



Volume 03. Number 01

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We believe you have all had a wonderful festive season and looking forward to another great year.

In this first 2018 edition, we present you with a facelift of the 'unfold the untold' newsletter as a result of the successfully completed fundraising, marketing & communications plan in December 2017 through the support of New Zealand's Volunteer Service Abroad (VSA) programme. We are very appreciative of the support from VSA, and its very committed fundraising strategist Heather Ware, and wish to thank them for this important achievement.

Included in the marketing plan is a brand manual which our creative services honorary member James Carter helped to put together. Thank you James.

Completing this plan now puts us into the fundraising stage, which will be a period of two years, 2018-2020. A second VSA volunteer joins mid-February to support effective implementation of these plans.

We aim to start construction in 2020 and open by 2023.

Our Vision

To be recognised as the world's unique South Pacific WWII commemorative and living museum, putting Luganville, Espiritu Santo and Vanuatu on the world map.

- It will be a destination of choice for remembrance and discovering the untold stories of the top-secret history of supplying the allied war effort, enabling understanding and providing inspiration for the future.
- In turn this will position Luganville and Espiritu Santo's environs as an exciting, engaging and worthwhile tourist destination and the economic, educational and community centrepiece for both the town and Vanuatu itself.

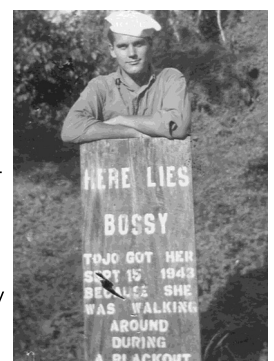
“Inspiring everyday heroes”

Our brand promise is inspired by an era but just as relevant today; inspiring a new generation of everyday heroes, to take pride in Espiritu Santo, Vanuatu and the South Pacific and value freedom and peace.

This edition's heroes review, under our brand promise "inspiring everyday heroes", is Kelvin Christopher and his identical twin brother Melvin, who were enlisted in January



1944 and for the first time separated after arrival on Espiritu Santo, where Kelvin was assigned to a tiny island called Ulilapi to the south of Espiritu Santo and Melvin to the ammunition depots on the mainland. They were both on the island when the war ended and were both part of the clean-up. Melvin who is still lives today has fond memories of his war times on Espiritu Santo including the clean-up which created the well-known Million Dollar Point, a popular diving site today. (Image: Melvin at bossy the cows burial site - only casualty on Santo after Japanese bomber raid.) Thanks to Connie Christopher, Kelvin's daughter, for donating the twin's book "WWII Memories" for the museum.



Ulilapi island - Kelvin trains gunners

The 'Navara Fund'

The Navara Fund is our chosen name for the seed funding we are seeking to manage operations of the current museum project office, while we seek the substantial capital funding for our new museum build and fit out. We are aiming to secure funding of US\$50,000 per year for the next three years from a group of strategic partners who see the value that the museum will bring to Espiritu Santo, Vanuatu and the South Pacific as a whole.



'Navara' is the Bislama for coconut seedling which provides a local and meaningful name for our 'seed fund' for the new South Pacific WWII Museum. Navara grows to a mature coconut, a highly valued and multipurpose tree in Vanuatu with its wide range of uses domestically and commercially - and its products highly recognised internationally. We believe 'Navara' reflects the value in creating the world's unique South Pacific WWII Museum in Luganville, Espiritu Santo, for local and national communities and international visitors.

We recognize that seed funding is critical to keep our momentum while we apply for significant capital funding to build the museum, and need the support of the wider community.

Those interested in becoming a 'Navara Funder' are welcome to contact and obtain more information from us. We are seeking up to 10 partners for this fund.

In thanking the donors in a less expensive but meaningful way once the funding is reached, we envisaged a formal dedication ceremony where a Navara will be planted on the grounds in front of the project office with suitable concrete footing with names/logos embedded in it. It will acknowledge the vision of those who supported the early stages of the build. The coconut palm will grow as the museum will and the slab will remain.

We will also recognise the funders on the South Pacific WWII Museum website, named as our 'Navara Funder' and linked through to their nominated website, as well as issue formal donor certificate, signed by the Board Chair for their records, or to frame in their offices. Donors will be able during the next 3 years advertise that they are Navara fund donors.

Dog Tag found



Bryan found and donated dog tag for SPWWII museum

We are grateful of the overwhelming turn out of visitors into the project office each day, for a visit into finding out what the project office displays contain, as well as bringing in new information from what they were told by their relatives who were involved or witnessed the war here on Espiritu Santo. There are others who came to find answers to their enquiries and curiosity. This interestingly ties well with one of our core brand values, which is to encourage curiosity and enquiry, into always looking to find out more, and to add to our collections and to tell new stories.

There are also those who came in to show what they have from their war collection, donating it for the museum.


Among many others is an interesting donation from Bryan James of a dog tag that he found few years ago. This was later tracked and found to be of a US Marine who was killed in action in the Solomons. Through the support of Bruce Petty who linked us to Francesca Cumero, we were able to confirm the soldier's identity and now hoping to make contact with his relatives. Thank you Bruce and Francesca.

Welcome New Members

We are pleased to welcome Tasi Komie Peter and Bruce Baldi to the Elwood J Euart Association.

New Membership Special Offer is still on

If you're one of the first 500 members to join the museum, we'd like to offer you a very special opportunity. In return for your generosity, we'll include your name on a commemorative plaque that will hang in the museum once construction is complete. Sign up today. [Find out more here](#)

 **PayPal** Help us build the South Pacific WWII Museum
Online donations to [Elwood J Euart Association](#) Paypal account

"Inspiring everyday heroes"



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