**SECTION: About Us**

WHO WE ARE

For 50 years, WWF has been protecting the future of nature.

The world’s leading conservation organization, WWF works in 100 countries and is supported by more than one million mem bers in the United States and close to five million globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.

**SECTION: Our Work**

Our work is focused around 6 ambitious goals with people at the center

WWF’s work has evolved from saving species and landscapes to addressing the larger global threats and forces that impact them. Recognizing that the problems facing our planet are increasingly more complex and urgent, we have refined the way in which we work around an ambitious new strategy.

Our new strategy puts people at the center and organizes our work around six key areas: forests, marine, freshwater, wildlife, food and climate.

By linking these six areas in an integrated approach, we can better leverage our unique assets and direct all our resources to protecting vulnerable places, species and communities worldwide.

People are at the center of our work because together we can change the trajectory of the threats to nature, and help ensure nature’s ability to provide—for the sake of every living thing, including ourselves.

We work globally, with every sector, at every level

To accomplish our ambitious goals, we work to educate and influence people into making sustainable choices and decisions, including those who work in business and make decisions around the use of natural resources, and those who work in government and set policy that impacts nature.

We work globally at every level—in the field and in the local community, from the halls of government to the global marketplace. One of WWF’s strengths is our ability to engage stakeholders—in business, civil society, and acad emia—in partnerships to devise innovative solutions to the issues that challenge us.

Working together with 1.1 million supporters , WWF’s partners, projects and experts are making a difference in creating a healthy future for our planet.

HOW WE WORK

FORESTS

Conserve the world's most important forests.

OCEANS

Safeguard healthy oceans and marine livelihoods.

FRESH WATER

Secure water for people and nature.

WILDLIFE

Protect the world's most important species.

FOOD

Double net food availability; freeze its footprint.

CLIMATE

Create a climate-resilient and zero-carbon world, powered by renewable energy.

These things are not just “nice to have”. . . they are “need to haves.” They are the things that make it possible for us to live. And so, to ensure our very survival, they must be kept safe.

It’s a big job. And no one person or organization can do it alone.

But together we can.

WWF-US is part of the WWF global network which has worked for more than 50 years to protect the future of nature. In 2016, WWF embraced a bold new strategy and transformation designed to make the organization stronger and even more effective in tackling the challenges ahead. In this video, Marco Lambertini, Director General, WWF International, talks about WWF’s new way of working and commitment to conservation results.

**SECTION: Climate**

Our world is changing faster than anyone predicted. Already, freshwater supplies are shrinking, agricultural yields are dropping, our forests are burning, and rising oceans are more acidic—all, in part, due to a warming climate. As our natural world changes around us, so does our way of life. Coastal home values drop as insurance premiums rise; drought reduces feed for American farmers’ cattle and water for their crops; more pollen and dust in the air aggravates asthma and allergies in kids and adults alike.

At WWF, we believe we can fight this consequential threat and build a safer, healthier and more resilient future for people and nature. We must rethink the way we produce and consume energy, food, and water; protect the world’s forests; and help people prepare for a changing world.

Achieving this future will require action by everyone, and we are already well on our way. People are using their collective voices to demand change. Businesses are making investments in clean energy, already creating local jobs and stronger economies. Communities are redesigning their roads, buildings, airports, and railroads to make them climate resilient. And nations around the world are committed to deliver on a landmark global plan to curb climate change, known as the Paris Agreement.

For decades, WWF has engaged with millions of Americans, leading businesses, and government leaders to prepare for inevitable change and reduce the emissions that drive climate change.

**WHAT WWF IS DOING**

To adequately address the climate crisis, we must urgently reduce carbon pollution and prepare for the consequences of global warming—which the world is already experiencing—and raise our collective voice for action. Combining global outreach with local expertise, WWF’s focus is on:

PREPARING FOR A CHANGING WORLD

DELIVERING ON THE PROMISE OF THE PARIS AGREEMENT

REDUCING EMISSIONS FROM DEFORESTATION

**SECTION: Donate**

Donate to WWF

You can protect threatened species and their habitats today with a donation to World Wildlife Fund. Your support of WWF's global conservation work will make a world of difference.

Your donation makes you a member of WWF. A gift of $1,000+ makes you a Partner in Conservation.

Thanks to everyone who joined WWF during Membership Month. Your support will help make our critical conservation work possible.

Ways to Support WWF

You can have an extraordinary, positive impact on our natural world. When you help WWF protect species, you contribute to a thriving, healthy planet. However, you choose to support WWF, we are deeply grateful.

POPULAR WAYS TO GIVE

MAKE A ONE-TIME DONATION

Become a member and support World Wildlife Fund's global conservation efforts with a one-time donation.

**ADOPT AN ANIMAL**

Make a symbolic animal adoption to help save some of the world's most endangered animals from extinction and support WWF's conservation efforts.

BECOME A PARTNER IN CONSERVATION

Make a special commitment with an annual contribution of $1,000 or more and receive special privileges.