



# CONSERVATION CIRCLE





**Dr. Laurie Marker, Founder and Executive Director of Cheetah Conservation Fund.**

## ABOUT CCF

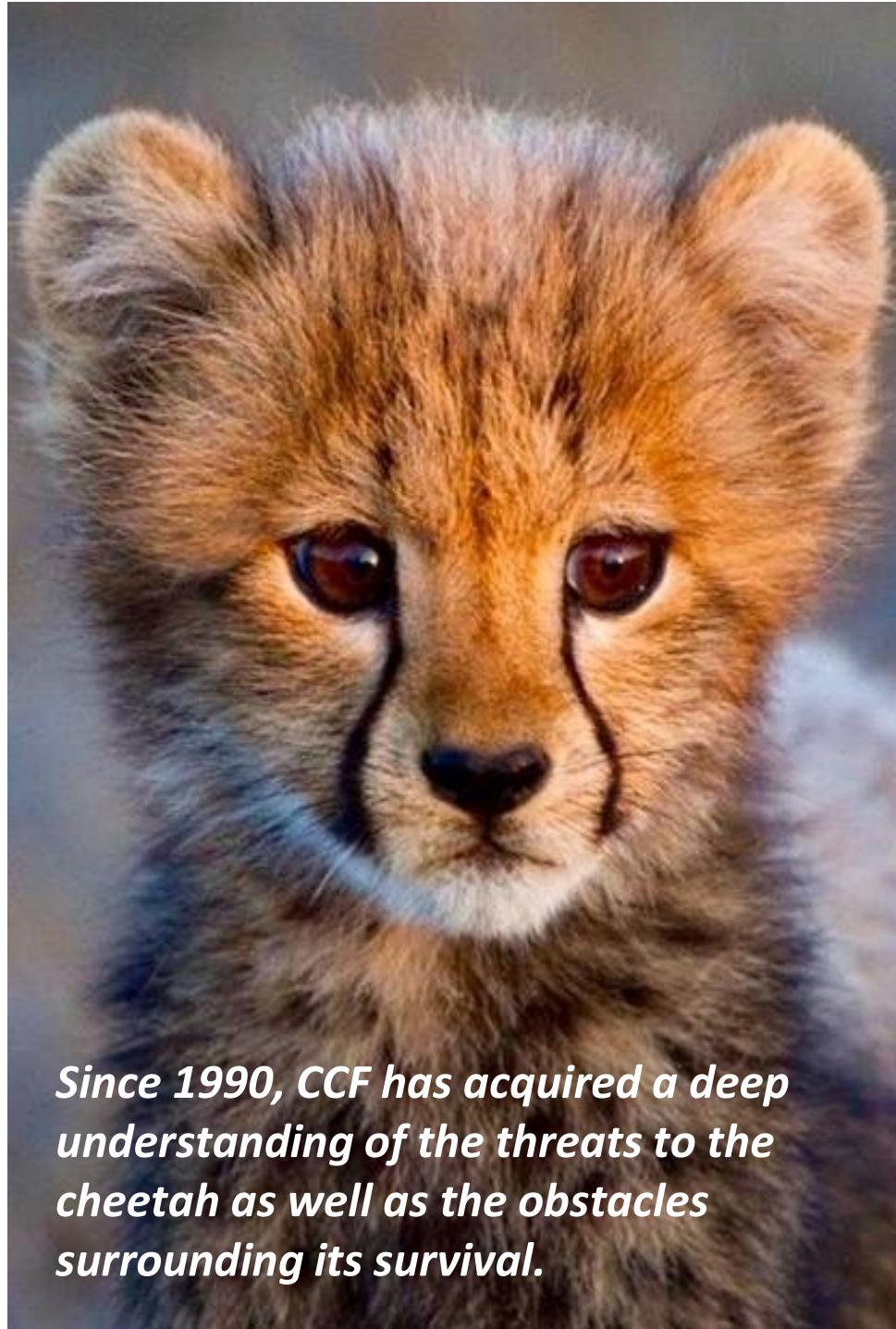
Cheetah Conservation Fund (CCF) is a global non-profit organisation and a leader in the research and conservation of the cheetah. CCF was founded in 1990 by Dr Laurie Marker, a leading conservation biologist and a pioneer of cheetah research.

Having worked with cheetahs since 1974, Dr Marker saw the need to establish a permanent research, education and conservation centre in Namibia to conserve the cheetah in the wild.

CCF takes a long-term and systemic approach to its work. It recognises the importance and value of creating solutions where cheetahs and humans can thrive together.

The cheetah is the most endangered big cat in Africa. Although currently classified as *Vulnerable* by the International Union for Conservation of Nature (IUCN), with submissions to upgrade to "*Endangered*", cheetahs are rapidly heading towards extinction.

Cheetahs have already disappeared from more than 20 countries around the world. These unique animals deserve our protection. The race is on to save the cheetah and with your help, it can be won.



***Since 1990, CCF has acquired a deep understanding of the threats to the cheetah as well as the obstacles surrounding its survival.***

## **CCF: OUR ACHIEVEMENTS**

Among its many achievements, CCF has changed the cultural attitude of an entire nation towards its wildlife; a country that formerly exterminated cheetahs, Namibia has become the “*Cheetah Capital of the World*” and the leader in wildlife conservation among African nations. CCF has also:

- ✓ Conducted and published baseline information on the cheetah and its ecosystem.
- ✓ Delivered direct training to more than 8,000 Namibian farmers.
- ✓ Delivered conservation education to 550,000 school and university students.
- ✓ Stabilised the wild cheetah population in Namibia.
- ✓ Generated more than \$7.5 million annual impact on Namibia’s economy
- ✓ Helped build successful conservation programmes elsewhere in the world.
- ✓ Trained more than 500 African biologists, in 15 cheetah-range countries.

A photograph showing three cheetahs in a natural savanna habitat. One cheetah is standing prominently in the center, looking towards the camera. Behind it, two other cheetahs are partially visible, also looking forward. The background consists of tall, golden-yellow grass under a clear sky.

## WHY SAVE THE CHEETAH

### The need for action

There are only 7,100 cheetahs remaining in the world, distributed over 33 populations in 20 countries in Africa and the Middle East.

More than 50% of cheetahs are found in just 6 countries in southern Africa (Angola, Botswana, Mozambique, Namibia, South Africa and Zambia). There is only one other population comprising more than 1,000 cheetahs, while the remaining populations are comprised of 200 cheetahs or less.

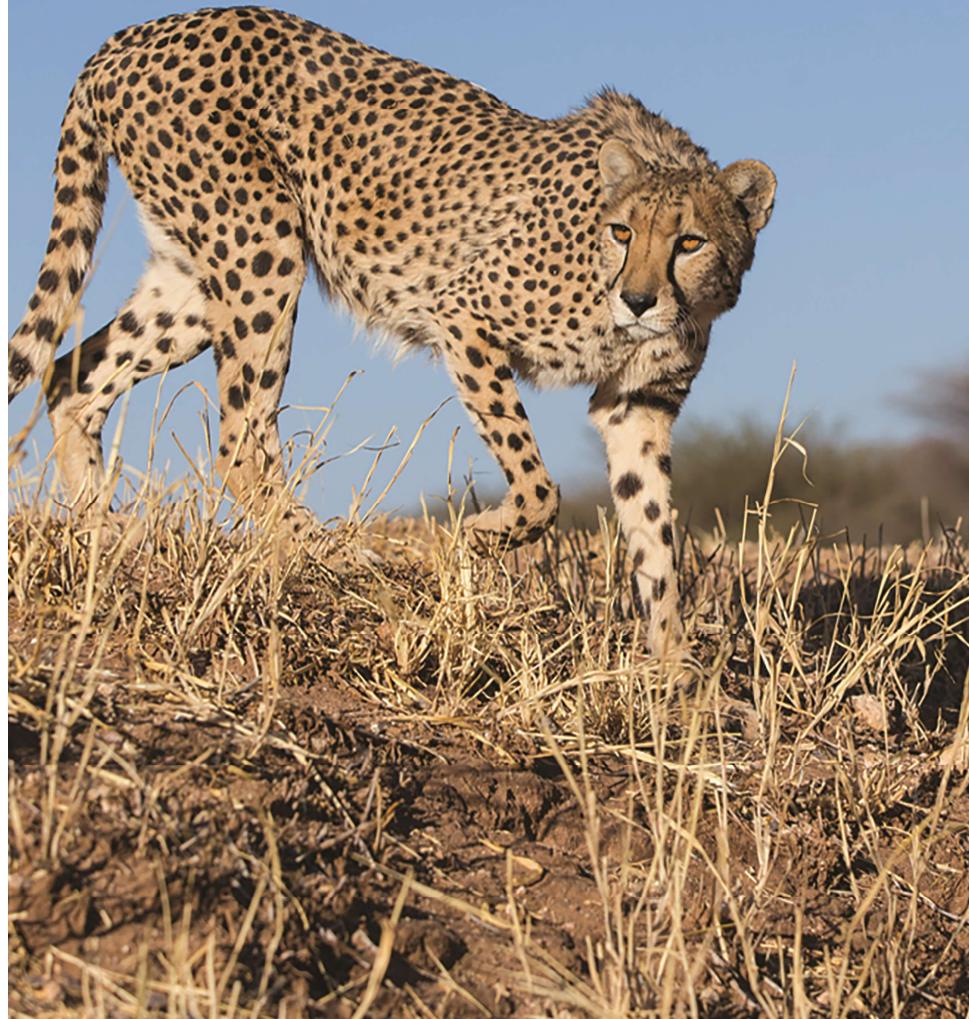
### What happens if the cheetah disappears?

The Cheetah is an apex predator and without it, there would be serious repercussions that would affect all species in their ecosystem, including humans. Species hunted by the cheetah would not be as healthy; reducing ecosystem biodiversity and weaker animals normally targeted by the cheetah would proliferate and reproduce, thus diluting their species' healthy gene pool. Prey species numbers would grow, increasing environmental impact, soil erosion and climate change.

***Over the last century, we've lost more than 92% of the world's wild cheetah population.***

With your support, CCF can build on its past successes and increase the scale, reach and impact of its important work.

*CCF forms mutually beneficial partnerships with companies and individuals to ensure the continued success of its programmes.*



## CONSERVATION CIRCLE

CCF has the ability to save the cheetah from extinction, definitively. This goal is within its power to achieve but to do so CCF must raise £20 million over the next five years.

Through the CCF Conservation Circle, companies and individuals can help CCF to raise vital funds so that it can continue to work towards achieving its vision: to create a world in which cheetahs live and flourish in co-existence with people and the environment.

There are a number of ways you or your company can support this initiative:

- ✓ Make a major gift
- ✓ Become a brand partner
- ✓ Sponsor a specific programme
- ✓ Join as a corporate member
- ✓ Become a Friend

Your support would enable CCF to sustain and evolve its current activity, invest in its growing infrastructure, and develop new initiatives that will help save the cheetah.

**More must and can be done. By joining CCF's Conservation Circle you can help CCF to save a species. What an amazing concept.**

# FUNDING PRIORITIES

ACTIVITY	OUTCOME
<b>Reducing Human-Wildlife Conflict:</b> Future Farmers of Africa Livestock Guarding Dogs	<ul style="list-style-type: none"><li>✓ Reduction in the killing of livestock.</li><li>✓ Reduction in the killing of cheetahs.</li><li>✓ Increased number of women taking an active role in their communities.</li><li>✓ Improved and sustainable livelihoods for rural communities.</li></ul>
<b>Conservation and biodiversity protection:</b> Genetics research Field studies	<ul style="list-style-type: none"><li>✓ Increased understanding of how to protect and save the cheetah.</li><li>✓ Economic development and growth whilst protecting the environment and the cheetah habitat.</li></ul>
<b>Education:</b> Schools outreach Training future Conservationists	<ul style="list-style-type: none"><li>✓ Increased knowledge and expertise to protect, for generations to come.</li></ul>
<b>Regional and global outreach:</b> Dissemination of research Talks and presentations	<ul style="list-style-type: none"><li>✓ Engaged and active global ‘cheetah community’.</li><li>✓ Shared learning across the ‘cheetah community’.</li><li>✓ Increased, global awareness of the plight of the cheetah.</li></ul>
<b>Public education:</b> Influencing policy Campaigns	<ul style="list-style-type: none"><li>✓ Reduction in the illegal trafficking of cheetahs.</li></ul>

# YOUR SUPPORT

## MAJOR GIFTS

CCF welcomes discussions with philanthropists who wish to make a transformative gift, recognising this is a very personal choice. By supporting CCF in this way, you can help create a permanent place for cheetahs on Earth.

## BRAND PARTNERS

CCF works with brands to create exciting partnerships that not only increase awareness of the plight of the cheetah but also increase brand visibility across multiple channels and platforms.

## PROGRAMME SPONSORS

Programme sponsors can have a direct and lasting impact by supporting one or more of CCF’s innovative and vital projects.

## CORPORATE MEMBERS

A commitment of £5,000 would provide invaluable support towards the annual costs of CCF’s team of experts based at the International Field Research and Education Centre in Namibia.

## FRIENDS

A donation of £500 will entitle you to become a Friend of the CCF Conservation Circle. Funds will be used to build the capacity of CCF or, alternatively, to support an area of work you are most passionate about.

# HELP SAVE A SPECIES



## Funding of £200,000

is needed each year to deliver the Future Farmers of Africa Programme, which provides vital support to the poorest and most marginalised farming community. The programme teaches farmers how to create sustainable livelihoods by implementing non-lethal methods of predator control.

## Funding of £100,000

is required each year to deliver CCF's Education Programme, which aims to equip the next generation of farmers and conservation managers with the best training, skill and knowledge available to help protect the cheetah and their ecosystems for years to come.

## Funding of £50,000

would enable CCF to increase its capacity to tackle the causes and impacts of the Illegal Wildlife Trade, which continues to pose a huge threat to the cheetah. With your support, CCF can increase global awareness, continue to track and report cases of trafficking and strengthen law enforcement

## Funding of £30,000.

would support the annual cost of providing food to CCF's 200 active livestock guarding dogs that work on farms across Namibia, and other cheetah-range countries. These special dogs are allocated to farmers and them to protect their livestock and reduce Human-Wildlife Conflict. .



*With additional funds, CCF can work towards a permanent solution to the cheetah conservation crisis.*

## BENEFITS

CCF will ensure all supporters receive due recognition for their generosity. By joining the Conservation Circle in any capacity, CCF will also work with you to develop a tailored package of benefits that spans:

### ACKNOWLEDGEMENT

- ✓ Listing in CCF Annual Report
- ✓ Listing on the CCF website

### PROMOTION

- ✓ Pre-approved use of the CCF logo
- ✓ Press and PR to promote the association
- ✓ Visibility in supporter newsletters

### CONNECTION

- ✓ Opportunity to create a named fund in support of one or more of CCF's programmes
- ✓ Project and programme updates
- ✓ Opportunity to meet key CCF Staff

### ENGAGEMENT

- ✓ Employee/engagement opportunities
- ✓ Invitations to Special Events throughout the year
- ✓ Network with members of the Conservation Circle



## COLLECTIVE IMPACT

To achieve its priorities, it is imperative that CCF work with a broad range of partners and supporters. Doing so will ensure that economic, social and environmental issues in Namibia and other cheetah range countries are addressed. As a result, the probability of saving the cheetah from extinction will increase.

Our collective impact will also contribute to achieving the following United Nations' Goals for Sustainable Development:

- ✓ **Goal 5:** Gender equality and empower all women and girls.
- ✓ **Goal 7:** Access to affordable, reliable, sustainable and modern energy for all.
- ✓ **Goal 8:** Sustained, inclusive and sustainable economic growth and decent work for all.
- ✓ **Goal 13:** Urgent action to combat climate change and its impacts.
- ✓ **Goal 15:** Protect, restore and promote sustainable use of terrestrial ecosystems, and halt and reverse land degradation and halt biodiversity loss.

# PEOPLE AND PARTNERS

## Founder and Executive Director

Dr. Laurie Marker, DPhil

## Royal Patron

Her Royal Highness, Princess  
Michael of Kent



DUKE + DEXTER

## UK Patrons

Jonathan and Angela Scott  
*The Big Cat People*

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Peter Jarman (Chair of Trustees)  
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