



KING EDWARD'S SCHOOL, BIRMINGHAM

MADAGASCAR EXPEDITION 2016

Letter 4

Fund-Raising & Training

'Fund-Raising'

Our recent first meeting of the expedition team contained, amongst other things, some words of advice from Elliott Barber and Josh Kimblin - two members of the 2014 Ecuador and Galapagos expedition team - on different means of money making ('fund raising'). We thought it worth summarising their three key pieces of advice, and offering some further resources to consider over the summer break.

- **Selling of unwanted belongings**, on eBay and other online sites. These might include childhood toys, contents of relatives'/neighbours' attics, or even items bought cheaply at clearance/car-boot sales which can be sold on for profit online (this last being, of course, a riskier strategy).
- **Selling Opwall raffle tickets**. Each year Operation Wallacea holds a prize raffle from which profits can be made. To quote from their fund-raising material, '*tickets for volunteers are £3.50 for a book of ten which can be resold for £1 each. Prizes include a brand new car, a six week Operation Wallacea expedition, £1,100 Gapyear travel vouchers and £1,000 STA travel vouchers*'. We will acquire tickets for each expedition member to sell, and these will be available from September.
- **Arranging a group money-making activity**. This last option requires a concerted effort on the part of the team as a whole, and we encourage pupils to get thinking – and talking – about this during the summer. We have posted a pack of [fund-raising ideas](#) to the website, which also contains notes and practicalities the team should bear in mind, if they choose to pursue such an activity.

We would also add two additional means of potentially acquiring funding: the entire group approaching companies (esp. **local companies**) who might have some interest in our expedition and be able to offer some funding; and the old-fashioned suggestion of a **holiday job**. Our 2012 Guyana team managed to secure funding from Jaguar by persuading them of the conservation benefit behind that expedition, and current team members might think of other similar ideas.

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J Porter & D H Corns, Expedition Leaders

Edgbaston Park Road, Birmingham B15 2UA. Tel: 0121 472 1672. Fax: 0121 415 4327
Email: jp@kes.org.uk, dhc@kes.org.uk Website: keswildlife.weebly.com www.kes.org.uk

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Whatever the means, in our second team meeting in September we will want to collate ideas for money-making, and will want to know then what individual and group-based activities members intend to engage in. Accordingly, we have two requests of the team over the summer:

1. **Decide what amount** you need to raise, and **list the possible ways** you will do this (with realistic target amounts per activity).
2. Read the fund-raising ideas resources linked above, and **start a conversation** about group-based projects on the '[KES Madagascar 2016](#)' Facebook page, which students are now asked, wherever possible, to join (fear not – we neither can see, nor have we any interest in seeing, your personal profiles!).

Making money, raising funds – whatever we call it – really is down to expedition members' initiative and resourcefulness, and is your first opportunity to get working together as a team; and we look forward to hearing your ideas in September!

Expedition Training Weekend

A very important event next year will be our training expedition, to be held at Andrews Coppice, the school's camp site. *In a correction to the date given in the notes from the first meeting*, this will be held on **Fri 22nd – Sat 23rd April 2016**, and all expedition members should attend.

To be clear, this is the first weekend back after the Easter holiday, and while this will be close to exam leave for the 5th form, we do ask that by planning around the event and making best use of the Easter, you do not allow it to become a hindrance to your revision. We are curtailed in our choice of date for such a training weekend by (earlier in the year) the inappropriate season for training for the Madagascan climate, and (later on) by the start of exam season. So we ask that you put this as a fixture on the calendar now, and plan around and look forward to it in equal measure!

With best wishes for the summer break, and enjoy the documentaries!

David Corns & Jon Porter
dhc@kes.org.uk, jp@kes.org.uk

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