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HOLIDAY 2023





A Better Way to Give... for Our Planet's Future

WWF's approach to safeguarding the planet's natural resources is grounded in science, with a global reach to deliver solutions that meet the needs of both people and nature. From recovering critically endangered species to mapping and conserving whole eco-regions to improving the livelihoods of local people, we work at every level to bring about positive, lasting change.

Your donation provides general support for WWF's conservation efforts around the globe and we'll use it where the need is greatest. You not only help ensure safeguards for our planet today, your commitment will also make a difference in the world your children and your children's children inherit. The truth is, by donating to World Wildlife Fund, you are helping protect the future of nature for many generations to come.



\$25 Adoption

With this symbolic adoption you will receive:

- 5"x7" Species spotlight card with photograph
- 5"x7" Formal adoption certificate

FREE SHIPPING



\$60 Adoption

With this symbolic adoption you will receive:

- 5"x7" Species spotlight card with photograph
- 5"x7" Formal adoption certificate
- Soft plush in a reusable gift bag

FREE FIRST-CLASS SHIPPING



\$75 Bucket Adoption

With this symbolic adoption you will receive:

- 3 soft plushes
- 6" L x 6 1/2" W x 6" H

FSC-certified wooden bucket

FREE PRIORITY SHIPPING



\$100 Adoption

With this symbolic adoption you will receive:

- 5"x7" Species spotlight card with photograph
- 5"x7" Formal adoption certificate
- Hinged double frame
- Soft plush packaged in a gift box

FREE PRIORITY SHIPPING



\$250 Adoption

*FAMILY AND GIANT PLUSH ADOPTIONS
LIMITED TO CERTAIN SPECIES*

With this symbolic adoption you will receive:

- 5"x7" Species spotlight card with photograph
- 5"x7" Formal adoption certificate
- Hinged double frame
- Soft plush with gift box or bag

FREE PRIORITY SHIPPING

FREE SHIPPING

*Donations that include a thank-you item are shipped for free via USPS First-Class / Priority Mail and may take 6–10 business days to be delivered in the US. Delivery date and time cannot be guaranteed. Make your donation by **December 13, 2023 11:59 p.m.** for delivery by December 24, 2023.

On the cover: Two-Toed Sloth photographed by Randal Ford/randalfordart.com.

Taxes: The tax deductibility of your donation will vary. Please see the acknowledgment you receive from WWF for details. For frequently asked questions and additional information, please visit help.worldwildlife.org.

EASY WAYS TO SUPPORT WWF

Make your donation by **December 13, 2023 11:59 p.m.** for delivery by **December 24, 2023.**

Toll-free adoption line:

800-CALL WWF
(800-225-5993)

Please refer to our website for hours of operation.

Online:

wwfcatalog.org



CARTER S. ROBERTS
President and CEO

Dear Friends,

One of my favorite trips is to the heart of southern Africa to see the spectacular wildlife of the Okavango Delta in Botswana, combined with a week of exploring the desert in Namibia, where an inspiring, community-led conservation story continues to play out. That story combines the power of community-led conservation with a tale of renewal—of wildlife populations and communities both.

Namibia was the first African country to incorporate protection of the environment into its constitution.

In 1996, legislation was passed that enabled Namibian communities to form communal conservancies to promote sustainable natural resource management by giving local communities rights to wildlife management and tourism—a new concept at the time. The first four communal conservancies were soon registered, and benefits began flowing to these early pioneers. By the end of 2020 there were 86 registered conservancies in Namibia. Communal conservancies now cover more than 20% of Namibia's land. Over 227,000 citizens—one in five rural Namibians—live within a conservancy.

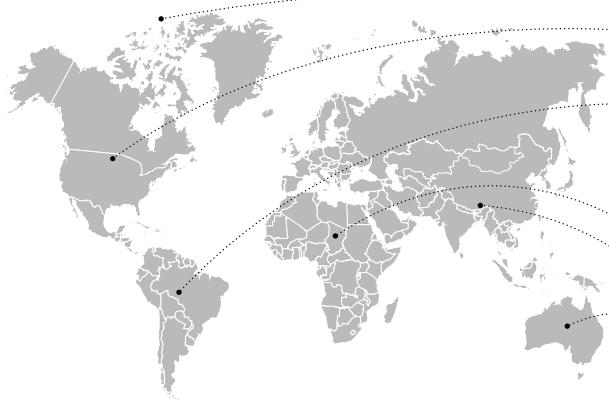
The conservancy model has produced economic benefits for communities and impressive gains for wildlife. Namibia's elephant population has more than tripled; black rhinos, once near extinction, have rebounded; and free-roaming desert lions—reduced to fewer than 25 by the mid-1990s—now number over 150.

I love how Namibia has found a way to translate conservation of species into the strengthening of communities and has done so in a way that is completely its own. WWF has worked in Namibia for more than two decades. We are proud of all that's been achieved and will be there as long as we are needed.

Thank you for all that you do in support of WWF's global conservation work. I hope you find something special in the pages of this catalog for everyone on your gift list this year.

Sincerely,

Carter Roberts



DIRECTORY

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Classifications like “endangered” and “vulnerable” have specific scientific meanings. WWF uses the standards of the **International Union for Conservation of Nature (IUCN)**.

IUCN standards and the IUCN Red List of Threatened Species were developed to provide a consistent, objective system for evaluating populations. While the main criterion is the measured or observed reduction in numbers, other factors include habitat loss and fragmentation, reduction in the number of mature individuals, and other environmental considerations that put species at risk.

Your donations through WWFGifts will help our conservation efforts around the globe where the need is the greatest.

- | | |
|-----------|-----------------------|
| LC | Least Concern |
| NT | Near Threatened |
| VU | Vulnerable |
| EN | Endangered |
| CR | Critically Endangered |
| EW | Extinct in the Wild |
| EX | Extinct |



STEVE
MACLEAN
Managing
Director
WWF-U.S.
Arctic Program

PROTECTING BRISTOL BAY

A Big Win for the Planet and People in Alaska

As 2022 ended, we celebrated a major victory for conservation, sustainable development, and Indigenous rights in Alaska.

With our Bristol Bay Victory Challenge (BBVC) partners, we're proud to announce the permanent protection of 44,000 acres of important salmon habitat owned by the Indigenous people of Pedro Bay, Alaska.

The Bristol Bay region truly runs on salmon: the Bering Sea fishery—valued at over \$2 billion and employing more than 15,000 people—supports both the local economy and the cultural and subsistence needs of local communities.

Native communities in the area have practiced subsistence living for countless generations, resulting in a deep understanding of the land and its species and how best to steward and conserve them in perpetuity.

WWF's work is focused on collaborating with communities to build long-term sustainable economies—based on an alternative to mining—and help them secure a sustainable future around the spectacular salmon runs that bring life to the region.



Sea Otter **EN**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The smallest marine mammal, sea otters live close to shore in temperate coastal waters with rocky or soft ocean bottoms. They eat a variety of seafood and are one of the few mammals that utilize tools to feed.



Narwhal **NT**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The narwhal's tusk, which can grow as long as 10 feet, is actually an enlarged tooth with up to 10 million nerve endings inside and may have sensory capability.



Arctic Fox **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Arctic foxes are opportunistic feeders and will eat anything they can find, including berries. When food is scarce during the harsh winters, these foxes will trail polar bears to scavenge any uneaten prey.



Polar Bear **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Polar bears live in the Arctic and rely on sea ice to access the seals that are their primary source of food, and to rest and breed.

Arctic



Polar Bear Slippers

DONATION LEVEL
\$60

Walk with polar bears on your feet! These soft slippers provide superior comfort. Flexible soles are durable like leather but washable too. *Unisex sizes; details available online.*



NEW! Polar Bear Pajama Set

DONATION LEVEL
\$60

A polar bear adorns our blue and navy snowflake pajamas to create a cheerful mood as you settle in for the night. This two-piece set is made from naturally cozy recycled cotton material. *Women's sizes XS, S, M, L, XL, XXL.*



NEW! Polar Bear Long-Sleeve (Unisex)

DONATION LEVEL
\$60

This shirt features a playful image of a polar bear. For thousands of years, polar bears have also been an important part of the cultures and economies of Arctic peoples.

North America



Bald Eagle **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Long, wide wings give bald eagles the ability to stay aloft and conserve energy by soaring; their keen, full color vision helps them find prey.



Pygmy Rabbit **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
TWO FREE WITH A DONATION OF \$60 OR MORE!

Pygmy rabbits are usually found in areas of tall, dense sagebrush cover, which they depend on for food and shelter throughout the year.



Prairie Dog **EN**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
TWO FREE WITH A DONATION OF \$60 OR MORE!

The prairie dog is an engineer of its environment, churning soil, trimming plants, and clearing ground, creating habitat for other species.

North America



Black-Footed Ferret **EN**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

WWF is helping to bring back healthy populations of black-footed ferrets, a species native to the Northern Great Plains and one of the most endangered mammals in North America.



NEW! Cardinal **LC**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Cardinals forage mostly while hopping on the ground or in low bushes. The male sings to defend nesting territory, actively attacking intruding males in breeding season. The female sings mainly in spring before the start of nesting.



Snowy Owl **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Snowy owls' flight feathers are tipped with soft down, enabling them to hunt noiselessly through the arctic tundra.



Bison **NT**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Bison are highly adapted to life on the plains: in winter their metabolism slows to 25% of its summer rate to conserve energy when forage becomes scarce.



KRISTY BLY

*Black-footed
Ferret Program
Restoration
Manager
Northern Great
Plains Program*

BLACK-FOOTED FERRET MONITORING

Innovative Technology Tools

Approximately 390 endangered black-footed ferrets exist in the wild. To effectively design conservation interventions—and reach the recovery goal of 3,000 adults—we need to estimate the size and health of existing populations.

But detecting and observing these nocturnal, burrow-dwelling animals is a challenge. The most effective monitoring tools scientists have to date are high-intensity spotlights mounted to truck windows or roofs, which are used to locate ferrets within prairie dog colonies by eyeshine. While effective, this technique is time consuming and relies heavily on unobstructed views to successfully spotlight individuals. In addition, ferrets sometimes shy away from the light and truck sounds, further inhibiting efforts to correctly estimate population numbers.

To eliminate some of the challenges of spotlighting for ferrets, WWF and partners are testing forward-looking infrared (FLIR) cameras on the Fort Belknap Reservation in Montana. FLIR cameras use a thermal system that senses infrared radiation (body heat) of an individual, an advantage over searching for eyeshine. Adding FLIR cameras to the toolbox increases our ability to find and count ferrets at all reintroduction sites, as well as to livetrapped and vaccinate individual animals against sylvatic plague.

North America



CLAY BOLT
Senior
Communications
Lead
Northern Great
Plains Program
and Pollinators

SMALL BUT MIGHTY
Pollinators Critical to Ecosystems

When most of us think of the Northern Great Plains and the wildlife that lives there, our minds often turn to the larger creatures—bison, pronghorn, owls, and swift foxes—that have made these grasslands famous. However, without the small creatures that live here—dung beetles, spiders, and springtails—the ecosystem would fail. Among these, none are more important than our insect pollinators.

Pollinators, like the western bumblebee, are responsible for doing so much more than just producing the foods we eat. The seeds that are developed because of pollination provide food for birds and many other species, the plants that grow from the seeds help to bring rainwater deep into the soil through their vast root systems, where it is stored until times after drought; and these plants also store carbon, which helps fight climate change.

I hope that more people will begin to appreciate these irreplaceable, threatened species that do so much for our world.



Hummingbird House
and Plush Set

SYMBOLIC ADOPTION LEVEL
\$75

Woven from 100% natural fibers to provide ruby-throated hummingbirds refuge from the elements. It includes a hanger to attach to a tree or hook on your porch. Also included are two colorful plush 8” ruby-throated hummingbirds. Reed grass house measures approximately 9”x 4” with a 2”x 2” window.



NEW! Cross Fox VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The cross fox is widely distributed throughout the United States. While the most common coat color is red, color phases other than red occur, and a red fox can be black, silver or a cross between red and silver, known as "cross fox."



NEW! Hummingbird
Wine Carafe Set

DONATION LEVEL
\$75

Colorful hummingbirds adorn this festive carafe and wine-glass set. The stainless steel canteen holds 17 oz, and the stemless glasses hold 12 oz each. All three pieces feature the WWF panda logo, a symbol of hope seen across the globe.



Bumblebee VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Critical pollinators, bumblebee wings beat about 130 times per second allowing buzz pollination, vibrating flowers until they release pollen to help plants produce more fruit.



Bee VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
TWO FREE WITH A DONATION OF
\$60 OR MORE!

There are over 20,000 different species of bee in the world and some 4,000 species that live in the U.S. and Canada alone. These pollinators help plants produce some of our most popular foods, like blueberries and squash, and keep ecosystems functioning and healthy.



Harbor Seal LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Harbor seals can remain at sea for several days, traveling great distances in search of feeding grounds, but tend to return to familiar resting areas along rocky shorelines.



Manatee VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Surprisingly agile, West Indian manatees inhabit rivers, canals, and estuaries, feeding on seagrasses, freshwater plants, and floating vegetation for six to eight hours a day.



Great White Shark VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Caught for their jaws, teeth, leather, and fins, which are in demand worldwide and command high prices, great white sharks also face the threat of accidental capture in fishing gear.

BRINGING BACK STREAMS

Artificial Beaver Dams Store Water for Dry Days Ahead

Many streams across the Northern Great Plains are degraded due to dewatering, vegetation removal, and the eradication of beavers, whose dams create natural water holding and dispersal structures.

To capture water that runs episodically in these creeks, a growing number of ranchers are installing beaver dam analogues to mimic beaver dam function. While the presence of beavers may be preferable, it is not always possible to introduce animals where they are most needed. These analogue installations mimic beaver dam functions in a stream ecosystem. Spanning the width of the channel, each beaver dam analogue uses a matrix of mud, branches, stems, and wooden posts in the streambed. During high-flow events, dam analogues hold water back, creating human-made beaver ponds.

As the water in these ponds overflows the stream bank, the channel reconnects to the previously isolated floodplain. In 2022, four ranches partnered with WWF to install more than 120 beaver dam structures across approximately two miles of streams.



North American River Otter LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Members of the weasel family, river otters are very playful, wrestling with one another, bouncing objects on their paws, and sliding down muddy embankments.

Mexico



Monarch Butterfly EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
THREE FREE WITH A DONATION
OF \$60 OR MORE!

In a highly evolved migratory pattern, the eastern monarch butterfly flies up to 2,500 miles each year from its breeding grounds in the U.S. and Canada to its hibernation grounds in central Mexico.



Monarch Butterfly Puzzle

DONATION LEVEL
\$60

This 1,000-piece puzzle will keep you busy! Piece together all the beautiful monarch butterflies that together look like a work of art. Crafted from FSC-certified cardboard, puzzle measures 19" x 19".



Mexican Gray Wolf LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Like other members of the dog or Canidae family, wolves are very adaptable, intelligent, and territorial, returning to familiar den sites, travel routes, and feeding grounds.

MONARCH BUTTERFLY SURVEY

Troubling News for Monarchs

Monarch butterflies cluster in the warmth of central Mexican forests each winter, the destination is an over 2,500 mile journey from the U.S. and Canada.

Since it's impossible to count individual butterflies, the best method measures the area of forest monarchs occupy in the hibernation colonies in the Monarch Butterfly Biosphere Reserve. The most recent monarch butterfly survey, led by WWF Mexico, shows that this winter the number of monarch butterflies in the hibernation forests decreased by 22% in just one year. A second report highlights increased forest degradation in monarch colonies. Together, the two reports offer a stark reminder of the vulnerability of this unique migratory phenomenon.

As important pollinators, monarch migration helps increase the diversity of flowering plants benefiting other species and contributes to the world's food supply. But unfavorable conditions resulting from the climate crisis are disrupting their journey. And the milkweed they lay their eggs on and the only food source for emerging caterpillars, is being depleted along their route. Monarchs are in trouble.

WWF is working to conserve monarch butterflies and their miracle of migration by protecting the areas they depend on. To protect overwintering grounds, WWF supports proper forest management and sustainable projects that provide alternative income to local communities. By more sustainably managing forests and grasslands, we can realize benefits for both people and nature.



Ocelot LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Often the most abundant cat species throughout much of their range, ocelots live in a wide variety of habitats ranging from marshes to savanna grasslands to tropical forests.

Climate Change

ADDRESSING THE CLIMATE CRISIS

Nature-based Solutions

As the climate crisis intensifies, it's critical to address increasing risk from rapid environmental change while at the same time helping people and wildlife adapt.

Nature itself can be part of the solution. Nature-based solutions—actions or policies that harness the power of nature—could play an important role in minimizing climate change and its effects, addressing such threats as water security and growing risk of disasters.

These solutions involve protecting, restoring, and sustainably managing ecosystems in ways that increase their resiliency and ability to address the challenges, while also safeguarding biodiversity and improving human well-being.

It is critical to expand our toolkit to address the climate crisis, and it's becoming clearer that nature must be at the heart of these efforts. Nature-based solutions combined with traditional solutions and science-based targets could be key to increasing our potential for protecting people and wildlife.

Around the globe, WWF partners with governments, businesses, and local communities to develop nature-based solutions that restore ecosystems and help people adapt to climate change. With nature on our side, people benefit too.



NEW! Penguin Pillow

DONATION LEVEL

\$60

They slide on their bellies across the snow, congregate on icebergs and seem to fly through freezing water in search of fish. What better animal to live up any room than a comical penguin? This fun shaped penguin pillow *measures 15 3/4" x 13 3/4"* and is crafted from shu velveteen and cotton filling.



Emperor Penguin **NT**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Flightless and clumsy on land, emperor penguins are most at home underwater, where they feed on a diet of crustaceans, small fish, and squid.



Emperor Penguin Chick **NT**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Extreme cold temperatures put eggs and hatchlings at risk, so male emperor penguins keep the eggs warm on their feet for nearly five months.



Penguin Slippers

DONATION LEVEL

\$60

Walk with adorable penguins on your feet! Produced using eco-friendly practices, these soft slippers provide superior comfort. *Unisex sizes XXS, XS, S, M, L. Sizing details available online.*

Latin America



Three-Toed Sloth LC

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

A male sloth usually stays in the same tree for his entire life, but a female sloth moves after giving birth, leaving her tree to her offspring.



Sloth Mom and Baby LC

SYMBOLIC ADOPTION LEVEL

\$125

Female sloths give birth to one baby a year. The baby stays with its mother for about six months, grasping its mom's belly as she moves through the trees, an important bonding period that helps the offspring learn and develop.



Sloth Planters

DONATION LEVEL

\$60

Perfect for miniature plants, this pair of sloth planters is made of durable ceramic material. Hang them—string included—in the window or place them on a windowsill, a daily reminder of your support for the wild. *Approximate dimensions: large 6 ¾" x 4 ¾" x 3 ½"; small 5" x 3" x 2 ½".*



Harpy Eagle LC

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

The harpy eagle's eyesight is eight times more powerful than a human's, and the harpy eagle is one of the most feared hunters in Brazilian forests. It is so powerful that it can snatch a sloth from the top of a tree while flying, and can carry an animal weighing around 22 pounds.



Sloth Long-Sleeve (Unisex)

DONATION LEVEL

\$60

This olive green shirt features an illustrated sloth hanging from a tree. The T-shirt is made of 70% organic bamboo and 30% organic cotton.



Two-Toed Sloth **LC**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Sloths, the sluggish tree-dwellers of Central and South America, move slowly through the tropical rain forest canopy, munching on leaves, twigs, and buds.



Red-Maned Wolf **NT**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Red-maned wolves are the largest canid in South America, with long legs that allow them to see above tall grasses as they move and large ears they rotate, listening for prey.



Blue Whale **EN**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Whales are at the top of the food chain and have an important role in the overall health of the marine environment.



MEG SYMINGTON
Managing Director
Amazon

SECURING COLOMBIA'S HERITAGE

Protecting the Nation's Landscapes and Seascapes

Last June, WWF joined the government of Colombia and a broad coalition of private and public sector partners in launching Heritage Colombia, an initiative that secures \$245 million of public and private finance to permanently protect 32 million hectares of iconic Colombian landscapes and seascapes.

I am proud to have been part of the WWF team—working over years and across time zones and multiple countries—that brought this deal to life to chart a vision for durable conservation in Colombia. Heritage Colombia will secure lasting conservation for terrestrial ecosystems in the heart of the Amazon, the Andes, the Orinoco, and the Caribbean coast, and opens the door to new and expanded marine protected areas in the Caribbean and Pacific.

Through Heritage Colombia and similar initiatives in Brazil and Peru that I have worked on over the last 10 years, WWF has helped secure permanent protection for 12% of the entire Amazon rain forest. But the signing ceremony we celebrated in Bogotá represents a beginning and not the end.

Over the next 10 years, WWF will work with our partners to make the vision of Heritage Colombia a reality, so that Colombia's rich natural wealth can continue to benefit the millions of people who depend on it.



Giant Tortoise **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Found only on the Galápagos Islands, the giant tortoise is the largest living tortoise in the world.



DEFENDING INDIGENOUS TERRITORY

High-Tech Tools Make a Difference

The Uru-Eu-Wau-Wau Indigenous people live on an island of rain forest surrounded by farms in the Brazilian state of Rondônia. Critically important for its rich biodiversity and freshwater sources, the land has been threatened for decades. With deforestation in the Amazon at its highest rate in more than 15 years, livelihoods and culture are at risk.

Illegally cleared land in the Amazon often leads to wildfires. In the wake of the devastating Amazon wildfires of 2019, WWF collaborated with the Kanindé Association of Ethno-Environmental Protection to supply the Uru-Eu-Wau-Wau with monitoring equipment including drones, smartphones, and camera traps—and field training to record illegal deforestation. The drones provide high-resolution images, videos, and GPS mapping data that allow the Uru-Eu-Wau-Wau to document deforestation while avoiding unexpected and potentially deadly confrontations.

The information collected, organized, and mapped can be used by public agencies, nongovernmental organizations, or Indigenous organizations to aid the Uru-Eu-Wau-Wau in their fight against deforestation. Combined with their traditional knowledge of the ecosystem, land surveillance technology has become a critical territorial protection and conservation tool.



Capybara LC
SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Capybara eyes, ears, and nostrils are located near the top of their heads, so they can keep a watchful eye on their surroundings while partially underwater.



Anaconda NT
SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Ambush specialists, anacondas consist of four species of aquatic boas inhabiting the swamps and rivers of South America's dense tropical forests.



Red-Eyed Tree Frog LC
SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The frog lays its eggs in a gelatin base on the underside of leaves. After a week or two, tadpoles hatch and wiggle until they drop into water below, where they will become frogs.



Macaw LC

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Jaguar NT

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Jaguars are strong swimmers and climbers and require large areas of tropical rain forest and stretches of riverbank to survive.



Macaws are highly intelligent members of the parrot family. Their long, curved beaks are ideal for crushing nuts and seeds, and their strong, agile toes are used like hands for grasping.



NEW! Hummingbird Luminary

DONATION LEVEL

\$60

Handcrafted in a family workshop in the community of San Juan de Oriente, Nicaragua, this beautiful ceramic luminary features a graphic design etched by hand using a sharpened bicycle spoke. Turned on a kick wheel and created from local clay, it is hand painted and woodfired in a beehive-shaped kiln. For use with tea light candles (not included). *Approximately 4.5"x 5" high.*





SOFIA GREEN
Researcher

CLIMATE TRANSFORMATION FOR THE GALÁPAGOS

Tackling the Crisis and Increasing Resilience

The Galápagos Islands, located in the eastern Pacific Ocean, are a global natural treasure. A new program, funded by the Green Climate Fund, will help the island community play its part in tackling the climate crisis and increasing resilience to its impacts.

The work will include helping the islands switch to more renewable energy sources, sustainably manage agricultural land, and restore ecosystems. More than 250 green jobs should be created in the energy, agriculture, fishing, and tourism sectors, generating work for thousands of others.

WWF-Ecuador will work with partners to implement climate adaptation measures in the fishing sector, promote nature restoration on land and in the sea, and generate awareness of and participation in the program among the island community.

We are committed to safeguarding threatened habitats and the rights of the Indigenous stewards fighting to protect them.



Blue-footed Booby LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Blue-footed boobies lay their eggs in a nest on the ground in arid, tropical, and subtropical island habitats.



Black Jaguar NT

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Not a separate species but a rare color variant, black jaguars are powerful hunters and play a vital role within their ecosystem.



Sea Lion EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The sea lion is the most common mammal in the Galápagos. It hauls out onto rocks in large colonies, moving into water to feed and cool off.



Tigers

A WIN FOR WILD TIGERS

Legislation Against Wildlife Crime

In a big win for tigers, the U.S. Senate passed legislation to help keep captive tigers from ending up in the illegal trade of their parts, a major threat to big cats in the wild. It also helps ensure the welfare of captive big cats and public safety by requiring a federal permit for big cat ownership. Now signed into law, it provides strict protections and management for big cats as well as the communities in which they are being held.

About 5,000 captive tigers live in the U.S. with little oversight of them and other big cats so they can easily slip off the radar and into black markets. Requiring a federal permit for ownership will give us a better understanding of the state of captive tigers. This helps protect wild tigers, too, because it will likely decrease the demand for wild tiger parts and products.

With the passage of the Big Cat Public Safety Act, the U.S. has sent a global message that America stands firmly against wildlife crime and on the side of tiger conservation.



Tiger Mom and Cub

SYMBOLIC ADOPTION LEVELS
\$125

Tigers are solitary animals and almost always travel alone, except for mothers and their cubs.



Tiger EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

WWF is working with the 13 countries where tigers live to increase their numbers in the wild.



Tiger T-Shirt (Female)

DONATION LEVEL
\$60

This charcoal blue T-shirt features a modern tiger design.



Navy Tiger Sweatshirt (Unisex)

DONATION LEVEL
\$75

The tiger sweatshirt featuring our most popular tiger design is available in both navy (featured above) and purple.

Panda Logo Essentials

World Wildlife Fund is one of the leading conservation organizations in the world. As the challenges facing the Earth grow more complex and urgent, our work has evolved from just saving species and habitats to addressing the global forces that impact them. WWF's efforts are focused on six goals –Forests, Oceans, Wildlife, Fresh Water, Climate, and Food – with people at the center. Spread the word about our work by wearing panda gear on your sleeve. Visit wwfcatalog.org to find all the WWF logo items available.



Panda Logo ¼ Zip Green Fleece

DONATION LEVEL
\$75

Early morning hikes call for lightweight layers and our quarter zip polar fleece pullover will provide a layer of warmth. With a zip pocket for cell phone or keys, wear the panda logo proudly and show your commitment to conservation. *Unisex sizes XS, S, M, L, XL, XXL.*



Panda Oversized Blue Snuggle Hoodie

DONATION LEVEL
\$75

A new spin on the sweatshirt, this zip hoodie is oversized without being overwhelming. It will keep you warm and cozy no matter where you go or what you are doing. The soft material hugs you while the quarter zip gives you the flexibility to control just how warm you want to be. Blue with the panda logo, 100% polyester. *Measures 59" x 78". One size fits all.*



NEW! Blue Pullover Sweatshirt

DONATION LEVEL
\$75

Enjoy weekend comfort every day in this 100% preshrunk cotton logo sweatshirt. The blue pullover features the panda logo on the front. *Unisex sizes S, M, L, XL.*



Forest Green Panda Hoodie

DONATION LEVEL
\$75

A hoodie so comfortable you'll wear it outside for nature walks or at home to curl up in. Featuring a panda logo, our NEW gray or forest green sweatshirt is a soft 65/35 cotton polyester blend with a terry finish. *Unisex sizes S, M, L, XL, XXL.*



NEW! Gray Panda Hoodie

DONATION LEVEL
\$75



Blue Panda Logo T-Shirt (Unisex)

DONATION LEVEL
\$60

Featuring the panda logo on blue, these shirts highlight protecting the future of nature worldwide. Short-sleeve styles. *Logo shirts are available in S, M, L, XL.*



Red Fox

Monkey



Elephant

Sloth

Infant Plush Cuddlers

DONATION LEVEL
\$60 PER PLUSH

Featuring two-toned fabrics, these plush represent some of our most popular species. *Each measures 14" tall.*



Owl Onesie

DONATION LEVEL
\$60

Perfect for an infant! Dress your little one in our WWF owl onesie with matching hat and receiving blanket. Just the right ensemble for any outing with a budding conservationist. All pieces are 100% soft cotton. *Available sizes are preemie (0-7lb), infant (up to 13lb) and small (14-18lb).*



NEW! Brown Bear Children's Zip-Up Fleece

DONATION LEVEL
\$60

Our new polar ultra-soft fleece will offer a layer of warmth. With two pockets for your special belongings, and bear ears on the hood. *Sizes range from 2T-6T (details online).*



NEW! Baby Wraps

DONATION LEVEL
\$60

Wrap your little one up in our fluffy baby wrap for total comfort and sweet dreams. Made from soft sherpa material with a cotton liner and poly cotton filling, choose either a blue or cream wrap. *Measures 32 1/2" x 26 1/4".*

Panda Cubs



Sloth Pillow

DONATION LEVEL
\$60

Sloths spend a lot of time sleeping in trees, so what better animal to rest your head on for a nap? The pillow is made of velveteen and *measures approximately 14" x 16".*



Red Panda Backpack

DONATION LEVEL
\$60

A cuddly ring-tailed red panda doubles as a backpack and is just the right size for little ones. Backpack is lightweight with child-sized straps. *Measures 14".*



Animal Hand Puppet Set

DONATION LEVEL
\$60

This puppet set includes our sloth and elephant, perfect for putting on a show. Use them to share stories about the conservation of species and how everyone can make a difference. *Each measures 10".*

Build Your Own Bucket



For an additional \$25 donation, add a fourth plush

Take a walk on the wild side with your very own FSC-certified bucket of wild animals—a pail filled with species to serve as a serious reminder of your commitment to safeguard species around the globe. Make a donation to WWF and choose any combo of animals for your own customized assortment or pick one of the special collections we created exclusively for you.

Why not combine a selection of wildlife from places as far away as Congo and the Amazon with a species from your own backyard in the Northern Great Plains for a global bucket? The possible combinations are endless... or you can focus on a single species, such as three African elephants or even meerkats! Go online and pick from over 50 fascinating species and Build Your Own Bucket for friends or family... or even one custom-made just for you. Just choose any three plush animals for a donation of \$75 or add a fourth, yours as a thank-you for a donation of \$100. *Each plush is approximately 8". Recommended for ages 3+.*



African Wild Dog



Arctic Fox



Arctic Hare



Atlantic Puffin



Bald Eagle



Bison



Blue Whale



Cheetah



Chimpanzee



Cottontop Tamarin



Fennec Fox



Giant Panda



Giraffe



Grizzly Bear



Jaguar



Koala



Lion



Loggerhead Turtle



Macaw



Meerkat



Ocelot



Okapi



Red Fox



Red Panda



Narwhal



Rhino



Sea Turtle



Snow Leopard



Snowy Owl



Wolf

Set of Socks

GO ONLINE TODAY AND CHOOSE ANY THREE PAIRS OF SOCKS FROM OVER 40 DESIGNS, OUR THANKS WITH A DONATION OF \$60.



Kick up your heels in our stylish socks—go online and choose three pairs from a wide variety of over 40 different designs online representing WWF’s priority work around the globe. We have some unique choices—so you can truly stand out in the crowd as your donation provides general support for WWF’s conservation efforts around the globe and is used where the need is the greatest.

Our wildlife socks feature animals—many threatened by wildlife crime, habitat loss and climate change—symbolic of our work to find solutions to complex conservation challenges and save the awe-inspiring array of life on Earth.

Made from 80% organic cotton, 15% nylon and 5% spandex, socks measure 14" in length; 7 ½" from heel to toe.



Arctic Hares



NEW! Bees



NEW! Black Bears



NEW! Cardinals



Dolphins



NEW! Eagles



Elephant Parade



Fennec Foxes



Fish



Frogs and Lily Pads



Giraffes



Great White Sharks



Hedgehogs



Honeybees



Hummingbirds



Koalas



Meerkats



Monarch Butterflies



Monarchs and Milkweed



Pandas and Bamboo



Penguins



Penguin Chicks



Red Pandas



Sea Turtles



Sloths



Sloths and Leaves



Tarantulas



Tigers



Wolves



Zebras

Africa



African Elephant **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Elephants are the largest land animals walking the Earth. Two genetically different African species exist: the savanna elephant and the forest elephant.



Mother and Calf African Elephants **VU**

SYMBOLIC ADOPTION LEVEL

\$125

African elephants live in a matriarchal society, so a new mom is not alone in guiding her young. Other females in the social group help a calf to its feet after birth and show the baby how to nurse.



African Elephant Calf **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Females remain with their birth group for life, sharing responsibility for calves; males leave the herd once they reach maturity.



WHITNEY KENT
Senior
Communications
Specialist
Wildlife
Conservation



Giraffe LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Giraffes' long necks are an adaptation that allows them to feed on foliage beyond the reach of other hoofed animals.



Pangolin CR

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

There are eight species of pangolin, four in Africa and four in Asia.



Fennec Fox LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The fennec fox is well-adapted to its desert habitat, surviving without water for extended periods and using its large ears to disperse heat.

LIVING AMONG WILDLIFE

Finding Solutions for Coexistence

Many communities in northwest Namibia live with and among wildlife, and sightings and interactions with species like elephants and large carnivores aren't uncommon.

However, sometimes the close encounters can lead to human-wildlife conflict, which can result in loss of property, crops, livestock, and livelihoods, and cause injury and sometimes death to both humans and animals.

While I was in the Kunene region, I visited some sites to see firsthand management approaches local communities are using to reduce dangerous interactions between wildlife and people and protect their property and livelihoods.

Protective stone walls around water holes prevent elephants from breaking water reservoirs, pipes and pumps, and piping takes water to dams where elephants and other wildlife can drink away from human settlements. Predator-proof enclosures keep livestock in and predators out and reduce incidents of retaliatory killings by farmers. Solar-powered motion-sensor spotlights scare away wildlife and early-warning system towers alert farmers of nearby collared lions, sending SMS messages to rangers and community members when a predator comes close. These are all effective measures to prevent human-wildlife conflict, but to sustainably manage this issue, we need to implement a variety of approaches that also address the specific context, causes, and social factors related to the conflict.

As human demand for land continues to grow, with people and wildlife competing for resources, unlocking these kinds of practical solutions is the key to coexistence and survival for all.



Little Ndaba Crochet Animal Ornaments

DONATION LEVEL
\$75

This set of six ornaments features a giraffe, elephant, lion, monkey, hippopotamus, and zebra. Each one is handmade by local women in Zambia to help support their families through their work.
Measures 2 1/2" to 4" tall.



NEW! KHWE Basket

DONATION LEVEL
\$100 SMALL BASKET
\$125 LARGE BASKET

Handwoven by women in Namibia, these beautiful baskets will not only add style to your home, they help support the families of the weavers. Over nine villages and 150 weavers create the KHWE baskets. Handmade so sizes and designs will vary. Small baskets range from 6-8" W x 7-9" H; Large baskets range from 8-10" W x 9-11" H.

Africa



Meerkat **LC**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Meerkats live in the savannas and grasslands of South Africa, Namibia, Botswana, and Angola. Their diet primarily consists of insects, but they will also eat small vertebrates, eggs, and plants.



ALLARD BLOM
*Vice President
of Global
Integrated
Programs for
African Forests*

BONGOS AT THE BAI

The Phantoms Forest

I will never forget the first time I got a good look at a bongo, a magnificent forest antelope. As I often try to do, I went for a solo walk near Bai Hokou, the gorilla research camp in the Dzanga-Sangha protected area complex—a model of enduring conservation—in the Central African Republic (CAR). Being alone in the forest makes you much more aware of your surroundings.

As I was walking along the edge of one of the bays—forest clearings—I felt a sudden presence. I stopped and looked in the undergrowth. Suddenly, this large dark brown striped male antelope stepped out into a patch of sunlight filtering through the canopy. He did not notice me, so I got a good look at him and then spotted several others farther away in the dark forest. As quietly as they had arrived, they vanished like phantoms into the forest. It was a magical experience.

Bongos are the largest and only social antelope, living in groups of a dozen or more in the African rain forest. Few people get to see them as I did that day in the forest. Several decades ago, they were not a common sight, however, they have now become regular visitors at the Dzanga Bai.

Like the elephants and buffalos, they share this space where they feel safe, a place protected and co-managed by the CAR government and WWF since 1989. Dzanga-Sangha is one of the few places in CAR that are considered safe and provide significant benefits to the local communities. With its over 260 employees, Dzanga-Sangha is one of the largest employers in the country.



Elephant Basket

DONATION LEVEL

\$75 PER BASKET

The women of the Village of Xakao operate a basket weaving cooperative, Tu Pare Nho Ndhovu. The name, “Let us live peacefully together with elephants,” reflects their commitment to finding ways to coexist with elephants while providing for their families. *Sizes vary from 2 ½" 3 ½".*



NEW! Caracal

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

The caracal’s remarkable ears each have more than 20 muscles that help them swivel around to detect sounds of prey. The tufts may amplify sound going into their ears or be used to communicate with others.



Cheetah **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Cheetahs are the world’s fastest land animals. Although once widespread in Asia and Africa, their populations are now isolated to the savannas and grasslands of sub-Saharan Africa.



African Rhino **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

African rhinos live in open savannas and grasslands and are threatened by the illegal trade of their horn and habitat loss. They are divided into two species, the black rhino and the white rhino.



NEW! Flaminglets EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Flamingos feed by plunging their heads into the water upside-down and filtering the water for shrimp, which in turn give the flamingo its bright pink color.



NEW! Hippopotamus Calf VU

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Female hippos, called cows, give birth every two years, usually to a single calf. Shortly after birth, the mother and baby join other cows and calves for protection against predators, including hyenas, lions, and crocodiles.



Lion EN

DONATION LEVELS

\$100 / \$60 / \$25

African lions are the most social of all big cats and live together in groups or prides, mostly inhabiting the plains and savannas throughout most of sub-Saharan Africa.

ALLARD BLOM

*Vice President
of Global
Integrated
Programs for
African Forests*



Hippopotamus VU

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

The eyes and ears of a hippopotamus are on top of its head, so it can keep watch for enemies—mainly crocodiles—while lying low in the water.



Gorilla EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Gorillas are herbivorous, feeding on fruit, shoots, bulbs, leaves, and occasionally tree bark.



Okapi EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

The closest known relative to the giraffe, the okapi's diet consists of many plants that are poisonous to humans.

GORILLA TOURISM BENEFITS WILDLIFE AND PEOPLE

The Village of the Elephants

I recently was able to join a Natural Habitat trip to Uganda. This trip was focused on great apes, and since my Ph.D. research was on the habituation process of western lowland gorillas, I was asked to come along as a WWF expert. While it was my first visit to see the mountain gorillas in Bwindi and the chimps in Kibale, I knew a lot about the area from friends and colleagues whose own research led them there.

While visiting these parks, it struck me how instrumental tourism has been in the survival of great apes in these places. In fact, I believe it is unlikely that mountain gorillas would still exist without tourism. Tourism can indeed be an important conservation tool that also benefits local communities.

Souvenir shops line the main street near the park entrance in Bwindi and many community members supplement their income by being porters and guides to the many tourists who visit the area.

However, after this visit, the need for vigilance in best practices for gorilla tourism developed by experts like me was even more apparent. Visitor groups must be limited, and all travelers must wear masks, keeping their distance to prevent disease transmission, a significant risk to both great apes and visitors.

By protecting these creatures, we can ensure their existence in the future so they continue to enrich both our lives and the lives of local people.

Asia



Red Panda Bobblehead

DONATION LEVEL

\$60

This bamboo-eating red panda will melt your heart. Red pandas spend most of their time in trees in the Eastern Himalayas where WWF works with local communities to reduce human impact on their fragile habitat. *Measures 7" tall* with an FSC-certified wood base.



Amur Leopard **CR**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Amur leopards are known as the most accomplished stalkers and climbers among the big cats, using their immense strength to tackle prey up to 10 times their own weight.

Red Panda **EN**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Living at altitudes of 7,000 to 12,000 feet, red pandas inhabit the temperate forests of the Himalayas and southwestern China.





**NILANGA
JAYASINGHE**
*Manager
Asian Species
Conservation*

WILDLIFE CORRIDORS MATTER

Passageways for Wildlife and People

Five years ago, I saw a large herd of elephants cross the road in front of a wildlife crossing sign during the monsoons. The area is part of the Kanchanjuri corridor, one of the five key movement pathways for wildlife between Kaziranga National Park and the adjacent Karbi Anglong hills in the northeast Indian state of Assam. Unfortunately, it's also bisected by a major highway, a danger to crossing wildlife and people. To reduce impacts to both from vehicular collisions, various rules—including crossing signs, speed bumps, and fines for going beyond the speed limit—have been implemented.

I felt nostalgic on my recent trip back to this same corridor, where I came across fresh elephant footprints. They reminded me again of the importance of strengthening protection for essential corridors so fragmented landscapes remain connected for wildlife.

I'm excited about the power of science—wildlife movement information through GPS collars, etc.—which can give us strong data for evidence-based protections of corridors. This data will help guide us in constructing sustainable infrastructure that protects wildlife and biodiversity while meeting human needs.



Snow Leopard **VU**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Snow leopards have evolved to live in some of the harshest conditions on Earth, blending into the landscape as they scale the great, steep slopes of mountains in Central Asia with ease.



Honeybee **EN**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
**THREE FREE WITH A DONATION OF
\$60 OR MORE!**

The queen lays eggs, and most of the other bees in a hive are female workers building and protecting the hive, gathering pollen and nectar, and producing honey. Male bees are drones.



Giant Panda **VU**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Pandas live mainly in bamboo forests high in the mountains of western China, subsisting almost entirely on bamboo. They play a crucial role in the bamboo forests by spreading seeds and facilitating vegetation growth.



Asia



Bornean Elephant EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Genetically different from and smaller than other Asian elephants, Bornean elephants are found only in forests on the northeast tip of the island of Borneo.



Cobra VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The king cobra—one of the most venomous snakes on Earth—when confronted, lifts up to a third of its body off the ground and moves forward to attack.



Przewalski's Horse EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The Przewalski's horse was once considered extinct in the wild, but captive breeding programs have reintroduced the horse in Mongolia.



Slow Loris CR

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Slow lorises are nocturnal and arboreal, or tree-dwelling primates. They move with slow, deliberate hand-over-hand movements through the trees, but can move quickly if necessary.



NEW! Peacock Long-Sleeve (Female)

DONATION LEVEL
\$60

Featuring the beautiful peacock, this long-sleeve T-shirt will stand out in your wardrobe.



ALEXANDER
NICOLAS

Senior
Program Officer
Wildlife
Conservation

THIRTY HILLS SUMATRA

A Jewel of a Rain Forest

Recently, I traveled to Sumatra, Indonesia, to visit one of the most biodiverse places on Earth, a large area of forest known as Thirty Hills. Within the landscape resides a WWF-founded ecosystem restoration concession focused on protecting the lush forests of Thirty Hills and the wildlife it harbors.

This incredibly remote jewel of a rain forest is nothing short of spectacular. Together with our field teams in central Sumatra, we witnessed the tremendous work happening in partnership with the local and Indigenous communities, a key to long-term success.

Adventure lies in the heart of the jungle ... trekking among elephant footprints, passing under orangutan nests high up in the canopy, and dodging leeches are all common occurrences on the road toward ecosystem recovery.

So many inspiring people are working tirelessly every day with determination, passion, courage, and resilience to keep precious gems like Thirty Hills standing. After witnessing the success of the teams on the ground proving that saving tropical rain forests can be a win, for both nature and for people, I left Thirty Hills with excitement for what lies ahead.



JAN VERTEFEUILLE
Senior Advisor
Advocacy
Wildlife
Conservation

INCREASING EDUCATIONAL OPPORTUNITIES FOR INDIGENOUS STUDENTS

One of WWF's values is ensuring that local communities are equal beneficiaries of our conservation work. On a recent trip to Indonesia, I saw the impressive results this approach is having for the Indigenous Talang Mamak tribe of Sumatra.

A small community of hunter-gatherers, the Talang Mamak interact with outside communities while nonetheless living a largely traditional, forest-dependent life.

Educating their children, who will have to interact and trade with outside communities more than previous generations did, is made difficult by the remoteness of their villages.

One such village is in the Thirty Hills landscape, where WWF-Indonesia is working to protect a large swath of intact tropical forest. It is among the most biodiverse regions on Earth, home to critically endangered tigers, elephants, orangutans, and other iconic species.

WWF and our partners have for several years been providing school supplies, meals, and an additional teacher for the elementary school in the Talang Mamak village here. This year, colleagues and I had the honor of handing out scholarships that enable students interested in continuing their studies past sixth grade to go on to middle and high school in neighboring communities. And for the first time ever, two Indigenous students from the village are entering college, with support from WWF donors.

PT Alam Bukit Tigapuluh (ABT), which means The Thirty Hills Forest Company is working to make Thirty Hills a model of people living in harmony with nature on wildlife-rich land. Improving the lives of local communities is a cornerstone of the project.



Sumatran Rhino **CR**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Inhabiting the islands of Borneo and Sumatra in Indonesia, the critically endangered Sumatran, or hairy, rhino is the smallest of the living rhinoceroses.



Baby Orangutan **EN**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

During the first two years of life, a young orangutan relies entirely on its mother and stays with her for six to seven years as it learns to find food and build a sleeping nest.



Male Orangutan **EN**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25



The only great apes in Asia, orangutans are found in the lowland forests of Borneo and Sumatra, where protection of their habitat is critical.

Coral Triangle



GABBY AHMADIO
Vice President
Oceans Team

COMMUNITY PARTICIPATION PROTECTING SEASCAPES

Safeguarding Ecosystems Where They Live

Conservationists have long recognized the importance of engaging with local communities as key to safeguarding the Earth's natural treasures. And I was recently part of an international research team study that supported what we already knew.

The study was focused on the governance of four marine protected areas (MPAs) in Indonesia's Bird's Head Seascape in the Coral Triangle. We found that fish biomass—the number of fish multiplied by the average weight—tended to be higher where communities are more involved in decision-making and management rights rather than in those sustaining penalties for violations.

When local communities take the lead in safeguarding the natural resources they depend on, both people and nature benefit. By strengthening small communities' capacity to manage their resources using traditional knowledge and customary practices, we provide an anchor for their own stability and opportunity. Support for these communities is one of the most effective ways to conserve coastal marine environments.

Over the course of my career, it's been clear that to be successful in nature conservation work, we must continue to build on scientific knowledge. But we must also increasingly engage the communities whose lives and livelihoods could be highly impacted by nature loss.

In this way, we can build better, more equitable projects that put people at the center of conservation solutions and outcomes.



Green Turtle EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Named for the greenish color of their cartilage and fat, not their shells, the green turtle is one of the largest sea turtles and the only herbivore among the different species.



Sea Turtle Hatchling EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
THREE FREE WITH A DONATION OF \$60 OR MORE!

To lay their eggs, female sea turtles return to the beaches where they were born. After laying their eggs, hatchlings are left to make their way to the water on their own.



Sea Turtle Beach Towel

DONATION LEVEL
\$60

Our brightly colored sea turtle beach towel is perfect for summer activities. WWF's conservation work on sea turtles focuses on green, hawksbill, loggerhead, leatherback and olive ridley turtles. Made of cotton with a velour feel, the beach towel measures 30" x 60".



Bucket of Turtles

DONATION LEVEL
\$75

An FSC-certified bucket of sea turtles features a loggerhead, a hawksbill, and a green sea turtle, three of the seven different species that grace our ocean waters, from the shallow seagrass beds of the Indian Ocean to the colorful reefs of the Coral Triangle and the sandy beaches of the eastern Pacific.

Australia



Kangaroo LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Newborn kangaroos, called joeys, travel through their mother's thick fur to a belly pouch, attaching to nurse for a few months of development before venturing outside.



Duck-Billed Platypus NT

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Duck-billed platypi, with beaver-like tails and webbed feet, live in burrows along eastern Australian and Tasmanian water banks, feeding on crustaceans and plants.



Wombat LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Eating primarily grasses and roots, wombats are found in the forests and mountains of southeast Australia and Tasmania.



Koala VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Found throughout the eastern and coastal regions of Australia, koalas are marsupials that survive on a diet of eucalyptus leaves.

NEW HOMES FOR GREATER GLIDERS

Providing a Chance for Survival

After the devastating bushfires of 2019-20 burned nearly a third of all greater glider habitat, there were serious concerns about the species' future. Already facing possible extinction from habitat destruction and climate change, this nocturnal folivore (leaf eater) has been upgraded to Endangered and now faces an increasing threat post-fire: a shortage of tree hollows, crucial to their survival. Tree hollows essential to greater glider survival can take more than 100 years to form.

WWF-Australia, in collaboration with Greening Australia and the Australian National University (ANU), worked to create a plan. They installed hi-tech, temperature-friendly—gliders can't get too hot or too cold—nest boxes in Tallaganda State Forest and National Park, New South Wales and East Gippsland, Victoria, in the hope that the hollow-dwelling marsupial might move in. The nest boxes can provide an alternative shelter that mimics the tree hollows that gliders prefer to nest in while their habitat regenerates.

Long-lasting and providing shelter, these nest boxes showed signs of tenants only weeks later. Greater gliders are likely sliding toward extinction at a faster rate than any of Australia's other arboreal mammals. But with projects like this, there is hope for their future.

Panda Gifts and Accessories



Tea Towel Set

DONATION LEVEL
\$60

These eco-friendly towels are the perfect substitute for paper towels to reduce waste. The designs include tigers, pandas, sea turtles, elephants, and polar bears plus interesting facts about each species. Towels are 100% cotton jacquard weave and measure 17" x 27 1/2".



NEW! EXCLUSIVE
Christopher Radko®
Hummingbird
Collectible Ornament

DONATION LEVEL
\$75

Hummingbirds help plants produce some of our most popular foods and keep ecosystems functioning and healthy. Why not include a limited-edition hand-blown glass ornament of this very important pollinator on your holiday tree? Created exclusively for WWF by Christopher Radko, the ornament measures 4 3/4" tall and 4" wide.



NEW! Hummingbird
Throw Blanket

DONATION LEVEL
\$60

Cuddle up with a hummingbird at home and make a difference for wildlife everywhere. Decorated with a red floral pattern, this woven blanket with tassels is made from organic cotton and measures 50" x 60".



Wildlife Nesting Dolls

DONATION LEVEL
\$75 PER SET

Pop off the top (don't twist) and a new animal appears! Open our tiger to reveal a snow leopard and then a red panda and a sloth and lastly a sweet ladybug. You can also open the elephant... to reveal a panda and then a polar bear, a tiger and finally a penguin ... all species that WWF is working to protect along with their habitats. Hand-painted wooden animals are perfect for anyone, young and old!
Sizes range from 4" to 1 1/2".



NEW! WWF Logo
Panda Serving Tray

DONATION LEVEL
\$60

Any cook will appreciate adding WWF's panda serving tray to their kitchenware. It's not only functional but a beautiful reminder of all you do for wildlife every day. Made from bamboo and featuring the panda logo, the serving tray measures 15 1/2" x 12" and 1/2" thick.

Panda Gifts and Accessories



WWF Canvas Tote Set

DONATION LEVEL

\$60

Never use a plastic bag again! This set of four colorful tote bags—a butterfly, giraffe, elephant, and rhino, all animals WWF works to protect. Carry everything you need as you shop or run errands. Made of canvas and *measure approximately 16" x 13"*.



NEW! Rhino Art Plush

DONATION LEVEL

\$60

This beautiful, stylized conversation art piece represents the rhino. Imperiled by habitat loss and poaching for illegal trade of rhino horn have put all five species—three of which are critically endangered—at risk.



Sloth Mug Set

DONATION LEVEL

\$60

Jump-start your day with your favorite beverage in a mug adorned with slow-moving tree-dwelling sloths. This set of two ceramic mugs feature a unique design created specially for WWF. *13 ½ oz capacity.*



Morten Kolby Tiger Puzzle

DONATION LEVEL

\$60

This 1,000-piece puzzle will keep you busy! Piece together the beautiful tiger portrait that looks like a work of art. Crafted from FSC-certified cardboard, *puzzle measures 19" x 19"*.



Honeybee Snow Globe

DONATION LEVEL

\$75

Our exclusive honeybee snow globe *measures 5" tall*, which includes a base made of FSC-certified wood with a natural finish. Showcase your love of bees by displaying your WWF snow globe.

NEW! Hummingbird Beach Towel

DONATION LEVEL

\$60

Our brightly colored hummingbird beach towel is perfect for summer activities. WWF is on the ground in areas where hummingbirds migrate for the winter, working to safeguard the forests. Made with 100% U.S. grown cotton with a plush velour feel, *measuring 30" x 60"*.



Panda Gifts and Accessories



NEW! Penguin Lounge Pants

DONATION LEVEL
\$60

Get ready to curl up with adorable penguins in ultimate comfort. Straight-leg pants balanced with roomy comfort, ideal for relaxing or even a work-from-home day. With a wide adjustable waistband with a drawstring, pants are made of soft 95% cotton and 5% spandex material. *Sizes XXS, XS, S, M, L, XL, XXL, 2XL.*



NEW! Bucket Hat

DONATION LEVEL
\$25

Brighten up your day with our sea turtle bucket hat! Featuring the panda logo and a downward-slanting brim to help shield your eyes from the sun, sea turtles dance on your head to remind everyone of the need to protect them—nearly all species are endangered. Made of polyester material with an adjustable string. Adult and child size available.



Butterfly Infinity Scarf

DONATION LEVEL
\$60

This beautiful fabric featuring playful butterflies on a continuous loop scarf is a perfect conversation starter about conservation. 100% polyester. *Measures 36" long when folded in half x 20" wide.*



Pair of Wild Aprons

DONATION LEVEL
\$60

Wrap yourself in sea turtles or sharks as you dish up your favorite meals or work on a craft project. Our pair of WWF aprons each have two pockets. Made from canvas; *measures 33 3/4" H x 27 1/2" W.*



NEW! Hippo Vase

DONATION LEVEL
\$60

This white ceramic hippo head opens wide to hold your bouquets and serve as a daily reminder of how much nature still needs us. *Measures 7" x 5 1/2" x 3 1/2"*



Exclusive COLLECTOR'S Edition: Set of Three Christopher Radko® Ornaments

DONATION LEVEL
\$200

Limited-edition hand-blown glass ornaments created exclusively for WWF by Christopher Radko. Choose three unique ornaments for your collection from six different species options—a hummingbird, narwhal, honeybee, snow owl, blue-footed booby, or red panda. Ornaments *measure from 5 1/4" tall and 4" wide.*

Panda Gifts and Accessories



Insulated Bottle Set

DONATION LEVEL
\$60

Ready for any adventure, commit to using less plastic that harms the environment by using refillable bottles! These double-wall insulated bottles keep your liquids cold. Gray and featuring the panda logo, each bottle has a 16 oz capacity, and is 9 1/2" high including the lid.



NEW! 2024 12-Month Calendar

DONATION LEVEL
\$25

WWF's limited-edition calendar features spectacular photos of species and places around the globe where WWF works for the benefit of both people and nature. Like our own conservation efforts, wildlife photography is filled with both persistence and promise. In our 2024 calendar, we highlight images that capture breathtaking moments. As you flip through the months of the year, you will be filled with a new sense of commitment to ensuring a healthy future for our planet.



Bamboo Utensil Set

DONATION LEVEL
\$25

Carry your sustainable utensils wherever you go! Reduce your use of plastic with our reusable FSC-certified bamboo chopsticks, spoon, fork, knife, and straw complete with a straw cleaner. Easily transportable in a WWF pouch.



Holiday Stocking Set

DONATION LEVEL
\$60

A set of three holiday stockings, perfect to tuck special gifts inside and hang on the mantel, featuring a trio of species that live in cold weather habitats—a polar bear, a panda and a penguin. These adorable stockings are made of two layers of microfiber velvet and two layers of nonwoven material. 24" long, 10" wide at the top and 13 1/2" toe to heel.



Reusable Red Cup Set

DONATION LEVEL
\$60

Set of four reusable metal drinking cups, perfect for backyard barbecues or indoor gatherings. Or just carry one with you to fill up with a cold beverage. 16 oz capacity.



Elephant Inverted Umbrella

DONATION LEVEL
\$75

This multicolored umbrella will keep you dry in any downpour. Reversible 50" arc made of two layers of cloth with a stainless steel shaft and ribs.



Sloth Night Shirt

DONATION LEVEL
\$60

Lie around or sleep like a sloth with our comfortable nightshirt featuring the magical sloth. Made of a soft bamboo fabric. One size fits all. Length is 33".

Panda Apparel

Graphic T-Shirts

DONATION LEVEL
\$60

Our soft shirts, made with 70% organic bamboo and 30% organic cotton, feel like a blend of cashmere and silk. Each features a graphic wildlife design. Proudly display species from around the world with the WWF logo on the back to show others your commitment to safeguarding the natural world. **Check out all our T-shirt designs at wwfcatalog.org.** *Unisex sizes S, M, L, XL; women's fit sizes XS, S, M, L.*

WOMEN

			
Red Panda	Long-Sleeve Hummingbird	Hummingbird	Giraffes
			
Butterfly	Long-Sleeve Sea Turtle	Sea Turtle	Sloth
			
NEW! Cardinal	NEW! Sunflower and Butterfly	Colorful Elephant	Colorful Owl

UNISEX

			
Long-Sleeve Snow Leopard	Long-Sleeve 3 Fish	Long-Sleeve Rhino	Long-Sleeve Shark
			
Long-Sleeve Elephant	NEW! Long-Sleeve Polar Bear	Long-Sleeve Tiger	Sloth

Symbolic Adoption Species Guide

With a donation of \$60 or more, receive a **plush** version of your symbolically adopted animal. Your donation will be used in general support of WWF's conservation efforts around the world. Recommended for ages 3+.



African Black-Footed Penguin 12"



African Elephant 12"



African Elephant Calf 12"



African Rhino 12"



African Wild Dog Pup 12"



Amur Leopard 12"



Anaconda 70"



Arctic Fox 12"



Arctic Hare 12"



Arctic Wolf 12"



Bald Eagle 11"



Bee 8"
(Set of 2)



Beluga Whale 15"



Bison 12"



Bison Calf 12"



Black-Footed Cat 12"



Black-Footed Ferret 10" (Set of 2)



Blue-Footed Booby 12"



Blue Whale 22"



Bornean Elephant 12"



Bumblebee 12"



Capuchin Monkey 21"
(Set of 2)



Capybara 12"



NEW! Caracal 12"



NEW! Cardinal 6"
(Set of 2)



Cheetah 12"



Cobra 12"



Darwin's Fox 12"



Dolphin 15"



Duck-Billed Platypus 12"



Emperor Penguin (adult) 12"



Emperor Penguin (chick) 10"



Fennec Fox 12"



NEW! Flamingolets 8"
(Set of 2)



Flying Fox 12"



Gentoo
Penguin 12"



Giant Tortoise 12"



Gorilla 12"



Gorilla Infant 12"



Hammerhead Shark 16"



Harbor Seal 12"



Harpy Eagle 14"



Hedgehog 12"



Hippopotamus 12"



NEW! Hippopotamus
Calf 8" (Set of 2)



Honey Badger 12"



Honeybee 8"
(Set of 3)



Humpback Whale 15"



Jaguar (black) 12"



Jaguar (spotted) 12"



Jerboa 12"



Kangaroo and
Joey 12"



Koala 12"



Ladybug 8"
(Set of 3)



Lion Cub 12"



Lynx 12"



Macaw 9"
(Set of 2)



Manatee 16"



Meerkat 10" (Set of 2)



Mexican Gray Wolf
12"



Monarch Butterfly
8" (Set of 3)



Narwhal 12" with
6" tusk



North American
River Otter 15"



Ocelot 12"



Octopus 12"



Okapi 12"



Orangutan Baby 8"
(Set of 2)



Male Orangutan 12"



Orca 15"



Pacific White-Sided
Dolphin 16"



Panda 12"



Pangolin 12"



Peacock 12"



Polar Bear 12"



Prairie Dog 8"
(Set of 2)



Przewalski's Horse 12"



Pygmy Rabbit 8"
(Set of 2)



Quokka 12"



Red-Eyed Tree Frog 12"



Red Fox 12"



Red-Maned Wolf 12"



Red Panda 12"



Rhino Calf 12"



Ringtail 12"



Ring-Tailed
Lemur 12"



Seahorse 12"
(1 Adult, 3 Fry)



Sea Lion 12"



Sea Otter 12"



Sea Turtle 14"



Sea Turtle Hatchling 8"
(Set of 3)



Serval 12"



Slow Loris 12"



Snow Leopard 12"



Snowy Owl 12"



Sumatran Rhino 12"



Three-Toed Sloth 10"



Tiger 12"



Two-Toed Sloth
8 1/2" (Set of 2)



Vaquita 12"



Wallaby 11"



Walrus 12"



Whale Shark 22"



Wolverine 12"



Wombat 12"



Zebra 12"

ADDITIONAL SPECIES AVAILABLE FOR SYMBOLIC ADOPTIONS
CAN BE FOUND ONLINE AT **WWFCATALOG.ORG**

**YOUR DONATION WILL BE USED IN GENERAL SUPPORT OF WWF'S CONSERVATION
EFFORTS AROUND THE WORLD.**

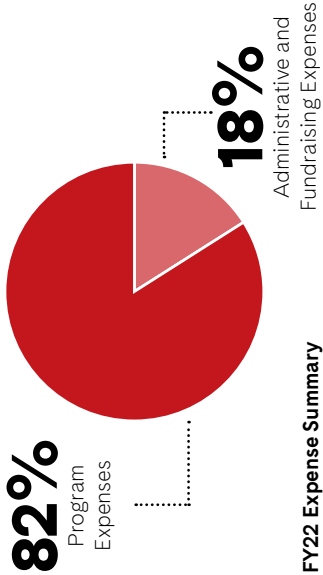
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1250 24th Street, NW
PO. Box 96555
Washington, DC 20077-7789

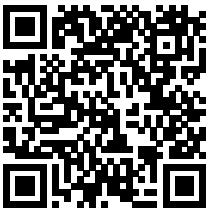
An Organization You Can Trust

82% of WWF's spending is directed to
worldwide conservation activities.



FY22 Expense Summary

NON-PROFIT ORG.
US POSTAGE
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WORLD
WILDLIFE FUND



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