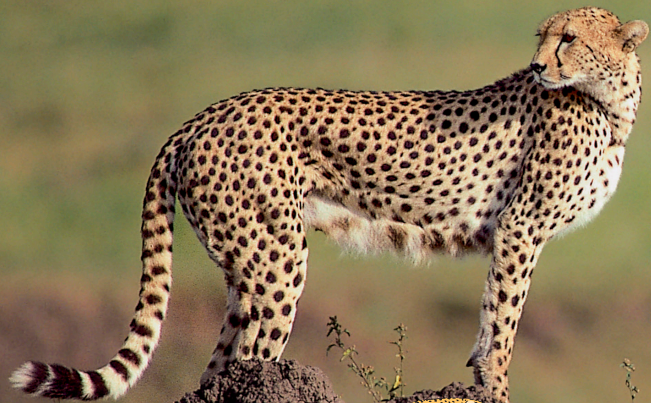


Visual Annual Report
2023

**WORKING
IN THE
WILD**



Cheetah
CONSERVATION FUND





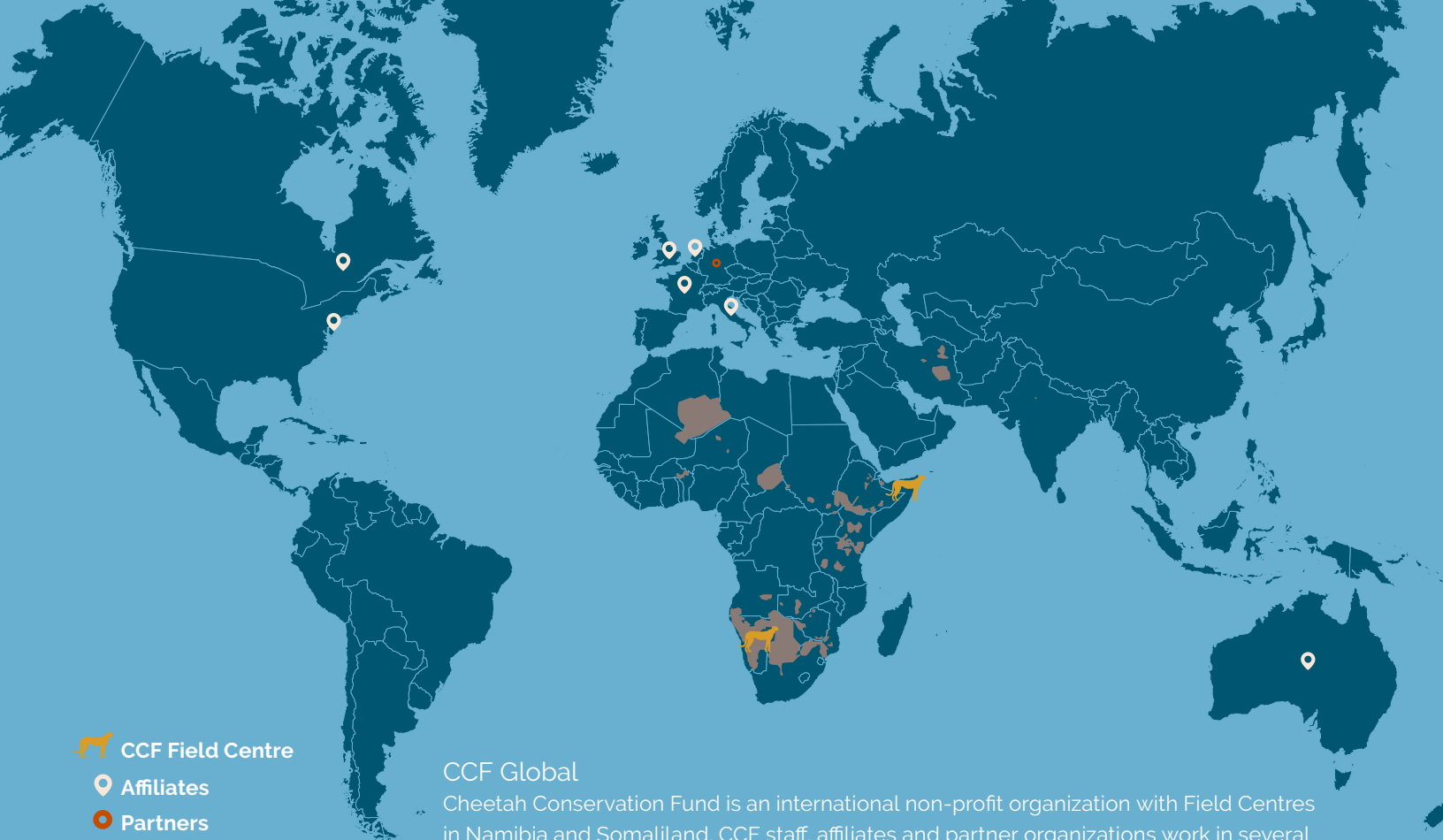
A close-up photograph of a cheetah's fur, showing the characteristic black spots on a light tan background. The fur is slightly out of focus, with some blades of grass and twigs visible in the foreground and background. The text is overlaid on the upper left portion of the image.

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.



-  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



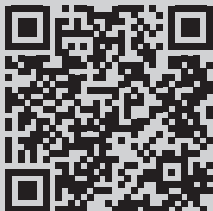
International Research and Education Centre and CCF East

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Ph. + 264 (0) 67 306 225
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ccfnamibia@cheetah.org



Cheetah Rescue and Conservation Centre

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cfsomaliland@cheetah.org



CCF Affiliates and Partners

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For more information, please visit www.cheetah.org/about/who-we-are/ccf-global/



Dear Cheetah Friend and Supporter,

As the Founder and Executive Director of the Cheetah Conservation Fund (CCF), I am pleased to share the highlights of our progress in 2023.

One of the major achievements of last year was the birth of the first litter of cubs from Project Cheetah, a historic relocation of African cheetahs to India. In March 2023, after over 70 years of extinction, a Namibian cheetah named Jwala (formerly Siyaya) gave birth to four cubs. The event was a beacon of hope for the people of India and showed the possibilities for future reintroductions in other former range countries.

In Namibia, our local cheetah release efforts continued. We sent three cheetahs back into the wild in Erindi Private Game Reserve and we are still monitoring several others with tracking collars, including two females with cubs.

In Namibia, the resident cheetah population grew to 32 individuals by December 2023; this was an increase from our lowest point in 10 years at the end of 2022. Several cheetahs were released back into the wild however a couple new orphans are now in CCF's care.

By July, all cheetahs, a leopard and caracal were moved to the new Cheetah Rescue and Conservation Centre (CRCC) in Somaliland. A huge undertaking after building for the past year. As of December 2023, the number of cheetahs in Somaliland had increased to 89 (now 96) with five confiscation events during the year from the Illegal Wildlife Trade.

Our Scat Detection team made impressive strides, collecting target species samples in Namibia and traveling to Angola, as part of our international collaboration efforts. Meanwhile, our Ecology team diligently monitored weather and wildlife on our properties, conducting monthly game counts and an annual waterhole count.

Our Predator Early-Warning System (EWS) project, which uses GPS collars with geofencing to minimize human-wildlife conflict, continued to be effective, with 10 cheetahs monitored by year-end.

Additionally, our rabies vaccination campaign as part of One Health was a success, with thousands of animals vaccinated. This annual vaccination outreach effort helps farmers keep their domestic animals healthy while reducing the loss of endangered and threatened predator species to a preventable disease.

These achievements are a modest sampling of what we accomplished last year. In the following report you will find important details that show what we are doing to save the cheetah in the wild, thanks to your support. I hope you enjoy reading it and I look forward to continuing our mission together.



Dr. Laurie Marker
Founder and Executive Director - CCF



Make The Wild A Better Place

CCF works to keep the cheetah in the wild by mitigating the three main threats to the species survival

HUMAN-WILDLIFE CONFLICT

Page 10 -11: One of the greatest threats to the cheetah in the wild is human-wildlife conflict. With over 90 percent of cheetahs residing outside protected management areas, they often coexist with human communities, particularly in commercial and communal farming areas where livestock are raised.

ILLEGAL PET TRADE

Page 12 - 13: CCF's research shows that over 200 cheetah cubs are illegally taken from the wild each year from the Horn of Africa for sale as pets. During transit, they endure abuse, trauma, malnutrition, and dehydration. CCF estimates that three out of every four cubs taken for this purpose do not survive the journey, and the majority of those that do will not live more than two years.

HABITAT LOSS

Page 14 - 15: Cheetahs are wide-ranging, and occur at low densities throughout the species' range and individual animals have large territories. Cheetahs do not thrive in protected areas due to competition from other larger big cats and predators that live and hunt in packs. Human population increase, habitat loss and fragmentation and overgrown thorny bush due in part to a lack of megafauna diminish the habitable land for cheetahs.



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!

- Page 16 - 17:** Cheetahs - Rehabilitation
- Page 18 - 19:** Cheetahs - Research and Release
- Page 20 - 21:** Conservation
- Page 22 - 23:** Research and Education
- Page 24 - 25:** Livelihood Development and Tourism
- Page 26 - 27:** International Affairs
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- Page 38 - 39:** Social Media and Communications



Students learning about Scat Detection at our Conservation Centre in Namibia, on International Cheetah Day.

Human-Wildlife Conflict

Human-wildlife conflict (HWC) poses a significant threat to cheetah populations. Without successful mitigation, HWC leads to retaliatory killings by farmers protecting their livestock.

Summary of CCF's Human-Wildlife Conflict Mitigation

- During 2023, the team in Namibia responded to 25 reports related to Human-Wildlife Conflict (HWC). Among these, 14 incidents involved cheetahs, four involved leopards, one incident involved baboons, and one involved an African wild dog pup.
- Nine out of the 14 cheetahs (64%) trapped by farmers in Namibia will ultimately be reintroduced to their natural habitat, the others were cubs and not old enough to be put back into the wild.
- In 2023, CCF conducted medical examinations on a total of nine wild cheetahs in Namibia. Examinations included collaring, sample collection, and measurements and were conducted both on-site and off-site at various clinics.

The Value of Swift Human-Wildlife Conflict Management

CCF monitors a 24/7 Farmer Carnivore Help Hotline in Namibia that provides a valuable resource to livestock farmers experiencing livestock predation. Cheetahs receive rapid medical assessment and care to address injuries and stabilize them for further treatment or release. During their stay, vital health data, including blood samples, are collected.

Quick releases minimize the impact of human intervention and reinforces the retention of natural behaviors essential for survival. CCF fits cheetahs with GPS satellite tracking collars before release to monitor their safety and adaptation. CCF's scientists gather crucial data on movement patterns and habitat use, aiding in the management of cheetah survival and mitigating future conflicts.

In 2023, the Cheetah Conservation Fund (CCF) effectively managed numerous human-wildlife conflict (HWC) incidents and rehabilitation efforts to ensure the swift return of cheetahs to their natural habitats. This year saw interventions at seven different farms where cheetahs were captured due to HWC and rescued for rehabilitation.



ILLEGAL WILDLIFE TRADE

The toll of illegal wildlife trade on cheetahs is primarily focused on capture for the exotic pet trade. This exploitation significantly impacts cheetah populations by reducing their numbers in the wild and disrupting their natural behaviors and ecosystems.

Summary of CCF's Illegal Wildlife Conflict Incidents

- Total Cheetah Confiscations: 12 cheetah cubs confiscated in five cases in Somaliland.
- Survey on Trade Dynamics: six-month survey with TRAFFIC conducted from October 2022 to March 2023 to identify changes or new dynamics in the trade of live cheetahs or their ownership as pets.
- Conservation Education in Schools: Programs implemented in several villages and districts in Somaliland's Awdal region through the Future Conservationists of Africa (FCA) program reaching 1,945 students and 225 farmers.

The Value of Demand Reduction

Confiscations, carried out jointly by the Ministry of Environment and Climate Change (MoECC) in collaboration with CCF, significantly disrupt the supply of pets to the illicit market, particularly from high trafficking regions like Somaliland and Ethiopia. Educational campaigns engage communities in cheetah range countries, to raise awareness about the detrimental effects of wildlife trafficking. Efforts to enhance legal frameworks and enforcement operations are underway, with collaboration from destination countries. These actions aim to improve surveillance and implement appropriate legal measures against traffickers, fostering a shift away from the cultural acceptance of keeping cheetahs as pets.

Published - Schmidt-Küntzel A, Yashphe S, Hamalwa H, Ismail SH, Tricorache P, Brewer B, O'Brien SJ, Marker L (2023) Genetic support to uplist an African cheetah subspecies, *Acinonyx jubatus soemmeringii*, imperiled by illegal trade. Conservation Science and Practice, e13052.



*Between 2004 and December 2023, CCF has received over 2,000 samples from 269 individuals (mostly cubs rescued from the illegal wildlife trade). A subset of 55 samples corresponding to a survey of illegal trade cases could be assigned to *A. j. soemmeringii*, the regional cheetah subspecies of the Horn of Africa, and provided a crucial link for the uplisting efforts of this subspecies.*

HABITAT LOSS

Habitat loss poses a significant threat to cheetah populations by reducing their available range and fragmenting their habitats. This loss of habitat limits their access to prey, increases competition with other predators, and leads to conflicts with human activities such as agriculture and urbanization. Consequently, cheetahs face increased risks of isolation, inbreeding, and decline in population numbers due to habitat loss.

Summary of CCF's Habitat Restoration Work

- BUSHBLOK® and Fuelwood Production: 1,851,888 pounds produced, 1,955,618 pounds sold.
- In May 2023, 76 soil samples from across CCF's farms were collected and sent to Instituto de Recursos Naturales y Agrobiología de Sevilla in Spain for laboratory analysis on carbon content post-bush thinning. This study funded by an EU Grant aims to evaluate soil recovery and vegetation restoration, providing crucial data for ecological research and farmland management.

The Value of Habitat Restoration

CCF studies the impact of habitat loss due to bush encroachment to determine optimal habitat restoration methods. In partnership with universities in Namibian University of Science and Technology (NUST), University of Namibia (UNAM), and University of Hamburg in Germany CCF's researchers look at the effects of both bush encroachment and bush thinning on soil and vegetation characteristics, and on the savannah water table.

In 2023, in collaboration with Vanier College, Canada, CCF established six one-hectare plots to monitor reptiles, insects, birds, and mammals. Their findings will provide crucial insights into effective habitat restoration strategies.

Published - Nghikembua M, Marker L, Brewer B, Leinonen A, Mehtatalo L, Appiah M, Pappinen A (2023) Response of woody vegetation to bush thinning on freehold farmlands in north-central Namibia. *Scientific Reports*, 13, 297-311.

Supported by an EU grant, CCF's Biomass program investigates sustainable land management practices, such as the new torrefaction process in use at the Centre in Namibia. This initiative helps mitigate habitat loss by promoting sustainable use of biomass to help conserve cheetah habitats. In 2023, the EU supported SteamBioAfrica torrefaction plant was installed at the Biomass Technology Demonstration Center (BTDC) and is currently being commissioned. The facility features a solar power system.



CHEETAHS - REHABILITATION AND CARE

Participatory Care engages cheetahs in their own healthcare, reducing stress and enhancing accuracy in health assessments. Through voluntary participation in routine procedures like blood draws, cheetahs don't require anesthesia for care as often.

CRCC Relocation - In 2023, Somaliland staff undertook the monumental task of relocating all the animals living at CCF's three Cheetah Safe Houses in Hargeisa to their new homes at the Cheetah Rescue and Conservation Centre (CRCC) in Geed-Deeble. The move was conducted in 16 trips (15 for the cats and one for a group of street dogs). All 89 cheetahs, one caracal, one leopard and six dogs arrived safely at their new home.

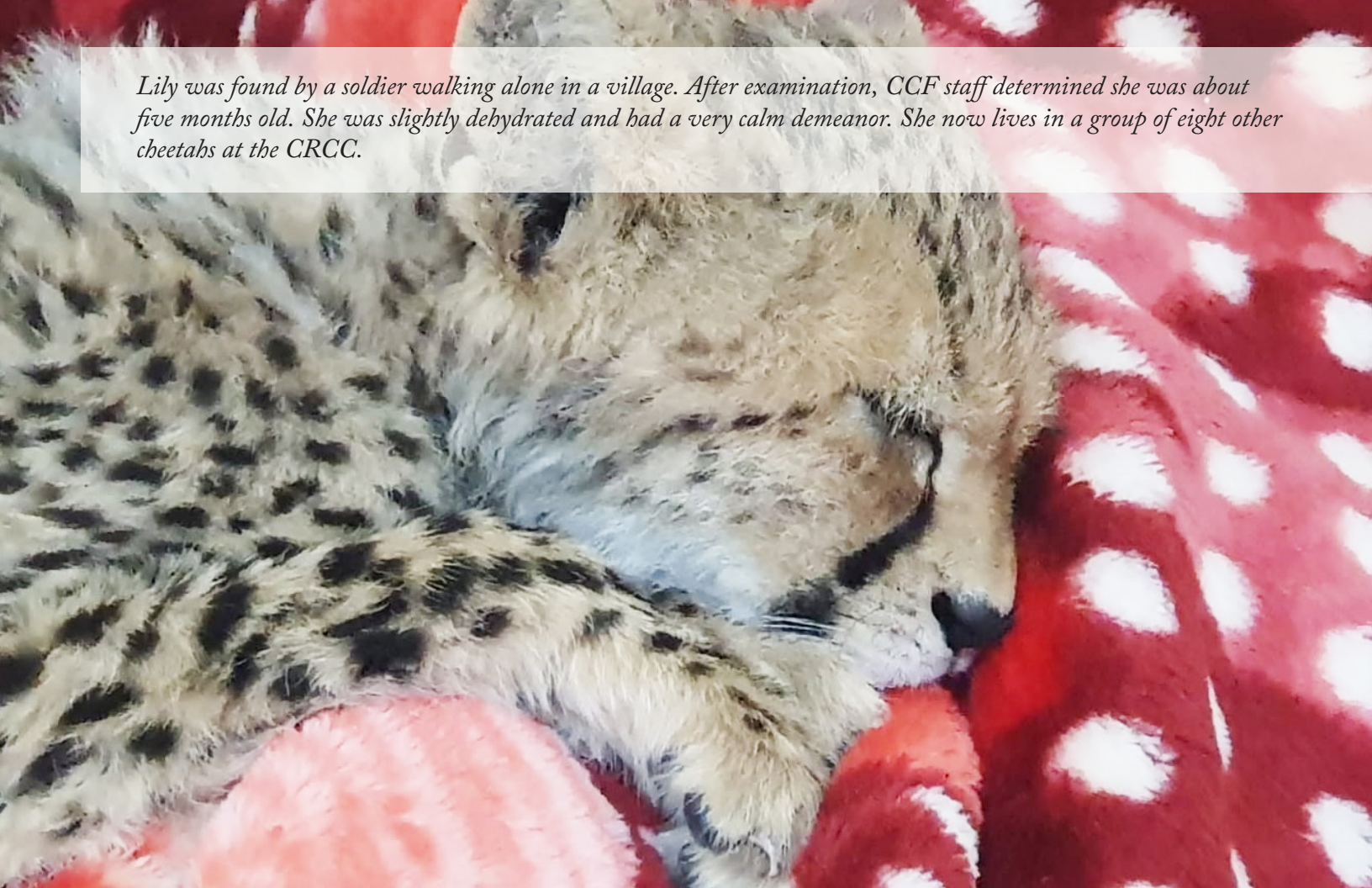
Long-Term Care for Aging Cheetahs - Aging cheetahs face a variety of health challenges that require ongoing management to ensure their quality of life. Key strategies and conditions treated include:

- **Chronic Kidney Disease (CKD):** Common in older cheetahs, CKD management includes regular monitoring with blood tests and fluid therapy to manage symptoms and slow disease progression, as was the case with Mischief.
- **Gastrointestinal Disorders:** Older cheetahs like Senay and Peter often develop chronic gastritis, we continue to manage these with diet modification, proton-pump inhibitors, and digestive enzymes to improve nutrient absorption and reduce discomfort.

Managing Debilitating Diseases like FIP - Feline Infectious Peritonitis (FIP) poses a significant threat due to its aggressive and often fatal course. CoronaVirus and FIP are often a problem in the confiscated cheetahs in Somaliland. The approach to managing this disease includes:

- **Antiviral Treatments:** In 2023, CCF's vets introduced a new antiviral medication, as part of a medical trial, thanks to a generous donor. The treatment is effective in treating FIP in domestic cats and is being adapted for use in cheetahs to combat viral progression. Initial treatments in cheetahs have proven to be effective and the trial will continue under close observation.

Lily was found by a soldier walking alone in a village. After examination, CCF staff determined she was about five months old. She was slightly dehydrated and had a very calm demeanor. She now lives in a group of eight other cheetahs at the CRCC.



CHEETAHS - RELEASE AND RESEARCH

CCF's release program is informed by years of research, success and challenges that culminated in the first-ever cohesive and peer-reviewed protocol for cheetah release.

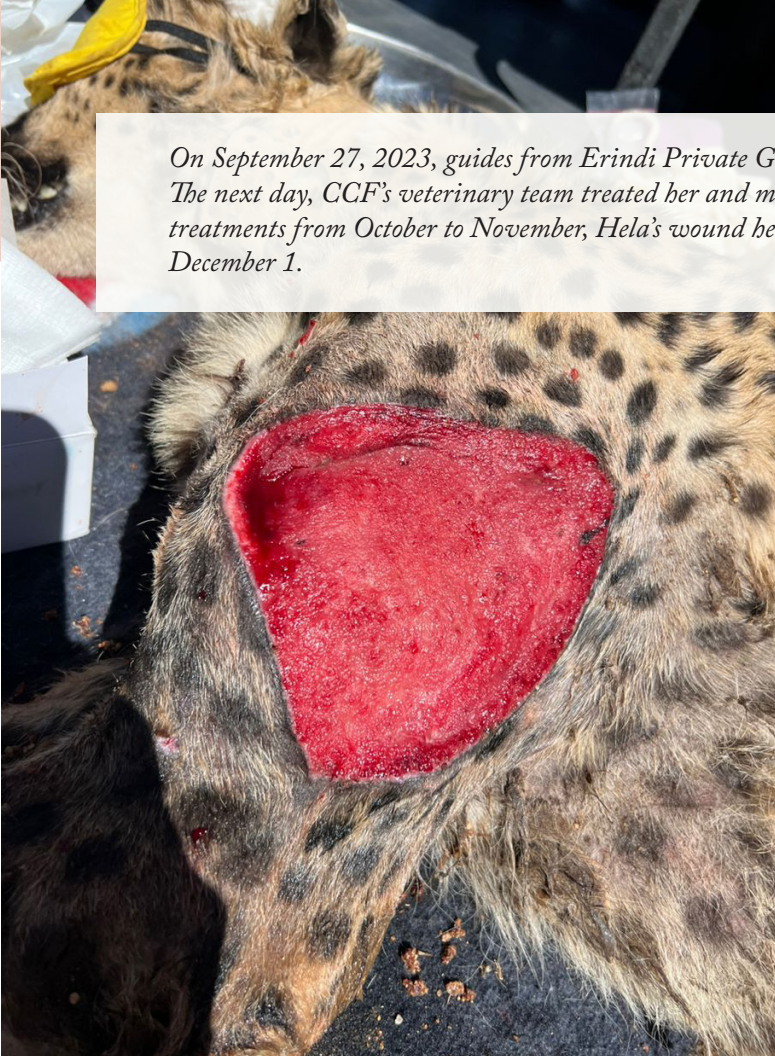
The coalition of four male cheetahs, known as **Max, Ben, Thor, and West** became fully independent at Erindi Private Game Reserve in 2023, successfully hunting regularly, including taking down larger prey including a young giraffe.

Lauw and Dax, a male coalition we released in Erindi in January 2021 greatly contributed to our understanding of cheetah rehabilitation behavior. Unfortunately in 2023, after three years back in the wild, both these males died. Being back in their natural habitat provided them a chance to hunt and possibly mate. Their presence in the ecosystem was a positive impact on not only them but on the landscape and wildlife. The information we gained from their time in the wild is also highly impactful to our rewilding work.

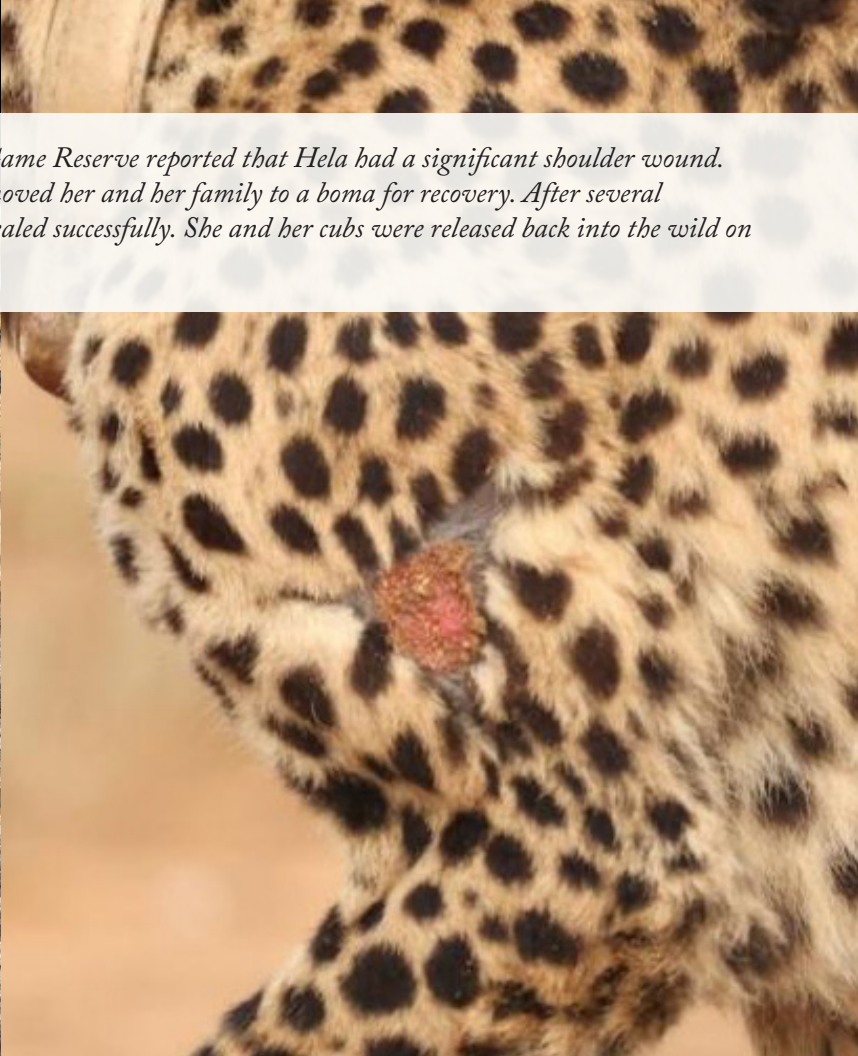
In 2023, **Scarlett**, a female cheetah, was successfully released back into the wild. Scarlett was brought to CCF after being captured with injuries suspected to have been caused by a warthog tusk. After a period of recovery and rehabilitation at CCF's facilities, where she received medical care and was closely monitored, Scarlett was released on September 13.

In 2023, **Hela**, a female cheetah, was released back into Erindi Private Game Reserve with her four cubs where she regularly catches prey and demonstrates her ability to thrive in the wild. Despite the unfortunate loss of one cub in early June, and a major injury (see caption to the right) Hela and her remaining three cubs continued to do well.

On November 26th after a farmer reported trapping a female cheetah, **Lily**. CCF East team brought her to Gobabis performed a work-up, and was collared and released on the 28th on a cheetah-friendly farm in Otjozondjupa.



On September 27, 2023, guides from Erindi Private Game Reserve reported that Hela had a significant shoulder wound. The next day, CCF's veterinary team treated her and moved her and her family to a boma for recovery. After several treatments from October to November, Hela's wound healed successfully. She and her cubs were released back into the wild on December 1.



CONSERVATION


CCF's conservation strategy involves working to keep cheetahs in the wild. Our base of operations in two frontline Conservation Field Centres helps us to maintain a positive presence to encourage change and allow the species' to thrive.

Namibia

- The Scat Detection team gathered 32 samples, detecting 13 target species. Additionally, they collaborated with Angola, collecting 490 samples in Bicuar National Park.
- The Ecology team maintained weather and wildlife monitoring on CCF property, conducting the annual waterhole count and observing 1,228 individuals from 16 species.
- At CCF's Model Farm the LGD team raised and placed 51 puppies with farmers. As of the end of 2023, there were 229 dogs working on farms. The use of LGD reduces human-wildlife conflict and the loss of livestock to predators by over 80%.
- As part of One Health Initiative, 3,302 animals were vaccinated, including 2,623 dogs and 679 cats. Rabies is a deadly zoonotic disease that spreads between domestic, wild animal and human populations. We are reducing the spread of rabies with vaccinations thanks to funding organizations like Foundation for Human Rabies Education & Eradication (FHREE).

Scientific Studies at CCF's International Research and Education Centre

- Dr. Martine Hausberger and her PhD student, Allesandro Gallo, from the University of Rennes in France, came to investigate cheetah vocalization in various conditions. Allesandro continued his data collection for his PhD project until November's end.
- Dr. Chris Sutherland from the University of St. Andrews, Scotland, visited to establish long-term collaborative research with CCF, focusing on spatial population ecology and its responses to density, environment, and landscape structure.

A black camera trap is mounted on the side of a tree trunk. The background shows a dense thicket of dry, brown trees and branches, suggesting a savanna or woodland environment. The lighting is bright, creating high contrast between the dark tree trunks and the lighter sky.

In Somaliland, CCF's ecological efforts in 2023 included deploying camera traps and conducting genetic sample analysis to monitor wild cheetah populations. These tools support wildlife crime prosecutions and inform conservation strategies. Currently, camera trap surveys have been implemented in the Adwal region of Somaliland to gather data about cheetah and other wildlife presence. In the next couple years, more surveys will be conducted in regions such as Ethiopia's Somali Regional State, Puntland, and other areas in Somaliland.

RESEARCH AND EDUCATION

CCF's world class research facility, The Life Technologies Conservation Genetics Laboratory, is unique in Africa as the only genetics lab in situ at a conservation facility in Africa. CCF operates an education facility including a classroom, outdoor learning focused overnight camp, and a cheetah museum. In addition, staff visit schools to deliver environmental education.

The Namibia Environmental Education Network (NEEN Conference The Role of Learning and Agency in the Transition to the Decarbonisation of the Namibian Economy and the attainment of the Sustainable Development Goals (SDGs), took place in Namibia, in October 2023. CCF was represented by Ignatius Davids from the Education Department.

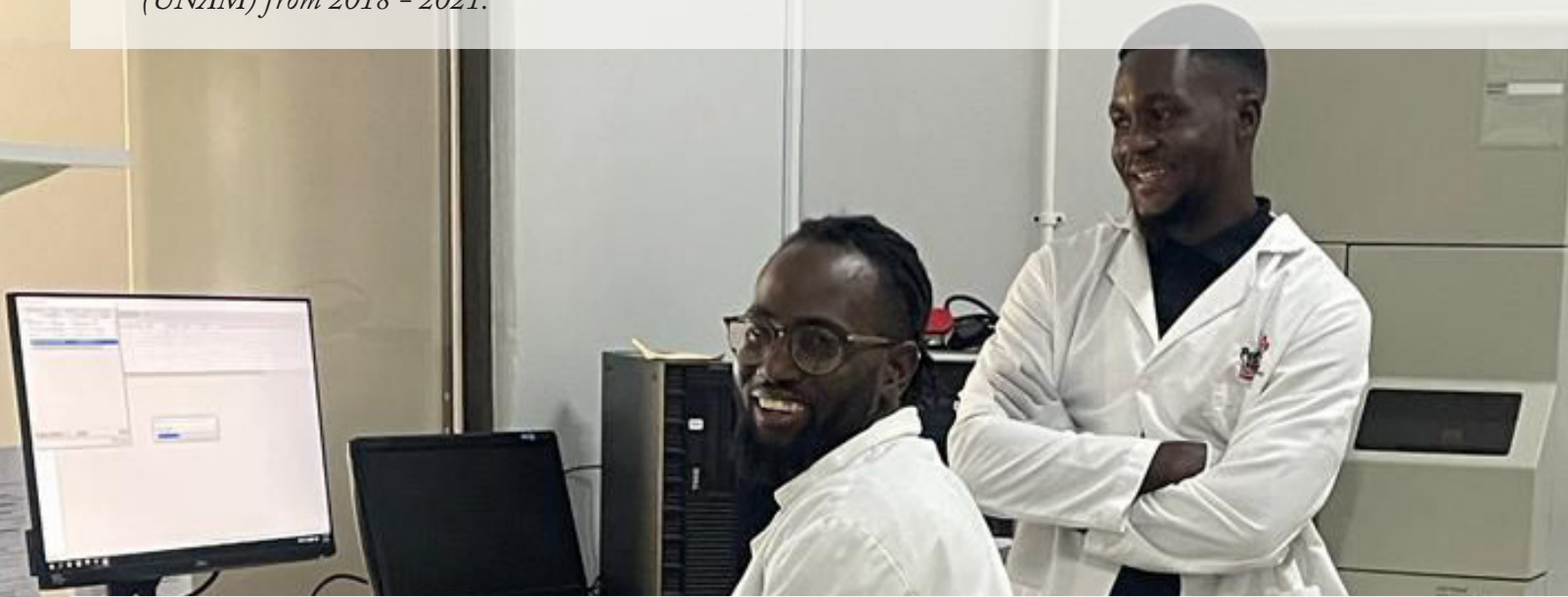
The 41st Environmental Education Association of Southern Africa (EEASA) Conference took place in South Africa in September 2023. Education Manager, Shannon Kandjai attended the conference and presented a paper entitled: *CCF Namibia: A Holistic Approach to Conserving the Cheetah.*

In 2023, in Namibia, over 17,780 students and 410 teachers learned about CCF and *Cheetahs: A Predator's Role in the Ecosystem.* In Somaliland, this important teacher's guide was adapted and translated for school programs and 1,945 students were engaged.

We conducted several conferences in Somaliland with grants from DEFRA, IUCN, Rainforest Trust, and US Fish and Wildlife Service to help stop the Illegal Wildlife Trade (IWT) and towards developing community conservancies in the country.

In 2023, in Namibia CCF staff met with 124 farmers and community members in its Future Farmers of Africa (FFA) program from Okatjoruu, Coblenz, and Okondjatu in the Okakarara District. In Somaliland, the team conducted FFA programs to over 100 women through a grant from One Earth, and 125 farmers through an EU/WHH grant.

Hafeni Hamalwa (MSc) became Laboratory Manager in March 2023. Hafeni joined CCF in early 2017 as an intern and became Laboratory Technician in October 2021 after completing his MSc Systematics and population structure of the Kenyan cheetah based on mitochondrial DNA analysis at CCF with the University of Namibia (UNAM) from 2018 - 2021.



In June 2023, Hafeni attended the International Conservation Genetics course “ConGen” in the USA. Dr. Schmidt-Küntzel and Dr. Laurie Marker were faculty members of the course. He also hosted the Namibian Learning Event 2023 organized by The Rufford Foundation, in September that was held at CCF.

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.

CCF's International Research and Education Centre in Namibia welcomed 15,829 visiting tourists - a 60.1% increase from 2022 and a 62% increase in total revenue.

CCF achieved its goal of milk certification thanks to the new milking parlor. In 2023, farmers learned milk production techniques like cheese, soap, and candle making, to help boost economic resilience. A new gelato freezer was added giving guests a new dining experience at the Cheetah Cafe.

Visitor Spotlights

- In January, Dr. Mark Thomas visited CCF representing Madison Area Technical College in the USA, to discuss future collaborations, potentially paving the way for educational and research partnerships.
- In March, CCF hosted the Annual SteamBioAfrica Meeting for a week, with about 52 attendees from all over Namibia and abroad, including notable individuals from the UK, Spain and Switzerland.
- In May, Martín Zordan, DVM and CEO of the World Association of Zoos and Aquariums (WAZA), visited CCF from Spain to observe conservation fieldwork firsthand.
- In October, German artist Elfi Stark returned to CCF volunteering for two weeks. During her time she painted three new paintings at the Cheetah Cafe to complement the dozens of other murals she created around the campus during her previous visits.
- In November, long time friend and great supporter for both Namibia and Somaliland, John Lehr visited for two weeks and stayed at the newly built rooms of Cheetah View Lodge as a VIP working guests.



CCF's staff welcomed 136 visitors to our Centre in Namibia for International Cheetah Day the majority were school children who engaged with our fun and informative activities to learn how we work together to conserve the cheetah.

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.

CMS African Carnivores Initiative and Big Cats Task Force Meeting - In April 2023, CCF's Dr. Marker and Edwin Brown attended the second meeting of the Big Cats Task Force (BCTF) which took place in Entebbe, Uganda. This meeting which focused on conservation priorities for big cats and African wild dogs, including strengthening coexistence strategies, securing funding, and improving resource kits for conservation, was a joint event with the Convention of Migratory Species (CMS) African Carnivores Initiative and CITES. The meeting endorsed measures to strengthen the enforcement of conventions against illegal trade in big cat specimens and bolster international collaboration.

CITES Standing Committee Meeting - The endorsed measures from the BCTF meeting were presented at the 77th meeting of the CITES Standing Committee in Geneva, November 2023.

CITES Expert Workshop - In December 2023, CCF participated in a CITES expert workshop in Nairobi. The workshop aimed to establish guidance on making Non-detriment Findings (NDFs), assessments conducted to determine whether the international trade of endangered species, such as cheetahs, poses a threat to their survival. These findings help ensure that trade practices are sustainable and do not harm the wild species populations.

Published - Tordiffe ASW, Jhala YV, Boitani L, Cristescu B, Kock RA, Meyer LRC, Naylor S, O'Brien SJ, Schmidt-Küntzel A, Price MRS, van der Merwe V & Marker L (2023) The case for the reintroduction of cheetahs to India. *Nature Ecology & Evolution*, 7, 480–481.



Project Cheetah – In 2023, CCF worked closely with Indian teams at Kuno National Park (KNP) to ensure the successful adaptation of cheetahs translocated from Namibia the previous year. CCF staff, Eli Walker and Barth Bali each spent several months in Kuno training the project team. This experience underscores the importance of international cooperation and has renewed hope, strengthening the commitment to rewilding efforts and ensuring a brighter future for cheetahs in India.

CAPITAL IMPROVEMENTS

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

Namibia

- Upgraded the main campus security camera system, adding new units in strategic locations to bolster security.
- Constructed new signage, enhanced Wi-Fi coverage, and improved power distribution to support both existing facilities and new constructions.
- Renovated Cheetah View Lodge Units and other residential spaces to improve living conditions and functionality.
- Implemented comprehensive roadwork and firebreaks around the campus to improve access and reduce fire hazards.
- Upgraded Livestock Guarding Dog pens and added new enclosures, enhancing the safety and effectiveness of the livestock protection program.
- In 2023, the CCF East Field Station transitioned to a new, larger office, facilitating increased engagement through presentations for local farmers and enabling the launch of a nature club for children in Gobabis.

Somaliland

- Installed five staff houses and a separate manager's house at Geed Deeble to accommodate staff and volunteers.
- Built additional infrastructure at CRCC, including upgrades to the meat processing building.
- Decommissioned three cheetah safe houses in Hargeisa after transferring all animals and staff in 16 trips, including a group of street dogs.



In Somaliland, CCF staff and volunteers completed over 18 cheetah compounds ranging from two to eight hectares and constructed new leopard and caracal enclosures (pictured above) to enhance living conditions for the animals.

2023 GLOBAL INCOME

Monetary amounts shown are conversions to United States dollars (USD) based on conversion rates from December 31, 2023, unless otherwise noted. The information below is reconciled pre-audit.

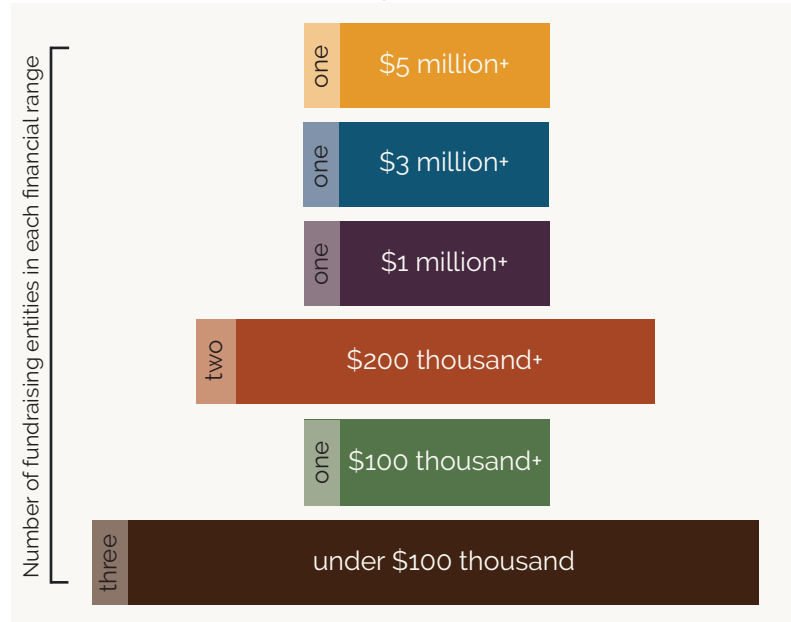
Field Revenue

■ Namibia	\$ 3,070,845
■ Somaliland	\$ 1,504,510

Affiliate Revenue

■ CCF USA	\$ 5,807,424
■ CCF UK	\$ 297,142
■ Cheetah Canada	\$ 206,000
■ Aktionsgemeinschaft Artenschutz (AGA) e.V.	\$ 146,000
■ CCF Australia	\$ 17,605
■ CCF Italy	\$ 8,255
■ CCF France	\$ 5,000

Funding Distribution



Aktionsgemeinschaft Artenschutz (AGA) e.V. successfully hosted its cheetah exhibition 10 times at schools, fairs, and various venues including the zoo in Magdeburg and NaturVision Film Festival, raising significant awareness and funds for cheetah conservation.

Cheetah Conservation Fund Australia (CCF Australia) significantly enhanced its impact by fostering pivotal partnerships, notably through a special focus on cheetah conservation at ZoosSA's annual gala and initiating strategic collaborations with the Wild Cat Conservation Centre and Taronga Conservation Society to amplify future conservation efforts.

Cheetah Canada is in the third year of its partnership with Vanier College (Montreal), 10 students interned at CCF Namibia, from the Animal Health Technology (AHT) program and the Environmental and Wildlife Management (EWM) program. The EWM students worked on an ongoing ecology project focused on how biodiversity is impacted by bush encroachment.

In 2023, Cheetah Conservation Fund France (CCF France) conducted educational presentations and participating in events at several French zoos, notably securing a €5,000 donation from Beauval Zoopark and enhancing awareness through stands at Bioparc and Arcachon Zoopark.

Cheetah Conservation Fund Italia (CCF Italy) conducted educational outreach across five new schools, participated in national TV programs to raise awareness, and coordinated the shipment of supplies to CCF Somaliland in collaboration with NGO, Terre Solidali.

Cheetah Conservation Fund UK (CCF UK) hosted Dr. Laurie Marker for special events, visited CCF Namibia with a group of fundraisers and ran a series of matched funded campaigns, all raising funds towards the Livestock Guarding Dog program in Namibia and care for cheetahs at the Cheetah Rescue and Conservation Centre in Somaliland.

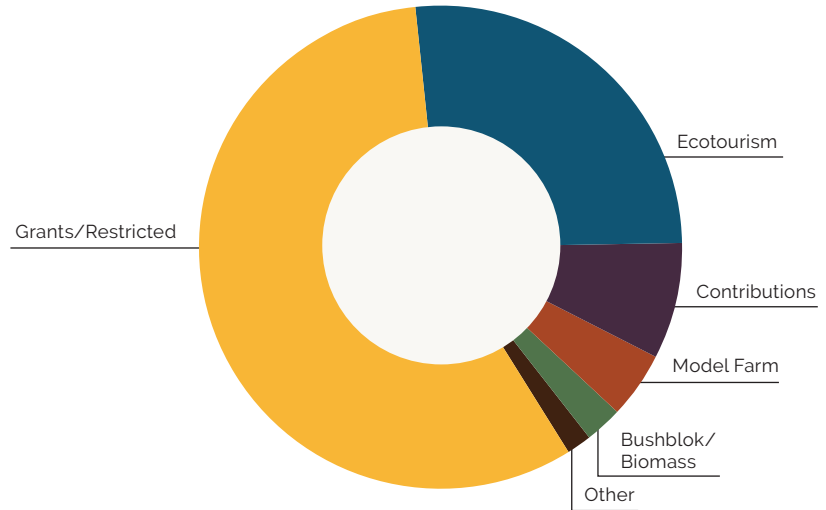
Cheetah Conservation Fund USA (CCF USA) hosted Dr. Laurie Marker in the spring and fall of 2023 for 35 events across 7 states and 17 cities to support cheetah conservation efforts.

Namibia - Field Research Centre Financials

Monetary amounts shown in United States dollars (USD) unless otherwise noted. The information below is reconciled pre-audit.

Revenue - \$3,070,845

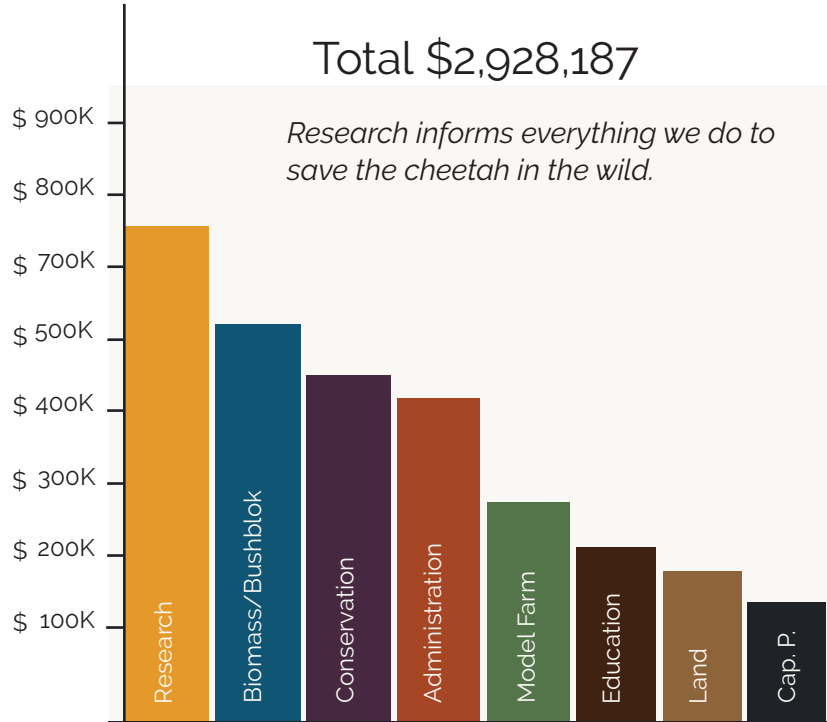
Grants/Restricted	\$	1,761,883
Ecotourism (visitors & gift shop)	\$	806,345
Contributions	\$	239,154
Biomass/Bushblok	\$	140,521
Model Farm	\$	73,567
Other (Misc)	\$	49,375





Field Expenses

Research	\$	750,341
Biomass/Bushblok	\$	517,638
Conservation	\$	459,319
Administration & Land Management	\$	405,752
Model Farm	\$	272,784
Education & Outreach	\$	207,750
Land Reserve	\$	180,579
Capital Projects	\$	134,024

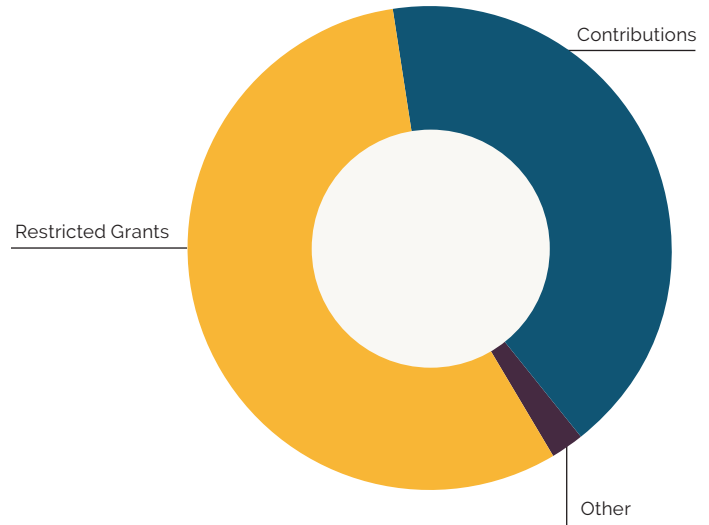


Somaliland - Field Centre Financials

Monetary amounts shown in United States dollars (USD) unless otherwise noted. The information below is reconciled pre-audit.

Revenue - \$1,504,510

● CCF Global Affiliates	\$	845,454
● Grants/Restricted	\$	629,599
● Other (Misc)	\$	29,457

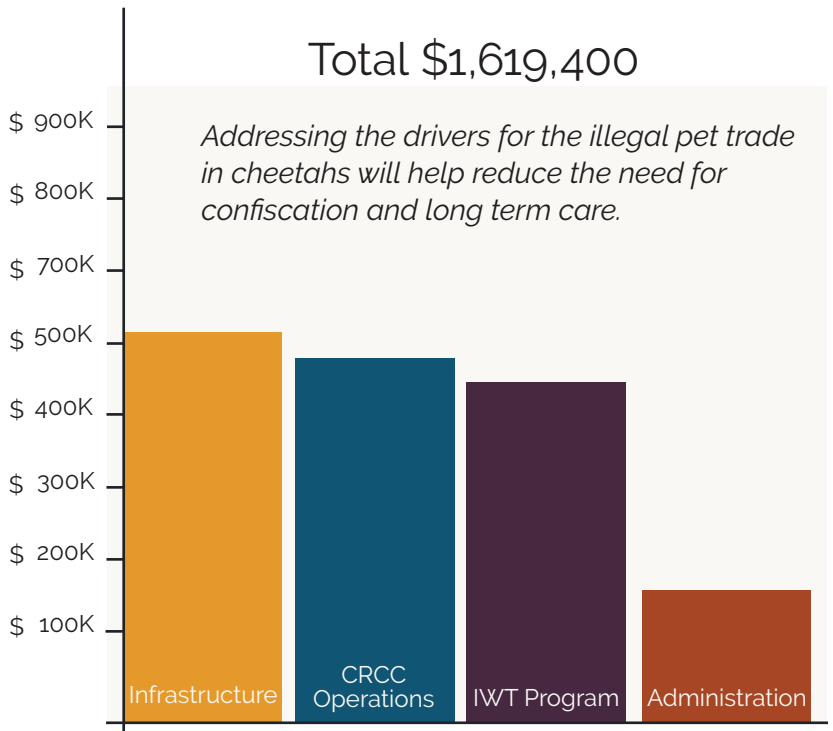




Field Expenses

Capital/Infrastructure	\$	518,260
CRCC Operations*	\$	481,366
IWT Program**	\$	454,886
Administration	\$	164,886

*Includes Cheetah Care
**Includes Awareness, Education and Surveys

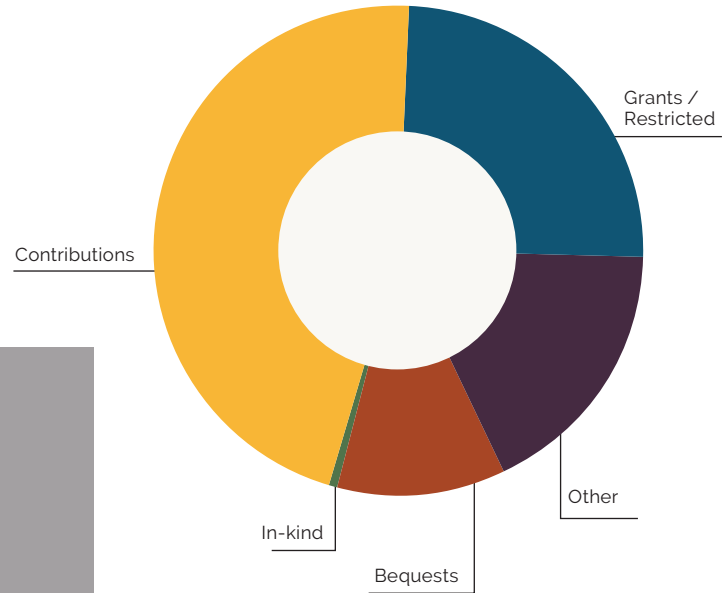


CCF USA - Financials

Monetary amounts shown are conversions from Namibian dollars (NAD) to United States dollars (USD) unless otherwise noted.

Revenue - \$5,807,424

● Contributions	\$ 2,686,936
● Bequests	\$ 1,429,360
● Grants/Restricted	\$ 1,018,964
● Other (Misc)	\$ 644,914
● In-kind	\$ 28,150



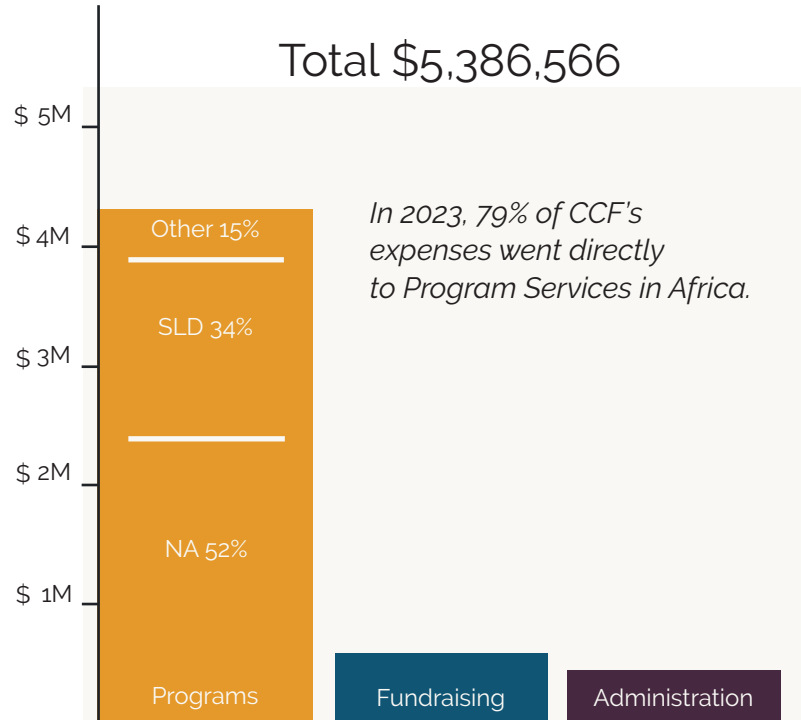
CCF earned a 100% for accountability and finance.

Cheetah Conservation Fund is a four-star charity.
<https://www.charitynavigator.org/ein/311726923>



Expenses

■ Program Services	\$ 4,250,412
- Namibia (NA)	\$ 2,210,275
- Somaliland (SLD)	\$ 1,438,560
- Other (e.g., IWT)	\$ 601,582
■ Fundraising	\$ 582,803
■ Administration	\$ 304,139



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 issued nine press releases, sent six e-newsletters, two print newsletters and monthly targeted action and awareness email campaigns.

CCF's YouTube Channel had 31,400 subscribers and CCF's content was viewed 66,878 times with 1,433 watch hours.

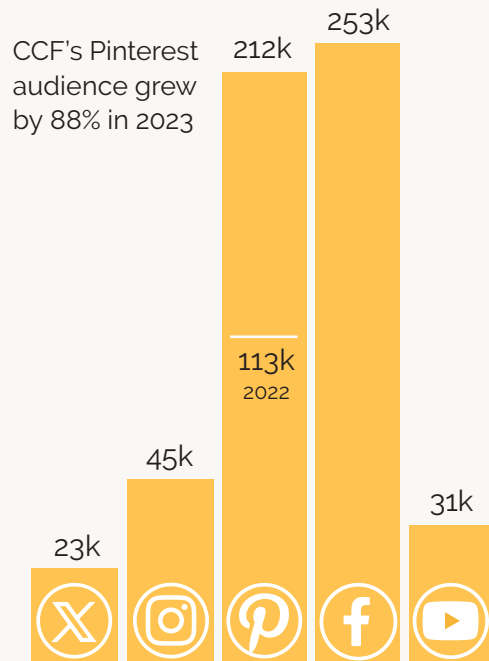
CCF's social media channels had a total of 564,100 followers on Facebook, Twitter, Instagram, and Pinterest.

CCF added a new TikTok account @ccfcheetah.

CCF's website had 19.2 million impressions from Google's search engine results across all platforms. CCF's content received 186 thousand clicks on Google's search engine results across all platforms (desktop, mobile, and tablet).

During 2023, progress of India's Project Cheetah consistently made headlines. Online discussion was celebratory and contentious at times and the multistage release was under constant scrutiny by the press and citizens of not only India but around the world.

NEW for 2023 - CCF on





Reintroduced Cheetahs in Kuno National Park Get New Indian Names; Cheetah Oban Renamed as Pavan

By IANS · 21 April, 2023 · TWC India

New Delhi: Kuno National Park in Madhya Pradesh's Sheopur district welcomed three new Cheetah cubs. Namibian cheetah Aasha gave birth to three big cats, Union Minister for Environment, Forest and Climate Change Bhupender Yadav said said.



[#Watch](#) Namibian Cheetah Escapes Kuno National Park and Causes Chaos in MP Village [#kununationalpark](#)



Front cover photo by Angela Scott

learn more: www.cheetah.org



#SaveTheCheetah @CCFCheetah

Cheetah
CONSERVATION FUND