

How You Can Help



“The WLT’s policy of buying and protecting land is the most direct and certain road to conservation. It deserves the support of all who care about the survival of the wild places of the world.”

Sir David Attenborough,
OM CH FRS. Patron, World Land Trust



friends

Become a WLT Friend by pledging regular support

WLT Friends pledge a monthly donation of £5 or more. A direct debit is a convenient way of making a regular donation and at the same time it helps WLT plan vital land purchase knowing that we already have your commitment.

If you prefer you can make your donation by cheque, credit card or through Virgin Money Giving, please visit our website for details or give Karen Lowe, our Donations Manager, a ring on the number below. (email: KLowe@worldlandtrust.org)

When you become a **WLT Friend** your donation will go into the WLT Action Fund to support our most urgent conservation projects across the world, and enables us to respond quickly when our partners need vital support to save land.

You will receive: An annual donation acknowledgement and **WLT Friends** card every January, *WLT News* and eBulletins - but only if you have requested them.

www.worldlandtrust.org/supporting/friends

Make a pledge today to show that you care about saving precious corners of the world for their wildlife, through WLT

Cover picture: Nigel Simpson (main); REGUA (Blue-naped Chlorophoniad) Kevin Schafer (Ocelot), Chris Knowles (frog); Page 2: Chris Perrett/Nature’s Art (Orang-utan), Kevin Schafer/PFB (Jaguar); back page, BBC Bristol

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World Land Trust is a registered charity: No. 1001291



www.carbonbalancedpaper.com

By using Carbon Balanced Paper through the World Land Trust publications in 2012 we have saved 2691 kgs of Carbon and preserved 226.04 sqm of critically threatened tropical forest.



Action Fund, Buy an Acre Projects and Special Appeals

Saving critically threatened land and wildlife



Saving wilderness, saving wildlife



Support Buy an Acre projects in

- Colombia
- Ecuador
- Bolivia
- Mexico

The World Land Trust (WLT) has been saving threatened rainforest land and other vital habitats, acre by acre, since 1989. We are a UK-based international charity that works in partnership with local conservation organisations to buy and protect land which is then turned into protected nature reserves to ensure its survival for the future.

WLT has helped its partners purchase and protect over 400,000 acres of threatened habitats to date and together ensure that over 2.5 million more are managed for conservation.

These are Real Acres in Real Places: you can find them on maps and you can even visit them.

The WLT Action Fund

The WLT Action Fund is an unrestricted fund used for our most urgent needs across all our projects - this might be for Buy an Acre projects, Special Appeals or to respond to urgent requests from any of our overseas project partners. You can make a one-off donation to the WLT Action Fund or become a WLT Friend, by pledging a monthly donation of £5 or more. (See back page)

WLT has 26 overseas programme partners: this is where we work



Buy an Acre projects: £100 an acre

Our partners in Bolivia, Colombia, Ecuador and Mexico can still buy and save critically threatened tropical forest and other vital habitats for £100 an acre. You can earmark your donation to one of these countries and this will guarantee land purchase there, or you can allow WLT to decide which of the Buy an Acre projects is in most urgent need of support at the time.

- Buy an Acre
- Special Appeal
- Other countries where WLT has an active conservation partner, and land purchase has, or is, taking place.

How the WLT chooses its projects

The most important aspect of any WLT project is its conservation value: what is the biodiversity within the proposed project area? What is the level of threat facing individual species? The size of the reserve, and whether it connects with other wildlife reserves to create a greater network of protected areas, is also a priority. Other criteria, such as the location, the likelihood of success and the absence of adequate funding from other sources, are very important. Above all, WLT must identify a local programme partner with whom to work and in whom the land ownership is eventually vested. For more information see: www.worldlandtrust.org/projects/criteria.htm



Programme partners also have the opportunity to benefit from funds raised through 'Keepers of the Wild' (Ranger programme)

Urgent appeals

Where land costs more than £100 an acre WLT raises funds through urgent appeals - sometimes to save strategically important parcels of land, and at other times to protect particularly vulnerable wildlife where there is a real threat to their survival.

We need funds to save wildlife corridors for forest refuges in Borneo for Orang-utans and Pygmy elephants, and in India for elephants to roam safely. In Armenia we are working with local partners to help protect a small population of Caucasian leopards threatened by illegal hunting and habitat loss.

The Borneo Special Appeal is raising funds to purchase parcels of land in the Kinabatangan floodplain, to protect continuous habitat for Orang-utans



The Jaguar is the flagship species of tropical forests and occurs in several WLT-funded reserves

