



2024

# IMPACT REPORT

**International Union for Conservation of Nature - United States**

Washington, DC

2024 Impact Report

[iucnus.org](https://iucnus.org)

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# OUR Mission

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**International Union for Conservation of Nature - United States (IUCN-US) is a 501(c)(3) charitable organization that builds bridges between US donors and IUCN by catalyzing, accelerating, funding and promoting IUCN's work — conserving nature and natural resources in the United States and throughout the world.**

IUCN-US mobilizes resources from the US in support of IUCN's global body of work - enabling the Union to engage in scientific and educational activities, field projects, policy-making, and establish best practices to advance conservation initiatives around the world. As the world's oldest and largest global environmental organization, IUCN has an unparalleled leadership position to influence the direction of conservation and sustainable development. IUCN-US has been supporting the work of IUCN for more than 25 years, unlocking greater potential through the power of US philanthropy.

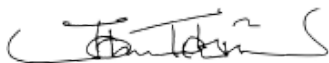
# LETTER FROM Chair & CEO

2024 was a pivotal year for [IUCN-US](#), as our mission came alive through strengthened connections between U.S. donors and the global work of the [International Union for Conservation of Nature](#). Throughout the year, we **expanded our role as a bridge between philanthropy in the United States and conservation action around the world**, helping catalyze, accelerate, and fund initiatives that advance the protection and sustainable management of nature and natural resources globally. Guided by an ambitious strategic plan running through 2026, IUCN-US increased its fundraising and outreach to broaden U.S. engagement with the Union and its global network of scientists, members, and partners.

This growth enabled us to **support an expanding portfolio of conservation initiatives worldwide, including ongoing projects in Mauritius, Cabo Verde, Comoros, Madagascar, São Tomé and Príncipe, Seychelles, Zanzibar, Vietnam, Albania, and across Central America and Mexico, while also advancing global research and knowledge tools that inform conservation action in many regions**. In 2024, we were particularly proud to help facilitate the largest grant IUCN-US has ever received, from The Coca-Cola Foundation, supporting the implementation of an [ambitious plastic waste reduction project](#) across seven African Islands. Through these partnerships, IUCN-US helped improve IUCN tools and research, promote the exchange of best practices on nature-based solutions, and support tangible conservation impact on the ground.

During the year, several IUCN-US supported initiatives also reached completion, including a [landmark global assessment of freshwater species](#) through the IUCN Red List of Threatened Species that identified priority species for urgent conservation action, and the revision of conservation mapping guidelines by the IUCN Species Survival Commission Cat Specialist Group to better reflect diverse ecological landscapes and improve how practitioners assess and map species' habitats.

None of this progress would have been possible without the generosity and commitment of our donors and partners. Their support continues to advance the shared mission of IUCN and IUCN-US—to create a just world that values and conserves nature—and we are proud to share these highlights while carrying this momentum into the year ahead.



**Dr. John Tobin-de la Puente**  
Chair of the Board



**Dr. Tracy Farrell**  
Chief Executive Officer

# 2024 Impact

**IUCN-US supports a wide range of international conservation projects that translate U.S. philanthropic support into measurable environmental impact.** For example, IUCN-US helped support the protection of the Vjosa River in Albania, contributing technical expertise that led to the creation of Europe's first Wild River National Park, safeguarding one of the continent's last free-flowing rivers and its biodiversity. It also funds initiatives that strengthen **nature-based solutions** for coastal and marine ecosystems, bringing together investors, conservation scientists, and project developers to scale **sustainable ocean and coastal restoration** projects around the world. In addition, IUCN-US supports **science-driven conservation efforts** such as improving species monitoring and data used for the IUCN Red List of Threatened Species, which helps guide global decisions on protecting endangered wildlife and ecosystems. Together, these projects demonstrate how the Fund channels U.S. donor resources into global conservation action—from protected areas and species conservation to climate-resilient ecosystems.

## **Mobilized over \$8 million USD in support for conservation:**

- Facilitated US Foundation and Individual support for IUCN
- Provided a mechanism for Red List support from the US

## **Supported 14 projects around the world:**

- Key programme initiatives including species and ecosystem conservation, both global and regional in scope
- Commission internships and initiatives
- Awards including the International Ranger Awards
- IUCN Taskforces, and other gifted projects

## **Launched a three-year strategic plan to:**

- Increase resource mobilization to address urgent threats
- Fund new work led by the IUCN North America Regional Office
- Bring awareness in the United States about work of IUCN
- Benefit the entirety of the Union

# 2024 Financials

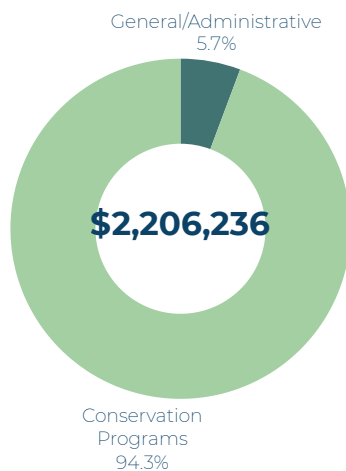
**In 2024, IUCN-US mobilized more than \$8 million dollars in support for conservation programmes throughout the Union.** Many of the supported projects are multi-year engagements with funds being allocated as projects require. Funds raised in 2024 were higher than those allocated, as reflected below.

## FUNDS RAISED

### **\$8,049,687 USD raised in 2024**

\$7,976,829 from Foundations and US government agencies for IUCN projects (see detail on Page 7) and \$72,858 from Individual Donors to support [IUCN's global body of work](#), including the IUCN Red List of Threatened Species.

## FUNDS ALLOCATED



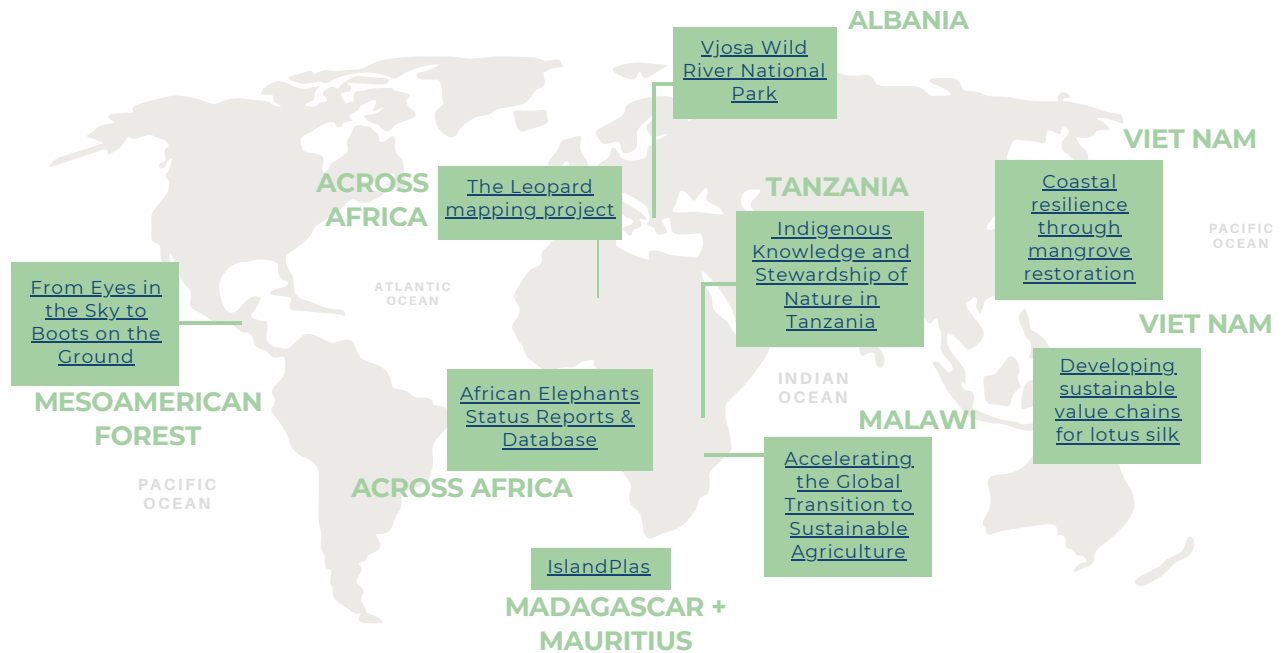
### **\$2,206,236 USD allocated in 2024**

94.3% of funds raised by IUCN-US are allocated to support on-the-ground conservation projects and conservation policy initiatives of IUCN:

- 14 international conservation projects
- US National Committee support
- IUCN Commission support
  - WCPA - Kenton R. Miller
  - SSC - George Rabb
  - CEC - #NatureForAll

# 2024 Projects

**IUCN-US supports global conservation projects that protect ecosystems, strengthen conservation science, and promote sustainable livelihoods.** In Southeast Asia, it backs a [lotus-based livelihoods](#) initiative in the Mekong Delta that develops sustainable lotus silk production while maintaining natural flood systems that support biodiversity and climate resilience. It also helps fund the [creation of Vjosa Wild River National Park in Albania](#), Europe’s first Wild River National Park, protecting one of the continent’s last free-flowing rivers and its rich freshwater biodiversity. Additionally, with support from the Paul G. Allen Family Foundation, the Fund contributes to major conservation science efforts such as the [African Elephant Database and Status Report](#), which compiles continent-wide data on elephant populations to guide policy and conservation strategies.



## Additional IUCN-US supported projects with a global scope

<a href="#">Global freshwater fishes assessment</a>	<a href="#">Coastal and marine NbS projects</a>	<a href="#">IUCN Global Standard for NbS</a>	<a href="#">BEFoRE - BEnefits From REstoration</a>	<a href="#">IUCN Fisheries Taskforce</a>	<a href="#">George Rabb Internship</a>
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**Commission Support:** In addition to funding IUCN’s global body of work and supporting conservation projects, IUCN-US supports the goals of three [IUCN Commissions](#) through management of awards, internship funds, and operating funds for globally focused initiatives, helping advance the work of IUCN’s seven expert Commissions—a network of more than 18,000 volunteer scientists and practitioners in over 160 countries whose science, tools, and policy guidance inform conservation decisions worldwide.

# Projects reaching completion in 2024

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**2024 brought several IUCN-US supported projects to a successful close. These projects showcase the breadth and scope of IUCN research, Union-wide initiatives, and global scale conservation impact. IUCN-US is a key player supporting IUCN achievements through our regranted projects around the world.**

*Learn more about all IUCN-US supported projects at [iucn.org/projects](https://iucn.org/projects)*

## **Global Freshwater Species Assessment Finds Significant Portion at Risk of Extinction**

Supported by the **Regina Bauer Frankenberg Foundation**

IUCN conducted the most comprehensive global freshwater species assessment to date, finding that about one-quarter of freshwater species are threatened with extinction due largely to pollution, dams and water development, agricultural land conversion, and invasive species and disease, while also identifying priority conservation areas and gaps in protected coverage.

## **Development of Robust Mapping Methods Using Leopard Populations in Africa**

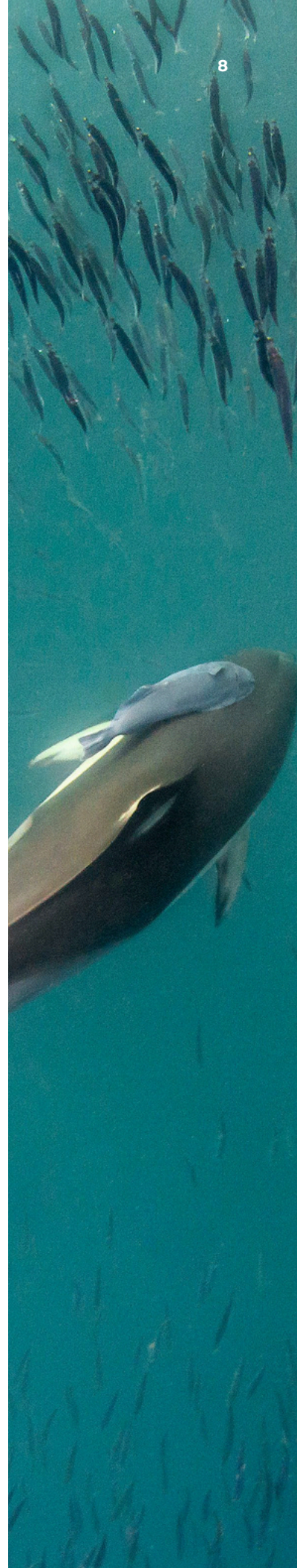
Supported by the **Estate of Ted Bailey**

A project supported a gift from the Ted Bailey Estate corrected misinterpretations in the Mapping Standards and Data Quality guidelines for IUCN Red List spatial data, improving how practitioners apply consistent monitoring methods and metrics to accurately assess species conservation status and threats.

## **Restoring coral reef barriers with hybrid green-grey reefs to protect San Andrés Island, Colombia**

Supported by the **Builders Initiative**

Implemented by IUCN and the Blue Natural Capital Financing Facility, this project restores 3.9 hectares of hybrid “green-grey” coral reef barriers on San Andrés Island to rebuild marine habitat, protect coastal communities from climate-driven storms and sea-level rise, and share lessons through a regional e-learning course and finance model for marine and coastal management.



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## International Union for Conservation of Nature - United States


Washington, DC  
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**To learn more about supporting IUCN-US and, in turn, the work of International Union for Conservation of Nature around the world, please visit the [IUCN-US Donations page](#).**

Individual donors and foundations alike can help advance global conservation by supporting IUCN's network of scientists, members, and partner organizations; foundations may also choose to fund specific [IUCN projects](#) around the world. All contributions to IUCN-US help ensure that resources reach the places and initiatives where they are needed most.

