



Namibia
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Dear Friend:

One of the things that I love about skiing is the connection to nature – the beauty of the mountains around you, the feel of the snow under your skis, the wind in your face. Conserving the earth's natural treasures has become so important to me the more I travel the world, and the more I experience first-hand the wonders this planet has to offer.

When I first came to Namibia, to Cheetah Conservation Fund, and saw Dr. Marker's work in action, I was stunned. CCF's International Research and Education Centre is filled with dedicated people doing research and conservation programs. There is so much activity! Researchers are doing studies. Ecologists using scat dogs and camera traps are monitoring the health of the ecosystem. Educators are talking to visitors about the plight of the cheetah. CCF even runs a model goat farm and a creamery to demonstrate the efficacy of its livestock guarding dogs, educate local farmers on best farming practices, and teach them how to earn extra income from making and selling products derived from their herds.

Of course, nothing was more moving than meeting the cheetahs at CCF. They are so graceful and beautiful, and yet very effective predators. They are truly awe-inspiring, especially when you watch them run.

I learned at CCF that without our help, the cheetah, the world's fastest land animal, could disappear from the planet in our lifetimes. I also learned that at CCF they have been working for almost 25 years, creating an integrated set of programs that together are ensuring a future for the cheetah. I was so impressed I made it my mission to share the cheetah's story and CCF's conservation solutions with the world, and became a CCF Ambassador. Like many, I want to make a difference for the cheetah, and help secure its future.

When I was told in October of last year that CCF's Visitors Centre had burned to the ground, I was devastated. Those of us who have had the privilege to see Dr. Marker's work first-hand know what an important role the Visitors Centre plays – it is the entry point for the general public into the world of the cheetah. You see, CCF's facility in Namibia is not only a world-class research and conservation facility, it is also a destination for the general public to learn about the cheetah, and CCF needs our help more than ever this year as they undertake the task of rebuilding from the fire of 2013.

Wearing a cheetah helmet at the 2014 Winter Olympics in Sochi was just one way I could draw attention to CCF's work, and people noticed. In a sport where speed is critical, aligning yourself with the world's fastest land animal gets attention. And I was happy to direct some of that attention to the work CCF is doing in Namibia, so that others will learn and join the race to save the cheetah from extinction.

I know that as a member of the CCF family, you too, are doing what you can to ensure the cheetah survives for future generations. I'm proud to have you on our team, helping to win the race against extinction. And I hope that you will give the team at CCF the support they need to keep running, by making a generous contribution today. Your donation gives CCF the resources to continue to offer its effective conservation solutions, and to share those solutions across the cheetah's range.

I raced for gold in Sochi, and won. Now, we are racing to save the cheetah from extinction. Together, we can win.

Help the cheetah. Win the race!

Yours Truly,

A handwritten signature in black ink, appearing to read "Anna Fenninger". The signature is written in a cursive, flowing style with some overlapping letters.

Anna Fenninger