



WWF[®] World Wide Fund for Nature

Australia

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Dear Nature Lover,

Almost 1 in 4 Australian mammals are extinct, endangered or vulnerable.

In the past 200 years, half of the mammals lost to the world have been Australian.

Half of our forests and bush are gone forever. In some areas, 90 per cent of our native vegetation has been lost.

Our reefs and coastal areas are under threat, yet only 1 per cent of our marine environment is protected.

I'd hate to think - and I'm sure you would too - that one day you and I would have to explain to our children or grandchildren why, knowing what we know, we let so many of our unique animals and plants die out and so much of our remarkable environment be destroyed, without doing anything about it.

We must act now. In Australia and around the world some of our most loved creatures are, right now, on the verge of extinction:

- Less than 5,000 tigers still live in the wild. Tiger bones sell for up to \$1,200 a kilo, and a skin sells for \$5,000. Unless we continue our fight to protect them they could be extinct within 5 years.
- Fewer than 1,000 giant pandas still roam the wild, wiped out by poachers and the destruction of their habitat. They will only be saved if we continue to protect them.
- Whales are still hunted on the high seas under the guise of "scientific" whaling, directly contravening the moratorium. Some species, like the Blue Whale, have never recovered from hunting.
- Right here in Australia, only 20 or so of our own northern hairy nosed wombats remain. Only about 30 Gilbert's potoros still survive. The eastern quoll is in danger of extinction. Our Easter bilby is under threat.

Sadly, these are just a few examples amongst many.

That's why I'm writing to you today. If you support WWF, you will help build the most powerful force for nature that this country has ever seen.

For less than 40 cents a day with WWF, you can, without even leaving the comfort of your home, help save our vanishing species, our disappearing bush and our polluted beaches and waterways.

With your help we will:

- * Take action to save our vanishing species - like persuading the long line fishing industry to weight their lines so their bait sinks, or to fish at night, so that the albatross (which sees their baits, lying just below the surface, as an easy meal) isn't dragged through the ocean and drowned on a hook, rather than soaring gloriously through our southern skies.
- * Take practical steps to protect endangered Australian animals and plants. Steps which might be as simple as fencing to protect fairy penguins, rare tortoises or disappearing frogs, or as sophisticated as running programs of volunteers and researchers to monitor and protect rare potoroos, quolls and bilbies.
- * Encourage, persuade and convince our governments to protect our species and the places they live; so they take the bold actions that will mean you and I never have to look back on our generation and realise we did nothing to protect our heritage. Such actions by governments may include stopping pollution destroying our waterways and beaches. It may mean legislating to protect glorious wetlands swarming with birdlife, or for a reduction in pollution and greenhouse gas emissions, so that we don't destroy our oceans and the air we breathe.
- * Win important environmental battles, like our successful campaign to bring together the 26 nations that signed the Antarctic Treaty to preserve it from economic development. And like the recent campaign which led to the protection of Macquarie, Heard and MacDonalid islands south of Tasmania, which means that the wildlife there, including the fish and marine life, are now protected.

You can be part of this.

When you join WWF, you will join the world's most recognised and respected environment organisation. When the next major World Heritage Sites are listed, when the next environmental protection legislation is proclaimed, when we finally protect whales once and for all, you'll know that your contribution to WWF will have played a part.

As a WWF supporter, you'll receive our newsletter "Wildlife News" regularly:

- * You'll find out all about the latest campaigns, like how WWF and TRAFFIC (WWF's wildlife monitoring arm) are fighting the rising illegal trade in Australian animal and plant species. (Some people were smuggling out cockatoo eggs in specially adapted egg-pouch underwear. Other animals and birds are drugged, bound and gagged and then forced into tiny spaces like tubes or even the lining of clothes.)

- * You'll be fascinated to learn all about current environmental issues. You'll be able to explain to your friends and family what will happen if we don't take action on global warming, greenhouse emissions and pollution of our waterways.
- * You'll know what it will mean if we allow the world fisheries to be depleted, which species are most endangered and how, as a result of WWF's work with the fishing and forestry industries, you'll soon be able to choose fish and forest products that have been harvested from sustainable sources.
- * Children will enjoy the special children's features on particular issues or species.

If you support WWF, we'll also send you periodic alerts, to let you know of any crucial developments or urgent action needed.

Your support for WWF will make a big difference.

Twelve dollars a month - a bit less than 40 cents a day - from each person we write to would fund our vanishing species program for the next year.

Would you make a regular gift of 40 cents a day or more? If you could manage more, it will mean that we can do more, (and more quickly) to protect our unique species and the places they live.

To make it really easy you can choose to make your monthly, tax deductible gift to WWF direct from your credit card or bank account.

Your regular, automatic gift made this way saves administration, which means that even more of your donation will go direct to conservation.

And your regular support will mean our teams in the field will know that there are funds coming in that they can depend on when planning their campaigns.

If you entrust us with your support, my personal pledge to you in return is that I will listen to your views.

If, at any time, you have an important question, complaint or comment about the work of WWF, write to me at the address on this letter and I will personally respond. If it is urgent, call (02) 9281 5515 and ask for me. If I am not available, I promise I will call you right back when I am.

Australia is one of only 12 environmentally "mega-diverse" countries in the world. This means we have one of the most diverse and precious environments on the planet - and a special responsibility to protect it.

For that reason, your support for WWF will mainly be used right here in Australia, on saving our extraordinarily rich range of Australian plants and animals, protecting Australian bush and wetlands and campaigning for Australian parks and sanctuaries.

Your valuable support will be used in the most effective way possible.

Firstly, our approach is to research problems and identify practical solutions based on scientific understanding. Then priorities for using our precious support from donors like you are decided each year by our independent Scientific Advisory Committee.

Secondly, we have access to the back-up, expertise and experience of WWF around the world, now operating in more than 150 countries.

Third, we have our own trustees right here in Australia - eminent scientists like our President, Professor Alistair Gilmore, famous environmentalists like Vince Serventy and respected business people like John McIntosh, Chairman of the Advisory Board of Merrill Lynch Australasia.

Fourth, our accounts are audited every year by PricewaterhouseCoopers.

If every person who gets this letter makes even a small contribution, then together we will make real progress on saving our vanishing species and Australia's precious natural heritage.

In anticipation of your support, I have enclosed a WWF sticker featuring our internationally recognised panda logo, which symbolises WWF's commitment to endangered species everywhere. Please display it to show others that you care.

I know that you, like me, won't want to explain the loss of the albatross, the hairy-nosed wombat, the whale, the tiger or the panda to the next generation (or even to yourself), let alone the extinction of our local plants and other wildlife.

Please support WWF. You'll not only avoid having to explain the extinction of our precious species, you'll be able to proudly say that you helped save them.

Yours sincerely



Dr David Butcher
Chief Executive Officer

PS. For less than 40 cents a day (\$12 a month) tax deductible, you can support WWF and help save species like our own hairy-nosed wombat from extinction. Please join us - every new supporter means we can do more and adds to our influence with government and industry. The more you can give, the more we can do and the faster we can together get results.

P.P.S. Did you get more than one copy of this mailing? Or are you already a WWF supporter? If so, I apologise. We try hard to stop this happening, but sometimes the records contain two slightly different versions of your name and address. If you do get more than one letter, I'd be grateful if you could pass it on to someone else who cares about saving our environment. Thank you.

