



The 1001: A Nature Trust
Under the leadership of H.R.H. The Prince of the Netherlands

CONFIDENTIAL

May 1973

"THE 1001 : A NATURE TRUST"

Early in 1971 His Royal Highness The Prince of the Netherlands, President of the World Wildlife Fund, launched "The 1001 : A Nature Trust" whereby he is personally inviting 1,000 men and women throughout the world

- a) to join him in each contributing \$10,000 or the equivalent towards a \$10 million endowment fund, the income of which will be used for World Wildlife's basic operations, and
- b) by their example and influence, to support the aims of World Wildlife and its sister organisation, the International Union for Conservation of Nature (I U C N).

Progress

To date over 730 influential men and women from 38 countries have joined 'The 1001'. One family in the United Kingdom has six representatives, and four others - in South Africa, Sweden and two in Switzerland - have four each. There are 22 instances where both husband and wife have become members.

Benefits of 'The 1001' to World Wildlife Fund

A regular annual income will make it possible to build up a highly efficient organisation capable of long-term global conservation planning and operation. If all basic operations can be financed by endowment, other contributions can be devoted entirely to field projects.

Members help to create a better awareness of the many different threats to the natural environment and set an example to their communities to do something positive about it.

Members can help to strengthen national organisations of the World Wildlife Fund. They have, for example, assisted in finding suitable trustees, advised on programmes nationally and internationally and in no less than six countries donated the services of senior executives, with all necessary office and secretarial facilities, to administer the national organisations on a sound professional basis.

Recognition of Membership

Each member receives an inscribed print of the Bald Eagle by Axel Amuchastegui. These prints are exclusive to founder members of 'The 1001' and, after membership is complete, members will be invited to participate in a draw for the original painting, the proceeds of which will go to the Fund.

Each member also receives a small gold lapel badge or brooch of 'The 1001', which is strictly personal. Replacements are available at a cost of \$20 per lapel badge and \$50 per brooch direct from the International Headquarters of the World Wildlife Fund. (These prices include an element of profit for the Fund).

There have been a few requests for cuff-links and ties with 'The 1001' emblem, but these will only be produced if enough members indicate a desire to purchase them.

Meetings

In order that The Prince of the Netherlands may meet his fellow members and their wives or husbands, periodic informal receptions are held at Soestdijk Palace or abroad, where they are generally hosted by members of 'The 1001'.

Appendix A attached to this report lists forthcoming receptions as well as those places in which receptions have been held to date.

In addition to the international receptions, which all members are invited to attend, more restricted regional or national meetings are arranged in order that local members may get to know one another better and be able to examine some of the conservation problems and achievements relative to their own area. For example, His Royal Highness The Duke of Edinburgh, President of the British National Appeal of the World Wildlife Fund, held a reception in November 1972 for United Kingdom founder members of 'The 1001'. Similarly, His Royal Highness The Prince of Spain, Founder President and President of Honour of World Wildlife Fund (Spain) is this month holding a reception for Spanish founder members.

Tours

Special tours are being organised to give members the opportunity of seeing at first hand some of the achievements of and some of the conservation challenges facing the World Wildlife Fund in different parts of the world. The first of these tours is a 17 day cruise of the Indonesian archipelago in an 80-passenger cruise ship starting from Bali on 29 May 1973.

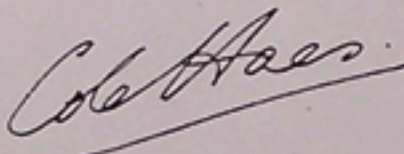
World Wildlife Fund (Canada) has organised a visit to the Hudson Bay area of the Northwest Territories in August 1973 to enable members of 'The 1001' to see some of the Polar Bear research work being undertaken by the University of Guelph under its partial sponsorship.

Investment

Where taxation, exchange control or other laws of a particular country do not permit the transfer of contributions to the main 1001 Endowment Fund in Switzerland, these contributions are invested in a local Endowment Fund managed by the relevant national World Wildlife Fund Board of Trustees/Directors, using the best professional advice available.

Costs

The full amount of each contribution to 'The 1001' is invested in the endowment fund. Costs of administration, meetings, inscribed prints, etc. are being covered by separate donations earmarked for this purpose.



Charles de Haes
Honorary Assistant to
The Prince of the Netherlands