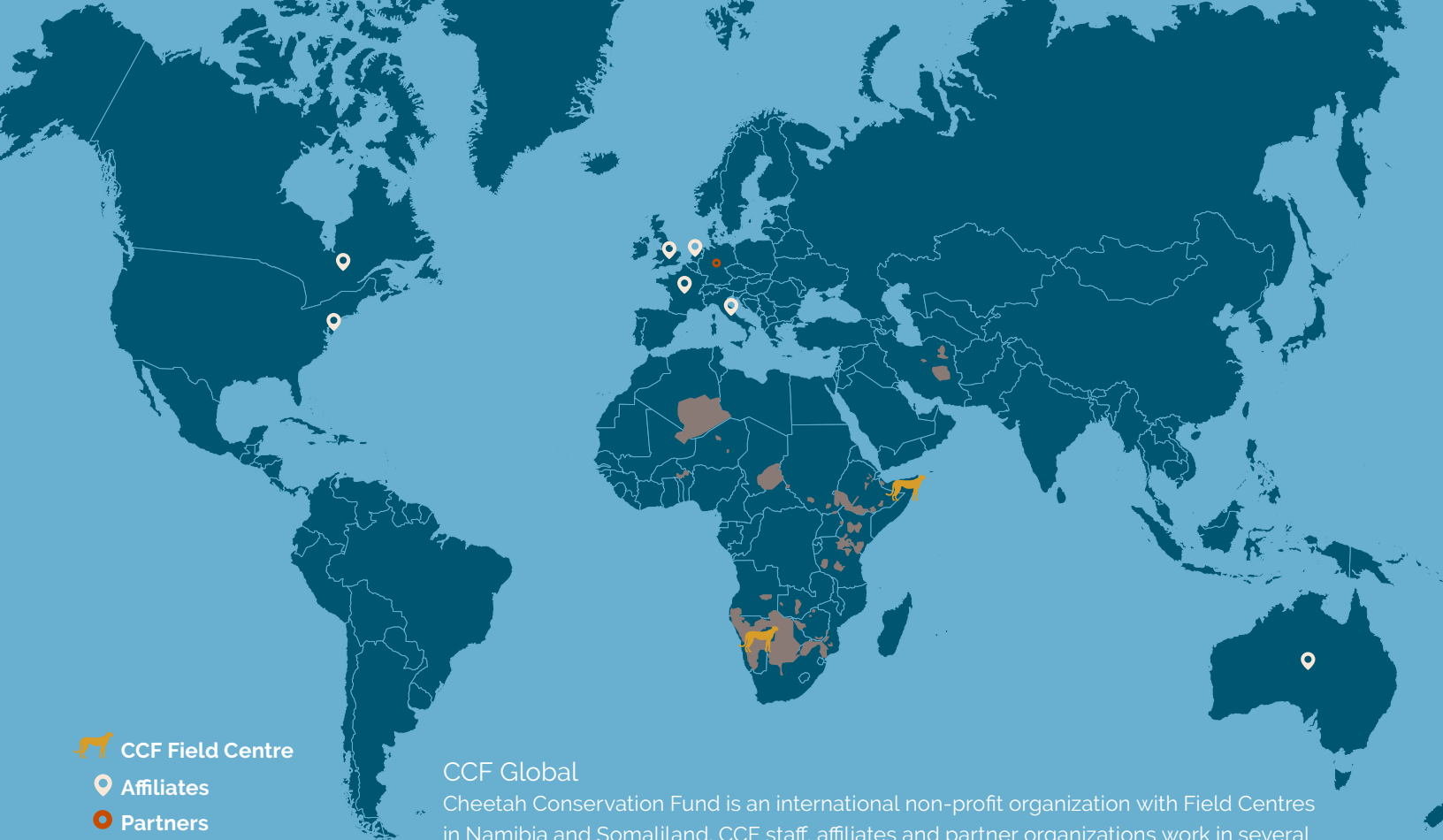


# RANGE WIDE ACTION

Visual Annual Report  
**2021**





-  CCF Field Centre
-  Affiliates
-  Partners
-  Current Cheetah Range

### CCF Global

Cheetah Conservation Fund is an international non-profit organization with Field Centres in Namibia and Somaliland. CCF staff, affiliates and partner organizations work in several nations to raise funds and build awareness.

# CCF Is the Leader in Research, Education and Conservation of the Cheetah

## CCF Field Centres and Field Outposts



### International Research and Education Centre and CCF East

PO Box 1755, Otjiwarongo, Namibia  
Ph. + 264 (0) 67 306 225  
Registration #: 21/20002/341  
ccfnamibia@cheetah.org



### Cheetah Rescue and Conservation Centre and Cheetah Safe Houses

(CRCC currently under construction)  
Hargeisa, Somaliland  
Ph. +252 (0) 637 159 006  
Registration #: 43/2010  
ccfsomaliland@cheetah.org

## CCF Affiliates and Partners

### • Aktionsgemeinschaft Artenschutz (AGA) e.V.

Registration #: 201157  
info@aga-artenschutz.de

### • CCF Australia

Registration #: (ACN) 143 460 397  
ccfaustralia@cheetah.org

### • Cheetah Conservation Fund Canada

Registration #: 86513 6824 RR0001  
cheetahcanada@cheetah.org

### • CCF France

Registration #: W922004880  
ccffrance@cheetah.org

### • CCF Italia

Registration #: 90067050022  
ccfitaly@cheetah.org

### • CCF Netherlands

Registration #860991179  
ccfcl@cheetah.org

### • CCF UK

Registration #: 1079874  
ccfuk@cheetah.org

### • CCF USA Office

PO Box 2496, Alexandria, VA 22301  
Ph. 866-909-3399  
Registration #: 31-1726923  
info@cheetah.org

For more information, please visit [www.cheetah.org/about/who-we-are/ccf-global/](http://www.cheetah.org/about/who-we-are/ccf-global/)

## CCF Vision

To see a world in which cheetahs live and flourish in coexistence 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 humans.



Dear Cheetah Friend and Supporter,

Thank you for supporting the Cheetah Conservation Fund (CCF). Although, 2021 was a very challenging year due to COVID, we are fortunate that CCF staff were able to continue many of our research, education, conservation and capacity building programs during this difficult year. In addition, nine peer-reviewed papers were published by CCF staff and collaborators.

Since 1990, CCF has been working with cheetah range countries to combat the cheetah's three biggest threats, human-wildlife conflict, habitat loss, and the illegal pet trade of cheetahs. Over the last 30 years, our reach, working in and with conservationist scientists across the cheetahs' range has expanded. You are integral to creating a future for cheetahs.

Even as we focus on keeping cheetahs in the wild, we continue to take in orphaned, injured and confiscated cheetahs from our government partners, putting as many of them back into the wild as possible. Unfortunately, not all these cheetahs can be released back into the wild and some stay with us throughout their life.

We sadly lost a total of 13 of our long-term resident cheetahs mostly due to old age. However, in Namibia, we were able to release 11 cheetahs back into the wild, giving them a second chance, an opportunity built on decades of our work. Our human-wildlife conflict teams continued their work with the farming community and over 50 Livestock Guarding Dog puppies were born and placed with livestock farmers in Namibia this year. Our Future Conservationist of Africa (FCA) program continued with meeting a total of 4,245 Namibian learners and 100 teachers who followed up their visit with CCF's distance learning. Overall, 11,730 students and 310 teachers participated in our Future Conservationists of Africa (FCA) environmental education programming.

In Somaliland, our team has addressed illegal wildlife trade and human-wildlife conflict by engaging with local communities where prior trafficking incidents took place and venturing into the eastern regions of the country for the first time in developing awareness campaigns. At the end of 2021, CCF was caring for 71 cheetahs, and in December, we broke ground for the Cheetah Rescue and Conservation Centre in Geed Deeble, where a sanctuary and the country's first national park will be established.

Your support allows us to pursue our goal of keeping cheetahs in the wild. We look forward to more success now and in the future, and we are honored for you to be part of it.



Dr. Laurie Marker  
Founder and Executive Director - CCF



# Coalition Building for the Cheetah

*CCF is the Leader in Research, Education and Conservation of the Cheetah*

CCF strives to support new and existing programs that promote coexistence with wildlife, including predators like the cheetah, through cooperation with stakeholders across the cheetah's range.

CCF's global partners host numerous different types of events that provide educational opportunities and raise support for CCF's Field Centres in Namibia and Somaliland.

Despite the restrictions imposed by the COVID-19 pandemic, CCF's international efforts continued during 2021 with multiple small events, and with your help, we made great strides toward our 2021 goals.

## COOPERATION

Pages 14 - 15, Build and bolster **range wide environmental education**

Page 18, Develop and raise awareness for **biomass energy production**

Pages 8 and 12, Implement regenerative, soil-friendly, and **predator-friendly agriculture**

Pages 14 - 17, Increase outreach efforts to stop the **illegal wildlife/pet trade**

*Thank you to all our generous campaign match donors, recurring donors and supporters who have given to help protect cheetahs. CCF could not do this work without you!*

## COEXISTENCE

Pages 8, 10, 12 and 14, Continue research projects focused on reducing **human-wildlife conflict**.

Pages 14 - 16, Expand **Future Farmers of Africa** and **Future Conservationists of Africa** participation into new areas of cheetah rangeland like Somaliland and Ethiopia.

Pages 12 - 13, Deliver **Livestock Guarding Dogs** to new farmers and expand our involvement with farm visits in the Eastern Communal Lands in Namibia.

Pages 14 - 16, Conduct **surveys and outreach campaigns** in the Horn of Africa to reduce livestock predation and human-wildlife conflict and increase awareness of the negative impacts of the illegal pet/wildlife trade.

## COMMUNICATION

Pages 20 - 25, Overcome our distance with new **interactive virtual events and happenings**

Pages 20 - 25, Build **outreach efforts to zoos and corporations** to increase awareness and financial support.

Pages 20 - 25, Send regular communications directly to you with **print and digital updates** on how your donations are helping.

Pages 20 - 25, Build CCF's online presence with increased video content published on **CCF's YouTube Channel**

Pages 20 - 25, **Bring the savanna directly to you** with interviews from CCF staff and range wide partners.

# CAPITAL IMPROVEMENTS

*Capital Investments maintain the facilities that allow for the research, education, and conservation programs necessary to protect cheetahs across the species' range.*

We improved our water security and sustainability at both Field Centers.

- In Namibia, we connected our farms and the Biomass Technology Demonstration Centre (BTDC) with 26 km (16 miles) of water pipelines. We installed three booster pump stations with auxiliary storage tanks along the pipeline, to provide the necessary pressure and total water storage of 120,000L (31,700 gallons).
- In Somaliland, we began the development of the Cheetah Rescue and Conservation Centre (CRCC) by successfully drilling for water.

CCF signed a Memorandum of Understanding (MoU) for the development and operations of the CRCC with Somaliland's Ministry of Environment and Climate Change (MoECC). Dr. Marker traveled to Somaliland in December to participate in the groundbreaking.

In Namibia, we updated the infrastructure at our overnight student housing, Camp Lightfoot, with renovations to the outdoor kitchen and food storage.

We upgraded the electrical system by adding a 75kw photovoltaic array, bringing the total PV array size to 225kW.

CCF's genetics laboratory installed a new 3500 Genetic Analyzer, and we upgraded our lab sample cold storage with new freezers and a refrigerator.



We installed a water reclamation plant at the Biomass Technology Demonstration Centre (BTDC). The system has a 5,000L (1320 gallon) capacity. After being treated, the gray water is used for non-root-vegetable crops.



# POPULATION AND ECOLOGY

*CCF seeks to understand the complex interactions between wildlife, the landscape, and people to facilitate greater coexistence. The lessons learned from our research inform our education programs, our conservation activities, how we restore habitat, and how we rewild cheetahs.*

CCF acquired the use of African Carnivore Wildbook and TrapTagger for processing CCF camera trap data. (see photo caption to the right)

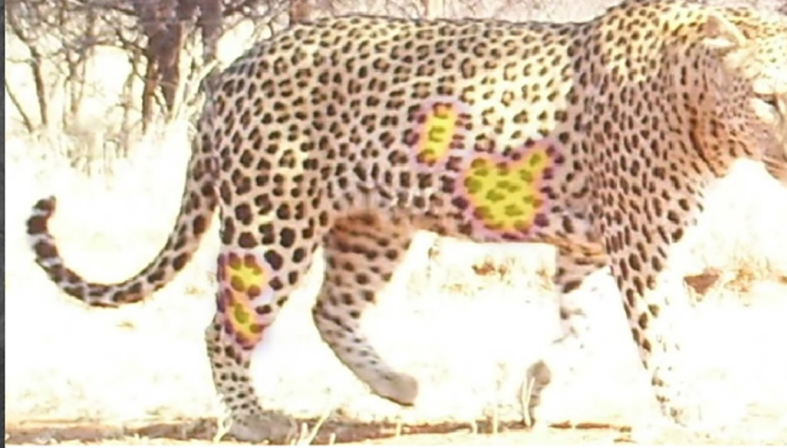
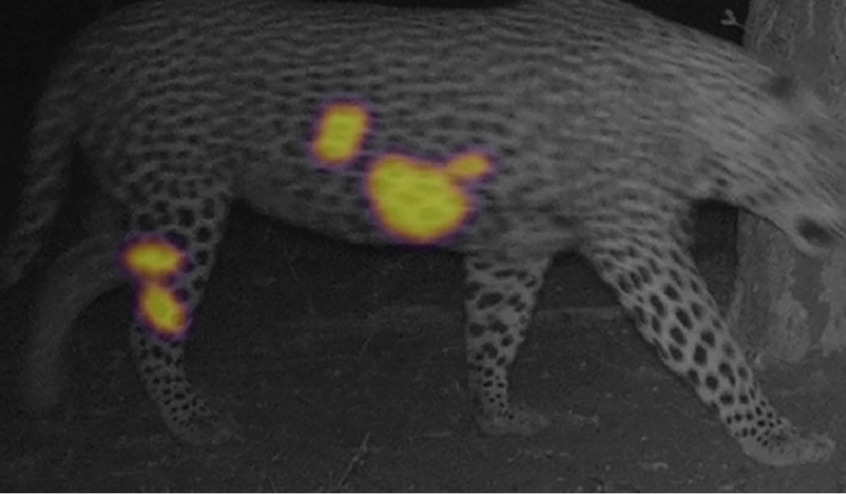
On a monthly basis three routes through the Big Field (our “Little Serengeti”) were driven, for three consecutive days, covering a total of 72 transects in one of a series of long-term wildlife population studies at CCF’s Reserve and Farms, covering 593.28 km (368.64 miles).

CCF’s ecology team began working on estimating cheetah populations in the eastern Gobabis region of Namibia.

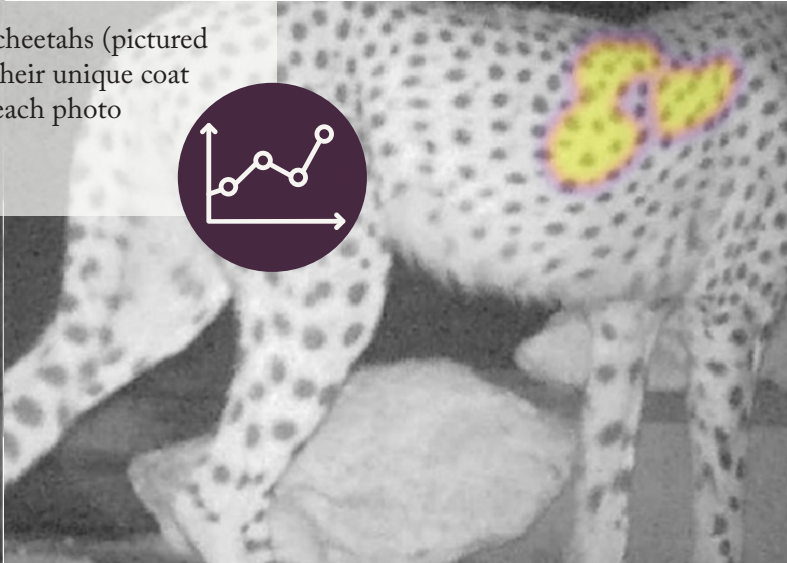
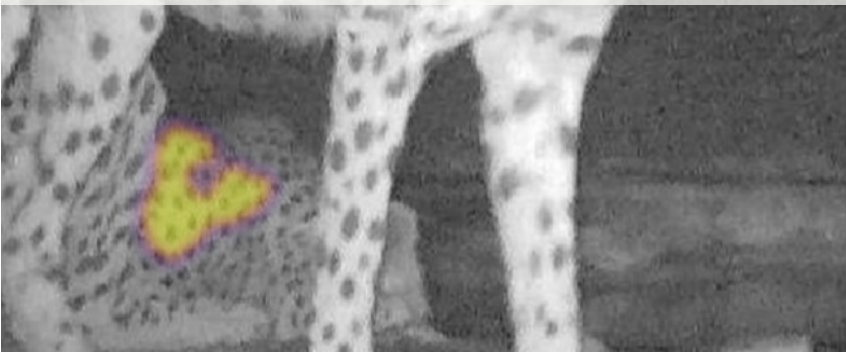
CCF’s Scat Detection Dog team covered 806 km across CCF’s farms and in the Omaheke District of Namibia. The team collected 782 samples from 12 species.

Soil remediation studies continue at CCF’s Chewbaaka Memorial Garden; staff harvested 1,374.80 kg of fresh produce.

Published: Hofmann, T., Marker, L. and Hondong, H. (2021). Detection success of cheetah (*Acinonyx jubatus*) scat by dog-human and human-only teams in a semi-arid savanna. *Namibian Journal of Environment*, 5A: 1-11



Using African Carnivore Wildbook, we can identify individual cheetahs (pictured below), leopards (pictured above), and African wild dogs using their unique coat patterns in photos. TrapTagger identifies the species present in each photo from our camera traps. These tools dramatically increase photo data analysis.



# CHEETAHS – REHABILITATION, RESEARCH AND RELEASE

*CCF cares for wild captured adult, adolescent, and orphaned cheetah cubs due to human-wildlife conflict and illegal wildlife/pet trade. CCF works with the governments of Namibia and Somaliland, and our two Field Centres serve as official rehabilitation facilities for confiscated animals, providing lifelong care commitments. Where possible, CCF works with regional partners and friendly farmers to place adult wild-born and rehabilitated orphan cheetahs back into the wild.*

In Somaliland, 71 cheetahs and one leopard were being cared for in our Cheetah Safe Houses.

In Namibia, 32 resident cheetahs were living on site. Six of these individuals are candidates for release and are being held away from our main campus, to reduce human habituation.

We performed 100 cheetah workups in Namibia. We darted and collared two females in Erindi Private Game Reserve and performed an ultrasound on collared female, Georgia in the field, discovering she was pregnant. We relocated and released several wild males and female cheetahs to Erindi Private Game Reserve.

CCF researchers captured, collared, released, and monitored a coalition of two male wild cheetahs (nicknamed “the rockstars”) on CCF’s land.

In Namibia, CCF’s veterinary team performed an explorative laparotomy to remove a blockage in the large intestine of release candidate Calypso. Her subadult male cub required a penile adhesion correction surgery to improve his chances of reproduction in the wild.

Published: Tricorache, P., Yashphe, S., Marker, L. (2021). Global dataset for seized and non-intercepted illegal cheetah trade (*Acinonyx jubatus*) 2010-2019. *Data in Brief*, 35: 106848



In 2021, 26 cheetah cubs were confiscated by Somaliland's Ministry of Environment and Climate Change. Despite emergency veterinary interventions, only 15 survived. Cubs are often extremely malnourished, diseased, and overwhelmed with parasites.



# LIVESTOCK GUARDING DOGS

*CCF's Livestock Guarding Dog (LGD) Program supplies working dogs to Namibian farmers to protect livestock and promote coexistence with predators like the cheetah. Research shows that farmers with a LGD working on their farms experience an 80 - 100% reduction in livestock loss due to predation.*

In Namibia, at the end of 2021, there were 168 working LGDs in the program (85M, 83F).

LGDs onsite at our Model Farm at the end of 2021:

- 18 LGDs, a mix of males and females working to protect our flock of sheep and herds of goats.
- 36 LGD puppies in training

LGDs offsite working on commercial and communal farms at the end of 2021:

- 135 LGDs, CCF staff visited 70 of these dogs for post placement follow-up care.

CCF received two new breeding dogs. Dionne (F) arrived in July, and Oonkondo (M) arrived in September. As a policy, CCF waits to the age of two before any dogs are bred.

CCF's veterinary team performed sperm evaluations on our breeding males at the Model Farm.

Published: Marker, L., Pfeiffer, L., Siyaya, A., Seitz, P., Nikanor, G., Fry, B., O'Flaherty, C. and Verschueren, S. (2020).

Twenty-five years of livestock guarding dog use across Namibian farmlands. *Journal of Vertebrate Biology*, 69(3): 20115, DOI: 10.25225/jvb.20115



To increase our capacity to fulfill the need for LGDs, we have increased the number of breeding females at our Model Farm. In 2021, CCF staff set a record by caring for five litters at once!

# EDUCATION AND TRAINING

*CCF provides practical skills to farmers, engages the nation's youth on the value of wildlife and predators, trains future conservationists, and implements strategies that affect the long-term survival of cheetahs.*

In Namibia, CCF received funding for our online Conservation Training & Mentorship Program for the second consecutive year. The training and mentorship program focuses on engaging students that are interested in pursuing conservation in their studies and careers. We were able to reach 4,985 students from 63 schools across nine regions of Namibia.

CCF's education staff welcomed 11,730 students and 310 teachers to participate in our Future Conservationists of Africa (FCA) environmental education programming.

We welcomed the participation of 117 farmers in our Future Farmers of Africa (FFA) programming to learn predator-friendly farming techniques and livelihood development for alternative income streams.

In Somaliland, eight veterinarians identified with the help of the Somaliland Women Veterinarian's Association (SOWVET), participated in a specialty training program on how to care for confiscated cheetah cubs led by CCF veterinarians. An additional eight trainees from the Somali Regional State of Ethiopia also participated in the same training workshop a few weeks later.

In western Somaliland, CCF visited 62 villiages and met with village elders, mayors, and teachers. CCF staff gave presentations at several schools in small towns about human-wildlife conflict and the illegal wildlife/pet trade.

Published: Siyaya, A., Hughes, C., White, W.R., Nitsche, C.M. and Marker, L. (2021). Impacts of human-dimensions of wildlife training on participants. *Human Dimensions of Wildlife*, <https://doi.org/10.1080/10871209.2021.1937754>





CCF and the Ministry of Environment and Climate Change (MoECC) team visited a girl's school in Lughaya and a village in Bown, Somaliland, to raise awareness for Somaliland wildlife.

# INTERNATIONAL AFFAIRS

*As the range wide leader in the conservation of the cheetah and its ecosystem Dr. Laurie Marker and CCF staff serve as scientific advisors on international boards and committees to inform policy and projects.*

In Somaliland, with the Ministry of Environment and Climate Change (MoECC), CCF conducted the Borama Awareness Campaign in 15 villages covering 16 primary locations in the various villages across the Andwal region. The campaign is meant to help inform people about the illegal wildlife/pet trade. The campaign kickoff included decision makers, academic institutions, researchers, faith leaders, and media reporters.

CCF co-sponsored a delegation of high-level U.S. Congressional staff members visiting Somaliland. Staffers represented members of the Senate Foreign Relations, House Foreign Affairs, and House Appropriations and Conservation Committees; the delegation included a senior staff member from a sponsor of the Eliminate, Neutralize, and Disrupt (END) Wildlife Trafficking Act, a law CCF helped promote when introduced in 2016.

CCF was awarded a grant from Explorers Club-Discovery Channel to fund its project “Lost Cheetah in the Gardens of Eden,” which will conduct first-of-its-kind wild cheetah research in Somaliland using camera traps.

CCF received a grant from the IUCN’s Threatened Species Fund for a project to assess the introduction of Community-based Natural Resource Management strategies, including the concept of Community Conservancies, in Somaliland.

CCF coordinated a first-ever joint meeting of wildlife and law enforcement officials from Ethiopia and Somaliland to establish cross-border cooperation against trafficking through Legal Intelligence for Cheetah Illicit Trade (LICIT), funded by the UK government through its Illegal Wildlife Trade Challenge Fund.



UICN  
CONGRÈS  
MONDIAL DE LA  
NATURE  
*Marseille*

Dr. Laurie Marker and members of our international team from Italy, France, and Germany attended the 7th IUCN World Conservation Congress on September 3rd, sharing CCF's knowledge and seeking new ways to protect the cheetah and its ecosystem.



# LIVELIHOOD DEVELOPMENT AND TOURISM

*CCF provides training and opportunities for livelihood development at our Dancing Goat Creamery and Cheetah Gift Shop. Tourism is a source of income for our Centre in Namibia and helps bring people to see our conservation work in action 364 days per year.*

In Namibia, we welcomed 2,512 visiting tourists and 453 guests stayed overnight in our accommodations at the Cheetah View Lodge or the Babson House. This was a significant decrease from 15,048 visitors in 2019, due to the COVID-19 pandemic. From 2020 to 2021, as travel restrictions eased, we experienced a small increase in visitation.

We built a new soap-making room and milking parlor at our Dancing Goat Creamery. We also expanded our dairy kraal to help increase training opportunities and improve sanitation and security at our Dancing Goat Creamery.

We successfully renewed the Environmental Clearance Certificate for the CCF Bush and Cheetah view lodge.

The Biomass Technology Centre at CCF and Bushblok again passed the Forest Stewardship Council annual audit. They conduct a rigorous inspection to recertify and allow us to continue to be recognized as an FSC organization.

As part of our habitat restoration and livelihood development programs, CCF produced 346.55 tonnes of Bushblok fuel logs, up 58.97 tonnes from 2020, and we sold 362.87 tonnes of Bushblok. An additional 197.17 tonnes of fuel wood (sickle Bush) were produced and sold.

Published: Verschueren, S., Torres-Uribe, C., Briers-Louw, W. D., Fleury, G., Cristescu, B., Marker L. (2021). Flashing lights to deter small stock depredation in communal farmlands of Namibia. *Conservation Evidence Journal*, 1 – 9, <https://doi.org/10.1111/aje.12878>



COVID-19 had a huge impact on the revenue and number of guests visiting CCF, the loss of income was tremendous. Combined, the income from tourism during 2020 and 2021 was less than 40% of what was earned in 2019 alone.

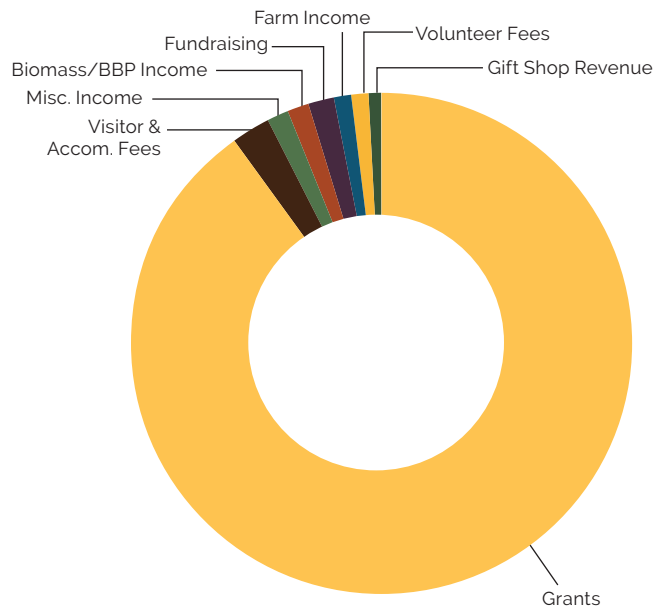


# 2021 FIELD CENTRE FINANCIALS

Monetary amounts shown are conversions from Namibian dollars (NAD) to United States dollars (USD) based on conversion rates from December 31, 2021, unless otherwise noted.

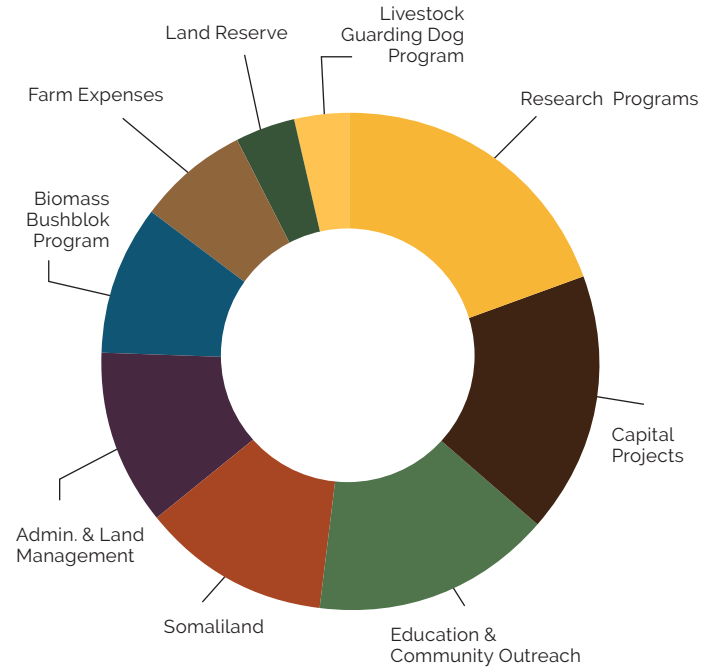
## Centre Revenue

● Grants	\$ 4,683,027
— Designated for Namibia	\$ 96,956
— Designated for Somaliland	\$ 427,456
● Visitor and Accomodation Fees	\$ 124,995
● Miscellaneous Income	\$ 77,193
● Biomass Income	\$ 76,393
● Fundraising	\$ 74,287
● Farm Income	\$ 61,059
● Volunteer Fees	\$ 54,436
● Gift Shop Revenue	\$ 33,918
 Total Income (USD)	 \$ 5,185,307



# Field Expenses

● Research Expenses	\$ 668,599
● Capital Expenses	\$ 535,860
● Education and Outreach	\$ 487,427
● Somaliland	\$ 456,782
● Administration and Land Management	\$ 388,642
● Biomass/Bushblok Program	\$ 333,194
● Farm Expenses	\$ 251,355
● Land Reserve	\$ 129,687
● Livestock Guarding Dog Program	\$ 119,450
<b>Total Expenses (USD)</b>	<b>\$ 3,335,344</b>



## A CLOSER LOOK AT SOMALILAND (USD)

Administration and Staff	\$212,823
Cheetah Rescue Centre Operations	\$197,713
Education and Outreach - IWT	\$44,193
Miscellaneous	\$2,053



# CCF GLOBAL SUPPORT

*Monetary amounts shown are conversions from Namibian dollars (NAD) to United States dollars (USD) based on conversion rates from December 31, 2021, unless otherwise noted.*

## Monetary Support to Namibia and Somaliland in 2021

Aktionsgemeinschaft Artenschutz (AGA) e.V	\$	100,784	
CCF Australia	\$	7,256	(converted from AUD to USD based on conversion rates from Dec. 31, 2021)
Cheetah Conservation Fund Canada	\$	116,738	
CCF France	\$	6,794	(converted from EUR to USD based on conversion rates from Dec. 31, 2021)
CCF UK	\$	68,876	
CCF USA	\$	1,597,478	

Zoo Wilhelma, where Aktionsgemeinschaft Artenschutz (AGA) e.V. gives presentations about CCF's work to support the CCF's Livestock Guarding Dog Program with a recurring annual 25,000 Euro donation. In July 2021 AGA sent two parcels of donations in kind (mainly medical supplies) to CCF Namibia and CCF Somaliland.

CCF Australia (CCFA) produced two newsletters and a survey was sent out to get supporter feedback. CCFA's partnership with Zoos South Australia (ZOOSSA) continues to be fruitful.

Cheetah Conservation Fund Canada (Cheetah Canada) held a video conference between Dr. Laurie Marker and B2Gold Corp in Vancouver. They have renewed their commitment for another donation for 2021, matching last year's donation, which was allocated to the Human-Wildlife Conflict project in Eastern Namibia.



CCF France hosted a table at the International Union for the Conservation of Nature (IUCN) World Congress in Marseilles, France. Dr. Laurie Marker participated in IUCN Congress with Dr. Shira Yashphe, to present information about the illegal wildlife/pet trade. CCF Italy joined CCF France at the event for one week to help welcome and educate visitors.

CCF Italia organized a launch for the World Forum on Democracy Campaign by the Council of Europe in Strasbourg. Dr. Laurie Marker presented - How To Achieve Climate Justice on the COE platform and sent many donated items to CCF's Field Centre in Somaliland using donated space on a shipping container.

CCF UK co-hosted an event at Kensington Palace in September, in collaboration with partners - Backes and Strauss - in the presence of CCF's Royal Patron, HRH Princess Michael of Kent. This special event brought together Dr. Laurie Marker and key supporters, corporate sponsors, advocates and CCF Ambassadors to celebrate the work of CCF and to put forward a call to action for support.

CCF USA's 2021 Spring Tour for Dr. Laurie Marker, was canceled due to the COVID-19 pandemic. CCF held webcasts with Dr. Laurie Marker to keep donors updated on CCF projects. The spring ZOOM webcasts had over 90 attendees. The Fall Tour of the USA included in-person events in California and Oklahoma and some Zoom events.

Conservation Conversations with Cheetah TV host Brian Badger, CCF Director of Conservation and Outreach and the CCF Namibian Staff and Kid's ZOOMs were celebrated during the 2021 spring, *Let's Keep the Wild, Wild* Tour, The live-interactive ZOOMs happened over a span of two months (April and May) where discussions, interviews and presentations were shared about CCF's conservation, research and education programs.

- Conservation Conversations with frontline staff and kids were attended by nearly 250 adults and children.

# KEEPING UP WITH THE CHEETAHS

*The work of CCF's Founder and Executive Director, and all the frontline field centre staff is featured in online and print coverage for both external and internal audiences. Updates are posted regularly on our social media accounts @ccfcheetah and at cheetah.org.*

CCF published its brand guidelines, issued 16 press releases, sent six e-newsletters, two print newsletters and monthly targeted action and awareness email campaigns.

CCF's YouTube Channel had 32,146 subscribers and CCF's content was viewed 2,634,015 times with 10,100 watch hours.

CCF's social media channels had a total of 485,652 followers on Facebook, Twitter, Instagram and Pinterest combined.

CCF's website had 18.8 million impressions from Google's search engine results across all platforms (desktop, mobile, and tablet).

CCF's work was written about more than 66 times in multiple media news outlets (online and print) with prominent features in BBC News, National Geographic, U.S. News & World Report, The Daily Mail and The National.

In June of 2021, Season 1 of Dogs with Extraordinary Jobs with host Victoria Stillwell, premiered on the Smithsonian Channel and is now available for streaming on Amazon Prime Video and Paramount+. CCF's Livestock Guarding Dog Program was featured in Episode 2 of the series.



**DOGS WITH EXTRAORDINARY JOBS**  
**NEW SERIES WED JUNE 30 8/7c**

Smithsonian  
CHANNEL 



learn more: [www.cheetah.org](http://www.cheetah.org)



*#SaveTheCheetah @CCFCheetah*

**Cheetah**  
CONSERVATION FUND