## Contents

Patron's Message .................................................. 3
Incredible Journeys... .......................................... 5
A Passionate Vision ................................................ 6
Survival of the Tigers ............................................. 8
Small Wonders, Big Needs ..................................... 9
Earthly Goods ......................................................... 10
A Greener Landscape ............................................ 12
Living Waters ......................................................... 14
Balancing Act ........................................................ 19
A Band of Brothers ............................................... 22
The Man in the Van ............................................... 24
Environmentality: The Generation of Caring Citizens .... 26
A Green Partnership: Good for the Earth, Better for Business 28
Supporter Acknowledgements .................................. 32
Financial Report ...................................................... 36
WWF-Malaysia Governance .................................... 38
Man on a Mission ..................................................... 40

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Cover photo: ©WWF-Canon/Martin HARVEY
They once had a long distance relationship.

They used to be a Nokia.

Enlightening, isn’t it? To learn that parts of what used to keep the flame burning are now transformed into symbols of love. Through a recycling process, used Nokia phones and enhancements can be recycled to make many things, from hairdryers to cars. Even gold can be extracted in the process. Intriguing? Hardly, it’s just another small effort on our part to protect the environment. So next time you buy a new ring, you might just be reunited with your old Nokia.
PATRON’S MESSAGE

Over the last thirty years, planet Earth has lost one third of her natural resources. Malaysia, though recognised to be blessed with a magnificent natural heritage of flora and fauna, has depleted almost half its natural assets. Malaysia’s land surface which was once almost entirely covered with forest is now left with only fifty percent forest cover.

In making way for development, wildlife habitats in Malaysia and around the world have been destroyed, rendering many species of flora and fauna extinct and countless others endangered. Millions of years of natural evolution have been undone beyond repair in a matter of decades. Sadly this trend continues, and in some areas, at alarming levels.

The World Wide Fund for Nature globally monitors and intervenes in such unsustainable states of affairs on an ongoing basis. In its Malaysian chapter, WWF’s work has been very contributory and commendable. Apart from organising numerous conservation programs, WWF-Malaysia actively partakes in inculcating awareness and appreciation among the general public of the importance of protecting the planet’s natural environment. It is crucial that we recognise that ecological balance plays a major role in quality of life, and that nature is an invaluable resource for learning and discovery.

We each can play a part to support WWF’s mission of stopping and eventually reversing the degradation of our natural environment. I believe that an ever-increasing number of people, from non-governmental organisations to political and business leaders to ordinary citizens, are taking positive steps in this direction. It is the sum of our collective determination that will bring about real achievements in environmental management and conservation of wildlife in their natural habitats.

I thank all who have supported and who continue to support WWF’s endeavours. With this support, I am confident that this dynamic organisation will succeed in creating a sustainable and environmentally healthy Malaysia for future generations to inherit.

H.R.H SULTAN AZLAN MUHIBBUDDIN SHAH
SULTAN OF PERAK DARUL RIDZUAN

27 December 2005
Life is raw material.
We are artisans.
We can sculpt our existence into something beautiful, or debase it into ugliness.
It's in our hands.

Cathy Better
Incredible Journeys...

Sometimes all it takes is a moment. For in that split second, life flashes into existence. A chick takes its first flight. A plant flowers. A leaf falls. A new world is set in motion. And the world as you know it, is changed forever.

In that moment, Nature is crying out to be heard, discovered, but above all: Respected. Too often her cries go unheard. We forget that Nature, in its simplicity, is not just the snow-capped mountains or the rustic wilderness. Nature is here in our very own backyard. It’s the tropical forests that are as old as time. It’s in the tranquil waters basked in varied marine life. It's the iconic orang-utans and the colourful hornbills and the myriad of animals that we have grown to love.

Sometimes, all it takes to appreciate Nature is to see her with new eyes.

As custodians of the environment, WWF-Malaysia has embarked on a journey to safeguard Malaysia’s treasures for a better tomorrow. Ours is a long and arduous task that has only just begun.

Yet, our crusade is not without its beautiful moments. By sharing our adventures through some of Malaysia’s wildest and finest natural places, you’ll discover Malaysia in a new light. Regale on the sights, wonder at the beauty, but most of all, listen to the stories and learn what they have to reveal.

Perhaps yours will be a journey of self-discovery, of first encounters, or even of unprecedented exploration. Whichever it may be, let us journey well before life's little essentials are lost forever.
By building connections with people, we are able to share our vision and our hope to secure a living planet

Tan Sri Razali Ismail
President, WWF-Malaysia

A Passionate Vision

Our story is about kindling the flame. Of generating the spirit in others to save the environment. To spark the excitement and exhilaration for a better ecological future.

Since our conservation work began in 1972, we at WWF-Malaysia have worked tirelessly to awaken this passion. By building connections with people, we are able to share our vision and our hope to secure a living planet.

Our work is not just about nature itself. Often it involves people and communities, thus giving a human touch to the face of conservation.

As stories unfold and successes follow, there should also be time for reflection. Commitment is the foundation of a more sustainable future. Let us continue to build better relationships as we work together to accomplish our shared conservation goals.
Yesterday, you ate one of my cattle.
Can you comment on that?

Yes. It was delicious; thank you. I prefer venison,
but the deer seem to have vanished with the forest.

I apologise for that. But please, my cattle are not for you.

I don’t understand. You let your cattle wander.
Dinner practically walked into my mouth!

Well, I can’t keep them at the village all the time.
They need to graze!

Have you never heard of a schedule?
I usually work the night shift.

It’s funny, though, the village over the hill –
no one’s ever lost a cow before.

Oh, that one. I’ve been there. They house their cattle in these
enclosures I couldn’t get into. Not that I ever tried, of course.
The villagers even cleared the underbrush. There was absolutely
nowhere to hide. Two years without a single ambush. It was
absolute misery. I had to leave.

Only to move here, of course. Now the enclosures,
that’s interesting. How high did you say the fences were?

All I will say is I have no difficulty scaling walls 2 metres high.

I must admit, that’s rather impressive! It’s good we had this chat.

It’s been a pleasure. We’ll catch up sometime.

As we turn our forests into farms, tiger habitat gets smaller. Displaced and starving, tigers attack our livestock, or worse, us.
In return, we kill them. To resolve this conflict, HSBC and WWF-Malaysia are educating affected farmers on better livestock
management and tiger-proofing paddocks. Together, we can save the tiger from being killed just for trying to stay alive.

Development is inevitable. But if we make it environmentally sustainable, there’ll only be more for everyone in the future.
Survival of the Tigers

Set close to the forest fringes, villagers in Terengganu’s FELDA Jerangau Barat have had close encounters with Malayan tigers. On occasion, these encounters have resulted in the loss of livestock.

Tigers are totally protected by both local and national laws. While the villagers of FELDA Jerangau Barat respect the need to conserve tigers and other wildlife, this becomes secondary when their livelihoods are threatened.

With the dwindling number of tigers in Malaysia - it is estimated there are about 500 remaining in the country, down from 3,000 in the 1950s - it comes even more imperative to conserve the tigers.

Education has been an effective tool in conservation. WWF-Malaysia’s expertise and help from its partners such as the Department of Wildlife and National Parks (PERHILITAN) and FELDA Jerangau, these FELDA villagers have learnt to better manage their livestock. To understand the need to conserve tigers, the villagers have taken part in the educational programs provided by WWF-Malaysia.

When villagers no longer see tigers as pests that need to be exterminated, it gives the tigers a fighting chance to survive. Tigers can still be spotted sometimes in the village vicinity, but this seemingly simple paddocking approach to mitigate livestock predation has helped villagers keep their livestock numbers stable, decrease human-tiger conflict and create a community that cares for the animals.

Exciting progress came when among the project’s participants, WWF-Malaysia recorded a reduction in cattle kills from 58 in 2002 to just two in 2004. The Jerangau project was considered a success and with it as a base, WWF is now working with the authorities and communities in Jeli, Kelantan to develop its own model in managing human-tiger conflict. Funded by HSBC Bank, this hopefully can secure a future for the Malayan tiger.
How You Can Help

Community Outreach and Satellite Tracking of Hawksbill Turtles in Melaka
FY06 - Funds secured RM150,000
Needs - RM150,000
FY07 - RM300,000
FY08 - RM300,000

Your funds will help us track the species through satellite telemetry and computer mapping technology. We will chart their feeding, nesting, migration routes and foraging areas to determine how much land area they need to survive. Information gathered will also help trans-boundary cooperation and its further protection.

Saving the Wild Orang-Utans in Sabah
FY06 - RM290,000
FY07 - RM290,000
FY08 - RM290,000

Do you know that every adult orang-utan makes a new nest in tree crowns each day? Researchers can spot these nests from a helicopter and gather necessary data for its conservation. Over time, such surveys can also help ascertain types of forests critical to the orang-utans’ survival that need to be conserved.

Saving the Borneo Pygmy Elephants in Lower Kinabatangan
FY06 - RM240,000
FY07 - RM240,000

Satellite collar will be used to track the movement of some 120 wild elephants here, with the aim to reduce injury and death due to snares and intrusion into plantations. Data gathered will also help us create an awareness programme for its protection.

Small Wonders, Big Needs

They aimed and took shot. Their target: the Borneo pygmy elephants. And it’s all for a good cause: to shape a more promising future for Sabah’s placid pachyderms.

With the team of darters from Sabah Wildlife Department lending their expertise, researchers from WWF-Malaysia’s Asian Rhino & Elephant Action Strategy (AREAS) programme engaged in capturing five elephants and fitted them with radio-satellite collars. Ever since evidence emerged in 2003 that the elephants were a new subspecies, distinct from other Asian elephants, the spotlight has been on them and their conservation. With their survival under threat – losing their habitat through illegal logging, forest fires and commercial forest clearing – the tags are key to tracking the pachyderms’ movements and gaining a better understanding of their ecology.

Preliminary findings have already given WWF-Malaysia a front-row seat into these elephants’ behaviour. With complete data available in a year’s time, WWF-Malaysia hopes they can be used to build on the small pachyderm population (currently estimated to be around 1,600 individuals) before they vanish forever.

Meanwhile, another threatened species, the orang-utan, can also look to a more promising future. WWF-Malaysia’s efforts to sustain large-scale orang-utan habitat received a boost when the Sabah Foundation overturned an earlier decision to convert the Ulu Segama Forest Reserve into an oil palm plantation. Conserving Ulu Segama means the continuation of a thriving habitat for orang-utans and other species.
Earthly Goods

The stained hardwood two-seater garden bench looks just like any other bench, except for one distinguishable feature: it bears the logo of the Forest Stewardship Council (FSC). What's even more exciting is that this particular bench is sourced from a Malaysian garden furniture manufacturer – one of the few pioneer participants of WWF-Malaysia’s Malaysia Forest and Trade Network (MFTN) programme.

Formerly known as Kumpulan Khazanah Hijau, MFTN is the Malaysian chapter of the Global Forest and Trade Network (GFTN), and is a WWF initiative that promotes responsible forestry and purchasing. The FSC is an independent, non-governmental organisation developed to give the global green light for responsibly managed forests. With the world’s consumption of wood estimated at 1.6 billion cubic metres annually and little hope of decreasing, efforts to encourage Malaysian forest managers, processors and traders to adopt a more responsible forestry attitude is imperative.

For the last eight years, WWF-Malaysia, in partnership with state forestry departments, local communities and private companies, has been working on a two-fold mission. We actively engage wood traders and manufacturers to become part of a network to eliminate the use of illegally logged and traded products, while encouraging forest managers, especially in Sabah – where forestry is most active – to become MFTN participants and improve their forestry management.
Since 2003, MFTN has successfully secured participation from three local garden furniture manufacturers that now carry products sporting the FSC eco-label. This eco-labelling is seen not only as a way to speed up the adoption of more sustainable forestry practices, but also provides consumers with a choice to support wood products from well-managed forests. For forest managers, certifying their forests as “green” only echoes their commitment for good forestry practices with a goal towards sustainability.

As the market becomes increasingly aware of its social responsibility, companies with certification inadvertently get rewarded, too. WWF has been actively involved in supporting the FSC forest certification process in Malaysia over the last ten years. As one of the lead organisations, we are working with other stakeholders to establish the National Working Group and formulate a credible standard to be endorsed by the FSC for Malaysia’s forestry sector.

In the meantime, WWF-Malaysia, through the MFTN programme, will continue to provide technical support, funding, and programme guidance as we work with various state governments and partners to secure a better future for the Malaysian rainforests.
Imagine a network of protected areas inter-connected by forested corridors where an extraordinary diversity of life can thrive. WWF-Malaysia is sparking people’s imagination with the proposed Heart of Borneo programme that will conserve one of Southeast Asia’s largest and last tracts of pristine forests.

A collaboration of three governments – Malaysia, Brunei and Indonesia – Heart of Borneo covers a total area of 220,000sq km. WWF-Malaysia is working to assist the Malaysian government and NGOs to conserve this network of protected area in a sea of production forests. The tagline “Three Countries, One Conservation Vision” signals a deep commitment and grand vision the three governments have in protecting this last sizeable chunk of rainforest in the region.
Gunung Stong State Park
FY06 - Funds secured RM234,750
Needs - RM65,250
FY07 - RM300,000
FY08 - RM300,000

The Gunung Stong State Park is an area of outstanding natural beauty and conservation value. Help us support the Kelantan State Government’s efforts and commitment to gazette and establish the Gunung Stong State Park. As we prepare the groundwork for the park, your funds will help equip the park with a trained team of staff to oversee its successful management.

Strategic Conservation Policy
FY06 - Funds secured RM150,000
Needs - RM150,000
FY07 - RM300,000
FY08 - RM300,000

Funds will continue to support WWF-Malaysia’s policy and advocacy work that have traditionally provided the basis for addressing environmental issues in Malaysia.

Land-Use Planning Strategies, Peninsula Malaysia
FY06 - Funds secured
FY07 - RM200,000
FY08 - RM200,000

Is land utilised sustainably? Are environmentally sensitive areas protected and managed effectively? If these issues concern you, then help us as we advocate for sustainable land resource planning and management through the National Physical Plan.

Also in Borneo, the effort to protect forests that can maintain healthy native species got a positive boost with the re-gazettlement of the 26,000 hectare Kinabatangan Wildlife Sanctuary by the State Government of Sabah in August this year. This sanctuary was previously gazetted as a bird sanctuary under the Land Ordinance, but WWF-Malaysia was lobbying for its re-gazettlement so that the sanctuary comes under the purview of the Wildlife Enactment. Besides benefiting wildlife, the Kinabatangan basin also provides much of the water supply of eastern Sabah, and is a major tourist attraction.

Over in Peninsula Malaysia, the momentum continues with WWF-Malaysia’s conservation strategy in helping various state authorities to secure designated forests as national and state parks. We are assisting the Kelantan and Perak state governments to establish the Gunung Stong State Park and the Royal Belum State Park respectively. Management plans for the two areas will be drawn up to guide park authorities to manage these parks effectively. Towards this end, WWF will be setting up camera traps in the Royal Belum State Park to study the area’s wildlife.

Similarly, in Kedah, we are using our expertise and know-how to help the state government develop and promote appropriate nature tourism at its Ulu Muda Forest Reserve.

Improving the management of existing protected areas is another important strategy in biodiversity conservation. Together with the Ministry of Natural Resources and the Environment, WWF-Malaysia carried out an assessment of national and state parks in Malaysia, reviewing the strengths and weaknesses. The appraisal, which proposes ways to improve overall park management, may be the catalyst for better-managed protected landscapes in Malaysia.
A journey down the 560km Kinabatangan River – Malaysia’s second longest river – reveals a myriad of natural wonders. Upstream, trees lining the riverbanks look surreally serene, while the tranquil oxbow lakes downstream come alive with solitary Oriental darters and bands of feeding Proboscis monkeys. This is Sabah’s prime wildlife frontier – a basin rich in biodiversity and an important water catchment area. And it’s what has been keeping scientists and conservationists busy.

Their aim: to ensure the future of this unique freshwater habitat remains safe and intact.

For people and wildlife alike, freshwater means life, but this important resource is becoming scarce. Freshwater habitats are continually being altered by Man far faster than they are being restored.
So for the past year, WWF-Malaysia, together with the Department of Irrigation and Drainage (DID) Sabah as well as other agencies and partners, has been busy collecting and consolidating data, under the Integrated River Basin Management (IRBM) project, to seek improved management of our precious freshwater. Our research has brought us upstream and downstream – examining what lies in the river channels and analysing land activities within the basin. It’s a job that requires hard work and infinite patience, as everything affects the fragile balance of the ecosystem that eventually impacts our water resources.

Now, against all odds, those long, backbreaking hours will soon pay off. DID Sabah and WWF-Malaysia are now using the IRBM data to shape plans that will pay dividends for the Kinabatangan River basin and ensure that freshwater resources remain abundant.

What does this mean to the local communities? Neatly summed up, it means a living river, where tourism can be protected, fishing continues and the river as a mode of transportation maintained.
Complementing the IRBM project, the Kinabatangan floodplain in the lower section of the Kinabatangan river basin is also getting a helping hand from WWF-Malaysia's Partners for Wetlands programme (PW). Together with its partners, PW will restore the forest corridor along the Kinabatangan River so that isolated forest patches are linked to the Kinabatangan Wildlife Sanctuary. This will help conserve the area’s biodiversity and create a better functioning floodplain to regulate water flow and floodwaters.

Our vision for Kinabatangan includes getting private landowners, especially oil palm companies, to set aside lands for replanting of forest trees along the river while encouraging villagers in the Kinabatangan floodplain to cultivate and supply planting stock. We are also supporting the Sabah Wildlife Department to train local youths as future voluntary wildlife wardens. With their help, the department will be able to safeguard the wildlife sanctuary and secure future success stories for the area.

How You Can Help

Sustainable Management of Setiu Wetlands
FY06 - RM300,000
FY07 - RM300,000

The Setiu Wetlands play an important role as breeding ground for freshwater and marine fishes, and nesting for the critically endangered Painted terrapin. The local communities depend extensively on wetlands resources for their livelihood, particularly through fisheries. Your funds will aid the Terengganu State Government and us in developing a management framework for the Setiu Wetlands, including establishing a protected area within the wetlands, and promoting aquaculture and responsible ecotourism.

Water for Life
FY06 - Funds secured RM107,000
Needs - RM93,000
FY07 - RM200,000
FY08 - RM200,000

Freshwater means life. Help us in our work towards ensuring the sustainability of our water resources. Your donation will support us in addressing freshwater issues, and promoting sustainable water use and freshwater habitat conservation, both within Malaysia as well as at the regional and international levels.

Exhibition on Water and Wetlands, Kota Kinabalu City Bird Sanctuary
FY06 - RM300,000

What better way to feature the link between water and wetlands than through an interactive exhibition? Plans are underway for a state-of-the-art exhibition that would allow visitors to experience the wonders of wetlands and the many services they provide to people. Help us realise this vision for a permanent exhibition that will attract more than 10,000 visitors yearly.
Energy and materials, used safely and efficiently, are essential to the prosperity and growth of every country and region in the world. Sustaining and enhancing our quality of life depends on them.

BP’s role in Malaysia is to play a leading part in meeting these needs from solar power to lubricants and petrochemicals without damaging the environment.

You may be familiar already with our lubricants which are amongst the most technologically advanced in the world.

But we do much more than that. We are a major player in the petrochemical sector producing Ethylene/Polyethylene and Acetic Acid in joint-venture plants in Kertih and Purified Terephthalic Acid in Kuantan. These chemicals are used to make a diverse range of products such as food packaging, carrier bags, synthetic fibres, paints and medicines.

BP Solar is also one of the world’s leading solar energy companies. In Malaysia, we help to improve the lives and make a comfortable difference for those in remote areas by providing alternative energy through the use of solar panels.

A good business should be both competitively successful and a force for good. In BP, we have a commitment to make a real contribution to the communities in which we operate. Our programmes, which focus on the environment and science education, are carried out in partnership with government bodies, NGOs and the local community.

The Ma’Daerah Turtle Sanctuary, established in partnership with the Department of Fisheries and WWF-Malaysia in June 1999, is a long-term project to ensure the sustainable conservation of turtles. We are also involved in a partnership with the government, academia and NGOs to raise the profile of biodiversity in the country. We are proud to be the first private company in Malaysia to sign an MOU with CETDEM to take positive action in addressing the issue of climate change.

BP... going beyond petroleum for a better tomorrow.
Balancing Act

Norti Abbas remembers how, despite weathering storms, pirates and trappers in the waters of Bohey Dulang Island, her fisherman great-grandfather would never fail to bring home heavy loads of fish. Things are different today. With destructive cyanide and dynamite fishing widespread and warming of the oceans, Norti’s seeing less and less of the sea’s bounties.

Bohey Dulang is among the many islands off the Sabahan waters within the Tun Sakaran Marine Park, and part of the larger Sulu-Sulawesi Marine Ecoregion (SSME). The area is indeed a painter’s paradise. Crystal clear azure waters entice visitors with peeks into rainbow-coloured coral reefs and bustling schools of fish. The Sulu-Sulawesi Marine Ecoregion is also home to, among other marine denizens, five of the seven species of sea turtles in the world and 22 species of marine mammals.

But years of destructive fishing techniques, exposure to uncontrolled growing tourism industries and global climate change have compromised the sanctity of these underwater havens.

Responding to the urgency of this threat, WWF-Malaysia has joined our Indonesian and Philippine counterparts in an effort to safeguard the Sulu-Sulawesi Marine Ecoregion, restore depleted fish populations, prevent further habitat damage, and help the oceans recover from both natural and human pressures.
One of the ways we are doing this is by establishing marine protected areas as safe havens for biodiversity that will also enhance the livelihoods of the community living in and around them.

A significant victory came in 2004, when after 15 years of hard work and collaboration among Sabah Parks, the Marine Conservation Society and WWF-Malaysia, the Sabah State Government finally gazetted the Tun Sakaran Marine Park as a protected marine area.

At 350 sq km, it is the largest marine park in Sabah and a major gain for marine conservation in the Sulu-Sulawesi Marine Ecoregion programme, as it continues its journey to heal the marine web of life.

Importantly, the local communities too, are part of this web of life. Together with our project partners, government agencies and dedicated stakeholders, WWF-Malaysia has taken the initiative to involve the communities living in the park to protect their traditional livelihoods, allowing them access to fishing and aquaculture zones, farming seaweed and giant clams, in the park. Balancing the needs of local people has been a long-time hallmark of WWF. These efforts are expected to help fish stocks rebound in the closed area over time and nurture a growing community stake in caring for the waters.
Many more protective efforts are currently underway for the Sulu-Sulawesi Marine Ecoregion. WWF-Malaysia is moving onto a new phase of work in the Semporna area that has the highest concentration of coral reefs in Malaysia. Our progress towards this large-scale conservation effort would have been difficult without the generous support of our partners. Without a doubt, the future of the Sulu-Sulawesi Marine Ecoregion looks brighter due to the collaborative efforts of the region’s governments, local communities and the WWF network.

How You Can Help

Building Local Community Support for Tun Mustapha Marine Park
FY06 - RM300,000
FY07 - RM300,000
FY08 - RM300,000

Help us continue our work in the proposed Tun Mustapha Marine Park as we strive to protect the underwater treasures. Your funds will also help realise the aquaculture programme for the local community, and a long-term research and management programme for the park.

Nationwide Community-based Fisheries Certification
FY06 - RM150,000
FY07 - RM150,000

If you are concerned with overfishing and would like to buy fish that is harvested sustainably, then this programme will interest you. Your donation will help WWF-Malaysia, fishers and other stakeholders promote sustainable fishing practices among local communities through a certification programme. Certification will also help protect marine ecosystems while the eco-labelling gives you the choice to support healthy fisheries practices.
A Band of Brothers

Even in the twilight, the lure of the South China Sea is inviting. But today, it's not the sea that captures the locals' attention, but the laborious movement of a Green turtle nesting. The scene has been played numerous times since the Department of Fisheries, BP and WWF-Malaysia, turned the stretch of beach in Ma' Daerah into a turtle sanctuary. But tonight, something feels different.

Tonight, the people of Ma' Daerah know that in the years to come, they can look forward to safer and more protected landing sites. For now, against all odds, Ma' Daerah beach will soon be gazetted by the Terengganu State Government as a turtle sanctuary, while the nearby Bukit Labohian has been proposed as a State park. The route to having the sanctuary gazetted by the state government would not have been possible if not for the incredible inroads made by a group of dedicated locals aided by the relevant stakeholders.

Prompted by the abysmal number of turtle landings every year, locals from Kerteh, Kemasek and Paka grouped in 2004 to form MEKAR (Persatuan Khazanah Rakyat Ma' Daerah), a community body that aims to coordinate changes in turtle protection.

With assistance from WWF-Malaysia and funding from BP and Nokia, MEKAR is working to educate and inspire the locals' awareness on the plight of Terengganu's marine turtles, while participating in turtle conservation activities. WWF is lending our expertise to equip MEKAR with the necessary skills and knowledge to help them realise their conservation action plans, including the gazettement.
At the same time, another community group has been galvanised in the cool hills of Fraser’s Hills. After years of seeing tourists visit and leave Fraser’s by taking along their flora and fauna, the locals decided to get active. FRESH, or Fraser’s Hill Environmentally Sustainable Heritage, works with the support of WWF-Malaysia and funding from HSBC Bank, to protect and conserve the hill’s biodiversity. FRESH’s approach to turn Fraser’s Hill into a model for highland conservation takes up a variety of forms, including organising recycling activities for residents and readying itself to upgrade the popular Bishop’s Trail.

Today, FRESH is a registered body whose feedback is often valued as it creates a platform for constructive dialogue between the local community and the Pahang State Government in the formulation of development plans and implementation of environmental programmes and policies.

The two action groups are a testament of WWF-Malaysia’s winning formula in getting local communities involved in conservation efforts that benefit both people and nature. Small community-based strategies are always a good start, and magnified globally, are our best hope in effecting changes.
The Man in the Van

"Even after a decade, I can still remember him. It's the van, the man and how he first introduced me to the "Malaysian Superman" – the Malaysian flying lemur," Tan Yuen Lee recalls fondly. She has long left her schooling days and may not recall the name Lasal Asivatham, WWF-Malaysia's unofficial ambassador to the nation's schools, but she certainly remembers her first virtual rendezvous with nature.

For Lasal, as he's fondly known, being recognised on the streets by his "students" long after they've "graduated" gives him a sense of satisfaction. For the past 30 years, Lasal has brought nature to many Malaysian classrooms. As head of the WWF-Malaysia/Bata Mobile Education Unit – now known as Environment and You (E&Y) – it's his responsibility to bring wildlife and conservation adventure alive for kids. Since taking up the post, he has visited nearly 5,000 schools, played reality host to 1.4 million children, and watched with delight as the sponsored Bata shoes fly out of his van as treats when kids ace his nature quiz after his presentation.
While the van has changed (it’s the fourth since the unit was first established in 1975), the man and his message remain the same. Continuing WWF’s partnership with Bata Malaysia, Lasal works the rounds spreading the conservation message with love, passion and hope at creating conscientious conservationists for the next generation.

Meanwhile, the Environment and You project will see WWF becoming more pro-active in our efforts to create a “greener” generation within the next five years. Plans are under way to partner the Ministry of Education (MOE) to infuse environmental education into the current syllabus. The pilot project will see three schools in three states combine class work with field activities for a whole new take on environmental education. Within the project, WWF-Malaysia, together with various stakeholders and NGOs, will play an integral role in environmental education and assist the MOE in achieving full realisation of the Environmental Education (EE) programme in the National Education System.

### How You Can Help

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<thead>
<tr>
<th>Ma’Daerah Community Project</th>
<th>Environment and You</th>
<th>The Kota Kinabalu City Bird Sanctuary</th>
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<tbody>
<tr>
<td><strong>FY06</strong> - Funds secured RM160,000 Needs - RM140,000&lt;br&gt;FY07 - RM300,000&lt;br&gt;FY08 - RM300,000</td>
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Help the turtles triumph! Funds will be used to equip the local community with skills and knowledge to conserve the Green turtles of Ma’ Daerah and encourage a bigger comeback.

Your donation will help create an environmentally-conscious generation for the future. Environmental Education (EE) helps children understand the need to protect local ecosystems and natural resources, through responsible actions. The project is also supporting the introduction and ratification of an EE Policy within the National Education Policy by 2010.

It’s one of the few inner-city mangrove habitats in the world! This unique “outdoor classroom” is a great place for all to explore nature and take a breather from city stress. Your support for the development of a management and business plan can help ensure it continues for many generations to come.
Environmentality

The Generation of Caring Citizens

Conservation isn’t the business of a few people. It’s a matter that concerns every one of us. Building partnerships with the business world allows WWF-Malaysia to share the responsibility of protecting and conserving our wildlife for the future generation.

The awareness also motivates corporations to improve their environmental performance and contribution to local communities.

Donations made to WWF-Malaysia are literally our lifeblood. They are important gifts that allow our projects and activities to continue.

Our collaboration with Boh Plantations and Nokia allowed us to restore the habitat of the orang-utans in Blit, Lower Kinabatangan, while Toyota’s involvement with the Kota Kinabalu City Bird Sanctuary has helped turn the wetlands into a modern-day education centre. Partnering Shell Malaysia has allowed us to establish community-based ecotourism activities in Batu Puteh, Sabah.

In the coast of Terengganu, the groundwork has been successfully laid out for the gazettlement of Ma’ Daerah as a turtle sanctuary by the state government, mobilised in part by the local community. This would also not have been possible without the generosity of BP Asia Pacific (Malaysia), BP Petronas Acetyls, Ford and Nokia.

Funding from HSBC Bank has also helped in actively promoting biodiversity in Fraser’s Hill and towards protecting the Malayan tiger through the Tiger Project. We are also grateful for the continuous support of Bata Malaysia and Sunrise for allowing our Mobile Education Unit to traverse the nation’s schools and shape tomorrow’s future by spreading our green message.

In addition to monetary donations, others have contributed to our programme by making our work easier. They have donated their professional skills,
equipment and time, which allow us to concentrate on the bigger picture. The ease in which WWF-Malaysia operates is thanks to AC Nielsen, Big Tree Outdoor, Microsoft, RAPID KL, Royal Selangor and People Potential.

WWF-Malaysia’s effectiveness also depends on the large contribution we get from individual donors. We benefited greatly from the highly-generous personal contributions last year, and look forward to their continued and undivided support.

Thirteen projects costing a total of nearly RM2 million managed to be funded through the generosity of individual donors. And with more donors opting to provide sustainable funding through monthly pledges, the number of projects that can be initiated or sustained is expected to increase.

We are sincerely grateful for our long-standing relationships with our donors. Their ardent generosity is an affirmation of their confidence in our mission, and has inspired us to double our efforts as champions of the environment.

A Little Extra Help

A little could go a long way. And never is this truer than at WWF. Whenever and wherever you see our WWF-Malaysia representative – sign up as a WWF donor – your contribution goes direct to our conservation projects. We are grateful to those that have stepped forward to help us, and look forward to your continuous support and generosity in helping us realise our conservation work.
A Green Partnership: Good for the Earth, Better for Business

Over the years many corporate partners have helped WWF-Malaysia in our journey. Thanks to them we have managed to successfully run numerous conservation projects, and raise public awareness and appreciation for conservation.

Yet in a world where philanthropy is becoming more complex, we are inspired to design strategies to foster the most mutually beneficial corporate and community partnerships. Among them:

Licensing & Promotion: Partner the Panda
As one of the most-recognisable brands in the world, WWF offers a unique marketing opportunity for your products. Licensing with WWF means licensing with integrity. All potential licensing partnerships are assessed on the potential donor’s commitment to environmental improvement, and desire to enter into a long-term relationship with WWF.

A licensing partnership allows a brand to carry the Panda logo on a long-term basis. Our past collaboration includes the SBB EcoCard MasterCard and Charity Greeting Cards. Short-term promotional activities can also be considered, allowing the usage of the Panda logo through positive associations with a product or service. Examples of these promotions include the Nokia-WWF “Jungle Survival Kit”, DHL-WWF “Jumbo Family” and “Jumbo & Friends” soft toys.
Project Sponsorship: Conservation of wild species and wild places
Would your company be interested in saving the adorable orang-utan? Or perhaps help us save the Hawksbill turtles by funding our satellite tracking programme in Melaka? Your donation could help us protect these and many other wildlife and wild places. Yearly financial contribution to WWF's numerous conservation projects can ensure continuity and uninterrupted success.

Event Sponsorship: In the Spotlight
Our high-profile fundraising events such as the annual and hugely popular Canoe Race, WalkaHunt, Art For Nature and Golf For Nature capture the imagination of thousands of children, adults, families, schools and company employees nationwide.

The Canoe Race, for instance, is an excellent opportunity for employee participation and team-building. WalkaHunt is a hugely enjoyable public activity that combines fun and fundraising for nature conservation. Art for Nature, an annual charity art exhibition, allows beautiful, inspired pieces to further WWF-Malaysia's mission; while Golf For Nature, brings together golf enthusiasts as they raise money for WWF-Malaysia.
Corporate Philanthropy:
The essence of good citizenship
WWF relies upon the contributions made to us by the corporate sector to fund the numerous programmes needed to protect and conserve our natural world – which is why we should be delighted if you would support us in this task.

Your company can help by making a donation to WWF-Malaysia. There are many quick and simple ways to make that tax-deductible donation to us. Cheques can be paid to WWF-Malaysia.

We also welcome donations in kind. This method of giving is extremely valuable to us because we are able to make substantial cost savings on our resources. This, of course, ensures that even more of our funds – your donations – go directly towards our environmental work. Our sponsors vary in their endowments, from a RM275,000 software bequeathed to us by Microsoft Foundation Campaign to leadership and management development training by People Potential.

As you can see, there really is a huge opportunity to help WWF's vital work in many different ways. If you are interested to find out more on how your company can partner the Panda, kindly contact The Corporate Marketing Manager, WWF-Malaysia (03-7803 3772). Your support is very valuable to us and is greatly appreciated.

Eight-hour WWF Canoe Challenge

Kuala Lumpur's Taman Tasik Titiwangsa was a hive of activity last June as the WWF Canoe Challenge once again got underway. The annual event, held to raise funds for WWF-Malaysia's nature conservation efforts, successfully garnered RM80,000 by the end of the day.

This year, 14 teams took part. Joining the WWF-Malaysia team were HSBC Bank Malaysia Berhad with two teams, Astro-Animal Planet, Boh Plantations, Dumex, EO Malaysia, Kiwanis Club of Kuala Lumpur, Magnum Corporation, RAPID KL, Ricoh, Royal Selangor, S P Setia and Tractors Malaysia.

Each team of 20 rowers was required to go through a gruelling mystery challenge on every 10th loop. Any team that failed to solve the challenge was not allowed to proceed to the next round. At the end of the 8-hour relay, Team HSBC 1 successfully defended their championship, finishing first with 55 loops. Team Magnum was second with 53 loops, and Team WWF came in third with 52 loops.

Our gratitude to all our sponsors
Team Sponsors
1. Team HSBC I & II
2. Team Astro-Animal Planet
3. Team Boh
4. Team Dumex
5. Team EO Malaysia
6. Team Kiwanis Club of Kuala Lumpur
7. Team Magnum
8. Team Rapid KL
9. Team Ricoh
10. Team Royal Selangor
11. Team S P Setia
12. Team Tractors

Trophy Sponsor
- Royal Selangor International Sdn Bhd

T-shirt & Bag Sponsor
- Flow-Line Sdn Bhd

Goodie Bags Sponsors
- Socma Trading (M) Sdn Bhd (Smint & Cofitose)
- Chuan Sin Sdn Bhd (Spritzer)
We believe in giving children our best. Including Mother Nature’s.

Over the years, Dumex has undertaken various initiatives to help conserve what Mother Nature has given us.

In August 1995, with the support and contribution of Malaysians, Dumex and WWF-Malaysia set a world record for the longest 20-sen coin line measuring 55.63km and worth RM473,446.80 in aid of conservation.

Since then, Dumex has actively participated in the WWF Annual Flag Day, followed by the recent Dumex SMS Charity Campaign in support of WWF-Malaysia’s Environmental Education Programme, which generated positive response and raised RM10,000 in total.

In addition, the Dumex Environmental Management System is certified to the international ISO 14001 standards, which ensures Dumex produces quality nutritional products for expecting mums and children while caring for the environment we operate in.

As ‘Best Employer in Malaysia’ in 2003 and 2005, Dumex aims to help in building better people and also a better world.
Supporter Acknowledgements

Donations from July 2003 - June 2005

RM100,000 and above
Organisations
AECO Group
Bata Marketing Sdn Bhd
Boh Plantations Sdn Bhd
BP Asia Pacific (Malaysia) Sdn Bhd
BP Petronas Acetyl Sdn Bhd
British High Commission
Gamuda Berhad
GUS Charitable Trust
HSBC Bank Malaysia Berhad
Toyota Motor Corporation

RM50,000 and above
Organisations
Bank Negara Malaysia
Hijjas Kasturi Associates Sdn
Keindaran Nature Conservation Fund
Nokia Pte Ltd
Shell Malaysia Ltd

RM10,000 and above
Organisations
Bandar Utama City Centre Sdn Bhd
Ernst & Young
IKEA International
JA Russell & Co Sdn Bhd
Kasturi Technology Sdn Bhd
KDE Recreation Berhad
Malaysian Association of Tour & Travel
Nokia (M) Sdn Bhd
Ricoh (M) Sdn Bhd
Rimbun Dahan Sdn Bhd
Royal Netherlands Embassy
Sunrise Berhad
Yayasan Perlindungan Hidupan Liar
Malaysia

Individuals
Ms Claire Barnes
YBhg Dato’ Dr Mikaail Kavanagh
Abdullah
YBhg Datuk Janet Phoon Sau Ching
Dr Steve Wong

RM5,000 and above
Organisations
Association of British Women in Malaysia
Escotec Electronics Sdn Bhd
Eurofine (M) Sdn Bhd
Ford (M) Sdn Bhd
Kiwanis Club of Kota Kinabalu
Lee Foundation States of Malaya
Malaysian Airfare Cargo Sdn Bhd
Malaysian Water Partnership
The Tan Sri Tan Foundation
Treat Every Environment Special Sdn Bhd

Individuals
Mr Chung Swee Loong
En Hamidon Bin Abdullah
Mr Farouk Khan
Ms Irene Lee
Ms Lee Soo Soon
Ms Lee Ying
Mr Frank Ling
Mr Ng Sek San
En Pakhruddin Suleiman
YTM Dato’ Seri Tunku Puteri Intan Safinaz

RM1,000 and above
Organisations
Bosch Rexroth Sdn Bhd
Chee Wah Corp. Ltd
Chuan Sin Sdn Bhd
Colour Coil Industries
Continuum Sdn Bhd
Co-Team Logistics (M) Sdn Bhd
Diocese of Sabah
Federal Iron Works Sdn Bhd
Felida Agricultural Services Sdn Bhd
Foo Dental Surgery
Hap Seng Properties Development
Hard Rock Café Enterprise (M) Sdn Bhd
Hytex Garment
International Tropical Yoko PL
Kellam & Co Sdn Bhd
Kenedy, Burkill & Co Berhad
Khalid Aluminium Ind. Sdn Bhd
Kinabalu International School
Kolej Tsan Ku Ja’afar
Kuala Lumpur Kepong Berhad
Lions International
M.Lux (M) Sdn Bhd

Magnum Corporation Berhad
Pacific World Destination East
PBB Group Berhad
PE Research Sdn Bhd
Pen-Interconnect Sdn Bhd
Putrade Property Management Sdn Bhd
Royal & Sun Alliance Insurance (M) Sdn Bhd
Skrine
SM Maktab Sabah
Syarikat E.J. Motiwalla
Teo Soo Cheng Foundation
Travel Point Holidays Sdn Bhd
Tunku Putra International School
Universiti Islam Antarabanga Malaysia

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En Ab Rahman Othman
En Abed Bin Onn
Cik Abidah Binti Alip
Mr Abraham Mathew
Cik Ainon Binti Ali
Cik Ainon Mardhiyah Bt Shahidin
En Ali Siddik Bin Ampon
En Amaluddin Bin Mohd Rose
Ms Anne-Marie Armstrong
Cik Anisah Binti Che Ngah
Cik Ardena Binti Abdul Aziz
En Azhar Bin Embong
En Azli Bin Aziz
YBhg Datuk Azizan A Rahman
Mr Christopher Bain
Cik Bashirah Begum Binti Mobarak Ali
En Baszley Bee Bin Basrah Bee
Ms Beh Poi Luang
Mr Peter J Bucher
Mr Zarir J Cama
Mr Wong Hon Keong
Mr Wong Kar Mun
Ms Wong Suk Ming
Mr Wong Tziak Han
Mr Richard Wood
YBhg Datim Woon Ho Ching
Ms Yap Siew Geok
Mr Yap Weng On
Ms Susie Yeoh
Mr Yong Kee Fui
Mr Simon Yong Yoon Lim
Mr Yoong Chee Kong
Mr Yoong Kin Shan
Mr Yoong Nim Chee
Prof Dr Zaini Bin Hamzah
Cik Zaini Binti Chembee
En Zainul Rahim Mohd Zain
Cik Zaiton Ab. Rahman
Cik Zaleha Binti Ismail
Cik Zarah Binti Syed Ali

Funding from Aid Agencies, Government and WWF Network

ASEAN Regional Centre
Conservancy International Foundation
Danish International Development Agency (DANIDA)
Environmental Action Committee
Food & Agriculture Organization
Institut Penyelidikan Perhutanan
Malaysian Chamber of Commerce and Industry
PPS Cikanaga
Sabah Economic Development Corporation

Sabah Wildlife Department
Setiausaha Kerajaan Negeri Kedah
TRAFFIC International
United Nations Development Programme
United Nations Environment Programme
United States Department of the Interior, Fish and Wildlife Service
Wildlife Conservation
WWF Endangered Seas Programme
WWF Greater Mekong River Programme
WWF-Australia
WWF-Brazil
WWF-China
WWF-Germany
WWF-Hong Kong
WWF-Indonesia
WWF-International
WWF-Japan
WWF-Netherlands
WWF-Philippines
WWF-Sweden
WWF-Switzerland
WWF-United States
Yale University

Licensing and Promotions
Shanty Greetings (M) Sdn Bhd
Southern Bank Berhad

Global Partners
HSBC
GROTH AG
Lafarge
Nokia
Donations in kind from July 2003 - June 2005
Special thanks to the following individuals and organisations who have generously contributed their products and services as well as time and effort in organising events to raise funds and awareness for WWF

Organisations
1Utama Shopping Centre
7Eleven Convenience Shopping Sdn Bhd
ACNielsen (Malaysia) Sdn Bhd
Aktif Lifestyle Stores Sdn Bhd, Komtar
Aktif Lifestyle Stores Sdn Bhd, OUG
Aktif Lifestyle Stores Sdn Bhd, The Mall
Aktif Lifestyle Stores Sdn Bhd, Sunway Pyramid
Alamanda Putrajaya
Amcorp Mall
American Malaysian Chamber of Commerce
Amplang Park PUTRA LRT Station
Appco Sdn Bhd
Aria Shopping Centre
Avenue K
Bangsar Shopping Centre
BB Plaza
Beleradof Singapore Pte. Ltd. (Nivea)
Berjaya Megamall, Kuantan
Berjaya Times Square, Kuala Lumpur
Boh Plantations Sdn Bhd
Bukit Kiara Resort Bhd
Carrefour Malaysia (Magnificent Diaphrag Sdn Bhd)
Casa Mia Spa
Cascabel Cafe, Subang Jaya
Centre Point, Bandar Utama
Centre Point, Sabah
Cheras Leisure Mall
Chuan Sin Sdn Bhd
Cotra Enterprise Sdn Bhd
Danish Hydraulic Industries
Dewan Bandaraya Kota Kinabalu
DHL Worldwide Express Sdn Bhd
Digital Impressions Sdn Bhd
Drayton Bird, Crocker & Mano Sdn Bhd
Embassy of Brunei
Endah Parade
Environmental Action Committee Sabah
ERE Consulting Group Sdn Bhd
Excellent Combination Sdn Bhd
Exhibition Guide Sdn Bhd
F&N Coca Cola (M) Sdn Bhd
Fite Paper Takeo (M) Sdn Bhd
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FU Benjamin (M) Sdn Bhd
Foote, Cone & Belding Sdn Bhd
Forestry Department, Brunei Darussalam
Giant Hypermarket, Klungkung
Giant Hypermarket, Plentong
Giant Supermarket, USJ ( Dairy Farm
Giant Retail Sdn Bhd)
Golden Screen Cinema Sdn Bhd
Guinness Anchor Bhd
Hard Rock Cafe, KL
Hartamas Shopping Centre
HPL Marketing Sdn Bhd
HSBC Brunei Darussalam
IDS Services (M) Sdn Bhd
IOI Mall (Commercial Wings Sdn Bhd)
 Jabatan Bomba Daerah Larut Matang
Jabatan Pendidikan Negeri Perak
Jabatan Perhutanan Taiping
Jabatan Perikitan Negeri Perak
JapaMala Resort & Spa
Jaya Jusco Stores, 1-Utama
Jaya Jusco Stores, Klang
Jaya Jusco Stores, Mid-Valley Mega
J Eylül Marketing Sdn Bhd.
Jumbo Achievement Sdn Bhd
Karambunai Corp Bhd
Karambunai Resorts Golf Club
Kementerian Kesihatan Malaysia
Kelab Batu Belah
Kinabalu Daye Hotel
Kinabalu International School
KL Monorail
Kompleks PKNS, Shah Alam
Kota Kinabalu City Hall
Kyun Corporation Sdn Bhd
Lam Soon (M) Bhd
Le Proton LIMA Sdn Bhd
Legosan (Malaysia) Sdn Bhd
Lianas Cafe (Orchid Crystal Sdn Bhd)
Lions International
Loh Guan Lye Specialists Centre
Mahkota Parade
Maju Junction Mall
Malco Cash & Carry, Penang
Malaysian International Chamber of Commerce & Industry (MICCI)
Metropolitan TV Sdn Bhd
Mid Valley Megamall
Ministry of Industry and Primary Resources, Brunei Darussalam
MK Land
MPH Bookstores Sdn Bhd
Mutia Bura Beach Resort
Nestle Products Sdn Bhd
Nokia (M) Sdn Bhd
Orsett Computer Corporation
Orchard Garden Hotel, Brunei Darussalam
Pacific World Destination
Pan Pacific Construction Holdings Sdn Bhd
Pan West
Pelangi Management Berhad
People Potential Sdn Bhd
Perakakta Imprint Sdn Bhd
Perak's Cafe, KL (HPL Marketing Sdn Bhd)
Pertama Complex
Pine Resort
Plaza Shah Alam
Plaza Uncang Emas (UE3)
PLUS Expressway Berhad
Ramadi Niaga Sdn Bhd (The Body Shop)
RapidKL
Raslan Loong Advocates & Solicitors
Ricoh (Malaysia) Sdn Bhd
Rohito-Mentholatum (M) Sdn Bhd
Rotol Food-Chain (M) Sdn Bhd
Royal Brunei Airlines Sdn Bhd
Royal Selangor International Sdn Bhd
RTM
Sabah Travel Guide
Sabah Wildlife Department
Selangor Mall
Semasa Sentral Sdn Bhd
Semua Properties Sdn Bhd
Shangri-La Tanjung Aru Resort
Shimpanz Restoran (Nadi Alam Sdn Bhd.)
SLK Synergy Sdn Bhd
Sooma Trading
Sogo Pernas Department Store Sdn Bhd
Soulful Out Cafe Bar
South City Plaza
Sri Sutra Travel Sdn Bhd
Srixon Sports Asia
Starbucks Cafe, Penang
Subang Jaya Medical Centre Sdn Bhd
Subang Parade (Heckar Premier Sdn. Bhd)
Sungei Wang Plaza
Sunway Medical Centre Sdn Bhd
Sunway Pyramid Shopping Mall
SUR Konsult Sdn Bhd
Swat Club Sdn Bhd
T & T Corporation Sdn Bhd
Tamarin Restaurants
Tanjong Golden Village, Sunway Pyramid
Tasco Corporation
Tesco, Puchong
The Borneo Post
The Mall
The Mouth Restaurant, Kota Kinabalu
International Airport
Tourism Malaysia
UDA Mall
Vision Four Media Group
Visita Laser Sight, Phileo Damansara
Centre
Wetlands International - Malaysia Office
Whatz Brewing & Beauty Buzz
Wilson Sporting Goods (M) Sdn Bhd

Individuals
En Abdul Khalid Johari
En Amir Bin Idris
Ms Joanna Beasley
Ms Joyce Chia
Ms Betina Chua
YBhg Datin Fauziah Haron
Ms Laura Fan
Mzdori Fujita & Hikari Fujita
En Harris Mohammad
Mr & Mrs Hiljast Kasturi
Mr Law Yong Sein
Ms Kate Lim
Ms Maya Karin
En Mior Azamnin Bin Ali
Ms Sarah Moller & Family
Dr Noraini Abdullah
YBhg Dato' Seri Mohamad Azman Md Yusoff
PN Siti Aishah Sani
Ms Tan Lee Lam
Mr Warrick Ten
En Wan Loi
Ms Yeoh Bee Hong
Ms Yeoh Tijen Na

Our heartfelt thanks also to all donors and volunteers too many to mention here for their kind contributions.
## Financial Report

### Statement of Accounts: Income

<table>
<thead>
<tr>
<th></th>
<th>Unaudited 12 months to June 2005</th>
<th>12 months to June 2004</th>
<th>12 months to June 2003</th>
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<tbody>
<tr>
<td>Donations from Corporations</td>
<td>1,108,840</td>
<td>973,696</td>
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<td>Donations from Trusts &amp; Foundations</td>
<td>49,700</td>
<td>139,711</td>
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<tr>
<td>Donations/Legacies from Individuals</td>
<td>4,335,601</td>
<td>1,182,780</td>
<td>1,108,560</td>
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<tr>
<td>Government/Aid Agencies Grants</td>
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<td>2,502,081</td>
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<td>WWF Network Grants</td>
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<td>7,025,452</td>
<td>8,012,109</td>
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<td>Sale of Goods/Services/Royalties</td>
<td>118,721</td>
<td>100,972</td>
<td>124,151</td>
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<tr>
<td>Promotions &amp; Events</td>
<td>219,103</td>
<td>277,004</td>
<td>362,886</td>
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<td>Others</td>
<td>323,250</td>
<td>279,697</td>
<td>239,962</td>
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<td><strong>Total</strong></td>
<td><strong>14,395,706</strong></td>
<td><strong>11,123,921</strong></td>
<td><strong>13,096,211</strong></td>
</tr>
</tbody>
</table>

### Statement of Accounts: Expenditure

<table>
<thead>
<tr>
<th></th>
<th>Unaudited 12 months to June 2005</th>
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<th>12 months to June 2003</th>
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</thead>
<tbody>
<tr>
<td>Project expenditure including grants</td>
<td>12,110,721</td>
<td>9,894,229</td>
<td>8,480,994</td>
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<td>Operating expenditure</td>
<td>3,048,874</td>
<td>1,646,588</td>
<td>1,732,719</td>
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<td><strong>Total</strong></td>
<td><strong>15,159,595</strong></td>
<td><strong>11,540,817</strong></td>
<td><strong>10,213,713</strong></td>
</tr>
</tbody>
</table>
Use Colour. Use Ricoh.

Contact us today!

You may call Nishi at 1-800-88-7887 or fax your enquiries to 03-5569 7760 with your name and designation on your company’s letterhead.

All confirmed appointments with our representative will receive a surprise New Year gift.

Aficio 3224C / 3232C / 3228C / 3235C / 3245C / 3260C / 5560C.
WWF-Malaysia Governance

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Dato' Dr Mikail Kavanagh Abdullah*

National Programme Director
Dr Dionysius Sharma

Director of Support Operations
Mr Sudeep Mohandas

Director of Fundraising & Marketing
Ms Choon Bow Bow

Director of Special Projects
Mr Kevin Hiew Wai Phang

* Member of the Executive Committee. Note: All positions are shown as of 30th June 2005
Man on a Mission

A Tribute

Tengku Datuk Zainal Adlin bin Tengku Mahamood, known to everyone simply as Tengku Adlin, has a favourite saying “In the end, we will conserve only what we love. We will love only what we understand. We will understand only what we are taught.”

A self-made naturalist and native of Kelantan, Tengku Adlin first began his career as a pilot in the late fifties and early sixties before discovering a passion for nature and adventure. Following stints as Assistant District Officer and Assistant State Secretary in Kelantan in the mid-sixties, in 1968 he moved to Sabah, taking on the job of Chief Executive Officer of the Sabah State Housing Commission. Then, and perhaps most significantly, he became Deputy Director of the Sabah Foundation in 1974, a post that he held until retirement in 1996.

In his earlier years with Sabah Foundation, he always gave special support for the creation of conservation areas within the Foundation’s 100-year forest concession. His support within the Foundation was vital for the formal establishment of Danum Valley and Mallau Basin Conservation Areas. He took an active part in the initial management planning for both areas, in cooperation with the late Dr Clive Marsh, and was instrumental in the success of the first scientific expedition into the Mallau Basin by the Sabah Foundation with WWF-Malaysia in April 1988. Tengku has chaired the management committees for both areas. As new ideas emerged in the conservation scene, he lent support for such diverse initiatives as Sabah Nature Clubs (1982), and reduced impact logging and forest silviculture for absorption of carbon dioxide (1991), the latter in the early days before most of us had even heard of global warming.
Tengku Adlin has always had a special affinity with Mount Kinabalu, having climbed, flown over and photographed this unique natural wonder on countless occasions. He even pioneered a route that joins Kinabalu’s summit plateau with the eastern flanks of the mountain.

Tengku Adlin has never ceased to be active in a voluntary capacity in support of a variety of conservation efforts. He has been President of the Sabah Society, a Trustee of WWF-Malaysia, member of the Board of Trustees of WWF International, Chairman of Likas Wetlands Bird Sanctuary, Trustee of the Sabah Parks, Honorary Member of the Scientific Exploration Society, U.K, Chairman of the Outward Bound Trust (Sabah), a Member of the Sabah Heritage Council, and Honorary Vice President for Raleigh International (United Kingdom). He has taken part in expeditions not only on Mount Kinabalu and Maliau Basin, but also into the Crocker Range and other parts of Sabah, both inland and marine. The Sabah State Government appointed him Chairman of the Sabah Tourism Board in 2000, a role he has played with unrivalled vision and enthusiasm to this day.

For his inexhaustible contribution to nature and environment, Tengku Adlin has been acknowledged with many accolades and recognition, including the special tribute of having a new-found Rafflesia species named after him, the *Rafflesia tengku adlini*. He has also received the Langkawi Award that recognises Malaysians who have contributed significantly towards the betterment of the environment; and the Duke of Edinburgh Conservation Medal (Gold), the highest honour bestowed internationally by WWF.

Throughout his tenure as WWF-Malaysia Chairman, Tengku Adlin left important legacies in the area of environmental conservation. As conservation in this part of the world cannot be effective without the government’s support, Tengku Adlin’s personal influence – and the high esteem with which he is regarded – is often crucial in getting those right decisions made and actions taken. Most recently, Tengku Adlin has been instrumental in seeking to attract governmental interest in the Heart of Borneo initiative.

The list of Tengku Adlin’s accomplishments fills chapters in the history of Sabah and WWF-Malaysia’s environmental movements. In devoting his life to answer the call of conservation, this passionate environmentalist and community advocate has helped to guide and foster good ideas and right decisions both by NGOS and government. Future generations will be major beneficiaries of his willingness to take up the tough battles for the preservation of the earth.

Tengku steps down as WWF-Malaysia Chairman in 2006 after four very active years in the post. He will continue to inspire and work with WWF-Malaysia in his new role as a Vice-President Emeritus.
Our mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world’s biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

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