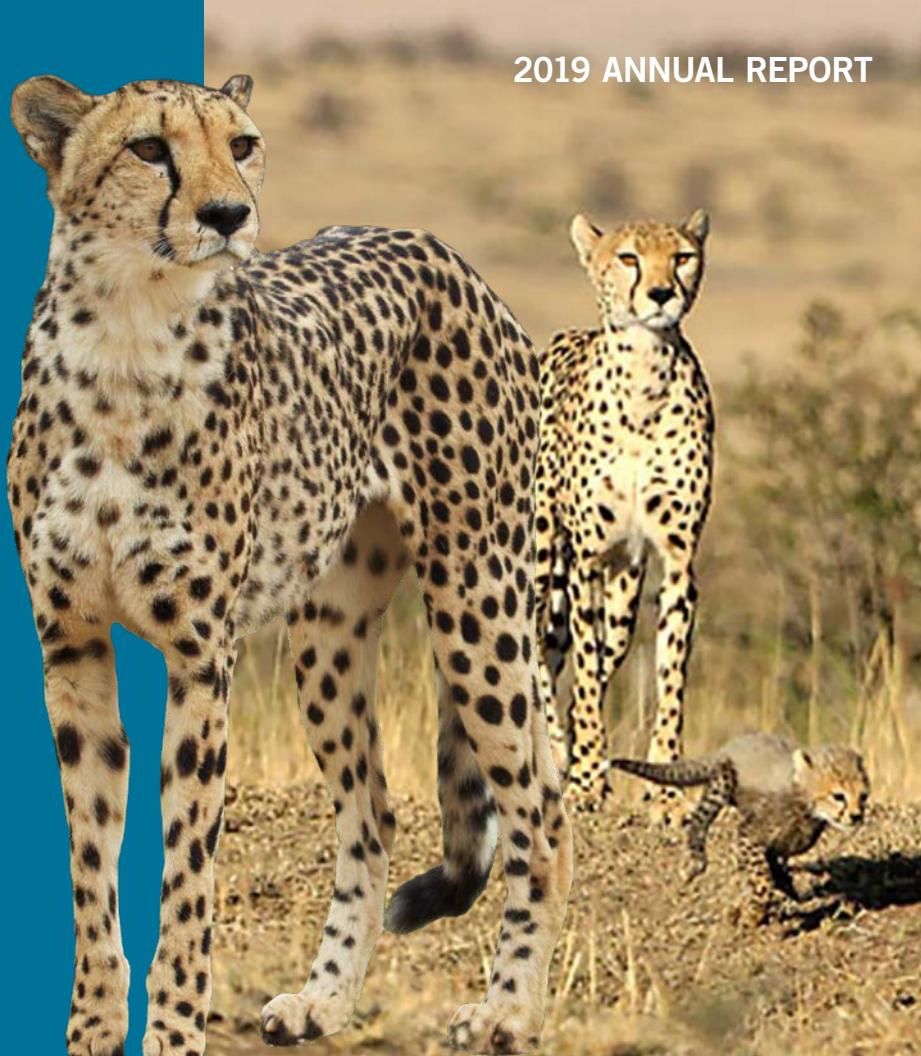




2019 ANNUAL REPORT

# THE TIME IS NOW

CCF Expands Efforts to  
Protect Cheetahs





## CCF Locations

Cheetah Conservation Fund is an international non-profit organization headquartered in Namibia, with operations in the United States, Canada, Australia, Italy and the United Kingdom and partner organizations in several other nations.

 **CCF Base - Namibia**

 **CCF Somaliland**

 **Affiliates**

 **Partners**

## CCF Affiliates and Partners

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For more Information please visit:  
[cheetah.org/about/who-we-are/ccf-global/](http://cheetah.org/about/who-we-are/ccf-global/)

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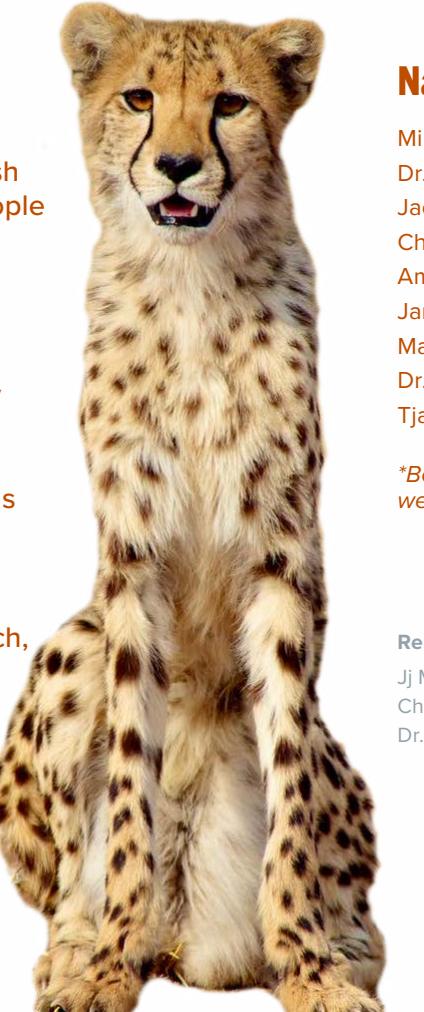
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## CCF Vision

To see a world in which cheetahs live and flourish in co-existence with people and the environment.

## CCF Mission

To be the internationally recognized center of excellence in the conservation of cheetahs and their ecosystems. CCF will work with all stakeholders to develop best practices in research, education and land use to benefit all species, including humans.



## Namibian Board of Directors

Mike Hill, Chairman

Dr. Laurie Marker, Founder & Executive Director

Jacqueline Asheeke

Charles Bodenstein

Amb. Leonard lipumbu

Jane Katjavivi

Mary Kruger

Dr. Jock Orford

Tjama Tjivikua

\*Board of Directors for affiliate countries are located on the CCF website at: [cheetah.org/about/who-we-are/governance](http://cheetah.org/about/who-we-are/governance)

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CCF Contributors



I want to extend my gratitude to all who participated in making this past year a success. CCF's resolve for 2019 was to "Support, Improve and Grow." With your help our team implemented new programs, educated more people and expanded relationships to develop services in new areas. Here are a few highlights from the year, but as you review this report you will learn much more:

- Introduction of the new One Health Program - Rabies Prevention Education and Vaccination Clinics
- A 300% + increase in the number of participants reached through our education programs
- Land acquisition of 9,903 additional acres of protected land where cheetahs can range
- Development of a Cheetah 'Safehouse' in Somaliland

The main challenge we faced in 2019 was the Illegal Wildlife Trade. There is still much more to accomplish so we look forward to you joining us in 2020 as we strive to reach new goals and celebrate CCF's 30-year anniversary.

# THE IMPORTANCE OF CHEETAH SURVIVAL

Cheetahs are a vital part of our environment. Declining abundance of prey species due to habitat loss and human-wildlife conflict are contributing to the decreased cheetah numbers. The IUCN Redlist has approximately **7,000 adult and adolescent cheetahs remaining in Africa**. Each species lost to extinction affects the harmony of nature and survival of the predator-prey system that is needed to create a healthy balance in the ecosystem. Increased awareness and support make a positive difference in the recovery of species. Now is the time to impact the survival of the cheetah and African wild dog populations.

7,000  
CHEETAHS  
REMAIN IN AFRICA

# ENDANGERED SPECIES

DECREASING



Giraffes  
68,293\*  
Mature Individuals



Cheetahs  
6,674\*  
Mature Individuals



African  
Wild Dogs  
1,409\*  
Mature Individuals



Giraffes  
68,293\*  
Mature Individuals



Cheetahs  
6,674\*  
Mature Individuals



African  
Wild Dogs  
1,409\*  
Mature Individuals

\*Information collected from IUCN Redlist as of 11/8/19

# CCF CONNECTS THE SPOTS FOR CONSERVATION

Since 1991, CCF has developed and provided research, education and conservation programs to protect cheetahs in the wild. The three major threats to the declining cheetah population include:

**Human-Wildlife Conflict**

**Habitat loss, Fragmentation and Degradation**

**Illegal Wildlife Trade (IWT)**

The solution to these threats is to create greater awareness, provide education and resources to the people, protect the land, and care for the animals so that we can thrive together harmoniously.

Over the years CCF has added studies and programs for African wild dogs, giraffes, leopards, hornbills and other species. Many of these programs, including the Livestock Guarding Dog program, serve as successful models that are shared with other organizations and conservationists to implement for other endangered species.



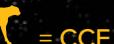
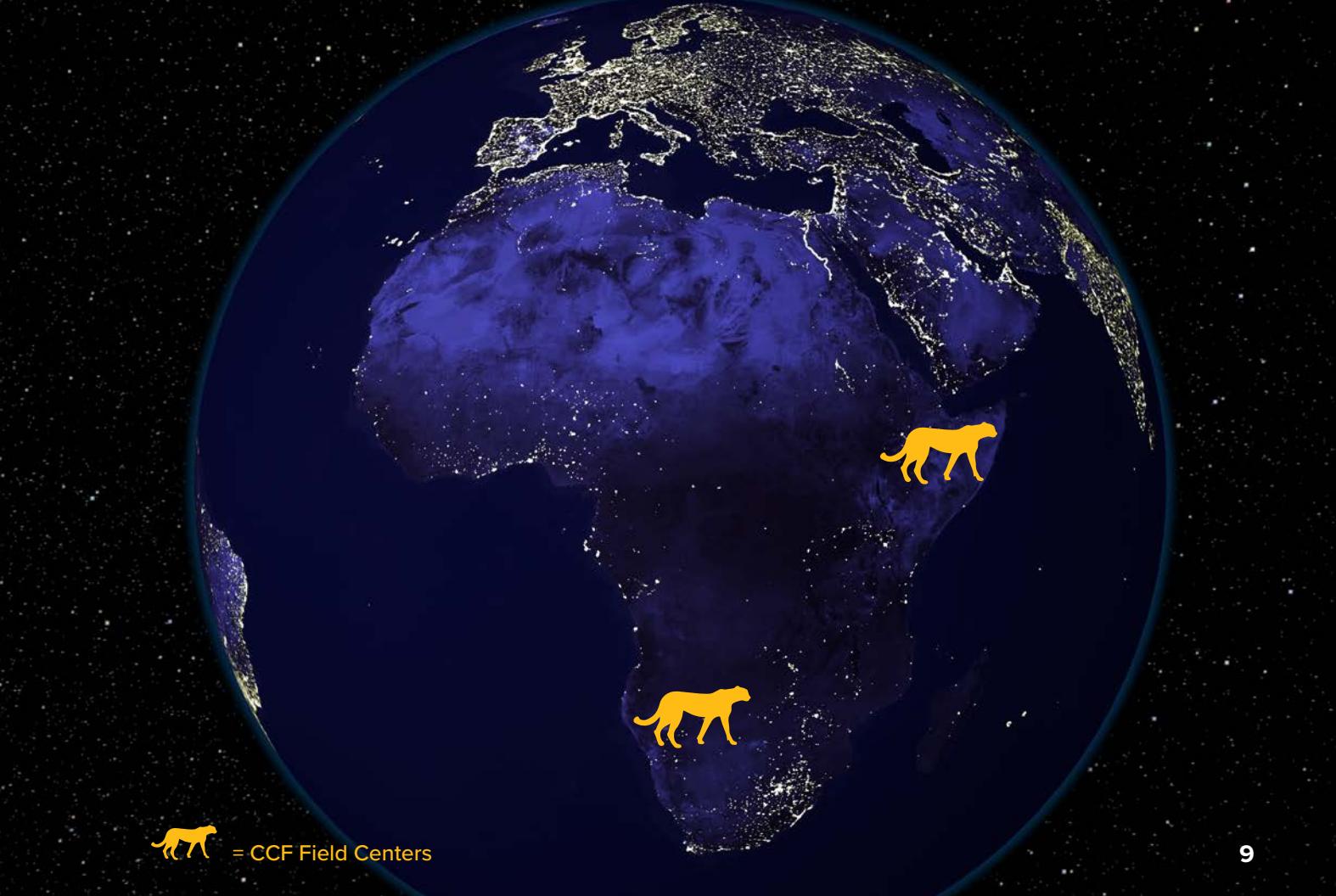
# CHEETAH CONSERVATION FUND'S IMPACT AND GLOBAL REACH

**CCF's management of a research and education centre in Otjiwarongo, Namibia** includes a model farm and wildlife reserve, genetics laboratory, veterinary hospital, biomass technology center, cheetah museum, cheetah sanctuary, visitor center, goat creamery, cafe, lodging facilities, camping facilities, and the protection of 142,483 acres of land. CCF is home to more than 300 distinct plant and animal species. Many of which are threatened or endangered. The expansion of these facilities and programs continues to meet ongoing needs to protect local wildlife.

**Under Dr. Marker's direction, research, education and conservation programs** have been applied to develop highly effective, non-lethal predator control methods that have earned Otjiwarongo the title of "**Cheetah Capital of the World.**" Her innovative strategies that balance the

needs of people and wildlife sharing land have helped stabilize the cheetah population in Namibia and have also been a model for and helped mitigate human-wildlife conflict with large carnivore species in many regions around the globe.

In 2019, **CCF provided information to people in 153 different countries** and worked with more partners, volunteers and supporters globally to create positive change and hope for the cheetah. Dr. Marker traveled to 14 countries and more than 50 cities to present education seminars and increase public awareness.



= CCF Field Centers

# EVERY DOLLAR MAKES A DIFFERENCE

CCF strives to **Support** new and existing programs **Improve** public awareness and **Grow** our organization to ensure the survival of the cheetah in the wild.

CCF's global partners host numerous different types of events that provide educational opportunities and raise support for the Namibia and Somaliland Field Conservation Research and Education Centers. Namibia hosts an annual gala, Dr. Marker engages in multiple tours to many countries, and CCF affiliates raise funds for various campaigns to sustain our work in the field. The projected costs will increase every year to sustain and expand these programs. Your support is greatly appreciated.



## SUPPORT Effective Programs

**Future Farmers of Africa** to teach integrated livestock and wildlife management techniques

**Future Conservationist of Africa** to present programs for school children and educators

**Research/Genetics/Ecology** to further the understanding of cheetahs, their genetics, and their role in the ecosystem

**One Health Program** to provide Rabies Prevention Awareness and health programs to rural communities

## IMPROVE Public Awareness

Cable News Network (CNN) Televised Report - *Cheetahs are being poached and sold to the ultra-rich illegally*

Namibian Broadcast System (NBC) Televised Report - *CCF introduces guard dogs for livestock farmers*

Namibian Broadcast System (NBC) Televised Report - *Over 1,000 dogs vaccinated against rabies in Okakarara*

## GROW Facility Operations & Reach

Purchased an additional 9,903 acres of protected land for the Namibia Centre

Constructed a 'Safehouse' for cheetahs confiscated from the Illegal Wildlife Trade in Somaliland

Expanded the facilities and operations of the Biomass Technology Centre

Increased education outreach by more than 300% year over year

*\*Please note that this report does not include a complete list of all donors. The major donors shown denotes those who made a contribution of US\$10,000+ for the project highlighted in 2019. Thank you to all our generous campaign match donors, recurring donors and supporters who have given to help protect cheetahs. CCF could not do this work without you!*

# RESEARCH: GENETICS & ECOLOGY

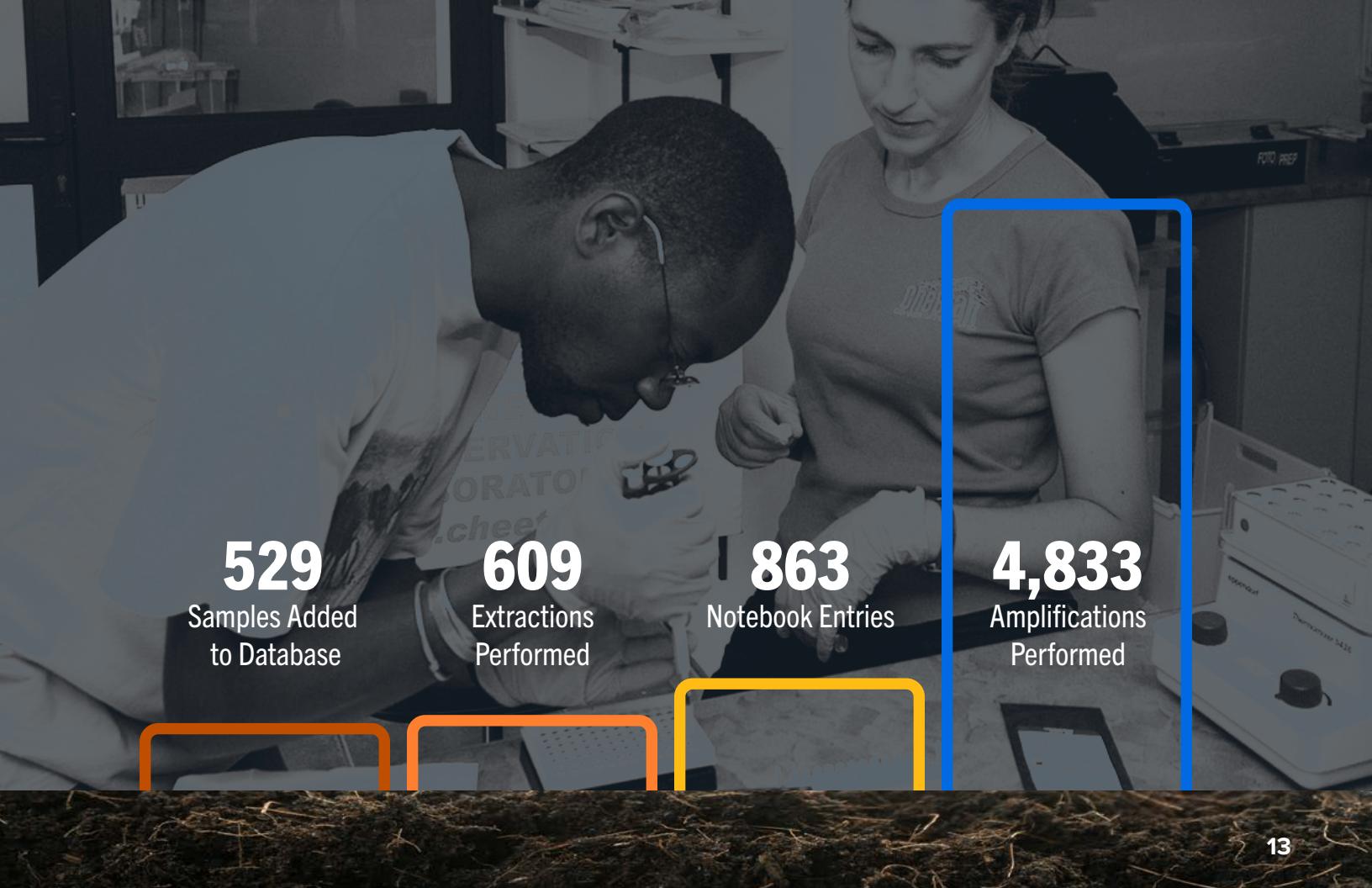
## MAJOR CONTRIBUTORS

CCF U.S. Donors

### Provides necessary scientific information needed to protect cheetahs in the wild

Cheetahs are known to have low genetic diversity. The genetics team therefore processes blood, tissue and fecal samples on-site to monitor the diversity levels of the wild cheetahs. Genetic data also informs us whether individuals are related, and if populations are connected. In 2019 the laboratory team started applying genetics to identify the origin of cheetahs rescued as part of CCF's fight against the illegal wildlife trade; knowing the geographic origin of trafficked cubs will help map out trade routes.

In addition cheetahs require large landscapes to survive. The ecology team therefore studies the cheetah habitat, including its flora and fauna to better understand the environment that provides the cheetah with a place to live in the wild and sufficient prey. Cheetahs get tracked with collars and via camera trap photos, and prey are tracked with game counts. CCF continues to harvest tons of thickened thorn bush to open up more habitat for the cheetah.

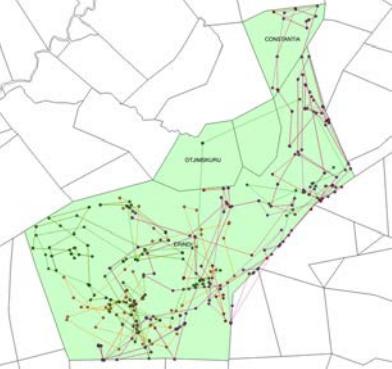


# CHEETAH REHABILITATION

MAJOR CONTRIBUTORS  
CCF U.S. Donors

**Allows cheetahs a chance to live in the wild and provides vital information about cheetah ranges**

Following any release, CCF conducts intensive post-release monitoring of rehabilitated, orphan cheetah. The post-release monitoring team is present during the first few weeks of release or longer to intervene as necessary, assuring survival. This can include food, water, and even veterinary intervention. Because these cheetahs were deprived of the normal training and learning they'd receive from their mothers, it can take time for their instincts to kick in and to learn how to be independent. Throughout this close monitoring, CCF's team provides the safest environment possible for the individual cat to learn how to be independent. This post-release monitoring period varies by individual or group, but once the cheetahs are proving themselves to be successfully independent, the monitoring team will minimize interventions while still tracking their natural range and survival behaviors with data from the VHF or GPS satellite collar.



# AFRICAN WILD DOG PROGRAM

MAJOR CONTRIBUTORS  
CCF U.S. Donors

## Cares for Africa's second most endangered large carnivore

In 2018, CCF received several rescued African wild dog (AWD) pups from the Ministry of Environment and Tourism to care for and assist with rehabilitation. This year, nine of those pups have grown strong enough to be released at Erindi, a private game reserve. CCF partners with Erindi Private Game Reserve for the rehabilitation of both cheetahs and AWDs. The AWDs that remain in CCF's care are being monitored and prepared for rewilding. African wild dogs have similar ranging habits as cheetahs.

- CCF cared for orphaned Africa wild dogs until they were prepared for rehabilitation.
- CCF's Community Coordinators presented programs about AWDs in many areas of the Greater Waterberg Landscape and the eastern communal areas.
- CCF Training has added a greater emphasis to the protection of African wild dogs.



# CCF GIRAFFE RESEARCH PROJECT

## MAJOR CONTRIBUTORS

CCF U.S. Donors and Animal Adventure Park

### **Studies giraffe's social structure and their spatial distribution**

Predator and prey relationships are nature's way to create harmonious communities. In Africa, giraffes are an important part of these communities, where healthy populations of plants, animals and humans rely on each other to create the balance necessary for survival. A healthy ecosystem is comprised of unique species with diverse roles so that they do not compete for the same resources.

Game Counts are an important part of the research that CCF does to monitor the populations and diversity of species in the ecosystems where cheetahs and giraffes range in Namibia. Each giraffe's coat has a unique pattern, similar to a fingerprint, which allows CCF to track individuals' movements and monitor group affiliations within CCF's Wildlife Reserve.



# ONE HEALTH INITIATIVE

## MAJOR CONTRIBUTORS

CCF U.S. Donors, FHREE, Disney Conservation Fund

### Administers free vaccinations and distributes information about rabies prevention and herd health

Rabies is a serious problem for livestock and wildlife in Namibia. Wild animals and unvaccinated domestic animals can spread the disease, which is fatal for the carrier animal and often for humans. Fears that the disease will be transmitted to people or livestock exacerbates human-wildlife conflict. By promoting awareness and improving the health of domestic animals and working dogs, CCF can protect both the wildlife and people in local communities.

- Purchased the new CCF Mobile Clinic for work in the field
- Delivered Education Awareness Training in the eastern communal area
- Administered free rabies vaccinations for more than 1,000 domestic dogs
- Performed more than 1650 health checks for herd animals on rural communal lands
- Published articles regarding the cheetahs' ecosystem



# EDUCATION TRAINING

## MAJOR CONTRIBUTORS

CCF U.S. Donors, Ad Astra Foundation, Disney Conservation Fund, Kirkpatrick Foundation, Langston University and Ohrstrom Foundation, Gordon and Patricia Animal Welfare Foundation, and Linda P., Cheetah Conservation Fund Canada Donors and CCF UK Donors

### Provides knowledge and skills to Namibians who can have a positive effect on the long-term survival of cheetahs

- CCF's Future Farmers of Africa (FFA) - visited 74 communities in 4 communal areas reaching 660 farmers directly for training.
- CCF's Future Conservationist of Africa (FCA) participants included 16,292 students and 408 educators at schools and on-site at the CCF Centre.
- CCF Internships - provided training for 45 International interns and 16 Namibian interns.
- CCF provided training to about 200 participants in goat husbandry and management training courses at CCF and the University of Namibia (UNAM) during four seminars.
- CCF wins the TOSCO National Clean-up Campaign for the second year in a row thanks to the help from the Otjiwarongo high school students.
- CCF provided intense training for a delegation of seven wildlife officials from the Republic of Niger to equip them with multiple skills including immobilization techniques, ecological and epidemiological survey processes.



# 25TH ANNIVERSARY OF THE LIVESTOCK GUARDING DOG (LGD) PROGRAM

## MAJOR CONTRIBUTORS

CCF U.S. Donors, Cheetah Conservation Fund Canada Donors and CCF UK Donors

### Serves as the single most effective, non-lethal predator control tool to mitigate human-wildlife conflict

Farmers are introduced to the LGD program during the Future Farmers of Africa training courses. Currently, there are currently 186 working dogs on Nambibian farms and a two-year waiting list of farmers that have applied to get a LGD dog for their farms. CCF now has a total of 10 breeding dogs for the LGD program at CCF Namibia.

Two new dogs have been received at CCF, one, named Lisboa-Bella, was donated by the Lisboa Zoo in Portugal. Mia is the second, which was donated by Cheetah Outreach in South Africa. With your continued support CCF will provide LGDs to the farmers to help protect cheetahs in the wild.

- CCF placed an additional 28 LGDs with farmers this year to reduce livestock losses due to predation.
- Farmers that participate in the LGD program reported a 70-100% decrease in livestock losses.
- The success of the program has inspired stories in numerous publication.
- Two new breeding dogs have arrived to expand and sustain this successful program.



# ILLEGAL WILDLIFE TRADE

## MAJOR CONTRIBUTORS

CCF U.S. Donors, DEFRA, IFAW and Legal Atlas

### Poses a serious threat to declining cheetah populations

Cheetah cubs are being poached from the wild at an alarming rate to meet the high demand driven by the illegal pet trade. People, primarily in the Arabian Peninsula, want cheetah cubs for pets as status symbols. In 2019, CNN partnered with CCF to do an in depth report on how the ultra-rich are illegally buying cheetahs as pets and how it's leading to their extinction. Somaliland is a main transit route for cheetah trafficking due to their proximity to the coast. Cheetah cubs are smuggled in cramped containers e.g. boxes and laundry baskets, onto boats where it is reported that as many as three out of every four cubs die during the journey.

CCF works with the Somaliland Ministry of Environment and Rural Development and is dedicated to the fight against trafficking of cheetahs

- Initiated public awareness and education programs
- Provided care for as many as 40 cheetahs at one time
- Secured additional safehouse location and started construction



# CCF SOMALILAND FIELD CENTRE

## MAJOR CONTRIBUTORS

CCF U.S. Donors, CCF UK Donors, Bronx Zoo, Columbus Zoo, Nashville Zoo, Turtle Back Zoo, Woodland Park Zoo, Wild Wonders and Four Paws

## Supports operations and efforts to disrupt Illegal Wildlife Trade

In 2019, CCF moved forward with efforts to provide management of cheetah cubs that are confiscated from the Illegal Wildlife Trade. Dr. Marker proposed a plan to create a permanent rescue center for cheetahs that will drive conservation, wildlife education and tourism in Somaliland. This project received support from many U.S. based zoological NGOs which sent medications, supplies and equipment for the Safehouse veterinary clinic. With approval from the government authorities, work was completed to increase the capacity of holding enclosures at the Safehouse #1 - Veterinary center added an outdoor quarantine area, and build a meat preparation room and kitchen area.

### Much has been accomplished in a short time:

- Construction of CCF Safehouse #2 has started and is scheduled to complete in Q1 2020.
- CCF hired an experienced veterinarian, several Somaliland workers and expanded its volunteer program.
- CNN Reporters came to CCF Somaliland Centre to film a story about CCF and their work to aid in the fight against the illegal cheetah trade.
- CCF developed relationships for education and law enforcement capacity-building activities to help the Somaliland people.



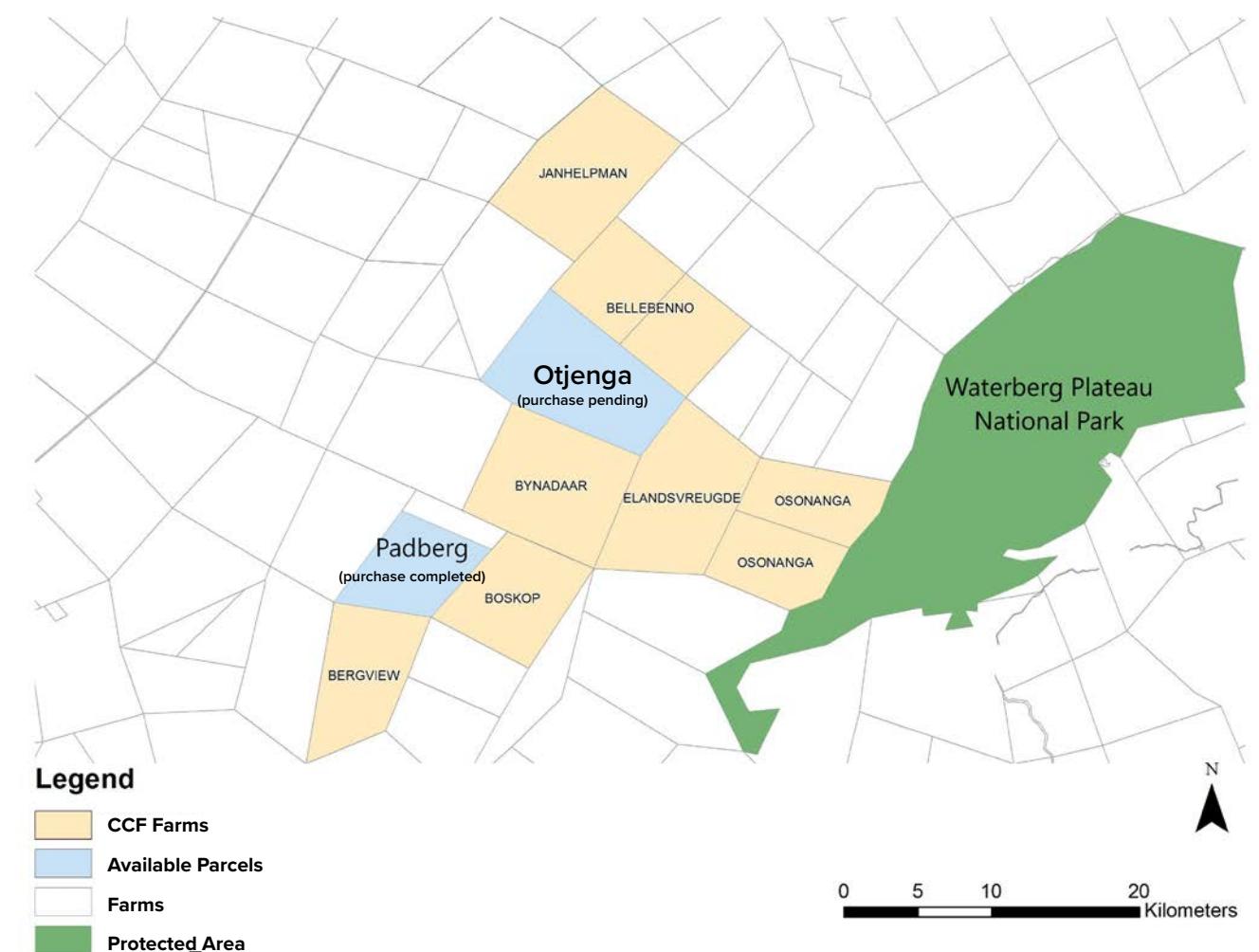
# CAPITAL IMPROVEMENTS

## MAJOR CONTRIBUTORS

CCF U.S. Donors, B2 Gold, Ralph A. Philbrook Trust and Private Donors

**Make it possible to maintain the facilities that allow for the research, education, and conservation programs necessary to protect cheetahs**

- Increased protected areas by purchasing 9,903 acres of land
- Built power upgrade to increase the sustainability of the local power grid
- Implemented Training Hub for Biomass Program to create more jobs
- Utilized thorn bush harvest equipment to reverse habitat degradation
- Created products used for heat sources with Bushblock extrusion equipment
- Purchased program vehicles to travel to multiple conservancies for community engagement and training programs
- Built additional housing pods to accommodate a greater number of people working to protect cheetahs and our environment



# ECO-TOURISM

## MAJOR CONTRIBUTORS

CCF U.S. Donors, TIKA and CCF visitors

### Provides education, employment and supplementary income for CCF conservation efforts

Namibia was the first African country to incorporate the protection of the environment into its constitution. In 2019, Namibia was recognized as one of the world's top 100 sustainable destinations by Green Destination, which is accredited by the Global Sustainable Tourism Council (GSTC). Namibia's community-managed conservancies provide an opportunity to generate benefits through viable utilization of indigenous natural resources and their continuous management. CCF provides necessary training to the people in these communities to implement solutions for renewable conservation and development. They offer opportunities for eco-tourism and take in the expansive, iconic landscapes including views of the Waterberg Plateau.

One of the greatest benefits of ecotourism is a greater appreciation of wildlife conservation for the people we invite to see conservation in action.

- CCF was open 364 days offering educational opportunities, dining and lodging.
- CCF had 13,636 day guests, which was a 4.7% increase from last year.
- Overnight lodging increased at the Babson House by 4.7% and the Cheetah View Lodge by 9.6%.
- CCF provided jobs for 130 local Namibian workers.



# VOLUNTEERS “YOU ARE THE BEST”

**Thank you to those around the globe who dedicate their time and hearts to help CCF protect cheetahs in the wild**

Our appreciation is extended to each and every one of our CCF Volunteers: Board of Directors, Trustees, Chapter Members, Event Assistants, Graphic Designers, Infield Workers, Administrative Assistants, Social Media Influencers and everyone else who helps create social awareness, prepare for events, contributes to fundraising efforts and assists in the field. Each and everyone one of you contributes in your own special way and we are very proud that you are a part of our team!

*Please go to [Cheetah.org](http://Cheetah.org) and click on the “Get Involved” link for more volunteer information*



# WITH YOUR SUPPORT

## We can accomplish more

2020 marks the 30th anniversary of CCF providing research, education and conservation in Africa and around the globe. We invite you to join us in celebrating our successes, help expand CCF's programs to protect cheetahs, develop new partnerships, and create greater awareness and new opportunities.

### In 2020 CCF will strive to:

- Reduce Illegal Wildlife Trafficking in the Horn of Africa
- Assist wildlife authorities in India regarding a Cheetah Reintroduction Project
- Create greater awareness about education programs through a CNN news reports

*Visit [www.cheetah.org](http://www.cheetah.org) for more detailed information and to read blogs and news stories.*



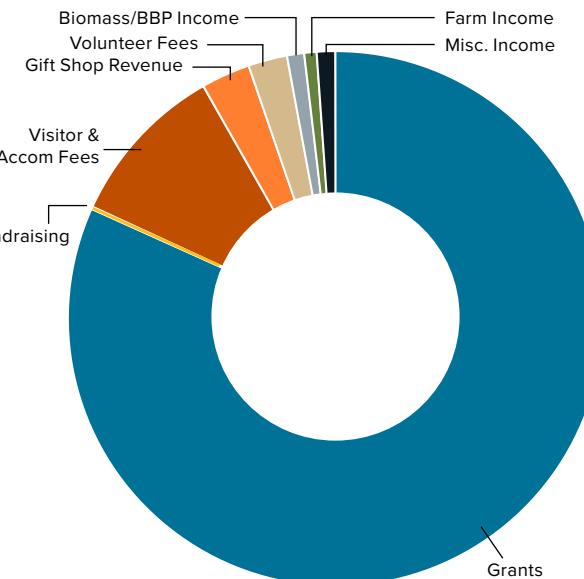
# 2019 NAMIBIA FINANCIALS

These graphics show the 2019 unaudited revenue and expenses for CCF Namibia in US\$

## Namibia Revenue

|                                |                    |
|--------------------------------|--------------------|
| Grants                         | \$4,984,962        |
| Fundraising                    | \$9,278            |
| Visitor & Accomodation Fees    | \$603,830          |
| Gift Shop Revenue              | \$180,629          |
| Volunteer Fees                 | \$143,636          |
| Biomas/Bushblok Program Income | \$63,125           |
| Farm Income                    | \$44,934           |
| Misc. Income                   | \$68,542           |
| <b>Total Income</b>            | <b>\$6,098,936</b> |

A capital improvement grant was received in the amount of US\$3,535,821

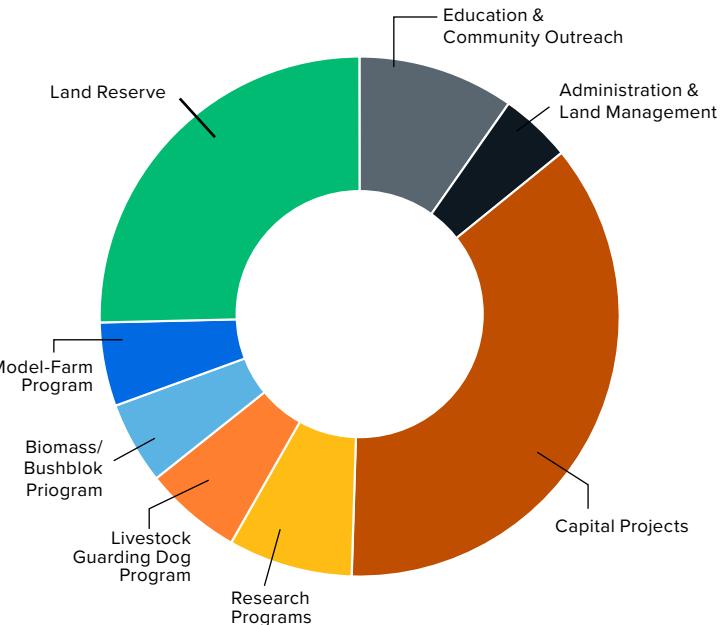


## Namibia Expenses

|                                  |                    |
|----------------------------------|--------------------|
| Education & Community Outreach   | \$593,003          |
| Administration & Land Management | \$270,476          |
| Capital Projects                 | \$2,216,520        |
| Research Programs                | \$471,981          |
| Livestock Guarding Dog Program   | \$370,308          |
| Biomass/Bushblok Program         | \$312,535          |
| Model-Farm Program               | \$317,184          |
| Land Reserve                     | \$1,546,929        |
| <b>Total Expenses (USD)</b>      | <b>\$6,098,936</b> |

### Wire transfers to Namibia in 2019

CCF Canada - NAM\$90,139  
CCF Germany - NAM\$1,652,848  
CCF UK - NAM\$104,025  
CCF USA - NAM\$18,166,349



# 2019 U.S. FINANCIALS

## U.S. Revenue

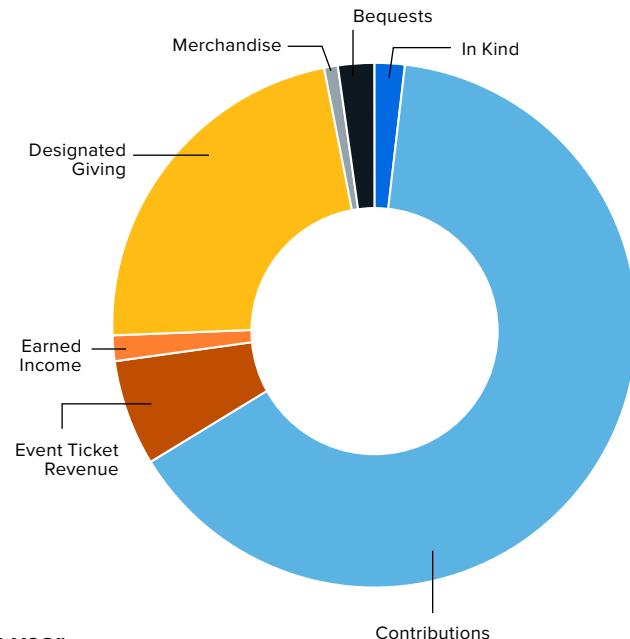
- In Kind \$80,072
- Contributions \$2,780,299
- Event Ticket Revenue \$281,172
- Earned Income \$68,381
- Designated Giving \$971,976
- Merchandise \$36,802
- Bequests \$96,273

**\$4,314,975**

### Total Income



Thank you to all who help us exceed our year-end goal this year.

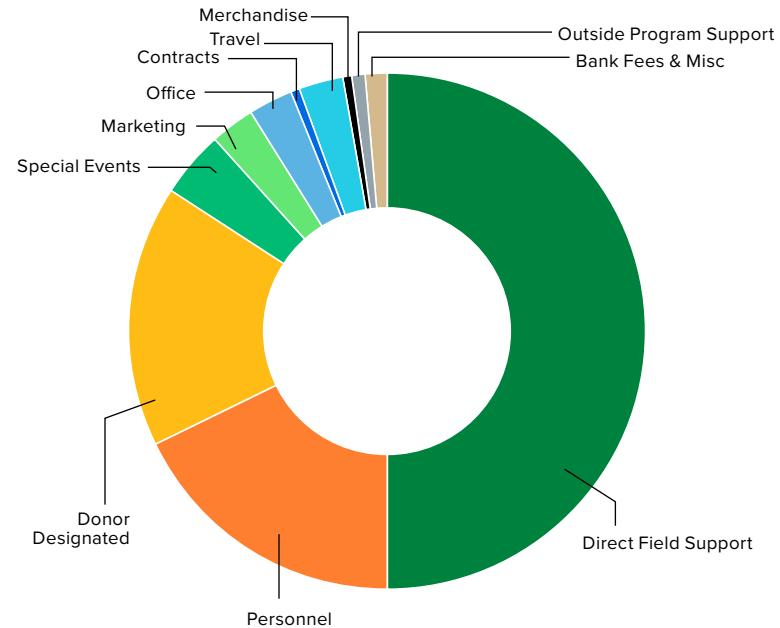


## U.S. Expenses

- Direct Field Support \$1,715,446.00
- Personnel \$600,755.00
- Donor Designated \$558,236.00
- Special Events/Meetings/Conferences \$147,207.00
- Marketing, Media & Printing \$94,264.00
- Office Rent, Equipment & Supply \$92,226.00
- Contracts \$23,572.00
- Travel \$89,162.00
- Merchandise/Book Purchases \$26,531.00
- Outside Program Support \$28,704.00
- Bank Fees & Misc. \$38,506.00

**Total Expenses (USD)**

**\$3,414,609.00**



# CCF GLOBAL SUPPORT

CCF International Affiliates throughout the world assist Dr. Marker in creating greater public awareness about cheetah conservation. They organize a variety of activities to inform the public about the plight of the cheetah and what CCF is doing to save these iconic animals. Their efforts help build capacity, educate the public, and raise funds for field work at both the Namibia and Somaliland Centres. The activities include arranging meetings with dignitaries, engaging school children, special events and fundraising. Please visit CCF Global on our website at [www.cheetah.org](http://www.cheetah.org) to learn more.

**Cheetah Conservation Fund Australia** aims to raise awareness and funds for the continued survival of the cheetah, through widely distributed newsletters covering the threats to the cheetah's future and CCF's efforts to find innovative solutions to address these. CCFA has also raised funds for projects in Namibia and Somaliland, by participating in fund-raising events and fostering individual fund-raisers.

## Cheetah Conservation Fund Belgium

serves as a fundraising and educational awareness organization working to help CCF save the cheetah in the wild.

**Cheetah Conservation Fund Canada** is engaging Canadians in the cause for saving the cheetah in the wild. Their team provides school outreach, education programs and fundraising to support CCF programs in the field as well as coordinating veterinary and ecology interns from various Canadian universities. A group of Canadian supporters visited the CCF Research and Education Centre during their tour of Namibia.

**Cheetah Conservation Fund France** participated in the European Tour of Dr. Marker with two stays in France. During the tour Dr. Marker attended multiple conferences, was interviewed by Dr. Natacha Harry for a French television program and Radio Enghien, a popular radio program for Paris, Dr. Marker also met the young members of Etoile Football Club Ecquevilly. CCF France launched an education campaign to the public, schools and a training centre for animal keepers to increase awareness about Illegal Cheetah Trafficking. The CCF France team continues to expand their education programs to reach a greater number of people.

**AGA CCF Germany** continues to increase public awareness regarding cheetahs in the wild. They provided support and medical supplies to both the Namibia and Somaliland field centres.

**Cheetah Conservation Fund Italy** representatives Betty von Hoenning and Frank Maire organized the European Tour where the Maire of Strasbourg and the Council of Europe invited Dr. Marker, Dr. Bruce Brewer and the Italian members to a meeting. The tour in Italy continued with visits to the University of Milan Veterinarian Department, the Park La Torbiera, fundraising dinners in

Milan, and Vernona (Natural Science Museum) where Dr. Marker gave a presentation and had two interviews, one with representatives from Marie Claire magazine and the other Brescia Television.

**Cheetah Conservation Fund UK** increased awareness and raised funds to support the work of CCF through individual giving, events, legacies and grants, specifically supporting the large grant win from the UK government to reduce IWT in the Horn of Africa. CCF UK participated in and held events including the Big Cat Festival at the Royal Geographical Society and an exclusive "Partnerships with Purpose" event hosted by our Royal Patron Princess Michael of Kent and CCF Ambassadors. CCF UK expanded its reach through establishing "Cheetah Communities" in three locations outside London.

**Cheetah Conservation Fund U.S.** hosted multiple fundraising campaigns plus spring and fall tours for Dr. Marker to present updates about the work in the field. The U.S. Team has Chapters in different parts of the U.S. that participate in community events to educate others and get them involved. These teams engage in raising awareness and funds to support CCF's field work.

# JOIN US IN CELEBRATING CCF'S 30TH ANNIVERSARY

You have made it possible for CCF to make a marked difference for cheetah conservation over the past 30 years. Without you we would not have been able to achieve the goals and success we have accomplished. But in the words of Rachel Carson, "Conservation is a cause that has no end. There is no point at which we will say our work is finished." With your support CCF can continue to accomplish the important work necessary to benefit all species and protect cheetahs.

- Continue CCF's proven research, education and conservation programs to ensure the survival of cheetahs and other endangered species
- Expand our capacity to provide expertise and logistical support to other cheetah range countries
- Further develop CCF's Somaliland Project efforts against Illegal Wildlife Trade in the Horn of Africa



For additional information about CCF goals and programs  
please visit our website at [www.cheetah.org](http://www.cheetah.org)



## BE SPOTTED AS A CCF CHEETAH FRIEND

CCF appreciates all those around the globe who have chosen to assist us in our efforts to protect cheetahs. Volunteers, educators, influencers, ambassadors and generous donors are all necessary to accomplish important work necessary to benefit all species and protect cheetahs in the wild for future generations.

Learn more about events scheduled in your area, how you can become a CCF Cheetah Friend or come visit us in Namibia. For more information please visit [www.cheetah.org/get-involved/visit-ccf/](http://www.cheetah.org/get-involved/visit-ccf/).

## ANNUAL DONOR LEVELS

### FOUNDER'S CIRCLE

\$25,000 and up

### CHALLENGERS

\$5,000 - \$24,999

### CCF COALITION PARTNER

\$2,500

### SUSTAINING PARTNER

\$1,000

### LEGACY GIVING

CCF's Chewbaaka Society honors those who make a gift from their estate. Charitable gifts are accepted in the forms of wills, living trusts and retirement plans/IRA/401K. A legacy gift is an ideal way to ensure that future generations can know the grace and wonder of cheetahs living in the wild.



# INTERNATIONAL CHEETAH DAY - DECEMBER 4TH

## Celebrated Around the World

2019 marked the 10th Annual International Cheetah Day (ICD). We appreciate all of you who helped us to celebrate the cheetah! We were thrilled to see so many celebrations globally. Celebrations were hosted at zoos, restaurants, festivals and at stadiums. Training was provided, food was enjoyed, glasses were lifted and runs were completed in recognition of the cheetah. The New York Chapter even held the first “Chillin’ for Cheetah Coney Island Plunge” to raise awareness for the cheetah. CCF hosted a celebration at both our CCF Namibia Headquarters and the first International Cheetah Day Celebration in Somaliland at the Hargeisa Cultural Centre with local dancers, a talk from CCF staff and other cheetah related activities. Mark your calendars and join us for ICD in 2020.

*For more information please visit the ICD website at  
[InternationalCheetahDay.org](http://InternationalCheetahDay.org)*





Photo Credit: Angela Scott



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