



Yorkshire
Wildlife Trust



Wildlife Guardians

Protect Yorkshire's wildlife



Puffins are one of Yorkshire's most iconic birds, but in 2015 they were placed on the IUCN Red List of Threatened Species; if they continue to decline at their current rate they could face extinction. You can protect them by fighting for more Marine Conservation Zones.

Yorkshire's wildlife needs **you**

'Among the most depleted countries in the world...'
2016 State of Nature Report

Yorkshire's wildlife faces what could be the most critical period in its history. The 2016 State of Nature report found that more than one in ten UK species is threatened with extinction or in terrible decline, including much loved animals like water voles and hedgehogs. Grant funders are under huge pressure leading to increased competition for funds and smaller donations, public funding for the environment has been cut by 32% over the last seven years and political uncertainty could see vital environmental protection stripped away. Meanwhile our children lead increasingly indoor lives, cut off from nature and all its benefits.

You can help change this.



Sir David Attenborough at Askham Bog in York.

How can I **help?**

You have already shown you care about nature; will you make a deeper commitment now and join those who, like you, are passionate about Yorkshire's incredible wildlife? Join those who want to make a difference?



Bill Richards

Yorkshire's iconic Flamborough cliffs.

Your **invaluable support** could help us to...

Protect land for wildlife

Yorkshire Wildlife Trust currently owns or looks after over one hundred nature reserves but this is less than 1% of Yorkshire. Sometimes there are opportunities to expand nature reserves, like Staveley, Potteric Carr or Brockdale, creating more space for wildlife to thrive whilst protecting the existing reserve from the effects of nearby development. Sometimes we have an opportunity to acquire new sites such as Skerne Wetlands near Driffield, returning them to wildlife rich reserves. But if there is no time to look for funding or to launch a fundraising appeal these chances can be lost.

Your support could enable us to react quickly to these opportunities, protecting more of Yorkshire's land for wildlife.

Six years ago this was an overgrazed, barren field. Now it is a wildlife rich hay meadow full of wildflowers, butterflies and insects.

Staveley Nature Reserve in North Yorkshire



Wildflower-rich meadows at Staveley Nature Reserve.



Tom Marshall

Inspire people

The statistics are shocking. Fewer than one in ten children play in wild places. In fact, children are far more likely to recognise television characters than our most common wildlife. This matters. It matters for their physical and mental health and it matters because today's children are tomorrow's wildlife guardians. If they are completely disconnected from nature then how will they care enough to protect it?

Last year nearly 9000 children attended a Yorkshire Wildlife Trust event. That's fantastic but we reached less than 1.5% of Yorkshire's children. You could help us inspire the next generation through our work with schools and youth groups, bringing children into the heart of nature at Potteric Carr, Stirley Community Farm and the Living Seas Centre, and at events throughout the county.

Stand up for wildlife

Now more than ever wildlife need you on its side. Yorkshire Wildlife Trust is at the forefront of campaigns for bigger and better Marine Protected Zones, mitigation for HS2 and making sure our 54 MPs see environmental protection as a priority. This year our planning team will be asked to comment on over 400 planning applications ranging from destruction of ancient woodlands to removal of wildlife protection. They have a good record of success when they do comment but Yorkshire is a huge county and they simply can't research every application they're asked to look into. Your dedicated support could make all the difference, ensuring harmful development is checked and Yorkshire's wildlife protected.



Joanna Richards

Askham Bog in York.

Sir David Attenborough called Askham Bog 'a great, great treasure' but local development plans threatened this fragile and much-loved place. A strong campaign objecting to these developments led by Yorkshire Wildlife Trust successfully overturned the Council's plans and the area around the nature reserve has been safeguarded as green belt. Your support will help us achieve more victories for wildlife.



Everyday, we protect land for wildlife, engage and inspire people and stand up for our wild species but, with your help, we can do so much more

You can be assured that your minimum commitment of **£50 a month** will make a vital difference to Yorkshire's wildlife. In return we'll make sure we keep you up to date with the Trust's work and give you opportunities to meet like-minded people through:

- Invitations to exclusive events each year including opportunities to see behind the scenes at some of our most iconic nature reserves and guided walks with Trust experts
- Invitations to discuss the Trust's work with our Chief Executive, President and Board of Trustees
- An annual newsletter
- An exclusive membership card
- A thank you in our Annual Review (we will respect your privacy if you prefer to remain anonymous)
- A reception before the AGM



Elliot Neep www.elliottneep.com

Will you help Yorkshire's wildlife and become a **Wildlife Guardian** today?

Please complete this form and return it to:

Wildlife Guardians, Yorkshire Wildlife Trust, 1 St George's Place, York, YO24 1GN or visit www.ywt.org.uk/wildlifeguardians

I enclose a cheque made payable to Yorkshire Wildlife Trust
 I would like to pay by Direct Debit and have filled in the form on the reverse of this page
 I have an existing Direct Debit and would like to increase it to £ per month or £ per annum (minimum £50pm or £600pa)

Member of Yorkshire Wildlife Trust *(please tick)*
 Yes No

I would like my name recorded in your Annual Review *(please tick)*
 Yes No

Data Protection: Your support ensures Yorkshire Wildlife Trust can protect and conserve our wildlife and wild places. We would love to keep you updated with our news, events, activities and appeals. Please tick the box(es) if you are happy for us to contact you by: Mail Telephone Email SMS This does not affect your regular membership mailings or any contact necessary for effective administration of your membership. If you have any questions please contact us at fundraising@ywt.org.uk.



Instruction to your bank or building society to pay by Direct Debit.

Service user number: 9 2 0 1 5 2



Bank/Building Society and address:

Name(s) of Account Holder(s):

Account Number:

Branch Sort Code:

Reference number *(office use only)*:

Instruction to your Bank or Building Society: Please pay Yorkshire Wildlife Trust Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction will remain with Yorkshire Wildlife Trust and details will be passed electronically to my Bank/Building Society. Banks and Building Societies may not accept Direct Debit instructions for some types of account.

Signature(s)

Signature(s)

Date:



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Yes, please gift aid my donation Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer. I am a UK tax payer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

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Valid from

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Card holder name and address *(if different from before)*

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I wish to pay by: Maestro Mastercard Visa

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Date:

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