



CCF CENTRE

Founded in 1990, CCF is a Namibian non-profit incorporated association dedicated to the long-term survival of the cheetah and its ecosystems.

CCF VISION

To see a world in which cheetah live and flourish in co-existence with people and the environment.

CCF MISSION

To be an international centre of excellence concerning cheetah conservation, and multi-disciplinary research and education programmes; working with all stakeholders to achieve best practice in conservation and management.

CCF's activities include conducting international research, conservation and education programmes to ensure the survival of the cheetah for future generations.



CCF FIELD RESEARCH AND EDUCATION CENTRE

The Cheetah Conservation Fund's (CCF) Centre is located in an area that has one of the largest concentrations of cheetah in Namibia. The Centre is 44 kilometers outside the town of Otjiwarongo and is open to the public and school groups every day (except 25 December) from 9am to 5pm. An entrance fee is charged for international visitors to support CCF's continued research, conservation and education programmes. The CCF Field Research and Education Centre is the international base of operations for CCF's three main programmes: research, conservation and education.

OVERVIEW OF CCF PROGRAMMES

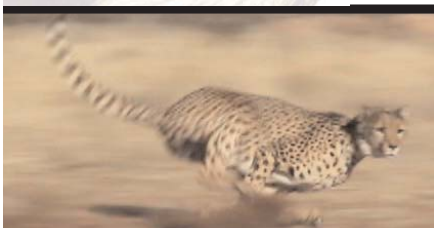
The CCF Research Programme goal is to provide the scientific support for conservation activities by gathering and analysing biological data specific to each range country, by understanding the cheetah's ecosystem by evaluating habitat, prey base and monitoring other carnivores, by evaluating various non-lethal livestock management and predator control techniques and by collaborating with other research organisations.

The CCF's Conservation Programme aims to assure the survival of cheetah by maintaining viable populations of cheetahs in the wild.

The CCF's Education Programme raises awareness of the plight of the cheetah and society's role in its long-term survival by conducting programmes to convince the national and international citizenry that the cheetah is a valuable resource that must be conserved, and by providing a knowledge base that will encourage and assist the farmer in conservation. It also works to assure that predator conservation issues are included in formal education curricula and textbooks, and to develop partnerships with institutions of higher learning to help train and influence future scientists and decision makers

MODEL LIVESTOCK FARM

The CCF Centre also serves to research and display Model farms. These farms have been developed to research and display predator-friendly and commercially viable livestock and wildlife programmes. Educational groups and visiting farmers have the opportunity to see first-hand that farmers and cheetahs can co-exist. The farms also research and display innovative business initiatives such as the 'Bushblok' compressed fuel log, made from invasive thorn bush, and 'Cheetah Country Beef,' an eco-label for Namibian beef that allows cheetah-friendly farmers to sell their beef at a premium price nationally and overseas.



"Photographs cannot accurately depict our Centre. Please come and visit!"

-DR. LAURIE MARKER,
CCF EXECUTIVE DIRECTOR





VISITOR EXPERIENCE

Day visitors and special guests can glimpse the inner-workings of a research station by visiting CCF's Field Research and Education Centre.

They can enjoy the Cheetah Museum's colourful graphics as the visitor is taken through the history of the cheetah, from pre-history to the present day, and show the cheetah's diminished range. A phylogenetic tree shows how the cheetah first branched from its early relatives, 4 million years ago. The results of years of CCF data collection and analysis is presented in the cheetah biology hall. There, interactive displays help the visitor better understand and learn about cheetah behaviour, cheetah physiology and genetic characteristics. Visitors then discover why the cheetah's survival is threatened and the programmes CCF conducts to help conserve the cheetah and its ecosystem for future generations.

There are several orphan cheetahs at CCF that cannot be released back into the wild. Visitors have the chance to see these wonderful animals in large enclosures near the centre. Every day except Sunday, these cheetahs in enclosures close to the Field Research and Education Centre are fed at 2pm.

Visitors interested in a more in-depth CCF experience can arrange in advance to participate in several activities. Non-releasable cheetahs need exercise to stay healthy. Like all cats, they enjoy playing and especially chasing their specially designed lure. Watching this run is a wonderful photo opportunity and a rare chance to watch cheetah living up to their reputation as the 'fastest animal on earth.' Visitors can also experience a unique safari drive through CCF's Bellebeno Cheetah Monitoring Enclosure. Viewing the non-releasable cheetahs in this 64-hectare enclosure provides visitors with excellent opportunities to photograph cheetah in their natural habitat. By special arrangement visitors can 'meet' Chewbaaka, CCF's cheetah ambassador, and spend some time with Dr. Laurie Marker, CCF Executive Director. Visitors to the CCF Centre can also arrange to be taken on guided nature trails or game drives through conservancy farmland to see the wide variety of game. The drive ends with sundowners and superb views of the Waterberg Plateau.

STUDENT EXPERIENCE

The CCF educational children's playground demonstrates that learning can be fun. Visiting children and school or youth groups are encouraged to complete a range of activities designed to demonstrate cheetah physiology and environmental issues.

The CCF also conducts environmental education programmes that are informative, hands-on and fun. Groups must book in advance. Centre-based programmes run for two to three days. Programme topics include:

- The role and importance of the cheetah in the ecosystem
- Human wildlife conflict issues
- Predator-friendly livestock management

The programme encourages team building and helps develop personal skills in creative thinking, public speaking, communication and motivation. Participants for the program may stay at one of the CCF education campsites that were developed with the assistance of youth groups. In addition, the CCF Centre has an environmental classroom, a large presentation room with overhead projector and audiovisual facilities.

OTHER FACILITIES

There is a Gift Shop at the Centre with a wide range of unique cheetah gifts, including books, handmade crafts, T-shirts, caps and jewellery as well as cold soft drinks. There is a veranda and shaded picnic area where guests can enjoy their picnic lunches or snacks. The CCF does not provide guest accommodation, but staff members can recommend wonderful near-by places to stay.



CHEETAH CONSERVATION FUND

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