

A Tale of Two Ships

Tall Ship *Tenacious*



Owner: Jubilee Sailing Trust, UK
Mission: Handicapped-accessible tall ship
Cost: USD 8 M (donated build site + volunteer labor)
Time : 8 years from announcement (1992) to delivery (2000)
Funding: Direct mail + phone + press

Rainbow Warrior III



Owner: Greenpeace Intl., Netherlands
Mission: Environmental defense / political activism
Cost: USD 32 M
Time : 3 years from announcement (2008) to delivery (2011)
Funding: Internet crowdfunding