



2017 IMPACT REPORT

CHEETAH CONSERVATION FUND CANADA



Cheetah Conservation Fund Canada (CCFC), aims to save cheetahs in the wild. Research suggests that cheetahs likely originated in North America and then migrated, in their modern form, to various regions of the world, reaching Africa. The largest populations can now be found in Namibia and Botswana. Today, there are fewer than 7,100 cheetahs in the wild, and their numbers are rapidly dwindling.

We partner with and fundraise for a highly innovative wildlife conservation organization in Namibia, Cheetah Conservation Fund (CCF). We hold fundraising events and educate Canadians. We are staffed by Canadian volunteers, and we direct 98% of all funds to charitable programming in Namibia.

The mission of CCF is to be the internationally recognized center of excellence in the conservation of cheetahs and their ecosystems. CCF works with all stakeholders to develop best practices in research, education and land use to benefit all species, including people.



CHALLENGES MOVING FORWARD

1 Reduce Conflict Between Humans and Cheetahs in All Cheetah Range Countries

2 Ensure Sufficient Habitat for Cheetahs

3 Advocacy and Policy Involvement at Regional and National Levels, Across Cheetah Range Countries

CCF has a proven approach to address these challenges, and there will be a continuing need to scale up and engage with stakeholders to provide regional and local capacity to implement change.

WHY SAVE THE CHEETAH?

The cheetah is an apex predator, and plays a vital role in maintaining the biodiversity of ecosystems. The balance between predator and prey helps ensure healthy food systems and, in turn, the very health of humans.

BUILDING AWARENESS

We have continued to work with the Toronto Zoo and Parc Safari in Hemmingford, Quebec. As part their annual awareness and conservation initiatives, these organizations have raised funds for our charity.



CANADA ENGAGEMENT

Cheetah Conservation Fund Canada has selected four CCF programs to provide funding support. These are key to ensuring sustainable conservation through education of the youth and farmers, providing tools to address human-wildlife conflict and deepen knowledge about the cheetah. These programs include:

School Outreach

Future Farmers of Africa Education

Livestock Guarding Dogs

Cheetah Care

As a Canadian charity, we engage with the public, corporations, and foundations to raise awareness and gain support through donations, grants, sponsorships, volunteers, and in-kind support. Over the past 5 years, we have contributed \$309,500 towards these four programs..



DR. LAURIE MARKER IN OTTAWA

In October 2017, we hosted Dr. Laurie Marker, founder and executive director of CCF, for two days in Ottawa. Dr. Marker gave a public talk to Canadian supporters, and was joined by Atlas, an Anatolian Shepherd dog who travelled from Toronto. Meetings were also held with the Canadian head of wildlife enforcement and a Member of Parliament with a leadership role in Canada-Africa relations.



EDUCATION School Outreach - Namibia

The youth program is vital in informing and developing future conservationists as they gain better understanding of biodiversity and its importance to their economy and social fabric.

CCF conducts outreach across the country targeting 4th through 12th grade learners. CCF's education programs focus on Namibian predator identification, ecological and physiological characteristics of the cheetah, and methods to reduce human/cheetah conflict. This outreach helps raise awareness about the importance of saving wildlife as well as cheetahs.

Number of Direct Beneficiaries

In 2017, CCF school outreach touched over 7,000 students across 31 schools. Canadian support represents about 20% of the student school outreach program.

Indirect Beneficiaries

Future Conservationists – building interest of local youth in ecology and biology as areas of study.

Target for 2018

12,000 students

OUTCOMES

Impacting more than 350,000 young learners in Namibia since program was launched in 1993.

CONSERVATION Livestock Guarding Dogs

The Livestock Guarding Dog (LGD) Program places Anatolian and Kangal shepherd dogs on Namibian farms, with the aim of deterring cheetahs from preying on livestock, thereby helping to reduce individual cheetahs being killed by farmers. The characteristics and abilities of these dogs make them well suited to the natural environment and climate of Namibia, and demands for protecting livestock.

CCF raises and trains the puppies on their model farm. At eight weeks of age, after being spayed or neutered, de-wormed and vaccinated, the puppies are donated to their new owners. Farmers receiving the puppies are provided with training on care of these dogs by CCF. CCF provides support and follow-on monitoring to ensure success of the LGD.

Number of Direct Beneficiaries

47 puppies were placed with farmers in 2017, for a total of 176 working dogs in the program. CCF conducted 230 visits to farmers, ensuring that the dogs are well taken care of, receiving regular vaccinations, and that the farmers benefits from on-going coaching.

Number of Indirect Beneficiaries

Preserving cheetah and other predators; children and farmers can engage in more productive activities.

Targets for 2018

Raise 50-60 puppies to distribute to farmers in key human-wildlife conflict areas. Providing support to LGD program in Botswana, Tanzania and South Africa.

OUTCOMES

Farmers benefiting from LGD have reported a reduction of over 80% predation of their livestock. Reduction in the killing of cheetahs by farmers.



CANADIAN SUPPORT
2013-2017: \$79,000

2018 TARGET: \$20,000



CANADIAN SUPPORT
2013-2017: \$101,500

2018 TARGET: \$30,000



EDUCATION Future Farmers of Africa

CCF demonstrates the value of sustainable practices and methods in farming and conservation. Livestock and wildlife management techniques are taught to current and future land users and managers, including best practices in predator-friendly livestock and grasslands management. The aim is to enhance the livelihoods of Namibian farmers.

Training for the farmers is carried out through visits to farming communities, farm association meetings or agricultural shows. The CCF team includes expertise in ecology, farming methods and land management.

Number of Direct Beneficiaries

In 2017, over 1,250 farmers benefited from training or consultative workshops. Canadians supported 10 workshops, reaching about 250 farmers.

Indirect Beneficiaries

Families and communities who benefit from improved livelihoods.

Targets for 2018

Continue technical and consultative workshops with farmers across Greater Waterberg Plateau, and expand in areas where human-wildlife conflicts have been identified.

OUTCOMES

Improving livelihoods by: increasing farm productivity, reducing livestock losses due to diseases, predation and poor sanitation.

CONSERVATION Cheetah Care

At the end of 2017, CCF had 39 cheetahs in their care. Most are orphaned, old or injured. Each cheetah requires shelter, food, exercise, regular veterinary exams, medical intervention, monitoring, and large spaces to support their innate need to roam. Some cheetahs can be released back into the wild, and these efforts are carefully managed by CCF to ensure success.

Number of Direct Beneficiaries

39 cheetah receiving care at CCF.

Number of Indirect Beneficiaries

International and local students gain practical experience with cheetah and other wildlife, and access to cheetah experts. Annually, over 10,000 visitors and 1,200 students visit CCF's Centre to learn about the cheetah.

Target for 2018

Soft-release of 10 cheetahs before full release into the wild.

OUTCOMES

CCF's work with cheetahs, including those that have been released or rewilded, have contributed to groundbreaking work on cheetah genetics, physiology, anatomy and interaction with other wildlife and their ecosystems.



CANADIAN SUPPORT
2013-2017: \$79,000

2018 TARGET: \$50,000



CANADIAN SUPPORT
2013-2017: \$55,500

2018 TARGET: \$25,000



ONTARIO VETERINARY COLLEGE VET STUDENTS AT CCF

Five vet students from the Ontario Veterinary College (University of Guelph) travelled to CCF Namibia in the summer of 2017. The two-week placement gave them hands-on experience working at the CCF Vet Clinic. The students had completed their second year of Ontario Veterinary College's Doctor of Medicine program, and were highly motivated to gain international experience and to work with animals in their natural habitats.



INTERNATIONAL CHEETAH DAY

In 2017, our supporters celebrated International Cheetah Day by helping spread the word to their friends and families, and fellow students. In a primary school in Kemptville, Ontario, more than eighty 4th to 6th graders learned about the unique characteristics of the cheetah and the threats facing its survival. These youngsters discussed what they personally could do to help save the cheetah from extinction.

At the Ontario Veterinary College at the University of Guelph, the vet students raised funds for awareness about these big cats. Those who had traveled to Namibia were able to give first-hand accounts of the work involved in saving a species.

The team from Parc Safari visited the local public school in Hemmingford to introduce a cheetah and two guarding dogs to more than 75 middle-school students to help them understand human-wildlife conflict and "how dogs can help save cats!"



A DAY WITH THE HIGH COMMISSION FOR THE UNITED REPUBLIC OF TANZANIA

In July 2017, Cheetah Conservation Fund Canada was an exhibitor at the Canada 150 – Ottawa Welcomes the World event. Invited by the High Commissioner, Cheetah Conservation Fund Canada took part in a full day event that attracted over 500 members of the public and featured presentations on a wide range of cultural aspects of Tanzania, including the country's biodiversity. CCFC spoke to the attendees about CCF's work to save the cheetah from extinction, including the role of livestock guarding dogs in the Ruaha National Park, in Tanzania.

CORPORATE SUPPORT ADDRESSING HUMAN-WILDLIFE CONFLICT

Last year, B2Gold Corporation, a Canadian company, provided a \$25,000 donation for the support of CCF's innovative Livestock Guarding Dog Program.

B2Gold's mine is located 25 km from CCF in Namibia. They have provided support for the work of CCF through donations and in-kind contributions over the past few years.



We welcome your ideas about collaboration and involvement in helping us achieve our mission.

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