



WORLD
LAND
TRUST



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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



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

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 tCO₂) 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

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.



© Fundación Jocotoco

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.”



© Fundación Jocotoco

Martin Schaefer, CEO of Fundación Jocotoco

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



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

© Jo Dale



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

© Guyra Paraguay



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

SIZE OF CYPRUS



2,222,247 ACRES

Directly funded by WLT supporters around the world*

SIZE OF WALES



5,100,000+ ACRES

Protected by WLT partners in total around the world*

SIZE OF SCOTLAND



20,000,000+ ACRES

Connected by WLT-funded corridors around the world*

A WORLD OF IMPACT IN A YEAR LIKE NO OTHER

Conservation milestones from WLT partners all across the globe



Photo credits on map: Colombia, Teodoro Camacho-Asociación Armonía; Cameroon, Sergey Uryadnikov-Shutterstock.com; Zambia, The Kasanka Trust; Brazil, Andre Lanna; Mexico, Roberto Pedraza Ruiz; Ecuador, Brad Wilson, DVM; Vietnam, Bjornlesen.com-Viet Nature; India, David Bebbler.

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.



VIETNAM

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



INDIA

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



TWELVE MONTHS OF IMPACT FOR NATURE

The difference made by WLT's activities during 2020



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 Barbacoas, £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.

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.

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



© Susan Graham



© Kit & Kin



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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 Barbaçoas' 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

2020 IN NUMBERS

WLT's financial review for last year



11,363

INDIVIDUALS DONATED TO WLT LAST YEAR

4,878 OF WHOM WERE NEW SUPPORTERS



ANNUAL DONATIONS BY WLT FRIENDS

2019

2020

£674,000

£849,000

£3.36 MILLION RAISED IN 2016

£4.48 MILLION RAISED IN 2017

ANNUAL WLT INCOME: TOTALS RAISED

£7.12 MILLION RAISED IN 2020

£5.69 MILLION RAISED IN 2019

£4.93 MILLION RAISED IN 2018



© 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

93% CHARITABLE ACTIVITIES

£6.31 MILLION SPENT BY WLT IN 2020

7% FUNDRAISING ACTIVITIES

£5.86 MILLION SPENT ON CHARITABLE ACTIVITIES

4% PARTNERSHIPS & COMMUNICATIONS

75% LAND ACQUISITION

14% RESERVE MANAGEMENT

7% REFORESTATION

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.



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
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Invesco
IUCN National Committee of
The Netherlands
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Kingfisher Press
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The Edward Hoare Charitable Fund
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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

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.



SO MUCH MORE THAN CONSERVATION

The UN Sustainable Development Goals advanced by WLT projects



GOAL 1: NO POVERTY

You might associate WLT with biodiversity and climate action, but our impact goes much further. Because we always operate through local conservation partners, the work we support also benefits communities in the Americas, Africa, Asia and beyond. At least 15 of our projects directly advance SDG 1: No Poverty. Mechanisms include funding the establishment of 20+ savings and loans associations in Tanzania and three sustainable cooperatives in Vietnam; ensuring Ugandan communities and Ecuador's Indigenous Shuar people receive payments for environmental services; creating 644 jobs for 3,250 families in Caribbean Guatemala; providing income to rural Armenian communities through the leasing of land for conservation; helping Bolivia's Guaraní people with the legal defence of the land their livelihoods rely on; compensating Indian villages for the land they cede to elephant corridors; and more.



GOAL 2: ZERO HUNGER

WLT project activities directly advancing SDG 2 include safeguarding a riparian zone key for crop soil protection in Uganda; training Indian communities to keep bees and harvest cardamom; and funding 2,400+ acres of sustainable fruit and spice plantations in Caribbean Guatemala.



GOAL 4: QUALITY EDUCATION

Over the years, WLT has helped fund teachers, school renovations and computer centres, as well as mass-awareness events to help inspire 2,500 children about elephant protection in India, coupled with actions in Peru (young ranger programmes), Borneo (funding rural education by rangers) and more.



GOAL 6: CLEAN WATER AND SANITATION

Water is life for all on Earth and this is an SDG advanced by the vast majority of WLT-backed projects. Through our partners' direct SDG 6 contributions, WLT is funding the protection of habitats home to water reserves that are proving crucial on a warming planet: 27,000+ acres of seasonally inundated grassland (Bolivia); a water source in an area where availability is a concern (Honduras); a two-river corridor key for local crops (Uganda); a catchment head of a river that is now safe from mining projects (Ecuador); lakes and mountain streams in the southern Caucasus (Armenia); cloud forest habitat that Andean people directly receive water from (Peru); crucial mountain towers (Mount Kenya, Tanzania's Rondo Plateau); a major watershed forest (Vietnam), irrigation pipes for better water efficiency (India) and others.



GOAL 3: GOOD HEALTH AND WELL-BEING

WLT funds have supported 24 health clinics used by 2,000+ people in Guatemala. Two projects are arranging doctor visits in India, while in Tanzania we've backed fuel-efficient stoves to help curb smoke inhalation.



GOAL 5: GENDER EQUALITY

We're funding tree-planting jobs for women (Borneo) and projects explicitly lobbying for women to join local committees (Tanzania), contribute to land use plans (Ecuador) and championing inclusivity through the GALS method (Uganda).



GOAL 8: DECENT WORK AND ECONOMIC GROWTH

WLT partners' direct SDG 8 contributions include the creation of 600+ jobs (Guatemala), a sustainable tourism programme (Armenia), sustainable forestry cooperatives (Vietnam) and others.



GOAL 10: REDUCED INEQUALITY

WLT is funding SDG 10 contributions across 12+ projects, including committees in Tanzania and India for local people to manage natural resources, the support through funds to traditional Ejido land tenure systems in one of Mexico's poorest areas and more.



GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

WLT partners contribute to SDG 11 by protecting 74,000+ acres packed with landmarks (Armenia); land key to the heritage of the Shuar people (Ecuador); Sacred Groves of cultural significance and festivals for the Adi people (India).



GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

At least over a dozen WLT-backed projects are directly advancing SDG 12 by promoting sustainable cattle management (Armenia), rolling out fuel-efficient stoves to reduce extraction (India), fostering the first FSC certificates of an area (Vietnam) and locally run natural resource committees (Ecuador, Kenya, Peru, Tanzania, Uganda).



GOAL 13: CLIMATE ACTION

WLT's direct SDG 13 contribution is most visible with our Carbon Balanced programme: our REDD+ projects through which emissions of 366,078 tCO₂ (equal to 168,912 London-New York return flights) have been offset so far. But it does not stop there. Because we prioritise the saving of ecosystems like tropical forests and wetlands that benefit the global climate, every acre purchased and every tree planted through our other programmes helps to protect and restore carbon-rich habitats for the benefit of all on Earth. It is this versatile approach – avoiding carbon emissions through the protection of standing forest coupled with added carbon removal through forest regeneration – that businesses and individuals need in their journey to net zero emissions.



GOAL 15: LIFE ON LAND

Our unwavering prioritisation of globally recognised biodiversity hotspots means every single WLT project directly contributes to SDG 15, and does so in a major way. The staggering life on land our partners safeguard is illustrated not just by its sheer volume – such as the 1,088 species estimated to fall under a single WLT-backed project in Kenya, or others in Brazil (945), Bolivia (829) or Borneo (612) – but also its threatened status. From the WLT-funded reserve hosting some of the last few hundred Blue-throated Macaw left on Earth to a reserve in Ecuador that – in just a few months – produced discoveries of orchid species, a rare glass frog and an entire new mammal genus, every bit of land protected with help from WLT funds is home to biodiversity the world cannot afford to lose.



GOAL 16: PEACE, JUSTICE AND STRONG INSTITUTIONS

Direct contributions include funding village committees and loan associations (Tanzania) and collective legal structures in Guatemala so that people can co-own the land they know best.



GOAL 17: PARTNERSHIPS FOR THE GOALS

Every project we fund involves empowering the partner responsible. We've also delivered major wins (like the saving of 236,000 acres in Belize in 2021) by teaming up with operational partners like IUCN NL.



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PATRONS

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

Albertino Abela
Myles Archibald
(retired
December 2020)
Dr Simon Barnes
Dr Iain Barr

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Dr Gerard A Bertrand

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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

OUR CONSERVATION PARTNERS OF 2020

Applied Environmental Research Foundation (India)
Asociación Armonía (Bolivia)
Asociación Civil Provita (Venezuela)
Asociación Ecológica de San Marcos de Ocotepeque (Honduras)
Corozal Sustainable Future Initiative (Belize)
Environment and Rural Development Foundation (Cameroon)
Foundation for the Preservation of Wildlife and Cultural Assets (Armenia)
Fundación Biodiversa Colombia (Colombia)
Fundación Biodiversidad Argentina (Argentina)
Fundación EcoMinga (Ecuador)

Fundación Guanacas Bosques de Niebla (Colombia)
Fundación Jocotoco (Ecuador)
Fundación Melimoyu (Chile)
Fundación Natura Bolivia (Bolivia)
Fundación Naturaleza para el Futuro (Argentina)
Fundación para el Ecodesarrollo y la Conservación (Guatemala)
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HUTAN (Malaysia)
Iranian Cheetah Society (Iran)
Kasanka Trust (Zambia)
LEAP Spiral (Malaysia)
Natura Argentina (Argentina)

Naturaleza Tierra y Vida (Bolivia)
Naturaleza y Cultura Ecuador (Ecuador)
Naturaleza y Cultura Perú (Peru)
Naturaleza y Cultura Sierra Madre (Mexico)
Nature Kenya (Kenya)
Naturalia Comité para la Conservación de Especies Silvestres (Mexico)
Philippine Reef and Rainforest Conservation Foundation
Programme for Belize (Belize)
Reserva Ecológica de Guapiaçu (Brazil)
Viet Nature Conservation Centre (Vietnam)
Wildlife and Environmental Society of Zambia
Wildlife Trust of India (India)



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.



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