

About The Enham Kilimanjaro Challenge



Enham, the charity which provides opportunities for disabled people, is organising an **expedition for 9 disabled and 9 non-disabled people** to climb and descend Mt. Kilimanjaro in Tanzania from the 5th to the 16th July 2008.

The aim of the project, with the assistance of a broadcast professional film crew, a prestigious TV and Movie score composer and editor and our TV coverage, is to raise awareness of Enham and its work empowering disabled and disadvantaged people, and to raise funds.

A Unique Challenge

Understood to be the **first multi-ability** UK team to climb Kilimanjaro, the project will present a unique challenge to demonstrate the benefits of diversity within a team.

It will focus on a buddy system which will enable each team to help each other to face common challenges, to achieve a common objective, to realise their own potential, to help others to realise theirs, to make their own choices and to be in control of their own personal development.

The Enham Kilimanjaro Challenge will develop awareness of the challenges which disabled people face in all aspects of their lives and support a commitment to inclusion and diversity which is central to everyday life and business in the 21st Century.

Why Kilimanjaro?

Crowned by eternal snows, the mighty Kilimanjaro is the highest free-standing mountain in the world and dominates its landscape unlike any other mountain. Kilimanjaro also perfectly highlights nature's battle with its own challenges presented by a rapidly changing climate.

Located in Tanzania, this extinct volcano looms over five eco-systems and large game reserves and is certainly one of the world's most impressive sites.

The ascent up this great peak is non-technical by nature. However, it affords a full mountaineering experience, with all the rigours and rewards, for those in strong physical condition.

It is generally considered that to climb Kilimanjaro is one of the most challenging, rewarding and treasured experiences in the world to the non-technical climber. It is also a most fantastic adventure that can be experienced by everyone regardless of their individual ability.

The expedition logistics will be undertaken by Alpine Ascents International, a highly experienced Trekking company with a strong background of arranging and leading climbs on Mt. Kilimanjaro. Steven Ballantyne is the Expedition Project Manager. He has travelled extensively and for the past two years has been undertaking expeditions for clients such as the Scientific Exploration Society.

The route has been selected as being the most interesting wilderness experience offering all-round enjoyment and beauty for the climbers and as the most achievable for a group of mixed ability.

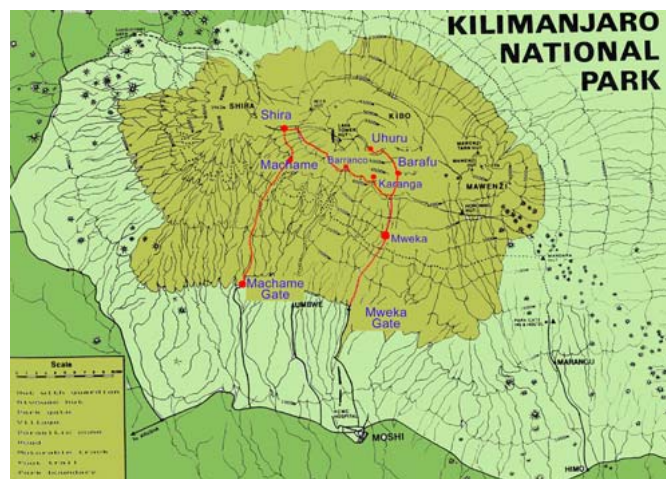
In Partnership with You

Having secured various corporate sponsors, Enham are also extending invitations to local and regional businesses to become involved in this exciting venture and become "champions" for the aims and values of the project.

This unique project offers you an opportunity to:

- promote your brands in publicity material, in press and broadcast coverage, on the website, through special events, and in the specially commissioned film that Enham is producing.
- support the development of a professionally produced broadcast-ready television documentary, as described below. We have agreed a three part Kilimanjaro Project feature on Meridian TV and Thames Valley TV and are currently actively seeking further regional and national broadcasting opportunities.
- engage employees in a unique team building and coaching training experience.
- actively demonstrate your support for disability and diversity by being involved; reaping human-interest PR dividends through consumer approval.
- participate in the development of an equality, diversity and disability awareness training tool to support the development of your workforce.
- The opportunity to place a participant on the Kili challenge for a nominated staff member and to engage other colleagues in a team building and motivating effort to raise funds with the nominated participant

The Enham Kilimanjaro Communications Team will partner with you to tailor your involvement, to maximise your promotional and public relations benefits



The Route

Filming of the Kilimanjaro Challenge 2008

The Film – action

As part of the expedition, a specially commissioned film is being produced. The documentary will follow the personal stories of the participants and of each team. This will be accompanied by an inspiring score, written by Michael Price whilst he actually participates in the climb.

This will be a film of the triumph of human spirit in the face of diverse challenges, set against the backdrop of the plight of a changing Earth.

We will incorporate footage of Diversity and DDA programmes within participating organizations.

This version of the programme will then be made available for corporate PR and training purposes within all of our partner businesses. A version of the film will also be distributed via mainstream television on channels such as BBC, Meridian, CNBC, Sky and National Geographic.

Selected pod casts and radio interviews featuring the individual or buddy pair champions' participant(s) will also be distributed via local television – Meridian and BBC and via the host website of Enham. Enham have already agreed three features on Meridian TV and our “champions” may be able to gain valuable exposure from an early stage.



Choose the level of support that suits you



Sponsoring an Individual:

Range of possible benefits

- Banner display and link to sponsor web site on Enham web site
- Acknowledgement in Enham's newsletters, with an approximate distribution of 4,000
- Advertising space on the Enham web site, which receives approximately 1,900 hits per day
- Pre-event PR in local media featuring your company and the individual
- Post event PR stills, message and endorsement from the individual
- Engage other colleagues in a team building and motivating effort to raise funds with the nominated participant
- Video diary inspirational "teamworking" message from buddy pair
- Possible company/product video or written endorsement message from individuals

About Enham



The ability to choose is fundamental to everyone in society. At Enham, we believe that every disabled person should have the opportunity to determine where they would like to live and work. Despite this core principle, which guides our work, many disabled people continue to be denied the opportunities to gain new skills and the freedom to live more independently; they face barriers to employment, training, transport and suitable housing.

Did you know that:

- two in five disabled adults live in poverty
- many disabled people are denied the same treatment or access to goods and services as non-disabled people
- there are one million unemployed disabled people who want to work
- disabled people who are in work are likely to be in lower paid jobs and are less likely to have qualifications

Enham is a charity that has been empowering disabled people for almost 90 years. Our vision is a society where disabled people are valued as individuals and are enabled to achieve their full potential.

'Enham services gives me choices'

From housing and employment to personal development and care, Enham delivers a wide range of services that provide choice and empower people to make their own decisions about their lives. This year Enham will work with over 2,500 disabled adults and young disadvantaged people aged from 16 – 19.

'Where and how I choose to live'

'Many disabled people do not get to choose where and how they want live'



Today Enham offers full care provision for 90 disabled people and supported living opportunities for over 100 disabled people. As a recognised centre of excellence, we continue to expand our care, accessible housing and the type of living services disabled people need to be in control and make their own choices.

'Where and how I choose to learn'

Enham creates opportunities for all disabled people to learn and gain skills, by providing a range of work related training and development programmes.

We are recognised as a leading provider of residential, vocational and work preparation courses for disabled people with complex needs.

'I think Enham's Entry to Employment (e2e) programme is great for young people who need to gain confidence and helps you look for a job and prepare for an interview' e2e learner

'Where and how I choose to work'



'Only 17% of people with learning disabilities are in paid work'

Enham creates opportunities for over 2,000 disabled people each year to access work and develop careers including self-employment. Our range of diverse employment programmes aim to assist individuals back into work and enable the achievement of greater independence and fulfilment.

"Having a disability need not mean you can't achieve your dreams. With the encouragement and support from Enham's Business Ability Division, my dream became reality. There is an old saying "mighty oaks from tiny acorns grow". Thank you to Enham for nurturing the acorn" Terri Harris - Little London Studios. Winner of the 2006 RADAR Disabled Entrepreneur of the Year Award, sponsored by Enham

'Where and how I choose to be myself'

"Fit for Fun is a great way to keep fit and meet new people – and it's lots of fun,"



As well as assisting people to find employment, Enham also offers opportunities for personal development through life skills training, sports and artistic activities.

The Kilimanjaro Project Team

Chairman - Herta von Stiegel, J.D.

Herta von Stiegel is executive chairman of Stargate Capital Investment Group, a small cap investment firm. An international executive with a consistent track record of building profitable, highly regulated structured finance businesses, she held senior positions at Citibank and JP Morgan and, most recently worked as Managing Director for AIG Financial Products, the financial services division of American International Group Inc. A US tax lawyer by training, Herta practiced law prior to becoming a banker specialising in international taxation and mergers and acquisitions. She holds a Juris Doctor degree from Thomas M Cooley Law School in Michigan, a Masters of Law degree in Taxation from New York University School of Law and a B.A. from Andrews University. She is a member of the State Bar of Michigan and New York.

She serves on several boards in the corporate and not-for-profit sectors, including Camco International, a market leader in climate change solutions, where she chairs the audit committee and Opportunity International, a global microfinance organization with multiple financial services subsidiaries. She chairs the Prince's Trust Women's Leadership Group, serves as the International Vice Chair of the Committee of 200, and is a member of the Women's Leadership Board of Harvard University's Kennedy School of Government. Born in Transylvania, Herta loves the mountains and has, among others, climbed Mt. Toubkal, Mt. Meru and Mt. Kilimanjaro.

Communications - Jane Atkinson FRSA

Previously Deputy Chairman of the Rowland Company, a wholly owned Subsidiary of Saatchi and Saatchi Ltd., Jane was also Managing Director of Affinity, part of Countrywide, before heading her own company, Atkinson Courage Communications, which she left to become a director of Bell Pottinger Consultants and, subsequently, Director of Global Communications for JC Bamford Excavators Ltd.

Since 2003, Jane has been working as an independent consultant and is currently a partner in Atkinson Hardwick Public Relations. She specialises in the development of communications strategy, management of communications programmes, communications counsel at Chairman, Chief Executive and Board level, crisis and issues management, speech writing, conference direction. Jane has worked in the private, public and charitable sectors. She was media advisor to the late Diana, Princess of Wales from January to August 1996. Jane is a Fellow of the Royal Society of Arts, a board member of Forum UK, a Governor of Eastbourne College and Chair of the Eastbourne Foundation Committee, a Committee member of the Prince's Trust Women's Leadership Group.

The Film Production Team

Director - Kyle Portbury

Kyle is an up-and-coming director with a number of film credits to his name. He is currently working on the feature documentary, 'My Brother Marvin' on the life and death of Marvin Gaye, as 2nd unit director and producer with Bafta award winning and Emmy nominated director Bob Blagden.

Producer - Gregory Rinaldi

Gregory has 5 years experience working in the film industry in Vancouver, Paris and London. He founded his own production company "Reel Film Productions" in early 2006 to provide production assistance for independent companies making shorts, feature films, documentaries, music videos and pilots.

Gregory's expertise is in developing professional packages for innovative and talented Directors

Camera - Tim Knight

Tim is a seasoned camera man who has filmed all over the world for the likes of Discovery Channel, National Geographic, BBC, Animal Planet and many more. He has filmed many extreme expeditions and his past experience filming on Kilimanjaro will be invaluable.

Composer - Michael Price

Michael is one of the foremost British composers in the film industry today. He has composed music for some of Hollywood's biggest films and his passion for music is evident in the world class work he produces.

Michael has been nominated for 4 MPSE Golden Reel Awards, winning in 2001 for The Fellowship of the Ring. The following are just a selection of his credits:

Wild Child (2008) (composer)
Swan Song (2007) (composer)
Hot Fuzz (2007) (composer: additional music)
Sugarhouse (2007) (composer)
The Possibility of Hope (2007) (composer)
The Da Vinci Code (2006) (score reader)
The Lord of the Rings: The Return of the King (2003) (music editor)
The Lord of the Rings: The Two Towers (2002) (music editor)
The Lord of the Rings: The Fellowship of the Ring (2001) (music editor)

Editor - Kate Coggins

Kate's previous work as Editor includes "I Could Never Be Your Woman", a romantic comedy Starring Michelle Pfeiffer and Paul Rudd, directed by Amy Heckerling, and Strength and Honour, a contemporary boxing drama starring Michael Madsen and Vinnie Jones which won best film and best actor at the Boston International Film Festival. Variety magazine complimented the fight scenes as being "edited with freeform kinetic energy".

The Expedition Logistics Team

Logistics Project Manager – Steven Ballantyne

Steven started his career as a Dance Movement Therapist working primarily with young adults with profound Autism and a range of physical disabilities; he was a founder member of the East London and City Bereavement Association and ran his own successful private counseling practice until 2001 when he chose to make a career move into the world of expeditions.

Since that time Steven has traveled extensively to some of the worlds remotest developing countries in the world including Iran Jaya (now west Papua) and East Timor, he has lived with the Tengegerese community at the foot of Mount Bromo in East Java and was taken captive in Papua New Guinea, but following a dramatic Air rescue has since returned many times to lead independent expeditions across the Kakoda Trail and Black Cat Trail.

Steven has recently founded the Expedition Project Management Ltd, developing and running expeditions with a purpose for charities and corporations as well as undertaking reconnaissance trips into some of the remotest parts of the worlds for TV and film companies and organisations who require this service prior to planning future projects.

Expedition Logistics – Alpine Ascents

Alpine Ascents International leads expeditions that have become benchmarks of quality in the climbing community; their expertise is based on years of accumulated experience, not just from individual mountain guides, but through experience on particular mountains such as Kilimanjaro, where details are fine-tuned over time. They maintain an ongoing process of multi-leveled and critical evaluation for each expedition they run. Their commitment to the environment and ethical global business practices make Alpine Ascents the most respected and well-rounded mountain guiding company in the industry.

Chief Medical Officer – Chris Parsons MBChB, MRCS (Ed)

Chris is a qualified surgeon currently working as a Registrar in paediatric surgery at Addenbrookes Hospital, Cambridge. During a recent year out he provided the medical support for a world first driving expedition led by a tetraplegic from London to Cape Town. He subsequently worked in Remote Area medicine for Immediate Assistants as a location medic for the filming of an American reality TV series in Fiji before returning home to the NHS.

He is greatly looking forward to using all he has learned from these varied experiences to make this amazing trip the success we all hope it will be.