



# CHEETAH 2020

FOCUS ON THE FUTURE



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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.

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## NAMIBIAN BOARD OF DIRECTORS

Charles Bodenstein  
Mike Hill  
Jane Katjavivi  
Mary Kruger  
Jock Orford  
Tjama Tjivikua  
Laurie Marker, Executive Director

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

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Thank you to all who have supported CCF during the past 30 years. With your help, we have overcome many obstacles (including the challenges of 2020) to achieve our goals and save the cheetah in the wild. As pioneers for cheetah conservation, we will continue this vital work. Our focus for the future is to continue on this path while sharing the successful strategies we have developed with community groups, conservation organizations, and government agencies in other cheetah range countries where wild populations remain. This effort will provide hope to save Africa's most endangered big cat from extinction.

Please join me in celebrating 30 years of success and new adventures as we expand our operations into the Horn of Africa. This opportunity improves CCF's positions in the fight against illegal wildlife trade and enhances the potential to amplify our research, education, and conservation programs. We look forward to many more years of success and know that this is an achievable goal with your help.

With sincere gratitude,



Dr. Laurie Marker

# Dr. Marker's Vision Becomes a Reality

## Celebrating 30 Years of Success!

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Dr. Marker's mission to save the cheetah began after her first research trip to Africa in 1977. She traveled to Namibia with Khayam, a cheetah she hand-reared at Wildlife Safari, Oregon, to study whether captive-born cheetahs could be taught to hunt. During this trip, she discovered that farmers were shooting or trapping cheetahs to thwart the perceived threat to their livestock and livelihoods, resulting in the loss of hundreds of cheetahs each year. She realized that if this practice was not stopped, the cheetah would soon be gone forever.

Upon returning to the U.S., Dr. Marker lobbied to find help to put an end to the conflict. It was 1990 when she realized that she was the person "who was going to do something." She resigned from her



position at the Smithsonian Institution as Executive Director of the Center for New Opportunities in Animal Health Sciences (NOAHS). She sold her personal possessions, and with the money raised, she launched CCF and relocated to Namibia to dedicate her life to saving the wild cheetah.

**Thirty years later, CCF celebrated Dr. Marker's success by hosting "Cheetah 2020 - Focus on the Future" sponsored by B2Gold, Zegrahm Expeditions, Safari Lake Geneva, and Wildlife Protection Solutions.** This virtual event allowed cheetah friends everywhere to join CCF in learning more about the many different conservation programs offered. Throughout the day, educational presentations were streamed, a silent auction was offered, CCF Namibian team leaders were interviewed, and longtime supporters expressed their gratitude. Participants enjoyed the many visuals that showed the everyday activities in the CCF field center.

The evening VIP portion of the event included Dr. Marker's keynote address, a presentation of Recognition Awards to many longtime dedicated CCF supporters who've helped CCF achieve so much. VIP participants also enjoyed an intimate group call with Dr. Marker later that month.

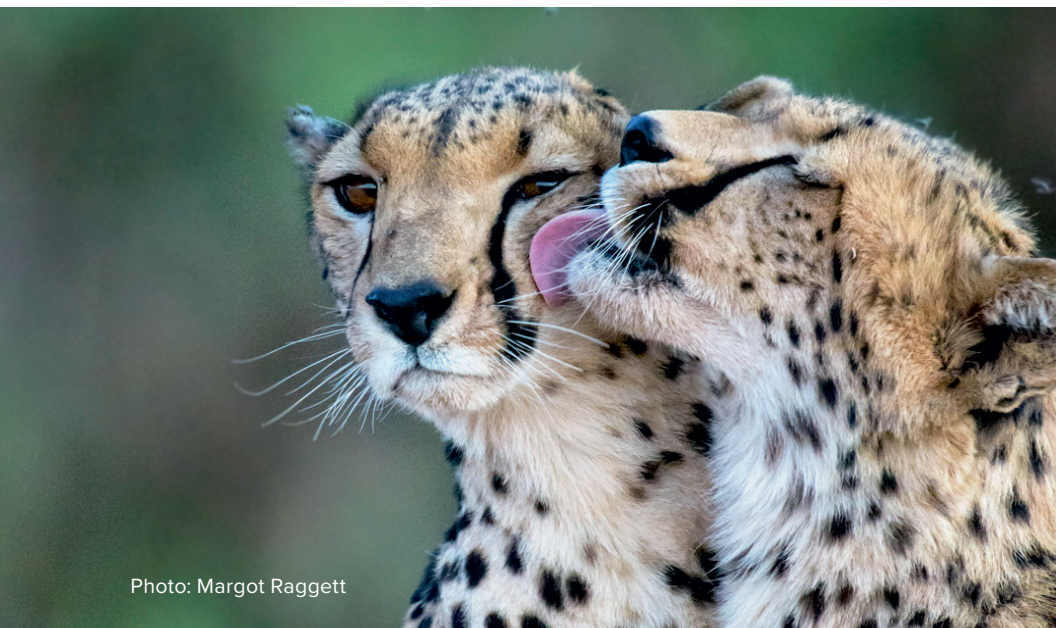


Photo: Margot Raggett

# Threats and Solutions to Cheetah Survival

## Achieving Success

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The decline in cheetah populations is mainly due to the threats they face related to **Habitat Loss, Fragmentation and Degradation**, and **Human-Wildlife Conflict** caused by human expansion and imbalance to the predator-prey system. In Namibia, 80% of wild cheetahs live outside of protected areas on rural livestock farmlands. Populations are also impacted by the **Illegal Wildlife Trade**, influenced by the ultra-rich illegally buying cheetahs as pets.

CCF utilizes a three-prong strategy that helps stabilize the cheetah population in Namibia. CCF's holistic approaches in the areas of **Research, Education, and Conservation** are implemented to combat these threats and to protect cheetahs in the wild. We provide training and opportunities that support local people, enlighten visitors and assist other scientists.

CCF develops and maintains effective relationships with government officials to advocate for fair governance and persuade them to acknowledge their role in protecting valuable resources. Simultaneously, CCF manages multiple projects, leading by example and educating others. These valuable programs are an investment in the future and made possible by your generous support. CCF encourages you to invite others to join us to ensure that we secure the necessary funding and resources to continue our journey to save the cheetah.





# CCF is Changing the World to Save the Cheetah.

Dr. Laurie Marker



Welcome to the  
Cheetah Conservation Fund  
Research and Education Centre

## 1990

Cheetah Conservation Fund founded by Dr. Laurie Marker

## 1993

Future Farmers of Africa and Future Conservationist of Africa was established, CCF Teacher's Guide first edition printed

## 2000

Time Magazine's Hero for the Planet awarded to Dr. Marker, the opening of CCF's International Research and Education Centre in Namibia

## 2001

BushBlok project began, and Dr. Marker was invited to Iran to advise on Asiatic cheetahs



## 1994

CCF purchased land for the International Operational Base in Namibia, began the Livestock Guarding Dog program, and the cheetah genome resource bank was established

## 1996

Dr. Marker was named Vice-Chair of International Union for Conservation of Nature (IUCN) Species Survival Commission's Cat Specialist Group; Chewbaaka, CCF's well-known ambassador cheetah, arrived as a 10-day-old orphan at CCF

## 2005

Opening of Babson House, production of Bushblok began and earned certification from Forest Stewardship Council (FSC)

## 2007

Otiwarongo named as the "Cheetah Capital of the World"

## 2008

Tech Museum Intel Environmental Award, Society of Women Geographers' Gold Medal awarded to Dr. Marker

## 2010

Dr. Marker was awarded the Tyler Prize for the Environmental Achievement Laureate, The Explorers Club Lowell Thomas Award; CCF opened the Dancing Goat Creamery

## 2011

International Cheetah Day established

## 2017

Cheetah View Lodge was added to accommodate more visitors, and CCF began construction of Safe Houses in Somaliland to care for confiscated cheetahs

## 2018

BioMass Demonstration Centre opened, CCF Safehouse for confiscated cheetahs in Somaliland established, *Cheetah: Conservation and Biology* was published, 10 year anniversary of CCF's Life Technologies Genetics' Lab

***CCF is the longest-running research, education, and conservation program dedicated to the cheetah. With your support over the past 30 years CCF has achieved so much.***

## 2013

CCF loses its Visitor Centre to a fire caused by lightning

## 2015

Dr. Marker received the Eleanor Roosevelt Val-Kill Medal Award, E.O. Wilson Biodiversity Technology Pioneer Award, and the Ulysses S. Seal Award for Innovation in Conservation. CCF's new Visitor's Centre opened and CCF celebrated its 25th anniversary

## 2020

Dr. Marker received the Explorers Club President's Award for Conservation; CCF Somaliland presented their first educational outreach program, and a container with equipment and supplies was shipped from the USA to Namibia

**\* These are only a few of the highlights; please visit [cheetah.org](https://cheetah.org) for more information.**

# CCF is Essential

## Even During Lockdown

2020 presented many challenges: extreme droughts in Namibia, restricted travel and lockdowns due to COVID-19, increased confiscations of cheetah cubs in Somaliland, and exceptional uncertainty. Even with all the restrictions, CCF's conservation



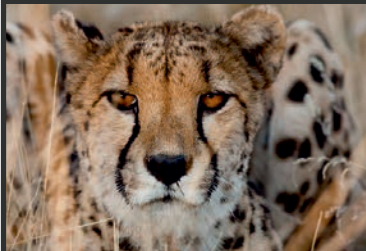
Research



Education



Conservation



Land Management



Model Farm



Livestock Guard



Cheetah Rehab & Rewilding



IWT Enforcement



Strategic Alliance

efforts continued. The Namibian Government designated CCF as an essential service, allowing our staff to resume the work necessary to protect the environment. Our teams took to the internet and, with the help of Zoom, have continued to make progress.



Ecology

FCA/FFA



ing Dogs

Habitat Restoration

One Health - Rabies Prevention



es

CCF Supporters

Tourism-Economic Development

# Genetics and One Health

## Collective Health Initiatives

CCF's ongoing research provides information that aids in studies to protect the wild cheetah populations. Cheetahs' own genes pose a challenge to their continued survival. Their struggle to reproduce along with the human and environmental challenges put them in jeopardy.

- **CCF DNA study funded by SeaWorld & Busch Gardens Conservation Fund.** Genetic samples were extracted and genotyped to investigate the origins of more than fifty cheetahs that were confiscated from the Illegal Wildlife/Pet Trade. Additional samples from rescue and private facilities in the United Arab Emirates were processed.
- **CCF One Health Program expands with support from the Foundation for Human Rabies Education and Eradication (FHREE) and the Disney Conservation Fund.** Their combined grants allowed CCF to purchase necessary supplies and a vehicle for overnight trips to distant communal conservancies where farm/rabies education, vaccination clinics, and research are conducted regularly. More than 400 animals received rabies vaccinations.
- **CCF Scat Dog Program** collected 99 potential cheetah scats and 324 scats of other carnivores derived from approximately 13 different species. Equipped with a new transport vehicle funded by Disney Conservation Fund and FHREE, the scat team visited 21 farms to search for signs of cheetahs. They also made their first trip to the CCF East Centre to locate African wild dog scat. DNA is extracted to identify individual cheetahs and understand cheetah and other carnivore population structures.



# Capacity Building

## Engaging the Next Generation for a Sustainable Future

- **CCF shifts strategies to continue Future Conservationist of Africa (FCA) education programs during the COVID pandemic.** These vital programs kicked off as usual in the first quarter of 2020 when CCF's Education Team visited 20+ area schools, reaching 10,753 students and educators to provide conservation training. Once the COVID-19 pandemic travel restrictions were put in place, the CCF team quickly developed online lessons.
- **CCF offers International and Namibian Internships.** Due to the COVID pandemic travel restrictions, international interns were unable to travel, but it did not impact our Namibian interns. Since its inception, more than 470 International interns and 220 Namibian interns have participated in the CCF program. Thank you to those who sponsor the Internship and Namibian programs.
- **CCF invests in the future through comprehensive education programs.** Many participants of CCF programs, whether local or international, return to CCF to further their studies and/or careers in conservation. Among those include CCF's own Research and Education Manager, Annetjie Siyaya. Growing up in Otjiwarongo, Annetjie visited CCF regularly, participating in environmental education programs with her school and church group. Visit the CCF website at [www.cheetah.org](http://www.cheetah.org) to learn more about CCF's different departments, activities, and staff.

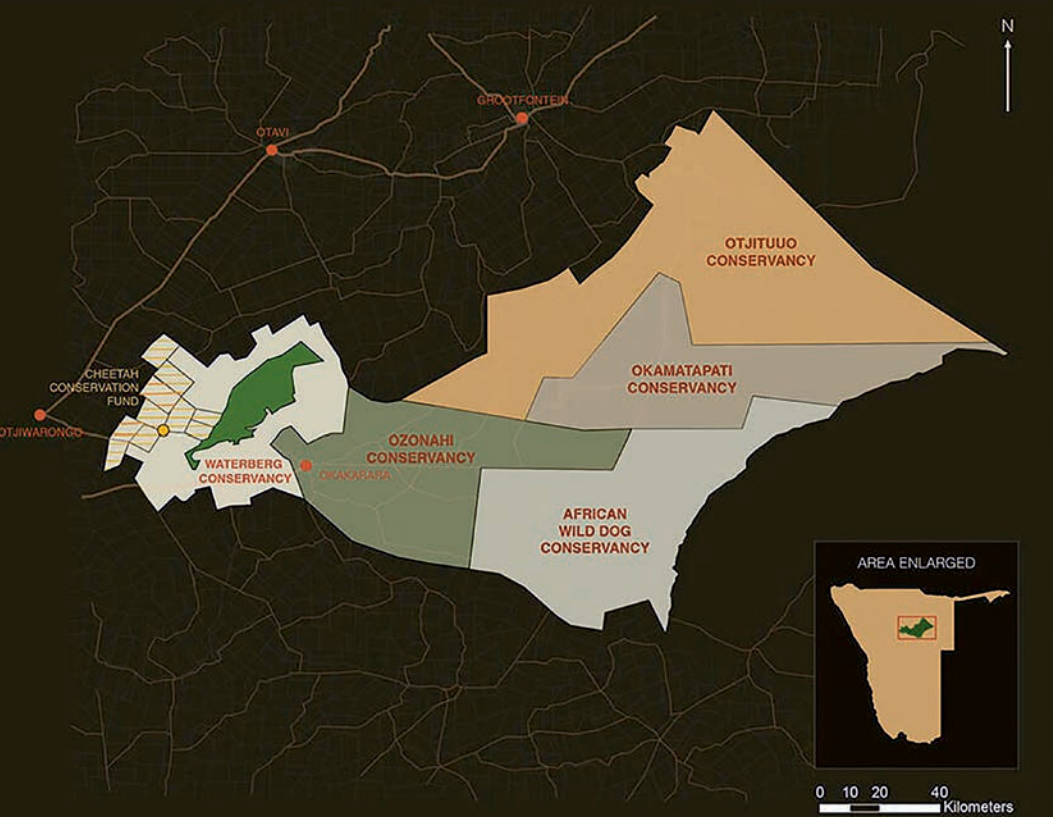




# Management and Conservation of Biodiversity

Cheetahs once ranged throughout Africa and Asia; today, they occupy only 9% of their historic range. The cheetah is now Africa's most endangered big cat. Communal conservancies in Namibia empower communities with rights to manage the wildlife on their land. Conservancies offer additional protected space for wildlife outside the officially protected areas.

- **Land Management is necessary to protect the ecosystem and cheetah habitats on a large and interconnected scale.** As human influences fragment communities and ecosystems, it is essential to manage the land and conserve biodiversity's different elements.
- **Greater Waterberg Conservancy (GWL) is a consortium of freehold land conservancies that surround the Waterberg National Park.** CCF is part of the Waterberg Conservancy and borders the western edge of the Waterberg National Park.
- **CCF increased their protected area with the recent purchase of Otjenga, an 7,299-hectare parcel** that is key for operations. CCF holds this land in conservation protection as part of its 57,662-hectare private wildlife reserve. Situated in the reserve is CCF's Field Research & Education Centre and Model Livestock Farm.
- **CCF expanded its field operations with two new satellite offices in Eastern Namibia.** Field Offices located in Gobabis (Omaheke Region) and Okakarara (Ozonahi Conservancy) allow CCF to respond with immediate resources, implement human-wildlife mitigation tools, and rescue cheetahs.



# Ecology

## Identifying Predators, Prey, and Their Habitats

- **CCF uses camera traps to monitor the health and demographics of species on CCF land.** The use of camera traps allows the Ecology team to capture photos and gather information about the different species that travel through the area.
- **Seasonal Game Counts allow CCF to identify the Namibian ecosystem's long-term habitat viability to ensure the cheetahs' survival.** 'Big Field' counts are conducted by CCF teams as they drive more than 380 km across multiple transects monthly to collect data. Annual counts are performed by monitoring area waterholes. Last fall, there were 32 waterholes in total, with a minimum of two observers per point for 12 hours. Once the counts are completed, the data are analyzed by the Ecology team to derive population density estimates of the observed species.
- **Ecological Studies help determine the carrying capacity of our reserve.** CCF continued their long-term giraffe research that began in 2003, studying the population's social structure and how seasonal fluctuations impact landscape utilization. Data collected are useful when making decisions about land management, e.g., game fencing, swing gates, and migration routes.



# Modeling Behaviors Increases Productivity

- **The CCF Model Farm provides a place to develop and demonstrate program elements to ensure greater success.** Leading by example provides farmers with confidence as they learn new ways to protect their herds and diversify their economic opportunities. CCF develops strategies to reduce livestock-farmer-carnivore conflict, enhance livelihoods for rural families and restore critical habitat.
- **CCF's sustainable organic garden provides fresh produce for the CCF team and demonstrates food security practices.** Research carried out by a CCF Namibian intern was used to illustrate the positive effects the Biochar-Mineral Complex had by increasing the productivity of local food crops.
- **CCF Bushblok™ successfully restores habitats' productivity.** Developed on CCF farmland, this project stands as an example of a successful agricultural business venture which demonstrates how habitat restoration positively impacts rural Namibian communities' livelihoods. CCF expanded Bushblok production, researched technologies in biomass energy, and used biomass to produce animal feed.
- **CCF's Dancing Goat Creamery and Apiary double as training facilities** for making cheetah-friendly products like goat cheese, fudge, and honey. The **Turkish Cooperation and Coordination Agency (TIKA)** provided a new creamery building, equipment, and training that allows the CCF team to produce yogurt and a new variety of salted cheese.



Those who lead by example and demonstrate passion for what they do make it much easier for their followers to do the same.

Marshall Goldsmith

# Integrated Livestock Management and Mitigation

## Livestock Guarding Dog Program

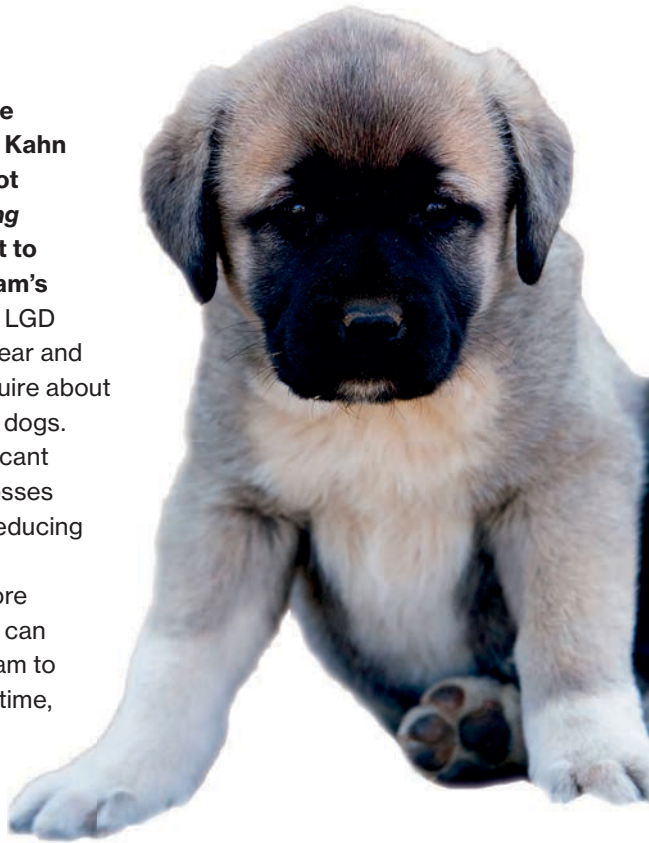
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With 80% of cheetahs living outside protected areas and alongside human communities, it is essential to provide education highlighting cheetah and other predator behaviors. CCF provides these training and mitigation tools to make it possible for farmers and cheetahs to share the same landscape.

- **CCF Future Farmers of Africa (FFA) mitigates human-wildlife conflict to prevent further decline of the cheetah population.**  
The foundation for FFA began in 1993 when Dr. Marker conducted surveys with farmers and taught workshops in the farmhouse that served as the CCF headquarters, field clinic, and her home. Since its start in 2003, FFA has provided training for more than 10,000 farmers. Sixty farmers were able to complete FFA training in 2020 before COVID restrictions prevented holding more scheduled training large group events.
- **CCF's Livestock Guarding Dog (LGD) program provides farmers with a valuable mitigation tool that helps to reduce losses from predators by 80% to 100%.** These dogs are highly valued by the farmers due to the reduction in livestock depredation rates and the economic benefit they perceive from utilizing an LGD.



- **CCF partnered with the Wilhelma Zoo, the Lee Kahn Foundation, and Margot Raggett's *Remembering Cheetahs* Book Project to further the LGD program's efforts.** CCF placed 25 LGD puppies on farms this year and farmers continue to inquire about the future availability of dogs. Farmers report a significant reduction in livestock losses after LGD placement, reducing the negative impact on their livelihoods. For more information on how you can support the LGD program to help decrease the wait time, please contact [info@cheetah.org](mailto:info@cheetah.org).







# Cheetah Rehabilitation and Reintroduction to the Wild

## Quantifying Hope

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**CCF confirms litters of cubs born to cheetahs that were rehabilitated back into the wild.** Rehabilitating cheetah cubs that come to CCF as orphans give each cub a chance at a life beyond our sanctuary. With less than 7,500 cheetahs left in Africa, each rehabilitated cat is an opportunity to contribute to the species survival. By reintroducing rehabilitated cheetahs, CCF is reinforcing the fragile population.

In the first half of the year, three female cheetahs fitted with GPS satellite collars birthed litters of cubs. The three litters would not have been born without long months of rehabilitation. These females are not only living independently, but they are contributing to the next generation of cheetahs.

**One of the litters was born to Savanna, whose story illustrates the impact of rehabilitation and reintroduction.** Savanna was raised to adulthood by her mother, a cub that was rehabilitated at CCF and reintroduced into the wild in 2013. Savanna's first litter, two males born in 2018, achieved independence at the beginning of 2020, and a second litter was discovered in the spring of 2020.



# Economic Development

## Building Financial Security Through Conservation

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### **CCF Research and Education Centre has a major impact on the Namibian Economy.**

Namibia relies heavily on wildlife conservation and tourism as major building blocks to its financial security. The beautiful landscapes and the abundant presence of wildlife, as well as conservation research programs, are major draws for people visiting Namibia.

For years, CCF has played a major contributing role to the Namibian economy, illustrating how conservation and sustainable development can have a positive impact from a local to a national level. From research, education, land management, and ecotourism, every program is providing economic gain for Namibia. The programs developed by CCF have bolstered the success of community conservation in concert with rural economics.

COVID-19 has profoundly affected human and wildlife populations globally. CCF lost significant income as the pandemic stalled biomass production and slowed ecotourism to a trickle, which could have limited our ability to continue vital programs in 2020. CCF is grateful to the many generous donors whose contributions offset this shortfall in the operational budget. It will take time to rebound from these losses, so we encourage your continued participation.

# ECOTOURISM

## 2017



Guests **11393**



Guests **724**



Total Number of Guests **12117**



**\$405,765** Revenue USD

## 2018



Guests **13030**



Guests **1310**



Total Number of Guests **14340** +18% from Previous Year



**\$585,299** Revenue USD +44% from Previous Year

## 2019



Guests **15048**



Guests **1412**



Total Number of Guests **16460** +15% from Previous Year



**\$752,980** Revenue USD +29% from Previous Year

## 2020



Guests **1926**



Guests **231**



Total Number of Guests **2157** -87% from Previous Year



**\$122,448** Revenue USD -84% from Previous Year

# Habitat Restoration Efforts Create Biomass Energy Solutions

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## **Protecting Africa's natural resources ensures cheetahs will have healthy habitats.**

The development of a sustainable harvesting method for the thickened thornbush improves habitats for cheetahs and prey species and allows CCF to create energy solutions. The thornbush disrupts the ecosystem composition, encroaching on grassland habitats/cheetah habitats, limiting grazing land for livestock, and inhibiting fire suppression.

The CCF BioMass Team has been working since 2001 on managing habitat improvement projects that are ecologically and economically viable. CCF's Biomass Technology Centre (BTC) serves as a model for green energy solutions in Namibia. By processing the encroaching bush into Bushblok, a high-heat, low-emission, extruded log for use as a cooking fuel or home heating, CCF's Bushblok manufacturing benefits the community, environment, and wildlife.

In 2020, the routine BioMass operations were interrupted due to COVID-19 and Namibia's requirements to reduce its spread. In response to these mandates, CCF did not let the restrictions derail the program's progress, but with some modification and the government's approval, the harvest teams continued. Funds designated for capital improvement from a generous donor provided for facility upgrades and new equipment purchase. These upgrades will allow CCF to further their progress in the years to come.





# Leadership and Diplomacy

## Developing Competencies and Skills for a Sustainable Future

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**The Explorers Club in New York bestowed the honor of the *President's Award of Conservation* on Dr. Laurie Marker in 2020 for her years of success.** Her leadership and diplomacy skills have proven effective in allowing her to achieve positive outcomes when addressing the major threats that cheetahs face for survival.

The ability to listen and identify others' needs allows her to build alliances with those who live alongside the cheetah, governments who create and enforce policy, organizations that track information and encourage change, donors who support operations, and with students who will guide the future of conservation.

Dr. Marker is a mentor to many. She and her team serve as leaders and contributors with multiple organizations to provide necessary research and expertise to make informed decisions. Below is a partial list of organizations that CCF engaged with during 2020. Please visit our website for a more extensive list of affiliates:

- Convention on the Conservation of Migratory Species (CMS)
- Convention on International Trade in Endangered Species (CITES)
- Namibia Ministry of Environment, Forestry, and Tourism (MEFT)
- Somaliland Ministry of Environment and Rural Development (MoERD)
- Ethiopian Somali Regional State Bureau of Environment, Forest, and Climate Change (EFCC)
- Ethiopian Wildlife Conservation Authority (EWCA)
- Turkish Cooperation and Coordination Agency (TIKA)



# CCF Affiliates Connect Cheetah Communities Across the Globe

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**CCF affiliates and partners are established worldwide to engage in activities that help increase public awareness, provide educational opportunities and raise support for field operations.**

- **CCF Australia** - continued to raise awareness about the cheetah and their threats through newsletters and social media.
- **CCF Belgium** - focused on educational awareness and fundraising via digital means to help conserve cheetahs in the wild.
- **Cheetah Conservation Fund Canada** - worked with Vanier College to send interns to Namibia. With B2Gold, they raised support, increased awareness, and hosted Zoom calls with participants across Canada to secure funding for human-wildlife conflict mitigation.
- **CCF France** - conducted presentations about the role of cheetahs for school children, zoological students, and the Globetrotters' Club. They signed a partnership agreement with the School of Philanthropy, which will help them further develop partnerships.

- **AGA – CCF Germany** - developed new cooperation with Europe's largest online auction platform. AGA organized a charity live stream for International Cheetah Day, and author Katja Brandis held a reading session of the novel *Gepardensommer* (translates as "Cheetah Summer").
- **CCF Italy** - focused on increasing its education outreach through newsletters, media, and the website. President Betty von Hoenning hosted virtual presentations and was a guest on the program *La Casa Degli Animali* (The House of Animals), where she shared CCF's worldwide initiatives.
- **Stichting CCF Nederland** - established as an independent NGO in late 2020 and sent an introduction email to expand its outreach and fundraising capabilities in this area to support CCF operations.
- **CCF UK** - hosted a series of virtual events: Race for Cheetahs, 2.6 Challenge, Crafty Cheetahs, Tour de Cheetah, and Paws 4 Claws. They continue their efforts to eliminate the illegal wildlife trade through programs including the DERFA grant, CITES Liaison Group, media presentations, and a partnership with the International Conservation Caucus Foundation UK.
- **CCF USA** - continued to increase engagement with donors through a global virtual event and Zoom calls. Chapters assisted with fundraising through CCF t-shirt sales, a Virtual 5K, and filled a shipping container with supplies and equipment that was sent to Namibia.

# Somaliland Confronts Illegal Wildlife Trade (IWT)

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We know we need to halt the illegal wildlife trade to reduce future threats to both people and endangered species – including cheetahs. With as many as 300 young cheetah cubs trafficked each year, CCF must act fast, and we need your help now more than ever.

CCF is working with wildlife enforcement officials in the Horn of Africa to halt the illegal trade of cheetahs and other wildlife. Through the LICIT (Legal Intelligence for Cheetah Illicit Trade) project, CCF and project partners Legal Atlas and International Fund for Animal Welfare are building law enforcement capacity and facilitating regional networks to halt wildlife trade. The CCF Team is working with officials from the Ethiopian Wildlife Conservation Authority (EWCA), the Somaliland Ministry of Environment and Rural Development (MoERD), and the Somali Regional State of Ethiopia, and the Ethiopian Somali Regional State Bureau of Environment, Forest, and Climate Change (EFCC) to discuss stronger bilateral and cross-border cooperation to eliminate the illegal trade of live cheetah cubs.



# Capital Improvements

## Asset Management Promotes Progress

CCF was fortunate to have received a designated capital improvement donation allowing for necessary updates to our facilities and operations. As an active research facility, farm, and conservation organization, we demand a great deal from our equipment, and some of it was beyond routine maintenance or incompatible for upgrading. Additionally, our projects and staff have grown beyond the resources available, and new resources were needed to accommodate all the projects and staff.

We are grateful for the funding that provided updates to the Namibian veterinary clinic, genetics laboratory equipment, power grid, vehicles, and a new greenhouse. The equipment and agricultural expansion proved vital to CCF projects during the lockdown. The campus surveillance system was upgraded. A water treatment plant was added, including water pumps and holding tanks for intermediate reservoirs to lessen the impact of ongoing drought concerns. Additions and updates were made to the staff housing and Camp Lightfoot.

CCF Somaliland saw the construction and completion of the third cheetah Safehouse and a full rebuild of Safehouse #1. The three safehouses now better accommodate the confiscated cheetah residents and staff needs.

We are looking forward to 2021!





**Cheetah**  
CONSERVATION FUND  
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ONS  
WWW

# Collaboration Creates Opportunities for Greater Success

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Conservation does not happen in a vacuum; it takes a community working towards the same goal over an extended time to create tangible results. Here are two examples...

**In January of 2020, the Supreme Court of India ruled to allow the initiation of a pilot program to reintroduce the cheetah back into India's grasslands.** CCF and Dr. Marker were part of the initial consultation in 2009 that looked at the feasibility of reintroducing cheetahs into some of the endangered grasslands of India. The ruling will require new feasibility studies and the coordination of multiple stakeholders. CCF will support the Indian Central and State governments along with the Wildlife Trust of India and the Wildlife Institute of India to ensure the greatest opportunity for success.

In 2007 Dr. Marker's team, in collaboration with Smithsonian researchers and those from the University of California, Davis, produced the first-ever in-vitro cheetah embryos developing to the blastocyst stage in CCF's on-site reproductive laboratory. This use of reproductive technology opened the door for future discoveries and accomplishments. **CCF congratulates the Smithsonian's National Zoo and Columbus Zoo** on the first cheetah cubs born through in-vitro fertilization.



Photo: by Graham S. Jones / Columbus Zoo and Aquarium

# Namibia Financials

<b>Income</b>	<b>NMB Dollars</b>
Grants	\$97,166,426
Fundraising	\$-
Visitor and Accommodation Fees	\$1,242,862
Gift Shop Revenue	\$382,496
Volunteer Feeds	\$562,775
Biomass Income	\$818,472
Farm Income	\$661,676
Misc. Income	\$226,467
<b>Total</b>	<b>\$101,061,174</b>
Restricted Capital Grant*	\$75,466,923

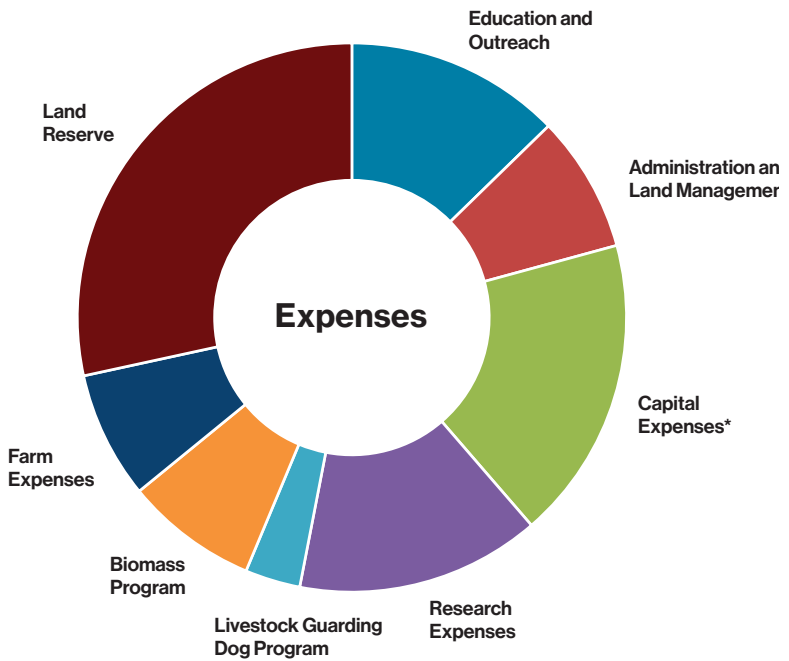
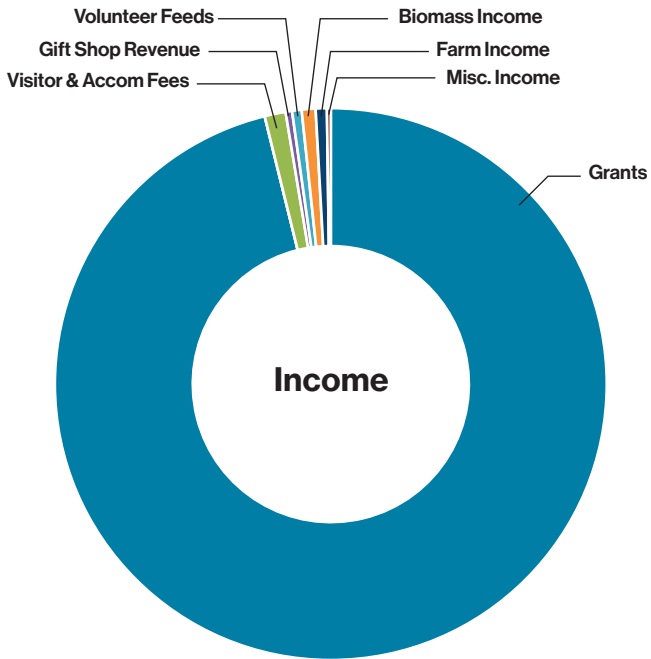
*This grant is being used for Somaliland and Namibian Capital Expenses*

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<b>Expenses</b>	<b>NMB Dollars</b>
Education and Outreach	\$8,166,225
Admin and Land Management	\$5,177,619
Capital Expenses*	\$11,494,769
Research Expenses	\$9,248,872
Livestock Guarding Dog Program	\$2,090,422
Biomass Program	\$5,015,006
Farm Expenses	\$4,812,245
Land Reserve	\$18,252,738
<b>Total</b>	<b>\$64,257,896</b>

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<b>Wires in 2020</b>	<b>NMB Dollars</b>
Canada	\$1,527,062
Germany	\$1,326,911
UK	\$2,605,136
USA	\$15,735,620



# Somaliland Financials

## Income

CCF Grants

## US Dollars

\$375,238.17

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## Expenses

Administration and Project Management

\$68,870.73

Safe House Construction\*

\$269,672.42

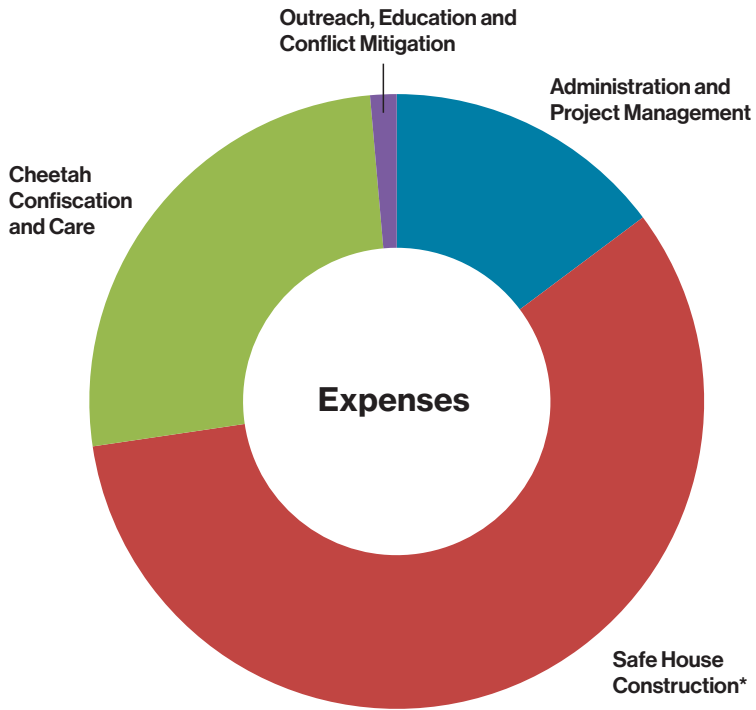
Cheetah Confiscation and Care

\$120,890.65

Outreach, Education and Conflict Mitigation

\$6,467.46

*\*Funding provided by Restricted Capital Grant*



# Increasing Public Awareness

## Books, Radio, Television, & Social Media

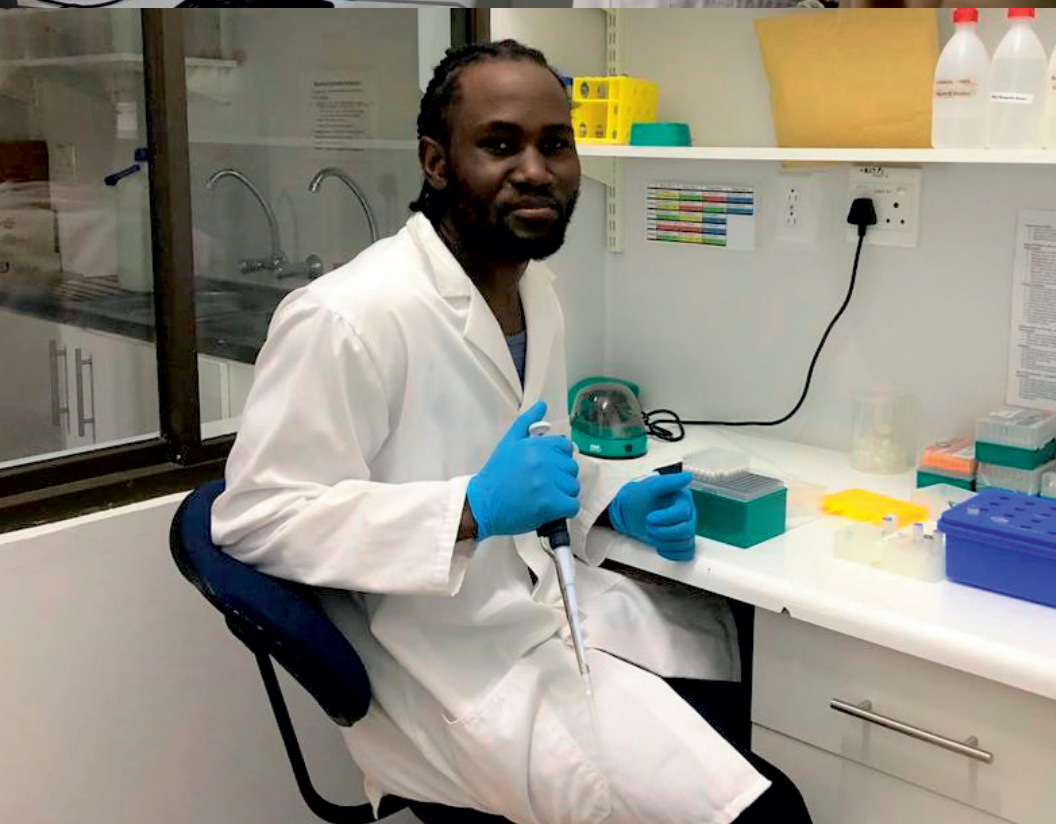
You can play a role in protecting the cheetah and our planet. Sharing information with others is a way of bringing attention to those who may not have the information required to take action. CCF works with individuals, media, photographers, authors, and others to increase public awareness.

Throughout the years, Dr. Marker has appeared on numerous television shows, including The Today Show, The Tonight Show, Larry King Live, CNN's Inside Africa, and Born to Explore. She has been interviewed by numerous news outlets and participated in documentaries and short films about CCF's work to save the cheetah.

In 2020, Dr. Marker and CCF were featured in numerous news and media stories including:

- **NBC World News**, Aug 2020, Demand for cheetahs as pets is leading to their extinction
- **NBC News Today Show**, July 2020, Cheetahs' Race For Survival - Inside Look At Endangered Animals' Struggle
- **Africa Geographic**, July 2020, 8 Cheetah cubs rescued in Somaliland - destined for illegal pet trade
- **CNN World-Inside Africa**, March 2020, A lab in a remote Namibian city is saving the cheetah from extinction, and Namibia's Cheetah Laboratory





# Join Us In Making a Difference



## Thank You for Being a Part of the CCF Coalition!

**A group of cheetahs is a coalition; they build an alliance for combined action to successfully reach a common goal.** CCF donors, volunteers, and cheetah friends act in the same way to make it possible for CCF to save the cheetah. **Thank you for your participation and support!**

Individual donors, corporate sponsors, designated donors, granting organizations, and volunteers make it possible for CCF to continue the research, education, and conservation work to protect cheetahs in the wild and their ecosystem. Your participation and support gives CCF the resources to enable the people in the communities who live alongside wildlife to do so in a harmonious manner.

Your continued dedication will allow CCF to expand programs to impact additional people and extend protected cheetah ranges. CCF will continue to engage new affiliates to ensure greater public awareness, shared information, and programs that positively affect conservation. To learn more about activities in your area or how you can become more involved, please visit our website at [www.cheetah.org](http://www.cheetah.org), or email us at [info@cheetah.org](mailto:info@cheetah.org).

# ANNUAL DONOR LEVELS

## FOUNDER'S CIRCLE

\$25,000 and up

## CHALLENGERS

\$5,000 - \$24,999

## CCF COALITION PARTNER

\$2,500

## SUSTAINING PARTNER

\$1,000

## 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.

“What you do has far greater  
impact than what you say.”

Stephen Covey



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