



YOUR LIVING LEGACY

A gift in your Will





PRESERVING NATURE'S BEAUTY: THE BATEMANS

AS ARTISTS, WE FEEL DEEPLY CONNECTED TO NATURE

Every photograph and painting we produce is a legacy of the world as we know it today — and we want that world to be intact for our children and grandchildren.

We are the air, we are the trees, we are the Earth. And when you think about it that way, it becomes so obvious how important it is to protect these natural resources.

We chose to remember WWF-Canada in our Will because it has a profile, it has leverage and it has impact around the world. We know our money will be used wisely to protect the environment.

A gift in our Will speaks to our shared passion for the environment. It sets an example for our family and generations to come. And it's the ultimate gift of a lifetime that the people we love will benefit from long after we're gone.

Robert Bateman - Birgit Freybe Bateman

YOUR LEGACY FOR THE PLANET

As we journey down our life's path, we inevitably ponder its meaning and our purpose. When it's all said and done, what will we leave behind? What positive imprint will we leave on the world? How will we be remembered?

Many of us consider our loved ones, or our children and grandchildren, to be an essential part of our legacy. Some of us will want to be remembered for our accomplishments, while some of us will want to be remembered for our character and goodwill. Most of us want to be known for making some positive difference, no matter how small, in the world.

Have you given thought to what your legacy will be?



Steve Morello / WWF

YOU ARE NATURE'S FUTURE

Imagine for a moment that you're standing in a forest surrounded by tall trees. The sunlight is breaking through the canopy as short bursts of wind make the leaves dance. The earthy smell of the damp soil fills the air.

In this moment, you find peace in the immensity of nature. You revel in the beauty of what nature gives us: sparkling water, towering trees and harmonious birdsong. You are mindful that we should not take this bounty for granted.

Now what if this were all taken away? What if the forest, mountains, rivers and oceans were no longer there for you to enjoy ... were no longer there for anyone to enjoy?

When you think about how you want to be remembered, have you thought about how you can shape the future of Canada's wildlife and wilderness? A gift in your Will to WWF-Canada offers you a powerful opportunity to build a legacy of conservation — a legacy that will be enjoyed

for generations to come. You can become one of the one million Canadians who have chosen to leave a charitable gift in their Will to causes they are passionate about.

You can support a living planet that extends from coast to coast to coast. Your kindness will be seen everywhere from the glistening ice of the Arctic tundra to the crashing waves of the Atlantic Ocean. By remembering WWF-Canada in your Will today, you can ensure that nature has a future.



Peter Ewins / WWF-Canada



Florian Schulz / WWF-Canada

A GIVING TRADITION

CAROLYNE'S STORY

As Carolyne Ferrand recovers from cancer treatment, she turns to nature for comfort and healing. "I love walking in the forest. It cures a headache better than any pill, and I treat it as a form of meditation," she says.

If she's having a bad day, Carolyne heads outside to walk through the Bois-des-Esprits forest, minutes from her home in Winnipeg. She considers nature the best medicine — the crunching of leaves or snow underfoot, seeing a startled deer leap by, listening to a robin sing from a nearby branch. Nature brings calm, a nurturing embrace and lifts her spirits.

Carolyne's respect for nature was instilled in her as a child. She grew up in a small, rural town outside of Winnipeg. Her parents would often whisk the kids away on camping trips. She's always loved the outdoors and the special bond it brought her family.

When she was diagnosed with cancer, Carolyne was directly confronted with her own mortality. Part of planning for the future, was planning for a future that perhaps wouldn't involve her.

As she got her affairs in order, Carolyne wanted to use her Will as an example for the people she cared about. "It's important for me to show my generation that we can do it, too. That we should be carrying on the tradition that our parents did and our grandparents did," she says.

After making monthly donations for more than 20 years to WWF-Canada, she felt that leaving a gift in her will was an obvious extension of her generosity. It brings Carolyne much comfort to know that when the time comes, she can continue to make as much of a difference as she currently does in life.



Frank Partridge / WWF-Canada



James Frankham / WWF-Canada

"I love walking in the forest. It cures a headache better than any pill, and I treat it as a form of meditation."

WRITE YOURSELF INTO THIS STORY

Every day, people just like you have left incredibly meaningful marks on our world through their generosity. When you think about how you want to be remembered, you can use this chance to leave an everlasting impression.

Your gift of a lifetime — a gift in your Will — can help reverse the decline of wildlife. You can address issues facing our climate, oceans, rivers and lakes.

ENDANGERED SPACES

You can protect nature's beauty

We have been able to ensure the conservation or sustainable management of an area more than four times the size of the United Kingdom. From places as diverse as Gwaii Haanas marine conservation area on the B.C. coast to Tallurutiup Imanga (Lancaster Sound) in the Arctic to the islands of Lake Superior to St. Anns Bank off Cape Breton: You can use a gift in your Will to take a stand against threats to nature's well-being.



**1 million
square
kilometres
conserved**

ENDANGERED SPECIES

You can ensure the diversity of life

Our world is populated by countless wildlife species, each with its own fascinating origins and habits. And we must allow these magnificent creatures to thrive. After decades of conservation efforts, peregrine falcons in Canada and giant pandas in China can no longer be considered endangered, wild tiger populations are growing for the first time in a century and swift foxes roam once again on the Prairies where they had previously vanished. These are just a few examples of meaningful changes your gift can create.



**Wild tiger
populations
on the rise**

CLIMATE CHANGE

You can build a better future

One in six species risks extinction due to climate change, which is why WWF is pioneering approaches to help Canada transition to 100 per cent habitat-friendly renewable energy by 2050. We are also working to move Arctic communities away from diesel and supporting tidal power generation in the Bay of Fundy. A gift in your Will can help slow the warming of the Earth, reduce deforestation, desertification, erosion and flooding, as well as diminish disastrous fossil fuel spills and deadly methane leaks to help ensure a sustainable future for generations to come.



**Pioneering
habitat-friendly
renewable energy**

A gift in your Will is an investment in conservation that changes the future for wildlife, habitats and people. People like you are securing nature's future through the ultimate gift.

SHAPING THE WORLD FOR MY CHILDREN

FERNANDO'S STORY



It was Fernando Spigarelli's northern Ontario upbringing that first brought him close to nature. Canoeing throughout the province, he developed an insatiable appetite for the natural sciences that led him to pursue geography and environmental studies in university.

He translated this passion into education, teaching for more than 30 years. Although he always promoted environmental awareness within his classroom, Fernando wanted to do more. He became a WWF-Canada supporter.

Following his retirement, Fernando has continued to raise awareness of climate change and other environmental issues.

It only made sense to translate his passion for nature into a lasting charitable gift.

So when it came time to write his Will, Fernando and his wife were in agreement. Making sure their children were cared for was equally important as supporting causes that they were passionate about.

By remembering WWF-Canada in his Will, Fernando knows he is leaving behind a sustainable legacy for future generations. He knows that all of us collectively have the power to make such a greater difference.



“I don't think people really understand how important the environment is to their health. I want to make sure I'm leaving a healthy world behind for my kids and grandkids.”



Mark Hobson / WWF-Canada



LASTING GIFT FOR A LIVING FUTURE

WE ARE ALL TOUCHED BY THE BEAUTY OF OUR NATURAL WORLD

Where were you when you first experienced nature? Perhaps it was seeing a turtle in a local pond, or picking dandelions alongside the road to make a flowered crown. Or perhaps, the first time your toes touched the ocean, or crawling into the fort you built behind your childhood home. Do you remember where you were?

At WWF-Canada, we are working to make sure this wonder is not lost.

When you think about the footprint you want to leave on this Earth, you have the means to preserve this very awe and delight that nature inspires for all time.

You can fight for species in peril and their habitats — forests and tundra, rivers and coral reefs — to safeguard their magnificence and guarantee their future. When you choose to remember WWF-Canada in your Will, you are creating a living future for nature and wildlife.

A gift in your Will to WWF-Canada is a gift of hope for future generations. It is a gift that will help protect our waters, our land and our people. It is your instrument to shield the planet so that those you love most can always have their breath taken away by nature's beauty.



Frank Panizgar / WWF-Canada

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As a young boy, I grew up in Whitedog Falls in northwestern Ontario. I had a Huckleberry Finn kind of childhood, scrambling around in the nearby bush, building forts, hiking and fishing. I spent a lot of time on the rocks and gravel bars of the English River.

Ten years after leaving, I returned home for a visit only to discover that my beloved home-river had been contaminated with mercury, leaving the Ojibway community in social and economic despair. This personal experience led to a lifelong career of environmental advocacy.

I have chosen to include a gift for WWF-Canada in my Will because I strongly believe in being a good ancestor. It is a natural extension of my commitment to always protect the beauty of nature.



Maya Ahmad
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Nature is my happy place. Some of my fondest memories come from life experiences in the great outdoors — moving with my family to the country just in time to celebrate my 6th birthday. Snorkeling by a sea turtle off the Indonesian coast. Kayaking in the Pacific Ocean only to be overwhelmed by the mere knowledge that whales were swimming nearby.

Since I was a young girl, I've been inspired by the work of WWF-Canada. My mom was a self-taught naturalist, birder, hiker and camper and I used to curl up beside her to read the WWF newsletter. I've always been a donor and it was a natural progression that I would come to volunteer and eventually come to work here. I enjoy hearing donor's stories, their connection to nature and helping them turn their wishes into the gifts they have been thinking about.

Like so many parents, I hope my sons will grow up to have the same rich experiences in nature that I have had. That's why I've chosen to remember WWF-Canada with a gift of life insurance.



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