



WORLD  
LAND  
TRUST

# ANNUAL REVIEW 2018

REGISTERED CHARITY 1001291



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# INTRODUCTION

## A FEW WORDS FROM

### Sir David Attenborough Patron



As I write this I have just returned from United Nations-sponsored climate talks (COP24) in Poland where I was asked to represent the 'Voice of the People' to deliver collective thoughts, concerns, ideas and suggestions. This was a pivotal opportunity to get our message across to international policy-makers to take fast action to help us avert a looming disaster on a global scale. There is no question that we are living with climate change and clearly cutting emissions of dangerous greenhouse gasses is something we must do.

I am optimistic that with organisations like World Land Trust (WLT) there is a way forward. WLT gives us all an opportunity to do our bit – to look at our actions, reduce the emissions as far as possible and then offset unavoidable emissions with WLT's Carbon Balanced programme, which protects 'locked up' carbon in forest areas otherwise endangered by deforestation.

It's a way of putting back what we are taking away. You are already part of this movement, by supporting WLT you have helped us raise more funds in 2018 than in any other year. Saving the world, against climate change and species extinctions, has never been more urgent. Let us all take this message forward to save our planet and all the wonderful biodiversity it contains.

### John Burton CEO



2018 began with lots of new faces in WLT's Suffolk office, and as a result we've had some positive changes leading to a new and exciting direction.

Our Director of Programmes, Richard Cuthbert, began in January, and has been looking at some of the most pressing conservation challenges (page 5), and met with our overseas partners at our biennial symposium held in the UK in April. I've also visited current and potential projects including Bolivia, Paraguay and Armenia this year. I was delighted when two of the town mayors from the mountain communities of the Caucasus visited from Armenia a couple of months after my visit (page 3).

Our appeals have seen tremendous success this year, saving land in Ecuador, Mexico and Belize (page 4). The latter is particularly close to my heart, as WLT was founded 30 years ago for the purchase and protection of Belizean forest, and it feels right that we should return for another vital project three decades on. In addition to all the supporters who donated during Big Match Fortnight (thank you), Jungle for Jaguars has also benefited from a generous gift in a supporter's will, for which we are honoured and grateful.

So we hope you enjoy reading about the achievements of this year, and thank you, as always, for supporting us and making them possible.

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## On the cover



**Species**  
Keel-billed Toucan  
(*Ramphastus sulfuratus*)  
**Habitat**  
Rainforest  
**Geographic range**  
Central America

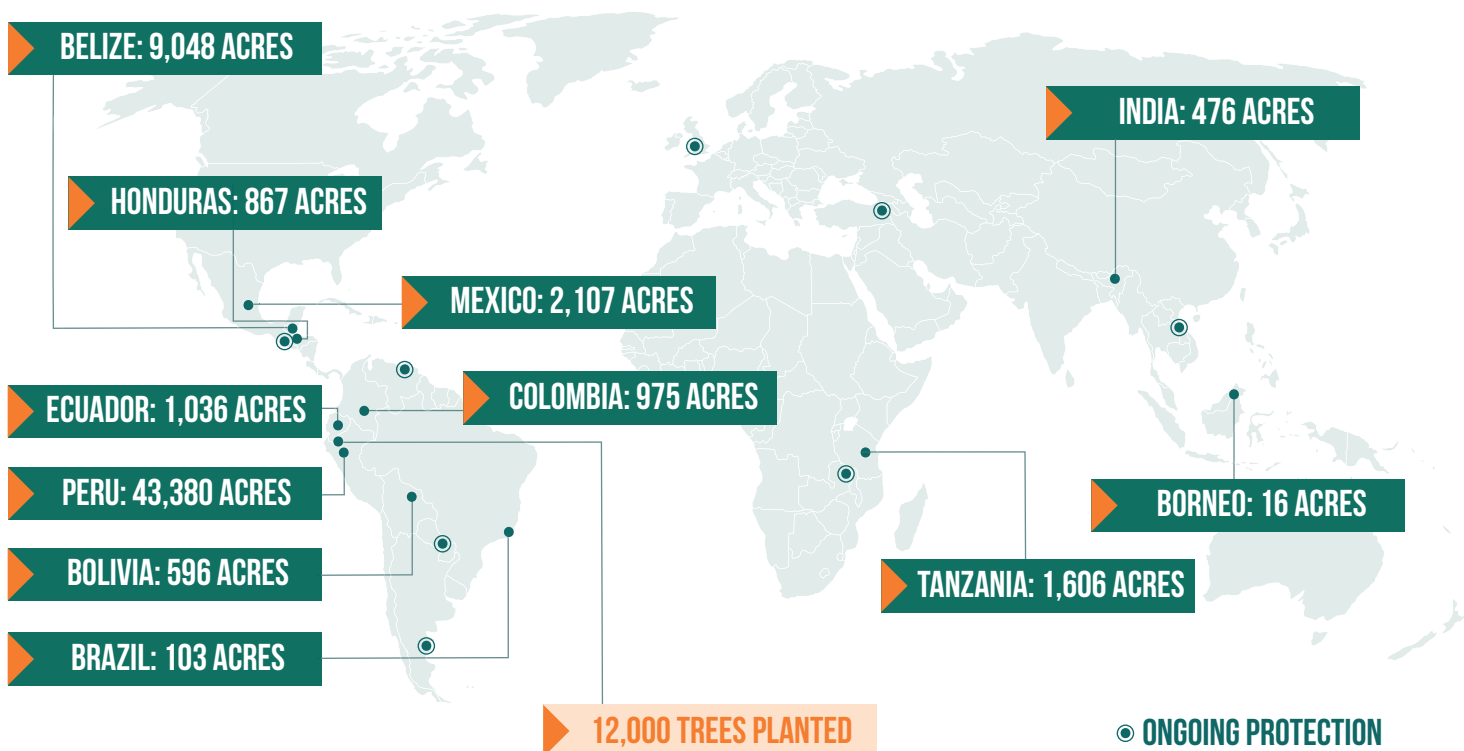
Extinct  
EX EW CR EN VU NT LC  
Threatened  
Least Concern



# 2018 IN SUMMARY

## 1 YEAR AT A GLANCE

WLT supports habitat conservation and restoration projects worldwide with a network of local partner organisations, through six key programmes: Action Fund, Buy an Acre, Carbon Balanced, Keepers of the Wild, Plant a Tree, and special appeals.



## 2018 in numbers

**760,000**

ACRES SAVED  
SINCE 1989

**H49**

KEEPERS  
OF THE WILD

**60,210**

TOTAL ACRES 2018

PROJECTS IN

**19**

COUNTRIES

**12,000**

TREES PLANTED

# OUR YEAR IN THE UK

## EVENTS AND ACHIEVEMENTS

Although our international network reaches more than 20 countries around the world, WLT is based in a small office in the Suffolk countryside and throughout the year our staff organise and attend numerous events in the UK.

As WLT was founded in May 1989, our Annual General Meeting coincided with celebrations to launch our 30th year of saving land to save species. After the formal meeting, which was held in Kew Gardens, WLT's Patron Sir David Attenborough launched the celebrations at an evening reception. Young fundraisers Miranda and William Herrington-Young, who have taken part in a sponsored 'scootathlon' for four years for WLT, were delighted by the opportunity to meet their hero (right).

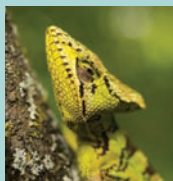
In April, wildlife conservationists from 20 countries representing Africa, Asia, Europe, and the Middle East, came to WLT's biennial symposium held in Thetford, Norfolk. The symposia are organised by WLT and IUCN National Committee of the Netherlands for decision makers from across our network of partner NGOs.

Another highlight of the year was a reception held at the House of Lords to recognise the achievements of rural villages in the Caucasus Mountains of Armenia for animal welfare, wildlife conservation and sustainable development. The two communities of Gnishik and Vardahovit have recently donated land to our Armenian partner to protect the habitat for wildlife such as the Caucasian Leopard and Bearded Vulture.



## Exhibitions

In August, in support of Saving Mexico's Ancient Forests, WLT held an exhibition of Roberto Pedraza Ruiz's wildlife and landscape photography in Norwich. Another successful exhibition was mounted with artwork relating to Edward Lear. This was held in conjunction with Halesworth Arts Festival in October.



Top: Young fundraisers Miranda and William Herrington-Young meet WLT Patron Sir David Attenborough. Centre: Representatives from WLT's conservation partners around the world with WLT staff in Thetford, Norfolk. Below: At the awards ceremony in the House of Lords (L-R): Samvel Gevorgyan, Mayor of Vardahovit; Ruben Khachatryan, Founder and Director of WLT's partner in Armenia, FPWC; and Ara Levonyan, Mayor of Gnishik.



# SPECIAL APPEALS

## URGENT FUNDRAISING IN 2018

WLT launches special appeals to help our partners carry out urgent and important land purchases. These campaigns raise awareness of the plights facing specific wildlife and habitats, and fundraise for land protection.

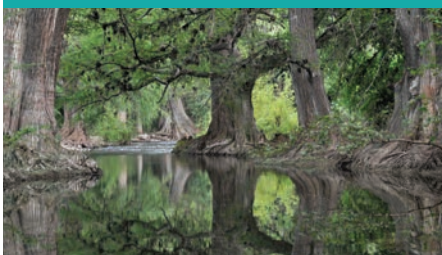
### Amazonian Andes



Where the Amazon Basin meets the Andes Mountain Range is one of the richest habitats on Earth, home to a combination of tropical rainforest and alpine species, including sloths, cats, hummingbirds, eagles, frogs and toucans.

As our appeal exceeded the £165,000 target for WLT's partner in Ecuador, Fundación Jocotoco, to purchase 400 acres of forest threatened by road construction, a total of 608 acres has now been protected. These land purchases extended the existing Narupa Reserve (where WLT has previously supported extensions through the Action Fund), working towards a corridor to the nearby national protected areas.

### Saving Mexico's Ancient Forests



Sierra Gorda in central Mexico holds a remarkable landscape of cloud-covered mountains, filled with many different habitats, including pine-oak forest, tropical evergreen forest, and cloud forest (the most threatened type of forest in the world).

For every £100 donation, one acre of this habitat was purchased and protected by WLT's partner Grupo Ecológico Sierra Gorda, creating or extending reserves which are protected from illegal logging and damaging man-made fires. £57,800 was raised by the appeal, saving an area the size of nearly 300 football pitches for Mexico's mountain wildlife.

### Jungle for Jaguars

**BIG  
MATCH  
FORTNIGHT**



30 years on from WLT's inaugural mission to save 110,000 acres of Belizean forest, we returned to Belize for one of our most ambitious projects yet.

Jungle for Jaguars was launched with great success in Big Match Fortnight, two weeks in October when all donations to our Autumn appeal are doubled by match funding. By the end of the fortnight, we were 85 per cent of the way to reaching our fundraising target to secure 8,154 acres (3,300 hectares) for a population of at least 22 Jaguars and other Belizean wildlife including Baird's Tapir, Geoffroy's Spider Monkey, Keel-billed Toucan and Ornate Hawk-eagle.

## Achievements in Indian Elephant conservation

With WLT support, Wildlife Trust of India (WTI) and the local communities of Garo Hills in north-eastern India safeguarded an additional 800 acres (324 hectares) of community lands vital for the migration of Indian Elephants.

WLT was deeply touched when a portrait of our late Director of Conservation Roger Wilson painted by local schoolchildren during the celebrations of Wildlife Week. The painting was a tribute to Roger's support in protecting the natural and cultural heritage of Garo Hills.

In August, WLT founders John and Viv Burton were presented with a Lifetime Achievement award in recognition of their significant contribution to the cause of Asian Elephant Conservation. During their visit to India they attended Gaj Mahotsav celebrations in New Delhi, which began on World Elephant Day. The celebrations included art, culture, music and literature around the theme of conserving India's National Heritage Animal, the elephant.

*Top: A mural remembering Roger Wilson  
Below: An Indian Elephant and calf crossing a road.*



# FROM THE FIELD

## HABITATS FOR ENDANGERED AND ENDEMIC SPECIES

**Richard Cuthbert**, WLT's Director of Conservation, writes about his first year at WLT and the search for new projects and partners conserving habitats for wildlife around the world.



It was with real excitement that I started with WLT in early 2018. Not only was I joining an organisation that I have long admired, but I was

also joining a conservation charity with a track record that belies its small size.

After a whirlwind 12 months, my excitement at working for WLT has only increased for it remains true to its core purpose of bringing vital areas of land into long-term protection and manages to do this through the efforts of a small and dedicated team in Halesworth and the commitment and expertise of our worldwide partners.

Learning about the work of our international partners and searching for new projects has taken me from the vast windswept Patagonian steppe of Argentina, to the spectacular primate filled forests of Khe Nuoc Trong in Vietnam, and more incredible landscapes in Belize, Bolivia, Colombia and Kenya.

“The intact boundaries of protected areas stood in stark contrast to adjacent areas of still smouldering land that had been clear-felled for agriculture.”

As well as experiencing some incredible areas and wildlife (a personal highlight being a sighting of the Chacoan Peccary, a species so scarce it was thought extinct until the 1970s), these visits also emphasised the pace of change and threats to many areas. Nowhere was this more apparent than in Belize, where the intact boundaries of protected areas stood in stark contrast to adjacent areas of still smouldering land



*Endangered species in WLT's new projects: Top: Blue-billed Curassow (Colombia), left: Udzungwa Red Colobus (Tanzania), middle right: Magombero Single-horned Chameleon (Tanzania) and bottom right: Wayanad Bush Frog (India).*

that had been clear-felled for agriculture.

These visits, and the partner symposium that took place in April in Thetford, have highlighted the inspirational role that WLT's partners play in their local countries and it is due to them that WLT can deliver so efficiently as a conservation organisation.

The critical role of partner organisations brings its own challenge, for any new partner has a high bar to reach to fit within the WLT family.

I am pleased to report on four new partnerships that were developed over the last year with Natura Bolivia, Fundacion Biodiversa Colombia, Corozal Sustainable Future Initiative (Belize), and Kasanka Trust (Zambia).

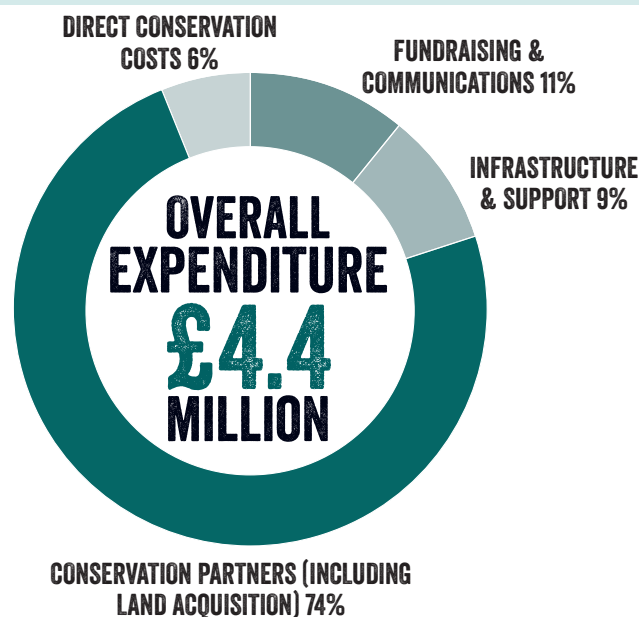
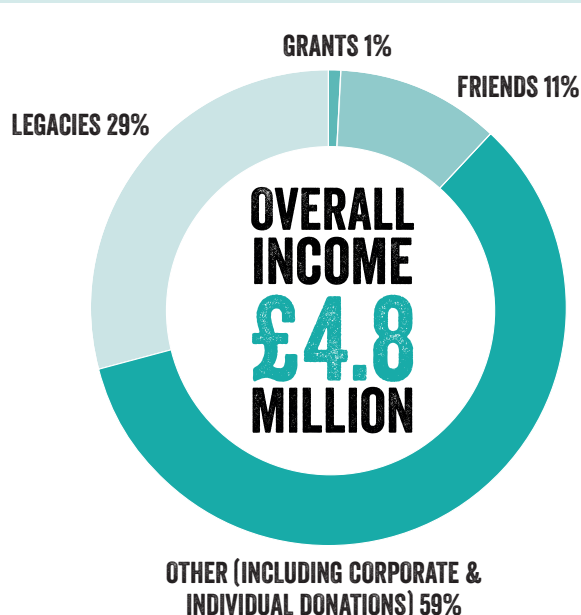
These new partners, along with new project areas in the Western Ghats of India and Magombero in Tanzania, are testament to WLT's ongoing effectiveness and growing impact, and I look forward to reporting on these and other conservation projects over the coming years.



# FINANCIAL SUMMARY

## 2018 ACCOUNTS (PRE-AUDIT)

WLT's Chair of Trustees, Rohini Finch, summarises the financial year and describes how WLT will continue forward from the successes of 2018.



I am delighted to report that 2018 was a record year for WLT with more funds sent for protection of threatened habitats than in any previous year. Initial

unaudited figures indicate that we have raised nearly £4.8 million in 2018 and disbursed £3.2 million to our partners to implement direct conservation work on the ground, summarised above. This is £1 million more to our partners than in 2017.

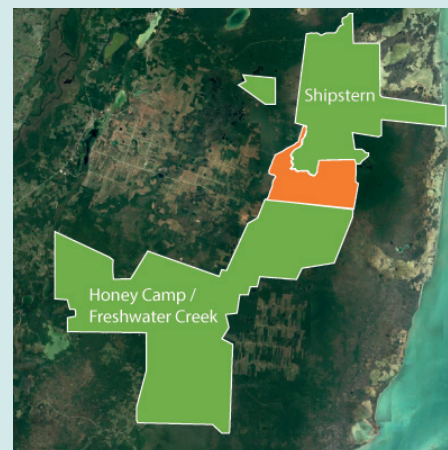
2018 was not only our most successful year financially, but it has also been a year of revisiting our earliest success in Belize, and fundraising with other organisations to add another 8,154 acres to the network of protected areas in the country. Since the original Belize project in 1989, WLT has been instrumental in the purchase and protection of more than 715,000 acres and in 2019 we will be following our dream to protect 1 million acres by the end of 2020.

The leverage effect is what goes

unnoticed in most of our reports. While WLT may focus on funding relatively small areas, this in its turn can lead to much larger areas being protected on a landscape scale. The 8,154 acres in Belize (see map, right, and page 4) is a great example, as securing this land protects the integrity of 88,500 acres. This is real 'impact investment'.

Building on our successes and as our fundraising continues to grow, we have a huge responsibility to ensure that we take positive action to protect and conserve land as quickly as we can. With that in mind the Board of Trustees have approved £4.7 million to our partners for 2019 with a further £400,000 for longer term sustainability for 3 partners. In addition, we continually seek new partners and projects.

Chairing WLT is an incredibly inspiring job, and I get to work with truly inspiring people. Knowing we have the active support of Sir David Attenborough and other well-known conservationists gives the Board of Trustees confidence that what we are doing is right. We look forward to updating you with our activities throughout the year.



The 88,500 acre wildlife corridor in north eastern Belize by the Caribbean coast. Securing the key central section protects the integrity of the corridor, connecting protected areas to the north and south for wildlife such as Jaguars.

- Existing protected areas
- 8,154 acres saved by Jungle for Jaguars appeal (see page 4)

# FRIENDS & FUNDRAISERS

## A SPECIAL THANK YOU TO OUR SUPPORTERS

As always, the commitment and creativity of our supporters to raise funds and awareness for wildlife conservation is truly inspiring, and even though we don't have space to tell each story here, we would like to thank everyone who contributed to our work in 2018.

### Carbon Zerow



A team of four rowers calling themselves Carbon Zerow undertook a transatlantic voyage from the Canary Islands, arriving in the Caribbean 45 days after they set off in December 2017.

In addition to fundraising for WLT, they also made their journey carbon neutral, offsetting their unavoidable travel and equipment emissions through WLT's Carbon Balanced programme.

### The Big Canopy Campout



The Big Canopy Campout saw hundreds of people all around the world take to the forests for a night and sleep under the canopy. Many campouts were actually held in the canopy by experienced canopy climbers.

These canopy campouts were held to raise awareness for forest conservation and funds for Saving Mexico's Ancient Forests in the world's biggest coordinated canopy adventure.

### One Wild Night



WLT Patron Steve Backshall and ambassador Helen Glover organised a unique star-studded evening at the Royal Geographical Society in London, featuring some of the greatest names in adventure, wildlife and sport.

The audience were treated to stories by and opportunities to meet television presenters, Olympic gold medallists, extreme adventurers and zoologists.

## Companies showing their support

During 2018 we had more than 150 companies supporting land acquisition, protection and habitat restoration.

At the end of the year Enterprise Plants, the Trust's longest standing corporate supporter (since 1991), was taken over by Nurture Landscapes and we thank them for their loyalty over 27 years – a remarkable commitment. We hope that Nurture Landscapes will wish to continue with similar support.

Meanwhile Puro Fairtrade Coffee and The Body Shop remain staunch supporters over many years.

New supporter Kit & Kin was launched in 2017 offering families a range of safe and eco-friendly mother and baby products. Co-founded by Spice Girl Emma Bunton (right), the company is now contributing to several aspects of the Trust's work. Thank you to all corporate supporters for their magnificent help.



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