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SPRING 2025





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**



CARTER S. ROBERTS
President and CEO

Dear Friends,

Renowned scientist and longtime friend of WWF E.O. Wilson developed the biophilia hypothesis, which suggests that humans possess an innate tendency to seek connections with nature and other forms of life. This deep affinity for nature has been present since the beginning of time, and nature looms large in the cultural traditions and religions of the world.

The beauty and genius and power of nature —the spectacle of millions of monarchs taking flight, the dawn chorus of songbirds in the spring, the shade of a mighty oak, the kaleidoscope of colors in the ocean—fill us with awe and comfort and renewal. And we depend on nature. It is essential for our livelihoods, our food, our shelter, our medicines, our economies, and so much more.

I've long believed that the essence of our most primal relationship with nature is poetry—the joy, the wonder, the awesome diversity of all life forms with whom we share this planet. I've also come to realize that along with the poetry there must be prose—accounting for the more utilitarian, economic importance of nature. And the science of capturing the value of nature is essential to securing the financing necessary to save it.

Most of the current annual spending on nature comes from private philanthropy, foundations, governments, companies, and multilateral institutions. Those sources help make possible strong public policies, laws, enforcement, innovation, community support, parks creation, and so much more. WWF has done great things due to the generosity of our members and all of the partners with whom we work. And yet it is still not enough.

We have made so much progress for nature. But for us to truly succeed we must use both sides of our brains—both poetry and prose—to unlock the full measure of financial and political support needed to conserve the genius of nature, upon which we so profoundly depend.

I know you believe in the poetry of nature as much as we do, and we're endlessly grateful for your support. I hope you find something special in the pages of this catalog for everyone on your gift list.

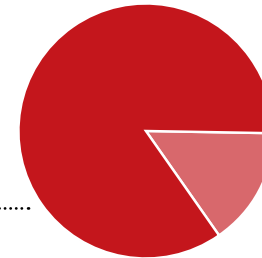
Sincerely,

Carter Roberts

An Organization You Can Trust

**84% of WWF's spending is directed to
worldwide conservation activities.**

84%
Program
Expenses



16%

FY24 Expense Summary

Administrative and
Fundraising Expenses

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, 2025, 11:59 p.m.** for delivery by December 24, 2025.

On the cover: giraffe photographed by Morten Koldby.

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, 2025, 11:59 p.m.** for delivery by **December 24, 2025.**

Toll-free adoption line:

800-CALL WWF
(800-225-5993)

Please refer to our website for hours of operation.

Online:

wwfcatalog.org

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



ALEXIA WILL
Marine Biologist
US Arctic
Program

CONSERVATION TAKES A VILLAGE
Scientist Moms and Auklets

Balancing childcare and work, I traveled over 600 miles to the village of Savoonga on Sivuqaq/St. Lawrence Island in Alaska. Our mission was to set up seasonal auklet monitoring to evaluate the health of the Bering Sea ecosystem. A bellwether of our northern oceans’ health, auklets can teach us a lot. By studying their activity, these seabirds help us monitor entire ecosystems to identify climate and ocean trends. My colleague Dr. Adrian Gall, a fellow mom scientist, and I brought our kids—plus another little one I am expecting—along with us for the adventure. Like most things in life that require a lot of support, this short trip captured the commitment, trust, relationships, and sheer number of people that are required to make conservation happen. This is what conservation actually is: many people, from many different places, contributing at the level they can to get the job done. We’re meeting people where they are, accepting their values, making space for their priorities, and working together. It is not glamorous, and certainly not epic. Maybe successful conservation is actually made up of a lot of small moments, some awkward, some uncomfortable, some funny, some challenging, and some worth treasuring.



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 **LC**
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 **VU**
SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

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



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.*



NEW! Polar Bear Green 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.



Polar Bear Long-Sleeve (Unisex)
DONATION LEVEL
\$60

This shirt features a playful image of a polar bear. For thousands of years, polar bears have been an important part of the cultures and economies of Arctic peoples.



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



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.



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.



Cross Fox LC

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 a cross fox.



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.

LEARNING FROM BEAVERS TO RESTORE RANCHLAND STREAMS

Artificial Beaver Dams Store Water and Revitalize Habitat

Beaver dams provide natural ecosystem services to the landscape, generating slow stream flows, which allows soil to absorb more water. But many streams across the Great Plains are degraded due to vegetation removal, dewatering, and the eradication of beavers, whose dams create natural water holding and dispersal structures.

WWF is working with partners to install artificial—or analog—beaver dams in streams on dozens of ranches in the Great Plains. These structures aim to slow water flow, prevent harmful erosion, and distribute this precious resource throughout the landscape. The end result will raise the water table, improve soil health, nourish plants, and provide habitat for wildlife.

We collaborated with The Nature Conservancy and Montana Conservation Corps to launch this program aimed at restoring water systems in grasslands in 2022. Two years later, we're finding that beaver dam analogs and related stream restoration are increasing available forage for livestock and providing more wildlife habitat. In some locations, we're even seeing beavers return to these restored habitats.

Restoring a landscape and the processes that help maintain the balance for wildlife and people is a lengthy and complex endeavor. But looking to nature itself for solutions can yield some of the best results. Beavers—and their elaborate engineering—remain critical to the dispersal and quality of freshwater in the Great Plains. And in places where their numbers are still diminished, ranchers can still employ their expertise and achieve much success.



AARON CLAUSEN
Manager
Sustainable
Ranching
Initiative, GP
Program

VIRTUAL FENCING FOR LIVESTOCK

Protecting Grasslands and Wildlife

Virtual fencing could transform how ranchers raise livestock while rejuvenating native grasslands and protecting wildlife that depend on an intact and healthy prairie. WWF’s Sustainable Ranching Initiative funds and supports pilot projects across the Northern Great Plains where ranchers use the technology on some or all of their cattle (and even sheep). Ranchers fasten collars to livestock, and the collars communicate with a satellite or reception tower to track the animals and keep them inside a boundary drawn by a rancher via a digital application. Technology that reduces the need to frequently move livestock to rest pastures can improve the overall health of native grasslands, benefiting soil health, increasing plant diversity, and boosting forage production for cattle and wildlife. Flourishing, intact native grasslands allow wildlife to thrive. Adopting new technology and building on methods from previous generations have always been part of successful ranching. Technology that reduces labor costs and time could help protect the livelihood for future generations.



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 bees 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 with 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".



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.



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.



NEW! American Black Bear LC
SYMBOLIC ADOPTION LEVELS
\$100 / \$60 / \$25

The mating season peaks in May and August but the fertilized embryo doesn’t implant in the uterus until fall when the female enters the den. This delayed implantation allows the female bear’s body to physiologically “assess” her condition and not waste fat reserves and energy in sustaining a pregnancy.



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.



RESTORING BUFFALO, SUPPORTING INDIGENOUS LIFEWAYS
New Alliance Between Indigenous Leaders, Environmental Nonprofits

The Tribal Buffalo Lifeways Collaboration was recently announced by the InterTribal Buffalo Council, Native Americans in Philanthropy, The Nature Conservancy, and World Wildlife Fund. This new, historic alliance was created to stabilize, establish, and expand tribal-led bison restoration, and foster cultural, spiritual, ecological, and economic revitalization within native communities. The InterTribal Buffalo Council is a nationwide leader in buffalo restoration supporting 83 tribes in the management of buffalo across 22 states. Bison are cultural keystone species for many Native Nations. Their ecological role is also integral to thousands of natural interspecies relationships across North America. Returning bison to tribal lands is an essential step in restoring these relationships. The Collaboration seeks to support tribal communities with necessary resources such as improved infrastructure (e.g., fencing), training for herd managers, and access to land through co-stewardship, leasing, and acquisition. By uniting our efforts, we are not only fostering ecological and cultural renewal but also ensuring that the leadership and vision of Native communities are at the forefront of this crucial work. Together, we can honor Indigenous traditions but also pave the way for lasting economic and environmental benefits.



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



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 **VU**

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.



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 parts of their brain.



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 3,000 miles each year from its breeding grounds in the US and Canada to its hibernation grounds in central Mexico.



THE MONARCH BUTTERFLY, CELEBRATED POLLINATOR

Proposed for Endangered Species Act Protection

In an amazing migratory phenomenon, monarch butterflies travel up to 3,000 miles from the Great Plains to mountain forests in central Mexico, where they find the right climate conditions to hibernate from the beginning of November to mid-March.

Despite concerted conservation efforts, their numbers continue to decline due to habitat loss and pesticides. In order to help ensure their future, the US Fish and Wildlife Service has proposed Endangered Species protection for monarch butterflies.

Monarch butterflies and their young need food, shelter, and a safe place to live. The proposed threatened species listing under the Endangered Species Act is an important first step to providing these necessities. Lasting recovery of this magnificent species will depend not only on government protections but also on collaboration among landowners, farmers, conservationists, and everyday citizens who can help safeguard critical habitats along their astonishing 3,000-mile migratory route to survival.



CLAY BOLT
Manager
Pollinator
Conservation



Climate Change



NIKHIL ADVANI
Senior Director
Wildlife and
Climate Resilience

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 liven 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.



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



NEW! Turiarte Basket

DONATION LEVEL
\$100

At Turiarte, handicrafts are a link with history, nature, and the communities that shape the Amazon. In addition, the braiding in tucumã straw is an ancestral legacy and known worldwide. Mothers teach daughters, and together they perpetuate techniques that have stood the test of time. Designs and sizes may vary. *Approximate size is 2 ½" x 6"*.



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.



STRENGTHENING COMMUNITIES

Supporting Sustainable Use of Resources

Launched in 2002, the Amazon Region Protected Areas program (ARPA) is the largest tropical forest conservation program on Earth, protecting over 150 million acres in 120 protected areas in the Brazilian Amazon. One-half of the protected areas supported by ARPA are sustainable use areas where local communities live and harvest natural resources from the forests, rivers, and lakes for their livelihoods. Most of the residents in these areas live precariously and may resort to activities that destroy or degrade the habitat to make ends meet.

For the past year, I have been part of the WWF team working to build on ARPA's successes through a new initiative we are calling ARPA Communities designed to support local community enterprises that are based on the sustainable use of natural resources. By strengthening local organizations, catalyzing and scaling a bioeconomy model that offers viable economic opportunities while conserving forests, and facilitating the installation of renewable energy and internet that will expand access to finance and markets, we aspire to generate \$50-\$60 million per year in revenue to bring over 100,000 people out of poverty. ARPA Communities is also expected to reduce illegal activities, degradation, and deforestation within 60 sustainable use protected areas totaling over 60 million acres.

I am proud to support a future where both people and nature thrive.



MEG SYMINGTON
Vice President
Amazon



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.



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.



NEW! Salt Cellar from Women of the Cloud Forest

DONATION LEVEL
\$75

Add style to your kitchen with this functional and decorative salt cellar. The terracotta interior absorbs moisture to keep your salt dry. Complete with a tropical hardwood spoon, it measures 6" x 1 ¼". Fair trade and handmade in Nicaragua.

CANOPY BRIDGES IN THE AMAZON

Keeping Humans and Wildlife Safe

Deep in the Amazon, in Peru’s Madre de Dios region, lies one of Peru’s largest Forest Stewardship Council (FSC)-certified timber concessions for forest management. This forest is 500,000 acres in area (220,000 hectares) and only an average of one to three trees per hectare is extracted every 20 years. Since there is no hunting, it’s a biodiversity hot spot. But it’s also crisscrossed by logging roads.

WWF is piloting and testing various cost-effective canopy bridges with camera traps to see which designs are favored by various species. They are an important measure to restore canopy connectivity for the Amazon’s tree-living fauna, such as porcupines, sloths, and monkeys, whose territories have become fragmented by infrastructure like roads and drainage systems. A single road can isolate an animal from shelter, feeding resources, and potential mates, affecting daily interactions and dividing species into distinct subpopulations, reducing genetic diversity.

Many of these arboreal species are also seed dispersers, and the forest depends on them for regeneration. If all goes according to plan, canopy bridges could become required for all Peruvian forest concessions.



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".*



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.



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 the water below, where they will become frogs.



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.



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.



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 rainforest canopy, munching on leaves, twigs, and buds.



Sloth Slippers

DONATION LEVEL
\$60

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



Two-Toed Sloth Cub LC

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



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".*



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.



Blue-footed Booby Chick 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.



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.



WILD TIGER NUMBERS INCREASE IN THAILAND

A First in Southeast Asia

Thanks to years of conservation efforts, Thailand’s wild tiger populations are increasing, with a new estimate of 179-223 tigers, according to the Royal Thai Government, the first country in Southeast Asia to increase its populations. Thailand’s good news signals a hopeful turning point in the region and comes after decades of poaching and forest loss that threatened the big cats.

Having enough prey is critical to the recovery and increase of tigers. The Royal Thai Government, supported by partners including WWF -Thailand, has been working to increase the number of tiger prey tiger recovery areas.

A beacon of hope in Southeast Asia, the increase in Thailand’s tiger numbers could lead to tigers naturally dispersing to places they were once lost, like neighboring Lao PDR, where wild tigers are extinct, and they are working to restore their tiger landscapes.

Thailand is driving tiger conservation forward in the region. Protecting tigers, an umbrella species, means we protect many other species too. Now is the time for urgency and action.



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 across 14 tiger range countries to increase their numbers in the wild.



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".*

Panda Logo Apparel

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, Freshwater, Food, Forests, Oceans, and Wildlife—with people at the center. Spread the word about our work by wearing panda gear. Visit wwfcatalog.org to find all the WWF logo items available; *sizing available online*.



Panda Logo ¼ Zip Green Fleece

DONATION LEVEL
\$75

Early morning hikes call for lightweight layers and our ¼ 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 ¼ 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.



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.*



Elephant Baby Set

DONATION LEVEL
\$60

Plush elephant and elephant blanket/plush luvster combo make a perfect security blanket and friend for your baby. Made from 100% natural cotton. *Plush is 10" and luvster is 16".*



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 ½" x 26 ¼".*



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.*



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!

Baby Collection



NEW! Giraffe Onesie Set

DONATION LEVEL
\$60

WWF giraffe onesie with a matching hat and receiving blanket. All pieces are 100% soft cotton. *Available sizes are preemie (0-7lb), infant (8-13lb), and small (14-18lb).*



Elephant Diaper Bag

DONATION LEVEL
\$75

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.*

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 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+.*



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 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 ½" from heel to toe.



Africa



WHITNEY KENT
Senior
Communications
Specialist
Wildlife
Conservation



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".*

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.



NEW! Kavango Basket

DONATION LEVEL
\$125

The colorful baskets are woven from the *makalani* palm, along with local grasses that grow in the Kavango region. Basket makers use the traditional coil technique to weave baskets. Tradition calls for these baskets to be woven by women in a communal manner as they sit outside their homesteads. The women usually gather under a shade tree while sharing stories. Handmade so designs and sizes will vary. *Sizes range from 10" to 13" wide.*



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".*



Lion VU

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, as well as deserts and forests throughout areas of sub-Saharan 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.



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.



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.



Caracal VU

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.



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 CR

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 by habitat loss. They are divided into two species; the black rhino and the white rhino.



Okapi EN

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

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

GIRAFFES SUCCESSFULLY RELOCATED
Boosting Populations and Diversity

Namibia is home to a vast array of iconic African species. The first African country to incorporate protection of the environment into its constitution, Namibia—with WWF's help—has reinforced this conservation philosophy by supporting communities' rights to manage and benefit from the wildlife on their lands through communal conservancies. Hand in hand with our Namibia partners, we help foster the knowledge, skills, and capacity needed for local communities to successfully govern their conservancies, sustainably manage their wildlife resources, and maximize benefits to communities. Recently, the Ministry of Environment, Forestry and Tourism successfully translocated eight giraffes to Okongo Conservancy. Translocation is a conservation tool that can boost the overall population and diversify the range of the species by establishing viable populations over more than one area. These kinds of actions demonstrate the country's commitment to the conservation of wildlife and biological diversity. Namibia is manifesting the mandate of their constitution to preserve natural and biological processes for the benefit of Namibians, both now and in the future.

HABITUATED SILVERBACK GORILLAS IN DZANGA-SANGHA
A Recent Setback Jeopardizes the Program

Since the recent deaths of silverback gorillas leading our three habituated groups in Dzanga-Sangha, the road ahead for our program had appeared unclear. The loss was a devastating blow to me personally. I contributed to their habituation and dedicated the past 11 years of my life to wildlife conservation in Dzanga-Sangha. Habituation is the process during which wild animals gradually accept human observers nearby. Three gorilla groups had been habituated for tourism and research with the aim of ensuring the population viability of gorillas while providing incentives for the local community to support conservation. A major source of employment for the local population, the program employs over 60 local people, including over 40 Indigenous Ba'Aka. Most importantly, it has increased overall protection for gorillas in the area. These silverbacks represented hope for gorilla conservation and were some of the very few wild western lowland gorillas habituated to human presence. But as a result of their tragic loss and an uncertain future for their groups without leaders, we paused gorilla tourism in the park. The hopeful news is that habituation of a new group in the park is progressing well, and we are expecting to reopen gorilla tourism in 2025. We are cautiously optimistic for the future...the reality is that there is just no way to give up; we must continue our work to habituate gorillas in Dzanga-Sangha for the benefit of both gorillas and people.



Gorilla CR

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

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



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.



Flamingo Chick EN

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

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.



TERENCE FUH
Salonga National
Park Director
WWF Democratic
Republic of Congo



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.



Flamingo EN

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

Asia

HOPE FOR RED PANDAS

Endangered in Eastern Himalayan Forests

Bhutan's National Red Panda Survey Report 2023 summarizes its first population survey for this endangered species, providing important insights into genetic diversity, population stability, and potential challenges facing the red panda population in the region.

Using noninvasive fecal sampling across all potential red panda habitats in the country, the survey identified a surprisingly high number of red pandas—302 unique individuals within a limited area covering just 6% of the country's total area. Despite surveying only a small fraction of Bhutan's potential red panda habitat, the results offer a glimpse into a potentially thriving population and a potentially much larger red panda population distributed across Bhutan.

Results from the survey will help with the development of future conservation initiatives in Bhutan. In particular, the researchers argue that a multi-pronged approach to red panda conservation is necessary. This includes habitat protection, safeguarding wildlife corridors that connect different populations, and long-term monitoring efforts.



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.



Pangolin **CR**

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

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



NEW! Sea Bunny **LC**

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

Sea bunnies are covered with tiny fur-like structures that are sensory organs. They are specialist feeders, primarily consuming sponges and absorbing toxic compounds from their prey, making them inedible to potential predators.



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 ¾" x 4 ¾" x 3 ½"; small 5" x 3" x 2 ½".*



NEW! Leaf Sheep **LC**

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

The leaf sheep is a specialist feeder that grazes on algae and retains and uses pigment from its diet to perform photosynthesis within its own body. This allows it to generate energy from sunlight, much like a plant.



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 **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.



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.



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.



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.



NEW! Sea Pig **LC**

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

Sea pigs have elongated, tube-like feet that function to move them and as sensory organs, allowing them to “walk” across the seafloor consuming organic-rich sediment known as “marine snow,” decaying plant and animal matter that drifts down from upper ocean layers.



ANNIKA TERRANA
Director, Forests and Health

TIES BETWEEN FOREST AND HUMAN HEALTH

Healthy Forests Need Healthy People

It's early morning in the Thirty Hills Forest Company, known as ABT, in Sumatra, Indonesia. I'm walking alongside fresh elephant tracks on a remote road with Herni Kurnia, the company's on-staff midwife and the area's only health care provider. WWF-Indonesia and partners created ABT to manage and restore some of the country's last lowland forests, home to tigers, orangutans, and many other species. I'm here as part of WWF's Forests and Health initiative to examine the relationship between forests and human health. With partners, we're speaking with local and Indigenous community members about what they need for their well-being and to keep forests standing. Health services and alternative livelihoods—like small-scale rubber production and handicrafts—are essential. Less monetary pressure from health emergencies lowers deforestation, allowing forests to provide vital services like nutrition and water filtration. A motorbike struggles to reach us through the mud. Someone needs urgent medical attention, and Herni jumps on the bike. As they drive off, I look down at baby elephant footprints, reminded that healthy forests need healthy people, and vice versa.



NILANGA JAYASINGHE
*Manager
Asian Species
Conservation*

NAVIGATING A CHANGING LANDSCAPE

New Insight from Asian Elephant GPS Collars

The state of Assam in northeast India is home to the second largest Asian elephant population in India. The landscapes in Assam have rapidly transformed over the last two decades into a diverse mosaic of forests, crop fields, human settlements, and tea plantations that grow the famed Assam tea. Elephants and many other wildlife species are now finding their historical corridors and forest habitats fragmented and destroyed. This is pushing people and wildlife into closer proximity to each other, resulting in increased negative, and often dangerous, interactions.

In 2021, we shared our plan to fit elephants with GPS collars, in partnership with the Assam Forest Department, in key areas within the state to monitor their movement and understand important habitats as well as the levels of conflict occurring with people, all in an effort to support informed conservation decision-making that benefits both elephants and people.

Since then, WWF has collared five elephants. The data collected from these collars has revealed important movement routes and habitat areas, and how remarkably adaptable these elephants are, even as their habitats face increasing fragmentation and human encroachment. By tracking the movements of these five collared elephants and their herds, we're gaining valuable insights into how elephants navigate this fragmented landscape and how human communities respond to their presence.

This knowledge will help us develop efforts to protect key habitats and movement corridors, as well as strategies to manage conflict and foster coexistence between people and elephants.



Asian Elephant **EN**

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

There are less than 50,000 Asian elephants in the wild. They are found in 13 countries across Asia. They feed on roots, grasses, leaves, and bark.



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

COMMUNITIES PROTECT SEA TURTLES

Turtle Catchers Become Monitors

Even though it has been banned in Fiji for over a decade, harvesting and selling sea turtles has continued. Due to the impacts of rising sea levels and climate change, as well as accidental catch in fishing gear, the critically endangered hawksbill turtle’s population has plummeted 80% in three generations. Endangered green turtles are also at risk of being harvested illegally.

Today, community volunteers in Fiji—some of them former turtle hunters—monitor sea turtles through a program established by WWF-Pacific. Known as daunivonu, these volunteers work to increase Fiji’s sea turtle populations by safeguarding and monitoring nesting sites, tagging turtles, counting eggs, and helping hatchlings survive the perilous first moments of life.

Sea turtles are keystone species that help maintain the health of reefs and oceans. Thanks to volunteer efforts, many sites have seen rising numbers of nesting sea turtles and successful hatchlings—evidence that local communities are critical to turtle conservation.



Sea Turtle Hatchling

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 the females lay their eggs, hatchlings are left to make their way to the water on their own.



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.



Green Turtle EN

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

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



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".



Sea Turtle T-Shirt (Hers)

DONATION LEVEL
\$60

This shirt features a modern sea turtle design. Show your love for sea turtles when wearing this unique T-shirt.



Australia

AUSTRALIAN WILDLIFE

Uniquely Australian

Australia is home to towering eucalyptus forests and unique wildlife, most found nowhere else in the world, making conservation even more important. Intricate river systems, where platypus hide. Rugged ranges and red earth, where wallabies bounce. And magnificent beaches and seascapes, where marine turtles nest and whales make their annual migration.

The country’s geographical isolation means many of these animals and plants have evolved over time and are unique to Australia.

Sadly, more than 666 of Australia’s native animals are at risk of being lost forever. Habitat destruction, invasive predators, fires, and the increasing impacts of a changing climate are pushing many of its precious wildlife species to the brink of extinction. More than 60 of the country’s unique species have been lost.

Nature is calling for us to step up on a global scale. WWF-Australia is working in partnership with Traditional Owners, communities, organizations, businesses, and individuals to protect threatened wildlife, restore their habitats, and turn the tide on the extinction crisis.

With the knowledge and traditions of First Peoples and local communities, we can bring change globally for climate, nature, and people.



NEW! Sugar Glider LC

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

The sugar glider has a soft membrane between its wrists and ankles, which allows it to glide from tree to tree as though using a parachute. These “wrist-winged gliders” can float on air up to a distance nearly the width of a football field.



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 ½".



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 1½".



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 ¾" x 23 ½".



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".



NEW! Elephant Tray
DONATION LEVEL
\$60

This is one kitchen essential you'll want to show off as a serving plate. Our Asian elephant design will hold all your party treats. Made from FSC-certified bamboo, the tray measures 8¾" x 8½" x ¾". By choosing FSC-certified products, you are supporting responsible management of the world's forests.

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, all animals WWF works to protect. Carry everything you need as you shop or run errands. Made of canvas and measure approximately 16"x13".



NEW! Wildlife Inspired Journal
DONATION LEVEL
\$25

Made exclusively for WWF, choose from two wildlife cover designs, a sloth or panda. Size 8 ½" x 5 ½" with 96 pages of lined sugarcane paper, blank and just waiting to be filled with your thoughts.

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".



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 ½ oz capacity.



Panda Gifts and Accessories



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 ½" x 7"*. To complete the set, the reusable silicone zipper pouch is dishwasher safe. *Size 7 ½" x 6"*.



NEW! Garden Tote Set
DONATION LEVEL
\$60

Get ready for planting season with this garden tote imprinted with the honeybee and flowers. Set includes a seed dibbler and 8 plant markers made from FSC-certified wood. The bag is *14" H x 16 ½" L x 5" W*.



NEW! Giraffe Vase
DONATION LEVEL
\$60

This white ceramic giraffe head opens wide to hold your bouquets and serves as a daily reminder of how much nature still needs us. *Measures 7" x 5 ½" x 3 ½"*.



NEW! 2026 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 ¾" x 10 ⅞" x 10 ⅞"*.



NEW! EXCLUSIVE Christopher Radko® Cardinal Ornament
DONATION LEVEL
\$75

Cardinals stay in the US year-round. Their beautiful red hue provides a welcome burst of color for your holiday tree. This hand-blown glass ornament was created exclusively for WWF by Christopher Radko. This limited-edition ornament *measures 4 ½" tall*.

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 five different species options—cardinal, hummingbird, narwhal, sea turtle, or red panda. Ornaments *measure approximately 5 ¼" x 4"*.



Panda Apparel



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*.



Hedgehog Lounge Pants
DONATION LEVEL
\$60

Enjoy prickly hedgehogs in comfort. Straightleg 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 most. Length is 33"*.

WWF 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	NEW! Long-Sleeve Modern Sloth	Giraffes
			
Cardinal	Long-Sleeve Sea Turtle	Peacock Long Sleeve	Sloth

UNISEX

			
NEW! Axolotl	NEW! Sea Turtle Love	Long-Sleeve Rhino	Long-Sleeve Snow Leopard
			
Giraffe	Long-Sleeve 3 Fish	NEW! Panda Love	Long-Sleeve Shark
			
Long-Sleeve Sloth	Long-Sleeve Polar Bear	NEW! Jaguar	Long-Sleeve Elephant

Symbolic Species Adoption 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 Penguin Chick 10 1/2" (Set of 2)	African Rhino 12"
				
African Wild Dog Pup 12"	NEW! American Black Bear 12"	Amur Leopard 12"	Anaconda 70"	Arctic Fox 12"
				
Arctic Hare 12"	Arctic Wolf 12"	Asian Elephant 12"	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)
				
Blue-Footed Booby 12"	Blue-Footed Booby Chicks 8" (Set of 2)	Blue Whale 22"	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"



Fennec Fox 12"



Flamingo Chick 8"
(Set of 2)



Flamingo 12"



Flying Fox 12"



Giant Tortoise 12"



Polar Bear 12"



Prairie Dog 8"
(Set of 2)



Przewalski's Horse
12"



Pygmy Rabbit 8"
(Set of 2)



Quokka 12"



Gorilla 12"



Gorilla Infant 12"



Great Horned Owl
12"



Grizzly Bear 12"



Hammerhead Shark
16"



Red-Eyed Tree
Frog 12"



Red-Maned Wolf
12"



Red Panda 12"



Red River Hog 12"



Rhino Calf 12"



Harbor Seal 12"



Hedgehog 12"



Hippopotamus 12"



Hippopotamus
Calf 8" (Set of 2)



Honeybee 8"
(Set of 3)



Seahorse 12"
(1 Adult, 3 Fry)



NEW! Sea Bunny
10 1/2" (Set of 2)



Sea Lion 12"



Sea Otter 12"



NEW! Sea Pig
10 1/2" (Set of 2)



Humpback Whale
15"



Jaguar (black) 12"



Jaguar (spotted)
12"



Jerboa 12"



Kangaroo and
Joey 12"



Sea Turtle 14"



Sea Turtle
Hatchling 8"
(Set of 3)



Slow Loris 12"



Snow Leopard 12"



Snowy Owl 12"



Koala 12"



Ladybug 8"
(Set of 3)



NEW! Leaf Sheep
12"



Lion Cub 12"



Lynx 12"



NEW! Sugar Glider
10 1/2" (Set of 2)



Sumatran Rhino 12"



Three-Toed Sloth
10"



Tiger 12"



Two-Toed Sloth 12"



Macaw 9"
(Set of 2)



Manatee 16"



Meerkat 10"
(Set of 2)



Mexican Gray Wolf
12"



Monarch Butterfly
8" (Set of 3)



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



Whale Shark 22"



Wolverine 12"



Wombat 12"



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"



Panda 12"



Pangolin 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.**

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