

SmartMoney™ **Magazine Names** **WWF Top** **Environmental** **Charity Two Years** **in a Row!**

Great news! WWF was named the top environmental charity by *SmartMoney* magazine for the second consecutive year! In its December 1998 wrap-up of "Charities You Can Trust," *SmartMoney* analyzed the nation's top 100 nonprofits to find "organizations that do just what they say they do — put your money to work as efficiently as possible."

SmartMoney compared each organization's expenses by category and reviewed their ratings by independent charitable oversight agencies...

**... WWF was the only
environmental organization
listed among the ten winners!**

**87 cents of
every dollar
goes to
Conservation
programs**

