

**WWF-UK**

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**“We shan’t save all we should like to –
but we shall save a great deal more
than if we never tried.”**

– Sir Peter Scott, founding chairman of the World Wildlife Fund (WWF)

Dear Supporter,

You recently let us know you’re considering remembering WWF with a gift in your Will. This is such fantastic news and – as our founding chairman Sir Peter Scott put so well – with you on our side, ‘we shall save a great deal more than if we never tried’.

Leaving a gift to WWF in your Will really is the perfect way to leave your own special legacy to our world and ensure that many more generations can enjoy the wonderful landscapes, wildlife and natural resources that you treasure today.

The enclosed information is designed to show you exactly how a gift in your Will – no matter how large or small – could make a huge difference in years to come. It will also help you through the practicalities of making your gift and answer any questions you might have. I hope you enjoy reading some of the examples of our work, and feel inspired to think more about the legacy you’d like to leave our world.

On that note, I should point out that there is a pledge form included called ‘My legacy to the natural world’. I would really appreciate it if you could take a just few moments to complete it and then return it to me in the enclosed Freepost envelope. Whatever you

Continue below...



President: His Royal Highness,
The Prince of Wales KG, KT, GCB, OM
Chair: Ed Smith
Chief Executive: David Nussbaum

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and in Scotland number SC039593 a company limited by guarantee
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decide with regard to your gift, it would be extremely helpful to know your intentions.

I can assure you, no matter how large or small, your gift will be greatly appreciated and much needed as we continue working to protect our natural world.

Around a quarter of our donations from individual supporters come from gifts in Wills, so they really are key to helping us sustain the projects we run in over 100 countries around the world. Some supporters choose to leave a residuary gift in their Will to WWF, having first taken care of their family and friends. You'll find more information on the types of gifts in the 'My guide to the types of gifts' sheet inside your booklet.

Of course, I'm aware that you may have additional questions about your gift, so let me take this opportunity to remind you that we're always here to help you. If you have any queries or concerns, please do get in touch with **Maria Dyson** in our **Supporter Care Team** on **01483 426 333** or **maria@wwf.org.uk**. I know she would be delighted to hear from you.

Thank you, once again, for your commitment to our natural world and your continued support of WWF.

Yours sincerely,



David Nussbaum
chief executive

P.S. There's one last thing I should mention that could be very useful to you. WWF is a member of the National Free Wills Network – a scheme where selected local solicitors are offering a limited number of people the chance to have a simple Will drawn up. WWF pays for the Will to be written at a discount rate, with no charge to you. There's no obligation to leave a gift to WWF, but we hope you'll consider us. To find out more, please get in touch with **Maria Dyson** in our **Supporter Care Team** on **01483 426 333** or **maria@wwf.org.uk**





WWF

SUPPORT

UK

Conservation

Climate Change

Sustainability

**What legacy will you
leave our world?**

A MESSAGE FOR YOU

From Terry Waite, CBE

In the 1980s, I was taken prisoner in Beirut and held in dark, cramped conditions for many years. One day, as I was being moved from one dungeon to another, I caught a glimpse of the sky and felt the cool wind on my face. It was a wonderful experience, an interaction with nature that I'll never forget.

Those few moments made me determined that on my release I'd do as much as I could to help protect and preserve the natural world. Inside, you'll learn how you can do the same by remembering WWF with a gift in your Will.

In these days of climate change and other threats to our natural world, I know I can count on you to recognise that we're all stewards of the environment. In fact I'm sure that, like me, you believe we've been given this wonderful world and it's up to us to protect it for future generations.

Today you'll see that a gift in your Will is the perfect way to show compassion for the environment and leave a legacy to our natural world, while still making provision for your family and friends.

I hope you'll take time to read the information enclosed, and are inspired to make a gift that shows how much you care about our world and all the living things within it.

Yours sincerely,



Terry Waite
Fellow of WWF-UK





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YOUR GIFT IS VITAL

A gift in your Will could help sustain our work in the long term

More than fifty years on from our modest beginnings in 1961, WWF is still the world's leading independent conservation organisation. Your kind support helps run over 1,300 projects in more than 100 countries.

But as we embark on the next fifty years, we'll need you more than ever. Wildlife, habitats and local communities continue to face global threats like climate

change, and your support is absolutely vital if we are to secure our natural world for future generations.

By remembering WWF in your Will, you could play your part in ensuring we keep on finding solutions to the environmental challenges facing our planet.

This is your chance to leave your own special legacy to our natural world.

You'll join our rich history

A group in Morges, Switzerland calls for **worldwide action** to stop habitats being destroyed and animals being hunted into extinction.

1961



The 'Morges Manifesto' becomes the blueprint for the first global green organisation and the **World Wildlife Fund (WWF) is born.**

MY LEGACY

Petrina Tatnall tells you why she chose to leave a legacy to WWF

“I began supporting WWF some 20 years ago, and since then I’ve regularly taken part in various events. I have a real passion for WWF’s work, and in particular I want to help protect species – especially polar bears, tigers and pandas. It’s probably because they’re so cuddly looking!”

“So when it came time to make my Will, I knew I wanted to give a gift that would mean my commitment to the environment and endangered species would live on for many years to come.”

“Remembering WWF in my Will is the perfect way to do just that.”



© WWF

“It’s really the greatest gift I could give to the world and the charity I love.”

- Petrina Tatnall, 53, Surrey

1963

WWF helps set up Mweka Wildlife Management College in Tanzania to train conservation professionals.

1971

WWF is instrumental in establishing the **Ramsar Convention** that protects the world’s wetlands.

CONSERVATION

You can be remembered as a person who helped preserve the natural world

The Himalayas are a jewel in Asia's sky. One in five people on earth depends on this ancient mountain area for water. But right now the Himalayan region is facing a conservation disaster from within. We need your help to stop it.

Rapid population growth is putting pressure on this delicate ecosystem. The Himalayan glaciers feed rivers like the Mekong, Ganges and Yangtze, but these rivers are drying up and leaving local communities and wildlife without fresh water. And for the 163 species facing extinction here, including the snow leopard of Nepal, it only gets worse.

The snow leopard's forest home is being chopped down for fuel and livestock are being grazed further into their habitat – causing their wild food supply to dwindle rapidly. But sadly, these animals are also highly prized by poachers and now there are less than 500 snow leopards still left in Nepal. Without your help and the help of local communities and conservationists, they may disappear forever.

A gift in your Will could, for example, help us teach local communities about alternative fuels so they rely less on wood. This will, in turn, preserve the snow leopard's vital habitat. Plus you'll help us fund more

1972



1976

WWF launches Operation Tiger and begins work with the Indian government to set up nine national parks as tiger reserves.

WWF and the World Conservation Union establish **TRAFFIC** and start challenging the **illegal wildlife trade** throughout the world.



anti-poaching projects and work with the governments of India, Nepal and China to wipe out this trade and save this beautiful creature from the brink of extinction.

500

THERE ARE LESS THAN 500 SNOW LEOPARDS STILL LEFT IN NEPAL.

1977



WWF launches Seas Must Live campaign to raise awareness about threats to the marine environment.

1978



WWF launches a fund to help establish the **Wolong nature reserve in China** that will focus on the preservation of pandas.

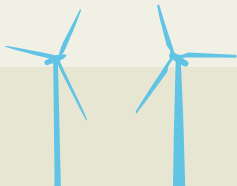


CLIMATE CHANGE

You can be remembered
as someone who helped
tackle global warming

The Arctic is the last great pristine region of our world and is home to a unique variety of wildlife that has adapted to this landscape. Sadly, global warming means Arctic ice is melting at a faster rate than ever before. And without your help, the summer sea ice in the Arctic

1980



1980s

WWF joins other organisations to **promote sustainable development** – living within the limits of the natural environment.

WWF runs a series of international campaigns to highlight the **importance of biodiversity**.

could disappear within just one generation.

In fact scientists estimate that if we don't act, this could have a devastating effect on polar bears – all because their habitat is melting beneath them. Whales and other precious ice-dependent species are also at risk of extinction.

But it's not just our Arctic wildlife that is being threatened. The barrier of sea ice that surrounds the Arctic has become open ocean – making the area vulnerable to increased shipping traffic as well as unregulated fishing and oil and gas exploitation. Each of these could lead to environmental disasters – but you can help stop it from happening.

A gift in your Will could, for example, help us track polar

bears and other ice-dependent wildlife whilst also creating a series of 'safe havens' that could ensure their long-term survival. Plus, you'll help us work with governments and industry to tackle the climate change that's destroying their natural habitat in the first place.



© Jon Aars / Norwegian Polar Institute / WWF-Canon

1991



WWF partners with the African Wildlife Foundation and Fauna and Flora International to set up the **International Gorilla Conservation Programme**.

1993

WWF co-founds the Forest Stewardship Council to promote responsible management of the world's forests.

SUSTAINABLE LIVING

You can be remembered as a guardian of our precious resources

Spanning a vast area from the English Channel far into the Atlantic Ocean, the Celtic Sea is one of the most heavily used bodies of water on the planet. It has an amazingly diverse range of wildlife and many people rely on the area to earn a living in industries like fishing, shipping and tourism.

Your help is needed to help balance human activity with the needs of wildlife. Because if we don't preserve them now, the damage caused by aggressive over-fishing and commercial shipping, for example, could shatter the sea's marine life and destroy the livelihoods of thousands of Britons.

Our Celtic Seas project is working to bring together the many groups of people whose actions impact on the region. We're helping them develop practical measures to help manage marine activities in a more sustainable way.

A gift in your Will is a wonderful way of helping us continue to manage the beauty and biodiversity of the Celtic Sea. It could, for example, help us set up a website that includes a 'virtual community' area for sea users to use as a data and information portal. Stakeholders can view and share information that's vital to understanding and preserving our coastal waters.



1996

1,000 wetlands, covering 81 million hectares, are now protected by the Ramsar Convention WWF helped set up in 1971.



1997



WWF co-founds the Marine Stewardship Council to set a standard for sustainable fishing.



And with a better-sustained Celtic Sea, fish stocks can be maintained and other marine life such as grey seals, basking sharks and dolphins will be able to flourish in the region again.

70%

OVER 70% OF EUROPE'S ASSESSED FISH STOCKS ARE OVERFISHED.

1999



WWF plays a key role in ensuring that sustainable development is **part of the new National Curriculum** in England.

2001

Our work in Brazil celebrates the birth of the **1,000th golden lion tamarin in the wild** – a milestone for this endangered species.



2003



WWF helps convince the UK government to make **illegal trading of endangered animals** and their body parts an arrestable offence.

2005



WWF helps establish **The Kyoto Protocol** – the first international agreement to limit carbon emissions and address the causes of climate change.

7 SIMPLE STEPS

How to leave your legacy to our natural world

1. Calculate the value of your estate, taking into account property, investments and any debts.

2. Choose the family, friends and charities that you want to remember in your Will. Some people leave a percentage of their residuary estate to WWF, having first looked after their loved ones.

3. Decide who will be named in your Will as executors of your estate – these are the people who will be responsible for making sure your wishes are carried out.

4. Visit a solicitor to have your Will written. Turn to your ‘My questions answered’ sheet for help finding a solicitor near you.

5. Put your Will in a safe place and keep another copy that you can check from time to time. Your solicitor may store it without charge.

6. Make sure a relative or close friend knows where the original copy of your Will is stored.

7. Finally, please complete the ‘My legacy to the natural world’ form (enclosed in the back of this booklet) so we know of your intentions and have the opportunity to say thank you.

Don’t forget: If you already have a Will, and wish to add WWF as one of your beneficiaries, ask a solicitor to help you complete the Codicil form enclosed.

2007



2010

WWF launches our first global Earth Hour – an annual event calling on world leaders to take urgent action on climate change.

Marks & Spencer becomes the first retailer to sign our **Seafood Charter**, in which retailers commit to sourcing sustainable seafood.

THANK YOU

Your gift will help to safeguard our world for future generations

© Roger Leguan / WWF-Canon



On the previous pages, you've seen some wonderful examples of how your gift could help us continue to protect the environment, as well as the people and wildlife that depend on it.

As you know, WWF was started by a small group of passionate people who didn't want to sit

back and watch the degradation of our planet continue even one minute longer. But today, you can carry on the legacy they began and leave your own special gift to the natural world – by helping preserve it for future generations.

I hope you will be able to help our work continue, because it really does depend on the kindness and generosity of people like you. You'll find all the forms and information you'll need to remember WWF in your Will on the facing page. Any gift you give, large or small, will make such a difference.

Thank you for showing such care for our natural world.

2011

WWF proudly celebrates its **50th anniversary** – and 50 years of achievements for our environment.

and on...

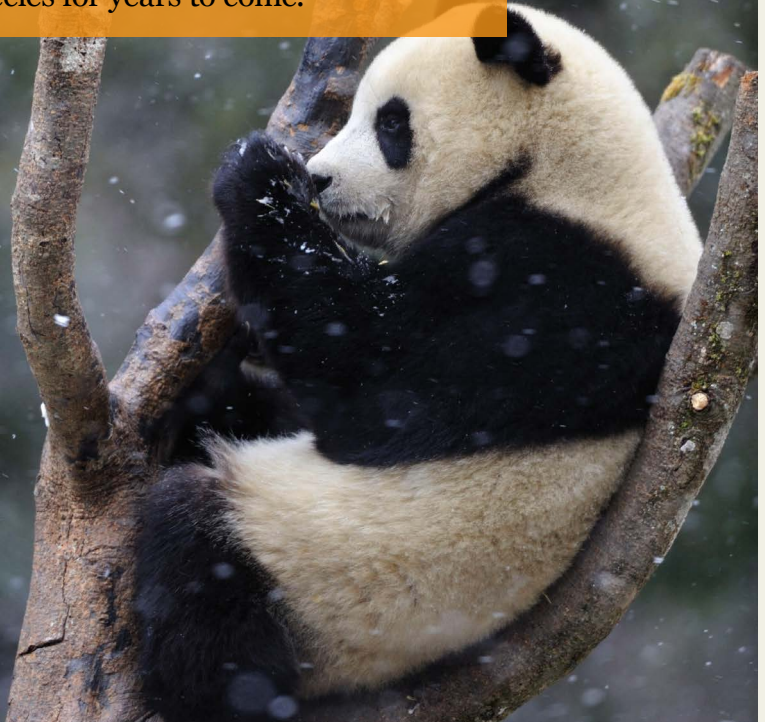


With a gift in your Will, you can help shape the future and protect our natural world for generations to come. **What legacy will you leave our world?**

YOUR SPECIAL GIFT

Everything you'll need to make your gift to WWF

You care about our world. A gift in your Will to WWF is the perfect way to ensure your passion makes an impact on the most vulnerable people, places and species for years to come.



Should you have any further questions, please don't hesitate to get in touch.

Supporter Care Team

on 01483 426 333

or supportercare@wwf.org.uk

WWF IN NUMBERS

100%
RECYCLED



+5 MILLION

We are dependent on the support of our five million supporters around the world.

+100

We are a truly global organisation, working in over 100 countries on five continents.



1,300

We are trusted and experienced, with 1,300 WWF projects underway around the world.

A PERCENTAGE

By giving a percentage of your estate, or residuary gift, you can look after your loved ones – and our world – at the same time.



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

WWF-UK, registered charity number 1081247 and registered in Scotland number SC039593. A company limited by guarantee number 4016725 © 1986 panda symbol and © "WWF" Registered Trademark of WWF-World Wide Fund For Nature (formerly World Wildlife Fund), WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey, GU21 4LL, T: +44 (0)1483 426333, E: legacy@wwf.org.uk, wwf.org.uk



© Martin Harvey / WWF-Canon

CODICIL FORM INSTRUCTIONS

If you have already made a Will and now wish to add WWF as a beneficiary, you can ask a solicitor to help you complete this simple Codicil form. A Codicil is a supplement that alters or adds to an existing Will. Please keep your Codicil with your Will, in a safe place. You don't need this form if you haven't yet made your Will.

Please ensure that you sign this form in the presence of two independent witnesses. The following people cannot witness your Codicil:

- your executor or their spouse
- a beneficiary of your Will or their spouse

If you would like to discuss a gift in your Will, please call our Supporter Care Team on 01483 426 333 or email legacy@wwf.org.uk



Please turn over...

CODICIL FORM

I (full name) _____
of (address) _____

_____ Postcode _____

declare this to be the first second third Codicil to
my Will, dated and made on ____ / ____ / ____ (dd/mm/yy).

I give (please tick as appropriate):

the following proportion of the residue of my estate
(state the percentage or share) _____

the sum of £ _____ (state the amount)

a specific item of _____

to WWF-UK of The Living Planet Centre Rufford House
Brewery Road Woking Surrey registered charity number
1081247 for its charitable purposes and I further direct that
the receipt of the Honorary Treasurer or other proper officer
of WWF-UK for the time being shall be a full and sufficient
discharge for the said legacy.

Signed _____ Date _____

This Codicil was signed by the person above mentioned, in our
presence and witnessed by us in the presence of him/her and
of each other.

Witnesses

Name: _____

Address: _____

_____ Postcode: _____

Occupation: _____ Date: _____

Signature: _____

Name: _____

Address: _____

_____ Postcode: _____

Occupation: _____ Date: _____

Signature: _____



© Neyral & Banastar / WWF-Cannon

MY LEGACY TO THE NATURAL WORLD

Whatever legacy you choose to leave our world will be greatly appreciated and put to good use. Please tell us your intentions by filling out this form and returning it, completely free of charge, in the enclosed envelope. Any information you give will be treated in the strictest confidence and is not legally binding.

My details

Title: _____ First name: _____

Last name: _____

Address: _____

_____ Postcode: _____

Daytime tel: * _____

Mobile tel: * _____

E-mail: * _____

*By giving WWF these details you confirm that you are happy to be contacted in this way.

My intentions

- I've already included WWF in my Will
- I intend to include WWF in my Will

My gift

If you wish to give further details about your gift, please do so here:

I'd like some more information

- I'd like to discuss this matter in more detail with one of your legacy officers.

Please call me on _____

- Please pass my details to the National Free Wills Network, so I can find out more about solicitors in my area who can draw up a simple Will for me, free of charge.
- I'd like to receive a copy of WWF's Annual Review.





© Wild Wonders of Europe / Laurent Gaslin / WWF

MY GUIDE TO THE TYPES OF GIFTS

There are three main types of gifts you can choose to leave – residuary, pecuniary or a specific gift.

A residuary gift is a way of passing on the residue of your estate (after all other commitments are met) to your chosen beneficiaries. You can leave the total residue to one beneficiary or you can dictate the share that a number of beneficiaries are to receive.

A pecuniary gift is a stated sum of money.

A specific gift is a particular item and is a good way to pass on cherished belongings to loved ones – a wedding ring to a daughter, for example.

Please turn over.

Any gift to WWF makes a difference. But a residuary gift will stay proportional to the value of your estate and your loved ones can be taken care of first. When adding WWF to your Will, we suggest the following wording to ensure your gift is valid:

Residuary gift (share of your estate)

To leave a residuary gift, we suggest the wording:

'I give _____ % of my residuary estate to WWF-UK of The Living Planet Centre Rufford House Brewery Road Woking Surrey registered charity number 1081247 for its charitable purposes and I further direct that the receipt of the Honorary Treasurer or other proper officer of WWF-UK for the time being shall be a full and sufficient discharge for the said legacy.'

Pecuniary gift (cash sum)

To leave a pecuniary gift (cash sum), we suggest the wording:

'I give _____ to WWF-UK of The Living Planet Centre Rufford House Brewery Road Woking Surrey registered charity number 1081247 for its charitable purposes and I further direct that the receipt of the Honorary Treasurer or other proper officer of WWF-UK for the time being shall be a full and sufficient discharge for the said legacy.'

If you would like to discuss a gift in your Will, please call our Supporter Care Team on 01483 426 333 or email legacy@wwf.org.uk



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





MY QUESTIONS ANSWERED

I'd like my legacy to be used for a particular area of WWF's work. Is this possible?

We are extremely grateful for every legacy we receive, and we always do our utmost to honour any wishes about how it is used. That said, stipulating conditions to your gift can make it more difficult for us to use it wisely. Things do change – some of our projects come to an end and new ones start; and sometimes, we may need to use funds quickly to help protect wildlife, people or natural habitats badly affected by a natural disaster. We'd like to use your gift where it will have the most impact, so we suggest that when making or updating your Will, you ask your solicitor to express a wish, rather than a condition, about how the money should be spent.

When do I need to update my Will?

Any gifts stated as a share of your estate will remain proportional to the value of your estate. You may need to update your Will should one of your beneficiaries pass away before you – you can accommodate this possibility in the wording of your Will and a solicitor will be able to advise you how.

If you don't wish to alter the contents of your existing Will other than to include a gift to WWF, you can amend your current Will by preparing a document called a Codicil.

A Codicil needs to be signed and witnessed in accordance with the same legal formalities as a Will and we therefore recommend that you consult a solicitor to ensure that the Codicil is valid and your wishes will take effect.

The suggested wording set out in our accompanying sheet called 'My guide to the types of gifts' can be taken to your solicitor for consideration if you decide to add a gift to WWF by making a Codicil.

What do I need to know about inheritance tax?

Sometimes, inheritance tax may need to be paid on an estate when a person dies. However, there is no inheritance tax due on gifts to charity. If the value of your estate is greater than £325,000, then inheritance tax may be deducted. It was announced in 2010 that this threshold will not change until 2015.

The value of your assets can add up, so you should consider inheritance tax when you discuss your Will with a professional advisor.

A properly drafted Will can help reduce the amount of tax payable, and increase the amount of your assets that go to your beneficiaries.

As tax is an extremely complex area of law, we recommend you speak to an independent financial advisor or solicitor about the inheritance tax implications for your estate – especially if you intend to give substantial sums to individuals and charities.

How do I find a solicitor?

You can find local solicitors who specialise in Wills and probate and tax law by contacting The Law Society. Please visit their website: www.lawsociety.org.uk or call the general enquiries line on **020 7242 1222**.

Also, WWF is a member of the National Free Wills Network – where selected local solicitors are offering a limited number of people the chance to have a simple Will drawn up. WWF pays for the Will to be written at a discount rate, with no charge to you. There's no obligation to leave a gift to WWF, but we hope you'll consider us. To find out more, please get in touch with Maria Dyson in our **Supporter Care Team** on **01483 426 333** or **maria@wwf.org.uk**

Who should act as an executor for my Will?

You can appoint whomever you wish as your executor but we recommend that you gain their agreement first as it can involve a lot of work and time, particularly if there is property to be sold.

Your executor can be a friend or family member or you can hire a professional, such as a solicitor, accountant or even a bank – though of course your estate will need to pay their fees.

All information correct as of May 2013

If you would like to discuss a gift in your Will, please call our Supporter Care Team on 01483 426 333 or email legacy@wwf.org.uk



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

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