

To: [REDACTED]
From: Jeffrey Epstein
Sent: Mon 6/8/2009 8:10:24 PM
Subject: Re: Fw: Mothers' Army Planning Session

great, but make sure the idea, stays with you.

On Mon, Jun 8, 2009 at 4:00 PM, Sarah <[REDACTED]> wrote:

This is Richard Bransons right hand. So I want to discuss the finest ladies/mothers for our cause. .. What say you.?

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From: Jean Oelwang
Date: Mon, 1 Jun 2009 21:59:33 +0100
To: Robert Campbell<[REDACTED]>; Sharon Johnson<[REDACTED]>; James Kydd<[REDACTED]>; Alison Copus<[REDACTED]>; Alun Hindle<[REDACTED]>; Camilla Macapili<[REDACTED]>; Jane Tewson<[REDACTED]>; Andrea Barron<[REDACTED]>; Kumi Naidoo<[REDACTED]>; Jackie McQuillan<[REDACTED]>; Catherine Salway<[REDACTED]>; Mark Sears<[REDACTED]>; Darren Whittingham<[REDACTED]>; Damian Schnabel<[REDACTED]>; Manny Amadi<[REDACTED]>
Subject: Mothers' Army Planning Session

Hi everyone –

Hope you are all well! The Duchess of York has come up with a brilliant idea around getting a group of high profile Mothers together to help amplify the voices of Mothers all over the world to tackle some of the tougher issues facing young people and families today. We want to volunteer our time to help her develop this to the next level and would love for you to join us for a marathon one day planning session.

The outcomes will be:

- A simple positioning statement with key messaging and objectives
- Top level phased plan

- Overview "sales" document that can be used to attract potential funders and other support

We would love for you to join us on the 9th of July from 9:30am – 6:00pm, with a dinner (on Virgin Unite) directly following this. See below for a draft agenda. We will need a few masters at powerpoint – please let us know if you have any of these people within your teams that could join us!

Please let Sue know whether you will be able to make this and we will send you details on location, background information, etc.

Thanks so much – hoping to have fun with you on this one!

Jean

9:30 – 10:30am	Vision from the Duchess and her team
10:30 – 11:00	What's out there – where are the gaps?
11:00 – 12:00	Core proposition and objectives discussion
12:00 – 12:30	Lunch break
12:30 – 2:30	Break out groups focused on the following: <ul style="list-style-type: none">• Positioning statement, core values & messaging• Creative look and feel• Criteria for determining focuses, thoughts on deliverables, organisational structure & budget (phased approach)• Dream team of Moms – who should the core be and what role will they play? How would this group truly amplify and support the voices of Moms on the frontlines?

2:30 – 2:45	Break
2:45 – 4:30	Presentations & discussions from the breakouts with the whole group
4:30 – 6:00	Delivering the three outcomes
6:30	Dinner

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