

# SAVE AS YOU GIVE



**50**  
YEARS IN INDIA



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**Over the last 30 years,  
approximately 60 % - 70 %  
of the new diseases that  
emerged in humans had  
a zoonotic origin!**

We are in the midst of a global crisis. In a little over eight months, the COVID-19 pandemic has changed the world in unprecedented ways - affecting lives of millions of people and bringing the global economy to a standstill.

The COVID-19 outbreak has been determined as a zoonotic disease - meaning it originated from an animal.

# Restore the Balance of Nature

WWF India brings into spotlight the need to reverse our broken relationship with nature and bring an end to the illegal wildlife trade, before it is too late.

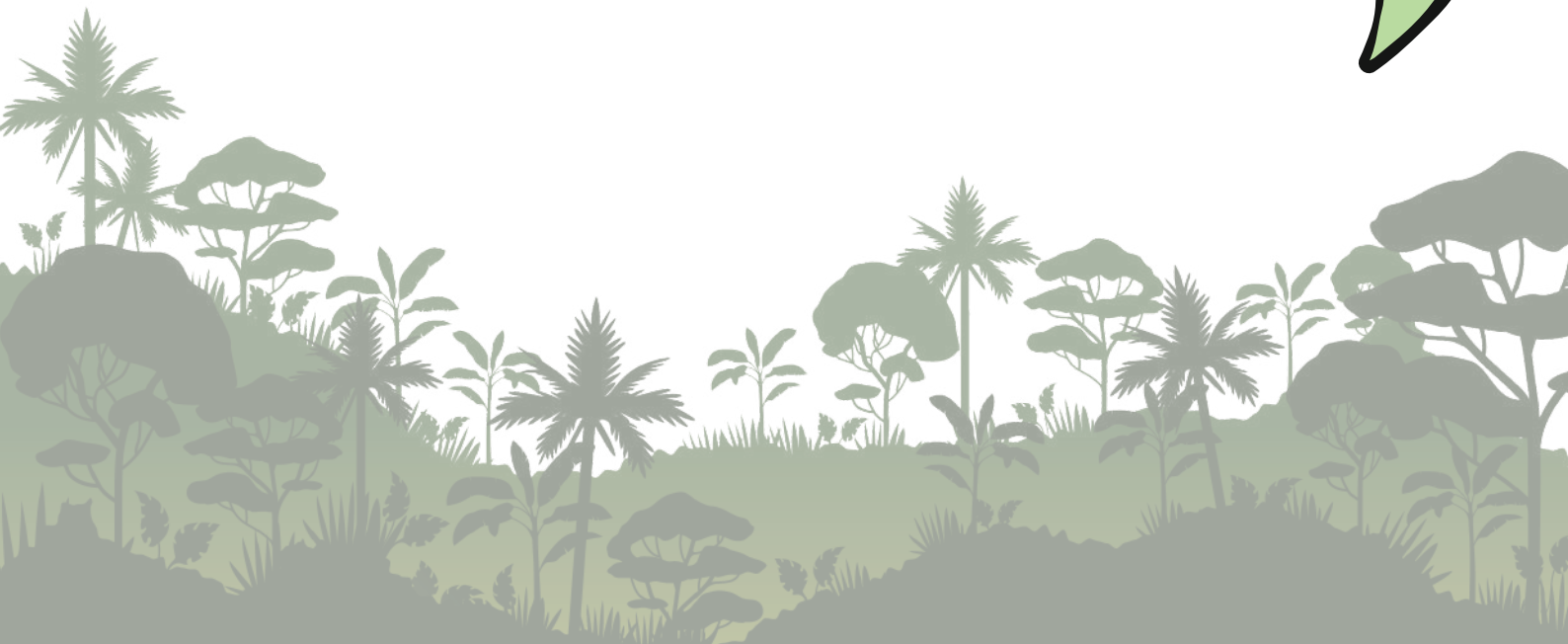
We are working tirelessly to protect our disappearing wildlife and stop this illicit trade in India. Not only that, at the heart of our conservation efforts local communities play a vital role. In response to the recent pandemic situation, WWF India has been providing support to vulnerable communities where we work. These communities living in remote parts of the country have been affected severely due to loss of livelihood options and less access to resources to keep them safe and healthy during these testing times.



## Why opt for WWF India's "One-4-Nature" workplace giving programme?

Keeping these large environment issues in mind, the One-4-Nature workplace giving programme is an effective way of making regular donations to WWF India and helping us to further our many conservation initiatives while helping communities rendered vulnerable as a result of the COVID-19 pandemic.

**WWF India relies almost entirely on the generosity of its supporters!**



# Your contribution will go a long way to



## Prevent illegal wildlife trade

Illegal wildlife trade has been identified as one of the key drivers of the COVID-19 crisis, globally. Support WWF India and TRAFFIC India's sniffer dog training programme to help curb growing wildlife crimes in our country. These dogs are deployed across India and trained to detect bone and skin of tigers and leopards, elephant tusk, bear bile, deer antlers and plant products like Red Sanders and Caterpillar Fungus. In the field, these dogs have adapted their sniffing skills to detect an array of additional wildlife parts and derivatives including deer meat, live birds, snakes, porcupines, turtles, tortoises and marine products.



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## Support protection of environmental ecosystems



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Support WWF India's conservation actions by helping us protect key wildlife corridors and secure the survival of iconic species. Your contribution will help us install camera traps along with various Forest Departments across varied and diverse habitats. These camera traps are useful in monitoring specific species and study increasing negative human-wildlife interactions. Overall, information gathered from camera trap images help conservationists in taking management and policy decisions.



## Support vulnerable communities affected by the crisis

The crisis has severely affected many forest fringe communities, farmers and fisher-folk from remote areas. Support WWF India's efforts to promote alternate livelihood options for these local communities and build long-term conservation actions to mitigate habitat loss and illegal wildlife trade in these regions.



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# Benefits for you

Simple way to give donations which are deducted from salary.



It's all organised by your Payroll Office so there's no upkeep or administration on your behalf.

Your donation is pre-tax so it will actually cost you less than the amount we receive from your payroll office.



Giving this way keeps our administration costs lower – meaning more of your gift goes directly towards protecting endangered wildlife and their habitats.

Donations can start, change or stop at any time.



Get regular conservation updates from the field and invites to exclusive WWF India webinars and events.

Contribute and get 10 % off on WWF India's conservation products.



Employees can claim tax benefits (80G) for contributions