

SUPPORTING GRASSROOTS CONSERVATION LEADERS TACKLING URGENT THREATS TO WILDLIFE IN DEVELOPING COUNTRIES



WE AIM TO

Find and fund effective local conservationists

from biodiversity-rich, resource-poor countries spearheading work to deliver lasting impact on the ground.

Support the scale-up of successful projects

based on science and community involvement.

Boost the national and international profile

of winners and encourage action to address the serious challenges facing biodiversity worldwide.

“THE WHITLEY FUND FOR NATURE IS UNIQUE. IT DOESN'T PUT ITS OWN PEOPLE ON THE GROUND BUT SEEKS OUT LOCAL LEADERS WHO ARE ALREADY SUCCEEDING. IT PUTS ITS MONEY WHERE IT REALLY COUNTS, WHERE EVERY PENNY COUNTS.”

Sir David Attenborough, WFN Trustee



“ONE OF THE MOST COST-EFFECTIVE AND DIRECT-IMPACT CHARITIES WORKING TO PROTECT THE ENVIRONMENT.”

HRH The Princess Royal, WFN Patron

THE WHITLEY AWARDS

We support wildlife conservationists through our flagship prizes, the Whitley Awards. These coveted Awards are won competitively following assessment by an expert academic panel and are worth £35,000 in project funding over one year. Often referred to as 'Green Oscars', the Awards are presented by our Patron, HRH The Princess Royal at an annual ceremony in London.

Winning a Whitley Award is not just about receiving financial support; we also provide media and speech training to enable winners to effectively communicate their work and inspire further philanthropic support. The winners join a network of more than 170 conservationists in 70 countries who share knowledge and ideas – working together to protect the planet.

THE WHITLEY GOLD AWARD

Each year a previous Whitley Award winner is selected to receive the Whitley Gold Award – worth £50,000 – in recognition of their outstanding contribution to conservation. Our Gold Award winners are international advocates for biodiversity with the passion and ambition to spread conservation messages to a wider audience.

CONTINUATION FUNDING

WFN enables previous Whitley Award winners to expand their successful conservation work through its Continuation Funding programme, offering further grants of up to £70,000 over two years. Often winners go on to become some of the most influential conservationists in their field, making a difference at both the grassroots and political level.



WHY WFN?

The world's most biodiverse countries are unfortunately some of the poorest and least able to support conservation efforts. Rather than flying in foreign experts, WFN believes that local conservationists are best placed to enact change and have a positive impact on the environment whilst working closely with communities. The conservationists we support understand local cultural and political sensitivities and have the desire and determination to protect wildlife in their home country for future generations. WFN focusses on harnessing this ambition and enabling these dynamic individuals to realise their conservation aims, increase their national and international profile and build the next generation of conservation leaders.

EXCELLENCE IN GRANT GIVING

OUR REPUTATION IS BASED ON:

- Attracting applications from individuals in remote locations where international funds are hardest to raise, most needed, and have the largest conservation impact.
- Using rigorous application screening involving an expert panel and international reference checks.
- Interviewing Whitley Award finalists before selecting winners, ensuring we know and trust the individuals to whom we give funds.
- Keeping overheads low: targeting over 85% of the donations we receive to be sent directly to projects, taking only what is vital for administration.
- Offering a scheme focused on long-term conservation benefit, not one-off grant giving.
- Maintaining close contact with our international winner network and providing on-going advice, collaboration and funding opportunities.

OUR IMPACT

- WFN's first Award winner in 1994, **Amanda Vincent**, initiated seahorse research and conservation in the wild. Since then her NGO, Project Seahorse, has developed into an international organisation working at all levels – from establishing over 30 community-managed marine reserves in the Philippines to changing seahorse trade policy in 175 countries.
- Snow leopard conservation has received an international boost thanks to Award winner **Charu Mishra**, who helped deliver a landmark global commitment from the governments of all 12 range countries to protect these big cats and their Asian habitat whilst recognising the importance of local communities to conservation.
- Protecting the pollinators that feed the world is the passion of Gold Award winner **Dino Martins**, who worked in partnership with government and local farmers to develop Kenya's first legislation to protect bees from harmful pesticides whilst improving yields.
- Award winner **Pablo Borboroglu**, is making a splash following the designation of Argentina's UNESCO Blue Patagonia Biosphere Reserve, an area the size of Belgium that will protect 40% of the global population of Magellanic penguins.

JOIN US

We are a cost-effective charity with a small London team, working to raise a minimum of £1 million a year. We are completely reliant on donations from individuals, trusts, foundations and corporations. The more we raise, the bigger impact we can have. To become a donor, read about the work of Whitley Award winners or to find out how to apply for a Whitley Award visit www.whitleyaward.org

TO DATE WE HAVE
GIVEN OVER £13M TO
MORE THAN 170
CONSERVATIONISTS
IN 70 COUNTRIES
AROUND THE
DEVELOPING WORLD

CONTACT WFN

+44 (0) 20 7221 9752
info@whitleyaward.org
www.whitleyaward.org
[@WhitleyAwards](https://twitter.com/WhitleyAwards)

Whitley Fund for Nature
110 Princedale Road
London, W11 4NH

Patron: HRH The Princess Royal
Trustees: Sir David Attenborough, Catherine Faulks,
Ian Lazarus, Francis Sullivan, Edward Whitley

Company limited by guarantee, No. 3968699, registered in
England and Wales. Registered office: Calder & Co.,
16 Charles II Street, London, SW1Y 4NW, UK.
Registered Charity Number 1081455

Samburu warriors: Shivani Bhalla. Orangutan: Craig Jones.
Hammerhead shark: Fred Buyle. Philippine eagle: Klaus Nigge.

