

Contents

1. Cheetah Outreach

1.1 Aims

1.2 Education

1.3 Fund-raising

1.4 The facts

1.5 Sponsorship

2. The CCF Connection

2.1 Saving the wild cheetah

2.2 Anatolian Shepherd Guard Dog

2.3 Project-Set-Me-Free

3. The Soul of the project

4. The Team

5. Price list

see it - sense it - save it

tel: 27 21 809 1188 - **e-mail:** cheetah@intekom.co.za

website: <http://www.cheetah.co.za>

1. Cheetah Outreach

1.1 Aims

The fastest land animal in the world is losing its most important race: the race for survival. At the turn of the century an estimated 100,000 cheetah lived in 44 countries throughout Africa and Asia. Today, the worldwide cheetah population is estimated at 15,000. South Africa is home to fewer than 600 of these majestic cats.

In January of 1997, *Cheetah Outreach* was founded to support cheetah conservation and to heighten public awareness of the plight of this endangered species.

Founder Annie Beckhelling, launched the project with a hectare of land provided by *Spier Wine Estates* located in Stellenbosch, South Africa. *Cheetah Outreach* then set out to introduce cheetah to the South African community. Educational efforts began with two cheetahs: **Shadow**, a one-year-old male, capable of travelling to community events, and **Inca**, a six-old male, whose role was to greet *Spier* visitors.

Cheetah Outreach aims to increase the awareness of the diminishing numbers of free ranging cheetahs in the wild; assist *Cheetah Conservation Fund (CCF)*, Namibia and *De Wildt Wildlife Breeding Centre*, South Africa in their efforts to ensure the survival of the cheetah by fundraising and awareness; and where possible to breed cheetah in captivity and promote cooperation between captive breeding facilities in Southern Africa.

1.2 Education

Our goal is to make as many people as possible aware of the plight of the cheetah as well as their own role in the long term survival of this sleek cat and their natural ecosystem. We believe the best place to start is in the schools as our children will undoubtedly play a significant role in conservation in the future.

A partnership between the *Smithsonian Institution's Conservation & Research Centre (CRC)*, *Cheetah Outreach* (a conservation trust in the Republic of South Africa), and the *Western Cape Province Department of Education (WCP-DOE)* has been established to develop curriculum materials and lesson plans for local schools. South Africa has been chosen as a target country because Smithsonian scientists have been conducting wildlife research in this country for more than 2 decades. The project purpose is to assist the WCP-DOE to develop a conservation and wildlife curriculum for primary schools, especially those in the historically disadvantaged communities of Cape Town. Our goal is to develop long-term educational linkage with Africa that eventually will allow teacher exchanges involving the Northern Shenandoah and Washington DC metropolitan areas with schools throughout Southern Africa. We predict that this cross-cultural exchange (in both directions) will build educational capacity and a greater appreciation for conserving biodiversity.

Our ambassador cheetahs, **Shadow & Kaya** are assisting in the project by accompanying the facilitators to schools and other educational functions. An educational presentation with the aid of slides is given to the students and the pupils are provided with a first hand encounter with a cheetah.

Support for conservation projects can only be successful if an appreciation for our wildlife can be fostered. The personal contact with an animal as unique and striking as a cheetah has proved very successful with the many schools already visited by our cheetahs.

Contact **Dawn Glover** on **082 872 4007** to arrange an educational visit by one of our cheetahs.

1.3 Fund raising

A Cheetah Encounter...

create a special memory for your clients

Shadow, Nyana-Spier, Savannah, Zaza, Joseph and Kaya, Bontle and Peaches, Hemmingway and Mike (cubs); hand-reared cheetahs are working to save their cousins in the wild, and are available on request for:

- tourist encounters
- photo sessions
- Greeting groups at hotels functions and other activities.

Our cheetahs have been hand-reared since birth, and all our **ambassador cheetahs** enjoy the interaction they experience with people.

Our guests report:

"...my experience with him has been one of the most powerful memories of my visit to the Cape."

James A Murray, Tulsa Oklahoma

"... my most prized picture (and the one that amazes my friends) is the one where I am posing with Shadow."

Dorothy Heywood, Manchester

An introductory talk on the species or a formal lecture may be presented on request, with or without slides.

If you'd like to meet **any of our hand-reared cheetahs** in order to assess whether he can enhance your clients' memories of their stay with you, please contact **Heidi** on **083 749 4110**.

1.4 The facts

Today, there are between 10,000 and 15,000 cheetahs worldwide. Only about 500-600 cheetahs are found in South Africa. Loss of habitat, poaching, competition with large predators and ranchers are killing off the remaining cheetahs. Unfortunately, captive breeding efforts have not proven meaningful to the cheetah's hopes of survival.

The cheetah needs a large expanse of land to survive, but with the increase of the human population this area is becoming smaller and smaller.

Cheetahs can reach speeds of over 110km in seconds, but are extremely reluctant fighters. The result is that although the cheetahs are the best hunters in Africa, they lose much of their prey to the more aggressive predators, such as lions and hyenas.

A cheetah can only maintain this speed for 400-500 meters before it must stop and recover, which can take up to 30 minutes. Its speed is impressive but its acceleration is staggering. The cheetah can go from complete standstill to 80 km/h in a mere three seconds. Michael Schumacher's Formula One Grand Prix racing car is the first car that is able to match this acceleration.

The cheetahs' shoulder blade is not connected to its collarbone allowing the shoulders to move freely resulting in an increase in stride length and frequency. At top speed the cheetah covers 7-8 meters in one stride. Long legs, flexible spine, semi-retractable claws, long tail, enlarged heart, liver and lungs allows the cheetah to reach these incredible speeds.

These solitary animals have two distinct 'black tear marks' from corner of eye to corner of mouth. These tear marks aid better vision by absorbing the sun's rays, as the cheetah often has to look directly into the sun when hunting. The marks also act as a sight on a gun, allowing the cheetah to focus on its prey. Its eyesight is incredible as it can focus on its prey up to 5km away - binocular vision.

Cheetahs have a unique, well-structured social order. Females live alone except when they are raising cubs. The female raises the cubs on her own. The first 18 months of a cub's life are important - cubs learn many lessons because survival depends on knowing how to hunt wild prey and avoid other predators such as leopards, lions, hyenas, and baboons. At 18 months, the mother leaves the cubs, who then form a sibling group, which will stay together for another 6 months. At about 2 years, the female siblings leave the group, and the young males remain together for life. Males live alone or in coalitions made up of brothers from the same litter. Some coalitions maintain territories in order to find females with which they will mate. Territories are often located in areas where there is a rich supply of wild game and/or water. Fierce fights between male coalitions, resulting in serious injury or death, can occur when defending territories.

Cheetahs hunt in the early morning and early evening. They capture their prey by stalking - until their prey is within 10-30 meters - before chasing. The prey is suffocated when a cheetah bites the underside of the throat. Chases last about 20 seconds, and rarely longer than 1 minute. About half of the chases are successful. In Namibia, cheetahs use playtrees (trees with sloping trunks and large horizontal limbs, usually camelthorns) to observe their surroundings and mark the area. Cheetahs make chirping sounds, and hiss or spit when angered or threatened. They purr very loudly when content. Cheetahs do not pose a threat to human life.

Sexual maturity occurs at 20-23 months. The gestation period is about 95 days, and the average litter size is 4-5 cubs. Cubs are smoky-grey in colour with long hair, called a mantle, running along their backs; they are up to 30 cm long and weigh 250-300 grams at birth. The mantle has several purposes: it is thought to camouflage the cub in dead grass, hiding it from predators, and to work as a mimicry defence, causing the cub to resemble a honey badger (ratel).

The cheetah's average life expectancy is 8-12 years. Cub mortality is high for the species in both the wild and captivity. On average 30 percent of all cubs born in captivity die within one month of birth, and in Tanzania's Serengeti National Park, about 90 percent die before reaching 3 months of age.

1.5 Sponsorship

Support for conservation projects can only be successful if an appreciation for wildlife, habitat, and our natural resources can be fostered. Lasting change often comes from an event or action that touches a life touches a heart. Personal contact with an animal as unique and striking as a cheetah has proven to effect such a lasting change.

One of the aims of *Cheetah Outreach* is to foster a sense of ownership of this magnificent African cat among schools and communities. Expanding our educational awareness would help us achieve this goal.

It has been said, that we will conserve only that which we love, love only what we understand, and understand only what we are taught (Baba Dionum). Introducing endangered species to people of all ages and creating a concern for the conservation of that species can effect each generation to come.

If you are interested in sponsoring *Cheetah Outreach*; adopting one of our cats; sponsoring an educational visit; or an Anatolian Shepherd please contact us at **082 872 4007** or cheetah@intekom.co.za.

2. The CCF Connection

2.1 Saving the wild cheetah

The *Cheetah Conservation Fund* (CCF) of Namibia is working to ensure the survival of the free-ranging cheetah through scientific research, farmer education and promoting alternative, non-lethal predator control methods for Namibian farmers. *Cheetah Outreach* has taken on the role as educator and fund-raiser for CCF in South Africa, and as such, donates a portion of the funds raised at the compounds and functions to CCF.

Namibia currently holds 1/4 of the world's cheetah population, but 95% of those cheetahs roam across commercial farmlands. The farmers play a vital role in the conservation of this species and as such, CCF is in constant contact with these farmers. By working with the farmers in developing alternative, non-lethal predator control methods, CCF has successfully reduced the number of cheetahs being shot in Namibia by half. Most of this success is attributable to the placement of Livestock Guarding Dogs on Namibian farms. The Turkish Anatolian Shepherds are an ancient breed of dog that has historically been used for livestock protection. These dogs bond closely with the livestock herd and will easily intimidate predators by their loud bark and large size. Cheetahs, being built entirely for speed, are non-confrontational animals and are easily scared away from a herd that is protected by an Anatolian Shepherd. This, therefore, eliminates the desire of farmers to shoot cheetahs on their property.

2.2 The Anatolian Shepherd Dog

These dogs originated in the Anatols in Turkey and have been protecting livestock from predators such as bears and wolves for the past 5 000 years. This working dog is a bold and confident character, but non-aggressive. He is capable of independent judgement, and will show only sufficient aggression to ward off predators, without risking unnecessary injury.

A working Anatolian will walk the boundaries of his territory several times a day, and will establish a protective zone and an outer zone. It will then settle at a good vantage point, and will remain inactive as long as activity within his territory follows its normal routine. If something unusual enters his buffer zone, he will raise alarm by barking, but only when the potential threats enters the protective zone will he show aggressive behaviour. This aggression is limited to the lowest level required to cause the intruder to retreat.

The Anatolian is placed with the livestock from an early age (4 - 8 weeks), ensuring good bonding with the herd. These dogs are not trainable and are extremely loyal to their family (livestock). They are used in Namibia to protect the farmer's livestock from cheetahs and other predators, and in so doing, they are protecting the cheetah from indiscriminate trapping by farmers. The cheetah is a non-aggressive animal and is also non-confrontational ensuring that this non-lethal means of protection succeeds.

If you would like to sponsor an Anatolian Shepherd Guard Dog in Namibia, please contact **Dawn** on **082 872 4007**.

2.3 Project-set-me-free

It costs CCF R20 000 to release a trapped cheetah in a more suitable environment, where its odds of survival are more realistic.

Project-Set-Me-Free aims to raise funds to assist CCF with their efforts by selling merchandise marked with a red cheetah paw print, raising donations at our Stellenbosch compounds and collecting larger contributions from individuals/companies specifically for this cause.

The R20 000 raised per cheetah will cover costs such as the collection of the trapped cat, medical and scientific research, as well as food and housing during the rehabilitation period which can last up to a month. The cost in finding suitable land and the transportation and equipment needed for the re-release of the wild cheetah is also included.

You can help save this wild cheetah population by supporting Project-Set-Me-Free.



A free-ranging cheetah



An Anatolian Shepherd pup



School visit

3. The Soul of the project

INCA



Born: 20 October 1990

♦ Inca was a successful breeding male. He was the founder member of Cheetah Outreach and greeted Spier visitors since the programme started in January 1997. Captive born and hand reared.

Died: 05 March 2002

SHADOW



Born: 18 February 1996

♦ Born in captivity in South Africa as a single cub, Shadow was abandoned by his mother at birth. He was hand reared from three days of age and in Annie's care from three months of age. He has become an important ambassador for his species and is our educational ambassador, greeting tens of thousands of children each year.

NYANA-SPIER (SON OF SPIER)



Born: 15 September 1997

♦ The first of the litter of three that was born to us at Cheetah Outreach, Nyana-Spier is an ambassador both at the facility as well as starring in film and photo shoots. Nyana attends outside functions, raising awareness for the free-ranging cheetah.

SHA



Born: September 1996

♦ Found abandoned in the wild and hand raised, Sha's birth date is estimated to be September 1996. She is presently on breeding loan and is an important link in increasing genetic diversity in the captive cheetah population.

SAVANNAH & NKOSAZANA (ZAZA)



Born: 20 April 2001

- ♦ Born and hand-raised at De Wildt Breeding Centre in South Africa. Savannah and her sister Zaza have now graduated as ambassadors in our awareness program, greeting visitors both at the facility as well as at other venues.

JOSEPH



Born: 30 May 2002

- ♦ Kaya, Joseph and Byron are littermates and were born at De Wildt Breeding Centre and hand-raised. They came to Cheetah Outreach in October 2002 to begin their training as ambassadors.
- ♦ Joseph is owned and kindly on loan by Wild Wild Wild! In Africa. Together with Kaya, he greets guests at the facility as well as joining his brother on excursions away from Cheetah Outreach.

KAYA



Born: 30 May 2002

- ♦ Kaya, Joseph and Byron are littermates and were born at De Wildt Breeding Centre and hand-raised. They came to Cheetah Outreach in October 2002 to begin their training as ambassadors.
- ♦ Kaya is a gift from Kaya Wines and currently greets guests at the facility. Apart from attending functions at other venues, Kaya is currently being trained to assist Shadow in his school rounds.

BYRON



Byron was at Cheetah Outreach for training as an education ambassador for De Wildt Wildlife Breeding Centre. He returned to De Wildt in June 2003 to take up his duties as an education ambassador.

MODJADJI & GRACA



Born: 7 June 2003

♦ Modjadji & Graca are littermates born at De Wildt Breeding Centre. These cubs have an important role in the conservation of this species in South Africa and returned as ambassador cats for educational purposes at schools and farmer meetings in support of the free-ranging population, specifically in Limpopo, Free State and North Western Provinces, where cheetah come into conflict with domestic and game farmers. This partnership demonstrates the joint efforts of many facilities working together to ensure this species survival into the future.

BONTLE & PEACHES



Born: 29 May 2004

♦ Bontle & Peaches are littermates born at De Wildt Breeding Centre. These cubs have an important role in the conservation of this species in South Africa and will be returning as ambassador cats for educational purposes at schools and farmer meetings in support of the free-ranging population, specifically in Limpopo, Free State and North Western Provinces, where cheetah come into conflict with domestic and game farmers. This partnership demonstrates the joint efforts of many facilities working together to ensure this species survival into the future.

MERLIN



Born: 22 April 1996

♦ Merlin is part of an ongoing educational programme designed to educate the people of South Africa about non-lethal predator control methods. Merlin joined Cheetah Outreach in April 1998 from Cheetah Conservation Fund, where he served as a livestock-guarding dog. A Turkish breed, the Anatolian Shepherd was bred to protect livestock from wolves and bears in the Anatols in Turkey. Today these impressive dogs are bred and reared by CCF to serve the farmers of Namibia. Given to farmers at 6-8 weeks of age, the dogs are raised exclusively with the flock instinctively protecting them from a variety of predators including the cheetah. By deterring predators, this important working relationship removes the need for farmers to trap and shoot this endangered cat.

SUKIE



Born: 3 April 2000

JAGO



Born:

♦ Jago is part of an ongoing educational programme designed to educate the people of South Africa about non-lethal predator control methods. Jago joined Cheetah Outreach in 2004 from Cheetah Conservation Fund, where he served as a livestock-guarding dog. A Turkish breed, the Anatolian Shepherd was bred to protect livestock from wolves and bears in the Anatols in Turkey. Today these impressive dogs are bred and reared by CCF to serve the farmers of Namibia. Given to farmers at 6-8 weeks of age, the dogs are raised exclusively with the flock instinctively protecting them from a variety of predators including the cheetah. By deterring predators, this important working relationship removes the need for farmers to trap and shoot this endangered cat.

KULUHA



Born:

♦ Kuluha is part of an ongoing educational programme designed to educate the people of South Africa about non-lethal predator control methods. Kuluha joined Cheetah Outreach in 2003 from Cheetah Conservation Fund, where he served as a livestock-guarding dog. A Turkish breed, the Anatolian Shepherd was bred to protect livestock from wolves and bears in the Anatols in Turkey. Today these impressive dogs are bred and reared by CCF to serve the farmers of Namibia. Given to farmers at 6-8 weeks of age, the dogs are raised exclusively with the flock instinctively protecting them from a variety of predators including the cheetah. By deterring predators, this important working relationship removes the need for farmers to trap and shoot this endangered cat.

4. The Team

FOUNDER/DIRECTOR

Annie Beckhelling



After seeing the problems the free ranging cheetahs faced in Namibia, Annie conceptualized promoting the cause of the cheetah by introducing tame cheetahs as ambassadors to increase awareness, educate people and raise funds in South Africa **Cell:** 082 491 0231

MANAGER

Liesl Smith



Born and educated in South Africa, Liesl has qualified with a BSc in animal physiology and zoology and an Honours Degree in Wildlife Management. She spent some years as a High School, Biology and Physical Science teacher up country, before moving down to Cape Town. Shortly after the move she discovered Cheetah Outreach and was a great help to us in season by volunteering five days a week. Subsequently she joined Cheetah Outreach as staff and began training as a handler. Liesl is now the facility's manager as well as assisting in the development of new education programmes and resources. **Cell:** 083 364 6278

Heidi Möller



Born and educated in South Africa, Heidi has been involved in animal care for more than ten years. Working as a veterinary assistant, Heidi has invaluable veterinary care knowledge that is of great use to Cheetah Outreach. She is also a well-known pet photographer and has done freelance writing/photography for various publications. We are happy to have her on our team. Heidi is currently our function coordinator. **Cell:** 083 749 4110

Christo van Niekerk



Born and educated in South Africa, Christo has been involved in animal care for several years as a Cruelty Inspector for the SPCA, with hands on experience in the field with domestic and farm animals. Christo's knowledge of animals and their care is an asset to Cheetah Outreach. **Cell:** 082 454 7244

Jean Tiran



The newest member of our team, Jean is dedicated to the conservation of the cheetah. Born and educated in South Africa, Jean has qualified in financial management. **Cell:** 084 242 2222

EDUCATION OFFICER **Dawn Glover**



Dawn, a zoologist, heads the education programme which is the core of *Cheetah Outreach*. She will ensure that the awareness of the plight of the cheetah is spread throughout the communities. Dawn has been a volunteer at Cheetah Outreach since October 1997, and joined full time in January 1999. Contact Dawn to book an educational. **Cell:** 082 872 4007

5. Price List

As of 1 January 2005 – 30 November 2005

Please note the new R5 gate fee per person entering facility.

Encounter with adult ambassador – Adult @ Facilities	R50
Encounter with adult ambassador – Child @ Facilities	R30
Encounter with cubs under one year @ Facilities	R150
FUNCTIONS ON SPIER Please contact the information office on 021 8091159 for bookings on the estate.	
Day/Night Function @ Spier Day/Night Function @ Spier – split group	R 2000 (R 3000 x2 cats) R 2500 (R 4000 x2 cats) Subject to Spier venue cost
Film/photo shoots	R 3250 per hour (inclusive of handlers) (R 5000 x2 cats)
Day/Night Function off Spier	R 3050 (R5000 x2 cats)

Working hours

- * We are open 7 days a week, 365 days a year, 10h00 to 17h00.
- * Hours extended to 18h00 during high season.
- * A personal encounter with the cat is from 11h00 to 13h00, and 14h00 to 17h00. * Cat willing.
- * Times are subject to change.

As of 1 December 2005 – 31 December 2006

Please note the new R5 gate fee per person entering facility.

Encounter with adult ambassador – Adult @ Facilities	R60
Encounter with adult ambassador – Child @ Facilities	R30
Encounter with cubs under one year @ Facilities	R160
FUNCTIONS ON SPIER Venues: Manor House R2000. OWC & CC R6000	
Day/night Function @ Spier Day/night Function @ Spier – split group	R2000 (R3000 x2 cats) R2500 (R4000 x2 cats) Subject to Spier venue cost
Film Shoot/photo shoots	R3750 per hour (inclusive of handlers) (R6000 x2 cats)
Day/night Function off Spier	R3500 (R6000 x2 cats)

Working hours

- * We are open 7 days a week, 365 days a year, 10h00 to 17h00.
- * Hours extended to 18h00 during high season.
- * A personal encounter with the cat is from 11h00 to 13h00, and 14h00 to 17h00. * Cat willing.
- * Times are subject to change.

Tel: 021 809 1188 / Fax: 021 881 3352

e-mail: cheetah@intekom.co.za /

website: <http://www.cheetah.co.za>

Postal Address: Cheetah Outreach, P. O. Box 116, Lynedoch, 7603

