

THE 100 FOUNDING FRIENDS CAMPAIGN

Creating a Network of Restoration Pioneers



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THE CAMPAIGN

100 Founding Friends is a campaign to discover a minimum of 100 individuals, foundations and businesses who will become foundational contributors and ambassadors at the beginning stages of this global movement of ecosystem restoration. **Ecosystem Restoration Camps is searching for individuals who can support the acceleration of camps all over the world**, through their ideas, networks and resource contributions of 1,000 euros or more.

The goal of the campaign is to raise a minimum of 100,000 euros by June 2019.

To pledge your support as a founding friend of Ecosystem Restoration Camps - **please contact Business Development Manager Ashleigh Brown at ashleigh@ecosystemrestorationcamps.org**

THE CAMPS

Building camps to welcome people to come and learn how to increase ecological function in degraded landscapes is an idea whose time has come. Based on the dream of John D. Liu, ecologist and documenter of the restoration of the Loess Plateau¹, the Ecosystem Restoration Camps Foundation was created in February 2017 in the Netherlands with the support of seed funding from major donors and hundreds of paying members.

The foundation has since then set up its first camp in the Murcian Altiplano of southern Spain. This camp has been built in its first iteration by a team of long term volunteers living in the village of La Junquera, and is now opening to welcome the first fifteen people to live at the camp itself. The beauty of the camps concept is that it gives people the opportunity to learn first hand how ecosystems work, what causes their dysfunction, and how they can be rehabilitated.

The rehabilitation of large scale damaged ecosystems is a grand yet easy solution to the myriad of problems that the world faces: climate change, rural abandonment, loss of topsoil,



pesticide pollution, freshwater depletion, conflict, migration and war.

By giving people the chance to get their hands in the soil, learn how it works and restore damaged ecosystems on a global scale, supporting local landowners to do so, the camps are a low cost way to have a huge positive impact.

¹ - <http://www.worldbank.org/en/news/feature/2007/03/15/restoring-chinas-loess-plateau>

OUR GOALS AS AN ORGANISATION

Ecosystem Restoration Camps has ambition. Our goals to be achieved are:

- 1.** Increase our membership to 2,000 people from around the world by the end of 2018 and 5,000 people by 2019. This is important from the perspective of our mission, but also for our financial health. After one year of existence, the foundation already has nearly 500 paying members around the world. Yet, we have focused our time and efforts in setting up the foundation and helping our first camp become a reality. We need to now focus on achieving our vision and mission by finding the people we can connect to ecosystem restoration worldwide.
- 2.** Increase the number of camps in existence. There is a great need for people to be connected to projects. We want to increase the number of camps we will support, to help the projects they will be helping become a success. Setting up a camp requires initial seed money (approximately 50.000 EUR to 250.000 EUR depending on the local situation). Camps can take care of their own financial needs after a startup period (see below).
- 3.** Build a central hub of knowledge accessible to non-experts who wish to learn more about ecosystem restoration. This hub of knowledge should be useful for local communities in severely degraded areas, or people wishing to support the regeneration of natural systems from their own gardens.



THE IMPACT OF 100 FOUNDING FRIENDS

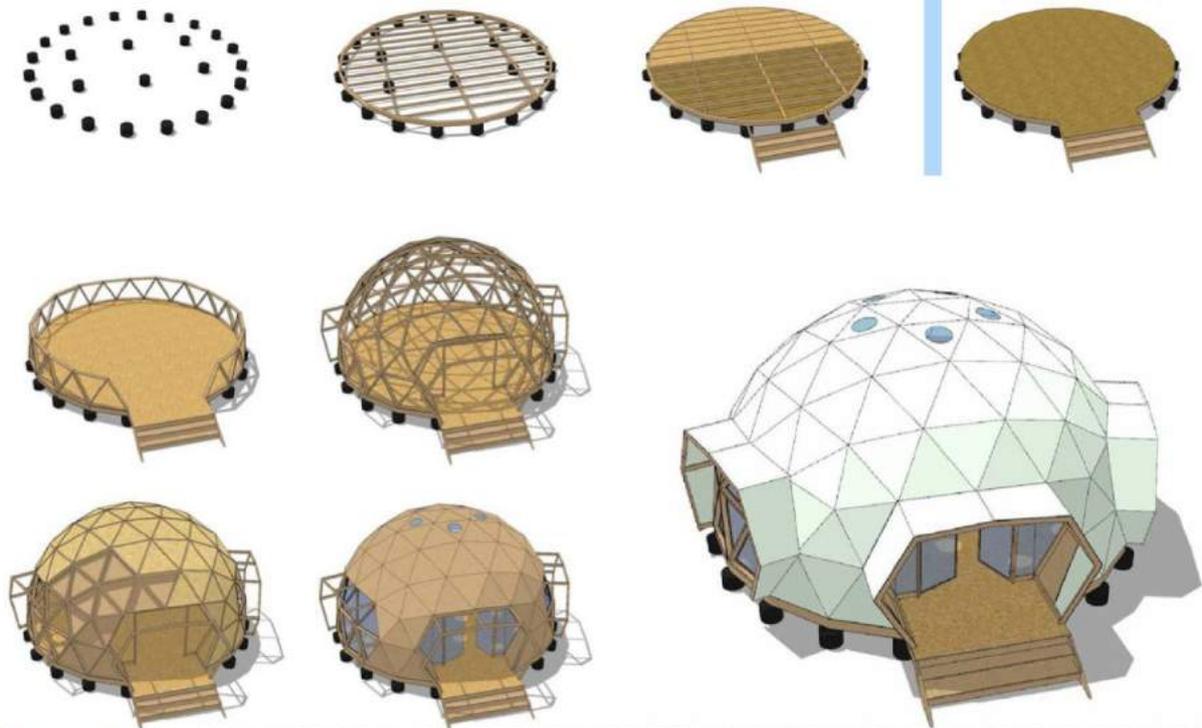
The impact that the 100 Founding Friends will enable will be sizeable. Firstly, it will expand the network of influential pioneers who will become invaluable foundational members of the movement through their ideas, advice and resource contributions. The first 100,000 euros raised through the campaign will support the final infrastructure projects necessary to operate a fully functioning camp all year round, such as bunkhouses to house campers during the harsh winter months. A learning centre will also be constructed to run courses for local farmers on regenerative farming techniques.

This space can also facilitate corporate training weekends to support teams and supply chains to think and operate like ecosystems, and ecosystem restoration and regenerative business courses for local and international people of all ages.

The support of the Founding Friends will also seed fund a new camp, from one of the many potential locations on our radar. The Friends can discuss together which location they would like the camp to be, and how it can operate. Funding from the friends will also go towards organising membership development events, to ensure that the foundation has a wider network of smaller supporters to ensure financial stability over the long term.

GEODESIC (Ø 9m). 03 PROCESS

G03 (1)



Ecoprojecta
Actuación Sostenible

Ecosystem Restoration Camp, Caravaca

Artist Rendition of Learning Center Design

THE EXPERIENCE

Founding friends will have the chance to give invaluable support to this new and rapidly growing movement for mass ecosystem restoration at a time where it is so urgently needed. Friends will have the chance to meet and interact with each other over a long weekend at the camp, where they will experience the life of the campers that they have helped to support.

They will have the chance to sleep in the structures that they have enabled to exist, and learn about ecosystem restoration ecology and techniques.

A feast of locally grown regenerative food from the camp, wider farm and the region will be prepared, for a sunset feast on the land. This will be followed by an exploration of the milky by a local astronomer in some of the cleanest skies in Europe. The following day will include a brainstorm of how ecosystem restoration can be rapidly scaled up, and how to overcome the challenges and barriers that it faces.



There will also be 100 Founding Friends events in major cities across the world, giving friends the chance to interact and connect over a meal supplied by regenerative farms and a podium for the world's restoration figures. These will be opportunities for existing friends to bring new potential friends into the network and grow the community. There will also be a major conference in Amsterdam for all of the friends to meet and interact once the campaign is complete.

Becoming a Founding Friend will also ensure you a lifetime membership to Ecosystem Restoration Camps, giving you access to live webinars, online courses and discounts off of workshops and learning opportunities for you and your family. You will also join our Founding Friends wall of appreciation on our website.

VOICES FROM THE CAMP

“ The camp offers me the ideal place to live and work in nature with a team of enthusiastic, energetic people and to have direct positive impact on climate issues. What I love most about the camps concept is its inspirational power and viral model: every camper can learn how to set up a camp in their own place. The camps concept is also highly inclusive because it is inexpensive and open to all ages. Being here has given me a sense of hope, purpose and belonging: my future is in the restoration and regeneration movement! ”

- Kirsten Van Reisen



A STORY FROM A FOUNDING FRIEND

“ The reason I decided to become a Founding Friend is because I consider myself an active and responsible person and I'm trying to show those qualities every day.

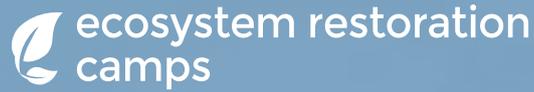
We are all aware of the negative impact humans have on our planet in many different ways and agriculture is one of them. I see clearly that action is needed and we have to be united and focused on the important task to heal our Planet. I had the amazing opportunity to become Founding Friend of Ecosystem Restoration Camps and help these wonderful people restore the land that was damaged by humans and pass this knowledge to others. I want to take part in this: I want to meet the incredible team that is working in the camp; I want to feel what it means to give something back to the Earth. ”

- Anahid Ilieva



BUDGET

Item	Details	Unit Cost	# Units	Total
Costs for Spanish Camp				
Bunkhouses	Wood, canvas, straw bale, screws, furniture, windows + doors	15,000	2	30,000
Investments in camp businesses	Shampoo, conditioner, soap, suncream, tshirts, tea	15,000	1	15000
Learning Centre	Wood, canvas, sundries, furniture, windows, doors	9,000	1	9000
Solar array	Solar panels, batteries	5,000	1	5000
Camp Kitchen	Wood, canvas, straw bale, screws, furniture, windows + doors	8,000	1	8000
Portable water infrastructure	Filtration system, piping, pumps	3,000	1	3,000
Total				70,000
Membership Development Campaign				
Membership events	Room hire, Food	500	15	7,500
Creation of marketing materials	Film, photos	3,000		3,000
Advertising	Facebook ads, instagram ads, articles in newspapers, magazines	1,100		1,100
Subsistence for speakers	Travel, accommodation, food	357	15	5,357
Total				16,957
Grand Total				86,957
Management of funds (15%)				13043.475
Total + management fee				100,000



Thank you so much for your generous support of Ecosystem Restoration Camps!

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