

## How You Can Help



“ I support World Land Trust because they have clear, simple, achievable objectives and they are very good at producing results. When it comes to conservation they are very pragmatic - they know what they want to do and they do it. ”

Chris Packham, Patron

### Donate

You can donate to WLT by sending a cheque or by making a payment over the phone (contact details below). You can donate online at [www.worldlandtrust.org](http://www.worldlandtrust.org) or you can make a monthly donation by becoming a Friend.

### Become a Friend

WLT Friends pledge a monthly donation of £5 or more, which is usually made by direct debit.

Contact Karen Lowe, Donations Manager: 01986 874422.

Information on website: [www.worldlandtrust.org/supporting/friends](http://www.worldlandtrust.org/supporting/friends)

### Fundraise

WLT's fundraisers bring vital support to urgent conservation work, while letting everyone know about what WLT does. WLT's fundraisers include individuals of all ages, along with schools, zoos and businesses.

Contact Karen Lowe, Donations Manager: 01986 874422.

Information on website: [www.worldlandtrust.org/supporting](http://www.worldlandtrust.org/supporting)

### Leave a legacy

You can give a gift to save the wild world by remembering World Land Trust in your will.

Contact Vivien Burton, Director of Communications for a confidential conversation:

01986 874422 or Email: [vburton@worldlandtrust.org](mailto:vburton@worldlandtrust.org).

Information on website: [www.worldlandtrust.org/supporting/legacy](http://www.worldlandtrust.org/supporting/legacy)

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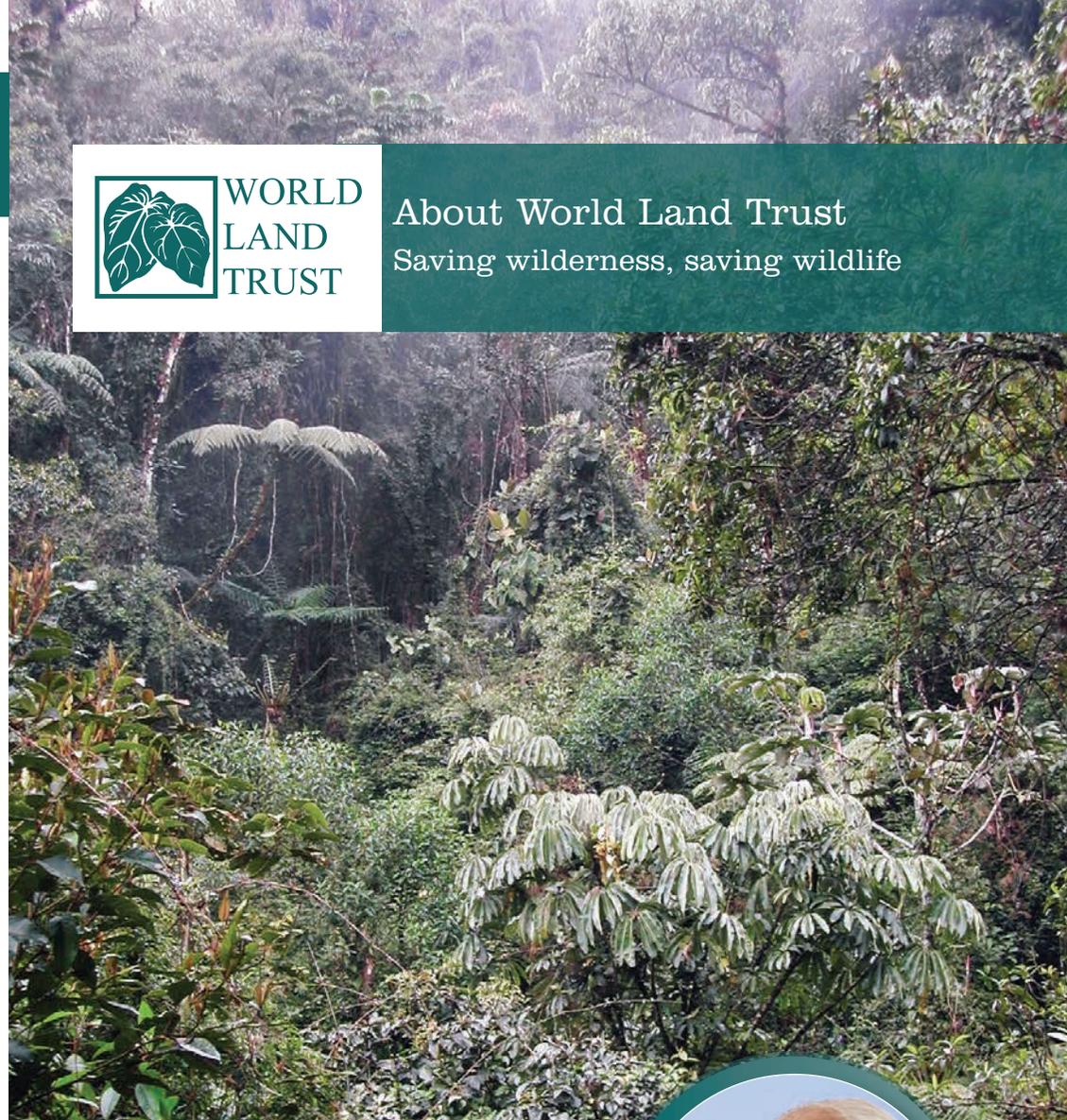


By using Carbon Balanced Paper through the World Land Trust publications in 2014 we have saved 2566 kgs of Carbon and preserved 216 sqm of critically threatened tropical forest.

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About World Land Trust  
Saving wilderness, saving wildlife



“ We are dependent upon the natural world for the very air we breathe, for every particle of food that we eat and many – including me – would say that we dependent upon it for our very sanity. We are part of the natural world and we have a responsibility to it. ”

Sir David Attenborough,  
Patron of World Land Trust



## Saving wilderness, saving wildlife



### World Land Trust: a conservation success story

World Land Trust (WLT) has been saving tropical forests and other biodiverse habitats since 1989. WLT works with partners internationally to buy land to create nature reserves.

Thanks to WLT, its partners have been able to purchase and protect some 500,000 acres of threatened habitats to date.

### WLT has conservation partners around the world



### Why save the natural world?

Humanity relies on nature. Forests provide oxygen and clean air, prevent catastrophic flooding and landslides, regulate the climate and cool the planet. Trees, plants and pollinating insects provide food, medicine and other resources while unpolluted rivers and streams supply fresh water. Forests and other wild places are the lungs of the planet. Their conservation is essential for life on earth.

### How does WLT select land to protect?

Before making a land purchase, WLT assesses the biodiversity of the property and the level of threat it faces. WLT prioritises land that adjoins another reserve and land that forms a corridor between reserves. As a prerequisite, WLT must identify a conservation partner organisation local to the property and in whom the land ownership is ultimately vested.

Visit [www.worldlandtrust.org](http://www.worldlandtrust.org) for more about WLT's partnerships and achievements

## Using money wisely for conservation

### How does WLT raise money?

WLT raises money for its conservation work through key funds and appeals: Action Fund, Buy an Acre, Keepers of the Wild, Plant a Tree and Special Appeals.

#### Action Fund

This is WLT's unrestricted conservation fund which allows the Trust to direct funding quickly to where it is most urgently needed. The Action Fund is used for any of WLT's key projects and appeals. It is also used to respond to urgent requests from overseas project partners.

#### Buy an Acre

Some of WLT's partners in Central and South America can buy critically threatened tropical forest and other vital habitats for £100 an acre. WLT uses Buy an Acre funds to purchase land where the acquisition costs are close to £100 an acre. Current Buy an Acre projects are indicated by red dots on the map.

#### Keepers of the Wild

Once land is purchased, project partners have the task of protecting it. WLT's Keepers of the Wild programme provides funding to enable partners to employ rangers to protect and monitor their reserves.

#### Plant a Tree

When WLT helps a conservation partner create a protected nature reserve, it is sometimes appropriate to plant trees either to restore forests lost prior to purchase, or to reconnect areas of forest to provide continuous habitat for wildlife.

#### Special Appeals

WLT raises funds through special appeals when land that is urgently threatened costs more than £100 an acre. Appeals have saved land to protect Orang-utans in Borneo, Caucasian Leopards in Armenia and other big cats around the world.

Visit [www.worldlandtrust.org](http://www.worldlandtrust.org) for more about WLT's projects, funds and appeals



Buy an Acre

