

# 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 Whitley Awards and ongoing support to outstanding nature conservation leaders around the world.

### We aim to:

- source and fund the world's most dynamic conservation leaders
- support work founded on proven results and science that helps local communities directly benefit from healthy ecosystems
- 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 nature and biodiversity worldwide.

## How we do it

WFN celebrates effective local conservation leaders working in resource poor, biodiversity rich regions 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.

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**.

## More than an award

As well as providing winners with significant financial support through

## Funding when it is needed most

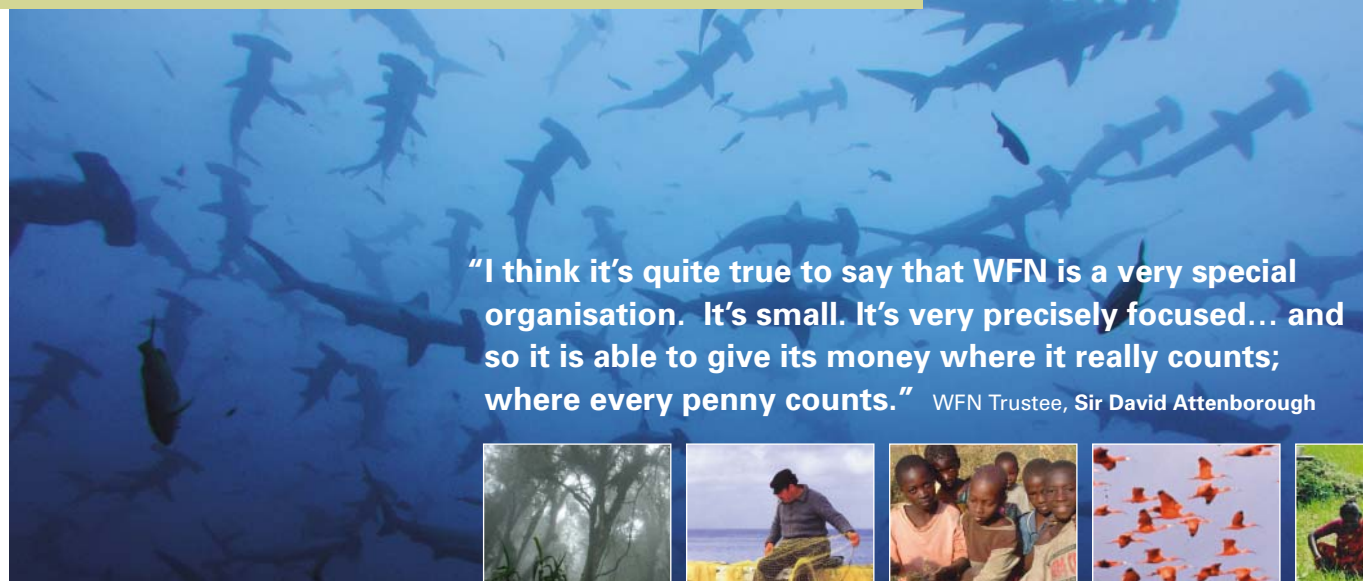
**Continuation Funding** of up to £60,000 over two years is available for previous Whitley Award Winners who have proven themselves to be truly exceptional. In this way, we enable the continued growth of projects where outstanding contributions to conservation are being made and creating lasting impact.

## Help us do more:

WFN raises all the money it gives in funding. We need **your help** because demand for our funds greatly outstrips our 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 from donations only what is vital for administration (never more than 15%, often a lot less) and channelling as much as possible directly 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

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



**"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



# WFN

## WHITLEY FUND FOR NATURE

AWARDS AND GRANTS FOR INTERNATIONAL NATURE CONSERVATION



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

WFN Patron, HRH The Princess Royal

£6 million  
to projects  
since 1994

The Whitley Awards have grown to become a coveted prize for effective conservation leadership

**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** 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 begins Whitley Award sponsorship

**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** WLF raises £1 million in a single year.

**2005** The charity becomes The Whitley Fund for Nature. Sir David Attenborough joins as trustee of WFN. Eight Whitley Awards are offered in 2005.

**2008** Two Whitley Gold Awards are presented to mark celebration of the 15th Anniversary of the Whitley Awards.

**2010** The total funding awarded by WFN since 1994 passes £6 million, supporting the work of over 100 conservationists in 65 countries.

## 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 go **directly** to projects by running a lightweight and efficient charity.
- 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**.
- building lasting relationships and offering **Continuation Funding** to previous winners who have proven 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 find out how to apply for a Whitley Award.

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



**WFN** 

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**Patron:** HRH The Princess Royal  
**Vice Patron** John Laing

**Trustees:** Sir David Attenborough CH FRS, Tim Dye, Catherine Faulks, Edward Whitley

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