

2016 IMPACT REPORT



Cheetah Conservation Fund Canada (CCFC), a Canadian-registered charity founded in 2004, partners with Cheetah Conservation Fund (CCF) in Namibia and its affiliates in the US, UK, Belgium, Italy, France and Australia to save cheetahs in the wild. Research suggests that cheetahs may have originated in North America and then migrated, in their modern form, to various regions of the world, reaching Africa where the largest populations can now be found in Namibia and Botswana. Today, there are fewer than 8,000 cheetahs in the wild, and their numbers are rapidly dwindling.

We fundraise for a highly innovative wildlife conservation organization in Namibia whose primary goal is to save cheetahs from extinction. 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. Between 2013-16 we have provided \$244,500: our impact has been in the support of school outreach, education sessions for Future Farmers of Africa, the support of the Livestock Guarding Dogs and the care of cheetahs.

The mission of CCF is to be the internationally recognized center of excellence in the conservation of cheetahs and their ecosystems. To meet its goals, CCF has embraced an integrated approach that includes the social and economic welfare of human populations that live alongside cheetahs.

2016 HIGHLIGHTS FROM THE FIELD:

RE-WILDING

A second generation of wild cheetahs was born at Erindi Private Game Reserve, following the re-wilding of CCF cheetah Jacominja in 2013, and the birth of her two cubs in 2014. This represents a major milestone in achieving re-introduction of cheetahs into current and former range areas. These efforts help restore ecosystems and contribute to the populations of cheetah in the wild.

BIODIVERSITY

The free Carnivore Tracker app was launched in late 2015. By end of 2016, there were reports of 697 sightings of 28 of the 33 carnivores that inhabit Namibia. CCF provides this data to all app users and local conservation groups to help support long-term conservation of Namibia's free-range carnivores.

ECONOMIC DEVELOPMENT

- Economic baselines established for alternative livelihood initiatives including the creamery, vegetable garden, vineyard, and apiary - businesses not commonly practiced in Namibia.
- CCF's eco-tourism business experienced 36% growth in number of visitors, providing new employment opportunities and training for locals, and building awareness of the importance of saving the cheetah in the wild.
- The new Biomass Technology Demonstration Centre at CCF provides entrepreneurs the opportunity to see the technology, evaluate its potential and facilitate training. This Centre builds on CCF's expertise in harvesting thorn-bush as a source of biomass in an ecologically sound and sustainable way.

When those in local communities in cheetah range areas have greater economic opportunities and options, including those directly tied to wildlife such as eco-tourism, it motivates them to protect wildlife and more effectively manage their land.

LOCAL EMPOWERMENT

Equipped with research on human-carnivore conflict zones and proven programs to mitigate conflicts, CCF hired local facilitators to work in each of the four conservancies in the Greater Waterberg Landscape. The efforts centered on continued education on integrated livestock and wildlife management, and economic development through bush biomass harvesting, craft making, and tourism. The aim is to build capacity within each of the four conservancies.

ILLEGAL PET TRADE

With an estimated 300 cheetah cubs trafficked every year, CCF has played a key role, in partnership with other wildlife NGOs and country governments impacted by the trafficking of cheetahs. Over the past four years, significant progress has been made through multi-stakeholder forums in the Horn of Africa, as well as global forums, including the Convention on International Trade and Endangered Species (CITES). In September 2016, the CITES CoP17 (the 17th Conference of the Parties) approved vital programs to provide resources, expertise and information-sharing to halt this illegal trade. These efforts will help raise awareness and pressure governments to take action in stopping illegal pet trade.

CENSUS OF CHEETAH POPULATIONS

In December 2016, a major study, co-authored by CCF, reported on the declining populations of cheetah. The study, "The global decline of cheetah *Acinonyx jubatus* and what it means for conservation", published in the Proceedings of The National Academies of Science, was widely cited in media around the world. It will be instrumental in identifying key areas to rebuild population to ensure survival of the cheetah.

CHALLENGES MOVING FORWARD:

- Reduce conflict between humans and cheetahs in all cheetah range countries
- Ensure sufficient habitat for cheetahs
- Advocacy and policy involvement at regional and national levels, across cheetah range countries

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

CHEETAH CONSERVATION FUND - TARGET INVESTMENTS

CCF has had a positive impact in changing the social attitudes of an entire nation towards its wildlife by demonstrating its economic value. Namibians, who once viewed cheetah as nuisance, now proudly declare their country to be “The Cheetah Capital of the World”.

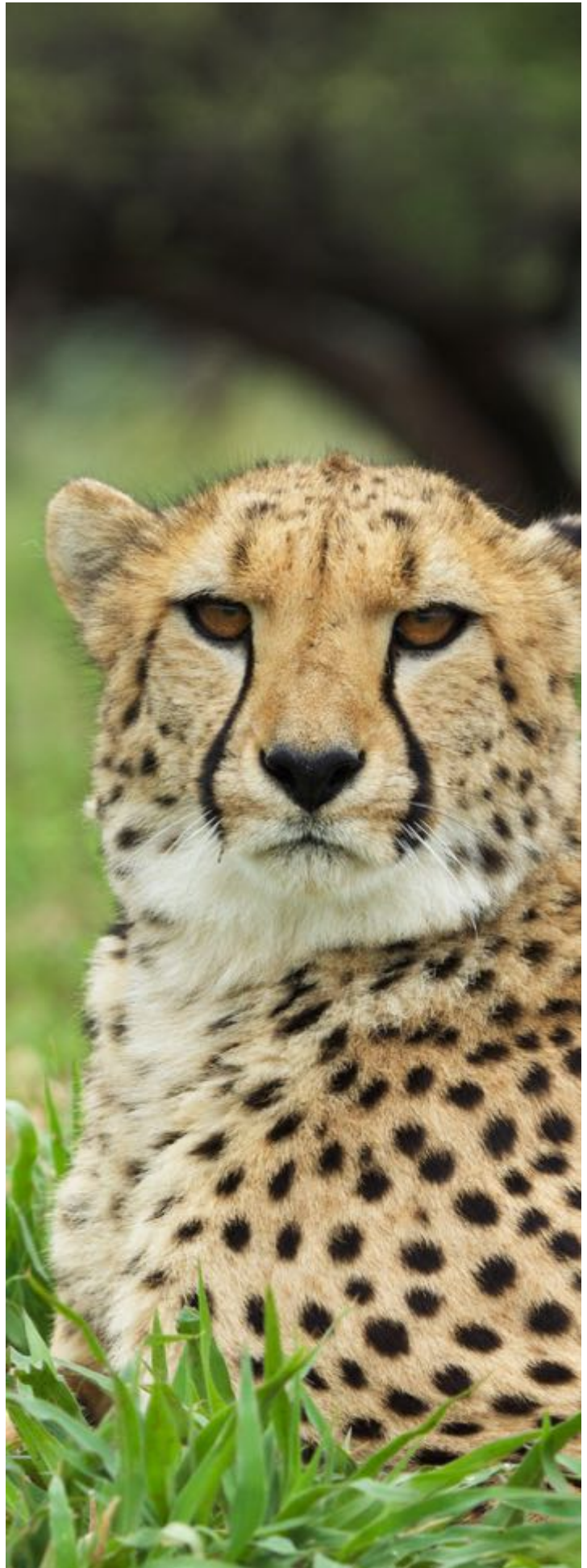
CCF’s 2017 operating budget is US\$2.5 million, where 30% is met through local revenue streams, and the balance is met through donations/grants. CCF’s budget would need to grow to US\$5 million over the medium-term to expand operations in Namibia and increase support for collaboration in other cheetah-range countries such as Angola, Botswana, Kenya, Ethiopia, Somalia, Mozambique, Algeria, Niger, Burnika Faso and Benin where CCF has established relations. Each country has different needs related to advocacy, education, research, conservation and infrastructure.

CANADA’S ENGAGEMENT

Cheetah Conservation Fund Canada has selected four of CCF Namibia key programs to provide funding support, as they are key to ensuring sustainable conservation through education for the youth and farmers, providing tools for human-wildlife conflicts and practical research about cheetah which support scientific research on the species and provides baselines to others in the field of conservation. These programs include:

- School Outreach
- Future Farmers of Africa Education
- Livestock Guarding Dogs
- Cheetah Care for Non-releasable Cheetahs

As a Canadian charity, we engage with the public, corporations, family foundations and governments to raise awareness and gain support through donations, grants, sponsorships, volunteers, and in-kind support. As we grow our support base, we will be able to increase our contribution and engagement with CCF Namibia and make wider impacts. For now, we have been able to contribute over the past four years an average of \$62,000 annually.





EDUCATION: School Outreach Program - Namibia

OBJECTIVE

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. These young people will potentially pursue careers and key roles in society, in Namibia or abroad, and their conservation awareness may influence their decisions.

CCF conducts outreach assembly programs annually throughout the country targeting 4th through 12th grade learners. Each year, CCF's education program highlights topics including predator identification, ecological and physiological characteristics of the cheetah, and methods to reduce human/cheetah conflict. These programs help raise awareness about the importance of saving wildlife as well as cheetahs.

OUTCOMES

This program has impacted more than 350,000 young learners in Namibia since the program was launched in 1993. Many of these students hold government jobs and some in leadership position.

In addition to this program, CCF has provided advance education to many international and national students. Over the last 25 years, CCF has trained more than 300 African biologists representing 15 cheetah-range countries including Namibia, South Sudan, Mozambique, Zambia, Algeria, Niger, Benin, Tanzania, Kenya, Botswana, South Africa, Ethiopia and others in efforts to make species conservation efforts on the continent sustainable over the long term. Just since 2013, CCF hosted 94 Namibian student interns, 750 international students, 128 international teachers, 115 international student interns and 189 working guests/volunteers.



| CANADIAN CONTRIBUTIONS | # DIRECT BENEFICIARIES |
|--------------------------|---|
| 2013 - 2016: C\$59,000 | Our support represents about 20% of the 9,500 school children reached on average annually |
| 2017 Target: C\$15,000 | |
| # INDIRECT BENEFICIARIES | CCF TARGETS FOR 2017 |
| Future Conservationists | 12,000 students |



EDUCATION & LIVELIHOODS: Future Farmers of Africa



OBJECTIVE

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 grassland management through modern agricultural practices. The aim is to enhance the livelihoods of Namibian farmers as well as the overall quality of life for the Namibian residents.

Training for the farmers is carried out in one-week training courses at CCF's Centre, or through visits to farming communities, farm association meetings or agricultural shows. The CCF team includes expertise in ecology, farming methods and land management.

CCF has a particular focus on the Greater Waterberg Landscape region covering 18,700 square kilometers and home to approximately 25,000 people.

OUTCOMES

CCF has trained more than 3,500 rural Namibian men and women in agriculture and land management techniques through its Future Farmers of Africa Program, to enhance livelihoods and increase understanding of basic conservation principles. Farmers' attitudes are changing towards the cheetah and other wildlife given their growing understanding of the benefits to their livelihoods.

CCF is on call 24/7 when farmers call to notify about a real or perceived cheetah problem. Since 1990, CCF has retrieved over 900 cheetahs from farms or private owners across Namibia. After exams, over 600 cheetahs have been released back into the wild.

| CANADIAN CONTRIBUTIONS | # DIRECT BENEFICIARIES |
|---|---|
| 2013 - 2016: C\$69,000 | Reached over 3,500 Namibian farmers (men & women) with CCF integrated livestock and predator management courses |
| 2017 Target: C\$25,000 | |
| # INDIRECT BENEFICIARIES | CCF TARGETS FOR 2017 |
| Improving livelihoods by: increasing farm productivity; reducing livestock losses due to diseases, predation and poor sanitation. | 200 farmers participating in multiple workshops |
| Reduction in the killing of cheetahs and other predators/wildlife | |
| Habitat restoration - bush harvesting | |



CONSERVATION & LIVELIHOODS: Livestock Guarding Dogs for Namibian Farmers

OBJECTIVE

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

At an early age, to fulfil their natural instinct and capability to shield the livestock from any threat, the puppies are trained to place themselves between the livestock and the threat. At eight weeks of age, after being spayed or neutered, dewormed and vaccinated, the puppies are donated to their new owners. Farmers receiving the puppies must attend a one-day training course on the care of the dog, and can also access an additional four one-day courses on predator friendly livestock management. CCF provides supports and follow-on monitoring to ensure success of LSDG.

OUTCOMES

Since 1994, CCF has placed 541 livestock guarding dogs with farmers and this has helped the reduction of injured, trapped and killed cheetahs and other predators. Namibia now has the largest population of cheetahs in the world. Farmers benefitting from livestock guarding dogs have reported a reduction of over 80% predation of their livestock. As well, for those farmers who have relied on their children to protect the livestock, these children can now go to school. CCF has been helping launch similar programs in Botswana, South Africa and Tanzania.

*This number includes dogs counted multiple times because they have been visited several times throughout the year to complete their required 3-month, 6-month, and 1-year visits or follow-up visits.



| CANADIAN CONTRIBUTIONS | # DIRECT BENEFICIARIES |
|--|--|
| 2013 - 2016: C\$71,500 | 80% reduction in livestock predation |
| 2017 Target: C\$25,000 | Improved livelihood |
| # INDIRECT BENEFICIARIES | CCF TARGETS FOR 2017 |
| Preserving the apex predator and supporting ecosystems | 50 puppies to be provided to farmers |
| Increase attendance of children at school | Close to 200* visits of dogs at farms. |
| Farmers time applied to production | Grow the number of working dogs from 160 at end of 2016 to 175 by the end of 2017. |



CONSERVATION: Care of Non-Releasable Cheetahs



OBJECTIVE

Of the many cheetahs that CCF cares for at its center, there are some that are orphaned, old or injured and cannot be released back into the wild. CCF Center currently has 39 cheetahs in its care, and they require shelter, food, exercise, regular veterinary exams, medical intervention, monitoring, and large spaces to support their need to roam.

One of the hallmarks of CCF is its commitment to rewilding as many cheetahs as possible. This helps support the wild population and requires significant up-front work and regular follow-up. After a considerable amount of time and care, CCF aims to release the cheetahs based on an assessment of their health and ability to survive in the wild. Since 1990, CCF has rewilded more than 50 cheetahs, and has reintroduced 600 cheetahs back into a more accommodating location and habitat.

OUTCOMES

The ultimate success would be to have no cheetahs under CCF's care that are not releasable into the wild. The 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 ecosystem. CCF's research and experience has formed the basis of many published scientific papers or materials. Post-secondary students, scientists and NGOs have been trained at CCF and support the advancement of wildlife balance, biodiversity and cheetah programs to ensure its survival.

| CANADIAN CONTRIBUTIONS | # DIRECT BENEFICIARIES |
|--|---|
| 2013 - 2016: C\$45,000 | 39 cheetahs receiving refuge at CCF |
| 2017 Target: C\$10,000 | Advance research on the cheetah ecology & biology |
| # INDIRECT BENEFICIARIES | CCF TARGETS FOR 2017 |
| CCF holds the world's largest wild cheetah database of biological material collected from 1000 cheetahs. | 35 cheetahs at the sanctuary |
| Serve as ambassadors to educate students, interns and tourists | Rewilding of 3 cheetahs |

PROVIDING OFFICES FOR CONSERVATION FACILITATORS IN GREATER WATERBERG LANDSCAPE TO BUILD CAPACITY AND EMPOWER LOCAL COMMUNITIES

In collaboration with B2Gold Mine, CCF and NAM-PLACE, four pre-fab office units, outside toilets and fencing have been set up in each of the four Greater Waterberg Landscape communal conservancies (Okonjatu, Okakarara, Ongongoro and Okamatapati) as offices for the conservancy manager. This initiative was started in 2015 and was completed in 2016. These offices create an official point in all four communal communities for reporting and committee administration.

These centers will provide local communities with continued education on integrated livestock and wildlife management, and economic development opportunities by learning about bush biomass harvesting, craft making, and tourism services.

About B2Gold: Headquartered in Vancouver, Canada, B2Gold Corp. is one of the fastest-growing gold producers in the world. The gold mine in north-central Namibia began production in 2014. B2Gold invests in conservation as part of its Corporate Social Responsibility commitment. B2Gold is a key supporter of CCF Namibia.

About NAM-PLACE: A new initiative to lift conservation barriers and advocate for the establishment of a large-scale network of protected landscapes in order to address imminent threats to habitat and species loss at a landscape level.

Launched in 2011 the project is hosted by the Directorate of Environmental Affairs within Namibia's Ministry of Environment and Tourism, funded through the Global Environment Facility and administered by United Nations Development Programme.

OUTREACH TO SCHOOLS IN CANADA

Many Canadian children decided to celebrate their birthday by sharing their gift with our charity, raising over \$7,500 over the past three years. This interest also generated requests by children to visit their school to talk about the importance of saving the cheetah.

A number of presentations were delivered on the importance of saving the cheetah in the wild and its ecosystems. On International Cheetah Day, a couple of presentations were made at a school in Hemmingford by Parc Safari, and a fundraiser at the Ontario Veterinary College at University of Guelph.



HOW TO PARTICIPATE

Without us, cheetahs will continue to disappear in Africa. They have already disappeared in over 20 countries. Your involvement, financial support or sponsorship can make a difference in the cause to protect the cheetah in the wild for many generations to come.

For more information on Cheetah Conservation Fund Canada and the programs we support, go to <https://cheetahconservationfund.ca>.

Contact us! We would like to discuss collaboration opportunities.

Cheetah Conservation Fund Canada
Fond canadien de préservation des guépards
443 Tatlock Road,
Carleton Place, ON K7C 0C5

Telephone : 613-850-1958

Email: info@cheetahconservationfund.ca