



WWF

TRIBUTE

UK

Conservation

Climate Change

Sustainability

How would your loved one  
want to be remembered?

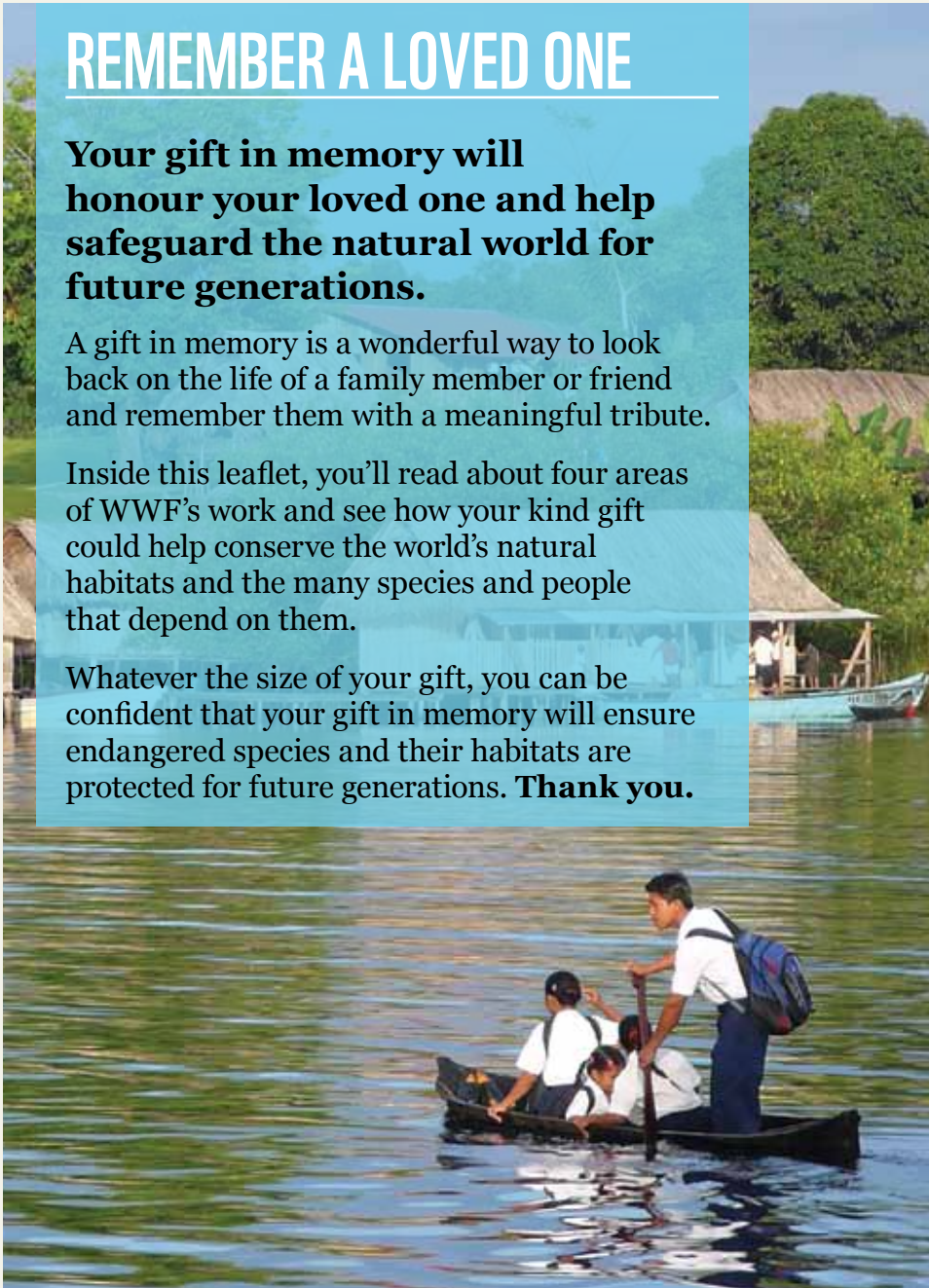
# REMEMBER A LOVED ONE

**Your gift in memory will honour your loved one and help safeguard the natural world for future generations.**

A gift in memory is a wonderful way to look back on the life of a family member or friend and remember them with a meaningful tribute.

Inside this leaflet, you'll read about four areas of WWF's work and see how your kind gift could help conserve the world's natural habitats and the many species and people that depend on them.

Whatever the size of your gift, you can be confident that your gift in memory will ensure endangered species and their habitats are protected for future generations. **Thank you.**



## REMEMBER WITH A GIFT TO FORESTS

**Your gift could help save one of the most biologically diverse forests in the world**



© Fletcher & Baylis / WWF-Indonesia

A century ago, around 230,000 orang-utans lived on the islands of Borneo and Sumatra. But over the last decade their numbers have plummeted. In Borneo, only around 55,000 remain.

This endangered species spends most of its time in the treetops, and the most serious threat to their survival is the rapid destruction of the rainforest. In Borneo, much of the forest has been cleared for timber or to create space for palm oil and paper and pulp plantations.

WWF is safeguarding the Heart of Borneo, a pristine area of rainforest that is one of the world's 'last true wildernesses'. Your gift could, for example, train local people as nature wardens, so they can patrol and monitor the rainforest and all its species – including the precious orang-utan.

**£1,000**

**IS ENOUGH TO TRAIN THREE  
NATURE WARDENS**

# REMEMBER WITH A GIFT TO OCEANS

## Your gift could help protect the natural habitat of sea turtles

The waters and coastlines of Colombia are home to many marine animals, including the critically endangered hawksbill and leatherback turtles.

The nesting beaches of these animals are under threat from beach development, pollution, and rising sea levels due to climate change.

But unsustainable fishing practices, such as J-shaped hooks that cause suffocation or internal bleeding when swallowed, are also putting many species of marine turtles at risk of extinction.

We're working with local communities to help protect marine turtles and preserve their natural habitats. Your gift in memory could, for example, help provide local fishermen with safe 'circle hooks', which are suitable for fishing but less likely to accidentally hook and kill turtles.

# £50

COULD BUY 200 SAFE CIRCLE  
FISHING HOOKS



# REMEMBER WITH A GIFT TO WILDLIFE

## Your gift could help rhino poaching in Namibia to stay a thing of the past



© Martin Harvey / WWF-Canon

Namibia's Kunene region is home to the critically endangered black rhino. Between 1970 and 1992, 96% of the black rhino population were killed.

In fact, these immense animals have long been targeted by poachers because their horn can be removed, smuggled across borders and sold for a good price. In most cases, the horn is then used in traditional Asian medicines.

We've set up programmes where local people – who may have once supported their

families through poaching – are employed to patrol conservation areas and protect rhinos, rather than kill them.

Your gift today could, for example, help to train more rangers so we can continue working to save these precious rhinos from extinction.

# £20

COULD PAY FOR A RHINO  
PROTECTION RANGER  
FOR A WEEK

# REMEMBER WITH A GIFT TO RIVERS AND LAKES

## Your gift could help restore the flow of the Great Ruaha River in Tanzania

The Great Ruaha River provides drinking water for people and wildlife like the African elephant. But recently the river has been drying out due to increased irrigation in agriculture – farmers are watering their plants year round in order to produce more food.

This is having a devastating effect on elephants living in the national park. When the river runs dry, these magnificent animals must leave the park to find food and water, making them an easier target for poachers.

Your kind gift in memory could, for example, help create and line irrigation canals so farmers can avoid unnecessary water wastage. This is just one of many ways that we're working with local people to conserve water and restore the flow of the river, so elephants and other species can thrive in their natural habitat.

**£100**

**COULD LINE 50 METRES  
OF IRRIGATION CANAL**





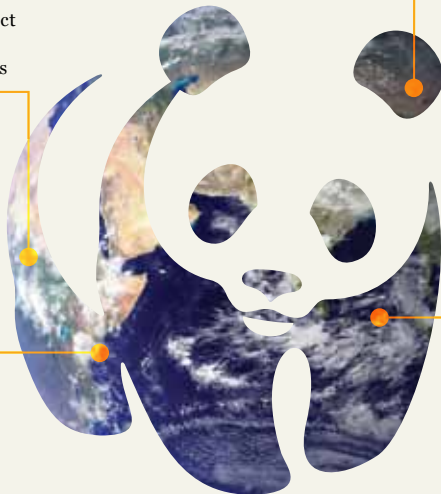
# WHY YOUR GIFT IS NEEDED IN NUMBERS

## AROUND 300,000

small whales, dolphins and porpoises die each year after becoming entangled in fishing gear. We're working to introduce better fishing practices to help stop this happening.

## 50% REMAINS

of Borneo's original forest. The rest has been cleared for timber or paper and pulp and palm oil plantations. WWF is working to protect the forest, along with the animals and communities who depend on it.



## 4,000 BLACK RHINO

and 17,500 white rhino are all that prevent Africa's wild rhinos from sliding over the brink, into extinction. WWF is working to protect them, before it is too late.

## 200 LITRES

The African elephant can drink up to 200 litres of water a day. And when rivers dry up, their lives are at risk. WWF is working to help communities conserve water and use it efficiently.



### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[wwf.org.uk](http://wwf.org.uk)