

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

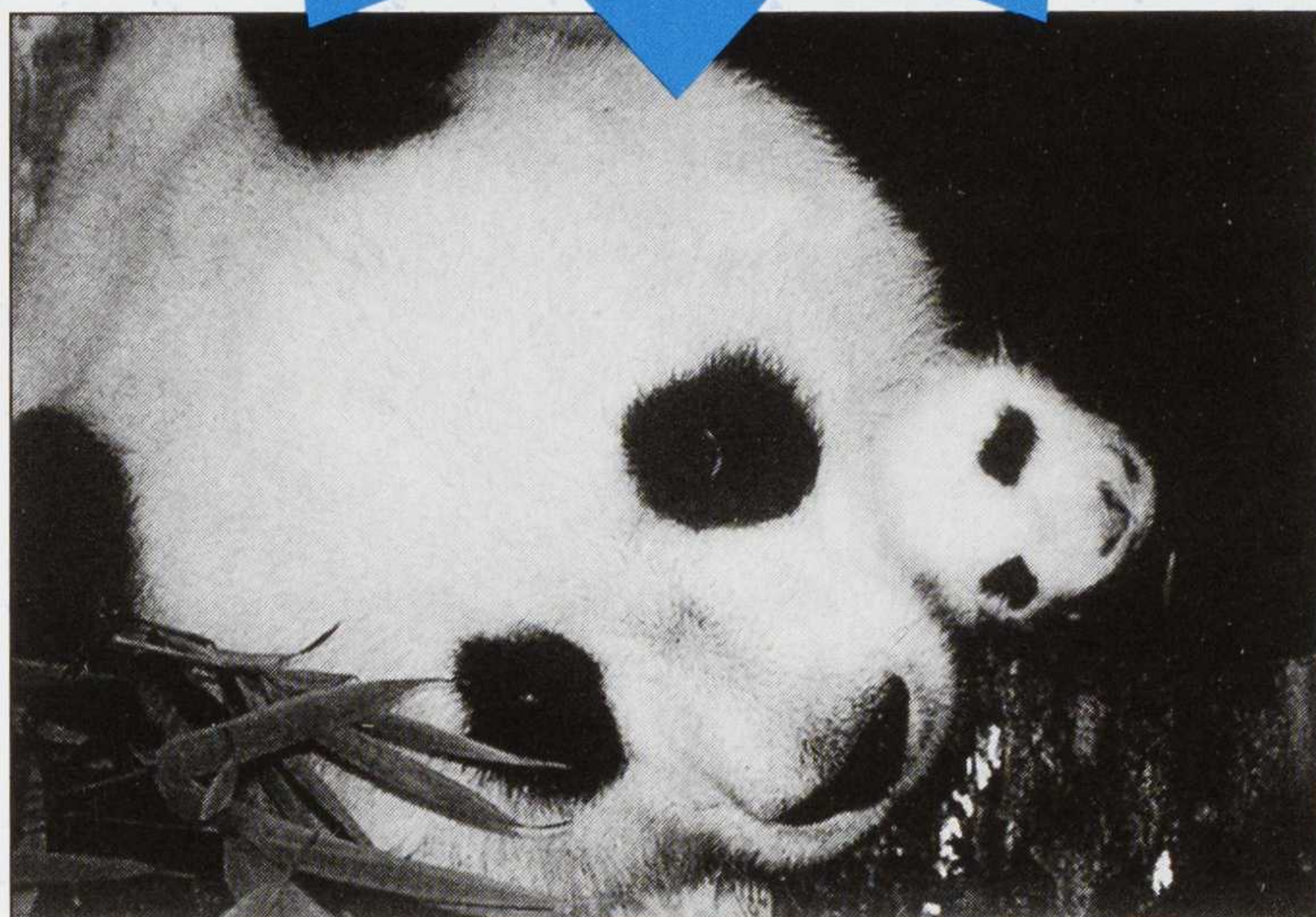


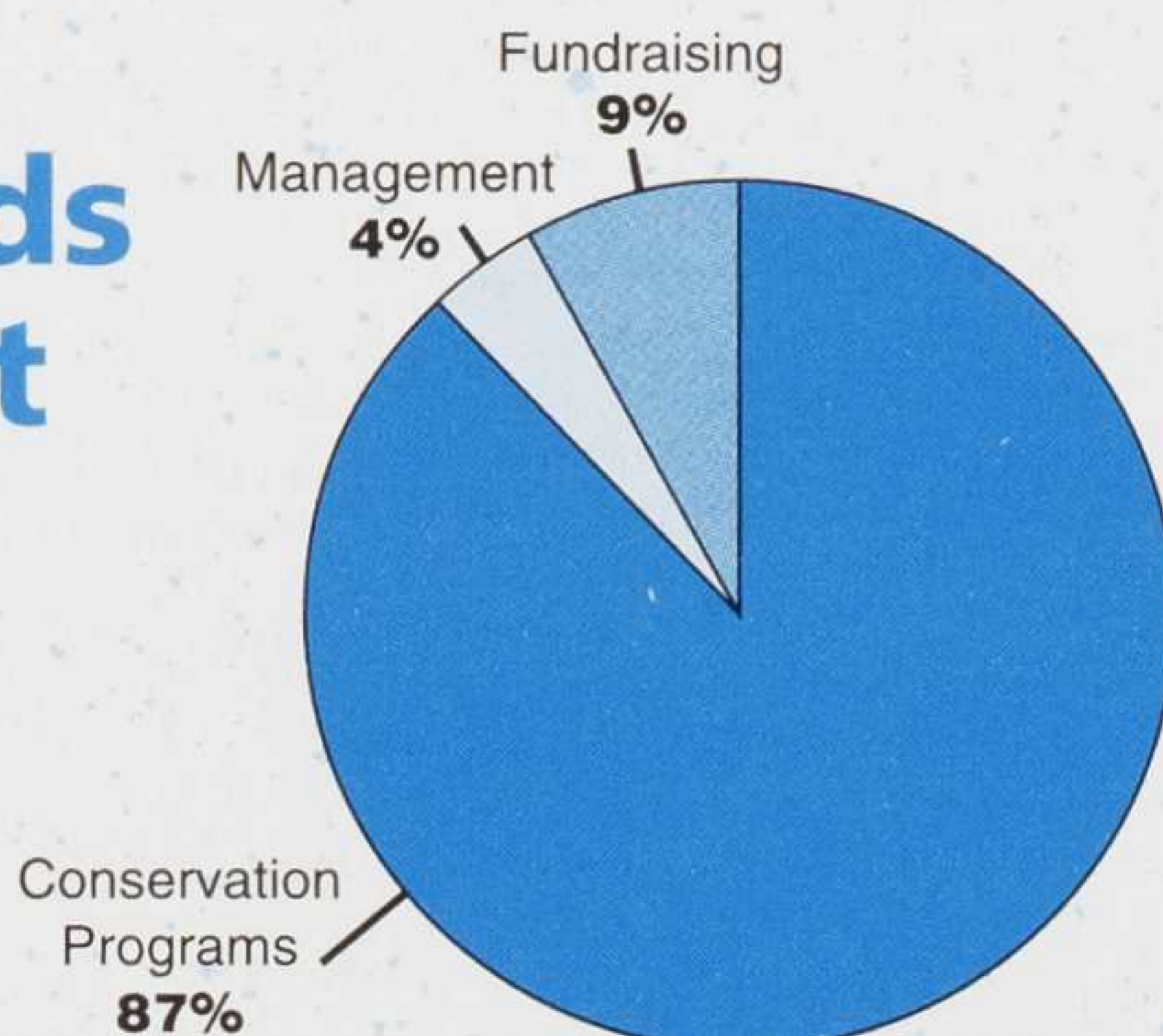
Photo by Sue Mainka/WWF

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...

How Funds Are Spent

*87 cents of every
dollar to
Conservation
programs*



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