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A study of the techniques used by the Ross Sea Committee to raise funds for New Zealand's part in the Trans-Antarctic Expedition, with selected comparisons of other expeditions

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Abstract: This study has used original material from the New Zealand Archives in Christchurch, to examine how funds were raised for the New Zealand component of the Trans-Antarctic Expedition (1955-58). The decision to divide the £100,000 required by the public appeal, over a number of centres across New Zealand appears to have been central to the success of the fundraising effort. The archived material describes the complexities of the task and shows how a number of issues (such as a view held by some, that the Government should fund the expedition) were handled. The written correspondence shows how the Ross Sea Committee (RSC) and the different appeal committees interacted on a working basis. The network of committees was keen to adopt ideas which worked well when tried in one area. The monthly RSC Newsletter allowed committees to keep in touch. The list of donations and gifts in kind shows a cross section of individuals and companies all played their part in the fundraising. A range of ideas were used, from an idea of sell Antarctic rock samples, to the tried and tested lecture tours.

Table of Contents

Acknowledgements	3
Introduction	3
The estimated cost of the Trans-Antarctic Expedition	4
New Zealand in the 1950's	5
The role of the Ross Sea Committee	5
The Ross Sea Committee Newsletter	8
Raising funds and awareness through talks	8
Donations made to the Ross Sea Committee	11
Gifts in kind made to the Ross Sea Committee	12
Other fundraising techniques	15
Outreach to schools and children	19
Problems faced by the appeal	22
The results of the New Zealand appeal	25
The fundraising work in the United Kingdom	28
A comparison with other expeditions	31
Suggestions for further work	35
Conclusion	36
Notes	37
Bibliography	46
Appendix 1 Glossary	49
Appendix 2 The estimated cost of the Commonwealth Trans-Antarctic Expedition	50
Appendix 3 The agreement between members of the expedition	52
Appendix 4 The list of donations to the Ross Sea Committee	53
Appendix 5 The list of gifts in kind to the Ross Sea Committee	58
Appendix 6 A summary of the performance of some centres against their quota	63
Appendix 7 The results of the New Zealand Appeal	65
Appendix 8 Timeline of key dates	66

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Introduction

Raising the required funds is of fundamental importance to any expedition, as without it, no amount of other preparations will enable the expedition to take place. The vast amount of money required for Antarctic expeditions has always made fundraising for them particularly challenging. The remoteness of Antarctica and its climate, dictate that money is spent on expensive specialised transportation, clothing, food and equipment. In his book, 'The Worst Journey in the World', Cherry-Garrard wrote "Scott used to say that the worst part of an expedition is over when the preparation is finished".¹

The Ross dependency had been under the administrative responsibility of New Zealand since 1923, but before the Commonwealth Trans-Antarctic Expedition (TAE) of 1955-58, no New Zealand expedition had ever been launched to Antarctica.² The announcement that New Zealand would be involved in the TAE, was therefore significant in terms of New Zealand's relationship with Antarctica. It would have been welcomed by Dr Robert Falla and Arthur Helm, who as President and Secretary of the New Zealand Antarctic Society, had already written to the Prime Minister, advocating an expedition to establish a permanent New Zealand base in Antarctica.³

A study has suggested that without the assistance of New Zealand, the TAE would not have happened, as Britain would not have been able to afford to build the necessary base in the Ross Sea area.² The same study concluded that Australia and South Africa were both motivated to provide assistance to the TAE as a result of New Zealand's participation.

The aim of this study is to examine in detail, how the money to finance the New Zealand expedition was raised by the Ross Sea Committee (RSC). The study aims to identify the techniques they used, and the challenges which had to be overcome. It will also compare the

New Zealand fundraising approach with that used by the British, for their part of the TAE. Comparisons will be made with some earlier and later expeditions, to determine if fundraising techniques have changed over the years.

This study has focussed on original documents held in the Christchurch Archive, and has also used the 'financing the expedition' chapter of the book 'Antarctica – the story of the New Zealand Party of the Trans-Antarctic Expedition' written by Helm and J H Miller. All prices are quoted in pounds (£), shillings (s) and pence (d), which was used prior to decimalisation in New Zealand in 1967, when the New Zealand dollar was adopted. There were 20 shillings in a pound and 12 pence in a shilling, and it was written as £.s.d. All 'footnotes' are listed at the end of the study. Some documents have been used more than once, where this has happened, they are replicated in the notes list (i.e. duplicates have not been removed).

The estimated cost of the Trans-Antarctic Expedition

In his proposal for the Trans-Antarctic Journey, Sir Vivian Fuchs explored a number of important factors and the costs involved. He explained that the crossing of the Antarctic continent should take place in the direction from the Weddell Sea to the Ross Sea. This was mostly because the Weddell Sea presented an easier route onto the inland ice for vehicles, as at the time, the routes from the Ross Sea contained a lot of crevasses. The proposal analysed the two possible Weddell Sea starting points, Vahsel Bay and Stonnington Island. The conclusion favoured the Vahsel Bay plan which was more likely to be successful due to a number of factors, which included it being more straightforward and cheaper. The estimated costs of the expedition are shown in appendix 2. This shows the breakdown of the costs for the two separate components of the operations at Vahsel Bay and Ross Island. Fuchs' proposal also suggests a number of items which could be provided by Governments, Services or from private sources, with a total cost of £27,500. If this was possible, it would reduce the overall cost from £144,200 to £116,700. The items considered would be the cost of the ships for the Ross Base, survey equipment, meteorological equipment, wireless, generators, boats along with some of the costs associated with the salaries, dogs and transport and clothing.⁴

The costs calculated at the proposal stage grew, and the estimates increased to somewhere over £487,000.⁵ An example of this is the cost of the Otter and Beaver Planes, which could not be loaned, so had to be bought for a total of around £55,000.⁶

New Zealand in the 1950's

Information regarding the aspects of life in the 1950's has been obtained from a website maintained by the History Group of the New Zealand Ministry for Culture and Heritage. In the 1950's, after living through the difficulties of the Great Depression and World War Two, many people experienced a certain level of prosperity. Between 15th December 1953 and 14th December 1954, the minimum weekly wage for a man was £8.15.0, and £5.16.0 for a women.⁷ The population grew in New Zealand during this time due to the 'baby boom' effect, and also immigration (mainly from Britain). The economy of New Zealand was based largely on export, with a lot of items going as far as the United Kingdom. A drop in butter and wool prices caused concern in 1957-58. For communication, people relied on letters, as telephones were not yet commonplace. The radio was a source of news and entertainment as people had to wait until 1960 before regular TV broadcasts started. Flying was not a common event, but some people were starting to fly to get to the United Kingdom, even though it would take between 3 and 5 days.⁸

The role of the Ross Sea Committee

The Ross Sea Committee was formed on 25th May 1955 "to organise New Zealand participation in the Trans-Antarctic Expedition".⁹ In addition to the main committee, there was an executive committee and subcommittees covering transport and equipment, personnel, finance and appeals, scientific work, buildings, radio communications, medical and food.

As the Government had agreed to donate £50,000, a remaining £100,000 would need to be raised. It was decided to set up centres for fundraising around New Zealand, and this led to 67 centres being identified, which were each given a target quota to raise. The RSC wrote to the Mayors in each centre, requesting they assist with the setting up of appeal committees. Some members of the RSC travelled extensively to assist in setting up the local committees before the appeal was officially launched on 10th October 1955.¹⁰

This study has not been able to find any documents relating to how the quotas were derived for each centre. The quotas would need to be stretching in order that the overall target was

raised, but achievable or otherwise risk demotivating the appeal committees. It is likely that the centre's population was an important factor when deciding quotas, with additional consideration being given to the industrial/commercial size of the centre. Historic connections with Antarctica may also have been taken into account for places like Christchurch, and the location of the branches of the New Zealand Antarctic society may have been factored into the decisions.

The quota for Christchurch was £12,500, and initially their committee thought they may focus their fundraising on the cost of the huts for the base.¹¹ It seems this was never adopted, and the idea was switched to providing the base food.¹² Information from Helm (the RSC secretary) then showed how the cost of base food would approximate to £12,500.¹³ It is not clear if this approach continued in Christchurch.

The RSC had agreed from an early stage that donations, gifts in kind, privileges or services sold, from companies who operated on a dominium-wide basis would be added to a special fund and given pro rata, to all of the separate committees. The first edition of the RSC Newsletter informed that each of the committees was being allocated five percent of its quota. Both of these issues were documented in a letter to Christchurch committee.¹⁴

Documents from the archives reveal aspects of how the RSC interacted with the appeal committees. On 20th April 1956, the Deputy-Chairman of the RSC wrote to Mr J.M. Ritchie (Chairman of the Dunedin Appeal Committee) to tell him of the formation of a National Committee as the Finance and Appeal Sub-Committee of the RSC could not control both the finances and the organisation of the appeal.¹⁵ Nominations for this new committee were to be requested from each appeal committee. The letter also announced a public relations company had been employed to help.

In a letter on the 1st May 1956 to Mr E. E. Barnett, the Balclutha Town Clerk, (who probably acted as secretary for the Balclutha appeal committee) Helm covers a number of points which demonstrate how he worked to support the appeals committees. Helm thanked the committee for their on-going effort to meet their £200 quota. He also passes on thanks for organising a film night which he said would 'serve the dual purpose of raising money and interesting people of the Clutha district in the expedition as a whole'. Helm requests names of people to invite to the ships leaving event at Dunedin 'who have assisted both with time, effort and cash'. Helm refers to an attached list (not included in the archived material) of items required by the expedition, saying that if they could be obtained free from local companies, their value

would count towards Balclutha's quota. Helm suggests asking a shop to donate some items and display them in their window, with a list displaying other items still needed. This letter demonstrates that Helm recognises and values the work that the committees are doing, encourages them and also contribute ideas to how they can meet their quota.¹⁶

The RSC also had a publicity officer, and part of his job was to supply information to the press. An example found in the archives demonstrates that the publicity team did not just focus their support on larger appeal areas which had the biggest quotas, at the expense of the smaller sized appeals. The editor of the Clutha Leader (Balclutha) said it was wasteful to supply the smaller papers with the same information as the large one as it could not be used "firstly because of the quantity, and secondly because it reaches the metropolitan newspapers first".¹⁷ In answering the letter, the RSC Press Officer explains the policy of equal support is to "give smaller papers like yourselves the opportunity to match metropolitan papers rather than to tag on behind as is often the case".¹⁸ Balclutha became the first centre in South Island to meet their quota,¹⁹ which they did in July 1956.²⁰



Figure 1. A Ross Sea Committee Meeting. Left to right, Mr R.S. Odell, Sir Ernest Marsden, Mr A.D. McIntosh, Miss J Drew (Shorthand typist), Mr A.S. Helm (secretary), Sir Edmund Hillary, Hon. C.M. Bowden (Chairman), Mr B.R. Law (Deputy Chairman), Dr R.A. Falla, Mr D.F. Anderson, Mr C.M. Maclehose, Mr H.E. Riddiford.²¹

The Ross Sea Committee Newsletter

The monthly Ross Sea Committee Newsletter (which ran from 1st February to 1956 to July 1958) played an important part in the national appeal. Edited by Helm it was sent to all of the appeal committees and also a number of other parties such as the families of the expedition members, members of previous expeditions, and various journals. It was even sent as far as England and the United States of America.²² It contained news from the RSC, some of the local committees and the expedition itself once it was underway. Helm received positive feedback on the newsletter. Colin Harper of the Dunedin Appeal Committee added, at the bottom of a letter, “congratulations on your last newsletter it is the best yet”.²³ Another piece of correspondence sent to Helm on 10th December 1957 included, “Thanks for continuing to supply the newsletter. I really enjoy it”.²⁴ The Newsletter will have allowed the separate committees to be kept up to date and ensured everyone felt part of the appeal together, and it was appreciated.

Raising funds and awareness through Talks

Talks and lectures were given at various times during the appeal and after the expedition, to raise both public awareness and funds for the expedition. Some talks were given to large audience who paid to be there, whilst others were smaller and given at organisations where there would be a collection at the end.

Mr Ridiford, a member of the RSC, gave talks in Kaipoi, Rangiora and Oxford, on the 23rd, 24th and 25th May 1956,²⁵ after an approach had been made from Mr D Beard, the RSC’s Information Officer, to the town clerks of these towns.

Following a lecture delivered in Wellington Town Hall, by Sir Edmund Hillary and George Lowe which was attended by 2,000 people and raised £630 (£80 of this was from share certificates),^{26 27} Sir Edmund offered to speak in Christchurch and this was suggested to their committee.²⁸ Three talks were organised between the 2nd and 4th June 1956. In terms of advertising, 5,000 pamphlets were produced, £65 was spent on advertising in newspapers and £21 for radio adverts. The event benefited from a similar amount of free coverage by radio and newspapers.²⁹ Letters and pamphlets were sent to all schools in and around Christchurch.³⁰ Colour slides were still a novelty at this time, so were mentioned on the leaflets advertising the talks by Hillary and Lowe in Christchurch.³¹

A letter was also sent to everyone on the City's Councils Very Important Person (VIP) list, asking for their support 'not only by personal attendance but in assisting in making the lectures known in the circle in which you move'.³² The attendance at the evening lectures on the 2nd and 4th was 450 and 600. The children lecture on the afternoon of the 4th attracted 900. The tickets sales (5 shillings for adults and 1 shilling and 6 pence for children) generated £254, with £103 being raised from sales of share certificates and £60 being taken in sales of Sir Edmunds 'High Adventure' book. The total profit was £270.5 once the £147 expenditure had been taken into account.³³

The Christchurch appeal committee were encouraged by Hillary, via Helm, to make use of Claydon to deliver talks in the Christchurch area.³⁴ The response outlined that attempts were being made to arrange a number of combined school meeting, but that approaches to other organisations had not gone well owing to the number of people who had already attended the Hillary talk or talks delivered by the Christchurch committee.³⁵ On 14th June 1956, Sir Edmund Hilary and Squadron Leader Claydon delivered a talk to over 3,000 schoolchildren in Dunedin. Each child paid 1 shilling.³⁶ Hillary delivered a talk with Claydon, in Dunedin and raised £250, although the attendance was disappointing.³⁷ A talk by Mr B Gunn to Otago University Tramping Club the collection took £5.10.0.³⁸ Harold Griffith was also booked by the Insurance Institute in Christchurch on 11th July 1956.³⁹ A collection of £50 was made after a talk by Deputy leader Mr Miller at the Brevet Club (Canterbury) in Christchurch on 18th October 1956.⁴⁰

The conclusion of the expedition and its return to Wellington on 17th March 1958, prompted the RSC to receive a number of requests for speakers. The list of interested groups included Rotary Clubs, Schools, branches of the Royal Society of New Zealand, The Royal Empire Society and a request for a speaker for the Dry Cleaners Annual Conference in Hamner Springs. Hillary was invited to give the Cawthorn lecture and also to speak at the Auckland Grammar School Old Boys Association (Wellington Branch).⁴¹ Hillary had attended Auckland Grammar School as a student (1931-35). It was not always possible for the requests to be met. Sometimes there were no expedition members living in the required area. The reply to a request from Te Puke Young Farmers Association highlighted this, but said the request would be held on file in case someone was available later.⁴² Southland Officers Club, Invercargill were informed that the nearest member was Murray Ellis in Dunedin, and given his address for them to contact him direct.⁴³ Another reason given to some groups (such as

the Rotary Club of Levin), was that expedition members had returned to their pre-expedition jobs, which meant they would have to travel and deliver the talks in their own time which was sometime difficult to arrange.⁴⁴ Several expedition members were living in the Wellington area, which received a number of requests. A reply to the Overseas League highlighted the high demand, but said they would be asked⁴⁵.

The RSC mentioned problems they were experiencing in obtaining permission to duplicate lecture slides in Australia in a reply to the Hawkes Bay branch of the Royal Society of New Zealand⁴⁶ and issues with obtaining the import licence required⁴⁷, to the Victoria League in Gisborne.⁴⁷

Requests to loan expedition machinery were received from the National Earthmoving and Contractors Equipment Exhibition, the New Plymouth Winter Show, and the Young Farmers club of Masterton for their field machinery display. While most of the approaches for speakers were made direct to the RSC, and handled by Helm, some were made direct to members of the expedition. Clause 3 of the agreement signed by all members of the expedition, (appendix 3), banned them from delivering lectures without prior agreement of the RSC (from the date they signed until 1st March 1962 or 1 year after the official book was published). A request on 7th May 1958 for permission for Bill Cranfield to give an illustrated talk to the Sheffield Young Farmers Club⁴⁸ was authorised by Helm.⁴⁹ Mr F W Cowan of the New Zealand Society of Accountants wrote to the RSC before the expedition had taken place, asking for permission for the Geologist Mr B Gunn to address a meeting, saying he had agreed to this given there were no objections from the RSC.⁵⁰ The Secretary RSC replied saying 'I have no objection whatever to Mr Gunn giving the talk, in fact we are glad that he will have the opportunity to address your group and this give wider publicity to the aims and objections of the expedition'.⁵¹ There is no evidence of any such request being turned down.

A document in the archives, dated 26th May 1958, and probably written by Helm, details the considerations being made for an organised lecture tour in New Zealand, after the expedition returned. The problems relating to acquiring the duplicate slides had been overcome, but they were not expected to arrive for several weeks. The option of someone else organising the tour was being considered. Two types of tour were suggested, a set of lectures at 12 larger towns and cities by Hillary to obtain funds, and also a tour of 30 other areas who reached or came close to meeting their fundraising quota, designed as a 'thank you' to them. The document

suggests Hillary, John Miller, Claydon and P D Mulgrew. Agreement from the Navy to release Mulgrew (and pay for his transport) had already been obtained. It was proposed that the cost of putting these lectures on would be met by those who attend.⁵²

Talks were used widely by the RSC, to raise awareness and funds for the expedition. Considerable effort went into organising them, and also delivering them, often by key expedition members such as Hillary himself. The direct benefit of the talks was the money raised from the event itself, but there will have been indirect benefits also. The talks had the potential to encourage further contributions or assistance, or motivate people in the audience to get more involved. The people who attended the talks would no doubt talk to their friends about it afterwards. Those who delivered the talks probably felt a level of responsibility on their shoulders, to give of their best and make the most of every opportunity, no matter how many talks they'd already delivered that day, week or month.

Donations made to the Ross Sea Committee

As a result of analysis of literature and the Christchurch archives, a list of cash donations and gifts in kind is shown in appendices 4 and 5. This study has found evidence of 323 donations and 151 separate gifts in kind. The value of these donations range from £50,000 given by the New Zealand Government, to two shillings and six pence given by 'E J Smith'. The donations from companies tend to be larger than from individuals, but not in every case. The companies which did donate, include those who you seem to have a natural connection to the expedition, such as the Otago Harbour Board, through to those who may be had a less obvious connection such as the Dunedin Jockey club. This is perhaps a reflection on the effectiveness of the appeal and also how people responded to it. There are also a number of county councils and schools listed, who have given cash amounts. The donations from individuals include a number around £10, which was more than average weekly wage at the time. The donation of £20 from Mrs H Knight and Mrs J Worsley was given in memory of their Brother and husband Commander Frank Worsley, who had been on Shackleton's Endurance and Quest expeditions.⁵³

People were sometimes interested in giving money for specific items, probably because they could then picture the item they had bought or contributed to. On 5th October 1955, the Dunedin Secretary, on behalf of his committee,⁵⁴ asked Helm if he could obtain the costs of

the items in table 1, as “there have already been enquiries along these lines”. Rod McDiarmid responded with the costs as shown in table 1.⁵⁵

Table 1. The costs associated with various items for the New Zealand TAE expedition.^{54 55}

Item for which the cost was requested⁵⁴	Response by McDiarmid⁵⁵
Maintaining one husky for the duration of the expedition	£50
A sledge	£100
A Hut	“Better leave this one as they may be donated”
A sleeping bag	“Dunedin firm is likely to donate these”
A Tent	£40
Food for one man for the duration of the expedition	(15/- a day) £800 approx
	Skis, snowshoes £10 each

The donations made by people/companies/organisations will have been made for various reasons. Donors may have wanted to support the New Zealand expedition; perhaps because they knew someone who was part of the expedition, or had connections with expeditions in the past. They may have been interested in Antarctica already (or geology, history, meteorology for example), or could have been members of climbing / tramping groups at the time or in the past. People may have been proud of New Zealand’s important role in the expedition and keen to support it. Those who collected stamps or autographs may have bought stamps or share certificates, purely to add to their collections (some of the share certificates were autographed after talks). Schools are likely to have become involved in the appeals as a way of encouraging their pupils to take an interest as part of their education.

Gifts in kind made to the Ross Sea Committee

As with the monetary donations, the value of the gifts in kind varied hugely, but all played an important part. The biggest gifts in kind were related to the transport, the oil / petrol / lubricants from the British Petroleum Company (New Zealand), and also the five tractors

loaned from Massey Fergusson Ltd. These two components were fundamental to the New Zealand contribution towards the Commonwealth TAE. Among the smaller gifts in kinds were a few books, wool, needles and a paint box from an art teacher Mrs Lula Currie, who wrote to Hillary saying “money isn’t everything tho’ it helps sometimes”.⁵⁶ This prompted a thank you letter to be sent by Hillary,⁵⁷ demonstrating the importance that was placed on contributions like this.

It would appear that initially, the RSC, suggested the Dunedin Appeal Committee (and possibly others) approached companies to see what they were willing to give. A letter from J.K. Skinner (Dunedin Appeal Committee) to Helm expressed concern over this, saying that “we would not like to run the risk of antagonising these people by asking them to submit lists of what they would be willing to offer”. Skinner was frustrated as he thought it would be better to first obtain lists of what was required by the expedition, and that companies would respond better to this.⁵⁸ Lists did come later, which shows the RSC listened to the appeal committees.

The Christchurch Druggists Association offered either drug supplies or money to the expedition. Helm was told the Army would probably be supplying all of the medical supplies so advised the Christchurch Appeal to pursue the offer of money, “which would, if necessary be put to some purpose akin to medicine if the need arose”.⁵⁹ Some goods (such as rope) were donated from England which meant sometimes New Zealand firms were not asked to contribute. The situation with the rope was slightly different to others, in that additional rope was requested at short notice by Hillary, and this was supplied by Donaghy’s Rope Company in Dunedin.⁶⁰

A letter presumably from Helm, to Harper (of the Dunedin Committee) on 11th June 1956 stated a list of companies was attached, from the Dunedin area who he hoped would supply food items which were needed for the expedition. The list does not appear in the archives with the letter. Helm suggested that either a personal approach was made from a member of the committee who knows people in the companies, or offers to write a letter himself from the RSC. He said he would leave it to their committee to decide what they think will work best. He highlights that companies who offer to donate the goods can make as much advertising as they want, and that if requested, photographs of their products in use in Antarctica will be provided after the expedition. Helm explains that one company has already had a full page article in the Auckland Herald stating their products will be used in

Antarctica.⁶¹ The offer of the photographs will have been attractive to the companies, it was after all a fairly unique opportunity.

Ten days later, Skinner wrote to Helm to say they had secured the donations requested from Irvine and Stevenson Ltd, Cadbury Fry Hudson Ltd and W Gregg and Company Ltd. Irvine and Stevenson had put aside 432lbs of tinned apricots when the expedition has only asked for 200lbs, so this was a bonus. A note on the bottom of the letter mentions that Skinner had noticed the Irvine and Stevenson letterhead contained mention of previous expeditions.⁶² A letter head on a letter dated 21st Feb 1936 states they supplied preserved provisions to the S.S. Aurora South Polar Expedition 1916, and the 'Quest' South Polar Expedition of 1921.⁶³ This suggests they were proud of their association with polar expeditions and made good use of their connection.

Sometimes duplicate offers were made to supply the same items. W Gregg and Company Ltd offered to supply Vita-Ora cordial but the expedition had already committed to Schweppes.⁶⁴ Helm explained to Gregg's that after accepting their offer of Lemon Crystals, it was noticed that Reckitts (United Kingdom) had written saying they'd send a case of Lemon Barley Crystals. He said a letter had therefore been sent to Reckitts Dunedin, explaining that they would have no advertising rights for their item due to the prior arrangement with Gregg's.⁶⁵

When the Officer in Charge of AEWS Burnam Camp (New Zealand Army) told the secretary of the RSC they were thinking of fundraising for the expedition, he asked for a list of items needed, saying that "we feel that an appeal for some specific item would be more attractive than a general one".⁶⁶ The response from the RSC's National Organiser was that this was difficult as a number of requests like this had been made. It was suggested they money should be raised for amenities for the expedition members.⁶⁷

The companies that gave gifts in kind may have donated for some of the same reasons as those who gave monetary donations. Companies who gave items had the opportunity of further publicity and promotion of their product by the expedition. They formed an association with the expedition and any publicity (such as photographs of them handing over their donation in the press) would also benefit the appeal as they advertise that the appeal is collecting goods.

When Rys Griffiths of the Christchurch branch of the New Zealand Antarctic Society wrote to Helm saying they had collected £40 from members and asked what he thought of the idea

of his branch purchasing Long Play records for the expedition,⁶⁸ The responder is not named, but probably Helm, who said that they hoped records would be donated by a company. Helm asked if they could make the money available “without any tags on it”, as the Wellington and Auckland branches had done, saying the appeal was going to be “very very short of necessities”.⁶⁹

On the 5th June 1956, the chairman of the RSC, the Honourable C M Bowden, wrote to both the Christchurch and Dunedin committees,^{70 71} asking for a list of donations or gifts in kind they’d received from companies who had head offices in their areas, and offices elsewhere. This was because a number of approaches had been made to companies whose head offices in another town, had already donated. It is likely that this standard letter went out to a number of other appeal committees, and was designed to stop repeat requests to the same company.

The Dunedin committee were provided with a list of tools required for radio communication purposes by Helm on the 9th March 56. Helm chose to give the list purely to Dunedin at the time and asked them to get back him with an early indication of what they thought they could do. Helm points out that gifts in kind would be beneficial and that some items could possibly be bought by individuals who could then say “I gave the soldering iron and solder for Hillary’s party”.⁷²

There were a number of other ideas which either the RSC suggested, or the separate Appeal committees came up with. When an idea worked, the RSC would often be involved in highlighting this to other committees and suggesting they took it forward.

Other fundraising techniques

The idea of selling “Share in Adventure” certificates was suggested by Helm. This idea was used by most of the Appeal Committees and they were priced at 5s, £1 or for amounts over £1.⁷³ The Christchurch Appeal acknowledged receipt of the following number of Share Certificates from the RSC, for sale – 2500 x 5s, 1300 x £1 and 250 x ‘open’, priced over £1 from the RSC on the 24th Feb 1956.⁷⁴ On the same day the Dunedin committee acknowledged receipt of 400 x 5s, 300 x £1 and 200 x ‘open’ from the RSC.⁷⁵ There is no information on how many of these were sold, or if additional certificates were requested at a later date. The Dunedin committee decided to issue their own certificate to anyone donating more than £1.⁷⁶ At the 6th meeting of the RSC Executive Committee meeting, on 13th March 1956, and

following the receipt of a telegram from Auckland Appeal Committee, it was agreed to recommend that the cost of an open share certificate should be £5, but that the decision was to be left to Auckland.⁷⁷ It is unclear if this recommendation went out to the other Appeal Committees. In a letter to Balclutha Appeal Committee on 1st May 1956, the RSC suggests Balclutha use the visit of George Lowe could encourage sales of Share Certificates, and that he could sign them. The letter also states “we raised £800 through this means, and Sir Edmund and George had a busy time autographing them”.⁷⁸ This implies they had been sold at talks given by Hillary and/or Lowe and £800 was a very considerable sum to have raised at that stage in the appeal. A letter from Colin Harper (Dunedin Antarctic Appeal) to Helm on 30th Nov 1956, (a few weeks before the expedition left from New Zealand) stated that they had 100 share certificates which needed to go to Scott Base for posting.⁷⁹ This suggests that they were posted to the buyers from Scott Base, so they would receive a postmark also.

The Christchurch Appeal Committee decided to produce and post an appeal leaflet to every household in the Christchurch area. The 32 page booklet was printed by D.N. Adams Ltd and published by MacGregor Advertising and Publicity Ltd. The booklet contained adverts, which covered all the production costs. The publisher agreed to pay half of the postage costs so the only charge to the committee was approximately £54.10.00 for the remainder of the postage.⁸⁰ Helm requested details of the booklet, as the Wellington committee asked for more information on the idea.⁸¹ He later informed Christchurch that Wellington were going to use the idea, and asked for an update on the response the Christchurch Appeal had received as a result of the leaflet, so that he could inform Auckland and Dunedin.⁸² The reply on 3rd July 1956, stated that 33,000 of the leaflets had been delivered, and reported “it is being received with interest by the public and that a steady - though small - stream of donations is being received. So far £31 has actually been attributed to the booklet mostly in half guinea and guinea donations and naturally we are expecting a lot more”.⁸³ No further information on the success of this idea has been found in this study, but it is likely that it contributed significantly in both raising the public’s awareness and prompting donations.

Another idea, put forward by George Emms (of the Gisborne Antarctic Appeal Committee), was to have that Antarctic rock samples brought back on an American icebreaker and sold to raise funds. A total of 1.5 tonnes of rock was obtained and requests came from all over New Zealand and even America.⁸⁴ Approximately 50kg of rock was sent to Dunedin by the RSC for sale by the Dunedin Appeal Committee, with instructions that they should adopt the price of £1.10.10 (or higher) which was being used in Wellington and other areas.⁸⁵ The only

evidence relating to a sale of the rock I have found is the sample of Kenyte sold to a member of the Dunedin Branch of the New Zealand Antarctic Society for £1.10.00.⁸⁶ The money from the sales may have just been rolled up with the other donations at the different centres.

A selection of films related to the Antarctic were shown to raise awareness and money for the expedition. In his reply to a query from the Dunedin Appeal Committee, the RSC said they had already asked Kerridge-Odeon, if the 35mm Commercial 'Scott of the Antarctic' Film could be re-run for fundraising purposes. The RSC recognised it would be beneficial in generating interest and donations for the expedition.⁸⁷ The film had been released in the United Kingdom in 1948, so would have already run in New Zealand. The RSC was also acquiring 10 copies of the Film 'Blue Ice', which covered the story of the 1954 Australian National Antarctic Research Expedition (ANARE), and in the same reply, said a copy would be dispatched to Dunedin as soon as they arrived. The Dunedin committee arranged for 'Blue Ice' and 'White Continent' to be sent around all of the schools with projectors and 'were received with great enthusiasm'.⁸⁸

The Christchurch committee also requested the film 'Blue Ice' for use as part of a special meeting of the 700 members of the Christchurch Film Society on 18th June 1956,⁸⁹ it is unclear if this request was able to be met.

The RSC highlighted to the Dunedin Appeal committee that the 30 minute film 'Antarctic Prelude' was showing from June 30th 1956, suggesting that they had a fundraising drive at the same time, and that fifty percent reduction for screen advertising was available to them.⁹⁰ The film, mostly shot by Hillary, described his voyage to the Weddell Sea with the ship 'Theron', which dropped the United Kingdom party who were going to establish 'Shackleton' base for use by the United Kingdom TAE expedition the following year. It also briefly covered the New Zealand expedition to scout the Ferrar glacier route in McMurdo Sound. It is likely that other places will have shown this film as it appears to have been produced to promote the forthcoming New Zealand expedition.⁹¹

Mr Kerridge generously agreed to allow the use of 'Scott of the Antarctic' in some of his theatres. It is not clear when 'Scott of the Antarctic' was shown in Wellington, (probably sometime around July of 1956), but a letter from RSC to the Christchurch Appeal Secretary highlighted that the showing raised £220 for the appeal.⁹² The letter also explained that both the morning and evening paper gave two free advertisements, and the only expenditure was to pay for two large foyer posters, the film operator, cleaners and cashier. The same

correspondence mentions that showings at Hawera and Thames were not very successful and suggests that if the Christchurch Appeal committee feels a showing would not be successful in their city, then the RSC would send the film elsewhere. This shows that there were limited copies (possibly only one) of the film available and the RSC were keen to prioritise its use to maximise their fundraising.

A subsequent letter from the Christchurch appeal organiser to Helm states that a profit of £135 was made at the showing (on Sunday 5th August 1956). In comparison with Wellington, the local newspapers did not give free advertising as they said the appeal got free coverage, but the cleaners were volunteers (including some of the Appeal committee) and the ushers, cashiers and projectionists all gave their time free. The letter also makes reference to an earlier correspondence from Helm on June 7th (not available in the archives) which had said 25 percent of the profit would need to go to the J Arthur Rank organisation. The Christchurch organiser informs Helm that he has since been told by the theatre manager that the film was made available for free.⁹³

A letter to the Dunedin appeal committee from the Projectionists Industrial Union (dun 3rd July 56) states that no projectionists would be available on Sundays due to a committee decision to ensure they had one day off a week.⁹⁴ This appears to have been only a local issue as the later showing at Christchurch had been on Sunday.

A later letter from Helm to Mr Rhys Griffiths at the Canterbury Museum shows a copy of Herbert Ponting's film '90 degrees South' which was booked by the Christchurch Film Society and New Zealand Antarctic Society (Christchurch Branch),⁹⁵ most likely for use in a fundraising event of which no documentation exists. Griffiths also asked the RSC for copies of two French Antarctic Films which were made available to him from 30th November -17th December 1956.⁹⁶ The same letter outlines that a film of the 1950 British Greenland Expedition was available through the United Kingdom High Commissioners office. The RSC were certainly making the most of every Antarctic related film available.

Not all of the ideas that were suggested were able to be taken forward. The chairman of the Christchurch appeal committee asked the RSC if permission could be obtained to raffle a house or car. They replied that another committee had already asked this, and that "the regulations do not allow such as raffle to be conducted".⁹⁷ It is not clear whether either committee had offers of such things to raffle, or if it was just an idea at that stage. It is likely that the regulations referred to were most likely government ones, and outside of the control

of the RCS who presumably would have wanted to capitalise on such a large item being donated.

The idea of a radio appeal was suggested by Christchurch appeal committee, who said a radio appeal should be on a national basis, “the main point being that on that basis a very good competitive spirit would be engendered, which would act to everyone’s ultimate benefit”.⁹⁸ Helm responded that it had already been discussed with the broadcasting authorities and Post Office, and it was decided to leave it until later as there had already been a big Cancer Appeal on the radio. It was felt that a radio appeal should be left to coincide with the closing of the RSC Appeal.⁹⁹

The Dunedin Appeal Committee put forward the idea of using stamps like ‘health stamps’ at the beginning of 1956. Health stamps had been used in New Zealand since 1929, to raise money for health causes.¹⁰⁰ Helm, was that the matter had already been discussed ‘at a very high level’ and that it would not be possible for three reasons. These were that a number of requests like this were received every year and there were concerns it would set a precedent, that it would take too long to get the stamps produced and also that it could be viewed as exploiting philatelists.¹⁰¹

The 6th RSC Newsletter announced that while health stamps were not possible, 4 Ross Dependency stamps would be issued, and valid only at post offices within the dependency.¹⁰² The RSC arranged for 100,000 first day covers to be printed, to be sold for fundraising purposes. Helm himself date stamped the 100,000 letters, while he was at Scott Base.¹⁰³ The same newsletter also mentioned that first day covers from Shackleton base (used by the Weddell sea party of the TAE) were available for raffling by interested Appeal Committees.

Outreach to schools and children

The idea of asking schools to sponsor huskies, for the duration of the expedition, was proposed by Helm, after learning of it being arranged on the expeditions of Scott and Shackleton¹⁰⁴. When Columba school, Dunedin asked to sponsor a husky and call it ‘Buckie’, Helm’s response (on the 6th of December 1955) to the Dunedin Committee suggested it would be difficult for schools to name the dogs as they would already have names.¹⁰⁵ This must have been resolved subsequently as the huskies were all given ‘associate names’.

Wellington College sponsored a husky and called it 'Q' after Les Quartermain (a Wellington 'Old Boy' and president of the New Zealand Antarctic Society).¹⁰⁶ Photographs and descriptions of all the dogs were sent to all the schools in June 1956.¹⁰⁶ Columba Girl's college were sent a photo of 'Buckie', on 26th June 1956 along with a description and an explanation of which team he was in.¹⁰⁷ The school was later informed that a painting of Buckie had been donated, and they were offered it at a reserve of £10.10.00 prior to it being auctioned,¹⁰⁸ although a record of the outcome could not be found. The Christchurch appeal secretary Maurice Hayes, as he documented in a letter to Helm contacted the Headmaster of Christchurch Boys School and suggested that the 1000 boys could each pay one shilling, so the school could sponsor a husky. This idea was accepted, as was Mr Hayes suggestion of calling the husky 'Pat', in reference to Pat Vincent, and old boy, now teaching at the school, who had recently been selected to Captain the 'All Blacks'. In his discussion with the Headmaster, Hayes had mentioned Wellington College's earlier efforts "as a stimulus".¹⁰⁹ He tried to encourage other schools to become involved by getting a local cartoonist to draw a cartoon about 'Pat', which was published in the 'Star-Sun' newspaper, on 14th July 1956. A copy of the cartoon is attached to a later letter he sent Helm.¹¹⁰

A total of around 60 Dogs were sponsored at £50 each, mostly by schools, but also a few by individuals.¹¹¹ A list of the dogs identified during this study is given in table 2. The success of this part of the appeal is likely to due to people's affection for dogs. Some of the sponsors will have had dogs at home, so this was a good way of them getting involved.

The attraction of the huskies is illustrated by a diary entry of expedition member Roy Carlon, from when the ship Endeavour was in Dunedin, prior to heading South. "Dogs were loaded soon after our arrival, despite a crowd of 2000 people on the wharf who were rather more interested in the dogs than the ship and it's personnel".¹¹²

Table 2. A list of some of the dogs sponsored during the expedition, and source of the information.

School / Individual / Group	Birth Name	Association name	Note
Avonside Girls High	1 husky		113
Christchurch Boys High School	Porridge	Pat	114 + 115
Columba Girls College	Patch	Buckie	114 + 116
Wellington Boys College		Q	117
Marlborough College	Blue	Marcol	118
Dargaville School	Tiger	Syd	114
Tauranga College	Mallory	Discobolus	
Waimate High School ex pupils association	1 husky		119
Waimate High School	1 husky		
Mrs Lamberton (Aunt of expedition member George Lowe)	2 huskies		
Nurses Travel Club	1 husky		
Shirley Craig (niece of Arthur Helm)	1 husky		

It has also been said that “proportionately to their wealth, the children contributed more than any other section of the community to the funds raised by the appeal”.¹¹⁹ However, the contact with the schools was also about increasing awareness about the Antarctic and not just about raising money. Helm corresponded with Shirley Intermediate School and Belfast School Christchurch, sending copies of the RSC Newsletters and also answering their questions via letter.¹²⁰ Helm received letters of thanks from the children and from their teacher Miss Cynthia Langston for sharing his news of the expedition.^{121 122} Helm also visited Belfast school to give a talk to the pupils. Pilot Officer Bill Cranfield also wrote to the schools via a contact at the Boys High School and Miss Langston wrote to Helm with the idea of sending Cranfield a Christmas present from the pupils.¹²³ The same letter again thanked Helm for his letters “Their correspondence with you plays an important part in their

cultural development”. By giving this work their time, in amongst a busy schedule, those involved demonstrated they recognised the importance of educating young people about the expedition. Another possible benefit was also that the children would go home and tell their parents about the expedition, thus becoming mini ambassadors.

When Helm saw that J E Gawn has been appointed to the expedition, he made sure the Dunedin committee was aware Gawn was an old boy from the Christian Brothers School, and suggested they are asked if they want to contribute to some of his equipment.¹²⁴

Problems faced by the Appeal

A letter from T.H. Bridgman in Wanaka, to C.W. Harper of the Dunedin Appeal, dated 8th November 1955 detailed his lack of success with fundraising. Despite his efforts “only a few pounds have come in”. A total of eight shillings was donated at an appeal at a large Football Ball, and a nothing was obtained when calls were made on “several of the bigger Station people”. Attempts to approach some people to form a committee were met with “no, this is the Government’s responsibility”. The letter highlighted that the wool price was currently affecting farmers, and it would be a “Red Rag” to ask them for money at the time.¹²⁵ It appears that this letter was forwarded by Harper to the RSC, with a cover letter dated 11th Nov 1955,¹²⁶ explaining that the Dunedin Appeal committee had expected “substantial support” from the Station owners, and that the reaction was quite typical of the opposition the committee was experiencing. A letter to Harper dated 11th Nov (and assumed by its position in the file to be November 1955) from Rod McDiarmid said “you have put your finger squarely on the biggest obstacle in the way of the appeal – that is the belief that the Government should pay the whole costs of the expedition”. Fortunately Invercargill is the only place where this criticism has been offered by a daily paper”. McDiarmid also says that the RSC had discussed the slowness of the appeal and “the general feeling was that it may be wise to let committees suspend their activities until about late March”, so as to give them time to plan events, and time for the RSC to put out more publicity in the press.¹²⁷

At around this time the Chairman of the Dunedin Appeal Committee issued a statement saying “the (Dunedin) Appeal is making steady progress and it is encouraging to see donations coming in from all parts of the province.....Despite the opinions expressed by some people throughout (throughout) the country, I consider that the Governments backing of

this appeal has been adequate...but the tradition of public financial support must not be allowed to die. It has achieved much in the glorious past, and it needs little reflection for us to realise than in 1840 New Zealand's fate would have been a sorry one, had public enterprise not taken the lead financially and otherwise",¹²⁸ a note implies it was sent to the RSC on 18/11/55.

When Harper informed Helm about Columba Girls' college paying for a husky on 29th November 1955, he added on the bottom in pencil "we sympathise with you over all the adverse publicity. It is affecting us severely, but our main concern is for you".¹²⁹ Helm's response about the husky, contained a few typed lines at the bottom thanking Harper for his concern. "Our main concern at the present time is to keep the various committees intact until next March or April when we will make a fresh drive. I am sorry that this is affecting you after such a good start. I hope it won't slow you up too much".¹³⁰

A different reason for people's apathy was suggested in a letter sent to 'The Press' newspaper on 30/11/55. The writer, called 'Erebus', said the apathy regarding the appeal, as observed by the RSC's chairman, would disappear if concerns that the Americans were planning hydrogen bomb testing or military investigations in Antarctica were addressed by a denial. Asked to comment by the chief reporter, the Chairman simply referred to denials by the U.S. State Department and then the U.S. Delegate, published previously in the same newspaper.^{131 132}

Later correspondence outlined below, shows that the question of why the Government was not financing the whole expedition was also raised further along in the appeal, and not just in some of the smaller rural communities such as Wanaka as we have seen above. The Chairman of the Christchurch appeal, Mr W.A. Breach wrote to Helm on 28th July 1956, asking for information of when the appeal was likely to end. There was concern amongst some of his committee that "it would be a mistake to allow the appeal to continue indefinitely with what is evident flagging public interest in spite of strenuous efforts of those responsible for its continuation". Breach mentioned those involved in the appeal found the question "why doesn't the government do it" to increasingly asked by the public. He also wrote "the recent apparent acknowledgement by the government of its responsibility for financing the expedition by... substantially increasing its allocation of funds... is being taken as an indication that the government will assume responsibility for the finances irrespective of the results of the appeal". The letter ended that the Christchurch committee was not decreasing its appeal activities as a result of their discussions.¹³³

The reply was from the RSC's assistant secretary, and stated that as a number of the appeal committees had planned their last fund raising efforts for the winter, "now would be the most inappropriate time to close the appeal" (probably meant to read 'inappropriate'). The response also said "As the government has provided about four-fifths of the money towards the expedition, we do not anticipate any further financial support from them and feel it is up to us to raise the remainder of the money required".¹³⁴ It is not clear what this four-fifths refers to.

In a letter to Helm on 28th November 1955,¹³⁵ a Mr Colin Gray in Dunedin (most likely involved in the appeal there) alerted him to an article in Dunedin press, from a Wellington reporter which criticised the Government for not funding the expedition fully. In his response to Gray in January¹³⁶, Helm says "I think the Prime Minister's reaction at this stage would be, to tell us to try our hardest and then come to him if we do not succeed, rather than take the whole cost over at present". "I understand from various sources that the Prime Minister is watching the progress of the appeal with great interest, but in view of the recommencement of activities I feel that the time is not opportune to approach him at the moment".

Remarks, not documented, made by the RSC's National Organiser, prompted a telegram on the 1st March 1956¹³⁷ from Mr Breach the Chairman of the Christchurch appeal to the RSC. The telegram countered the comments, and said that public interest was increasing in Christchurch. It is assumed that the comments expressed concern over the lack of interest shown by the public. The National Organiser responded saying he was pleased but that Christchurch disagreed, but that after he had delivered 72 addresses he had concluded "in the majority of cases the apathy and lack of common interest is appalling".¹³⁸

The RSC Chairman, Bowden, along with Mr R.D. Moore met with the Prime Minister sometime in February or March of 1956, and had discussed with him the difficulties of raising of money for the appeal. It was noted "The Prime Minister had been sympathetic and had agreed that they must continue with the Appeal. The Committee appeared to have done all in its power to arouse public interest, and although there was apathy in some quarters and active opposition in other quarters, he realised that the planning had to continue".¹³⁹ It is interesting that these concerns were being discussed at such a high level at this stage, still nine months before the expedition departed from New Zealand. The Chairman probably wanted to ensure the Prime Minister was up to date with the latest developments, and guard against the possibility of not being able to raise the target of £100,000.

The results of the New Zealand appeal

The RSC received the New Zealand Governments grant of £50,000 on 11th October 1955, as it was mentioned in a separate letter.¹⁴⁰ It has been hard to study the rate that the appeal money came in, in this limited study, as more information is needed. The archival material shows that the Dunedin Appeal committee had their first £500-600 by 12th October 1955 (only 2 days after the official launch of the appeal) which was an encouraging start.¹⁴¹ They published lists of contributors in both local papers on October the 29th and received further donations of £110.9.0 on October 31st, £37.11.0 on Nov 1st and £26.4.6 on November 2nd, which they thought was 'insufficient progress'.¹⁴² By the 18th November their total was just over £1,806. Dunedin reported a total of £2419.3.2, on April 10th 1956, which included amounts promised but not yet received and also the 'plus 5% provided from dominion-wide funds as per Monthly Newsletter 1'.¹⁴³ Christchurch reported £2118.8.2 on 27th April.¹⁴⁴ A statement from Dunedin on the '31st September' gave a total of £5431.18.6, which included 'plus 25% provided from Dominion-wide funds'.¹⁴⁵ It is not clear why the 5% had been increased to 25% on the template used, but it appears to have been a set standard as Christchurch also used the same form at a same time, reporting they had £5356.3.11.

The final total which Christchurch collected was £6281.9.4, including all donations and the credit from the dominion-wide fund.¹⁴⁶ This amount was less than half of the quota they had been asked to raise, and Hayes, the secretary said the committee members were disappointed with the result when he wrote on 6th June 1957 to say the committee had agreed to disband.¹⁴⁷

In terms of the other committees, the minutes from the RSC meeting on 30th October 1956, recorded that 13 of the committees had reached their quotas at that time, and 14 had closed down.¹⁴⁸ Information relating to the relative success of the committees was located in a memo discussing which centres would be getting talks given as either a 'thank you' for their efforts or as a further fundraiser. The document is dated 26th May 1958 and is not signed, but was probably written by Helm, and a list showing the performance of some centres is included in appendix 6.

Records of the TAE New Zealand (Incorporated) Account (both the on-going 'totals' for the account and the 'year ending' reports) show the flow on money in and out between financial year 57/58 and 31st March 1960. From an inspection of overall account totals up to 31st March 1958,¹⁴⁹ it is seen, that by the 31st March 1958, the total income into the account has been £137,184.16.5. This is made up of £50,000 from the New Zealand Government,

£34,873.16.- from the Public Appeal, £23, 702.15.4 from Gifts in Kind, £22,845.-.- from the New Zealand Government/IGY, plus some smaller amounts from the sale of souvenir covers, royalties, interest, Press Association and the Broadcasting Department. The expenditure which is shown, (the biggest components of which are the written off stores and equipment worth £45,165.6.10 and in salaries of £8,505.3.1) means that the balance in the account was £64,504.-.9.

The figures for the end of the next year (i.e. 31st March 1959)¹⁵⁰ show there was an additional £1,335.2.- income from the public appeal during that time. There has also been royalties received totalling £9,261.2.- (most likely from book sales), with some added income from a refund of travelling expenses and some photograph sales. On the expenditure side, the biggest amount is the £455.6.7 in salaries. The overall account totals up to 31st March 1959,¹⁵¹ shows that because the expedition has finished, the Beaver aircraft and huts at Scott Base have been written off (as they've been given to the Government). This has the effect of now reducing the balance in the account to £1,273.9.-.

The figures for the end of the year after (31st March 1960),¹⁵² show that income in that year from the public appeal has only been £30.4.-, with an additional £40.-.7 coming in from the sale of photographs and £37.19.6 from interest. Expenditure was limited to £6.-.- of expenses and £1.15.3 worth of equipment being written off, so the balance in the account stood at £1,373.17.10. It is interesting that money was still being donated even though the expedition had returned to New Zealand on 5th March 1958.

The final statement of account, i.e. up to 31st March 1960 is shown in appendix 7 and illustrates where the £147,960.2.9 that was raised came from and also how it was spent. It shows that after the expedition, the funds were £1,373.17.20 in credit.

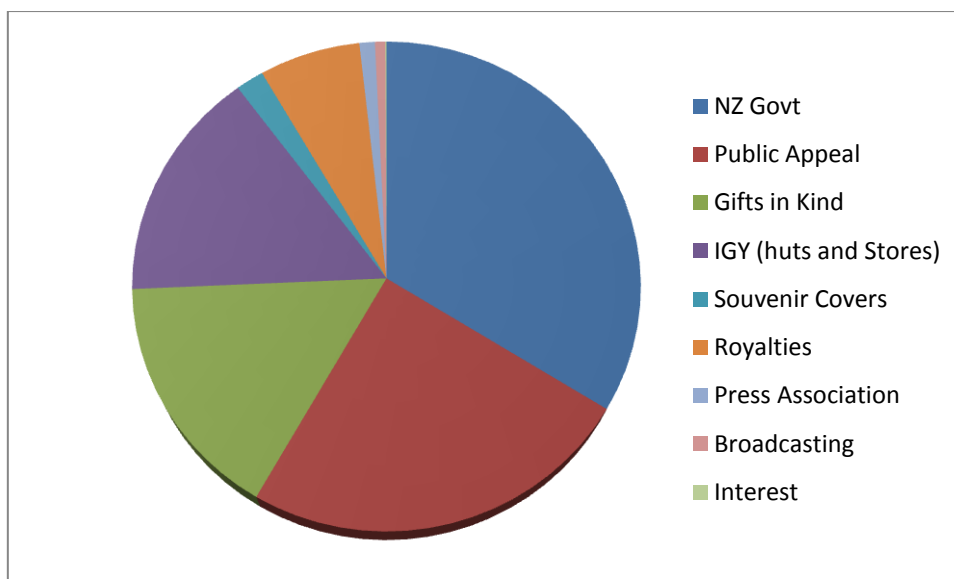


Figure 2. Pie Chart showing how the £147,960.29 was raised by the RSC (figures obtained from appendix 7, and rounded to the nearest pound)

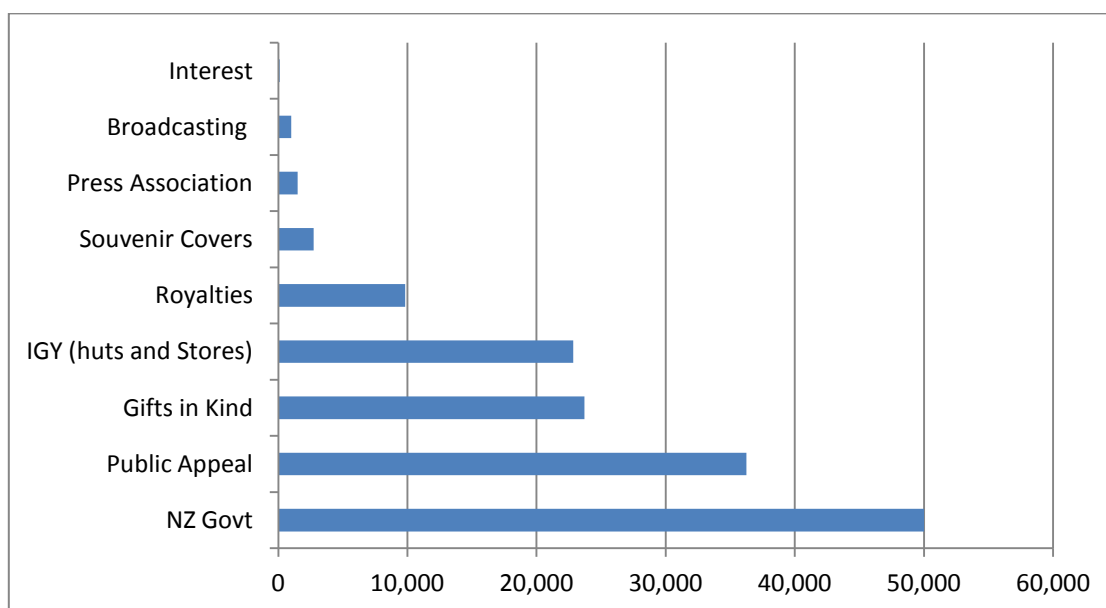


Figure 3. Bar graph showing how the £147,960.29 was raised by the RSC (the bottom axis is the amount in pounds, rounded to the nearest pound). N.B the 'interest' was only £113. The figures were taken from appendix 7.

It can be seen, that the largest single component of the funds has come from the Government. The public appeal is next. The Gifts in Kind, thanks largely to the work of the different appeal committees had the cash equivalent to over £23,000. The International Geophysical

Year (IGY) contribution is assumed to be money given by the Government towards the cost of the Scott Base Huts and supplies, on the understanding that the Base was given to the Government after the TAE had finished.

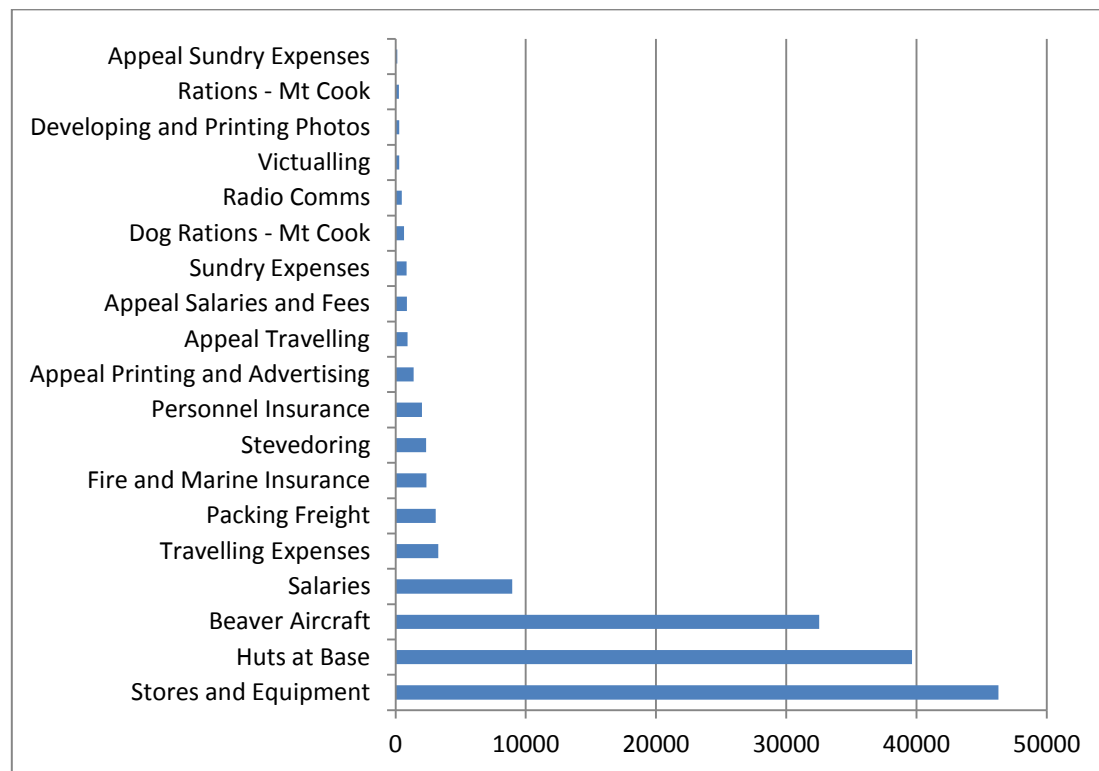


Figure 4. Graph showing how the £146,586.41 was spent. The bottom axis is the amount in pounds, rounded to the nearest pound. Data taken from appendix f.

Figure 4 shows that by far the largest costs were the stores, huts and the beaver aircraft. Salaries follow after that and are likely to be some of those on the expedition (the Air Force contingent would probably have been paid through their normal source), plus also some salaried staff back in the RSC office. There is no costs associated with the use of the HMSNZ Endeavour, which implies its use was given free of charge to the expedition by the Government.

The fundraising work in the United Kingdom

In the official story of the expedition, Fuchs states that “prior to the First World War, private patronage was the normal means by which expeditions were launched.....Now Industry has assumed that role, and it is with the greatest sense of gratitude that I record the magnificent

response of firms large and small both in the United Kingdom and New Zealand”.¹⁵³ Helm and Miller, in their book say “there was a great deal of difference between the ‘Old Boy’ basis of the English collection of funds and the New Zealand method of setting up individual committees for each large centre and giving each committee a quota to raise by the methods best applicable to that district”.¹⁵⁴

This suggests the British Appeal used a network of friends and contacts to obtain some of the donations. This is backed up by the minutes of the first meeting of the Committee of Management for the TAE, in London on 30th June 1955 when under the section on the Public Appeal, all members of the committee were asked to “give the secretary the names of prominent persons who would be willing to support it”.¹⁵⁵ The first meeting of the finance subcommittee then proposed to send out letters from the Chairman of the Committee of Management, with more information attached. It was also agreed “that all members of the Committee of Management should send out the Chairman’s letter together with the prospectus, to their particular influential friends, with a personal covering letter”.¹⁵⁶

The British fund received £100,000 from the Government of the United Kingdom, with the Australian Government donating £20,000 and the South African Government giving £18,000.¹⁵⁷ The fund also received grants of £1,000 from both the Royal Geographical Society and the Graves Trust.¹⁵⁸ The minutes of the Committee of Managers on 13th July 1955 documented the Her Majesty the Queen had agreed to become the Patron of the expedition.¹⁵⁹ The Patronage will have provided a number of benefits to the expedition, ranging from increasing the expeditions status which will have been useful when attracting sponsors, to other benefits such as Prince Philip inviting the New Zealand party aboard The Royal Yacht Britannia before their departure from Lyttleton.

The minutes of a TAE General Meeting on 15th September 1955 document that contracts were about to be signed with the BBC (for £30,000), and ‘The Times’ (£10,000 plus a proportion of the money made on the articles once their outlay has been recovered) “for broadcasting and television rights and feature articles about the expedition”.¹⁶⁰ The same piece in the minutes says that some foreign contracts were being prepared which could amount to around £25,000.

The offers from ‘The Times’ and also the Daily Mail had been discussed at the first meeting of the TAE finance committee. The Daily Mail had offered more money than the times, but would not have allowed a concurrent broadcasting agreement with the BBC. At the same

meeting, Fuchs' had voiced concerns that 'The Times' did not have such a large circulation and was not widely read by many young people.¹⁶¹

Concerns were later expressed over the proximity of the United States and New Zealand Bases on Ross Island, and whether embedded reporters with the American party could jeopardise 'exclusive news' being sent out to British newspapers.¹⁶² The minutes of a Finance Committee meeting on 19th September 1955 show another issue with The Times contract was discussed, i.e. what Expedition members were to do if approached by other papers after the contract had been signed. It was highlighted that it would be very difficult to ignore appeals for information without annoying the general press, which would harm the expedition. The meeting secretary was requested to formalise a process for this, with 'The Times'.¹⁶³

A broader outline of the planned public appeal, was given in the meeting of the Finance Committee on 19th September 1955 it involved,¹⁶⁴

- A luncheon at the Savoy Hotel, to which 28,000 business men from within about 100 miles radius of London would be invited. It was expected that most would send a donation, but only 450-600 would attend.
- Issuing around 97831 letters to various branches of the community including doctors, banks, accountant's schools etc.
- Use of the media to appeal to the General Public.

It was estimated that the Government of the United Kingdom, gave assistance of varying kinds, to the value of around £26,000 on top of the £100,000 grant, and this was discussed at a Finance Subcommittee on the 26th September 1956.¹⁶⁵

The success of the fundraising by the British and New Zealand parties, allowed the TAE expedition to go ahead. As result of royalties' and further lectures following the tour assets of approximately £34,000 (likely to include the £1,373.17.10) were held. Once money was set aside to cover the cost of publishing the scientific results, £25,000 was moved under the control of the newly formed Trans Antarctic Association following agreement between the London and New Zealand parties.¹⁶⁶ This organisation still exists and offers grants to people travelling to Antarctica, and for related work.

A comparison with other expeditions

For Scott's *Discovery* expedition, £1,000 was donated by the Australian Victoria government and £5,000 came from the Royal Geographic Society (RGS). The RGS also authorised an appeal to be launched which increased the amount to £14,000. Mr Llewellyn Longstaff, a businessman donated £25,000, and the Government agreed to supply £45,000 over four years as long as this was matched from elsewhere. The RGS stepped in and provided the remaining £3000 required.¹⁶⁷

For Scott's *Terra Nova* expedition, the government donated £20,000, the RGS and the Royal Society contributed only £750 in total.¹⁶⁸ The Public Appeal raised £14,000. For his *Endurance* Expedition, Shackleton "hoped to find a single backer to sponsor the journey in return for the now customary newspaper and publishing rights, scientific collections and the single honour of having the expedition named after him or her".¹⁶⁹ The Government promised £10,000, which was matched by Dudley Docker an industrialist. The manufacturer and philanthropist James Caird gave a huge sum of £24,000.¹⁷⁰ All of these expeditions also raised money using various other techniques, such as delivering lectures and writing books.

To fund the Australian Antarctic Expedition (1911-14), Douglas Mawson wrote to a number of contacts he had, and also received assistance in approaching people from Sir Ernest Shackleton. The initial estimate was that it would cost £41,000. While it was a privately funded expedition, Mawson did rely on significant government grants. A summary of the sources of funding is given in figure 5.

Most of the expedition food was donated, as were eight cameras and 400 photographic plates.¹⁷¹ Increasing costs had meant the expedition returned with a debt of £8,000 which was reduced to £3700 when the *Aurora* and some items were sold.¹⁷² Kathleen Scott donated the £1000 she had obtained from the publishing of the book 'Scott's last Expedition'.¹⁷³ Mawson delivered lectures in Australia and also went on a lecturing tour in America which also encouraged sales of his book.^{174 175} Mawson also received money from the showing of Hurley's film in America, for the period 1918-1920, but by which time it is likely his debt would have already been cleared.¹⁷⁶

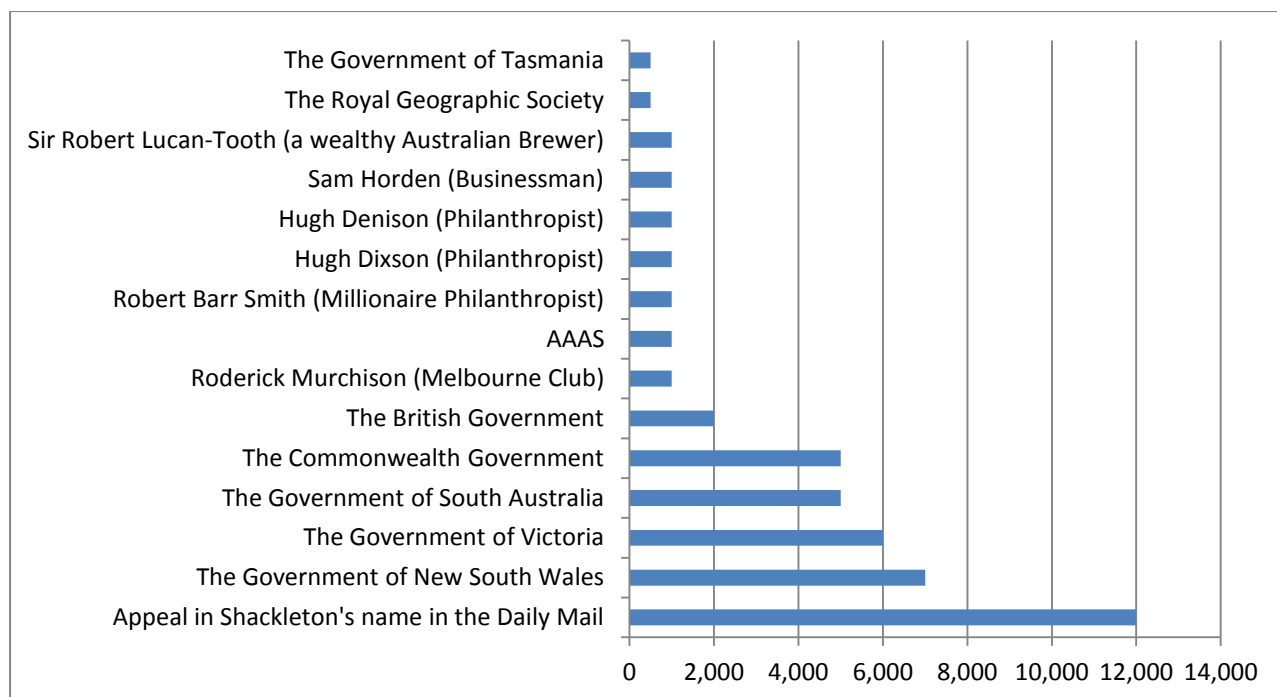


Figure 5. The main sources of funding (£) of the Australian Antarctic Expedition (1910-13).¹⁸³ The AAAS is the Australian Association for the Advancement of Science.

The Joint Services Expedition to Brabant Island, Antarctica of 1984/85 was a privately funded expedition. The budget for the expedition was £100,000 and the sources of funding are given in figure 6. Figure 7 shows the budget history of the expedition, and highlights the timescales involved, i.e. a few years. The expedition report explains that the high rate of income in 1983, could not be matched in 1984, as the main grant giving bodies had already been successfully applied to. It also states that at the time of the report, the funds were still slightly short, but it was hoped this would be addressed through the delivery of talks, the receipt of more royalties and the sale of more surplus equipment.¹⁷⁷ The report also lists a total of 520 organisations, companies and individuals who provided sponsorship, goods, discounts and other help. Fuchs is listed for his “all round help”.¹⁷⁸

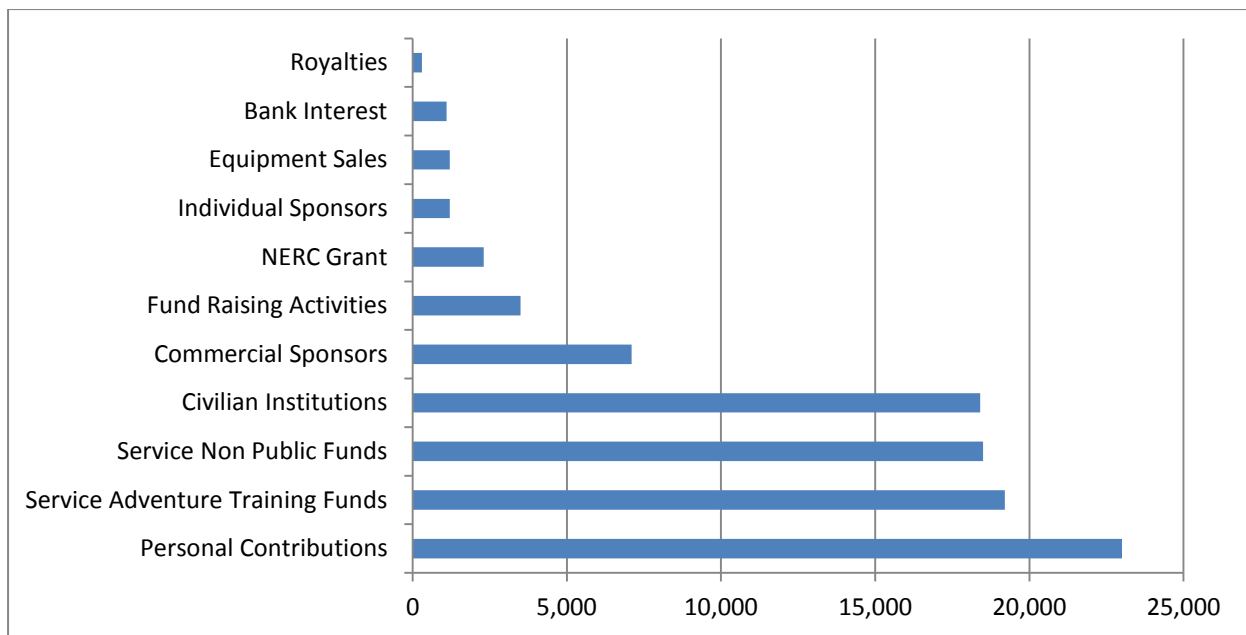


Figure 6. Graph showing the sources of assured income (£) at mid May 1985, for the Joint Services Expedition to Brabant Island 1984/85.¹⁷⁷

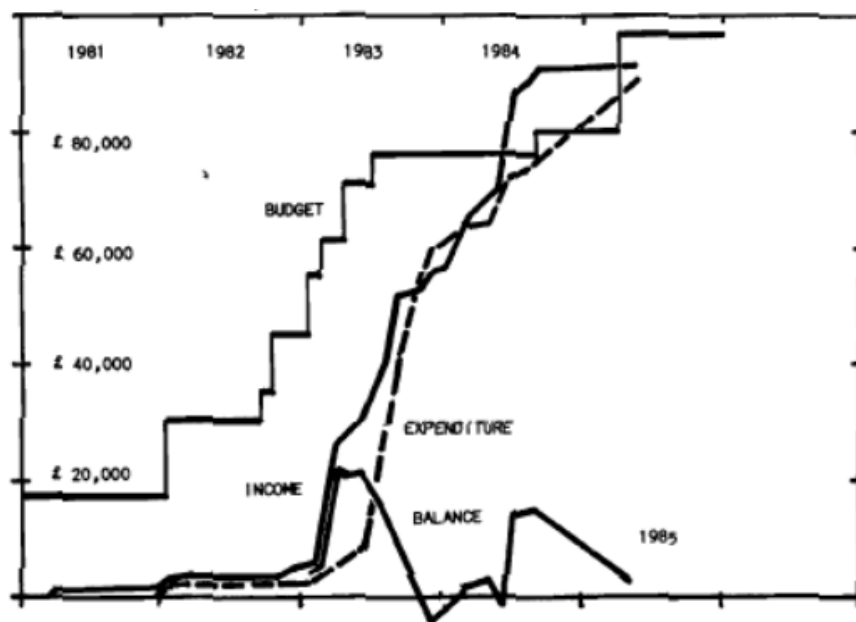


Figure 7. A summary of the budget history of the Joint Services Expedition to Brabant Island.¹⁷⁷

When Reinhold Messner and Arved Fuchs (no relation to Vivian Fuchs) crossed Antarctica on foot 1989/90, the expedition cost 1,000,000 Deutsche Marks. In his book about the expedition Messner states that half of this cost was paid by Reinhold Worth a German industrialist who used the expedition for publicity purposes. The remainder of the money was obtained from Der Spiegel, who obtained worldwide exclusive coverage and a company called ARD who made a 3 part television film.¹⁷⁹

Fundraising advice can be passed from one expedition leader to another. After failing to attract a main title sponsor willing to pay £250,000 towards his 2003 Rigid Inflatable Boat Expedition across the North Atlantic, Bear Grylls followed advice from his friend and Polar explorer Robert Swan. Swan's suggestion was to ask companies to get involved by giving £15,000 (for a free talk, some branding and a day out on the boat), which worked, and 12 signed up. The overall naming of the expedition, boat, title logos etc, was then sold successfully to a separate company for £50,000.¹⁸⁰ The final approach taken by Bear has similarities with that used by the RSC, i.e. split up the big amount into smaller more achievable amounts.

In the 'Footsteps of Shackleton' expedition (2008/09) a collection of descendants from those on Shackleton's Nimrod expedition, walked to the South Pole, to mark the 100 year anniversary. They found the combination of their family history and the anniversary attracted some sponsors. "Because of the eye catching plan... we begun getting interest from companies wanting to be associated with the powerful Shackleton ethos, and that also liked the idea of seeing their logos captured in publicity photographs and on film".¹⁸¹ This helped, but did not make the work easy. A fundraising committee was still required and a little later a public relations company was involved.¹⁸²

Expedition fundraisers use a variety of techniques, including a mixture of those ideas from the past plus some new ideas. A lot of the main sources of funding (press/film deals, public appeals, grants, company sponsorship) have been used across most of the expeditions. Over the years the balance between these sources has changed. It is interesting to see that for both Australian Antarctic Expedition and the Joint Services Brabant Island Expedition, the largest single contribution was from public appeals/personal contributions. The earlier expeditions of the Heroic age typically received large sums of money from Governments, likely due to their exploratory nature, scientific components, and the importance at the time of national prestige. In more recent expeditions, commercial sponsorship has been an increasingly important

contributer. One of the benefits of subsequent expeditions is that they can see what has worked well previously and use the same strategies. Fund raisers also exploit new technology in their source for funds. In the heroic age this was photos/film. Nowadays it is websites, YouTube and Facebook, which allow appeals to go international in very short spaces of time. The footsteps of Shackleton expedition were able to issue a short audio message on a daily basis during their expedition, which was then emailed to those on their distribution list.

Suggestions for further work

Time has only allowed analysis of the main files held at Christchurch Archive, including those relating to the Christchurch, Balclutha and Dunedin Appeals, the requests for speakers, and two RSC related files. As a result of the earthquake, the Christchurch Archive is currently only open in the mornings, and some of their material is housed off site. Additional files (such as those on the appeal committees of Hokitika, Haemera and Hastings) are some of those located offsite and there was not sufficient time to analyse them in this study. More TAE related files are located in the Wellington Archives. They are likely to contain more information on donations, and the work of the RSC and the other appeal committees.

Newspaper cuttings are also available. They could be a useful source of further information and may provide a measure on the relative importance of the expedition, and how affected fundraising . This study has not touched on the setup of the RSC offices and staff in terms of whether they were paid. It is assumed that Helm and maybe some other staff may were paid.

Further study could look at the wider financial impact of the Expedition, is there any evidence for it affecting the New Zealand economy in any way. Other aspects to look into could include examining whether the companies who donated to the expedition had returns from increased sales, or if they were involved in supplying Scott Base on a more permanent basis later on.

Conclusions

Analysis of the archived material and available literature, has allowed the fundraising component of the expedition to be better understood. The early decision to establish appeal committees around New Zealand allowed the huge target of £100,000 to be split up into more manageable amounts, which was different to the British approach. The methodology in New Zealand produced a network of fundraisers who all worked on the project together, across the whole country. The evidence of ideas being shared (such as the use leaflet drops) shows people were really behind this and wanted it to succeed.

The Governments of New Zealand and Britain each provided initial funding and then followed this up with practical assistance of various kinds. The list of donations and gifts in kind shows that a cross section of individuals and companies, all played their part. The RSC provided support to the appeal committees when they needed it and allowed them to get on with their work without interfering unnecessarily. The RSC moved quickly to make best use of opportunities such as when Antarctic films were made available to show to groups. The Newsletter which Helm edited was appreciated and can be thought of as a good investment of time and effort. It enabled the appeal committees to be kept up to date with a mix of light hearted stories and also information about the work in hand. Instances such as when Hillary wrote to the art teacher to thank her for her paints, books, and knitting needles show that this kind of donation was really appreciated. Some of the techniques used by the appeal were tried and tested such as the sponsoring of Huskies, and public appeals, but there were plenty of new ideas such as selling the Antarctic rock samples and the 'Share Certificates' which do not appear to have been used before. Talks were delivered to raise money and awareness as has been done with other expeditions, but the talks to school children were maybe something new and allowed the children to learn about the expedition and become more involved. The people of New Zealand largely responded to the appeal, and the success with the fundraising gave the expedition the great start it needed.

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Appendix 1 – Glossary

AAAS - Australian Association for the Advancement of Science

HMNZS – Her Majesties New Zealand Ship

IGY – International Geophysical year

RGS – Royal Geographic Society

RSC – Ross Sea Committee, the New Zealand executive board of the New Zealand TAE expedition

Sno-Cat – A tracked vehicle used in the TAE, manufactured in Canada.

TAE – Trans-Antarctic Expedition

£.s.d – Pounds, Shilling, Pence. One shilling was made up of 12 pence. One pound was made up of 20 shillings. In 1967 New Zealand went through ‘decimalisation’ and adopted the New Zealand Dollar instead of the pound.

Appendix 2. Estimated costs (£) for the Commonwealth Trans-Antarctic Expedition
(data from Fuchs, V.E. (date unknown). *Transantarctic Journey*. London, United Kingdom: Falkland Islands Dependencies Scientific Bureau)

	Item	Vahsel Bay Base	Ross Island Base	Total
Major Items of Equipment and Supply	Huts	5,000	5,000	10,000
	Food (base, sledging, dog)	6,100	7,600	13,700
	Clothing	600	1,000	1,600
	Fuel (base, aircraft, weasel)	2,100	1,100	3,200
	Dogs, sledges, equipment	1,000	1,500	2,500
	Weasels, trailer, spares	10,800	-	10,800
	Aircraft & Spares	-	16,000	16,000
	Scientific, Meteorological, seismic, survey, photographic equipment	3,300	2,800	6,100
	Wireless, generators, spares, tools	1,600	1,900	3,500
	Tents and camping equipment	1,000	1,200	2,200
	Medical	300	300	600
	Library, stationery, typewriter, etc	200	300	500
	Boats	-	500	500
	General items	1,000	1,000	2,000
Estimated Cost of Salaries, Administration, Travelling		(8 men for 18 months)	(12 men for 18 months)	
	Salaries in the field	6,000	9,000	15,000
	Salaries while working in the United Kingdom or	3,000	3,000	6,000

and	elsewhere			
Publication	Publishing scientific	-	-	3,000
of Results	work			
	Administrative	-	-	1,000
	travelling			
	Office administration	-	-	2,000
	United Kingdom			
	Office administration	-	-	2,000
	Antipodes			
Estimated	Ship at £200 per day	(150 days)	(60 days –	42,000
Cost of		£30,000	assuming it can be	
Ships			obtained in	
			Australian waters)	
			£12,000	
Total		72,000	64,200	144,200

Appendix 3 - The 'Agreement with Members of the Expedition' (taken from Thomson J. (2010). *Climbing The Pole, Edmund Hilary and The Trans-Antarctic Expedition 1955-1958*. Norwich, United Kingdom: The Erskine Press. Page 128)

TRANS-ANTARCTIC EXPEDITION

TO the Committee of Management
Trans-Antarctic Expedition 1955/58.

In consideration of my being selected by the Committee of Management of the Trans-Antarctic Expedition Limited (whose names appear hereunder and who are hereinafter called "The Committee") as a member of the Trans-Antarctic Expedition 1955/58 and proceeding on such Expedition I agree and undertake as follows:—

1. To carry out all instructions relative to the Expedition given to me by or on behalf of the Committee and to observe any directions and orders given by the Leader of the Expedition, or, in his absence, by his deputy.

2. That all photographs, collections or observations, including a diary or diaries, that I may make during the course of the Expedition, shall belong to and be deemed to have been made by me as agent for the Committee, and the copyright in any such photographs, collections, observations, or diaries, shall belong to the Committee until one year after the date of the first publication in book form of the official account of the Expedition.

3. That from the date hereof until the expiration of three years after 1st March 1958 or one year after the date of the first publication in book form of the official account of the Expedition whichever shall be the later I will not publish any account of the Expedition in any form written by me or hold any communication of any kind with the Press or with any Press Agency, Press reporter or film newsreel representative or publisher, or deliver any public or broadcasting lecture, including television, or allow any information obtained by me or letter written or photograph taken by me during the course of the Expedition to be published in any part of the world without the previous sanction of the Committee in writing.

4. That in the event of any breach by me of the undertaking given by me under clause 3 hereof I will hold the Committee and every member thereof harmless and indemnified against all loss, cost, damages and expenses which they or any of them may incur or sustain by reason of any such breach as aforesaid.

5. That I shall join the Expedition at my own risk as to the consequences and the Committee shall not be responsible to me or my dependents or any other person whomsoever, for any damage, personal or otherwise, which I may suffer during the continuance of the Expedition or on my journey to or from the United Kingdom or other countries of the Commonwealth.

6. If any question shall arise between myself and the Committee the same shall be referred to a single arbitrator to be agreed between myself and the Committee or failing agreement to be nominated by the Lord Chief Justice of England for the time being.

DATED THIS

DAY OF

195

Appendix 4 – List of donations to the Ross Sea Committee. Source: as specified

Donor	Amount (£)	Note
NZ Government	50,000	Helm A. S. & Miller J.H. (1964). <i>Antarctica, The Story of the New Zealand Party of the Trans-Antarctic Expedition</i> . Wellington, New Zealand: R.E. Owen, Government Printer. Page 55-61
The Licensed Trade	2,000	
The Reserve Bank of NZ	500	
The Associated Banks of NZ	500	
Shell Oil Company of NZ	250	
Imperial Chemical Industries of NZ Ltd	100	
Telegram delivery girl, whilst delivering a telegram at RSC office, Wellington	0.4.6	
Godfrey Phillips Ltd (NZ)	50	Assistant Secretary. 3rd September 1956. (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Sargood Son and Ewen Ltd	50	Assistant Secretary, 16 th July 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Levin and Company Ltd	100	
Murray Roberts and Company Ltd	100	
Dalgety and Compnay Ltd	100	
Woolworths (NZ) Ltd	100	
Union Steamship Company	50	
NZ Breweries Ltd	150	
National Mortgage and Agency Company Ltd	100	King J. 13 th July 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Donald Reid and Company Ltd	25	
J Ballantyne and Company	25	Hayes, 8 th June 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Francis Miller Ltd	25	
T J Edmonds Ltd	10.01.00	
Ernest Adams Ltd	100	
Beath and Company Ltd	26.5	
NZ Farmers Coop Ltd	21	
Gough, Gough and Hammer Ltd	20	
Munns Ltd	5	Helm, 7 th February 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Mrs H Knight and Mrs	20	Worsley J. 17 th November 1953, (Archives

J Worsley		New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
A and T Burt Ltd	25	Harper. 13 th June 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Chas Begg and Company Ltd	25	
Arthur Ellis and Company Ltd	50	
KP NZ Drug Company	50	
National Insurance Company Ltd	100	
Standard Insurance Company Ltd	50	
Kyeburn School	1.8	Unknown, date stamped 26 th March 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Arthur Street School	6	
Explorers Club Wakari School	1	
Moneymore School	1.1	
Bradford School Red Cross Link	1	
Brighton School	3	
Dunback School	2.5	
Cortsorphine School	14.9.6	
Miss NET Thomson	20 (in addition to earlier donations totalling 100)	
Balclutha School Committee	8	
Waipiata School	1	Unknown. 18 th November 1955, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Oatgo Daily Times	25	
McLeod Brothers Ltd	25	
Brown Ewing and Company Ltd	20	
NZ Express Company Ltd	15.50.0	
R Wilson and Company Ltd	10.10.0	
Dunedin Jockey Club	10.10.0	
George Street Normal School	10.3.2	
Mrs C Cole	10	
JFG Stark	10	
Miss Elizabeth H Owen	10	
Mr Arthur Barnett	10	
Fenwick and Reeves	7.7.0	
Mrs W L Smellie	5.5.0	
Miss Joan Barrow	5.5.0	
Lanes Limited	5.5.0	
Hope and Kinston	5.5.0	

Limited		
Mr and Mrs V J Leader	5.5.0	
Mr and Mrs TE Roff	5	
Mr and Mrs CC Mauger	5	
Anonymous	5	
Mrs E Forsyth	5	
J H Harvey (Omakau)	5	
R C Burgess	5	
Anonymous	5	
Rev H Thornton	5	
Miller and Tunnage Ltd	3.3.0	
Mr and Mrs CBM	3.3.0	
Dr Gair Macdonald	3.3.0	
AG Park	2.2.0	
NZ Industrial Gases Ltd	2.2.0	
DHLS	2.2.0	
Dr and Mrs Alex Borrie	2.2.0	
S A Kane	2.2.0	
Edmund J Smith	2.2.0	
Mr and Mrs Paul Clarke	2.2.0	Unknown. 18 th November 1955, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
John Hodgkin	2.6.0	
R Pinney	2	
Two well wishers	2	
Anonymous	2	
Mrs C Craigie	1.10.0	
J.G. Butler	1.01.00	
Mr and Mrs P H W Meinel	1.01.00	
Miss Jocelyn Wood	1.01.00	
R Tait	1.01.00	
R J Paul (Waitahuna)	1	
Anonymous	1	
Anonymous	1	
Miss Annie M Ross	1	
G.M. Player	1	
E.G. McKay (Tapanui)	1	
L W Divers	1	
Mrs J C Moir	1	
W H Penrose	0.10.06	
G E T Nicholls	0.10.00	
J A McAuley (Waikouaiti)	0.10.00	

Sheryl and Robyn Burns	0.10.00	Unknown. 18 th November 1955, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
'Theron"	0.10.00	
War Pensioner	0.05.00	
E J Smith	0.02.06	
Dunedin City Council	200	Unknown. 28 th October 1955, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Otago Harbour Board	100	
Nona E Turnbull Thomson	50	
Kempthorne Prosser's NZ Dingles	50	
Anonymous	30	
Mr and Mrs H.C. Gray	25	
R Powley and Company Ltd	25	
Miss E S Poole	20	
Thomsons Ltd	20	
Mitchell's International Tours Ltd	10.10.0	
J Rattray and Sons Ltd	10.10.0	
Mr and Mrs C W Harper	10.10.0	
Otago Road Services Ltd	10.10.0	
D.H.Blackie Ltd	10.10.0	
St Kilda Borough Council	10.10.0	
Mr and Mrs A R Craigie	10	
Anonymous	10	
C O Brash	10	
Lake County Council	10	
D S Coombs	5.5.0	
I E S Orbell	5.5.0	
Butterfields Ltd	5.5.0	
J Gadsden and Company Ltd	5.5.0	
T P Cuddie	5.5.0	
West Harbour Borough Council	5.5.0	
Staff at Bank of NZ (Dunedin Branch)	5.0.6	
Anonymous	5	
D O W Hall	5	
R H Gardner and Company Ltd	5	
R Forsthe Barr	5	
Waihemo County	5	

Council		
James Begg	5	Unknown. 28 th October 1955, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Mrs E G Theomin	5	
Cookham House (Dn) Ltd	5	
Dr and Mrs N E Odell	5	
Health Foods (Dn) Ltd	5	
O V Davies	3.3.0	
W G Skinner	2.2.0	
W H Adamson	2.2.0	
H V Haddock Ltd	2.2.0	
Anonymous	2.2.0	
Olive R Cartwright	1.1.0	
L W Donaldson	1.1.0	
Ferens and Jeavons	1.1.0	
J H Allen	1.1.0	
W Ashton	1.1.0	
J M Blakeney	1.1.0	
J P Stapleton	1	
M T Bewley	1	
J M Dodds	1	
Mrs N E Tombs	0.10.0	

Appendix 5 – List of gifts in kind to the RSC. Source : as specified

Company or Individual	Gift in Kind	Amount (£) if known	Note
British Petroleum Company of NZ Ltd	All oil, petrol and lubricants required by the NZ party. Colour photographic film. Special treats such as fresh crayfish, flowers, oysters flown down to Scott Base after it's opening		Helm A. S. & Miller J.H. (1964). <i>Antarctica, The Story of the New Zealand Party of the Trans-Antarctic Expedition.</i> Wellington, New Zealand: R.E. Owen, Government Printer. Page 56-68
NZ Wool Board and the Woollen Mill Owners Association	Blankets and wollen goods	£1,600	
Raffle prizes donated to Wellington Appeal Committee	Raffle raised £950		
Lever Brothers New Zealand Ltd	All toothpaste and Soap requirements (enough for several years)		
Skellerup Ltd	Slippers, gumboots, deck shoes for all expedition members	£5.5 (minimum - according to 25 Jul 1956 ch ch)	
George Emms (of Gisborne Appeal Committee)	Chair for Hillary's office at Scott Base		
Mr Ted Gawn	1 months salary		
Mr R Kerridge	Use of his theatres		
Mrs D Boswell (Wellington Tramping and Mountaineering Club)	Handmade scarfs for all expedition members		
Metal Import Company (Auckland) Ltd	Hyduminium Alloy for in hut construction	£1,000	
Wakefield Metal Company (Christchurch), in association with P.H. Muntz and Company, England	Special 'cold weather' copper tubing	500	
Massey-Fergusson Ltd (through C B Norwood Ltd)	5 Tractors - altered TE20 models		

Dental and Medical Supply Ltd, in conjunction with Messrs Wild Heerbrugg Ltd of Switzerland	Theodolite	370	Helm A. S. & Miller J.H. (1964). <i>Antarctica, The Story of the New Zealand Party of the Trans-Antarctic Expedition.</i> Wellington, New Zealand: R.E. Owen, Government Printer. Page 56-68
Cyclone Fence and Gate Company Ltd (Christchurch)	Cylcone netting material	200	
Kodak (NZ) Ltd	photographic material	95	
Weiner and Co (Wellington)	2 Watches		
Smiths of England	1 watch for every expedition member		
Enterprise Engineering Company Ltd (Wellington)	100 Dog Chains		
Mr G J King (Christchurch Antarctic Appeal Organiser)	15 Dog Chains		
Lewis Berger and Sons Ltd (Wellington)	All the paint for the Scott Base Buildings		
Jones and Begg Ltd (NZ)	Kenwood Major food mixer/liquidiser/mincer for Scott Base		
NZ Navy League (Wellington)	NZ Blue Ensign flag		
NZ American Association	British and American flag for Scott Base		
Donaghy's Rope and Twine Company Ltd (Dunedin)	Supply of Rope		
NZ Meat Producers Board	Raw meat needed for dehydration processing		
NZ Dairy Board	2 tons of specially tinned butter		
Anchor Milk	Dry-Milk powder		
Cadbury-Fry-Hudson	All the biscuits and chocolate required for the expedition (700lbs Sweet biscuits, 1200lbs of assorted chocolate bars, plus mixing and blocking of Dog pemmican – Skinner J K. 21st June 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)		
NZ Poultry Board	7200 Eggs		

National Beekeepers Association and New Zealand Honey Marketing Authority	Half a ton of honey		<p>Helm A. S. & Miller J.H. (1964). <i>Antarctica, The Story of the New Zealand Party of the Trans-Antarctic Expedition</i>. Wellington, New Zealand: R.E. Owen, Government Printer. Page 56-68</p>
Reckitt and Coleman Ltd	Company Products	100	
W. Gregg and Company (Dunedin)	Lemon crystals (also 48 bottles of cake colouring, 110 oz's cake essence, 140lbs gravy mixture, 6lbs of mixed herbs, 6lbs mixed spices - as outlined in Dunedin 4818)		
J Wattie and Company Ltd (Hastings)	Tinned fruit and vegetable		
Timaru Milling Company	Breakfast cereals		
R Gapes and Company Ltd (Wellington)	food/cooking supplies		
Glaxo Laboratories Ltd (Palmerston North)	Vitamins for men and dogs		
Sandy's Salted Peanuts (Wellington)	All peanuts for Scott Base		
Messrs WD and HO Wills + St James Tobacco Company	Cigarettes and Tobacco for the 23 men for 15 months		
Levin and Company (Wellington)	three cases of Five-Star Bisquit Brandy		
Dominion Breweries (Auckland)	Bottled Beer		
Department of Agriculture	Table wine		
Wairarapa Aerated Waters Company (Masterton)	Lemonade		
Colonial Sugar Company (Auckland)	Brandy		
Book donations from the general public	1,000 Books		
Fielding Antarctic Appeal	Encyclopaedia Britannica	£100	
Philips Electrical Industries Ltd (Wellington)	500 records		
NZ Radio Manufacturers Association	Radiogram		
Mrs CG Wray	7 books		Harper. 26 th November 1956, (Archives New

			Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Mr Ted Gawn	1 months salary		Helm A. S. & Miller J.H. (1964). <i>Antarctica, The Story of the New Zealand Party of the Trans-Antarctic Expedition</i> . Wellington, New Zealand: R.E. Owen, Government Printer. Page 60
NZ Antarctic Society	Christmas Presents		Probably Helm, 19 July 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Sanitarium Health Food Company	Foodstuffs		Hayes. 13th August 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
CWF Hamilton and Company	Dexion Alumium slotted angle	50	Hayes. 25th July 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
JR McKenzie Ltd	A refrigerator for a raffle		Assistant Secretary. 16 th July 1956. (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Cyclone Fencing Company	Materials for construction of dog kennels (assumed to be kennels at Mt Cook)		Unknown. 14 th May 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Standard Motor Company (NZ) Ltd	A car for Mr Thomson to use during his work for the RSC in South Island		Beard D F. 7th May 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Picton Progress and Beautifying Society	Free use of their skating rink and facilities for training Antarctic personnel		Smith W J. 6th November 1955, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/7)
Thomsons Ltd	Pure Fruit Juice		Helm. 6th December 1956, (Archives New Zealand, Christchurch,

			CAHU CH89 Box 1, 1/1/2/9)
Schweppes	Cordials		Probably Helm. 26th June 1956. (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Mrs Currie (art teacher)	Artists Paint Box		Currie L. 25th June 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Irving and Stevenson Ltd	Tinned Kidneys (200lb), Tinned Whitebait (100lb), Canned Apricots (432lbs)		Skinner K. 21st June 1956, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Otago University	Offer the use of scientific equipment, laboratories and advice		Hayward J W. 8th November 1955, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)
Post and Telegraph department	Pay for 1/2 the cost of a Min-drill for construction of tie downs at base	200	Minutes of the 22 nd meeting of the RSC. 30 th October 1956. (Archive New Zealand, Christchurch, CAHU CH89 Box 3, 8/6/1)
Ford Motor Company	Free use of a truck until the expedition departs		
Dickinson, Mytton Ltd	1 x Snow Kettle		Harper. 5th October 1955, (Archives New Zealand, Christchurch, CAHU CH89 Box 1, 1/1/2/9)

Appendix 6 - A summary of the performance of some centres, against their quota

Source : Probably Helm. 26th May 1958, (Archive New Zealand, Christchurch,

CAHU CH89 Box 2, 2/2/1))

Centre	Comment (assumed to be in comparison to quota target)	Amount (£) (assumed to be total raised rather than target quota, due to 'odd' amounts)
Balclutha	Reached target	173
Blenheim	Half-way	215
	Reached target	323
Dargaville	-	66
Eltham	Reached target	157
Feilding	Reached target	323
Gisborne	Almost reached	1451
Greymouth	Two thirds	311
Hastings	A quarter of total	419
Hawera	Two-thirds	200
Inglewood	Three quarters	46
Invercargill	One third	843
Haherau? (not clear)	Half	85
Marton	Nearly half	121
Masterton	Reached quota	636
Matamata	Half	151
Morrinsville	Half	128
Napier	A quarter of total	463
Nelson	About half	638
New Plymouth	One third	1024
Oamaru	One quarter	185
Otaki	Reached quota	112
Pahiatua	Over quota	161
Palmerston North	Quota	1929
Patea	One third	31
Picton	One third	32

Rotorua	Over half	401
Stratford	Half (over)	172
Taihape	Over quota	220
Taumaranui	Over quota	156
Tauranga	Over half	432
Temuka	Almost half	72
Timaru	About half	774
Waimate	Reached quota	221
Wairoa	Quarter	110
Wanganui	Under half	881
Whakatane	Two thirds	243
Woodville	One third	37

Appendix 7 - The results of the New Zealand fundraising appeal. Source: Financial Statement 31st March 1960, part of the annual report presented at the annual meeting on 6th February 1961 (Archive New Zealand, Christchurch, CAHU CH89 Box 3, 8/6/1)

TRANS-ANTARCTIC EXPEDITION NEW ZEALAND (INCORPORATED)			
TRANS-ANTARCTIC VENTURE ACCOUNT			
31st March, 1960			
EXPENDITURE		INCOME	
Appeal Expenses			
Travelling Expenses	924. 3. 2.	N.Z. Government	50,000. -. -. .
Printing & Advertising	1,372.16.10.	Public Appeal	36,239. 2. -. .
Salaries & Fees	858. 7. 9.	Gifts in Kind	23,702.15. 4.
Sundry Expenses	127.19. 8.	I.G.Y. o/a Huts	16,850. -. -. .
Other Expenses		o/a Stores &c.	5,995. -. -. .
Stores & Equipment	46,292. 0. 1.	Souvenir Covers	2,731.17. -. .
Beaver Aircraft	32,528.17. 9.	Royalties &c.	9,828. 8.11. .
Huts at Base	39,663.10. 4.	Press Association	1,500. -. -. .
Travelling Expenses	3,286. 6. 1.	Broadcasting Dept.	1,000. -. -. .
Salaries	8,960. 9. 8.	Interest	112.19. 6.
Packing Freight &c.	3,071. 6.11.		
Insurance			
Fire & Marine	2,372. -. 2.		
Personnel	2,030.17. 7.		
Stevedoring	2,336. 9. 4.		
Victualling	281. 3. 1.		
Dog rations - Mt.Cook	648.18. 9.		
Rations - " "	243.19. 7.		
Developing & Printing			
Photographs	279. 6. 9.		
Radio Communications	474. 2. 9.		
Sundry Expenses	833. 8. 8.		
	146,586. 4.11.		147,960. 2. 9.
Balance 31st March			
1960 being excess			
of Income over			
Expenditure			
	1,373.17.10.		
	<u>£147,960. 2. 9.</u>		<u>£147,960, 2, 9,</u>

**Appendix 8 – Timeline of key dates. Source: Helm A. S. & Miller J.H. (1964).
Antarctica, The Story of the New Zealand Party of the Trans-Antarctic Expedition.
Wellington, New Zealand: R.E. Owen, Government Printer. Page 422**

Date	Event
14 th May 1955	New Zealand Government assistance to TAE announced.
26 th May 1955	RSC constituted by Cabinet
3 rd June 1955	First official meeting of the RSC
10 th October 1955	Opening of appeal for funds
15 th December	Departure of the HMNZS “Endeavour” from Wellington
21 st December 1955	Departure of the HMNZS “Endeavour” from Bluff
14 th January 1957	First building erected at Scott Base
20 th January 1957	Flag raised at Scott Base
14 th October 1957	Southern Tractor Party left Scott Base
24 th November 1957	Crossing Party left Shackleton Base
4 th January 1958	Southern Tractor Party reaches South Pole
20 th January 1958	Crossing Party reaches South Pole
2 nd March 1958	Crossing Party reaches Scott Base
17 th March 1958	HMNZS “Endeavour arrives back in Wellington harbour
12 th May 1958	British Party arrives in Southampton
15 th May 1958	British Party presented to Her Majesty the Queen