

SECTION TWO

HISTORY OF WORLD WILDLIFE FUND

THE CREATION OF WORLD WILDLIFE FUND

In 1961, a limited number of organizations around the world – such as the International Union for the Conservation of Nature and Natural Resources (IUCN) and The Conservation Foundation – were trying to meet conservation needs, but were desperately short of funds.

A small but influential group of Europeans—scientists, naturalists, business and political leaders—rose to the occasion: WWF was conceived on April 29, 1961, and its first office was opened at IUCN's headquarters in Morges, Switzerland on September 11 that same year. H.R.H. Prince Bernhard of the Netherlands became the organization's first president.

Several leaders arranged the key organizational meeting for the new venture. Those involved include noted biologist and African wildlife enthusiast Sir Julian Huxley, IUCN vice president Sir Peter Scott and director-general of the British Nature Conservancy E. M. Nicholson. The decision was made to establish World Wildlife Fund as an international fundraising organization that will work in collaboration with existing conservation groups to bring substantial financial support to the conservation movement on a worldwide scale. The new organization will raise funds through national appeals and, using the best scientific advice available from IUCN and other sources, channel the money to appropriate organizations. The first call for broad support was the Morges Manifesto, signed in 1961 by 16 of the world's leading conservationists. The Morges Manifesto stated that while the expertise to protect the world environment existed, the financial support to achieve this protection did not, and that these conditions supported the development of a nongovernmental organization that would work to protect the world's environment.

H.R.H. Prince Philip, the Duke of Edinburgh, became president of the British National Appeal, the first national organization in the World Wildlife Fund family. The second national organization to be formed was World Wildlife Fund, Inc. (WWF)¹ – the U.S. appeal. Incorporated in the District of Columbia on December 1, 1961, WWF named Dwight D. Eisenhower its President of Honor. Ira N. Gabrielson and Russell E. Train were the first president and vice president, respectively.

EVOLVING TIES WITH THE INTERNATIONAL NETWORK

The 45-year evolution of WWF has entailed not only philosophical and organizational changes, but also has yielded a maturing and increasingly productive relationship with the international World Wildlife Fund Network. While WWF in the United States is an independent organization, it plays an increasingly important role in the worldwide conservation programs of the Network. WWF is bound by U.S. tax laws to exercise independent judgment in allocating funds, and its Board has complete authority to determine where and when these funds are spent.

¹For the purposes of this document, WWF refers to World Wildlife Fund–U.S.

A Memorandum of Understanding (MOU), signed in 1992 and revised in 1994 and 1998 by WWF and WWF-International, reflects a comprehensive agreement on the planning and implementation of WWF Network activities. Central to the MOU is the “team approach,” which builds on the work of country teams representing WWF-International, WWF-US and other concerned National Organizations (NOs) in the WWF Network.

In 2003, a new charter was signed by all 30 independent World Wildlife Fund organizations in the Network. Although not a formal legal agreement, the charter set out basic understandings to enable the national organizations to work more closely together in achieving shared conservation goals. Improved Network cooperation took another important step forward in 2006, when a streamlined and more inclusive decision-making structure was agreed to among all organizations. Since 1985, the WWF Network has invested over \$1.165 billion in more than 11,000 projects in 130 countries.

What follows is an overview of the evolution and significant milestones of WWF’s U.S. appeal.

WWF • Chairmen and Presidents

Presidents and Terms

John I. Snyder • 1963–1965
C. R. Gutermuth • 1972–1973
Francis L. Kellogg • 1973–1977
Russell E. Train • 1978–1985
William K. Reilly • 1985–1989
Kathryn S. Fuller • 1989–2005
Carter S. Roberts • 2005–Present

Chairmen and Terms

Ira N. Gabrielson • 1962–1971
John D. Murchison • 1966–1974
S. Dillon Ripley • 1975–1980
George M. Woodwell • 1980–1984
Lawrence S. Huntington • 1984–1985
Russell E. Train • 1985–1994
Roger W. Sant • 1994–2000
William K. Reilly • 2000–2006
Bruce E. Babbitt • 2006–Present

Initially, WWF operates without professional staff. In its first year, the Board approves five projects totaling \$33,500. Early projects include work with the bald eagle, the Hawaiian sea bird, the giant grebe of Guatemala, the Tule goose in Canada and the red wolf in the southern United States. WWF also finances Ambassador Philip K. Crowe's mission to Central America and Mexico, during which the ambassador meets with government officials to build support for conservation. Another project helps Colombian conservationists establish a small nature reserve. These efforts supplement WWF support for the conservation programs of IUCN, the International Council for Bird Preservation (ICBP) and WWF-International.

1973

- WWF hires its first scientist, Dr. Thomas E. Lovejoy, as project administrator. Shortly thereafter, Dr. Lovejoy convenes an informal conference of scientists and conservationists to discuss the organization's conservation priorities. Their conclusions provide long-term guidance that WWF should:
 - Be largely international (because so many organizations were attending to national problems)
 - Focus in Latin America and the Caribbean (where at the time there was very little private initiative)
 - Give high priority to a strong scientific basis for conservation activities
 - Give highest priority to tropical forests, which contain so much of the world's biological diversity and are so vulnerable to disruption

- WWF grants \$38,000 to the Smithsonian Institution to study the tiger population of the Chitwan Sanctuary in Nepal, allowing scientists to successfully use radio tracking devices for the first time.

- WWF purchases 37,000 acres adjacent to Kenya's Lake Nakuru. Nearly 30 bird species depend on the lake, including a million flamingoes for which the lake is the principle feeding ground.

- The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) is negotiated in Washington, with Russell E. Train leading the U.S. government delegation as Chairman of the White House Council on Environmental Quality. To date, this international agreement has been signed by over 170 nations that are committed to working together to ensure wild plant and animal species are not threatened with extinction by uncontrolled trade and exploitation.

1974

- WWF begins awarding the annual \$50,000 Getty Prize for outstanding contributions to wildlife conservation. The Prize increases to \$100,000 in 1999, and now focuses on the education of future conservationists.

1975

- WWF helps create Corcovado National Park, located on Costa Rica's Osa Peninsula. Corcovado contains 13 major habitat types and is the best example of Central American tropical forest now under protection.

Mid-70s

- WWF starts to focus not only on species-related conservation projects, but also on protecting habitat by establishing national parks and nature reserves.

1976

- WWF and IUCN create TRAFFIC, a wildlife trade monitoring network that works to ensure trade in wild plants and animals is not a threat to the conservation of nature.

1979

- The first TRAFFIC international office and TRAFFIC USA are created.

1980

- With critical support from WWF and the United Nations Environment Program, the IUCN publishes the groundbreaking World Conservation Strategy, stating that humanity exists as part of nature and has no future unless nature and natural resources are conserved.

1983

- Finca La Planada, a 3,700-acre farm in Colombia, becomes a nature reserve thanks to the joint efforts of WWF and the Colombian Foundation for Higher Education. La Planada is tropical moist forest with tremendous floral and faunal diversity, including more than 300 bird species, 13 of which are endemic.
- WWF establishes the Primate Action Fund to support short-term needs that lay the groundwork for larger investigations – particularly important for conservation work in tropical countries where primates originate.
- WWF's long-established support of projects in Africa is strengthened by the creation of an Africa program and a formal tie (since discontinued) with the African Wildlife Foundation.

1984

- In a *New York Times* editorial, WWF vice president Dr. Thomas E. Lovejoy sets forth the concept of using Third World debt reduction to protect the global environment. Through these debt-for-nature swaps, WWF will convert portions of national debts into funding for conservation.
- Schoolchildren across the U.S. respond to WWF's 'Pennies for Pandas' campaign, donating more than \$50,000 for panda conservation. Nancy Reagan personally delivers the gift to the Chinese government during a visit to Beijing.

1985

- WWF expands conservation programs in Asia and Africa, showcasing the new Annapurna National Park in Nepal and strengthening projects to protect mountain gorillas in Rwanda.
- The Conservation Foundation formally affiliates with WWF. Though the organizations share the same Board of Directors as well as some staff, they remain separate legal entities.
- Building on 1980's World Conservation Strategy, WWF launches Wildlands and Human Needs, an innovative program that demonstrates the economic circumstances of rural people who share their land with wild animals can improve without degrading the natural habitat.

1986

- The Mexican government protects as ecological reserves the area where 100 million Monarch butterflies converge each winter, representing a tremendous victory for Monarca, a WWF-supported organization created by local citizens just six years ago.
- WWF celebrates its 25th anniversary with a convocation of leaders from different faith traditions in Assisi, Italy.
- On the island of Madagascar, the greater bamboo lemur – thought to be extinct since 1972 – is re-discovered by WWF-sponsored researchers. WWF also helps reintroduce the Golden Lion Tamarin to Brazil's Atlantic Forest.
- WWF's wildlife trade arm, TRAFFIC, launches an extensive publicity campaign to combat illegal wildlife trade.
- WWF helps create the first national park in Bhutan by transforming the Manas Wildlife Sanctuary.

1987

- WWF is instrumental in creating the Cockscomb Jaguar Preserve, which protects one of the largest jaguar populations in Central America, as well as the endangered scarlet macaw.
- WWF helps establish the Guaraqueçaba Ecological Station, and a 770-square-mile protected area surrounding it, in the Brazilian state of Parana. Extensive mangroves and primeval Atlantic forest in the area shelter the endemic Chauá parrot, among other wildlife.
- In partnership with the Frankfurt Ecological Society, WWF undertakes a comprehensive ecological study of Serengeti National Park, providing essential information about wildlife population dynamics and habitat.
- WWF and the Malawi government work together to assess the environmental impact of traditional fisheries and to provide villagers in Lake Malawi National Park with viable economic alternatives to ecologically damaging fishing practices.

1988

- WWF arranges a \$3 million debt-for-nature swap in Costa Rica, as well as additional swaps in the Philippines (\$2 million) and Ecuador (\$1 million).
- WWF collaborates with Cultural Survival to help Ecuador's Awá Indians gain title to their homeland in the tropical forests near the Colombian border, and to manage their wildlands productively.
- WWF's innovative Lumparda Elephant Project leads to a sharp decline in poaching of elephants and black rhinos in Zambia, by establishing an adjacent buffer zone for economic activities and employing local people as scouts to protect wildlife.

1989

- WWF's campaign to save the African elephant plays an important part in the decision by CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) to enact a ban on the ivory trade.
- WWF arranges a \$2.1 million debt-for-nature swap for Madagascar, with the help of a \$1 million grant from the U.S. Agency for International Development – the first major U.S. government support for a debt-for-nature swap.

1990

- WWF and The Conservation Foundation merge, formalizing a relationship that began in 1985 when The Conservation Foundation first affiliated with WWF.
- WWF convenes the Cooperative Working Group on Bird Trade, bringing together the pet industry, aviculturalists, zoos, animal welfare organizations and conservationists. The group recommends that the United States end the import of most wild-caught birds for sale as pets, and this precedent-setting agreement becomes the basis for federal legislation enacted in 1992.

1991

- WWF helps create the Enterprise for the Americas Initiative, which to date has generated more than \$150 million in conservation and development funding from the proceeds of restructured government-to-government debt in seven Latin American countries.
- With support from WWF, TRAFFIC opens an office covering eastern and southern Africa – the heart of elephant country.

1992

- WWF begins creating 'conservation trust funds' for a number of high-priority conservation areas. By pooling funds from bilateral and multilateral donors and other private sources, these trusts – such as the Bhutan Trust Fund and the Mexican Trust Fund – act as foundations, providing stable, long-term funding that can outlive a single conservation group's involvement and meet a country's recurrent environmental costs. The endowments of these funds total almost \$250 million.

1993

- WWF completes a \$19 million debt-for-nature swap in the Philippines, the largest such swap ever undertaken by a nongovernmental organization.
- WWF helps create the Forest Stewardship Council (FSC) to find solutions which promote responsible stewardship of the world's forests. FSC grows to global network of more than 40 offices in the United States and around the world.

1994

- WWF launches the Russell E. Train Education for Nature (EFN) Program to help build capacity for conservation in Africa, Asia, and Latin America by supporting academic and mid-career training. To date, EFN has awarded over 1000 scholarships and grants to individuals and institutions in 45 countries.
- WWF initiates and leads the effort of mainstream environmental groups to secure congressional approval of the North American Free Trade Agreement, the first trade convention to address the environment.

1996

- WWF works with Malaysia and the Philippines to establish the Turtle Islands Heritage Protected Area, the world's first transborder marine protected area for sea turtles. Turtle Islands protects the largest green turtle rookery in Southeast Asia, as well as an important nesting site for hawksbill turtles.
- *Our Stolen Future*, written by WWF senior scientist Theo Colburn and two colleagues, is published. The book gives a vivid account of the discovery that some man-made chemicals disrupt the endocrine system in wildlife and humans, and has been translated into 18 languages.
- WWF negotiates a debt-for-nature swap in Madagascar worth \$3.2 million. Funding is provided by the Dutch government.

1997

- WWF launches the Living Planet Campaign, a new vision for preserving Earth's biodiversity. The centerpiece of the campaign is the Global 200, a conservation framework of more than 200 terrestrial, marine and freshwater ecoregions identified by WWF scientists as Earth's most biologically distinct. Noted scientist E.O. Wilson calls the Global 200 "the most comprehensive strategy to date for the conservation of the world's biodiversity."
- Many extraordinary conservation actions are announced as part of the Living Planet Campaign:
 - World Bank President James Wolfensohn introduces a partnership with WWF to bring 500 million acres of forest under independent certification as sustainably managed by 2005, and also to establish an additional 50 million acres of new forest protected areas in the Bank's client countries.
 - The government of Nepal declares Kanchenjunga, the world's third-highest mountain, as a special conservation area.
 - Several Canadian oil companies donate 320,000 acres of exploration rights off Canada's Pacific Coast to establish a new marine preserve for orcas, sea otters, starfish and hundreds of other marine species.
- WWF and Unilever establish the Marine Stewardship Council (MSC) to assure the long-term sustainability of global fish stocks and the integrity of marine ecosystems. Two years later MSC becomes a fully independent nonprofit organization.

1998

- In a pledge developed through the WWF-World Bank Alliance, the president of Brazil commits to provide legal protection for 10 percent of the Brazilian rain forest, an area greater than all of the national parks in the contiguous United States combined.
- WWF plays a key role in persuading Ecuador to enact a sweeping new law to protect the Galápagos Islands. The law creates a marine sanctuary around the islands out to a 40-mile limit, bans industrial-scale fishing within the area and ensures tourist revenues support island conservation.
- Namibia establishes the Communal Area Conservancies Program by designating four communally-run nature conservancies covering 4.2 million acres of critical wildlife habitat. These new conservancies are the first stage in the creation of a broader network of conservancies under a WWF-cosponsored conservation initiative called LIFE (Living in a Finite Environment).

1999

- WWF helps craft and secure support from the fishing industry for a proposal to establish a 186-square-nautical-mile no-fishing zone in the Dry Tortugas within the Florida Keys National Marine Sanctuary.
- WWF convenes the Yaoundé Forest Summit in Yaoundé, Cameroon. At the Summit, six African heads of state jointly announce plans to create 12 million acres of new cross-border forest protected areas in the Congo Basin.
- WWF and Fundación Vida Silvestre Argentina are instrumental in winning passage of legislation to protect a 2.5 million-acre forest corridor connecting existing reserves in Argentina's Misiones Province and neighboring Brazil. The corridor contains one of the largest remaining blocks of intact Atlantic forest.

2000

- The number of forest acres certified under the principles of the FSC reaches 44 million, including 6.4 million acres in the United States.
- The President of Brazil's 1998 pledge to create 70 million acres of new protected area in the Amazon expands, with a new commitment to strengthen the management of an additional 30 million acres of existing protected areas.
- International standards for fisheries management are established under the MSC. Certified Australian rock lobster comes to market, and Alaska salmon, which represents more than six percent of the total annual U.S. fish catch, is certified as well.

2001

- Central African nations surpass commitments made at the Yaoundé Summit. These governments have now established nearly 13 million acres of protected areas in the Congo Basin, and are giving special attention to anti-poaching and sustainable forestry in an additional 6 million acres of forest.

- In the Terai Arc of the Eastern Himalayan lowlands, WWF spurs progress toward the ambitious goal of creating wildlife corridors linking 11 protected areas between Nepal's Royal Chitwan National Park and India's Corbett National Park, an area of 12,160 acres. The government of Nepal has doubled the size of Royal Bardia National Park to nearly 450,000 acres, and hundreds of thousands of tree seedlings have been planted in two priority restoration corridors.

2002

- The Amazon Region Protected Areas (ARPA) program launches. ARPA , an initiative of the Brazilian government spearheaded by WWF, will triple the Amazon protected areas system over the next decade. Partners in this ambitious effort include the World Bank, the Global Environment Facility, the German government and the Brazilian Biodiversity Fund.

- The Brazilian government creates Tumucumaque National Park in the Brazilian Amazon, and WWF commits \$1 million for its management. This 9.4 million-acre park is the largest tropical park in the world.

- A debt-for-nature swap will provide \$10.6 million for the conservation of more than 27.5 million acres in the Peruvian Amazon. Funding for the swap is generated through an unprecedented partnership between WWF, Conservation International, The Nature Conservancy and the U.S. government.

2003

- Global Environment Facility officially endorses WWF's Africa Stockpiles Program initiative and makes a \$25 million commitment to the program, which aims to clean up and safely dispose of more than 50,000 metric tons of obsolete pesticide waste stockpiled throughout Africa.

- WWF secures a \$53 million commitment from the U.S. government for the new Congo Basin Forest Partnership. Working with the six involved African governments, science-based priorities are defined for protecting species and habitats in 11 of the most important habitats in the region.

- After three years of intensive work by WWF, the 1.7-million acre Chandless State Park is created in the Brazilian Amazon.

2004

- Negotiations by WWF and partners culminate in funding to protect nearly 11 million acres of tropical forest in Colombia through a \$10 million debt-for-nature swap and \$15 million from the Global Environment Facility.

- A new census shows WWF efforts to protect African rhinos are paying off: there are 3,600 black rhinos – a substantial increase from the 2,400 left in the 1990s – and 11,000 white rhinos, up from fewer than 100 a century ago.

- WWF and partners launch the International Smart Gear Competition, encouraging the design of innovative fishing gear to reduce accidental deaths of marine mammals, birds and sea turtles.

- WWF and the Chinese government release the most comprehensive study ever done of pandas in the wild, showing nearly 50 percent more pandas than previously thought.

2005

- WWF's Board of Directors adopts a bold 10-year goal for the organization: to measurably conserve 15 to 20 of the world's most important ecoregions, and in so doing, transform markets, policies, and institutions in order to reduce threats to these places and the diversity of life on Earth.²
- WWF establishes the Mesoamerican Reef Trust Fund, benefiting Belize, Honduras, Guatemala and Nicaragua. It is the first conservation trust fund to be implemented on an ecoregional scale.
- WWF and the American Prairie Foundation acquire 31,320 acres of land in Montana for wildlife restoration. In conjunction with a continent-wide effort to save the American bison, genetically pure bison are reintroduced to this land after an absence of 120 years.
- In the wake of the 2004 Indian Ocean tsunami, WWF develops Green Reconstruction Policy Guidelines to be used by the American Red Cross as a blueprint for reconstruction efforts.

2006

- WWF successfully defeats a proposal for the world's largest oil palm plantation, which threatens to destroy the last remaining intact forests of Borneo. The governments of Malaysia, Indonesia and Brunei commit to the Heart of Borneo declaration to conserve and sustainably manage the forests.
- WWF engages with Wal-Mart in a number of sustainability efforts focused on its supply chain, including MSC certification of all fisheries, participation in the Global Forest and Trade Network, Mining Certification Guidelines, Better Cotton Initiative and other agriculture-related issues.
- WWF supports the declaration of the 4.7 million-acre Juruena National Park declared in the Amazon. With this new park, a total of 33 million acres of new strict nature protection and 18.5 million acres of new sustainable use areas have been created since ARPA's inception in 2002, more than doubling the area under such protection..
- WWF receives the largest gift in its history, \$34.6 million, from the estate of H. Guy Di Stefano. The donation is earmarked for projects with potential for large and immediate impact on WWF's worldwide conservation efforts.

2007

- WWF and The Coca-Cola Company announce a \$20 million partnership in Beijing to focus on seven important river basins, global supply chain and water use efficiency in its bottling plants
- WWF helps Russia establish two new national parks in key tiger habitat. Covering 419,000 acres, these are the first parks in the region to balance conservation and recreational uses.

² WWF's new portfolio of conservation priorities encompasses the Amazon, Amur-Heilong, Bering Sea, Borneo-Sumatra, Chihuahuan Desert, Congo Basin, Coastal East Africa, Eastern Himalayas, Galápagos, Gulf of California, Madagascar, Mekong, Mesoamerican Reef, Namib-Karoo, Northern Great Plains, U.S. Southeastern Rivers and Streams, Sulu-Sulawesi Seas, Valdivia and Yangtze.

- At the meeting of the Asia-Pacific Economic Cooperation, all 21 heads of state in attendance, including President Bush and Indonesian President Yudhoyono, commit to advance the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security.
- WWF forms the Climate Savers Computing Initiative with Google, IBM, Dell, Intel and others, establishing new efficiency standards for computers that will reduce greenhouse gas emissions by 54 million tons per year.

2008

- The largest debt-for-nature swap in Madagascar's history is agreed to by the governments of Madagascar and France. The swap allocates roughly \$20 million over five years to support Madagascar's distinct ecosystems and extraordinary wildlife, and is part of a global effort led by WWF.
- In direct response to a WWF-led campaign, Staples, the largest office products company in the U.S., ends its relationship with Asia Pulp & Paper (APP) because of its poor environmental practices.
- WWF helps Bhutan create the 1,442-square mile Wangchuck Centennial Park, the second-largest park in the country. With the creation of this park, 49 percent of Bhutan's land cover is protected and a contiguous area of conservation covering the entire northern region of the country is created.
- Governors of Sumatra's 10 provinces sign an agreement pledging to restore critical ecosystems in Sumatra and protect areas with high conservation values. WWF will help implement this political commitment to protect what remains of the island's species-rich forests and critical areas.

2009

- The U.S. House of Representatives passes H.R. 2454, The American Clean Energy and Security Act, marking the first time a house of Congress has passed legislation limiting greenhouse gas emissions. WWF helped draft language in the bill addressing forest carbon, clean tech and adaptation.
- WWF, Fundación Carlos Slim (FCS) and the Mexican government launch the Alianza Mexico, an initiative to establish Mexico as a global model for conservation. The Alianza plans an initial \$100 million investment from FCS and other donors to support and significantly advance ongoing conservation efforts at the local, national and global levels.
- The 10-year Regional Coral Triangle Initiative (CTI) Plan of Action, which sets time-bound steps to address growing threats to the region's coral reefs, fisheries, mangroves, threatened species and other marine and coastal living resources, is agreed to at the CTI Leaders' Summit in Indonesia. WWF was intimately involved in the development of the plan, and will work with other NGOs to ensure its successful implementation.