



WORLD
LAND
TRUST



© Kane Lew-Shutterstock

© Nick Garbutt

WORLD LAND TRUST A YEAR OF IMPACT

ANNUAL REVIEW 2020

LOOKING BACK ON A TRANSFORMATIVE YEAR

The difference made by WLT and its partners in 2020

Dr Jonathan Barnard, CEO of WLT, looks back on a momentous year



It is fair to say that 2020, my first full year as World Land Trust (WLT) CEO, was not the year I was expecting. However, looking back, it has left me prouder than ever of our supporters, staff and partners, and optimistic about what their commitment to nature is achieving.

Last year donations to WLT funded the protection of 113,003 acres, the planting of 264,781 native trees and the offsetting of 43,773 tCO₂e in carbon emissions, equal to taking 20,754 average UK cars off the roads for the year. As of the end of December 2020 our supporters had cumulatively, since our founding in 1989, funded through us the direct protection of a Cyprus-sized expanse of threatened habitats (2,222,247 acres), the planting of 2,292,361 native trees and the offsetting of enough carbon emissions (366,078 tCO₂e) to cover 168,912 London-New York return flights.

Of all the figures that emerged at the end of last year, one captures better than most the transformative impact that WLT supporters are making through us. Because WLT and its partners prioritise strategically placed reserves – the wildlife corridors and reserve buffer areas – the 2,222,247 acres directly saved by donations to WLT as of December 2020 have allowed our

partners to connect more than 20,000,000 acres of high-value habitats around the world – equal to the size of Scotland.

There is also a clear narrative coming through that shows the resilience and commitment of all the people who make our work possible. I think of the supporters who enabled us, despite the hardships faced by so many, to reach – and exceed – our appeal targets so swiftly: the marathon runners, the artists, the school pupils and all other committed individuals who've devoted some of their precious time to raising funds so that our partners can keep habitats safe. I think of all the staff at WLT; the Administration, Finance, HR, Programmes, Donations, Partnerships and Communications people who last year ensured everything flowed smoothly whilst rapidly adjusting to a new reality of remote working.

Just before the coronavirus pandemic ravaged the world, 2020 also marked our WLT Partners' Symposium in Guatemala, where I was privileged to meet many of the incredible people who make this work happen on the ground. The passion and professionalism of these partners, combined with the passion and generosity of our supporters, gives me enormous hope that together we will continue to grow WLT's impact in 2021, and beyond.



The surge of donations to our #SaveTheChocó appeal in 2020 will help to fund a much greater expansion of the Canandé Reserve than WLT had expected.

Jocotoco's 'gracias' to supporters of our Big Match Fortnight appeal

2020 was extraordinary but also difficult for us. The people around some of our reserves were strongly impacted by COVID; many lost loved ones. Fundación Jocotoco helped by bringing food and medical supplies to those most in need.

We are incredibly grateful for the unprecedented support for WLT's 'Saving Ecuador's Chocó Forest' appeal. Thousands of individuals and organisations came together around the world to save some of the last 2% of these forests and now, we can expand our Canandé Reserve and secure a natural corridor for Jaguar and Brown-headed Spider Monkey – as well as preserving the culture of Indigenous Chachi people.

To WLT supporters, a big 'gracias' from everyone at Jocotoco. We couldn't have done it without you.



Martin Schaefer, CEO of Fundación Jocotoco

A YEAR OF CONSERVATION MILESTONES, IN NUMBERS

The impact of WLT's programmes in 2020

WILDLIFE PROTECTED
Through our Action Fund in Armenia, Bolivia, Brazil, Ecuador, Guatemala, India, Mexico and Zambia in 2020



113,003 ACRES
Brought under protection through Buy an Acre and other programmes in 2020

264,781 NATIVE TREES
Funded through all our programmes in 2020 – restoring 557 acres of habitat



2,292,361 NATIVE TREES
Funded by our supporters between WLT's foundation and December 2020 – restoring 7,200 acres



44 RANGERS
Funded through our Keepers of the Wild programme in 2020

43,773 tCO₂e
Offset through our Carbon Balanced programme in 2020 – equivalent to taking 20,754 average UK cars off the roads for the year

IMPACT SINCE 1989

*All figures as of December 2020



2,222,247 ACRES
Directly funded by WLT supporters around the world*



5,100,000+ ACRES
Protected by WLT partners in total around the world*



20,000,000+ ACRES
Connected by WLT-funded corridors around the world*

Because WLT prioritises the saving of strategic land, the 2,222,247 acres directly saved by donations to WLT as of December 2020 have allowed our partners to connect more than 20,000,000 acres around the world – equal to the size of Scotland.

© Roberto Pedraza Ruiz

© James Muchmore

A WORLD OF IMPACT IN A YEAR LIKE NO OTHER

Conservation milestones from WLT partners all across the globe

COLOMBIA

WLT's appeal to save Colombia's Barbacoas forest fully raised, allowing partner FBC to secure manatee, tapir habitat



CAMEROON

WLT supporters unlock safer future for Cameroon's great apes as #FutureForGorillas appeal hits target



BRAZIL

Action Fund backers allow REGUA to protect 167.5 vital acres of Brazil's Atlantic Forest reserve



MEXICO

Finnish metal band Nightwish helps partner GESG purchase and protect salamander haven in Mexico's Sierra Gorda



ZAMBIA

Over 52,000 protected acres formally declared in Zambia as Action Fund backers join forces with partner Kasanka Trust



ECUADOR

Staggering backing sees WLT's #SaveTheChocó appeal raise £925,000, nearly twice the £500,000 target



INDIA

Elephant corridor created by partner WTI with help from WLT supporters shown to be 'win-win' for people and planet



VIETNAM

Major win in Vietnam as government grants highest protection to 'climate powerhouse' Khe Nuoc Trong forests



WLT'S APPEALS OF 2020

COLOMBIA: Saving the Barbacoas

In April 2020, despite the disruption from COVID-19, WLT supporters delivered a major conservation win as they fully funded our appeal to save the Barbacoas' forests and wetlands in Colombia, allowing our local partner FBC to bring 1,954 new acres under protection. The appeal's success brought a lifeline to endangered populations of manatee, turtle, tapir and spider monkey and a reprieve for climate, helping save crucial, carbon-storing wetlands.



CAMEROON: A Future for Gorillas

In Cameroon's Deng Deng National Park, 300 Critically Endangered Western Lowland Gorilla and 400-600 Endangered Chimpanzee faced a fate of decline as logging and poaching cut them off into isolated forest patches. Thanks to WLT supporters, we raised £100,000 so that our partner ERuDeF can start working alongside local communities, creating a forest corridor for great apes, elephant, pangolin, hippopotamus, leopard, otter, grey parrot and others.



ECUADOR: Save the Chocó

In October, WLT supporters donated in such numbers that our Big Match Fortnight appeal hit – and exceeded – its £500,000 target within two weeks; only the second time this has happened in WLT's history. The surge of contributions meant that by December, WLT had raised £925,000 to support our partner Fundación Jocotoco's (FJ) ambitious plan to purchase habitat. Part of a global alliance to save some of the last 2% of the Ecuadorian Chocó, WLT's appeal will allow FJ to secure tracts of an ecosystem as biodiverse as the Amazon but far more threatened.



TWELVE MONTHS OF IMPACT FOR NATURE

The difference made by WLT's activities during 2020



6

What a twelve months for WLT and its partners! Despite a global pandemic that left no life untouched, our supporters' generosity for nature did not waver; in fact, it was stronger than ever. The outpouring of donations allowed us to raise an all-time record of £7.12 million in 2020, up from £5.69 million the year prior – historic levels of income that translated into historic impact for the habitats the world cannot afford to lose.



During 2020, WLT brought 113,003 acres (45,732 hectares) under protection across partner projects in Brazil, Colombia, Ecuador, Guatemala, Mexico, Peru, Vietnam and Zambia. Adding to the acre count were purchases through our Buy an Acre programme as well as WLT's flagship campaigns of the year: our Big Match Fortnight appeal – Saving Ecuador's Chocó Forest, £925,000 – as well as our appeals for Colombia (Saving the Barbaças, £295,000) and Cameroon (A Future for Gorillas, £100,000.)

In 2020, 264,781 native trees were funded at our partners' reserves thanks to donations from WLT supporters to our Plant a Tree programme and others, equal to restoring 557 acres of habitat.

Photo credits: Top, Sergey Uryadnikov - Shutterstock.com; Below, Paul B Jones

2020's tree planting means WLT had, as of the end of December 2020, funded throughout its entire history a total of 2,292,361 native trees, enough for 7,200 acres of habitat to recover from deforestation worldwide.

Between January and December 2020, donations to WLT helped bring 134,000 native trees to Mount Kenya through a reforestation project, while planting continued at WLT partner reserves including Vietnam's Bac Huong Hoa (73,211 saplings planted in 2020), Borneo's Genting Wildlife Corridor (14,160) and Brazil's Atlantic Forest (8,350). Meanwhile, at Ecuador's Buenaventura Reserve, the planting of 30,060 saplings helped to restore the home of El Oro Parakeet, one of the world's rarest parrots.

Land purchase is only ever the first step for conservation to be effective and with help from WLT's Keepers of the Wild programme, our partners have continued to work hard to manage their reserves. WLT aims to ensure that all land secured for our overseas partners also includes funding for a ranger for a minimum of three years after acquisition and during 2020, our dedicated programme funded 44 rangers across 30 reserves in 13 countries.

Last year, like every other year, our partners' Keepers proved time and time again their value for threatened habitats. In Armenia, where FPWC ranger Boris Vanyan has been helping to keep logging and poaching away from a haven for Caucasian Leopards, these elusive felines are returning. In Latin America, Keepers of the Wild have stopped fires from coming into the home of wildlife, while in Malaysian Borneo and Kenya they have used school murals and birdwatching tours to inspire local people to care about the natural world – ensuring that conservation works in the long run.

For its part, WLT's Carbon Balanced programme allowed our supporters last year to make a difference against climate change, the defining challenge of our times. Fuelled by a surge in businesses keen to Carbon Balance through WLT, donations to our scheme helped to offset 43,773 tonnes of carbon during 2020; climate benefits on par with taking 20,754 average UK cars off the road for a whole year.

The rise in recent years of the acres saved by WLT partners is helping to protect iconic species around the world, such as the Toco Toucans safeguarded by Asociación Armonía in Bolivia.



© Susan Graham



© Kit & Kin



© Tjalle Boorsma

INDIVIDUAL SUPPORTERS

WLT's conservation impact is only possible because of our supporters: the artists, students, marathon runners and every other individual who acts to save nature through us. In 2020, the generosity of individuals was a major reason why we were able to raise a record £7.12 million in income. Between January and December last year, donations came from 11,363 individuals (4,878 of whom were new supporters), and the number of regular supporters through the WLT Friends scheme experienced its highest annual increase in the Trust's history. The year also left monthly milestones: donations recorded in December 2020 topped those in any other month in WLT's history.

CORPORATE SUPPORTERS

Businesses were generous last year in their support of WLT's appeals but largely, their contributions were crucial for our core programmes. In 2020, WLT's corporate supporters allowed to save critically threatened Dry Chaco habitat in Argentina and part of the last 7% of Brazil's Atlantic Forests (Buy an Acre); they helped fund urgent land purchases, anti-fire kit and others (Action Fund) and proved instrumental in WLT's saving of carbon-storing tropical forests through emission offsetting (Carbon Balanced); they made it possible to fund 56,862 trees to restore degraded habitat in Borneo, Brazil and Kenya (Plant a Tree) and employ rangers at our partners' reserves (Keepers of the Wild).

TRUSTS AND FOUNDATIONS

WLT is also incredibly grateful to all the charitable trusts and foundations that have chosen to keep the conservation of our planet high on their agendas. Last year, grants from these organisations were integral to our major appeals of the year: they allowed us to secure the match funding required by the 'Saving Ecuador's Chocó Forest' campaign, as well as contributing towards the 'Saving the Barbaças' Forests and Wetlands' campaign and supplying more than half the funds required by the 'Future for Gorillas' campaign. The support from trusts and foundations extended to WLT's programmes, with major contributions made towards our Keepers of the Wild scheme.

The commitment of individuals, businesses, trusts, foundations and others in 2020 went beyond anything the Trust had seen before, allowing our partners (pictured here at the WLT Partners' Symposium in Guatemala in early 2020) to make even more impact for threatened habitats.



© Fundación Jocotoco

7



2020 IN NUMBERS

WLT's financial review for last year

A SPECIAL THANK YOU TO WLT SUPPORTERS

The people and organisations who made our work possible in 2020



WLT's best year in history was only possible because of our incredible supporters. Every acre saved, every tree planted, every species protected – you made it all happen and today we'd like to thank you.

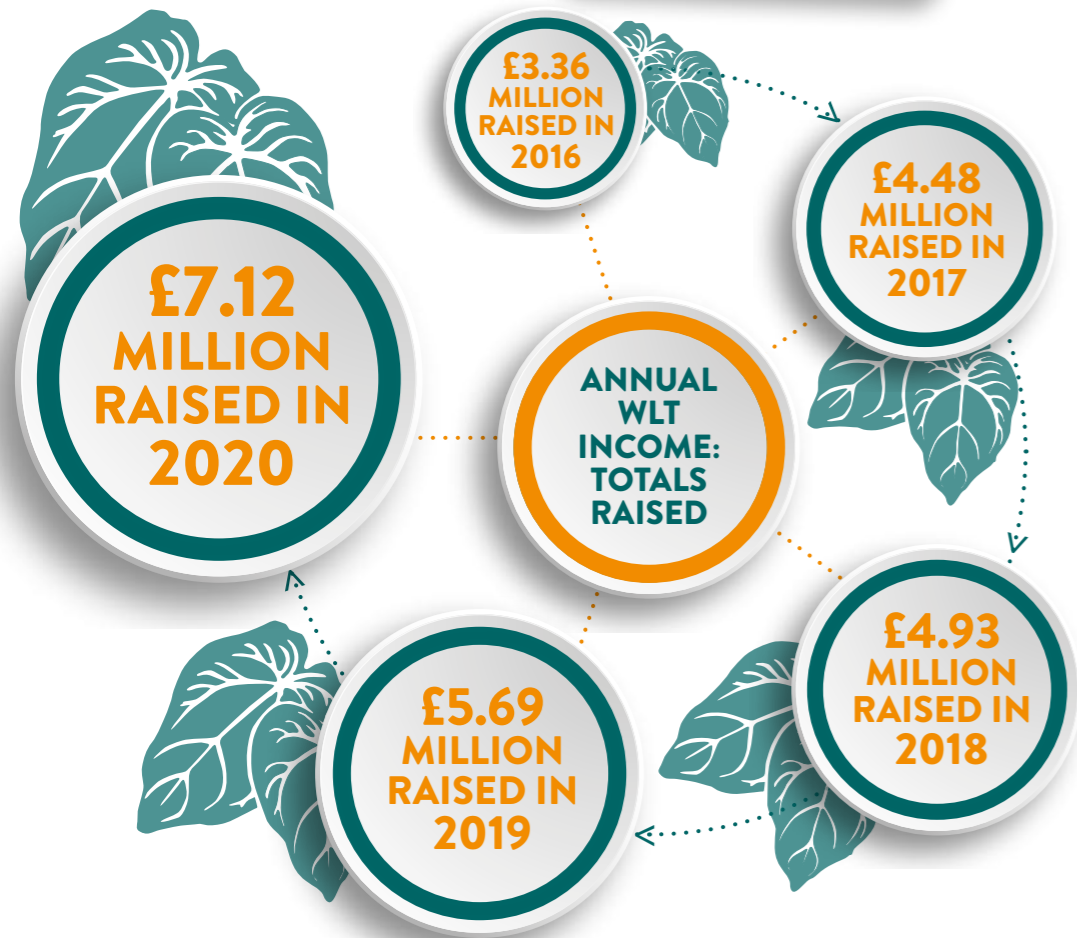
11,363

INDIVIDUALS DONATED TO WLT LAST YEAR
4,878 OF WHOM WERE NEW SUPPORTERS

DECEMBER 2020
Donations recorded in December 2020 topped those in any other month since WLT's foundation

ANNUAL DONATIONS BY WLT FRIENDS

2019 £674,000
2020 £849,000



© Mark Avery

The initial shock of the pandemic was swiftly followed by the realisation that our supporters' generosity for nature was not wavering despite the difficulties and uncertainties in all of our lives; in fact, it was stronger than ever. Thanks to that, WLT entered 2021 in an even better position not just in financial terms but also in clarity of purpose.

Dr Mark Avery, Chair of Trustees

Corporate supporters who made significant contributions

- Allen & Overy
- Association of British Insurers
- Bio-Rad
- Bytes Software Services
- Canopus Services
- Capital International
- CarbonCo
- CBRE Global Investors
- Denmaur
- Drab
- Ella's Kitchen
- Emma Beckett PR
- Euromonitor International
- Flexiteek International
- Hotjar
- Humble Bundle
- Invesco
- IUCN National Committee of The Netherlands
- John Menzies plc
- Jonny Lu Studio
- King & Spalding (Singapore)
- Kingfisher Press
- Kingsbury Watermill Museum & The Waffle House
- Kit & Kin
- Maidenhead Aquatics
- Media Bounty
- Puro Fairtrade Coffee
- Moët & Chandon
- Moon Climbing
- Mulberry
- Naturetrek
- Neal's Yard
- NGE Booking Agency
- Nightwish
- Nikwax & Páramo Directional Clothing

- Osprey Europe
- Paul J Mottram Ltd
- Pink Banana Studios
- Publicis Sapient
- Rocketmill
- Robert Walters Group
- Schuh
- SRK Consulting (UK)
- STEM Healthcare Ltd
- Tapir Apps GmbH
- The Body Shop International
- The Cheeky Panda
- Travel Cats Media
- Villa Eugenie
- Vivid Travel

- The Edward Hoare Charitable Fund
- The Generations Trust
- The Gumtree Foundation
- The Hippocleides Trust
- The Leach No 14 Trust
- The Lyddon Charitable Trust
- The Molly Anderson Trust
- The Murmuration Wildlife Trust
- The Pantheon Charitable Trust
- The Peter Smith Charitable Trust for Nature
- The Ridgeback Charitable Trust
- The Rowlands Scott Charitable Trust
- The Zoological Society of Hertfordshire

Trusts, foundations, zoos and schools

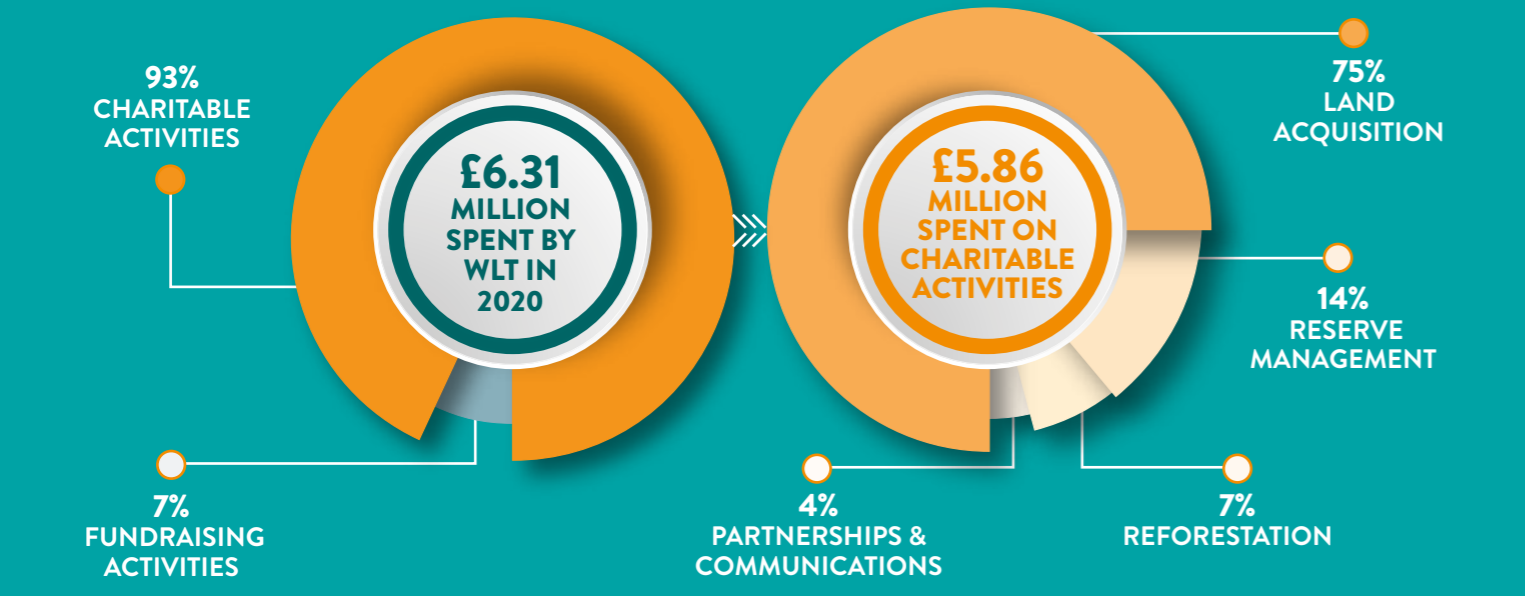
- Chessington World of Adventures & Zoo
- CHK Foundation
- COFRA Foundation
- Constance Travis Charitable Trust
- Ennismore Foundation
- Ernest Kleinwort Charitable Trust
- Folly Farm Adventure Park & Zoo
- Green Mountain Trust
- King's Ely
- Kirkcudbright Academy
- Joan Cullen Charitable Trust
- Lords Group Trust
- Muriel Jones Foundation
- Oxygen House Foundation
- S C & M E Morland's Charitable Trust
- Scott Family Foundation
- Stella Symons Charitable Trust
- Stichting Wildlife
- Stiftung Ormella
- The Bower Trust
- The Chinese Medicine Forestry Trust

Legacies and in memoriam

- David Batten
- Sheila Brunstrom
- Derek Cox
- Professor Peter Furley
- Elizabeth Holland
- William Howarth
- John Kirkman
- Mark Rehfish
- Campbell Smith
- Jordan Toms
- Joyce Wood
- Kamila Zahno

US and anonymous supporters

WLT would like to thank US supporters for their donations through CAF America and American Fund for Charities, as well as anonymous supporters for their backing through Sharegift.



OUR INCREDIBLE FUNDRAISERS OF 2020

The people who chose us to make a difference last year



10



Teddy donates hair to support Little Princess Trust and WLT

At the age of five Teddy knew he wanted to grow his hair to donate to children with cancer. Three years later, his locks were long enough to be sent to the Little Princess Trust – and he also used this charity haircut to raise an incredible £1,230 for WLT. After learning about our patron Sir David Attenborough in school, Teddy became passionate about protecting wildlife and thought this was a fantastic way to get his schoolmates talking about how we can all become “defenders of the Earth”. We hear he is now growing his hair again to support the causes he loves!



Andy's all-day birdwatch helps save natural wonder

Andy Langley's sponsored birdwatching stint last autumn raised an incredible £5,250 for our #SaveTheChocó appeal, becoming one of thousands of people who made it possible to almost double WLT's initial £500,000 campaign target and raise a final £925,000. As part of his birdwatching spree, Andy spotted 82 birds throughout a wet and windy October 2020 weekend in a bid to help safeguard Ecuador's Chocó; the last 2% of a forest that hosts, within 1,000 square miles, more bird species than across the whole of Europe!



Susan braves downpours in marathon for endangered species

In October 2020, Susan ran 26.2 miles of a coastal route along Suffolk, into Norfolk and back as the rain continued to pour over running trails, hours after the wettest Saturday on record. With thoughts of environmental action fuelling each step, she tells us: *“I've run the London Marathon for the last two years but wasn't expecting to enter in 2020. However, when the chance to run it virtually came up, I impulsively entered! I chose to support WLT for their great job of working with local people alongside educating the public about wildlife and threatened habitats.”*



Charissa Risley uses art to champion protected land

For World Environment Day on 5 June 2020, Charissa, founder of art consultancy Artfully Sorted, exhibited nature-inspired works from 22 artists in a special show – ‘Nature Reflected’ – that raised £800 for WLT. Charissa tells us: *“In these unprecedented times, the importance of appreciating our shared place in nature is more critical than ever. Through our show, we hoped the imagery of art inspired by nature would encourage action and awareness in protecting our environment. Artfully Sorted is delighted with the show's success and we very much look forward to future events with WLT.”*



Bloxham School climbers raise funds for nature in virtual Everest Challenge

Last year, a 20-strong squad of intrepid climbers from Bloxham School took on a virtual Everest Challenge – an obstacle course, a staircase climb and a climbing wall to raise money for WLT. As Everest summiteer Nick Hollis reminded the adventurers before they set off, Bloxham's climb was for the very best cause: to help WLT fund the protection of pristine rainforest in Guatemala. Inspired by his words, the students surpassed the vertical height from Everest base camp to the mountain summit and reached 3,484 metres!



Our next fundraiser: YOU

Like Teddy, Susan, Andy, Charissa or the Bloxham School climbers, you too could make far more difference for nature than you think – and your options are endless. Setting up a Facebook fundraiser, hosting a quiz night, selling your photography prints, going on a sponsored wildlife watch; what's your idea? Let us know at info@worldlandtrust.org and we'll help you every step of the way!



© WLT

PATRONS

Sir David Attenborough
OM, CH, FRS
Steve Backshall MBE
David Gower OBE
Chris Packham CBE

HONORARY PRESIDENT

Dr Gerard A Bertrand

TRUSTEES

Dr Mark Avery
Myles Archibald
(appointed December 2020)
Nick Brown
Ken Burnett
Rohini Finch
Alistair Gammell
Anne Harley
Pauline Harrison
Dr Mark Stanley Price
Emma Tozer

STAFF

WLT employed 29 full- and part-time staff members in 2020, working remotely and at our UK office in Halesworth, Suffolk.
Dr Jonathan Barnard
(Chief Executive)
Daniel Bradbury
(Director of Communications and Development)
Dr Richard Cuthbert
(Director of Conservation)
Elizabeth Stone (Chief Operating Officer)

OPERATIONAL PARTNERS

American Bird Conservancy
BirdLife International
IUCN National Committee of The Netherlands
Nature and Culture International

worldlandtrust.org

COUNCIL MEMBERS

Albertino Abela	Mark Carwardine	Richard Porter
Myles Archibald	Kevin Cox	George Sawtell
(retired December 2020)	Dr Lee Durrell	Miranda Stevenson
Dr Simon Barnes	Dr Simon Lyster	Dr Nigel Simpson
Dr Iain Barr	Nigel Massen	
	Bill Oddie	

CONSERVATION ADVISORY PANEL

Dr Mark Stanley Price (chair)	Dr. Nisha Owen
Prof. Andrew Balmford	Richard Porter
Alistair Gammell	Dr. Jon Paul Rodríguez
	David Wallis

OUR CONSERVATION PARTNERS OF 2020

Applied Environmental Research Foundation (India)	Fundación Guanacas Bosques de Niebla (Colombia)	Naturaleza Tierra y Vida (Bolivia)
Asociación Armonía (Bolivia)	Fundación Jocotoco (Ecuador)	Naturaleza y Cultura Ecuador (Ecuador)
Asociación Civil Provita (Venezuela)	Fundación Melimoyu (Chile)	Naturaleza y Cultura Perú (Peru)
Asociación Ecológica de San Marcos de Ocotepeque (Honduras)	Fundación Natura Bolivia (Bolivia)	Naturaleza y Cultura Sierra Madre (Mexico)
Corozal Sustainable Future Initiative (Belize)	Fundación Naturaleza para el Futuro (Argentina)	Nature Kenya (Kenya)
Environment and Rural Development Foundation (Cameroon)	Fundación para el Ecodesarrollo y la Conservación (Guatemala)	Naturalia Comité para la Conservación de Especies Silvestres (Mexico)
Foundation for the Preservation of Wildlife and Cultural Assets (Armenia)	Fundación Patagonia Natural (Argentina)	Philippine Reef and Rainforest Conservation Foundation
Fundación Biodiversa Colombia (Colombia)	Fundación Pro-Bosque (Ecuador)	Programme for Belize (Belize)
Fundación Biodiversidad Argentina (Argentina)	Grupo Ecológico Sierra Gorda (Mexico)	Reserva Ecológica de Guapiaçu (Brazil)
Fundación EcoMinga (Ecuador)	Guyra Paraguay (Paraguay)	Viet Nature Conservation Centre (Vietnam)
	HUTAN (Malaysia)	Wildlife and Environmental Society of Zambia
	Iranian Cheetah Society (Iran)	Wildlife Trust of India (India)
	Kasanka Trust (Zambia)	
	LEAP Spiral (Malaysia)	
	Natura Argentina (Argentina)	



Last year, of all years, we made more impact than at any other point in our history – and it was your donations that made it possible.

