

BRINGING OUR WORLD **BACK TO LIFE**



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Freepost RTGL-XRZU-HHEZ  
WWF-UK  
The Living Planet Centre  
Brewery Road  
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GU21 4LL



For a future where people and nature thrive | [wwf.org.uk](http://wwf.org.uk)

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# TAKE ACTION WITH WWF

We're working to create a world where people and nature can thrive. But we can't do it alone. Your support is critical. Will you help bring our world back to life?

We understand the challenges, we have the solutions, and together we can make a difference. Be part of what we do today by becoming a member, adopting an animal, making a cash donation, adding your voice to our campaigns, pouring your energy into a fundraising challenge with Team Panda, or sharing news of our success.

## 60,000

STOPPING THE ILLEGAL WILDLIFE TRADE IS AN URGENT PRIORITY FOR US. MORE THAN 60,000 SUPPORTERS SIGNED OUR SUCCESSFUL PETITION CALLING FOR A BAN ON IVORY TRADE IN THE UK. YOU CAN JOIN THEM



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## 30 MILLION

YOU'LL SUPPORT OUR URGENT WORK TO PROTECT FORESTS ACROSS A LANDSCAPE OF MORE THAN 30 MILLION HECTARES IN THE BRAZILIAN AMAZON

## X3

24% OF UK SEAS ARE NOW DESIGNATED AS MARINE PROTECTED AREAS (THREE TIMES THE AREA DESIGNATED IN 2013). YOU CAN HELP ENSURE THESE PRECIOUS AREAS ARE WELL MANAGED

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Facts correct at the time of printing, July 2023.  
Printed on paper that is 100% sustainably sourced.





# WE'RE ACTING NOW – WILL YOU?

Together we can protect our world’s wildlife, forests, rivers and seas. We can push for urgent action against climate change, and press for measures to help people live sustainably within the means of our one planet. There are so many ways you can help!

## JOIN WWF

Be part of a growing movement of people around the world who want their voices heard. You’ll join our mission to restore nature and improve the state of our planet for future generations.

When you become a WWF member, we’ll send you a fact-filled pack, along with further ideas for getting involved. We’ll also keep you regularly updated on our work and how your support is helping, including three issues a year of our exclusive members magazine, *Action*. Just fill in this form now or join online at [wwf.org.uk/membership](http://wwf.org.uk/membership)



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## ADOPT AN ANIMAL

Help support our crucial work to protect some of the world’s most vulnerable animals by adopting an animal.

Choose from:

- ELEPHANTS TIGERS AMUR LEOPARDS SNOW LEOPARDS
- JAGUARS ORANGUTANS GORILLAS RHINOS PENGUINS
- GIANT PANDAS POLAR BEARS TURTLES

Adopters receive a pack full of facts about their adopted animal, along with a certificate and a wonderful cuddly toy. They also receive regular updates, including news of our latest campaigns. Adopt an animal for yourself, or as a gift for someone special. Just complete the attached form or go to [wwf.org.uk/adoption](http://wwf.org.uk/adoption)

## YOUR SUPPORT IS VITAL

Every single WWF membership, adoption and donation is another crucial step to help protect our world. Please give us your support today. Go online at [wwf.org.uk/get-involved](http://wwf.org.uk/get-involved), call our supporter care team on **01483 426333** or complete and return the attached donation form.

# THANK YOU

## GIVE A ONE-OFF OR REGULAR GIFT

Cash donations support many vital projects. Every penny counts and however much you can give, we promise to use your donation wisely. Donate now by completing the enclosed form or give online at [wwf.org.uk/donate](http://wwf.org.uk/donate)

## MORE WAYS TO HELP

Join Team Panda and run, walk or cycle to raise funds and protect nature. Email [teampanda@wwf.org.uk](mailto:teampanda@wwf.org.uk) to find out more.

A gift in your will can leave a lasting legacy for our world. To find out more, contact our legacy supporter manager, Grace at [grace@wwf.org.uk](mailto:grace@wwf.org.uk)

# HELP BRING OUR WORLD BACK TO LIFE



### Step 1. Please complete your contact details

Title	First Name	Surname
Address		
Address		
Postcode	Phone Number	
Email		

Please tick the boxes to indicate how you're happy to be kept informed about our conservation work and other ways you can help, such as fundraising, campaigning and events:

☐ Email ☐ Text ☐ Phone ☐ Post

You can unsubscribe at any time or change the way we contact you by visiting [wwf.org.uk/change-contact](http://wwf.org.uk/change-contact) or calling 01483 426333. For full privacy information visit [wwf.org.uk/privacypolicy](http://wwf.org.uk/privacypolicy).

### Step 2. Now please indicate how you would like to give

**Animal Adoption** Please choose the animal(s) you'd like to adopt and enter the amount.

<input type="checkbox"/> Giant panda	<input type="checkbox"/> Snow leopard	<input type="checkbox"/> Turtle	<input type="checkbox"/> Orangutan	<input type="checkbox"/> Rhino	<input type="checkbox"/> Amur leopard
<input type="checkbox"/> Polar bear	<input type="checkbox"/> Elephant	<input type="checkbox"/> Gorilla	<input type="checkbox"/> Tiger	<input type="checkbox"/> Penguin	<input type="checkbox"/> Jaguar

Minimum £3 per month per adoption.  £3 p/mth (£36p/yr)  £5 p/mth (£60p/yr)  £10 p/mth (£120p/yr) Other £

Choose if you would like to receive our standard updates or those tailored to under 12s:  
☐ Standard Updates  
☐ U12s Updates

Your adoption will help safeguard your adopted animal and the species as a whole, and support our other vital work worldwide.

### WWF Membership

Please choose your regular gift amount, minimum of £5 per month.  £5 p/mth (£60p/yr)  £8 p/mth (£96p/yr)  £10 p/mth (£120p/yr) Other £

Your gift will support our vital work around the world to help protect wildlife, wild places and people.

☐ Please tick this box if your adoption or WWF Membership is a gift for a friend or relative, then complete their address details below. To make sure we tailor content accordingly please add the recipients date of birth, and let us know if you want the pack to go to you or to them. Send directly to recipient ☐ yes ☐ no

**Gift recipient details**

Title	First Name	Surname	Address
Address			Postcode
Date of birth			D D / M M / Y Y

### One-off donation

I would like to donate an amount of £

Your support will help fund vital WWF work around the world.

### Other ways to give

Leave a gift in your will. Please email [grace@wwf.org.uk](mailto:grace@wwf.org.uk) for more information.

Participate in a Fundraising event. Go to [wwf.org.uk/events](http://wwf.org.uk/events) for more information.

### Step 3. Gift Aid

**Increase your donation without spending a penny extra**

Tick the Gift Aid box and WWF will reclaim 25p of tax on every £1 that you have given in the last four years and all future donations until you tell us otherwise.

**Please tick here** ☐ I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years, to WWF-UK. I am a UK taxpayer and understand that if I pay less income tax or capital gains tax in the current tax year than the amount of Gift Aid claimed on my donations it is my responsibility to pay any difference. Gift Aid is claimed by WWF-UK from the tax you pay for the current tax year.

*giftaid it*

Title	Full Name (please print)	Date
<input type="text"/>	<input type="text"/>	D D / M M / Y Y


Please let us know if your tax status, name or address changes by calling **01483 426333**.

### Step 4. Please indicate your preferred payment method

#### Paying by monthly Direct Debit

To set up a Direct Debit call **01483 426333** or complete this form. Paying by Direct Debit keeps administration costs to a minimum so your donation goes further.

**Instruction to your Bank or Building Society to pay by Direct Debit**



Service User Number <b>9 9 1 4 7 3</b>	WWF-UK reference number (Office use only) <input type="text"/>
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**Name and full postal address of your Bank or Building Society branch**  
To the manager of Bank or Building Society

Name of Bank	
Address	
Postcode	

Name(s) of account holder(s)

Branch sort code

Bank or Building Society account number

**Instructions to your Bank or Building Society:**  
Please pay WWF-UK Direct Debits from the account detailed on this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with WWF-UK and, if so, details will be sent electronically to my Bank/Building Society.

Signature  Date  /  /

Banks and Building Societies may not accept Direct Debit instructions from some types of accounts.

#### One-off donation by card, cheque or postal order

To adopt an animal or take out a WWF membership you can make a one-off payment. Choose the minimum amount of £36, or the annual equivalent of your selected monthly amount above.

☐ I enclose a cheque/postal order made payable to WWF-UK, OR Please debit my MasterCard ☐ Visa ☐ Maestro ☐ AMEX ☐ or CAF charity card ☐

Name of cardholder

#### Confirm amount £

Card No.  (Maestro only)

Valid from  /  /  Expiry date  /  /  Issue No.  (Maestro only)

Signature  Date  /  /