



CONSERVATION CIRCLE





“We always think there is someone else who will do something, that ‘they’ will take care of it. I realised early in my work that there is no ‘they,’ so I decided to take action to save the cheetah from extinction.”

Dr. Laurie Marker, CCF Founder and Executive Director

ABOUT CCF

Cheetah Conservation Fund (CCF) is a global non-profit organisation and a leader in the research and conservation of the cheetah. CCF was founded in 1990 by Dr Laurie Marker, a leading conservation biologist and a pioneer of cheetah research.

Having worked with cheetahs since 1974, Dr Marker saw the need to establish a permanent research, education and conservation centre in Namibia to conserve the cheetah in the wild. CCF takes an holistic and long-term approach to its work, recognising the importance and value of creating solutions where cheetahs and humans can thrive together.

The cheetah is the most endangered big cat in Africa with less than 7,500 remaining in the wild. Although currently classified as *Vulnerable* by the International Union for Conservation of Nature (IUCN), with submissions to upgrade to “*Endangered*”, cheetahs are rapidly heading towards extinction.

The mission of CCF UK is to increase awareness about the cheetah and the threats it faces in the wild and all funds raised go directly to support the work of CCF in Namibia and elsewhere in the world.

Cheetahs have already disappeared from more than 20 countries around the world. These unique animals deserve our protection. The race is on to save the cheetah and with your help, it can be won.



CCF's holistic approach has changed the cultural attitude of an entire nation. But there is more we must do.

OUR ACHIEVEMENTS

Among its many achievements, CCF has changed the cultural attitude of an entire nation towards its wildlife; a country that formerly exterminated cheetahs, Namibia has become the “*Cheetah Capital of the World*” and the leader in wildlife conservation among African nations.

CCF has also:

- ✓ Conducted research studies on the cheetah and its ecosystem and published results
- ✓ Trained more than 10,000 Namibian farmers to reduce human-wildlife conflict and support sustainable livelihoods.
- ✓ Established CCF Somaliland to support the reduction in the illegal wildlife trade and to care for cheetahs confiscated from poachers
- ✓ Delivered conservation education to over 650,000 Namibian students, educators and teachers.
- ✓ Helped build successful cheetah conservation organisations elsewhere in Africa using CCF's innovative conservation programmes
- ✓ Trained more than 500 African biologists, in 15 cheetah-range countries in Africa
- ✓ Generated more than \$7.5 million annual impact on Namibia's economy

OUR PRIORITIES

Reducing Human-Wildlife Conflict



CCF must raise £750,000

a year to tackle one of the biggest threats to the cheetah - human-wildlife conflict. Through programmes such as Future Farmers of Africa, Livestock Guarding Dog and the Mobile Veterinary Clinic, CCF provides farmers and whole communities with the skills, training and tools they need to implement non-lethal methods of predator control, as a way to reduce conflict, to build more sustainable livelihoods and to work towards the reintroduction of wildlife - including cheetahs. .

Fighting the Illegal Wildlife Trade



CCF must raise £150,000

a year to continue providing urgent support and care to cheetahs confiscated from the illegal wildlife trade, from its two temporary safe houses in Somaliland. Additional funds will also enable CCF to continue working with the Somaliland Government to establish a permanent facility and to develop the necessary measures to fight the illegal wildlife trade on an ongoing basis.

Educating future generations



CCF must raise £300,000

annually to deliver its Community Outreach and Education Programme to equip the next generation of land managers, farmers, conservationists and scientists with the best training, skills, knowledge and resources available. By investing in children and young people now, we can protect the cheetah and all who share their landscape for years to come.

Finding solutions through science



CCF must raise £500,000

each year to sustain its scientific and field research activities - the backbone of CCF's education and conservation programmes. CCF's research programme focuses on a number of aspects of the cheetah's life cycle, biology and genetics. Research projects also include ecology, human-wildlife conflict, agriculture, and biomass energy. Through science and research, we aim to discover solutions to secure a future for the cheetah.



The cheetah is the most endangered big cat in Africa and less than 7,500 remain in the wild. CCF has the ability to save this iconic species but we need your help to do so.

CCF CONSERVATION CIRCLE

Over the last century, the world's cheetah population has declined by 92%. We need your help to increase the scale, reach and impact of our programmatic activity. The CCF Conservation Circle is one way people - from the UK and further afield - can support our mission and contribute towards our conservation efforts.

INDIVIDUAL SUPPORT

We invite you to become a 'Friend' of the CCF Conservation Circle by making an annual donation of £500 or more. CCF's 'Friends' will receive regular news direct from the field, as well as the chance to connect with the wider cheetah community.

CCF also welcomes discussions with individuals who wish to make a transformative gift towards one or more of our priority areas of work.

By joining the CCF Conservation Circle, in any capacity, you can help us secure a future for the cheetah, and all who share its landscape. Together, we can create a world in which cheetahs live and flourish in coexistence with people and the environment. Together, we can save a species.



HELP SAVE A SPECIES

Your gift of £500 or more as part of the CCF Conservation Circle will make a real and tangible difference to our core programmes.

Programme	Item	Cost
Illegal Wildlife Trade	Provide vital care, food and veterinary supplies for a whole month for 8 cheetah cubs, confiscated from the illegal wildlife trade.	£2,500
Future Farmers of Africa	Provide essential livestock management training to 30 members of the farming community in Namibia to reduce human-wildlife conflict and safeguard the cheetah in the wild.	£1,500
Mobile Veterinary Clinic	Ensure 20 members of the farming community receive veterinary care for their livestock and help create sustainable livelihoods.	£1,000
Community outreach and education	Help us to deliver conservation education to 100 children and educators in schools across Namibia.	£1,000
Livestock Guarding Dog	Would cover the cost of feeding a livestock guarding dog for a whole year.	£500



OUR COLLECTIVE IMPACT

Through our united efforts we can ensure that economic, social and environmental issues in Namibia and other cheetah range counties are addressed. As a result, the probability of saving the cheetah will increase.

By joining the CCF Conservation Circle, and helping us to grow our community of supporters, you will be helping to safeguard the cheetah in the wild.

SUPPORTER PROMISE

All those who join the CCF Conservation Circle will benefit from opportunities to connect and engage with CCF. All supporters will also receive due recognition for their generosity.

- ✓ Choose your area of support
- ✓ Receive regular updates from CCF
- ✓ Receive an annual call from Dr Laurie Marker
- ✓ Appear in CCF UK blog features online
- ✓ Receive recognition in CCF UK newsletters
- ✓ Access 'early bird' news on our achievements
- ✓ Receive invitations to special events
- ✓ Connect with other Circle members

PEOPLE AND PARTNERS

Founder and Executive Director

Dr. Laurie Marker, DPhil

Royal Patron

Her Royal Highness, Princess
Michael of Kent

UK Patrons

Jonathan and Angela Scott



UK Ambassadors

Giles Clark

Jackie Fast

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CCF UK Registered Charity: 1079874