



Cheetah Fit Challenge 2024 - Sept. 21- to Oct. 6, 2024

A Global Movement to #SaveTheCheetah!

Make a difference for yourself and for the cheetah!

The cheetah faces several threats including Human-Wildlife Conflicts (HWC) and Illegal Wildlife Trade (IWT). The cheetah is an apex predator and is critical to ensure a balance ecosystem for people living alongside in many parts of Africa.

Cheetah Conservation Fund (CCF) is launching the Cheetah Fit Challenge that prioritizes your fitness and helps CCF provide full spectrum care for cheetahs at our Centres in Namibia and in Somaliland. Let's stand together to protect and care for injured, and orphaned cheetahs as part of the work to save these incredible big cats in the wild for future generations!

Whether you run, walk, bike, swim, paddle, hike, climb, etc. it all counts for the Cheetah Fit Challenge and fundraising for the care of cheetahs at CCF in Namibia or Somaliland. You can participate solo, or in a team – with friend, family, or colleagues. Corporate teams are welcome with special registration!

HWC is a pressing issue in various regions across the globe, leading to devastating consequences for both wildlife and local communities. Besides the killing of animals that are perceived to be threatening livelihoods, another of the detrimental outcomes of HWC is its contribution to the IWT.

Over 90 percent of cheetahs live outside protected management areas, meaning that they live alongside human communities increasing the risks of HWC. Most of these are commercial, communal, or pastoral farming communities, raising cows, sheep, and goats.

To the communal and pastoral farmers, the loss of even a single animal can be devastating. Cheetahs and other predators are commonly viewed as a threat to the livelihoods of the farming community. Currently, CCF Namibia has about 30 cheetahs under their care. A few are identified for rewilding but need to go through rigorous assessment before they are considered for rewilding.

The key to securing a future for the cheetah, is to secure the livelihoods of the people who share its habitat. Through livelihood development, CCF assists the communities living in cheetah-country through its Future Farmers of Africa and the Livestock Guarding Dog programs. The goals are to reduce HWC and improve communities' livelihood – the only way to ensure a future for the cheetah.

With the growing threats of IWT, CCF opened a facility in Hargeisa in 2019, the capital of Somaliland, to house and care for cheetahs that had been rescued from poachers.

In 2023, CCF relocated all the cheetahs from the safe houses in the city to a large, natural reserve (the new Cheetah Rescue and Conservation Centre) in Geed-Deeble, Somaliland.

When the rescued cheetahs arrived at CCF, many were in dire straits and in need of critical emergency care. If they survived the first 48 hours – and many do not – CCF then provides ongoing permanent care. There are presently ~100 cheetahs in residence, with more expected.

People around the world are increasingly aware that wildlife crime like these harms the economic prosperity of the communities, damaging their natural capital, social stability, and cohesion, and threatening sustainable economic development, including the erosion of benefits derived from legal nature-based enterprises like tourism. We believe that we all can make a difference, even halfway around the planet!

Cheetahs are the most endangered big cat in Africa, with fewer than 7,500 remaining in the wild. The IWT is one of the major threats to the species, as tiny cheetah cubs are poached from the wild when they are just a few weeks old. Most are taken from the Horn of Africa where fewer than 500 adult cheetahs remain, putting the population at risk of local extinction. Malnourished, abused, and weak, 80 percent die in transit. There is a growing awareness about the terrible damage that the IWT is doing to the cheetah cubs themselves, as well as the contributing to the decimation of cheetah populations in the region. Last year, the IUCN Red list of threatened species downgraded the Eastern African cheetah sub-species as “critically endangered”.

CCF Affiliates in Europe and North America will engage their supporters to walk, run, bike, golf and more between September 21 and October 6, 2024 – to raise funds that will go directly to the care of these cheetahs and programs to curb HWC and IWT. We are hoping that people across the many parts of the world will get fit and make a difference for this amazing animal.

About Cheetah Conservation Fund (CCF)

Established in 1990, CCF is at the forefront of global cheetah research and conservation efforts, dedicated to ensuring the survival of the cheetah in its natural habitat through research, conservation strategies, education, and partnerships. With its headquarters in Namibia and a field base in Somaliland, CCF operates the world’s longest-running program dedicated to cheetah conservation.

CCF has affiliates across the globe including Australia, Canada, France, Germany, Italy, Netherland, the United Kingdom and the United States. Most are registered charity in their country with a goal to raise awareness and funding to support conservation and education programs in Namibia and Somaliland to ensure that the cheetah – the world’s fastest land animal – is saved from extinction.

<http://cheetah.org/events>

Media contact

xxxxxxx

Cheetah Conservation Fund
CheetahFit@cheetah.org

