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WWF Malaysia staff jumping for the cause on the rooftop of the head office in Petaling Jaya
Picture: Frank Yung
Hope and the WWF mission

The headline of one of our campaign advertisements, which you will find inserted in this Review, reads: Introducing a subject almost unheard of in environmental discussions. Hope.

WWF Malaysia was founded in 1972. Twenty years on, we can testify that Hope is truly what distinguishes WWF Malaysia from many other environmental groups.

As you read this Annual Review, you will realise that Hope springs eternal in the work of WWF Malaysia.

We bring Hope when we help inculcate environmental awareness among school children.

We bring Hope when we devise conservation strategies to advise policy-makers that our natural heritage should not be destroyed in the pursuit of development.

We bring Hope when we support research to save the Malaysian peacock-闭环从 being edged out of its natural habitat and into the depressing annals of extinction.

You will read about all these and more as you turn the pages to follow. This Review, in the main, reports on our work for the financial year July 1990 to June 1991.

We are also taking advantage of the fact that 1992 is the 20th anniversary of WWF Malaysia to give you more information about ourselves -- from personality profiles of some of the people who make this organisation tick to a preview of some of our immediate future plans.

In fulfilling its mission, WWF Malaysia has always looked to concerned corporate citizens and other individuals to respond to its financial needs.

Over the years, the response has always been forthcoming. For the 12 months from June 1990, for example, donations from corporations touched a high of $532,373, representing 18.8 per cent of a record income of $2,835,504.

Our budget for the current financial year has been set at $3.8 million and we believe that with your whole-hearted support, this target can be achieved.

As usual, 80 per cent of our income is spent on conservation and education projects. The money that you donate for projects goes directly to those projects and we rely on our own earned income to support our fundraising and administrative costs.

This past year, like those before it, has seen more shocks for the environment, both at home and abroad. But it has also witnessed some good news -- a surfeit of interest and enthusiasm for the conservation cause shown by those in authority and the general public.

Interest in nature conservation and environmental issues has never been greater and, as a member of the world's leading nature conservation organisation, WWF Malaysia will be looking to join hands with fellow Malaysians in bringing to your attention the plight of the environment worldwide and at home.

This year is not only WWF Malaysia's 20th anniversary, but also the year when the Earth Summit -- the United Nations Conference on Environment and Development -- will be held in Brazil.

We do not yet know what will be decided at the Earth Summit, but it provides a unique opportunity for governments to agree on specific steps. The Earth's resources must be used sustainably, for all our sakes, and that means that all countries will need to work on their conservation programmes.

Malaysia is blessed with many wondrous and varied plants and animals, tiny insects and majestic mammals, fertile lowlands and rolling hills, spectacular beaches and incomparably clear waters teeming with marine life. But all these natural elements are under threat. The clock is ticking away and every second counts in the battle to preserve our natural heritage.

Hope is what keeps WWF Malaysia going. Our mission is not just to highlight the problems. It is also to work in partnership with all Malaysians to find the solutions to these problems. In this way, our very reasonable hopes for a secure existence, for a good standard of living, in harmony with nature, may be fulfilled. We hope you will join us.

Tan Sri Kadir
President

Prof Nordin Hasan
Chairman
A RIGHT ROYAL APPOINTMENT

The King is Patron

An important chapter in WWF Malaysia’s history was written last year when His Majesty Sultan Azlan Shah, The Yang di-Pertuan Agong, agreed to be our Patron.

The King’s decision was conveyed to a WWF delegation at an audience at the Istana Negara on Monday, October 28, 1991.

WWF Malaysia President, Tan Sri Khir Johari, who headed the delegation, describes the King’s appointment as an historic occasion.

“You are deeply honoured that His Majesty has consented to be our Patron,” he said. “WWF Malaysia was set up in 1972 but we have never had a Patron before. His Majesty’s appointment is a right royal boost for WWF Malaysia, coming at a time when more and more Malaysians are becoming aware of the need to protect the environment.”

During the 45-minute audience, the delegation briefed the King on the activities of WWF Malaysia and how the Fund has worked steadily in the past 19 years, providing scientific expertise and raising funds to further nature conservation and education efforts in Malaysia.

The King has the sole distinction of having held the highest judicial office in the country, that of Lord President, and now of holding the highest constitutional office, that of the Yang di-Pertuan Agong.

Since becoming King, His Majesty has not only fulfilled his constitutional role but also contributed his time and energy to a wide variety of organisations and causes, both at home and internationally.

He has a special interest in hockey and is president of both the Malaysian Hockey Federation and the Asian Hockey Federation as well as Vice-President of the International Hockey Federation (FIH).

His Majesty’s consent to be Patron of WWF Malaysia at a time when environmental issues are widely acknowledged to be critical augurs well for the future of WWF Malaysia.

His Majesty Sultan Azlan Shah with a copy of Wild Malaysia presented to him by WWF officials at Istana Negara on October 28 1991. From left: Rear Admiral (Rtd) Dato’ K Thanabalasingam (Trustee); Prof Mohd Nordin Hj Hasan (Chairman); Tan Sri Khir Johari (President); Tengku D Z Adlin (Trustee); and Dr Mikaail Kavanagh Abdullah (Executive Director)

CONSERVATION

Nature of Nature

There probably never was a time when human beings lived in perfect harmony with other species. As far as anybody knows, it has always been the nature of this world that different animals and plants compete with each other to propagate their own kind.

But the whole system has remained roughly in harmony, and has changed slowly enough over very, very long periods of time avoiding cataclysmic extinctions of large numbers of species within only a few thousands of years of each other.

Even the dinosaurs, which disappeared pretty quickly in relative terms, took millions of years to decline and die out after their heyday. And for the first million or so years that human beings have been on this planet, we have not had a vast impact on the wild species that we have hunted or domesticated. Until very recently, that is.

Now the situation is suddenly, utterly different. Human beings are wiping out animals and plants on a time scale that is so rapid that we can see species being wiped out, not just within historical time, but actually within our lifetimes. We are losing the biological diversity of this planet at a frightening rate.

And unless we do something about it, we are going to leave our children with a world in which many of the attrac-
CONSERVATION PROJECTS

WWF at work

During the past year, WWF Malaysia has been working on a number of projects which will help to conserve the flora and fauna of our country’s natural environment.

The Samunsam Wildlife Sanctuary lies at the western end of Sarawak. It was originally established in 1979 to provide a home for Borneo’s unique and endangered proboscis monkeys. But along with the monkeys, a whole community of natural plants and animals within a surprisingly rich diversity of forest types, from mangrove swamps to dry dipterocarps, was protected.

Proper management of the area requires precise scientific information — and you only get that with painstaking effort. So scientific officer Rajenathan Rajaratnam has spent the past year trekking and boating throughout almost every inch of the place, observing the ways in which the larger animals, especially the monkeys, use the land and the plants for their survival.

Rajan has documented the importance of not just the different parts of the sanctuary itself, but also the adjacent forest in places where there are resources (mainly food) that are vital to the survival of the wildlife within the sanctuary.

His work gives important help to the National Parks and Wildlife Office (NPWO) of the Sarawak Forest Department in its job of deciding what to recommend to the State Government for the protection of areas around the sanctuary.

Without this information, the government would not know which extra parts of forest to protect, and the future of the wildlife in the sanctuary would not be as secure as it is meant to be.

Since its beginnings in 1972, WWF Malaysia has built up a solid reputation for its careful scientific work. Currently, the Fund has 30 scientists working in its Conservation Department while supporting the work of scientists in other organisations.

The work carried out varies from the almost pure research of biologists like Rajan to the policy side that is the implementation of such work.

On the research side, there is, for example, trainee scientific officer, Dionysius Sharma. Dino was thrown in at the deep end of conservation biology when he was sent to the Lower Kinabatangan area of eastern Sabah, a swampy land of meandering rivers, ox-bow lakes and seasonally flooded forests.

He spent a year gathering data on wildlife that will help in the establishment of a State Park in the area. This project was carried out in partnership with the Sabah Wildlife Department and scientists of Wildlife Conservation International (WCI), an arm of the New York Zoological Society. Dino, like Rajan, is currently analysing his results and writing his reports.

At the other end of the scale, senior scientific officer Ishak Ariffin has the rather less glamorous task of helping the governments of Peninsular States to implement Conservation Strategies that have been drawn up since 1981 in a major collaborative effort between WWF and those States.

Conservation Strategies are like master plans, but they concentrate on taking a cross-sectoral look at how nature, natural resources and the environment can be managed for use in a sustainable fashion.
Some of these Strategies are huge, multi-volume documents and even though the States are involved in their production, it is not enough for WWF Malaysia just to work on them and then walk away to the next State.

The Fund is committed to helping in their implementation, so Ishak commutes around the peninsula, providing advice and suggestions based on his expert familiarity with the topic.

Likewise, senior scientific officer Alias Abdul Jalil gets around the whole country in his job on forest conservation. A forester himself, Alias has spent more than a year now with WWF Malaysia, compiling information for the Fund’s scientific forestry database and guiding our efforts into the most effective channels for forest conservation.

He is also our link with the International Tropical Timber Organisation and recently attended a meeting in Japan as a member of the official Malaysian Government delegation.

Also working on forestry issues is Universiti Kebangsaan Malaysia Ph.D. candidate, Zainuddin Dahaban. In collaboration with both NPWO and WCI, he has been carefully collecting information on the actual effects of logging on wildlife.

When his report is ready, it will put aside the emotions on this issue and provide detailed information that the authorities can use to regulate specific aspects of logging for the benefit of wildlife conservation.

Zainuddin is by no means the only person from a Malaysian university to be working on a WWF Malaysia grant. The Fund sponsors projects at Universiti Malaya’s Asian Wetland Bureau, including a team effort on rare and threatened wetland plant species.

This work documents those plants that have economic or practical values to the communities that live around the wetlands. It has documented a huge amount of new information on such plants and is now at the phase of looking at the links between the values of the plants, their conservation needs and management options.

WWF Malaysia has even been able to help an organisation that is as well established as the Forest Research Institute Malaysia. FRIM botanist Saw Leng Guan is working on something that will be of direct interest to many Malaysians.

He is trying to help save wild and traditionally cultivated varieties of native fruit trees by recording the localities where they occur and also by bringing back seeds for cultivation at FRIM itself.

WWF Malaysia holds a unique position among Malaysian private conservation organisations. We provide a tremendous array of technical expertise, advice and other assistance to the Government at State and Federal levels to help the authorities implement agreed conservation goals. We do this because the work is important and we know that we can make a difference.

It is not enough to assume that it is somebody else’s business, or to criticise where we can perceive shortcomings in the work of those with the legal responsibility for conserving our animals and plants.

We mobilise constructive action. But it cannot be done without the necessary finances. So you, the reader, can mobilise your constructive action by giving as much as you can to support this and the other elements of our work.
"My job is to convince the government people about the importance of conservation and environmental matters. This is very difficult because once you think you have succeeded with one of them, he or she gets transferred and you have to start all over again," he says.

But Ishak is not put off by the difficulty of his mission. "I think Ishak takes it all in stride because he feels so strongly about what he is doing," observes a colleague. "He has been with us for more than four years and he still has the same boyish looks. Obviously he has not been aged by the frustrations of his work!"

Ishak has been working on his own for most of the time since the project began but in September 1991, he was joined by Daria.

Daria, a top student at Universiti Malaya, shares his convictions. A vegetarian, this bright lass feels she has a lot to learn about the job.

'I am very happy to work with Ishak. In the initial stages, I helped him mainly in the office but now I am starting to join him on his outstation trips where we get to meet a lot of different people,' she says.

'I think there is a growing awareness of conservation in this country but it is still very important for us to reach out to as many people as possible.'

With more conservation strategies being formulated and more environmental issues coming out by the day, it appears that this is one WWF Malaysia project that will not have a final date of completion.

A combination of youth, vigour and optimism is important. And WWF has found plenty of that in Ishak and Daria.

**SMALL GRANTS**

**Boost for the grass roots**

Carolyn Lim, education officer with the Malayan Nature Society, remembers a game called The Sleeping Miser which she played for the first time at the Bako National Park in Sarawak.

'The game makes our hearing more acute and teaches us to move about quietly. These skills are necessary to fully appreciate the rich bird life in the park,' she recalls.

'Believe me, after this exercise, birdwatching was never quite the same.'

Carolyn's visit to Bako and to the Sabah Nature Club in Kota Kinabalu was made possible by a grant from WWF Malaysia under its Small Grants for Malaysian NGOs Programme.

The programme, launched in March 1991 with a generous donation from the John D. and Catherine T. MacArthur Foundation (Please see Page 11), aims at supporting the growth of grass roots, conservation NGOs that have the ability or the potential to channel public conservation awareness and concerns into constructive action.

The grant to Carolyn was to help her gain experience for her work as education officer at MNS, especially with regard to the society’s Nature Club project. Now Carolyn is happily spreading her know-how on nature clubs to 12 schools in the Klang Valley.

Dr Mikail Kavanagh Abdullah, who as Executive Director administers the programme, says an important aspect of the disbursement of such funds is the speed they are processed and the lack of red tape.

'We realise that some things won't wait and we are always quick to respond to an emergency,' he says.

This is best illustrated by a grant given to the Malaysian Zoological Society to fly in an expert from the Rotterdam Zoo, Ms Cathy King, to study a peculiar problem which the Zoo had with its Milky stork project.

In both the 1989 and 1990 breeding seasons, about 40 per cent of the chicks developed a rickets-like condition, giving them deformed legs. This was one puzzle the Zoo wanted to solve.
After failing to raise the required $3,000 for Ms King’s air fare, Zoo Negara’s Curator of Birds, Tunku Mohd Nazim Yaacob turned to WWF.

As he put it in his letter: ‘The matter is a bit urgent as the first two eggs pipped today and should be hatched tomorrow. I have another 9 eggs in the incubator which are due in the next 10 days and outside in the breeding cage, three pairs are sitting on their second clutch. Arguments in favour: international cooperation for conservation; importation of technology in the Third World; I need the help.’

WWF’s quick response allowed Ms King to fly in immediately to review the records and assist in the current hatching. And the Zoo now has more scientific evidence to proceed.

Another programme developed with assistance from the MacArthur Foundation and also operated in like manner is that of the Malaysian Travel Grants Programme.

WWF has long realised that sometimes senior officers of government departments or NGOs cannot attend conservation-related conferences or meetings because they cannot get part or all of the necessary funds.

This programme aims at meeting such financial shortfalls especially when the presence of these individuals will make an important difference to conservation in Malaysia.

Among the individuals sponsored under this programme were:

Encik Mohamed Zakaria Hussin of the Danum Valley Field Centre in Sabah who was given a grant to attend a prestigious Royal Society Meeting in London on ‘Tropical Rain Forest: Disturbance and Recovery.’

Encik Muhammad Akhir Othman, then Chairman of the Kuala Selangor Nature Park Development Committee, to attend the Coastal Zone 1991 Conference in Long Beach, California; and

Mr Francis Gombak, a wildlife officer with the National Parks and Wildlife Office of the Sarawak Forestry Department to attend a study tour in London on management of certain species.

These two programmes have been launched with funds from the MacArthur Foundation, plus additional input from WWF Malaysia’s own general funds.

To keep them going, it is essential that money continues to be allocated, so WWF is actively seeking the necessary donations.

And, as the above examples show, small sums go a long way.

### INCOME - 1989 (M$)

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<thead>
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<th>Source</th>
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<td>Panda Portfolio (50 sets)</td>
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<td>Canada Fund (Project MYS 151/89)</td>
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<td>Nestlé (Project MYS 155/89)</td>
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<td>Income from sale of turtle items: T-shirts, buttons, keychains etc.</td>
<td>5,000</td>
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<tr>
<td>Turtle Stamp Issue</td>
<td>7,500</td>
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<tr>
<td>WWF International (Project 3868)</td>
<td>100,282</td>
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<td>WWF US (Project 3868)</td>
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<td><strong>Total</strong></td>
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### INCOME - 1990

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<tr>
<td>Bahai</td>
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<td>YMCA</td>
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### INCOME - 1991

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<td>BP (Project MYS 214/91)</td>
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**TOTAL INCOME 1989 - 1991** 516,302


**Malaysian turtle power**

Having read the article about the efforts to save the turtles in Terengganu... I would like to know more about these turtles and how I may help save them.

Saya berminat untuk mengetahui lebih mendalam lagi hal-hal kehidupan haiwan-haiwan baik di darat atau di lautan. Harap pihak tuan dapat memberi kerjasama.

What are the steps taken by WWF (other than fundraising) to help save Malaysian turtles and tortoises? How do you plan to spend [the targeted “Save the Turtles” campaign fund of M$600,000 over the next two years? How can I contribute... to save our Malaysian/mankind’s heritage of turtles and tortoises?

Malaysians who sent us letters like these during our two-year campaign to "Save the Turtles" have indeed helped to turn the tide of depressing news on the four unique species of turtles which swim in our waters and nest on our beaches. The public, we discovered, would not turn a page and kill a turtle.

Where once the public might have been accused of being apathetic, Malaysians from all walks of life have now shown we do care for creatures which cannot speak or help themselves. Individual Malaysians contributed close to $80,000. Corporations, foreign governments, organisations, and our own government contributed generously as well, bringing our total funds for the entire campaign to $516,302.

As our charts indicate, funds were channelled to a range of projects, from a study and formulation of a national plan for the conservation of Malaysian sea turtles to the creation and distribution of an informative turtle poster to schools nationwide.

Since sea turtle hatchlings which emerge from nests on our beaches swim out to sea and do not return to our shores again for the next twenty to twenty-five years, it is impossible now to assess the actual contribution our efforts have made to their population numbers.

Awareness of their threatened existence has increased amongst the public, and the leatherback eggs themselves have a better chance of actually hatching now the Terengganu State Government is enforcing a law banning the consumption of leatherback turtle eggs and has increased the number of all sea turtle eggs planted. Melaka’s marine turtles hatchery has also contributed to ensuring many more hatchlings find their way to the ocean for their long journey through waters around the world.

Although we cannot yet assess the actual difference our efforts have made to sea turtle populations, the reality of Malaysians’ concern for our wildlife is evident. The “Save the Turtles” campaign is the largest fundraising effort WWF Malaysia has embarked on to date and the public response to the cause has been heartening.

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**ALLOCATIONS - 1989**

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<td>3868</td>
<td>Malaysian Sea Turtle Conservation: National Planning</td>
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<td>151/89</td>
<td>Model Turtle Sanctuary</td>
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<td>155/89</td>
<td>Turtle Chart for Schools</td>
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<td>157/89</td>
<td>Sea Turtle Awareness Campaign</td>
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Total: 310,353

**ALLOCATIONS 1990**

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<td>167/90</td>
<td>Model Turtle Sanctuary Year 2</td>
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<td>168/90</td>
<td>Terengganu Sea Turtle Conservation</td>
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<td>178/90</td>
<td>Sea Turtle Awareness Campaign Year 2</td>
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<td>179/90</td>
<td>Turtle Tagging Scheme</td>
<td>2,980</td>
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<td>180/90</td>
<td>Management of Marine Turtles Hatchery in Melaka</td>
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Total: 270,602

**ALLOCATIONS - 1991**

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<tr>
<td>207/91</td>
<td>Management of Marine Turtles Hatchery in Melaka Year 2</td>
<td>5,000</td>
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<tr>
<td>214/91</td>
<td>Study of Turtle Nesting Density in the Rhu Kudung, Tanjung Batu and Cakar Hutan Beaches</td>
<td>31,066</td>
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Total: 36,066

**TOTAL ALLOCATIONS 1989 - 1991**: 617,021
EDUCATION

For all our tomorrows

Fifteen years ago, a young girl with eager eyes and an inquisitive mind sat with her classmates at a Kuala Lumpur secondary school, waiting for a presentation to start. It was an unusual disruption to the school day. The teacher was neither a regular instructor nor a substitute or trainee teacher. He was from WWF Malaysia.

The school kids nicknamed him the "wildman." He spoke of the earth, the varied creatures which live in it, and the weird and wonderful plants that cover the land and grow in the sea.

The teacher painted the world in colours the girl never imagined existed, but also told her of horrors that were threatening this world that she had never known were happening and to which she was actually contributing.

From that day, the world seemed different to the girl. She looked at the leaves on the trees, the moss on its bark, and the birds on its branches in a new way.

Today, Sarala Aikanathan is a scientific officer working with WWF Malaysia’s education and conservation departments. She handles coastal and marine management projects, and was deeply involved in the scientific aspects of our recent two-year “Save the Turtles” campaign.

Our Education Department has grown a lot since that day 15 years ago when its Bata-sponsored mobile education unit nudged Sarala along the way to becoming a marine ecologist. Since then, Kando has sponsored a second unit. Between them, they have given talks to about a million school children throughout the country.

"The scope of our activities continues to expand," says department Assistant Director.

A. LASAL AND ROSLIMI OSMAN

Hope on the road

A. Lasal is probably the most featured member of WWF Malaysia’s staff — and therefore the most labelled. He has been called, at various times, The Wildman, The Elephant Man, The Wandering Minstrel....

School children love him. So do reporters because he is such a colourful character who fervently believes in what he is doing. He mans one of WWF’s mobile education units.

Lasal left the teaching profession after two years to devote his life to WWF. "With the mobile unit, I am a teacher with a difference," he says.

"I reach out to hundreds of thousands of school children in all parts of the country. In a way, I am bringing the forest to the classroom and the children are always very excited when we come a-calling."

[The WWF Malaysia mobile units (there are two at present sponsored by Bata and Kando) are out every school day. To date, close to a million primary school children have been exposed to this programme.]

Together with Roslimi, who became the third driver/projectionist to work with Lasal, the team tries to cover at least two schools a day. There is also the initial reconnaissance work of mapping out which schools to cover, and visits to the heads of the schools to seek their permission.

"The schools are all very cooperative because all we ask from them is the space and a bit of electricity," remarks Lasal.

The only occasion he got chased away in his 15 years on the job was at one school in Pulau Pinang when the headmaster thought he was a salesman.
Lee Kup Jip. Looking up from the litter of paper on his desk, he reaches for a mug of steaming tea. Up above and over to the corner of the room, a "smokeless zone" notice hangs from the ceiling.

Taking a sip of tea, he puts the mug down, and starts ticking off the projects one at a time. "There is the environmental education for primary schools, the Sarawak education programme, the Sabah Nature Club Scheme, the School Greening programme, and the regional environmental education centres.

"That may not sound like many projects, but together with our mobile education units which constantly travel the country, there's a whole lot of work being done simultaneously, with long term and short term goals in mind," Lee explains.

Loh Lo Mei smiles. As department assistant, she is central to the coordination of the many varied projects in existence and being set up all over the country. "The main thing though, is that the work is really rewarding because we are reaching out to school children," she says. "I've got kids myself, and I know how curious children are and how ready they are to learn about the world they live in."

The beginning of expansion in the education department took place some four years ago. Working together with the Ministry of Education, our educators began to train a group of teachers on environmental education methods.

"So, instead of just adding two and two, kids today add durians and rambutans, tapirs and tigers," Lee says. "Take for example this mathematical problem. If 30 leatherback turtles come to nest on Terengganu's shores this year, suppose each one lays 100 eggs at every landing, and they make five landings in a season.

"All the eggs are collected and planted in hatcheries at Rantau Abang. The hatchlings are set free in the sea to make their migration through the oceans. About 20 years later, only one out of every thousand hatchlings will actually return to Rantau Abang to lay their own eggs. The others are killed due to pollution, drowning from being trapped in fishing

and slammed the gate in his face.

"But I was able to visit the school again much later when they changed the headmaster," he says.

"I think the most satisfying part of this job is when people come up to me and tell me about the time when I was at their school that many years ago," says Lasal, who is married with two children.

Roslimi is one of those children he touched. "I remembered that day when Lasal came to Alam Shah primary school. It was a very interesting presentation. Years later, when I heard about the job, I immediately applied and was very surprised to find myself working with Lasal himself."

Being on the road most of the time invariably disrupts the family life but both Lasal and Roslimi have understanding spouses.

"My family knows this is my rice bowl and they also share my beliefs about educating our schoolchildren to care for our land," says Lasal. "I teach my children, who are two and four, the same things I teach the school

children. I think they appreciate my mission in life."

Roslimi only recently got married but he says his wife is very understanding.

"She already knew about the nature of my job before she married me so she should not complain now," he says with a laugh.
nets, and choking on plastic litter as well as from natural predation.

"Well, how many eggs can we expect from that batch of leatherbacks which return to our shores in the year 2012 to grow to adulthood?"

Which only goes to show that there’s more to education than knowing your mathematics. If you only figured out that 7,500 eggs will be hatched in the year 2012, and seven (or to be mathematically precise, 7.5) of those leatherbacks will return to land in the year 2032, you’ve got the Maths paper down, but flunked the other exam.

Hopefully the school kids will be able to figure out that the diminishing rate of hatchlings returning to grow up to lay their own eggs is not enough to secure a pass in the survival examination.

There’s no bargaining with Nature, nor are species able to resit their survival tests. If we test them one too many times, extinction is the only result we can expect.

The most visible example of our education department’s work with the Ministry is the new course “Alam dan Manusia” in the country’s primary school curriculum. This course deals specifically with the human race and its environment.

"Children can be taught from a young age, how to enjoy modern conveniences without destroying the world around them," Lee says. "We’re hoping the new course will help them understand how vulnerable the Earth is and how they can be environmentally-friendly consumers."

Being Green is not just a state of mind. WWF Malaysia’s education department hopes to touch Malaysia’s children to be and to act Green.

It was good news indeed, the day the Ministry of Education decided to set up a training centre for environmental education at the Institut Aminuddin Baki in Genting Highlands. Today, our education department continues to provide the centre with technical assistance, including nature trail systems and specifically designed environmental education activities.

With an environmental specialist specially employed to help strengthen the various training programmes at the centre, WWF Malaysia is also assisting the Ministry with workshops designed for the local needs of teachers from all over the country.

In Sarawak, our department is occupied with an education programme that has been extended at the request of the state government. The initial two-year project, carried out jointly with the National Parks and Wildlife Office of the Sarawak Forest Department, was so successful that one of our team, Melvin Gumal, was absorbed into the department to better assist the State Government in its conservation efforts.

The transferring of staff helps to build up the government’s own expertise in-house, and also releases funds for us to use in other projects. Our work in Sarawak continues our aims to integrate rural communities in conservation programmes and to prepare teachers to be environmentally aware as well as to conduct environmental education activities for school kids of all ages.

Our department’s latest project is in assisting the Ministry of Education in setting up Environmental Education Centres throughout the country. The centres are to provide school children with the opportunity to interact directly with the environment in the formal learning process.

The key thing about environmental education is getting the conservation message across to children without sounding the death toll of gloom. We have to let kids know that they can do something to help save the world. Every little bit counts – something like the stone thrown into the lake that spreads ripples right across the water to all its beaches.

And it’s like that story in the Reader’s Digest about the little boy who runs along a beach throwing stranded starfish back into the water before they die. A cynical man comes up to him and asks, "Do you really think all your efforts are going to make a difference?" Picking up a suffering starfish, the boy throws it back into the sea and says, "It sure will make a difference to this starfish!"
A financial kick-start for WWF Malaysia

The metamorphosis of WWF Malaysia from a tiny organisation funding voluntary work to the medium-sized professional outfit that it is today has taken twenty years. Much of that growth was fairly gradual but it accelerated in the late 1980s, and the Fund entered a phase when its success had made it a medium-sized “business.” Its institutional structure, though, was still that of a small one.

This presented a real challenge because donors to charities usually -- and very reasonably -- want their money to go to the charity’s project work, not to building the institution itself. Yet WWF Malaysia had to invest in itself to be ready for the environmental challenges of the 1990s.

Luckily, help was at hand.

Under its World Environment and Resources Program, the US-based John D. and Catherine T. MacArthur Foundation decided in November 1990 that it was prepared to give the Fund a US$430,000 grant over a three-year period, with a substantial portion going to institutional support.

As Executive Director Dr Mikaail Kavanagh Abdullah explains: 'The overall programme of WWF Malaysia fitted in very well with the MacArthur Foundation’s goals whereby the conservation of the world’s biological "hotspots" is a top priority. "These "hotspots" are places of high biological diversity but the Foundation’s rationale is not to concentrate on them just because of that. It is investing in conservation and, as I understand it, is particularly interested in countries where conservation problems have a reasonable chance of being solved. "In this respect, Malaysia is a far better managed country than most, especially in the biologically rich humid tropics, and what WWF Malaysia is doing with regard to its whole conservation programme fits in very well with the Foundation’s aims. "But more importantly for us, we were able to convince the Foundation that instead of project-specific funds, we needed general funds to transform WWF Malaysia into an organisation that would be able to handle the multitude of problems related to conservation. "Money is needed for humdrum stuff like computers, tables, office space, salaries, etc., if we are to grow to meet the increasing challenges. Thanks to this grant, the WWF Malaysia engine room is now running very efficiently. Also, we are able to reiterate to donors that their money goes to our projects, not to our overheads."

Apart from institutional development, the grant also supports two special programmes that we have set up -- the Malaysian Conservation Travel Grants Programme and the Programme of Small Grants for Malaysian Non-governmental Organisations. (Please see page 5.)

"These programmes are very effective because they allow us, with the minimal amount of red tape, to give out grants to Malaysians who are committed to the cause of conservation," says Dr Kavanagh.

"In a small way, we are replicating what the MacArthur Foundation is doing for WWF Malaysia, with other NGOs and individuals here in this country. We see it as part of our mission to support the grass roots of Malaysian conservation."

In addition to these special programmes, the MacArthur grant gives direct support to WWF staff training and to Project 3828, the conservation education programme in Sarawak. (Please see page 10.)

Thanks to the John D. and Catherine T. MacArthur Foundation, WWF Malaysia today is consolidating its recent growth so that it will be able to continue to function as a thoroughly professional, medium-sized organisation that is committed to conserve the nature, natural resources and environment of Malaysia.
**STATEMENT OF ACCOUNTS**

**INCOME AND EXPENDITURE**
for the period 1st July 1990 to 30th June 1991

**INCOME - M$**

<table>
<thead>
<tr>
<th>Description</th>
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<th>%</th>
<th>12 months to June 1990</th>
<th>%</th>
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<td>108,390</td>
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<td>0.3</td>
<td>7,741</td>
<td>0.4</td>
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<td><strong>TOTAL</strong></td>
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<td></td>
<td>1,950,166</td>
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EXPENDITURE - M$
$

Project Expenditure ex Malaysian funds

Conservation projects 570,917 459,291
Education Projects 147,380 95,561
Training Projects 86,178 30,418
Other Projects 33,844 49,925

Project Expenditure ex International funds

Conservation projects 308,021 198,719
Education Projects 82,105 184,444
Training Projects 189,758 56,209
Other Projects 353,016 12,620

1,771,219 1,087,187

Fundraising & Publicity Expenses 116,052 108,023
Administrative Expenses 270,571 214,571

2,157,842 1,409,781

Balance available for future projects 677,662 540,385

2,835,504 1,950,166

ADMINISTRATION MANAGER CINDY CHEAH

The woman in the engine room

Cindy Cheah and WWF Malaysia go back a long way. In 1972, when WWF had just been founded in Malaysia, Cindy was secretary in a nature tour company headed by Mr Ken Scriven, who had just become the first Executive Director of WWF.

'It was inevitable that I got roped in to help out in WWF work, from licking stamps to stuffing envelopes,' recalls Cindy.

'My first pay cheque was $30. I had just come back from London where for three years, I studied by day and worked at night. I worked more than I studied which was why I did not come back with any degree or diploma.'

But the nature tour company and WWF gave Cindy a chance to pick up a wide range of skills -- from secretarial to management, budgeting to human relations.

'I also occasionally functioned as a tour guide and that was how I became interested in Nature,' she says. 'We handled tours to Taman Negara, Fraser's Hill, Rantau Abang and other nature spots long before ecotourism became fashionable.'

The ability to handle more than one job at a time is an important hallmark of Cindy's career.

In 1976, when running WWF could no longer be done on a part-time basis, Cindy joined Mr Scriven full-time as his secretary. Again, she handled a multitude of tasks from secretarial duties to organising fundraising banquets, from keeping the finances in order to making sure the office got cleaned.

If Ishak Ariffin (Please see Page 4) likens himself to being a Jack of all trades, Cindy must be WWF's Jill of all trades.

Says Executive Director Dr Mikaail Kavanagh Abdullah, 'Cindy knows the office inside out. On the financial and budgetary
side, especially, she is the one to keep us all in order. It is vital to have such a person in the engine room, especially now that we have grown into a medium-sized organisation.

According to Cindy, she has had to do many jobs at the same time because of circumstances. But it was a trait that soon became second nature to her.

'The nature of my job is to keep the office running,' she says. 'I miss the outdoor forays of my previous job and it is sad because there are so many WWF field trips. Now I only read about them in the reports.'

On environmental awareness, Cindy says: 'The world is so different today. We are already beginning to see so many of the environmental problems that we only talked about in the early days. I am beginning to understand the issues that some of the Greenies in the office are so vocal about.'

According to Cindy, there is a whole new generation growing up who might make a difference -- if it's not already too late.

'I believe my children and their contemporaries will be more concerned for the planet. Groups like WWF can take a lot of the credit for their growing awareness,' she says. 'And that is why I am proud to be with WWF.'

Her sense of pride and her long association with the Fund might account for the fact that her second son has the initials WWF for his name. Only time will tell if he will join WWF one of these days.

Promotions

A real partnership

Fundraising is not exactly fun-raising but for Hymeir Kamarudin and Susan Abraham, a sense of humour is a prerequisite for working in the Fundraising Department.

Department assistant Susan, who has been with WWF Malaysia for close to four years, says one has to have a sense of balance because at any one time there is a whole range of proposals for fundraising and promotions between WWF and the business community.

But those that eventually materialise are not that many and even with them, there is no guarantee that the expected income will be generated.

Therein lies the challenge. Promotions Executive Hymeir, who switched from trading in palm oil to work with WWF in August 1991, says every proposal has to be carefully worked out because although the money is important, the aspects of creating awareness in nature conservation and the environment are no less important.

Proposals can come from us or from the companies but what we look for is a mutually beneficial arrangement that takes into consideration the company's business needs and WWF's mission,' explains Hymeir.

'The past year has been very exciting because there is an upsurge in interest in the environment and naturally there are many
companies which want to be seen to be Green.

'We try and tap into such a mood, taking care that we are not simply there to endorse a business concern which has suddenly become environmentally enlightened.

'As a mainstream organisation, we are prepared to work with business and there are many benefits that business can gain from working with us.'

In this respect, there is scope for many creative promotions. For instance, in May last year, shopping store Oval did a month-long 'Safari' promotion with WWF.

There was no direct monetary contribution but Oval sold plush toys and donated the proceeds to WWF. The store also sold WWF posters and ran an exhibition about WWF to link fashion to nature conservation.

Two promotions were directly linked to children -- Bank Bumiputra's 'Kelab Kancil' nature series whereby WWF supplied information and pictures for a series of three books focusing on small mammals, reptiles and garden birds. These books were given away to children who opened savings accounts with BBMB.

The second promotion linked to children was through Three Little Teddies, a popular brand of biscuits manufactured by Britannia Brands. The packaging contains information about wildlife, nature and environmental issues, and a cut-out Panda token.

Children show their commitment to the environment by sending the Panda tokens to WWF Malaysia and a donation is made for every token returned.

Regular promotions have also benefitted from the 'green consciousness' permeating all sectors of Malaysian society.

The sale of WWF greeting cards, for example, showed a phenomenal increase last year, with the Christmas cards chalking a record sale figure of 114,000, from the usual 30,000 average over the past eight years.

'I just could not believe the response,' enthuses Susan. 'We highlighted the fact that we were printing our cards on recycled paper and the phone just did not stop ringing. Many people wanted to send along a green message together with their Christmas wishes.'

Smaller items like T-shirts, stickers and keychains were also more in demand.

Says Susan: 'These items may be small but the impact they create can be big. You know, after so many years, it still gives me a kick each time I see a car pass by with one of our stickers.'
Communications

Reaching out to Malaysians

Communications is when you and your boss have an annual review to write and lay out in less than two weeks. It’s when you have story boards and copy for print and television advertisements to brood over in preparation for a meeting in two days, a newsletter to resuscitate, press advisories to write, and press kits to put together for an international meeting next week. It’s when you’re deep in discussion on a new project, and your boss looks at you and says, “OK, the deadline is on Friday.”

You know then that Friday, Valentine’s Day, two days away, is going to be a real disaster. No, hang on. It’ll be a real challenge.

Being thrown into the deep end from day one was the initiation ceremony for Christina Yin, a former broadcast journalist who joined WWF Malaysia early this year.

Communications Manager Soo Ewe Jin did not fare any better when he joined in September last year.

The frenzy of activity that characterises the department is a reflection of the growing awareness of nature conservation and environmental issues in the country.

Up to two years ago, there was no Communications Department at WWF Malaysia.

Dr Mikail Kavangh Abdullah explains: “Over the past 20 years, WWF Malaysia has built a solid foundation on research and technical expertise. During that time, we quietly concentrated on building our reputation in scientific circles and with the authorities through our work in environmental education and conservation strategies for flora, fauna, and natural resource management.

“By doing this with the minimal amount of publicity, we were able to help the authorities with problems like identifying areas for national parks and other protected areas, providing research on endangered species, helping to develop school environmental curricula, and so on.

“We still carry on doing the behind-the-scenes work today, but we also realise that now we are an authoritative and respected voice that needs to be heard in public. And that’s the rationale for having a Communications Department.”

In January 1990, Evelyn Lieuw joined WWF as Publicity and Information Officer to lay the groundwork for the department.

It was a busy period for Evelyn who had to handle press releases, brochures, and other sporadic publications at the same time.

Evelyn did a wonderful job of slowly making WWF more public, more recognisable, and it was a shame that she had to leave for the United States after she got married,” says Dr Kavangh. “But we now need to go public in a bigger way because of the wider environmental issues involved.

“Not public in the sense of being listed on the Kuala Lumpur Stock Exchange, but actually getting out there to reach Malaysians from every walk of life and every age group with our message that conservation is necessary and every man, woman, and child can do a bit to help save the Earth.”

Says Ewe Jin, a former journalist: “Malaysians have the right to know what is happening in their world, and to know how they can be sensitive to the Earth’s needs as well as their own. The human is a consumer oriented being, but this need not necessarily be a bad thing. We can be environmentally-friendly consumers.”

But avoiding leaded petrol and aerosol sprays is just the tip of the proverbial iceberg. Through our “Friends of WWF” subscription service, the Communications Department hopes to produce a newsletter to reach out to those in the most rural of kampungs as well as to the middle-classes in the urban areas.

“I am a student aged 14 plus. I’m a supporter for your organisation... Helping nature to survive is a must. Animals and plants species are now threatened with extinction! I would be happy to help out with what you are doing... I’ll help as far as I can. You could send me more details about the WWF and what I can do to help.”

Edwin Keong Lye Choon, Baling, Kedah.

“I am a 14 year old girl who loves animals and the environment more than life itself! By the time I finish school I’m going to be a journalist - I mean a journalist for the animals and the environment only! More like an environmentalist, I guess. I have written a few short articles or stories about animals, the ozone layer, toxic waste, recycling, pollution, and other stuffs like that. I am a person who takes all these real seriously. I hope you will reply as soon as possible. Thank you! Let’s stick together and make our home--earth - a better place!”

Nadia Emil, Petaling Jaya, Selangor.
We will highlight the danger of apparently harmless habits like burning rubbish in your backyard and using disposable diapers instead of good old-fashioned cloth nappies. We'll show why seemingly "untidy" and "unhealthy" mangrove swamps are actually wonderful worlds of animal and plant life.

The bilingual quarterly newsletter will get off the presses some time after June, nicely coinciding with the Earth Summit in Brazil as well as our 20th anniversary. New pamphlets filled with current and informative articles on the Malaysian environment will also be distributed throughout the country.

The Communications Department is key to WWF Malaysia's aim to get the words "pemuliharaan" and "conservation" into the everyday vocabulary of Malaysians everywhere, regardless of their background.

The department is exploring new ways to reach out to all Malaysians through the popular media. We know that there are people out there who are truly concerned for the environment and who only need to be better informed of how they can contribute to the growth of the country in a healthy and productive way.

These are the people whom we believe will join WWF in its mission -- by becoming Friends of WWF whereby for a small subscription fee, they will join hands with the premier conservation and environmental group in Malaysia to help fight for a better Malaysian environment.

We hope that our work will find Malaysians in the year 2020 not just a healthy and prosperous people, but also a concerned people who are acting on their beliefs.

And most of all, we hope our work will find Malaysians themselves communicating with each other and with us about their positive and negative encounters in the world out there. Scientists alone will not save the world. We need you to help them. You can save the world, too.

**THE RESOURCE CENTRE**

**Take your pick**

The Resource Centre was officially launched on June 1 last year. Transformed from a library bursting out of a confined space at our old premises, the Centre now boasts walls lined with books and magazines as well as artistic impressions of Nature, slides, and video tapes that include audio-visual educational aides.

Headed by Ken Scriven, the team is currently occupied with cataloguing the material into our computer database so as to allow easier retrieval of information. Ken took up the job of leading Photographic Assistant Frank Yong and Librarian Noor Liza Ahmad Zahari after stepping down from WWF Malaysia's top post, and now works on a part-time basis.

Under his guidance, Noor Liza is kept busy reorganising the library materials. It's the first time she's worked with a specialised collection of this kind. 'I've learned a lot about endangered species and the conservation efforts that our scientific officers are working on,' she says. 'I hope others will too, when they come to know of and use our resources.'

A geologist by training, Frank combines his knowledge of the Earth with his photographic skills and love for Nature to add to our slide collection. 'I love exploring remote parts of the country, taking photographs of animals, plants, and even rock formations,' he says.

The team hopes its efforts on the field will be supplemented by the work of local photographers, film makers, writers, and artists who will also use the Resource Centre to increase their knowledge of the environmental aspects of work done in their fields.

It is WWF Malaysia's aim to build up the Centre to become a respected source of information not just in Malaysia, but in the whole of Southeast Asia. We especially hope that advertising agencies, the media, and publishing houses will take advantage of our nature slides library, at our very reasonable charges. This side of the Resource Centre operations will help to provide funds for our projects.

The Centre is expected to be fully operational by June this year, and our doors will be open to all, whether specialist or lay person. So, you want to know about the nocturnal habits of the tapir or the swimming preferences of the proboscis monkeys? Drop in for a study or just to browse.
WE NEED YOUR SUPPORT!

WWF views fundraising as a partnership with concerned individuals, institutions and companies. A contribution to WWF, of whatever size, can play an important role in funding priority conservation projects.

Socially responsible companies are increasingly recognising that cooperation with WWF can both improve the environment in which they operate and result in new business opportunities.

At WWF Malaysia, we take care to use our limited funds catalytically, often to trigger off or to assist commitments from government, foundations or other agencies.

Money donated to WWF Malaysia can be in two forms: unrestricted general funds or restricted, project-specific funds.

Restricted funds allow donors to direct their support to specific projects, whereas general funds, which are vital to WWF Malaysia, allow us to move money around for immediate and urgent projects, even before specific funding comes in.

The following list is a sampling of projects which are either on-going or are coming on-stream in the latter part of this financial year. We need your support!

**WWF Malaysia newsletter**

WWF's topical, bilingual newsletter for subscribers will be launched in mid-1992. It will focus on environmental/conservation issues, as well as highlight the activities of WWF Malaysia and WWF around the world. Through this new publication, the Fund will reach out to Malaysians all over the country to involve them in supporting our work. The sponsor's name will be prominently displayed on the front page.

*Funds required: $80,000 for the first four issues*

**Management survey of Mata Air Forest Reserve at Wang Kelian, Perlis**

This reserve is adjacent to Thailand's Thalelan National Park. Its natural semi-deciduous forest habitat has almost disappeared in Malaysia and a survey is needed to justify upgraded protection for the area. Success in joint management of Wang Kelian and Thalelan would provide a strong foundation for future joint efforts to manage protected areas along common boundaries.

*Funds required: $35,800*

**Schools greening programme**

A programme developed with the Ministry of Education to develop environmentally-friendly schools throughout the country.

*Funds required: $30,000 (Year One); $57,000 (Year Two)*

**Conservation and biodiversity of freshwater fish and their habitats in Malaysia**

Malaysia has an impressive array of native fish species but many of them are being endangered by pollution, alteration of wetland habitats and non-sustainable fishery management. Species may be disappearing unnoticed and studies are urgently required for a review of their conservation status and for the identification of action priorities.

*Funds required: $200,000*

**Small grants programmes**

WWF is often asked to help non-government organisations or individuals with relatively small sums of money for conservation projects, travel to meetings, etc. We have therefore established special funds for other NGOs and for individuals' travel needs. These funds are used flexibly, and often rapidly, to help those who help conservation. *(Please also see Page 5.)*

*Funds required: Open*

**Ozone depletion and Greenhouse Effect education charts**

These charts will graphically explain two major, global environmental problems, as well as suggest ways in which every individual can
play a part in reducing the threat that they pose to our planet.

Funds required: $44,000

Scientific traineeships

Young Malaysian graduates are being groomed by WWF to add to the growing core of Malaysian conservation scientists. Funds are required for their training and internships.

Funds required: $69,000

Purchase of library books for WWF Resource Centre

The Centre currently has a limited collection of some 1,200 titles. This needs to be expanded to include a range of basic books of reference on environmental and natural resource conservation.

Funds required: $50,000

State Conservation Strategies

Since 1981, WWF has been helping State Governments to draw up Conservation Strategies. Currently, the tenth is being completed and the next one should follow on as soon as possible. These Strategies provide the states with cross-sectoral plans for the wise use of nature, natural resources and the environment.

Funds required: $350,000

Conservation Strategy: Peninsular Malaysia Implementation

Drawing up Conservation Strategies is one thing. Getting them implemented is another major task, and two of WWF's scientific staff are assigned full-time to assisting state governments in this work.

Funds required: $163,000

Forest conservation

Most of the natural habitat of Malaysia is forest, and most of it that has any chance of being protected in the long-term is assigned to multiple use, including timber production, catchment protection, and so on. In order to identify forest conservation needs and to give assistance where it will be effective, WWF Malaysia employs a full-time forester to liaise with the authorities and to guide the Fund's programme with up-to-date on information.

Funds required: $163,000

Socio-economic values of freshwater wetlands species in Malaysia -- Phase Three

Malaysia's wetlands are home to myriad species, many of which are of major importance to local communities, and even to the nation as a whole. Yet wetlands are among our most threatened natural habitats. This project, by Universiti Malaya's Asian Wetland Bureau, identifies the important species that need careful management and works with the authorities to see that they get it.

Funds required: $121,000

- The portfolio of projects for funding is constantly changing. If you need more information, please do not hesitate to contact the Fundraising Department.

WWF World Wide Fund For Nature

WWF MISSION FOR THE 1990s

WWF’s mission is to achieve conservation of nature and ecological processes by:

- Preserving genetic, species and ecosystem diversity;
- Ensuring that the use of renewable natural resources is sustainable now and in the longer term, for the benefit of all life on earth;
- Promoting actions to reduce, to a minimum, pollution and the wasteful exploitation and consumption of resources and energy.

WWF’s ultimate goal is to stop, and eventually reverse, the accelerating degradation of our planet’s natural environment, and to help build a future in which humans live in harmony with nature.
CORPORATE INVESTORS (JULY 1990 - JUNE 1991)

$100,000 & Above
Rothmans of Pall Mall

$50,000 & Above
Cheng Kim Loke Foundation
Network Foods

$25,000 & Above
BP Malaysia
Bata Malaysia
Glamourite Shops
IGB Corporation
United Engineers
Yayasan Perifindangan

$10,000 & Above
Leo Burnett
Malaysia Airlines
Malaysia National Reinsurance
Metrojaya

$5,000 & Above
Cycle & Carriage Bintang
Hijjas Kasturi Associates
Petronas
Sarawak Timber Industry Development Corporation
Sime Darby
TDC
Yayasan Sabah

$2,000 & Above
Batu Kawan
Federal Flour Mills
Hongkong & Shanghai Banking Corporation
Intradagang Merchant Bankers
Jack Chia Enterprises
Kuala Lumpur Kepong
Kuo Brothers
Kuo Foundation
Lee Foundation
Magnum Corporation
Malayan Cement
Malayan Sugar Manufacturing
Malaysian Plywood Manufacturers Association
Mount Pleasant Holdings
Pacific Chemicals
Perlis Plantations
Permodan Nasional Berhad
Shell Foundation
Tan Sri Tan Foundation
Tioxide
United Malay Banking Corporation
Yayasan Mohamed Noah

M$1,000 & Above
Ajinomoto
Ancom
Ansell Malaysia
Antah Holdings
Arab-Malayese Development Bank
Aseambankers
Bank Islam Malaysia
Bayer
Borneo Development Corporation
Borneo Divers
Boousted Estates Agency
Carlsberg Marketing
Cement Manufacturers of Sarawak
Central Sugars Refinery
K C Chai & Co
Development & Commercial Bank
East Asian Co

Esso Production Malaysia
Federal Iron Works
Guan Soon Heng Edible Oil
Guinness Anchor
Innovest
KLB Textiles
K T S
Kilang Gula Felda Perlis
Landmarks
Lever Brothers
Malayan United Manufacturing
Malaysian Industrial Development Finance
Malaysian International Shipping Corporation
Malaysian Tobacco
Nanyang Press
Riche Monde
S & K
Syarikat Samling Timber
Southern Iron & Steel Works
Strait & Island General Insurance
Tego
Timuran Holdings
Tractors Malaysia
U A C
UMW Corporation
United Plantations
Wah Seong Trading Company
Woodard Textile Mills

Below M$1,000
American Express
Asia Oil Palm
Ayer Molek Rubber Company
Bal Plantations
Barkath Stores
Batu Maung Slipway & Workshop
Bee Song Company
BKet
Boh Plantations
Bolton Properties
Bristow Helicopters Malaysia
British American Life & General Insurance
Buloh Akar Holdings
Butterworth Iceworks
Chalogi Timber
K A J Chotirmall & Co
Chuta Engineering
Chung Khiai Bank
Cold Storage
Crowncoke of Malaysia
Domain Properties
Elegant Corporation
Syarikat Fajar Malaysia
 Foo Nylit Tse & Brothers
Globe Silk Store
Goodyear Malaysia
Guardian Royal Exchange Assurance
Hanafiah, Realan & Mohamad
Heath Hudig Langedijk Insurance Brokers
Ish Appah
Incorporated Society of Planters
Inmed
Innovest Citicorp Insurance Brokers
Johnson & Higgins Insurance Brokers
Johor Bahru Flour Mills
Johore Mining & Stevedoring Co
Kennedy Burkill & Co
Syarikat R Krishnasami
Kwong Wah Yit Poh Press
Lee Wah Bank
Leong Watt Hin Estate
Lim Foo Yong Enterprise
Lim Kah Ngam
Linetex Process Rubber
Lintas Worldwide
Malaya Acid Works
Malaysia Smelting Corporation
Malamu Bina
Motorola Semiconductor
E J Motivalla
Netbrough Plantations
North Borneo Plantations
Oriental Pewter
Syarikat Oesmania Holdings
Oxus Union Bank
Overseas Union Housing
PWE Industries
Pacific Refractory Industries
Palm Marketing Agency
Pan Timber Export
Syarikat Pembinaan Yeoh Tiong Lay
Penerbangan Sabah
Perbadanan Khidmat Pertanian
Felda
Perkasa Construction
Permanis
Petra Finance
Plantation Agencies
Power Cables Malaysia
Presgrave & Matthews
Rahman Hydraulic Tin
Rexroth
Richtech Enterprise
Riverview Rubber Estates
Royal Insurance
J A Russell
Securicor
Sek Yuen & Sons
Selangor Turf Club
Sitham Land Development Co
Sofin
Soon Douglas
South Engineers
Sunrise
Syed Muhammad Hooi & Binnie
C T Tan
Tan & Tan Developments
Thameside Designs
Thomas Howell Kiewit
UMBC Insurers
Uni Industrial & Office Supplies
Uni-Telco
Unipac Engineering
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Yee Lee Oils Industries
Yew Watt Hin Estate
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ABOUT THE REVIEW

This Annual Review is the result of the combined effort and talent of many people. It is WWF Malaysia’s first publication to be fully conceptualised and designed in-house following the introduction of a very basic desktop publishing system into the organisation.

The Review is also, for the first time ever, printed on recycled paper. This is in line with WWF Malaysia’s policy of eventually using recycled paper for all its printed material, from publications to brochures and festive cards.

It is a small step to help conserve our natural resources, but we hope other organisations -- especially those in the corporate sector -- will follow suit.

The cover is also another ‘innovation’ which fills us with pride. Let’s contribution is a major boost to the cause of nature conservation in this country and reflects the growing awareness of environmental issues amongst a wide spectrum of Malaysians.

We hope you will find this Review both informative and interesting and make a commitment to join us in our mission.

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