

WORLD WILDLIFE CATALOG Gifts That Make a Difference.

WWF Gifts

FREE SHIPPING
with any donation
from this catalog.

WWFCATALOG.ORG



HOLIDAY 2024





A Better Way to Give... for Our Planet's Future

WWF's approach to safeguarding the planet's natural resources is grounded in science, with a global reach to deliver solutions that meet the needs of both people and nature. From recovering critically endangered species to mapping and conserving whole ecoregions to improving the livelihoods of local people, we work at every level to bring about positive, lasting change.

Your donation provides general support for WWF's conservation efforts around the globe and we'll use it where the need is greatest. You not only help ensure safeguards for our planet today, your commitment will also make a difference in the world your children and your children's children inherit. The truth is, by donating to World Wildlife Fund, you are helping protect the future of nature for many generations to come.



\$25 Adoption

With this symbolic adoption you will receive:

- 5"x7" Species spotlight card with photograph
- 5"x7" Formal adoption certificate

FREE SHIPPING



\$60 Adoption

With this symbolic adoption you will receive:

- 5"x7" Species spotlight card with photograph
- 5"x7" Formal adoption certificate
- Soft plush in a reusable gift bag

FREE FIRST-CLASS SHIPPING



\$75 Bucket Adoption

With this symbolic adoption you will receive:

- 3 soft plushes
- 6" L x 6 1/2" W x 6" H

**FSC-certified wooden bucket
FREE PRIORITY SHIPPING**



\$100 Adoption

With this symbolic adoption you will receive:

- 5"x7" Species spotlight card with photograph
- 5"x7" Formal adoption certificate
- Hinged double frame
- Soft plush packaged in a gift box

FREE PRIORITY SHIPPING



\$250 Adoption

*FAMILY AND GIANT PLUSH ADOPTIONS
LIMITED TO CERTAIN SPECIES*

With this symbolic adoption you will receive:

- 5"x7" Species spotlight card with photograph
- 5"x7" Formal adoption certificate
- Hinged double frame
- Soft plush with gift box or bag

FREE PRIORITY SHIPPING

FREE SHIPPING

*Donations that include a thank-you item are shipped for free via USPS First-Class / Priority Mail and may take 5-9 business days to be delivered in the US. Delivery date and time cannot be guaranteed. Make your donation by **December 15, 2024 11:59 p.m.** for delivery by December 24, 2024.

On the cover: Snowy Owl photographed by Joel Sartore.

Taxes: The tax deductibility of your donation will vary. Please see the acknowledgment you receive from WWF for details. For frequently asked questions and additional information, please visit help.worldwildlife.org.

EASY WAYS TO SUPPORT WWF

Make your donation by **December 15, 2024 11:59 p.m.** for delivery by **December 24, 2024.**

Toll-free adoption line:

800-CALL WWF
(800-225-5993)

Please refer to our website for hours of operation.

Online:

wwfcatalog.org



CARTER S. ROBERTS
President and CEO

Dear Friends,

I was asked once what part of my work brings me the most joy. The answer came easily. For me the most gratifying moments come when working with a small group of people who face long odds, and use their energy and wits to deliver spectacular things for the world. As Antoine de Saint-Exupéry wrote in *Airman's Odyssey*, "Love consists of not looking each other in the eye, but of looking outwardly in the same direction." I have found that looking outwardly in the same direction is a key component of successful—and, to me, joyful—conservation.

Helping to guide Herencia Colombia (or Heritage Colombia) to fruition is a wonderful example of joyful conservation. Herencia Colombia is an innovative financial initiative to secure the lasting conservation of 79 million acres of new or expanded areas in the heart of the Amazon, the San Lucas Mountains, the Central Andes, the Orinoco Transition, and the Caribbean Coast; and to help establish further marine protected areas in the Caribbean and Pacific. The launch of new protections in Colombia, combined with existing safeguards in other regions, secures the permanent protection of 12% of the entire Amazon rain forest.

Of course, the devil is in the details when it comes to a project of this size and scope. Herencia Colombia was successful because of the hard work of a brilliant array of people, many operating behind the scenes, who toiled against all odds to bring this audacious vision to life.

Some 30 years ago, I helped put together a conservation deal in Martha's Vineyard. Someone I respect enormously turned to me during the project and asked, "How much goodwill is there between you and the people with whom you work? Because at some point, something will go wrong. But if you have that abiding goodwill, you will find your way through anything."

I tell these stories to illustrate the fundamental truth that relationships matter. They are a necessary ingredient in our work—and in my mind, the greatest joy in all that we do.

We are grateful for our relationship with you, and for your support of WWF's global conservation work. I hope you find something special in the pages of this catalog for everyone on your gift list.

Sincerely,

Carter Roberts

	DIRECTORY
	04 / ARCTIC
	06 / NORTH AMERICA
	11 / CLIMATE CHANGE
	12 / LATIN AMERICA
	17 / TIGERS
	18 / PANDA LOGO ESSENTIALS
	20 / BUILD YOUR OWN BUCKET
	22 / AFRICA
	26 / ASIA
	31 / AUSTRALIA
	32 / GIFTS AND ACCESSORIES
	37 / ADOPTION OPTIONS

Classifications like "endangered" and "vulnerable" have specific scientific meanings. WWF uses the standards of the **International Union for Conservation of Nature (IUCN)**.

IUCN standards and the IUCN Red List of Threatened Species were developed to provide a consistent, objective system for evaluating populations. While the main criterion is the measured or observed reduction in numbers, other factors include habitat loss and fragmentation, reduction in the number of mature individuals, and other environmental considerations that put species at risk.

Your donations through WWFGifts will help our conservation efforts around the globe where the need is the greatest.

- LC** Least Concern
- NT** Near Threatened
- VU** Vulnerable
- EN** Endangered
- CR** Critically Endangered
- EW** Extinct in the Wild
- EX** Extinct

Arctic



ALEXIS WILL
Marine Biologist
US Arctic
Program

WHAT SEABIRDS CAN TELL US ABOUT OUR OCEANS

Unlocking Conservation Mysteries

As a WWF biologist, I've been monitoring the auklet species that nest near Savoonga, Alaska, a small community on the island of Sivuqaq in the middle of the northern Bering Sea.

A bellwether of our northern oceans' health, I believe auklets can teach us a lot. By studying their activity, these seabirds help us monitor entire ecosystems to help us identify climate and ocean trends.

The climate crisis is affecting auklets' food source—zooplankton. To better understand food availability, my team looks at the prey they bring back to their chicks. We also collect blood and feather samples to track nutritional stress throughout the year to determine the effect of changes in diet, sea ice, or the increased presence of large predatory fish.

Auklets are an example of how Arctic ecosystems—and the people whose culture and well-being are inextricably linked to them—can adapt to some of the environmental changes they face. These seabirds remind us that it is possible to have a successful breeding season after a series of failed ones; there is still time for us to curb the worst impacts of a warming planet.



Arctic Fox LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Arctic foxes are opportunistic feeders and will eat anything they can find, including berries. When food is scarce during the harsh winters, these foxes will trail polar bears to scavenge any uneaten prey.



Narwhal NT

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The narwhal's tusk, which can grow as long as 10 feet, is actually an enlarged tooth with up to 10 million nerve endings inside and may have sensory capability.



Polar Bear LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Polar bears live in the Arctic and rely on sea ice to access the seals that are their primary source of food and to rest and breed.



Snowy Owl VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Snowy owls' flight feathers are tipped with soft down, enabling them to hunt noiselessly through the arctic tundra.



Arctic



Polar Bear Slippers

DONATION LEVEL

\$60

Walk with polar bears on your feet! These soft slippers provide superior comfort. Flexible soles are durable like leather but washable too. *Unisex sizes; details available online.*



Polar Bear Pajama Set

DONATION LEVEL

\$60

A polar bear adorns our snowflake pajamas to create a cheerful mood as you settle in for the night. This two-piece set is made from naturally cozy recycled cotton material.



Snowy Owl VU

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Snowy owls' flight feathers are tipped with soft down, enabling them to hunt noiselessly through the arctic tundra.



North America



Bald Eagle **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Long, wide wings give bald eagles the ability to stay aloft and conserve energy by soaring; their keen, full-color vision helps them find prey.



Grizzly Bear **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Grizzly bears are omnivorous, their diets varying with the season depending on food availability.



Pygmy Rabbit **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
TWO FREE WITH A DONATION OF \$60 OR MORE!

Pygmy rabbits are usually found in areas of tall, dense sagebrush cover, which they depend on for food and shelter throughout the year.

North America



Cross Fox **VU**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The cross fox is widely distributed throughout the United States. While the most common coat color is red, color phases other than red occur, and a red fox can be black, silver or a cross between red and silver, known as cross fox.



Black-Footed Ferret **EN**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
TWO FREE WITH A DONATION OF
\$60 OR MORE!

WWF is helping to bring back healthy populations of black-footed ferrets, a species native to the Northern Great Plains and one of the most endangered mammals in North America.



Cardinal **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
TWO FREE WITH A DONATION OF
\$60 OR MORE!

Cardinals forage mostly while hopping on the ground or in low bushes. The male sings to defend nesting territory, actively attacking intruding males in breeding season.



North American River Otter **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Members of the weasel family, river otters are very playful, wrestling with one another, bouncing objects on their paws, and sliding down muddy embankments.



KRISTY BLY
*Black-footed
Ferret Program
Restoration
Manager
Northern Great
Plains Program*

TRACKING FERRETS

Thermal Camera Technology

As a nocturnal species living mostly in underground burrows, black-footed ferrets are challenging to monitor in the wild. Until recently, scientists primarily used high-intensity spotlights to locate their green eyeshine. While somewhat effective, spotlighting is a time-consuming and logistically difficult way to estimate population numbers.

To increase the effectiveness of these surveys, WWF and the Fort Belknap Reservation's Fish and Wildlife Department have begun using forward-looking infrared (FLIR) cameras to locate ferrets by their body heat, which is proving more effective.

Infrared cameras locate ferrets missed by spotlighting surveys. The tower-mounted cameras detect ferrets at nearly twice the distance as a spotlight. And the drone-mounted infrared camera is effective at spotting ferrets as they move across a prairie dog colony in remote areas difficult to access by vehicle.

These technologies are making it easier to assess population status to provide better guidance for conservation management for one of the most endangered mammals in North America.

North America



CLAY BOLT
Manager
Pollinator
Conservation

PROTECTING OUR POLLINATORS

Critical to Ecosystems

There are 20,000 known species of bee in the world, with nearly 4,000 found in North America alone. Native bees do so much for our world, from helping to produce the food we eat, to allowing plant communities to remain in balance, which filter clean water, contribute to soil health, and store tremendous amounts of carbon. The importance of these hardworking insects can't be overstated.

Unfortunately, many of our native bees and other pollinators are in trouble due to habitat loss, climate change, and excessive applications of pesticides like neonicotinoids. In fact, experts estimate that one out of every four species of bumblebee in the world (some of our most important pollinators) are at risk of extinction.

WWF is addressing these causes of bee decline by restoring pollinator habitat, supporting policies that protect bees from harmful pesticides, and exploring ways to support bee friendly farming practices.



Bumblebee VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Critical pollinators, bumblebee wings beat about 130 times per second, allowing buzz pollination, vibrating flowers until they release pollen to help plants produce more fruit.



Bee VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
TWO FREE WITH A DONATION OF \$60 OR MORE!

There are over 20,000 different species of bee in the world and some 4,000 species that live in the US and Canada alone. These pollinators help plants produce some of our most popular foods, like blueberries and squash, and keep ecosystems functioning and healthy.



Hummingbird House and Plush Set

SYMBOLIC ADOPTION LEVEL
\$75

Woven from 100% natural fibers to provide ruby-throated hummingbirds refuge from the elements. It includes a hanger to attach to a tree or hook on your porch. Also included are two colorful plush 8" ruby-throated hummingbirds. Reed grass house *measures approximately 9" x 4"*.



Hummingbird Wine Carafe Set

DONATION LEVEL
\$75

Colorful hummingbirds adorn this festive carafe and wineglass set. The stainless steel canteen *holds 17 oz, and the stemless glasses hold 12 oz each*. All three pieces feature the WWF panda logo, a symbol of hope seen across the globe.



Sea Otter EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The smallest marine mammal, sea otters live close to shore in temperate coastal waters with rocky or soft ocean bottoms. They eat a variety of seafood and are one of the few mammals that use tools to feed.



Bison NT

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Bison are highly adapted to life on the plains: in winter their metabolism slows to 25% of its summer rate to conserve energy when forage becomes scarce.

NATIVE NATIONS LEAD THE WAY

Returning Bison to Homelands

Plains bison hold great ecological and cultural importance to the lifeways and lands of Native Nations throughout the Northern Great Plains. In fact, for many plains people, their creation stories say that people and bison are relatives.

At one point, bison were one of the widest-ranging large mammals in North America, numbering between 30 million and 60 million individuals. But by 1889, only 512 plains bison remained. In response to their tragic decline, conservationists—including Indigenous people—successfully brought the plains bison back from the brink of extinction to an estimated population of half a million, with more than 45,000 living today in Tribal and conservation herds.

Native Nations seeking to restore bison to their lands remain the cornerstone of the species' recovery. Since 2014, WWF has partnered with Native Nations throughout the Northern Great Plains in support of their visions and efforts to conserve and restore grassland ecosystems within communities to benefit their people.

WWF will continue to follow the lead of Native Nations to identify opportunities and create places where bison can thrive in large herds of over 1,000 bison on vast landscapes across the Northern Great Plains.



Great White Shark VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Caught for their jaws, teeth, leather, and fins, which are in demand worldwide and command high prices, great white sharks also face the threat of accidental capture in fishing gear.



Manatee VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Surprisingly agile, manatees inhabit rivers, canals, and estuaries, feeding on seagrasses, freshwater plants, and floating vegetation for six to eight hours a day.

Mexico



Monarch Butterfly EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

THREE FREE WITH A DONATION OF \$60 OR MORE!

In a highly evolved migratory pattern, the eastern monarch butterfly flies up to 2,800 miles each year from its breeding grounds in the US and Canada to its hibernation grounds in central Mexico.



Ocelot LC

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Often the most abundant cat species throughout much of their range, ocelots live in a wide variety of habitats ranging from marshes to savanna grasslands to tropical forests.



Mexican Gray Wolf LC

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Like other members of the dog or Canidae family, wolves are very adaptable, intelligent, and territorial, returning to familiar den sites, travel routes, and feeding grounds.



NEW! Axolotl CR

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

A few feathery, external gills on each side of the head provide the axolotl with oxygen. They are able to regrow body parts—including their hearts, spines, and brains.

TROUBLING NEWS FOR MONARCHS

Population is Dwindling

Eastern migratory monarch butterflies cluster in the mountain forests of central Mexico, the destination each winter, in a 2,800 mile journey from the US and Canada.

The annual survey of migratory monarchs is undertaken by WWF and its partners in Mexico. Experts measure the area of forest in which monarch butterflies hibernate each winter, providing a scientific indicator of their population status.

Unfortunately, the population decreased by 59% in relation to last winter. Scientists believe that, in addition to the extensive use of herbicides that have depleted milkweeds, high temperatures and drought in Canada and the US is now also impacting milkweeds which is essential for the monarch butterfly's reproduction.

As important pollinators, monarch migration helps increase the diversity of flowering plants, benefiting other species and contributing to the world's food supply. WWF is working to conserve monarch butterflies and their miracle of migration by protecting the areas they depend on.

By more sustainably managing forests in Mexico and grasslands in the US, we can realize benefits for both people and nature.

Climate Change



**ALEXANDER
NICOLAS**
Senior Program
Officer
Wildlife
Conservation



Emperor Penguin **NT**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Flightless and clumsy on land, emperor penguins are most at home underwater, where they feed on a diet of crustaceans, small fish, and squid.



Penguin Pillow

DONATION LEVEL

\$60

They slide on their bellies across the snow, congregate on icebergs and seem to fly through freezing water in search of fish. What better animal to live up any room than a comical penguin? This fun shaped penguin pillow measures 15 3/4" x 13 3/4" and is crafted from shu velveteen and cotton filling.

CLIMATE CHAMPIONS FROM THE DEEP

Nature-Based Buffer Against Crisis

Whales are the largest living creatures on the planet. But this massive stature is not their only superpower: whales play an important role when it comes to climate change mitigation.

Scientists have discovered in recent years that great whales can capture significant amounts of planet-heating carbon from the atmosphere. It's estimated that one whale's ability to capture carbon from the atmosphere is equal to that of thousands of trees.

When whales die, they sink to the ocean floor. And as they settle there, so does the carbon stored in their bodies. It can take up to 1,000 years for the elements from their carcasses to cycle their way back up to the surface.

Whales also have some of the longest migrations of any mammal on Earth, fertilizing the blue corridors they move through and supporting marine life. So, they are not only a harbinger of hope for ocean ecosystems but also a potential nature-based solution in the climate fight.

The longevity of their lives, coupled with their massive size, makes whales invaluable carbon sinks and key players in the fight to save humanity from the climate crisis. Restoring whale populations by addressing the threats impacting their survival is just one of many ways to fight climate change and help reduce greenhouse gas levels in the atmosphere.



Penguin Slippers

DONATION LEVEL

\$60

Walk with adorable penguins on your feet! Produced using eco-friendly practices, these slippers provide superior comfort. *Sizing details available online.*



Emperor Penguin Chick **NT**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Extreme cold temperatures put eggs and hatchlings at risk, so male emperor penguins keep the eggs warm on their feet for nearly five months.

Latin America



Jaguar **NT**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Jaguars are strong swimmers and climbers and require large areas of tropical rain forest and stretches of riverbank to survive.



Black Jaguar **NT**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Not a separate species but a rare color variant, black jaguars are powerful hunters and play a vital role within their ecosystem.



Harpy Eagle **LC**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The harpy eagle's eyesight is eight times more powerful than a human's, and the harpy eagle is one of the most feared hunters in Brazilian forests. It can carry an animal weighing around 22 pounds.



NEW! Monarch Butterfly Luminary

DONATION LEVEL
\$60

Handcrafted in a family workshop in the community of San Juan de Oriente, Nicaragua, this beautiful ceramic luminary features a graphic design etched by hand using a sharpened bicycle spoke. Turned on a kick wheel and created from local clay, it is hand-painted and wood fired in a beehive-shaped kiln. For use with tea light candles (not included). *Approximately 4 1/2" x 5".*



Capybara LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Capybara eyes, ears, and nostrils are located near the top of their heads, so they can keep a watchful eye on their surroundings while partially underwater.



MEG SYMINGTON
 Managing Director
 Amazon

A BETTER FUTURE FOR FISHERS AND TURTLES

Sustainable Fishing to Save Sea Turtles and Benefit People

The residents of Acandí, a coastal town in Colombia, face the challenges of balancing livelihoods while protecting biodiversity. But after decades of declining fish stocks, many local fishers are now actively promoting the well-being of wildlife and changing their fishing practices to minimize harm to the environment.

Traditional community fishing methods, passed down by the elders, focused on subsistence fishing and the sustainable management of resources. But when the area's fishing resources were gradually depleted by trawling, many fishers transitioned from hand lines to nets, which can be highly destructive to marine life, including sea turtles.

Today, a collaboration between the fishers, Colombia's National Natural Parks, WWF, and other partners offers a balance that benefits fishers economically and socially, while advancing environmental conservation. Efforts support the community with the necessary tools and resources to provide fresh and locally sourced seafood, while ensuring quality and safety.

This collaborative and holistic approach to sustainable livelihoods and conservation—with ongoing collaboration and support—is working.



Blue Whale EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Whales are at the top of the food chain and have an important role in the overall health of the marine environment.

Latin America



**VICTORIA
MARKOVITZ**

Senior
Communications
Specialist
Forests

KEEPING THE PERUVIAN AMAZON THRIVING

WWF's Diverse Approach

Stepping over roots, I followed members of the Boca Pariamanu Indigenous community through a forest in Madre de Dios, Peru. As they demonstrated how they harvest Brazil nuts, bright blue morpho butterflies and tropical kingbird calls flitted through the canopy.

I was there to help document WWF's work in the area, which includes supporting sustainable livelihoods. Illegal deforestation and gold mining threaten the well-being of the region's Indigenous communities and its jaguars, tapirs, and spectacular array of species.

During the trip, we also met ranchers partnering with WWF to implement regenerative agriculture techniques and prevent further deforestation. And I marveled as a WWF researcher scaled a tree in a Forest Stewardship Council® (FSC®)-certified forest area to retrieve camera traps, part of an effort to monitor local biodiversity and develop techniques to mitigate how infrastructure like roads can isolate arboreal species.

Through such collaborations, WWF can help keep these forests thriving for generations of people and wildlife to come.



Macaw **LC**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

**TWO FREE WITH A DONATION OF
\$60 OR MORE!**

Macaws are highly intelligent members of the parrot family. Their long, curved beaks are ideal for crushing nuts and seeds, and their strong, agile toes are used like hands for grasping.



Giant Tortoise **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Found only on the Galápagos Islands, the giant tortoise is the largest living tortoise in the world.



Anaconda **NT**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Ambush specialists, anacondas consist of four species of aquatic boas inhabiting the swamps and rivers of South America's dense tropical forests.



Red-Eyed Tree Frog **LC**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

The frog lays its eggs in a gelatin base on the underside of leaves. After a week or two, tadpoles hatch and wiggle until they drop into water below, where they will become frogs.



Three-Toed Sloth LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

A male sloth usually stays in the same tree for his entire life, but a female sloth moves after giving birth, leaving her tree to her offspring.



NEW! Sloth Slippers

DONATION LEVEL
\$60

Walk with adorable sloths on your feet! These soft slippers provide superior comfort. *Sizing details available online.*



Sloth Planters

DONATION LEVEL
\$60

Perfect for miniature plants, this pair of sloth planters is made of durable ceramic material. Hang them—string included—in the window or place them on a windowsill, a daily reminder of your support for the wild. *Approximate dimensions: large 6 3/4" x 4 3/4" x 3 1/2"; small 5" x 3" x 2 1/2".*



NEW! Two-Toed Sloth LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Sloths, the sluggish tree-dwellers of Central and South America, move slowly through the tropical rain forest canopy, munching on leaves, twigs, and buds.



Two-Toed Sloth Cub LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
TWO FREE WITH A DONATION OF \$60 OR MORE!

Latin America



ABEL VALDIVIA
WWF Lead
Marine Scientist
Oceans

THE GALÁPAGOS ISLANDS

A Symphony of Biodiversity

The Galápagos Islands, a remote tropical paradise nestled in the heart of the Eastern Pacific Ocean, have long been a beacon of ecological marvels, an evolutionary laboratory, and ground for scientific discovery.

As a marine conservation scientist on WWF's Oceans team, my recent journey to the Galápagos unveiled the islands' vibrant tapestry of life as a testament to the beauty and resilience of our natural world. However, the undercurrent of climate change threatens to disrupt this harmony, imperiling species that have thrived for millennia on these lava-formed islands.

As stewards of our planet, it falls upon us to act. The Galápagos Islands have imparted a profound lesson—one that transcends their shores and resonates globally. By confronting climate change, championing sustainable practices, and preserving the delicate ecosystems that cradle life, we can ensure that the Galápagos Islands continue to captivate, inspire, and endure for future generations.

Our collective efforts can safeguard this living laboratory and serve as a beacon of hope for our planet.



Blue-footed Booby LC

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Blue-footed boobies lay their eggs in a nest on the ground in arid, tropical, and subtropical island habitats.



NEW! Blue-footed Booby Chicks LC

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Blue-footed boobies eat mostly fish. It's possible the healthiest chicks' fathers have the brightest blue feet.



NEW! Blue-footed Booby Long-Sleeve (Unisex)

DONATION LEVEL

\$60

Kick up your heels and dance around in our blue-footed booby T-shirt like the birds do to show off their vibrant blue feet.



NEW TIGER POPULATION ESTIMATE

Commitment and Conservation Strategies Work

A new population estimate of 5,574 wild tigers from the Global Tiger Forum shows about a 74% increase from 2010 when numbers were at an all-time low of about 3,200 individuals. This exciting conservation victory moves tiger numbers closer to the ambitious goal set by the world's 13 tiger range countries—with support from WWF and others—to double tiger populations in the wild.

Thanks to dedication and effective strategies, tiger numbers have increased in Bhutan, China, India, Nepal, and Russia, but as tiger numbers increase in some areas, tiger range and habitat continue to decline in most areas.

Since tiger populations cannot fully recover if their range and habitat continue to decrease, WWF has developed a new strategy prioritizing 22 tiger landscapes. Across these priority tiger landscapes, conservation efforts will be focused on connecting fragmented habitat, expanding tiger range; managing conflict to support coexistence between people and tigers; ending illegal trade, and making funds available to support conservation and community livelihood opportunities.

Progress is fragile, but the reality is that many tiger populations are recovering, an extraordinary achievement proving that conservation efforts work.



Tiger T-Shirt (Hers)

DONATION LEVEL

\$60

This charcoal blue T-shirt features a modern tiger design.



Morten Kolby Tiger Puzzle

DONATION LEVEL

\$60

This 1,000-piece puzzle will keep you busy! Piece together the beautiful tiger portrait that looks like a work of art. Crafted from FSC-certified cardboard. *Puzzle measures 19" x 19".*



Tiger Mom and Cub EN

SYMBOLIC ADOPTION LEVEL

\$125

Tigers are solitary animals and almost always travel alone, except for mothers and their cubs.



Tiger EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

WWF is working with the 13 countries where tigers live to increase their numbers in the wild.

Panda Logo Essentials

World Wildlife Fund is one of the leading conservation organizations in the world. As the challenges facing the Earth grow more complex and urgent, our work has evolved from just saving species and habitats to addressing the global forces that impact them. WWF's efforts are focused on six goals—Climate, Fresh Water, Food, Forests, Oceans, and Wildlife—with people at the center. Spread the word about our work by wearing panda gear on your sleeve. Visit wwfcatalog.org to find all the WWF logo items available; *sizing available online.*



Panda Logo 1/4 Zip Green Fleece

DONATION LEVEL
\$75

Early morning hikes call for lightweight layers and our 1/4 zip polar fleece pullover will provide a layer of warmth. With a zip pocket for cell phone or keys, wear the panda logo proudly and show your commitment to conservation.



Panda Oversized Blue Snuggle Hoodie

DONATION LEVEL
\$75

A new spin on the sweatshirt, this zip hoodie is oversized without being overwhelming. It will keep you warm and cozy no matter where you go or what you are doing. The soft material hugs you while the 1/4 zip gives you the flexibility to control just how warm you want to be. Blue with the panda logo, 100% polyester.



Blue Pullover Sweatshirt

DONATION LEVEL
\$75

Enjoy weekend comfort every day in this 100% preshrunk cotton logo sweatshirt. The blue pullover features the panda logo on the front.



Forest Green Panda Hoodie

DONATION LEVEL
\$75

A hoodie so comfortable you'll wear it outside for nature walks or at home to curl up in. Featuring the panda logo, our gray or forest green sweatshirt is a soft 65/35 cotton polyester blend with a terry finish.



Gray Panda Hoodie

DONATION LEVEL
\$75



Panda Logo T-Shirt (Unisex)

DONATION LEVEL
\$60

Featuring the panda logo, this shirt highlights protecting the future of nature worldwide.

Panda Cubs



Infant Plush Cuddlers

DONATION LEVEL
\$60 PER PLUSH

Featuring two-toned fabrics, these plush represent some of our most popular species. *Each measures 14" tall.*



Animal Hand Puppet Set

DONATION LEVEL
\$60

This puppet set includes our bobcat and wolf, perfect for putting on a show. Use them to share stories about the conservation of species and how everyone can make a difference. *Each measures 10"*



Baby Wraps

DONATION LEVEL
\$60

Wrap your little one up in our fluffy baby wrap for total comfort and sweet dreams. Made from soft sherpa material with a cotton liner and poly cotton filling, choose either a blue or cream wrap. *Measures 32 1/2" x 26 1/4"*



Brown Bear Children's Zip-Up Fleece

DONATION LEVEL
\$60

Our soft fleece offers a layer of warmth. It has two pockets for special belongings, and bear ears on the hood. *Sizes 2T-6T.*



NEW! Axolotl Backpack

DONATION LEVEL
\$60

Send your little one off with a unique backpack sure to generate conversations about conservation. The axolotl is as cute as it is curious-looking. At 16" tall and just the right size for little backs, the backpack is lightweight with child-sized straps. The brightly colored two-toned pink design is sure to delight!



NEW! Elephant Diaper Bag

DONATION LEVEL
\$100

Adventures with your little one are always a bit more fun with this diaper bag, embellished with elephants. Designed in a tote bag style and loaded with inside and outside pockets to keep all your gear organized. Complete with a recycled plastic/polyester lining. *Measures approximately 16" W x 7" D x 12" H.*



Bucket Hat

DONATION LEVEL
\$25

Brighten up your day with our child-size sea turtle bucket hat! Featuring the panda logo and a downward-slanting brim to help shield your eyes from the sun, sea turtles dance on your head to remind everyone of the need to protect them—nearly all species are endangered. Made of polyester with an adjustable string.

Build Your Own Bucket



For an additional \$25 donation, add a fourth plush

Take a walk on the wild side with your very own FSC-certified bucket of wild animals—a pail filled with species to serve as a serious reminder of your commitment to safeguard species around the globe. Make a \$75 donation to WWF and choose any combo of animals for your own customized assortment.

Why not combine a selection of wildlife from places as far away as Africa and the Amazon with a species from your own backyard in the Northern Great Plains for a global bucket? The possible combinations are endless...or you can focus on a single species, such as three African elephants or even meerkats! Go online and pick from over 50 fascinating species and Build Your Own Bucket for friends or family... or even one custom-made just for you. Choose any three plush animals for a donation of \$75 or add a fourth plush for \$100. *Each plush is approximately 8". Recommended for ages 3+.*



African Wild Dog



Arctic Fox



Arctic Hare



Bald Eagle



Bison



Blue Whale



Cheetah



Chimpanzee



Cottontop Tamarin



Fennec Fox



Giant Panda



Giraffe



Grizzly Bear



Jaguar



Koala



Lion



Loggerhead Turtle



Macaw



Meerkat



Narwhal



Ocelot



Okapi



Red Fox



Red Panda



NEW! Slow Loris



Sea Turtle



Snow Leopard



Snowy Owl



NEW! Tapir Calf



Wolf

Set of Socks



GO ONLINE TODAY AND CHOOSE ANY THREE PAIRS OF SOCKS FROM OVER 40 DESIGNS, OUR THANKS WITH A DONATION OF \$60.

Kick up your heels in our stylish socks—go online and choose three pairs from over 40 different designs online representing WWF’s priority work around the globe. Your donation provides general support for WWF’s conservation efforts and is used where the need is the greatest.

Our wildlife socks feature animals—many threatened by wildlife crime, habitat loss and climate change—symbolic of our work to find solutions to complex conservation challenges and save the awe-inspiring array of life on earth.

Made from 80% organic cotton, 15% nylon and 5% spandex, socks measure 14" in length; 7 1/2" from heel to toe.



Africa



African Elephant **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Elephants are the largest land animals walking the Earth. Two genetically different African species exist: the savanna elephant and the forest elephant.



African Elephant Mother and Calf **VU**

SYMBOLIC ADOPTION LEVEL

\$125

African elephants live in a matriarchal society, so a new mom is not alone in guiding her young. Other females in the social group help a calf to its feet after birth and show the baby how to nurse.



African Elephant Calf **VU**

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Females remain with their birth group for life, sharing responsibility for calves; males leave the herd once they reach maturity.



ERIC BECKER
Conservation
Engineer
Wildlife
Conservation



Giraffe LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Giraffes' long necks are an adaptation that allows them to feed on foliage beyond the reach of other hoofed animals.



Fennec Fox LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The fennec fox is well-adapted to its desert habitat, surviving without water for extended periods and using its large ears to disperse heat.



Lion EN

DONATION LEVELS
\$100 / \$60 / \$25

African lions are the most social of all big cats and live together in groups or prides, mostly inhabiting plains and savannas to deserts and forests throughout areas of sub-Saharan Africa.

TRACKING ELEPHANTS

Innovative Wireless Technology

A pilot project that uses a special kind of long-range wireless technology in elephant collars is helping WWF and partners monitor species over large and remote areas.

The new technology, called LoRaWAN, (Long-Range, Wide-Area Network), allows us to track and monitor elephants every five minutes as opposed to only a few times a day with traditional satellite GPS collars. The batteries powering the collars have a longer lifespan, and weigh less, reducing the burden on the elephants.

Over two years, WWF and our partners, including Zambia's Department of National Parks and Wildlife and Game Rangers International, built three towers equipped with gateways, similar to a Wi-Fi router, that provided coverage for the collars over large parts of Kafue National Park and the adjacent community areas.

This pilot effort is tracking 10 young elephants—many of which lost their mothers to poaching and human-elephant conflict—that are part of Game Rangers International's elephant rescue and release facility in Kafue National Park, Zambia. As the orphaned calves are gradually reintegrated back into the wild, they spend less time at the facility, free to explore during the day. Testing the collars on these elephants that still rely on the facility can help keep them out of trouble and send alerts to rangers if an elephant gets too close to communities.

We plan to use the information gathered to improve management plans, identify wildlife corridors, and protect elephants and other wildlife in the area.



NEW! KHWE Basket

DONATION LEVEL
\$100 SMALL BASKET
\$125 LARGE BASKET

Handwoven by women in Namibia, these beautiful baskets will not only add style to your home, they help support the families of the weavers. Over nine villages and 150 weavers create the KHWE baskets. Handmade so sizes and designs will vary. Small basket diameters range from 12"-14"; Large baskets range from 14"-16".



Snare Wire Bracelet

DONATION LEVEL
\$75

Inspired by life in the Zambian bush, every piece is crafted from snare wire traps removed from the wild, saving many of the region's wildlife from injury or death. *Interior diameter is 8".*

Africa



Black-footed Cat LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The black-footed cat is a very effective hunter, successful in more than half its attempts to catch prey.



Elephant Basket

DONATION LEVEL
\$75 PER BASKET

The women of the Village of Xakao operate a basket-weaving cooperative, Tu Pare Nho Ndhovu. The name, “Let us live peacefully together with elephants,” reflects their commitment to finding ways to coexist with elephants while providing for their families. Handmade, so designs vary. *Sizes range from 2 1/2" to 3 1/2".*



Caracal LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The caracal’s remarkable ears each have more than 20 muscles that help them swivel around to detect sounds of prey. The tufts may amplify sound going into their ears or be used to communicate with others.



SHAUNA MAHAJAN
*Seascapes
Director Western
Indian Ocean*

COMMUNITY-LED CONSERVATION

Locals Play a Critical Role

Mafia Island, Tanzania, located south of Zanzibar in the southwestern Indian Ocean, is often called a “hidden gem.” Here, local residents are leading the way by designing and implementing conservation initiatives for these crystal-blue waters. This way of working—with conservation priorities identified and led by the people living and working with nature—must play a central role in the future of conservation.

WATONET, the Whale Shark Tourism Operators Network of Tanzania, was formed in 2020 when tour operators approached WWF—who supports marine conservation in Mafia Island and on the mainland—for advice on how to strengthen their efforts to self-organize and grow the whale shark tourism industry on the island.

Even though it’s a young organization, already its work developing a code of conduct for whale shark tours, advocating for the industry’s workers, and promoting conservation and environmental education in Mafia Island’s schools and communities, has dramatically improved the island’s tourism and capacity for conservation.

Supporting community-led efforts has the power to transform how conservation works. If we’re successful, we can achieve a future in which the voices, ideas, and visions of those who live closest to nature are at the center of the global conservation movement. That’s a future worth pursuing.



Cheetah VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Cheetahs are the world’s fastest land animals. Although once widespread in Asia and Africa, their populations are now isolated to the savannas and grasslands of sub-Saharan Africa.



African Rhino VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

African rhinos live in open savannas and grasslands and are threatened by the illegal trade of their horn and habitat loss. They are divided into two species, the black rhino and the white rhino.



ALLARD BLOM
Vice President
African Forests



Gorilla EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Gorillas are herbivorous, feeding on fruit, shoots, bulbs, leaves, and occasionally tree bark.



Okapi EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

The closest known relative to the giraffe, the okapi's diet consists of many plants that are poisonous to humans.



Hippopotamus VU

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

The eyes and ears of a hippopotamus are on top of its head so it can keep watch for enemies, mainly crocodiles, while lying low in the water.

SAVING GORILLAS

Maintaining Biodiversity

The silverback mountain gorilla is a 400-plus-pound mass of muscles built through a daily diet of about 40 pounds of leaves, stems, shoots, and fruit. Both species of gorillas—the western and eastern—play an essential role in maintaining biodiversity in their forest homes; they disperse seeds and create small clearings in the foliage as they forage, allowing a wider array of plant species to find sunlight and thrive.

But gorillas are under threat from habitat destruction, poaching, and disease. For more than 50 years, WWF has worked to protect these powerful primates—with whom we share 98% of our DNA—by strengthening protected areas and rallying local and international support for gorilla conservation.

When we protect gorillas and their habitat, we also safeguard many other species. These ecosystems help provide people and communities with food, water, medicine, and other forest products.

Defending gorillas in the Congo Basin rain forest, the second largest in the world, is important not only to protect biodiversity but also to stabilize climate and rainfall patterns that have impacts as far away as the US.



Hippopotamus Calf VU

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Female hippos, called cows, give birth every two years, usually to a single calf. Shortly after birth, the mother and baby join other cows and calves for protection against predators, including hyenas, lions, and crocodiles.



Flaminglets EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

TWO FREE WITH A DONATION OF \$60 OR MORE!

Flamingos feed by plunging their heads into the water upside down and filtering the water for shrimp, which in turn give the flamingo its bright pink color.



Flamingo EN

SYMBOLIC ADOPTION LEVELS

\$100 / \$60 / \$25

Asia



NEW! Red Panda Planters

DONATION LEVEL
\$60

This pair of red panda planters is made of durable ceramic material. Hang them in the window or place them on a windowsill. *Approximate dimensions: large 6 3/4" x 4 3/4" x 3 1/2"; small 5" x 3" x 2 1/2".*



Most Popular Bucket

SYMBOLIC ADOPTION LEVEL
\$75

Some of our most popular adoptions! A tiger, a giant panda and a polar bear all in one bucket. Each species is vulnerable or endangered and needs our protection now!



Red Panda EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Living at altitudes of 7,000 to 12,000 feet, red pandas inhabit the temperate forests of the Himalayas and southwestern China.

SNOW LEOPARD POPULATION GROWS

Conservation Efforts are Working

Bhutan's snow leopard population has increased by 39.5% since 2016, according to a new survey by the Royal Government of Bhutan's Department of Forests and Park Services with support from WWF-Bhutan and partners. Findings from over 10,000 camera trap images—from 310 camera traps across 2.2 million acres of the big cat's range—confirmed the presence of 134 snow leopards in the country, an impressive increase from the baseline of 96 snow leopards in 2016.

The nation's National Snow Leopard Survey 2022-2023 shows promising evidence that Bhutan's conservation efforts positively impact snow leopard populations and that their habitat in the alpine mountain ecosystem is healthy.

The news confirms Bhutan as a snow leopard stronghold and source population for neighboring range countries, but is still listed as vulnerable by the International Union for Conservation Science (IUCN). Snow leopards need continued protection and interventions to address threats, habitat degradation, prey depletion, conflicts with humans, and the climate crisis.



Peacock Long-Sleeve (Hers)

DONATION LEVEL
\$60

Featuring the beautiful peacock, this long-sleeve T-shirt will stand out in your wardrobe.



Pangolin CR

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

There are eight species of pangolin, four in Africa and four in Asia.



Amur Leopard CR

SYMBOLIC DONATION LEVELS
\$100 / \$60 / \$25

Amur leopards are known as the most accomplished stalkers and climbers among the big cats, using their immense strength to tackle prey up to 10 times their own weight.



Snow Leopard VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Snow leopards have evolved to live in some of the harshest conditions on Earth, blending into the landscape as they scale the great, steep slopes of mountains in Central Asia with ease.

Asia



Przewalski's Horse **EN**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The Przewalski's horse was once considered extinct in the wild, but captive breeding programs have reintroduced the horse in Mongolia.



Elephant Long-Sleeve (Hers)

DONATION LEVEL
\$60

This T-shirt features a playful illustrated elephant design.



NEW! Slow Loris **CR**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Slow lorises are nocturnal and arboreal, or tree-dwelling primates. They move with slow, deliberate hand-over-hand movements through the trees, but can move quickly if necessary.



Giant Panda **VU**

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Pandas live mainly in bamboo forests high in the mountains of western China, subsisting almost entirely on bamboo. They play a crucial role in the bamboo forests by spreading seeds and facilitating vegetation growth.



GABBY AHMADIO
Vice President
Area-Based
Conservation,
Oceans

INVESTING IN WOMEN

Improving Local Conservation

Volcanic rock rises up from the crystal blue waters. A lone dugong swims around our boat, much to our delight. And local women weaving brightly colored cloth on wooden looms are scattered along the beach.

This is the Alor Islands, a hidden gem in the Coral Triangle in Indonesia. WWF supports marine protected areas (MPAs) here and monitors a vast array of marine life beneath the sparkling waters of rainbow-colored coral reefs.

We also focus on projects to empower women—the heart of communities—to manage businesses and earn their own income. In this way, women look after the broader community, ensuring that children get an education and learn to protect the natural resources on which they depend.

By engaging women in alternative livelihoods—like weaving and selling handmade sarongs popular with visitors—there is less pressure to over-extract resources from the sea.

Fishing will always be an important part of the culture here but, with other sources of income available, we can work together to ensure that our oceans continue to benefit both people and nature.



**NILANGA
JAYASINGHE**
Manager
Asian Species
Conservation

TACKLING CRITICAL THREATS FACING ASIAN ELEPHANTS

A New Alliance to Protect and Restore Populations

Asian elephants—the largest land mammal next to their African cousins—are an important keystone species for maintaining healthy ecosystems and safeguarding other species with which they share habitat. Sadly, Asian elephants are globally endangered and particularly threatened in Southeast Asia and China, where only about 8,000-11,000 wild elephants live in some of the most densely populated countries.

Asian elephants are threatened by escalating habitat loss and fragmentation, human-elephant conflict, poaching, and small populations that are increasingly isolated.

Through Elly Allies—a collaborative endeavor seeking to tackle the challenges confronting wild elephants in the region—WWF will foster partnerships with communities, governments, the private sector, and others to save Asian elephants.

We will work to reverse population declines, safeguard, and restore habitats, and move toward sustainable coexistence between elephants and people. We also combat the illegal wildlife trade, stop elephant poaching and reduce demand for elephant products.

Elly Allies will work to scale up our elephant conservation work in Southeast Asia and China, with work on the ground complemented by awareness, fundraising, and partnerships to ensure a brighter future for all Asian elephants and those who live alongside them.



Bornean Elephant EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Genetically different from and smaller than other Asian elephants, Bornean elephants are found only in forests on the northeast tip of the island of Borneo.



Baby Orangutan EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

**TWO FREE WITH A DONATION OF
\$60 OR MORE!**

During the first two years of life, a young orangutan relies entirely on its mother and stays with her for six to seven years as it learns to find food and build a sleeping nest.



Male Orangutan EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The only great apes in Asia, orangutans are found in the lowland forests of Borneo and Sumatra, where protection of their habitat is critical.



Coral Triangle

PEOPLE PROTECTING SEA TURTLES

Making a Difference for Communities and Nature

Sea turtles travel huge distances across the Pacific Ocean in search of food, shelter, and nesting beaches. To help protect these endangered sea turtles, WWF works with people in Indonesia, Ecuador, and Fiji.

Leatherback sea turtles migrate between the west coast of the US and Indonesia in search of food and nesting beaches. But high levels of egg poaching and hunting of adult turtles has had a devastating impact. So, WWF works with local communities in Indonesia on monitoring and education programs to protect turtles and their ecosystems. As a result, egg poaching has fallen to less than 1% and the direct take of adults has declined by 84% since 2017.

Green sea turtles can't see fishing nets floating in the water and can quickly become entangled. So, WWF and partners are adding lights to gillnets in trials in Kalimantan, Indonesia, which led to a 70% decrease in sea turtle capture. Now, WWF is looking to replace AA battery-powered lights with solar-powered lights and continue to save green sea turtles across the Pacific.



Sea Turtle Beach Towel

DONATION LEVEL
\$60

Our brightly colored sea turtle beach towel is perfect for summer activities. WWF's conservation work on sea turtles focuses on green, hawksbill, loggerhead, leatherback and olive ridley turtles. Made of cotton with a velour feel, the beach towel *measures 30" x 60"*.



Bucket of Turtles

DONATION LEVEL
\$75

This FSC-certified bucket of sea turtles features a loggerhead, a hawksbill, and a green sea turtle, three of the seven different species that grace our ocean waters from the shallow seagrass beds of the Indian Ocean to the colorful reefs of the Coral Triangle and the sandy beaches of the eastern Pacific.



Sea Turtle Hatchling EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25
THREE FREE WITH A DONATION OF
\$60 OR MORE!

To lay their eggs, female sea turtles return to the beaches where they were born. After laying their eggs, hatchlings are left to make their way to the water on their own.



Green Turtle EN

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Named for the greenish color of their cartilage and fat, not their shells, the green turtle is one of the largest sea turtles and the only herbivore among the different species.



NEW! EXCLUSIVE Christopher Radko® Sea Turtle Ornament

DONATION LEVEL
\$75

For more than 100 million years sea turtles have covered vast distances across the world's oceans, playing a vital role in the balance of marine habitats. Why not include a limited-edition handblown glass ornament of this vital ancient mariner on your holiday tree? Created exclusively for WWF by Christopher Radko, the ornament *measures 4 3/4" x 4"*.

Australia

AFTER THE FIRES

Australian Wildlife Recovery

The scale of the destruction—and the silence—is devastating. Australia's catastrophic 2019–2020 bushfires scorched more than 24 million acres of land and killed or displaced an estimated 3 billion animals.

But in the fire's aftermath, and with support from Google, WWF and Conservation International launched *Eyes on Recovery*, an initiative using over 1,100 motion-activated cameras to monitor the recovery of Australian wildlife.

Since 2020, these cameras have captured more than 7 million photos, all of which have been cataloged using Wildlife Insights—an AI-powered platform that can automatically identify wildlife in photos and help conservationists manage, share, and analyze their wildlife data online.

Today, a story of recovery is emerging. More than 150 species—including brush-tailed rock wallabies and koalas—have been recorded, even in severely burned habitat. In many places, green regrowth now covers the scorched earth and trees and experts have identified 13 conservation actions to boost wildlife recovery.

Innovative programs like *Eyes on Recovery* will allow us to continue to monitor vulnerable ecosystems as well as manage the effects of the climate crisis.



Quokka VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The quokka, the smallest wallaby, lives in Australian swamps and scrublands, tunneling through the brush to create shelters and emerging at night to eat.



Kangaroo LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Newborn kangaroos, called joeys, travel through their mother's thick fur to a belly pouch, attaching to nurse for a few months of development.



Koala VU

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Found throughout the eastern and coastal regions of Australia, koalas are marsupials that survive on a diet of eucalyptus leaves.



Wombat LC

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

Eating primarily grasses and roots, wombats are found in the forests and mountains of southeast Australia and Tasmania.



Duck-Billed Platypus NT

SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

With beaver-like tails and webbed feet, they live in burrows by water banks.

Panda Gifts and Accessories



Tea Towel Set

DONATION LEVEL
\$60

These eco-friendly towels are the perfect substitute for paper towels to reduce waste. The designs include tigers, pandas, sea turtles, elephants, and polar bears plus interesting facts about each species. Towels are 100% cotton jacquard weave and measure 17" x 27 1/2".



Wildlife Nesting Dolls

DONATION LEVEL
\$75 PER SET

Pop off the top (don't twist) and a new animal appears! Open our tiger to reveal a snow leopard and then a red panda and a sloth and lastly a sweet ladybug. You can also open the elephant... to reveal a panda and then a polar bear, a tiger and finally a penguin ... all species that WWF is working to protect along with their habitats. Hand-painted wooden animals are perfect for anyone, young and old! Sizes range from 4" to 1 1/2".



NEW! Welcome Mats (Set of 2)

DONATION LEVEL
\$100

Warmly welcome guests into your home with a waddle of penguins or colorful flowers and buzzing pollinators. Our welcome mats are made from recycled rubber and Leathaire, a synthetic material that mimics leather. Set includes both designs. Mats measure approximately 15 3/4" x 23 1/2".



Hummingbird Throw Blanket

DONATION LEVEL
\$60

Cuddle up with a hummingbird at home and make a difference for wildlife everywhere. Decorated with a red floral pattern, this woven blanket with tassels is made from organic cotton and measures 50" x 60".



WWF Logo Panda Serving Tray

DONATION LEVEL
\$60

Any cook will appreciate adding WWF's panda serving tray to their kitchenware. It's not only functional but a beautiful reminder of all you do for wildlife every day. Made from bamboo and featuring the panda logo, the serving tray measures 7 1/2" x 8 1/2" x 3/4" thick.

Panda Gifts and Accessories



WWF Canvas Tote Set

DONATION LEVEL

\$60

Never use a plastic bag again! This set of four colorful tote bags—butterfly, giraffe, elephant, and rhino, are all animals WWF works to protect. Carry everything you need as you shop or run errands. Made of canvas and measure approximately 16"x13".



Reusable Red Cup Set

DONATION LEVEL

\$60

Set of four reusable metal drinking cups, perfect for backyard barbecues or indoor gatherings. Or just carry one with you to fill up with a cold beverage. 16 oz capacity.

Hummingbird Beach Towel

DONATION LEVEL

\$60

Our brightly colored hummingbird beach towel is perfect for summer activities. WWF is on the ground in areas where hummingbirds migrate for the winter, working to safeguard the forests. Made with 100% US grown cotton with a plush velour feel, measuring 30" x 60".



NEW! Campfire Style Mug Set

DONATION LEVEL

\$60

Keep the spirit of the outdoors alive by adding a rustic touch to your mug collection. Set of two 12 oz black mugs with a wilderness design and cork bottoms.



Bamboo Utensil Set

DONATION LEVEL

\$25

Reduce your use of plastic with our reusable FSC-certified bamboo chopsticks, spoon, fork and knife, and straw complete with a straw cleaner. Easily transportable in a WWF pouch.



Morten Kolby Snow Leopard Puzzle

DONATION LEVEL

\$60

This 1,000-piece puzzle will keep you busy! Piece together the beautiful Snow Leopard portrait that looks like a work of art. Crafted from FSC-certified cardboard. Puzzle measures 19"x19".



Sloth Mug Set

DONATION LEVEL

\$60

Jump-start your day with your favorite beverage in a mug adorned with slow-moving tree-dwelling sloths. This set of two ceramic mugs features a unique design. 13 1/2 oz capacity.



Panda Gifts and Accessories



NEW! Set of Reusable Paper Towels and Pouch

DONATION LEVEL
\$60

Including reusable products in everyday life can reduce single-use waste for a more sustainable lifestyle. Reusable paper towels are more efficient and, with their antimicrobial properties, more hygienic than paper towels, too. Set of three with graphic elephants, sloths, and sea turtles. Made of 70% cellulose (wood pulp), 30% cotton. *Approximately 7 1/2" x 7"*. To complete the set, this reusable silicone zipper pouch is dishwasher safe. *Size 7 1/2" x 6"*.



Exclusive Collector's Edition: Set of Three Christopher Radko® Ornaments

DONATION LEVEL
\$200

Limited-edition handblown glass ornaments created exclusively for WWF by Christopher Radko. Choose three unique ornaments for your collection from six different species options—a hummingbird, narwhal, honeybee, snowy owl, sea turtle, or red panda. Ornaments *measure approximately 5 1/4" x 4"*.



Honeybee Tote

DONATION LEVEL
\$60

Carry your everyday items around in a tote imprinted with the beautiful honeybee and be reminded of the important role these tiny creatures play in pollinating the world's food crops. This bag is made of jute with organic handles. *Size 14" H x 16 1/2" L x 5" W*.



NEW! 2025 12-Month Calendar

DONATION LEVEL
\$25

WWF's limited-edition calendar features spectacular photos of species and places around the globe where WWF works for the benefit of both people and nature. *Measures 14 5/16" x 10 7/8" x 10 7/8"*.



Hippo Vase

DONATION LEVEL
\$60

This white ceramic hippo head opens wide to hold your bouquets and serve as a daily reminder of how much nature still needs us. *Measures 7" x 5 1/2" x 3 1/2"*.



Holiday Stocking Set

DONATION LEVEL
\$60

A set of three holiday stockings, perfect to tuck special gifts inside and hang on the mantel, featuring a trio of species that live in cold weather habitats—a polar bear, a panda and a penguin. *24" long, 10" wide at the top and 13 1/2" toe to heel*.



Penguin Lounge Pants

DONATION LEVEL
\$60

Get ready to curl up with adorable emperor penguin chicks that float on ice packs and islands of Antarctica. Pants are made of soft 95% cotton and 5% spandex material. *Sizes XXS - XXL.*



Butterfly Infinity Scarf

DONATION LEVEL
\$60

This beautiful fabric featuring playful butterflies on a continuous loop scarf is a perfect conversation starter about conservation. 100% polyester. *Measures 36" long when folded in half x 20" wide.*



NEW! Hedgehog Lounge Pants

DONATION LEVEL
\$60

Enjoy prickly hedgehogs in comfort. Straight-leg pants, ideal for relaxing or even a work from home day. Designed with a wide adjustable waistband and drawstring and made of soft 95% cotton and 5% spandex material. *Sizes XXS - XXL.*



Blue-Footed Booby Scarf

DONATION LEVEL
\$60

This beautiful fabric featuring playful blue-footed boobies on a continuous loop scarf is a perfect conversation starter about conservation. 100% polyester. *Measures 36" long when folded in half x 20" wide.*



Pair of Wild Aprons

DONATION LEVEL
\$60

Wrap yourself in sea turtles or sharks as you dish up your favorite meals or work on a craft project. Our pair of WWF aprons each have two pockets. Made from canvas; *measures 33 ¾" x 27 ½".*



Sloth Night Shirt

DONATION LEVEL
\$60

Lie around or sleep like a sloth with our comfortable nightshirt featuring the magical sloth. Made of a soft bamboo fabric. *One size fits all. Length is 33".*

Panda T-Shirts

DONATION LEVEL

\$60

Our soft shirts, made with 70% organic bamboo and 30% organic cotton, feel like a blend of cashmere and silk. Each features a graphic wildlife design. Proudly display species from around the world with the WWF logo on the back to show others your commitment to safeguarding the natural world. **Check out all our T-shirt designs at wwfcatalog.org.** *Unisex sizes S, M, L, XL; women's fit sizes XS, S, M, L.*

HERS



Red Panda



Long-Sleeve Hummingbird



Hummingbird



Giraffes



Butterfly



Long-Sleeve Sea Turtle



Sea Turtle



Sloth



Cardinal



Sunflower and Butterfly



NEW! Long-Sleeve
Pink Hummingbird



Colorful Owl

UNISEX



NEW! Giraffe



Long-Sleeve 3 Fish



Long-Sleeve Rhino



Long-Sleeve Shark



Long-Sleeve Sloth



Long-Sleeve Polar Bear



Long-Sleeve Tiger



Long-Sleeve Elephant

Symbolic Adoption Species Guide

With a donation of \$60 or more, receive a plush version of your symbolically adopted animal. Your donation will be used in general support of WWF's conservation efforts around the world. Recommended for ages 3+.



African Black-Footed Penguin 12"



African Elephant 12"



African Elephant Calf 12"



African Rhino 12"



African Wild Dog Pup 12"



Amur Leopard 12"



Anaconda 70"



Arctic Fox 12"



Arctic Hare 12"



Arctic Wolf 12"



NEW! Axolotl 12"



Bald Eagle 11"



Bee 8"
(Set of 2)



Beluga Whale 15"



Bison 12"



Black-Footed Cat 12"



Black-Footed Ferret 10"
(Set of 2)



NEW! Black-Footed Penguin Chick 10 1/2"
(Set of 2)



Blue-Footed Booby 12"



NEW! Blue-Footed Booby Chicks 8"
(Set of 2)



Blue Whale 22"



Bornean Elephant 12"



Bumblebee 12"



Capuchin Monkey 21"
(Set of 2)



Capybara 12"



Caracal 12"



Cardinal 6"
(Set of 2)



Cheetah 12"



Cobra 12"



Cross Fox 12"



Dolphin 15"



Duck-Billed Platypus 12"



Emperor Penguin (adult) 12"



Emperor Penguin (chick) 10"



NEW! Emu 12"



Fennec Fox 12"



Flaminglets 8"
(Set of 2)



Flamingo 12"



Flying Fox 12"



Gentoo Penguin 12"



Giant Tortoise 12"



Gorilla 12"



Gorilla Infant 12"



NEW! Great
Horned Owl 12"



Grizzly Bear 12"



Hammerhead Shark
16"



Harbor Seal 12"



Harpy Eagle 14"



Hedgehog 12"



Hippopotamus 12"



Hippopotamus
Calf 8" (Set of 2)



Honeybee 8"
(Set of 3)



Humpback Whale
15"



Jaguar (black) 12"



Jaguar (spotted)
12"



Jerboa 12"



Kangaroo and
Joey 12"



Koala 12"



Ladybug 8"
(Set of 3)



Lion Cub 12"



Lynx 12"



Macaw 9"
(Set of 2)



Manatee 16"



Meerkat 10"
(Set of 2)



Mexican Gray Wolf
12"



Monarch Butterfly
8" (Set of 3)



Narwhal 12" with
6" tusk



North American
River Otter 15"



Ocelot 12"



Octopus 12"



Okapi 12"



Orangutan Baby 8"
(Set of 2)



Male Orangutan 12"



Orca 15"



Giant Panda 12"



Pangolin 12"



Polar Bear 12"



Prairie Dog 8"
(Set of 2)



Przewalski's Horse
12"



Pygmy Rabbit 8"
(Set of 2)



Quokka 12"



Red-Eyed Tree
Frog 12"



Red-Maned Wolf
12"



Red Panda 12"



NEW! Red River
Hog 12"



Rhino Calf 12"



Seahorse 12"
(1 Adult, 3 Fry)



Sea Lion 12"



Sea Otter 12"



Sea Turtle 14"



Sea Turtle
Hatchling 8"
(Set of 3)



Serval 12"



Slow Loris 12"



Snow Leopard 12"



Snowy Owl 12"



Sumatran Rhino 12"



Three-Toed Sloth
10"



Tiger 12"



NEW! Two-Toed
Sloth 12"



Two-Toed Sloth Cub
8 1/2" (Set of 2)



Whale Shark 22"



Wolverine 12"



Wombat 12"



Zebra 12"

ADDITIONAL SPECIES AVAILABLE FOR SYMBOLIC ADOPTIONS CAN BE FOUND ONLINE AT WWFCATALOG.ORG

YOUR DONATION WILL BE USED IN GENERAL SUPPORT OF WWF'S CONSERVATION EFFORTS AROUND THE WORLD.

Current financial and other information about World Wildlife Fund, Inc.'s purpose, programs, and activities can be obtained by contacting us at 1250 24th Street, NW, Washington, DC 20037, 1-800-960-0993, or for residents of the following states, as stated below. **REGISTRATION IN A STATE DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION OF WORLD WILDLIFE FUND BY THE STATE.** **Colorado:** Colorado residents may obtain copies of registration and financial documents from the office of the Secretary of State, (303) 894-2680, <http://www.sos.state.co.us/>; re: Reg. No.20023005803. **Florida:** Registration # SC No. 00294. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE, 1-800-HELP-FLA, OR BY VISITING <https://www.fdacs.gov/ConsumerServices>. **Georgia:** A full and fair description of the programs and activities of World Wildlife Fund and its financial statement are available upon request at the address indicated above. **Maryland:** For the cost of postage and copying, from the Secretary of State. **Michigan:** MICS No. 9377. **Mississippi:** The official registration and financial information of World Wildlife Fund may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.state.nj.us/lps/ca/charfrm.htm>. **New York:** Upon request, from the charity's registry on the website of the New York Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271. Information on charitable organizations may be obtained at <https://www.charitiesnys.com/> or calling (212) 416-8401. **North Carolina:** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989 (within North Carolina) or (919) 807-2214 (outside of North Carolina). **Pennsylvania:** The official registration and financial information of World Wildlife Fund, Inc. may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. **Virginia:** From the State Office of Consumer Affairs in the Department of Agriculture and Consumer Services, P.O. Box 1163, Richmond, VA 23218. **Washington:** From the Secretary of State at 1-800-332-4483. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. CONTRIBUTIONS ARE DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES IN ACCORDANCE WITH APPLICABLE LAW. 4/2022



WORLD WILDLIFE FUND

1250 24th Street, NW
P.O. Box 96555
Washington, DC 20077-7789

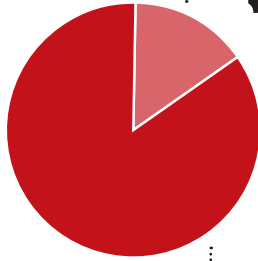
NON-PROFIT ORG.
US POSTAGE
PAID
WORLD
WILDLIFE FUND

An Organization You Can Trust

85% of WWF's spending is directed to
worldwide conservation activities.

85%

Program
Expenses



15%

Administrative and
Fundraising Expenses

FY23 Expense Summary



Scan to go to **WWFGifts**
online and access a
special item not featured
in this catalog.



Please recycle or pass along.
Copyright © 2024 World Wildlife Fund

WFCE45469