

# The Ambassadors Club

## FACTSHEET

The Endangered Species Foundation of New Zealand (ESFNZ) is a registered charitable organisation that funds projects to help prevent any further extinction of NZ's unique indigenous biodiversity (plant, animal or fungi, on land or at sea).

**ESFNZ stands to protect NZ's rarest of the rare – the endangered species and their unique habitats.**

The Ambassadors Club will help ESFNZ succeed by assisting with much-needed public awareness and fundraising.

Our aim is to raise \$30 million over five years, and with the help of a strong Ambassadors Club, we are positive we will achieve this.

Ambassadors help to:

1. increase ESFNZ's profile throughout New Zealand
2. raise funds in New Zealand and overseas, and
3. grow the network of Ambassadors.

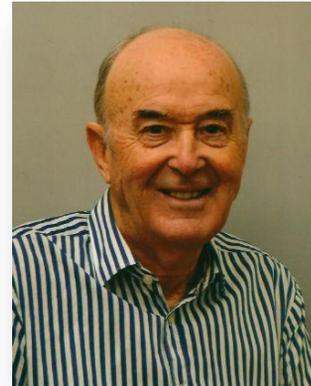
## Can you help us protect NZ's rarest of the rare?

### The Ambassador's commitment

- ✓ You may have a *passion* for saving New Zealand's endangered species, or may be *concerned* about habitat loss or degradation, or may simply *value* NZ's unique flora and fauna.
- ✓ You have great communication skills and great networks, which you can use to tell people about ESFNZ and encourage donations.
- ✓ You may be a committed individual, or part of a group or club, school or tertiary institute.
- ✓ You are willing to act on a voluntary basis (with expenses refunded).



**Endangered  
Species  
Foundation**



**Neil Thorsen**

*Founding Trustee and Lead Ambassador*

Neil and son, Dr Mike Thorsen, founded ESFNZ. Neil has been involved in the establishment of many charitable trusts and foundations during a long career as a trustee consultant. It is the establishment of ESFNZ, and being a Trustee, that has given Neil the most satisfaction, as he sees it as being a foundation for the challenging times facing a growing number of endangered species.

### Contact

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TE KAUPAPA TIAKI KARAREHE,  
TIPU MŌREAREA O AOTEAROA

## Our support

ESFNZ supports ambassadorial activities by providing marketing tools and information. All our information is available to you on our website, including currently funded projects, projects requiring funding, and an online donation facility.

ESFNZ's Trustees and support staff are available for assistance and advice. Our Support Officer will keep in contact with you and keep track of who has been approached for funding. We will also provide a forum for you to discuss ideas or issues with other Ambassadors and grow your own networks.

## Ambassadors are:

### Committed individuals

Emeritus Professor Sir Alan Mark, our first Ambassador, has been joined by a growing number of New Zealanders, from artists to business owners, including notables such as Rob Morrison, Peter Hayden and Emeritus Professor Charles Daugherty.

While Sir Alan is an icon in conservation circles, any person who has a keen interest in conservation should consider the role.

### Groups or clubs

Whether a community group, special interest group, or service club such as Lions Club and Rotary – a group or club could endorse ESFNZ and carry out fundraising, either for the general endowment fund or for a specific local project.

### Schools

Schools can become involved in local projects, including raising money for projects that interest them.

### Tertiary Institutes

As Ambassadors – universities and polytechnics can endorse us, and raise our profile here and abroad. Even if institutes only endorse us internally, there are thousands of students (and staff) who can spread that knowledge here and overseas through their networks.

### Working together

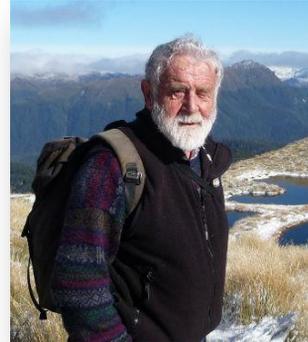
Ambassadors are encouraged to work together. For example, students could find out about the endangered species near their school and decide to protect a specific species. They could seek technical help from an Ambassador university. The project could be funded from money raised by a service club or local corporate, with further support from ESFNZ.

All potential Ambassadors will be vetted by the Trust Board.

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**Sir Alan Mark** *ESFNZ's first Ambassador* is one of NZ's most renowned conservation ecologists. Sir Alan was one of ESFNZ's earliest supporters - initially a Trustee.

### Board of Trustees

Grant Leach (Chair)  
Richard Allen (Secretary)  
Prof Phil Seddon  
Asoc Prof Jacqueline Beggs  
Geoff Ross  
Neil Thorsen  
Dr Nick Roskrige

### With special thanks to:



**Department of  
Conservation**  
*Te Papa Atawhai*



**stout trust**

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