

At a glance

Certificate No: PCP-2005/0039

Registration

The Societies Registration Act, 1860 (Registration No. RP/1258/L/S/90/182) on 04 April, 1970 in Rawalpindi.

Major Programmes

WWF-P works for the conservation of the environment by addressing issues pertaining to forests, fresh water, marine eco-systems, endangered species, toxics and climate change.

Human Resource

Governing Body: 12 Members
Chairperson: Mian Altaf M. Saleem
Staff Strength: 215 (182 Males, 33 Females)

Area of Operation

Throughout Pakistan

Banks

Standard Chartered Bank, Muslim Commercial Bank, ABN Amro Bank, United Bank Ltd, Saudi Pak Commercial Bank Ltd. Lahore

Auditors

A. F. Ferguson & Co. Chartered Accountants, Lahore

Tax Status

Exempt U/S 2(36) of the Income Tax Ordinance, 2001

For Information and Donations

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Mission

To promote nature conservation and environmental protection for sustainable development in Pakistan



The Largest Environmental Conservation Organisation In Pakistan

Pakistan contains a diverse topography of geographical features, from the glaciers in the North to the deserts and mangroves in the South. The country is host to the great eco-system of the Indus valley. However, over the years this system has become increasingly fragile due to population growth and its associated demand for more land and water. Today, with Pakistan having one of the highest rates of deforestation in the world, WWF-P is indeed the need of the time. It serves as the largest wildlife conservation organisation in the country, with a staff of 215 people spread across its head-quarters in Lahore, 6 regional and 15 project offices. Within the worldwide WWF network, the Pakistan chapter has been the fastest to grow. Positioned in all regions of Pakistan, 30% of its operations are in areas designated by Government of Pakistan as difficult and hard to access.

Working Strategy

In Pakistan, WWF-P initiatives have focused on environmental conservation in response to the increased pace of degradation of the world's endangered habitats and species. WWF-P has identified a set of global priorities for its work. These priorities cover six globally important issues namely marine life, freshwater conservation, endangered species, climate change, toxics, and deforestation issues. Each issue has a programme assigned to it, and each programme has a set of defined targets to meet. These Global Programmes (GP) are the delivery mechanisms for WWF-P's work and are central to its mission.

Partnerships

From the Mangrove Ecosystem in Korangi to the mountain area conservation projects in the Northern Areas of Pakistan, WWF-P has worked on a wide variety of issues with a host of donor agencies such as the World Bank, European Union, Global Environmental Facility/UNDP, CHF and the Royal Netherlands Embassy (RNE). Campaigns to save the Indus dolphins and snow leopards have been initiated in Pakistan with financial support from other WWF offices around the world. WWF-P's

Achievements

The largest wildlife conservation organization in the country

Within the worldwide WWF network, the Pakistan chapter has been one of the fastest growing programmes

Certified by the Societe Generale de Surveillance (SGS) for compliance with ISO 14001 standards



corporate membership has also increased over the years. The famous study on the dying freshwater mangrove forests in Sindh was commissioned by Shell Pakistan. A programme for Environmental Research and Training was launched last year with LEAD-Pakistan and RNE as partners. Other corporate organisations involved with WWF-P include Unilever and Canon Traders.

Pre - emptying Needs

As a response to the development of the new port at Gawader, the Jiwani Conservation and Information Centre (JCIC) has been set up to raise awareness about the importance of the various habitats in the area. A Wetland Centre at Sands Pit, Karachi serves as an education and awareness raising centre with regard to the wetland eco-system.

Publications

Natura is WWF-P's quarterly magazine and covers a wide range of topics. *Vision* is another such publication that serves to update information for their corporate members and is published once a year. It entails interviews of various leaders of the business world who help WWF-P in their various conservation activities. Their annual report is a widely distributed publication which aims to update donors, corporate members, Government and NPOs on WWF-Ps projects and their yearly development. The report also serves as a vital information dissemination tool and is an effective way of appraising their performance. WWF-P established the Environment Data Resource Centre (ERDC) in 1992 to fill the critical gap created by the absence of information centres in these times of growing awareness. It is now widely being used by government organisations, NPOs and research institutions.

“ The well-being of people is inextricably linked to the health of our natural environment - the sooner we recognise this and change the way we live, the closer we will come to a happier and healthier life for us and our future generation ”



Mr. Ali Hassan Habib; Director General, WWF - P

Income and Sources of Funding (Rs.)

Sources of funds	2003	2004	2005
Self Generated	14,473,385	13,299,876	16,443,607
Donations - National	109,051,886	89,408,882	111,965,230
Donations International	12,428,932	14,237,322	15,706,471
Total	135,954,203	116,946,080	144,115,308