



Cheetah Preservation Fund

Within the International Wilderness Leadership Foundation

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CHEETAH PRESERVATION FUND

ANNUAL REPORT

1991

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The Cheetah Preservation Fund was founded, by Daniel Kraus and Laurie Marker-Kraus in August, 1990 and set-up within the International Wilderness Leadership Foundation, a Colorado based world-wide conservation organization. As the first international conservation program solely established for the wild cheetah, the Cheetah Preservation Fund's mission is to develop long-term research and conservation efforts for the free-ranging cheetah. Namibia, Africa was selected as the on-sight base of operations for this program.

Namibia was chosen for two reasons. First, because it has the largest remaining population of cheetah in the wild, although this population has declined by half over the past 10 years to less than 3,000 animals. With fewer than 15,000 cheetahs left in the world (we estimate between 9,000 and 12,000) it is very important to stabilize this population to ensure a relatively healthy gene pool for the future. Also, virtually all cheetahs in captivity have come from Namibia, but this population is not self-sustaining and is supported through the import of wild cheetahs from Namibia. Little is known, though, about the cheetah's behavior and biology in this part of Africa.

The second reason is that the new nation of Namibia is the first country in the world to include sustainable utilization of wildlife and protection of the environment in its constitution. It is felt that this statement will be important for the conservation efforts of the Cheetah Preservation Fund.

Although the Cheetah Preservation Fund is very small, the Krauses and a few volunteers have made many major accomplishments over this past year. This first annual report will summarize the activities of the Cheetah Preservation Fund, thus far, and the future goals outlined. This report is presented in the first person by the Krauses.

The activities of the past year are separated into four separate areas, 1) Pre-Namibia -- Development, Public Relations, and Fund-raising; 2) Namibia -- Setting up base and Conservation Education; 3) Research and Conservation; and 4) Future Goals -1992-1993.

1) PRE-NAMIBIA -- DEVELOPMENT, PUBLIC RELATIONS, FUND-RAISING:

The first step in founding the Cheetah Preservation Fund was the development of a mission statement. Then the development of a logo which was designed and donated by a professional graphic artist. By November, 1990, the Cheetah Preservation Fund was set up and ready to proceed in raising the necessary funds, to begin the long-term program. An end-of-the-year letter was sent to a small growing mailing list. This letter produced \$8,100 from private individuals, and an additional \$1,000 was donated during the year.

A part-time volunteer, Nora Kelley, joined the Cheetah Preservation Fund's efforts, and assisted in the development of the project concept proposal, and the solicitation of funds. As much of the fund-raising has been done after we left for Namibia, Ms. Kelley has continued her volunteer efforts, and is the Cheetah Preservation Fund's United States Program Director.

A brief break down of the resources raised for the project in 1991 include, grants from nine foundations to the Cheetah Preservation Fund, totaling \$33,000. These foundation included, the Bay Foundation, the Frank Weeden Foundation, the Helen Detweiller Trust, Program Resources, the Rossing Foundation, the Alice C. Hansen Trust, the George E. Coleman Jr. Foundation, the Ohrstrom Foundation and the Wild Cat Foundation. In-kind donations for the project, during 1991, have included a total of \$72,250. Included in this figure is the in-kind donation of the annual salaries of the Co-Directors (see attached financial report for details).

Prior to departing for Namibia, we were sponsored on a multi-city public relations and lecture tour by the Namibian based Rossing Mining Company. The multi-city tour included, Charlotte, North Carolina; Birmingham, Alabama; Jackson, Mississippi; San Francisco, California, and Philadelphia, Pennsylvania. Lectures were given at zoological institutions and museums. During the tour, many TV, radio, and newspaper interviews were done, producing extensive media coverage about the cheetah's plight, as an endangered species, and the Cheetah Preservation Fund's program for the wild cheetah in Namibia, Africa.

The Rossing Company also sponsored the production of the Cheetah Preservation Fund's promotional video. This video was used during television interviews, lectures, and as a fund-raising tool. It has also been used for educational purposes in Namibia.

Because of the extensive media coverage, a graphic artist and an advertising copy writer, with Ogilvy and Mather's New York advertising office, became aware of the work of the Cheetah Preservation Fund. They offered to develop a magazine Ad and a brochure, as their contribution to the Cheetah Preservation Fund's conservation effort. A full page, 4-color Ad was developed and placed, free of charge, in Zoolife magazine. The same Ad will be running, free of charge, in Travel and Leisure magazine, soon. The brochure, which has just been completed, was also produced and printed, pro bono, as a contribution to the Cheetah Preservation Fund.

In March 1991, just prior to our departure for Namibia, an in-depth program about the Cheetah Preservation Fund and our cheetah research, was aired internationally several times on CNN-TV's Science and Technology program. This program brought very positive publicity about the long-term program being developed for the cheetah. One response came from the producer of the New Explorers TV documentary program, who, after several communications, has decided to feature the Cheetah Preservation Fund's work in Namibia, for their 1993 TV season. This program is aired throughout the

United States and copies of the programs are used in the Chicago school district's science curriculum. We have been asked to contribute a chapter to a book which is being produced in conjunction with the TV series.

NAMIBIA -- SETTING UP BASE AND CONSERVATION EDUCATION

On April, 3, 1991, we arrived in Windhoek, Namibia, the nations capitol. The Windhoek base for the Cheetah Preservation Fund was immediately set up at the home of the Wes Kruger family, long time friends of ours and the cheetah. This house base has served as phone, bed and lodging when we are in Windhoek, as well as a permanent message center for the Cheetah Preservation Fund.

Right away, a good running, reasonably priced, used (1975) Landrover was found. It had been recently painted, so it looked clean. We had decals made for the side doors, using our cheetah logo and the words 'We Can Live Together'. The vehicle looks very official. But this Landrover won't last all that long with the number of kilometers we drive. After six months and 30,000 kilometers, major expenses were incurred when both gear boxes had to be re-built. We keep finding ourselves in a Catch-22 situation with this vehicle, as it has all our money tied up in it, it can't be sold to get our money out of it unless it is working, and it takes more money to keep it running. So the vicious circle continues, as we don't have the capitol to invest in a newer, used vehicle.

Work started immediately in Windhoek, re-establishing old contacts and having meeting after meeting. This continued for the next two months, establishing ourselves and the Cheetah Preservation Fund in Namibia. Meetings were conducted with other conservation organizations, private people interested in conservation, businesses, Embassies, and international aid organizations including, USAID, UNDP, and the EEC. We also met with all government officials who needed to know of the Cheetah Preservation Fund's plans.

The Namibian Nature Foundation, Namibia's World Wide Fund for Nature affiliate, has been very helpful in the establishment of the Cheetah Preservation Fund here. Their growing assistance has included the extensive use of a copy machine and Fax. They have kept us informed as to what international conservation and AID organizations are arriving in the country, and who we should meet.

The full support of our efforts has been received by the new government, and its Ministry of Wildlife, Conservation, and Tourism. The government has shown, on several occasions, that they consider this research and conservation effort to be an important program for their country. This gives us a secure feeling to undertake this long-term project.

In August, we were sponsored for two weeks in Johannesburg and Pretoria, South Africa, by the Genfood Corporation of South Africa. We were invited to visit their new Hoedspruit Cheetah Breeding Center. We were also able to visit the National Zoological Gardens in Pretoria and their DeWildt Cheetah Breeding Center to discuss our Namibian based program with them and how we could collaborate, in some areas of our proposed research, together.

Important meetings were also held with several South African conservation organizations to discuss our program and the possibilities for funding. Two of the conservation organizations, Endangered Wildlife Trust and Southern African Nature Foundation, are beginning to expand their sponsorship throughout Southern Africa. Both organizations were very interested in our program and proposals to them have since been sent.

While in South Africa, we were interviewed by Southern Africa Today magazine. A feature article will appear in the March, 1992 issue of the magazine, which will be a special issue on Namibia. This slick magazine is available throughout Africa.

In September, the Ministry of Wildlife, Conservation, and Tourism, and the American Embassy invited us to meet Vice President and Mrs. Quayle, during their short visit to Namibia. We were asked to present our long-term cheetah program to the Vice President and his delegation at a small, working breakfast meeting, resulting in much interest and many questions. Later we were able to speak informally with the Vice President about our efforts. He received a copy of our video for viewing in his jet, on his flight home.

Education is a big part of our program for the long-term conservation of the free-ranging cheetah in Africa. Very few people realize that the cheetah is an endangered species and not found all over Africa in large numbers. We have given many talks and public lectures throughout the country. We have lectured at the State Museum, the University of Namibia, and the State Agriculture College, to the Wildlife Societies in the two major cities, to the Peace Corp Volunteers who will be working at schools through out the country, and at several conservation orientated schools. Surrounding these talks has been considerable media, newspapers and radio, which has reached a large percentage of the Namibian population and shared with them the goals of the Cheetah Preservation Fund. People know we are here, what we are doing, and how they can begin to help.

We have given talks at several farmers association meetings. Since the wildlife in this country belongs to the landowners, the farmers are directly responsible for the populations of wildlife and cheetahs. The world picture of the cheetah is told during our presentation and this brings the cheetah's situation home to Namibia. This type of education is proving very effective as some farmers have told us that they now look at the cheetah with different eyes after hearing us talk. These talks also help to lay the ground work for our follow up meetings with the individual farmers, as they then have a basic idea of our program.

In October, we were asked to present a paper at the Annual Namibian Veterinary Congress. We were able to establish collaborative associations at this meeting. Working with the veterinarians is an important component of our program, here, since they work so closely with the farmer, and the majority of the cheetahs in this country live on farmlands. The veterinarians are also keen to begin assisting our program through the opportunistic collection of biological sample from cheetahs and other wild felines.

A major accomplishment for this first year is the production of a half hour documentary done by the local Namibian NBC-TV station. This production has included a historic view of the cheetahs situation and why Namibia is so important to the survival of the species, and personal interviews with farmers who have found solutions to their cheetah problems.

After nearly a year in Namibia, we are encouraged by the progress we have made in laying down solid ground work for a permanent base of operations for the Cheetah Preservation Fund. The work of the Cheetah Preservation Fund has been accepted by the locals and word continues to spread that we are here. People are very interested in our program and the problems the cheetah faces in its struggle for survival.

3) RESEARCH AND CONSERVATION

The Cheetah Preservation Fund is primarily a conservation organization but effective efforts to conserve the cheetah can only be developed through research, to gain a full understanding of the species. Therefore, a dual program, research and conservation, are being run simultaneously.

The first phase of this long-term program is the gathering of basic information and the compiling of an extensive data base. From this information, priorities will be established for the long-term conservation of the cheetah in Namibia.

During the first two years, basic information is being gathered through an in-depth survey conducted by personal interviews with farmers, throughout the cheetah's range on commercial and communal farmlands, to assess the attitudes towards and the state of, conservation, biodiversity, and wildlife and livestock management. This information is critical, since ninety-five percent of all the cheetahs in this country are found on these farms, and not in protected parks, or reserves.

So far in our survey, which began in June, we have covered over 2.4 million acres of farmland. Data collected during the survey includes distribution of cheetah and wildlife, numbers of livestock, farmers interactions with cheetah and other wildlife, current livestock and game management practices and how they impact on the cheetah, and the overall conditions of the land for the long-term sustainability of the entire ecosystem.

We have just completed our second district in the Hochfeld area and are moving into our third district, near Otjiwarango, where we have been offered the use of an old farm house. We will introduce ourselves to the area through talks at farmers association meetings. By working with the farmers associations and individual farmers, we learn about the area's history with wildlife.

A very important objective of the Cheetah Preservation Fund is to develop strategies to conserve the biodiversity of the large ranges that cheetahs occupy. The cheetah can only survive if its habitat is preserved and can support healthy wild prey populations. The maintenance of wild prey reduces the conflict of cheetah on livestock and therefore, the prey base is critical to the long-term conservation of the cheetah.

In this arid land, farms average in size from 10,000 to 40,000 acres. An important point is that eighty percent of the wildlife in Namibia lives on these farmlands and is legally owned by the farmers, not the government. Since the wildlife belongs to the landowners, strategies to sustain populations of wildlife and the cheetah for the future must be developed with the farmers along with livestock and pasture management. This ownership of wildlife causes some unique problems for wildlife and our cheetah conservation efforts. Each farmer has his own opinion as to how to deal with "his" wildlife, even though the game moves from farm to farm. Therefore, development of workable strategies is dependant on the ability and the willingness of local communities, and their full understanding of all aspects of the ecosystem.

The cheetah is considered to be a problem animal by the farmers and a threat to livestock. It is legal to shoot a cheetah if it is threatening livestock so for three generations farmers have done their best to eliminate the species. As we travel through the cheetah regions of the country interviewing farmers, we are developing a clear picture of their problems with the cheetah, and we are learning what can be done to reach a compromise so that the cheetah has a chance to survive and habitat will be available for the future.

The biggest problem for the cheetah is live trapping, after which a large percentage of them are then shot. These live traps are set at 'playtrees'. Therefore, the 'playtrees' are the cheetahs biggest problem. These 'playtrees' have not been reported in any other area of Africa and the significance of them, here, is not totally understood. These trees have sloping trunks that branch into large horizontal limbs that can easily be climbed into by cheetahs. Cheetahs come to the 'playtrees' on a regular basis and mark them with scat and urine. These trees are a focal point for cheetahs in their large home ranges. We are recording the locations of the 'playtrees' and are working even closer with the farmers that have these trees on their farms.

Not all farms have 'playtrees', but on those that do, the farmer can catch all the cheetahs that come to the trees. We have talked to one farmer who, in the last 11 years, has caught and then killed 175 cheetahs. So, much of our effort is to get such farmers to use

farm management practices to protect their livestock, rather than expend so much energy in trying to exterminate a species. We have found that by moving calving herds out of the areas where 'playtrees' are, reduces calf losses and the farmers problems with the cheetah.

Much of our program includes promoting farm management practices, found here and in other parts of the world, to protect livestock from predators, reducing the need for the elimination of a species. Some of these practices include, the use of donkeys with calving herds, as they chase away dogs, jackals, and cheetah; more rapid rotation of stock through camps; larger concentrations of stock in camps during calving times of the year; bringing cows in closer to the homestead during calving time; farms with more wildlife have less problems with cheetahs because cheetahs prefer wild game; promoting more aggressive breeds of cattle, such as the Bos Indicus and indigenous breeds; keeping heifers (first time calving cows) in the same camps as older cows, as many losses are in heifer herds because they don't know what to do; keeping a few cows or steers with horns in with the calving herd. Other solutions are being found for small stock, sheep and goats, and these include the use of herders and large breeds of guard dogs to stay with the herds. And, would you believe, baboons raised with the herds become furious protectors.

By working closely with farmers and sharing these management practices, we hope to reduce the conflict between them and the cheetah. So far our data suggests that the cheetah population is lower than what is estimated by the Department of Wildlife, Conservation, and Research. Our continued survey will verify the population trend. We have developed a form for farmers to keep track of cheetah sightings and tracks on their farms, to help us develop a pattern of movements between farms. This has been very well received and should be of assistance in the over all data collection.

While conducting the survey on the farmlands, we have also initiated a survey of the small population of cheetah in the Etosha National Park Reserve. We have spent some time up there organizing tour operators, rangers, and researchers to work with us in keeping records of sightings of cheetah. This 22,000 sq.km. park may have less than 50 cheetahs as compared to several hundreds 50 years ago. We need to understand the reasons, whether it's just the increased populations of lions and hyenas, and/or disease. The cheetah dies very quickly from Anthrax infected meat, and in some areas of Etosha, this disease is common. We have started a collaboration with an already existing Anthrax study at the Etosha Research Institute and will collect biological samples for them, from cheetahs in and around the park.

In conjunction with the farm survey, biological samples, blood and tissues, are opportunistically collected for analysis to assess the over-all health and genetic make-up of the free-ranging cheetah population. In December, we sent our first batch of samples for analysis to our collaborators at the genetics and pathology labs in the United States. Hundreds of cheetahs are killed each year,

here, so sample collection is only a problem of logistics. Therefore, our collaboration with the countries veterinarians is important for rapid processing of the samples. As little is known about the health and biology of the free-ranging Namibia cheetah, these condemned cats will at least be supplying information for the species that, in the end, will help to provide solutions to the complex issues of their conservation.

Our international conservation collaborations have continued while in Namibia. A document was produced for the International Union for Conservation of Nature and Natural Resources' (IUCN) Cat Specialist Group of the Species Survival Commission. This document, a current status and distribution report on the cheetah throughout its remaining world range, is being used as the base for the Cheetah Action Plan, a conservation strategy being developed for the species.

Laurie continues her work as the International Cheetah Studbook Keeper. The Studbook is an annual publication of the world's registry of captive cheetahs and includes births, deaths, transfers, and wild imports into the captive population. It is used as a tool to assist managers in establishing a genetically healthy captive cheetah population.

FUTURE GOALS -- 1992-1993

The survey of farmlands will continue through 1992. We will begin looking into the small populations of cheetah remaining in the native communal lands, Bushmanland, Damaraland, and Hereroland along the Botswana border. We will work in collaboration with other researchers in some of these areas.

In this second year, after completing the survey, we will submit a report which summarizes each district and our findings. This public document will include recommendations to assist communities in the sustainable utilization of resources, including, pastures, livestock, wildlife, and the importance of predators in a healthy ecosystem. The document will be widely distributed and be made available to the Ministry of Wildlife, Conservation, and Tourism and the farmers in each district.

Information gained during the survey will determine where radio telemetry will be conducted. Radio telemetry of cheetahs will add to the data available on cheetah distribution and behavior, and why certain areas are more prone to cheetah/livestock conflict. Radio collaring will begin in the latter part of 1992 and will be conducted in two areas, one farming area selected from the data gathered during the survey, and in the Etosha Park National Reserve, to obtain comparative data.

The survey and field study will provide the necessary information to determine the priority needs for the cheetah in this country and to develop a strategy for maintaining biodiversity. These priorities will be established in cooperation with the local communities and the Namibian Ministry of Wildlife, Conservation, and Tourism.

The results of the research will assist the Namibian government with policies towards sustainable utilization of wildlife and the long-term conservation of the cheetah and the ecosystems in which they live. The information will have an immediate impact on the conservation of the cheetah in Namibia, and will provide valuable information which will increase chances of survival for cheetah throughout its existing range.

Conservation education efforts will continue. Grass-roots education and training in wildlife management and conservation is done in each community and individually, during the survey process. By giving talks and utilizing the local and international media, public awareness will increase.

The Cheetah Preservation Fund would like to set up a permanent base of operations on a purchased, leased, or donated farm in one of the cheetah regions of Namibia. Funding for this is being sought. One of the integral parts of the conservation of the cheetah in farmlands of Namibia is the changing of attitudes. This can only be accomplished through a continuous process of education and awareness. From a base/center, farmers would know where to find information and help if they are having cheetah/livestock problems, and it would begin the process of an outwardly growing area, specifically recognized for cheetah conservation on farmland. Over time, this base/center will have many possibilities for expansion.

In 1992, the Cheetah Preservation Fund will begin to use more volunteers to help keep up with the growing international correspondence and administrative work. Selected volunteers will assist in educational efforts by giving talks, and will help in the development of a national awareness campaign to instill a national pride for the Namibian cheetah.

FINANCIAL REPORT

Cheetah Preservation Fund

January, 1991 - December, 1991

ACTUAL INCOME

Individual Contributions: \$9,100

Foundation Grants:

Bay Foundation	\$10,000
Helen Detweiller Trust	5,000
Program Resources	5,000
Frank Weeden Foundation	5,000
Rossing Foundation	4,000
Alice C. Hansen Trust	1,500
George E. Coleman Jr. Foundation	1,000
Ohrstrom Foundation	1,000
Wild Cat Foundation	500
Total grants	\$33,000

No interest loan to Cheetah Preservation Fund by the Krauses

Pre-Namibia	5,608
Namibia	9,412

Total no interest loan \$15,020

TOTAL INCOME 1991 \$57,120

Office Equipment

Printing and copying
Fax Machine
Office Supplies
Lap top computer
Desk top computer

Total for office equipment \$16,570

ACTUAL EXPENSES - 1991

	<u>ACTUAL</u>	<u>IN-KIND</u>
Salaries and Fringe Benefits:		
2 Project Directors (full time) @ \$25,000 each	--	\$40,000
2 Project Directors health insurance @ \$2,800 each	--	5,600
Total* Salaries	--	\$45,600
Travel and Subsistence:		
2 Project Directors airfare to Namibia, Africa	\$3,116.00	--
Transport of Supplies to Africa	2,813.85	--
Travel expenses (United States)	873.84	--
Internal flights (southern Africa)	506.18	--
Expenses during travel in southern Africa	--	\$1,500
Total Travel	\$7,309.87	\$1,500
Food and Housing:		
Food	\$3,471.86	--
Housing	1,008.41	\$2,700
Total Food and Housing	\$4,480.27	\$2,700
Field Equipment:		
Camping equipment	\$1,109.00	\$ 200
Binoculars	157.99	--
Camera and Lenses	1,126.09	1,500
Video Camera	--	1,400
Multi System TV	364.00	--
VCR	--	250
4-Wheel drive vehicle	7,539.38	--
Vehicle set-up	425.29	300
Total Field Equipment	\$10,722.71	\$3,650
Office Equipment and Supplies:		
Printing and Stationary	\$ 810.10	--
Fax Machine	363.61	--
Office Supplies	2,062.85	--
Lap top computer	--	\$2,000
Desk top computer	--	1,200
Total Office Equipment	\$3,236.56	\$3,200

	<u>ACTUAL</u>	<u>IN-KIND</u>
Other:		
Auto and property insurance	\$ 966.37	--
Film and developing	642.40	--
Video production	943.70	\$3,000
Art design for logo 10 hrs @ \$30/hr	--	300
Advertising layout and copy for brochure and ad 40 hrs @ \$30/hr	--	1,200
Brochure production and printing	--	8,000
Maps	73.25	--
Phone/fax	1,120.41	2,700
Vehicle repairs	4,058.87	--
Vehicle Petrol/gas	3,317.87	--
Postage	1,019.07	--
Equipment maintenance	52.58	400
Misc. Business expenses		
Bank charges	138.45	--
Meals at business meetings	249.25	--
Donor gifts	495.16	--
Parking/tolls	103.21	--
Decals for vehicle	146.00	--
Medical expenses	1,002.28	--
Veterinary fees	287.79	--
Research books	254.96	--
Fees	224.91	--
Annual Dues	192.00	--
Tips	243.64	--
Electric adapters and regulators	451.72	--
Solar panel and set-up	414.84	--
Shipping Trunks	1,129.50	--
Work Clothes and boots	685.68	--
Reimbursement of expenses to Nora Kelley	350.00	--
Reimbursement of expenses to the Krauses	2,000.00	--
Admin. costs to WILD	520.12	--
Other misc.	403.47	--
Total Other	\$21,487.50	\$15,600
Overhead	\$3,382.78	--
TOTAL EXPENSES	\$50,619.69	\$72,250

TOTAL CASH CARRY OVER FROM 1991 TO 1992:

Total in Bank - at Year-end	\$ 5,536.00
Total Cash-in-hand - at Year-end	963.88
TOTAL CASH - AT YEAR END	\$ 6,499.88