

From: dave@xxxx.xx
To: carlwhiteley@xxxx.xx

Subject: Zombie Aid
Date: Tue, 2 Aug 2011 19:51:20 +0100

Carl,

As you're clearly aware by now I've written a piece about Zombie Aid and the Halloween Parade at <http://www.soylentdave.com/2011/08/zombie-aid/>

If you'd like to comment or issue a statement, then please feel free to do so – you can either e-mail me back here or comment directly on the site (your first comment there might be delayed as it needs approval, but that's just an anti-spam measure).

If you would like to clarify your position by answering the following questions, either directly or as part of a blanket statement, that would possibly help put your current position across more clearly:

1. Given that the Halloween Parade didn't raise any money for charity, what - if any - measures have been put in place to ensure that donations given at the Dead Island Walk will arrive at the intended beneficiary? Do you feel confident that lessons learned from the previous event mean that the same mistakes will not happen again?

If the Dead Island walk has officially been cancelled – is this related to the Halloween Parade, lessons learned etc.? Or something completely unrelated?

2. You stated that the Halloween Parade was organised by 'just you' - is that still the case for the Dead Island Walk, or has Zombie Aid expanded / formed a committee etc.? If Zombie Aid has expanded, what positions are being taken up by whom? Does Zombie Aid have employees (now)?

3. The Halloween Parade raised nearly £2000 in donations, which were then (you state) spent on Zombie Aid-related expenses - some people might still regard Zombie Aid as owing this amount to the three charities involved. Does Zombie Aid agree / have any plans to pay off this 'debt' or has it been written off (and how so e.g. as a learning experience, what was learned - ties in to #1)?

Similarly, you state you were left £700 out of pocket by the Halloween Parade - does Zombie Aid plan to recoup this loss via the upcoming event, or has this been written off?

4. After the Halloween Parade you stated that Zombie Aid would no longer be taking donations at any of its Manchester events. You appear to have reversed this decision for the Dead Island Walk - what made you change your mind?

5. Do you think the 'Aid' part of Zombie Aid misleads people into thinking you are a registered charity? Have you considered / taken any steps towards registering Zombie Aid as a charity (why/ why not)?

6. Zombie Aid is connected to events up and down the UK - but how involved is Zombie Aid in those events? Does Zombie Aid work like a franchise (people pay you a fee to use the name) or an umbrella company (you're directly involved in organising events), or something entirely different? Is the set up different for different locations?

If there's anything else you'd like to say, then of course feel free to add that to any statement or response.

Regards,

Dave Evans

From: "Carl Whiteley" <carlwhiteley@xxxx.xx>
To: <dave@xxxx.xx>
Subject: RE: Zombie Aid
Date: 03 August 2011 01:05

yes I have. And might I say how annoyed I am . I have been misquoted and made to seem dishonest. 3 years of my hard work.

I have never hid the facts that no money was raised at Halloween last year. This was told to members of facebook and to the charities, both of who were aware that this may be the case.

The summer event at MCFC cost me 5 months of planning and a great deal of money. When they pulled last minute they refused to compensate. The quotes you used saying 100% of donations go to charity was taken from this event. That was clear.

The Halloween Parade was to be a separate annual event. Yes it was run buy me and yes I used zombie aid to get it off the ground. It CLEARLY STATED on the flier and marketing that proceeds would go to charity. Both charities were made aware that i needed to cover some losses from summer. They were fine with this. I did zombie-aid for the love of it and the added bonus was that charities got something. But I had spent a great deal on stuff and needed to recoup losses. As i said I was still down. The following email from one of the charities was send in November 2010

Hi Carl,

I'm so sorry to hear that you are short and hope that it is not causing you too much stress. I know how much you put into planning and organizing the event overall, and you did a fantastic job moving it to the Printworks at such short notice, so you should feel proud of that.

I hope you are successful in recovering your costs from MCFC as you deserve the recognition for all your hard work, and of course, it would be wonderful if Christie's and ourselves were able to get a donation in the future – however, please do not worry about this, we really appreciate the publicity you gave us on the evening.

I am leaving Manchester Carers Centre on 1st December to go to Manchester Carers Forum. So in the future, your contact will be xxx@xxxx.xxx if there is anything you need to contact us about.

Wishing you all the best for the future!

Miriam

Now, the charity Single. I promised 100% of money raised on sales would go to charity. During the early months of 2011 I had an issue with play.com who sold the bulk of downloads, people had paid, couldnt download the song, proper figures hadnt come in. This is when you contacted me. I told you, that like everyone else, I would tell EXACT figures once I had them. It took a while and once I had them I notified the bands and Make A Wish and Smiffy's. All of them had screen shots of sales figures, and from Feb 2011 Make-A-Wish has had regular installments and have received 100% of the money raised!

The contacted me rather upset, but when I showed them the dates that the money had been paid they were satisfied. So too were Smiffys. I had an email today from them who again were happy and i had fulfilled my promise to them.

You also state in your blog about hotmail being free. yes it is. This is a miscommunication! You told me that you had tried emailing me. I assumed it was to the Halloween parade email address as I had received NO email fro you at all. And as that website was closed due to lack of money to keep it open i though you had emailed there. It's only now reading this that I know the problem. This email landed in my junkbox!! The only reason I found this was that I had done a search while looking through all emails. So thats just an misunderstanding.

You also state we are not a registered charity. no, never have pretended to be. I run events that aim to get money to charity. In 2009 Zombie-Aid Manchester raised approx £1800 for charity. The approx is due to a lot of donations going straight into buckets provided by charities. I never had access to them. But, money that I personally gave to charity was over £1600. And yes, it would have been more but there were costs to cover. This money was collected by officials. No problem there

Your issue is that Halloween 2010 made no money for charity. Yes, you were concerned, and understandably. I too have lost close ones to cancer and wanted to help in a fun way. I can see that I hadn't been clear to you in relations to one thing saying 100% and another saying proceeds. But the 100% to charity was what I planned. The MCFC was to have Manchester Carers and Christie collecting the £2 entrance. They were to keep that. I would pull money in to cover costs and put money in the kitty through other revenues at the event (merchandise etc) I spent a fortune on advertising. A ZOMBIE walk and music festival at the worlds richest Football club would have brought thousands. There was a fun fair booked too. But when they cancelled (their reason was they promised use of a new area, that ended up not being ready). I was left with bills for adverts in big magazines, with boxes of fliers and posters. I hoped that Halloween would cover these costs but alas, they didn't. The money was counted by respectable people. We estimated over 2,000 at the Halloween parade but guess what... less than half donated the £2!!!! A councilor noticed that people were not paying and didn't have the badges/stickers. That many people is too hard to enforce a donation, and people joined the walk from the streets, no way of enforcing that either. Some people just didn't want the £2 but wanted the fun.

I spoke to people this year about enforcing donations and we were to have wristbands and more registration points and security. I do feel it's a shame that some refused to pay but... some people are like that.

So when planning this year (I had a team of people in place) we started looking at enforcing this donation. How we would go about it. But The events off now. The thing was, I agreed a sum of money with Dead Island that would cover ALL costs. Dead Island and I agreed that the charity would be responsible for all collections. The fact that DI were covering costs meant that all money donated would reach charity. That there would be no overheads as sponsorship covered it. It was set to be the biggest amount raised so far. Now at this point I kind of wanted to blame you for not getting the full facts, but I must also accept a little responsibility for not being clearer. And the fact that I would have missed your emails as they went straight to junk folder (think it's the web address, many of my zombie-aid emails go to peoples junk which is why I use hot mail.)

Whats really annoyed me is that 3 years of work (and a lot of my own cash) took Zombie-Aid to this level. Your blog makes me out to be dishonest. I am not! The police, a solicitor saw my accounts for 2009 when asked. If I had been dishonest do you think the Christie would have worked with me the following year. What happened was a cock up. If that summer event had have taken place there would have been none of this. Yes, I used funds raised at Halloween to cover costs. Completely legal. If I hadn't have covered costs, debt collectors would have finished Zombie-Aid off/

The other Zombie-Aid events in the UK are ran independently. I allow them to use the Zombie-Aid and logo on their events on the condition that all proceeds go to charity. I tell them not to be left out of pocket, their time being donated is enough. However, I use my website to promote their events, try and keep it all together. I have on occasion used sponsor money to pay for fliers for some of the events and design work. Several organisers have yet to get back to me with what they have raised, I do keep asking but have yet to hear.

To be honest with you part of me hates you, you've smeared my name without knowing me, but another part agrees with you. I have wanted to show how charities are ripped off too. These collectors in the street that get paid £10 an hour to get people to donate £10 a month. Do the maths, their bosses get bigger salaries... what actually reaches the need is a trickle of what people give. I don't agree with that and for that reason understand your concern.

This is why I wanted to do this. I have never imagined that ZA will raise millions (i did think the MCFC event would breach the 10K mark), but on a whole Zombie-Aid as a collective has raised several thousands, has brought awareness to charities and promoted them. Its given thousands of people a great day out, made fundraising fun.

As Zombie-Aid began to grow, people were getting interested, sponsor wise. Dead Island came to me. With a brand like that attached I feel we would have raised a good amount... and had costs met. Already people for 2012 were interested, Zombie-Aid was growing, this would have been the first year there would have charity donations over £4,000 (i believe)

I hope this answers your questions. I will also be speaking to a legal person regarding your blog. As I say your reasons were understandable but its still slanderous and unfair. The facts just are not there.

Carl Whiteley

www.Order69.co.uk

www.Zombie-Aid.com

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