



WORLD
LAND
TRUST

Saving land, saving species



“ The money that is given to World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of. ”

Sir David Attenborough,
Patron of World Land Trust

worldlandtrust.org



World Land Trust: A conservation success

World Land Trust (WLT) is an international conservation charity that protects the world's most biologically significant and threatened habitats.

WLT was founded in 1989 with what was then a pioneering goal: to purchase land for the express purpose of conservation. More than three decades on, WLT has raised funds for partner organisations in more than 25 countries around the world, directly saving over 1 million hectares of land.

The key to WLT's operations is our international partner network. WLT does not

own or manage any of the land that we raise funds for – instead, we rely on the expertise and experience of our in-country partners, who know the land best. Although specifics of land ownership and stewardship will vary depending on country and region, it will always remain in local hands, with consultation always taking place with local communities.

WLT works diligently to ensure our projects provide benefits for these communities, from sustainable livelihoods to ecosystem services to healthcare support. This ensures they're invested in the protection of their land and the wildlife that calls it home.

Our conservation partner network



worldlandtrust.org

How does WLT raise and spend money?

WLT relies on a number of different funding streams to support our partners' conservation efforts, including individual donors, corporate supporters, and charitable trusts and foundations. Most funds are directed towards our ongoing programmes, specific projects, or one-off appeals that are held throughout the year. WLT always works closely with our local partners to ensure every pound goes as far as possible to protect threatened habitats and wildlife.

Appeals

Held two to three times a year, WLT appeals mobilise thousands of supporters to make our most important projects a reality, with fundraising targets that can exceed £1 million.

Action Fund

Whether there's a wildfire on the horizon or an urgent land purchase that needs to be made, the Action Fund allows WLT to deliver conservation action wherever and whenever it's needed.

Buy an Acre

Supporters of WLT's flagship programme can make a truly tangible impact on the natural world by buying an acre of land for £100, protecting priority habitat and threatened wildlife.

Carbon Balanced

The Carbon Balanced programme is the best way to fight climate change with WLT, allowing individuals and corporate supporters to offset their emissions by protecting carbon-rich forests.

Keepers of the Wild

Rangers supported by the Keepers of the Wild programme have their salaries funded by WLT, helping them work every day on the front lines of conservation to keep our partners' projects safe.

Plant a Tree

A £5 donation to the Plant a Tree programme will fund the maintenance of a newly planted sapling for two to three years, restoring a degraded habitat while also providing sustainable employment.



Visit worldlandtrust.org to find out how you contribute to WLT's projects, programmes and appeals

“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 of World Land Trust



What can I do to help

Donate

You can donate to WLT by sending a cheque by post or making a payment over the phone.

[You can also donate online at worldlandtrust.org](https://worldlandtrust.org)

Become a WLT Friend

Through monthly donations of £5 or more, WLT Friends bring regular support to nature wherever and whenever it's most needed. [Visit the Become a WLT Friend section on our website.](#)

Reduce and Carbon Balance your footprint

Calculate and offset your unavoidable carbon emissions.

worldlandtrust.org/what-we-do/carbon-balanced/

Corporate support

Demonstrate your company's commitment to the environment by becoming an official corporate supporter, or Carbon Balancing your company's emissions.

[More information can be found in the Corporate Supporters section of our website.](#)

Fundraise for WLT

WLT's fundraisers include individuals of all ages along with schools, businesses, zoos, and many others.

Want to get involved? Get in touch on 01986 874422 or info@worldlandtrust.org and we'll help you every step of the way! [More information can be found in the Fundraising section of our website.](#)

Leave a legacy

You can gift a living planet to future generations by remembering WLT in your will.

[Contact Anne Clifford, WLT Partnerships Manager \(Major Giving\) \[anne.clifford@worldlandtrust.org\]\(mailto:anne.clifford@worldlandtrust.org\).](#)

[More information can be found in the Remember us in your Will section of our website.](#)



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Printed by Carbon Balanced printer
Kingfisher Press Ltd.

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Registered Charity 1001291

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World Land Trust is a registered charity: No. 1001291 Patrons: Sir David Attenborough, Steve Backshall, David Gower, Chris Packham

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