

Join the SME Charity Challenge

Help save a species

The cheetah population has decreased by 92% in the last 100 years; there are now just 7,100 cheetahs left in the wild, occupying 9% of their historic range. Help save it from extinction by joining our SME Charity Challenge.

What?

CCF UK has teamed up with Work for Good to enlist the support of SME's across the UK so it can raise vital funds to save the unique and majestic cheetah from extinction.

Why?

The cheetah is the most endangered big cat in Africa. Human-wildlife conflict, habitat loss and the illegal wildlife trade continue to push wild cheetah populations to the edge of extinction.

As 90% of wild cheetahs live outside protected areas, this puts them in closer contact with humans, which exacerbates conflict and makes them easier targets for poaching.



Each year, an estimated 300 cheetahs are poached and smuggled to be sold in the illegal pet trade and 80% die before they reach the Middle East. For a species with low population numbers to begin with, losses to trafficking threaten the cheetah's very existence. **CCF has the capability to save the cheetah for good but we can't do it alone. Join our fight to save the cheetah.**

Company giving also provides huge benefits for businesses including enhanced company reputation, motivated employees and an increase in profits

How?

Start your giving journey today by contacting Faith Griffiths (Head of Fundraising) on faith@cheetah.org.uk or choose to support us via the Work for Good platform <https://workforgood.co.uk/about/charities/view/cheetah-conservation-fund-uk>

Company giving suggestions

Give through your sales

The cheetah's unique markings make it one of the most distinctive creatures on the planet. As part of the SME Charity Challenge, why don't you consider donating a % of profits from the sale of one of your most unique products? Alternatively, you could:

- **Give when you succeed** and make a donation when you have secured a new client.
- **Give a day by donating** 100% of one day's earnings.
- **Give alongside your employees** and provide match-funding.
- **Give a gift in kind** and donate vital equipment to support work in the field.

Employee engagement ideas

Record breakers

The cheetah is the fastest land animal, reaching speeds of 70km/hr. Why not challenge your employees to see who can: break the daily sales record; close the most deals; generate the biggest profit – and more! All in aid of saving the cheetah!

Office quiz

The cheetah is an apex predator, top of the food chain, and without it there would be serious repercussions that would affect all species in their ecosystem - including humans. Why not organise an office quiz to see who comes out on top in your office.

Your employees could also sponsor a cheetah.



CCF cares for a number of orphaned or injured cheetahs that can't be released back into the wild as they do not have the skills or capability to survive. Sponsor a cheetah and help to cover annual care costs.

Collective impact

[Work for Good](#) makes it easy for you to give in a way that's good for your business and charities. During December, a generous Work for Good donor will also be matching funds raised by each company (up to £1,000). **Together, we can help save a species – what an amazing concept.**