

# The Whitley Fund for Nature

## Awards and Grants for International Nature Conservation



### Who we are

The **Whitley Fund for Nature (WFN)** is a UK registered charity offering a wide range of awards to outstanding nature conservation leaders around the world.

#### We aim to:

- source and fund the world's most dynamic conservation leaders
- support work rooted in good science which also emphasises the benefits of habitats to local communities
- fund pragmatic projects that have a long-lasting impact on the ground
- help winners to raise their profile, network and educate others
- work with winners to heighten public awareness of the serious problems facing ecosystems worldwide.

### How we do it

WFN celebrates effective national and regional conservation leaders through **Whitley Awards** of up to £30,000. The Awards are the result of a competitive process and of the Whitley Award Winners selected each year, one recipient goes on to also win the prestigious **Gold Award**, worth an additional £30,000. The **Whitley Awards Ceremony**, hosted by our patron **HRH The Princess Royal**, is held annually at the Royal Geographical Society.

### More than an award

As well as providing winners with significant financial support through Whitley Awards, we strive to accelerate

the career paths of recipients by helping them to raise their profile, **network and inspire** others. Many of our previous winners have been able to **scale up** their work from local to national and international level after winning their Whitley Award. We maintain close contact with our winners, doing all we can to ensure their conservation work is ongoing and **increasingly effective**.

### Funding when it is needed most

**Continuation Funding** of up to £30,000 is available for previous Award Winners who have proved themselves to be truly exceptional. When possible, we also offer **small grants** of £5,000 to £10,000 to team leaders who, though not yet advanced enough to win a full Whitley Award, show outstanding promise. In this way, we nurture the talent and passion of future leading conservationists whilst continuing to support the work of known stars.

### Help us do more:

WFN raises all the money it gives away. We need **your help** because demand for our funds greatly outstrips our current resources. Many of our supporters – whether individuals, trusts or corporations – choose to donate through us because we offer an efficient and proven method of transmitting charitable donations to where it is needed most in conservation. Once we have identified a Whitley Award Winner, we support them directly, taking as little as possible for our own administration and channelling as much as possible to their work on the ground.

**Visit us on our website [www.whitleyaward.org](http://www.whitleyaward.org) to learn how to become a donor.**

**"I think it's quite true to say that WFN is a very special organisation. It's small. It's very precisely focused... and so it is able to give its money where it really counts; where every penny counts."** WFN Trustee, Sir David Attenborough



[www.whitleyaward.org](http://www.whitleyaward.org)

# WFN

## WHITLEY FUND FOR NATURE

AWARDS AND GRANTS FOR INTERNATIONAL NATURE CONSERVATION



# 1994-2005

A decade of effective grassroots nature conservation

**“One of the most cost-effective and direct-impact charities working to protect the environment.”**

WFN Patron, HRH The Princess Royal

## We have earned our reputation by

- using rigorous methods of application screening and a **top academic panel** in combination with international reference checks.
- attracting applications from individuals in remote locations where international funds are hardest to raise, most needed, and make the **largest conservation impact**.
- ensuring as much of the donations received as possible goes **directly** to projects by keeping administrative overheads as low as possible.
- extensively interviewing our Whitley Award finalists before selecting winners, ensuring we **know and trust** the individuals to whom we give funds.
- supporting nature conservationists who are **nationals** of the countries where they

work, who are often best placed to bring about change and build capacity.

- offering an awards scheme conducive to creating genuine **long-term conservation benefits**, not one-off grant giving.
- raising the profile of winners and providing ongoing advice and support to enable projects to become **self-supporting**.
- stepping in where necessary to offer **Continuation Funding** to previous winners who have proved to be truly exceptional.

## Join us

Visit us on our website

[www.whitleyaward.org](http://www.whitleyaward.org) to learn how to become a donor, read more about previous Whitley Award Winners, or how to apply for a Whitley Award.

**1994** The first Whitley Award, worth £15,000, is administered in conjunction with the Royal Geographical Society.

**1998** The Rufford Foundation joins the Whitley Awards, sponsoring two major awards.

**1999** The Rufford Foundation and Whitley Awards scheme together establish The Rufford Small Grants to provide opportunities for early career conservationists. HRH The Princess Royal becomes Patron. Four major Whitley Awards are offered.

**2000** The Whitley Laing Foundation (WLF) is created as a stand-alone charity and home of the Whitley Awards.

**2001** WWF-UK sponsors a Whitley Award.

**2002** A new Whitley Award for bird conservation is launched following a three year sponsorship arrangement with the Studs Trust. Five major awards are offered in 2002.

**2003** WLF has grown and is able to offer significantly increased levels of Continuation Funding. The first 'Friends' Award is awarded following generous support from individuals.

**2004** The William Brake Charitable Trust sponsors a Whitley Award. WLF gives away an annual total of more than £1 million. In response to popularity and growth, The Rufford Small Grants are established as a separate awards scheme administered by The Rufford Maurice Laing Foundation.

**2005** The charity becomes The Whitley Fund for Nature. Sir David Attenborough and Catherine Faulks join as Trustees of WFN. Eight Whitley Awards are offered in 2005.

## Collaborative Organisations:

- HSBC
- The Rufford Maurice Laing Foundation
- The Sigrid Rausing Trust
- Sting and Trudie Styler via The Lake Foundation
- The Whitley Animal Protection Trust
- The William Brake Charitable Trust
- WWF-UK



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**Patron:** HRH The Princess Royal

**Trustees:** Sir David Attenborough CH FRS, Catherine Faulks, John Laing, Edward Whitley

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