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for identification purposes



World Wildlife Fund

1816 Jefferson Place, N.W., Washington, D. C. 20036

Telephone 296-0422

May 7, 1965

Dear Friend:

In a split second of time on the evolutionary scale -- a mere 150 years -- 40 dramatic and colorful species of animals and birds in America alone have disappeared forever. 50 more are now on the verge of extinction in this country and a shocking 250 in danger world-wide.

Such needless, irrecoverable loss will continue as long as man takes for granted the existence of wild places and the wild creatures that inhabit them. The city-weary, in an overwhelming response to nature, visit parks, forests, mountains and jungles (at home and abroad), seemingly confident that they will find the land unchanged and abundant with its native wildlife.

Tragically, such confidence has no basis in reality. Once a lake or stream has been polluted, a highway or housing development thoughtlessly placed, the healthy surface of the land is gone and may never be restored. When an animal's skin becomes so popular that it is hunted to excess by poachers or when it becomes great "sport" to hunt certain birds and animals from airplanes armed with shot guns, we marvel at man's cruelty and shortsightedness.

The U.S. Appeal of the World Wildlife Fund, in the three short years of its existence, has made some 50 grants for restoration programs -- status surveys, species protection, habitat preservation, and propagation experiments for animals and birds threatened with extinction. WWF has also developed feasible projects for some 30 additional priority programs and their enactment is held up only by the lack of funds. (Listings of some of the projects aided and proposed are briefly described in the enclosed brochure).

It would be a horrifying prospect to live in a world whose wondrous variety of wildlife and wild places had been lost in the pages of history. Won't you join in our fight to save our wild heritage for the benefit, enjoyment and inspiration of all mankind? Your contribution, large or small, will be most gratefully received.

Sincerely,

Kermit Roosevelt
Member, Executive Committee

P.S. Should you receive more than one appeal we hope you will understand that the cost of checking for duplications is prohibitive. If you would pass any duplication on to an interested friend, we would be most grateful.

HELP SAVE THE WORLD'S WILDLIFE AND WILD PLACES