



World Wildlife Fund

How To Help



About Us

The World Wildlife Fund (WWF) is the world's leading conservation organization that works in 100 countries and is supported by 1.1 million members in the United States and close to 5 million globally. Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth in order to build a future in which people live in harmony with nature.

Brighter Future

The WWF seeks to be the voice for those creatures who have no voice. We speak for their future. We seek to apply the wealth of our talents, knowledge, and passion to making the world wealthier in life, in spirit, and in living wonder of nature.

Green Tips

Reuse Containers

The average child's school lunch generates 67 lbs of waste over a year.

•Use Less Hot Water

Washing your clothes in cold or warm instead of hot water can save as much as 500 pounds of carbon dioxide per year.

•Plant A Tree

An average tree can absorb one ton of carbon dioxide over its lifetime.



Take Action

There are millions of people around the world that help make a difference for endangered species, the habitats they live in, and the

communities that depend on them. Help us conserve the planet and protect our species by spreading our message, contacting officials, signing petitions, or starting a fund-raiser.

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