



Maya Ahmad is a passionate nature lover and goal-oriented professional. She is the Senior Specialist of Legacy Giving at World Wildlife Fund Canada and for more than a decade, she has been making connections between caring Canadians and WWF's conservation work, helping to create a better future for wildlife through legacy gifts. In this role, she manages the marketing campaigns that help raise awareness about the power of a legacy gift, through direct mail, online and social media. She is WWF-Canada's go-to person for legacy giving and a donor herself. The program has successfully grown its Legacy Circle and engaged thousands of Canadians on a legacy journey.

Maya has been with WWF for 16 years and can vouch that climbing the CN Tower for nature is quite a challenge but oh-so-satisfying when you reach the top!

She is also a mother of two and enjoys sharing the wonders of nature with her boys – her own personal legacy project 😊