



15 January 2009

The Sheila McKechnie Foundation would like to wish everyone a very Happy 2009. We are eagerly looking forward to seeing how the world of campaigning develops during the upcoming year, and how the work of the Foundation develops throughout.

Image above copyright Jon Worth, The British Humanist association (The Athiest Bus Campaign)

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A CAMPAIGNER FROM GREENPEACE HOLDS UP THE GREENWASH TROPHY OUTSIDE BP

Latest news in the world of Campaigning

International

Greenpeace greenwash awards: This year the greenwash award went to BP, as Greenpeace discovered that the promises they had made to invest in more eco-friendly initiatives had not been met by the company. Investigations into BPs annual investment costs revealed that only 1.9% was being spent on research into solar power, and 2.79% to wind, while the rest of their budget was spent extracting fossil fuels. [Read more about this](#), and see how things went when members of Greenpeace presented BP with the award.

January the 3rd and 10th saw thousands of protesters marching through London in a call to end the violence currently taking place in Gaza. Stop the War Coalition reported that around 60,000 people had attended these rallies. To see more about the rally [click here](#)

National

In the news recently: the attorney general is considering a crack down on High Profile direct action protesters. "The move follows the decision in September by a jury at Maidstone crown court to clear six Greenpeace activists of criminal damage to Kingsnorth coal-fired power station. The jury accepted the protesters' argument that they intended to protect property from global warming." read more here: <http://www.guardian.co.uk/world/audio/2008/dec/18/1>

Critical Masses, Social Campaigning: A guide for Donors and Funders- New Philanthropy Capital has published a report around the importance of social campaigning and the role it plays in shifting attitudes and changing legislation. The Sheila McKechnie Foundation was mentioned as a charity which fills a gap in the charitable sector, and was also recommended for funders and donors wishing to fund innovation and capacity building. Read more about this at: www.philanthropycapital.org.

Regional Spotlight

It can be easy to forget that much of the campaigning taking place across the UK is at a local level. This issue we put our local spotlight on North Wiltshire, where:

Individuals are taking action:

"The wreckage of a car belonging to Trowbridge teenager Matthew Williams, who died a day after taking his driving test, was put on show in Warminster on Friday...to make drivers aware of the consequences of thoughtless or irresponsible behaviour...Matthew's mum Ann and Clare Brixey, whose son Ashley died in 2004 when the car he was a passenger in flipped over and landed in a swimming pool at Limpley Stoke, were at the display."

'Mothers take their campaign to town', Wiltshire Star, 18-12-08

Users of local services are taking action:

"The campaign to save Old Town Library is gaining momentum with more than 500 signatures already added to a petition.

Supporters of the library fear Swindon Council will bring the axe down on the Old Town facility despite improved user figures over the last year...

...Rose and Myles Earle have also been collecting signatures against the closure of the library, and have so far added 150 to the total. Rose said: "I am in support of the campaign because I think the library is very important to the people of Old Town. Some of my customers have told me they would be devastated if it closed. It is particularly important to older and younger people and I have customers of all ages who are regular users."

http://www.swindonadvertiser.co.uk/news/4030739.Campaign_to_save_Old_Town_library_on_a_roll/, 8th January 2009

The local newspaper has been taking action:

"After eight months of fighting, the people of Wiltshire have won the battle to keep their air ambulance and police helicopter flying. Nearly 20,000 people signed the Gazette & Herald's petition calling for the Great Western Ambulance Service to honour its agreement to a five-year contract with Wiltshire Police over their joint agreement....This is a marvellous result for the people of the county who pay for the air ambulance through fundraising. Now GWAS must match their commitment by allowing an entirely independent set of trustees to run the air ambulance charity so that it can be safeguarded from any future cost cutting plans."

'A Victory for the People', Gazette & Herald, 18-12-08

And a local MP uses his regular newspaper column to describe what action he has been taking:

"Locally it seems to have been a year of campaigning...The latest campaign is to save our pubs, under threat from current taxation and excise duty rates. From the vast number of contacts that I have had, people are worried that their local pubs might have to close. With so much else in our villages and our smaller towns gone and our remaining post offices still vulnerable, the pub is often one of, if not the only, focal community centre and a place of relief at a time of recession and worse. I will certainly be campaigning hard to support them."

'Campaign for services and funds will go on', Gazette & Herald, 18-12-08

We would like to make this 'local spotlight' a regular feature of our e-bulletins, so if you have some inspiring local stories do let us know.



2008 ENVIRONMENT AWARD WINNER
ALEX RANDALL

Update on The Sheila McKechnie Awards

Look out for the launch of the 2009 Awards at the beginning of April this year.

Have a look at a website developed by our 2008 Environment award winner Alex Randall, who aims to create new ways of making the public aware of climate issues. See how cheating on your partner is compared to carbon offsetting at: www.cheatneutral.com. (2008 Environment award was sponsored by Calouste Gulbenkian Foundation)

2007 Environment Award winner Tim Helwig-Larson organised an event on behalf of the Public Research Interest Centre. This event asked "Is the Government Failing us on Climate Change?" and was held ahead of the National Climate Change march, which took place on the 6th December 2008. Read more about this and the work of PIRC [here](#). (The 2007 Environment award was sponsored by The Tree Council.)



QPCS STUDENTS AT THE SHOUT OUT! WORKSHOP

Foundation News

Shout Out! Workshop:

On the 16th December, the foundation held a campaigns workshop for a number of students from Queens Park Community School. The workshop provided the students with advice and support on campaign strategy and planning, as well as sessions on influencing government, lobby politicians, and using the media. The foundation would especially like to thank Deepa Patel, Liz Kendall and Scarlett McCwire. (The Shout Out! workshop was sponsored by City Bridge Trust)



Annual Report and Accounts 2007-08

Click [here](#) to read the latest Annual Report and Accounts from The Sheila McKechnie Foundation.



MIKE TERRY

A Tribute to Mike Terry

The Foundation would like to pay tribute to the anti-apartheid activist Mike Terry who died on the 2nd December 2008. Mike made a huge contribution to campaigns against racial oppression in South Africa and the anti-apartheid movement in Britain. To read more about his life and work go to: <http://www.independent.co.uk/news/obituaries/mike-terry-campaigner-who-led-the-anti-apartheid-movement-for-two-decades-1059367.html>

Upcoming Events

The following workshops are run by the Sheila McKechnie Foundation and supported by the Baring Foundation. They deliver introductory skills in strategic planning and influencing to under-resourced, novice campaigners and frontline service delivery organisations.

Cardiff Campaigning Workshop: 30th January 2009

This workshop will be taking place between 10am- 5pm at the Citizens Advice Wales Office, Quebec House, Castlebridge, 5-19 Cowbridge Road East, Cardiff, CF11 9AB. If you would like to book a place on the course please email Ruby.coote@sheilamckechnie.org.uk

Glasgow Campaigning Workshop: 20th March 2009 (venue tbc)

Cambridge Campaigning Workshop: 24th April 2009 (venue tbc)

If you would like to be involved in any of these workshops please contact [Ruby](#)

Register your Interest

The Foundation relies on paid staff, consultants, trainers, pro-bono support and volunteers. The main skills and experience we need include:

Coaching

Research

Communications and marketing

Campaigning

Project management

ICT and website design

Training and facilitation

Events organisation and management

If you are interested in working for, or being involved with SMK, and would like to register your interest with us, we will make sure to keep you updated when any opportunities arise. Please email your CV and a brief cover letter outlining your skills, experience and interest in the Foundation to recruitment@sheilamckechnie.org.uk. Please also state in your email whether you are interested in permanent work, temporary work or contracts, pro-bono support or volunteering. All information provided will be treated with the strictest confidence.

Alternatively, you can keep an eye on our website at www.sheilamckechnie.org.uk, for details of any opportunities when they arise.

Best wishes



Linda Butcher
Chief Executive

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