



Spring 2011

Inspired by the leadership and example of 20th century polar explorer Sir Ernest Shackleton, The Shackleton Foundation supports inspirational leaders wishing to make a difference, in particular to the less advantaged.

Articles include:

- Caroline Fiennes
- Sydenham Mosaic
- Heroes for the Future Update
- Book Launch
- Cambridge University Entrepreneurs
- Art Exhibition raises £14,000

Global Cool



Caroline Fiennes, founder and leader of the Global Cool Foundation

Caroline Fiennes - Global Cool. Rcvd £20,000 in Nov 2010

Caroline Fiennes has built and leads a campaigning organisation which tackles climate change by promoting low-carbon lifestyles. For Caroline, individuals influence up to 75% of UK carbon emissions (directly & indirectly), and individuals are key to the mandate for political action on climate change nationally and internationally. However, few people are making low-carbon lifestyle choices as these haven't been made relevant to their lives.

Most climate change communication is either moralistic or scary, designed to frighten people or make them feel bad. The Global Cool Foundation looks to turn things around through positive messaging, promoting green lifestyles to trendsetters.

The Global Cool Foundation makes low carbon behaviours attractive, and easy – making them cool, aspirational and fashionable.

The Global Cool Foundation currently has financial backing from The Body Shop Foundation, The Ashden Trust, The City Bridge Trust, the Department for Environment, Food and Rural Affairs, and Vodafone.

The Shackleton Foundation has given her a grant that will help cover the costs of her Volunteer Support Team, the graduate interns and mid life volunteers who are responsible for the organisation's market research, insights and communications. This grant will thus help the Global Cool Foundation continue in their aims to help change people's behaviour and their opinions and help make the world greener and cleaner.

To find out more about Caroline Fiennes and the Global Cool Foundation, visit www.globalcool.org, where you can read their campaign impact assessment, or you can read her January interview in The Ecologist. To read the article visit <http://bit.ly/fDGmhA>





Sydenham resident Sir Earnest Shackleton commemorated in community project

Sydenham Mosaic Celebrates Shackleton

Sydenham Mosaic Roundel. Rcvd £1,645 in Dec 2010

Sydenham, where the Crystal Palace from the Great Exhibition was relocated, is undertaking the commissioning and building of a large mosaic in the city centre as part of an urban regeneration project that has received money from the Lewisham Mayor's fund. An active and engaged community led by the 71 year old

Valerie Kelly, have commissioned Oliver Budd, current President of the British Association of Mosaic Artists to produce a major piece of public art informing the town's citizens of its history and some of its more accomplished residents over the years including John Logie Baird and Sir Ernest Shackleton.

Agreement on the final design is now complete, and education packs are

being created that will be distributed to local schools, helping children identify with their area and learn about their local history. The art consists of a series of spheres or "roundels" including one of Sir Ernest Shackleton.

The Foundation has bought this roundel as part of its charitable remit to "commemorate the life and achievements of Sir Ernest Shackleton."

"Life is an adventure. Get excited about it!"

Heroes for the Future Update

In our last newsletter we profiled the inspirational Rachel Roser, who had set up a project that raised young children's expectations. Heroes for the Future told the stories of real life heroes to children in Hastings comprehensive schools aged between 10 and 13 years old, with the key message being "Life is an adventure. Get excited about it!" A series of workshops and classwork at the end of the school year constituted the main tenets of the programme with a talk from an

inspirational individual to the kids at the end. Questionnaires were given out before and after the programme, with one 11 year old girl replying: "I still want to be a hairdresser, but now I want to be the best hairdresser in London with a salon on Oxford Street."

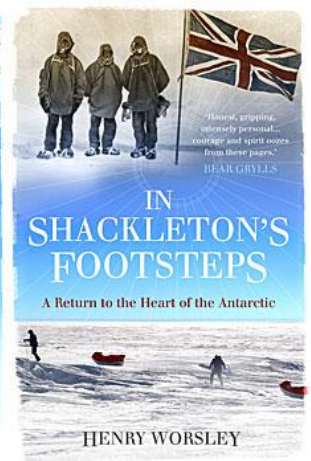
The pilot project that we supported has finished, with the University of Brighton analysing the quantitative and qualitative results. Rachel has given up her job working at her local

Waterstones and is now involved with AimHigher, a government run programme illustrating to people the benefits of higher education, with activities across 44 local areas in England. Rachel is still keen to take Heroes for the Future forward, with a view to re-starting the project again this coming summer. In the meantime she has been able to learn a working with Aim Higher and will look to bring that experience to bear this summer.

Book Launch 1st March 2011

Henry Worsley, leader of the Matrix Shackleton Centenary Expedition team has written a book about the expedition.

The book is out now in all good bookshops, including Daunt Books, Fulham, the location for the public launch of the book on 1st March 2011.



Cambridge University Entrepreneurs



CUE student audience

CUE. Rcvd £10,000 in June 2010 – photos and dates Cambridge University Entrepreneurs is the oldest student run enterprise competition in the country. Since 1999 CUE has awarded over £500,000 in prize money to more than 40 start ups. These 40 start ups come under one of three streams: business, high tech, and social enterprise. ARM, the computer chip manufacturer, and Cambridge Angels, a group of high net worth investors in bio tech companies are the sponsors of the business and high tech "streams" respectively, and the Shackleton Foundation are proud to sponsor the social enterprise stream.

The competition starts at the beginning of the academic year, with teams winning £100 for 100 words if their 100 word ideas are deemed good enough. Throughout the year the students are

taught about pitching, business plans and getting their ideas off the ground through a series of seminars and workshops, competing for £1,000 in January, £5,000 in March, with the Grand Finale occurring in June at the Cambridge Union. Here, participants have one minute to pitch their idea in a dragons den style format in front of the judges. The winner receives a year's office space at the Cambridge Science Park, and two tickets to the Ignite

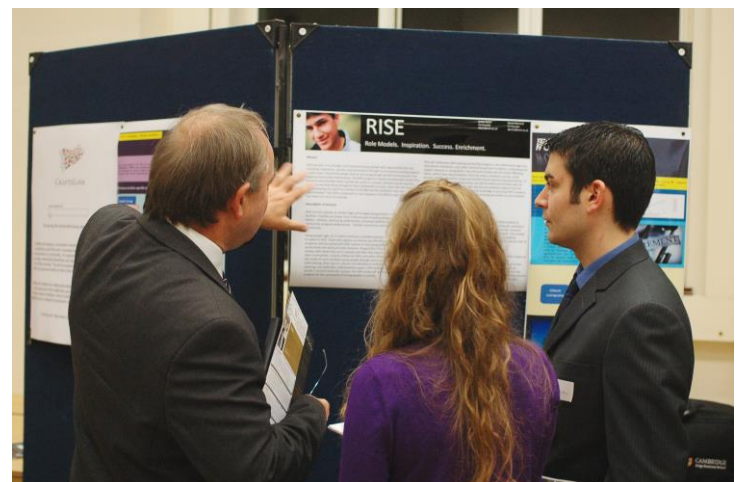
Programme, an intensive week long training programme for aspiring entrepreneurs to prepare business ideas for the commercial environment, which the Judge Business School runs in July.

This is the first year that the Shackleton Foundation has been involved with CUE and we have been impressed with the quality of the entrants so far. We are involved in

the judging process for the social enterprise stream and have seen young teams looking to tackle the recidivist rate in young offenders, the shortfall in funding for scientific research in this country, and a network of business parks for entrepreneurial women in Pakistan that have been affected by the 2010 floods, amongst others. To find out more about CUE go to www.cue.org.uk



Above – A young CUE makes his pitch; Below – Two young social entrepreneurs show their ideas to a local venture capitalist



**Centenary Expedition
Patron:**

HRH The Princess Royal

Vice Patron:

Robert Swan OBE

Trustees:

William Shipton (Chairman)
Matthew Beardmore-Gray
Patrick Bergel
Caroline Cornell
David Cornell
Tim Fright
Will Gow
Richard Gray
Andrew Ledger
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Art Exhibition Raises £14,000

£14,000 was raised at an exhibition in April 2010 at the Guy Peppiatt and Stephen Ongpin Gallery in Mason's Yard in London's St. James's.

The exhibition comprised almost 100 works by approximately 30 different artists. Artists' works in the exhibition included pieces by Mark Adlington, Julian Barrow, Arabella Dorman, Sean Henry, David Howell and Andrew Stock.

Use of the gallery was generously donated free of charge.

Special thanks go out to Joanna Worsley who organised the event.

For pictures visit
<http://bit.ly/fgCDug>



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, whilst 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 innumerable challenges still exist where the rallying power and indomitable spirit of Shackleton is needed, in order to make a tangible

contribution to the greater good.

Thomas Pynchon wrote "Everyone has an Antarctic". The Foundation exists to support and encourage people who may not otherwise have the opportunity to identify and cross their own Antarctic, particularly where the applicant's chosen project can be shown to directly benefit the less advantaged.

We believe that singular people making singular contributions to the public good can provide inspiration to those around them, and we wish to support them in their endeavours. The Foundation hopes that beneficiaries will develop or possess the personal qualities that define leadership: a fierce

personal commitment to succeed, a willingness to take intelligent risks, and the ability to inspire and energise those around them to do their utmost towards worthwhile causes.

Founded by descendants of the 1908-9 Nimrod Expedition, The Shackleton Foundation was started in 2007 as a way of celebrating the legacy of the great man in a 21st century context. The Foundation's current focus is to find the first ten Shackleton Leadership Award recipients (see article on page 2). A successful programme of awards will help to crystallize the Foundation's objectives.

Anyone with ideas about potential Leadership Award recipients should contact the Foundation for further information.