last name, date of birth and address, as well as the full legal name and address of WWF International. Below is suggested language to include when drafting or updating your Will to facilitate a legacy gift to our organisation:

‘I (full name) give.....(percentage of estate or specific amount) to WWF - World Wide Fund for Nature (formerly World Wildlife Fund), having its principal office at Rue Mauverney 28, 1196 Gland, Switzerland, for its general purposes to protect and restore nature.’

STEP 4: INFORM WWF

If you have named WWF in your Will, we would be grateful if you could let us know so we can say a proper thank you and keep you updated.

By making such a pledge, you will join a special group of dedicated nature lovers who have included WWF International in their will or estate plans. According to your personal preferences, you will be able to receive tailored updates on our conservation progress as well as our Annual Review, a WWF photo calendar, and invitations to special events.



For further information or to speak to someone about leaving a gift in your Will, please contact:
William Skinner – Manager, Legacies & Supporter Engagement, WWF International
wskinner@wwfint.org / +41 79 512 7149



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