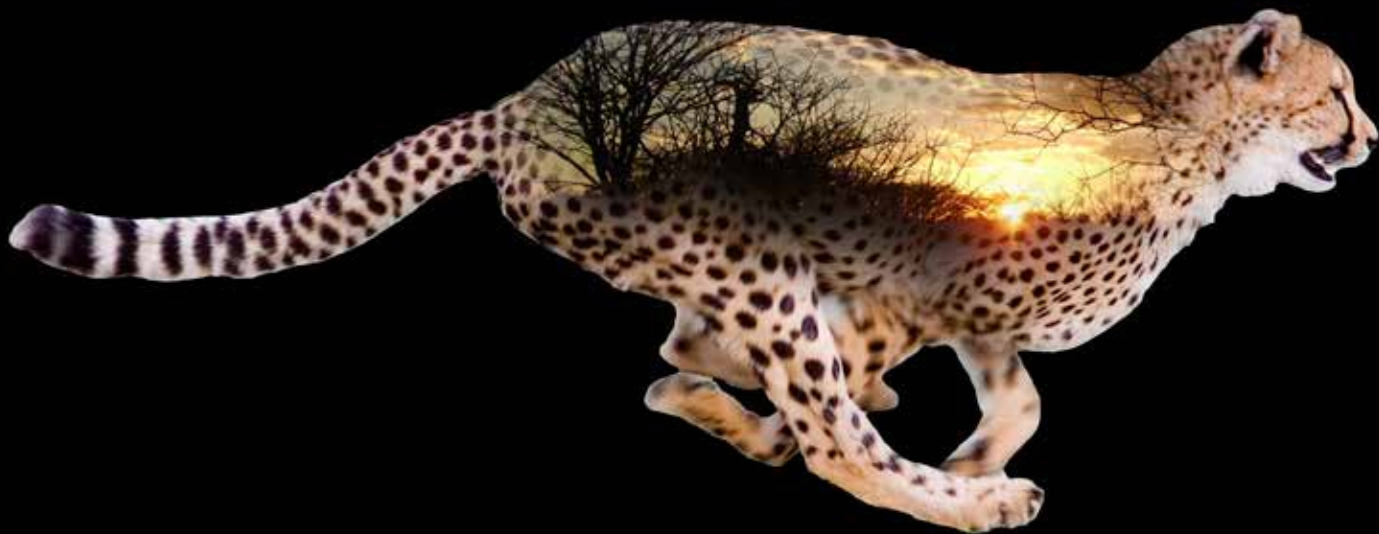


# Cheetah

CONSERVATION FUND

## 2017 Annual Report



RACING TO SAVE THE **CHEETAH...**



*We couldn't do it without you! We are all part of the same team that through commitment, partnerships and philanthropic giving protects cheetahs from extinction.*

*—Dr. Laurie Marker - CCF Founder/Executive Director*

Cheetah Conservation Fund  
PO Box 2496, Alexandria, VA 22301  
+1 866 909 3399 | Email: [info@cheetah.org](mailto:info@cheetah.org) | [www.cheetah.org](http://www.cheetah.org)



## LETTER FROM DR. LAURIE

Thank you for supporting our work at CCF to save cheetahs in the wild. The research, discovery, education, excitement, conservation and your support encourages our ongoing efforts. Our shared success is one of the reasons Otjiwarongo, Namibia, is now known as the "Cheetah Capital of the World."

Your commitment and giving helped us make great strides in 2017. We continued with our rewilding program for selected cheetahs and were pleased to find that one of our previously rewilded cheetahs had given birth to a litter of cubs, a key indicator of long-term success. Our outreach and Centre-based education programs inspired more than 8,000 students and educators. In addition, CCF placed 47 Livestock Guarding Dog puppies to help mitigate human-wildlife conflict, one of the greatest threats to Namibia's cheetahs.

Our CCF Ecology team completed phase one of the 'Go Green' Density of Carnivores Project within the Greater Waterberg Landscape. In June, we opened CCF's new Cheetah View Lodge offering panoramic views of the beautiful Waterberg Plateau. We have had guests continuously ever since. Another major milestone was the publication of the comprehensive textbook, *CHEETAHS: Biology and Conservation*.

These projects facilitate information sharing, allow better decision making and advance our collective conservation efforts to save cheetahs. With your ongoing support we can continue to make a positive difference for cheetahs in 2018.

Thank you,

Dr. Laurie Marker  
Founder/Executive Director

## 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.*

*CCF's activities include conducting international research, conservation, and education programs to ensure the survival of the cheetah for future generations.*

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## REPORT CREATED BY:

Jj Muehlhausen and  
Christopher Michaels

### Edited by:

Heather Ravenscroft,  
Beth Fellenstein, Paula Martin,  
Susan Yannetti and Lori Ducey

### Photo Credits:

Bobby Bradley, Suzi Eszterhas,  
Savitha Narayanan, Eli Walker,  
Bill Weller, Karl-Heinz Wollert  
& CCF Contributors

● GENERAL INFORMATION

● RESEARCH

● EDUCATION

● CONSERVATION

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# CCF 2017 HIGHLIGHTS

## JANUARY

UAE bans cheetahs as pets

## FEBRUARY

Biomass Technology Demonstration Centre (BTDC) begins operations

## MARCH

*Chewbaaka* Book published  
Coalition of cheetahs rewilded

## APRIL/ MAY

Cubs confiscated in Somaliland and put in CCF's care  
Dr. Marker's Spring U.S. Tour

## JUNE

Cheetah View Lodge welcomes first visitors  
Somaliland cubs relocated to new CCF holding facility

## JULY

Girl Scouts Visit CCF Namibia  
New Scat Dog Levi arrives

## AUGUST

Orphaned African wild dogs placed at CCF by Namibian MET

## SEPTEMBER/ OCTOBER

Dr. Marker's Fall U.S., Canada & UK Tour  
Go Green Project three-year anniversary

## NOVEMBER

*CHEETAHS* Book published  
Solar panels installed

## DECEMBER

International Cheetah Day record participation



# PLIGHT OF THE CHEETAH IN AFRICA

*Disappearing Spots, the landmark study by Dr. Sarah Durant and coauthored by CCF's Dr. Laurie Marker with Dr. Anne Schmidt-Kuentzel and 51 other researchers, received major news coverage around the world because of its shocking findings: the total number of adult and adolescent cheetah in the wild was projected to be only 7,100! The study was published in the scientific journal, Proceedings of the National Academy of Sciences (PNAS).*

Cheetah ranges have been greatly diminished over the last century. Now extinct in 20+ countries, cheetahs in the wild numbers continue to diminish from an estimated 100,000 in 1900 to approximately 7,100 adult and adolescent cheetahs today.

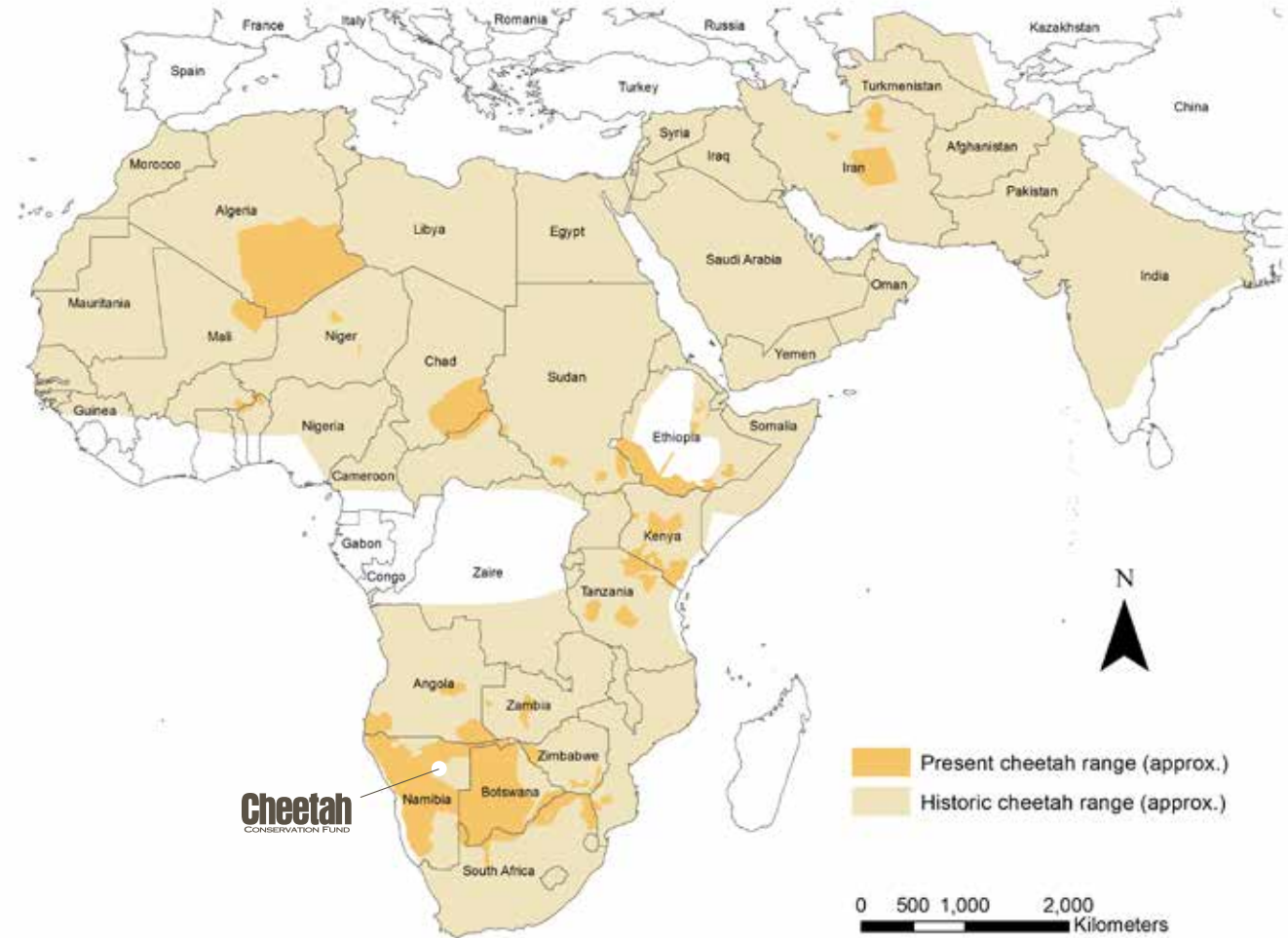
These beautiful creatures, the world's fastest land mammals, face three principle threats:

**Habitat Loss, Fragmentation and Degradation**  
*wildlands destroyed and fragmented by human expansion*

**Human-wildlife Conflict**  
*blamed for livestock predation more often due to poor livestock, wildlife and rangeland management*

**Illegal Wildlife Trade**  
*five out of six cubs illegally taken do not survive*

CCF developed mitigation strategies that have stabilized the cheetah population in Namibia. Our program models are being used throughout cheetah range countries in Africa. Because of CCF's impact, the town where CCF is based, Otjiwarongo, Namibia, has become "The Cheetah Capital of the World."



**Cheetah**  
CONSERVATION FUND



# CCF IS THE **CATALYST** FOR PROGRESS

## Save The Cheetah

CCF Founder/Executive Director Dr. Laurie Marker has developed a professional team that has dedicated nearly 30 years to research, education and conservation resulting in a variety of successful programs.

## Research, Genetics & Health

CCF regularly presents its research findings at international conferences and in peer-reviewed scientific publications.

## Cheetah Rewilding

CCF's rewilding research program is an invaluable tool for re-introductions into other current and former cheetah range areas.

## Reduce Illegal Wildlife Trade

CCF supports efforts to implement legislation and regional coordination among law enforcement and wildlife agencies in the Horn of Africa and Gulf States to reduce illegal trafficking and dismantle the pet trade in cheetahs.

## Habitat Restoration

CCF addresses the threat of bush encroachment by harvesting excess thornbush and converting it into a clean-burning, biomass fuel log known as Bushblok. CCF has restored thousands of acres of wildlands for livestock and cheetahs to share.

## Economic Development

CCF helps change the attitudes of Namibian farmers perceiving cheetahs as threats by diversifying their livelihoods. They now realize the economic benefits cheetahs can bring to their communities.

## Education and Training

CCF's Field Research and Education Centre serves as a training facility for Namibian and international university students. Future Farmers of Africa (FFA) and Future Conservationists of Africa (FCA) provide education and training for adults and young learners throughout Namibia, with programs held both at the Centre and in local communities and schools throughout the country.

## Integrated Livestock-Wildlife Management (LGD)

CCF maintains an ongoing program of breeding, training and placing CCF Livestock Guarding Dogs (LGD) with Namibian farmers to mitigate human-wildlife conflict. Since the program's inception in 1994, more than 600 CCF LGDs have been placed.

## Capacity Building

CCF provides information and training that enables rural communities and local organizations to better manage their own natural resources and become stewards of wildlife.



*saving cheetahs means positive change for the world*

—Dr. Laurie Marker - CCF Founder/Executive Director



# RESEARCH CREATES DISCOVERY

CCF's dedication to research provides scientific support for cheetah conservation. CCF's **Life Technologies Conservation Genetics Laboratory** is the only fully-equipped genetics lab *in situ* at a conservation facility in Africa. The biological and ecological information collected and processed allows collaboration with scientists around the globe to benefit cheetahs, their ecosystem and other carnivores.

CCF's **Scat Dog Program** collects samples for genetic analysis. The genetics team extracts DNA from the samples and analyzes it using a gene sequencer to source much needed information. CCF currently holds the world's largest wild cheetah database

of biological material (Genome Resource Bank), which also creates the need to curate all the samples and the development of database management systems.

CCF also maintains a registered, on-site **Veterinary Clinic**. The facility is necessary for the care of cheetahs in the sanctuary, livestock guarding dogs and model farm livestock. Basic procedures such as medical checks and dental care are routinely provided, and in special cases, surgery or other major procedures may take place.

Rewilded cheetahs are fitted with **Satellite Tracking Collars** that provide important data for our research teams.

The collars allow for daily monitoring of cheetah movement and enable CCF ecologists to track hunting skills, ability to find water and general well-being in the wild.

The CCF team is also called upon by officials to care for cheetahs when they are confiscated from the **Illegal Wildlife Trade (IWT)**, mainly in the Horn of Africa. CCF is taking a leadership role in the fight against the illegal pet trade in cheetahs, as this is one of the main threats to long-term survival in this region. Funds are needed to help in this fight.



In 2017

323

RESEARCH  
SAMPLES  
PROCESSED

60

REMOTE  
CAMERA TRAPS  
MONITORED

42

VETERINARY  
PROCEDURES  
ON CHEETAHS  
PERFORMED

6

COLLARED  
CHEETAHS  
MONITORED

44

IWT CASES  
INVOLVING  
177 CHEETAHS



# EDUCATION INVITES EXCITEMENT

## Future Farmers of Africa

provides no-cost vocational training to local farming communities. This program focuses on livelihood development by promoting predator-friendly farming techniques. Training includes on-site and outreach programs.

## Camp Lightfoot

is an overnight camping facility that provides students the opportunity to participate in hands-on environmental learning activities.

## Future Conservationists of Africa

enables local and international students and educators to gain important information about cheetah behavior, conservation practices to maintain biodiverse ecosystems and their own roles in helping sustain a healthy planet.

## CCF Internships

allow graduate and undergraduate students from Namibia and abroad to learn about aspects of biology, ecology, genetics, agriculture, nature conservation, tourism, food science, animal health and animal science. Training takes place at our world-class research and education center in Namibia.

Inception

8,000+

Future Farmers of Africa

500,000+

Future Conservationists of Africa

2,700+

Volunteers/Internships



In 2017

1,952

Groups Visited CCF Centre

200+

Pathways Africa Participants

*In January 2018, CCF spearheaded a three-day international conference preceded by a three-day training to explore the human dimensions of natural resource management and the myriad issues that arise as people and wildlife struggle to co-exist. Colorado State University's Warner College of Natural Resources co-hosted the event.*



# CONSERVATION IN ACTION

## CCF goes Solar

CCF joined the effort in reducing carbon emissions by powering its facilities using solar power, thanks to The Turkish Cooperation and Coordination Agency (TIKA) and Emanuel J. Friedman Philanthropies that funded both the solar panels and the installation. There are now 252 solar panels making up an area of 455 square meters to harvest the sun's energy. The photovoltaic power system provides electricity sufficient to operate CCF's main campus and simultaneously charge a battery system for use during the night. Moving forward, CCF hopes to completely eliminate genset operation. To do this, more solar panels and the associated storage batteries and control equipment are needed.

### **suc-cess /sək'ses/noun**

*a: degree or measure of succeeding b: favorable or desired outcome; also : the attainment of wealth, favor, or eminence. synonyms: favorable outcome, successfulness, successful result, prosperity, affluence, wealth, riches, opulence.*



## CCF Biomass Technology Demonstration Centre (BTDC)

Completed initial construction of a new facility at its main campus. Initial activities will include manufacturing of briquette logs, charcoal hex logs, lump charcoal and pyrolysis-based electrical generation. Bringing commercial enterprises to central Namibia will have the combined benefits of creating much needed employment, generating electricity, restoring wildlife habitat and improving farmland productivity.

Over the past decade CCF researchers, headed by Dr. Bruce Brewer, CCF's General Manager, have led the way in the area of thorn bush harvest methods in Namibia. CCF Bush PTY LTD, which produces Bushblok, a low emission high heat fuel log, is certified by the internationally recognized Forest Stewardship Council (FSC). Researchers conduct long-term monitoring of harvested areas to provide detailed information on habitat recovery.



# INSPIRING A NEW GENERATION OF CONSERVATIONIST

Aruna, a 13-year old author, collaborated with Dr. Laurie Marker on *The Cheetah Lady*, a biography to help raise money and awareness for the Cheetah Conservation Fund.

Two young girls, Allie and Lucy, visited the Cheetah Outpost at the Little Rock Zoo and were astonished to learn about the declining wild cheetah population. Equipped with this information and tactics they learned from the book, *The Lemonade War*, they went to work selling lemonade to help save the cheetahs. All proceeds were donated to CCF.

In July 2017, staff in Namibia welcomed 11 young women from the Girl Scouts of the U.S.A. and three Girl Guides from South Africa. The visit was the second half of a two-part, three-nation, immersive conservation learning experience, "Voice of the Cheetah," which began in Washington, D.C. last year.



*Allie and Lucy's Lemonade Stand Fundraiser*



*Allie and Lucy meet Maggie the Cheetah Keeper*

*One of Aruna's first cheetah fundraisers*



*Jeremy, an 8-year-old boy in the UK, has raised more than £2,000 for cheetah conservation making and selling greeting cards.*

*Aruna meets Dr. Marker, "the first person who helped motivate me to do my part to save cheetahs."*

*Girls Scouts of the U.S.A. and Girls Guides from South Africa visit CCF*





# ZOOS SUPPORTING FRONT-LINE CONSERVATION

**Cheetahs are fast, but they cannot outrun extinction on their own.** This is the reason Dr. Laurie Marker has dedicated her life to cheetahs and the Cheetah Conservation Fund, which is the first and longest-running conservation organization dedicated to cheetah survival. To ensure a permanent place for cheetahs on Earth, we must take action to maintain viable populations in the wild. Using scientific data they have mined, Dr. Marker and her team have developed range-wide solutions to problems threatening cheetahs in collaboration with researchers and conservationists from all over the globe.

**con-ser-va-tion / kǎnsər'vāSH(ə)n/noun**  
*the action of conserving something, in particular. preservation, protection, or restoration of the natural environment, natural ecosystems, vegetation, and wildlife. Synonyms: preservation, protection, safeguarding, safekeeping.*



COLUMBUS ZOO



COLUMBUS ZOO



DALLAS ZOO



Each time you visit the The Living Desert, you help save endangered species. This year we are dedicating our events to the plight of the cheetah. These endangered animals need your help. Join us in the race to #savethecheetah.

“

*Conservation is a state of harmony between men and land.*

—Aldo Leopold - Conservationist/Writer

December 4th is International Cheetah Day, a day dedicated to raising awareness for the plight of the cheetah. In 2017, people from around the globe joined CCF in marking the 7th Annual International Cheetah Day. Events celebrating cheetahs were held by zoos, schools, libraries, conservancies and families in multiple countries, including Africa, Australia, Canada, Italy and the United States. This year more than 11,500 new users visited cheetah.org for information about International Cheetah Day. The day also honors Khayam, Dr. Marker's first cheetah ambassador, who set the course for her to become a champion for cheetahs. For more information visit [www.internationalcheetahday.com](http://www.internationalcheetahday.com).



# COMMUNITY CAPACITY BUILDING

## CREATES COLLABORATION AND SUCCESS

Please join us now in this important work to save the cheetah. There is great value in revealing to others how they can benefit by becoming vested in a project. The cooperation and involvement of community conservation helps lead to success. This is what CCF does in Namibia and around the globe.

Human-wildlife conflict and habitat loss are two of the greatest threats to cheetahs in the wild. CCF provides educational programs so communities better understand how the survival of the cheetah can benefit them.



Predator-friendly livestock management and agricultural practices are taught to farmers in the **Future Farmers of Africa** program.

**CCF's Livestock Guarding Dog** program provides farmers in the community a dog to guard their livestock. In 2017, CCF placed 47 dogs to help protect herds.

**Ecotourism** brings visitors and income to Namibia and creates employment opportunities.

**CCF's Bushblok** program aids in habitat restoration by harvesting excess thornbush, creating alternative energy sources and providing jobs.

**CCF's Dancing Goat Creamery** demonstrates to the community additional skills and opportunities in producing predator-friendly products e.g. milk, cheese, fudge and ice cream for consumption and sale. This training also creates job opportunities.

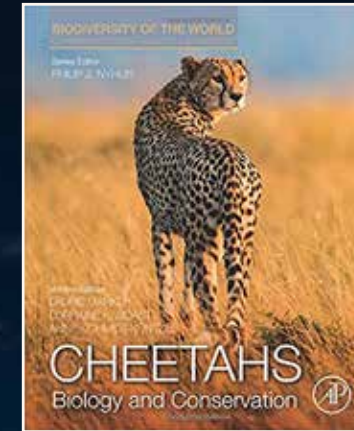
Teaching how conservation affects everyone is why our **Future Conservationists of Africa** program is so popular.



# CCF SCIENTIFIC SUPPORT

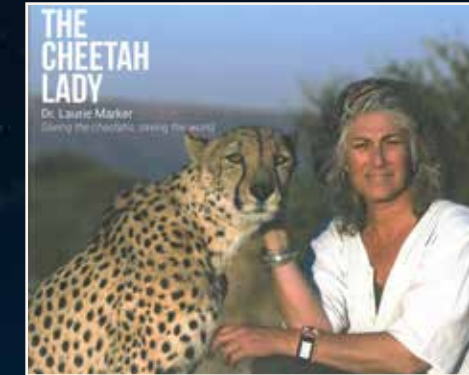
CCF is recognized around the world for its research and model conservation programs rooted in science. Dr. Marker has received numerous awards. She is the recipient of the Tyler Prize for the Environment, an Eleanor Roosevelt Val-Kill Medal Award, the Ulysses S. Seal Award for Innovation in Conservation, an E.O. Wilson Biodiversity Technology Pioneer Award, the Tech Museum Intel Environmental Award and the San Diego Zoo Lifetime Achievement in Conservation Award, among others. In 2000, *TIME Magazine* named her a “Hero for the Planet.” In 2017, Dr. Marker co-authored and co-edited a comprehensive textbook, *CHEETAHS: Biology and Conservation*, that was published by Elsevier.

The education and conservation efforts of CCF have worldwide impact through published books, international speaking engagements, scientific meetings and conferences, zoo exhibits and peer-reviewed research papers.



**CHEETAHS: Biology and Conservation: Biodiversity of the World: Conservation from Genes to Landscapes 1st Edition** by Laurie Marker (Editor), Lorraine K. Boast (Editor), Anne Schmidt-Kuentzel (Editor), Philip J. Nyhus (Series Editor)

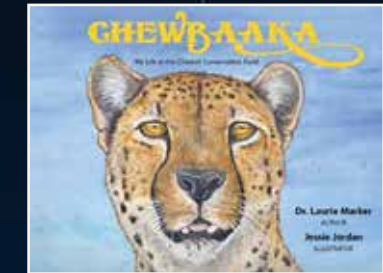
This book is a collaboration of a group of leading conservationists that report on the science and conservation of the cheetah. This 500-page volume demonstrates the interdisciplinary nature of research and conservation efforts to study and protect the cheetah.



**The Cheetah Lady Dr. Laurie Marker: Saving the cheetahs, saving the world** by Aruna Gauba

A biography written by a 13-year old girl who wants to help save cheetahs. Aruna loves cheetahs and wants to honor Dr. Marker for her work while inspiring others to get involved.

# PUBLICATIONS



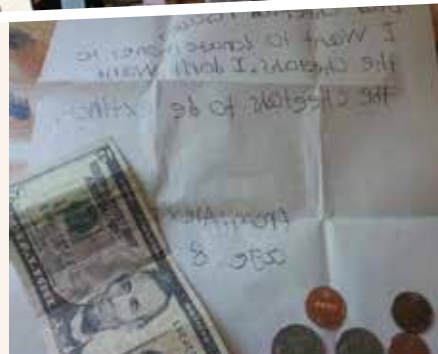
**Chewbaaka Paperback** by Dr. Laurie Marker (Author), Jessie Jordan (Illustrator)

A beautifully illustrated children's book about the life and legacy of CCF's most famous cheetah ambassador.

# TOGETHER WE ACCOMPLISH MORE

The research, education and conservation we do for cheetahs in the wild at our non-profit field research center in Namibia, is all consuming. Fortunately, we have support teams that manage logistics and seek funding for our programs. Under Dr. Marker's direction, our U.S. office in Alexandria, Virginia, oversees the operations and finances. The team handles digital media, event planning, strategic communications, U.S. education and outreach, donor and constituent relationships and grant writing.

The Cheetah Conservation Fund has registered charitable organizations in Australia, Belgium, Canada, Italy, Japan, the United Kingdom and Namibia. CCF also has partnerships for fundraising in France, Germany and the Netherlands. All of CCF's partner organizations promote education, fundraising and conservation awareness.



“

*If not us, then who? If not now, then when? Right now, it's time for us to do something.*

*—Matthew West - American Musician/Actor*

Max Henshaw is a CCF UK Cheetah Champion who has raised over £4000 by participating in two walks organized by Walk for Wildlife.

Max traversed some 20 miles through the parks of London and completed a longer overnight walk in the Yorkshire Dales. Challenged by autism, Max overcomes fears to participate in these events because of his passion for the cheetah. Max visited Namibia in early 2017, and for the first time in many years, touched a dog – one of CCF's Livestock Guarding Dogs. Thank you, Max, for all you do. You are an inspiration to others.



# VOLUNTEERS & INTERNS ARE VALUABLE

There are CCF chapters located around the U.S. for volunteers who work to generate more awareness to the plight of the cheetah. These local organizations have loyal members who are dedicated to helping save cheetahs in the wild.

We are successful because of your passion and support! The Cheetah Conservation Fund is fortunate to have a network of people around the globe who give their time and work with us to save the wild cheetah. Our valuable volunteers assist with fundraising, conservation clubs, educational programs, events, social media, graphic design and administrative tasks. Our working guests and interns at the CCF Centre in Namibia contribute on a wide array of projects. We appreciate each and every volunteer for the time they dedicate to helping us achieve our mission.





## TOURS AND SPECIAL EVENTS

During the 2017 CCF Spring Tour, Dr. Marker traveled for six weeks, speaking in 23 cities in 12 states about threats to the cheetah and efforts to save them. She made presentations at universities, zoos, libraries and fundraisers to generate interest in cheetah conservation.

In the fall, Dr. Marker spent another six weeks visiting 21 cities in 12 states with additional stopovers in Ottawa and Toronto, Canada, and the United Kingdom. In London, Dr. Marker lent support to the launch of new a book, *A Cheetah's Tale*, by HRH Princess Michael of Kent, CCF's Royal Patron.

In 2017, Dr. Marker gave more than 60 lectures and was the keynote speaker for more than 10 CCF fundraisers held throughout the U.S. and Canada.

During both tours, Dr. Marker attended private events with dear cheetah friends and CCF Board members. We thank them for their ongoing financial support of CCF. You can help by hosting an event for Dr. Marker in your city or town. Please call 866-909-3399 or send an email to [info@cheetah.org](mailto:info@cheetah.org).





# CHEETAH VIEW LODGE NOW OPEN

In June, CCF opened the doors to its new Cheetah View Lodge, where guests can stay overnight at the Field Research and Education Centre and immerse themselves in all we do to save cheetahs. Some of our first guests were conservation partners from the Columbus Zoo and a group of CCF supporters from the U.S. accompanied by Board member Roswitha Smale.

The lodge includes five suites, a private dining room and spectacular views of the Waterberg Plateau. Guests can observe a variety of wildlife at the nearby watering hole. The lodge was built to accommodate international visitors wishing to spend more time learning about CCF's holistic approach to conservation.

A special thanks to those who made the **Cheetah View Lodge** a reality through their generous donations:

## **Building Foundation**

Polly Horton Hix

## **Room Naming Donations**

Columbus Zoo

The Dixit Family

Nina and Nick Gibson

Katharine Warren in memory of Peter Warren

Susan Janin in honor of her two Kitties, Lilly and Sammy

## **Dining Pavilion**

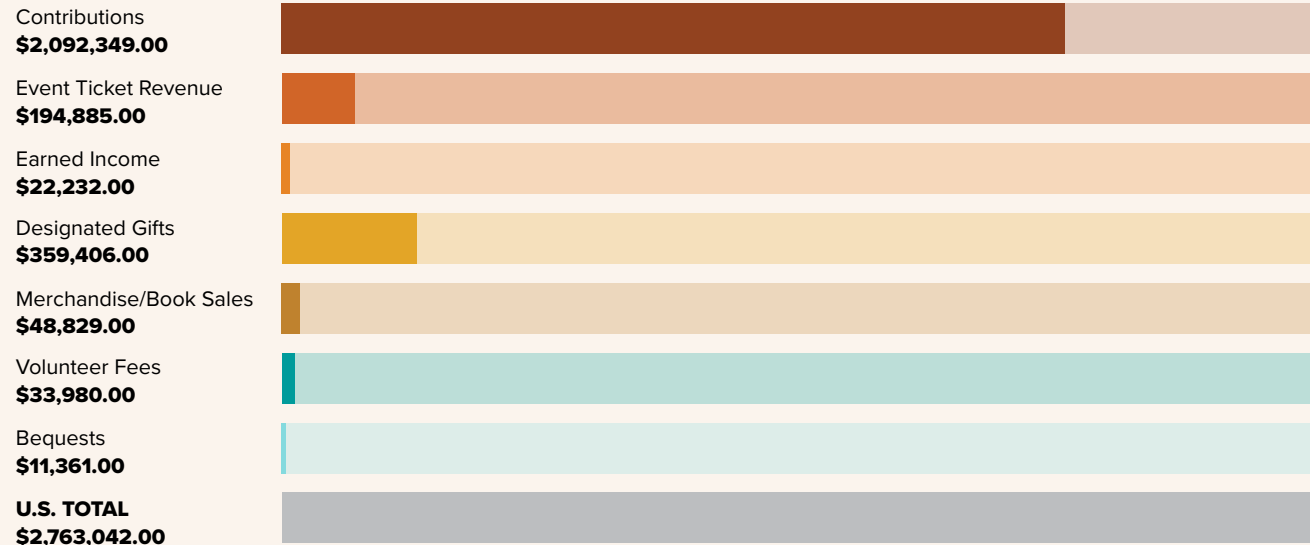
Mildred Lundell Charitable Remainder Trust  
in memory of Audrey and John R. Wilson



# CCF FINANCIALS-U.S.

## U.S. Revenue 2017

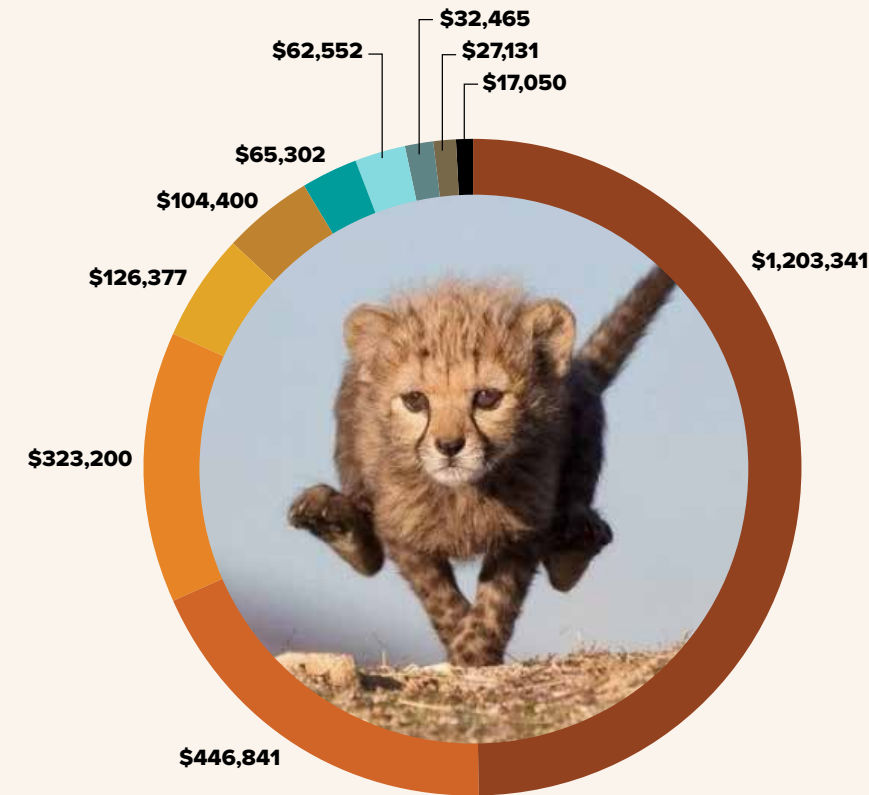
The graphic shows the 2017 unaudited revenue and expenses for CCF



## U.S. Expenses 2017

The graphic shows the 2017 unaudited revenue and expenses for CCF

- Namibia Support
- Personnel Expenses
- Donor Designated Expenses
- Special Events/Meetings/Conferences
- Marketing, Media & Printing
- Office Rent, Equipment & Supply Expenses
- Contracts: Insurance, Audits, Legal, etc.
- Volunteer Expenses
- Merchandise/Book Purchases
- Outside Program Support

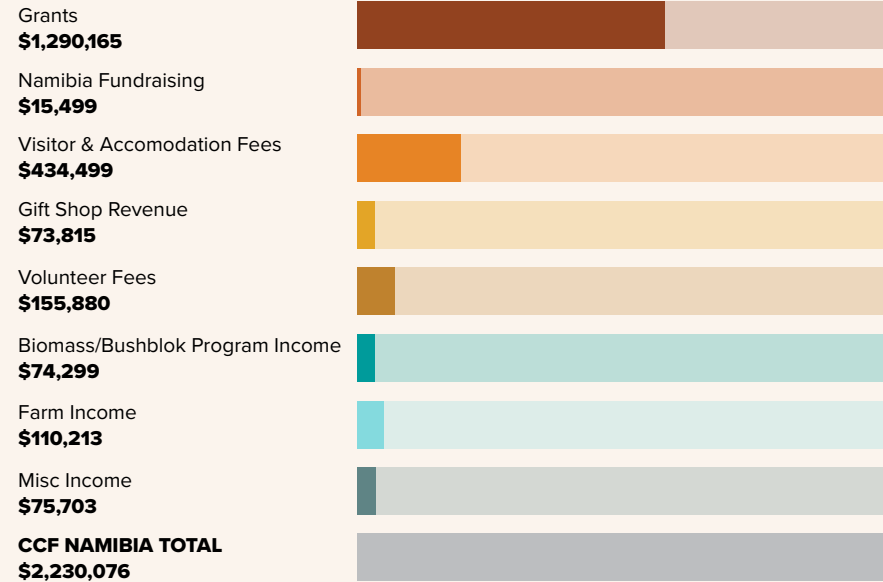




# CCF FINANCIALS-NAMIBIA

## Namibia Revenue 2017

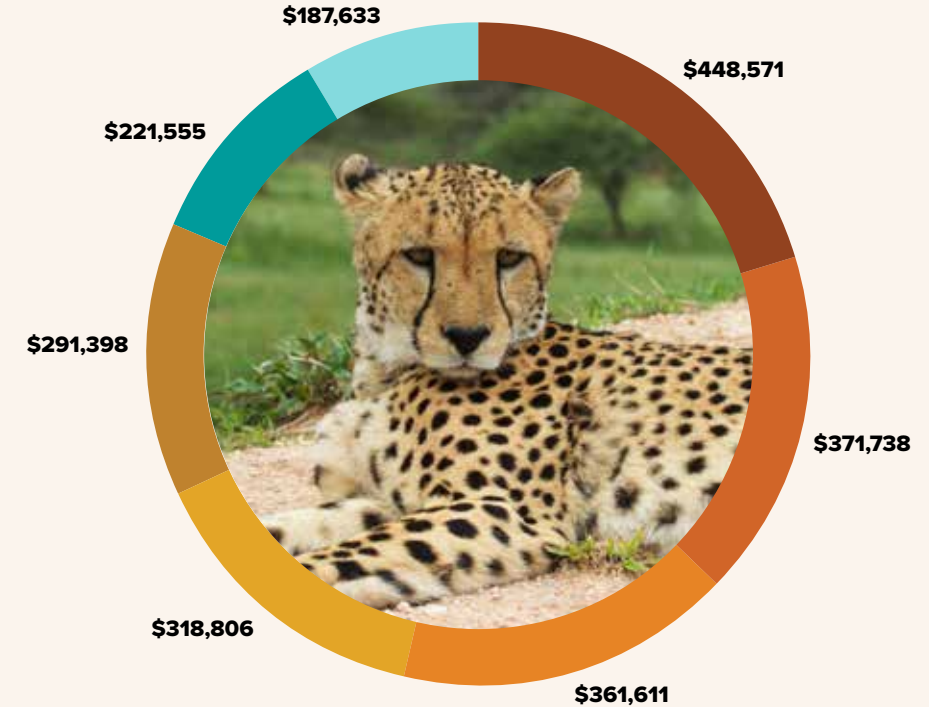
The graphic shows the 2017 unaudited revenue and expenses for CCF



## Namibia Expenses 2017

The graphic shows the 2017 unaudited revenue and expenses for CCF

- Education & Community Activities
- Administration & Estate Management
- Capital Projects
- Research Programs
- Livestock Guarding Dogs
- Biomass/Bushblok Program
- Farms Program



# JOIN OUR EFFORTS TO SAVE THE CHEETAH

**Thank you to our kind donors!** With your gifts, together we are helping to save cheetahs. Whether you give a one-time donation, recurring gift or paid sponsorship, you are important in our shared quest to save cheetahs from extinction. Your contributions make it possible for us to continue the important research, education and conservation work necessary to protect cheetahs in the wild. One-time donations and grants help us with research or the development of new programs. These programs are then maintained and expanded through the generous donations of ongoing supporters and sponsorships.

With your support, CCF can continue its successful programs and shore up the cheetah stronghold in Namibia. Additional funds are needed to expand our efforts beyond national borders to benefit populations in other cheetah range countries. Achieving our goal of creating a permanent place on Earth for cheetahs requires additional facilities, personnel and training – and that costs money. **For more information on how you can support CCF and help us save the wild cheetah, please call our U.S. offices 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 of \$10,000 or more 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.







Please help us **GROW**

**Cheetah**  
CONSERVATION FUND