

BROAR



“When the MacLean brothers first approached us about their plans to row across the Atlantic, they already had almost everything in place to take part in the race. It was clear that they were not only determined to complete the challenge in great style, but that they wanted to do something bigger than the voyage itself.

Part of this was in creating the idea of Broar, combining as it does the idea of brothers and oars and the roar of the ocean, an idea they have expanded upon and made authentic with their particular personalities and style. But an equal part of it was a real commitment they made to selecting two extraordinary charities based in Scotland to support.

Funding charities in many ways is not that different to funding businesses. It requires due diligence, many questions, some careful thinking, and getting to know some of the key individuals. We were impressed with the way that they had identified Children First and Feedback Madagascar, both of which seem to us to be outstanding organisations. When Lachlan asked me if there was any way in which Amati could help, I said that while Amati doesn't sponsor voyages, we do give a proportion of our profits to UK registered charities chosen by each of the shareholders. So, several of us met the two charities and made the decision to support these charities from our allocation of Amati's giving. As a result, we felt bound up also in the Broar voyage, which was wonderful to follow. Ewan, Jamie and Lachlan's energy and enthusiasm has been infectious. They spent an hour with us recently telling us stories from the voyage and the long build up to it. They have so many wonderful tales to tell, and what they have achieved has been inspiring.” Dr Paul Jourdan