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This Report reviews the progress and activities of Cheetah Conservation Botswana (CCB) during the financial year, ending on 31 March 2007. Pages 1 to 27 present a review of activities, while pages 31 to 46 focus upon our status and financial performance for the period.



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### CHAIRMAN'S SUMMARY Sedia C. Modise

On behalf of everyone at Cheetah Conservation Botswana (CCB), I take great pleasure in presenting our Annual Report for 2007. In the face of many challenges CCB has experienced another year of great achievement and progress. The accomplishments presented here continue to result from the determined effort of our talented and skilled team of people. Their spirit and determination continue to drive CCB forward, efforts that will result in long term benefits for the local cheetah population and indeed the rural communities who share their land with predators.



## "The last year has witnessed a strengthening of our capacity, enabling us to cement our programmes..."

This review of our work illustrates our accomplishments to the end of March 2007, which have built upon the initial successes presented in our first Annual Report. The last year has witnessed a strengthening of our capacity, enabling us to cement our programmes with the recruitment of local staff and volunteers, the development of staff accommodation and further investment in equipment such as vehicles and IT. Fuelled by greater awareness about the project's activities, CCB experienced growth at a pace which required particular focus upon all our resources, as well as on the operating structure within which those resources are deployed. CCB conducted a strategic review during 2006, to secure a management and operating framework within which the project can, itself, now continue to develop while delivering its programmes with even greater efficiency and effectiveness.

The year also saw CCB strengthening its collaborative relationships, as well as the establishment of new local and international support partnerships - all of which is so critical in helping us to achieve our mission. This Annual Report is, therefore, as much a reflection of the commitment of our contributors and supporters, as it is about the project's results and achievements. Thanks to that wide support, Cheetah Conservation Botswana is in a strong position to build upon early success.

The year ahead will, of course, present further challenges. It is already proving to be a period of relentless activity and increasing momentum across the whole of the project and CCB continues to make remarkable progress. With dedicated personnel, a clear road map and the continuing encouragement of many supporting individuals and organizations here and around the world, I believe there is good reason to be particularly optimistic about the long term future, especially for the cheetah population in Botswana.

Sedia C. Modise, Chairman of the Board of Directors







## MANAGING DIRECTOR'S REVIEW

Rebecca Klein

The year following our last review has passed as swiftly as a running cheetah! As usual, it's been a period of intense activity, notable for the challenges it has presented and of course, for inspiring developments and progress.

The year also saw significant developments in our Community Outreach and Education Programmes. With the support of the United Nations Global Environment Facility, we were able to locally recruit new permanent staff. Thabang Segaetsho, our new Community Outreach Coordinator and Wabotlhe Letubo, filling the post of Conservation Education Coordinator, have been expanding their respective programmes and delivering them to local communities with tremendous success. CCB's 'Sharing the Land with Predators' workshops have evolved into monthly events. The effectiveness of regular site visits to farming communities, mobile workshops at villages and cattle posts in southern and western Botswana, as well as work towards the establishment of our Livestock Guarding Dog Programme, has been elevated by Thabang's passion for wildlife conservation and sustainable farming.



"From our Board of Directors to our short term volunteers, the year has been witness to individual achievements across the project which have collectively driven CCB forwards to new levels of effectiveness."

Wabotlhe, too, has made equal progress in her regular school visits and with the support of Cheetah Outreach, her programme of Teacher Training Workshops have become highly valued by the local teaching profession. She has also proved to be a great communicator with the Ministry of Education and the Association for Environmental Clubs of Botswana (AECB). The year also saw the creation of a significant resource for CCB, our 'Spirit of the Kalahari' DVD. With post-production work completed in March 2007 and with the support of the Howard G. Buffett Foundation, Lobone Creations and Mike Matson (who filmed, edited and co-produced this community conservation documentary), the DVD was scheduled to be launched at a Gala event in April 2007.

Our year in Research has seen numerous developments. At Jwaneng, the monitoring of Nala and her cubs came to an end with their capture and re-release following the removal of her cell collar. The recovered data is being compiled for publication and with the completion of spoor surveys in the park, a further document is also being prepared for publishing. March 2007 saw the publication of our national Cheetah Status Report, which has since been submitted to the IUCN for inclusion into the Southern Africa Regional Status Report. The rehabilitation of our three orphaned cheetahs continued to progress with their relocation to the Tuli area in May 2006, a move enabling them to develop their hunting skills prior to release onto a private game reserve. We also





gained two more orphaned cats during the year, with the recovery to Jwaneng of 5 month old cheetah and leopard cubs. Able to maintain a presence in Ghanzi, CCB was involved in a greater number of cheetah relocations. A tool widely utilized by farmers and the Department of Wildlife & National Parks, we hope that, over a period of time, a gradual take-up of measures which promote coexistence with predators will be mirrored by a reduction in short term remedies such as translocation. Well done, to Dr. Kyle Good and Ann Marie Houser who were ably supported by Lizzie Travers, Jennifer Johnson, Tom Johnson, Lorraine Boast and Vivien Kent.

Essential to our on-the-ground programmes are our 'back room' volunteers and staff. Assisted by his new volunteer recruit, Winnie Mookodi, Brian Jones has been at the heart of the development and creation of some of our most essential community and education tools. Now that these are begining to come on line, this small Marketing Development unit has also been charged with upgrading CCB's brand and elevating our profile locally and internationally. Those efforts are already bearing fruit, helping to generate greater awareness about the plight of the cheetah and by utilizing distinctive and engaging standards in presentation, attracting significantly greater recognition and support for CCB and its conservation initiatives than at any previous time.

Central to the developments presented in this Annual Report are our local and international donors. These individuals, organizations and corporations, not only provide the funding but also, in ever greater numbers, offer encouragement, guidance and moral support to all of us. The results I have touched upon here continue to foster the growth of CCB. From our Board of Directors to our short term volunteers, the year has been witness to individual achievements across the project which have collectively driven CCB forwards to new levels of effectiveness. We look forward to new developments and even more progress this year, as we build closer relationships with communities and the individuals within them who, we are certain, can be supported with knowledge, encouragement and the confidence to secure their livelihoods, restore the ecological balance and to share their land with predators.

Pula!

R. Klein

Rebecca Klein, Managing Director





## **OPERATING STRUCTURE**





## BOARD OF DIRECTORS





Sedia Modise Chairman non-executive director



Rebecca Klein



Dr. Kyle Good executive director



Ann Marie Houser



Harold Hester Director



Felix Monggae Director



Dr. Gabotsewe Sekgororoane Director













## STRATEGIC REVIEW

Following the establishement of CCB and its programmes, the years 2005 and 2006 witnessed significant increases in the rate of growth within the organization, neccesitating the formalization of its organizational and conservation strategies. In order to utlize what are not unlimited resources most efficiently and with the assistance of volunteer planning consultant, Kim Troy, CCB therefore conducted a Strategic Review in November 2006.

#### **PURPOSE AND PROCESS**

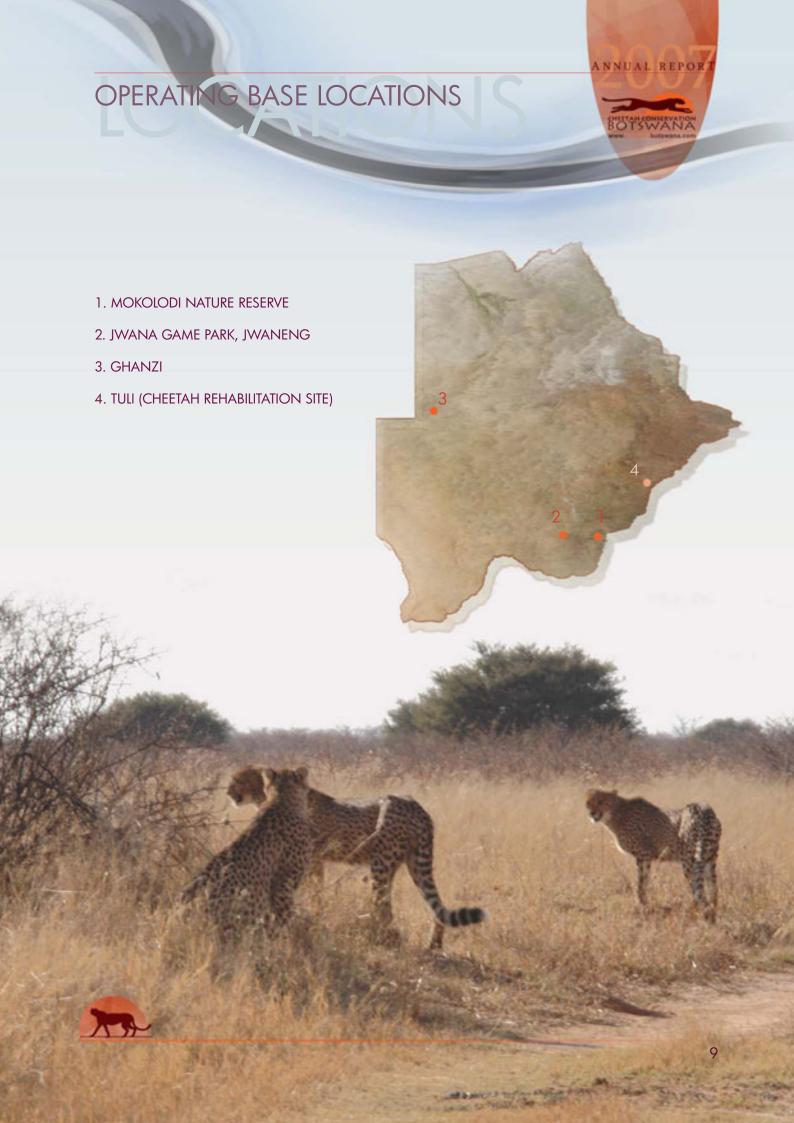
The purpose of the review was to provide a solid organizational foundation upon which to perform CCB's critical work over the next period of development and growth. The process explored many aspects of the organization and what emerged when it was completed was a clear and concise strategy for managing growth and maintaining the momentum already achieved.

#### **OUTCOMES**

Each operational department, of Research, Community Outreach, Education, as well as Marketing, now has in place a tailored and supportive strategy, as do functions of project management, fund-raising and human resources. Informed by consice philosophies and clearly defined goals and lines of communication, supportive strategies are already enabling the CCB team to contribute to the overall achievement of its aims with ever greater focus and effectiveness.

Examples of these strategies and goals are identified in the following sections of this Annual Report, as well as the results now emerging from them.







### RESEARCH PROGRAMME REVIEW

#### Cheetah Translocations

The year saw a higher number of translocations of cheetahs caught on farms in Ghanzi. CCB has experienced mixed results after translocating cats, as within the following months they can simply make their way straight back to the trap in which they were originally caught. Cheetahs can cover significant distances and CCB continues to assess translocation as a tool, though the prefered option is to encourage people to coexist with predators.

#### Monitoring

Capturing and sampling of wild cheetahs has continued and our recently donated endoscope is now being pressed into service at work-ups on these animals.

The monitoring of Nala and her four surviving cubs continued until February 2007. She and the cubs were caught in Jwaneng in February, primarily so that her cell collar, which was reaching the end of its current life cycle, could be removed. Following work-ups on Nala and her cubs, the family group was released once more into Jwana Game Park.

#### Orphaned Cheetahs, Decu, Gracie and Alice

In May 2006, our orphaned cheetahs Decu, Gracie and Alice were moved to the Tuli region of Botswana, to begin the next stage in their rehabilitation. In a stepped programme, they were initially housed in an identical 800 square metre enclosure, allowing them to settle after their journey. They were then released into a 95 hectare training enclosure, stocked with game. By January 2007, after all three cats had shown themselves capable of hunting, they were then released onto the 9000 hectare game ranch, after being fitted with cell collars to enable monitoring of their progress. By the end of March, they were continuing to cope well and were regularly achieving hunting success, appearing settled on the game ranch.



Ann Marie Houser Director of Research



Dr. Kyle Good Director of Veterinary Medcine

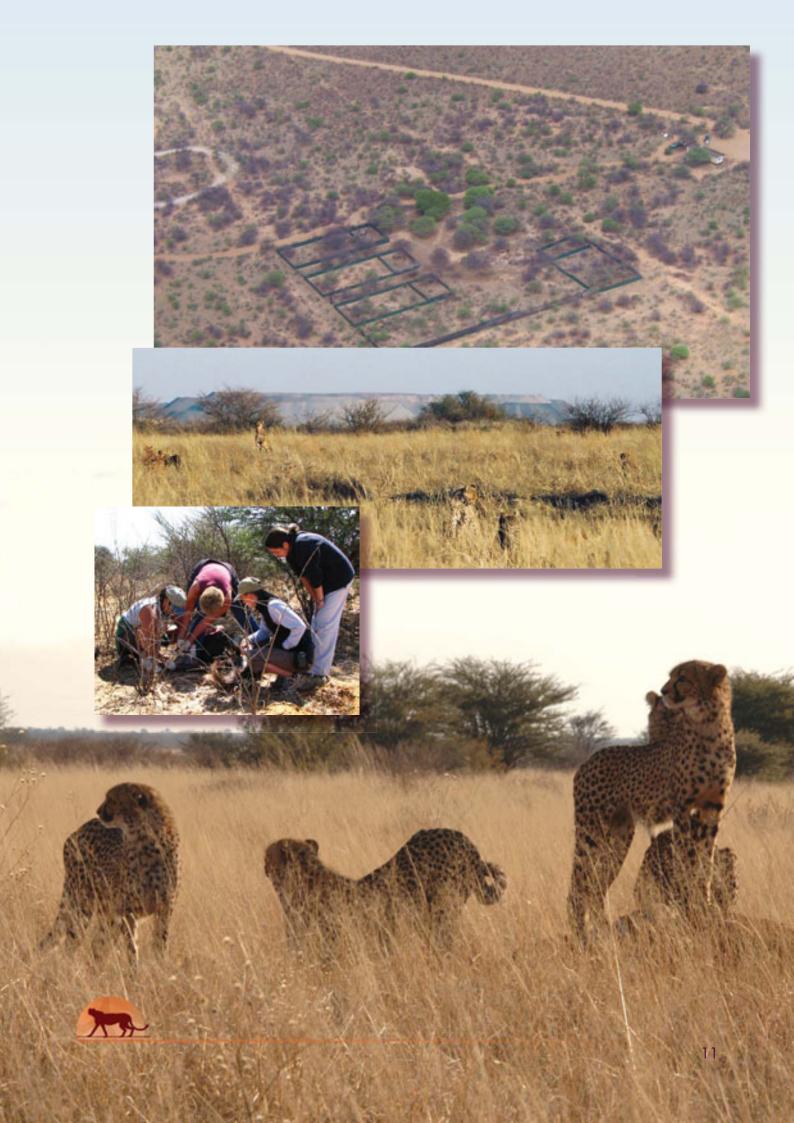
#### **STRATEGY**

Gather baseline and ongoing data about cheetahs and other predators in Botswana in order to influence attitudes and actions in government, farming communities and the public, conducting monitoring follow-up studies to determine whether information conveyed through CCB's Community and Education programmes is having a positive impact on attitudes towards predators.

#### **GOALS**

Conduct population, biological, prey species, habitat use and collaborative studies as well as attitude surveys.







#### Orphaned Cheetah, Lyra

In September 2006 and with the support of the Department of Wildlife & National Parks, an injured cheetah cub of +3 months of age, was taken into the care of CCB. Having sustained a fractured front-right leg, dog bite injuries and also suffering from the effects of starvation, dehydration, internal and external parasites, the cub underwent surgery in Gaborone. Following the initial recovery, Lyra was then transfered to our facility at Jwaneng and was making good progress as a rehabilitation candidate by the end of this review period.

#### Orphaned Leopard, Botshelo

In October 2006, again with the support of the Department of Wildlife & National Parks, CCB recovered a female leopard cub from Ghanzi. Approximately four months old at the time, the cub had completely worn away all its teeth by gnawing at the steel cage within which she was confined. Transfered to the leopard enclosure at our Jwaneng facility, Botshelo's adult teeth had grown and she continued to make good progress through to the end of this review period.

#### X-ray Machine

CCB became the proud new owners of a DynaRad x-ray machine, in March 2007. Generously donated by the Exotic Feline Breeding Compound (EFBC) in the United States', the machine is based at Mokolodi Nature Reserve and will also be available for use by their Wildlife Clinic. This is a substantial piece of new equipment and posed something of a transportation challenge, but with an equally generous offer of assistance, DHL stepped in to ship the x-ray machine to Botswana for us.

#### Cheetah Status Report

March 2007 saw the completion of our national Cheetah Status Report, which will also form part of this year's IUCN Southern Africa Status Report.









### COMMUNITY OUTREACH REVIEW

Thabang Segaetsho
Community Conservation Coordinator

Community conservation initiatives take many varied forms, so there is often not one single approach to addressing community conflict with predators, but a range of options to be mixed, matched and applied to different situations and community circumstances. My role involves identifying those options, promoting them amongst local stakeholders and providing guidence and support to those communities considering the introduction of non-lethal predator control measures.



"Through effective communication, engaging with people and building successful partnerships with communities who own or live in a landscape shared with predators."

A range of activites have been designed to positively and constructively engage with various organisations and individuals within Botswana, each of whom will have some level of interest or share some degree of concern about the status of local predator populations. In the period under review in this Annual Report, these activites have included individual site visits to farmers, to conduct surveys and address local predator issues; mobile workshops, presentations and discussions staged within communities and villages across areas identified as already being affected by predator conflict or in which there may be a risk of conflict; PAC (Problem Animal Control) Workshops, often staged in partnership with the Department of Wildlife & National Parks at regional level allowing DWNP officers, the local Police force and community officials, and; public events and exhibitions, such as livestock auctions, farmers days, fairs and broadcast media discussions.

#### Site Visits & Mobile Workshops

During this period of review unsolicited site visits have been carried out to determine the extent of conflict and to promote livestock management practices which can reduce local conflict with predators.

#### **STRATEGY**

To increase the understanding and importance of predators amongst rural communities and the general public, and to build capacity in communities across Botswana to develop and implement effective, practical tools and techniques to address cheetah/predator/human conflict.

#### **GOALS**

To make site visits and surveys at individual farms and communities, to conduct predator awareness-raising programmes, workshops and to distribute resources, as well as initiate a livestock Guarding dog programme and to identify and suggest alternative livelihoods.







#### Site Visits & Mobile Workshops (continued)

The cattle posts and bore holes of the Southern District were a priority and included: Gasita; Mokhomma; Moshaneng; Thankane; Lorolwana commercial farms; Samane and Ukhwi, and; the Barolong region from Mabule to Pitsane.

Some areas have no designated bore holes, instead quary pits left over from road construction works are utilized as a water supply. In the Kgalagadi area visits were made to Lokgwabe; Tshane; Lehututu; Hunhukwe; Ngwatle; Pepane and other local cattle posts.

In Kwaneng, coordinating with Department of Animal Health & Production officers from Motokwe and Molepolole, the area from Tsetseng to Takatokwane was also visited and included commercial farm operations. Mobile workshops have also been staged in Lorolwane village, Werda and Sekoma communal areas.

In the Central District, a lower priority area, only one ranch has received a visit from CCB during the period under review, though the region is in the year plan for 2007 as human/predator conflict issues still need to be addressed in the area.

#### Site Visit Observations

Farmers lack extention visits from other departments to discuss farming issues; communities were reluctant to attend Kgotla meetings and staging visits at bore holes seemed more effective; follow-up visits will be required, to build community confidence.

#### PAC (Problem Animal Control) Workshops

These are staged in partnership with other departments, including: the Department of Wildlife & National Parks; Department of Animal Health & Production; local Police forces and Central Police; District Commissioners' Councillors; Tribal and village Cheifs; village Development Committees; as well as other influential or decision making representatives. Key players from Farmers Associations, as well as individuals particularly affected by predators, are also involved.



PAC workshops have been staged in Kanye; Mabutsane; Hukuntsi; Kang; Maokane; Tsabong; Letlhakang; Letlhakane; Serowe and Rakops. After expressing views and sharing experiences, suggestions and ideas for the implementation of new measures around the theme of 'sharing the land with predators' become central to the discussion. Reports and recommendations are subsequently compiled and distributed to the relevant authorities, to highlight predator issues.

#### **Public Events**

Other events often present opportunities to discuss predator and farm management issues. During this review period, these have included: presentations to Jwaneng Police Station; the University of Botswana Wildlife Conservation Club; the annual Green Gem event; Association of Environmental Clubs of Botswana Forums, and the Shashe-Limpopo predator research Group forum. Agricultural shows in Lentswe Le Tau and Letlhakeng have also been attended, as well as annual events such as the Southern Farmers Association and Ghanzi Farmers Association Field Day's. Also in Ghanzi, was an event to mark World Environment Day. An appearance on a morning phone-in show on GabzFM concludes the round up of public events for the year.





## COMMUNITY EDUCATION REVIEW

Wabotlhe Letubo Education Coordinator

Human conflict with the cheetah often comes from misunderstandings about predator history and behaviour, leading to the persecution we are seeing today. My role in conservation education involves identifying local misconseptions and creating educational initiatives and programmes which build greater knowledge, understanding and from that, confidence amongst both children and adults, in our schools and local communities.



"Given the nature of the threat to the cheetah, I feel there has never been a more pressing time to promote the importance of predators to our youth and their true value to the nation of Botswana."

A range of educational initiatives and in increasing number, education tools, have been developed for use by CCB, local education professionals, as well as institutions and community organizations. During the period under review in this Annual Report, educational activities have taken the form of school visits, predator presentations and activities for junior and secondary level pupils; discussions with education institutions and authorities, including the Association for Environmental Clubs of Botswana (AECB), the Department's of Education, the Environment and also Wildlife & National Parks; Teacher Training Workshops, and public events and exhibitions, such as community and trade fairs, as well as broadcast media discussions.

#### School Visits

The following have received predator presentations during the period under review:

**At Mokolodi Nature Reserve**, Maruapula School (Form 2's); Masa Primary School; Westwood Primary School; Kopano Primary School; Lesedi Primary School, and; Tikweng Day Care.

#### STRATEGY

To contribute to comprehensive natural history and scientific education for the school children of Botswana, through the development and delivery of education tools and programmes by;

building relationships with schools within the national and international community;

building capacity in schools to strengthen the ability to teach predator conservation, and;

raising national and international awareness about issues surrounding cheetah and predator conservation through public outreach.

#### **GOALS**

To conduct school visits, presentations, teacher training workshops and to distribute resources for educational use.







#### School Visits (continued)

Presentations taken to the following schools;

Lobatse Senior Secondary School; Hill Primary School; Itireleng CJSS; Ipeleng Primary School; Maitlamo Primary School; New Look Primary School; St. Theresa Primary School; Gasita Primary School; Sebego Primary School; Kanye Brigade; Samane Primary School; Segopotso Primary School; Sebako Primary School; Mokhomma Primary School; Lesetlhana Primary School; Magopane Primary School; Seboko Primary School (Ramotswa); St. Conrads Mission School; The Ramotswa School for the Deaf; Baratani Primary School; Otse Primary School; Molapowabojang Primary School; Lotlhakane Primary School; Galalatsang Primary School; Diphetogo; Boitumelo Primary School; Notwane Primary School; Legae Academy; Moshaneng Primary School; Maisantwa Primary School; Logaba Primary School; Rachele Primary School; Teemane Primary School; Dinonyane Primary School; Kgalagadi Primary School; University of Botswana Wildlife Club, and; Mabule CJSS.

#### Discussions and Other Activities

Attended meetings, discussions and workshops staged by the Association for Environmental Clubs of Botswana (AECB); the Department of Wildlife & National Parks (DWNP); the Department of Environmental Affairs (DEA).

Organized working parties from Mokolodi Nature Reserve and the University of Botswana Environmental Club to progress with the Predator Playground, located at the Education Centre of Mokolodi Nature Reserve.

Tuelo Mokgethi joined the Education Department as a volunteer.

#### Teacher Training Workshops

Teacher Training Workshops take place over a weekend. Jwaneng Teacher Training Workshop was staged at the Jwana Game Park, in partnership with Cheetah Outreach and with the support of Debswana and attended by teachers from both Jwaneng and Kanye.



#### **Public Events**

Radio appearance on GabzFM morning phone-in show, to promote CCB's Education Programme.

Botswana Consumer Fair, held in Gaborone during September 2006.









## MARKETING & PROMOTION REVIEW

Brian Jones
Volunteer Marketing Development Officer

Marketing Development encompases the creation, production and presentation of communications material for a diverse range of local and international audiences. These include existing and potential supporters, as well as end-users in our community outreach programmes. Generating appropriate material which will foster the desired reaction or response is a significant challenge. CCB is creating much more than the brand identity required to elevate the organization's profile. There are clear links between marketing and our wider project objectives and by producing recognizably distinctive and enlightened material to attract and engage people, across our wide audience range, positive benefits for CCB, its supporters, the communities with which we work and of course, for the status of the cheetah, can then follow as a result.



# "Producing material not only to meet a purpose, but also to truly engage people and in a way that will promote a positive response."

The year to March 31 2007 saw work commence on two new CCB books, The Predator-Safe Livestock Guide (scheduled for publication in late 2007) and Cheetah: A Predator Resource for the Students of Botswana (scheduled for publication in May 2007).

A new Predator Indentification hand-out was created (based upon that available from the Rare & Endangered Species Trust) and published in February 2007.

Artwork for the Spirit of the Kalahari DVD was created and DVD wallets produced, with preparations for the public launch event in April well under way by the close of this reporting period.

Articles were published in periodicals within Botswana and overseas, by the Kalahgari Conservation Society and the World Association of Zoos & Aquariums (WAZA).

New project merchandise (available in Botswana) was designed and produced.

CCB attended the Botswana Consumer Fair, held in Gaborone, during September 2006 and last years Annual Report was judged second runner-up in a national competition staged by PriceWaterhouseCoopers.

Winnie Mookodi joined the project as a volunteer Marketing Assistant.

#### **STRATEGY**

To strengthen and communicate CCB's national and international brand identity, as a recognized, results orientated conservation organization.

#### **GOAL**

Elivate brand standards and apply to the creation of community and education outreach literature and other resources, strengthen communication with donors and funders, cultivate new local and international donor support, as well as enlisting corporate participation and designing and promoting merchandise.







The Tapeats Fund

Okavango Wilderness Safaris

Safari West

## DONORS & SUPPORTERS 2007

CCB continues to benefit from the contributions of funding organizations, volunteers, individual donors and also businesses, here in Botswana and around the world.

We wish to extend our sincere thanks to everyone who has, in some way, supported the project during this review period of April 2006 to March 2007.

#### **DONOR/SUPPORTER ORGANIZATIONS**

The Howard G. Buffet Foundation
Wildlife Conservation Network (WCN)
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The Association of Zoos & Aquariums (AZA)
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The Angel Fund, Cincinnati Zoo
Exotic Feline Breeding Compound Inc.
Panther Ridge
CGMK Foundation
Sidney Byers Charitable Trust
Animal Ark
The Gravensteen Fund

The Kalahari Conservation Society
Thornhill Primary School
World Association of Zoos & Aquariums
(WAZA)
The Cheetah Conservation Fund (CCF)
The Predator Conservation Trust
The DeWildt Cheetah & Wildlife Trust
Cheetah Outreach
Taronga Foundation
Society for Conservation GIS
Project Survival
Toledo Zoo
Tulsa Zoo
Banham Zoo
Chester Zoo (Education Department)



## DONORS & SUPPORTERS 2007

### **VOLUNTEERS**



#### LOCAL VOLUNTEERS

Charity Mangope Modiegi Bakane Winnie Mookodi Tuelo Mokgethi

## INTERNATIONAL LONG TERM VOLUNTEERS

Lizzie Travers Jennifer Johnson Brian Jones Tom Johnson Vivien Kent Lorraine Boast

#### INTERNATIONAL SHORT TERM VOLUNTEERS

Sally Gould
Michael Lenville
Virginia Seamster
Melenie Unverfehrt
Marty Varon
Mike Matson
Geoff Power
Eileen Hoey
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Dawn Patrick
Barry Latimer
Paul Eden
Kathy Starr



Winnie Mookodi



Tuelo Mokgethi



Elizabeth Travers



Tom Johnson



Lorraine Boast



Vivien Kent



## **DONORS & SUPPORTERS** 2007

The interest and generosity of our individual supporters, in Botswana and around the world, has continued to remain a central contribution towards the effectivenes of our programmes. Our heartfelt thanks go to the following people for their support:

Bill & Pat Miller Barbara & Rob Dicely Jon Vannini Florence & Steven Goldby Cathryn Hilker Brian & Rene Hollins Meredith & Shilo Bishop Laurie Gay Linvill Marty Varon Sarah Banks Andrew Stephens Puso Kirby Kevin Botha Bob Dawson Robyn Innes Ian Hopkinson Brian & Beverly Greenhaulgh Mark & Elizabeth Charnley

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