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Inspired by the leadership of 20th century polar explorer Sir Ernest Shackleton, The Shackleton Foundation supports inspirational leaders wishing to make a difference, in particular to the lives of disadvantaged and socially marginalised young people.

Our fourth newsletter showcases our charitable work in 2013 and the launch of My Antarctic campaign.

CHAIRMAN'S INTRODUCTION

An enduring legacy

Hello again to old friends, and welcome to new supporters

This year marks the charity's seventh anniversary – a period in which we have awarded a little over £150,000 to the 15 fabulous organisations whose details you can find on page 3.

This year also marks the 100th anniversary of the departure from London of Sir Ernest Shackleton's Endurance expedition in August 1914.

To mark the occasion we are stepping up a gear both in our efforts to raise additional funds and to identify and support even more inspirational leaders.

In this endeavour I am delighted to welcome Abel Hadden as a new trustee (see page 4), as I know that his energies and communications skills are going to drive us on. And talking of new faces, we are thrilled to have been joined by Anton Oliver as a Shackleton Ambassador to help us widen our appeal and spread the word (see page 2).

I found myself in a lift recently with a trustee of a well-known grant-making trust who asked me what the Shackleton Foundation did – and here's the real-life elevator pitch I heard myself giving: 'The Shackleton Foundation raises funds in many ways, but particularly in 2014 – the centenary of the start of Sir Ernest Shackleton's famous Endurance expedition to Antarctica – we are asking trustees, Ambassadors, friends and families to identify a challenge – their own Antarctic, if you like – and raise us some vital funds by completing it. The



charity's trustees will then identify more inspirational social entrepreneurs, in the mould of the great man himself (showing ambition, leadership, innovation and courage) to whom to grant seed-corn funding to help their vision or idea to assist and support some of the UK's most disadvantaged youngsters become a reality.'

Shackleton's Endurance expedition was fortuitously named, as it wasn't until 1917 that he brought all his men back to London. Likewise, our anniversary fundraising efforts will continue – we hope with your support going forward.

I look forward to keeping you informed of our progress.

Thank you

Bill

Bill Shipton, Chairman



MY ANTARCTIC CAMPAIGN



From left to right: Anton Oliver performs the story of *Peter and the Wolf* with the New Zealand Symphony Orchestra; Karen Kwong spends a night on the street; Matthew Beardmore-Gray models for a life-drawing class. Below: the Cause4 team at the National Maritime Museum

What's your Antarctic?

To celebrate Shackleton's legacy of endurance and leadership, the Shackleton Foundation is running the 'My Antarctic' campaign. The Shackleton Foundation believes everyone has an 'Antarctic'. This is a personal challenge: we all know where our fears lie, and 2014 is the year to do something about them, raise some funds for a great cause and help others less fortunate than ourselves. Everyone has an Antarctic – what's yours?

The Shackleton Foundation has already seen some great 'My Antarctic' challenges from its trustees and Ambassadors. The first to step up to the plate was trustee Matthew Beardmore-Gray, who raised £1,000 by taking on the very daunting task of posing nude at a life-drawing class. "I sat down and analysed three of my greatest fears: nude modelling, snake-handling, being buried alive," says Matthew, speaking of the reason behind his challenge. "I phoned several zoos, but in today's environment, no one was willing to offer a snake opportunity. Being buried alive for half an hour was just too much for me – I was just not prepared to do this. So that left life classes..." Matthew has even signed up for another class!

The next to take on a 'My Antarctic' challenge was trustee Karen Kwong. She took on her fear of not having a place to go home to at the end of the day by spending a night sleeping out on the street. "We both sat down and had a think about our evening," Karen remembers. "We definitely had more questions now that we had completed the evening... It must be hard to move on if you already have an issue that drove you to be



homeless in the first place, compounded by an incessant lack of sleep, lack of clean anything and a decent meal."

Later this year Shackleton Foundation chairman Bill Shipton plans to give a piano recital, while Tim Fright will be cycling from London to Geneva, with support from Brompton Bicycles.

The first of the Shackleton Foundation's Ambassadors was the next to face his 'Antarctic'. Anton Oliver, former All Blacks captain, performed the story of *Peter and the Wolf* alongside the New Zealand Symphony Orchestra, in spite of his initial fear at performing in front of thousands of people. Although Anton is used to being in front of large audiences on the rugby pitch, the idea of a musical performance was well outside of his comfort zone. "I can look back upon my choice to step outside of my comfort zone and enter the realm of severe perceived personal risk with pride," says Anton, "for it's only in this space, where a perceived fear is real and confronted, that true personal growth is experienced and, importantly, enjoyed."

Cause4 was the first company to take on a 'My Antarctic' challenge. Armed with a picture of Shackleton and a map,

the Cause4 team donned their walking boots to complete Shackleton's mission to the South Pole. The team started at the Shackleton statue at the Royal Geographical Society and finished at the 'South Pole' on the Great Map at the National Maritime Museum, stopping off at Burberry, Fortnum and Mason, and the Whisky Exchange along the way to pick up his supplies. "This was a really fun and interactive way to learn about Shackleton and the relevance his experience still has for the modern today," said Zoe Dean, Development Coordinator, about their team challenge. "For example, how important it is to have someone to take charge and provide leadership, and how much better it is when everyone sticks together to make sure no one gets left behind."

Now we need your help. 'My Antarctic' provides a great opportunity to face a fear or try something you have only dreamed of doing. So if you've ever wanted to take on your fears or simply do something crazy, this is your chance. Just choose your 'My Antarctic' challenge and set up your Virgin Money Giving Account. Instructions for setting up a fundraising page can be found at <http://shackletonfoundation.org/support-us/my-antarctic/>. Please get in touch to tell us about your challenge (laura.pedley@shackletonfoundation.org).

You can read more about Matthew's, Karen's, Anton's and Cause4's 'My Antarctic' challenges on our website, and you can donate to any of the challenges by contacting laura.pedley@shackletonfoundation.org, or by sending a cheque for the Shackleton Foundation to 52 Mount St, London W1K 2SF.

AWARDS UPDATE

JESSICA BARRATT
Franklin Scholars – 2013

Jessica Barratt approached The Shackleton Foundation in 2013, seeking funding for her Franklin Scholars scheme.

Franklin Scholars seek to give children from tough backgrounds the best possible start to secondary education. To do this they train talented older students in the same school to be their personal tutors and champions throughout their first year.

These talented older students are the Franklin Scholars.

Commenting on her award from the

Shackleton Foundation Jessica said:

“The grant from the Shackleton Foundation enabled me to throw myself head first into Franklin Scholars – not just to develop the best quality programme that has the greatest possible positive impact on the young people that we’re looking to support, but also, crucially, to build the foundation of an organisation that is capable of spreading to many more schools.

“There are high-potential students in every single school in the country. The dream is that one day, there will be Franklin Scholars working their magic,



supporting vulnerable younger children, in every one of these schools. Thanks to the Shackleton Foundation we might just be one step closer to this dream.”

SHACKLETON LEADERS 2007-13

Jessica Barratt – 2013

Franklin Scholars
www.franklinscholars.co.uk
When one teaches, two learn

Emily Bolton – 2012

Centre for Criminal Appeals
www.criminalappeals.org.uk
Pilot ‘access to justice’ initiative

Julia Bengough – 2012

Mvumi, Tanzania
www.mvumischooltrust.co.uk
Teaching English to Tanzanian children and teachers

Lesley Parkinson – 2012

Restorative Thinking
www.restorativethinking.co.uk
Interactive toolkit to help find solutions to conflict

Baille Aaron – 2011

Spark Inside
www.speakinside.org
Transformation for young people departing custodial facilities

Brendan Magill – 2011

UKSEABLE Disabled Entrepreneurs Project
www.magill.co.uk
Helping disabled and those with long-term health conditions become self-employed

Carina Millstone – 2011

The London Orchard Project
www.thelondonorchardproject.org
Encouraging Londoners to plant and harvest fruit trees

Emma Morris – 2011

Chance2change
www.beyondyouth.org.uk
Cognitive behavioural therapy for youth offenders

Harriet Laurie – 2011

The Horse Course
www.thehorsecourse.org
Equine-assisted behaviour programme

Lee Healey – 2011

Income Max
www.incomemax.co.uk
Helping those on welfare benefits benefit more

Miguel Dean – 2011

Youth Training and Development
www.migueldean.co.uk
Youth training, development and coaching

Shauneen Lambe – 2011

Just for Kids Law
www.justforkidslaw.org
Advocacy, support and assistance for young people in difficulty

Caroline Fiennes – 2010

Global Cool Foundation
www.globalcoolfoundation.org
Encouraging green behaviour

Rachel Roser – 2009

Heroes of the Future
www.hereosofthefuture.org
Using heroes to raise aspirations in young people

Nick Nielsen – 2007

Envision
www.envision.org.uk
Helping young people to design their own community projects

“Difficulties
are just things
to overcome,
after all...”

Ernest Shackleton



Right: Ernest Shackleton.
Photo: Shackleton Foundation.

And then there were eight...

At the February trustee meeting we unanimously agreed to invite Abel Hadden to join the board.

As published in *Xperedon Charity News*:



The charitable foundation celebrates the spirit of polar adventurer Ernest Shackleton, providing funding for innovative social entrepreneurs with ideas that can help disadvantaged young people.

PR guru Abel Hadden joins the board of the Shackleton Foundation during the build-up to the 100th anniversary commemorations of Ernest Shackleton's legendary Endurance expedition.

The appointment of a new trustee

“Ernest Shackleton foundation strengthens board in 100th anniversary year of Endurance mission”

with communications expertise arrives in a year that the charity foundation can expect to step into the limelight.

Ernest Shackleton's Endurance expedition, launched in 1914, planned to cross the Antarctic on foot but met with disaster early on when the Endurance ship was destroyed by ice.

However, Shackleton's rescue of the 27 strong crew has since gone down in history as an inspirational story of leadership and determination.

Since then Shackleton has become a cult hero, and is synonymous with one of the great stories of human perseverance.

Meanwhile, in a year which will see

plenty of focus on Ernest Shackleton, including a major Hollywood film that is in the offing, the Shackleton charity foundation also hopes to spread the word about its own achievements in backing innovative social projects that support vulnerable people.

Following his appointment this week, Abel Hadden explains: “Over the years I have been a trustee of a number of great charities but what particularly attracted me to the Shackleton Foundation was the fact that they are offering seed funding to inspirational leaders in Shackleton's mould... who in turn are finding innovative ways to help the very neediest in our society – often where other funders fear to tread.”

Hadden is a partner at international communications firm, Bell Pottinger. www.xperedon.com/charity_news

About The Foundation

Sir Ernest Shackleton is well known as one of the most inspirational leaders of the last century.

While he never achieved his personal dream of being the first to reach the South Pole, his reputation as a leader of men is based on a still greater success: the survival and safe return of all of his team members, while overcoming almost unimaginable odds. Shackleton's name lives on as a beacon for courage, bravery and, most of all, leadership.

Shackleton's era of heroic exploration is long gone. However, The Shackleton Foundation believes that many challenges still exist where the rallying power and indomitable spirit of Shackleton is needed. We believe that strong leaders can provide inspiration to those around them, and we wish to support these people. The Shackleton Foundation seeks to help disadvantaged and socially marginalised young people. It does this by providing seed-funding to social entrepreneurs

who exemplify the spirit of Shackleton: inspirational leaders with fresh and innovative ideas striving to make a significant difference to the lives of disadvantaged young people. Each grant recipient is mentored by a trustee to ensure that their inspirational projects really will make a significant difference.

Founded by descendants of Shackleton's 1907–9 Nimrod Expedition, the Shackleton Foundation was established in 2007 to celebrate the legacy of the great man in a 21st-century context. To date the Foundation has made 15 Leadership Awards of up to £10,000.

We are now approaching the centenary anniversary of Shackleton's incredible Antarctic survival journey, the Endurance expedition. The Shackleton Foundation is celebrating the centenary with the 'My Antarctic' campaign, to raise funds for our work with social entrepreneurs. Thomas Pynchon wrote “Everyone has an Antarctic”, and the Shackleton Foundation is challenging you to take on your 'Antarctic' to raise money for a good cause.



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