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Message from the Patron

DYMM Sultan Azlan Shah, Sultan Perak Darul Ridzuan

Malaysia is blessed with many natural wonders and creatures which are the envy of the world. Most of us still enjoy a healthy and vibrant environment, despite our rapid growth and development. We all hope that this unique and wonderful phenomenon will continue for many more years to come.

For many years now, efforts by the authorities, industry, non-governmental organisations and individuals have been successful in addressing many of the problems facing our natural environment. Species have been brought back from the brink of extinction. Vast areas of natural forest have been protected from development. New laws are introduced every year to ensure the cleanliness of our environment.

These successes are important and should be applauded. We must not let up on our efforts but continually strive for more to be done. The conservation of our natural environment is not just a goal and destination - it is also a journey. It is a journey that will be fraught with hard work, challenges, failures - and successes.

Only by conservation can we ensure that generations to come will enjoy the fruits of our labours - a country with a rich, healthy environment and a treasure house of nature.
Message from the President

When we established WWF Malaysia in 1972, we were a two-person organisation that focused primarily on wildlife conservation and raising funds. In the 23 years since then, the organisation now looks at the broader issues of natural resource management, sustainable development and pollution. WWF Malaysia is today firmly entrenched in all forms of nature conservation and environmental protection, ranging from scientific field work and policy analysis to environmental education and public awareness.

As we approach the end of the twentieth century, WWF Malaysia has shifted its emphasis from simply identifying problems to finding practical solutions. We anticipated this change some years ago, and deliberately set ourselves an ambitious but realistic list of conservation goals to be accomplished.

Over the past year alone, we believe we have had a good track record of tangible results - some of which are highlighted in this Annual Review. Things have changed for the better because of our efforts and those of our Partners in Conservation.

This progress reflects the joint efforts of a large team of concerned Malaysians with whom WWF Malaysia works, including scientists, government officials, corporate leaders, local communities and non-governmental organisations. They too must be congratulated on what we have been able to achieve together.

Our successes are not limited to conservation successes. Our increasing breadth of work has stretched our funds to the absolute limit. We have succeeded in managing our funds efficiently under intense pressure to meet urgent conservation needs.

Last year, we raised RM 2,988,934 in income - up over 12% over the previous year. This is the first year in which we have recorded an increase in funds since 1992. Those funds came from a healthy, diverse base of sources. In addition to this, we had considerable support in kind in the form of goods and services.

But we need more support. It is only too apparent that there is a great deal more to be done. With your help, WWF Malaysia can make an even more significant change for the better.

Tan Sri Khir Johari
President
Some of our conservation efforts in Malaysia

Surveying the limestone caves of Perlis

Conserving our Highland Forests

Supporting the Sungai Penchala Community Project

Promoting State Conservation Strategies

Jointly developing a Marine Parks Conceptual Plan

Promoting the establishment of the Kinabatangan Wildlife Sanctuary

Promoting timber certification in Malaysia

Assisting in teacher-training programmes
Saving our highland forests

A mountain slope bare of trees may be miles away. You may have never seen one. But it can bring problems right to your very doorstep. Flash floods, drought, landslides, muddy rivers, loss of property and, sometimes, lives.

This has been the message that WWF Malaysia is trying to bring to people as part of its Highland Forests Campaign. The objectives of the campaign are to help create greater awareness of Malaysia's highland habitats and how the destruction of highland forests will directly affect ordinary Malaysians.

The campaign featured two television filmlets, supported by newspaper advertisements, radio announcements, press publicity, leaflets, newsletters and other printed material. News coverage on the issue, both in the newspapers and electronic media, had increased significantly over the past year. More importantly, the campaign is fully integrated, incorporating both advertising and public awareness work, supported by information from our ongoing scientific research and policy analysis.

WWF Malaysia is working closely with local communities, local authorities, government agencies and other non-governmental organisations in addressing this important issue. Through exhibitions, talks, training workshops, seminars and camps, WWF Malaysia is trying to reach as many different audiences in as many different ways as possible.

The organisation had long identified development in the highlands as a conservation priority in Malaysia. In the light of increasing development proposals for the Main Range in Peninsular Malaysia,
various studies were done to collect information on different aspects of the highlands such as biological diversity, tourism, carrying capacity, water catchments, hydrology and socio-economics. Ways in which future development should be planned and managed in the highland habitats of Peninsular Malaysia were also suggested.

Events over the past year, such as the tragic landslide at the Genting Highlands slip road and smaller landslides in Fraser’s Hill and Cameron Highlands, have confirmed WWF Malaysia’s concern over proposed developments such as the proposed highland resort road linking these three popular hill stations.

Hopefully, greater public awareness of the need to manage our highlands - supported by hard scientific evidence and sound policies - will help ensure that important natural habitats such as highland forests are conserved so that they can continue protecting the environment and quality of life of Malaysians everywhere - and not just in the highlands.

*WWF Malaysia's research work in the highlands will provide guidelines on development in this fragile ecosystem*
Sanctuary for Kinabatangan wildlife

The floodplain of the lower Kinabatangan River in eastern Sabah supports one of the richest wildlife populations in Southeast Asia. The area abounds with proboscis monkeys, orang-utans, elephants, otters, crocodiles, snakebirds and eight species of hornbills. It is one of the most productive freshwater fisheries in Malaysia.

All this makes it one of our nation’s most important nature conservation areas. Huge tracts of the area were under severe threat from logging and being cleared for plantations. Fortunately, the Sabah State Government is currently in the process of establishing the Kinabatangan Wildlife Sanctuary.

WWF Malaysia has worked with the Sabah Ministry of Tourism and Environmental Development, Sabah Forestry Department and Sabah Wildlife Department since 1983 on a variety of projects in the Kinabatangan area. These projects included surveys of crocodiles, orang-utans, waterbirds and other wildlife. A tourism feasibility study had also been done in 1989 and, last year, studies of wild plants and local communities have been initiated.

WWF Malaysia’s efforts in the Kinabatangan area have shown clearly that true success in conserving our natural habitats depends on the sustained efforts of working partnerships. There is no substitute for close cooperation between non-governmental organisations, like WWF Malaysia, and government agencies. Also important is the involvement of local communities, the private sector and the support of the public. WWF Malaysia hopes to continue assisting the government to ensure that not only the new Sanctuary, but the entire lower Kinabatangan region will be managed to sustain for future generations the natural goods and services that it provides.
Plan to protect our marine waters

Malaysia is blessed with some of the most beautiful marine habitats in the world. Its coral reefs, for example, are the breeding and feeding grounds of over 3,000 species of marine life. Marine parks offer protection to the offshore waters of these fragile marine and island ecosystems. Marine parks allow vital marine habitats, species and resources to be protected and conserved. They can be used for research, education, recreation and tourism purposes.

The Government gazetted 35 islands off Peninsular Malaysia as marine parks at the end of 1994, in addition to the various state marine parks already established in Sabah and Sarawak. However, this only affords protection to its offshore waters, which is insufficient as the adjacent coastal land is not protected. Furthermore, it is inappropriate land-based development that is a major source of pollution and poses a large threat to the marine environment.

In April 1995, with financial support from the Canada Fund for Local Initiatives, the Department of Fisheries and WWF Malaysia launched the Marine Park Island Management Conceptual Plan for Peninsular Malaysia. One of the objectives of the plan was to regulate land-based threats to the marine environment and manage sources of pollution. The plan emphasised the need to plan proper land use on islands within marine park jurisdiction.

It identifies the islands threatened by incompatible development, as well as important marine resources and habitats adjacent to these islands such as seagrass beds, coral reefs and turtle feeding and nesting grounds. The plan also identifies land use adjacent to important marine resources using remote sensing technology and data from available literature, incorporating them into a geographic information system (GIS).

The Conceptual Plan is not aimed at stopping development but is intended to ensure effective management of islands so that the values and benefits of marine parks to visitors and local people are enhanced.
Managing our natural resources

One of the greatest challenges facing conservation in Malaysia is meeting the needs of development, while preserving the environment and its natural resources - its water, food, land, forests, seas and energy.

Since 1980, WWF Malaysia has assisted ten State Governments in meeting this challenge by helping them prepare and implement State Conservation Strategies aimed at ensuring that their natural resources remain available for progress, both to foster long-term economic growth and to enhance the environment. The latest of these has been for the Sabah Government, which is now in the process of implementing many of its recommendations.

Over the year, WWF Malaysia has been assisting other State Governments - such as Perlis, Kedah and Kelantan - in implementing various aspects of these strategies. This includes work such as providing training and capacity building for the staff of the relevant government agencies, and promoting the use of effective management tools.

This work expanded this year into specific areas that integrate various aspects of natural resource management such as water quality, forestry, socio-economics and tourism. For example, carrying capacity studies have been completed for critical habitats such as highlands and islands, specifically for Fraser's Hill and Pulau Tioman. Joint projects with government agencies included tourism management plans for critical habitats such as islands, hills and limestone forests; wildlife management plans for turtles, terrapins, civets and leopard cats; and habitat management plans that covered coasts, highlands, islands, freshwater habitats and wetlands.

At the Federal level, WWF Malaysia last year completed the National Ecotourism Plan for the Ministry of Tourism, Culture and Arts - a project that aims to ensure that ecotourism will bring great economic benefit to the country while preserving and enriching its natural environment.

All this work has allowed WWF Malaysia to work effectively with government at all levels. This has greatly enhanced the level of support and cooperation between conservation groups and the authorities in meeting the goals of both conservation and national development. These accomplishments have shown what can be achieved when governmental and non-governmental agencies work hand-in-hand to conserve nature.
A State Park in the making

WWF Malaysia’s involvement in Perlis began in the early 1980s when it assisted in the preparation of the Perlis State Conservation Strategy. Even then, much emphasis was placed on the continuous stretch of forest that is found on the western border of the State - a type of forest that does not exist anywhere else in Malaysia.

Most of this forest lies over limestone soils and in it you may find various unusual, probably unique, plant species, and Malaysia’s only known population of a large monkey known as the stump-tailed macaque. It also contains many caves in the limestone, some of which have yet to be explored. This forest joins up with that of Thaleban National Park in Thailand, giving it good potential for effective international cooperation in both conservation and tourism.

WWF Malaysia has assisted the State Government by preparing management recommendations and guidelines for the establishment of a State Park. In addition, WWF Malaysia has conducted various socio-economic studies to see how local communities can benefit from the establishment of a State Park, and special emphasis has been given to ecotourism.

WWF Malaysia is currently assisting the State Government in surveying the limestone caves of Perlis and intends to conduct joint programmes looking at other aspects such as research, development, education, awareness and training. WWF Malaysia hopes to continue to assist the State authorities in whatever efforts that may be needed to ensure that the vision of a State Park in Perlis may be realised.
Certifying good forestry

A credible and positive incentive for good forest management is timber certification. Timber certification is a means of distinguishing sustainably and unsustainably produced timber and timber products. The process encompasses both the certification of sustainable management of forests and the certification of the product from extraction of timber down to the sale of the finished product.

While WWF Malaysia had been promoting timber certification for some time now, the response from the government had not been favourable. However, during the meeting of the International Tropical Timber Organisation in Kuala Lumpur in 1993, timber labelling was discussed between WWF staff and the Minister of Primary Industries Dato’ Seri Dr Lim Keng Yaik. The meeting with the Minister was very productive and he welcomed a consultation with institutions and individuals in Malaysia about timber certification.

Subsequent studies done by WWF Malaysia had indicated that the industry would like to have their products certified, if the facilities and system existed. The industry also foresees the potential for an increased share of the market with the introduction of certification.

In September 1995, Dato’ Seri Dr Lim announced that Malaysia will certify its timber products which originate from sustainably managed forests. WWF Malaysia lauds this move by the government and urges that the scheme be implemented according to acceptable principles and criteria that cover all types of timbers. WWF Malaysia also urges that, for the process to be credible, it should be implemented by an independent body that is transparent and accountable.

The move to introduce timber certification also indicates that many now see that it is not intended to reduce the demand for timber nor does it act as a trade barrier. Timber certification is not only an important tool for forest conservation but an added competitive advantage for Malaysia’s timber industry. Its eventual result is intended to be sustainable forest management that ensures our forests will endure.
Hope for a dying river

Sungai Penchala, a tributary of the Klang River, is now under serious threat from pollution - it is dying. This pollution comes from residential, squatter areas, suburban housing and various industrial areas of Petaling Jaya and Kuala Lumpur along the length of the river.

WWF Malaysia initiated a local community project to rehabilitate the river and immediately sought the cooperation of local communities, various government agencies and local universities. The project today has the active involvement of Majlis Perbandaran Petaling Jaya (MPPJ), the Department of the Environment, the Department of Irrigation and Drainage, Universiti Malaya, Universiti Pertanian Malaysia, Petaling Jaya Residents’ Association and the leaders of various communities living along the river.

The Canada Fund for Local Initiatives provided initial funding for the project. By mid-1995, the Ten-Year Klang River Clean-up Programme run by the authorities ‘adopted’ Sungai Penchala and the government provided additional funding to the project.

Aside from financial support, support for the project has come in a variety of ways from local volunteers, government staff, university staff and students, local residents and others who participated in the various activities of the project. These included river monitoring, community surveys, river trekking and educational programmes.

Pollution in rivers affects the quality of our lives. If we all share this concern and work together, we can all help reduce the pollution that is poisoning our river. In this way, it is hoped that residents along the river can actively participate in improving the quality of the river and, with a rehabilitated river, improving the quality of their lives. WWF Malaysia hopes that the project will initiate self-organised efforts and encourage other communities in other parts of the country to undertake similar efforts.
Educating the educators

Education is the key to ensuring that future generations give special care to nature conservation and environmental protection. However, WWF Malaysia does not have the resources to reach out to every child in every school in the country. WWF Malaysia has therefore emphasised on reaching out to all schools through channels in the country’s education system, such as its joint effort with the Ministry of Education’s Curriculum Development Centre to integrate environmental education across the all subjects in the school curricula.

However, another effective way of reaching out to all schools is by educating the educators - trainee teachers, in-service teachers and teacher training lecturers. Last year, the Teacher Education Division (TED) of the Ministry decided to include environmental education in all pre-service teacher training programmes in teaching colleges in the country. There are 31 such colleges in the country responsible for training teachers for the primary and lower secondary schools.

WWF Malaysia was invited by the TED to assist in the development of the curriculum and to conduct training workshops for college lecturers at both the national and college levels. Under this programme, all teacher trainees in the country will now have to undergo compulsory core units on environmental education and look at the links within their own specialisations - be it Mathematics, Religious Studies, Science or any other subjects.

This programme will enable the estimated 7,000 teachers who graduate each year from these colleges to incorporate environmental elements in their lessons at school. Teachers from these programmes would then involve their own students in environmental activities and spread environmental awareness throughout country’s school population. One day soon, it may not be unusual to hear a Standard Two pupil extolling the virtues of recycling to his or her parents!
Training the guardians of the tiger

The sub-species of tiger found in Malaysia is the Indo-Chinese tiger (*Panthera tigris corbetti*). There are about 2,000 Indo-Chinese tigers left in the world, of which between 300 and 600 are found in Malaysia. The tiger is severely threatened today. It is so dependent on forest cover that it cannot survive where people have cleared land. However, tigers have probably lost about one third of their available habitats since 1950. Other than habitat loss, the other critical threat to tigers is poaching for the illegal trade in tiger parts.

As part of a regional effort in tiger conservation, the Department of Wildlife and National Parks Peninsular Malaysia (PERHILITAN) and WWF Malaysia organised a regional training course on tigers and their prey species for scientists, wildlife rangers and government officers from various parts of Southeast Asia. The course received financial and technical assistance from WWF.

Among the objectives of the course were to provide training on the latest techniques and enable wildlife staff to map the status and distribution of this endangered species. The course also provided a forum for the exchange of information among the participants regarding the status and distribution of tigers, anti-poaching techniques and law enforcement.

This is just one example of the many successful programmes WWF has supported to provide both technical and financial support to governmental and non-governmental organisations (NGOs) that are involved in achieving conservation objectives. These institutional programmes support the development of conservation expertise in these institutions.

Among the other support programmes that WWF Malaysia has established are the Nik Ahmed Kamil Memorial Scholarship Fund, Small Grants Programme for Malaysian NGOs and Malaysian Conservation Travel Grants Programme. Supporting the development of people working for conservation will undoubtedly have long-term and far-reaching benefits. We are effectively investing in the future of conservation.
Spreading the conservation message

Last July, more than 25 very special children, of ages between 10 to 12 years, went to Pulau Besar in Melaka for an experience they would probably not forget. The children, who were hearing-impaired, were attending a unique environmental education programme run jointly by the Melaka Education Department and WWF Malaysia. Accompanied by three teachers trained in sign language, WWF Malaysia education officers introduced them to the basic concepts of environmental protection through games, talks and activities.

This is just one of the many ways in which WWF Malaysia is trying to spread the conservation message to all Malaysians, especially the young. WWF Malaysia’s mobile education unit, up to today, has reached over one million schoolchildren throughout Peninsular Malaysia. With financial support from Nestle, a School Greening Manual and poster produced jointly by the Ministry of Education’s Curriculum Development Centre and WWF Malaysia is today teaching children throughout the country how they can make their schools ‘greener’ and more environmentally-friendly.

To address a much wider audience, WWF Malaysia has been very prominent in the press and electronic media, spreading the ‘green’ message in everything from radio talk shows to women’s programmes in television. Journalists from all the major news organisations now look to WWF Malaysia as a one-stop centre for information on the environment.

The WWF Malaysia Photolibrary spreads its message through a different medium - over 5000 colour slides from what is perhaps the best collection of nature-related photographs in the country. Income from the use of these slides also raises much-needed funds for WWF Malaysia’s nature conservation work.
The country pays tribute to a leading environmentalist

The Langkawi Award was instituted after the Langkawi Declaration at the Kuala Lumpur Commonwealth Heads Of Government Meeting in 1989. The Award is a national tribute to individual Malaysians who had made outstanding contributions in the field of the environment. Previous winners have included the eminent environmentalists Dato' Dr Salleh Mohd Nor, Tan Sri Razali Ismail, Gurmit Singh and Dato' Professor Sham Sani.

WWF Malaysia reached a milestone in its history when its President, Tan Sri Khir Johari, was presented with the Langkawi Award for 1995.

The Award Presentation ceremony was held in Kota Kinabalu as part of the Malaysian Environment Week 1995 celebrations. Tan Sri Khir received the Award from YB Datuk Law Hieng Ding, the Minister of Science, Technology and the Environment.

Tan Sri Khir Johari is one of the founding fathers of this country but, in 1972, decided to dedicate himself practically ‘full-time’ to nature conservation when he was appointed President of WWF Malaysia. That year, he received the official WWF Charter from WWF International President His Royal Highness Prince Philip, The Duke of Edinburgh, making it the 19th WWF national organisation to be set up worldwide. He has been at the helm of WWF Malaysia since then.

In the 23 years since then, he has guided the organisation into the broader conservation issues of natural resource management, sustainable development and pollution. The Award has recognised the fact that WWF Malaysia is today firmly entrenched in all forms of nature conservation and environmental protection in the country.

Tan Sri Khir’s and WWF Malaysia’s work for the environment has been to ensure that future generations will be able to enjoy the fruits of Tan Sri Khir’s labours fighting for independence and building a young nation. The Award has given new inspiration to WWF Malaysia to remain committed, as Tan Sri Khir is, to preserve what he has gained for us in the past and to conserve what we can for the future.
Raising funds for conservation

As the pressures of development and change continue to assault our natural environment, demands on non-governmental organisations working on nature conservation will rise dramatically. In recent years, this is demonstrated by the rapid increase in the number of conservation projects carried out by WWF Malaysia.

Raising funds to support nature conservation projects has taken on a more urgent note. Over the years, we have been fortunate to have had the support of individuals and corporations who gave to us in many ways. This year has been no different. We have seen a strong demonstration of support through donations, mutually beneficial partnerships, special events and purchases of WWF Malaysia products and cards. It has enabled us to tell these success stories.

Corporate and individual donors gave us continuing support. Cash donations were given directly to WWF Malaysia’s general funds or to specific conservation projects. These donations are tax-deductible.

For example, the past year saw interesting developments in the relationship between WWF Malaysia and its corporate supporters. Luxtime (M) Sdn Bhd adopted the Save The Sea, Save The Painted Terrapin campaign to launch its Save The Sea line of watches. RM 30,000 was pledged and raised to fund WWF Malaysia’s study on the ecology and distribution of the painted terrapins in the state of Melaka (equally generously, the Terengganu portion of the project was funded by BP Chemicals and the Perak portion by Rock Chemicals Industries). A celebrity auction graced by Deanna Yusuf, Rafique Rashid and Zainal Abidin was held; among the items snapped up were Save The Sea t-shirts signed by YAB Datuk Seri Anwar Ibrahim, clay painted terrapins signed by YAM Tunku Naquiyuddin ibni Tuanku Ja’afar and Tan Sri Khir Johari, as well as a poem specially composed for the event by Zainal Abidin.

Universal Fitness & Leisure Sdn Bhd (UFL) was appointed the official supplier of outdoor field equipment to WWF Malaysia. Through this sponsorship, UFL contributes RM 30,000 worth of equipment each year to help facilitate our field research work.
Among the products supplied are Karrimore backpacks, tents, stoves, diving equipment and Megalites. The agreement is for an initial period of three years, renewable on an annual basis. WWF Malaysia is also looking into carrying some of UFL's products as a part of its merchandise for retail and catalogue sales.

Bata Malaysia launched the specially-designed WWF Panda shoes and other items for school-children. WWF Malaysia received proceeds from the sales of these and, altogether, RM70,000 was raised to support WWF Malaysia's Mobile Education Unit.

Through an international licensing agreement, Groth AG and WWF Malaysia launched the first-ever Malaysian WWF stamp series, featuring the Clouded Leopard. These stamps were issued with first day covers and generated a lot of awareness and interest among the Malaysian public. Funds raised through international sales are channelled back into conservation work in Malaysia.

Flag Day and Conquer The Empire are two of WWF Malaysia's annual special events. On Flag Day last year, over 200 staff and volunteers helped to collect about RM16,000 in donations from the public. Conquer The Empire, a run up 60 storeys (or 1,116 steps) of the Empire Tower in Kuala Lumpur, raised more than RM20,000.

This year was a landmark year for us as we launched our biggest fundraising event ever - the Dumex/WWF Malaysia - World Record Coin Line. Funds were raised for conservation work while helping Malaysia break the existing Guinness World Record for the longest line of coins - 48.89 kilometres. Fundraising events included “The Jungle Book” charity premiere (RM16,235), Sister Sledge Dinner Show (RM8,000), Holiday Inn Crowne Plaza’s “Colour for Nature” and “Run for Nature” (RM15,714) and two charity dinners in Kuala Lumpur and Penang which, together, brought in more than RM90,000. Donations from corporations and individuals totalled more than RM250,000.00. The final record set was 55.63 km. Syabas, Malaysia!
## Statement of Accounts: Income

<table>
<thead>
<tr>
<th>Source</th>
<th>12 months to June 1995</th>
<th>%</th>
<th>12 months to June 1994</th>
<th>%</th>
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<tr>
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<td>Interest</td>
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<td>12,399</td>
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<td><strong>TOTAL</strong></td>
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## Statement of Accounts: Expenditure

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<th>12 months to June 1995</th>
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<th>12 months to June 1994</th>
<th></th>
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**EXPENDITURE**  
Year ending June 1995
Project Portfolio

Institutional Support

The Nik Ahmed Kamil Memorial Scholarship Fund

These scholarships make it possible for Malaysians to further their studies in areas that are likely to benefit conservation in Malaysia. Such studies may take the form of special courses or graduate study programmes. Funds required: Open

Malaysian Conservation Travel Grants Programme

These grants allow senior officers of government departments or NGOs to attend conservation-related conferences or meetings, either in Malaysia or overseas, where their presence will make an important difference to conservation in Malaysia. Funds required: Open

Programme of Small Grants for Malaysian Non-Governmental Organisations (NGOs)

This provides a flexible fund that can respond quickly with grant support to those NGOs that show great potential in any field related to conservation. Funds required: Open

Conservation of the Kinabatangan Floodplain, Sabah: Flora, Habitats and the Role of the Local Village Communities

Reports will be made on the wild plants of the lower Kinabatangan region, including use by local village communities. The project executor will identify ways to assist local villagers enter the ecotourism industry. The project will be linked to an ongoing environmental education and rural development programme run by the State Government and WWF Malaysia. Funds required: RM 55,233

Kampung Kuala Kenong in Lipis, Pahang and the adjacent Taman Rimba Kenong. This community development programme includes training tourist operators on a wider concept of environmental understanding and assists local people to initiate small-scale ecotourism enterprises by utilising existing forest resources.

Total funds required: RM 45,897
Funds still required: RM 25,897

Biological Diversity, Sustainable Resource Use and Education

Kenong Community Project

The Kenong Community Project looks at the relationship of the rural community of
Biological Diversity

Sabah Biodiversity Conservation Programme

The project aims to promote expansion of Sabah’s protected area network to incorporate all habitat types and threatened species, and assist government in policy determination relevant to biodiversity. Follow-up work may include continued input into Sabah Conservation Strategy implementation and specific new projects supporting biodiversity conservation.

Funds required: RM 181,383

Conservation Studies of the Painted Terrapin and other Endangered Estuarine Reptiles in P. Malaysia

The project investigates and determines the distribution and conservation status of endangered estuarine reptiles such as the Painted Terrapin, River Terrapin, Estuarine Crocodile and Asian Giant Softshell Turtle in Peninsular Malaysia. To effectively address this threat, base line data will have to be obtained for a comprehensive management plan.

Total funds required: RM 126,273

Funds still required: RM 36,273

Perak Elephant Management Study

The elephant is one of Malaysia's most endangered species. Once widespread and abundant throughout the State, it now only occurs in the northern part. Even there, the population is being fragmented by roads and further plantation development. This project aims to acquire relevant information and to prepare a management action plan for the elephant in Perak which could be applicable as a model for other States.

Funds required: RM 51,936

Orang Utan Conservation Study, Lower Kinabatangan, Sabah

This study focuses on finding ways to enhance prospects of long-term survival of the endangered orang utan in degraded secondary forests. It will provide an adequate understanding of the relationships of orang utans and altered habitat which will form a solid basis for future conservation-directed management planning.

Funds required: Year 1 RM 260,619

Sustainable Resource Use

Coastal and Estuarine Land Use Management Around Some Major River Systems in Peninsular Malaysia

This project looks into current and potential coastal land use changes adjacent to certain major rivers in Terengganu, Perak, Melaka and Pahang. Issues examined are coastal development, habitat destruction, land conversion, coastal erosion, pollution, land reclamation and their environmental impact. It also studies the impact of coastal development on local communities and the potential for ecotourism.

Total funds required: RM 76,972

Funds still required: RM 71,972
Project Portfolio

Applied land use and resource management for the Main Range, Peninsular Malaysia - Phase II

The aim of this project is to ensure that a long-term land use plan for the Main Range forms the basis for determining the future of the Range. This involves the promotion of inter-State coordination and consultation involving representatives of relevant planning agencies and, among others, those associated with water management, tourism, environment, forestry and land use.

Total funds required: RM 159,916
Funds still required: RM 109,916

Island Conservation and Awareness

The project will focus on promoting the understanding and awareness of recommendations of the Marine Park Island Management Conceptual Plan for Peninsular Malaysia to administrative authorities, residents, tourism entrepreneurs and commercial users. The primary aim is to assist in its implementation to ensure effective land-use planning and management of islands in Marine Parks with special attention on coastal adjacent land which does not fall under any protection. Funds required: Year 1 RM 141,266

Survey of the Limestone Caves of Perlis with Management Recommendations

This project attempts to systematically locate and survey all caves in Perlis as part of efforts to establish a State Park. A survey of the cave fauna will be conducted to catalogue all animal life found in the caves. Geological and hydrological studies will be conducted on the limestone of the Setul Range and the Chuping Hills. Floral and faunal examination of both above and underground will be conducted to determine future follow-up work in these areas.

Total funds required: RM 133,726
Funds still required: RM 78,976

Assessment of the Impact of Development in the Coastal Environment of Pulau Redang

This study aims to address the pertinent question of whether a large scale tourist resort development is more polluting to the environment compared to many small scale tourist development in an island ecosystem. It is especially important in view of the tremendous development on Malaysia's off-shore islands for tourism. Funds required: RM 80,488

Training

Sabah Conservation Traineeship

This is part of WWF Malaysia's ongoing efforts to train Malaysian scientists in conservation field work. Graduates from the respective States are recruited on contract for a two-year field training programmes with WWF Malaysia to develop his or her skills in scientific work and its application to conservation field work.

Funds required: Year 2 RM 52,516
**Education**

**Projek Penchala: Sungai Penchala Community Programme**

The project aims to involve the public in various monitoring and educational activities towards increasing the awareness and understanding of the state of the river, its pollutants and the roles the public can play in improving its quality. The project seeks to initiate self-organised local participatory actions and also encourage other communities throughout the country in similar efforts. Total funds required: RM 28,528  
**Funds still required:** RM 9,566

**The “Budi Hijau” Programme**

The “Budi Hijau” Programme extends the Greening of Schools Programme which was completed last year. This project is targeted at school communities (students, teachers, pre-service teachers, parents and members of old students’ associations). It will continue to support the activities developed earlier.  
**Funds required:** Year 1 RM 73,619; Year 2 RM 74,839

**Marine Education Kit**

The kit produced in consultation with the Ministry of Education and Department of Fisheries will be in both Bahasa Melayu (10,000) and English (2,000). It is designed as a teacher's guide to help students develop an understanding of the marine environment, identify threats to this environment and seek possible solutions to these problems.  
**Funds required:** RM 200,000

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**Supporters Programme**

**Duniaku Newsletter**

*Duniaku* is WWF Malaysia’s quarterly bilingual newsletter which focuses on environmental and nature conservation issues in the country, as well as highlights current conservation activities. Printed on recycled paper, 10,000 copies of the 16-24 page newsletter are circulated to readers all over the country. Columns available for sponsorship: *‘Green Tips’, ‘Wildlife in Danger’, ‘Habitats in Danger’, ‘Fact File’, ‘Did You Know?’*. Sponsorship of a column per issue: RM 1,000

**These are just some of the key projects which WWF Malaysia is undertaking in this country. Most of these projects are in urgent need of full or partial funding. We need your support. We hope that you can demonstrate your corporate responsibility to the environment by making a contribution, of whatever size. If you need the latest information on these projects, and other projects we are undertaking, please do not hesitate to contact the Fundraising Department at telephone number 03-757 9192 or fax to 03-756 5594**

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The Kawan WWF Supportership Programme was launched to allow the public to identify more closely with and contribute directly to WWF Malaysia’s conservation efforts. To date, there are over 4,000 concerned individuals from all walks of life who have signed up as Kawan WWF and many more are needed. All it takes is just a minimum donation of RM30 a year. If you want to know more about being a Kawan WWF, please contact the Fundraising Department at telephone number 03-757 9192 or fax to 03-756 5594
Donations from corporations, foundations and individuals for the period July 1994 - June 1995

RM 350,000 and above
MacArthur Foundation

RM 250,000 and above
Cheng Kim Loke Foundation

RM 50,000 and above
Bata (Malaysia) Bhd

RM 30,000 and above
Rock Chemical Industries (M) Bhd

RM 20,000 and above
Canadian Fund
Luxtime (M) Sdn Bhd
Rothmans Pall Mall
Sunrise Bhd

RM 10,000 and above
AP Land Bhd
BP Chemicals Technical Services Ltd
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Hijjas Kasturi Associates
IJM Corporation
ISIS
Lee Foundation
Dato’ Kington Loong
MBH Commercial Vehicles Sdn Bhd
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RM 5,000 and above
Shireen Ann Muhiddeen
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Stamford College Bhd
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Tioxide (M) Sdn Bhd
YAM Tunku Mariam
United Plantations Bhd
Datuk Amar James K.M. Wong

RM 1,000 and above
ABN Amro Bank N.V.
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Anugerah Gallery
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AT & T Global Information Solutions Sdn Bhd
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Bayer (M) Sdn Bhd
Bintulu Lumber Development Sdn Bhd
British Gas (M) S.A.
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Central Sugar Refinery Sdn Bhd
C.H. Williams Talhar & Wong Sdn Bhd
Du Pont Far East Incorporated
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Esso Production (M) Bhd
Federal Flour Mills Bhd
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GEC Marconi Project (M) Sdn Bhd
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Mr George Koshy
Golden Hope Plantations Bhd
Gopeng Bhd
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Guinness Anchor Marketing
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Hard Rock Cafe
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Hope Foundation
ISKL
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Johore Tenggara Oil Palm Sdn Bhd
KPMG Peat Marwick
Kumpulan Parabena
Kuok Brothers Sdn Bhd
Kuok Foundation Bhd
K.T.S. Sdn Bhd
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Ms Lee Oi Loon
Ms Lee Soon Soon
Ms P.G. Lim
Mr Lim Yen Haat
Malayan Sugar Manufacturing Co Bhd
Malaysian Industrial Development Finance Bhd
Malaysian Palm Oil Promotion Council
Malaysian Wildlife Conservation Foundation
Malay-Sino Chemical Industries Sdn Bhd
Motorola Semiconductor Sdn Bhd
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Nestle Products Sdn Bhd
Occidental Petroleum (M) Ltd
Optron (Perlis)
Palmco Holdings Bhd
Pan Malaysia Cement Works Bhd
Pelangi Berhad
Penfabric Sdn Bhd
Perlis Plantation Bhd
Permodalan Nasional Bhd
Mr Phang Ooh Kueh
Public Bank Bhd
Public Bank Card Services
PWE Industries Bhd
Smith Zain Securities
Mr Jeffrey Sng
Sterling Drug (M) Sdn Bhd
Sungei Way Holdings Bhd
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Texas Instrument (M) Sdn Bhd
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The Pacific Bank Bhd
The Tan Sri Tan Foundation
The United Malacca Rubber Estates Bhd
TIB Asia Sdn Bhd
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RM 500 and above
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En Sabri Zain
Mr AA Thomas Scott
Mr & Mrs Amanda & Robert Setili
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Asian Overland Services Travel & Tours Sdn Bhd
AT & T Global Information Services Sdn Bhd
Bakway Transide Sdn Bhd
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Caldbec Macgregor (M) Sdn Bhd
Carcosa Seri Negara
Carpet Inn
Casey & Seat Records
Celcom Technology (M) Sdn Bhd
Central Market
Sophia Chin & Rediffusion Cable
Network Sdn Bhd
Crimson Rosella
Crown Princess Hotel
Diversified Systems Sdn Bhd
EAC Photo Imaging
Eastern Flame Sdn Bhd
Empire Tower, City Square Centre
Empress Cruise Lines
Faridah Merican
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Golden Communications Sdn Bhd
Goodman Fielder International Sdn Bhd
Guinness Anchor Marketing Sdn Bhd
Hans Isaac
Hard Rock Cafe Kuala Lumpur
Harith Iskandar Musa
Holiday Inn Crowne Plaza, Johor Bahru
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Hongkong Bank, Petaling Jaya branch
Jabatan Perikanan Malaysia
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Jaya Supermarket
Johnson & Johnson (M) Sdn Bhd
Junior Chamber Kuala Lumpur (West)
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Children’s Choir
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Metrobus
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Public Bank Card Services
Puteri Pan Pacific Hotel
Qualityworks Sdn Bhd
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Remaja magazine
Royal Selangor
Securicor (Malaysia) Sdn Bhd
Shades & Ziman Records
Shangri-la’s Tanjung Aru Resort
Shelia Majid & RAP
T S Siow
Skrine & Co
Subang Parade
Sungei Wang Plaza
Swensens’
TSI Consulting
Teddy Tales

The following outlets placed Panda donation boxes which generate over RM 15,000 for nature conservation each year

Atria, Petaling Jaya
Bangsar Shopping Centre
Hankyu Jaya, Bangsar
Hard Rock Cafe Kuala Lumpur
Jaya Jusco Taman Tun Dr Ismail (now Bandar Utama)
Jaya Supermarket, Petaling Jaya
Subang International Airport
Subang Parade, Petaling Jaya
Sungei Wang Plaza, Kuala Lumpur
Taman Negara Resort, Kuala Tahan
Yaohan, Kuala Lumpur
Yaohan, Penang

And a final heartfelt thanks to all individual volunteers who help tirelessly out in the field, at sales/exhibition booths, special events and the WWF Malaysia office; all publications which give complimentary advertising space to help recruit Kawan WWF; all retail outlets which placed Dumex/WWF World Record Coin Line donation boxes and which have our Panda donation boxes throughout the year; all school, college and university students who help fundraise; and the media for their support.

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Photographs: WWF Malaysia Photolibrary.
About WWF Malaysia

WWF Malaysia is a national charity that was established in 1972 under the Trustees (Incorporation) Ordinance.

All work carried out by WWF Malaysia is based on its Mission, which is to conserve nature and ecological processes by

- Preserving genetic, species and eco-system diversity
- Ensuring that the use of renewable natural resources is sustainable both 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.

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.

WWF Malaysia has over 55 scientists, policy analysts and educators working in projects all over the country, focusing on conservation needs such as protecting Malaysia’s flora and fauna, conserving natural resources, reducing pollution as well as promoting environmental education and awareness. WWF Malaysia’s fundraising efforts help keep these programmes going. Donations to WWF Malaysia are tax-deductible.

WWF Malaysia,
3rd Floor, Wisma IJM Annexe, Jalan Yong Shook Lin, 46200 Petaling Jaya.
Postal address: Locked Bag No. 911, Jalan Sultan Post Office, 46990 Petaling Jaya.
Tel: (03) 757 9192 Fax: (03) 756 5594