

# GROWING SUPPORT

We're urging as many people as possible to support our critical work and creating more opportunities for our supporters to be involved in what we do; inspiring them to act with us and have an impact on our mission.



WWF's Great Wild Walk, Sherwood Pines  
© Paul Rogers / WWF-UK

## 1 2023-24 TARGET

**We'll aim to increase our active supporter base to 1.5 million and raise more than £94 million in income to support our work and create more opportunities for people to take action.**

In a year when the cost-of-living crisis continued to bite, we are incredibly grateful to our generous supporters who helped us achieve our second-highest ever income total, along with a heartening increase in our active supporter base.

Despite an uplift in donations in the second half of the year, we didn't manage to reach our ambitious income target: we raised a total of £91.5 million. This figure was buoyed by £3.85 million thanks to crucial long-standing support from players of People's Postcode Lottery. Our income was also boosted by £3.1 million from Omaze, and by the number of players of the weekly WWF lottery increasing by nearly 40%, meaning this initiative should now generate more than £1 million a year. We were delighted 319,000 new people chose to support us – either financially or through other actions. More than 100,000 of them were inspired to engage with us through our new campaigns, which offered many ways to get involved and show support – including a Nature Friendly Planner and our Great British Wildlife Guide.

Some 44,000 new people supported us through adoptions and membership during the Christmas period, thanks to our campaign to 'Give the Gift of Hope'. Our legacy stewardship focus, including in-person events, has seen numbers of new legacy pledgers, prospects and notifications all increase substantially. And our philanthropy team secured vital grants including major support from the National Lottery Climate Action Fund.

This year we relaunched our junior membership product, Go Wild. And our tailored communications to young people (notably 13 to 17-year-olds), written by our Youth Ambassadors, performed well.

We've seen an increase in support for our community events: more than 2,000 people joined our Great Wild Walks, and thousands of supporters took part in our virtual 100 Miles in March challenge, raising over £100,000. We were the first charity partner for the Mini London Marathon, reaching over 300,000 schoolchildren and encouraging them to be active in nature. Joe Wicks led a warm-up for all 10,000 children at the start line.

Overall, our two-year active supporter numbers rose from 1.34 million to 1.42 million.

# 319,000

**319,000 NEW PEOPLE CHOSE TO SUPPORT US – EITHER FINANCIALLY OR THROUGH OTHER ACTIONS**



## 2 2023-24 TARGET

**We'll maintain our brand prominence and trust among our supporters and the public, notably through our brand proposition of Bringing Our World Back to Life, as well as launching a mass engagement campaign to showcase our organisation as a leading voice on nature and climate change.**

This year our brand-led work to Bring Our World Back to Life had a particular focus on forests. In October, we supported the launch of WWF's global Forest Pathways Report, which details the state of the world's forests and outlines what governments must do to better protect them. This achieved more than 1,200 pieces of media coverage globally and reached more than two billion people. Our supporting brand activity included a forest den at London Waterloo station, which invited commuters to experience the calm of a Borneo rainforest.

We encouraged more than 10,000 supporters to write to their MPs calling for new UK legislation to protect forests and ensure businesses can no longer sell products that come from illegally deforested land. This was followed by the then environment secretary announcing the 'due diligence' legislation at the UN climate summit in December.

Our focus on forests led to an increase in people recognising our work to address deforestation and an increase in trust for the brand; we also retained prompted awareness of WWF at the increased level we achieved last year.

In March, we inspired more than 90 sports teams, charities and other brands to take part in our World Without Nature activation by removing images of nature from their logos on social media to highlight the crisis facing our natural world. As well as strong media reach, it helped us gather more than 12,000 signatures on a newly launched petition calling on the upcoming new UK government to commit to stop fuelling the destruction of nature. The petition gathered more than 57,000 signatures before the general election.

Working in partnership with the RSPB, we continued our Save Our Wild Isles campaign. Together we supported more than 20,000 people to engage with UK nature in 248 grassroots community projects through the campaign's Community Fund. This raised more than £2.6 million – with £1 million in match funding donated by our partner Aviva. The fund supported communities in areas where the need is greatest. Activities included tree planting, wildflower meadow restoration, work with schools, and improving access to green spaces. Many groups also tackled loneliness, food poverty and mental health. Of those who took part, 88% now feel more connected to nature.

**>10,000**

**WE ENCOURAGED MORE THAN 10,000 SUPPORTERS TO WRITE TO THEIR MPS CALLING FOR NEW UK LEGISLATION TO PROTECT FORESTS AND ENSURE BUSINESSES CAN NO LONGER SELL PRODUCTS THAT COME FROM ILLEGALLY DEFORESTED LAND**



Our forest den brought the calmness of the Borneo rainforest to London Waterloo station  
© Lucian-Mihai Koncz / WWF-UK





A volunteer at the Belgrave Community Garden Project, Leicester – supported by the Save Our Wild Isles Community Fund  
© Paul Rogers / WWF, RPSB, Aviva

### 3 2023-24 TARGET

**We'll continue to develop our existing strategic partnerships to support the delivery of our mission. We'll also develop new partnerships and renew two major strategic partnerships.**

Our corporate partnerships help us to extend the reach, scale and impact of our work. We work with companies to reduce their environmental impact and accelerate sector and policy shifts towards a more sustainable future.

As noted above, we partnered with Aviva on the Save Our Wild Isles Community Fund. Aviva provided £1 million in match funding.

With NatWest, we launched a report that sets out a roadmap for the transition to regenerative agriculture in England. The aim of the roadmap is to ensure farmers are rewarded for producing nutritious food, tackling climate change and restoring nature.

As well as a campaign to collect a million phones for reuse or recycling in markets including the UK, Germany and Turkey, our partnership with Vodafone is exploring opportunities to use technology to support conservation. Working with WWF-Kenya and Safaricom, a Vodafone team travelled to Kenya to trial an AI model that's being developed to help address conflict between people and wildlife.

Our Climate Solutions Partnership with HSBC and the World Resources Institute has supported more than 500 companies across Asia to shift to renewable energy. In Thailand we've helped scale up agroforestry and reduce human-wildlife conflict. Also with HSBC, we developed a toolkit to help financial institutions monitor the risks related to deforestation and land conversion in commodity supply chains.

During the fourth year of our global partnership, Reckitt has supported us to assess eight rivers for a gharial conservation plan in Uttar Pradesh, India. And it's enabled us to resume work to test 'pingers' to keep river dolphins away from fishing nets in Tapajós, Brazil. This has helped protect the dolphins and increased yield for local fishers. In the UK, we exceeded by 20% our three-year target to restore 20 million square feet of wildflower habitat, with more than 10.8 million square feet delivered this year.

New partnerships this year included an international partnership with Lidl, which will support the company in achieving its global sustainability commitments.

**>20,000**

**WITH THE RSPB AND BACKING FROM AVIVA, WE SUPPORTED MORE THAN 20,000 PEOPLE TO ENGAGE WITH UK NATURE IN 248 GRASSROOTS COMMUNITY PROJECTS THROUGH THE SAVE OUR WILD ISLES CAMPAIGN'S COMMUNITY FUND**