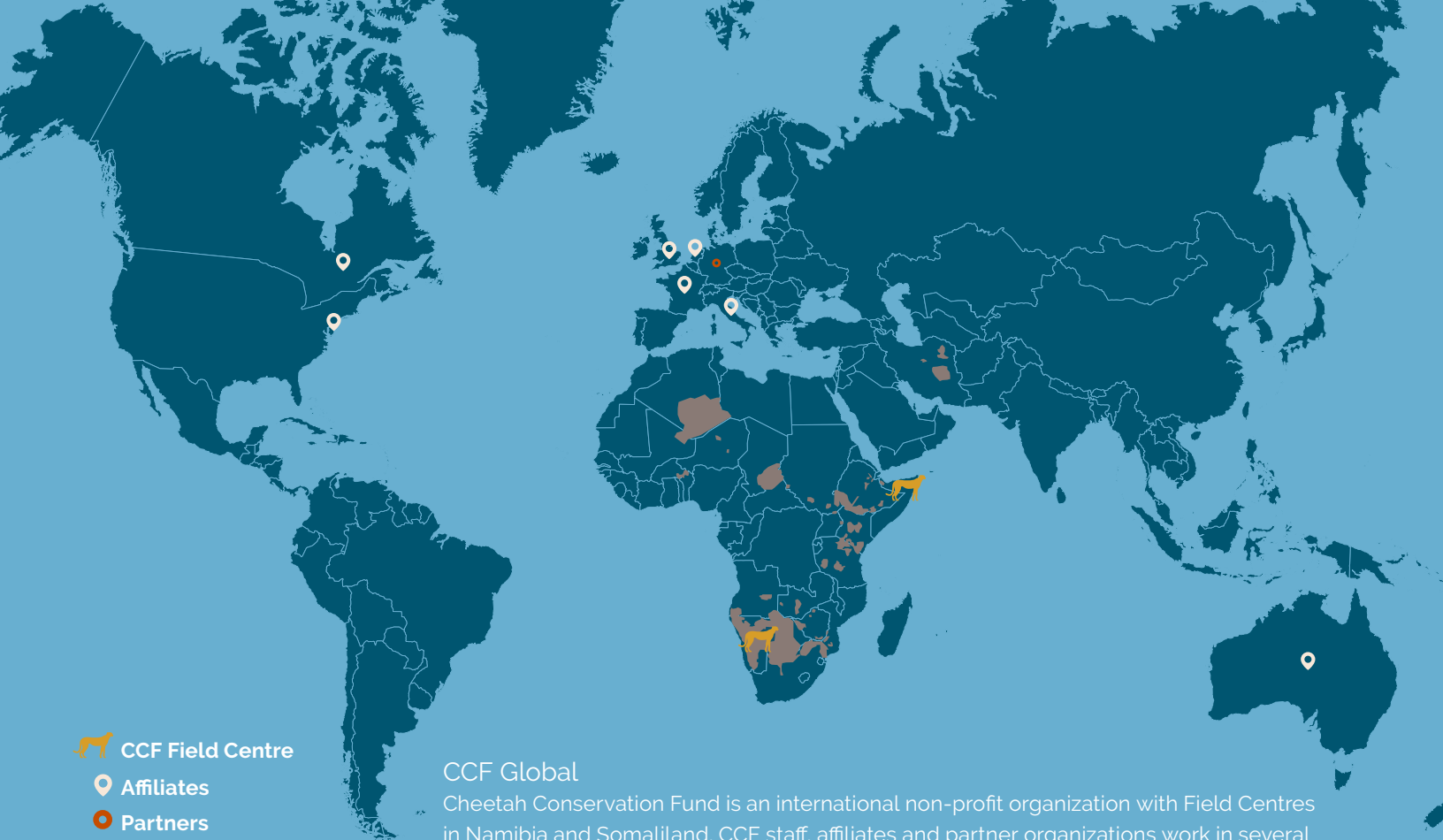


Visual Annual Report
2022



Cheetah
CONSERVATION FUND



-  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
ccfnl@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/

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,

As we reflect on 2022, we at the Cheetah Conservation Fund (CCF) are grateful for the progress we've made in cheetah conservation and research, thanks to your unwavering support. Our programs in education, research, and conservation resumed in full force, yielding several success stories, including the historic relocation of eight Namibian cheetahs to India and the birth of four cubs from a rewilded cheetah.

We fostered knowledge exchange with delegations from Somaliland to Namibia and Kenya on conservation and eco-tourism. Our laboratory continued to collaborate with local universities, while our Livestock Guarding Dog program effectively promoted coexistence between rural livestock farmers and wildlife.

Post-pandemic tourism flourished, and the Red Data Book on Namibian carnivores was launched. We carried out rabies vaccination campaigns, expanded the Predator Early Warning System project, and engaged thousands of learners and teachers through our education programs.

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 2022, CCF was caring for more than 90 cheetahs, and in December, we broke ground for the Cheetah Rescue and Conservation Centre (CRCC) in Geed-Deeble, where a sanctuary and the country's first national park will be established. The support from various grants enabled us to develop ongoing projects and improve facilities in the region.

As we look forward to another year of growth, we sincerely appreciate your continued support. Together, we can save the cheetah and create a better world for future generations.

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.



Laurie Marker

Dr. Laurie Marker
Founder and Executive Director
Cheetah Conservation Fund

Keep the Wild, WILD.

Welcome to CCF's Annual Report for 2022, where we highlight our achievements in keeping cheetahs in the wild by helping people to better share their ecosystem with African wildlife. In this report, you'll find detailed information about our key accomplishments in mitigating the three main threats to the species' survival in the wild.



Habitat Loss

The result of human population growth, increased land usage for farming and the absence of mega fauna means that the available land for cheetahs is declining.



Human-Wildlife Conflict

Over 90 percent of cheetahs live outside protected management areas, meaning that they live alongside human communities. Closer proximity to predators increases human-wildlife conflict.



Illegal Wildlife Trade

The illegal trade in cheetahs is driven by demand for exotic pets in the Middle East as well as by extreme poverty in source countries and as a result of human-wildlife conflict.

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!

Quickly find the 2023 highlights

Page	
6 - 7	Development of CCF Somaliland's Cheetah Rescue and Conservation Centre
6 - 7, 17, 23	Progress in combating the Illegal Wildlife Trade in the Horn of Africa
9 - 10, 13 - 14, 18	Robust research and publication of journal papers
10	Successful rewilding and release of 16 cheetahs
10 - 11, 16, 25	The historic translocation of eight Namibian cheetahs to India
12 - 13	Expansion of our Livestock Guarding Dog program
17	Collaboration with Somaliland and Kenya on conservation initiatives
18	Growth in eco-tourism at CCF Namibia

We invite you to explore these milestones, which demonstrate our ongoing commitment to research, education, and conservation. With your support, we can continue to make the wild a better place for cheetahs and future generations.

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

To improve our carbon footprint and increase energy sustainability, we upgraded the campus electrical system, reaching 99.9% cumulative uptime. We achieved a 50% reduction in annual diesel generator usage despite a 15% increase in demand, resulting in a significant cost savings.

To improve capacity for habitat restoration and mitigate bush encroachment, CCF is expanding its biomass energy production facilities and options.

- Construction began on the infrastructure of our new initiative partnered with STEAMBIO Africa at our Biomass Technology Demonstration Centre (BTDC)
- Solar panels were installed at the BTDC for power generation.

Somaliland

To increase security and improve living conditions for the staff and cheetahs* in Somaliland, we began construction on the Cheetah Rescue and Conservation Centre (CRCC) at Geed-Deeble.

- A water system, solar power, and security systems including an electrified perimeter fence were installed.
- In partnership with ministry officials, international staff and zoo volunteers provided expertise and technical support

*Relocation of staff and cheetahs to the new CRCC facility to occur in 2023.

At our CRCC in Somaliland, we completed essential buildings: a manager's house, four staff houses, a staff kitchen/meal house, a Veterinary Clinic and cub nursery, meat room and barn, as well as a solar power system and batteries to run the operations and cheetah habitats ranging in size from five to 12 acres.





Camera traps are essential tools for CCF's researchers. In recent research, we observe leopards more frequently at play trees. CCF continues to study and investigate the effect of leopards on cheetahs as we know that interspecific competition may form a threat towards the survival of cheetahs. We recently found that cheetahs visit these play trees at different times of the day and select specific play trees that are visited less frequently by leopards.



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 rewild.

Our scat team covered a total of 280 miles of transects in Namibia and collected 250 scat samples from potentially 14 different species, and 84 of those were identified as target species in the field (cheetah = 48, African wild dog = 36).

As part of our habitat research, we conducted numerous game drives (day and night) and waterhole counts including an analysis of giraffe activity at waterholes.

CCF once again welcomed visiting researchers:

- Dr. Mark Stanback continued researching hornbills.
- Professor Manuel Martin-Vivaldi continued researching hornbills and hoopoes.
- University of Namibia (UNAM) and Hamburg partners continued their field research.

To investigate the status of the cheetah population, we carried out the second of two social surveys in the Awdal region of western Somaliland, in partnership with Somaliland's Ministry of Environment and Climate Change (MoECC).

Published: Verschueren, S., Briers-Louw, W.D., Monterroso, P., Marker, L. Local-scale variation in land use practice supports a diverse carnivore guild on Namibian multiple-use rangeland. *Rangeland Ecology & Management*, 79, 64-76.

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 cheetahs back into the wild.

India

- In September 2022, eight cheetahs were transported from Namibia to India's Kuno National Park for quarantine and acclimatization; CCF staff trained the Indian team in the monitoring and safe handling of the animals.
- On November 2022, cheetahs were released into larger enclosures, successfully hunting prey within 48 hours; adaptation to the new environment progressed well, releases into the National Park were scheduled for 2023.

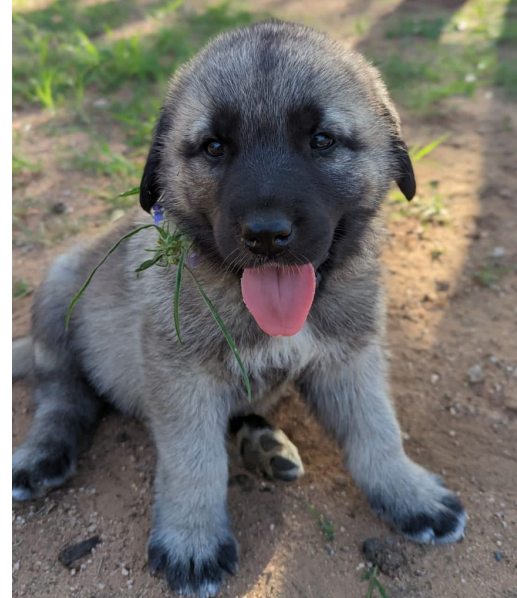
Namibia

- In Erindi, released cheetah Hela, gave birth to four cubs. Dax, Lauw, Atlanta and the group of four males (Max, Ben, West and Thor) are living independently.
- In Gobabis, a cheetah family group (female Calypso and her two cubs) and a single male were caught on two farms due to human-wildlife conflict. They were collared and re-released with the consent of both farmers.
- In Etosha National Park, a single male cheetah established a range within the national park after CCF released him into nearby Etosha Heights.

Published: Walker, E., Verschueren, S., Schmidt-Küntzel, A., Marker, L. (2022). Recommendations for the rehabilitation and release of wild-born, captive-raised cheetah: the importance of pre- and post-release management for optimising survival. *Oryx*, 56, 495-504.

On September 17, 2022 we participated in the historic stewarding of eight cheetahs from Namibia to India's Kuno National Park as a part of Project Cheetah. Upon arrival, they were monitored in quarantine and Indian staff receive training from CCF. The cheetahs quickly adapted to their new environment, showcasing their hunting skills within days of release.





CCF breeds dogs onsite at our Model Farm to supply to farmers. In 2022, CCF had a total of 21 intact breeding dogs (five male and 16 female).

- 18 breeding dogs (one male and 14 female) were working at CCF.
- Two breeding dogs (one male and one female) were working on commercial farms.
- Two breeding dogs (one male and one female) were working in South Africa.
- Four dogs were added and two dogs were removed from the breeding program.

During 2022, 42 puppies born at CCF's Model Farm (26 male and 16 female) were placed on farms.



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.

Since the LGD program's inception in 1994:

- 719 dogs (374 male and 345 female) were placed with farmers across Namibia and in other African countries.

As of December 31, 2022:

- 218 total dogs (105 male and 113 female) alive in the program
- 168 working dogs (85 male and 83 female)
- 41 retired or pet dogs (19 male and 22 female)

During follow-up farm visits CCF saw 72 dogs* (40 male and 32 female) and administered health checks and vaccinations.

*This number includes dogs counted multiple times because they have been visited several times throughout the year as part of a regular post placement schedule.

Published: Aslam, A., O'Flaherty, C., Marker, L. and Rooney, N. (2022). Factors affecting livestock guarding dog's proximity to their herd and association with perceived effectiveness. *Journal of Veterinary Behavior Clinical Application and Research*, 51. 43-51.

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's education team visited 59 schools, one cultural center, and one community project center, reaching a total of 10,382 students and 279 teachers in 2022.

The education team organized education programs involving nine Namibian groups, totaling 473 students and 149 teachers at CCF's Camp Lightfoot (overnight accommodations for school groups).

In Namibia, at Camp Lightfoot the education team made many improvements.

- The team revamped 0.62 mile of trail for an enhanced educational experience, including interactive learning with new informational metal plates on native plant species. The team improved trail safety and maintenance for visitors and school groups.
- The team upgraded Lightfoot cabins for comfort and made repairs and repainted interiors to benefit the learning opportunities for students and teachers.

In Namibia, we once again welcomed students from universities in international collaborations.

- The University of Nebraska was welcomed for an overnight stay.
- The Earth Expeditions course resumed in 2022, after a two-year hiatus imposed by COVID-19 travel restrictions.

Published: Marker, L., Pfeiffer, L., Maketo, T., Pöntinen, A. (2022). Women's thirty-year contribution to cheetah conservation: An insight into volunteer-based conservation program supported by female scientists. *Frontiers in Conservation Science*

CCF visited 17 villages identified as human-wildlife conflict (HWC) areas by the conservancy committee and traditional leaders during consultation meetings. In the last quarter of 2022, 225 farmers and community members participated in the Future Farmers of Africa (FFA) program.





Project Cheetah begins!
The historic handshake that sealed the agreement to translocate cheetahs from Namibia to India.

CCF stewarded the gift from the Namibian government to India of eight cheetahs in a historic reintroduction.



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.

Drs. Laurie Marker and Shira Yashphe attended CITES COP 19 in Panama to represent the cheetah in the discussion on the Big Cat Task Force. The task force was finalized to fight the illegal trade in big cats.

CCF welcomed a delegation from the government of Somaliland to tour the conservancies of Namibia and other important cultural sites. The group also visited Kenya to learn more about the conservation and cultural strategies employed in that country too. Both trips were a part of a IUCN SOS grant

CCF received a three-year grant from Department of Environment, Food and Rural Affairs (DEFRA) UK Government's Illegal Wildlife Trade Program in May for the project "LICIT-II: Legal Intelligence and Community Governance for Cheetah Illicit Trade".

CCF's Biomass program together with other local and international partners acquired an European Union (EU) grant that investigates a torrefaction process using superheated steam (STEAMBIO Africa). In March, CCF hosted the "6 month" meeting of all 15 partner organizations (4 Namibian, 11 other countries).

CCF received a five-year grant in June from the United States Fish and Wildlife Service (USFWS) for the project "Creating systems to monitor wild cheetahs and determine drivers of illegal trade in the Horn of Africa".

CCF received a three-year grant in January from International Union for Conservation of Nature (IUCN) Save Our Species Fund for the project "Assessing Community Based Natural Resource Management (CBNRM) and Conservancies in Somaliland".

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.

With COVID-19 restrictions lifted, tourism revenue increased by 254% in 2022.

- We welcomed 1,267 overnight guests at Cheetah View Lodge & Babson House.

CCF's Dancing Goat Creamery experienced a 25% profit increase in 2022.

- Our creamery products* earned \$4,000 USD.
- Our creamery distributed 500 lb of samples at farmers' meetings and promotional events.
- Our creamery supplied 70,500 lb of various goat milk products for our Cheetah Cafe, CCF lodges and for our staff.
Of this amount we supplied CCF kitchens and staff with 21,967 lb of various goat milk products.

The Biomass Technology Centre and BUSHBLOK® production increased by 170 tons in 2022.

- BUSHBLOK® production in 2022 amounted to 598 tons with sales of 580 tons.
- BUSHBLOK® again passed the Forest Stewardship audit in August. We also enhanced the storage and distribution capacity with a new onsite depot.

*Assorted cheeses, fudge, ice cream, yogurt, and soap.

Published: Atkinson H, Cristescu B, Marker L, Rooney N (2022) Bush encroachment and large carnivore predation success in African landscapes: A review. *Earth*, 3, 1010-1026.

In preparation for Project Cheetah, CCF welcomed groups of government officials and scientists from India. In 2022, CCF had a total of 9,891 tourists.



2022 GLOBAL INCOME

Monetary amounts shown are conversions to United States dollars (USD) based on conversion rates from December 31, 2022, unless otherwise noted. The information below is reconciled pre-audit.

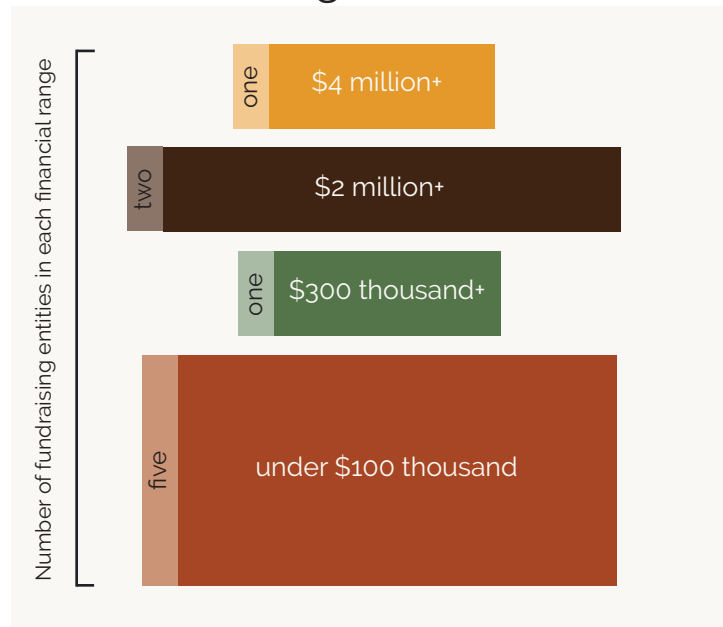
Field Revenue

■ Namibia	\$ 2,870,814
■ Somaliland	\$ 2,341,336

Affiliate Revenue

■ CCF USA	\$ 4,329,882
■ CCF UK	\$ 342,209
■ Aktionsgemeinschaft Artenschutz (AGA) e.V	\$ 97,393
■ CCF France	\$ 19,425
■ Cheetah Canada	\$ 13,257
■ CCF Australia	\$ 5,451
■ CCF Italy	\$ 3,211

Funding Distribution



AGA e.V. was able to secure a grant of the 24-GOOD DEEDS Advent Calendar. The project “care for cheetah cubs in Somaliland” made it into the 2022 advent calendar.

CCF Australia (CCFA) in partnership with Zoos South Australia (ZOOSSA) Monarto Safari Park celebrated the zoo’s successful breeding program in 2022 and the birth of twin cheetah cubs. The cubs have been named after two cubs living at CCF’s Centre in Somaliland, Hani and Absame.

Cheetah Conservation Fund Canada (Cheetah Canada) and CCF’s Genetics team are undertaking a project with a Canadian government isotopic lab to analyze the hairs of the Somaliland cheetahs to identify their provenance.

CCF France in collaboration with the BioParc, which regularly donates to the CCF, participated in the Biodiversity Days on August 24. One of the creators of the BioParc, Pierre Gay, has published a book that honors the work of the CCF.

CCF Italia organized a shipment of supplies directly to Somaliland via a shipping container. The supplies helped to facilitate the move to Geed-Deeble in setting up a brand new clinic in our new Cheetah Rescue and Conservation Centre. The total of in-kind contributions for 2022 was \$2,681.

CCF UK conducted a Big Give matched fund campaign raised funds for Future Farmers of Africa (FFA) and ranger training in locations around the Cheetah Rescue and Conservation Centre in Somaliland.

CCF UK and USA in partnership, secured funding from Department of Environment, Food and Rural Affairs (DEFRA) UK Government’s Illegal Wildlife Trade Program.

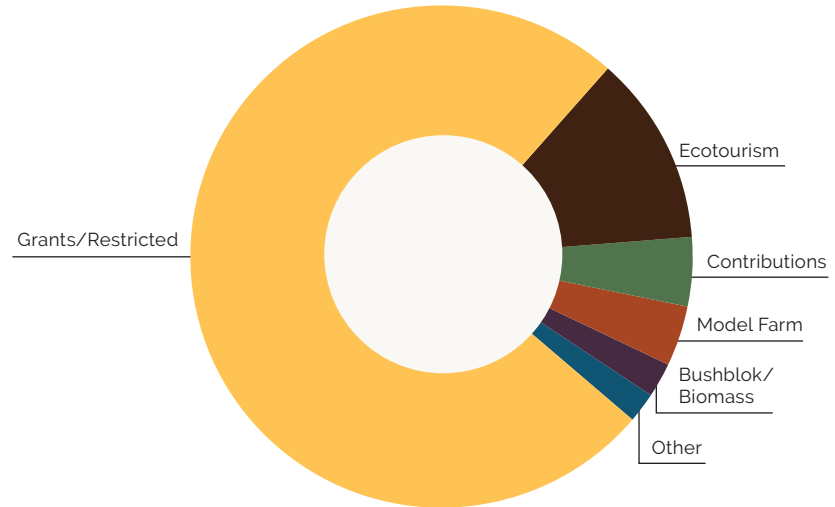
CCF USA has been successful in procuring grants from several government and non-government agencies. CCF was also able to secure funding from some new funders including One Earth Foundation, Rainforest Trust, US Fish and Wildlife Service, the European Union, and Columbus Zoo Foundation.

Namibia - Field Research Centre Financials

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

Revenue - \$2,870,814

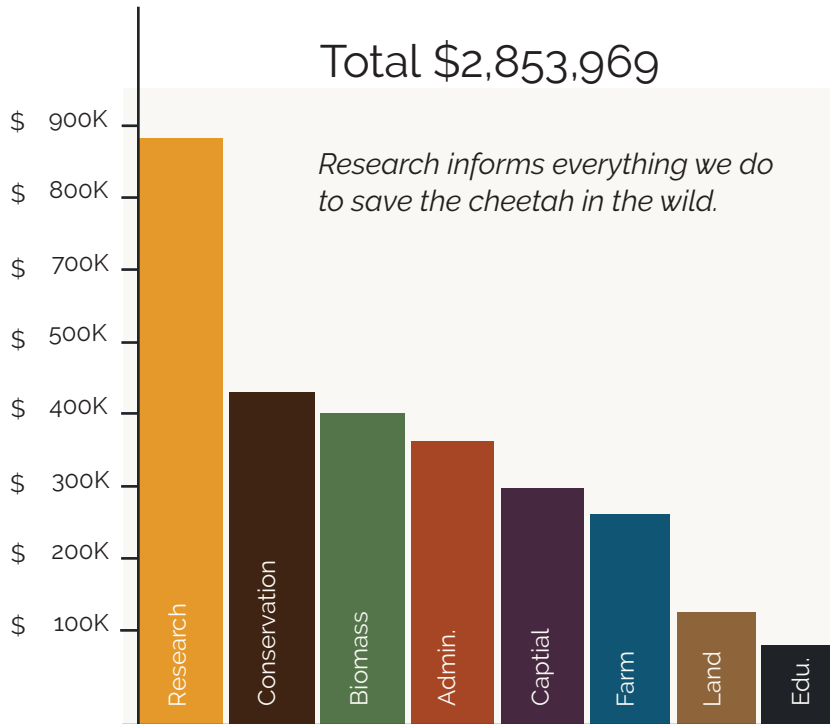
Grants/Restricted	\$ 2,168,754
Ecotourism (visitors & gift shop)	\$ 344,056
Contributions	\$ 129,676
Model Farm	\$ 109,540
Biomass/Bushblok	\$ 66,622
Other (Misc)	\$ 52,166





Field Expenses

Research	\$	896,971
Conservation	\$	415,263
Biomass/Bushblok	\$	399,413
Administration & Land Management	\$	373,628
Capital Projects	\$	299,939
Model Farm	\$	283,551
Land Reserve	\$	127,063
Education & Outreach	\$	85,141

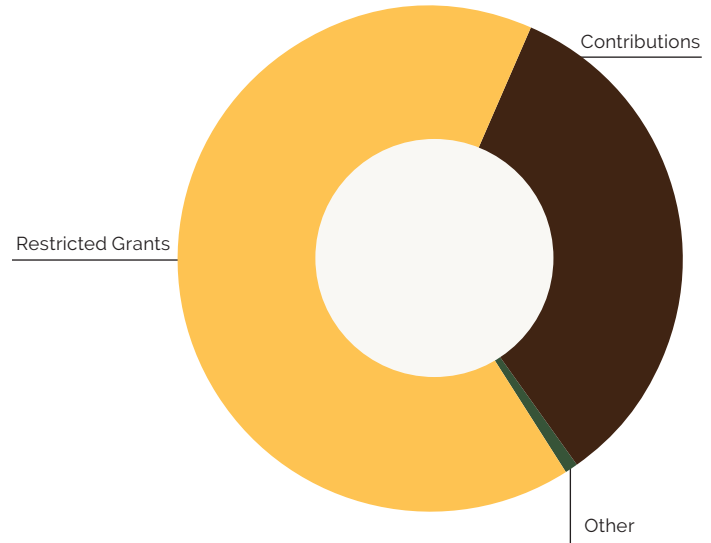


Somaliland - Field Centre Financials

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

Revenue - \$2,341,336

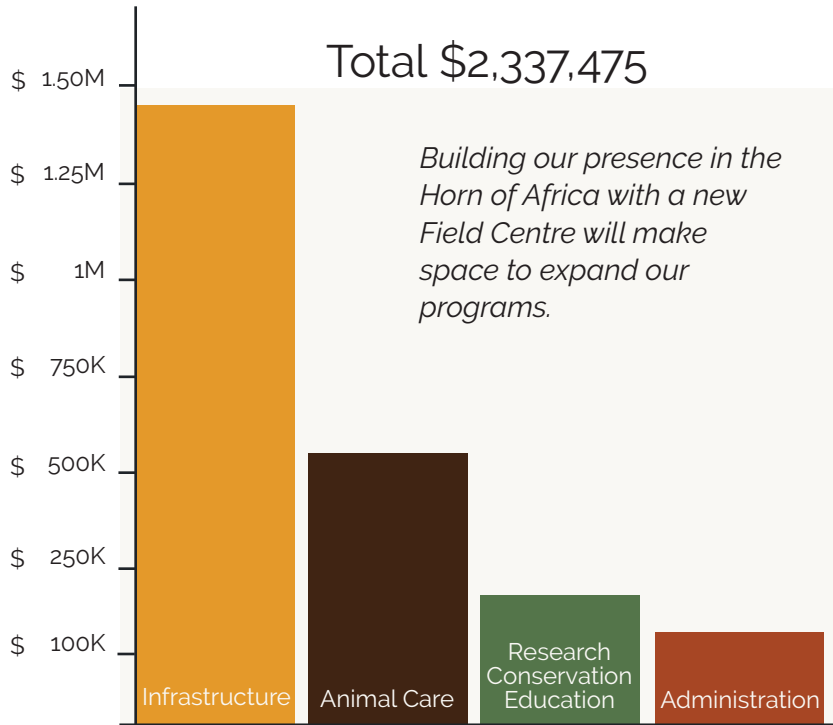
● Restricted Grants	\$ 1,537,820
● Contributions	\$ 788,210
● Other (Misc)	\$ 15,306





Field Expenses

Capital/Infrastructure	\$ 1,444,314
Animal Care	\$ 515,571
Research, Conservation & Education	\$ 230,740
Administration	\$ 146,550

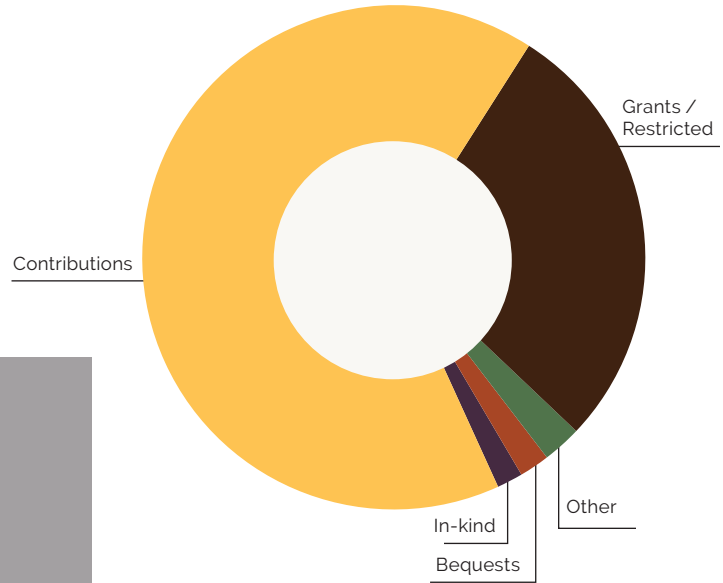


CCF USA - Financials

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

Revenue - \$4,329,883

● Contributions	\$	2,838,433
● Grants/Restricted	\$	1,228,365
● Other (Misc)	\$	108,634
● Bequests	\$	88,581
● In-kind	\$	65,871



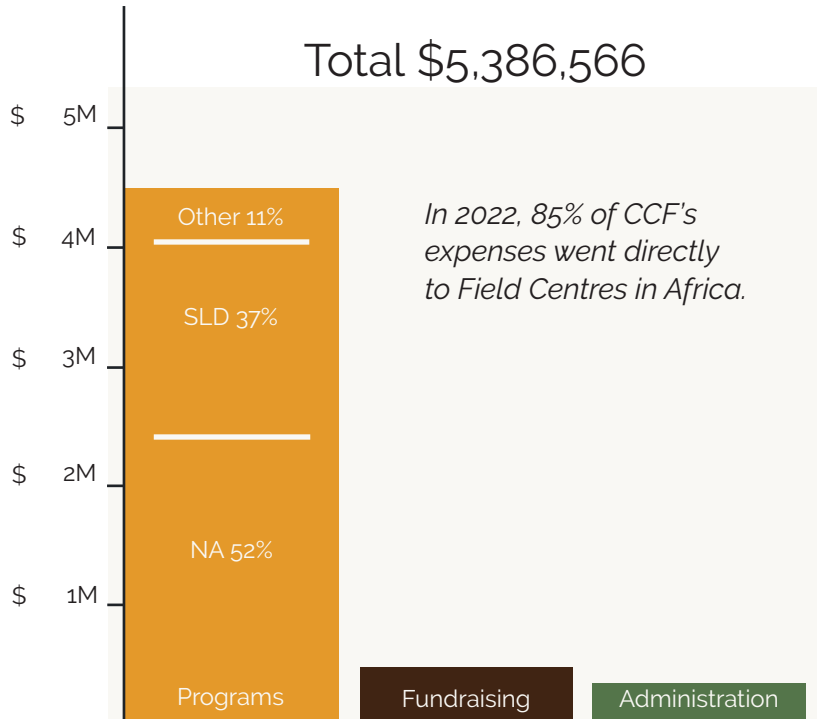
CCF earned a 96% for accountability and finance.

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



Expenses

■ Programs & Field Centres	\$	4,595,662
- Namibia (NA)	\$	2,398,975
- Somaliland (SLD)	\$	1,673,653
- Other (e.g., IWT)	\$	523,034
■ Fundraising	\$	498,537
■ Administration	\$	292,367



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

CCF's work was written about in multiple media news outlets (online and print) with prominent features in BBC News, The New York Times, The Washington Post, The Times of India, and The National.

CCF's website cheetah.org had 13.8 million impressions from Google's search engine results across all platforms (desktop, mobile, and tablet).

203k users visited cheetah.org with 141k new users coming from organic searches.

Social media platforms referred 8k users to cheetah.org. Of those users, 6k were new users to cheetah.org.

Photos in this booklet by Felix Kunze, Jennifer Leigh Warner, Corey Raffel and CCF Staff.

Social Media Following 355k



254K

Overall 11% increase compared to 2021

Facebook remains our largest audience as our following across platforms grows.



41K



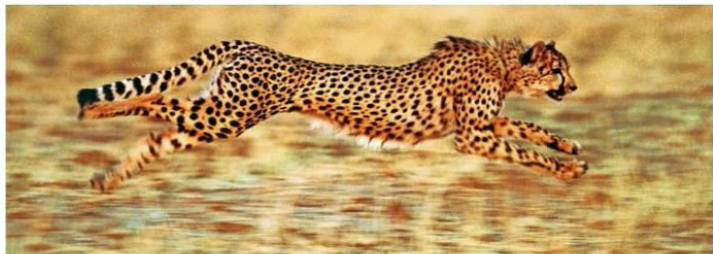
31K



22K

70 years after it was declared extinct, the fastest land animal is returning to India in August

RUN, CHEETAH, RUN



FILE PHOTOS



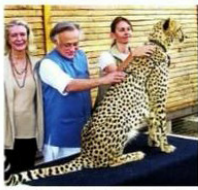
Jairam Ramesh

It was two months after I had become minister of environment and forests in end-May 2009 that I met two of India's most eminent naturalists, Divyabhanushin and M.K. Ranjitsinh, who happen to be cousins as well. The former presented me his magnificent 2005 book on the lions, *The Story of Asia's Lions*, as well as his deeply researched and wonderfully written 1996 classic, *The End of a Trail: The Cheetah in India*.

Apart from its fantastic speed — which I have seen only on film and observed in a couple of zoos — I had not been much enamoured of the cheetah as compared to the tiger, leopard or even the lion. But reading Divyabhanushin's work made me understand and appreciate three things:

► The cheetah is an integral part of Indian history going back to ancient times.

► It is the only mammal to have been hunted to complete extinction in India even though it has never been a man-eater.



The author at the Cheetah Outreach centre near Cape Town, South Africa, 2010



'Cheetah and Stag with Two Indians', circa 1765, George Stubbs



Asiatic cheetah cubs with a dog, Dharwad, today's Karnataka, 1997

left South Africa and Namibia as other possible sources.

On April 25, 2010, I visited the Cheetah Outreach centre near Cape Town in South Africa and spent some time there. This opened a line for our experts to take forward. I recall an influential 'tiger lobby' was not too happy

BACK UNDER THE SPOTS LIGHT



• It is the fastest land animal, attaining speeds of 80-128 km/h and acceleration from 0 to 90 km/h in 3 seconds

• In the late 19th century, more than 1 lakh cheetahs were living in Africa, West Asia and Asia, including in India. Today, there are less than

a fresh momentum over the past decade. Legal battles were fought and

'Elton & Freddie' rock, make 1st cheetah hunt in India in 75 yrs

P.Naveen@timesgroup.com

Bhopal: Hunted to extinction over 75 years ago, cheetahs have made their first hunt in India's wild. The quintly named Cheetah brothers Elton and Freddie teamed up to make short work of a cheetah at Kuno National Park in Madhya Pradesh on Monday morning.



Elton (L) and Freddie made their first kill within a few hours of being released into a larger enclosure inside Kuno National Park

Mission LiFE: Welcoming Back the Cheetah to India

REINTRODUCING the fastest land animal is a step towards correcting an ecological wrong and will help in restoration of lost heritage

Project Cheetah made headlines around the world with numerous articles and TV segments directing traffic to CCF's website. From the 16th - 19th of September, Google Search results delivered 8,641 clicks to our website - cheetah.org. Of these click throughs, 5,912 were new users and 3,236 were from India.

learn more: www.cheetah.org



#SaveTheCheetah @CCFCheetah

Cheetah

CONSERVATION FUND

