



WORLD WILDLIFE FUND MANIFESTO

I AM PROTECTING LIFE ON OUR PLANET. DAY BY DAY WITH EVERY SINGLE THING I DO.

I CONSERVE THE WORLD'S BIGGEST FORESTS. I SAFEGUARD THE RIVERS. AND OCEANS. I STAND UP FOR CORAL REEFS. RAIN FORESTS. TUNDRAS. DESERTS. AND GRASSLANDS. I WORK WITH COMMUNITIES IN THE AMAZON. THE ARCTIC. THE CONGO. AND THE HIMALAYAS. I COLLABORATE WITH THE BIGGEST COMPANIES ON EARTH. TO MAKE THEIR PROCESSES AND THEIR PRODUCTS MORE SUSTAINABLE. I INFLUENCE GOVERNMENTS. TO CREATE POLICY THAT RECOGNIZES AND RESPECTS THE IMPORTANCE OF NATURE. I GIVE A VOICE TO ALL ANIMALS WHO CALL EARTH THEIR HOME. I'M PROTECTING LIFE ON OUR PLANET.

BUT, BECAUSE I'M WITH W-W-F. I'M NOT DOING IT ALONE. SIX THOUSAND STAFF. SIX MILLION MEMBERS. IN OVER ONE HUNDRED COUNTRIES. FOR MORE THAN HALF A CENTURY. BUSINESSES FOUNDATIONS. GOVERNMENTS. COMMUNITIES. INDIVIDUALS. AND ONE ICONIC PANDA. TOGETHER WE ARE PROTECTING LIFE ON OUR PLANET. INCLUDING OUR OWN.

BECAUSE TOGETHER. ANYTHING IS POSSIBLE.