Travel for Impact
Changing Lives Forever Through Travel
Vision

• To see sustainable community initiatives achieved through responsible tourism
Why?

**Conservation through Community Upliftment**
- Essential services
- Livelihood initiatives

**Sustainability of Operations**
- Running costs vis-à-vis capital costs

**Looking after your Destination**
- Giving back to your neighbourhood
- Recycling

**Adding a New and Exciting Dimension to Botswana as a Destination**
- USP

**Contributing to National Development Goals e.g. Vision 2036**

**Contributing to Global Development Goals e.g. SDGs**

- Vision 2036
- SDGs
How?

Through partnerships - tourism and community
1USD - global
Bednight Bank - local

#followthehand
#impactors
Social media

TFI is a simple yet innovative way to integrate the power of commerce with civil society. A means for travelers to have the holiday of a lifetime whilst, at the same time, enabling positive change at their destination.
Areas of Focus

Children and Youth

Conservation

Culture and Heritage

Women

Cross Cutting
## Impact 2017

### Children and Youth
- **Bana Ba Letsatsi**
  - 150 kids
  - Support in construction of new building
  - Support in operational costs
- Khumaga Primary School, 600 kids
- Tsodilo Junior Secondary School, 1300 kids
- Tshidilo Stimulation Centre, 40 inpatient kids, 75 outpatients kids.

### Conservation
- **MAWs**
  - 13 outreach villages
  - 2000 animals vaccinated
  - 1800 animals sterilized
  - The People’s Path
- **AGLOW Polokong**
  - 15 clients
  - Supporting building of new centre
  - Meals, nutrition, company
  - The People’s Path

### Culture and Heritage
- **WAR**
  - Shelter bed nights, 3800
  - Counselling sessions, 3200
  - Crafthood
  - 176 active weavers
  - BWP70,000 into the community

### Women
- **WAR**
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### Cross-Cutting
- **Community Bus**
  - Has covered over 30000km to date
  - Has transported around 2286 meals to the elderly
  - Has transported over 344 people for special events
  - Has covered over 15 special events done NGOs
  - Daily transport for 17 kids from the home to the BBL
## Challenges

<table>
<thead>
<tr>
<th>Category</th>
<th>Issues</th>
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<tbody>
<tr>
<td>Time</td>
<td>• Turn around time for results</td>
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<tr>
<td></td>
<td>• Different priorities</td>
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<tr>
<td>Tangible v. intangible</td>
<td>• Gloss v. beneficial</td>
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<td></td>
<td>• Construction v. operational</td>
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<td>Trust</td>
<td>• Legitimacy of organisations / institutional structures</td>
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<td>• Lack of understanding between and amongst each other</td>
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<td></td>
<td>• Insecurities – TFI might take over / they are in it for themselves</td>
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<td>Different expectations</td>
<td>• Quality</td>
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<td>• Design</td>
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<td>• Consistency of supply</td>
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<td>Need for Individual Recognition</td>
<td>• Fragmentation of impact</td>
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Join the Movement

Partners

- Our partners are crucial to our success

Cutting Edge

- We truly believe that this is the cutting edge of future business where social responsibility is as important as economic growth and environmental protection. We feel that this concept, energetically and enthusiastically, embraces both.
Thank you!

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