



WWF

TRIBUTE

UK



Conservation

Climate Change

Sustainability

What would your loved one  
want to be remembered for?

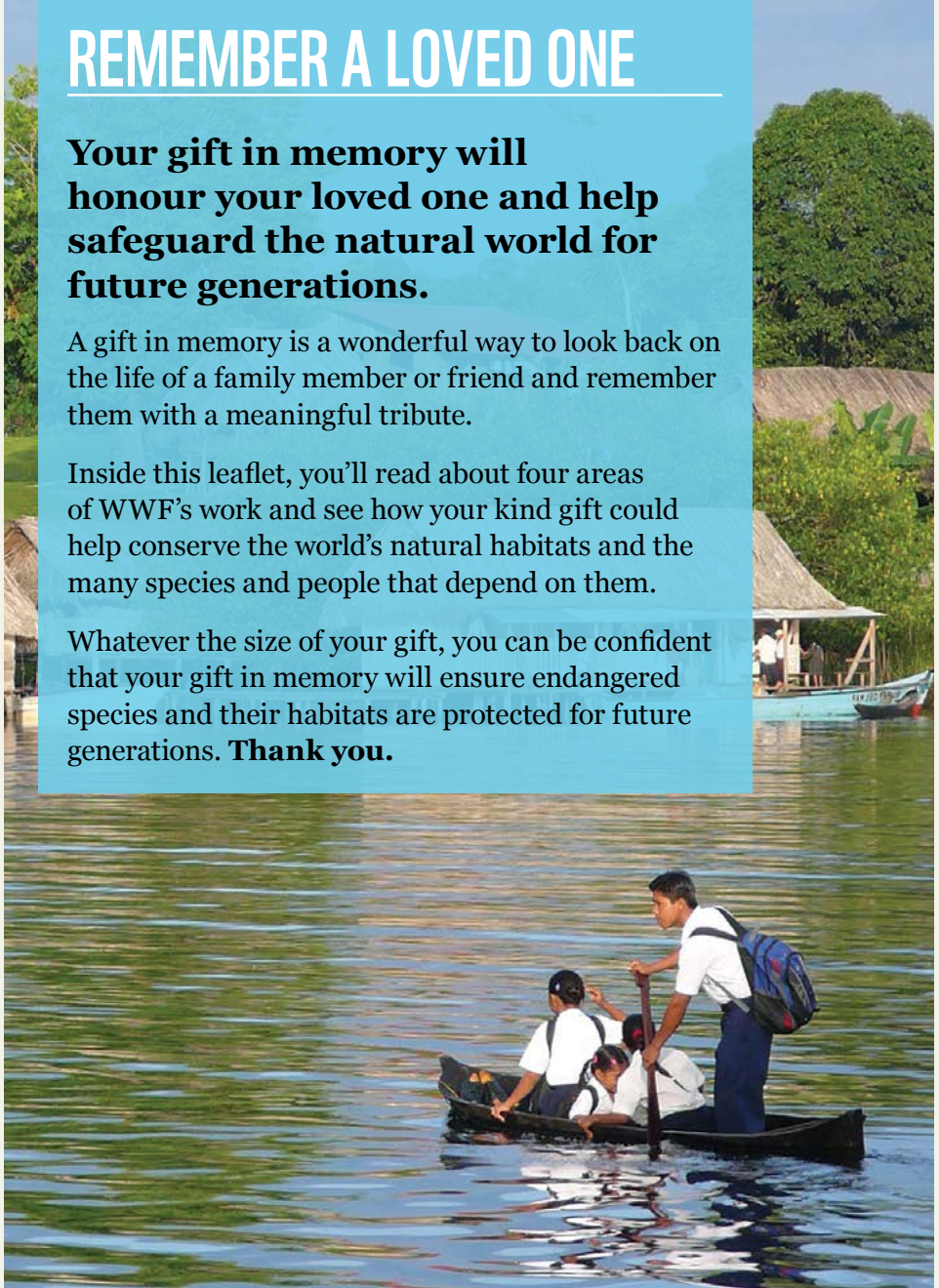
# REMEMBER A LOVED ONE

**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 the largest rainforest in the world



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One in ten of the Earth's known species – and no doubt many still to be discovered – live in the Amazon. It is the world's largest rainforest, stretching across nine countries, but about a fifth of this precious forest has already been lost.

This vast wilderness is under threat from all sides. Illegal and unsustainable logging, mining and farming are cutting into its very heart. Every day, these activities threaten the survival of many rare animals like the jaguar, harpy eagle and river dolphin.

WWF is determined to help protect large areas of this rainforest to preserve its species and natural resources, and see that it develops sustainably for the benefit of its people and the planet as a whole.

## 50%

OF THE PLANET'S REMAINING TROPICAL RAINFORESTS ARE IN THE AMAZON

# REMEMBER WITH A GIFT TO OCEANS

## Your gift could help protect the natural habitat of turtles and dolphins

The coast of east Africa is a rich mosaic of coral reefs, mangroves and lowland forests. Turtles, dolphins, whale sharks and dugongs are all found here, but increasing tourism and overfishing threatens to bring many species to the brink of collapse.

Local fishermen are competing with the world's largest prawn industry and a major tuna industry for these natural resources, putting the whole region under threat.

In response, and with WWF's help, Mozambique has created Africa's largest coastal marine reserve. It covers more than 1 million hectares – an area about half the size of Wales – and is a massive step towards helping to protect the 11,000 species found along this beautiful, yet fragile coastline.

# £50

COULD HELP EQUIP TWO PEOPLE TO MONITOR FISHERIES AND SAFEGUARD MARINE LIFE



# REMEMBER WITH A GIFT TO WILDLIFE

Your gift could help tiger poaching in Russia to become a thing of the past



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Russia is home to the threatened Amur tiger – the largest living big cat on the planet.

Poachers are a constant threat, despite the fact that killing tigers is illegal in Russia. A legal loophole meant they could avoid punishment by claiming a tiger was dead when they found it. However in 2013, following discussions with WWF, the Kremlin proposed new legislation to criminalise the trade, transportation and possession of endangered species like the Amur tiger.

With only around 400 Amur tigers left in the wild, these magnificent animals are also suffering from threats to their habitat such as increased logging, construction of roads and forest fires. WWF is working to protect tigers from all these dangers by helping to secure their habitats.

**OVER 95%**  
OF TIGERS HAVE DISAPPEARED IN  
THE LAST ONE HUNDRED YEARS

# 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 in the past the river has dried out from farmers watering their plants year round in order to produce more food.

This can have 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. We are helping farmers to harvest enough food without using too much water, by creating and lining irrigation canals to water crops.

But your kind gift in memory could help us to empower local people and regional and national governments to resolve the complex issues surrounding water use and ultimately restore the flow of the river, so elephants and other species can thrive in their natural habitat.

# £100

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**COULD LINE 50 METRES  
OF IRRIGATION CANAL**



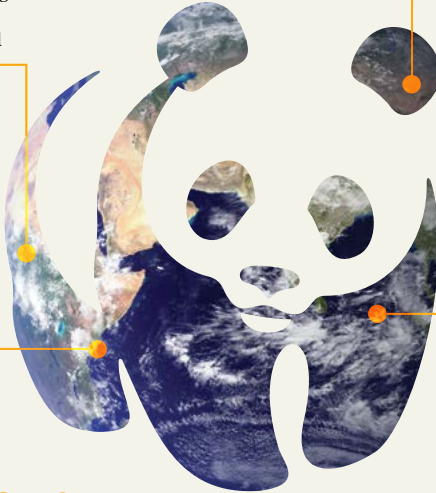
# WHY YOUR GIFT IS NEEDED IN NUMBERS

## 17%

of the Amazon rainforest has been lost in the last 50 years. WWF is helping to protect the forest, along with the animals and communities that depend on it.

## AROUND 15%

of coastal east Africa's marine species are not found anywhere else in the world, but destructive fishing methods are threatening their survival. We're working to introduce better fishing practices to help stop this happening.



## 3,200 TIGERS

are estimated to live in the wild, down from 100,000 in the early 20th century. The population is now at a critical point. WWF is working to double the wild tiger population by 2022.

## 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.

100%  
RECYCLED



### 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)

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