SIR EDMUND HILLARY'S

HIMALAYAN TRUST

ANNUAL REPORT



2022

HIMALAYAN TRUST
FOUNDED 1960
BY SIR EDMUND HILLARY

The Himalayan Trust is an international nonprofit humanitarian organisation working in the Solukhumbu Mt Everest region of Nepal.

Our aim is to improve the health, education and general wellbeing of people living in this region.

INTRODUCTION

When Sir Edmund Hillary made the first ascent of Everest in 1953, Nepal was a country of nine million people who lived almost entirely on subsistence agriculture with a small export economy of rice and jute.

Today, Nepal has a population of over 29 million people. The country no longer grows enough food to support its growing population, 49 percent of whom live below the poverty line of $3 per day.

As Nepal changes and grows, the Himalayan Trust does too. Alongside our Nepali friends and partner organisation, Himalayan Trust Nepal. We continue to follow in Ed's footsteps by supporting Education, Healthcare and community projects.

The Himalayan Trust works hard to build resilience and provide promising futures for people in the local communities of the Solukhumbu region. This is all made possible by the support and dedication of our supporters and members in New Zealand and abroad that have given money and time over the years.

OUR APPROACH

Power in Partnership

The people and the communities of the Everest region are at the centre of all our work. Ed established the Trust to operate in an inclusive way. As such we listen to the community, provide assistance where we can, and support their vision for a better future.

Sustainable Development

We work in close partnership with local organisations in Nepal who all have unique local expertise, knowledge and experience. Working together means we can have a greater impact and ensure long-term, sustainable change.

Long Term Commitment to Change

We are committed to supporting the people of Solukhumbu and the Everest region for many years to come. Our projects and actions all work towards a long term goal of breaking the cycle of poverty.

ACKNOWLEDGEMENTS

The world now looks back upon the global COVID-19 pandemic but it's affects are still heavily impacting all aspects of the Himalayan Trusts operation as well as the lives of the people in Solukhumbu that we work to help.

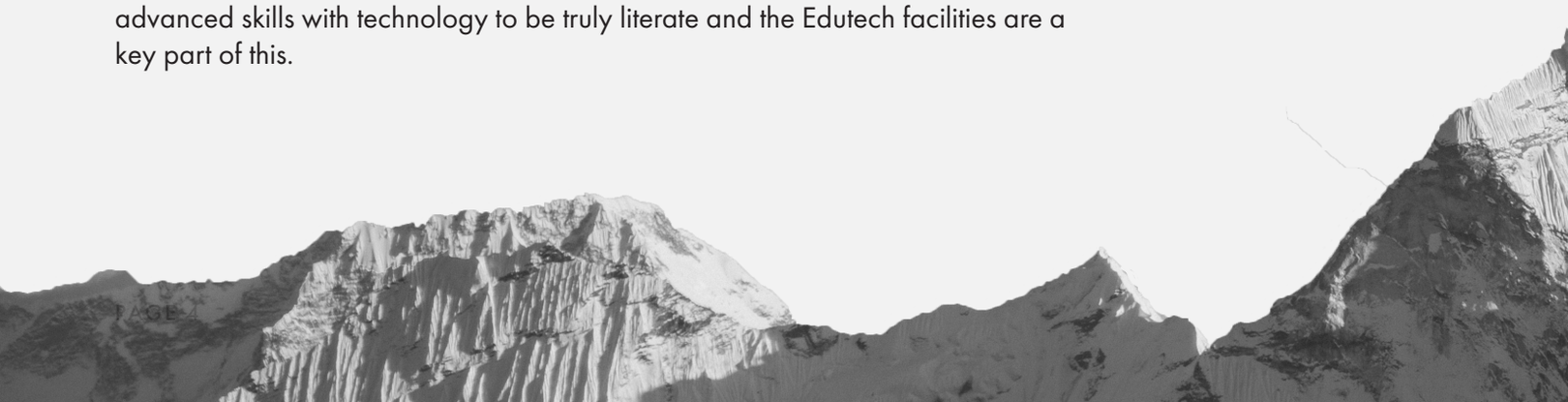
We would like to acknowledge and pay our condolences for the death of Richard Blum, the founder and chairman of the American Himalayan Foundation. We also acknowledge the death of George Hunter who was the founder of The Forgotten Sherpa's of Nepal non-profit based out of Geraldine. George and Richards achievements and dedication to Nepal was inspirational and hugely influential.

MESSAGE FROM OUR CHAIR

The past year has seen the world emerge from the restrictions of the pandemic while the infections and deaths have continued in many demographics. With the majority of the population vaccinated this seems like the appropriate path to take. Fortunately, the Covid-19 testing requirements have relented - I had 19 PCR tests on my trip to the US and Antarctica in December 2021! - and now we can travel more easily.

To that end Alexander Hillary HT GM, Casey Hemingway HT marketing manager and I (HT Chair) are setting off for Nepal in November 2022 to visit our education, healthcare, water infrastructure and other programmes in the company of our HTN partners. This will be a momentous trip because it is the first visit to our core constituency in the Himalayas in three years. Normally I visit Nepal about three times each year and this long hiatus in my visits seems wildly overdue. If it had not been for the availability of video conferencing calls with our HTN partners and their in-depth updates on programme delivery, particularly in education and the QEPS programme, we would have been very disconnected.

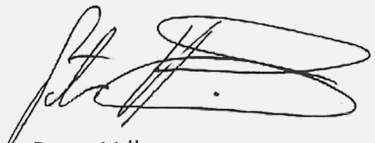
Through CEO Mingma Norbu, HTN chairman Pasang Dawa and education manager Lhakpa Tenji we have remained well informed and proactive in the affairs of our programmes in Nepal. And it is with these three key partners that we will fly into the Solu Khumbu to spend two weeks travelling around the region visiting schools, hospitals, water systems, teachers, government officials and community leaders. Alexander and Casey will be assembling photographic and video materials for our promotional and report requirements and the trip will help the two of them to become thoroughly appraised with the Himalayan Trust's activities and work. Accompanying us on the tour will be Mike Chisholm of Edutech in Christchurch with whom the HT partners on the provision of computer laboratories for the schools of the region. There is no question that in the 21st century literacy must include advanced skills with technology to be truly literate and the Edutech facilities are a key part of this.



Fundraising for the HT programmes is our major focus in New Zealand and this has been challenging given the impacts of the global pandemic. Nonetheless the Summit Challenge in March earlier this year was very successful as have been our regular givers and a number of generous donations. Our partnership with MFAT for the education programmes continues as our most important programme and partnership. The 70th anniversary of the first ascent of Mt Everest in May 2023 will be an important fundraising opportunity for us with organised treks in the Khumbu and attendance at the 70th Everest celebrations. The opening of the Sir Edmund Hillary Visitor Centre at Khumjung School will be a key part of these events. The #Everest70 events promise to be a wonderful series of celebrations so take a look at the HT website for how you can join us with these events and support the work of the Himalayan Trust.

#Everest70 is a collaboration with Sir Graham Wrigley of the Himalayan Trust UK, the British and New Zealand High Commissions in Delhi and the British Embassy in Kathmandu and a number of sponsors that we are currently working with to make this celebration a highlight of our activities in Nepal and a substantial fundraiser for the programmes.

Thank you to all of you who support the Himalayan Trust. Your support and energy is what enables us to do what we do.



Peter Hillary

NAMASTE



A YEAR IN NUMBERS

Despite a challenging year of change, our work has continued. Alongside our partner organisation Himalayan Trust Nepal, here is an insight into what we have achieved.

298 Scholarship students. 132 Male and 166 Female.
Up from 143 the previous year.

106 Stationery support
Up from 65 the previous year.

20 Teachers with salary support. 15 male and 5 female.

24 Computer labs

63 Institutions with COVID-19 Preventative materials
Schools, Monastic Schools and Government Offices.

2 Hospitals supplied with medicine.

8 Clinics supplied with medicine.

Patients Treated at HTNZ supported facilities:

6,063 Patients at Khunde Hospital.
Up from 4,078 the previous year.

15,099 Patients at Phaphlu Hospital.
Up from 12,243 the previous year.

1,468 Peripheral Clinics in Monju, Phortse and Thame.
Down from 1,640 the previous year.

1,094 Namche Dental Clinic
Up from 850 the previous year.

OUR IMPACT IN NEPAL



Above | Students recieving stationery support at Kharikhola Monastery School.



Left | Grade 6-8 Teacher Training as part of Year 3 of the Quality Education Programme.



Right | Parents meeting at Baksui, Pawai.

HEALTHCARE & COVID-19 REPORT

Healthcare Programme Report

Health care development in the Solu Khumbu during more than 50 years is clear witness to its success. It was an enormous leap of faith to start the build of Khunde Hospital in 1966 but Sir Ed and his wife Lady Louise had the foresight to proceed. Dr Max Pearl added the medical expertise and Neville Wooderson with his plumbing ability was one of a team of New Zealand volunteers that with local Sherpa workers brought it all together. Now more that 50 years on the word sustainability describes how from those small beginnings 56 years ago, peripheral clinics developed and a few years later another hospital was built at Phaphlu some 4 days walk south of Khunde Village. This was also with a New Zealand team and was headed by Rex Hillary. This was a bigger project to cope with the larger population down-valley. At times one wondered if the personal cost around this work was justified but the intervening years confirmed that it continues to contribute much to the health of the local people.

As the needs have increased health services have developed accordingly. Consolidation has progressed with the training of local people from local villages and elsewhere in Nepal. With financial support such aspirants have gone away for both in-country and international training returning as doctors, nurses, and laboratory assistants thus creating a succession of local people to maintain the work-force.

In recent years excellent dental services have been developed in the village of Namche. Other areas are of course also in need of the initiation of health assistance and this is encouraged. One instance of this is to the north of Okhaldhunga where with guidance from Himalayan Trust Nepal (HTN) local people get medical support through the help of enthusiastic people from Geraldine. Sustainability is the ability to remain at a certain rate or

level and in this instance a continuity of the health programme. Overseen by HTN, the training of local people to deliver these services is the key to its success and ongoing strengths. Delivering vaccinations, controlling the corona pandemic, and providing fertility planning is just some of the work provided by the health services. The delivery of these services have come a long way since the time when iodine deficiency was rife and tuberculosis was widespread. Health delivery to the Solu Khumbu is a very successful development and there is every reason for the Himalayan Trust to continue with this support.

After 30 years of support for Khunde Hospital, the Sir Edmund Hillary Foundation of Canada has had to discontinue it's support. HTNZ's chairperson, Peter Hillary has secured support for Khunde Hospital for the next two years in the wake of this change. The funding secured is $100,00 USD p.a. which is being split between the American Himalayan Foundation and HTNZ.

EDUCATION

Quality Education Programme for Solukhumbu

Himalayan Trust Nepal is implementing the Quality Education Programme in Solukhumbu (QEPS) on behalf of Himalayan Trust for the period of five years starting from November 2019 till April 2025. The programme is supported by New Zealand Aid Programme.

School Based Teacher Training Programme

The School Based Teacher Training Programme (SBTTP) is one of the major components of QEPS and has been a focus for the year of 2021/22. The programme is being implemented in 33 schools in Solukhumbu – 16 schools in Solududhkunda Municipality and 17 schools in Khumbu Pasang Lhamu Rural Municipality. SBTTP has facilitated training in the areas of:

- Training of Teachers on the new Nepalese Integrated Curriculum
- Alternative Teaching methods during lockdowns

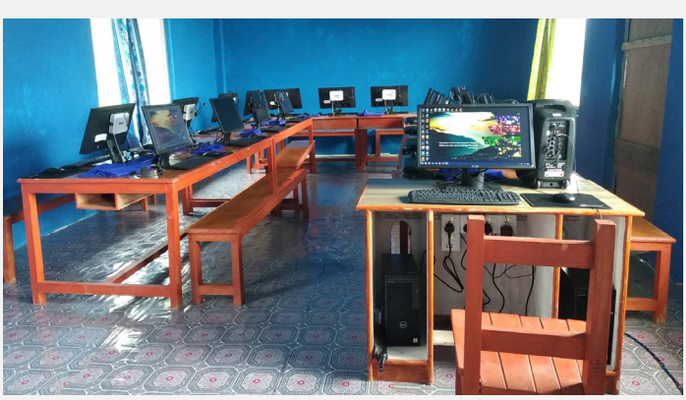
QEPS Components in 2021/22

There are more than ten different components of activities implemented under the education programme in the 2021/22 year. They are:

- School based teacher training programme in 33 schools of Solukhumbu,
- Literacy through Integrated Learning programme in 43 schools,
- Establishment of computer labs in 9 schools,
- Teachers support in 12 schools,
- Covid-19 prevention materials distribution in schools,
- Scholarships for basic, high school and college level students,
- Teaching materials support to 106 schools,
- Sotang Hostel Construction Project and Small Grant support to the school.

Literacy through Integrated Learning

Learning to read and write is one of the most essential aspects of education. Despite the relative economic prosperity in Solukhumbu as a result of tourism, the district lags behind in literacy. The official literacy rate for



Left | A new computer lab completed in partnership with Edutech Nepal.



Right | A class at Denam Basic School that is part of the Literacy through Integrated Learning programme.

people in Solukhumbu aged over 6 is 49.5% but Himalayan Trust tests and surveys suggest the reality is lower than this.

LIL is a Literacy programme run by the Himalayan Trust New Zealand and Nepal to improve the literacy of young people in Solukhumbu. The programme has been developed to provide students with an immersive and effective literacy course that can be taught by teachers in even the most remote schools. Four new staff members were hired to implement the LIL Programme. One coordinator and three trainers to implement the programme in 43 basic schools of Sotang, Mahakulung and Mapya Dudhkoshi Rural Municipalities in Solukhumbu.



Above | COVID-19 prevention materials distributed to Pangboche Basic School.

This year HTN conducted two five-day centre-based teacher training for the basic level teachers (Grade 1-3) of Sotang and Mahakulung Rural Municipality in close coordination with the local governments. 48 teachers from 13 schools of Sotang Rural Municipality attended the training organized in Sotang from 8-12 December 2021. Similary training sessions happened in Mahakulung Rural Municipality in Bung.
If you are interested in learning more about the Quality Education Programme. Please get in touch at info@himalayantrust.org. A QEPS programme report is also available for the 2021/22 year.

Edutech Nepal

Himalayan Trust has signed an MOU with Edutech Nepal which is an organisation run by Christchurch based Mike Chisholm. The goal of this partnership is to create high-quality computer labs in government and community schools to help empower Nepali children with technological literacy.

The programme encompasses everything from building dust free buildings to house the computer labs, to training teachers and facilitating community ownership. The MOU with Edutech Nepal has a project scope of 7 computer labs in Solukhumbu with the vision for a continuation of this partnership.

The Himalayan Trust is delighted to partner with Edutech Nepal to help further education for Nepalese students and to ensure that education for the people of Solukhumbu is in keeping with global standards of education.

OTHER PROJECTS

Khumjung Community Library

THe Himalayan Trust has been approached by parents of the Khumjung community who have requested support for a Library. The community has 4,000 books and a room that they would like to develop into an educational space for students and the public. The Himalayan Trust will help with facility upgrades, outfitting, classification of books and a salary for a part time librarian.

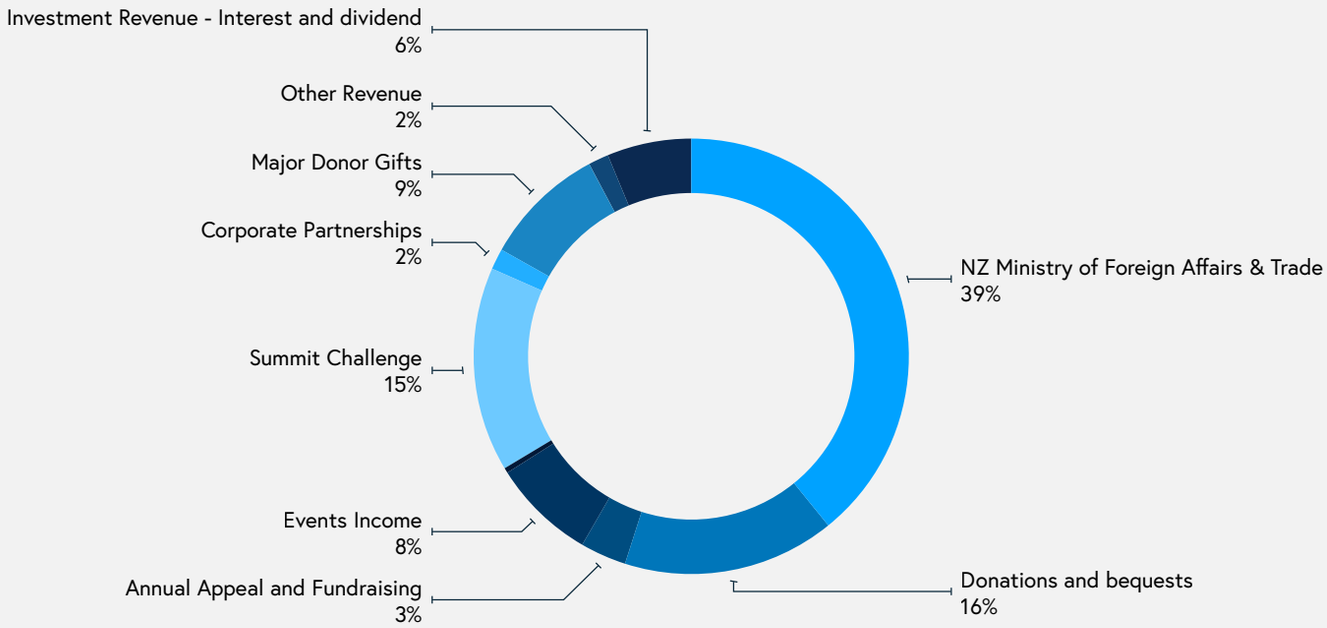
FINANCIAL REVIEW

Financial Statements for 2022

The Himalayan Trust has had a tough year. Low donations and dropping markets have meant that income has not met the demand of our ongoing work in Nepal. However, the Himalayan Trust has maintained its financial obligations to our development projects but a priority for the next financial year is to rebuild this investment deficit and position HTNZ for further projects. Significant efforts have been made to reduce NZ based costs and this will continue.

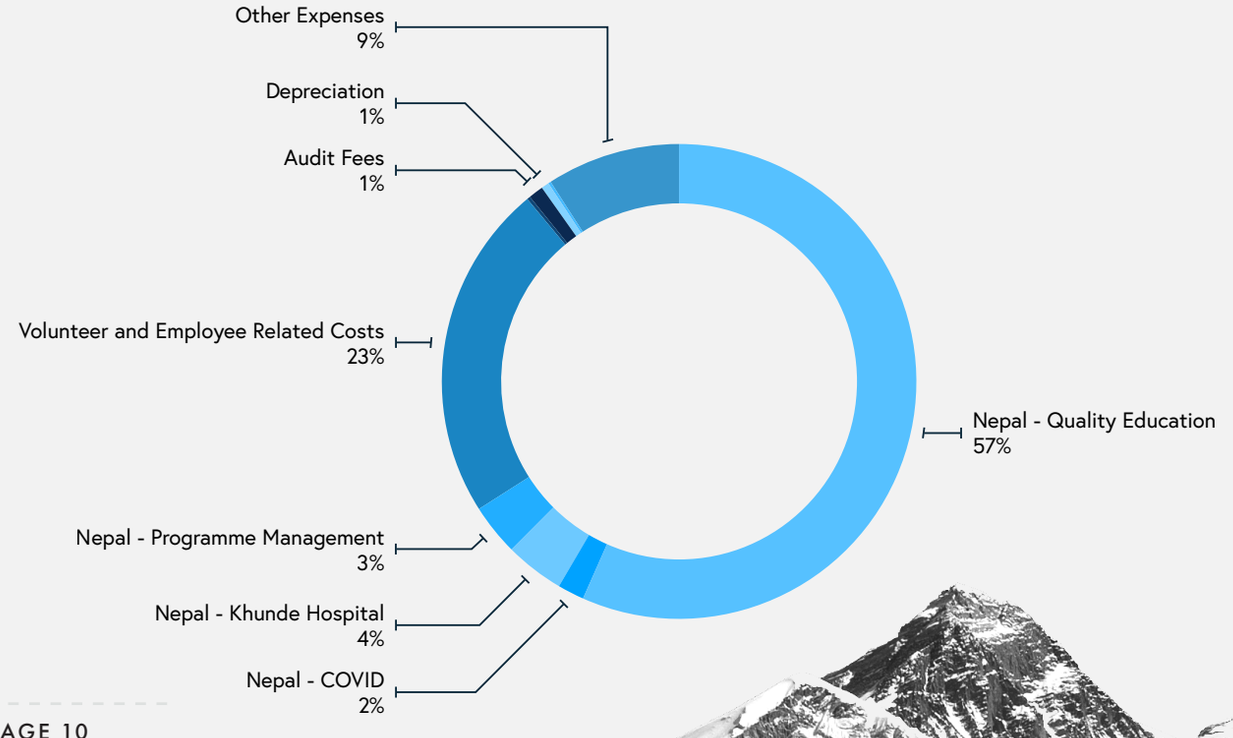
INCOME

Total income ($901,231) for year ending 30 June, 2022.



EXPENDITURE

Total expenditure ($1,028,022) for year ending 30 June, 2022.



FUNDRAISING OVERVIEW

The Himalayan Trust would like to thank our committed and generous supporters over this past year. These donors and fundraising participants have made our campaigns a success despite the challenges of the pandemic.

Christmas Appeal

The 2022 Christmas Appeal was themed around Louise Hillary's book ***A Yak for Christmas***, published in 1968.

We offered a range of Christmas cards intended as gifts in the style of 'a donation on behalf of...' The feedback on the cards was overwhelmingly positive, and the concept will be reused in future appeals.

We raised nearly $11,000 through donations and sold 99 multi-pack and individual Christmas cards for a sub-total of $3,900.





Summit Challenge

Summit Challenge 2022 ran from March 1st to 31st and challenged fundraisers to walk, run or bike the height of Mt Everest whilst raising funds for the Himalayan Trust.

Together, 450 individuals and teams raised over $110,000 and climbed a whopping 2.1M vertical metres. This was by far our most successful challenge with more than double the signups than the year before, and nearly 25% more funds raised in spite of challenging global economic times.

Summit Challenge is set to remain a core part of our fundraising strategy as it grows to be an iconic annual event exemplifying the values of Sir Ed, the Himalayan Trust and Kiwis broadly.

Everest Day

On the 29th May 1953 Sir Edmund Hillary and Sherpa Tenzing Norgay successfully completed the first ascent of Mt Everest.

To celebrate this memorable achievement and honour the lasting legacy of Sir Ed and the impact he made to the people of the Everest Region the Himalayan Trust launched Everest Day, their inaugural national fundraising and awareness appeal.

Everest Day 2021 was a huge success both financially as well as promoting the event and the work of the Trust to the NZ Community. Over $175,000 was raised against a budget of $60,000 and the event received extensive media coverage through the NZME Radio network and news stories on Newshub and TVONE and the print media. The primary fundraising vehicles for the campaign were as follows:

- The Fiver-for-Ed appeal where the NZ public was invited to donate $5 through www.fiver-for-ed.nz. This appeal was promoted through using a range of social media platforms and was spearheaded by our Ambassadors and high profile NZ Business people and celebrities. The Fiver for Ed appeal raised over $70,000 from 1547 donors at an average donation of $45 per donor.





- The COVID-19 Direct Marketing Appeal which targeted our supporters and raised over $55,000 from 189 donors at an average donation of $291 per donor. Funds raised went towards purchasing PPE Equipment and supporting the front line health workers in Nepal.
- A range of fundraising activities organized by our supporters were held nation wide including Schools; NZ Businesses; NZ Nepali Assoc; Waikato University Hillary Scholars and Alumni and Hermitage Mt Cook to name just a few. Funds raised from these activities totalled $45,000.

Plans are underway for Everest Day 2022 and in 2023 Everest Day will focus very much on the 70th anniversary of the first ascent of Mt Everest with events in Nepal and NZ. Stay tuned!



Above | Runners at Summit Challenge's Roy's Peak event in Wanaka where around 60 fundraisers attended from as far away as Christchurch.

Marketing and Communications Strategy

Our team has been working to map out and optimise the Himalayan Trust's various donor journeys. The primary journey begins with awareness of the Trust and its mission, moves to newsletter subscription, first donation/fundraiser participation, and eventually stewards donors towards regular giving, membership and advocacy.

We have recently built a handful of automated emails aimed at delivering a better experience to every subscriber and donor.

One noteworthy example is what we send to new email subscribers:

> When someone signs up to our general newsletter or Mail by Runner, they are welcomed with a series of 4-5 emails that briefly share our history and legacy, current projects and future goals. The benefit being that each subscriber is more connected with our work in Solukhumbu, and therefore more likely to support the Trust long-term.

Mail By Runner

Mail by Runner has been recieved very well and is now sent to 321 supporters (Sept 2022) who maintain a very high open and read rate. The newsletter remains a way for us to share historical stories and current events in a timely fashion with no donation or support requests. As such it is a key tool for the Himalayan Trust to nurture community and develop our members/supporters knowledge of our work and history.

We would like to ask for submissions from members for Mail by Runner. If you have any stories from your own experiences in Nepal, involvement in Himalayan Trust or general stories that may of interest to our Mail by Runner database, please get in touch at info@himalayantrust.org.



Left | Community events around the country like this one at Wanaka's B.Effect brewery, gratefully sponsored by the brewery itself.



Right | Ang Kaji Sherpa, Peter Hillary, Dr Mike Gill, Dame Cindy Kiro and Chris Davies at Government House for Everest Day 2022.

Social Media

In recent years, the Himalayan Trust New Zealand has been complimented for its branding, marketing and social media presence. Throughout Summit Challenge and Everest Day, we saw an increase in our online following of over 20% - this hints at the fact that there are plenty of Kiwis out there who care about our work!

Social media is an undeniable part of everyday modern life, and is a key way for brands to communicate with their audiences. We have found it to be particularly useful for engaging our followers during campaign periods, and have typically under-utilised it outside of those periods.

Looking to 2023 and beyond, we aim to build a year-round content strategy to consistently engage and grow our followings.

OPERATIONS

We have been hard at work streamlining our systems, both internal and donor-facing, to provide a great donor experience and ensure that our donor's generosity goes as far as possible.

Systems and Processes

As technologies have evolved over the past 10+ years, the Himalayan Trust has trialled a range of donation and fundraising platforms. This has led to time-consuming manual

processes prone to human error. Our Operations team has been working to simplify this as much as possible to minimise the administrative work involved with receiving donations. The benefit of this is twofold: firstly, donations go further when less staff time is spent processing them; and secondly, donors receive better service when there is less human error.

Membership

Throughout the history of the Himalayan Trust, it's members have been a core part of every aspect of it's operation from fundraising to governance and programmes. Over the past year we have begun to develop a revitalisation of the membership programme. So far we have introduced a new membership payment system and have been seeking new members which has seen an increase in membership to a total of 214 paying members (Sept, 2022).



Left | HT Patron Helen Clark speaking during the Everest Day online event in May.



Right | A capture from Peter Hillary's new childrens book, 4 Yaks and a Yeti that has been successfully sold through the developing Himalayan Trust online store.

Community Engagement

2022's Summit Challenge was host to a number of successful in-person events, and the sense of community that came from these was heart warming. As we enter a post-covid world, it has been great to see events returning to normal.

We are excited to host more events once again across our fundraisers and appeals. We look to seeing your friendly faces there in the future, we've missed you all!

For any events in your region, please make an effort to join us and we're sure you'll find yourself in good company with other supporters of the Himalayan Trust.

A Lean Organisation

A priority for this year has been to continue work on one of our strategic goals which is achieving a lean organisation that ensures effective impact in Nepal for operational expenditure. Work has focussed on streamlining systems for donation management, receipting, marketing communications and membership renewals among other systems. These improvements enable the Himalayan Trust's small team to facilitate bigger campaigns with less human resources. This has been especially important as the operations team has reduced in size again, from 4 employees to 2.

THANK YOU

The Himalayan Trust would like to thank you all for your generous support over the past year.

It has been another challenging year for the Everest region and the world, but thanks to you and your support, we were able to continue our commitment to the poeple of Solukhumbu. We would like to thank our members and regular givers for their

TUJUCHE
THANK YOU

unfailing support. We also would like to thank those people and organisations who have supported and engaged in our fundraising campaigns:

Everest day.
Helen Clark, Rhys Darby, Phurenje Sherpa, Trelise Cooper, Dinesh Khadka, Sam Neill, Dame Cindy Kiro, Melissa Jenkins, Sir Richard Taylor, Sky City Entertainment, Nepal New Zealand Society, Comvita.

Summit Challenge.
Miranda Satterthwaite, Phurenje Sherpa, Ian Evans, Victoria Rose-Sheridan, Hasely Lobb, The Backyard Travel Family, Kristina Aluzaite, Michael Gill and the Noodles for Brekky Family, The International Antarctic Centre, B.Effect Brewery, ROAM, The North Face.

Himalayan Trust Board.
We would also like to thank our dedicated board of trustees who invest a huge amount of time, expertise and effort into the operations and governance of the Himalayan Trust. Thank you, Chairperson Peter Hillary, Deputy Chair Michael Gill and board members Claire Newman, Lindsay Strang and Alex Witten Hannah.

We are also excited to welcome 5 new board members for 2022/23 following this years AGM.



Left | Himalayan Trust supporters at an Everest Day event hosted by the International Antarctic Centre.



Right | An exemplary Early Childhood Educational Development Classroom in Sotang.

We also acknowledge the invaluable ongoing support from the Ministry of Foreign Affairs and Trade. Their steadfast support of our vision for education in Solukhumbu and continued clarity of the relationship between New Zealand and Nepal continues to enable our most important programme.

The Himalayan Trust values our connections with many international organisations working in Nepal, including American Himalayan Foundation, dZi Foundation, Sir Edmund Hillary Foundation (Canada), Sir Edmund Hillary Stiftung (Germany), Australian Himalayan Foundation, Himalayan Trust UK; in particular the Himalayan Trust Nepal without which our work would not be possible.



The enduring impact of our work would not be possible without you; our donors and supporters

Get involved in other ways and support the Himalayan Trusts work with communities in Nepal:

Organise a fundraising event: There are so many fun and creative ways our supporters have been raising money for us: mufti days, bake sales, quizzes, Fiver for Ed days, auctions and dinners. If you would like to organise your own fundraising event, we'd love to hear from you.

Sign up for a challenge: Sign up for a challenge! Summit Challenge in March, or create your own fundraiser at fundraise.himalayantrust.org for a physical challenge that will motivate and inspire, while doing good for the people of Solukhumbu.

Give a Fiver for Ed: A Fiver for Ed is part of our annual fundraiser: Everest Day, which is held on the 29 May. Get involved to celebrate Ed's Himalayan legacy and the lasting relationship between Nepal and New Zealand.

Trek with us: Join our trek in May, 2023 to the Everest Region for the 70th anniversary of the ascent of Everest - spaces are filling up!

Leave a legacy: By remembering the Himalayan Trust in your will, you will enable us to continue Sir Ed's legacy of helping the people of Nepal for generations to come. Contact fundraise@himalayantrust.org

Regular giving: Our founder, Ed Hillary wrote in his will: "I declare that I have had a full life with much happiness and a share of sadness. I have little cause for complaint. If however some people in New Zealand feel I have made some contribution to the prestige of my country then they could best demonstrate this by continuing modest support to the Himalayan People I have worked with for so many years.".

Learn more at www.himalayantrust.org

Address: PO Box 43, Auckland 1140
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Email: info@himalayantrust.org
The Himalayan Trust is a registered charity with the New Zealand Charities Commission, registration CC39393.