



for a living planet®

Annual Report 2008

Thanks to supporters like you across the world, WWF stops the degradation of nature and builds a future where people live in harmony with nature. Together, we are making a difference.



Christchurch school students send the Earth Hour message.

Time for the environment

In 2008, Christchurch joined more than 370 communities around the world in celebrating Earth Hour. In fact, 63 per cent of Christchurch's residents united with more than 50 million people for one hour on 29 March by turning off their lights to show their commitment to fighting climate change.

Christchurch saved 12.8 per cent electricity during Earth Hour – a significant achievement. But the aim of Earth Hour extends far beyond just one hour, as Dairne Poole, WWF's Climate Change Manager says, "Earth Hour gets people thinking about climate change and their impact on the environment, and small steps they can take every day that together add up to a huge difference."

Your support is vital to allow WWF to continue its campaign against climate change, including running Earth Hour across New Zealand in March 2009.

A victory for endangered dolphins

In May 2008, the New Zealand Government announced a comprehensive suite of new measures to protect one of the world's smallest and rarest dolphins – New Zealand's own Hector's dolphin.

Since 2000, WWF has vigilantly campaigned to protect the endangered Hector's dolphin and their North Island sub-species the critically endangered Maui's dolphin. Hector's number fewer than 8,000 individuals, whilst Maui's dolphin fares even worse, teetering on the brink of extinction with just 111 individuals remaining.

The protection measures are vital to slow the dolphins decline, but much is still to be done. WWF's Marine Programme Manager, Rebecca Bird, says, "Our campaign to ensure these dolphins actually have a future has had strong support from the New Zealand public. The new measures are a significant step forward in the fight for their survival. However, their low numbers mean they're still vulnerable to extinction. The dolphins need total protection so they can start to recover."

With your support, WWF is urging the Government to implement a recovery strategy for Hector's and Maui's dolphins – a critical next-step in ensuring the long-term survival of these endangered marine mammals.



Save our dolphins! Children at WWF's petition presentation to Parliament.



Environmental education in action: Waiheke school children help protect the ocean.

WWF goes to school

Since 2003, WWF has distributed \$230,000 of funding to nearly 60 schools and community groups across New Zealand through its Environmental Education Action Fund. The fund supports education projects that range from growing and planting native trees in local reserves, to establishing sustainable edible gardens, setting up school compost and recycling systems, and advocating for marine reserves in their local community.

WWF runs the fund in partnership with The Tindall Foundation, while Victoria Park New World provides additional support for sustainable organic gardens projects.

"It's really exciting to see what young people are learning about sustainability," says Wendy Barry, Education Programme Leader for WWF. "The funding we provide for education projects enables learners to look out to their local environment and find ways to make it better for both people and nature."

Thank you for being a good ancestor, today

WWF thanks all our amazing supporters for making these and many more conservation successes possible. Your support is absolutely vital to our work and we are deeply grateful for your ongoing commitment. You are part of the most important movement of people today – those who are committed to making sure our children inherit a living planet. Thank you for being part of the WWF family, and being a good ancestor to the next generation, today.

WWF-New Zealand Executive Director and Board of Trustees gratefully acknowledge the many individuals and organizations that support WWF-New Zealand.

Mr Chris Howe
Executive Director

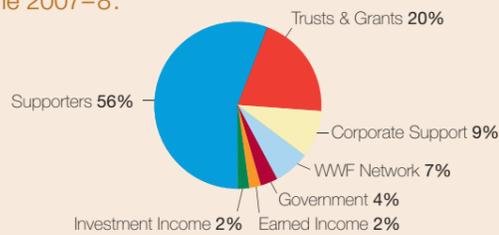
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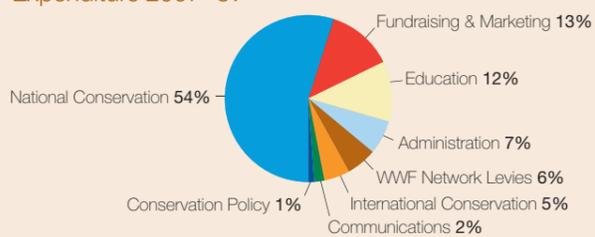
Where the money comes from

Income 2007–8:



Where the money goes

Expenditure 2007–8:



The information in this report has been summarised from the annual accounts of WWF-New Zealand for the year ending 30 June 2008. The full financial statements have been audited by Ernst & Young. Copies of the full report are available from WWF-New Zealand.



Kaka at the feeder. Effective conservation on Stewart Island has seen native bird numbers rise.

Supporting local conservation

Through the Habitat Protection Fund, WWF has distributed more than \$1.4 million to over 150 local conservation projects in New Zealand since 2000. WWF runs the fund in partnership with The Tindall Foundation.

"The Habitat Protection Fund means we're able to support conservation at the local level," says WWF's Community Programme Leader Okesene Moananu. "Not only are all these individual projects good for communities, their cumulative impact is making a real difference to New Zealand's overall conservation effort."

The Stewart Island/Rakiura Community Environment Trust has received \$35,000 from the Habitat Protection Fund for various projects. As part of the Trust's work, volunteers patrol more than a thousand rat and possum traps, check on the weka the Trust has reintroduced to Halfmoon Bay, pull out weeds, monitor mistletoe and more. The successes – bird numbers are dramatically on the rise – have the islanders wondering just what else is possible. Out for consultation right now is the world's most ambitious pest-eradication project; a plan, proposed by the Trust, to rid the entire island of rats, possums and wild cats.