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c/o The Zoological Society of London, Regent's Park, N.W. 1.

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The World Wildlife Fund

The World Wildlife Fund was launched on 28th September, 1961, at the Royal Society of Arts. This International Charitable Fund which was registered under Swiss Federal Law has been set up for the purpose of saving the world's wildlife and wild places through a number of National Appeals. The British National Appeal is the first to be organized and to date has raised over £50,000. This money has been sent by over 30,000 people and has ranged from Mr. Jack Cotton's £10,000 to shilling Postal Orders and books of stamps from old age pensioners and children.

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Although the Fund is less than four months old, the support we have had has enabled us to make urgent grants for protecting rhinoceroses threatened with early extinction in East Africa by poachers, for buying land to create in Tanganyika one of Africa's most beautiful National Parks and to make a Nature Reserve in the Marismas of the Guadalquivir to save the last Flamingoes in Spain, and for assisting an expedition to Tristan da Cunha to give first aid to the Island's wildlife and the abandoned pet and domestic animals there.

The President of the British National Appeal is H.R.H. the Duke of Edinburgh and the Chairman is Mr. Peter Scott, C.B.E., D.S.C. Among the Trustees are the Marquess of Willingdon, Lord Hurcomb and Guy Mountfort. The Secretary is Rear-Admiral C. R. L. Parry, C.B., D.S.O., and the offices are at 2 Caxton Street, Westminster, London, S.W. 1.



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