

To: Sally Laford
From: International Fund for Animal Welfare
Subject: Help save one whale, one ocean, one earth

Dear Sally,



<https://www.ifaw.org/united-states/news/breaking-right-whale-calf-found-dead-cape-cod-waters-necropsy-progress> (Album- Right Whale Calf by action4ifaw)

411.

That is the approximate number of North Atlantic right whales left on earth.

You likely have more songs on your smart phone than there are North Atlantic Right Whales left in the ocean.

And without your help things are not likely to improve.

A slow swimmer that spends most of its time on the water's surface, this whale makes an easy target for passing vessels. Like the poor calf pictured above.

And with only 411 of these amazing animals left on earth, even the loss of one right whale is too many.

Your generous support allowed us to partner with several other organizations to help create a mobile app called Whale Alert. This app alerts mariners that whales have been heard in the area, so they can slow their speed or change direction and avoid a collision with the whales.

But ship strikes aren't its only threat. Rope entanglement from commercial fishing gear and noise pollution from ships and oil and gas exploration also jeopardize this animal.

That is why we need your continued support to help to study and fund solutions to these ongoing threats to the North Atlantic right whale.

DONATE NOW TO HELP US RESEARCH AND CREATE SOLUTIONS TO HELP SAVE THE NORTH ATLANTIC RIGHT WHALE
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And time may be running out.

Scientists believe there are only 100 breeding females left among the North Atlantic right whale. And it can take nearly 10 years for females to reach reproductive maturity.

With only five mom and calf pairs spotted in 2017 it is unlikely there will be a dramatic population increase any time soon.

The tipping point for this species may be near.

We must pull out all the stops to help.

The health of our oceans is at stake.

The loss of a whale or a whale species may seem insignificant. But it isn't. Not to the hundreds of species of marine life that feed on its carcass when it drops to the bottom of the ocean in death. And not to the microorganisms that require its nutrient-rich feces for growth.

Those microorganisms are an instrumental part of the oceans' food chain.

All things in nature are linked.

Nothing exists in a vacuum.

The loss of one whale, one species, might just be the last domino required to bring down the whole delicate balance.

I am grateful that I can count on you to help prevent that last domino from falling. Your donation can help us find solutions to the threats endangering the North Atlantic right whale.

DONATE NOW TO HELP PREVENT THE LOSS OF THE NORTH ATLANTIC RIGHT
WHALE FROM OUR OCEANS

There is no time to waste.

The North Atlantic right whale is counting on us.

So is the rest of our world.

I know you will help me in the struggle to save this whale and all the others that count on it for their survival.

Thank you,

Azzedine Downes
IFAW President

P.S. Please help us continue our work to eliminate the threats that are killing the North Atlantic right whale and harming the delicate balance of our oceans.

DONATE NOW TO HELP END THE THREATS TO THE NORTH ATLANTIC RIGHT
WHALE AND STABILIZE THE HEALTH OF THE OCEANS