



# World Wide Fund for Nature (WWF)

It is an international non-governmental organization founded on April 29, 1961, and is working on issues regarding the conservation research and restoration of the environment.

WWF has set up offices and operations around the world.

<http://wwf.ru/>

The giant panda has become the symbol of WWF.



# What is the story behind the panda logo of WWF?

The inspiration came from Chi-Chi: a giant panda that had arrived at the London Zoo in the year 1961, when WWF was being created.

The first sketches were done by the British environmentalist and artist, Gerald Watterson.

Based on these, Sir Peter Scott, one of those founders, drew the first logo, and said at the time... "We wanted an animal that is beautiful, is endangered, and one loved by many people in the world for its appealing qualities. We also wanted an animal that had an impact in black and white to save money on printing costs."



# Adopt a Panda

This peaceful creature with a distinctive black and white coat is adored by the world and considered a national treasure in China.

The rarest member of the bear family, pandas live mainly in bamboo forests high in the mountains of western China, where they subsist almost entirely on bamboo. They must eat from 26 to 84 pounds of it every day.

A newborn panda is about the size of a stick of butter—about 1/900th the size of its mother—but can grow to up 330 pound as an adult. These bears are excellent tree-climbers.



# Adopt a Polar Bear

Polar bears populate the annual arctic sea ice in northern Canada, Greenland, Norway, and Russia. Between late April and mid-July, polar bears hunt ringed and bearded seals on the sea ice. With adult males weighing up to 1,430 pounds and growing as much as nine feet in length, they are the world's largest terrestrial carnivores. As a result of climate change, sea ice is melting earlier and forming later each year, leaving polar bears less time to hunt. As their ice habitat shrinks, skinnier and hungrier bears face a grave challenge to their survival.





# Adopt a Giant Tortoise

The largest living tortoise, Galapagos tortoises are endemic to the Galapagos Islands, off the coast of Ecuador in South America. These reptiles are herbivores, and feed on grasses, leaves, vines and fruit. With an estimated average life-span of 150 to 200 years, only about 15,000 remain due to hunting for food during the 18th and 19th centuries. Hunting of the tortoise is now prohibited, but its eggs are threatened by introduced species such as rats and cats.



# Adopt a Tiger

There could be as few as 3,200 tigers in the wild, most in isolated pockets spread across increasingly fragmented forests, stretching from India to southeastern China and from the Russian Far East to Sumatra, Indonesia. Tigers prefer to eat hoofed animals, but will also prey on fish, birds and even other predators like leopards and bears. These beautiful cats are threatened by growing human populations.



# Adopt a Komodo Dragon

The endangered Komodo dragon is the largest living lizard. Komodo dragons are at the top of their food chain and one of the largest animals in their range. Vision and hearing play roles in hunting, but the Komodo dragon's sense of smell is its main food detector, sometimes sensing carrion more than two miles away. They occasionally attack large prey such as goats, horses, water buffalo and deer by ambushing and biting them.





# Adopt a Three-toed Sloth

Three-toed sloths inhabit the tropical rain forests of Central America. These slow moving tree-dwellers subsist on an herbivorous diet of twigs, buds and leaves.

Unlike other mammals, sloths cannot regulate their body temperatures, so they can only live in humid, warm environments. For this reason, protection of their Central American habitat is vital to this species' continued survival.





# Adopt an Anaconda

Anacondas comprise four species of aquatic boa inhabiting the swamps and rivers of South America's dense tropical forests. Feeding on large rodents, capybaras, tapirs, peccaries, deer, fish, turtles, birds, sheep, dogs and caiman, anacondas are non-venomous and rely upon their enormous size and strength to overpower their victims. These species are currently at risk due to deforestation and capture for pet trade.



# Adopt an Arctic Fox

Usually found in coastal areas, the arctic fox lives within arctic and tundra regions throughout Europe, Asia, North America and Greenland. Although they prefer small mammals, arctic foxes are opportunistic feeders and will eat anything they can find, including berries. Their paws are covered in dense fur during the winter, giving them the name "lagopus" (which means "rabbit footed"). Fur trapping, habitat loss and predators such as the red fox threaten this species' survival.



# Adopt a Koala

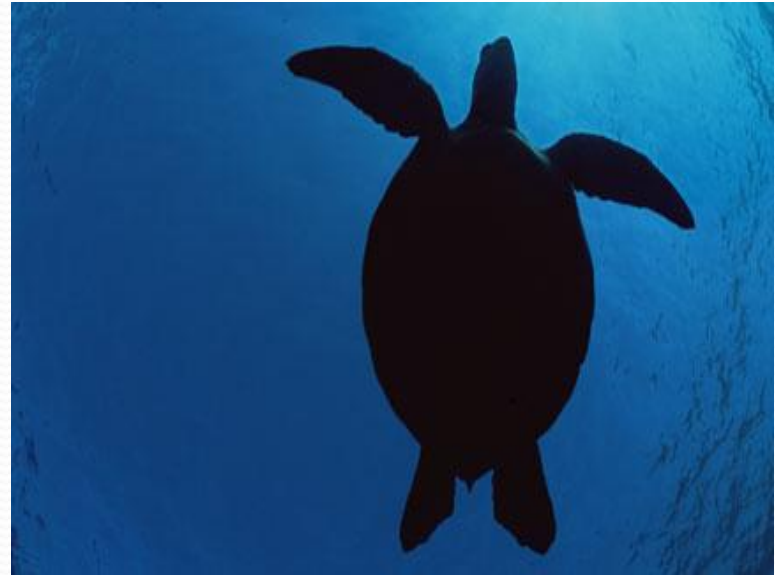
Found throughout the eastern and coastal regions of Australia, koalas survive on a diet of eucalyptus leaves. With strong limbs, sharp claws and opposable thumbs, koalas are well adapted to climbing.

These marsupials are nocturnal, and spend most of the day sleeping in the crooks of trees. During the night, koalas climb high into the trees to eat several pounds of eucalyptus leaves. Dependent on their eucalyptus trees, koalas are highly susceptible to habitat loss.



# Adopt a Sea Turtle

Having traveled the seas for over 100 million years, sea turtles have outlived almost all of the prehistoric animals with which they once shared the planet. They are feeding on jellyfish and other aquatic plants and animals. Critically endangered, the sea turtle is at risk from many factors, including habitat destruction, entanglement in fishing gear, hunting and egg collection, climate change and pollution.





# Gift Adoption Cards

- Make a \$55 donation in honor of a friend, family member or colleague and give the perfect gift in an instant! Simply select your favorite virtual card design from the three options below. Then, choose your preferred delivery method. Your gift recipient will be able to redeem your generous donation for any \$55 symbolic species adoption. It's a great last-minute gift that shows you care.
- **Choose your design:**
- Polar bear
- Tiger
- Giant panda



# Monthly Symbolic Adoptions

Your Voice Counts

Make a monthly symbolic adoption to provide WWF with the most dependable support.

And, with your donation, you can choose a symbolic adoption kit with small plush, photo, species spotlight card and reusable tote.

## 1 Choose your monthly gift amount:

\$10.00 per month

\$12.00 per month

\$15.00 per month

\$20.00 per month

## 2 Choose your symbolic adoption kit:

- Panda
- Tiger
- Polar Bear



# Apparel & More

Make a donation to support WWF's worldwide conservation efforts and select a special WWF themed thank-you gift. When you contribute to WWF, you are choosing a gift that gives back and makes a difference for threatened wildlife and habitats around the world.



# Earth Bonds

Make a charitable contribution to support World Wildlife Fund's global conservation efforts and receive an Earth Bond, a certificate symbolizing your gift to nature. WWF can personalize your Earth Bond so you or your loved ones have a permanent reminder of your generous support. Earth Bonds are double-sided and come in a container embossed with WWF's logo. Featured animals vary by gift amount. Check out all four options!



## 1 Choose your gift amount:\*

\$50 — Elephant

\$100 — Polar Bear

\$250 — Tiger

\$500 — Panda



# **The Earth is our home**

**To us the Earth is our home,  
Our place where we can roam.  
But isn't it a little unfair that  
We are forgetting to care  
About the dolphin ,the fish ,  
The crab and the whale ,  
The cat, the dog, the horse and the snail?  
For them the Earth is also home,  
A place where they can roam.**

**Thank you for your donation!**





# Rate yourself

<b>Goals:</b>	<b><i>Excellent</i></b> <b>"5"</b>	<b><i>Good</i></b> <b>"4"</b>	<b><i>Fair</i></b> <b>"3"</b>	<b><i>Poor</i></b> <b>"2"</b>
I know the words about endangered animals.				
I can read and understand information about making a donation.				
I can talk about types of donation				