



# Taking Global Action!

2018 ANNUAL REPORT





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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 people.**



## Namibian Board of Directors

Charles Bodenstein (Chairman Emeritus)

March Dawe

Mike Hill (Chairman)

Ambassador Leonard Iipumbu

Jane Katjavivi

Mary Kruger

Dr. Laurie L. Marker, CCF Founder & Executive Director

Dr. Jock Orford

Tjama Tjivijua

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

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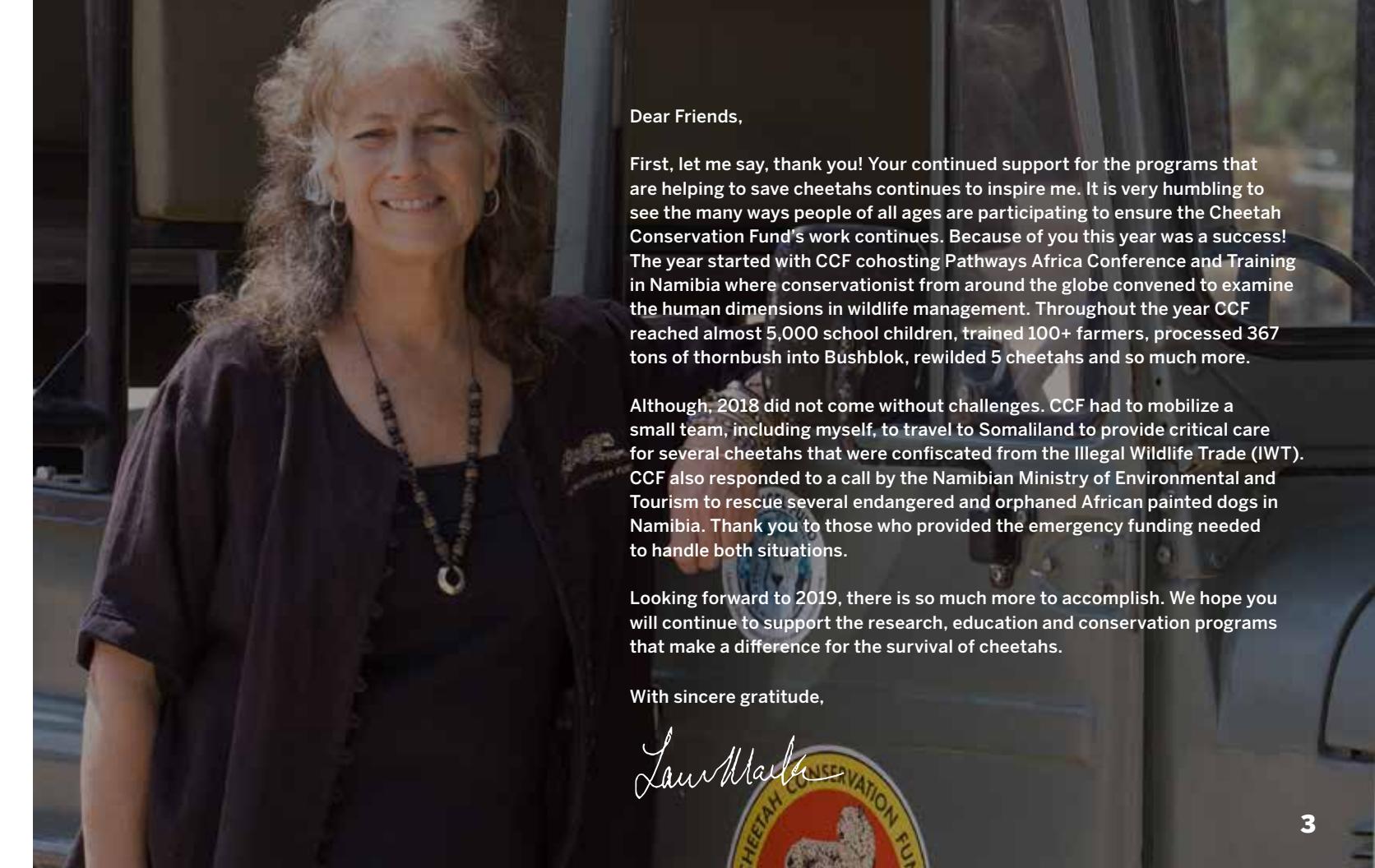
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Dear Friends,

First, let me say, thank you! Your continued support for the programs that are helping to save cheetahs continues to inspire me. It is very humbling to see the many ways people of all ages are participating to ensure the Cheetah Conservation Fund's work continues. Because of you this year was a success!

The year started with CCF cohosting Pathways Africa Conference and Training in Namibia where conservationists from around the globe convened to examine the human dimensions in wildlife management. Throughout the year CCF reached almost 5,000 school children, trained 100+ farmers, processed 367 tons of thornbush into Bushblok, rewilded 5 cheetahs and so much more.

Although, 2018 did not come without challenges. CCF had to mobilize a small team, including myself, to travel to Somaliland to provide critical care for several cheetahs that were confiscated from the Illegal Wildlife Trade (IWT). CCF also responded to a call by the Namibian Ministry of Environmental and Tourism to rescue several endangered and orphaned African painted dogs in Namibia. Thank you to those who provided the emergency funding needed to handle both situations.

Looking forward to 2019, there is so much more to accomplish. We hope you will continue to support the research, education and conservation programs that make a difference for the survival of cheetahs.

With sincere gratitude,

Laurie Marker

CHEETAH CONSERVATION FUND

## 2018 Highlights



Pathways  
Africa  
Conference

Langston  
University  
Goat Program

Rabies  
Prevention  
Awareness  
Campaign

IWT Rescue  
& Arrest

Cheetahs  
Rewilded

African Painted  
Dogs Rescued

Biomass  
Technology Day

TOSCO  
Clean-up  
Contest  
Winner

Born to  
Explore  
Premier

Completed  
Year-Long Camera  
Trap Survey in  
Namibia's Eastern  
Communal Area

*“Conservation is a cause that has no end. There is no point at which we will say our work is finished.”*

—Rachel Carson

# Cheetahs' Race for Survival



Your support made it possible for CCF to continue the research, education and conservation programs that help cheetahs in their race for survival. CCF accomplished multiple activities that are protecting cheetahs and their habitats:

- Increased partnerships through local and international programs, to build capacity for conservation
- Mitigated human-wildlife conflict by providing training programs and livestock guarding dogs
- Managed land to prevent further habitat loss, fragmentation and degradation
- Generated greater public awareness about the illegal trade in cheetahs

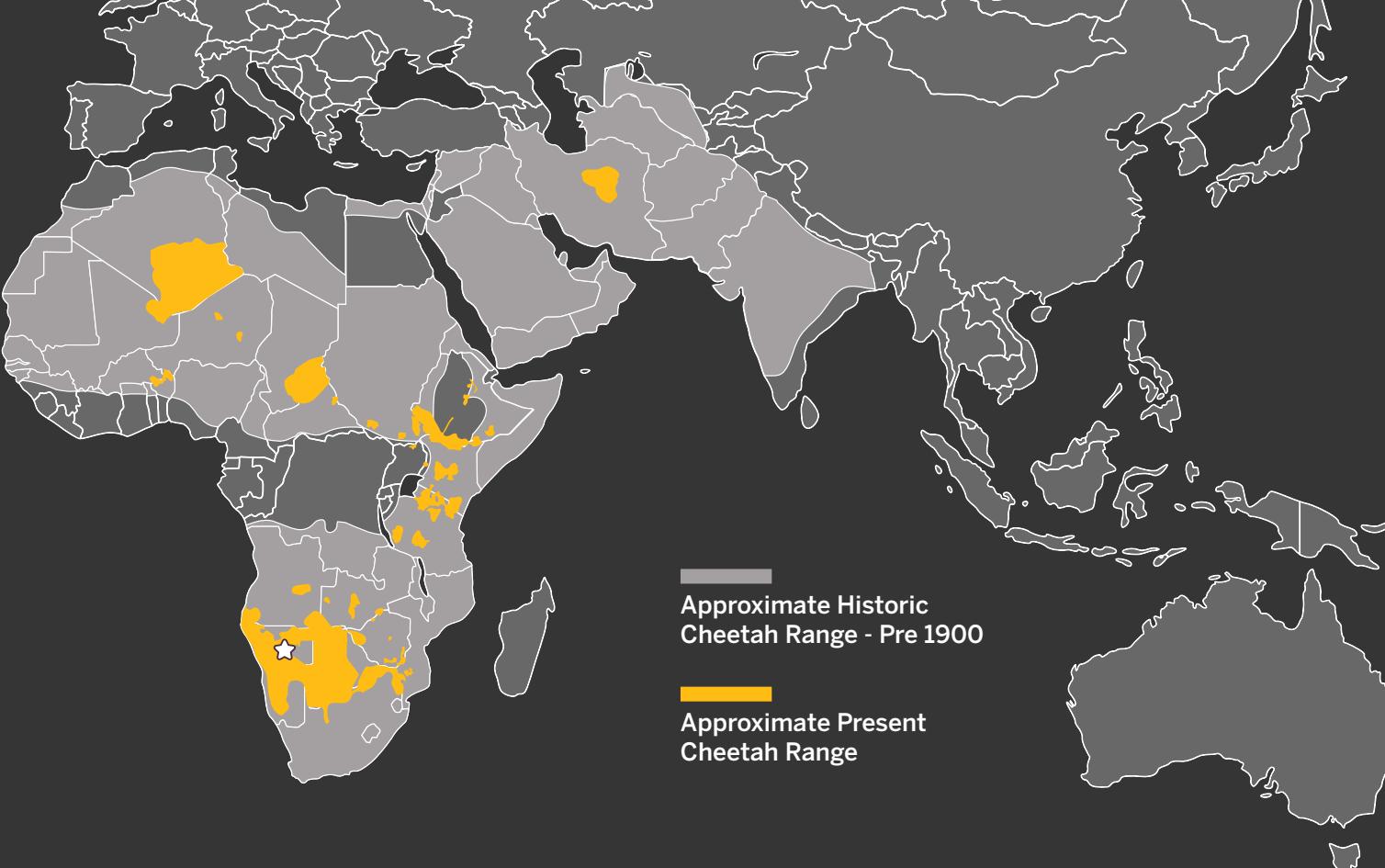
CCF's holistic approach to conservation has proven that these actions make a difference and serve as models for many conservationists working to protect endangered species.

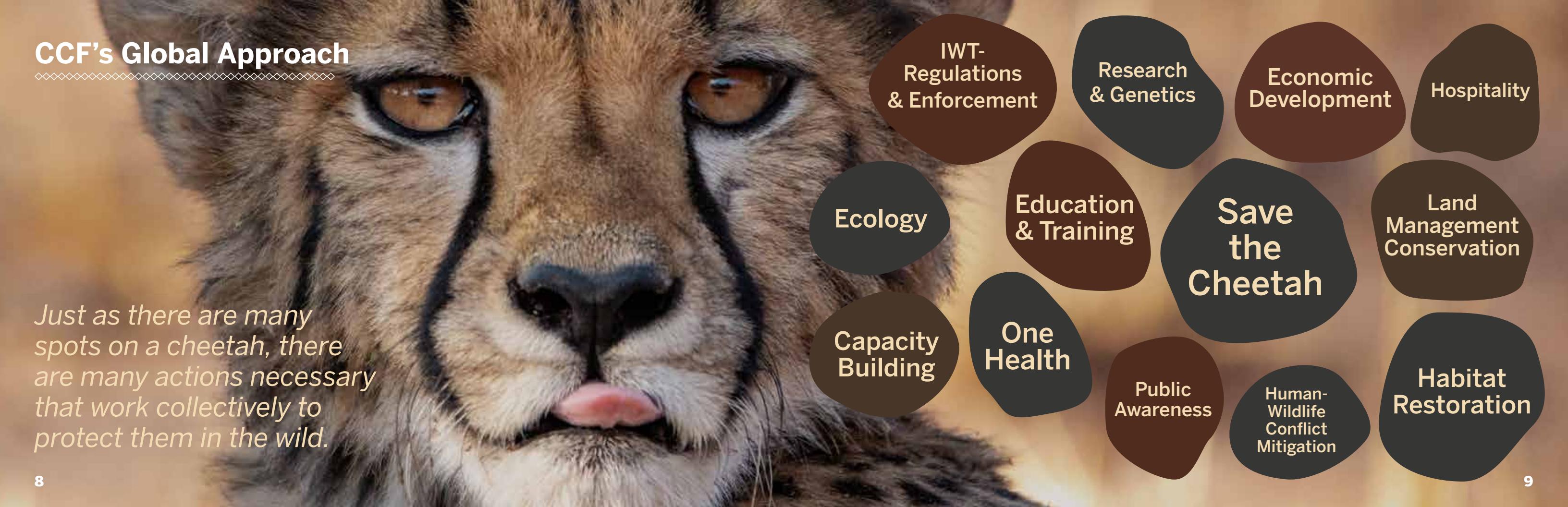
**For more information visit [cheetah.org](http://cheetah.org).**

In the past 100 years alone, the world has lost...

**>90%**

of its population of cheetahs





## CCF's Global Approach

.....

*Just as there are many spots on a cheetah, there are many actions necessary that work collectively to protect them in the wild.*

IWT-  
Regulations  
& Enforcement

Research  
& Genetics

Economic  
Development

Hospitality

Ecology

Education  
& Training

**Save  
the  
Cheetah**

Land  
Management  
Conservation

Capacity  
Building

One  
Health

Public  
Awareness

Human-  
Wildlife  
Conflict  
Mitigation

Habitat  
Restoration

# Environmental Stewardship and Capacity Building

CCF is a regular host and participant in conservation capacity building programs to create new partnerships that improve environmental stewardship. Here are some of the CCF highlights from 2018:

**CCF cohosted the Pathways Africa Conference and Training in Namibia where more than 200 international conservationists representing 28 countries were in attendance.** This included 40 mid-level career conservationists representing 12 African countries. Pathways Africa was developed to set the precedent for future research, innovation and collaboration and to further the application of research in the field of human dimensions of wildlife management in sub-Saharan Africa and beyond. During the conference and training new relationships were built across the cheetah's range and participants returned home **equipped with new techniques and strategies to mitigate human-wildlife conflict.**

**The 36th Annual Environmental Education Association of Southern Africa (EEASA) Conference in Zambia** hosted 200+ participants from 10 different countries. CCF Research and Education Manager, Annetjie Siyaya presented strategies on **Mitigating Human-wildlife Conflict** and shared CCF training

materials including **the Teacher's Resource Guide, "A Predator's Role in the Ecosystem"** and **Rabies Prevention Awareness** information.

CCF hosted Dr. Terry Gipson of **Langston University**, a top **research institute for goat production** in the U.S. Dr. Gipson and also CCF's Small Livestock Manager, Toivo Tyapa, provided dairy goat production training to area farmers and participated in an information exchange for goat management. Toivo then traveled to the U.S. to train with Dr. Gipson at Langston University, in Oklahoma, on artificial insemination and participated at the National Goat Conference in Alabama.

CCF attended the **6th Annual Science Conference at the University of Namibia**. CCF hosted the first Biomass Technology Day for more than 400 people in partnership with the Namibian Biomass Industry group (NBIG).

These programs present opportunities for CCF teams to learn the needs of the community and build capacity to achieve improved livelihoods so Namibians can become better stewards of the landscape and wildlife.



# CCF Model-Farm Education and Research Centre



One of the most effective teaching strategies is leading by example. This method has proven the best approach to saving cheetahs in the wild. The CCF Model Farm-Education and Research Centre embodies this method. CCF teams:

- Breed, train and place **Livestock Guarding Dogs** (LGD) that farmers employ to protect herds from predators
- Develop and demonstrate livestock and farmland management techniques taught in our **Future Farmers of Africa** (FFA) workshops

2018

**32**

Dogs Born

**4,044**

Pounds of Cheese Made

**367**

Tons of Bushbloks

**13,030**

Day Visitors to the Centre



# Innovation

## Ecology and Genetics

Data generated through the research programs is the foundation for creating and informing CCF's conservation strategies. A sample of current projects include:

- Camera traps are used to better understand biodiversity in Namibia's eastern communal lands.
- Detection dogs used to collect scat samples to identify presence of cheetahs and other wild species.
- DNA samples from blood and scat are used to identify relatedness and population structure and using microsatellite sequencing analysis to help identify the genetic diversity in existing cheetah populations.
- Samples are collected from animals confiscated from wildlife traffickers to help determine the animal's origin.

Work done in CCF laboratories is often done in collaboration with other organizations and international researchers. Your support provides equipment and materials to our scientists that lead to new discoveries and accomplish this very important work.

2018

**209 & 24**

**Cheetahs Other Species  
# Of Samples Processed**

**130**

**# of Game Counts Conducted**

**211**

**# of Camera Traps Used**

**>1 million**

**# of Camera Trap Photos Taken**



# Discovery

## Mitigating Human-Wildlife Conflict

One of the greatest causes for diminishing cheetah populations is human-wildlife conflict. In Namibia, more than 90 percent of cheetahs live outside protected areas on rural livestock farmlands. CCF's programs and strategies have proven to reduce human-wildlife conflict.

CCF's **Future Farmers of Africa** (FFA) and **Future Conservationists of Africa** (FCA) programs are used to educate people about the importance of predators in our ecosystem and the value of living together in harmony. As part of the highly successful Livestock Guarding Dog (LGD) Program, CCF breeds, trains and provides livestock guarding dogs to area farmers to protect their herds. CCF breeds, trains and provides livestock guarding dogs to area farmers to protect their herds.

2018

808

FFA  
Trained

4,763

FCA  
Trained

32

LGDs  
Placed



# Mitigation

## Confronting Illegal Wildlife Trade

In September, Dr. Marker dealt with eight cheetahs confiscated from **Illegal Wildlife Trade** (IWT). Dr. Marker traveled to the CCF 'safe house' in Somaliland to assist and arranged for the care of the eight confiscated cheetahs, two were just three-week-old cubs. Sadly only one of the two younger cubs survived. **Thank you to our generous donors and volunteers that secured emergency funding and supplies during this crisis.**

IWT is a significant contributor to the cheetah's population decline and endangerment. Cheetah cubs caught in the wild are often trafficked and smuggled out of Africa for the **illegal pet trade**. IWT is the fourth largest transnational crime in the world following narcotics, counterfeiting and human trafficking, which are estimated to be worth billions per year. Christine Dawson, director of the Office of Conservation and Water at the U.S. Department of State said, "**The same criminals that are trafficking in drugs, guns and people, traffic in wildlife.**"

CCF is ramping up their efforts to help protect wildlife in the fight against IWT. CCF continues to aid in the enforcement of the **Convention on International Trade in Endangered Species of Wild Fauna and Flora** (CITES) and support national laws.

CCF's IWT Specialist, Patricia Tricorache, participated in the October CITES SC70 – 70th meeting of the Standing Committee in Sochi Russia. CCF UK Chair, Jane Galton attended the Illegal Wildlife Trade Conference in London where they pledged their commitment to continue fighting against the illegal trade of cheetahs.

**Officials who attended training at CCF were responsible for the arrest of two cheetah smugglers. The smugglers were given 3 years in jail and fined US \$300 each.**



# Protection

## One Health Initiative

CCF is working to develop an integrated One Health Initiative to address the needs of the communities they serve. The health of humans, livestock and wildlife are all important components of CCF's conservation efforts. With the financial support of the **Foundation for Human Rabies Education and Eradication** (FHREE), CCF implemented a **Rabies Awareness and Prevention campaign**.

The World Health Organization reports that about 60,000 people die each year from rabies with 95% of the cases occurring in Africa and Asia. CCF is working to develop and fund new livestock and human health programs along with veterinary services that will insure the well-being of humans and animals. The first branch of CCF's One Health initiative is the development of a mobile rabies vaccine clinic. The mobile clinic will serve isolated communities to reduce the risk of rabies in the domestic species, collectively protecting livestock, wildlife and people from this deadly virus.



# Integration

## Land Management



In Namibia, 80 percent of wildlife live outside protected areas on livestock farmland. This makes appropriate land management critical to overcome the fragmentation of cheetah populations and degradation of the land where cheetahs and other vulnerable species range. CCF's stewardship and conservation efforts to renew and restore degraded, damaged ecosystems and wildlife habitats in the environment is fundamental to our work.

CCF is working in the Greater Waterberg Landscape to establish partnerships to manage and conserve land to reduce management costs and provide better protection for the 63 mammalian species that have been recorded in the area. The purchase of critical land parcels, when available, will allow CCF to continue to connect wider ranges, protect vulnerable species and work on habitat restoration.



# Stewardship

## Ecotourism Creates Economic Development

Namibia's concerted effort to conserve its natural resources has helped ecotourism to grow. CCF continues to contribute by creating jobs and introducing tourists to the plight of the cheetah.

Every visitor to the CCF Field Research & Education Centre is exposed to the work that CCF conducts on a daily basis. This includes tours, lodging and dining experiences. The Centre is open to the public 364 days each year (closed only December 25). Visitors are always welcome.



2018

**1,310**  
Overnight Stays

**13,030**  
CCF Day Visitors

**1,194**  
Overnight Stays

**11,393**  
CCF Day Visitors



# Impact

# A Conservationist at Heart

No matter who you are or where you live, you can be an advocate for cheetahs in the wild. In 2018, we met a lot of people who are doing just that. Here are just a few examples. You can learn more about other CCF conservationists by visiting our website.

Check out their stories and many more on the **cheetah.org website and see how you too can get involved.**

Starting Top Left Clockwise

Hunter a 10 y.o. girl developed a club at school to inform others about cheetah conservation and raise money.

Four 60+ y.o. grandmasters cyclist who rode in the Desert Dash in Namibia to raise funds and awareness for CCF

Middle schooler-Josh who raises money for cheetah conservation through school projects

L'Etoile football club in Italy sponsors an orphaned cheetah

12 y.o. twins, Willow and Isabella set up their own non-profit and raise funds for CCF

Sara, a 12 y.o. girl from Denmark who took the initiative for a charity auction to raise funds for CCF



# How Zoos Support Global Conservation

CCF partners with many accredited zoos to raise awareness for conservation and funds for CCF research and education programs. Zoos function as Embassies for wildlife. The animals at a zoo are ambassadors, each serving as representatives for their species in the wild. Zoos provide the opportunity for people to connect with these species, learn about their natural history, home ranges, and begin to care about protecting them and their natural habitats. Zoo's organize volunteers and invite visitors to participate in International Cheetah Day (ICD) programs.

When the Ministry of Environment and Tourism (MET) asked CCF to take in several orphaned African painted dog pups, Columbus and Dallas Zoos responded to the call and provided emergency funding to build new enclosures. Thanks to their help these dogs are doing well, and CCF has plans for rewilding in 2019.



**December 4th is ICD!**  
For more information please visit the ICD website at [InternationalCheetahDay.org](http://InternationalCheetahDay.org)



# Global Conservation and Education Tour Highlights

2018 accomplishments were made possible through the participation and generous philanthropy of our CCF donors. We appreciate all the patrons who hosted fundraisers, attended events, and invited friends, family and colleagues to learn more about conservation and the plight of the cheetah.

Dr. Marker traveled to 24 states and visited 52 cities. She gave over 60 presentations to create greater public awareness about cheetah conservation in 2018. Serving as a keynote speaker, honoree and educator Dr. Marker shared information about the threats to cheetahs and the programs CCF has developed to protect cheetahs in the wild. Additionally, Dr. Marker and her team served as educators and speakers to reach many more audience participants around the globe in the U.S., Canada, Germany, Ethiopia, Russia, and United Kingdom sharing information about the threats to cheetahs and CCF efforts to protect them.



Starting Top Left Clockwise

CCF's Patricia Tricorache collaborating on IWT in Ethiopia

Dr. Marker during a media interview in the U.S.

Cheetah mascots pose with Dr. Marker at U.S. fundraiser

CCF's Brian Badger presenting in the United Kingdom

# Volunteers and Visitors are Vital

CCF is grateful to the many volunteers who donate their time and expertise in support of our work around the globe. Volunteers manage boards, organize fundraisers, create graphics, assist in offices, take photos, work at the CCF Centre and share social media to highlight events like International Cheetah Day (ICD).

International Cheetah Day is celebrated annually on Dec 4 around the globe in many ways by volunteers, zoos and other organizations. Cheetah lovers organize runs, events, educational programs and fundraisers. This year, Dr. Marker spent ICD in London participating in a House of Commons Parliament panel discussion regarding the Somaliland environment and wildlife trafficking.

CCF needs you! Did you know you can volunteer as a working guest or intern in Namibia? You can also volunteer in your own backyard. Information about visitor, internships, working guests and local volunteers is located at [cheetah.org](http://cheetah.org).

**Richard Wiese brought his cameras to Africa for his Born to Explore PBS Television Special, Namibia: Land of the Cheetah.**

*Starting Top Left Clockwise*

CCF Volunteers hosting a fundraiser

CCF Working Guests working on model-farm

CCF U.S. Board of Director's Meeting

International Cheetah Day Participants

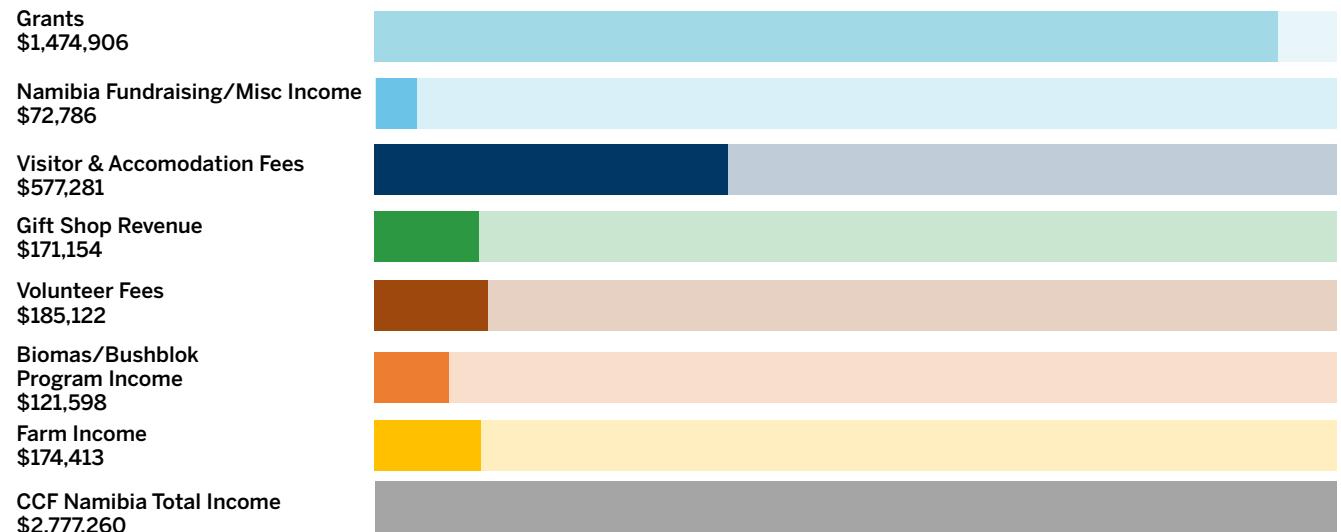


# CCF Namibia Financials



## 2018 Namibia Revenue

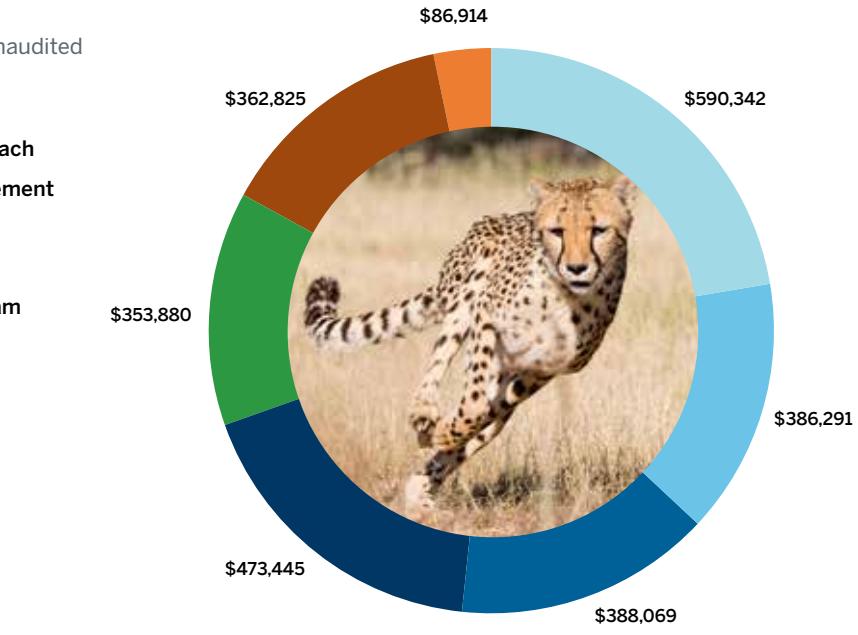
The graphic shows the 2018 unaudited revenue and expenses for CCF



## 2018 Namibia Expenses

The graphic shows the 2018 unaudited revenue and expenses for CCF

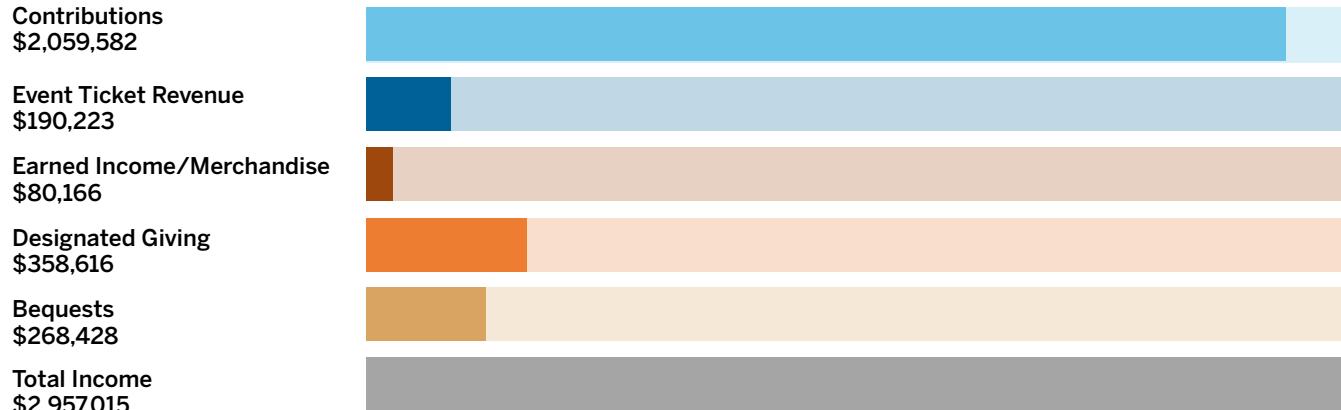
- Education & Community Outreach
- Administration & Land Management
- Capital Projects
- Research Programs
- Livestock Guarding Dog Program
- Biomass/Bushbok Program
- Model-Farm Program



# CCF U.S. Financials

## 2018 U.S. Revenue

The graphic shows the 2018 unaudited revenue and expenses for CCF

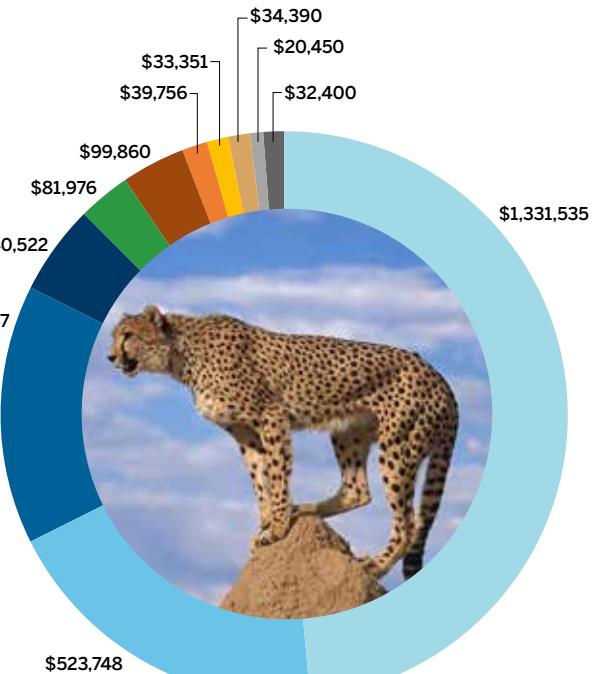


## 2018 U.S. Expenses

The graphic shows the 2018 unaudited revenue and expenses for CCF

- Nambia Support
- Personnel Expenses
- Donor Designated Expenses
- Special Events/Meetings/Conferences
- Marketing, Media and Printing
- Office Rent, Equipment and Supply Expenses
- Contracts: Insurance, Audits and Legal
- Volunteer Expenses
- Merchandise/Book Purchases
- Outside Program Support
- Bank Fees and Misc.

CCF U.S. Total Expenses  
\$2,743,545.00



## Grants and Sponsorship Opportunities



Thank you to the many donors and foundations who provided grants to support CCF programs. This list is not all inclusive but highlights the grants that provided funding for 2018 programs. Looking to the future there is still much to accomplish; livestock, wildlife and land management, education, rewilding and One Health initiatives.

- *Ad Astra Foundation*
- *Alan and Patricia Koval Foundation*
- *CCG Trust*
- *Colorado State University*
- *Columbus Zoological Park Association*
- *Dallas Zoological Society*
- *Disney Worldwide Conservation Foundation*
- *EJF Philanthropies*
- *Eric Margolis Foundation*
- *Foundation Human Rabies Eradication Education*
- *Friends of the Alexandria Zoo*
- *Gordon and Patricia Gray Animal Welfare Foundation*
- *International Fund for Animal Welfare*
- *Kirkpatrick Foundation*
- *Natural Habitat Inc.*
- *Ohrstrom Foundation*
- *Quick Response Biodiversity Fund*
- *SeaWorld & Busch Gardens Conservation*
- *The Max and Victoria Dreyfus Foundation Inc.*
- *The Schad Foundation*
- *The Walker 597 Trust*
- *Toronto Zoo Foundation*
- *Tusk Grant*



# You Can Make A Difference

CCF research, education and conservation programs are funded by grants, individual gifts, fundraising events and programs. Helping save cheetahs in the wild is made possible by you. Both small donations and large gifts add up to make a huge difference for cheetah survival.

By contributing to CCF and sharing how you support conservation is making a difference by increasing the number of people who care. Become a member of the CCF team and make a difference by participating: join the CCF monthly giving program, becoming a challenger, program sponsor or orphaned cheetah supporter.

For more information about program sponsorship opportunities please call the CCF office at 866-909-3399.

## ANNUAL DONOR LEVELS

\$25,000 and up

### FOUNDER'S CIRCLE

\$5,000 to \$24,999 Annually

### CHALLENGER

Donors of \$5,000-\$9,999 will be named in a campaign of their choosing (Year-End or Chewbaaka's Wild Cheetah Challenge). Donors of \$10,000 and above will be a named challenger in both major campaigns.

\$2,500

### CCF COALITION PARTNER

\$1,000

### SUSTAINING PARTNER

### 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.

*"Challenging the next generation by funding CCF scholarships."*  
Linda P.



## Why I Support CCF



*"Hearing a cheetah purr makes my heart sing."*  
Roswitha S.

*"Supporting proven programs to save the cheetah!"*  
Susan J.





#Savethecheetah@CCFCheetah

